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**JENNIFER
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Partner Spotlight
APS

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Meet The Team



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2026

BY THE NUMBERS

HERE'S WHAT AGENTS SOLD IN 2025

18,946



TOTAL TRANSACTIONS



44

AVERAGE DAYS ON THE MARKET



17

MEDIAN DAYS ON THE MARKET



AVERAGE SALES PRICE

\$350,416



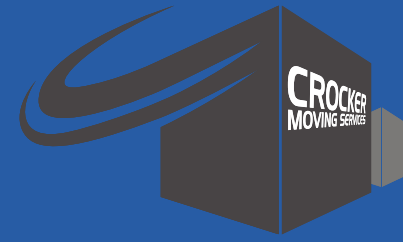
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MEDIAN SALES PRICE



TOTAL SALES VOLUME

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Birmingham Real Producers Top 300 Agents



CONGRATULATIONS ON MAKING THE LIST!

Congratulations on making the Birmingham Real Producers 2026 Top 300 Agent list! The list is based on 2025 sales according to the MLS, and as part of this exclusive community of the top real estate agents in Birmingham, the top 300 agents will receive the magazine each month and be able to attend our exclusive events for agents and RP preferred partners in the city.

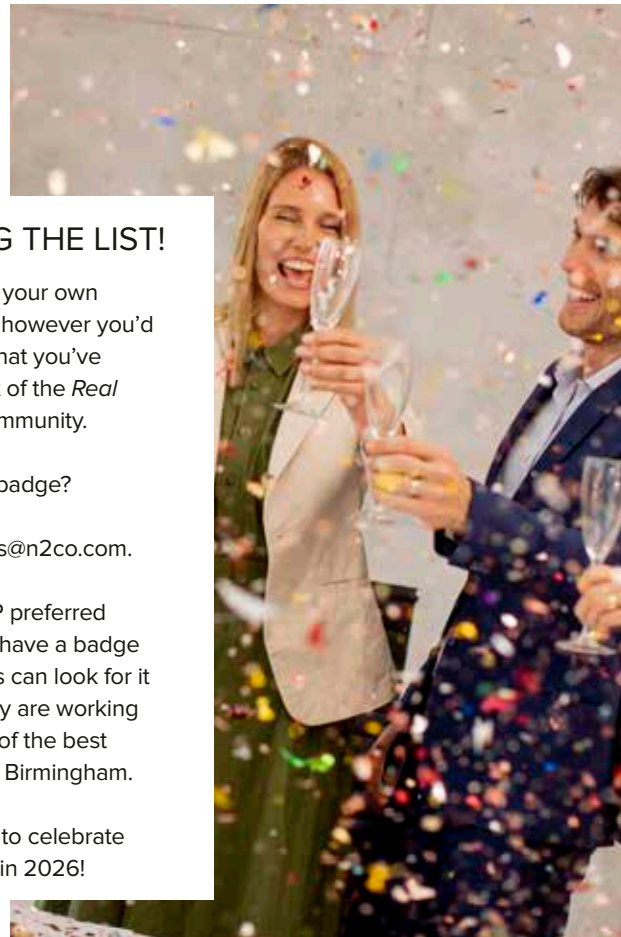
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WRITTEN BY ELIZABETH MCCABE • PHOTOS BY CARNAGGIO PHOTOGRAPHY

Solid as a rock. APS Foundation Repair & Waterproofing was built to last.

Since 1977, this family-owned and operated company has quietly built something far more powerful than just strong foundations. They've built trust. The kind that keeps homeowners, business owners, and real estate agents coming back year after year, deal after deal.

And today, that legacy continues with the next generation.

For Riley Williams, sales and design specialist at APS, this isn't just a job. It's personal.

"My dad, Craig Williams, is the owner," Riley shares. "We've been in the home service industry for almost 50 years." That family-first mindset doesn't stop at leadership. It runs through the entire company from the office staff to the service department to the crews in the field.

"We have a great group here," Riley says. "The business wouldn't be as successful as it is without everyone behind the scenes... and the crews that we have are very trained and have a lot of experience doing it. Some of our foremen have been doing it for 20-plus years."

That kind of longevity matters, especially when you're dealing with something as critical as the structure of someone's home.



At its core, APS does one thing exceptionally well: they fix problems that most people don't fully understand, but absolutely feel.

"We're helping homeowners, businesspeople, and REALTORS® fix foundation issues or whatever is going on," Riley explains. "We are improving their quality of life."

Services Offered

Their work spans everything from foundation repair and basement waterproofing to crawl space encapsulation, floor leveling, and concrete repair. And in Alabama's hot, humid climate, one issue rises to the top again and again.

"We fix a lot of crawl spaces here," Riley says. "With how hot and humid it is, these issues are very typical, not only in older homes, but new homes as well."

Foundation and moisture issues rarely announce themselves loudly at first. Instead, they show up in subtle ways that are easy to overlook, until they're not.

Riley points to hardwood floors that begin cupping or turning wavy as one of the biggest red flags. Cracks in walls or brick, especially stair-step cracking, can signal deeper structural movement. Doors and windows that suddenly stick, cracks forming above openings, and

sheetrock fractures along exterior walls are all signs that something beneath the surface needs attention.

These aren't just cosmetic issues. They're early warnings, and catching them early can make all the difference.

What sets APS apart is their commitment to doing the job right the first time.

When a home begins to settle, the team often turns to helical piers to stabilize the structure.

Riley explains that they assess where the home is settling and by how much before designing a solution tailored to that specific property. From there, they excavate down to the footing and drive steel piers deep into the earth until they reach bedrock or load bearing strata.

A bracket is then installed beneath the footing to support and secure the home. Multiple piers are used, spaced carefully until the entire affected area is stabilized.

It's not a surface-level fix. It's a structural correction built to last.

Basement Waterproofing

Basement waterproofing is another area where APS takes a different approach, one that avoids the quick fixes many homeowners are tempted to try.

"We do not drylock or paint walls. That's not a permanent solution," Riley says.

Instead, APS installs an interior drainage system beneath the slab. By carefully removing a portion of the concrete floor near the wall, they're able to place a system that captures incoming water and directs it into a sump pump, which then removes it from the home entirely.

And when hydrostatic pressure begins to push walls inward, creating bowing or instability, APS installs wall braces or helical tiebacks depending on the situation, again addressing the root of the issue, not just the symptoms.

Concrete Solutions

Concrete problems don't always require full replacement and APS knows it.

Using a polyurethane injection system called PolyLevel, they're able to lift and level sunken driveways, sidewalks, garage floors, and slabs with precision. The process not only restores the appearance of the surface but also eliminates trip hazards and helps extend the life of the concrete.

It's faster, cleaner, and far less disruptive than tearing everything out and starting over.

Catering to Top Producers

For real estate professionals, APS is a trusted partner in getting deals across the finish line.

"Just call us," Riley says. "It doesn't matter what's going on in the transaction."

They provide free estimates and work closely with agents to evaluate issues quickly and clearly. In many cases, the work can even be completed before closing and incorporated into the transaction itself.

"A lot of this work can be done before closing and put into the closing costs," Riley explains. "That way it's not necessarily out-of-pocket for the buyer after they've already purchased the house."

That flexibility can be a game-changer when navigating inspections and negotiations.

Nearly 50 years in business doesn't happen by accident. It happens when you consistently show up. When you do the job right. When you treat people the way they deserve to be treated.

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Jennifer Toomer-Hay

WRITTEN BY
NICK INGRISANI
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A Successful Career Built on Faith, Relationships, and Drive

“I am astonished and humbled by what the Lord has entrusted me with to be responsible for. That knowledge keeps me very grounded and grateful every day that this is the life I get to lead.”

Jennifer spent most of her early life in Charlotte, North Carolina, growing up in a close-knit family as the daughter of a pastor. She later attended college in Lynchburg, Virginia, where she met her future husband, who was from Alaska. That relationship would take her across the country to Anchorage, where she would spend the next two decades building both a family and, eventually, a career.

Her introduction to real estate came during a pivotal season of life. As her marriage faced challenges, Jennifer began looking for a path that would allow her to remain present for her children while also creating financial stability for the future.

At the time, she had spent 10 years running a daycare and had no background in real estate. But after

learning about a friend who had entered the industry, the idea began to take hold. It seemed to offer the ideal blend of flexibility and opportunity she was looking for. She earned her real estate license in 2002 and immediately stepped into a fast-moving market in Anchorage.

“The Lord really just opened up the right doors, and I was blessed to have success right out of the gate, confirming it was the right decision for me.”

Jennifer’s business grew quickly in part thanks to the relationships she had already built in her community. Many of her early clients came from families who already trusted her, and that trust translated naturally into real estate.

“I realized over time that there are two main things that matter to people: their kids and their money. And if they trust me with their kids, they would trust me with the largest financial transaction of their lives.”

While her early success came naturally, the market shift that followed exposed gaps in her business. Without systems or processes in place, Jennifer realized that long-term success required more

than instinct. That realization led her to Keller Williams in 2007, where she began to build a more structured, sustainable business model.

“I actually grew my business through the market crash because of the systems I put into place and learned from Keller Williams.”

Along the way, Jennifer discovered a passion for something beyond sales. With a background in coaching after college, she found herself drawn to teaching, mentoring, and helping other agents succeed. That interest eventually led her into leadership, where she stepped into a team leader role in Anchorage—an opportunity that required her to transition from peer to leader.

“The idea that Keller Williams allows agents to teach and share was what attracted me. Being a leader also afforded me the opportunity to move and be closer to family in Birmingham.”

In 2014, with her extended family now living in Birmingham, Jennifer was presented with the opportunity to relocate and relaunch a struggling Keller Williams office in the area. The move came with significant personal and financial sacrifice, including a substantial reduction in income at a time when she had children preparing for college.

“It was the hardest thing I’ve ever done. Of the 44 agents that were there, some were amazing people who were hanging on and wanted to buy into the Keller Williams culture and concept. I told them all, just give me 90 days. If you’re not happy after that, I’ll help you move to another company.”

Rather than focusing on quick fixes, Jennifer began by investing in people. She met individually with every agent, learning their goals, their challenges, and their stories. From there, she leaned into consistent effort—building relationships, recruiting, and introducing systems that could help agents grow their businesses.

Progress came steadily. As agents began to see results, momentum followed. The office gained recognition, attracting more agents and strengthening its presence in the market.

Today, that single office has grown to 470 agents and surpassed \$1 billion in closed volume in 2025. In 2024, Jennifer stepped into an expanded role as operating partner for all Keller Williams offices in Birmingham, now supporting a network of approximately 1,250 agents.

Her day-to-day work reflects that scale. Jennifer spends time each week across six offices, meeting with team leaders, administrators, and top-producing agents. She leads wealth-building classes, conducts one-on-one strategy sessions, and focuses on helping agents grow both personally and professionally.

“I have busy, long days, but it feeds my energy because I do what I really enjoy—teaching, coaching, and developing others.”

Looking ahead, Jennifer remains focused on long-term impact. She has committed to her role with a clear vision: to continue growing market share, increase profitability for agents, and strengthen the systems that support their success.

“I care about our agents more than anything. I just want to continue asking the question every day: What problem does an agent have, and how can we, as a brokerage, solve it for them? As long as we do that every day, we will continue to grow.”

Outside of work, Jennifer’s life is centered around family and faith. Now remarried, she and her husband share a blended family of five children, with much of their time spent supporting and celebrating their activities. From years

spent watching her children grow through sports to staying connected with extended family in Birmingham, those relationships remain a central part of her life.

She is also deeply involved in her church, Briarwood Presbyterian, where her father served as pastor for 24 years. That connection continues to shape her perspective, grounding her in gratitude and purpose as she leads both in business and in life.

“Church and family take up every minute of my free time and I couldn’t be happier.”

Jennifer’s journey reflects a career built not just on production but on relationships, resilience, and a commitment to helping others succeed.

“I care about our agents more than anything.”



BIRMINGHAM REAL PRODUCERS SPRING SOIREE

Birmingham's most productive real estate agents were celebrated at our Spring Soiree, graciously hosted by Carrie Lusk and Kimbo Rutledge of Keller Williams Realty Vestavia. We enjoyed the elevated lunch boxes prepared by Board in Birmingham out in the gardens of the English manor that Carrie and Kimbo have listed for sale within the prestigious gated

community of Shoal Creek. And, we even had the CORRECT top 300 agent list this time. (wink wink)

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Carrie

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Lusk

“Every deal has challenges, but they’re manageable,” says Carrie Lusk at Carrie Lusk Real Estate at Keller Williams.

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY CARNAGGIO PHOTOGRAPHY

Carrie is built to tackle any challenges with her steadfast mindset. To this Top Producer, it’s not about chasing transactions and pushing deals to the closing table. It’s about walking alongside people, guiding them through one of life’s biggest decisions with reassurance, patience, and trust.

And that approach? It’s working.

With approximately \$120–\$130 million in career volume and around 40 closings last year alone, Carrie has built a thriving real estate business rooted not in quick wins, but in long-term relationships that continue well beyond the closing table.

What are the secrets to success? Carrie shares, “Build your business on relationships, not pressure.” She’s also careful to stay connected with clients before and after transactions. “Be patient

and trust that relationships convert over time.”

A Solid Foundation

Long before real estate, Carrie was building the skills that would eventually set her apart.

After college, she spent a decade in recruiting and staffing, learning how to read people, build trust, and navigate conversations with care. She later served as an HR manager and operations manager at Shoal Creek Properties, where she spent four years gaining insight into the business side of real estate.

Then came a season many women know well, but few talk about enough. Carrie stepped away from her career to spend seven years as a stay-at-home mom, pouring into her family during some of their most formative years.

What she didn’t know at the time was that every chapter and every role was

preparing her for what would come next.

The Natural Transition

Real estate wasn’t part of some master plan. It evolved organically.

“I was encouraged by others who saw potential,” says Carrie. When her manager, Caroline Little, presented her with an opportunity, Carrie said yes. In the process, she transitioned naturally from operations into sales and client service. She became licensed around 2018–2019, initially helping market and sell lots while still working in operations.

From there, the transition felt less like a leap... and more like a continuation.

Rooted in Community

Carrie’s story isn’t just about real estate; it’s about roots.

Originally from Birmingham, she grew up in North Shelby County, attending Inverness Elementary, Riverchase





Middle, and Pelham High School. She later earned a full scholarship to Mississippi University for Women, where she played Division II volleyball as a setter, developing the discipline, leadership, and time management that still define her today.

But perhaps the most defining “training ground” for her business wasn’t on a court or in an office. It was in a neighborhood.

A Life Lived in Mt Laurel
Carrie and her husband, Scott, didn’t just move to Mt Laurel. They grew up with it.

When they arrived in 2004, the area was still developing. Many people thought it was “too far out,” but the Lusks saw something others didn’t: a vision of community, connection, and a different way of living.

“We really feel like we’ve grown up here,” Carrie shares.

And in many ways, they have.

From newlywed life to raising two boys—Colin (18) and Christian (13)—Mt Laurel has been the backdrop for every season. Baseball games. Football practices. Walks with strollers. Front porch conversations.

It wasn’t just where they lived. It was where life happened.

Early in their marriage, they lived in Houston during the Enron collapse, where Scott worked for Arthur Andersen. Later, during the 2008 financial crisis, his job temporarily relocated the family to Atlanta while their Mt Laurel home sat on the

market for 18 months with just one showing. “It was a really stressful season,” Carrie recalls.

But those seasons did something important. They built the character that stands the test of time, forged in the crucible of

affliction. Those trying times deepened their perspective as well as their appreciation for home.

A Business Built the Right Way
Today, Carrie approaches real estate with a clear defining principle:



Relationships matter more than any transaction. That means guiding clients through challenges, staying connected after closing, and playing the long game. Relationships have to be nurtured. Carrie caters to her clients, whether they are ready now, in a year, or 5 years.

Faith, Family, and Purpose
Carrie’s business is values driven. Grounded in her faith, she approaches every relationship with care, integrity, and a commitment to the Golden Rule.

She and her family are founding members of Double Oak Community Church, and their lives are deeply woven into the Mt Laurel community.

Family is central to everything. Her husband, Scott, now serves as Tax Director at EBSCO Industries. Their boys are active in sports. Their days are full and meaningful. And through it all, Carrie continues to give back, supporting local schools, organizations, and businesses that have shaped their lives.

“I’m grateful to be in a position to give generously,” she says.

When she’s not working, Carrie loves shoes. “A lot,”

she laughs. She also likes purses and jewelry. One fun fact about Carrie? Her dream job is to be a Saturday Night Live cast member.

She also loves her boys playing baseball. She has taken some of the rules of the game and applied it to real estate. “You miss all of the shots you don’t take,” she says.

The Difference
In an industry that can often feel transactional, Carrie’s approach stands apart. She’s not chasing the next deal.

She’s building the next relationship.

And that’s why her business continues to grow the old-fashioned way, through referrals, repeat clients, and the kind of trust that can’t be rushed.

“Relationships over transactions,” says Carrie. That’s one principle that she lives by.

Ask Carrie what success looks like, and it’s not just numbers. It’s connection. It’s trust. It’s knowing she’s done right by the people she serves. Because at the end of the day, real estate isn’t just about homes. It’s about people. And Carrie Lusk has built her business—and her life—around that simple truth. ▀

“relationships
over transactions.”

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