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Samantha JUSTICE

Community.
Coffee.
Connection.

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY WESTON MEDIA
- TYLER GRAHAM

Those three words capture the philosophy behind how Samantha Justice has built her real estate business along the South Carolina coast. “My business is built around community, coffee, relationships, and helping people create lives they love here,” Samantha says.

In just a few short years, that approach has helped her establish a strong presence in the Grand Strand real estate community, one rooted less in transactions and more in relationships.

A Curvy Path to the Coast

Samantha’s journey into real estate began long before she earned her license. Growing up in Charleston, West Virginia, she watched her parents invest in multiple properties, quietly planting the seed that real estate might someday be part of her future.

But her first career path led somewhere else. Originally studying computer engineering at West Virginia University Institute of Technology, Samantha soon realized she wanted something more people-centered.

“I decided being a woman in the computer engineering field at that time was a bit lonely,” she says with a



laugh. “So, I pivoted.” She transferred to West Virginia State University to pursue elementary education. Soon after, she and her husband Bryce made a life-changing decision.

“After one particularly freezing winter we looked at each other and said, ‘Why aren’t we going to school somewhere warm... like the beach?’” That decision

brought them to the Grand Strand and to Coastal Carolina University, where Samantha would graduate three times.

Her degrees include a Bachelor of Science in Elementary Education, a Master’s in Instructional Technology, and an Educational Specialist degree. “Education taught me how to communicate clearly, stay organized, and guide people through important decisions,” Samantha explains. “Those skills translate perfectly into helping buyers and sellers navigate real estate.”

A Leap Into Real Estate

Before real estate, Samantha taught fourth grade and STEM classes. While she loved working with students, she felt a growing desire to build something of her own. “I wanted a career where I could help people while also building a business,” she says.

When she entered real estate in early 2022, it was a leap of faith. Samantha and Bryce both stepped away from teaching to pursue the business together. “Leaving a clockwork paycheck for uncertainty was definitely a leap,” she says. “But I loved every second of it.” From the beginning, Samantha leaned into social media





“Real estate is really about people, not properties. Every transaction represents a life transition.”



and relationship-building. “I was posting constantly, connecting with people, answering questions, and just putting myself out there,” she recalls.

It quickly reinforced something she now believes wholeheartedly. “Real estate is really about people, not properties,” Samantha says. “Every transaction represents a life transition.”

Building Community

Early in her career, Samantha realized that focusing solely on transactions didn’t reflect how she wanted to run her business. “That’s when everything started to click,” she says. “I realized relationships are the foundation of my business.”

Today she brings people together through networking events, meetups, and social groups. One of her favorites is **Coffee on the Coast**, inspired by her love of discovering local coffee shops.

“Coffee culture is one of my favorite things,” she says. “There’s something special about sitting down with someone over coffee and really connecting.”

She also launched **Caffeinated Closers**, a coaching and networking group where agents share ideas, strategies, and support. “My secret sauce is that I approach real estate as community building, not just home sales,” Samantha explains.

In addition to all of that, Samantha also currently serves as **the 2026 President-Elect for the Women’s Council of REALTORS®**, continuing her commitment to leadership development, collaboration, and empowering women in real estate.

Doing Things Differently

Like many new agents, Samantha initially felt pressure to follow traditional real estate formulas. Over time, she realized her strength came from authenticity. “There was definitely pressure to follow a certain formula,” she says. “But I learned that doing things differently is actually my advantage.”

Today she leads the **Leverage Real Estate Team**, a collaborative group focused on mentorship, training, and growth. “We’re creating an environment where people support each other and learn together,” Samantha says.



Life Along the Coast

When Samantha isn’t working with clients or hosting events, she enjoys everything the Grand Strand lifestyle offers. She and Bryce, along with their 13-year-old Border Collie Sprocket, love exploring restaurants, coffee shops, and the beautiful coastal scenery.

Brookgreen Gardens is one of their favorite places, and Samantha also runs a social group called **BYOB — Bring Your Own Book**, where readers gather to discuss whatever book they’re currently enjoying.

She is also active in the Women’s Council of REALTORS® Grand Strand chapter, supporting community initiatives that benefit organizations such as Backpack Buddies and Fostering Hope.

Defining Success

For Samantha, success is measured by relationships. “Success means building a thriving business while helping people create lives and businesses they love,” she says. Some of the most meaningful moments come long after the closing table.

“When past clients come back years later or refer their friends and family, that means everything,” Samantha says. And sometimes appreciation shows up in the simplest ways. “When a buyer finishes a showing and says, ‘Bye, love you,’ you know you’re doing something right.”

Words for the Next Generation

For agents building their careers, Samantha offers straightforward advice. “Focus on relationships and consistency,” she says. “Real estate is not a short-term game.”

She also encourages agents to embrace their own strengths rather than copying someone else’s playbook. “You have to find your own way of doing things,” Samantha says. “Build your business around what you love. Your people will find you.”

And if Samantha has her way, many of those connections will begin over coffee along the South Carolina coast. 🍷

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Stacy Dawson

BUILDING A LIFE WITHOUT LIMITS



There's a quiet strength in people who decide they want more out of life—and then actually go after it.

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY JEREMY KIEREZ - HIGH TIDE CONTENT

For Stacy Dawson, that decision didn't come all at once. It came through years of experience, moments of doubt, and ultimately, a clear realization: she wanted a life defined by freedom, not limitations.

"I wanted more control over my time, my income, and my future," Stacy shares. "And I

wanted to build something meaningful for my daughter."

Today, as a REALTOR® with Realty ONE Group Dockside, Stacy has done exactly that—building a business rooted in consistency, relationships, and a deep commitment to her clients.

From the Classroom to Closing Tables

Stacy's path into real estate wasn't traditional—but it was intentional. Originally from Daytona Beach, she later spent over a decade in Ohio, where she pursued a career in education, teaching middle school. Stacy

taught for 20 years, 8 years in Brunswick County before teaching 12 in Horry County. While teaching gave her purpose, it also gave her perspective.

"I've always been driven and people-focused," she says. "But toward the end, I realized it wasn't where I wanted to stay long-term."

In fact, during that time, she found herself working as a server at Throughbred's—where, as she candidly puts it, "I was making more money than I was teaching." That realization planted a seed.

"I never thought I'd do anything other than teach," Stacy admits. "But life has a way of redirecting you."

Encouraged by friends in the industry and motivated by the desire to create something bigger for herself and her daughter, she took the leap into real estate. She passed the real estate exam in September 2022, marking the beginning of an entirely new chapter.

In her second year at Dockside, she won the award for Breakthrough Agent of the Year! Now in her 3rd year at Realty One Group Dockside, she is in the top 10! She shares, "My brokerage is so supportive and instrumental in my success."

A New Chapter, Built on Resilience

Stacy's journey wasn't just about changing careers—it was about rebuilding her life.

After going through some challenges life threw her way, she found herself navigating both personal and professional transitions at the



same time, all while raising her daughter, Harper.

“A big part of this was being a mom,” she explains. “I wanted to create a life where I could be present for her and still build something for our future.”

That clarity became her driving force. “Building a business as a single mom isn’t easy,” she says. “You deal with doubt—your own and other people’s. But I’ve learned to block out the noise and just keep showing up.” And that consistency has paid off.

In just a few short years, Stacy has built a growing business focused on single-family homes and investment properties, earning a reputation for being dependable, hardworking, and genuinely invested in her clients’ success.

Consistency Over Shortcuts

Ask Stacy what sets her apart, and her answer is simple: consistency. “I didn’t build this with shortcuts,” she says. “I built it by showing



up every day, doing the work, and focusing on relationships.”

That mindset carries through everything she does—from guiding first-time buyers to helping investors make confident decisions. “The most rewarding part is helping people feel confident,” she explains. “This is one of the biggest decisions of their lives, and I get to walk through that with them.”

Her background in education naturally shows up in her approach. “I love guiding and educating my clients,” she says. “Making sure they understand what they’re doing and feel good about it.”

Defining Success on Her Own Terms

For Stacy, success isn’t just about numbers—it’s about freedom. “Success to me is freedom,” she says. “Financial freedom, time freedom, and the ability to be there for the people who matter most.” That perspective shapes how she runs her business and her life.

Outside of real estate, Stacy stays active with running, traveling, and spending time with Harper—especially supporting her in gymnastics. At home, life includes her two dachshunds, Molly and Stormie, who add their own energy to the mix.

“I love anything involving Harper,” she says. “That’s really what all of this is for.”

Looking Ahead

Even with everything she’s accomplished so far, Stacy is clear—she’s just getting started. “I’m focused on growth right now,” she says. “Personally, and professionally. Leveling up my systems, expanding my reach, and continuing to serve my clients at a high level.”

“

Stay consistent. Don’t chase quick wins. Build real relationships. And don’t let outside noise distract you—

FOCUS ON YOUR LANE.

”

Her long-term vision is grounded in the same values that got her here: discipline, authenticity, and resilience. “I want to be remembered as someone who worked hard, stayed true to who I am, and created a better life for my daughter,” she says. And if her journey so far is any indication, she’s well on her way.

Advice for the Next Generation

For those just entering the business, Stacy keeps it real. “Stay consistent,” she says. “Don’t chase quick wins. Build real relationships. And don’t let outside noise distract you—focus on your lane.”

Because at the end of the day, her story proves something powerful: Success doesn’t come from shortcuts.

It comes from showing up—again and again—until the life you once imagined becomes the one you’re actually living. ▀





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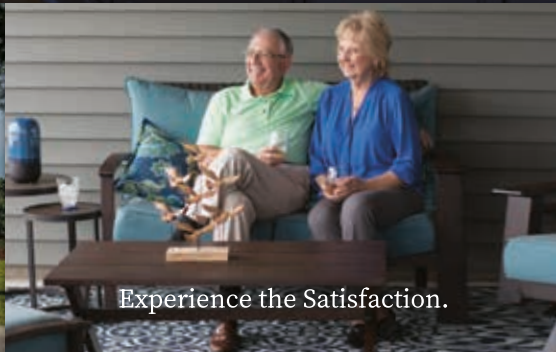


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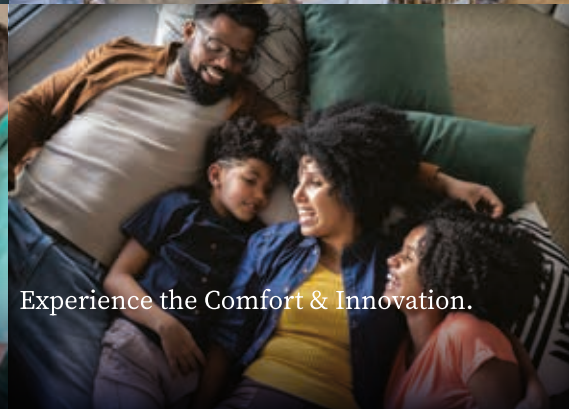
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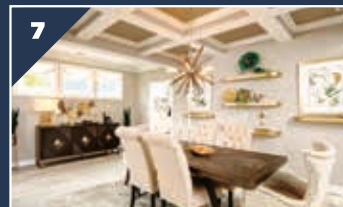
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Michael Sichitano

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WRITTEN BY MICHAEL SICHITANO
PHOTOGRAPHY BY JEREMY KIEREZ ·
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Outside the office, Sichitano enjoys time with his wife, Sarah, and their daughters, Milania and Audrianna, often boating or traveling together—values that mirror the balance, integrity, and commitment he brings to his professional life.

“I want my clients, peers, and family to know that I approach this work with honesty, fairness, and an unwavering standard of professionalism,” he says.

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Alysia Stern

Well Rounded,
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WRITTEN BY ANITA JONES
PHOTOGRAPHY BY WESTON
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B

orn and raised in Queens, shaped by Long Island, and now firmly planted in the Carolinas, Alysia Stern does not do anything halfway.

She is a REALTOR®, a twin mom, a published author, a podcast host, a philanthropist, a proud New Yorker with a Southern zip code. And if you ask her what truly defines her, she will tell you without hesitation, “I’m well rounded.” That is not a tagline. It is a lifestyle.

From Queens to the Coast
Alysia spent the first 49 years of her life in New York, moving between Queens and Long Island, surrounded by family, architecture, and ambition. Her husband, Cris, a retired FDNY veteran and licensed REALTOR® since 2002, had a four-year retirement plan. Florida was on the table as was Colorado.

But family mattered. Their 23-year-old twins, Jack and

Sophia, were building their own futures. Jack serves as a Marine stationed at Camp Lejeune. Sophia works in the medical field. Being within reach mattered.

Then there was another factor. After 9/11, healthcare access became deeply important to Alysia and her family. The Myrtle Beach area, with its five hospitals, provided peace of mind.

They bought a condo in May of 2022. By August, they had moved permanently. “I told my husband I wasn’t coming home,” she says with a laugh. “We knew this was where our heart was.” The Spanish moss, the creaky Christmas Tree Shops, the Southern charm, the slower pace. “I feel like I was born into a Nicholas Sparks novel,” she says.

Myrtle Beach was not just a relocation. It was a reinvention.

Falling in Love with Homes, Then the Business
Alysia jokes that she began her real estate

career in 2005 while house hunting for her first home. Officially, she earned her license eight years ago.

Before real estate, she worked in healthcare, supporting adults with learning disabilities and facilitating recreation programs for seniors. She also owned a marketing company, specializing in publicity and social media. Marketing was never the question. “I figured if I could market restaurants, celebrities, and brands, I could market homes,” she says.

Her first major high came on Long Island. A FSBO listing she loved. A house she envisioned as her own. Instead of waiting, she called the seller. She got the listing. “It proved the power of the mind,” she says. “Thoughts become reality.” But she is quick to remove the HGTV filter from the industry.

“It is not picking three houses and whom you have a sale,” she explains. “It’s elbow grease. It’s mental stamina. One day you’re in

glory, the next day you’re crying.” That honesty is part of her brand.

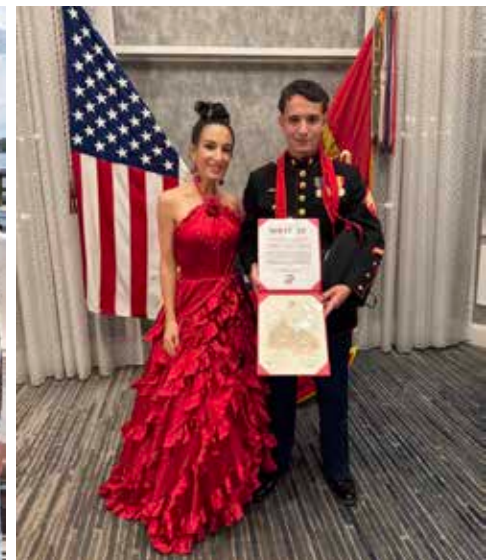
Finding the Niche, Finding the Power
The turning point in Alysia’s career was discovering her niche.

“Go deep, not wide,” she says. “If you know exactly where the fish are and what bait they like, you’re golden.”

In the Myrtle Beach market, she found alignment with retirees, military families, and law enforcement, groups she understands personally. Four generations of military run through her family. Her husband served in FDNY.

She also understands the real financial conversation. A viral Facebook post comparing New York and South Carolina property taxes sparked discussion around downsizing myths.

“Sometimes downsizing isn’t as magical as people think,” she says. “You need real numbers, real life.”



As an investor herself, owning multiple homes including in Florida, she understands the investor mindset. “Myrtle Beach is an investor’s dream,” she says. “Second homes, retirees, lifestyle buyers.” She even

hired her own buyer’s agent during her relocation. “As a REALTOR®, I knew I needed one,” she says.

Today she is aligned with Innovate Real Estate, drawn by expansion opportunities

“

The most rewarding part of my business is giving new agents a chance to shine and watching them win.”



Alysia is a published author of 6 children’s books!

across multiple MLS markets including Charleston, Columbia, and beyond. Growth matters. Access matters. Culture matters.

Beyond the Business Card

Alysia is also a published children’s author. Her first writing, *Grandmother*, was released in 1999. *Don’t Eat the Crayons*, published in 2010, was inspired by her love of Victorian homes and classical architecture.

She hosts a podcast, *Rendezvous, with Alysia*, where she leans fully into her extroverted

nature. “I love talking to people,” she says.

She serves on the board of Run for Our Heroes and considers herself a philanthropist. Her family volunteers consistently, giving both time and finances to veterans, the homeless, and those in need.

“What I want to be remembered for,” she says, “is my giving to those in need.”

She rises early, often at 4 a.m., carving out hours before appointments to answer emails, reset schedules, and prepare. “We all have 24 hours,” she says. “The early bird gets the worm.”

And here is something you will not find in her bio. She hates Google Calendar. “I’ll take a paper planner and white out from Dollar Tree like it’s 1998,” she says. New York efficiency. Old school execution.

Mind Over Matter

One of Alysia’s greatest personal hurdles was her voice. She has a distinctive Brooklyn accent; one she once tried to soften when appearing on TV and radio. “I hated how I sounded,” she admits. “But my dreams were bigger than my fears.” She fed her faith instead of her fear. Today, her voice is not something she hides. It is something she owns.

Her favorite quote reflects that mindset: “Whatever the mind can conceive and believe, it can achieve.” She is a devoted student of mental fitness and the power of “I Am.” Success



for her is not just closings or commissions. “Success is a conscious direction of thought toward a defined purpose,” she says. “Some days, success is simply staying present.”

When her head is where her feet are, she calls that a win.

The Bigger Vision

Alysia has been asked to appear on HGTV. She continues expanding her footprint across markets.

She mentors newer agents and celebrates their victories as if they were her own. “The most rewarding part of my business is giving new agents a chance to shine and watching them win,” she says.

Her long-term vision includes expanding brokerage presence, continuing to serve retirees walking the same path she and Cris walked, and

building a business that reflects all facets of who she is. Author. REALTOR®. Podcaster. Philanthropist. Investor. Mother. Wife. Mentor. Well rounded.

And when you meet her, you understand quickly that the New York fire still burns bright, just now under Spanish moss skies. “I’m addicted to real estate,” she says. “But I’m also addicted to growth.” That combination is powerful. ▀

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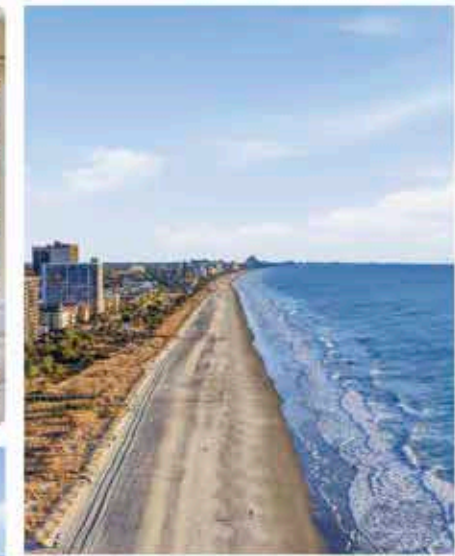
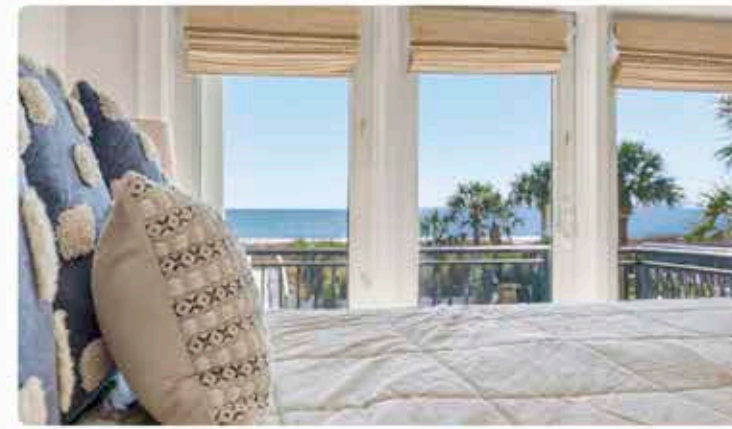
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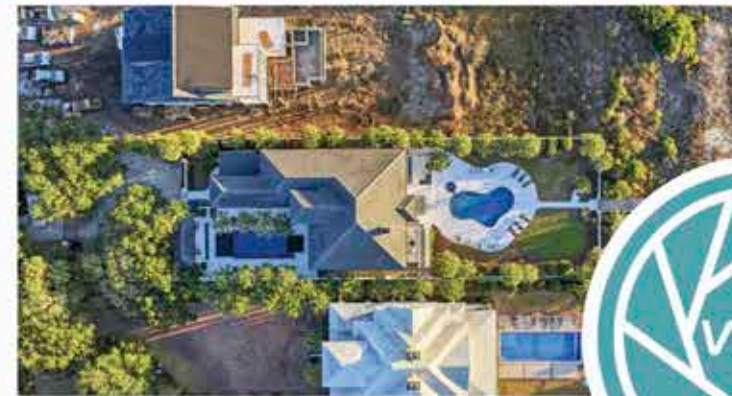
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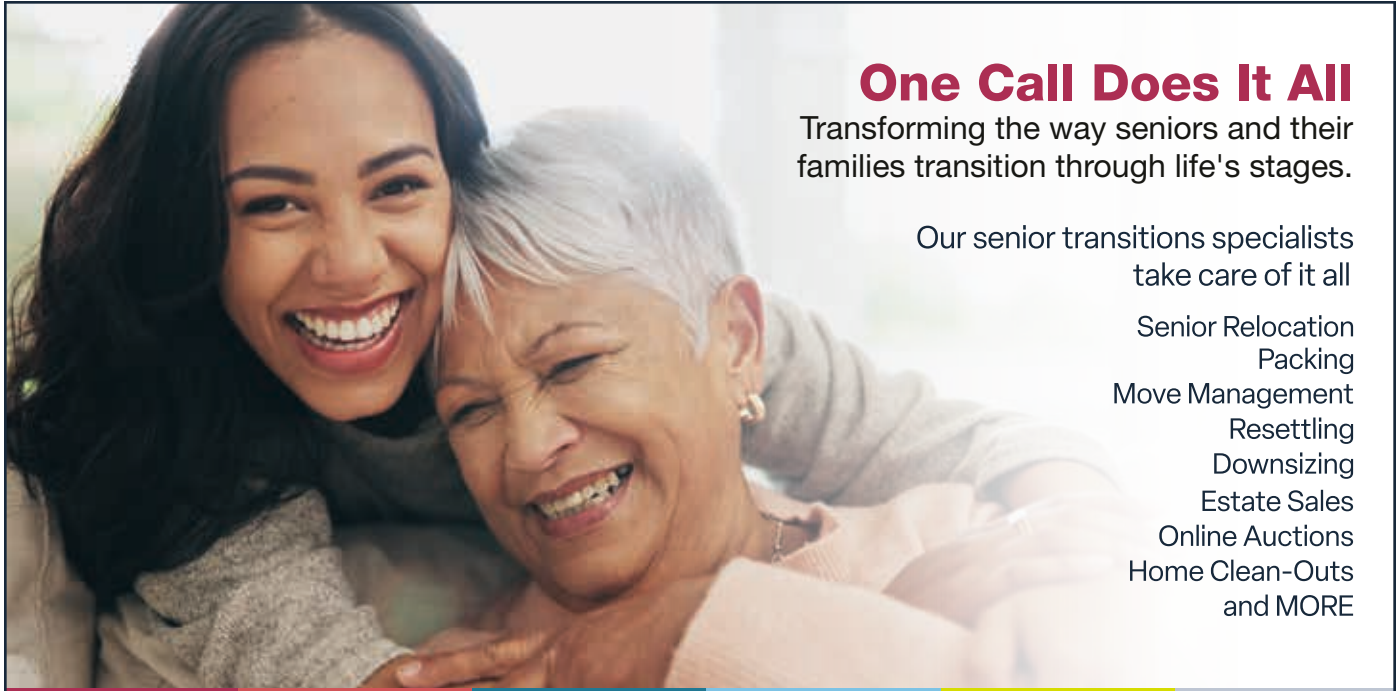
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