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Gulf Coast Real Producers TOP 100 Gala

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Gulf Coast Real Producers Top 100 Gala

On **March 12**, we had the privilege of hosting the **first annual Gulf Coast Real Producers Top 100 Gala**, in partnership with the **Gulf Coast Association of REALTORS®**. It was an unforgettable evening filled with excitement, encouragement, and well-deserved recognition as we honored some of the most accomplished Realtors on the Mississippi Gulf Coast for their outstanding achievements in **2025**.

The energy in the room was truly special. Being surrounded by so many high-level professionals who are shaping the future of our local real estate market was both inspiring and motivating. Events like this remind us why the Real Producers community exists—to **celebrate excellence, strengthen relationships, and connect top agents with the trusted partners who help them succeed every day**.

All of the photos from the evening are available on Facebook at **Gulf Coast Real Producers**, and we've included a few highlights here for you to enjoy.

At its heart, **Real Producers is about spotlighting the best of the best and building a community of high achievers—both Realtors and the exceptional vendors who serve them and their clients**. If you haven't already stepped into this community, now is the perfect time to get connected. We would love to have you join us!



Here is a list of those
who were able to attend
and receive their award

Top 100

Bryanna Boggs
Jill Taylor
McKinsey Boss Hendry
Lindsey Lind
Rachel Allen
Laura Bryan
Taryn Flynt
Ben Cowart
Melinda Calhoun
Michelle Filipich
Misty Elsworth
Michelle Patterson
Misty Waller
Mariia Comeau
Travis Page
Paula Clifford
Christian Marquez
Norman Tyner
Gianna Giambelluca
Mariela Goodman

Top 50

Janie Grice
Richard Daniels
Lorie Westbrook
Vicki Estapa
Sherry Moxley Nelson
Randy Richardson
Jordan Rosetti O'Mara
Bill Lawler
Christine Hudson
Kim Alexander
Aissa Wiggins

Top 25

Justin Allen
Vanessa Tran
Sandy Walsh
Jessica Lee
Lynn Wade
Justin Salazar
Jonathan Griffin

Top 10

Anthony Sheffield
Crystal Boggs
Damaris Royalty
Christine Watson
Marenda Harper
Holly Lemonine Raymond
Amy Wood






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Why **Christina Adams** Is the
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In today's real estate market, success is often measured in numbers—sales volume, transactions, and awards. But for **Christina Adams**, success is built on something far more meaningful: **trust, knowledge, and the ability to guide people through one of the most important decisions of their lives.**

As the **Managing Broker and Relocation Director for Coldwell Banker Smith Homes in Ocean Springs**, Christina has established herself as both a respected leader and a consistent producer along the Mississippi Gulf Coast. Since entering the industry in **2017**, she has built a business rooted in integrity, discipline, and a relentless.

While Christina closed just under \$5 million in sales volume in 2025 and has been honored with accolades in recent years such as the Under 40 Award, Coldwell Banker Sterling Society, and the 2025 Million Dollar Club Gold Award through BOSAR, her greatest accomplishment lies in her leadership. Known for her hands-on approach, Christina is deeply dedicated to pouring into her agents—guiding, mentoring, and equipping them to reach their full potential.

Yet for Christina, those accomplishments are not the destination—they are simply a reflection of how she chooses to show up every day.

Built on Work Ethic and Perspective
Christina's path into real estate was not traditional—but it was intentional.

Before entering the industry, she worked in the **service industry** while pursuing college studies in **accounting**. It didn't take long for her to realize that her strengths—and her passion—were not behind a desk, but in building something of her own.

"I wanted a career where my results were directly tied to the effort I put in," she says.

Real estate offered exactly that: the opportunity to build a business while helping people at the same time.

Raised between **MS Gulf Coast and Hazlehurst, Mississippi**, Christina was exposed to two very different environments growing up—coastal and rural. That experience shaped her ability to connect with people from all walks of life.

Her work ethic, however, was instilled much earlier.

"My dad and grandfather, along with other family members, were and are business owners," she says. "Watching them work taught me responsibility,

discipline, and the importance of taking pride in what you do."

As the oldest of four, Christina also stepped into leadership at an early age. Being a big sister to three siblings helped shape her sense of responsibility, accountability, and the natural ability to guide and support others—qualities that now define her leadership style in business.

Today, that influence has come full circle. One of her sisters now works alongside her, playing an integral role





“I want to keep improving, learning, and building lasting relationships.”

A Different Approach to Real Estate

What truly sets Christina apart is her philosophy.

She doesn't see herself as a salesperson. She sees herself as a **trusted advisor**.

“I've never believed in high-pressure sales,” she says. “My goal is to give honest guidance, keep everything transparent, and help clients feel confident in their decisions.” That approach has resonated strongly with both clients and fellow Realtors.

Christina understands that buying or selling a home is more than a transaction—it's a life decision filled with emotion, uncertainty, and opportunity. Her role is to bring clarity and confidence to that process.

For her, success is defined not by closings, but by impact.

“Success is helping people reach their goals while building trust and continuing to grow,” she says. “I want every client and fellow agent to feel supported and confident from start to finish.”

Leadership, Community, and Collaboration

In addition to her personal production, Christina plays a key leadership role in the local real estate community.



in both her day-to-day motivation and the continued growth of the company. Watching her sister thrive—particularly in the property management division, where she has experienced tremendous growth—has been both a source of pride and a driving force.

“It pushes me to show up better every day,” Christina shares. “To stay educated, to lead well, and to create opportunities not just for myself, but for the people around me.”

Today, those same values define her business.

Turning Challenges into Opportunity

Like many who enter real estate at a young age, Christina faced an early challenge: credibility.

“When I started, I walked into an industry full of experienced agents,” she says. “At times, it felt like I had to prove that I belonged.”

Instead of letting that discourage her, she used it as fuel.

“I focused on learning everything I could and providing great service,” she explains. “I realized that if I consistently showed up and treated people right, my age wouldn't matter.”

In fact, it became an advantage.

Her ability to adapt, learn quickly, and bring a fresh perspective helped her stand out—and build trust faster than she expected.

She serves on the **BOSAR Board** and is actively involved with committees through the **Mississippi Association of Realtors (MAR)**. Just last year she became a graduate of Leadership MAR class of 2025 with the state. Through her brokerage, she also leads and participates in numerous charitable initiatives, including but not limited to:

- School supply drives
- Animal shelter donation events
- Fundraising for childhood cancer

For Christina, real estate is about more than individual success—it's about **community and professional collaboration**.

That's one of the reasons she values the Real Producers platform.

“It creates a space where top agents can connect, learn from each other, and strengthen relationships,” she says. “That kind of collaboration benefits everyone.”

Rooted in Family, Driven by Purpose

Outside of real estate, Christina's life is entering an exciting new season.

She and her husband, **Caleb Story**, are preparing to welcome their **first child—a baby girl due in August**.

“It's a very special chapter for us,” she says. As she steps into motherhood, Christina is especially passionate about leading by example—instilling a strong work ethic, integrity, and confidence in her daughter, just as she does with the agents she mentors every day.

Their home is also filled with energy thanks to their golden retriever, **Josephine (Josie)**, and their shared love of Gulf Coast living—from **art festivals and farmers markets** to quiet time spent at home.

When she does find downtime, Christina enjoys **gardening, cooking, and deer hunting**, embracing both the coastal and rural influences that shaped her upbringing.

Looking Ahead

As Christina looks to the future, her vision is both simple and powerful.

She wants to continue growing her business while becoming someone her clients and colleagues can truly rely on.

“I want to keep improving, learning, and building lasting relationships,” she says. “At the end of the day, I want my business to reflect hard work, integrity, and a genuine commitment to helping others.”

With a growing family, a strong foundation, and a clear sense of purpose, Christina is not just building a successful real estate career—she's building a legacy.

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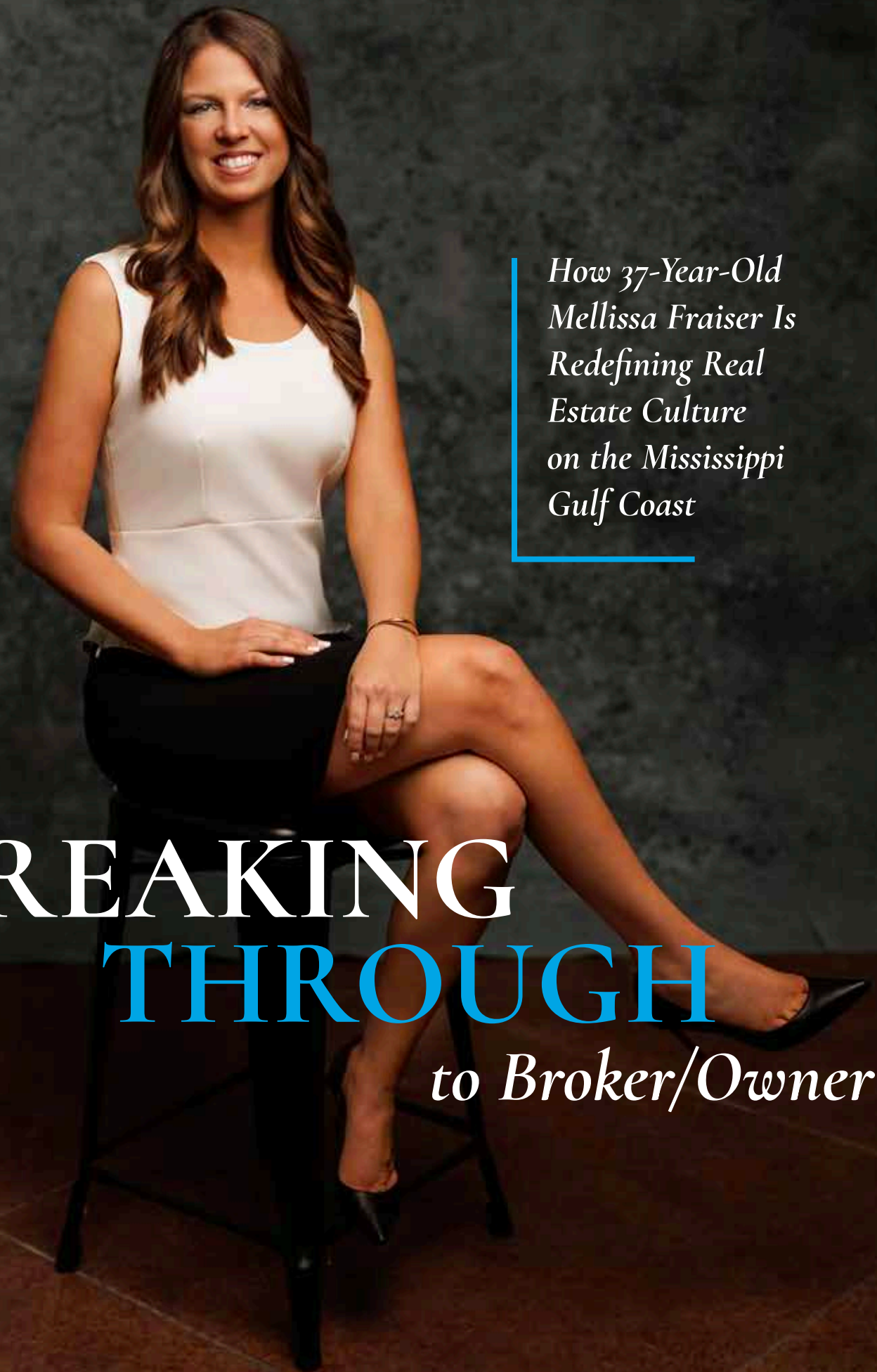
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How 37-Year-Old Mellissa Fraiser Is Redefining Real Estate Culture on the Mississippi Gulf Coast

BREAKING THROUGH to Broker/Owner



As a top-producing agent on the Mississippi Gulf Coast, you already know what it takes to succeed. Long hours, tough negotiations, and a constant commitment to serving your clients well.

But success in this business eventually forces every agent to ask a bigger question:

Is there a better way to do this business?

In an industry where agents pour their time, energy, and heart into their clients, many begin to realize something is missing. The brokerage model they started with may no longer fit the life or career they are building. The mentorship may have faded. The culture may feel transactional instead of collaborative.

That's where leaders like Mellissa Fraiser are helping reshape what brokerage culture can look like.

As the Broker/Owner of eAgent Atlas in Vancleave, Mellissa has built something many agents quietly hope to find: a brokerage culture rooted in collaboration, mentorship, and shared success.

"At some point along the way, I realized I didn't just want to sell real estate — I wanted to build a place where great agents could do their best work," Mellissa says.

But Mellissa understands this journey personally—because she once stood at the same crossroads herself.

The Ultimate Pivot: Fortified by Pressure

Mellissa Fraiser's path into real estate wasn't overnight. Her introduction to the industry began long before she ever received her license.

Born and raised on the Mississippi Gulf Coast, Mellissa grew up in Gautier. At just 18 years old, she had the opportunity to work under Suzanne Martin, Broker/Owner of Coldwell Banker Smith Homes, through the Co-Op Program at Gautier High School. The program allowed students to gain real-world experience, and Mellissa found herself immersed in contracts, closings, and client relationships.

She loved the strategy of the business and the impact it had on families navigating the home buying and selling process.

But then the market changed.

Like many young professionals at the time, Mellissa pivoted. She pursued stability, earning her pharmacy technician license in 2008 and beginning what would become a 12-year career in healthcare. Over the next decade she steadily advanced—from retail pharmacy to specialty compounding pharmacy technician and eventually into pharmaceutical sales.

The career was demanding and successful, but in 2018, everything shifted.

That was the year Mellissa and her husband, Jay, welcomed their daughter Abigail.

Motherhood brought a new level of clarity. The



travel schedules, long hours, and rigid structure of pharmaceutical sales no longer aligned with the life she envisioned for her family.

“The motivation was still there,” Mellissa says. “But my priorities became very clear.”

Real estate—the opportunity she once postponed at eighteen—resurfaced with new meaning.

In 2020, Mellissa made the leap.

“I was determined to pass,” she says. “So I studied harder than I ever had.”

When she received her passing results, she walked out of the testing center and started jumping up and down in the parking lot. A

passing driver even stopped to ask if she was okay.

“I was just that happy,” she says with a laugh.

Two months later she closed her first transaction.

Within her first six months in real estate, Mellissa closed more than \$1 million in sales, launching what would quickly become a consistent record of top production across Jackson County. Since then, she has continued to build momentum, earning honors such as the Million Dollar Club, Elite Top Producer, and recognition as the number one Broker across all eAgent offices.

Much of that production has been centered in communities throughout Pascagoula, Ocean Springs, Gautier, Moss Point,

Vancleave, Hurley, Wade, and St. Martin.

Yet for Mellissa, the numbers have never been the true measure of success.

“I never take it lightly that someone chooses me to guide them through one of the biggest financial and emotional decisions of their lives,” she says. “That kind of trust is something I never take for granted.”

A Culture That Supports Growth

Those early years in the industry shaped how Mellissa would eventually lead.

She credits Suzanne Martin, Broker/Owner of Coldwell Banker Smith Homes, with opening the first door into the real estate profession.

“Suzanne gave me an opportunity when I was just getting started,” Mellissa says. “That meant more than she probably realized.”

During her time working under Suzanne through the Co-Op program, Mellissa also learned early lessons about work ethic that stuck with her.

“Suzanne showed me how to hustle and how important making a list can be,” she laughs.

Those early experiences gave Mellissa her first glimpse into the discipline and organization required to succeed.

As Mellissa officially began her real estate career, another mentor would play a pivotal role in shaping the professional she would become.

She expresses deep appreciation for Betty Cobb of Coldwell Banker Smith Homes, who mentored her during her first year in sales.

“Betty saw something in me and invested her own time teaching me how to be a great REALTOR®,” Mellissa says. “She showed me what responsiveness, professionalism, and true client care look like in action.”

Those lessons stayed with her.

“The way Betty mentored me during that first year truly shaped the kind of professional I wanted to become,” Mellissa explains. “A lot of the values she poured into me are the

same ones I carry into my brokerage today.”

“That experience also showed me something I believe strongly now,” Mellissa says. “You can learn a lot in an office training setting, but real growth happens when you’re in it—watching the hustle, being part of transactions, and figuring things out in real time. That’s where confidence is built.”

Today, as Broker/Owner of eAgent Atlas, Mellissa has intentionally built a culture that reflects that same spirit of mentorship and support.

“If I’m awake, I respond—no matter the hour,” Mellissa says. “I would rather my agents ask questions than guess and risk making mistakes that can’t be fixed.”

“Real estate can be independent by nature,” Mellissa says, “but it should never feel disconnected.”

Watching the agents in her office grow and succeed has become one of the most rewarding parts of her career.

“I believe when agents feel supported and connected, our clients ultimately receive the highest level of service,” Mellissa explains.

Building Opportunity for Others

When Mellissa aligned with eAgent in 2022, she was drawn to a model built on collaboration, innovation, and the opportunity for agents to grow into leadership.

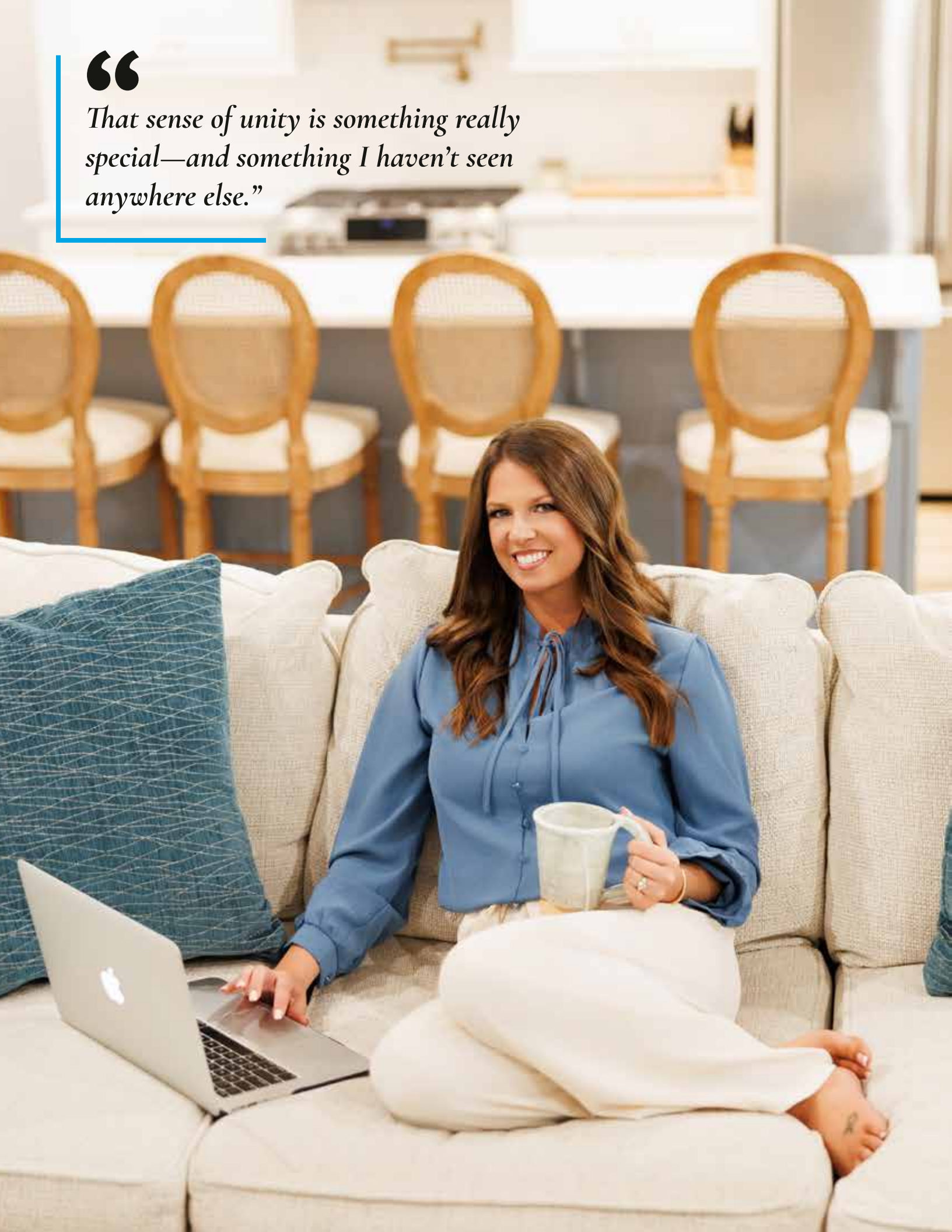
“I trusted the process Justin and Darlene created,”

“*Real estate can be independent by nature, but it should never feel disconnected.*”



“

That sense of unity is something really special—and something I haven't seen anywhere else.”



Melissa says. “Following that model is what ultimately led me to opening eAgent Atlas.”

While eAgent was founded by Justin and Darlene Allen, each office—including eAgent Atlas—is independently owned and operated, allowing broker/owners to build a culture where agents feel connected, supported, and able to grow while still being part of a supportive network.

“Each office runs independently,” Melissa says, “but as owners, we collaborate regularly and genuinely celebrate each other. That sense of unity is something really special—and something I haven't seen anywhere else.”

Today, Melissa's focus is simple: building a brokerage where agents can grow, thrive, and enjoy the career they've worked so hard to build.

She believes leadership is not about control—it's about support, trust, and shared success.

That perspective is rooted not only in her professional journey, but also in the people who have supported her along the way.

When Melissa decided to pursue real estate, her husband Jay stood firmly behind her decision from the very beginning.

“Jay has supported every step of this journey,” Melissa says. “When I decided to make the leap into real estate, he never questioned it for a second. That kind of belief in you is something I'm

incredibly fortunate to have in a partner who has been all in from the very beginning.”

She also mentions her sister, Madison Crawford.

“She may not be a REALTOR®, but she's definitely our biggest fan,” Melissa says with a laugh. “Madison has supported me through every step along the way, and I'm incredibly lucky to have my little sister so firmly in my corner.”

That support system helped Melissa build a career that allows her to be present for the moments that matter most—especially with her daughter, Abigail.

Now she hopes to provide that same opportunity for others.

For agents who walk through the doors of eAgent Atlas, the difference becomes clear quickly. It's a place where questions are welcomed, wins are celebrated, and no one feels like they're navigating this business alone.

The Door Is Always Open

From an 18-year-old Co-Op student to a brokerage owner creating opportunity for others, Melissa Fraiser's journey has come full circle.

Rooted on the Mississippi Gulf Coast and grounded in gratitude, she continues to build a business defined not just by production—but by values.

Looking back, Melissa often reflects on the mentors who invested in her early on and the path that led her here. Today, she hopes to provide that same sense of guidance



and opportunity for the next generation of agents building their careers.

For Melissa, the future of real estate along the Mississippi Gulf Coast will always come down to relationships—between clients, colleagues, mentors, and the professionals who continue to push the industry forward.

Whether someone is just beginning their journey

or leading others along the way, she believes the most meaningful growth happens when people share knowledge, support one another, and continue raising the bar together.

And that philosophy continues to guide the culture she is building at eAgent Atlas in Vancleave—one rooted in collaboration, mentorship, and the belief that no agent should have to succeed alone. ▀



The company is headquartered in Ridgeland, Mississippi. Michael purchased six acres in Ridgeland that had a 50,000 square foot warehouse included. Years later, after more massive growth, they were able to build a brand new 15,000 square foot office building on a parcel in front of the warehouse. “It’s a showplace,” he says. “I’m so glad we did it.” Michael says he was moved that Mr. and Mrs. Watkins came to their recent grand opening. “They said they were proud of what we’ve done with the company.” Watkins was then poised to expand into future endeavors which now includes a fully operational team located in Hattiesburg, that provides quick and efficient roofing support to the needs of local agents and their clients. This team has been servicing South Mississippi and the Mississippi Gulf Coast since 2021.

Michael says he also takes great pride in doing roof repairs. “About forty percent of our jobs are repair related. We do about 3,000 total jobs a year, from small jobs to big ones. We have been doing roof repairs from day one and we will always do them. We want Watkins to be the first company a customer calls, and the last.”

In addition to roofing repairs and replacements, Watkins handles construction as well. “Most of what we do is related to roofing issues,” Michael says. “We do James Hardie siding, whole house conversions, repair work, gutters, windows, sheetrock and paint, and other exterior trades. We do a lot of insurance claim work as well.”

Realtors® know the importance of curb appeal, and Michael says Watkins is the exclusive provider of a roof-cleaning service using a product called Roof-a-Cide®. “We can make an old roof look new again,” says Michael. “It not only cleans the roof without damaging it, but we offer a two-year algae-free and streak-free guarantee. Many insurance companies are now requiring it because it can prolong the life of an older roof.”

Diagnosing a roof leak and providing a permanent solution that will last is something Michael takes pride in. “I learned from the best – my dad transitioned into a roof leak repair specialist, and he taught me how to do it the right way.”

And speaking of Realtors®, Michael says he loves working with them. “I’d like to suggest that they bring us in well before the home inspector. Our inspections are complimentary and very thorough. At Watkins, we play the long game. We say ‘no’ more than we say ‘yes,’ and we call it like we see it. We aren’t going to recommend having work done that isn’t necessary. When we are brought in after an inspection everyone is under the gun. It’s hard to navigate work schedules and closing dates. Bringing us in on the front end is better for all three parties involved – the homeowner, the agents, and for us.”

WATKINS

CONSTRUCTION & ROOFING

NO MORE ROOF LEAKS

PHOTOS BY ABE DRAPER PHOTOGRAPHY

When the time comes to have a roof replaced or repaired, it’s best to choose a company with experience, integrity, and longevity in the industry. Watkins Construction & Roofing checks all those boxes and then some.

Michael began working for Watkins right out of high school. His father was a roofer for new builds, so Michael had an idea what it was all about. “I went to work at Watkins for \$10 an hour, but from day one I treated the business as if it was my own.” By 2016, Michael had an opportunity to be an owner in the business, and from 2016 to 2018 the company grew aggressively. In early 2018 he was able to buy out the remaining shares of the business, but he kept the company name because it was already established, and because of his admiration of the Watkins family. “I have known them since I was seven years old.”

A true family-owned-and-operated business, Watkins is owned by Michael Dier, who is hands-on every day. His wife, Sallie, joined the company as chief financial officer in 2019. “She has an accounting background in public accounting and with the State Auditor’s office,” Michael says. “She is a vital part of our company.”





Society's 'Men Wear Pink' campaign to raise money for breast cancer research."

Michael says Watkins also participates in the Roof Deployment Project in partnership with Owens-Corning to provide roofs for veterans through Purple Heart Homes. "We also participate in the No Roof Left Behind project where the public helps to choose the recipient for a new roof. We have made six roof donations through that program."

Watkins employees also donate their time to the Central Food Pantry at a local church. "Our folks help unload, package, and distribute fresh produce to those in need each week. They enjoy the camaraderie, and it helps our culture here at Watkins."

At Watkins Construction & Roofing, we understand that in real estate, timing and trust matter. We are proud to serve as a local resource Realtors® can confidently recommend — helping properties show better, negotiate stronger, and close with confidence. ▾

CONTACT US!

Contact Watkins at (251) 418-8270
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WE CAN MAKE AN OLD ROOF LOOK NEW AGAIN."

Some Realtors® handle commercial properties as well, and Michael says they are a fully licensed commercial general contractor. "We brought that in-house – we do it ourselves, from TPO layovers on metal roofs to complete tear offs."

Because they are locally owned and operated, Michael and Sallie and the rest of their almost 60 employees are active in the community. "We have two children," says Michael. "Addie will be going into the twelfth grade this fall, and Alec will be in the eighth grade. Alec plays golf and Addie plays tennis. I enjoy golfing and hunting."

The company gives back to the community that supports it by participating in fundraisers and other events to benefit organizations including Canopy Children's Solutions, Mustard Seed, the Lily Pad, and more. "We have sponsored Ramsey Education in three schools to educate kids on financial matters using the Dave Ramsey method, and for six consecutive years we nominated a male to participate in the American Cancer



Grit, Growth, and Going All In



Rising Star **Priscilla Herwald** Is Making Her Mark on the Mississippi Gulf Coast

PHOTOS BY
OUTLAW
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In real estate, success doesn't happen by accident. It's built through consistency, resilience, and a willingness to grow through every challenge. For **Priscilla Herwald**, that mindset has quickly set her apart as one of the Gulf Coast's most impressive Rising Stars.

Since launching her real estate career in 2022 with **CENTURY 21 J. CARTER & COMPANY in Gulfport, Mississippi**, Priscilla has wasted no time establishing herself as a driven, results-oriented professional. In 2025 alone, she closed **24 transactions totaling over \$6.5 million in sales volume**—a remarkable achievement for an agent still early in her career.

But for Priscilla, the numbers are only part of the story.

"At the end of the day, my success isn't about me—it's about the families I've helped," she says.

A Leap of Faith That Changed Everything

Before real estate, Priscilla built a strong foundation in **sales for restaurant equipment and supplies**, working with a wide range of clients including schools, casinos, and restaurant owners. That experience sharpened her communication skills and taught her how to problem-solve in fast-paced environments.

Still, she felt a pull toward something more.

"I had always been interested in real estate," she says. "But I was hesitant to take the leap into the unknown."

Like many professionals, she reached a moment where she knew it was time for a change.

"I had that 'something needs to shift' feeling," she explains.

That's when she remembered a conversation with her friend, **Christina Carter-Burks**, who had once encouraged her to consider real estate.

"I decided to trust that instinct—and it turned out to be one of the best decisions I've ever made."

Early Success, Built on Hard Work

From the beginning, Priscilla approached real estate with determination and focus.

Her efforts have already earned her an impressive list of recognitions, including:

- Gulf Coast Association of REALTORS® Under 40 Award (2025)
- Coast REALTOR® Leadership Class of 2026
- Accredited Buyer's Representative (ABR®)
- Commitment to Excellence (C2EX) certification
- Broker's License (earned August 2024)

Within her brokerage, she has also been part of a powerhouse team:

- 2023 Rookie of the Year – Century 21 J. Carter & Company
- Century 21 Presidential Awards (2023, 2024, 2025)
- #1 Century 21 Team in Mississippi (multiple years for AGC & Units)
- 2022 Quality Service Award

While these accolades reflect her production and professionalism, Priscilla remains focused on growth.

"I believe learning and improving are essential in this industry," she says. "The market is always changing, and we have to keep evolving with it."

The Power of the Right Team

Priscilla is a proud member of **The 4th Right Team**, a group known for its strong local knowledge, strategic approach, and commitment to delivering results.

"When you work with me, you're not just getting one agent—you're getting a team of experienced professionals," she explains.

Together, the team brings a collaborative approach to every transaction, helping clients navigate competitive markets while maximizing opportunities.

But even within a team environment, Priscilla's personal approach stands out.



Grit, Determination, and a Client-First Mindset

Ask Priscilla what sets her apart, and her answer comes down to one word: **grit**.

"I don't see a closed door as the end—I see it as an opportunity to find the right one," she says.

She is known for thinking creatively, staying solution-focused, and refusing to let obstacles derail her clients' goals.

"I don't want my clients to settle," she explains. "And I won't settle for them."

Her approach is deeply personal.

"My clients aren't just transactions," she says. "I take



she says. “Other days, it’s just showing up and doing the best I can.”

While she is naturally goal-driven, she has learned the importance of recognizing small wins along the way.

What keeps her motivated is simple: her clients.

“Being part of their journey pushes me to keep moving forward,” she says.

I enjoy working with military families. I know moves can be stressful, so I like to make sure I make it as seamless as possible. Working with clients out of the state (or county) can be challenging with the time differences, but it is so rewarding to be able to serve the families that serve our country.

I would also say that joining The 4th Right Team and having Randy Richardson as a mentor has been invaluable to my career. His guidance has helped shape the way I approach challenges and opportunities in this business. My advice to anyone just starting out is to find a mentor who is truly willing to invest in you and help guide your growth—having that support can make all the difference.

I feel truly blessed to be able to do something I love each day. It is so fulfilling. It’s always humbling to earn the trust of my clients and be part of such an important life event. Helping people navigate these moments is something I never take for granted.

One quote that stays with her is: **“Always be the hardest working person in the room.”**

It’s a mindset she lives out daily.

Rooted in Strength and Family
Born and raised on the **Mississippi Gulf Coast**, Priscilla

Over time, she has learned to let go of what she cannot control and focus on what she can.

“I’ve learned how important it is to separate emotions from certain situations,” she explains. “My clients need to feel calm and confident, even when challenges come up.”

That growth has strengthened her ability to lead clients through complex transactions with clarity and composure.

Driven by Purpose and Perspective
Priscilla’s definition of success has evolved over time.

“Some days success is getting a tough deal to the closing table,”

the time to truly get to know them so I can support their individual goals.”

That level of care has led to something she values most—**referrals**.

“The majority of my business comes from friends, family, and past clients,” she says. “That means everything to me.”

Learning to Get Out of Her Own Way

Like many high achievers, one of Priscilla’s biggest challenges has come from within.

“Learning to get out of my own way has been one of the biggest things I’ve had to overcome,” she says.



“It’s incredibly rewarding to show people that it is possible,” she says.

By building strong relationships with lenders, insurance professionals, and industry partners, she ensures her clients have the support they need every step of the way.

With her work ethic, heart for service, and commitment to growth, one thing is clear:

Priscilla Herwald is just getting started. ▶

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credits her upbringing for shaping her resilience.

“My childhood came with some challenging times” she says. “But I’ve never allowed those moments to define my future.”

Instead, those experiences strengthened her work ethic and determination.

“I’ve always believed that if you want something, you have to work for it,” she says.

Today, her support system plays a major role in her success.

She and her husband, **Chris**, are approaching their fifth wedding anniversary. As a former member of the **Army National Guard**, Chris brings a level of support and understanding that has been essential to her career.

“Real estate isn’t a 9-to-5 job,” she says. “I’m on my phone all the time, but he’s always been there cheering me on.”

Their lifestyle has also shaped her approach to business.

“Being a military wife taught me how to pivot,” she explains. “Plans change, things don’t always go as expected—and that’s exactly how real estate works.”

Life Outside of Real Estate

When she finds time to step away, Priscilla embraces everything the Gulf Coast has to offer.

She enjoys time on the water, especially **boating at the islands**, as well as traveling with her husband—whether it’s a fast-paced trip to Disney or a relaxing beach getaway.

She is also a **Life Member of the Junior Auxiliary of Gulfport**, an organization dedicated to supporting children and families in need through service and community programs.

Looking Ahead

As she looks to the future, Priscilla’s goals remain focused and meaningful.

She is passionate about helping **first-time homebuyers**, especially those who may feel like homeownership is out of reach.



“It’s incredibly rewarding to show people that it is possible.”



Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Gulf Coast Area. We pulled the MLS numbers (by volume) from Jan. 1, 2022, through Dec. 31, 2022, in the MS Gulf Coast market. We cut the list off at number 300, and the distribution was born. For this year's list, the minimum production level for our group is \$5 million in 2022. The list will reset at the end of 2023 for next year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners, or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at robert.orso@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly 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 preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to robert.orso@realproducersmag.com.

FAQ

Welcome to *Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

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