

CAROLINA COAST

OCTOBER 2026

REAL PRODUCERS[®]

Lori
Lentz-
Widner



Rising Star
**COOPER
LIVINGSTON**

Real Producers Family
**COMMUNITY.
CONNECTIONS.
SUCCESS.**

Sponsor Spotlight
DAN SHABANOFF

CONNECTING. ELEVATING. INSPIRING.



Seaside Furniture Gallery & Accents



shopseasidefurniture.com



**Main Showroom
& Mattress Gallery**
10356 SC Hwy 90
Little River

843-280-7632



**Coastal Home Decor,
Gifts & More Store**
527 Hwy 17 N.
North Myrtle Beach

**Mon-Sat 9am -6 pm
& Sun 1-5pm**

Mattress Gallery Top Brands



**STEARNS
& FOSTER**

TEMPUR-PEDIC

KINGSDOWN

Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

APPRAISAL SERVICES

For What It's Worth
Michael Sichitano
(843) 808-1533
1045 London St., Suite 202
Myrtle Beach, SC 29577
fwiwa.com

ATTORNEY

**Joye, Nappier, Risher,
& Hardin, LLC**
Wendy Hardin
(843) 357-6454
www.inletlaw.com

BOATING

Freedom Boat Club
Chris Speckman
(843) 732-3777
www.freedomboatclub.com

BUILDER

Chesapeake Homes
— **Karlee Ponzi**
(757) 448-3742
cheshomes.com

CRM

Bonzo
(614) 357-2367
getbonzo.com

FURNITURE

Sea Side Furniture
Gallery & Accents
Julie Almeida
(843) 280-7632
shopseasidefurniture.com

HOME BUILDER

D.R. Horton
(843) 655-0347
www.drhorton.com

HOME INSPECTION

Island Inspections, LLC
Matt Smoak
(843) 817-8810
www.islandinspectionsllc.com

Rivertown Property Inspections

Justin Ferraro
(843) 360-4354
1203 48th Ave N
Suite 111
Myrtle Beach, SC 29577
www.rivertowninspects.com

Sloan Home Inspections

(843) 209-4792
sloanhomeinspections.com/

Top to Bottom Home Inspection

John Pate
(843) 231-8532
www.homeinspectiontoptobottom.com

HOME WARRANTY

Old Republic Home Protections
Stephanie Midgett
(910) 382-8048

INSURANCE

Coastal Insurance Group
Sarah Sichitano
(843) 808-0291
1136 44th Ave N. Suite 1,
Myrtle Beach, SC 29577
www.coastalinsurancellc.com/

IRRIGATION

Conserva Irrigation
(843) 979-7070
www.conservairrigation.com

MORTGAGE / LENDER

Cross Country Mortgage
(843) 574-8002
crosscountrymortgage.com/
mount-pleasant-sc-5315/

Legendary Mortgage

(843) 580-2490
legendarymortgage.com/home

Southern Trust

(757) 518-0700
www.southerntrust.com/

The Mortgage Nerd Group

— **Benchmark Mortgage**
Sarah Ellis
(843) 839-4992
www.SarahEllisHomeLoans.com

MOVING & LIQUIDATION

Caring Transitions
Charlene Blanton
(843) 997-5088
www.caringtransitionsmyrtlebeach.com

PHOTOGRAPHY

High Tide Content, LLC
Jeremy Kierez
(843) 885-3088
www.hightidecontent.com

Weston Media

(843) 396-3609
www.weston-media.com

ROOFING

Klaus Roofing
(843) 491-9933
www.klausroofingsystems.com/

Leverage Roofing

(508) 369-3185
www.facebook.com/daniel.shabanoff

Monarch Roofing

(843) 396-2802
monarchroofing.biz/

SIGNS, BANNERS & PRINTING

Design the Sign
Olga Kazakova
(843) 808-9301
www.facebook.com/designthesign/



INLET LAW

Wendy A. Hardin

Protecting the rights and interests of our clients
through every step of real estate transactions

Personal Injury • Criminal Defense • Real Estate Law • Business Law
Civil Litigation • Mediation • Collection & Foreclosure

Joye Nappier Risher & Hardin LLC

whardin@inletlaw.com | inletlaw.com | 843-357-6454
3575 Highway 17 Business Murrells Inlet, SC

Meet
The
Team



Bill Poulin
Publisher/Owner



Anita Jones
Publisher/Owner



Dave Danielson
Writer



Anna Price
Ad Strategist



Jeremy Kierez
Photographer



Tyler Graham
Photographer

Follow us on Facebook
and Instagram



[https://www.facebook.com/
carolinacoastrealproducersmag](https://www.facebook.com/carolinacoastrealproducersmag)



[https://www.instagram.com/
carolinacoastrealproducersmag](https://www.instagram.com/carolinacoastrealproducersmag)



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.

We Inspect Homes Like We're
BUYING THEM OURSELVES

Every Residential Home Inspection
Comes with a FREE Home Warranty



- Indoor Air Quality
- Pool/ Hot tub Inspections
- Thermal Imaging
- Wind Mitigation Inspections
- Irrigation Inspection
- Mold Inspection



Only Company with Residential, Commercial, and General Contractor's License.
843-817-8810 • islandinspectionsllc@gmail.com • Islandinspectionsllc.com



SLOAN HOME INSPECTIONS

Helping with a new construction build?
We've got you covered!

We provide pre-drywall, final, and 11th-month warranty inspections to ensure your clients have complete peace of mind throughout the building process.



Don't skip the home inspection —
protect your investment at every stage.

Proudly serving North Carolina and South Carolina

(843) 209-4792 • SloanHomeInspections.com

THIS MONTH'S
SPECIAL!

BUSINESS CARDS

1000

\$59

REG ~~\$80~~

FREE DESIGN

WITH PURCHASE OF BUSINESS CARDS

*MUST MENTION THIS AD • NEW ORDERS ONLY



DESIGN THE SIGN

(843) 808-9301

Expertly Built. Uniquely Yours.

CHESAPEAKE HOMES

See how Chesapeake Homes will make a difference in your client's new home purchase.



Experience the Quality.



Experience the Satisfaction.



Experience the Togetherness.



Experience the Enjoyment.



Experience the Appeal.



Experience the Details.



Experience the Vision.



Experience the Reassurance.



Experience the Comfort.



Five New Luxury Home Communities To Choose From!



Be sure to go to cheshomes.com for the most current information on each community or call 843-806-1121.

Sales by Today Homes Realty, SC and Today Homes Realty, NC

1

MYRTLE BEACH, SC



Welcome to our new community, Traditions at Carolina Forest in Myrtle Beach, featuring high-quality homes built by Chesapeake Homes. Schedule a VIP Tour with your clientele to view this new community and models.



2

LITTLE RIVER, SC



Move into a new lifestyle! Bridgewater residents enjoy an active lifestyle with the help of the onsite Lifestyle Director including get togethers, events, socializing, clubs and lots more in a coastal-inspired community and only minutes from the beach!



3

LONGS, SC



If you're looking for a community central to many conveniences and a vacation- esque lifestyle featuring a swimming pool, pickleball and bocce courts, then you've found your future home! Located off Hwy 9 for easy access to Loris, Cherry Grove, and North Myrtle Beach.



4

LORIS, SC

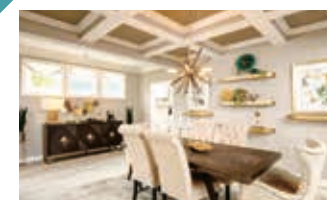


The Willows offers new beautiful single-family homes with community amenities and many features and options that new homebuyers have come to appreciate from us!



5

CALABASH, NC



Come live your best life in this Chesapeake Homes' master-planned community filled with beautiful homes and life-enhancing amenities! Located on the South Carolina/North Carolina border, you'll live close to everything you need!



Cooper

Livingston

**ROOTED IN FAITH.
BUILT FOR THE
LONG RUN.**



WRITTEN BY ANITA JONES
PHOTOGRAPHY BY HIGH TIDE CONENT - JEREMY KIEREZ

Some people spend years searching for the path they're meant to take. For Cooper Livingston, it was closer than he realized.

Raised in North Myrtle Beach, where his family's roots stretch back more than seven generations, Cooper grew up surrounded by people who valued hard work, serving others, and a deep connection to their community. His father had worked in real estate years earlier, and although Cooper explored other paths first, he ultimately found his way home—to a profession that felt like a natural fit.

"I loved hospitality because it was all about serving people," Cooper says. "When I realized college wasn't the path I wanted, real estate just made sense. It combined building relationships with helping people in what can be a stressful process, and I loved it from day one."

Before earning his license in February 2024, Cooper spent seven years waiting tables at The Shack in Cherry Grove while attending USC before completing his degree at HGTC after COVID changed his plans. Looking back, he realizes those years prepared him more than he knew.

"Those years taught me how to work hard, communicate with people, push through adversity, and build relationships." Those relationships remain at the center of everything he does today.

Cooper believes buying or selling a home is one of the biggest moments in someone's life. Rather than simply guiding a transaction, he wants to become a trusted partner through every step of the journey.

"People before profit. Before process. Before pride," he says. "Success isn't measured by my income. It's measured by my reputation." That philosophy was tested early in his career.

His very first closing involved a veteran relocating to Murrells Inlet with his fiancée. Cooper helped them find the perfect home, but before they could fully enjoy this new chapter, the veteran's new wife unexpectedly became ill and passed away shortly after moving in. Cooper has visited the veteran on multiple occasions and still stays in touch with him. It was a heartbreaking reminder that real estate is never just about houses. "It's about people and their lives," Cooper says.

Growing up in North Myrtle Beach has given Cooper something many agents can't offer.

"My family goes back at least seven generations here," he says. "My dad is seventh generation. My grandfather came from a family with thirteen total kids, so the family is huge. We've watched this area grow from a quiet beach town into what it is today."

Those local roots allow him to share stories that go far beyond neighborhoods and market statistics. They give newcomers a connection to the history and character of the place they are choosing to call home.

While Cooper credits his father with teaching him the business, he says





simply to serve people the way Christ calls me to.” That servant mindset shapes every client interaction, every follow-up call, and every decision he makes.

“The number one lesson I’ve learned is the importance of follow-up. Consistency builds trust. I’ve had clients tell me that’s why they chose to work with me.”

Outside of real estate, Cooper enjoys golfing, surfing, college football, traveling with Brinklee, spending time with their two dogs, Mila and Remi, and, as he proudly admits, being “a huge Star Wars fan.” But ask what matters most, and his priorities are immediate. “My faith comes first. My family comes second. Real estate comes after that.”

For someone only a little over two and a half years into the business, Cooper carries himself with a maturity that reaches well beyond his years. His goals aren’t centered on awards or production numbers. Instead, he hopes to become known as someone people trust, someone who serves well, and someone who always puts others first. “I feel incredibly blessed to be where I am,” he says. “I’m only getting started.”

For Carolina Coast Real Producers, Cooper Livingston represents exactly what a Rising Star should be: young enough to have limitless potential, grounded enough to build that future on character, integrity, and genuine service. If his first two years are any indication, this is only the beginning of a very promising career. 🏠

“Those years taught me how to work hard, communicate with people, push through adversity, and build relationships.”

another life-changing influence came through the woman who is now his wife, Brinklee. “When I met my wife, she helped me find Jesus. That completely changed my life.”

Today, Cooper doesn’t separate his faith from his business. “I was told early on to keep my faith out of real estate,” he says. “I decided to ignore that advice. My goal is

843-602-1389
Sarah@MtgNerdGroup.com

Sarah Ellis
SarahEllisHomeLoans.com

Mortgage Nerd Group Powered by Benchmark
Mortgage Advisor: | NMLS#688491

The Mortgage Nerds™

PROFESSIONAL SPRINKLER CARE. LOCAL EXPERTISE.
Complete sprinkler system services delivered by trusted local professionals.

CONSERVA DIFFERENCE

- Professional Service
- Smart Irrigation
- Reliable Maintenance
- Premier Partners
- Lower Water Bills

Call today to learn more about our packages!
843-279-4497
conservairrigation.com

All Real Producer Homes Closed in 2026 are eligible for a Free Inspection
Call today to find out details!

conserva irrigation



THE CRESCENZO TEAM
CROSSCOUNTRY MORTGAGE®

PEOPLE | PROCESS | POSSIBILITIES

FROM OUR *FAMILY* TO YOURS.

A mortgage isn't just about numbers.
It's about people.
It's about possibilities.
It's about home.

We care.



*Let's Make
It Happen
Together*

PHIL CRESCENZO

Regional Vice President



(843) 954-0429



phil.crescenzo@ccm.com



ccm.com/phil-crescenzo



THE CRESCENZO TEAM
CROSSCOUNTRY MORTGAGE®

LOCAL EXPERTISE. NATIONAL STRENGTH.

GUIDANCE
TODAY FOR
A BRIGHTER
TOMORROW.

AND WHEN IT'S TIME TO *CLOSE*... WE CLOSE.

Experience the confidence that comes
from working with a team that combines
personal service, local expertise and
proven results.

Let's get you home.



*Let's Make
It Happen
Together*

PJ CRESCENZO

Divisional Vice President



(843) 813-6745



(404) 495-1613



pj.crescenzo@ccm.com



ccm.com/pj-crescenzo



BUY



REFINANCE



INVEST

TEAM C – THE #1
MORTGAGE TEAM IN
THE SOUTHEAST

*We Care.
We Communicate.
We Close.*



**CROSSCOUNTRY
MORTGAGE®**
NMLS#3029

Dan Shabanoff

Leverage Roofing

Building Trust from the Top Down

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY HIGH TIDE CONTENT

For Dan Shabanoff, joining the Real Producers community started in a fitting way: with a referral.

Dan came to RP through longtime RP Partner and Event Sponsor Charlene, owner of Caring Transitions. For those who know Charlene, that recommendation carries some weight. Her work helping families downsize, relocate and liquidate belongings puts her in regular contact with companies serving homeowners throughout the Grand Strand — and she has developed a pretty good eye for the people and businesses she feels comfortable recommending.

Dan and Leverage Roofing earned that recommendation.

It's also exactly how we love to welcome new partners into the RP community. Most of our strongest partnerships over the years have begun with a recommendation from a REALTOR® or another trusted RP Partner who has worked with someone firsthand and believes they would be a good resource for our community. There's a reason those referrals carry so much weight: great professionals tend to recognize — and surround themselves with — other great professionals. When someone whose standards we already

trust is willing to put their name behind another business, we pay attention.

For Dan, that introduction feels particularly appropriate because his own definition of success is built around trust. "Success to me is being someone people come to for advice."

It's a simple statement, but it says a lot about the way Dan is building his career with Leverage Roofing — one relationship, one problem and one homeowner at a time.

Dan has called the Grand Strand home since 2010. A Coastal Carolina University graduate who studied information technology, he originally envisioned a very different career path. His first IT position was with Atlantic Sound, an audio-visual and security company, and his technical background — including experience with Python — still comes in handy today.

But Dan was looking for something more.

"I wanted a challenge," he says. "I had heard a lot of success stories about people getting into roofing

sales, and I was ready to take the leap and give it a try for myself."

About a year and a half later, that leap has turned into a career he genuinely enjoys.

"At Leverage Roofing, we're a local, family-owned company," Dan says. "We help people with roof replacements, commercial roofing systems, insurance claims and gutter systems."

Headquartered in Murrells Inlet, Leverage Roofing serves the Grand Strand and beyond. Dan is willing to travel wherever his clients need him, and the company also completes commercial projects in the Charleston market.

For Dan, one of the best parts of the business is straightforward: "I like helping solve people's problems and saving them money in the process."

He has also quickly learned just how important it is for homeowners to have someone they can trust.

Roofing has become an increasingly crowded industry, and Dan has seen firsthand how confusing that can be for consumers. "There are people with very little knowledge improperly informing homeowners, and there are companies using high-pressure sales tactics," he says. "That can give honest companies a bad look."





“Success to me is being someone people come to for advice.”

Dan believes homeowners deserve good information without the pressure, particularly when they’re making a decision involving one of the most important parts of their home.

That philosophy is one reason he feels at home with Leverage Roofing.

“We take pride in our work and our attention to detail,” he says. “We use the same crews, offer great materials and strong warranties, and work hard to stay very competitive on price.”

And Dan isn’t afraid of putting in the work himself.

You may find him knocking on doors, connecting with homeowners through Nextdoor, following up on referrals or helping generate new business through digital marketing. That drive isn’t simply about building a career. Family is an important motivation for Dan, including being in a position to help his parents as they get older. His family — his parents and two younger sisters — all live in Myrtle Beach, and they make a point of getting together about once a week, usually over good food and drinks.

When Dan isn’t talking roofing, there’s a good chance you’ll find

him on a golf course, relaxing at the beach, checking out a car show or trying one of the Grand Strand’s newest restaurants. He’s a serious car enthusiast, and there’s another side to him that might surprise you: Dan grew up skateboarding and still gets on a board today — although, he admits, “maybe not as well as I used to.”

After nearly 10 years here, Dan believes the Grand Strand is only getting better.

“I love how diverse the area is. There is always something to do,” he says. “New places are opening constantly, and I feel like the area is going to continue to grow and expand.”

That growth means more homes, more businesses — and plenty of roofs. But Dan’s goal goes beyond becoming the person someone calls when they need one replaced.

When asked what he ultimately wants to be remembered for, his answer has nothing to do with roofing.

“I want to be remembered for how I made people feel.”

For a young professional building his name in the Grand Strand, that’s a pretty solid foundation to build on. ▀







HOME GOALS?

Let's Make Them HAPPEN!

Creative financing. Straight answers.
A mortgage strategy **built around you.**

LINDSAY BENTON
SENIOR LOAN OFFICER • NMLS ID 2277912

(843) 742-4649
lbenton@legendarymortgage.com

READY TO GET STARTED?
Scan to apply



BIG GOALS ♦ SMART FINANCING ♦ PERSONAL SERVICE

YOUR NEW ROOF WILL BE YOUR BIGGEST CRUSH



MONARCH ROOFING

Schedule a **FREE** Roof Analysis



MonarchRoofing.biz

Experience You Trust. Accuracy You Expect.





For What It's Worth

Appraisals

(843) 808-1533 | Fwiwa.com | Info@fwiwa.com
1045 LONDON ST. UNIT 202, MYRTLE BEACH, SC 29577





WATER DAMAGE

MOLD

FOUNDATION ISSUES

SCARY

INSPECTION FINDINGS

Don't waive the home inspection!

Without a home inspection, your buyer may get stuck with costly repairs due to undiscovered defects. A home inspection provides valuable information about the condition of the property so your buyer knows they are making the best home-buying decision.



CALL: (843) 360-4354
TEXT: (843) 800-2320
RIVERTOWNINSPECTS.COM



STAY COOL!

Your clients are covered.

Old Republic Home Warranty covers the cost of adding refrigerant when completing an A/C repair.



Contact me today for details!

Stephanie Midgett
Senior Account Executive
T: (980) 308-6510
C: (910) 382-8048
StephanieM@orhomewarranty.com
my.orhp.com/stephaniemidgett



This home protection plan is not insurance. It is a service contract regulated under applicable state law. Terms and conditions apply. See your current state plan for pricing, coverage, and exclusion details. Charges for non-covered items may apply. Home warranties offered under the Old Republic Home Warranty brand are service contracts issued by Old Republic Home Protection Company, Inc.





YOUR GRAND STRAND REAL ESTATE MEDIA TEAM

EST 2018 | Licensed & Insured | Photo | Video | Drone | 3D | Creative

A small team of five that cares! Text/Call Us at 843.885.3088 or book online www.hightidecontent.com



Where Community & Success Connect

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY WESTON MEDIA



This is the part of Real Producers that's hard to explain until you've lived it. When we launched *Carolina Coast Real Producers*, the goal was simple: bring together the most accomplished REALTORS® in our market and the businesses that serve them. Somewhere along the way, something bigger happened. People connected. Relationships grew. A community formed.

Bill and I get to stand in the middle of that and watch it happen. After all these years, it's still one of our favorite parts of what we do.

So for October, instead of one featured REALTOR®, we're celebrating the whole community — the soul of *Carolina Coast Real*

Producers. The photos on these pages aren't staged success stories. They're real moments: meeting someone new, reconnecting with an old friend, laughing, competing, showing up for each other.

And because we didn't want to tell you what RP means only from our side, we asked a few of you to tell us in your own words. Their answers — and these faces — say it better than we could.

Thank you for showing up. Thank you for backing each other. And thank you for making *Carolina Coast Real Producers* so much more than a magazine.

With gratitude,
Anita & Bill



Charlene Blanton & Charlotte - Sponsor - Caring Transitions



D.R. Horton - Sponsor



Kevin Foy

"Real Producers Magazine represents what I believe is best about the business of real estate — great people building meaningful relationships, celebrating one another's success, and raising the standard of our profession together. I'm genuinely grateful to be part of a community that reminds us that while production may open the door, it's the relationships we build, the people we serve, and the positive impact we leave behind that ultimately define our success."



Becki Lewis

“To me, Real Producers represents connection, inspiration, and the reminder that behind every production number is a person with a story, a family, challenges, goals, and a reason they work as hard as they do. I’m incredibly grateful to be part of a community that celebrates not only what we accomplish, but the people we are along the way.”



Phil Crescenzo of CrossCountry Mortgage - Platinum Sponsor



Charlene Blanton - Caring Transitions

For Caring Transitions, Carolina Coast Real Producers represents the gold standard of industry collaboration. The community it shapes acts as a powerful catalyst for business growth, allowing us to align with the market’s best agents and cultivate meaningful, trusted, as well as long-term professional relationships.



Olga & Team - Sponsor - Design the Sign



Kent Shaeffer - Platinum Sponsor - SeaSide Furniture

Jenn Burgess

“When I think about our community of Real Producers, I think about people who genuinely support, encourage, and celebrate one another. To me, it’s about relationships, collaboration, and continuing to raise the bar for ourselves and the clients we serve.”



Elizabeth Ferraro - Rivertown Property Inspections

Real Producers means relationships and community to me. It’s created a space where we’re not just doing business alongside one another—we’re genuinely getting to know, support, celebrate, and champion each other. Some of the best relationships we’ve built in this industry have grown through the RP community. It has given us opportunities to connect with people beyond a transaction or a business card and to become part of something that feels bigger than business.



Glenda West - KingOne Properties

Real Producers isn't about being recognized in bold print. It's about the inner satisfaction that comes from knowing I've fulfilled my clients' goals and exceeded their expectations.



Proud Parents!

Phil Crescenzo - CrossCountry Mortgage

Real Producers is a great opportunity to connect with our agents and builders in off times while not in the trenches or a stressful transaction. We love our business but when we can truly connect with each other, that's what makes real connection. We appreciate the RP family for making this possible.



Pre-Sales
Happening Now:
Lock In Your
Price & Floorplan

Available homes from
Georgetown, SC
to Ocean Isle, NC!
Offering Up To A 3%
Buyer Agent
Compensation

D·R·HORTON®
America's Builder



Florence Communities



North Carolina
Communities



Myrtle Beach
Communities

Let us make it easy for you
to find the perfect home.
843.417.9575 • drhorton.com

@2025 D.R. Horton is an equal Housing opportunity builder. Home and community information, including pricing, included features, terms, availability and amenities are subject to change or prior sale at any time without notice or obligation.

Sun, Sand & *a Second Home*

- 10% Down for Second Homes up to \$2MM
- 5% Down for Primary Residences up to \$2MM

Make your client's offer *shine!*
Contact us today!



James Burton
Branch Manager
NMLS# 2121317
843-240-2686



James Wahl
Loan Officer
NMLS# 1193144
843-303-1052



Stacy Todd & Ashley Bartol
Loan Officers | Palmetto Coast Lending Team
Stacy NMLS# 2806693 | Ashley NMLS# 733519
Stacy: 843-455-1985 | Ashley: 843-685-2960



SOUTHERN TRUST
MORTGAGE

NMLS# 2921 | nmlsconsumeraccess.org
This is not a commitment to lend
Equal Housing Opportunity

Lori

LENTZ-WIDNER



... BUILT ON TRUST

PHOTOGRAPHY BY TYLER GRAHAM - WESTON MEDIA

The phone rang on Christmas Eve.

Lori Lentz-Widner still remembers the surprise of discovering early in her career that real estate does not observe holidays. Deals happen on Thanksgiving. Labor Day. Birthdays. Christmas Eve. “Somebody may need your help with real estate on those days too,” she says. “That was one of the biggest surprises when I got into this business. It doesn’t stop.”

Ten years and more than 900 closings later, Lori has been named the number one Century 21 agent in South Carolina for both volume and transactions and has closed more than 100 transactions in a single year. But ask her what the business is actually about, and she points past the numbers.

“I learned a long time ago that I didn’t need to be everything to everyone. I needed to be someone my clients could trust.”

From Wisconsin to the Grand Strand

Lori grew up in Wisconsin and moved to South Carolina in 2000. She earned degrees from Coastal Carolina University and Horry-Georgetown Technical College in business management and hospitality and tourism management.

Before real estate, she worked in retail and hospitality, including Marriott and Chico’s FAS Inc., where she trained employees, opened stores and managed a location. “I was teaching people how to take care of customers,” she says. “That never really changed. The product changed.”

Real estate had been suggested more than once, but Lori kept saying no. Then an accident in 2014 left her with back and neck injuries and a long recovery.

“After I healed from the accident, it seemed like the perfect time to give real estate a try.”

She joined Century 21 The Harrelson Group in 2016 and has been there ever since.

Six Months Without a Paycheck

The career change did not produce instant success. “The hardest part was learning all the new systems and tools — the MLS, the contracts, all of it,” Lori says. “And working for six months without earning a paycheck.” Those months of prospecting eventually became a pipeline, and the pipeline became a business.

“Activity breeds activity,” she says. “Show up, act, repeat.” As the business grew, Lori learned another lesson: taking care of people at a high level eventually requires help. Today she works alongside Susan Steinman daily, with Linda Vaught supporting the team part-time.

“The best math you can learn is the future cost of your current decisions.”





Someone Dependable Beside You

Lori and her husband, Shayne Widner, have been married for 23 years. Shayne served in the Army National Guard for more than 27 years, most of it full-time and during their marriage. They have two sons, Peyton and Preston.

“Being the wife of a veteran and a mother has shaped the way I approach both life and business,” Lori says. “I understand sacrifice, uncertainty, major transitions, and the importance of having someone dependable beside you when you’re making a life-changing decision.”

Shayne, she says, has been one of the biggest champions of her career. “He’s my biggest cheerleader. He supports what I do, he understands the hours, and he’s never once made me feel like I had to choose.” That same dependability is what Lori wants clients to experience. “I’m going to tell them the truth, advocate for their best interests, pick up or call right back when things get difficult, and treat their family’s decision with the same care I would want someone to give mine.”

For Lori, the most rewarding part of real estate comes at both ends of life’s spectrum — helping people through difficult seasons and watching others build wealth through real estate. “The best math you can learn is the future cost of your current decisions.”



“Being the wife of a veteran and a mother has shaped the way I approach both life and business.”



Do Hard Things

One of the greatest influences on Lori’s career has been Greg Harrelson, owner of Century 21 The Harrelson Group. His lessons, she says, have often happened far outside the office. Greg challenges his people to run marathons, go whitewater rafting, scuba diving, complete step challenges and tackle 50-mile bike rides.

“He challenges us to do hard things outside of business,” Lori says. “And doing hard things outside of business makes the challenges inside of business easier.”

But some of Lori’s most lasting lessons have come simply from watching how other agents handle themselves.

She remembers an early transaction with Traci Miles, who impressed Lori with the confidence and kindness she showed throughout the process — even answering Lori’s call while on an anniversary trip in Hawaii.

The experience reinforced something Lori still believes: “Being professional, being kind, and cheering for others is a sign that you’re comfortable and confident with yourself.”

The Thing You Can’t Google

There is something else Lori’s professional bio probably won’t tell you: she has a black belt in Tae Kwon Do. She practiced martial arts for five years and competed in multiple states. The discipline required — repetition, patience and continually showing up — mirrors the philosophy she now shares with newer agents.

“Consistency outperforms raw talent,” Lori says. “Showing up every day builds momentum and mastery that natural ability alone cannot sustain.”

Outside of work, Lori bikes, works out and plays pickleball. She loves boating, walking the beach and traveling with her family. At home, there is often a card game or board game underway. Her family also supports their church, youth sports throughout Horry and Georgetown counties and other charitable causes. Success, she says, has little to do with a closing count.

“Making a positive impact on others. Freedom. Peace of mind. Loving what you do. Feeling healthy and strong. That’s what success looks like.”

Her advice to newer agents is equally straightforward. “Activity breeds activity. And don’t compare your year one to someone else’s year ten.”

Then she adds perhaps the simplest summary of the philosophy behind her career:

“Be kind and be curious.”

Favorite Quotes

What if it all Turns out Better Than You Could Have Ever Imagined?

Discipline is doing it no matter what your emotional state is



A Secret to happiness is letting every situation be what it is, instead of what you think it should be.

Surround yourself with people who fight for you in rooms you’re not in...

How She Wants to Be Remembered

“I’ve been fortunate to become a top-producing agent, but production has never been the whole story,” Lori says. “The relationships behind those numbers are what matter most to me.”

What she wants, in the end, is not another plaque.

“I want to be remembered for serving others and providing an experience they want to tell their family and friends about for years to come. Leaving somebody with a feeling after they’ve interacted with you in a business transaction.”

Ten years in, more than 900 families later, the phone still rings on Christmas Eve.

She still answers. ❧



Sunny days. Beach weekends. Time on the water.
Summer should be about making memories-not worrying about the unexpected.



At Coastal Insurance Group, we understand the unique needs of coastal living and provide personalized coverage designed to protect your home, auto, boat, and more— so you can relax and enjoy the season with confidence.

LET THIS SUMMER BE ABOUT MEMORIES-NOT WORRY.

Coastal Insurance Group

1045 London St. Suite 201 | (843) 808-0291 | info@coastalinsurit.com | CoastalInsuranceLLC.com
Myrtle Beach, SC 29577

MAKE MONEY. SAVE MONEY. SAVE TIME.



What Can
Bonzo Do For
Your Business?

Connect
Converse
Convert

Scan to
learn more and
worry less!



BONZO!
GetBonzo.com

**RAISING THE STANDARD.
PROTECTING WHAT
MATTERS MOST.**

QUALITY ROOFING • HONEST SERVICE • COMPETITIVE PRICING

LEVERAGE ROOFING

\$500 OFF
— YOUR NEW ROOF —
LIMITED TIME OFFER!

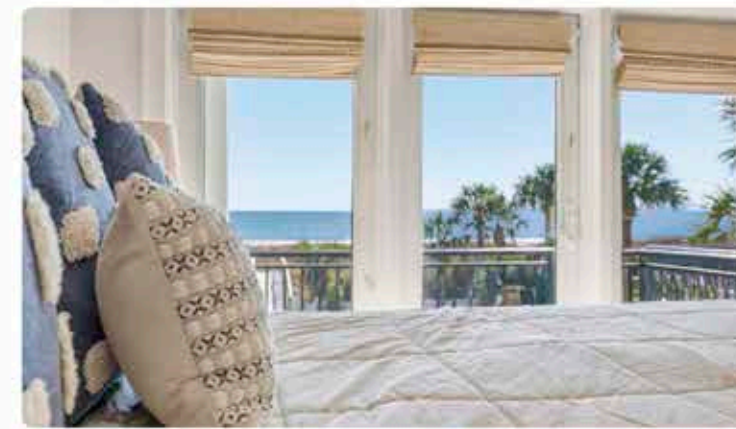
FINANCING AVAILABLE
Flexible options to fit your budget.

REFERRAL KICKBACKS
\$200 PER ROOF DONE
Refer work to us and when it moves forward, we'll pay you \$200!

Dan Shabanoff
(508) 369-3185
www.linkedin.com/in/daniel-shabanoff-a2

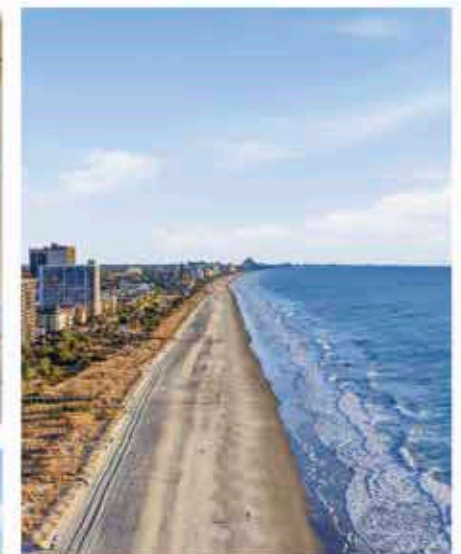
Call Now for a FREE Estimate.

LICENSED & INSURED | RESIDENTIAL & COMMERCIAL ROOFING

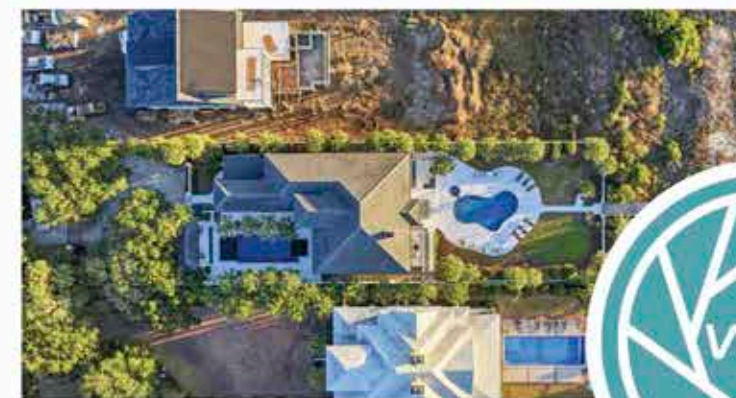


ELEVATED LISTINGS.
HIGH-END MEDIA.

ALL IN
ONE PLACE.



FIRST TIME
AGENTS
RECEIVE
THEIR FIRST
SHOOT
FREE.



CONTACT FOR INQUIRIES

843-396-3609 | hello@weston-media.com | www.weston-media.com

@weston.media | f Weston Media

SERVICES

PHOTO • VIDEO • DRONE
FLOOR PLANS • 3D ZILLOW TOURS
MATTERPORT • TWILIGHT SESSIONS
AGENT BRANDING / HEADSHOTS
+ SO MUCH MORE!

Your Home's Comfort is Our Priority!



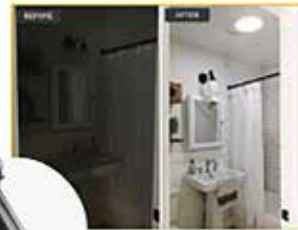
OUR SERVICES:
 Spray Foam & Blown in
 Insulation,
 Crawlspace Encapsulation,
 Solar Attic Fans
 and Solatube Daylighting

Free Home Energy Evaluation

- Reduce attic temperature by 20 degrees or more!
- Eliminate hot or cold spots throughout your home.
- Reduce electric bills.
- Improve cooling efficiency in summer and heat efficiency in the winter.
- We insulate garages and patios!
- All quotes are **FREE!**



SOLATUBE
Premier Dealer
 Daylighting Consultation | Certified Installation



Mention this ad for an upgraded Solatube lens!

843-748-0295 | www.CarolinaEnergyConservation.com



PUT A **Klaus** ON YOUR **House!**

**ROOF
 REPLACEMENT,
 ROOF REPAIR,
 AND GUTTERS**

**ROOF
 INSPECTIONS
 ARE
 FREE!**



One Call Does It All

Transforming the way seniors and their families transition through life's stages.

Our senior transitions specialists take care of it all

Senior Relocation
 Packing
 Move Management
 Resettling
 Downsizing
 Estate Sales
 Online Auctions
 Home Clean-Outs
 and MORE



Caring Transitions of Myrtle Beach
CaringTransitionsMyrtleBeach.com | (843) 650-0885
cblanton@caringtransitions.net

2024 Caring Transitions, All rights reserved. Each office is independently owned and operated. Services & prices may vary.



**Now you have FREEDOM to BOAT
 anywhere on the STRAND!**



Members get unlimited access to our six locations, in addition to over 400+ locations worldwide.

FREEDOM BOAT CLUB HAS YOU COVERED with their 2 new locations
GRAND DUNES MARINA in Myrtle Beach & **OCEAN ISLE BOAT HARBOR** in Ocean Isle Beach

From Southport NC to Pawleys Island SC we now have 6 LOCATIONS so tell your clients
 before they buy that expensive boat.

Your clients will love you forever if you can save them money and the hassle of ownership!

No maintenance--No cleaning--No storage
Unlimited access to boats- LOCALLY & NATIONALLY
They will have a blast, and you will have a client for life!

PARTNER WITH US TODAY AND GIVE YOUR CLIENTS ONE MORE REASON TO LOVE COASTAL LIVING

NORTH MYRTLE BEACH
 Harbourgate Marina

MYRTLE BEACH
 Grand Dunes Marina

MURRELLS INLET
 @Crazy Sister Marina
 & Wacca Wache Marina

OCEAN ISLE
 Ocean Isle Boat
 Harbor

SOUTHPORT
 Morningstar Marina

FREEDOMBOATCLUB.COM | 843-732-3777

WITH A PROPERTY INSPECTION FROM TOP TO BOTTOM, THE ONLY THING YOUR CLIENT HAS TO WORRY ABOUT IS SETTLING INTO THEIR NEW HOME.

As a member of the Coastal Carolina Association of REALTORS®, we've worked closely with Myrtle Beach Area Realtors for over 10 years!

I spend 5-7 hours on every single family home inspection because your home deserves more than a quick glance.

- New construction preclose inspections
- 11 month inspection for new construction
- Listing inspections



If you're buying a new home, make sure you get a final inspection done before you close, just because it's new doesn't mean there are no issues!



No Roof Too High!
Drone Certified and Licensed
Roof Inspections

John Pate, Certified Roof Inspector
843-231-8532

Book your Home Inspection online at
www.homeinspectiontoptobottom.com

