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COVER STORY

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# YEARS LATER

If weather or mail system glitches do not hinder our attempts to deliver this into your hands the last week of April, then you're holding this magazine just days, if not hours, before our 4th Annual Awards Gala.

Thursday, April 30th is the day marked for us to gather at City Club and recognize some stand out individuals in our industry. *I jokingly call event months The Baton Rouge Real Producers Olympics.* It's a lot, and it's no joke, but I love it! It's so worth it to see your faces and see you all together.

### Our events remind me why I do what I do.

Six years ago when I said yes to running this franchise, I thought I would use my journalism degree, combine that with my knowledge of real estate, interview some Realtors, gather content for the magazine, and repeat that every month. Then came the events...but not just any events. Networking with the best of the best in our industry. I would

be inviting our local top performing agents to pause and attend a party I planned. I'm sorry, what? When Covid shut everything down I was a tad bit relieved. *Too bad. So sad. Can't party. Tell me you're an introvert without telling me you're an introvert.*

Then I threw my first party. It was in November of 2020 at Cocha. It was amazing. And I was hooked. I have been planning your parties ever since and having the time of my life! I come home from an event and begin planning the next one!

I abolished my introversion and found out that getting in the room is so much better than staying home and missing out! GET. IN. THE. ROOM.

This industry is fast paced, ever changing and sometimes just too dang much! Because of all this, it's nice to pause, get together and celebrate your success across all brokerages. There's something powerful about being surrounded by the best of the best and getting to know one

another beyond the transactions, closings and chaos of this industry.

Our Annual Awards Gala does not happen without incredible support, and I want to extend a sincere thank you to our Gala Sponsors: **Redstick Financial, The Bickley Team at Synergy One Lending, FB Title Solutions, Rouge Painters, Cypress Roofing, Hubbard Flooring Studio, Salon Raybon, Gulf Coast Title, Nola Lending Group, and Paragon Inspections.**

I am so glad I took a wild chance back in 2019 and said yes to running this franchise. The founder sent me a shirt after my first issue went to print that read: BEST DAY EVER. I've been gifted with a lot of best days in my life, but holding that first copy of *Baton Rouge Real Producers* in my hand ranks pretty high on the list. I had no idea what an absolute blessing this would be and honestly, I'm glad I didn't know. It's been fun finding out as I go. Let's keep going.  
Gina

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# NIA Bookter

OPERATING AT PHOTOS BY STEVIE LEJEUNE  
ANOTHER LEVEL

In a brokerage of more than 300 agents, standing out is one thing. Sustaining excellence is something else entirely. Nia Bookter has learned how to do both. After finishing as the number one agent in her brokerage last year, she continues to rank among the very top, currently holding the number two position. But for Nia, success has never been about a title. It is about what it represents. Growth, stability, and alignment. “Being at the top once is an accomplishment. Staying there is a decision.” That decision has not always been easy. It has required discipline on the days no one sees, resilience in moments that did not go as planned, and a level of belief that had to be built over time. Because behind the production and recognition is a woman who made a choice to show up fully, even when it would have been easier not to.

#### **Becoming Her Own Standard**

Nia’s journey into real estate did not begin with certainty. It began with awareness.

Early in her career, she found herself observing people who wanted more, more space, more stability, more ownership, but did not always know how to get there. She saw hesitation, fear, and questions that often went unanswered. And something about that stayed with her.

She realized she did not just want to be in real estate. She wanted to be the person who could guide others through it. So she leaned in, taking the time to listen more closely, to learn as much as she could, and to become more intentional in how she showed up for people.

Over time, those small, consistent efforts began to compound. Conversations turned into closings, relationships turned into referrals, and what once felt uncertain started to feel aligned.

“It started slow,” she says. “But once I decided to go all in, everything changed.”

That decision required more than ambition. It required trust in herself, in her path, and in what she was capable of building.

#### **Building With Purpose**

Today, Nia’s success extends far beyond transactions.

She is an investor, actively acquiring and flipping properties while building her own portfolio. She is an entrepreneur,



the owner of L.A. Luxe Salon Suites, a space designed to elevate not just aesthetics, but experience. At the core of everything she builds is intention.

“I want people to feel something when they experience what I’ve created,” she says. “I don’t want it to just look good. I want it to mean something.”

That same level of care carries into her real estate business. She understands that for many of her clients, buying a home is more than a milestone. It is a moment of relief, pride, and finally feeling settled. She does not take that lightly.

Lately, her vision has expanded beyond what she can build for herself.

She is thinking more about impact and reach, and what it looks like to invest in something that extends beyond transactions and business. She is no longer focused only on building success, but on building significance.

#### **The Weight And The Why**

Success brings visibility, but it also brings responsibility. For Nia, that responsibility is deeply personal. At the center of everything she does is her son, Chase. “He is my why,” she says. “Everything I’m building is for him.” That purpose shows up in her work ethic, in her standards, and in her refusal to settle. It keeps her focused on the bigger picture, not just closing deals, but creating a life that reflects stability, freedom, and legacy.



“  
BEING at the  
TOP ONCE is an  
**accomplishment.**  
STAYING THERE  
*is a decision.*”



“

I WANT PEOPLE TO FEEL something when they experience what

**I've created.**

I don't want it to just look good.

***I want it to mean something.***”

In recent years, life has also brought moments that shifted her perspective in ways success alone never could. Loss, reflection, and growth have all played a role in shaping how she moves today. There is more intention now, greater clarity, and a stronger sense of urgency around what truly matters. She is not just building for today. She is building something that lasts.

#### **Giving Back, Pouring Forward**

With L.A. Luxe Salon Suites now established and thriving, Nia is turning her focus toward what comes next. For her, what comes next is impact. Her next initiative is rooted in purpose. Through Southern Roots, she is stepping into mentorship, working with young girls and creating space for guidance, exposure, and growth. This shift is not by chance. It is intentional.

It is driven by her commitment to give back to the community and to invest in something greater than herself. “I see so much potential in them,” she says. “Sometimes they just need someone to believe in them until they can believe in themselves.” Southern Roots is more than a program. It reflects her growth, her values, and the direction she is headed. For Nia, success is no longer just about what she builds for herself. It is about what she builds for others.

#### **Still Evolving**

Despite everything she has accomplished, Nia does not see herself as finished. She sees herself as evolving. There are still goals to reach, new levels to unlock, and more lives to impact. For her, success is not a destination. It is a version of herself that she continues to grow into. From consistently ranking at the top of her brokerage to building businesses, investing in her future, and pouring into others, Nia Bookter represents more than achievement. She represents evolution. She is building more than a career. She is building a life rooted in intention, resilience, and purpose. And she is only getting started. ▀



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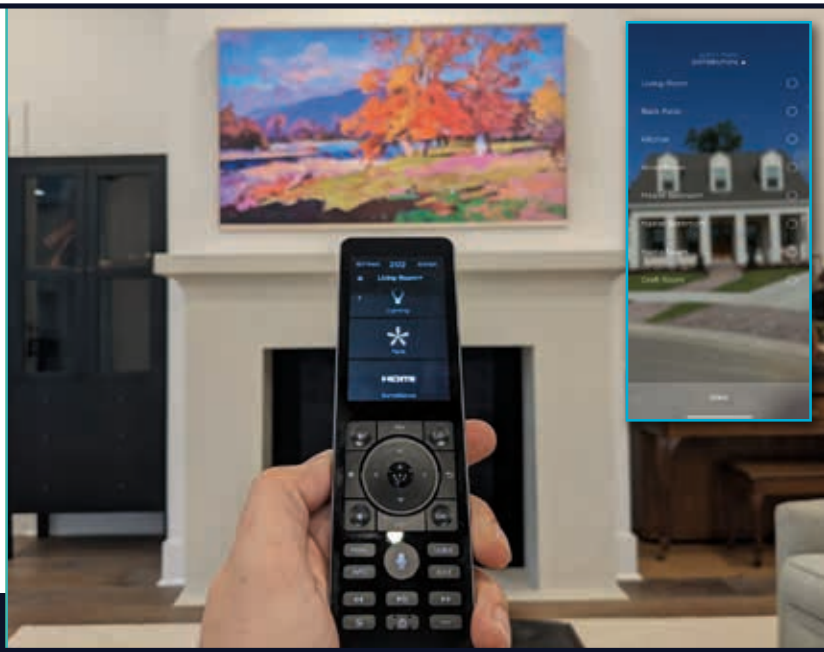
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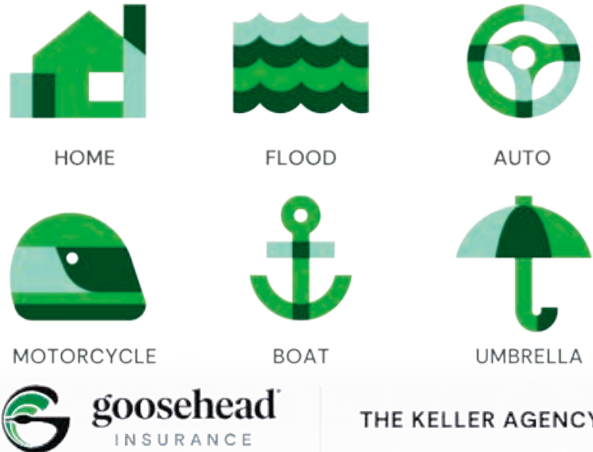
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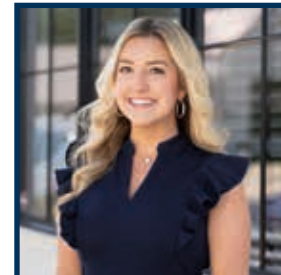


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BY HANNAH DAVIS  
PHOTOS BY STEVIE LEJEUNE

In a referral-based business like real estate, the professionals you choose to surround yourself with matter. When timelines are tight, negotiations are delicate, and client trust is on the line, having the right partners in place is everything. That is especially true when it comes to one of the most critical components of any property, and one of the quickest ways a deal can be delayed or derailed, roofing.

As a BRRP Preferred Partner, Roof Gecko, led by owner Kase Dupont, has earned its place as a trusted name among top-producing agents across the Greater Baton Rouge area. Located at 660 North Foster Drive, Suite B201, Roof Gecko recently celebrated five years in business, but Kase's experience leading up to its launch is what truly sets the foundation.

Before entering the roofing industry, Kase worked as a real

estate agent and investor in Baton Rouge, giving him firsthand insight into how roofing issues impact transactions. Prior to that, he owned and operated a car dealership with his brother, where he developed a strong understanding of operations, sales, and customer experience. "That background shaped everything about how I run Roof Gecko," Kase said. "Real estate taught me how to think about protecting asset value and

navigating deals. The dealership taught me how to build a customer experience people actually trust. Roofing is where it all came together."

That combination of experience is one of the reasons agents feel confident bringing Roof Gecko into their transactions. Kase understands the pressure points, the urgency, and the importance of clear communication in a way that many contractors simply do not.

"We know a roof issue can kill a deal or delay a closing," Kase said. "We move fast, communicate clearly, and we don't leave your clients guessing. We're the team you want in your corner."

Roof Gecko offers a full range of services, including commercial

flat roofing systems, residential shingle roofs, and metal roofing. The company also specializes in insurance-funded replacements and storm restoration; a critical service in Louisiana, as well as retail replacements for homeowners looking to proactively protect their investment.

**In an industry saturated with options, what truly differentiates Roof Gecko is not just what they do, but how they do it.**

"We actually care and we build everything around that," Kase said. "Our core values are Discipline, Integrity, Excellence, Teamwork, and Self-Improvement, and we hold ourselves to that on every single job."

That commitment shows up in both the quality of their work and the experience they provide. From financing options to industry-leading warranties, the team focuses on making what can often be a stressful process as seamless as possible. "At the end of the day, it comes down to this, if you need us, we show up," Kase said. "We do what we say we're going to do. And we don't cut corners." It is a statement that carries weight, especially in an industry where cutting corners can lead to long-term consequences. Kase is passionate about educating both homeowners and agents on the difference between price and true cost. "Your roof isn't something you replace every year, it's something you live under for the next 15 to 30 years," Kase said. "A lot of contractors will give you a number that looks great on paper, but the only way they get there is by cutting corners. You're not buying a roof; you're buying the outcome." That outcome, he explained, is peace





That same intentionality is reflected in the Roof Gecko brand itself. After recognizing how saturated the roofing industry is with lookalike logos and forgettable names, Kase set out to build something that would stand apart. “We wanted a name that actually meant something,” Kase said. The gecko, a symbol of protection in many cultures, became the perfect representation of the company’s mission; to protect homes and the families inside them. It is a brand that not only stands out, but also tells a story, reinforcing the purpose behind every roof they install.

At home, Kase’s priorities are just as clear. When he is not working, he is with his family. “My kids are my reset button,” Kase said. “At the end of the day, that’s who I’m building all of this for.” He and his wife, Maddy, share a blended family of five children, creating a home filled with energy, laughter, and meaningful

moments. For Kase, it is often the simplest traditions that matter most. “Saturday mornings are my favorite,” he said. “Cooking breakfast, everybody piled on the couch watching SpongeBob. Five kids, a full plate, and nowhere else I’d rather be.”

Kase’s perspective on business and life is deeply rooted in a personal transformation that continues to shape how he leads today. After struggling with addiction for a decade, Kase experienced a turning point in 2017 that redefined everything. “For a long time, I felt like I wasn’t enough, like I didn’t deserve anything good because of all the mistakes I had made,” Kase said. “That’s a heavy way to live.” He continued “When I turned my life over to Jesus, everything changed,” Kase said. “He didn’t just clean me up, *He taught me how to love myself and how to love people...w* hen you learn how to do those two things, everything else starts to fall into place.”

of mind, knowing the job was done right the first time, and that the homeowner will not be dealing with avoidable issues down the road.

For Kase, however, success is not defined solely by projects completed or revenue milestones. One of his proudest moments came not from a job site, but from watching someone on his team completely transform their life.

He recalled hiring a young man who had been working at a car wash, struggling financially and in need of an opportunity. A few years later, Kase found himself attending that same employee’s Super Bowl party at a home the young man had purchased himself, with a new car in the driveway and a future full of possibility. “That moment hit me harder than any revenue milestone ever has,” Kase said. “That’s what I love most about

owning a business; the ability to mentor people and watch them grow into their full potential.”

That people-first mindset is also reflected in how Kase builds his team. He looks for what he calls “F.A.T.” individuals; Faithful, Available, and Teachable. “Be consistent and trustworthy. Show up and lean in. Be willing to learn,” Kase said. “Skills can be taught. F.A.T. can’t.”

“**My kids are my reset button. At the end of the day, that’s who I’m building all of this for.**”



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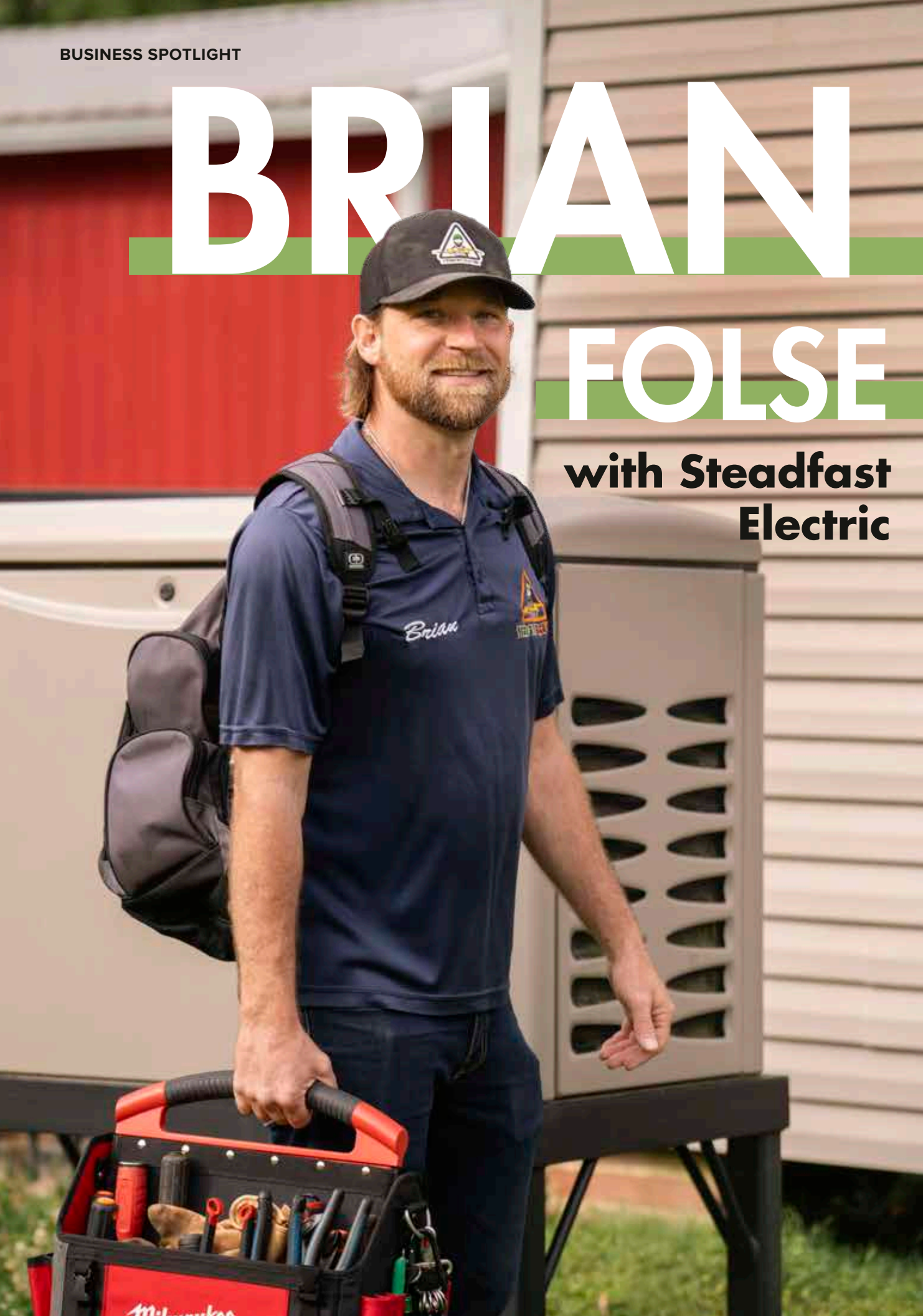
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# BRIAN FOLSE

with **Steadfast Electric**



BY BREANNA PIZZOLATO • PHOTOS BY STEVIE LEJEUNE

Whether he's calling plays in the softball first or crawling in a cramped attic for a client, Brian Folse operates on a simple code: show up, stick it out, and take care of people. It's the steady attitude required to raise three kids and weather the unpredictable jolts of entrepreneurship.

For Brian, his wife, Megan, and their three kids—Kasen, 16, Jaxon, 11, and Finley, 7—home is a wide-open yard on the wooded stretch of Hoo Shoo Too. Their country spot is a base of operations for a life of school runs, sports schedules and the high-speed logistics of three kids.

Brian grew up in a family where commitment was a way of life. His grandfather started an oilfield services company that his father, aunt and uncle joined and have successfully operated for decades. From an early age, Brian absorbed that stability.

"In our house, if you signed up for something, you finished it," he says. "Signing up for a sport meant showing up to every practice and game, even if it got hard or stopped being fun." That quiet, persistent ethic—start what you finish, do what you say you'll do—sits at the core of who he is.

As an adult, that same mindset shows up everywhere: in the way he parents, in the way he shows up on a jobsite and even in how he spends his free time.

Softball is a big part of that story. Brian played baseball growing up, and Megan played softball through college. When they settled near Baton Rouge, and she wanted to play co-ed softball, there wasn't an existing team she could join.

Most people might shrug and move on. Brian and Megan did the opposite. They started one.

The local recreation center provided them with a list of interested players waiting for spots on other teams. They pulled together a group, dubbed themselves the Kajun Misfits and started playing.

What began as a way to stay active turned into a community. Some of their closest friendships grew out of nights under the lights.

As life has gotten busier, they play fewer league nights but still play in weekend tournaments, including a Wounded Warriors fundraiser they attend every year. Today, Brian and Megan coach Finley's softball team together, trading the late-night tournaments for evenings spent teaching seven-year-olds how to hold a bat and run the bases. It's a natural evolution for a couple who believes in building things the right way, from the ground up—teams, businesses, relationships.

That same can-do attitude is what carried Brian through the early, uncertain days of his business, Steadfast Electric. Electrical work wasn't a childhood dream. It started as a part-time job during college, something that was supposed to be temporary. But he found he liked the work, and it came naturally. He enjoys problem-solving, working with his hands and seeing the immediate impact of his work.

Over time, the job became a calling. He and a friend decided to launch

their own electrical company, which, at the time, primarily focused on solar panel installations. His friend handled business and sales, while Brian leaned into operations. Their goal was simple: provide good service at a fair price.

True to its name, the business was tested almost immediately. As a brand-new company, they ran into barrier after barrier with financing and tax-credit-dependent projects. Then his business partner walked away.

For many people, that would have been the end of the story. For Brian, it was the moment he leaned in even more. He had started the business, and that meant seeing it through. So he stayed. He pivoted. He ground it out, job by job, until the company found its footing.

When the devastating 2016 flood hit, demand for electrical work exploded. It was a heartbreaking time for many families, but it also became a turning point for Steadfast Electric. The company grew rapidly, and Brian leaned into the responsibility of walking into damaged homes, restoring power and giving people a small piece of normal back.

Today, Steadfast Electric focuses heavily on residential work, including standby generators, which are no longer luxuries, but necessities for families who face frequent power outages, work from home, or depend on medical equipment. For Brian, it's not just about lights and outlets—his work provides families like his with safety and peace of mind.

One recent project captures what makes him different. An older couple who live on the river needed a generator. The husband, facing the onset of dementia, felt overwhelmed by the complexity and cost of the project. Brian slowed down the process and walked them through each step. His team built their generator on a seven-foot-high platform, added stairs, and Brian even attended meetings with other contractors as a steady hand and shoulder for them to lean on.

"It took more time than usual, but they were so thankful, and I was happy to be there for them," Brian says. That kind of payoff matters most to him.

For Brian, showing up, sticking it out and taking care of people isn't about grand gestures. It's about a steady faithfulness—to his family, his customers and his word.

Steadfast isn't just his business. It's who he is. ▀





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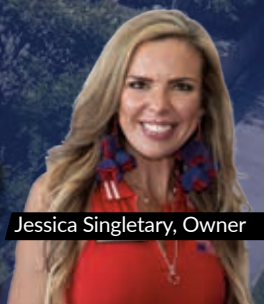
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Jessica Singletary, Owner

# LOGAN COX

BY LAKEN FOISIE  
PHOTOS BY  
STEVIE LEJEUNE

Practicing What  
You Preach

*For Logan Cox, success isn't about shortcuts or overnight wins. It is built through steady growth, meaningful relationships and a commitment to getting better with every opportunity. And while his career is still in its early chapters, the foundation he has built suggests that the best is yet to come.*

Logan has approached his real estate business with a mix of strategic discipline and genuine connection, creating a foundation that continues to gain momentum, but also drawing from a firm foundation that was established long before he chose this career path.

Deeply connected to his community and faith, Logan serves as an associate pastor alongside his father, Keith Cox at Eastside Baptist Church in Zachary,

where he has been involved since childhood. Over the years, he has contributed to nearly every capacity, from mission trips to fundraisers to behind-the-scenes support.

Prior to getting licensed in 2022, Logan spent seven years working in finance and accounting, most recently with Emergent Method. He describes that chapter as one he "loved," but also one that ultimately revealed a deeper



desire for something more flexible and meaningful. “My wife Jami and I both initially got licensed wanting to flip homes, invest and eventually build something of our own,” Logan said. “We just wanted freedom from the 9-to-5, from making someone else money, and having a strict schedule.”

Like many entrepreneurial journeys, the transition wasn't seamless. Shortly after getting licensed, Logan joined a company that promised a hybrid of team structure and agent support. What followed was a pivotal, and what he describes as a difficult season. He described the environment as toxic, with poor leadership and a lack of systems, calling it “the worst year of my life.” Yet, in hindsight, Logan sees it differently. “It was also the best decision I ever made,” he said, explaining that the experience ultimately pushed him fully into real estate as an agent. That shift marked a turning point, but the defining moment came during a showing with a friend.

While touring a property, Logan's friend shared that he was expecting his first child. In that instant, Logan's perspective changed. He realized the work was about far more than transactions. As Logan described it, he began to see “real life happening behind every deal,” and the privilege of being part of it. From there, his focus moved decisively from operations to relationships. Logan said that many of his closest friendships have come through helping clients buy and sell homes. Becoming part of those life moments, both joyful and challenging, is what fuels his work.

Today, Logan serves as the broker and main producing agent at Madewood Realty, balancing client-facing responsibilities with leadership and growth. While he remains deeply involved in appointments, contracts and closings, he has intentionally built a team around him that allows him to operate at a high level. At the center of that team is his wife, Jami, whom Logan

describes as the “Compliance Queen.” She oversees agreements, addendums and contracts, ensuring every detail is accurate and aligned. “She keeps us straight,” Logan said. Supporting the operation further is executive assistant Sig Kasilag, who manages communication and scheduling, allowing Logan to stay focused on his highest-value activities. Sig also plays a key role in the company's property management side, helping streamline operations. Marketing coordinator Avie San Diego has brought consistency and strategy to their outreach efforts, while sales associate Drew Briley has been a steady presence since the beginning of Madewood Realty, handling everything from property prep to client showings. A transaction coordinator rounds out the team, keeping timelines on track and ensuring nothing falls through the cracks. “The entire team contributes to our success and growth,” Logan said, emphasizing that the business is very much a collective effort.

At the heart of Logan's business is a commitment to relationships, paired with a forward-thinking approach to technology. He describes his model as “relationship driven and AI powered,” constantly evaluating how to better serve clients and improve efficiency. Rather than accepting industry norms, Logan said he regularly challenges them, asking how processes can be improved and experiences elevated. “We're always asking, ‘How can we serve our clients better? How can we build our business faster? How can we be better?’” That mindset extends to marketing, which Logan views as a cornerstone of success. He and his team strive to present properties in a way that stands out, with the goal of marketing listings “better than anyone else.” For Logan, consistent and intentional marketing is not optional, but essential.

Logan was named Forum 225's Member of the Year, an honor he values deeply. He has served the organization as both vice president of membership and socials chair, and he remains an active supporter. Logan described Forum as “such a great organization for Baton Rouge,” noting the meaningful relationships he has built through it.

Coaching has played a significant role in his own growth. Logan compares the value of a coach to that of a great leader in sports, noting the advantage of having someone who provides clarity, accountability and perspective. He credits that guidance with having a direct impact on his business, and that business relies on a simple but effective framework. First, he prioritizes professionalism, recognizing that real estate involves a wide range of personalities and emotions. Reactivity, he noted, rarely serves the client. Second, he focuses on the end goal, asking himself where he wants the situation to land and then mapping a path to get there. Finally, he looks ahead, evaluating how similar issues can be prevented in the future. **“That's how you get better every time.”**



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