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Brokerage Founders
REALTY ONE GROUP ASCEND

Partner Spotlight
MOULDENS MOVING TIME

Event Recap
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Location: Julie Ford's listing at 529 Stone Vista Lane, 37934

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AR HOMES $3MIL CUSTOM BUILD SNEAK PEAK BEFORE THE PARADE OF HOMES

We sure hope you were in the room on September 24 for our first look at the $3 million custom build our preferred partner, AR Homes Knoxville/ The Ernst Group LLC, had in this year's Home Builders Association of Greater Knoxville's Parade of Homes.

PHOTOS TAKEN BY TERRY BUCHANAN / TRUSTTHABEARD











L to R: Karen, Rebecca, Ashley Burnette - executive director of HBAGK

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REALTY ONE GROUP

ASCEND

BY PHYLICIA BOVA
PHOTOGRAPHY BY
AMY SULLIVAN

Location: Ascend office
L to R: Jamie Foreman,
Ken Foreman, Jessica
Marcantel, and Jenay Farrell



Four Perspectives, *One Vision*

Realty ONE Group Ascend wasn't built around one person's idea of what a brokerage should be. It was built around four.

When Jamie and Ken Foreman, Jenay Farrell and Jessica Marcantel came together to launch Realty ONE Group Ascend at the beginning of 2026, they brought different backgrounds and strengths but a shared idea of what they wanted to create: a brokerage where agents had knowledgeable people in their corner and never felt like they had to figure out the business alone.

Their relationships had developed years earlier within the same real estate circles. Jenay met Jamie and Ken in 2019, and over time, all four found themselves having conversations about what they had experienced at different brokerages, what worked and what they wished they could do differently. Eventually, those conversations became the foundation for Ascend.

Jenay came to real estate after spending 11 years as an X-ray tech at Parkwest Medical Center. She originally hoped the career would give her more flexibility with her children, but quickly discovered how demanding the business could be. She also discovered how much she loved it. As her career progressed, she became increasingly interested in helping other agents navigate the challenges she remembered facing herself. Today, she serves as Ascend's managing broker and co-owner.

Jessica, a REALTOR®, co-founder and CIO, brings another layer to the business through technology and agent onboarding. Having worked within several brokerage models, she had seen enough to know what she would want to carry forward and what she would change. Ascend gave her the opportunity to put those lessons into practice and help other agents avoid having to learn everything the hard way.

Jamie and Ken arrived with backgrounds in the entertainment industry and a natural understanding of marketing and branding. The married couple met at a movie industry convention in Las Vegas, when Jamie mistook Ken for someone



> "Between the four of us, we have the technology covered, we have the marketing covered, we have the knowledge covered, and then we all truly care."
> — JAMIE FOREMAN



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else. Jamie eventually found real estate first, and when changes in the entertainment industry eliminated Ken's position, she encouraged him to join her. Ken initially thought it would be a bridge to his next career. Instead, he discovered that the skills he had built in entertainment translated surprisingly well, and that he and Jamie could use their different strengths to build something together.

That same idea now extends across all four founders.

"Between the four of us, we have the technology covered, we have the marketing covered, we have the knowledge covered, and then we all truly care," Jamie says.

> "We wanted to be able to implement all the things that we've learned in the business and apply it to something that would be our pride and joy as a company."
> — JESSICA MARCANTEL

Rather than operating above the agents they lead, the four remain involved in the work themselves. They attend training, stay current as the industry changes and make themselves available when an agent needs help. Their different areas of expertise mean there is rarely just one person expected to have every answer.

"We're not gatekeepers," Jamie says. "We're the owners, but we're also agents. We're the owners, but we're also mentors."

That openness is central to the brokerage they are building. They want agents who care about serving their clients and are willing to learn from and contribute to the people around them. The Realty ONE Group brand aligned with that approach, particularly its emphasis on culture and making sure people from different backgrounds feel they have a seat at the table. For the Ascend founders, success is not about one person knowing all the answers or getting ahead of everyone else. It is about creating an environment where, as Jamie puts it, "everyone can rise together."

Outside the brokerage, family and fun are a big part of who they are. Jamie and Ken, who branded their own real estate business as "That Couple," love boating, traveling, cooking and spending time with family. Ken's daughter, Stella, is a junior at ETSU and shares a close relationship with Jamie. Jenay has two adult children and loves to travel, while Jessica recently became an empty nester at 39 after her only daughter left for ETSU.

Realty ONE Group Ascend is ultimately the product of four people taking what they have learned, combining what each does best and building the kind of brokerage they wanted to be part of themselves. Different perspectives brought them to the table. A shared commitment to their agents is what keeps them moving in the same direction.



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MOVING TIME

Moulden's: THE NEXT GENERATION

BY PHYLICIA BOVA
PHOTOGRAPHY BY
TRUST THA BEARD

When John Moulden talks about Moving Time, it's clear he's proud of the business he and his wife, Krystal, have built. But ask him what he's most proud of, and his answer comes quickly.

His son, Javon.

John and Krystal took ownership of Moving Time several years ago, and since then, John has worked to grow the company while keeping the focus on something fairly simple: take care of people and their belongings.

"We care about the customer and their experience and making sure they're happy," John says. "We're not going to leave until you're happy with our service." For a moving company, John believes that matters. Customers are trusting his crew with their homes and belongings during what can already be a stressful transition. Moving Time's team is intentionally tight-knit, and John wants the people working alongside him to care about the job rather than simply getting it finished.

Now, his son is becoming an increasingly important part of that team. Javon started working for







We're not going to leave until you're happy with our service."

— JOHN MOULDEN

Moving Time at 17. Now 19 and approaching his 20th birthday, he has several years of experience behind him and is beginning to think seriously about eventually taking the reins.

John has watched that happen from the ground up. "I'm proud that he has come in and he's learned this business, and he is one of the best workers I have," John says. "He wants to get better every day."

Javon isn't shy about where his work ethic came from. He learned it by working. Moving furniture, showing up day after day, and understanding what it takes to earn his own money have given him a different perspective on the business he may someday run.

"You're either going to sit on your couch all day and hopefully your parents are giving it to you, or you're going to get it yourself," Javon says. "I chose to get it myself."

There is plenty for him to learn. John is candid about the realities of entrepreneurship. Moving Time operates six to seven days a week, and when an employee is sick or someone calls out, there isn't another department waiting to solve the problem. The responsibility comes back to the people who own the business.

That can be difficult while also raising four children, supporting a family, and helping care for his mother, but John sees it as part of what he signed up for. "Everything falls back on you," he says. "It's tough, but you just have to grit your teeth and bear it. You gotta do it."

Javon is getting an up-close look at those realities before the business ever becomes his responsibility, and he already has ideas about where he'd like to take it. The vision includes adding trucks, eventually offering storage, and expanding Moving Time beyond Knoxville. Chattanooga and Nashville are both possibilities, and Javon can see himself eventually relocating as the company moves into new markets.

"I want to keep it steady, but I also want to elevate it," Javon says. "I want to build the business even bigger, but also keep it organized and keep it customer service first." That balance may ultimately define the next chapter of Moving Time. John has spent the past several years building the business and establishing how he wants customers to be treated. Javon wants to grow what his father started without losing what made it work in the first place.

For John, seeing his son genuinely want that responsibility means more than simply having someone available to take over someday. He gets to watch Javon develop his own work ethic, ideas, and pride in the company.

And for Javon, the future of Moving Time isn't something he's waiting around to inherit.

He's already working toward it.

"I want to build the business even bigger, but also keep it organized and keep it customer service first."

— JAVON MOULDEN





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Debbie Yankey

BY PHYLICIA BOVA
PHOTOGRAPHY BY
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THE THINGS THAT NEVER CHANGE

When Debbie Yankey began her real estate career 32 years ago, finding a home looked very different than it does today. There were no online searches, smartphones, or digital lockboxes. Listings arrived in a book roughly every 45 days, and agents would gather around to see what had become available. Contracts were a single page, front and back, and much of what agents now accomplish with a few taps on a phone required getting in the car and doing it themselves.

Debbie has watched nearly every part of the industry evolve since then. From pagers and her beloved BlackBerry to public MLS access, smartphones, and now AI, she has viewed each advancement as another opportunity to better serve her clients.

"I've always embraced all of that," Debbie says. "I don't feel like it's been a hindrance to me. It's been a way for me to be better."

Her career began at Wallace Real Estate's Farragut office, the company's only office at the time. Debbie connected immediately with broker George Wallace and, especially, with his morals and values. She had never sold anything before and admits she was incredibly green, but people she respected in her previous career encouraged her to step outside her comfort zone. Once she decided real estate was what she wanted to do, Debbie became her own biggest competitor, determined to make it work.

More than three decades later, she is still at Wallace's Farragut office. The company has grown from fewer than 50 agents to more than 400, but the sense of community that made Debbie want to stay has remained. With most of her family living outside Knoxville, her colleagues became another kind of family.

"We tried to make each other shine," she says. That philosophy closely mirrors the way Debbie has built her own business. When asked what she is most proud of after 32 years, she doesn't mention transactions, awards, or sales volume. "I'm proud of the fact that I haven't had to sacrifice my integrity to get where I am today," she says.

It is also something she now has the opportunity to pass along. Debbie teaches listing presentations to new Wallace

WALLACE REAL ESTATE



Location: Julie Ford's listing at
529 Stone Vista Lane, 37934



agents, often sharing something a college marketing professor once told her: marketing can be summed up in one word, memories.

She encourages new agents to think of themselves as a storefront. Professional photography, the way they treat other agents, how they care for clients, and the impression they leave behind all become part of their reputation. “Create a memory,” Debbie tells them. “When you walk into a room, don’t let people forget that you were there.”

For all the technology Debbie has embraced, she believes there is one thing the industry could use more of today: actual conversation. She has never abandoned the personal communication

> **“I’m proud of the fact that I haven’t had to sacrifice my integrity to get where I am today.”**
>
> *- Debbie Yankey*

that helped build her business and wishes agents would rely a little less on texting and a little more on picking up the phone. “Answer your phone,” she declares. “I’d love for us to go back to communication, actual communication.”

Outside of real estate, Debbie is close with her sisters, Diane and Pam, and describes Pam as her sounding board and one of the most influential people in her life. Their late mother raised the sisters to love, support, and take responsibility for one another, values Debbie still carries with her.

Her mornings begin early with coffee, scripture, and an hour of quiet before the day gets moving. She loves reading, walking, traveling with family, spending time with her Shih Tzu, Lily Grace, and quilting. She once began making quilts for family members as Christmas gifts, giving one to a different person each year, and hopes to return to the tradition.

After 32 years, Debbie has seen real estate reinvent itself many times. What hasn’t changed is the way she approaches it: do the right thing, take care of people, and leave them with a reason to remember you. Technology will continue changing the industry. Debbie has built a career around the things that don’t need to change.

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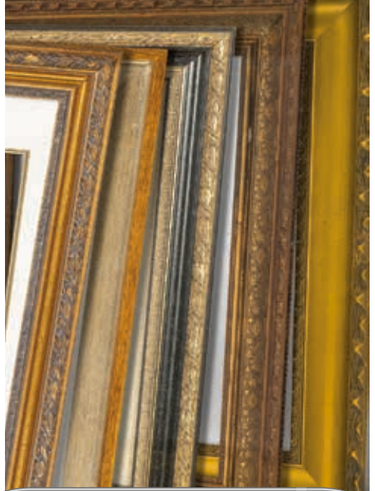
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- Debbie Yankey

















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