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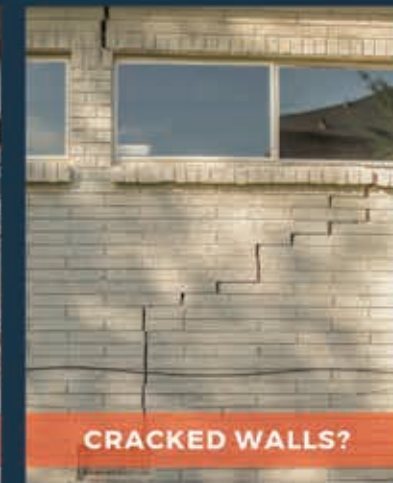
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BE IN THE ROOM

There's something powerful that happens when the right people are in the same room. You can't always measure it. You can't always predict it. But if you've been to a Real Producers event, you've felt it.

Conversations that turn into opportunities. Introductions that lead to partnerships. Moments that shift the trajectory of a business... or even a life.

And it all starts with a simple decision: *to be in the room.*

For our agents, being in the room means more than just showing up to another event. It's about surrounding yourself with the very best in our market... the ones who are doing it at the highest level, navigating the same challenges, and finding ways to win anyway.

It's where conversations go deeper than surface-level. Where ideas are exchanged freely. Where you realize you're not alone in the pressure, the pace, or the pursuit of excellence. It's where collaboration begins to replace competition.

Because the truth is, the agents who grow the fastest

aren't the ones trying to figure it all out on their own... they're the ones who are connected. They're learning from others, sharing what's working, and building relationships that extend far beyond a single transaction.

And that doesn't happen from behind a screen.

It happens in the room.

For our Preferred Partners, the value is just as real... but it looks a little different.

This isn't about handing out business cards or trying to meet everyone in the room. In fact, it's the opposite.

It's about slowing down and being intentional.

It's about having a few meaningful conversations instead of a hundred quick ones. It's about understanding what matters to the agents you serve... how they think, what they need, and where you can genuinely add value.

Because the partners who win in this community aren't the ones who chase transactions... they're the ones who build trust.

And trust is built face-to-face.

It's built in conversations that aren't rushed. It's built in consistency... showing up again and again. It's built when agents begin to see you not just as a vendor, but as someone in their corner.

That kind of relationship doesn't start online.

It starts in the room.

But maybe the greatest value of all... is what happens to our culture.

When the top agents and the best partners in our market consistently show up, something shifts.

Walls come down.

Conversations open up.

People begin to know each other... not just by name or production, but by story.

And when that happens, everything changes.

Referrals increase. Partnerships strengthen. The overall experience for clients gets better. And our industry becomes something more than a collection of individuals

chasing deals... it becomes a community.

A community built on trust. On relationships. On a shared belief that we are better together. That's what we're building through Real Producers. Not just a magazine. Not just events. But a room where the right people come together... and leave better because they did.

So if there's one encouragement I'd leave you with, it's this: Don't sit this one out. Don't assume you'll catch the next one. Don't underestimate what can happen from a single conversation. Be in the room. Because you never know which connection, which conversation, or which moment might change everything.



Jeff White, Owner/Publisher



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Chattanooga Sales Team

Meet. Empire Homes

ELEVATING THE AGENT EXPERIENCE IN CHATTANOOGA

BY JEFF WHITE
PHOTOS BY
WILLIAM GRIGGS

IN REAL ESTATE, THE RIGHT PARTNERSHIP CAN CHANGE EVERYTHING.

For agents navigating the world of new construction, success isn't just about finding the right home for a client. It's about having the right builder alongside you. One who values your role, protects your relationship, and helps you deliver a seamless experience from start to finish.

That's exactly where Empire Homes has set itself apart in the Chattanooga market.

At its core, Empire Homes is built for partnership. Not as a tagline, but as a philosophy that shapes every step of the process. From the first online inquiry to closing day, their systems, team, and communities are intentionally designed to support both the agent and the client, creating a smoother, more confident path for everyone involved.

Picture this: you're working with a buyer relocating from out of state. They're overwhelmed with options, timelines are tight, and new construction feels

like a moving target. Instead of navigating it all alone, one call to Empire's Online Sales Coordinator (OSC) brings clarity, pinpointing the right community, aligning expectations, and setting the process in motion before your client ever steps foot in Chattanooga.

That's what partnership looks like in practice.

A Smarter Starting Point
Empire Homes has reimagined the front end of the buying journey through their Online

Sales Coordinator, creating a centralized resource that protects your time while creating clarity for your client.

In one conversation, agents can quickly identify the best community fit based on lifestyle, budget, and timing, eliminating hours of research and uncertainty. Just as importantly, starting with an OSC ensures you are properly registered with your buyer from day one, protecting both your relationship and your commission.

It's a small step that creates a big sense of confidence.

From there, the transition is seamless. The OSC coordinates the next step, connecting you and your client with a Community Sales Consultant, who brings the community to life through onsite tours, floor plans, and lot selection.

Behind the scenes, Empire continues to remove friction in a way that allows you to stay focused on what you do best: advising, negotiating, and delivering an exceptional client experience. Their team handles builder contracts and paperwork, simplifying one of the most time-consuming aspects of the transaction. After contract, a dedicated closing coordinator works alongside the buyer's lender to ensure everything is aligned for a smooth closing day.

The result is a process that feels less complicated and far more collaborative.

Flexibility That Serves the Client

No two clients are the same, and Empire Homes has built its process to reflect that reality.

Through two distinct pathways, agents can tailor the experience

based on what matters most to their client.

With **Envision**, buyers have the opportunity to build from the ground up, selecting finishes, features, and design elements that reflect their lifestyle. This experience comes to life at Homebase, Empire's design studio located in Chattanooga's North Shore, where clients can fully step into the vision of their future home.

For clients who need a quicker timeline, Embrace offers professionally designed, quick move-in homes curated by Empire's design team—delivering both efficiency and elevated style.

For agents, this flexibility creates a powerful advantage: you're not forcing a client into a box. You're guiding them to the right path.

Communities That Feel Different

Empire Homes doesn't just build homes. They build environments designed to enhance the way people live.

Every community is developed with intention, blending architecture, green space, and amenities to create places where connection happens naturally. Through their Empire Fit program, that vision shows up in everyday life, whether it's neighbors meeting on walking trails, gathering for a game of pickleball, or simply enjoying shared spaces designed for interaction.

Because it's not just about what a home looks like. It's about how it feels to live there.

It's about creating places where neighbors become friends, where routines turn into rituals, and where "home" extends well beyond the front door.



Designer at Homebase

A Presence That Reflects the Market

Empire Homes' footprint across Chattanooga reflects a deep understanding of the diverse needs of today's buyers.

In East Brainerd, communities like Wildflower and Social Circle offer thoughtfully designed single-family homes with family-friendly amenities and modern layouts.

In the heart of the city, BelleWether places residents within walking distance of Coolidge Park and the iconic Walnut Street Bridge, blending urban access with intentional design.

And with the launch of Chastain in Ooltewah, Empire is introducing a community that connects homeowners directly to the outdoors through access to the CoWah Trail system, which offers a lifestyle that balances nature, convenience, and community.

Opportunity at the Right Time

For agents, new communities don't just represent inventory. They represent opportunity.

With the launch of Chastain, Empire's Founders program gives early buyers access to premium lots, introductory pricing, and exclusive design incentives. That means you can bring real, tangible value to your clients while positioning yourself at the forefront of a growing community.

In a competitive market, having access to those early opportunities can make all the difference.

Because the best agents don't just need inventory. They need alignment.

A Partner You Can Trust

At a time when transactions can feel increasingly complex,

Empire Homes offers something refreshingly simple: a process you can trust and a partner you can rely on.

Every touchpoint is designed to support you, empower your client, and create a smoother path from start to finish. It's not about replacing the agent. It's about reinforcing your role and helping you deliver at the highest level.

Because at the end of the day, the best outcomes don't come from working harder alone. They come from working better together.

And when you have a builder who is truly built for partnership, everything changes. The process becomes smoother, the experience becomes stronger, and the relationships last far beyond the closing table.

That's the difference. And in Chattanooga, it's exactly what Empire Homes is building. 🏡

They build environments designed to enhance the way people live.



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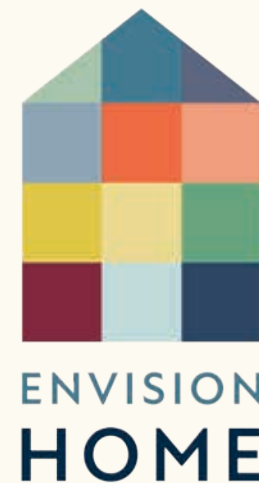
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PHOTOS BY
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MEET ANNALEE VACCARO

WHERE EXPERIENCES BUILD COMMUNITY

EVERY REAL ESTATE CAREER STARTS SOMEWHERE.

For Annalee Vaccaro, that beginning is still unfolding. But even in these early stages, it is clear she is building something that reaches far beyond herself.

While many focus on transactions, Annalee is focused on creating experiences that bring people together, strengthen relationships, and ultimately build a stronger community.

And in Chattanooga, that mindset is already laying the foundation for something meaningful.

Annalee's story begins with a foundation that feels almost tailor-made for what she is doing today. Originally from Louisville, Kentucky, she eventually made her way to Chattanooga, a city she quickly fell in love with for its local charm, walkability, and strong sense of connection.

Her time at the University of Tennessee in Knoxville helped shape both her skillset and her outlook. Studying retail, merchandising, and marketing, along with a minor in event planning and business analytics, she developed a unique



ability to blend creativity with strategy. Through hands-on projects and close collaboration with local businesses, she began to notice something that would stay with her.

"I've always believed people remember how something made them feel," Annalee shares. "If you can create an experience where people feel connected, that's what lasts."

That belief has become the foundation of everything she does.

Annalee did not enter real estate in the traditional sense. She stepped in through marketing and event planning, bringing a fresh lens to how a real estate business could connect with its audience.

After meeting Kyle Johnson through a family connection,

she saw more than just an opportunity. She saw alignment in values, vision, and the way business should be done. What started as a conversation turned into a role with Real Estate Partners, where she initially focused on marketing before expanding into transactions.

One of her early contributions was helping rebrand the business into Kyle Johnson Homes, creating a cohesive identity that better reflected the team's direction. But beyond branding, Annalee quickly found her strength in something deeper.

She creates environments where people connect.

From organizing business-to-business events to coordinating market updates that bring together agents and industry partners, her work is centered on intentional experiences. These are not events for the sake of activity. They are designed to create real conversations and lasting relationships.

At a recent market update she helped organize, the room felt less like a formal event and more like a space where people genuinely wanted to engage. Conversations lingered. Introductions turned into opportunities. It was not about how many people showed up, but about what happened while they were there.

That is the difference.

For Annalee, real estate is not just about transactions.

It is about the ecosystem surrounding them. The people, the local businesses, and the shared experiences that make a place feel like home.

She has a growing passion for highlighting the best of Chattanooga, from local restaurants and gyms to the hidden gems that give the city its personality. Whether through events, social media, or future plans for a dedicated YouTube platform, her goal is simple.

"I want to be someone who brings value to the community, not just through real estate, but by helping people discover what makes this place so special."

It is marketing with purpose. Not just to promote, but to connect.

That same heart for connection shows up in her involvement with Y-CAP, an after-school program focused on supporting and mentoring young people.

Annalee and her team are actively engaged, helping create opportunities that go far beyond a safe place after school. From supporting life skills like job readiness and driver's education to organizing events that raise awareness, she sees this work as an investment in the future of the community.

"If we want a stronger future, we have to invest in people now," she says. "Y-CAP is about giving kids the support and opportunities they might not otherwise have."



“I’VE ALWAYS BELIEVED PEOPLE REMEMBER HOW SOMETHING MADE THEM FEEL.”

She is currently helping plan initiatives designed to bring more people into that mission. Not just to observe, but to participate. To be part of something meaningful.

Because for Annalee, building community is not an idea. It is something you do.

Inside Real Estate Partners, Annalee has found an environment that reinforces everything she values.

In an industry where many chase independence early, she has taken a different approach. She has chosen

to grow in proximity to strong leadership, a healthy culture, and a team that believes in collaboration over competition.

She speaks highly of the support around her, from leadership to fellow agents, and the way the team operates with both clarity and care. It is a place where questions are welcomed, growth is encouraged, and success is shared.

“I want to grow with a team that’s building something bigger than just individual success,” Annalee says. “That’s what excites me.”

That mindset is not only refreshing. It is strategic.

Behind her steady rise is a mindset rooted in consistency and intention.

Annalee begins her days with gratitude and affirmations, setting the tone for how she approaches her work and her relationships. She believes in the power of small, consistent actions and the long-term impact they create.

“I’m not in a rush,” she says. “I just want to get better every day and build something meaningful over time.”

It is a simple philosophy, but one that shows up in everything she does. From the way she builds relationships to the way she approaches her growth, there is a quiet discipline that continues to move her forward.

Looking ahead, Annalee’s vision is clear.

She plans to continue growing with Real Estate Partners, deepening client relationships and expanding her role in both marketing and real estate. She is especially excited about creating more content that highlights Chattanooga, telling the stories of local businesses, showcasing the lifestyle of the city, and creating platforms that bring people in.

Her goal is not just to succeed in real estate, but to become a trusted voice in the community. Someone who adds value, creates connection, and helps others experience what makes Chattanooga special.

Because for Annalee Vaccaro, real estate is not just about homes.

It is about the experiences that happen around them. The relationships that grow from them. And the community that is built because of them.

And as her journey continues, one thing is clear. She is not just a star on the rise.

She is helping shape what the future of real estate in Chattanooga can look like.

“There is nothing noble in being superior to your fellow man; true nobility is being superior to your former self.” - Ernest Hemingway

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How does Chattanooga Real Producers work?

Connecting. Elevating. Inspiring.

For those who may be new to Real Producers, or if you are just curious, here are some quick facts about Chattanooga Real Producers:

The Heartbeat: We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

Distribution: This magazine is sent free of charge to the top 300 agents in the greater Chattanooga area based on MLS productivity. Within this area, there are over 3,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

Content: This is all about you, the Chattanooga real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication. But to be featured, an agent must be nominated by a peer or leader in the Chattanooga real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

Our Partners: Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our events and be a part of our online community. We don’t just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.

Networking Events: Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Chattanooga community. We communicate information about the events through the publication, texts, emails and social media.



Nominate Your Favorite Agent: We are always accepting nominations for feature stories! If you know a colleague who is absolutely on fire and deserving of celebration, we would love to feature them in an upcoming edition of *Chattanooga Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Making a Difference, REALTOR® on Fire, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



Recommend Your Favorite Vendor: What makes our preferred partners different than any other “vendors list” is that we only partner with businesses that have been vetted and recommended by top agents. In other words, our preferred partners are trusted businesses that can be considered the best in their particular industry. Don’t see your favorite on our list? We would love your recommendations! Scan this QR code and recommend your favorite affiliate business and be sure to state what you love about them! We look forward to receiving your recommendations!



Jeff White
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Meet Drew Courtney

Where Trust Wins & Relationships Lead

BY ANDERS CLARKE
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CREATIVE REVOLVER

It takes a unique skill set to guide people through one of the biggest decisions of their lives. It requires preparation, adaptability, and the ability to navigate challenges when things don't go as planned. But more than anything, it requires trust. That's something Drew learned long before real estate.

His first career pursuit was coaching. He became a collegiate soccer coach and committed himself to teaching young adults how to compete. He loved the opportunity to encourage and uplift his players as well as the relationships that went along with it. He spent 15 years honing his skills and building a great program before he looked for something new.

Thanks to his long coaching career, Drew built his foundation around leadership, relationships, and genuinely caring for the people he served. Coaching taught him how to bring individuals together, earn trust, and help others reach their goals; lessons that would later define his approach to real estate.

"The things I love about coaching are the same things I love about real estate," Drew explains. "It's relational and it's competitive."

Drew's introduction to real estate came in 2016 while he was still coaching full-time. What started as a side pursuit quickly grew into something more. Over the next several years, he transitioned fully into real estate as his business expanded, driven largely by referrals and the relationships he had built.

From the beginning, Drew approached real estate differently. His main goal was never to be the agent with the most transactions or have the biggest numbers. Instead, he focused on becoming someone people could rely on. "My goal is to be the most trusted," he says.

That mindset has shaped every part of his business and helped him be one of the city's top real estate agents year after year. Rather than viewing transactions as one-time events, Drew sees them as more.

He and his team host client events throughout the year, creating opportunities to stay connected and continue investing in the people they serve. Building community and connecting others is a large part of what he enjoys. Real estate has given him a special opportunity to build lasting relationships, forge strong connections, and help shape the local community.



“The things I love about coaching are the same things I love about real estate.”

➤ “We never want a home sale or purchase to feel like something we are enduring for a client. We want them to know they can rely on our expertise, knowledge and relationship first approach to achieve their goals” Drew shares. “We want cultivate relationships built on trust”

Building strong relationships means doing the right thing, especially when it's hard. That commitment to integrity has become a cornerstone of his business and a key reason clients continue to trust him and refer others.

Paired with the relationships is the other piece Drew enjoys the most: The competition. It shows up in the strategy for him; with more inventory and shifting dynamics, Drew focuses on helping clients make informed, confident decisions. Whether that means pricing a home correctly, navigating negotiations, or simply offering honest guidance. “As the market changes, so does the approach, and that is a lot of fun.” Real estate offers a new challenge each day, giving Drew another chance to be competitive with the market.

As his business grew, so did his opportunity to serve on a larger scale. Five years ago Drew partnered with Nathan Michaels to form the Courtney | Michaels Property Group. Built on shared values and a relationship-first philosophy, the team has continued to grow while staying grounded in what matters most. The team now consists of Drew, Nathan, and two team members: Stefan Arroyo and Tim Cobb. Drew fully embraces the chance to learn from and push his fellow team members, and their team culture reflects collaboration and a people-first mentality.

Outside of real estate, Drew's entrepreneurial spirit has opened doors to other ventures, including involvement in a local title company and a seasonal Christmas tree business. His perspective on competition grants him focus on the important things about the most important aspect of running a business” solving problems. He has enjoyed leaning into that side of himself since starting real estate. But the primary focus in his life is his family.

Cassie, who runs Featherlane Design Co. and Drew have been married for nearly fifteen years, Drew is a proud father of three. Much of his motivation for entering real estate was rooted in creating more time and flexibility for them, and that continues to be one of the most meaningful rewards of his career. His weekends and evenings are devoted to supporting his kids' interests and spending time with them whenever he can.

Drew's business is rooted in trust, service, and genuine care, one that continues to guide his work, his team, and the relationships he values most. He embodies a true competitive spirit, focusing on constant improvement and encouraging others. He's never focused in the numbers, but rather the people in front of him and their goals in each transaction.

And in a business often driven by numbers, that commitment to being trusted above all else is what truly sets him apart. ▀

“As the market changes, so does the approach, and that is a lot of fun.”



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The Room Where it Happens

Why the right environment changes everything—and how W XYZ Lounge brings it to life

There's a reason people talk about being "in the room where it happens."

Because the right room changes everything.

On March 24, the rooftop at W XYZ Lounge delivered exactly that. As the sun dipped below the Chattanooga skyline, the space filled with many of the city's top real estate professionals for Chattanooga Real Producers' Toast to the Top. What unfolded wasn't just a celebration—it was a room working exactly the way it should.

Small groups formed around the fire pits, where quick introductions turned into deeper conversations. A lender congratulated an agent on a recent closing. Nearby, two professionals who had just met were already talking about how they could work together. Conversations didn't stall. They carried.

It didn't feel forced. It felt natural. And in a business where relationships drive everything, that distinction matters. Because when the environment is right, people show up differently. Conversations go deeper. Connections form faster. Opportunities surface more organically.

That's what W XYZ Lounge at Aloft Chattanooga Hamilton Place is designed to create.

A Rooftop That Works

As one of the few rooftop lounge experiences in the Hamilton Place area, W XYZ offers a setting that immediately sets the tone. Open air. Fire pits flickering. A skyline that reflects a city on the rise.

But what sets it apart isn't just the view. It's how the space functions. The layout encourages movement. The lighting softens the environment without muting its energy. The music adds rhythm without taking over the room. Nothing feels overdone, yet everything feels intentional. It's elevated without being formal. Social without being overwhelming.

"You could tell right away this was going to be a good night," one guest shared. "Everything about the space just made it easy to connect."

That ease is the difference.

More Than a Gathering, A Working Room.

There's a difference between filling a room and creating one that works. The

best events don't force interaction—they make it inevitable.

At W XYZ Lounge, that happens because the environment removes friction. There's no rigid structure, no pressure to perform. People are free to move, engage, and settle into conversations that feel real.

That's why events built on relationships perform so well here. Networking receptions feel more genuine. Client appreciation events feel more meaningful. Corporate gatherings take on a different tone—less transactional, more relational.

In a business built on referrals, reputation, and trust, the quality of the room matters more than the size of the crowd.

Toast to the Top, Seen Clearly

The March 24 Toast to the Top event made that clear. This was a group of high-performing professionals, people who operate at a high level every day. But for a few hours, the focus shifted.

Conversations weren't rushed. Phones stayed in pockets a little longer. People leaned in. They listened. They engaged. There was a steady rhythm to the night, not manufactured, but natural. That kind of environment doesn't happen everywhere. But it happens when the room is right.

W XYZ Lounge didn't compete for attention. It created the conditions for meaningful interaction and let the people in the room do the rest.

The Work Behind the Experience

Experiences like this don't come together by chance. They are the result of a team that understands both execution and intention.

From the initial inquiry, the W XYZ team works closely with clients to shape every detail—layout, flow, food and beverage, and overall tone. Each element is considered as part of a cohesive experience, not a checklist.

"Our role is to take the pressure off the host," the team shared. "When everything is handled well behind the scenes, people can actually enjoy being there."

Service is smooth. Transitions are seamless. The energy remains consistent throughout the evening. Hosts are free to focus on their guests, not the logistics. That level of execution builds confidence. And confidence allows people to fully engage.

Built for the Way People Connect

Not every venue is designed the same way. Some are built for scale. Others for formality. W XYZ Lounge is built for interaction. It performs best with

groups that want energy without losing intimacy. Where movement matters. Where conversations matter.

Networking events gain traction.

Corporate receptions feel more human. Social gatherings feel more alive. There's enough activity to create momentum, but enough space to maintain meaningful connection. That balance is where the value lives.

A Fit for a Growing City

Chattanooga continues to grow, fueled by entrepreneurship, collaboration, and community. W XYZ Lounge reflects that momentum.

It offers a space where professionals, locals, and visitors can come together in a way that feels current, intentional,

and connected to the city itself. Because connection doesn't just happen in meetings. It happens in environments designed for it.

What People Take With Them

At the end of the night, people don't remember every detail. They remember what they gained. A new relationship. A stronger connection. A conversation that leads somewhere.

On March 24, those moments were happening all across the rooftop. Not because they were scheduled. Because the room made them possible. Because when the room is right, everything changes.

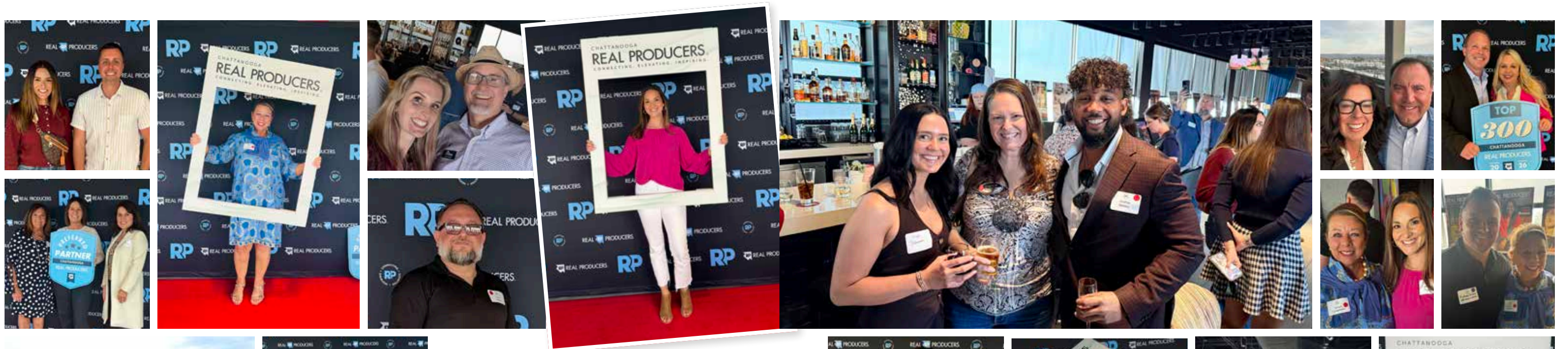
And at W XYZ Lounge, that's not left to chance. It's built into the experience.



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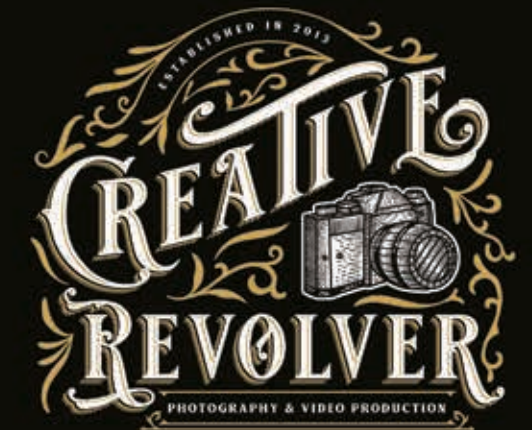
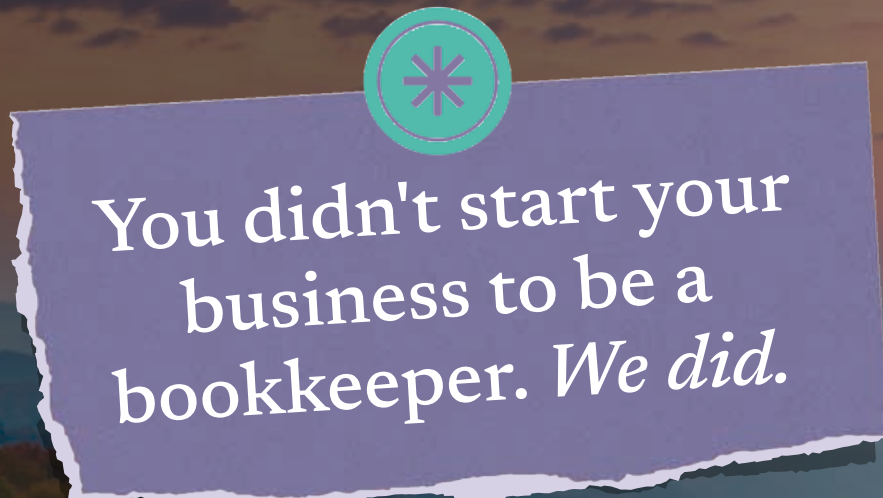


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