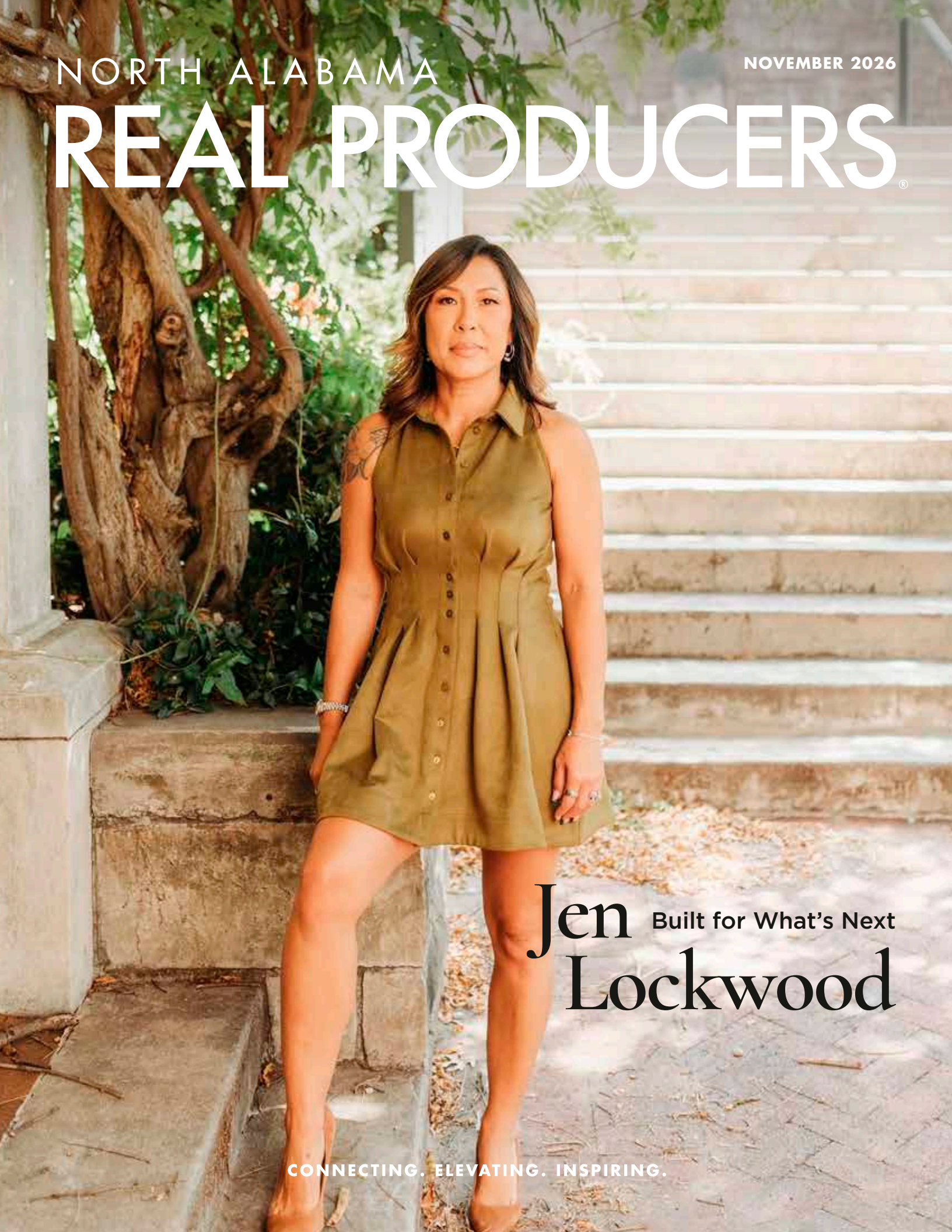
NORTH ALABAMA
REAL PRODUCERS®
NOVEMBER 2026



Jen Lockwood
Built for What's Next

CONNECTING. ELEVATING. INSPIRING.



FOUNDATION
TITLE & ESCROW SERIES, LLC

Trusted by clients across Alabama and beyond, we bring unmatched knowledge, precision, and warmth to every closing. Rooted in Huntsville, our legacy of over 15,000 closings—from first-time homebuyers to major commercial ventures—speaks to one simple promise: a seamless, refined experience from start to finish.

LED BY

ATTORNEY CRAIG PAULUS.

Trusted in Madison County since 2005.

3501 Memorial Parkway SW | Suite 400 | Huntsville, AL, 35801

256-776-7704 | FTECONNECT.COM | HUNTSVILLE@FTECONNECT.COM

Element MORTGAGE

BUILT FOR AGENTS WHO WANT MORE.

Driven by clients who deserve it.

If it has four walls and a roof, **WE CAN FINANCE IT.**

THE TEAM • *Meet the advisors*



Blake Talley
Mortgage Advisor
256.698.2720
blake.talley@elementmortgage.com



Adam Hammond
District Market Leader
256.755.0629
adam.hammond@elementmortgage.com



Haley Underwood
Team Growth Leader
Mortgage Advisor
256.541.5003
haley.underwood@elementmortgage.com

ONE LENDER • EVERY LANE

RESIDENTIAL *Conv • FHA • VA • USDA*	**COMMERCIAL** *Multi-Family • Mixed Use*	**HARD MONEY** *Fix & Flip • Bridge*
NON-QM SPECIALIST *Bank Statement • Asset Based*	**DSCR** *Investor Cash Flow Loans*	**BRRRR** *Buy • Rehab • Rent • Refi*
CONSTRUCTION *Ground Up • Reno • Lot*	**JUMBO** *Luxury & High Balance*	**BRIDGE & LAND** *Farm • Raw Land • Lots*

ELEMENT MORTGAGE ALABAMA

Faith. Family. Strategy.

Element Mortgage, a division of American Pacific Mortgage | Adam Hammond NMLS #202682 | Branch NMLS #1282 | Corporate NMLS #1850 | Equal Housing Opportunity

Preferred Partners

This curated section highlights the trusted real estate partners who help bring this magazine to life. Please take a moment to meet the local businesses sponsoring this edition — their support makes everything possible. We're grateful for their commitment to the REALTOR® community and hope you'll consider supporting them and saying thanks.

ATTORNEY - REAL ESTATE
Foundation Title & Escrow Series (AL), LLC
(256) 776-7704
www.fteconnect.com

CUSTOM BUILDER
BDB Construction
(256) 658-4467
www.bdbconstruction.com

HOME INSPECTION
Hammock Homes, LLC
(256) 506-7446
www.hammockhomesllc.com

Mc Neese Home Inspections
(256) 750-0877
mcneesehomeinspections.com

HOME WARRANTY
Achosa Home Warranty
Emily Daniel
(615) 806-3456

Fidelity National Home Warranty
(661) 282-6063

INSURANCE AGENCY
Alex Gum State Farm
(256) 582-3127

Lankford & Battle Agency, Inc.
(256) 890-0070
bit.ly/laurenbattleallstate

KITCHEN/COOKING
Cutco Gifting- Kyrsten Wright
(256) 542-8979

MARKETING CONSULTANT
Gracie Davidson Marketing Services LLC
(256) 677-3967
www.graciedavidson marketing.com

MORTGAGE / LENDER
Element Mortgage
(843) 813-6745
ElementMortgage.com

Lower Mortgage- Russell Carmichael
(256) 612-3217

Stockton Mortgage
(256) 503-7747

Towne Bank Mortgage- Eduardo Zaragoza
(662) 266-2773

Victorian Finance- Karley Sutton
(651) 380-4231

MOVERS
Black Tie Moving
(844) 920-2966
www.blacktiemoving.com

MOVING COMPANY
Black Tie Moving
(256) 202-6357
www.blacktiemoving.com/huntsville

PHOTOGRAPHER | REAL ESTATE MEDIA
Andrews Media Co.
(770) 356-0450
@andrewsrealestatemedia
Apollo Exposures
(256) 464-1090

REAL ESTATE MARKETING
Mave Marketing
(256) 207-8119

REAL ESTATE RESOURCE
Realtracs
(615) 426-3707
www.realtracs.com

REAL ESTATE SCHOOL
Ignite Real Estate Academy
(256) 565-2676
www.passrealestateschool-decatur.com

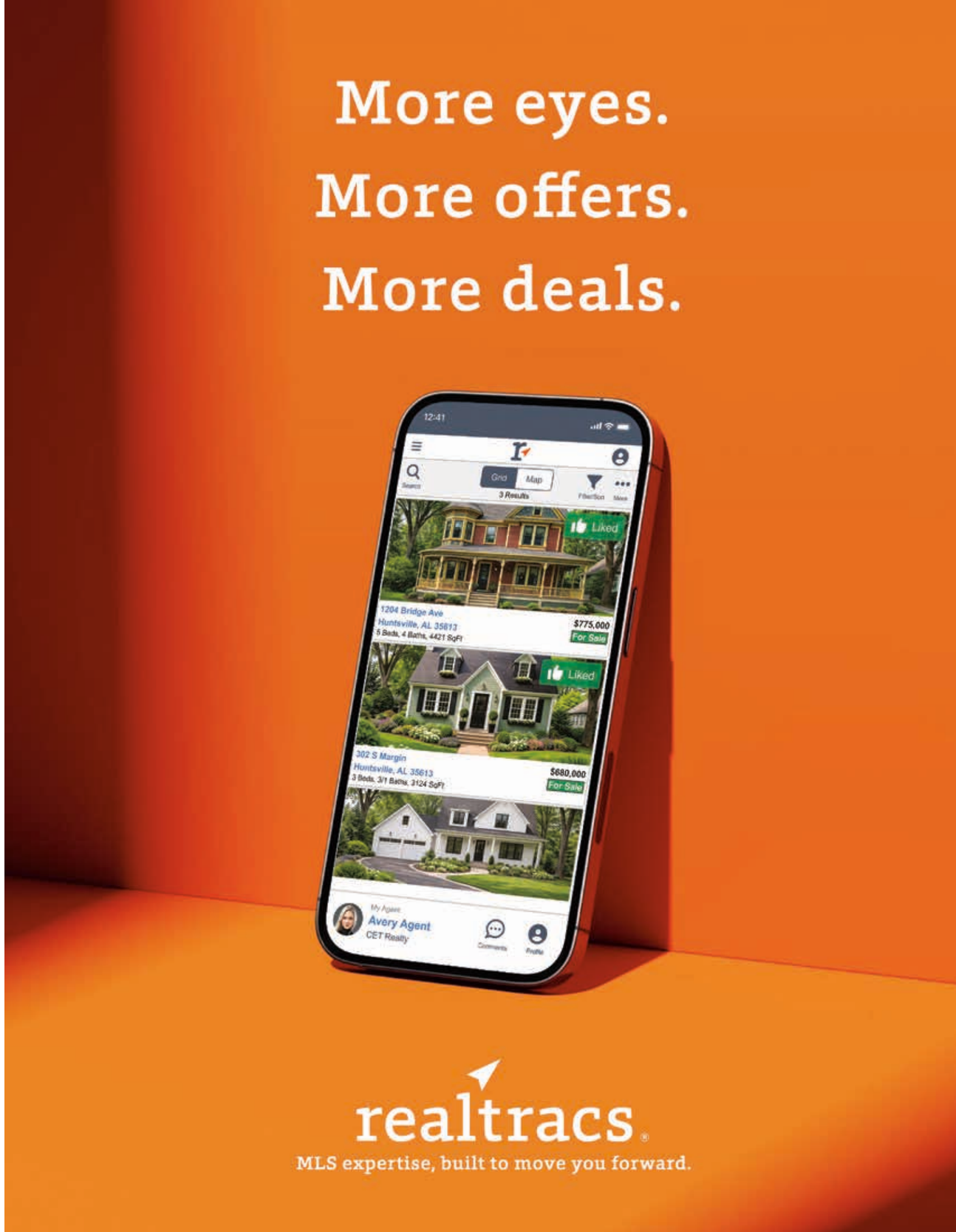
ROOFING
L J Roofing & Exteriors
(256) 715-5611
ljroofing.com

ROOFING CONTRACTOR
B.A. Roofing & Construction
(256) 614-5616

WINDOWS
LJ Roofing & EXteriors
(256) 715-5611
ljroofing.com







Contents



Jen Lockwood **14** COVER ARTICLE



28 Becky Crawford

PROFILES



18 Sarah Williams



22 Lauren Arant

IN THIS ISSUE

4 **Preferred Partners**
8 **Meet the Team**
10 **Publisher's Note**
12 **Community Spotlight:** Beyond the Parade
14 **Cover Article:** Jen Lockwood
18 **Preferred Partner Spotlight:** Sarah Williams of Trustmark Bank
22 **Agent Spotlight:** Lauren Arant
28 **Becky Crawford:** Unfiltered, Unscripted & Unafraid

If you are interested in nominating people for certain stories, please email us at: deanna.eliashevsky@n2co.com



Meet The Team



Deanna Eliashevsky
Publisher/Owner



Ashley Streight
Writer



Maria Moore
Photographer



April McSavaney Stanley
Lifestyle Photographer



Jenny Hockett
Administration



Gracie Davidson-Stubblefield, MBA
Gracie Davidson Marketing Services LLC
256-677-3967

Follow us on instagram
@realproducershuntsville

DISCLAIMER: The articles and opinions expressed in this publication are those of the respective authors and do not necessarily reflect the views of The N2 Company d/b/a Real Producers ("N2"). Advertisements appearing in this publication are paid placements and are not endorsed or recommended by N2. N2 is not responsible for the statements, opinions, or business practices of any authors, contributors, or advertisers featured herein. Portions of this publication may include content created with the assistance of artificial intelligence (AI) tools by authors or contributors and may not be independently verified by N2.

THE EXPERIENCE
MATTERS.

Buying a home is a **big moment.** Your clients deserve a mortgage experience **worthy of it.**

lower® mortgage

"He is incredibly responsive... and possesses extensive knowledge of the mortgage lending industry."
— **Bobby M.**

"When it could have been overwhelming, we felt so much peace working with him and the way he handled everything."
— **Dave P.**

★★★★★
See what my clients are saying:

Scan to read my Google reviews



Russell Carmichael
BRANCH MANAGER, VP
NMLS ID# 1492025
rcarmichael@lower.com
(256) 612-3217

©2026 Lower, LLC DBA Lower Mortgage | NMLS ID# 1124061 | 5950 Symphony Woods Road Suite 312 Columbia, MD 21044 | Equal Housing Opportunity | nmlsconsumeraccess.org







Emily Daniel
615-806-3456
emilyd@achosahw.com
www.achosahw.com





Publisher's Note

November has always been one of my favorite months. It's a time to slow down, enjoy the people we love, and appreciate all we have to be thankful for. And here in North Alabama, we have plenty to celebrate!

Our market continues to grow, with Madison County home prices up 4.4% year over year and more than 10,000 new residents arriving in the latest Census estimates. Behind that growth are families choosing to make North Alabama home, and so many of you are helping them find their place here. That's something worth celebrating!

I'm also excited to welcome **Kyrsten Wright with Cutco as our newest Real Producers Preferred Partner!** If you're looking for a thoughtful closing gift clients will use and remember, be sure to connect with Kyrsten.

As Thanksgiving approaches, I want to thank our incredible agents, Preferred Partners, and everyone who has helped make Real Producers North Alabama such a special community. I'm truly grateful for each of you and excited for what we're building together.

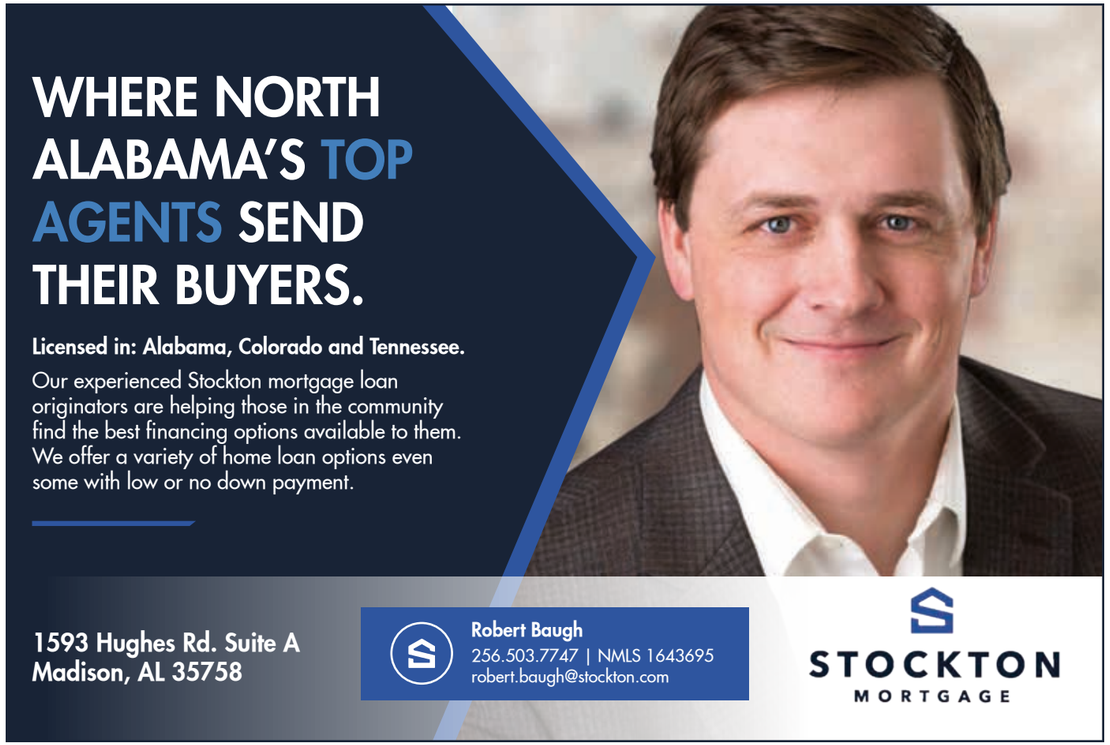
Wishing you and your families a wonderful Thanksgiving!

Deanna Eliashevsky
Owner & Publisher
Real Producers North Alabama









Beyond the Parade:

SUPPORTING HUNTSVILLE'S VETERANS YEAR-ROUND



Honoring those who served means helping them find their place, their people, and their next chapter.

Every November, Huntsville comes together to honor the men and women who have served our country. **On November 11, the 2026 Huntsville Veterans Day Parade** will bring flags, families, military organizations, and community members to downtown for a tradition that reflects just how deeply the military community is woven into the fabric of North Alabama. But for those of us who call this community home, supporting our veterans shouldn't end when the parade does.

North Alabama is home to active-duty service members, military families arriving at Redstone Arsenal, veterans transitioning into civilian careers, and retirees ready to put down roots. For real estate professionals, these aren't just names on a closing calendar. They're people navigating a major life transition, often while balancing new jobs, unfamiliar neighborhoods, tight timelines, and the needs of their families.

Knowing where to turn for reliable support is one more way we can serve them well. Whether you're helping a military family relocate, working with a veteran purchasing a home, or connecting a client with resources beyond real estate, these local organizations are a valuable place to start.

A Resource for Agents Who Serve Those Who Served

For top-producing agents, exceptional service has always been about more than the transaction. It's about understanding what matters to a client, anticipating their needs, and helping them feel supported long after the paperwork is signed.

Military relocations can involve unique timelines and circumstances. Veterans may also have questions about VA home loans, eligibility, or other benefits that go beyond an agent's role. Having reliable contacts to share can help agents provide thoughtful service without stepping outside their professional expertise.

Keep this list handy. Share it with a client who is new to Huntsville, a military family preparing for a move, or a veteran who simply needs to know where to begin. And when a question involves benefits, health care, or eligibility, direct clients to the appropriate organization for guidance.

Still Serving Veterans (SSV)

For veterans preparing for civilian life, searching for employment, or navigating VA benefits, Still Serving Veterans offers professional guidance and connections to trusted community resources. It's a valuable contact for clients whose transition involves more than a change of address.

Phone: (256) 883-7035
Address: 430 Wynn Drive NW, Huntsville, AL 35805
Website: https://ssv.org

Helpful for: Career transition, employment support, VA benefits assistance, and connections to community services.

Huntsville VA Clinic

Veterans who need local health care services can contact the Huntsville VA Clinic to learn about available care, eligibility, and appointments. This is a useful resource for veterans settling into the area or looking to establish care close to home.

Phone: (256) 533-8477
Address: 500 Markaview Road NW, Huntsville, AL 35805
Website: https://www.va.gov/birmingham-health-care/locations/huntsville-va-clinic/

Helpful for: Primary care, specialty services, vision care, hearing services, and mental health care.

Huntsville Vet Center

A move, a career change, or the adjustment to civilian life can bring challenges that aren't always visible. The Huntsville Vet Center provides confidential counseling and support for eligible veterans, service members, and their families, along with help connecting to other community resources.

Phone: (256) 539-5775
Address: 415 Church Street, Building H, Suite 101, Huntsville, AL 35801
Website: https://www.va.gov/huntsville-vet-center/

Helpful for: Individual and family counseling, transition support, group programs, and referrals to additional services.

Alabama Department of Veterans Affairs

Understanding federal and state benefits can be complicated, particularly for someone managing a transition or retirement. The Alabama Department of Veterans Affairs helps veterans and their families access information and assistance related to benefits and claims.

Website: https://va.alabama.gov
National VA benefits and claims information: https://www.va.gov

Helpful for: State veteran services, benefits information, and guidance on connecting with an accredited veterans service officer.

Redstone Arsenal Army Community Service (ACS)

For active-duty service members and eligible military families arriving in North Alabama, Army Community Service is an important starting point. Its programs help families navigate relocation, employment readiness, family support, and other aspects of military life.

Phone: (256) 876-5397
Address: 3443 Aerobee Road, Redstone Arsenal, AL 35898
Website: https://redstone.armymwr.com/programs/army-community-service

Helpful for: Relocation assistance, family programs, employment resources, and support for eligible military households.

Veterans Day Parade & Events of North Alabama

Want to show your support beyond sharing a social media post? The organization behind Huntsville's Veterans Day celebrations is a great place to find event details and learn more about opportunities to participate in honoring those who served.

Website: https://veteransdayparadeandeventsofnorthalabama.org
2026 parade: Wednesday, November 11, from 11 a.m. to 1 p.m., downtown Huntsville.

Helpful for: Parade details, community events, and ways to participate in local Veterans Day observances.

Now Enrolling
Real Estate Classes

Philip Wright, Instructor
- Licensed Real Estate Instructor
- CDEI Certified
- ARELLO Certified
- C2EX Certified

CLASSES WE OFFER:

- **Pre-License Class -** Prepare for the state exam and launch your real estate career!
- **Post-License Class -** Build confidence and competence during your first year in the business.
- **Continuing Education -** Stay compliant, current, and growing as an experienced agent.

ENROLL NOW

www.ignitereacademy.com 256.565.2676

IGNITE REAL ESTATE ACADEMY



BUILT FOR WHAT'S NEXT

Jen LOCKWOOD

From an unexpected career change to nearly $70 million in real estate sales, Crue Realty's Jen Lockwood has built her success on resilience, relationships, and an unwavering drive to keep moving forward.

Some people spend years mapping out exactly where they want their careers to take them. Others discover their greatest opportunities when life takes an unexpected turn.

For Jen Lockwood, the road to becoming one of North Alabama's top-producing real estate professionals wasn't exactly a straight line. It involved a move back home, a career change, raising four children, and the decision to finally pursue something she'd been thinking about for years.

Seven years later, the Crue Realty agent has built a career approaching over 82 million in sales volume, including an impressive $25 million last year alone. She's earned recognition as Rookie of the Year, Top Producer, Top Relocation Agent, and Top Buyer Agent. And with a newly acquired Tennessee real estate license, she's preparing to expand her business beyond Alabama.

But spend a little time talking with Jen, and you'll quickly discover that the numbers aren't what she finds most interesting about her career.

It's the people. The relationships. The negotiations. And, perhaps most importantly, knowing she was the person someone trusted when it mattered.

A Different Kind of Homecoming

Growing up in a military family meant Jen became familiar with change long before she entered the real estate business. Moving, adapting, and learning to feel at home in new places were simply part of life.

She considers the Southeast home, although she spent nearly two decades building her life and career in Atlanta.



Before real estate, Jen worked in human resources, a profession that required her to understand people, navigate challenging situations, and communicate effectively. Looking back, those years gave her skills she would eventually use every day as a Realtor.

In 2018, after remarrying, Jen returned to Huntsville. She was also navigating a new chapter in her personal life, and as the pandemic reshaped the professional landscape, finding the right opportunity in her previous field became increasingly difficult.

Real estate, something she'd been interested in for years, began looking less like a someday possibility and more like the right next step.

She had considered pursuing her license before but never quite followed through. This time, she did.

"That decision ended up being the best career move I've made," Jen says.

She began her real estate career in 2019, bringing with her years of professional experience, a natural ability to connect with people, and the kind of adaptability that comes from navigating more than a few major life changes.

What started as a career pivot became something much bigger.

Turning Relationships Into Results

Jen's success didn't happen overnight, and she's the first to acknowledge that a strong real estate career requires far more than knowing how to list and sell a house.

It takes discipline, consistency, market knowledge, and the ability to work through problems that rarely have simple solutions. It also takes answering your phone. "Seriously," Jen laughs when asked what advice she'd give other agents. "Communicate, do what you say you're going to do, and know your industry."

It's a straightforward philosophy, but one she believes makes a tremendous difference.

For Jen, being a great agent means knowing your contracts, understanding the market, staying educated, and developing relationships with other professionals in the industry. She doesn't believe representing opposite sides of a transaction means agents have to be adversaries.

"You don't have to be on opposite sides just because you represent different clients," she explains. "Being someone other agents enjoy working with can make a difficult transaction a whole lot easier."

She places equal importance on the network of professionals behind every successful closing.

Lenders, inspectors, contractors, closing attorneys, and other trusted vendors are all part of the equation. When an unexpected issue arises, having

"You don't have to be on opposite sides just because you represent different clients. Being someone other agents enjoy working with can make a difficult transaction a whole lot easier."





> "What sets us apart is not only our culture, but the depth of real estate experience we bring collectively. We work hard, support each other fully, and genuinely have each other's backs."

the right person to call can be the difference between a deal falling apart and getting it across the finish line.

"So much of being a good agent is knowing how to solve a problem — or knowing the right person who can."

It's an approach that has served her well. With approximately $70 million in career sales and multiple production awards, Jen has established herself as a strong presence in the North Alabama real estate market.Y et when asked what she enjoys most about her profession, she doesn't mention the accolades. "Definitely the relationships," she says. "I'm a people person, and no two clients or transactions are ever the same. She loves negotiating, working through challenges, and finding ways to bring a transaction together. The more complicated the situation, the more opportunity there is to put her experience to work.

But it's the trust that stays with her. "Having someone trust me to guide them through one of the biggest decisions they'll make is something I don't take lightly." In fact, some of Jen's closest friendships began as real estate relationships. And to her, that's one of the best parts of the job.

Finding Her People at Crue Realty

Jen is part of Crue Realty, a brokerage of approximately 38 to 40 agents supported by an in-house operations and marketing team. For someone who understands the value of strong relationships, being surrounded by the right people matters.

"What sets us apart is not only our culture, but the depth of real estate experience we bring collectively," she says. "We work hard, support each other fully, and genuinely have each other's backs."

That environment gives Jen the opportunity to operate independently while benefiting from the knowledge, experience, and support of an established group of professionals.

It's a combination she values, particularly in an industry where every transaction brings its own personalities, deadlines, and unexpected complications. And she's not interested in standing still.

After producing $25 million in sales last year, Jen is focused on maintaining that momentum and continuing to grow. Her recent decision to become licensed in Tennessee opens another market and gives her the opportunity to serve clients across state lines.

"Building momentum, staying disciplined, and pushing my business to the next level is what I am most passionate about right now."

It's clear that Jen still has plenty she wants to accomplish.

The Woman Behind the Business

Of course, there's another side to Jen Lockwood that doesn't involve contracts, negotiations, or sales volume. She's a wife, a mother of four, and someone who readily admits she hasn't quite figured out how to sit still. Jen and her husband, Gabe, have built a busy family life, and while real estate demands plenty of her attention, she is quick to identify where her priorities lie.

"My family is everything to me," she says. "They keep me grounded, especially in a career that can be pretty nonstop." Outside of work, Jen enjoys traveling, discovering great restaurants, spending time with her family, and working out — although she's refreshingly candid about her relationship with exercise. She'll get into a great routine, fall out of it for a while, and eventually find her way back.

And when she's not working or spending time with her family, chances are she's cleaning, running errands, or finding something else that needs to be done around the house.

"Relaxing is something I'm still learning how to do," she admits. It's an amusing confession from someone whose professional life revolves around managing a seemingly endless list of moving parts.

But there's a more serious side to that same personality.



Jen cares deeply about her clients, and sometimes that means carrying the weight of a difficult transaction long after the workday should have ended.

When something isn't going the way she'd hoped, it's not always easy to leave it at the office.

"Learning how to turn it off" has been one of her biggest challenges.

"I've had to learn that I can work my butt off, do everything I'm supposed to do, and still not control every outcome," she explains. "That's probably something I'll always be working on."

It's a lesson that has taken time, particularly for someone who takes her responsibilities seriously.

Real estate can be unpredictable. Even the most experienced agents can't control every inspection, appraisal, financing decision, or change of heart.

What Jen can control is how she prepares, communicates, advocates, and shows up for the people counting on her.

And that's where she puts her energy.

Success on Her Own Terms

When Jen looks back at the experiences that have shaped her life, she sees a common thread.

Growing up in a military family taught her to adapt. Raising four children gave her perspective. Moving home and changing careers required her to take a chance on herself.

Each chapter demanded something different, but together they helped build the resilience and determination she brings to her business today.

Her career is still evolving. With seven years of experience, an expanding market, and a strong year of production behind her, she's focused on what comes next. And did we mention that she's also a Certified Military Relocation Professional too?

But her definition of success has become increasingly personal.

She's proud of the business she's built and the recognition she's earned. She's worked hard for both.

Still, when asked what she ultimately wants people to remember about her, the answer has nothing to do with real estate rankings or production numbers.

"I want my family to know they always came first, my clients to know I genuinely cared about them, and the people I work with to know they could count on me."

It's a perspective that says a great deal about the woman behind the accomplishments.

For Jen Lockwood, the next chapter will undoubtedly bring new opportunities, new clients, and new challenges. And knowing Jen, she'll meet them with the same determination that brought her this far.

But when all is said and done, she hopes her legacy will be measured by something far more meaningful than the number of homes she's sold.

"At the end of the day, I'd much rather be remembered for the kind of person I was than how many houses I sold."

Sarah Williams
OF TRUSTMARK BANK

SARAH WILLIAMS
Mortgage Loan Originator | Trustmark
256-337-2690
swilliams.trustmarkmortgage.com
Instagram: @sarahblairwilliams
Facebook: Sarah Williams Mortgage



A FORCE OF HER OWN

With a growing career, two young children, and a determination to succeed on her own terms, Sarah Williams is proving that strength takes many forms.

There is a particular kind of ambition that doesn't always get the recognition it deserves. It's the kind that shows up for an early morning meeting after a night with a restless baby. That answers one last client question before heading home to family. That pursues professional goals while making room for school activities, bedtime stories, and all the little moments that make a life.

For Sarah Williams, mortgage loan originator with Trustmark, success has never been about choosing between a meaningful career and a fulfilling family life. It's about building both.

A Huntsville native, wife, and mother of two young children, Sarah is navigating one of life's busiest and most rewarding seasons. And somewhere between helping families purchase homes and raising her own growing family, she's discovering what it means to define success on her own terms.

Finding Her Place

Sarah's path into mortgage lending wasn't necessarily a straight line, but looking back, every step prepared her for the career she has today. She began at Trustmark as a relationship banker, already knowing she had an interest in real estate. When an opportunity opened in 2018 to become a mortgage assistant, she took it. She was hooked.

Over the years, Sarah worked alongside three different loan officers, gaining an education in the mortgage business that went far beyond what could be learned in a classroom. She became familiar with the details of different loan programs, the challenges that can arise during a transaction, and the importance of having someone knowledgeable in your corner when the unexpected happens.

By the summer of 2023, she was ready to take the next step."I finally got the courage to start originating on my own," she recalls. It was a significant professional milestone, and one that required her to trust the experience she had spent years building. Today, Sarah brings that foundation of knowledge to every transaction. She understands the process from multiple perspectives, having spent years learning what happens behind the scenes before ever originating a loan of her own. That experience has become one of her greatest strengths.

More Than a Mortgage

In an industry increasingly shaped by technology, automated approvals, and online lenders, Sarah believes something important can get lost along the way: the personal connection.

Buying a home is a major financial decision, and she knows that even the most experienced buyers can have questions. Her approach is simple. Be available. Communicate clearly. And never let someone feel uncomfortable asking for an explanation.

"The more educated the client, the smoother the process," Sarah says.

It's also why Trustmark has been such a natural fit. With a strong presence throughout Alabama and the Southeast, Trustmark offers a range of mortgage products, including portfolio loan options, community lending incentives, and grant opportunities. Its in-house processing, underwriting, closing, and servicing teams allow Sarah to remain closely connected to the people and processes involved in each loan. For Realtors, that accessibility can make all the difference.

Sarah has worked to become the person her real estate partners feel comfortable calling, whether they're discussing an active transaction, exploring financing possibilities for a prospective buyer, or simply trying to find an answer to an unfamiliar mortgage question.

Even when the question has nothing to do with one of her own loans, she's happy to help.

"If I don't know the answer to something, I will find a way to get an answer as quickly as possible."

And her commitment doesn't end when the closing documents are signed. Because Trustmark services its loans, clients can continue reaching out to Sarah with questions about their mortgage payments or escrow accounts long after they've moved into their homes.

For Sarah, that ongoing relationship is one of the most valuable parts of what she offers.

Of course, there's still nothing quite like the closing table.

Whether she's helping first-time buyers receive their keys, a growing family find more space, a relocating couple settle into North Alabama, or empty nesters begin a new chapter, Sarah never loses sight of the fact that every transaction represents something personal.

"Each purchase has its own story," she says. "I am happy to be part of that."

The Life Behind the Career

For all the satisfaction Sarah finds in her work, the most important part of her world is waiting at home. She and her husband, Patrick, are both Huntsville natives and have been married for nine years. Together, they're raising Wesley, 5, and Collier, who celebrated her first birthday in September. With two children at such wonderfully different stages, life is full. There are sports and children's activities, family outings, and the everyday responsibilities that come with raising little ones.

Sarah is also building her career during these years, finding her footing as an independent mortgage originator while being present for the people who matter most to her. It's a lot to juggle, and that is precisely what makes this chapter of her story worth celebrating.



The professional woman who confidently guides clients through complex financial decisions is also the mother making memories with her children, the wife sharing a life with her husband, and the Huntsville girl who now gets to experience her hometown through the eyes of the next generation.

For Sarah and Patrick, raising their children in the same community where they grew up has been especially meaningful. Their weekends might include concerts or movies in the park, bike rides and walks along the Hays Farm nature trails, mini golf and pizza at Sam & Greg's, or an afternoon at EarlyWorks Children's Museum when the weather keeps everyone indoors.

"This town was a great place to grow up in and an even better place to raise our own children," Sarah shares.

And while she loves the fullness of family life, she still appreciates the occasional quiet moment that's entirely her own. Give her a good thriller, a little needlepoint, and Gilmore Girls playing in the background, and she's perfectly content. It's a charming contrast to the demands of her professional life, and a reminder that even the busiest women need a little space to simply be themselves.

Redefining Success

Ask Sarah what success means to her, and she doesn't begin with production numbers, awards, or professional recognition. Instead, she talks about the kind of life she wants to build.

"Success for me is not just about numbers or career achievements. It's about building a life I am proud of while also becoming someone others trust and rely on." It's a perspective that says a great deal about who she is.

Certainly, Sarah wants to grow professionally. She wants to earn the confidence of Realtors, expand her relationships, and continue establishing herself as a trusted resource in North Alabama's mortgage industry. But

she also wants to be there for the childhoods that seem to move faster with every passing year. She wants to enjoy the community she calls home, nurture the relationships that matter, and build something meaningful for her family. And perhaps that's what makes her story so relatable.

There's no perfect formula for balancing a career and motherhood, especially with two little ones at home. Some seasons demand more than others. Priorities shift, schedules fill, and the days rarely unfold exactly as planned. Still, Sarah is finding a way to make room for the things she loves, both personally and professionally. She hopes her clients and colleagues will remember her as someone knowledgeable, dependable, and willing to go the extra mile. Someone who could be trusted to help find a solution, even when the answer wasn't immediately clear. Those are qualities she works to bring to her business every day. They're also the qualities that shape the example she's setting for her children.

"EACH PURCHASE HAS ITS OWN STORY. I AM HAPPY TO BE PART OF THAT."

For Sarah Williams, this chapter isn't simply about growing a mortgage career. It's about raising a family, deepening her roots in the community she loves, and creating a life that reflects her own definition of success. And with Wesley and Collier growing up before her eyes and a promising career continuing to take shape, it's safe to say Sarah has plenty to look forward to.

Not because she's figured out how to do it all perfectly. But because she has the confidence, determination, and heart to make it her own.









Lauren ARANT:

The Art of Making Connections



How Lauren Arant turned a talent for storytelling, an eye for beautiful homes, and a genuine interest in people into one of Keller Williams Horizon's standout real estate careers.

Somewhere across the country, a family is considering a move to Huntsville. They may have a job opportunity waiting, a relocation deadline approaching, or simply a growing curiosity about what life in North Alabama might look like. They don't know the neighborhoods, the schools, or which part of town might feel most like home.

But there's a good chance they've already met Lauren Arant.

Not in person, of course. Perhaps they discovered one of her home tours on Instagram, watched her walk through a beautiful property, or found themselves scrolling through her content to get a better sense of the Huntsville market. Before they've ever booked a flight or scheduled a showing, they've gotten to know a little about the city through Lauren's eyes.

And often, that first introduction turns into a conversation.

It's a connection Lauren has become remarkably good at making, and one that has helped build a thriving real estate business in just five years. Today, the Keller Williams Horizon agent has closed approximately $38.5 million in career sales, including $14.9 million last year alone. She also earned her brokerage's top honors for highest sales volume, most units sold, and top individual agent. Impressive numbers for anyone. Even more so when you consider that Lauren began her real estate career in 2021 with three young daughters, the youngest just five months old.

"I started as a mom and did my best to jump in with both feet," she recalls.

And jump in she did.

A Different Kind of First Impression

Long before Lauren was showing homes to prospective buyers, she was looking at the world through a camera lens. A former photographer, she understood composition, lighting, and the little details that make an image memorable. She also had a longstanding interest in home design, renovation, and the possibilities hidden within a property. When she entered real estate, those interests came together in a way she hadn't necessarily anticipated.

She began sharing homes on social media, drawing on her photography background and working with talented real estate photographers and drone operators to create content that gave prospective buyers a compelling look at properties throughout the Huntsville area.

But beautiful photography alone doesn't explain her success.

Lauren has a particular ability to connect with people who are planning a move to North Alabama, often long before they're ready to purchase. Her social media presence gives those buyers an approachable introduction to the market and, just as importantly, to the person who might eventually help them navigate it. For someone moving hundreds of miles away, that familiarity matters.

A buyer who has never set foot in Huntsville can begin to picture life here. A house becomes more than a collection of bedrooms and bathrooms. A neighborhood becomes somewhere they can imagine raising children, entertaining friends, or beginning a new chapter.

Lauren understands that distinction because she's experienced it herself. She and her husband, Dan, have lived in several places throughout their marriage. They've navigated moves, made new communities their own, and experienced firsthand what it means to start over somewhere unfamiliar.

That perspective has become an advantage in a city where relocation continues to bring new faces and families into the market.

"I think being a realtor, especially in a city like Huntsville with such a strong inbound market, we as realtors have a unique ability to be the face of the city," she says.

It's a responsibility she doesn't take lightly.

An Eye for Possibility

Lauren's interest in real estate began well before she earned her license. She and Dan once spent two years living



in a house they were renovating in Colorado. Later, they sold their home in North Carolina relatively quickly and walked away with a modest profit. Both experiences gave Lauren an appreciation for the financial opportunities real estate could offer.

Initially, she thought her future might involve flipping houses. But the more she considered the industry, the more she recognized an opportunity to combine several things she already loved: beautiful homes, creative work, entrepreneurship, and connecting with people. She also wanted a career that could grow alongside her family.

"I've always loved home design and have always leaned into the idea of creating a business and working for myself versus the other way around," she explains.

Real estate seemed to offer the flexibility she was looking for. Of course, anyone who has built a successful business while raising young children knows that flexibility and free time are two very different things. Lauren laughs at the notion that she's mastered the balance. Five years in, she's still figuring out how to manage the demands of a business that rarely observes traditional working hours. But the results speak to what she's been able to accomplish. And while her marketing has helped introduce her to an ever-growing audience, she is quick to recognize that the real work begins once a client places their trust in her.

Beyond the Closing Table

Ask Lauren what she enjoys most about real estate, and she doesn't begin with sales figures, awards, or even the beautiful homes she gets to tour. She talks about people.

"I have enjoyed walking alongside clients to help them transition into the next stage of wherever life is taking them," she says. "You can't separate selling homes apart from future hopes and dreams attached."

It's a perspective that influences how she approaches her business. A relocation client may need guidance that extends far beyond selecting a property. There are neighborhoods to understand, unfamiliar routines to establish, and countless little decisions that accompany a move. Lauren wants to be someone her clients can continue calling long after they've received their keys. Need a reliable plumber? Someone who works with granite? A lawn service while you're away? Perhaps a pediatric dentist for a family that's just arrived in town? Those questions matter to her, too.

"There's a client/realtor relationship but we are also neighbors!" she says.

That philosophy carries over to the agents and industry partners on the other side of her transactions. Lauren knows that real estate can be stressful, that deals occasionally take unexpected turns, and that not every conversation will be an easy one. She believes professionalism and kindness should remain nonnegotiable. "I value people over transactions," she says. "I hope that every client feels well listened to as well as being served well on a professional level."

It's a simple principle, but one that becomes increasingly meaningful as her business grows.

For Lauren, success isn't just about how many people she can reach. It's about making sure the people she reaches still receive the personal attention that helped build her reputation in the first place.

Her Life Behind the Lens

Away from the camera, contracts, and client appointments, Lauren's world revolves around Dan and their three daughters: Roslyn Jane, 10; Anniston Rose, 8; and Isla Soleil, 5. Their story began in a setting far removed from North Alabama real estate. Lauren and Dan met during a training program preparing them to spend two years overseas as missionaries. He eventually went to China, while Lauren served in Spain.

They stayed connected through Skype calls from their respective countries before meeting again in Greece, where they began making plans for a future together. That future has taken them across different states and through more than a few moves, but today they're happy to call Huntsville home. Dan serves as Vice President of Sales for Brindlee Mountain Fire Apparatus, overseeing his team and the company's incoming and outgoing fire trucks.

At home, life is every bit as busy as one might imagine with three active daughters.

The older girls play club soccer, Isla is involved in tumbling, and the family enjoys spending time outdoors, walking through their Hampton Cove neighborhood, and getting together with friends.

Lauren has a particular affection for the community they've found there. After experiencing life in different places, she appreciates the friendships, neighborhood activities, and everyday familiarity that make a place feel like home. It's also why she understands the importance of helping her relocation clients find more than just the right house. She knows what they're really searching for. And while she spends her professional life touring beautiful properties, Lauren admits there's a downside to seeing so many inspiring interiors. *"To the detriment of my mental health and wallet, I love home renovation projects!" she jokes.* It's difficult, she says, to walk through gorgeous homes all week without coming away with a few ideas for her own.

Growing Without Losing What Matters

Lauren has reached a point in her career where the question is no longer whether she can build a successful business. She's already answered that. The question now is how to grow it thoughtfully. As an individual agent, she's looking for ways to expand her reach, develop her presence across additional media platforms, and serve more clients without sacrificing the level of personal attention that has become central to her business.

She's also realistic about the demands of that growth. "Real estate never sleeps and feels 24/7," she admits. "I'm learning to manage all the demands of a growing and thriving business as well as loving and serving my family well." Her long-term vision has always been tied to the changing seasons of motherhood. "I've always said as my kids grow, my business will grow."





That approach doesn't mean she's any less ambitious. Quite the opposite. Lauren has proven she can build a substantial business while navigating some of the busiest years of family life. Now she's considering what the next chapter might look like and how to make room for continued growth.

For newer agents, her advice is to resist the temptation to wait until everything feels perfectly planned. "Messy action forward is better than sitting on the side and thinking about it."

It's advice that reflects the way she started: three little girls at home, a camera, an interest in real estate, and a willingness to put herself out there. Five years later, that decision has led to a career she continues to shape on her own terms.

More Than a Place to Live

There's a quote Lauren returns to when thinking about what matters most:

"If you want to change the world, go home and love your family."

For Lauren, it's a reminder that professional success, no matter how impressive, means little if it comes at the expense of the people closest to her. She wants to build a business she's proud of. She wants to continue reaching buyers who might never have found her without social media. She wants to represent her clients with skill, warmth, and integrity.

But she also wants to be present for the soccer games, neighborhood walks, and ordinary moments that make up a life with Dan and their girls.

Perhaps that's what makes Lauren's approach to real estate resonate so naturally.

She knows a home isn't simply an investment, a beautiful kitchen, or a desirable address. It's where families grow, relationships deepen, and the everyday moments of life unfold.

And for someone arriving in Huntsville without knowing a soul, finding the right person to guide that transition can make all the difference. "Yes, this is a business," Lauren says, "but people always appreciate a warm smile even when making most likely your largest personal transaction and spending a LOT of money."

That warmth is evident in the way she approaches her clients, the community she represents, and the business she's built. A beautiful home might be what first catches someone's attention on her Instagram feed.

But it's the connection that makes them stay.

CONTACT ME!

Lauren Arant | Keller Williams Horizon
Instagram: @heylaurenarant



FOUNDATION
TITLE & ESCROW SERIES, LLC

Trusted by clients across Alabama and beyond, we bring unmatched knowledge, precision, and warmth to every closing. Rooted in Huntsville, our legacy of over 15,000 closings—from first-time homebuyers to major commercial ventures—speaks to one simple promise: a seamless, refined experience from start to finish.

LED BY

ATTORNEY CRAIG PAULUS.

Trusted in Madison County since 2005.

3501 MEMORIAL PARKWAY SW | SUITE 400 | HUNTSVILLE, AL, 35801

256-776-7704 | FTECONNECT.COM | HUNTSVILLE@FTECONNECT.COM



Because the Best Memories
START AT HOME

If you're looking for a lending partner you can count on, who answers the phone, communicates clearly and closes on-time, contact Eduardo today!

Eduardo Zaragoza

Call/Text: 662-266-2773

Mortgage Producing Sales Manager
NMLS# 2223872
TowneBankMortgage.com/EduardoZaragoza

TOWNE BANK MORTGAGE

NMLS# 512138 | This is not a commitment to lend | Equal Housing Lender



The Insurance Partner Realtors Trust To Get It Done

Fast quotes | Clear communication | No last-minute surprises

Lauren Battle & Carolyn Lankford
256-890-0070
laurenbattle@allstate.com

Allstate. LANKFORD & BATTLE



Becky CRAWFORD:

Unfiltered, Unscripted & Unafraid

Capstone Realty | North Alabama

Long before Becky Crawford ever held a real estate license, she had a habit of collecting real estate magazines. As a child, Becky loved studying floor plans, admiringbeautiful houses, and convincing her mother to drive through neighborhoods just to look at homes. Open houses were even better. If she could talk her mom into stopping at one, she was in heaven.

Looking back, perhaps the career choice should have been obvious. But Becky's route into real estate was anything but direct. And if there's one thing she's learned over the years, it's that some of life's most interesting chapters are the ones you never saw coming. Today, she has nearly seven years of experience, **multi** million in career sales volume, and a collection of industry awards to her name. But spend a little time with Becky, and you'll discover that her sales numbers



are probably the least interesting thing about her.

She's funny, creative, occasionally ridiculous by her own admission, and refreshingly comfortable admitting that she doesn't have everything figured out. She's also remarkably serious about taking care of her clients.

A Career That Wasn't in the Original Plans

Eight years ago, Becky was studying to become a nurse. A single mother raising three boys, she was searching for a career that would offer both financial opportunity and the flexibility to be present for her children. She had worked in healthcare, explored photography, and spent much of her time doing what mattered most to her: being a mom.

Then a realtor friend offered her an administrative position. Becky took the job, enjoyed it far more than she expected, and she decided to pursue a career in real estate instead.

Becky took the job, enjoyed it far more than she expected, and began reconsidering her future.

She ultimately left the nursing program, completed her associate of science degree at Calhoun Community College, graduating on the Dean's List, and earned her real estate license.

What began as an unexpected opportunity quickly became a career that combined several things she loved: beautiful homes, creativity, independence, and building relationships.

It also gave her something she couldn't put a price on: the ability to build a business around her children's lives rather than the other way around. For someone who had grown up watching her own single mother raise three children through difficult financial circumstances, that freedom meant everything.

Permission to Be Herself

There is a certain irony in the fact that Becky Crawford, a woman who enjoys making ridiculous real estate videos, once found the idea of putting herself out there absolutely terrifying. For years, she wasn't particularly outgoing. In an industry filled with big personalities, endless networking opportunities, and carefully curated social media accounts, she sometimes wondered whether she had the personality required to succeed. Eventually, she realized that trying to become someone else wasn't working.

"I had to decide to get over that if I wanted to keep doing this, or else I needed to make a career change," she recalls.

So she began doing the uncomfortable things. Showing up. Putting herself on camera. Sharing her personality. Taking creative chances, even when she wasn't entirely sure how people would respond. And something unexpected happened. The more she allowed people to see the real Becky, the more comfortable she became.

These days, she's perfectly happy to make a funny video, experiment with an unconventional marketing idea, or find a little humor in an otherwise stressful situation. She understands that buying or selling a home is serious business. She just doesn't believe everyone needs to be serious every minute of it.

"I also genuinely love making people laugh," she says. "Real estate can be stressful, so if I can make someone smile, calm their nerves and make the whole experience a little more fun along the way, that's a win for me."

It's an approach that feels distinctly her own in an industry where standing





out often seems to require following the same formula as everyone else.

Finding Her Way Back

She wanted to get back to the part of real estate that had made her fall in love with the business in the first place. Now, she's doing exactly that. Working independently at Capstone Realty, she also enjoys collaborating closely with fellow Realtor and friend Lenaa Pearson. And while she continues building her business, she's determined to do it without sacrificing the personal connections that matter to her. Her professional accomplishments already include recognition as Top Associate in Closed Transaction Ends and Top Associate in Listings in 2021, along with honors for listing and sales production. Still, Becky isn't particularly interested in allowing yesterday's accomplishments to define tomorrow's possibilities. She's much more interested in what she can create next.

More Than One Kind of Strength

There's another side to Becky that doesn't always make it into the real estate conversation.

She's an avid runner, enjoys working out, and loves just about anything that gets her outdoors. She's also pursued certifications as a personal trainer and nutrition coach, adding another dimension to her interest in health and personal growth. Then there's the creative side: photography, baking, singing, dancing, concerts, and, of course, making people laugh.

Becky likes learning new things, challenging herself, and discovering what she's capable of. She is also just as devoted to her personal relationships as her professional ones, and is especially close to her sister, Jennifer, who lives in Johnson City, Tennessee. When the sisters get together, their time often involves hiking, swimming, discovering new restaurants, listening to music, and talking for hours. "We are very much alike and get pretty silly when we're together," Becky says.

That playfulness is an important part of her personality, but it exists alongside a much deeper appreciation for what life can demand of a person. Becky is candid about having experienced difficult seasons, unexpected changes, and circumstances that required her to begin again.

She doesn't pretend those experiences were easy, nor does she feel compelled to package them into a perfectly polished success story. Instead, she's learned to appreciate what they taught her about independence, compassion, and the importance of meeting people where they are.

Her Christian faith has been central to that perspective. During some of the hardest periods of her life, Becky says her relationship with God became a source of strength and helped her recognize that even circumstances she wouldn't have chosen could eventually serve a purpose. That belief also influences the way she treats her clients. She understands that behind every transaction is a person whose circumstances may be far more complicated than they appear. Sometimes they're celebrating. Sometimes they're overwhelmed. Sometimes they're navigating a major life change they never anticipated. Becky has experienced enough of life to know the difference matters.

The Business of Being Human

Ask Becky what she does especially well, and she won't immediately point to negotiating, marketing, or closing transactions.

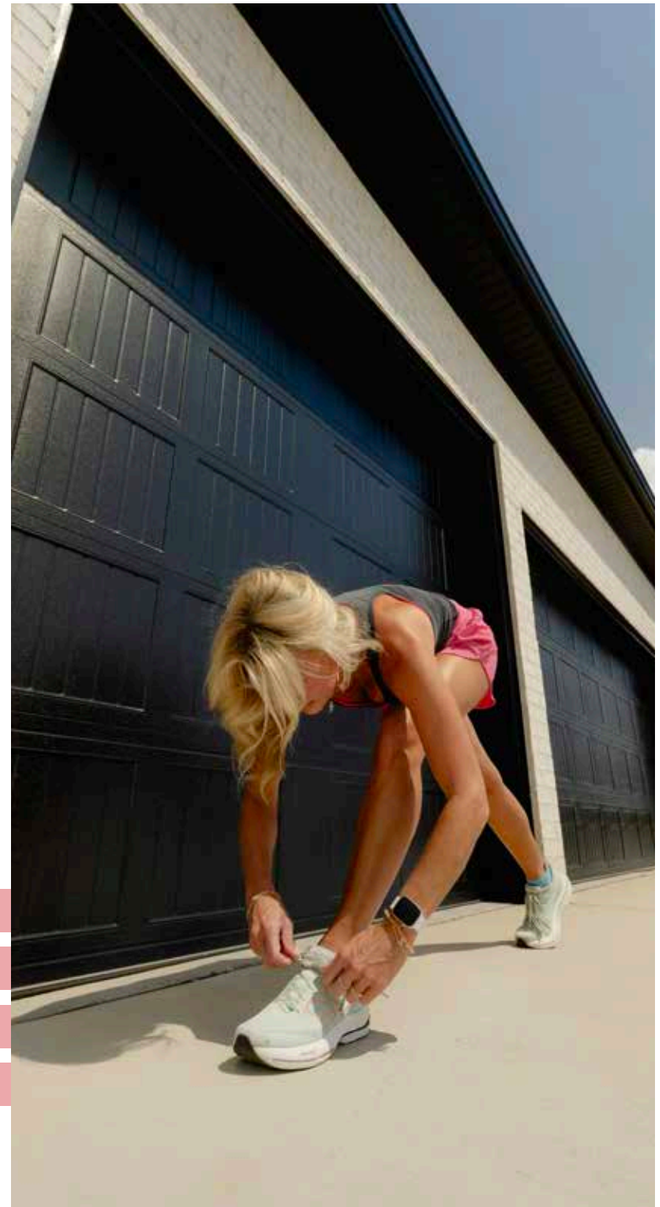
> "Be yourself and don't get caught up trying to look like every other Realtor. **People connect with people,** not perfect social media feeds or sales pitches."

She'll tell you she understands people.

She listens without judgment, recognizes that no two clients have the same circumstances, and tries to make the buying or selling experience feel less intimidating.

Her creativity is an asset, particularly when marketing a property or solving an unexpected problem. But it's her ability to relate to people that she considers one of her greatest strengths.

It's also why she's passionate about helping women and children facing difficult circumstances and volunteering with organizations serving people experiencing homelessness.



Having experienced financial uncertainty in her own childhood and later as a single mother, she understands how overwhelming those situations can be.

For Becky, compassion isn't a business strategy. It's personal. And while she certainly wants to grow her real estate business, achieve financial independence, and create a comfortable future for her family, she's equally determined not to lose the qualities that make her who she is.

Her advice to agents entering the industry is wonderfully uncomplicated.

"Be yourself and don't get caught up trying to look like every other Realtor," she says. "People connect with people, not perfect social media feeds or sales pitches."

She encourages newer agents to work hard, follow up, protect their reputations, and take creative risks. Above all, she believes they should remember that clients are people first.

"Success is built one relationship at a time."

Still Becoming

For a woman who once spent her childhood collecting real estate magazines, Becky Crawford has certainly come a long way. She's built a career, raised three sons, earned professional recognition, navigated personal challenges, and discovered that being herself is far more rewarding than trying to fit someone else's definition of success.

And she'll be the first to admit that she's still figuring things out.

In fact, that's part of what makes her story interesting. At a time when social media makes it easy to believe everyone else has a perfectly organized life and a flawless business plan, Becky is comfortable acknowledging that growth can be messy, reinvention can be uncomfortable, and sometimes the best thing you can do is laugh and keep going.

"I don't think those things diminish success," she says of learning, growing, and starting over. "I think they give it depth."

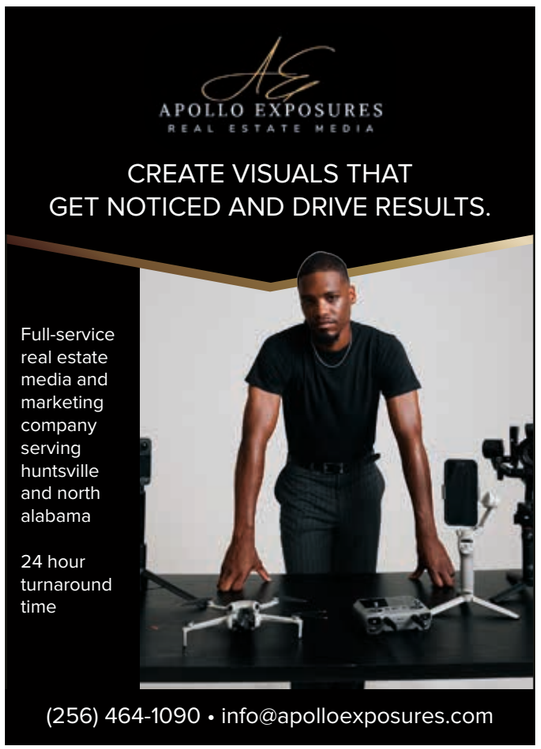
For Becky, the future holds plenty of professional ambition. She wants to expand her business, deepen her client relationships, and continue creating a career that supports the life she wants to live. But when asked what she ultimately hopes people remember about her, the answer has nothing to do with real estate.

She hopes she made people laugh. That she made them feel understood. That she treated them with kindness and grace. And, most importantly, that her faith was evident in the way she loved and cared for others. It's a remarkably grounded perspective for someone with so much still ahead of her.

And she's having a pretty good time along the way.


PREMIER
MORTGAGE RESOURCES
WHERE YOUR HOMEOWNERSHIP JOURNEY BEGINS.
Karley Sutton
LOAN OFFICER | NMLS 2018009
651.380.4231 | pmrloans.com/ksutton
karley.sutton@pmrloans.com
SCAN HERE
© 2026 Premier Mortgage Resources, LLC ("PMR") | NMLS #1169 www.nmlsconsumeraccess.org | 3363 Presidential Dr. #200, Meridian, ID 83642 | Equal Housing Opportunity | Not an offer to extend credit or a commitment to lend. Terms subject to change without notice. For additional disclaimers, please visit: pmrloans.com/disclaimers


THANKFUL FOR YOUR CLIENTS?
SHOW THEM!
Give a meaningful thank-you with personalized Cutco gifts they'll use long after the holidays.
Closing Gifts • Client Appreciation • Holiday Gifting
Let's plan your client thank-you gifts.
Kyrsten Wright
Bama Knife Gal
256.542.8979 • bama.knifegal@gmail.com
CUTCO
Closing Gifts


APOLLO EXPOSURES
REAL ESTATE MEDIA
CREATE VISUALS THAT GET NOTICED AND DRIVE RESULTS.
Full-service real estate media and marketing company serving huntsville and north alabama
24 hour turnaround time
(256) 464-1090 • info@apolloexposures.com


Tomorrow starts today
with a Mortgage from Trustmark
Wherever you see yourself tomorrow, Trustmark can help you get there. Whether you're buying your first home, up-sizing or finding a second home, Trustmark can make your journey easier. With online tools like our mortgage calculators and a streamlined application, you can begin the process whenever you're ready. And when you have questions, our mortgage experts are always here to guide you every step of the way. Start your tomorrow today at trustmark.com/mortgage .
Will Landess
Vice President
Mortgage Market Sales Manager
205.907.4784
wlandess@trustmark.com
NMLS# 2333667
Julie Davis
Vice President
Loan Originator
256.476.0391
juliedavis@trustmark.com
NMLS# 440135
Kim Sablich
Loan Originator
870.273.2125
ksablich@trustmark.com
NMLS# 1322800
Sarah Williams
Loan Originator
256.337.2690
swilliams@trustmark.com
NMLS# 1737116
Trustmark
MEMBER FDIC

A PRODUCT OF
THE N2 COMPANY

9151 Currency St.
Irving, TX 75063

State Farm®

Protect the life you have.
Invest for the life you want.

Financial uncertainty may change how people spend and invest their money. As a State Farm® agent and financial professional, I can help you create a plan that fits your needs. Let's start the conversation.



Alex Gum, Agent
Financial Professional
1528 Gunter Avenue
Guntersville, AL 35976-1848

256-582-3127
alex@alexgum.com

Protect, then invest.®
State Farm, Bloomington IL

BDB
CONSTRUCTION



CUSTOM HOMES & RENOVATIONS

256-658-4467
BDBConstruction.com
@bdb_construction
201 East Side Square
Suite 8
Huntsville, AL 35801



Tailored Builds.
Transformative Remodels.