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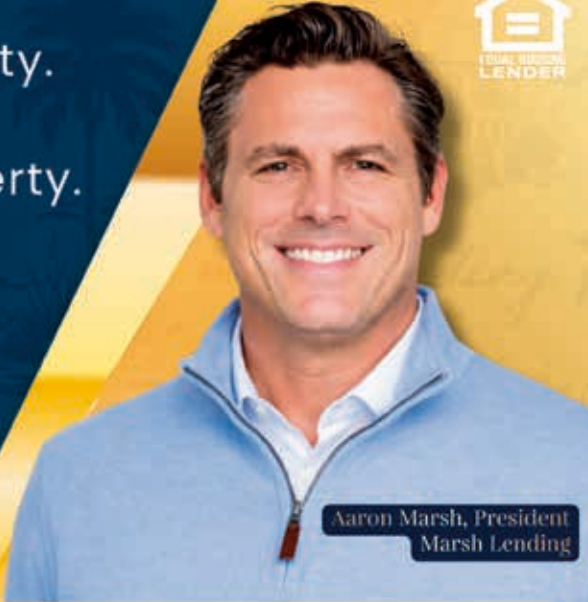
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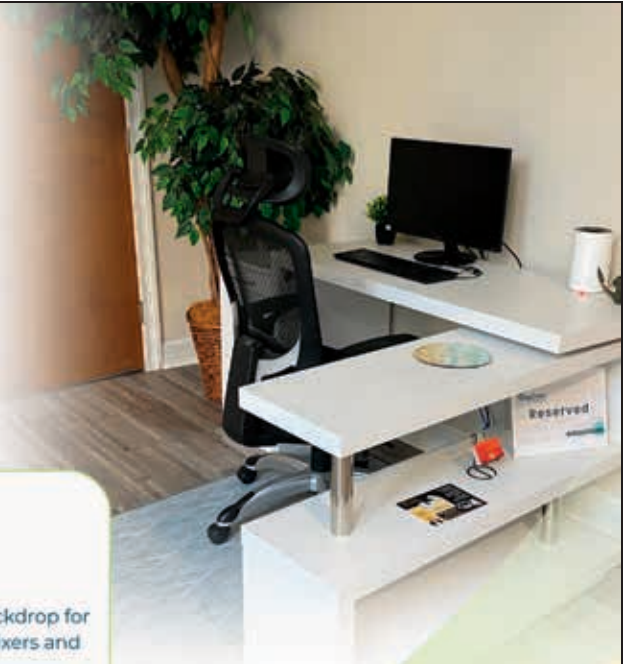
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AVOIDING SCAMS & WASTED TIME ON SOCIAL MEDIA

BY ROBERT ORSO

I spend a fair amount of time on social media, both personally and professionally. And lately, I’ve noticed something that concerns me: **an astonishing number of advertisements that show up in my feed seem too good to be true—and many of them are.**

You’ve probably seen them too.

There’s the “business opportunity” that supposedly allows ordinary people to make thousands of dollars a month with almost no work. There’s the investment opportunity that promises incredible returns. There’s the miracle product that will eliminate pain, restore your memory, melt away belly fat, lower your blood pressure, or solve some other problem seemingly overnight.

And then there are those videos.

You know the ones I’m talking about. Someone tells you they are about to reveal an incredible secret, so you keep watching. Five minutes later, they still haven’t told you. Ten minutes later, you’re still waiting. Eventually, you discover that the entire presentation was designed to get you emotionally invested enough to buy something.

I’ve fallen into the trap of wasting my time watching them myself.

But I’ve learned something that has saved me a tremendous amount of time: **before I watch the video, click the link, give them my information, or spend any money, I investigate the company first.**

One of the tools I use is ChatGPT.

I can simply type the name of the company and ask, “Is this company legitimate?” Or I can provide the website or information from the Facebook ad and ask ChatGPT to research it. Within minutes, I can often learn about customer complaints, questionable claims, lawsuits, regulatory actions, Better Business Bureau information, independent reviews, or other warning signs.

Of course, ChatGPT—or any AI tool—can make mistakes, so I don’t consider it the final authority. But it can be an excellent **first line of defense** and point you toward information you should verify independently.

There are several warning signs I’ve learned to watch for.

First, beware of extraordinary promises.
If someone has discovered a way to make \$10,000 a month working two hours a week, ask yourself why they need to buy Facebook ads to sell you the secret.

Second, be suspicious of urgency.
“Only three spots remaining.” “This offer disappears tonight.” “You were specially selected.” Pressure is designed to make you act before you think.

Third, investigate before giving anyone money or personal information.
Search the company name along with words such as “complaints,” “scam,” “reviews,” or “lawsuit.” Look beyond testimonials on the company’s own website.

Fourth, be especially careful with health claims.
A polished video and someone wearing a white coat do not make a medical claim legitimate. Talk to your doctor before changing medications or spending significant money on a supposed miracle treatment.

And finally, remember something we already know from real estate: **relationships and reputations matter.**

Social media has given legitimate businesses an incredible way to reach customers. Unfortunately, it has given scammers the exact same opportunity.

Technology is wonderful, but it has made an old piece of advice more important than ever:

If it sounds too good to be true, it probably is.

Before you click, buy, invest, subscribe, or give someone your personal information, take five minutes and investigate.

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MICHAEL “CAJUN MIKE” ADAMS

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Nearly Four Decades of Experience

When a termite issue threatens to complicate a real estate transaction, “Cajun Mike” Adams doesn’t shy away from the challenge.

In fact, challenging properties have become something of a specialty.

As founder and owner of E3 Termite and Pest Control, Cajun Mike brings more than 38 years of industry experience to the homeowners and real estate professionals he serves. He began working in pest control in South Louisiana in 1988, building decades of knowledge before eventually launching E3.

Now in its eighth year of operation, E3 has helped thousands of homeowners find customized solutions for their properties.

The company specializes in termite treatments and bonds, with particular expertise in homes considered higher risk—including spray foam, piling, and stucco homes. E3 also provides Wood Destroying Organisms reports for real estate transactions.

It’s specialized work backed by something that can’t be learned overnight: experience.

“My 38-plus years in the industry allow me to handle tough issues with termite infestations,” Cajun Mike says. “We pride ourselves on going above and beyond with our treatments to better protect homes.”

Finding a Way Forward

Real estate transactions often come with unexpected obstacles, and termite concerns can quickly become one of them.

That’s where Cajun Mike wants to help.

He works closely with REALTORS to secure termite bonds for properties being sold and to identify solutions when unusual construction or infestation concerns complicate the process.

For Cajun Mike, the objective isn’t simply providing a service. It’s helping everyone keep moving toward the closing table.

“I enjoy challenges, and I will do whatever it takes to help someone out,” he says.

That determination is especially valuable when dealing with properties that don’t fit neatly into a standard treatment plan. Decades in the industry have taught Cajun Mike that different homes can require different approaches.

Rather than relying on a one-size-fits-all solution, E3 focuses on customized treatments designed around the needs of the individual property.



PHOTOS BY BRANDON
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Cajun Mike oversees all operations of the company, allowing him to remain closely connected to the work and the people E3 serves.

A Resource for REALTORS

Cajun Mike doesn't want his relationship with REALTORS to begin only when a problem appears.

Education is an important part of E3's approach. Cajun Mike and his team enjoy attending REALTOR meetings and explaining their services, helping agents better understand termite protection and how E3 can assist their clients.

His previous involvement with Real Producers has expanded those opportunities.

"Real Producers has opened up my life to reach out and help REALTORS," Cajun Mike says.

That word—*help*—comes up repeatedly when he talks about his business.

Cajun Mike has worked one-on-one with agents to overcome obstacles during transactions, and accessibility is something he takes seriously. He openly shares his personal phone number because he wants REALTORS to know they can reach him when they need assistance.

"I will go out of my way to help a REALTOR in any way that I can," he says.

For agents whose own reputations depend on the professionals they recommend, that availability can make a difference.

Cajun Mike understands that solving the technical problem is only part of the job. Being responsive, dependable, and willing to personally engage with the situation matters, too.

Invested in the Community

E3's commitment to relationships extends beyond individual homes and transactions.

The company regularly sponsors Real Producers events and supports numerous organizations throughout the area. E3 also participates annually in the Alabama Wild Game Cook-Off and is a member and supporter of both the Baldwin County Home Builders Association and Mobile Home Builders Association.

The company works with several local charities as well.

For Cajun Mike, participating in these organizations is another way to remain connected to the communities and industries E3 serves.

That community presence reflects the same philosophy that guides his day-to-



“
I WILL GO
OUT OF
MY WAY
TO HELP A
REALTOR
IN ANY
WAY THAT
I CAN.”



day work: show up, be available, and look for ways to help.

Going Above and Beyond
After nearly four decades in pest control, Cajun Mike could easily rely on experience alone.

Instead, he continues looking for ways to improve.

As E3 grows, Cajun Mike plans to develop better ways to serve both new and longtime customers while expanding the company and adding employees. But growth isn't simply about becoming bigger.

The goal is to become better at protecting homes and solving problems.



That's especially important in an industry where the details hidden beneath the surface can matter tremendously. Termite damage isn't always obvious, and unusual construction methods can present additional challenges. Cajun Mike's experience allows him to approach those situations with perspective gained

over thousands of properties and decades of work.

Still, what sets E3 apart may be as much about attitude as technical knowledge.

Cajun Mike enjoys the difficult cases.

He wants the phone call when an agent isn't sure what to do next. He wants the opportunity to look at the problem, draw on his experience, and search for a solution.

And he wants REALTORS to know they don't have to navigate those obstacles alone.

For Cajun Mike Adams, going above and beyond isn't a slogan.

It's answering the phone, tackling the tough properties, and doing everything he can to help get another client safely to the closing table. 📞

CONTACT US!

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Building Something of Their Own

When Wendy Dickerson looks back at the career and business she built alongside her husband, she remembers where it started: a \$30,000 equity line of credit and a lot of determination.

Before real estate, Wendy and her husband managed his parents' restaurant and campground business. When they left, they walked away with nothing tangible and faced the challenge of figuring out what came next.

They started buying rental houses.

Over the years, the couple acquired 30 homes—building some, flipping or selling others, and ultimately making rentals their primary focus. They learned as they went, putting in the work to transform that initial investment into something they could eventually call their retirement plan.

After they had purchased several properties, Wendy's husband encouraged her to earn her real estate license.

She studied online at night while they worked on houses during the day and became a REALTOR in 2003.



More than two decades later, Wendy is a solo agent with Roberts Brothers Dauphin Island. She joined Roberts Brothers when the company purchased ACP Real Estate in 2017 and closed between \$13 million and \$14 million in sales in 2025.



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Carrying Their Vision Forward

October 2025 changed everything.

Wendy unexpectedly lost her husband of 34 years. Along with the profound personal loss came another challenge: continuing to manage the rental business they had spent decades building together.

The rentals had been his full-time responsibility. Suddenly, Wendy was learning to carry that side of their business while continuing to sell real estate full-time.

Fortunately, she doesn't carry the responsibility alone. Wendy has an assistant and staff who help manage the rentals and keep the day-to-day operations moving, allowing her to remain fully focused on serving her real estate clients while continuing what she and her husband built together.

Some days are exhausting. Some are simply hard.

But Wendy knows what her husband would want.

"He was doing it for us," she says. "Now he would want me to continue for my future."

After years spent working toward a retirement plan together, Wendy is determined to make what they built continue working for her. She's deeply grateful for the team surrounding her and the support they provide in keeping the rental business running smoothly.

In a season when so much has changed, that support has reminded Wendy she isn't doing this alone.

Trust Beyond the Transaction

Ask Wendy what success means, and her answer isn't centered on sales volume.

It's trust.

She values hearing a client say they trust her to get the job done, but some of the most meaningful reminders have come after transactions were long finished.

When her husband passed away, former clients reached out to offer condolences. Some checked to make sure she was eating and sleeping. Those gestures showed Wendy that what began as business relationships had become something more.

"When someone you helped buy or sell a property cares enough to check on you as a person, you know you've built something more than just a business relationship," she says.

The same is true of her relationships within the industry. When another agent tells Wendy they enjoyed working with her, she considers it one of the greatest compliments she can receive.

“Asking for help or advice doesn't mean you don't know what you're doing. It just means you're willing to learn.”

It means she accomplished what she intended: work hard, communicate, advocate for her clients, and treat everyone involved with respect.

Her favorite part of real estate remains helping people with what may be the largest purchase of their lives. Whether it's a primary residence or a vacation home where generations will make memories, Wendy enjoys seeing people find a place they'll love.

Straight Answers, Fair Treatment

Wendy describes herself as upfront and honest.

"I'm not pushy, but I'm definitely not a pushover either," she says.

She doesn't believe every personality is necessarily a good fit, and she'd



rather recognize that early than force a relationship that doesn't work.

For the clients she serves, however, Wendy is committed.

"I'm going to tell you what you need to hear, not just what you want to hear," she says.

After more than 20 years in real estate, her knowledge of the market is an asset—but experience hasn't made her believe she has all the answers.

Her advice to newer agents is simple: ask questions.

"You don't know what you don't know," Wendy says. "Asking for help or advice doesn't mean you don't know what you're doing. It just means you're willing to learn."

One principle has remained constant throughout her career: success should never require stepping on someone else to get ahead.

Wendy believes how someone achieves success matters just as much as achieving it.

"I'd rather sleep well at night knowing I worked hard, treated people fairly, and

got where I am without having to take something away from someone else.”

One Day at a Time

Wendy grew up in Bayou La Batre, where she says a strong work ethic was simply part of life. She earned a two-year business degree, but much of her education came through years of management, entrepreneurship, and hands-on experience alongside her husband.

Outside of work, Wendy loves concerts and will happily plan an entire vacation around seeing a favorite artist or band. She also finds peace sitting near the water, where the sound of the waves is sometimes all the entertainment she needs.

She treasures being an aunt to her nieces and nephews and jokes that since she struggles to keep plants watered, pets might be a challenge.

Today, Wendy isn’t pretending to know exactly what comes next.

Her friends have been instrumental in carrying her through her loss, personally and professionally. Some days she takes life one day at a time; when necessary, it’s hour by hour or minute by minute.

She’s learning to give herself grace.

Whatever the next chapter holds, Wendy intends to meet it the same way she has built everything else: with honesty, integrity, hard work, and care for the people who trust her.

And while she’s still figuring out exactly what the future looks like, she has one additional hope.

“Hopefully,” she says, “I’ll have some fun along the way.” 🌿

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Ronny REEVES

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More Than an Inspection

A Reputation Worth Protecting

Five years into his career as a home inspector—and quickly approaching six—Ronny Reeves still finds himself in the same places he did when he started: crawling beneath houses, climbing into attics, walking roofs, and looking for the details others might miss.

What has changed is everything he's built around that work.

As an inspector with Superior Home Inspections, Ronny serves buyers, sellers, homeowners, and REALTORS throughout Mobile and Baldwin counties. Along the way, his business has grown largely through referrals and relationships, and his involvement in the local real estate community has expanded with it.

Since his previous Real Producers feature, Ronny has also reached an important professional milestone by becoming a Certified Master Inspector.

For Ronny, however, a certification isn't a finish line.

"Houses have a way of teaching you something new," he says.

He continues investing in education, technology, and hands-on experience because he believes being a good inspector means never really stopping learning.

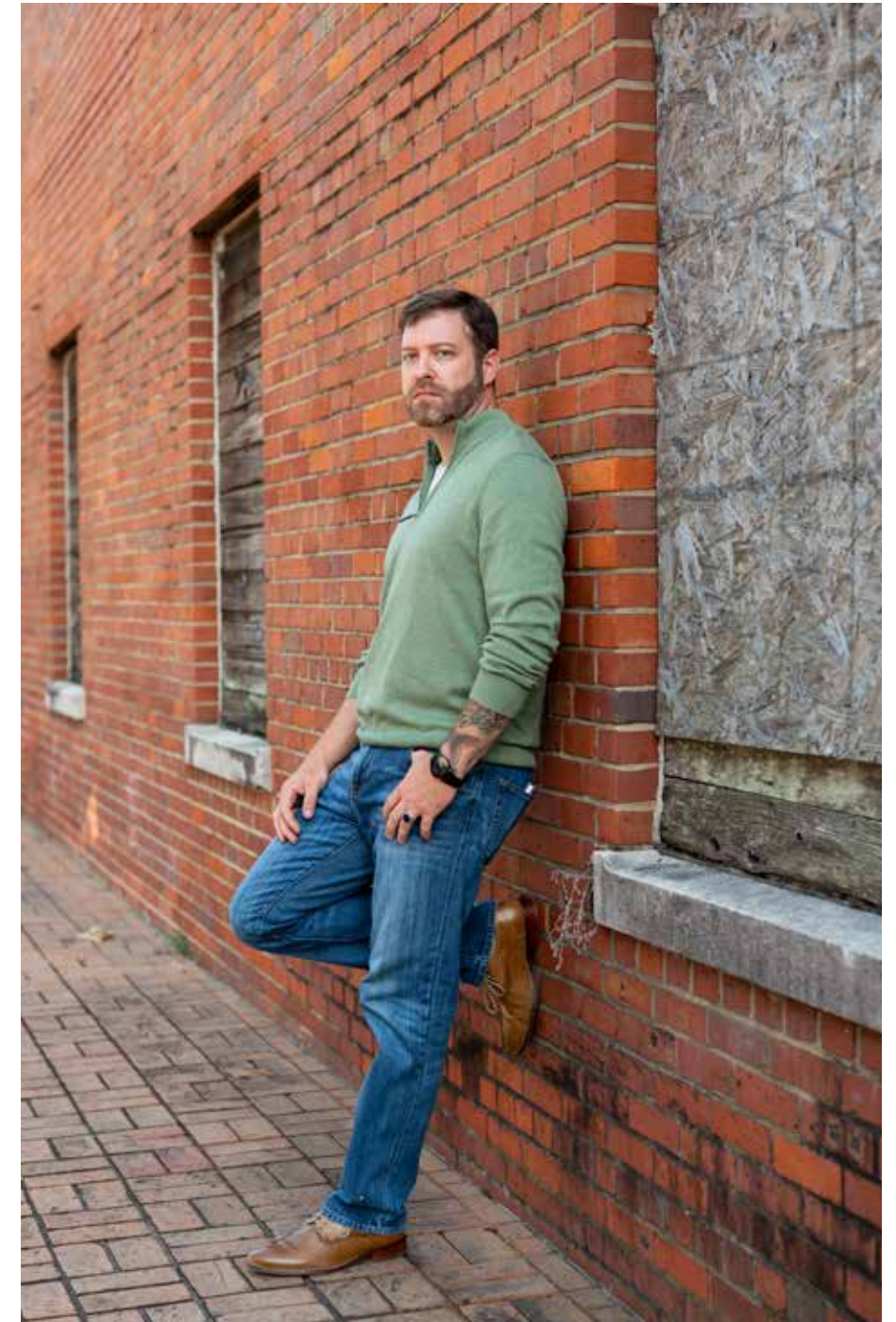
Educate, Don't Alarm

Superior Home Inspections provides comprehensive residential and commercial inspections, including thermal imaging, roof inspections, crawl space inspections, and more.

But Ronny doesn't want clients to simply receive a report filled with deficiencies.

He wants them to understand it.

Buying a home can be overwhelming, particularly for first-time buyers,





and Ronny sees the inspection as an opportunity to educate. He takes time to explain what he finds, why it matters, and what clients should understand about the property they’re considering.

That same philosophy shapes the way he works with REALTORS.

“My goal is to make the REALTOR’s job easier, not harder,” Ronny says.

That means being responsive, arriving when promised, communicating clearly, producing thorough reports, and remaining available when questions arise. He understands that agents need an inspector who will identify concerns honestly without unnecessarily creating panic.

His job isn’t to make a transaction more difficult. It’s to provide information people can use to make informed decisions.

Trust, communication, and consistency, he believes, are the foundation of a successful REALTOR-inspector partnership.

“When a REALTOR refers a client to me, I understand that they’re putting their reputation on the line too,” he says. “I don’t take that lightly.”

You Have Me for Life

Ronny’s approach is guided by honesty, integrity, thoroughness, and one particularly simple standard: treat people the way he would want his own family treated.

That commitment doesn’t expire at closing.

Ronny tells clients that even if they’re purchasing their forever home, they don’t have him for only one transaction—they have him for life.

“They can literally call me right after I send the report or 20 years from now with questions,” he says. “I’m always here to help in any way I can.”

That personal connection has become one of the most rewarding surprises



of his career. Some of Ronny’s favorite parts of the business have little to do with inspecting houses and everything to do with the friendships he’s developed along the way.

“When a REALTOR refers a client to me, I understand that they’re putting their reputation on the line too. I don’t take that lightly.”

His previous professional experience taught him the importance of following procedures, paying attention to details, and taking responsibility for the quality of his work. Through professional education, certifications, and years of experience, he has built the technical knowledge to match.

Still, Ronny hasn’t lost sight of the hands-on nature of his profession.

“At the end of the day, I’m still the guy in the crawl space, attic, or on the roof,” he jokes.

Showing Up for the Community

Ronny believes being part of the real estate industry means showing up outside of transactions, too.

He has supported REALTOR networking events, golf tournaments, Real Producers events, and charitable projects. Through Mobile Area Association of REALTORS community-relations efforts, he has also participated in initiatives including

Project Prom, school-supply drives, animal shelter pet adoption, a Dauphin Island beach cleanup, and dinner for Camp Smile.

For Ronny, community involvement isn’t about putting a company logo somewhere.

He wants to actually be there.

That desire to build genuine relationships extends naturally into the way he hopes people view his business. His goal is for his name to become synonymous with an inspector who is thorough, honest, approachable, and dependable.

“My name is on every inspection I do,” Ronny says, “and I want that name to mean something.”

Life Beyond the Crawl Space

Away from inspections, Ronny’s curiosity keeps his interests varied.



He enjoys golfing, stargazing, creating things with fiberglass, restoring his dad's truck, and watching football, soccer, and hockey. He also goes all-out for Halloween—and admits that a good day will very likely include coffee.

His wife, Brittany, has been an important part of his journey. The couple will celebrate 10 years of marriage on December 31, although they've been part of each other's lives for more than 25 years. Brittany has supported Ronny through the ups and downs of building his career, offering insight on marketing and how he can better serve REALTORS and clients.

Then there's Stormy, their four-legged child with her own real estate origin story.

Brittany rescued Stormy while showing an abandoned house. She went to show a property and returned home with a dog.

Ronny jokes that he had no say in the matter.

Stormy won that negotiation.

Looking ahead, Ronny wants to continue expanding his knowledge, technology, and services while growing throughout Mobile and Baldwin counties and eventually into Mississippi.

But growth won't come at the expense of what built his reputation.

Whether he's inspecting his next home or answering a client's question years after closing, Ronny wants people to know one thing: he's still there to help. 🐾

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T. Benjamin Duhon

Keller Williams Alabama Gulf Coast

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People First, Production Follows

An Unexpected Door Opens

T. Benjamin “Ben” Duhon didn’t set out with a carefully mapped plan for a career in real estate.

In 2003, he was working as a delivery driver for DHL when one of the stops on his route happened to be a title company in Mobile. Over time, Ben became friends with the staff.

Then they offered him a job.

He accepted, beginning as a title processor and eventually working in several positions within the company. After six or

seven years immersed in the industry from the title side, Ben decided it was time to earn his real estate license.

He became licensed in 2010, and another unexpected opportunity soon followed. A friend called to ask whether he would be interested in becoming Relocation Director for Coldwell Banker.

Ben said yes—and stayed for 10 years.

What began with a delivery route had quietly developed into a career.

Today, Ben is a solo agent and Qualifying Broker with Keller Williams Alabama Gulf Coast, which has locations in Daphne and at The Wharf in Orange Beach. He also serves as the office’s MLS Specialist and oversees approximately 75 to 100 agents.

His path wasn’t built on an extensive formal education or a traditional route into the profession. Ben credits hard work and a constant drive for self-improvement with moving him forward.

More than two decades after first stepping into that title office, learning remains part of how he leads.

Building Businesses, Not Just Closing Deals

Ben’s role today looks considerably different from the early years of his career.

His focus isn’t his own transaction count or sales volume. As Qualifying Broker, he’s invested in helping other agents build sustainable businesses.





“The entire job as a Qualifying Broker is built around one thing: taking where you are right now and helping you build a bigger, more sustainable business,” Ben says.

Whether he’s working with someone newly licensed or an established agent ready to scale a team, Ben wants agents to move beyond simply working *in* their businesses and learn to work *on* them.

That means developing repeatable systems, understanding economic models, tracking metrics, setting ambitious goals, and building businesses capable of creating both financial freedom and time leverage.

He also believes in accountability.

Ben strives to foster an environment where high standards, coaching, and a growth mindset are expected. Rather than simply providing answers, he wants to be a strategic thought partner who helps agents navigate challenges and recognize opportunities.

Seeing an agent reach a breakthrough they once thought was impossible is one of the most fulfilling parts of his work.

A Different Measure of Success

After more than 15 years as a licensed real estate professional, Ben’s definition of success has evolved.

It’s no longer about his personal volume or commission income.

It’s about impact.

For Ben, leadership means watching uncertain practitioners become confident business owners and helping agents create greater financial and personal freedom.

“Leadership isn’t just about managing contracts or enforcing compliance,” he says. “It’s about helping people build careers worth having, businesses worth owning, and lives worth living.”

That philosophy can be summarized in four words: **People first, production follows.**

Ben doesn’t see high production as the starting point. He sees it as the result

of personal development, disciplined habits, strong systems, and clear models.

His responsibility as a broker certainly includes contracts, compliance, and risk management, but he believes the job should go further.

“My job isn’t just to review contracts and manage risk,” he says. “It’s to coach business owners so they can build a life by design, not by default.”

Leading Through Change

Ben encourages agents at every level of experience to view their business as an asset.

Whether someone is in year one or year 15, his advice is to engage with brokerage leadership, learn from peers, share operational best practices, and build a business capable of supporting long-term freedom, security, and legacy.

That mindset is especially important as the industry continues to change.

Looking ahead, Ben sees the broker’s role becoming increasingly important as consumer expectations and buyer-agency representation models evolve. He wants Keller Williams Alabama Gulf Coast to be known as a source of both risk-management expertise and business strategy for Coastal Alabama agents.

Talent development will remain central to that vision. Ben hopes to continue attracting and developing high-performing agents, teams, and future leaders—not simply coaching sales techniques, but helping business owners understand

“Leadership isn’t just about managing contracts or enforcing compliance. It’s about helping people build careers worth having, businesses worth owning, and lives worth living.”





“My job isn’t just to review contracts and manage risk. It’s to coach business owners so they can build a life by design, not by default.”

frequently comes along for the adventure.

Professionally, Ben also serves on the Baldwin County Association of REALTORS Events Committee and previously chaired the Mobile Home Builders Association Professional Business Committee.

The career that began unexpectedly on a DHL delivery route has taken Ben farther than he could have predicted.

Now, his focus isn’t simply on where his own career goes next.

It’s on helping others discover how far theirs can go. 📍

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organizational structure, leadership development, and succession.

And in a market stretching from suburban communities to resort condos, luxury second homes, and Gulf Coast investment properties, Ben believes local expertise will remain invaluable.

A Life Along the Gulf Coast

Ben was born in New Orleans and graduated high school in Atlanta, but Mobile Bay has always been part of his story.

His mother was born and raised in Mobile, and Ben spent summers and

holidays at his family’s home on Mobile Bay in Montrose. His father’s extended family remains in New Orleans, keeping his connections to both Gulf Coast communities strong.

That includes Mardi Gras. Ben serves as a Duke in the Krewe of Thoth, the largest daytime parade in New Orleans.

He and his wife, Brittney, have been married for more than two years and enjoy local festivals, concerts, traveling, boating, beach weekends, and Mardi Gras celebrations in both Alabama and Louisiana. Their Malti-Poo, Lolli,

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MANDY CARTER

IXL Real Estate

PHOTOS BY
DEREK KELLER,
DK MEDIA

Creating Her Own Opportunities



Taking the Leap

When Mandy Carter entered real estate in 2025, she didn't have years of referrals waiting for her or an established database of clients.

What she did have was determination, a background in marketing and social media, and an opportunity to build something of her own.

With her husband doing well in finance, Mandy had the opportunity to take a leap into real estate—a career where she knew the effort she invested could directly influence her success.

Her marketing background gave her an advantage, but Mandy knew creativity alone wouldn't build a business. She had to go find the opportunities.

She began pursuing areas other agents sometimes overlooked, particularly For Sale By

Owner properties. Rather than calling FSBO sellers with an immediate pitch, Mandy approached them as a resource. She offered advice, answered questions, and helped with the journey they were already on—without strings attached.

That relationship-first strategy worked. The majority of Mandy's listings have come from FSBO conversions. She says she rarely hears "no," which she attributes to approaching homeowners with a genuine desire to help rather than immediately trying to convince them to list. If they later decide they need an agent, many come back because the trust is already there.

Now a little over a year into real estate, Mandy has approximately \$4.4 million in sales and seven active listings. She earned Rookie of the Year honors at her previous brokerage and has also been a top REALTOR at IXL.

“I don't just put a sign in the yard and wait for appointments.”

More Than a Sign in the Yard

Today, Mandy is a solo agent with IXL Real Estate, serving both Mobile and Baldwin counties. Her approach is rooted in one principle: every detail matters.

“I don't just put a sign in the yard and wait for appointments,” she says.

Mandy uses professional photography and video, helps stage homes, and has hosted elaborate open houses complete with food trucks. But her involvement with clients often goes far beyond traditional real



estate duties. She has helped with yards, sold belongings for clients on Marketplace, shown up with boxes on moving day, and even helped clients move.

By the end of many transactions, the relationship has grown beyond business. Clients become lifelong friends.

That level of care was partly inspired by Mandy's own homebuying experience.

She remembers her agent not being particularly personable and reaching the end of the transaction without even receiving a card. Mandy never forgot how that felt. If she ever became an agent, she decided, she wouldn't allow her clients to feel like they were simply another transaction.

"Every single touch matters," Mandy says. From photography

and staging to communication and thoughtful closing gifts, she wants clients to know she noticed the little things and appreciated their trust.

Go Find the Business

Mandy's advice to other agents reflects exactly how she built her career.

"Don't wait for business to come to you. Go find it."

Without an established referral network, Mandy created opportunities through FSBOs, expired listings, social media, and consistent follow-up. Her willingness to go beyond what's expected has helped her build a reputation for working hard and getting things done.

The most rewarding part is knowing what's at stake.

Helping people navigate one of the largest transactions of their lives is something Mandy doesn't take lightly. She particularly enjoys helping sellers achieve more for their homes than they believed possible.

Her next opportunities are already taking shape. Mandy is increasingly focused on Baldwin County and Gulf Shores and hopes to expand further into the condo market.

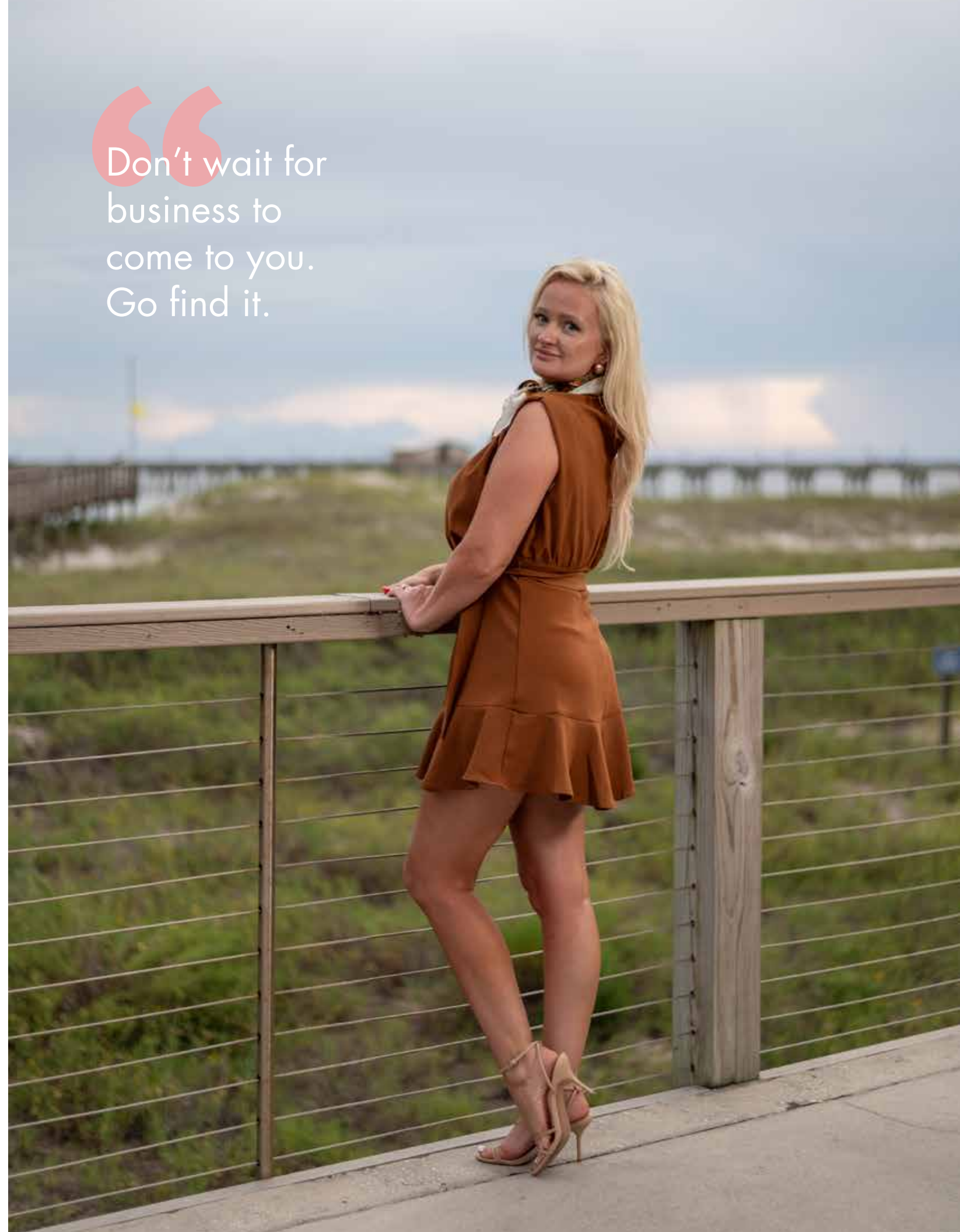
She's also planning to obtain her broker's license soon, with hopes of eventually starting some things of her own.

Blessed to Bless Others

Behind Mandy's ambition are two priorities that remain central to her life: faith and family.

"I love God, and I believe that when you've been blessed, you

“Don't wait for business to come to you. Go find it.”



I love God, and I believe that when you've been blessed, you should look for opportunities to bless other people."



should look for opportunities to bless other people," she says.

Mandy and her family are members of South Coast Church, but her desire to serve extends beyond one organization. She enjoys sponsoring children and families at Christmas, helping people experiencing homelessness, and quietly supporting causes involving vulnerable children and young people.

She doesn't do it for recognition.

"If God puts you in a position to help someone, you should," Mandy says.

That philosophy naturally carries into her business. Whether the need involves selling a house or

simply lending a hand, Mandy wants people to know they matter.

Building a Life She's Proud Of Family is Mandy's greatest motivation.

Her husband, Wailes Lee Carter, is a finance manager for Terry Thompson Chevrolet in Daphne. Her oldest son, Kindell, also works there and is married to his wife, Ava.

Her youngest son, Rowan Carter, attends Mobile Christian, where he plays defensive end for the football team.

And at 39, Mandy is preparing for another exciting role: grandmother. Kindell and Ava are expecting a baby girl.

When she's not working, Mandy enjoys spending time with her family around their newly installed pool.

Professionally, her goals continue to grow, but success isn't simply about sales.

"I define success as building a career and a life that I'm proud of," she says.

For Mandy, that means earning clients' trust, giving them everything she has, and building a business based on her reputation and results.

A little over a year into her career, Mandy is still creating opportunities—but the relationships she's building along the way may be the greatest measure of how far she's already come. 🏡

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Michelle Murrill, Southern View Media

We've really enjoyed partnering with *Mobile Bay Real Producers* to build our brand. Connecting with top real estate agents and contractors in the area has been both valuable and enjoyable.



Shannon Reichart, MDH Foundation Repair

We have been working with Robert for over 5 years now as part of the Real Producers community, supporting both Mobile Bay and Gulf Coast Real Producers. Each month, I am excited to receive my copy of the latest edition to expand my personal and professional network here across Baldwin and Mobile Counties. I appreciate the monthly opportunities to

attend the magazine parties. This has provided MDH with tremendous connections into other like-minded business owners and people making a difference here in our local community. I am so happy to be a part of Real Producers and the relationships we have made have proven to be invaluable.



Ronny Reeves, Elite Inspections Group

Real Producers isn't just a magazine it's a community. The relationships, exposure, and opportunities it's created for my business have been truly valuable, and I'm proud to be a part of it. Also, Robert is a stand-up guy who genuinely cares about the people he brings together, and that's what makes this platform so special.



Josh Hembree, Hembree Heating & Air

Mobile Bay Real Producers does a phenomenal job showcasing the people behind the success in our real estate community. In a world that can feel transactional, they bring it back to relationships—and that matters.

It's more than a magazine. It's a connector, a spotlight, and a reminder that great business is

built on great people.



Romilee Broussard, Allstate Insurance Agency

I've enjoy being part of Real Producers because of the community it creates. It's inspiring to be surrounded by professionals who are passionate about serving their clients and improving our local market. I also appreciate how the community comes together to celebrate each other's successes and support one another along the way. The relationships built

through this network truly make a difference for the families we all work to support.



Jordan Erwin, APS Foundation Repair

Real Producers Magazine has been a valuable partner for APS foundation repair business. Through their community, we've built strong relationships with top agents and gained steady, meaningful exposure. It's been a great way to stay connected and grow locally.

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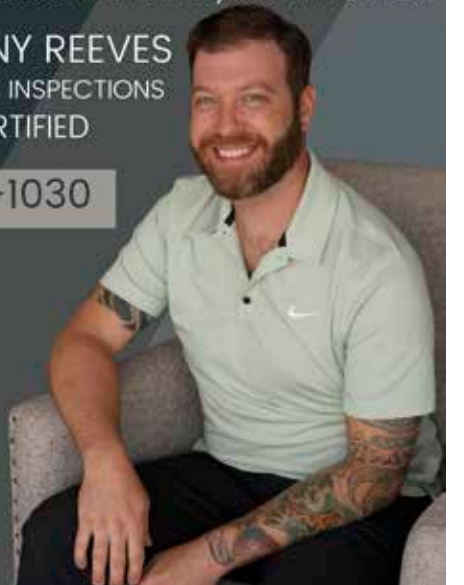


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Welcome to *Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Mobile Bay Area. We pulled the MLS numbers (by volume) from Jan. 1, 2021, through Dec. 31, 2021, in Mobile and Baldwin Counties. We cut the list off at number 300, and the distribution was born. For this year's list, the minimum production level for our group is \$7 million in 2021. The list will reset at the end of 2022 for next year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners,

or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at **robert.orso@realproducersmag.com** with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know.



Send an email to **robert.orso@realproducersmag.com**.

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