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Shane Saxton

+

Rising Star
EMILY CLAYTON

Partner Spotlight
CAM LOT WITH REP PRO

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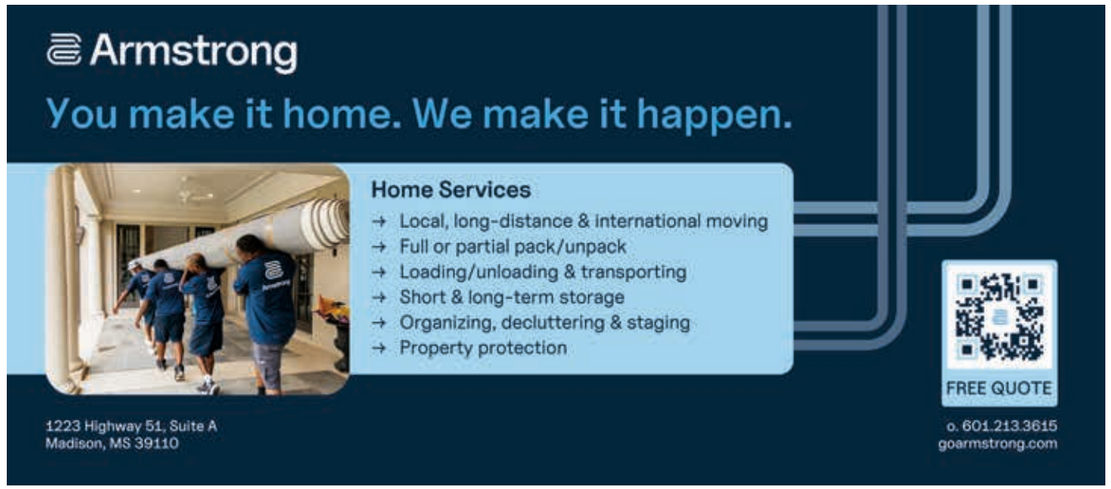
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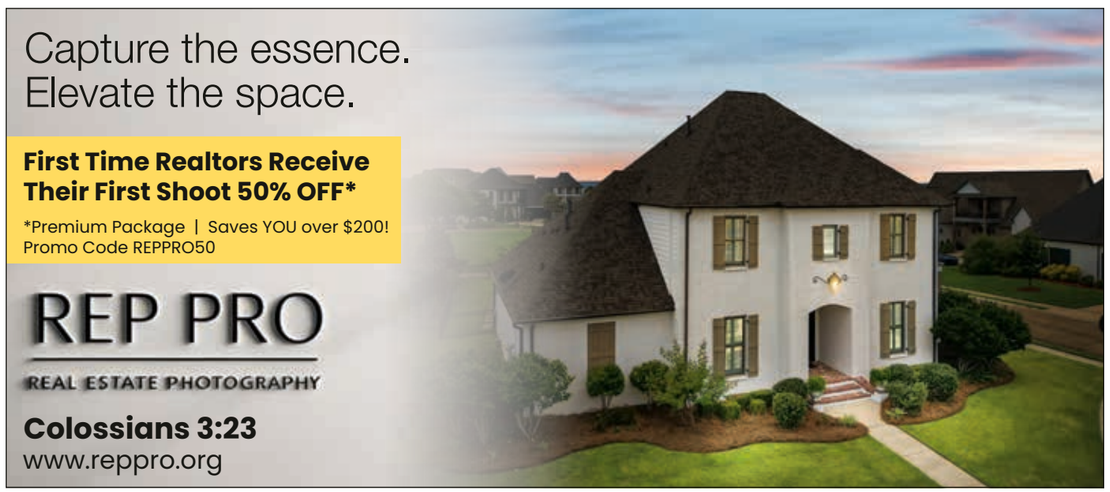
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PUBLISHER'S NOTE

THE QUIET POWER OF Showing Up



There's a moment in every venture when the excitement wears off. The launch is over and the applause has faded. What's left is the work: unglamorous, repetitive, and easy to put off until tomorrow. I've come to believe that what happens in that moment, and in the thousands like it that follow, decides almost everything.

We talk a lot about vision, strategy, and talent, and they matter. But in my experience the people and businesses that last aren't always the most brilliant. They're the ones who keep showing up. They answer the email, make the call, and deliver what they promised, on the day they promised it.

Consistency is underrated because it's invisible. Nobody throws a party for the fortieth Tuesday you opened the doors on time, or for the client you followed up with even though the deal looked dead. Those acts don't make headlines. They make reputations. Over months and years, trust is built from accumulated evidence, and every time you show up you add to that evidence.

In business, showing up means being reliable when it's inconvenient. It means returning calls when the news is bad and keeping standards high when no one is checking. It means treating your smallest customer with the same care as your largest, because the small ones are watching and they talk. A company is a set of promises, and its value rises or falls with how faithfully they're kept.

In life it looks much the same, only quieter. It's the parent in the bleachers at an unremarkable Thursday game. It's the friend who calls the week after the funeral, when everyone else has gone back to their routines. It's keeping your word to yourself: the early workout, the book you said you'd finish, the hard conversation you've been avoiding. The people we love rarely remember our grand gestures as clearly as they remember that we were there.

Showing up doesn't require perfection. Some days you'll arrive tired, uncertain, or behind. Show up anyway. A steady seventy percent beats an occasional hundred, because momentum compounds in a way that intensity can't. The writer who writes a page a day finishes the book, and the one waiting for inspiration usually doesn't.

There's also a kind of freedom in it. When you commit to showing up, you stop negotiating with yourself every morning. The question shifts from whether you'll do the work to how well you'll do it today. That shift saves energy, quiets doubt, and slowly turns discipline into identity: you become someone who shows up.

As you read this issue, you'll meet people who embody that idea. Their success didn't arrive in one leap. It came from small, faithful steps taken again and again, often with no one watching.

So here's my challenge to you, and to myself: pick one commitment, in your business or your life, and simply keep it. Then keep it again tomorrow.

That's how trust is earned, how legacies are built, and how most of the meaningful work in the world gets done.



Jeff White
Owner/Publisher

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TOTAL COMBINED VOLUME

AVERAGE TRANSACTIONS

29

TOTAL COMBINED TRANSACTIONS

8,719

AVERAGE SALES VOLUME

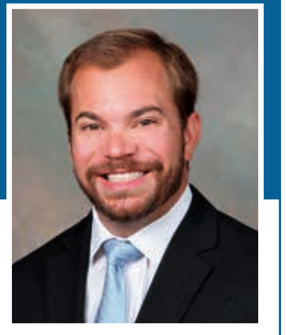
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SHANE SAXTON

BUILT ON HARD WORK, ROOTED IN LAND

BY SUSAN MARQUEZ

PHOTOS BY ABE DRAPER



Shane Saxton is one of the hardest-working folks in real estate, and he loves every moment of it. "An old man once told me, 'If you love what you do, you'll never work a day in your life.'" The thing is, Shane loves to work. It is something that was instilled in him as a child growing up in Flora. "My parents raised cattle and horses. I did chores around the house that I didn't get paid for, but they paid me to help with their work." That taste of independence spurred Shane to start his own lawn care business when he was just 13. "My dad helped me buy the equipment I needed, and because I didn't have a driver's license, I would drive my lawn mower to the yards I cut in town. That gave me a real sense of accomplishment. I liked earning my own money."

We first shared Shane's story in *Central Mississippi Real Producers* in our March 2021 issue as that month's Rising Star. Now he's this month's Top Producer and he's starting a new chapter in his real estate career – he will be managing broker of his new company, Saxton Properties, based in Flora. It was a natural next step for Shane, who got his real estate license in 2018.

The seeds to starting his own real estate firm were planted back when he was a high school sophomore at Tri-County Academy in Flora. Shane went to work for Warren Excavation, the company building Providence Hill Farm. "They were working on building the lakes, duck holes, roads and infrastructure of the development, and I learned a lot on the job." Shane worked hard, and he had a knack for understanding how the land would be used. His hard work and dedication did not go unnoticed. The supervisor, Bill Young, gave Shane a position overseeing men older than him. All the while, Shane was able to continue his lawn care business, doing ten to twelve yards on the side.

When the construction project was complete, Shane realized his job would no longer exist. During his senior year of high school, the folks at Providence hired him to work and his first week started during spring break. "While my friends were all at the beach, I worked 80 hours that week," he says. "It didn't bother me at all to be at work while all my friends were playing. I enjoyed the work. There were 6900 acres there, and we farmed 2000 acres."

After graduating from Tri-County, Shane attended Holmes Community College in Ridgeland. While attending college, he continued to work at Providence Hill and still had his landscaping business as well. During his freshman year of college, he bought his first house. "My dad co-signed on it with me. I had to totally remodel the house – it was in terrible shape!" Nonetheless, it was a great investment. "I paid $48,000 for it, and now it's valued at $200,000." He paid off the house when he was 22. "I'm a big Dave Ramsey person," he explains.

Shane married his high school sweetheart, Christie, and the couple began having children. "It was time for a bigger house," he says. "I decided that instead of selling my first house, I wanted to rent it out. Everyone told me not to do it." But interest rates were low, and he didn't need to sell that house to get another one. "I figured I'd try it. You can only sell a house once, but you can rent it out over and over."



"The best investment on Earth is earth. It is something you can touch, feel, enjoy and pass down. I ENJOY BEING A PART OF THAT."

Shane explains that he's a "math guy." He doesn't let emotions cloud his decisions. "I strictly go off the numbers. If it makes sense and we can make money, I'll do it." He rented the home for $650 a month. His next rental house was his dad's old home. Now Shane has seventeen residential rental properties and various other commercial properties including a shopping center, office suites, and a medical office. "I also own over a thousand various recreational and agricultural properties."

Shane left Providence Hill Farm in 2017 and continued his consulting business. Over time, he began managing hunting properties. "At one time I was managing six properties, well over 10,000 acres. People started asking me to help them find property for hunting, and they paid me to consult on properties they were interested in buying. I had brokers seeking me out, asking me to come to work for them." Not convinced that was the right path for him, Shane worked for a company called Happy Herd, where he helped develop products. "I grew an audience on social media and by word of mouth."







I DID NOT GET WHERE I AM TODAY ON MY OWN. Every door that has opened in my life has been part of God's plan to lead me where I am today."

Since he was already consulting and helping people find land, he decided to get his real estate license. "I figured it would be something I could do part-time, since by then I had a full-fledged landscaping company I ran with my brother-in-law." When the real estate business began to take up more of his time, Shane sold the landscape company and continued to do wildlife and timber consulting.

Shane ended up staying on at Providence Hill Farm full-time, eventually managing the property. "I always had side work doing wildlife consulting. I just love everything about the outdoors and hunting, and it was a natural fit for me." Shane has always had a knack for the outdoors. Shane also got into timber consulting. "Timber and wildlife management work hand-in-hand when it comes to managing properties."

Shane got his real estate license in late 2018, and between April and December of the following year, he closed on deals totaling $12 million. "I started with zero leads," he recalls. The same year, he opened a deer processing and hunting store called Red Antler Processing in Yazoo City with his partner, Shane Smith. "I figured the best way to meet potential landowners was in a hunting store!" In 2020, Shane sold approximately $20 million in his first full year of real estate full-time. Over his career in real estate, Shane has sold over $250 million in sales volume in land and houses.

While he loves selling land, Shane also sells his fair share of houses. That's one reason he chose to work with Hopper Properties. "I interviewed with several brokers, but Hopper was where I felt at home. They had a good blend of land and houses in Central Mississippi and were independently owned. When I said I wanted to start my own brokerage one day, they were very supportive. I've never felt like just an agent at Hopper. They made me feel like family."

Shane got his broker's license and now he's forging his own path with Saxton Properties. "I got my wife away from the medical field. She became a licensed real estate agent and she's been working with me for four years, which has been great for our family." They have hired Alana Childress, also a licensed real estate agent, as their full-time assistant. "We are excited about expanding to bring other agents on board," says Shane. And while he enjoys selling houses, land is what he loves most. "I still do my wildlife and timber consulting. I help my clients develop their property after the sale." Shane says his love of land and outdoors stems from his love of hunting. "Hunters are the number one conservationists of wildlife. They will better enhance the history and ongoing legacy of hunting for future generations and their families in our state. Most people don't just buy land to hunt for themselves. They buy it for their family and friends to enjoy. They buy land to pass it down to future generations. God's not making any more land, so it is the safest investment you can make. The best investment on Earth is earth. It is something you can touch, feel, enjoy and pass down. I enjoy being a part of that."

As a matter of fact, Shane had a hunting show on Fox TV called *Team Drama*. Through his work on television, Shane learned about an organization called Woods, Wheels & Water Outdoors, where volunteer hunters take disabled vets and children hunting. "I started doing videos of the hunts to help gets sponsors. I liked that it was a Mississippi-based organization that was run by volunteers."

Shane and Christie have three children: Swayze (12), Shaylee (7), and Maverick (18 months). The family lives in Reunion in Madison.

"I did not get where I am today on my own. Every door that has opened in my life has been part of God's plan to lead me where I am today. I feel like the luckiest man in the world because I truly love what I do. I have had great mentors and people who have shared their knowledge and advice with me, and that has made all the difference. I owe it all to God."























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EMILY Clayton

BY SUSAN MARQUEZ

PHOTOS BY ABE DRAPER



BEYOND THE BLUEPRINTS

Growing up in Brandon, Emily Clayton had a wonderful childhood. She attended Brandon schools through high school, where she served on the student council and participated in numerous clubs. Emily was elected Miss Brandon High School and was an All-American cheerleader. "I was president of my senior class, so I was responsible for planning our recent 30th high school reunion, which was so much fun!"

Emily attended Mississippi State University and then transferred to the University of Mississippi Medical Center for a year before moving to Santa Rosa Beach, Florida. "My brother was living in Florida, and it was a place that I had fallen in love with after vacationing there with my family nearly every year growing up." Once she moved there, her dad urged her to try real estate. "He thought I was well-suited for it, and that it would be a good career path for me."

So that's where Emily's real estate story began. She earned her real estate license in 2000 and continued to sell real estate along Florida's Emerald Coast for more than a decade, specializing in high-end residential sales and development from Destin to Panama City Beach. During that time, she worked alongside developers, conducted extensive land-record research, and collaborated with local county officials, giving her valuable insight into the development and building process.

"I emphasize professional marketing, responsive communication, informed guidance, and careful attention to detail throughout *every* transaction."

After the market crashed in 2008, Emily stuck with it a while longer before deciding to return home to Mississippi. She worked in other fields but remained connected to real estate. Over the next eight years, Emily worked in interior design at Trustmark and Interior Spaces. At Trustmark, she designed interiors for the bank's facilities and also worked in its foreclosure department, helping market its foreclosed inventory. At Interior Spaces, she provided interior design services and worked in sales.





“My goal is to make the process as seamless, strategic, and successful as possible.”

In 2020, Emily officially returned to real estate. Upon earning her Mississippi license, she signed with Exit Realty Collective. “The broker, Tony Bahou, is a long-time friend of mine, so of course, I wanted to work with him.”

She also joined the Homebuilders Association of Jackson almost immediately. “Being part of the association has helped me build relationships within the homebuilding community, gain business and referrals, and connect with vendors I regularly work with in real estate transactions,” she says. With a strong interest in the local building community, Emily has remained actively involved in the association since joining in 2020, including serving a term on its Board of Directors.



Emily’s background in luxury residential sales, land research, interior design, and the development and building process gives her a valuable perspective in working with today’s buyers and sellers. Emily says “I emphasize professional marketing, responsive communication, informed guidance, and careful attention to detail throughout every transaction. My goal is to make the process as seamless, strategic, and successful as possible.”

Now residing in Ridgeland, Emily enjoys spending time with family, watching the Saints, Braves, and Mississippi State Bulldogs, working out, and just waiting for the next beach trip to visit her friends from her Florida days.









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REP PRO

A Life That Begs the Question WHY

WRITTEN BY JEFF WHITE
PHOTOS BY ABE DRAPER

For Cam Lott, owner of REP Pro Photography, building a business is about more than great pictures. It's about earning trust, serving others, and doing things differently.

Cam Lott hopes there's something about doing business with him that doesn't quite make sense.

Maybe it's the extra effort he puts into a project. Maybe it's his willingness to make things right when something goes wrong. Or perhaps it's simply the way he treats people—with a kindness and sincerity that can sometimes feel unexpected.

Whatever the reason, Cam hopes people walk away asking one question:

Why?

For the 24-year-old owner of REP Pro Photography, that question gets to the heart of how he approaches business, relationships, and life.

"I want to live my life that begs the question why," Cam shares.

And for him, the answer begins with faith.

From a Camera to a Calling

Cam never imagined that helping his church would eventually lead him into the real estate industry.

During COVID, as churches began expanding their online outreach, Cam saw an opportunity to help. He invested in professional camera equipment and started learning how to capture and produce quality visual content.

What began as an act of service quickly became a hobby he enjoyed.

Then his pastor delivered a sermon encouraging people to find ways to make their hobbies generate income.

Cam began exploring possibilities.

Weddings and portrait photography didn't particularly appeal to him. But when he discovered real estate photography, something clicked.

He recognized an opportunity to combine his growing technical skills with a service that could make a meaningful difference for local real estate professionals.

Rather than simply purchasing a camera and announcing himself as a photographer, Cam immersed himself in the industry. He studied photography techniques, HDR editing, floor plans, online booking systems, and the technology needed to deliver professional media efficiently.

He wanted to understand not just how to take beautiful photographs, but how to build a service REALTORS® could depend on.

In early 2024, REP Pro Photography officially launched.

What began as a hobby had become an opportunity to build something of his own.

Understanding What's at Stake

Cam quickly recognized that real estate photography is about much more



than making a house look attractive.

Every listing represents a REALTOR® working to earn a client's trust, market a property effectively, and deliver results.

The photography is one piece of that responsibility, but it's an important one.

Cam wanted REP Pro to make that part of the process easier.

He developed a straightforward online booking system, competitive pricing, and service packages designed around different property sizes and marketing needs.

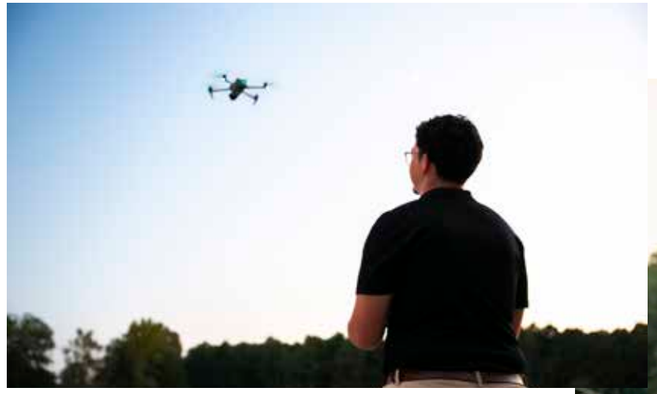
Today, REP Pro offers a guaranteed 24-hour turnaround, with same-day delivery available for agents working under tighter deadlines.

Cam is also intentional about keeping his services affordable, particularly for agents serving smaller communities.

But he doesn't believe affordability should mean compromising quality.

His goal is to deliver professional media and dependable service while building relationships with the people who trust him with their listings.

"I think honestly, what I enjoy the most is connecting with REALTORS® on a much more personal level, rather than just professional."





For Cam, those relationships develop naturally through showing up, following through, and doing the job well.

"Services first," he explains. "And then I want to help serve you in any way."

And when something doesn't go according to plan, he believes in taking responsibility.

"I don't want the reason that they're not succeeding to be me."

It's a simple statement, but one that captures how seriously Cam takes the trust his clients place in him.

The Heart Behind the Business

Raised primarily in Forest and Sebastopol, Mississippi, Cam now lives in Newton. Alongside REP Pro, he works as a consultant helping rural hospitals manage programs designed to strengthen their financial stability.

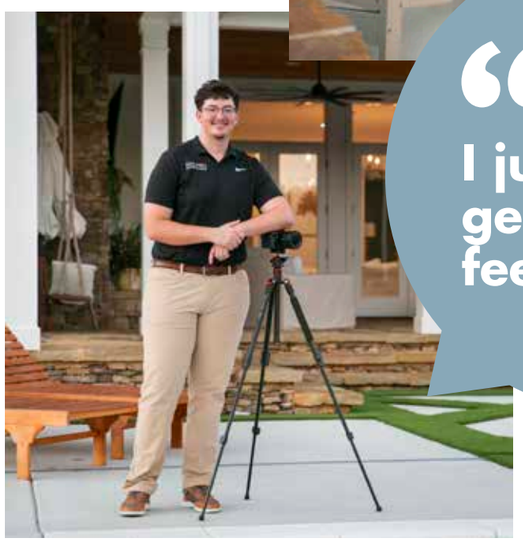
A graduate of East Central Community College with a nursing degree, he's built much of his professional life around helping others.

That same philosophy shapes his photography business.

For Cam, faith isn't something separate from his work. It's the foundation of how he wants to live.

He has served on his church's worship team for nearly 12 years and plays nine instruments, with piano and electric guitar among his favorites.

This December, he'll marry his fiancée, a relationship he describes with genuine gratitude.



> "I just genuinely feel blessed."

"I just genuinely feel blessed," he shares.

While Cam is ambitious about what REP Pro can become, he is equally clear about what he won't compromise along the way.

"I'll never sacrifice my relationship with Christ or the image that I've been called to bear for the sake of money."

He hopes that commitment shows up in the everyday details—how he communicates, how he handles challenges, and how he treats people.

A Different Kind of Success

Cam knows that great photography matters. So do competitive pricing, dependable service, and delivering on promises.

As REP Pro grows, he wants to continue improving the experience for the REALTORS® who place their trust in him.

But years from now, when people think about working with Cam Lott, he hopes they'll remember something beyond the photographs.

He hopes they'll remember how he treated them.

And perhaps, somewhere along the way, they'll find themselves asking the very question he hopes his life inspires:

Why?

For Cam, that might be the greatest opportunity his business will ever give him.









The Market Is Tough.

You Don't Have to Go Through It Alone.

BY REAL PRODUCERS BUSINESS PARTNER, RYAN GUESS WITH NORTHPOINTE BANK



Let's just say it: real estate has been tough.

For Realtors who entered the business when rates were historically low, homes received multiple offers in a weekend, and buyers were lined up at the door, today's market probably feels like an entirely different career.

Even experienced agents are feeling it.

Buyers hesitate. Sellers have expectations based on what their neighbor got three years ago. Deals take longer. Transactions fall apart. And sometimes you can work incredibly hard for weeks and have absolutely nothing show up on a closing statement.

That can wear on you.

Because in real estate, business isn't always just business. Your production affects your income. Your income affects your family. Eventually, if you're not careful, a difficult market can start affecting how you see yourself.

That's why one of the biggest challenges in this market isn't simply generating more business.

It's maintaining the right mindset while you do it.

Control What You Can Control

You can't control interest rates.

You can't control inventory.

You can't control what the news says about housing tomorrow.

But you can control whether you pick up the phone.

Call five past clients. Follow up with the buyer who wasn't ready six months ago. Hold the open house. Take someone to coffee. Attend the event. Post the video. Ask for the appointment.

Your clients don't need another person telling them how terrible the market is. They need someone who can calmly say, "Here's where we are, here are our options, and here's how we're going to move forward."

That's leadership.

Measure the Seeds, Not Just the Closings

If closings are your only measurement of success, this market can beat you up mentally.

Instead, measure the activities you can control.

How many conversations did you have? How many people did you follow up with? How many appointments did you schedule? How many people did you genuinely help?

Those are seeds.

You don't plant a seed Monday and dig it up Wednesday because nothing has grown.

You water it. You keep working. You trust the process.

Eventually, the harvest comes.

Don't Go Through It Alone

This may be the part we overlook the most.

Real estate can be an incredibly social business and, at the same time, an incredibly lonely profession.

Everybody asks, "How's business?"

How often do we actually answer honestly?

That realization was part of the reason I started **Brotherhood, Business & Bourbon**.

It wasn't about creating another networking event or collecting business cards. It was about creating a place for men to build genuine relationships, talk about business, talk about life and occasionally admit that things aren't always going great.

Sometimes the most important conversation isn't, "How many houses did you sell this month?"

It's simply:

"How are you doing?"

And then sticking around long enough to hear the answer.

You don't need Brotherhood, Business & Bourbon to do that. You just need people.

Find your group. Find Realtors, lenders, title partners, friends, mentors, or coaches who push you forward instead of feeding the negativity.

And when you're doing well, be that person for somebody else.

Success is easier to celebrate together.

Hard seasons are easier to carry together, too.

Keep Showing Up

Markets change. They always have.

Rates will change. Inventory will change. Buyer confidence will change. The headlines will change.

The Realtors who keep building relationships, improving their skills, staying visible, and serving people will be positioned for whatever comes next.

So make the call.

Hold the open house.

Take the meeting.

Check on your past clients.

But also check on the Realtor sitting next to you.

You don't have to pretend every day is a great day. You just can't allow a bad season to convince you there's nothing good ahead.

Keep working. Keep connecting. Keep showing up.

And don't try to do it alone.



Editor's Note:
With over 20 years in the industry, Ryan Guess has become a trusted name in the Memphis mortgage scene and is a trusted Memphis Real Producers Preferred Partner. He's guided more than 2,000 families home by simplifying the mortgage process with expert advice and genuine care.

A proud father of three girls, he finds his greatest joy off the clock, whether watching his girls' lacrosse games, taking spontaneous road trips, or exploring the beauty of America's National Parks. His love for the outdoors runs deep, and he's always planning the next adventure, whether it's hiking through the Smokies or going ziplining in Montana.



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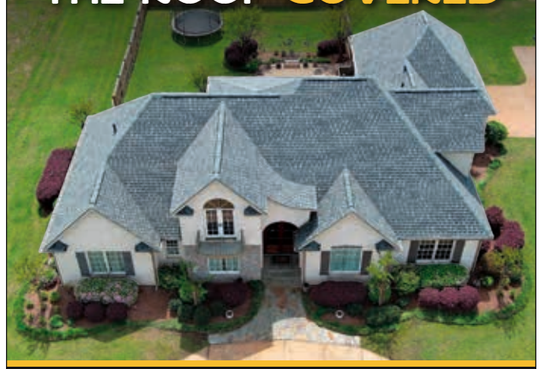


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