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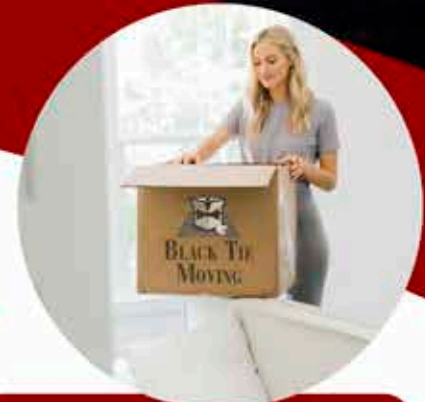
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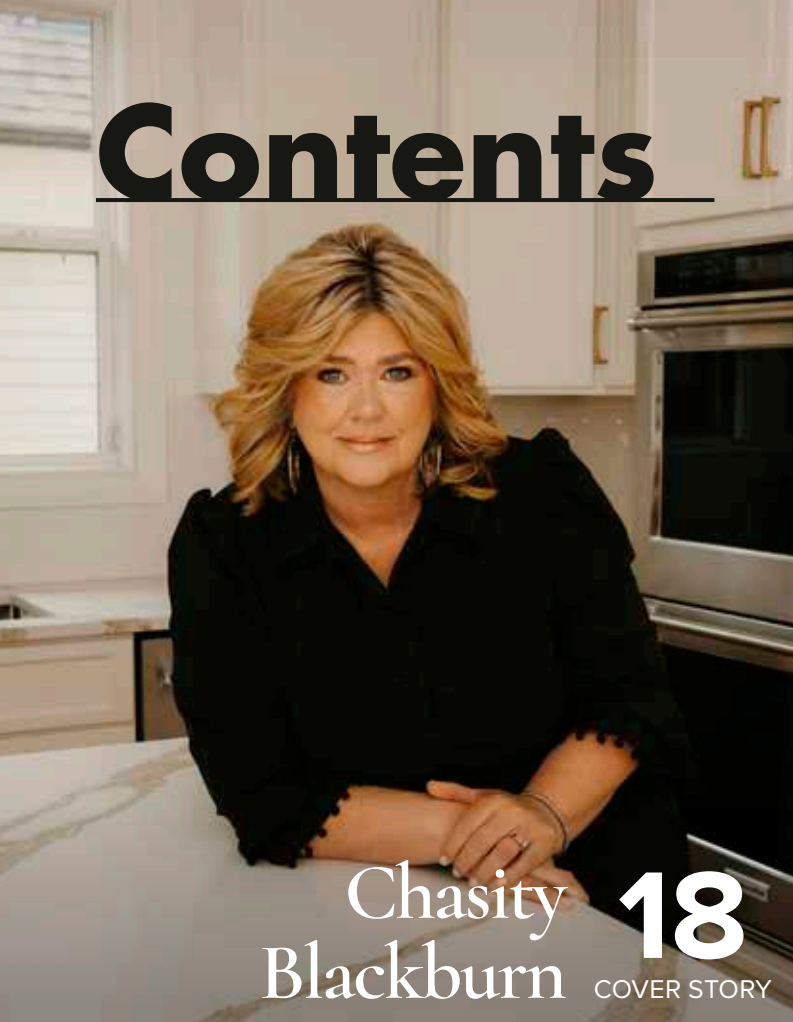
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Be IN THE Room

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
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Meet Kendra Bell

Built on Resilience

WRITTEN BY JEFF WHITE
PHOTOS BY BECKY MITCHELL WITH
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The first time Kendra Bell drove a tractor, she was seven years old. It wasn't for fun. It wasn't for show. It was because there was work to be done.

Out in the hayfields of Alabama, on the same horse farm her parents still call home, Kendra learned something early that would shape the rest of her life. If something needs to be done, you do it. If it gets hard, you don't stop. You figure it out and keep going.

That lesson never left her. Today, Kendra is one of the top real estate professionals in Memphis with Crye-Leike Realty, but the way she works, the way she shows up, and the way she builds relationships still traces back to those early days on the farm.

Even now, she brings her children back there. They ride horses, feed ducks, and fish in the catfish pond. It is a place that reminds her, and now them, of where it all started.

Kendra didn't set out to build a career in real estate. In her early twenties, she was working at Harvey's in Columbus, Mississippi. What started as a job became a decade-long climb through the ranks, from waitress to general manager. It was there that she learned how to lead people, how to handle pressure, and how to create an environment where others could succeed.

It was also where two important pieces of her life came together. She met her husband, Jim, and she met Dick Leike. Dick saw something in her before she fully saw it in herself. For nearly two years, Kendra asked him questions about real estate. She was curious, paying attention, always learning. Finally, he told her what she needed to hear. "Just go do it." So she did.



“
I'll always go
above and
beyond for
my clients.”

Even before she was licensed, Kendra started showing up to sales meetings. She listened. She observed. She prepared. And when she officially stepped into the business, she didn't ease in. She went all in.

Over time, she became the top producer in her office ten different times. It wasn't because it came easy. It was because she showed up consistently, did the work, and stayed committed long after others would have slowed down.

From the beginning, Kendra never limited herself to one type of real estate. While others chose a lane, she chose to learn them all. Residential. Commercial. Farm land. Hunting land. Investments. She built a business that could adapt to whatever her clients needed.

Along the way, she found a particular love for flipping homes. For more than 15 years, she has taken on renovation projects, usually a couple each year. There is something about taking a home that has been overlooked and bringing it back to life that still excites her.

"There's nothing like taking a dated home and making it beautiful again," she says.

But if you look closely, that same idea runs through everything she does. She sees potential. She puts in the work. And she follows through.

For a long time, her business was rooted in Columbus, where she built a strong reputation and consistent success. Starting over was never part of the plan.

But life has a way of changing plans. When her husband's career in the steel industry brought their family closer to Memphis, Kendra found herself trying to balance two worlds. She commuted back and forth, holding onto the business she had built while adjusting to a new city.

At the same time, she and her husband were walking through something far more personal. After a ten-year journey through in vitro fertilization, they welcomed their children, James and Olivia. Everything changed. "Having my kids, it just puts everything into perspective," she says.

Starting over in Memphis was scary. But I knew how to work. I knew how to build relationships. And I trusted that would carry me."

With young children at home, the constant travel was no longer sustainable. Something had to give. So Kendra made a decision that few people would choose. She stepped away from the business she had built and started again in Memphis.

It was not easy. "Starting over in Memphis was scary," she says. "But I knew how to work. I knew how to build relationships. And I trusted that would carry me."

And it did.

In just a few short years, she rebuilt her business and ranked 22nd out of 813 agents in the Memphis market. It is the kind of accomplishment that only makes sense when you understand the foundation behind it.

The same work ethic that was built in a hayfield. The same discipline she carried through years in the restaurant industry. The same determination that carried her through a decade of waiting to become a mother. It all showed up again.

If you want to understand Kendra's business, though, you have to look beyond the numbers. You have to look at how she treats people.

There was a recent transaction with a couple she had worked with multiple



times before. As they prepared their home for showings, Kendra found herself doing far more than coordinating schedules. She was walking their dogs, sometimes with her kids alongside her, laughing as they went. She was preparing the home, making sure every detail was right.

At one point, she was on her hands and knees caulking cracks in the sidewalk to make sure the home passed inspection. No one asked her to do it. She just did it.

That same transaction took an unexpected turn when the buyer suffered a heart attack and could not move forward. It would have been easy to lose momentum. Kendra did not. She regrouped, relaunched the marketing, and found another buyer.

"I'll always go above and beyond for my clients," she says.

And it shows.

Behind all of it is a life that she does not take for granted. She speaks with deep respect about her husband, Jim, whose leadership in the steel industry has contributed to billions in economic impact. More than anything, she admires how hard he works.

"He is by far the hardest working person I know," she says. And when she talks about her children, it is clear they are at the center of everything. After ten years of trying to have them, she holds onto every moment.

"I don't give up on my dreams," she says. That mindset has shaped not only her life, but her business.

After more than 20 years in real estate, Kendra continues to evolve. She understands that the way she worked years ago is not the way she works

today. The market has changed. Clients have changed. Expectations have changed. And she has changed with them.

Today, she sees a more balanced market. Buyers have more options. Sellers face more competition. Negotiation has returned. Instead of resisting those shifts, she leans into them, adjusting her approach and continuing to serve her clients at a high level.

When you step back and look at her story, it is not defined by one moment. It is defined by a pattern. A willingness to start. A commitment to keep going. And a refusal to quit.

It started in a hayfield in Alabama. And in many ways, it is still the same story today. ❖

MEET

Chasity

BLACKBURN

FINDING HOME

Chasity Blackburn didn't grow up in Memphis. She didn't start her career here. And when she first arrived, she couldn't have known that this city would eventually become the place that shaped her life, her family, and her future. But today, ask her where home is and there's no hesitation. It's Memphis. That answer didn't come overnight. It was built over years of growth, change, and a journey that took her across multiple cities, careers, and seasons of life. Because for Chasity Blackburn, success has never just been about what she's built. It's been about where and with whom she's built it.

Where It All Began

Chasity's story starts in Indianapolis, Indiana, where she grew up and began laying the foundation for what would become a remarkable career. After High school, she stepped into her first professional role as a leasing agent at Lake Castleton Apartments in Indianapolis. What seemed like a starting point quickly became something more. Chasity continued on the Property management path while attending Ivy tech and eventually earning a degree in Fine Arts. "I just kept growing from there," she says. And she did. From leasing to property management, from managing communities to leading regions, Chasity steadily climbed the ranks, eventually becoming a Vice President of a mid-sized property management company. Each step added another layer to the foundation she was building. A foundation rooted in marketing. In operations. In understanding not just properties but people.

A Season of Exploration

Like many driven individuals, Chasity wasn't afraid to step outside the expected path. At one point, she pursued a lifelong dream of becoming a flight attendant with United Airlines, a decision that gave her a broader perspective on life and the world around her. It was an exciting season. A meaningful one. But also one that brought clarity. "The experience was incredible, but it wasn't stable," she says. And so, she returned to real estate, this time not just to work, but to build something lasting. Another step in the journey. Another layer of the foundation.

Memphis Becomes Home

In 2012, Chasity relocated to Memphis. At first, it was simply the next chapter in her career. But over time, something deeper began to take shape. Memphis wasn't just where she lived. It was where she connected. Where her family grew.



“
I believe in being kind and helpful, EVEN WHEN THERE’S NOTHING IN IT FOR ME.”



Photo submitted by Chasity Blackburn



Photo submitted by Chasity Blackburn

Where her life began to take root. “Even going back home to Indy, it’s not home,” she says. “Memphis is. The culture, the landscape, and the diversity have played a huge part in my life and the lives of my children.” Without fully realizing it, she wasn’t just building a career anymore. She was finding home.

Starting Over and Building Forward

Even with years of experience behind her, stepping into residential real estate in 2021 felt like starting over. “I didn’t



Photo submitted by Chasity Blackburn

have a sphere. I didn’t have built-in business. I had to create it.” And she did, one conversation, one neighborhood, one relationship at a time. She knocked on doors. She implemented consistent neighborhood marketing. She showed up day after day, even when the results didn’t come immediately. It wasn’t glamorous. But it was effective. Her time at Kaizen came with its challenges, but it also clarified what she needed to grow. That clarity led her to mentorship that helped refine her strategy and focus. “Once I understood the power of listings and committed to that, everything changed.” Fifteen homes sold in one year became fifty-one the next, a reflection of both her discipline and her ability to execute. Momentum had arrived. But more importantly, confidence had followed.

Creating a Presence

What sets Chasity apart is not just her production. It is her perspective. Her background in property and asset management gave her an understanding that many agents never develop, that success is not accidental. It is intentional. “It’s not about just putting a sign in the yard,” she explains. “It’s about creating a presence people recognize before they ever need you.” Through consistent marketing, repeated neighborhood touches, and a long-term approach to visibility, she has built a business rooted in trust and familiarity. Not quick wins. But lasting relationships.

Building Something of Her Own

In March of 2025, Chasity took one of the biggest steps in her journey, launching



Photo submitted by Chasity Blackburn

her own boutique brokerage. “I always knew I wanted to build something of my own,” she says. “I created the roadmap, and I followed it.” For her, growth isn’t about scale. It’s about intention. “I’ll never be big. Smaller is better for me.” After spending her first year as a solo agent, she is now stepping into a new season, mentorship. “I don’t want to just add agents. I want to develop them,” she says. The right way. With intention. Her plan is simple: bring on a small number of agents, invest deeply in them, and build something that lasts. Another chapter. Another step forward.

A Pulse on the Market

Chasity approaches today’s market with clarity and perspective. “People are finally starting to get off the bench,” she says. “They’ve been waiting for those 3% interest rates, and now they’re realizing those aren’t coming back anytime soon.” That shift is creating movement and opportunity. And for agents who are prepared, it is a moment to lead with confidence.

What Matters Most

While her professional success is undeniable, it is her family that remains at the center of everything. “I hit the kid lottery,” she says. Her daughter Cara serves as a Captain in the U.S. Army, specializing in Explosive Ordnance Disposal and currently stationed in Savannah, Georgia. Her twin sister Lily is a STEM educator with a PhD from Rensselaer, a former Miss Tennessee, and was crowned Miss United States in 2022. Both daughters are graduates of Bolton High School. Her son, Jack, is entering



Photo submitted by Chasity Blackburn

his next chapter, currently attending Briarcrest and planning to attend the University of Tennessee. “They are the absolute best thing in my entire world.” Outside of real estate, Chasity enjoys traveling, attending performances at the Orpheum, and currently helping Cara plan her upcoming fall wedding. And at home, there’s Mugsy, her beloved doodle, who brings a little extra joy to every day.

A Different Kind of Success

In an industry often driven by competition, Chasity has chosen a different approach. “I believe in being kind and helpful, even when there’s nothing in it for me.” She has built a reputation not just for what she accomplishes, but for how she shows up, for her clients, her peers, and her community. Because for her, success isn’t just measured in closings. It’s measured in relationships.

Coming Full Circle

For Chasity Blackburn, the journey has taken her across cities, careers, and seasons of life.

From Indianapolis to Memphis

From corporate leadership to starting over. From building a career to building something of her own. But somewhere along the way, something shifted. What she was building in business started to reflect something deeper. She wasn’t just creating momentum. She was creating a life. And in the process, she found something many spend years searching for. Not just success. Not just achievement. But home. And in Memphis, she’s found exactly where she belongs. ▀

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MEET **Adam**
DAWSON



Finding Purpose in the Work

WRITTEN BY JEFF WHITE • PHOTOS BY CALEB NELSON

There is a difference between building a career and building a life.

For Memphis real estate professional Adam Dawson with Weichert Realty, that difference defines everything.

Because for Adam, real estate was never just about houses. It has always been about people, purpose, and the deeper calling behind the work.

“I’ve always been drawn to family, to home, to people,” Adam shares. “That’s really what this business is about.”

That perspective did not come overnight. It was shaped over years of growth, hard decisions, and a willingness to follow a path that did not always make sense on paper.

Adam’s story begins overseas. Born on a military base in Spain while his father served in the Navy, his early years were marked by movement and discipline. Eventually, his family settled in Tipton County in Atoka, Tennessee, where strong values and a relentless work ethic were part of everyday life.

Work started early.

Before college, Adam was already learning responsibility, first at Baskin Robbins and then at Lenny’s, where he became an assistant manager at just 17 years old. Those early experiences laid the foundation for what would become a consistent theme in his life: showing up, working hard, and serving people well.

He went on to attend the University of Alabama with



plans to earn a doctorate in physical therapy. And for a time, that was the path he was on.

But something did not sit right.

“I was in physical therapy, pursuing my doctorate, and it was good,” he says. “But I knew it wasn’t where I was supposed to be long term.”

So he made a decision that would shape the rest of his life. He stepped away from that path and went to work with his father, helping grow a custom engraving

business. It was there that Adam began to understand what it meant to build something from the ground up.

Still, there was another shift coming.

After purchasing his first home in his early twenties, something clicked.

“I remember how much that moment meant to me,” he says. “And I realized I wanted to help other people experience that same thing.”



That realization led him into real estate.

When it came time to choose a brokerage, Adam was intentional. He chose Weichert Realty because it offered the structure and tools of a national brand, while still allowing him to deliver the kind of personal, relationship-driven service he believed in.

From the beginning, his business grew in a way that reflected his values.

Not through aggressive marketing. Not through chasing transactions.

But through people.

“My business has grown almost entirely through word of mouth,” Adam explains. “And that only happens when you truly take care of people.”

That commitment to relationships has become one of the defining characteristics of his business. He understands that real estate is emotional. It is stressful. It is often one of the most significant decisions a person or family will make.

And he does not take that lightly.

“These aren’t just transactions,” he says. “These are people’s lives. You have to treat it that way.”

That mindset has also shaped how he approaches mentorship.

One of the most meaningful aspects of Adam’s journey has been investing in others, particularly newer agents. Watching one of those agents grow into a top producer has been especially rewarding for him, even more so than any personal transaction.

“I never want to take business from someone who is just getting

started,” he says. “If I can help them grow, that’s a win.”

“That’s what it’s about,” he says. “Helping other people succeed.”

At the core of it all is Adam’s faith.

It is not something he keeps separate from his business. It is the foundation of it.

“I am a child of God,” he says. “Everything changed when I stopped chasing money and started pursuing what God had for my life.”

That transformation impacted every area of his life, especially his marriage.

After ten years of dating, Adam and his wife made the decision to get married, guided by a shared sense of calling and faith. Today, their life is centered around their family, their church, and raising their daughter, Amelia.

Their church community plays a significant role in that life. It is a group marked by authenticity, accountability, and a shared desire for deeper relationships with God.

“It’s not surface level,” Adam says. “It’s real. People are transparent. We support each other, challenge each other, and grow together.”

That community has shaped not only his personal life, but his professional one as well. It is where he finds strength, encouragement, and clarity in the midst of a demanding career.

And real estate can be demanding.

Adam is quick to acknowledge the emotional weight that comes with the job. Deals fall apart. Unexpected challenges arise. Clients carry stress,

uncertainty, and sometimes fear into the process.

But for Adam, those moments are not frustrations. They are opportunities to serve.

One transaction in particular stands out. A complex estate involving ten heirs, a home filled to the ceiling with belongings, and months of preparation just to get the property market-ready. Add in the complications of COVID, and it seemed nearly impossible to close.

But Adam stayed committed.

In the end, the deal came together through a series of unconventional solutions, including outdoor signings, a mobile notary, and one individual holding power of attorney for multiple parties.

“Anything is possible,” he says.

That persistence, combined with his people-first mindset, continues to set him apart.

It also fuels his passion for a specific segment of the market: land and acreage.

“I love working with larger parcels,” Adam says. “Helping people start farms, build something for their family, create a legacy. That’s meaningful work.”

That interest extends into his personal life as well. Adam and his family are drawn to a simpler, more intentional lifestyle, with a growing interest in homesteading.

“We want our daughter to understand where things come from,” he says. “To live a life that’s grounded, not just consumed by the world.”

I never want to take business from someone who is just getting started. If I can help them grow, that’s a win.

When he is not working, you will likely find Adam outdoors, hunting, hiking, or traveling with his family. Those moments are not just hobbies. They are part of the life he is intentionally building. Looking ahead, Adam remains focused on growth. Not just in business, but in every area of life. “I always want to grow,” he says. “As a husband, as a father, in my faith, and in my business.”

And that growth is not driven by numbers alone.

It is driven by purpose.

Because for Adam Dawson, success is not measured by how many homes he sells.

It is measured by how many lives he impacts along the way.

And in that sense, he is just getting started. ▾

Ziggy and His Team Congratulate
Adam Dawson on his
Agent on the Move Feature this Month!



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WRITTEN BY JEFF WHITE
PHOTOS BY LENS MAN
PHOTOGRAPHY

Every real estate professional has experienced it. A deal starts smoothly, then suddenly requires more communication, more clarity, and a steady hand to get it across the finish line.

In those moments, the strength of your lending partner becomes clear. Some simply move files. But others play a meaningful role in protecting the experience for both the agent and the member. That difference is where Orion Financial has built its reputation. Most lenders are built to move volume.

Orion Financial is built to provide world-class, personalized service throughout the entire lending

process. That shows up in how their team communicates, how decisions are made, and how they stay engaged throughout the life of a transaction.

A Foundation That Still Drives the Future

Orion Financial's story begins in 1957. A group of Memphis City Schools teachers pooled together \$300 and stored it in a piano bench, laying the foundation for what would become Memphis Area Teachers Credit Union.

In 2010, it rebranded to Orion Financial Credit Union to reflect a broader vision and expanded services. And in 2025, their name evolved again to Orion Financial, a reflection of the full range of services they provide and the communities they serve. While their name has changed over their nearly 70 year history, what has remained constant is their focus on relationships.

Built Local, Designed for Clarity

Orion Financial's mortgage operation is intentionally structured to keep everything in-house and decisions are made locally by a team that understands the market. "Everything we do is designed to make the process simple and easy to navigate," says Ashley McDurmon, President and CEO of Orion Financial. "By keeping the process local and in-house, we're able to move with speed, communicate with confidence, and deliver a level of service that both members and realtors can truly rely on." That structure provides more than efficiency. It creates certainty. When something changes, the team can pivot quickly without waiting on an outside approval chain. For agents, this means direct access to answers, greater visibility into the process, and fewer last-minute surprises. It also allows Orion Financial's team to examine each member's unique financial situation, rather than forcing every deal into a rigid framework. "We don't believe in one-size-fits-all lending," McDurmon says. "Every member has a unique story, and our role is to understand that story fully and find the right path forward, not force it into a predefined box." As a credit union, Orion Financial is also structured differently than many traditional lenders, allowing



them to remain competitive while maintaining a strong focus on member experience.

A Team That Stays in the Deal

At Orion Financial, the experience is not dependent on one individual. It is shaped by a shared standard. Under the leadership of Chief Mortgage Officer Don Holsinger, the focus has been on building a team that communicates well, supports one another, and approaches each deal with care and accountability. "We've built a team that cares, not just about production, but about doing right by the member and the agent," Holsinger says. That alignment creates consistency in all aspects of the process for both

the Orion Financial team and their members. "For us, it's about how the team works together," he adds. "If everyone is on the same page, the experience is better for everyone involved."

When the Details Matter Most

Every agent has seen a deal take an unexpected turn. A shift in income, a credit question, or a detail that needs closer attention. In those moments, the approach matters. That mindset is reflected in how the team responds when it counts. Holsinger recalls a time when a wiring issue threatened to delay a closing. Instead of letting the deal stall, one of Orion's loan officers secured a money order and



“
Not every deal is going to fit into a perfect box,
but that doesn't mean there isn't a solution.”

personally drove it to Oxford to keep the transaction moving. It was not part of the process. It was what the situation required. That level of ownership is what defines the team.

Consistency That Builds Trust
In real estate, consistency builds trust. Orion Financial has built its identity around delivering a steady and reliable experience,

no matter the situation. “Our responsibility goes beyond closing a loan,” McDurmon says. “We're focused on delivering an experience that feels seamless, supportive, and worthy of the trust our members place in us.” Over time, these types of positive encounters lead to stronger realtor relationships and more referrals.

Growth That Reflects the Culture
Orion Financial's mortgage division includes seven full-time mortgage loan originators supported by a broader, cohesive team focused on service throughout the lending process. Their growth has been intentional and each addition to the team reinforces their standard rather than diluting it.

“It's important to us that as we grow, we don't lose what makes us different,” Holsinger says. “The team, the culture, the way we approach each deal, that has to stay consistent.”

A Partner to the Realtor Community

Orion Financial approaches lending as a partnership. They understand that real estate professionals are working to deliver exceptional experiences under tight timelines and high expectations. “We see our role as an extension of the realtor's brand,” McDurmon says. “When they partner with Orion Financial, they're gaining a team that is just as invested in delivering an exceptional experience as they are.” Their ability to serve members beyond the mortgage also creates a longer-term relationship, extending well beyond the closing table. It's a team that stays in the deal, especially when it matters most.



What It Means for You

Working with Orion Financial means fewer late-stage surprises, clearer communication, and a team that works toward solutions when challenges arise. It means delivering a member experience that reflects well on you and supports your business long term.

Orion Financial has built a team that understands that responsibility. “We're proud of what we've built,” Holsinger says. “But it really comes down to the people. That's what makes the difference.” And in a market where trust is built through consistency, that difference is one that lasts. ▾

Final Thought

In a business where your name is attached to every transaction, the partners you choose matter.





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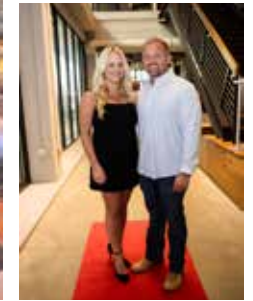
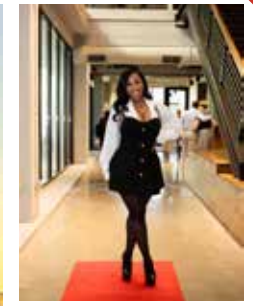
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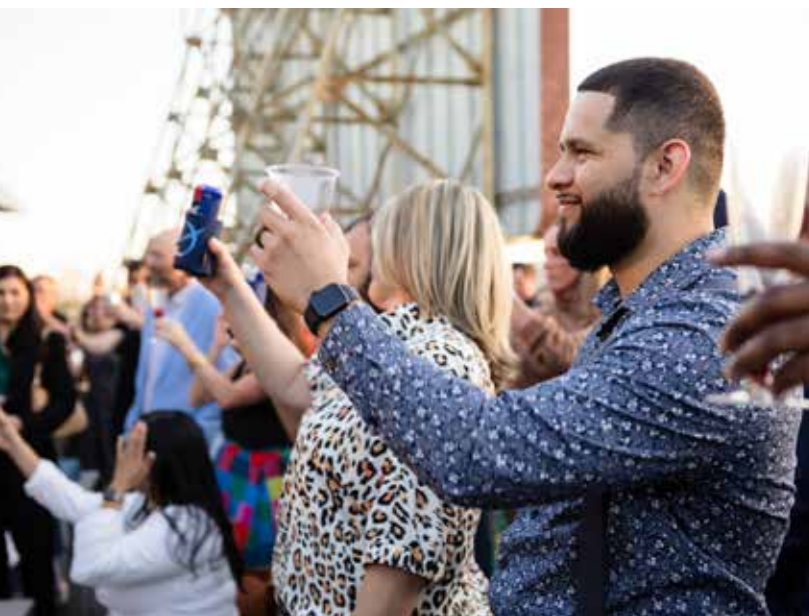


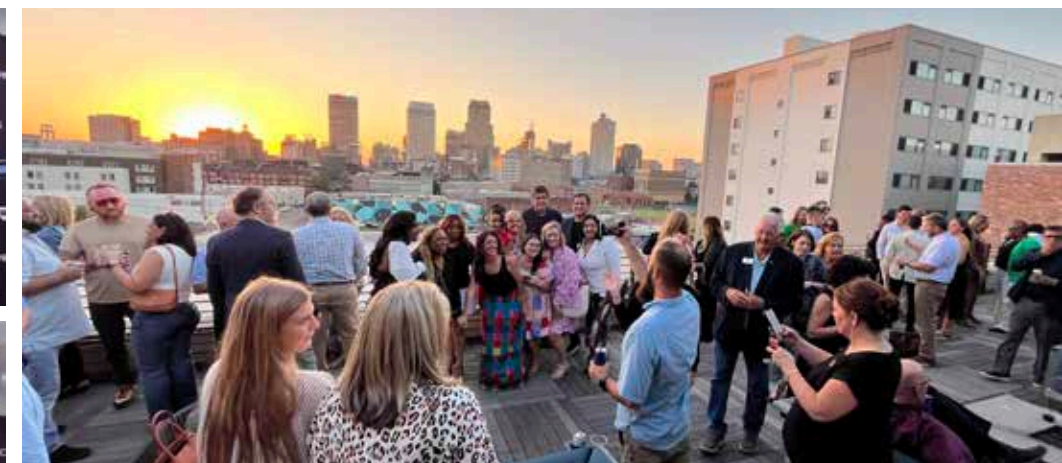
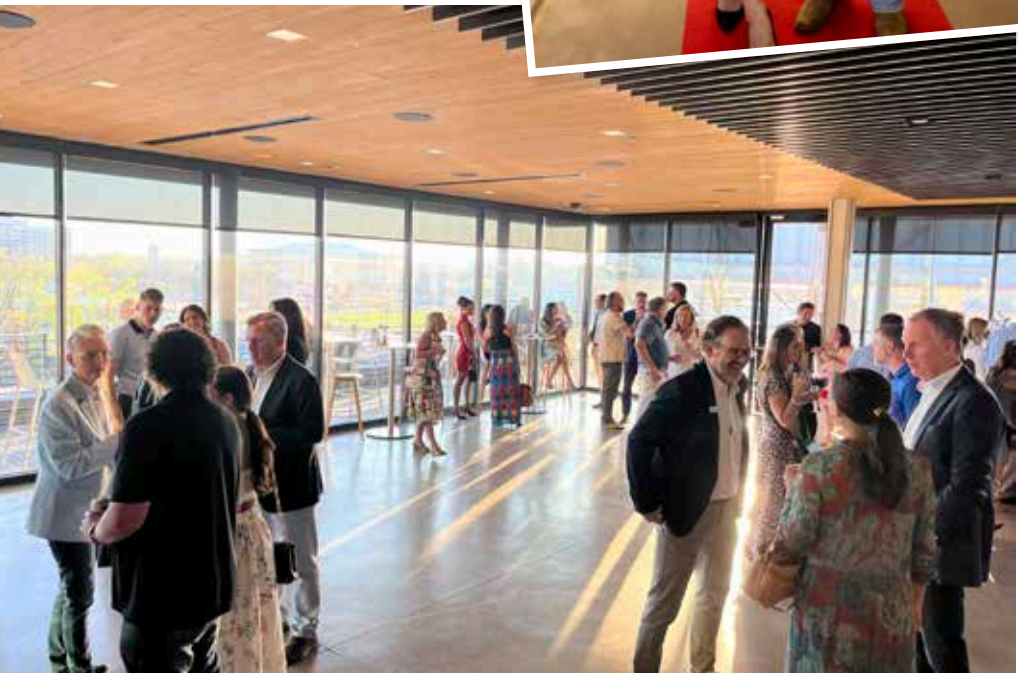
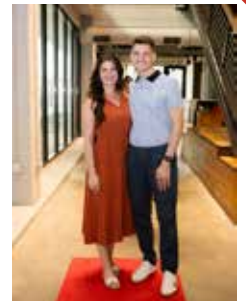
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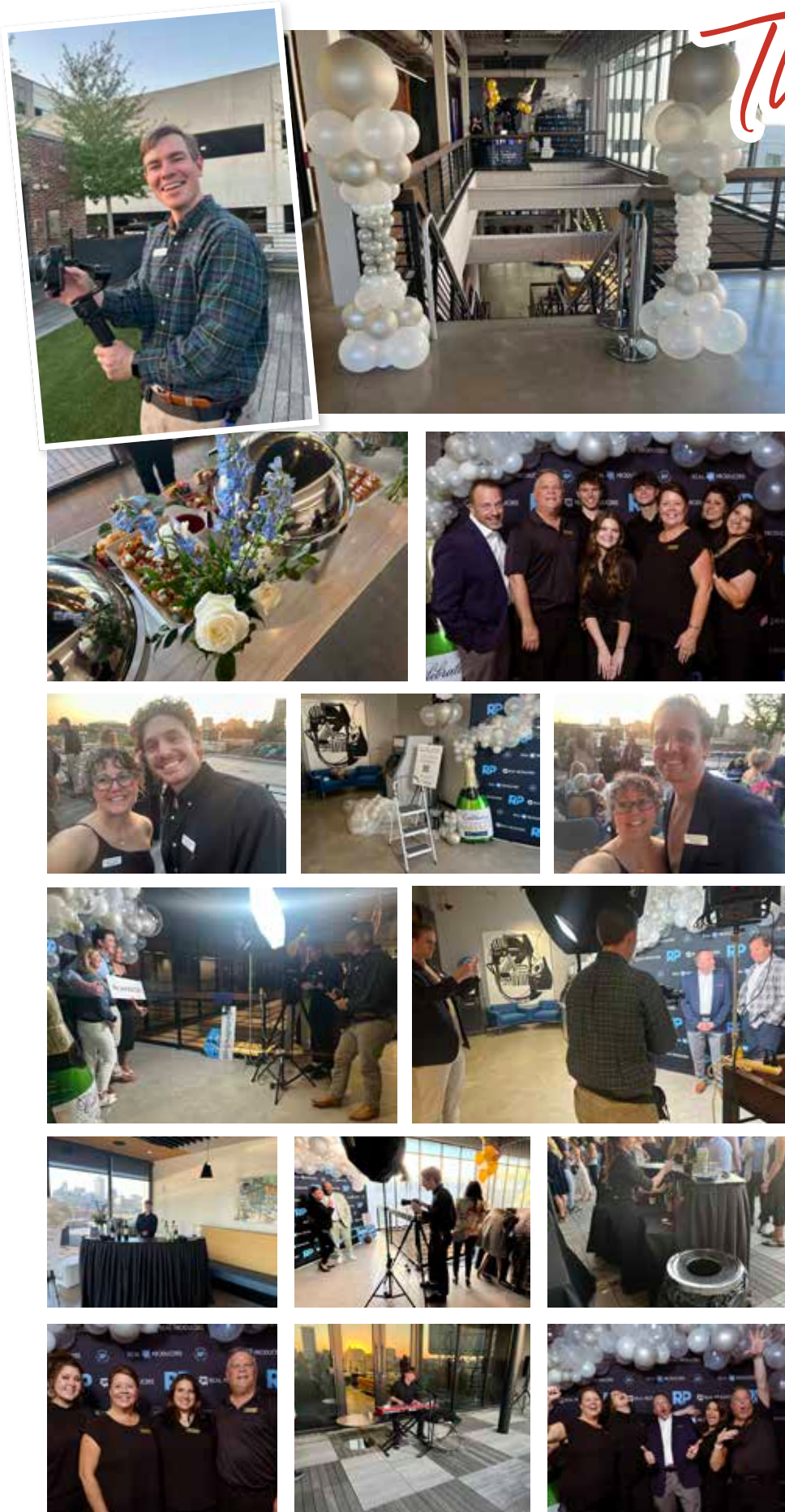
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Thank You!

Every great room has a story—and this one didn't come together by accident. First and foremost, a heartfelt thank you to our friends at Orion Financial for hosting and sponsoring this incredible event. Your partnership set the stage for a night we won't soon forget.



A sincere thank you as well to the many hands behind the scenes who made *the room where it happens* truly happen. From the talented photographers at Lensman Photography capturing every moment, to the creativity of Eventful Balloons by Sarah bringing the space to life, to the incredible food by Perch 74 Bistro—every detail mattered.

A special shoutout to our musician for setting the tone, the team at Southern Valet for creating a seamless arrival experience, and our bartenders who kept the energy high all night long.

We're also grateful for our friends at Next Level Solutions and the entire *Memphis Real Producers* team, whose time, energy, and commitment made this night unforgettable.

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