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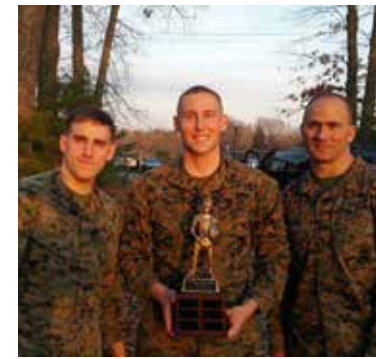
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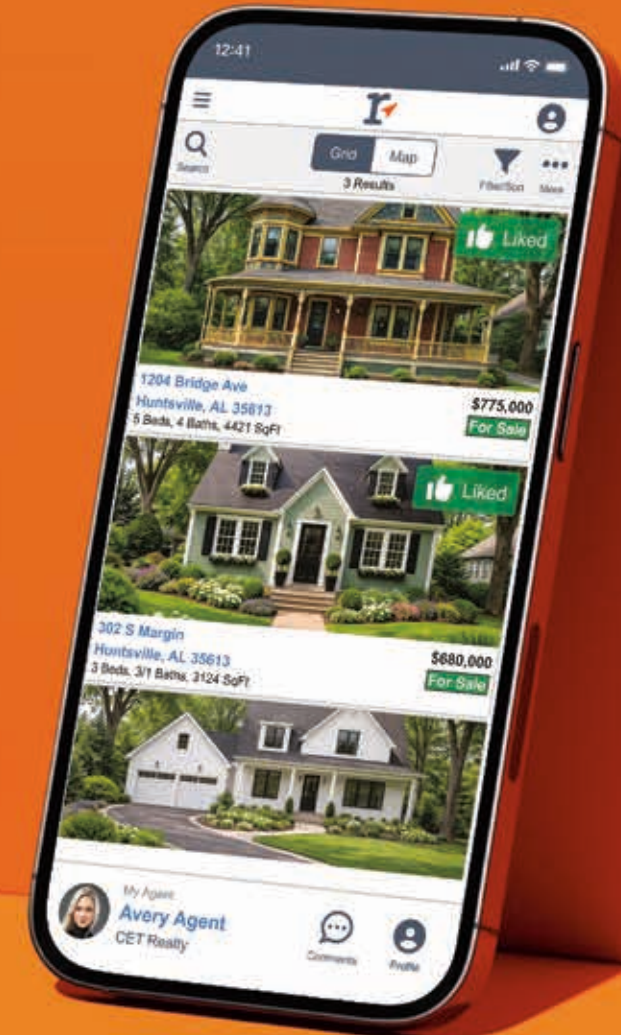
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creating OPPORTUNITY

How SAHARA EMBRY Built a \$600M Career—and a Platform for Others to Rise

There's a difference between building a business and building something that lasts. For **Sahara Embry**, success was never meant to stop at production. It was meant to create something bigger—opportunity, stability, and a path forward not just for herself, but for every agent who chooses to grow alongside her.

Today, as the owner of Crue Realty and the driving force behind Embry Group, Venture Haven, and Refined Marketing, Sahara has built more than a real estate company. She's built a platform—one rooted in resilience, shaped by experience, and defined by the belief that success is something you create.

With over **\$600 million in career sales volume** and more than **\$208 million in company production in 2025 alone**, her numbers speak for themselves. But like every true *Real Producers* story, the real impact goes far beyond the numbers.

Starting Before the Blueprint Sahara didn't wait for the perfect moment—she started the moment she could. At 19 years old, newly married and working as a waitress, she signed up for real estate classes and

completed her licensing course in just two weekends. There was no roadmap. No built-in network. No guarantee. Just a decision.

"I knew I wanted something where the effort I put in would directly impact what I got out," Sahara says. "I didn't want a ceiling." Instead of jumping straight into sales, she took a different route—interning in the industry, learning the business from the ground up, and building a foundation that would later define her career. It wasn't glamorous. But it was intentional.

Where the Drive Comes From Long before real estate, Sahara's understanding of success was shaped at home. As the oldest of five children, responsibility came early. Growing up in a family that didn't have much financially, she learned quickly what it meant to work hard and prioritize what matters.

But one of the most defining influences in her life came from watching her grandparents. They owned a restaurant and built something of their own—only to lose everything during the 2008 financial crisis. Most people would have let that define them. They didn't. "They stayed positive.

They kept showing up. They kept working," Sahara says. "Seeing both sides of that—what hard work can build and how quickly things can change—taught me resilience." That lesson never left.

Betting on Herself

Like many high-level agents, Sahara's path wasn't a straight line. There were long hours. Countless rejections. Seasons of uncertainty. And in 2020, a pivotal moment that would redefine everything—she made the decision to step away from a leadership role within a company and start over. No safety net. No guarantees. Just belief.

"That was a turning point for me," she says. "I had to decide if I was going to build something for myself or stay where I was comfortable." She chose growth. And that decision became the foundation for everything she's built since.

Building a Team That Builds People

Today, Sahara leads a team of **40 agents and 7 full-time staff**, but what sets her organization apart isn't just its size—it's its culture. At the core of her business is a simple but often overlooked idea: *People perform at their highest*





level when they're supported, challenged, and invested in.

“Our focus is on bringing in people who truly care about this business and want to grow,” she explains. “We hold a high standard, but we also support each other in a real way.”

It's not about quick wins. It's about long-term careers. And for Sahara, that's where the real reward lives. “Watching someone achieve something they didn't think was possible—whether that's financially or personally—that's the best part of what I do.”

Evolving the Business

Sahara is quick to point out that real estate doesn't stand still—and neither can the people in it. “The biggest challenge in this industry is that it's always changing,” she says. “You have to adapt. You

have to stay creative. You can't get complacent.” That mindset has fueled her focus on two key areas: **team development and modern marketing.**

She believes the future of real estate belongs to agents who understand both. “Buyers and sellers today are more informed than ever. They know not all agents are the same,” she explains. “Marketing matters. Strategy matters. The experience you provide matters.”

That's where her additional ventures—Venture Haven and Refined Marketing—come into play, creating a more complete ecosystem for both agents and clients.

Redefining the 'Why'

When Sahara first entered the business, her motivation was

simple—and honest. “It was about making money,” she says. “I didn't grow up with a lot, and I wanted more.” But over time, that purpose evolved. Today, it's no longer just about what she can build for herself—but what she can build for others.

“My biggest focus now is helping agents create real careers. Something sustainable. Something they can be proud of.” That shift—from personal success to shared success—is what defines true leadership.

Life That Grounds It All

In the middle of building businesses and leading a growing organization, Sahara's most important role exists outside of real estate. She and her husband, Trevor—who owns a Pokémon store called Poke-Collect—have been married since



“ AT SOME POINT, YOU HAVE TO DECIDE IF YOU’RE GOING TO STAY COMFORTABLE OR bet on yourself. ”



real careers,” she says. “And I want clients to know they can trust us completely.”

But there’s a deeper layer to that vision, too. “There aren’t many large, women-owned brokerages at this level,” she adds. “I want to build something that competes with the biggest companies—and show my daughters what’s possible.”

Final Thoughts

Sahara Embry’s story is a reminder that success doesn’t come from perfect circumstances. It comes from decisions. From persistence. From showing up—again and again—long after it would be easier not to.

Or, as she puts it: “Opportunities don’t happen—you create them.” And that’s exactly what she’s done. Not just for herself. But for everyone building something alongside her. 🏡

CONTACT US!

Check out Sahara and The Embry Group at www.embrygrouprealestate.com, or contact her at 256-980-0958 or sahara@crurealty.com.

they were 19. Together, they’re raising their daughters, Maeve (4) and soon-to-arrive Layla.

And despite the demands of her career, her priorities are clear. “Family comes first. Always.” Their life outside of work is intentionally simple—time at home, supporting their daughter’s activities, and annual trips to Disney as a family

tradition. It’s a rhythm that keeps everything else in perspective.

Creating What Doesn’t Exist Yet

Looking ahead, Sahara’s vision is clear—and ambitious. She’s not just building a successful brokerage. She’s building something that lasts. “I want to create a company where agents stay long-term and build

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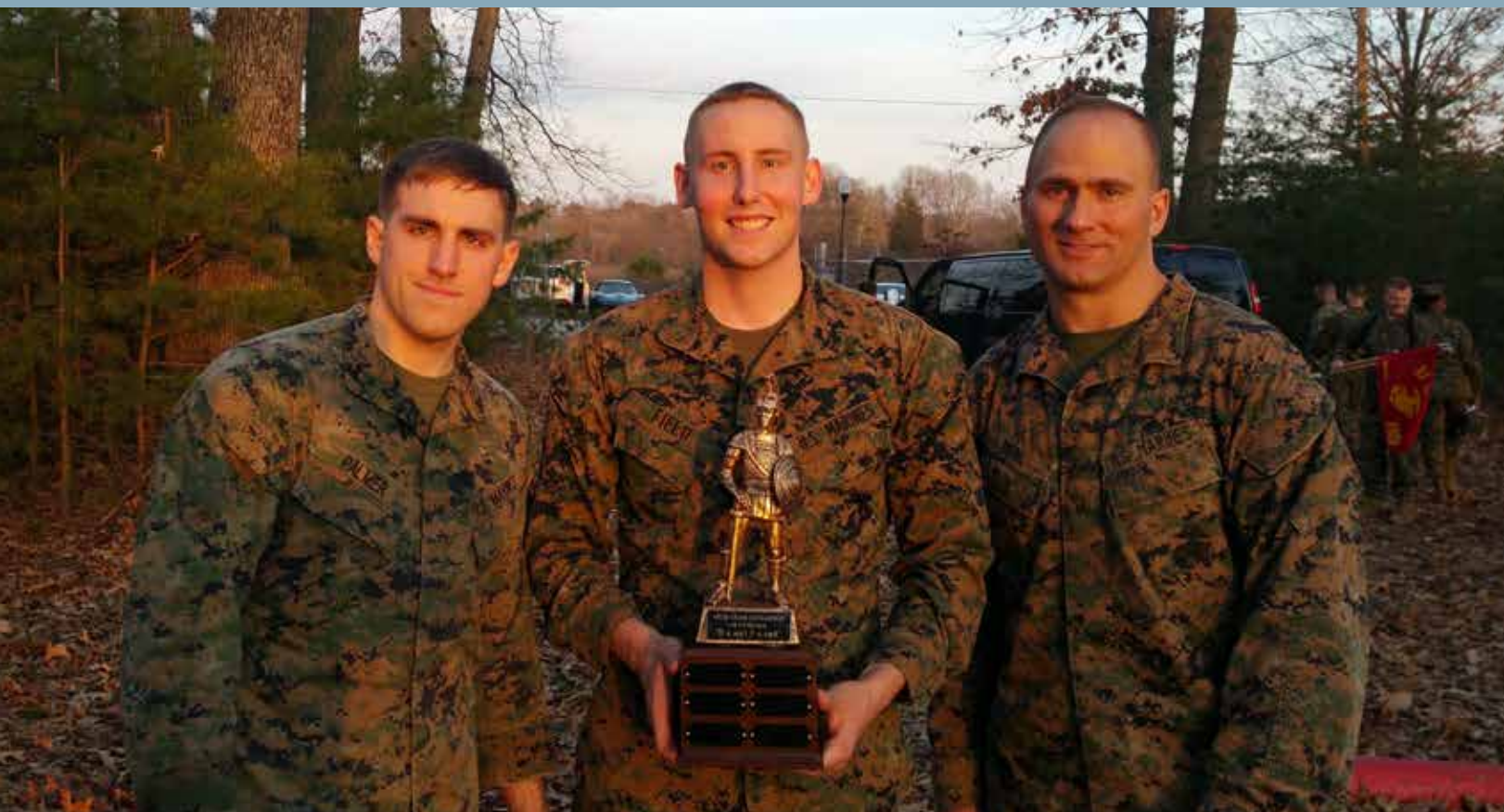


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FROM *Serving His Country* TO **SOLD:**

LUKE FIELD'S NEXT MISSION



There are certain people whose presence speaks before they do—steady, grounded, and quietly confident. Luke Field is one of those people.

Before real estate, before the late-night showings and early morning calls, there was service.

Luke enlisted in the United States Marine Corps in 2012, serving on active duty until 2016 before continuing in the reserves. Today, he carries that same commitment forward as a Captain in the United States Army Reserve, stationed at Redstone Arsenal.

Service, for him, was never a chapter—it's a throughline.

But the story that defines Luke isn't just about uniform or rank. It's about responsibility, and the quiet decisions that shape a life.



At 21 years old, while still on active duty, Luke was granted full custody of his son, Silas. It's the kind of moment that reframes everything. Priorities sharpen. Time becomes more precious. Purpose becomes non-negotiable.

Ask him what has shaped his path, and he won't point to accolades or milestones—he'll tell you it's about being a good father and a present husband. It's about showing up.

That same mindset carries into every corner of his life. Luke is, by any measure, balancing more than most. He works full-time as an IT specialist, continues his military service, manages rental properties across Alabama, and is currently completing his second master's degree at the National Intelligence University. Somewhere in between, he earned his real estate license in September of 2024 and closed over \$1 million in his first months in the business.

And yet, none of it feels rushed.

Luke approaches real estate the same way he approaches service to our country: with intention.

“*I continue to serve with integrity and respect—and that same commitment shows up for every client I help find a home.*”

His introduction to the industry came through necessity—managing his own properties and learning the system from the inside. But what kept him here is something deeper. He saw an opportunity to help others navigate one of the most important decisions of their lives, particularly those who have served.

Today, he is part of The Hight Group under Amanda Howard Sotheby's International Realty, where he has found alignment with a team that shares his passion for people—especially veterans.

For Luke, the most rewarding moments aren't transactional. They're personal.

It's the first-time homebuyer who didn't think it was possible. It's the veteran who finally understands the VA loan process. It's the family who finds stability where there once was uncertainty.

He doesn't believe in pressure or polished sales tactics. In fact, his advice to newer agents is disarmingly simple: be real. People know when you're not.

That authenticity is his edge.

There's a humility in the way Luke speaks about his work, but make no mistake—his discipline is deliberate. He often describes his mind as “a moving truck,” constantly in motion, filled with responsibilities that need to be unpacked and prioritized. It's not always perfect, he admits. But it's always forward.

And maybe that's the point.

Luke isn't trying to be everything at once. He's building something—

steadily, intentionally, and with a long view in mind. Real estate is part of that future. A future where he can serve people full-time, where he can continue to support veterans, and where success is measured not just in volume, but in impact.

Outside of business, life looks exactly as it should. Time with his husband, Jay. Weekends with Silas—hiking, running 5Ks, building Legos, or just being together. In the summer, it's the pool. In the quieter moments, it's a book or learning something new.

It's a full life. Not because it's busy—but because it's meaningful.

When asked what he wants to be remembered for, Luke doesn't hesitate: a loving father and husband.

Everything else—every closing, every milestone, every role he carries—falls in line behind that.

And maybe that's what makes his story resonate.

Because in a world that often celebrates noise, Luke Field is a reminder that character still carries weight. That integrity still matters. And that the best agents—the ones people remember—are the ones who make others feel seen, understood, and cared for.

In his words: people may forget your name, your face, or even what you said... but they will never forget how you made them feel.

Luke Field is building a business on that truth.

And it shows.



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There's a moment in every move that doesn't show up on a checklist.

It's not the boxes or the logistics or even the timeline—it's the quiet weight of transition. A closing table behind you, a new chapter ahead, and everything you've built in between packed into pieces. For the families making that move, it's deeply personal.

And for Bryant Deaver, that's exactly the point.

Because at Black Tie Moving Huntsville, this isn't just a service. It's a responsibility.

Bryant didn't stumble into this business. He built his way toward it—piece by

piece—guided by a long-standing appreciation for real estate, a natural instinct for logistics, and, most importantly, a genuine love for people. After relocating from Memphis to Huntsville in 2011, he watched the city closely. He studied its growth, its momentum,

and the quiet confidence of a market on the rise.

By 2019, he made the decision to go all in.

What he's built over the last seven years is more than a moving company. It's a reputation—one that Realtors trust, families remember, and the community continues to choose. Black Tie Moving has become a consistent top performer in the Huntsville market, holding a BBB A+

rating and a 4.9-star presence on Google, while earning its place as a preferred partner among many of the area's top real estate professionals.

But Bryant will be the first to tell you—that's not what defines them.

"What sets us apart is our people," he says simply. And it shows.

From the first call to the final box placed, there's an unmistakable level of care in how his team operates. Communication is constant. Problems are anticipated. And when something unexpected arises—as it often does in this industry—there's no scrambling. There's a solution.

That steadiness doesn't happen by accident. Bryant

is intentional about who he brings onto his team, and even more intentional about how they're developed. Every mover is a vetted W2 employee—something he believes matters deeply to the families they serve. It's about trust. It's about accountability. And it's about knowing exactly who is walking into your home on one of the most important days of your life.

For the agents reading this, that matters too.

Because every referral carries weight.

Bryant understands that when a Realtor hands off a client, they're not just passing along a name—they're extending their reputation. And Black Tie Moving treats it that way.

"We're going to do whatever it takes to make sure your client is happy," he says. "At the end of the day, we want them to be glad they trusted your recommendation."

It's a simple promise. But it's one that's been kept, over and over again.

Behind the business, though, is a man whose definition of success has very little to do with volume or accolades. Bryant's life outside of work is full—busy in the best way—with his wife Whitney, a dedicated educator and longtime softball coach, and their two children, Bryce (10) and Brynlee (6). Their calendar is packed with practices, games, dance recitals, and travel—especially from January through

“
We’re going to do whatever it takes to make sure your client is happy,” he says. “At the end of the day, we want them to be glad they trusted your recommendation.
 ”

July—but he wouldn’t have it any other way.

Because for Bryant, success is about balance.

It’s about building something meaningful without missing the moments that matter most. It’s about providing for your family while still being present for them. And it’s about using what you’ve learned along the way to pour into others—whether that’s a client in transition or an employee learning how to do things the right way.

That perspective carries into everything he does.

Ask Bryant what he wants to be remembered for, and his answer isn’t complicated: someone who genuinely cared.

And in an industry that can often feel transactional, that kind of mindset stands out.

Because at the end of the day, moving isn’t just about getting from one place to another. It’s about trust. It’s about timing. It’s about

people letting you into a moment that matters.

Black Tie Moving understands that.

And in Huntsville—a city built on growth, relationships, and forward momentum—that kind of hometown mindset still goes a long way. ▾



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