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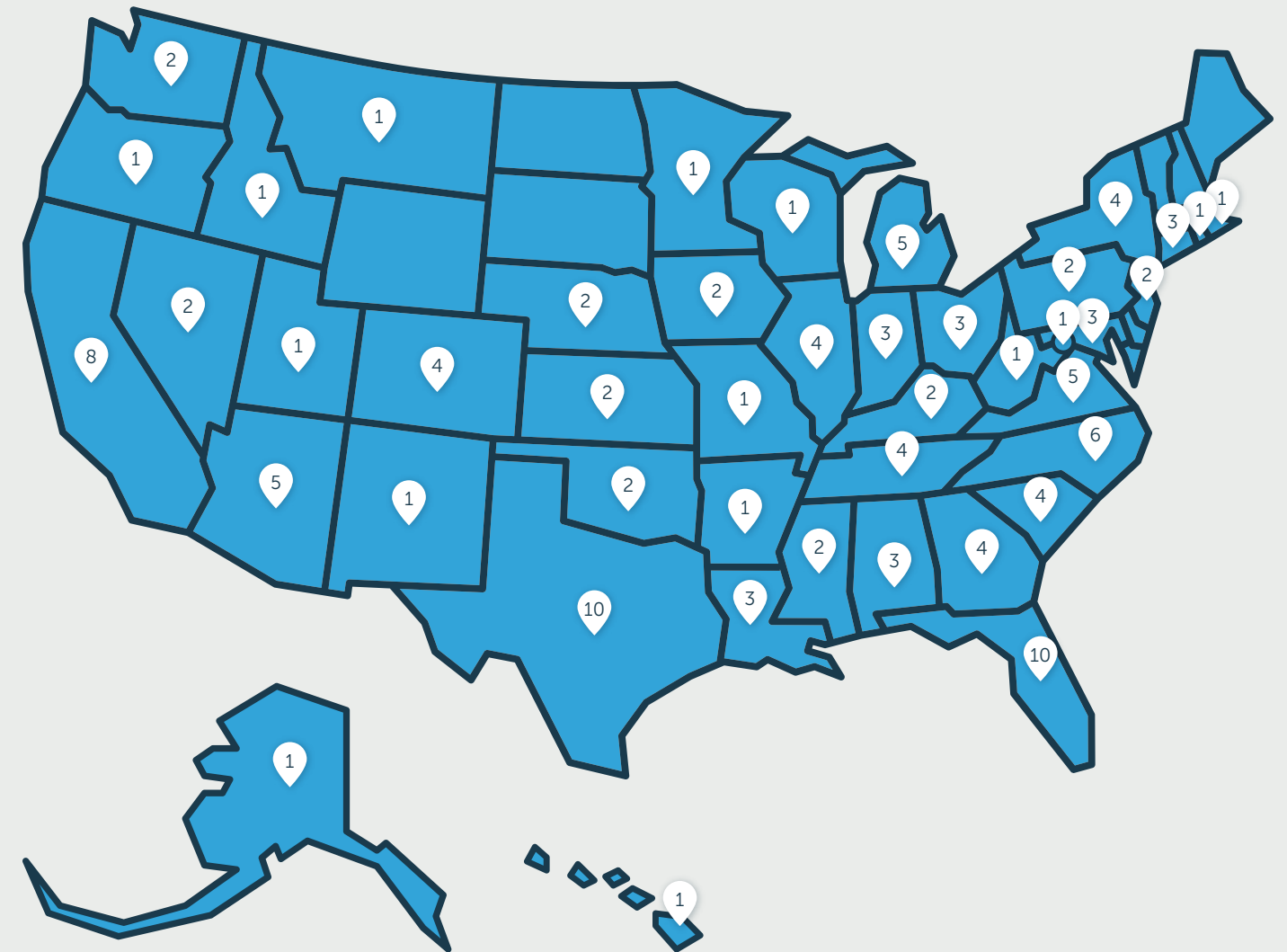
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LINDA & KELINDA RIKE

The Name Behind Morehead City Real Estate

WRITTEN BY
LAUREN SCHUSTER
PHOTOGRAPHY BY
JUSTIN WHITT



In Morehead City, real estate isn't just about buying and selling homes, it's about legacy, relationships, and a deep-rooted connection to the community. Few embody that more fully than Linda and Kelinda Rike, the mother-daughter duo behind the Linda Rike Real Estate Team. Known by many as the realtors in the area, their story is one of longevity, innovation, and a reputation that has been built and rebuilt over decades.

Linda Rike's journey into real estate began long before it became a family business. After earning degrees in math and psychology from East Carolina University, her path initially led her far from the Crystal Coast. She spent time in Miami working in rehabilitation counseling and later teaching, but life had other plans. When funding for her position disappeared, she returned home to Beaufort at a crossroads. Unsure of what would come next, but certain she wanted to build something meaningful.

That turning point came through real estate, sparked by investing. Linda and her husband began buying, renovating, and selling properties, and somewhere in that process, she realized she had found her calling. By 1985, she had earned her real estate license,

launching what would become a more than 40-year career in the industry.

From the beginning, Linda approached real estate differently. She wasn't afraid to try new ideas, push boundaries, or invest in marketing before it was the norm. She built a presence, one that would eventually make her name synonymous with real estate in Morehead City.

That presence didn't happen overnight. It was built deal by deal, relationship by relationship. In fact, her reputation became so widespread that one fellow broker once joked it would be easier to figure out which homes Linda hadn't sold than the ones she had.

"No two days are alike. It's a giant roller coaster ride," Linda says. "Just when you think you're up here, it goes down. And just when you think you're down, something amazing walks through the door."

Then came Kelinda Rike, bringing a new generation into the family legacy.

Like many who grow up in a tight-knit coastal town, Kelinda once believed she needed to leave to find her path. She did just that by building a life and spending years working in the service industry. But eventually, Morehead City called her back. And when she returned, she made a decision that would change everything: she went to work with her mother.

Now more than a decade into her own real estate career, Kelinda brings a complementary energy to the team.

"When you're working with the public, you learn how to read people," Kelinda explains. "You can tell what they're thinking before they even say it and that matters in real estate."

As she quickly learned, the business wasn't quite as simple as it looked growing up.

"I thought, 'Oh, this will be easy, my mom just smiles and waves,'" she laughs. "That is not true. You have to be willing to work all day, every day. But if you are, it's an incredible career."



Together, Linda and Kelinda have created a dynamic that blends experience with adaptability. It's a partnership rooted not just in business, but in family, and that shows in the way they serve their clients. Their ability to balance professionalism with genuine care is what continues to set them apart in a competitive market.

Their success, however, isn't just about skill. It's about consistency.

"If you don't follow up, people forget," Kelinda says.

"But if you keep in touch, they remember you and they come back."

That commitment has fueled a referral-based business that continues to grow.

And nowhere is their local impact more visible than through their long-standing involvement with the Big Rock Blue Marlin Tournament.

For years, the Linda Rike Real Estate Team has been the only real estate sponsor of this iconic event, a distinction that speaks volumes. What

began as a strategic decision quickly became something much bigger.

"When they asked if I wanted to be the exclusive real estate sponsor, I said yes," Linda recalls. "I saw how big it was and I knew I wanted to be part of it."

From sponsoring events to creating memorable experiences, like their now-famous turquoise buckets, the Rike team has become an integral part of the Big Rock tradition.

"I've always believed in it because of what it gives back," she says. "The money goes to charity, and that matters."

That same philosophy extends into everything they do. Whether guiding

first-time buyers or longtime locals, Linda and Kelinda approach each client with care and commitment.

"Buying or selling a home is one of the most stressful things people go through," Kelinda says. "Our job is to keep it together and get them to the closing table."

At their core, Linda and Kelinda Rike are more than top-producing agents. They are pillars of the Morehead City community, trusted advisors, and a testament to what happens when passion meets persistence. Their legacy is not just in the homes they've sold, but in the relationships they've built along the way.

In Morehead City, real estate has a legacy and it's written by Linda and Kelinda Rike. 🏡

Just when you think you're up here, it goes down. And just when you think you're down, something amazing walks through the door." -LINDA RIKE



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JOANN McDERMON

STEPPING INTO LEADERSHIP

WRITTEN BY LAUREN SCHUSTER • PHOTOGRAPHY BY JOSH FREEMAN

▶ **Joann McDermon** didn't take a traditional path into real estate or leadership. In 2015, she stepped into both at the same time, launching her real estate career while running for town council in North Topsail Beach. It was a natural decision for someone who has always believed that if something needs to be done, you step up and do it.

Before real estate, Joann built a 30-year career in healthcare IT, working her way up from a secretary to a Business Development Executive. Alongside that career, she and her family were already deeply invested in real estate, owning vacation rental properties for more than two decades. What started as smart investing gradually became a passion, especially along the coast of North Carolina, where her family had been spending time since the late 1990s.

After her parents retired to Sneads Ferry in 1998, Joann and her family began visiting frequently, eventually falling in love with the area. In 2012, they made North Topsail Beach their full-time home. Just a few years later, she made the leap into real estate, turning years of personal investment experience into a full-time business.

"I never set out thinking I needed to be in charge," Joann shares. "I just wanted to do right by people. But when you do that long enough, people start to look to you for guidance."

That mindset quickly carried beyond real estate and into public service. In 2015, she was elected as an alderman, stepping into a role where she could directly impact the community she had grown to love. Then in 2019, she ran a write-in campaign for mayor and won, a testament to the trust she had built in a relatively short amount of time.

Serving as mayor for six years, Joann helped guide North Topsail Beach through meaningful moments, including the recovery from Hurricane Florence, the rebuilding of town hall, and the approval of a new fire station. She also prioritized strengthening relationships across the three towns that make up Topsail Island, understanding that collaboration was essential for long-term success.

At the same time, she was building a thriving real estate business. Since 2015, Joann has helped 374 families and closed more than \$146 million in sales. Those numbers don't only reflect her experience, but the trust she has earned along the way. Her business is largely built on repeat clients and referrals, a direct result of the relationships she has cultivated over the years.



Today, Joann serves as Broker-in-Charge of the Sneads Ferry office for Better Homes and Gardens Real Estate – Treasure, where she plays a key role in mentoring and developing agents. Her leadership style is hands-on and rooted in real-world experience. Rather than simply offering advice, she teaches through doing. Techniques such as walking agents through contracts, listings, and scenarios so they can fully understand the process.

“Every agent is different,” she explains. “What works for one person won’t work for another. My job is to figure out how to help each person succeed in their own way.”

That approach has created a collaborative environment where agents feel supported, challenged, and encouraged to grow. Joann is intentional about maintaining a culture where people help one another, share knowledge, and continuously improve. Something she believes is critical in a business that is constantly evolving.

Her leadership is also shaped by the years she spent in public office. Balancing real estate with the responsibilities of serving as mayor required discipline, perspective, and the ability to navigate complex situations. Those experiences continue to influence how she leads today, giving her a unique ability to guide others through both opportunities and challenges.

Her daughter, Ashley Davis, works alongside her in real estate, building her own business while benefiting from Joann’s mentorship and experience. It’s a partnership built on mutual respect and shared values.

“My daughter has taught me so much about patience and perspective,” Joann says. “Seeing her navigate her own path reminds me that leadership isn’t about control, it’s about support.”

Outside of her professional roles, family remains at the center of Joann’s life.

That perspective has only deepened with the arrival of her grandchildren, Jackson and Whitley. Becoming a grandmother has added a new layer of meaning to everything Joann does, shaping how she thinks about both her work and her legacy.

“Jackson & Whitley changed everything,” she shares. “They make me think about the future in a different way. It’s not just about what I’m building now, but what I’m leaving behind.”

After a decade of public service, including time as both an alderman and mayor, Joann stepped away from her role at the end of 2025. Today, she brings that experience into her real estate business, continuing to serve her clients and agents with the same level of care and perspective.

Whether she’s guiding a client, mentoring an agent, or spending time with her family, Joann approaches everything with the same steady mindset that has defined her journey.

“I just want to make a difference,” she says. “If I can help someone believe in themselves and create a life they’re proud of, then I’ve done my job.”

No matter the role, Joann McDermott leads with purpose and makes a lasting impact on the people and community around her. ❖



Daughter Ashley Davis and granddaughter Whitley

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Left to right: Savannah Austin, Erick Cooper, Jeremy Jackson, Kim Viotti

JC Jackson HOMES

BRIGHTER IDEAS,
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For JC Jackson Homes, the story doesn't begin with a business plan, it begins with family.

Long before the company officially formed, Jeremy Jackson was learning the fundamentals of construction the old-fashioned way: on job sites, side by side with the people who built before him. His roots in Eastern North Carolina run deep, but it was his grandfather who left the most lasting impression.

"I started working for him when I was in high school, picking up trash on job sites," Jeremy recalls. "That's where I learned the importance of a clean job site. People equate quality with what they can see, and cleanliness is one of those things."

That early lesson remains a signature of the company today. Walk onto a JC Jackson Homes job site, and you'll notice the difference immediately with order, organization, and cleanliness before a single wall is finished.

But the lessons went far beyond appearances.

"He taught me how to run a good business," Jeremy says. "Pay people on time. Do what you say

you're going to do. Just the basic, old-school things."

After earning a finance degree at East Carolina University, Jeremy initially thought his path would take him elsewhere. But the pull of Eastern North Carolina and the opportunity to continue what his grandfather started is what brought him back. Following his grandfather's passing, he carried that legacy forward, officially launching JC Jackson Homes, which recently celebrated its 20-year anniversary.

Today, that legacy is reflected not only in the homes they build, but in how they build them.

JC Jackson Homes' most significant growth milestone is marked with the expansion of its Build On Your Land program.

"We started building on individuals' land, and that's really where a lot of our growth has come from," Jeremy shares.

Clients have the opportunity to bring their own land and their own vision to the table. Whether it's a wooded homesite, waterfront property, inherited family land, or acreage for a forever home, each property presents a completely unique opportunity.

WRITTEN BY
LAUREN SCHUSTER
PHOTOGRAPHY BY
TRE COGDELL





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“Every piece of land is different,” Jeremy says. “You have to figure out what it takes to take that home and place it perfectly on that land.”

That is where Erick Cooper and Kim Viotti, JC Jackson Homes’ New Home Specialists for On Your Land, play such an important role. Erick and Kim, along with in-house Drafting and Design Specialists, work closely with clients from the very beginning. Helping them align their homesite, budget, and floorplan vision into a personalized path forward.

“By the time our drafting and design teams are done, you don’t

even recognize it from where it started,” Jeremy says.

JC Jackson Homes has also built a clear, Realtor-friendly referral structure for the Build On Your Land experience, making it easy for agents to confidently introduce clients to a homebuilding option on their land. When agents register their client prior to first contact, they can earn a 2% referral fee** based on the fixed building cost of the home, excluding land value and site-specific improvements. To qualify, the client must enter into a contract within six months, and the referral fee is paid directly to the agent’s firm

at the first construction draw, typically around 30 days after construction begins. With early compensation, clear expectations, and a transparent process, the company has created a trusted partnership model that supports both the client journey and the agent relationship.

**Referral fees are subject to agent registration requirements, brokerage eligibility, and the terms of JC Jackson Homes’ current referral policy.*

Behind the scenes, a full team from pre-construction to on-site builders ensures a streamlined process that still allows for creativity and individuality.

As the company has grown to more than 30 team members, Jeremy’s focus has shifted toward building the team itself.

“My role now is building a team that excels at building homes,” he says. “If I have a talent, it’s finding incredible people.”

That people-first mindset drives the company’s culture and is reflected in their core values.

“We treat people the way we want to be treated. If we do the right things, we’re going to grow,” Jeremy says.

That commitment is embodied in what JC Jackson Homes calls their three uniques: brighter ideas, better homes, and best experience. It’s a standard that shapes every interaction, from the first conversation to long after closing.

One of the clearest examples is their design studio, an offering that sets them apart as the only dedicated design studio of its kind locally. Instead of sending clients

to multiple vendors or relying on online selections, homeowners can make every major design decision in one place, guided by dedicated design specialists.

From flooring and cabinetry to fixtures and finishes, the process becomes more efficient and far more enjoyable.

“You’re not trying to piece things together from different places or wondering how it will all look in the end,” said Savannah Austin, the marketing coordinator. “You can see it, feel it, and experience it right here.”

It’s a level of service that reflects their commitment to delivering not just a home, but a seamless and elevated experience.

Even after two decades, Jeremy remains focused on the long game.

“I’ve tried to make the right decisions for this company for the long term,” he says. “I want to continue to see it grow.”

That growth includes expanding into new markets and continuing to refine the “On Your Land” experience by giving buyers more control over where and how they live.

But at its core, the mission hasn’t changed.

It’s still about building homes people are proud of. Still about doing business the right way. And still about honoring the legacy that started it all.

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