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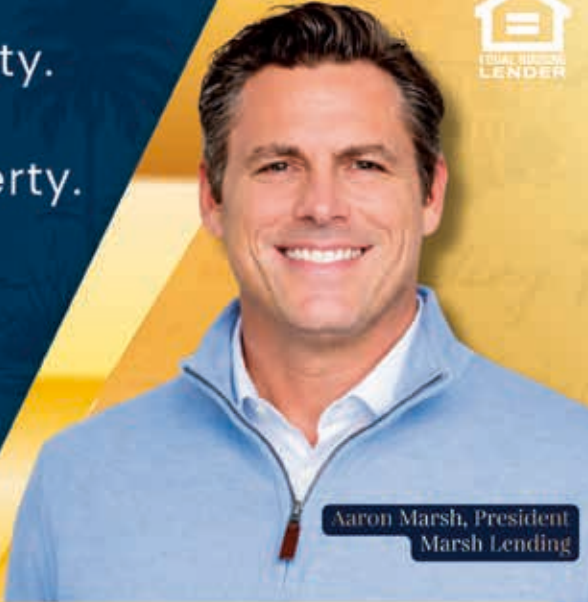


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— Teresa Williamson, Roberts Brothers

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A COMMUNITY WORTH SUPPORTING



BY ROBERT ORSO, PUBLISHER

If your business depends on relationships with Realtors, there is one question worth asking: **Are you building relationships with the Realtors who are actually doing the most business?**

That is exactly why *Mobile Bay Real Producers* exists.

Each month, we celebrate, connect, and promote the top-producing real estate professionals throughout Mobile and Baldwin Counties. These are the agents and brokers who are helping hundreds of families buy and sell homes, recommending businesses to their clients, and influencing where millions of dollars are spent throughout our local economy.

But Real Producers is much more than a magazine.

At the heart of our platform is a simple idea: **Real Estate is Relationships.**

Our high-quality monthly print magazine is created exclusively for the top-producing Realtors in our market. Rather than filling the pages with generic real estate content, we tell the stories of the people behind the production. We feature successful agents, Rising Stars, Brokers in Charge, teams, and the businesses that serve and support this community.

And Realtors love it.

Why? Because everything we do for them is **free**. There is no subscription

fee, no membership fee, and Realtors never pay to be featured. In fact, one of the greatest strengths of Real Producers is that agents want to be featured. Those who have been featured are proud to share their stories, while many who haven't been featured yet hope their opportunity is coming.

That creates something extremely valuable for our Preferred Partners: **engagement and goodwill.**

Our reach also extends far beyond the printed page. Every issue is available digitally and promoted through **Facebook and Instagram**, as well as on our **Mobile Bay Real Producers website**. Our digital newsletter expands that reach even further, putting our content in front of most of the **6,200+ Realtors throughout our market.**

But even that is only part of the story.

Every month, we host our **Magazine Reveal & Celebration Parties**, bringing featured Realtors, top producers, and Preferred Partners together face-to-face. Throughout the year, we also host larger networking and social events designed to create connections and strengthen relationships.

We continually promote our Realtors and Preferred Partners through social media, digital content, events, and personal introductions. The result is not a one-time advertisement. It is an ongoing opportunity to become part of a community.

That distinction matters.

Businesses can advertise almost anywhere. But advertising alone doesn't necessarily create trust or relationships. *Mobile Bay Real Producers* gives businesses the opportunity to **support something Realtors genuinely value while building relationships with the very people they want to do business with.**

Our Preferred Partners make everything we do possible. Their support allows us to provide the magazine, digital exposure, social media promotion, events, celebrations, and recognition to Realtors at no cost.

In return, our goal is to help those businesses become **known, trusted, and connected** within the top-producing Realtor community.

If Realtors are an important part of your business growth strategy, I invite you to learn more about becoming a **Mobile Bay Real Producers Preferred Partner.**

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Open to Opportunity

Jacey

CURINGTON

Sam Winter & Company, Inc.

PHOTOS BY BRANDON MORGAN,
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When Jacey Curington graduated from Mississippi State University in 2020, she didn't have every step of her future mapped out. Instead, she prayed, remained open, and trusted that the right opportunity would find her.

As it turns out, that willingness to say "yes" would eventually take her 230 miles from the only hometown she'd ever known, and into a real estate career she now considers her calling.

"I feel like real estate chose me," Jacey says.

Today, Jacey is a solo agent with Sam Winter and Company, Inc. in Mobile. Licensed since 2023, she has built her young career around faith, relationships, compassion, and a philosophy she carries into nearly every area of her life: stay open to opportunity.

A Career That Found Her

Jacey was born and raised in Starkville, Mississippi, where four generations of her family have roots. After earning her bachelor's degree in Communication from Mississippi State University, she found herself waiting tables while considering what direction her life should take.

One of the restaurant's regular customers happened to be a real estate broker. When a position became available at his company, he asked Jacey whether she might be interested in trying something different.

She said yes.

Working as an office manager at the brokerage gave Jacey an invaluable introduction to the industry. She learned from experienced agents and watched others earn their licenses and build careers from the beginning. By the time she was ready to become an agent herself, she already understood much of what happened behind the scenes.

Then another opportunity arrived.

Jacey's husband, Garner, accepted a position with Airbus in Mobile,



requiring the couple to leave Starkville and start over in a city where they knew very few people.

The connection that helped launch Jacey's Mobile real estate career could hardly have been scripted.

A close friend of Garner's had a father, Capt. Frank, who operated a local fishing charter. One day, Sam Winter went fishing with Capt. Frank and mentioned wanting to expand his business.

Knowing Jacey was moving to Mobile, Frank mentioned her name.

Sam and Jacey connected, and she joined Sam Winter & Company.

Three years later, she calls it "the biggest blessing and easiest decision I've ever made."

Faith Before Results

Saying yes was easy. Building the business required patience.



“Quantity isn’t nearly as important as quality. Quality relationships, steady business, & any closed transaction are success.”



Jacey went from rarely leaving home without encountering someone she knew to building a career in a city full of strangers. Months passed as she attended networking events, volunteered, scheduled lunches, went to happy hours, and walked neighborhoods distributing flyers—all before closing her first transaction.

She leaned heavily on her faith. Proverbs 3:5-6 became an anchor: “Trust in the Lord with all your heart and lean not on your own understanding.”

When her first clients finally trusted her with their transaction, the experience changed everything.

“This couple put faith in me when no one else would,” Jacey says. “They truly changed my life and gave me the confidence needed to continue pursuing the career that chose me.”

Since then, each year has been stronger than the one before.

Relationships Are the Reward

First-time homebuyers hold a particularly special place in Jacey’s business.

She understands that purchasing a home is often the largest financial decision someone has made, and she considers the trust clients place in her a responsibility rather than simply another transaction.

“It’s the ‘American Dream,’ and I am happy to play a part in that,” she says. “It’s more than just a house; it’s building a relationship, and I don’t take that lightly.”

Those relationships have also helped Mobile become home.

Clients have become friends, while lenders, inspectors, appraisers, closing agents, and other industry professionals have become part of the network Jacey once arrived without.

That’s why her definition of success isn’t strictly numerical.

A prospective buyer who needs another year to prepare? Future success. A stranger at an event who becomes a friend? Success. Helping someone put a roof over their head? Success.

“Quantity isn’t nearly as important as quality,” she says. “Quality relationships, steady business, and any closed transaction are success.”

Compassion and Communication

Jacey believes compassion and availability distinguish the way she serves clients.

She has answered calls after 10 p.m., not because she feels obligated, but because she understands that real estate



decisions can bring genuine worry and uncertainty.

When clients ask, “What would you do?” she gives them an honest answer. When anxiety begins creeping into a conversation, she helps them slow down and look for a solution.

And if she doesn’t know the answer?

She’ll find it. Her advice to other agents is equally straightforward: communicate. Pick up the phone. Check on the status. Call the title company. Ask another agent the question that isn’t answered online.

“It sounds so simple because it is,” she says.



You Just Never Know

Jacey has also found mentors within her close-knit brokerage, including Sam and his mother, Sue Winter, whose 49 years in real estate provide valuable perspective when the business gets complicated.

Sue’s favorite reminder has become part of Jacey’s daily outlook: “You just never know...”

It’s particularly fitting for someone whose career has been shaped by unexpected connections.

Outside real estate, Jacey and Garner enjoy hunting, fishing, boating, antique shopping, and plenty of laughter. Turkey hunting has been a passion since her father first took her at age 9, while Gulf Coast life has recently introduced her to a growing obsession with saltwater fishing.

She has even deckhanded with Capt. Frank—the same person whose fishing trip with Sam Winter helped connect her to the brokerage in the first place.

Her future goals include becoming better with every transaction, helping more people pursue homeownership, encouraging more women to hunt and fish—and perhaps even catching a state-record fish someday.



After all, Jacey already knows how much life can change when you’re willing to take the next step without knowing exactly where it leads.

“You just have to be open to opportunities.” 🍷

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MAKEDA NICHOLS

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Relationships That Stand the Test of Time

PHOTOS BY STEPHEN HINDS, EYESKY PHOTO & VIDEO

After 42 years in the insurance industry, Makeda Nichols has witnessed enormous change. Technology has transformed the way business is conducted, communication has become nearly instantaneous, and today, even artificial intelligence is finding its place in the everyday workings of her agency.

But one thing hasn't changed.

Relationships still matter.

"My goal is not simply to provide insurance—it is to become a trusted resource for our clients and our real estate partners for many years to come," Makeda says.

As a State Farm Insurance Agent and agency owner, Makeda has built her career around helping



individuals and families protect what they've worked hard to build while preparing for what comes next.

Experience Meets Innovation
Makeda's path to insurance began with an educational background that might seem unexpected. She earned a degree in Chemistry and Physics in Germany before beginning her State Farm career with two years of extensive training.

Her scientific education taught her to think analytically, solve problems, and pay close attention to detail—skills that translated naturally into the complex world of insurance and financial planning.

Makeda never stopped learning. She went on to earn her LUTC, Chartered Financial Consultant® (ChFC®), and Chartered Life Underwriter® (CLU®) designations, expanding her

expertise in areas including life insurance, retirement, and financial planning.

Today, her agency offers auto, homeowners, life, and health insurance along with financial services and financial planning. Through the Alabama Beach Plan with Alabama Insurance Underwriters Association, wind insurance is also offered.

Even after four decades, Makeda remains committed to evolving. Her office continues to embrace new technology, including AI, to increase efficiency without sacrificing the personal attention clients have come to expect.

"I want to combine the best of both worlds: the convenience and efficiency of modern technology with the personal relationships and individual attention that have always been at the heart of my business."

A Partner at the Closing Table

For real estate professionals, Makeda understands that insurance is one piece of a much larger transaction—and timing matters.

Her agency provides homeowners insurance throughout Alabama and Mississippi, along with options for waterfront properties through Dover Bay and flood insurance through FEMA. The team works with everyone from first-time buyers to experienced homeowners, coordinating with clients and real estate professionals to help ensure necessary documentation is accurate and ready for closing.

"We understand that realtors are working within deadlines and need dependable partners," Makeda says. "Our job is to make the insurance portion of the transaction as easy as possible."

And she hasn't lost her sense of humor after 42 years in business. She wants clients to have a great experience—and REALTORS® to close their deals and get their "moolah!"

Behind the humor is a serious commitment to partnership. When an agent sends a client to Makeda's office, she knows that referral carries the agent's reputation with it.

She considers it her responsibility to honor that trust.

Speaking the Language of Service

One of Makeda's agency's most distinctive strengths is its ability to communicate with an extraordinarily diverse range of clients.

Makeda speaks English, German, French, and Amharic. Collectively,



members of her team can assist clients in English, French, German, Spanish, Croatian, Latvian, Russian, and Amharic.

For REALTORS® serving international or multilingual buyers, that capability can provide an added level of comfort during an already complex process.

“Being able to communicate with someone in their preferred language helps build trust and reduces misunderstandings during an important transaction,” Makeda says.

Her international background has also given her a deep appreciation for different cultures, perspectives, and experiences—something that continues to shape the welcoming environment she wants her agency to provide.

Passing It Forward

At this point in her career, Makeda is increasingly passionate about sharing what she’s learned.

Mentoring young people has become particularly meaningful. She enjoys teaching lessons learned from decades of entrepreneurship, including how to build a successful business, prepare for the future, and invest wisely.

Underlying those lessons is one nonnegotiable value: integrity.

“Insurance isn’t simply about selling a policy,” she says. “It’s about understanding someone’s needs and helping them make informed decisions that can protect their family and their future.”

That commitment to others extends into the community.

“It’s about understanding someone’s needs and helping them make informed decisions that can **protect their family and their future.**”

Makeda helped launch Purse With a Purpose, an event benefiting Our Sister’s Closet, which assists people seeking employment who may not have the resources to purchase appropriate interview or workplace clothing.

Now approaching its 22nd year, the event features community men modeling designer handbags that attendees can bid on, along with a silent auction. Makeda has worked alongside organization president Terry Kearns to support the mission and help job seekers approach new opportunities with greater confidence.

A Little Piece of Heaven

Away from the office, Makeda finds peace in a world she has created right outside her back door.

An avid gardener, she has designed her backyard to welcome birds, squirrels, and butterflies. A pond filled with koi and goldfish adds to the sanctuary, and one of her favorite ways to begin the day is simply sitting outside with a cup of coffee and watching them.



She also loves traveling and experiencing different places and cultures, but family remains a source of tremendous pride. Makeda has one son and three grandchildren.

After 42 years, she still loves meeting people, solving problems, and helping families prepare for their futures. The tools may continue to change, but Makeda has no intention of losing the human connection at the center of her work.

Because ultimately, the most enduring part of her business isn’t a policy, a piece of technology, or even four decades of experience.

It’s trust. ▀



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Ellie Edwards

COMING FULL CIRCLE

LLB&B, INC. REAL ESTATE

PHOTOS BY BRANDON MORGAN, DREAM HOME PRODUCTIONS

For Ellie Edwards, real estate has never simply been about houses. It is about the people who live inside them, the lives built around them, and the relationships that can last long after a closing.

That perspective has helped Ellie build an impressive career since entering the industry in 2015. An agent with LLB&B, Inc. Real Estate, Ellie serves clients on both sides of Mobile Bay and has consistently ranked among her brokerage's top producers. In 2025 alone, she and teammate Frances Williams closed 40 properties totaling more than \$22.1 million in sales.

Yet when Ellie considers what makes her successful, the numbers aren't what come to mind first.

"I define success as building a business rooted in relationships and trust," she says. "Success to me is about more than the number of homes I sell."

Real Estate in Her Blood

Ellie grew up in Mobile, attended St. Paul's Episcopal School from pre-K through 12th grade, and later graduated from The University of Alabama. While real estate became her career immediately after college, its roots stretch much further back.

Her maternal grandfather, Billy Lyon, was a prominent real estate developer who helped shape Mobile's residential landscape through neighborhoods including Brookwood, Kingswood, Regency Oaks, Cypress Shores, Tuthill Lane Estates, and Carriage Hills—just to name a few.



Some of Ellie's favorite childhood memories are of riding around with him for hours, looking at houses, properties, and new developments.

"Real estate has always been in my blood," she says.

Combined with her natural love for homes and design, those early experiences made the industry feel like a natural fit. Ellie earned her license and joined LLB&B in 2015, where she has remained ever since.

Shortly after beginning her career, she purchased her first fixer-upper and spent several years renovating houses while simultaneously building her real estate business.

The experience gave her more than an outlet for her creativity. It taught her firsthand what it felt like to be both buyer and seller and gave her practical knowledge she still brings to clients today.

Eventually, as her real estate business grew, Ellie stepped away from



renovating to devote herself fully to her clients.

“It feels very full circle—from riding around looking at properties with my grandfather as a little girl to now helping people and families find homes of their own—many of them in neighborhoods he developed.”

A Steady Hand

Ellie’s career began with recognition as LLB&B’s 2015 Rookie of the Year. Since then, she has remained a consistent top producer, earning honors individually and as a team, including LLB&B’s #1 Top Producer in 2023 and multiple top-producing, selling, and listing distinctions in 2024 and 2025.

Ellie says one of her greatest strengths is the calm, confident presence she brings to transactions.

“There is almost always a hurdle, a quirky situation, or something unexpected along the way,” she says. “It’s my job to stay level-headed, communicate openly and honestly, and find solutions so my clients can feel confident and secure throughout the process.”

Behind her is the collaborative environment at LLB&B. Ellie describes the brokerage as having a true family atmosphere, where agents share knowledge, exchange ideas, and work together to find creative solutions.

That combination of experience, collaboration, and consistency allows Ellie to focus on what matters most: advocating for the people who have trusted her with one of life’s biggest decisions.

More Than a Transaction

Becoming a mother has only deepened Ellie’s understanding of what “home” means.

She and her husband, Jack, married in 2019 and have three daughters: Mary Vic, 6; Alice, 4; and Nancy, 7 months. Their family also includes Hank, a 10-year-old Springer Spaniel.

“As a mom of three, I have a special appreciation for what ‘home’ means to a family,” Ellie says. “I love helping other families find the home that fits what they’re looking for—not just in terms of bedrooms and square footage, but a place that works for their everyday life and the season they’re in.”

Her own family is also the motivation behind everything she does. Jack and the rest of her family are her biggest cheerleaders, and she and Jack work as a team to balance three children’s schedules with the unpredictability of real estate.

Ellie hopes her daughters grow up seeing not only a mother who works hard at something she loves, but one who treats others well, acts with integrity, and remains present for her family.

Her philosophy is captured in a favorite saying: “Work hard, love people well, and trust God with the rest.”

Invested in Mobile

The relationships Ellie values extend beyond her business. She is a member of St. Paul’s Episcopal Church and serves her community through several organizations, including the Village of Spring Hill board, St. Paul’s Episcopal School’s parent council and board of trustees, the City of Mobile Planning



Work hard,
love people
well, and
trust God
with the rest.”



“

Real estate takes time. The longer you stay committed to it, the more you learn, the more confident you become, and the more your business will grow.”



become, and the more your business will grow.”

Her own plans for the future follow that same steady philosophy. Ellie wants to continue enjoying her work, nurturing relationships, and allowing her business to grow organically through referrals from clients who know they were genuinely cared for.

“I work hard, I love what I do, and I really value the relationships and connections that have come from it,” she says. “At the end of the day, I want to be someone people trust—not just to help them buy or sell a home, but to be a resource they can come back to for years to come.”

Contact Ellie Edwards
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Commission, and as vice president of The Friends of Magnolia Cemetery board.

Most recently, Ellie spearheaded an effort that raised more than \$300,000 to install sidewalks in her neighborhood through a private-public partnership with the City of Mobile.

Away from work and community commitments, life centers on family. The Edwardses enjoy boating, the hunting camp, days on Dog River or at the pool, walks and bike rides to Carpe Diem and

the playground, weekends at home, and time with their large extended families.

Keep Showing Up

After more than a decade in the business, Ellie’s advice to newer agents is refreshingly simple: learn your market, build genuine relationships, get involved in your community, stay willing to learn—and don’t give up.

“Real estate takes time,” she says. “The longer you stay committed to it, the more you learn, the more confident you



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Protect What Matters

Kristina Childress

Bellator Real Estate

A
LEADER
AT
HEART

PHOTOS BY TYLER BONNER,
SALT & SAND MEDIA

Long before Kristina Childress was guiding real estate agents through contracts, negotiations, and career decisions, she was standing at the front of a Taekwondo class, helping students discover what they were capable of.

At the time, she couldn't have known how closely those two worlds would eventually connect.

Today, Kristina is the managing broker of Bellator Real Estate's Fairhope office, where she supervises 25 agents. She has spent more than 14 years in the industry, but the lessons she learned through martial arts—discipline, perseverance, communication, and helping others become their best—remain at the foundation of the leader she is today.

"My success, to me, is being able to watch my agents succeed in their own business," she says. "Nothing is more rewarding."

An Unexpected Beginning

Kristina moved from Gautier, Mississippi, to Daphne in 2002 and began taking Taekwondo classes that same year. What started as an interest became her first passion and eventually her profession. She spent approximately six years as an instructor, ultimately serving as Chief Instructor at United States Taekwondo in Daphne.

"Teaching martial arts was my first passion and really how I discovered myself and who I was as a person," she says.





Real estate, meanwhile, wasn't part of a carefully mapped career plan.

At 21, an agent she knew asked whether she might be interested in becoming a broker's assistant. Kristina agreed to interview, took a chance on the position, and quickly discovered she loved the business. By 24,

she had earned her real estate license.

Her early start also introduced her to one of her greatest professional influences: Terryl Reeves, now with Bellator Real Estate. Reeves owned Fairhope Realty Group when Kristina joined him in 2012, and she credits his

mentorship with teaching her the industry from the ground up—from the back end of running an office to representing buyers and sellers and eventually managing agents.

When Fairhope Realty Group merged with Bellator in 2018, Kristina's career continued with the company. Today,

she leads Bellator's Fairhope office at 11 N. Section Street.

Perseverance and Indomitable Spirit

Beginning a real estate career at such a young age wasn't without challenges.

"My age was definitely the biggest obstacle that I still have to overcome to this day, even as a Broker," Kristina says. "Most people don't know that I've already been in the industry for over 14 years!"

Once again, martial arts provided a foundation.

Two tenets of Taekwondo—**Perseverance** and **Indomitable Spirit**—became particularly meaningful as she built credibility, gained experience, and continued advancing professionally.

Martial arts had first taught Kristina about herself. Teaching it showed her how to communicate with others, identify what they needed, and help them grow.

In hindsight, becoming a broker feels like a natural extension of that experience.

Their Success Is Her Success

Ask Kristina what she's most passionate about today, and her answer isn't her own production.

It's her agents.

"They are all like family to me, and their success and happiness is what drives me each and every day," she says.

Kristina describes herself as a hands-on broker. She

"My agents know they have someone they can call who will answer the phone & give them undivided attention when they need it the most."

continues working directly with buyers and sellers, which keeps her actively engaged with changing market conditions and the realities her agents encounter in the field.

More importantly, her agents know she's available when those challenges arise.

"My agents know they have someone they can call who will answer the phone and give them undivided attention when they need it the most," she says.

For Kristina, watching an agent develop confidence, achieve a goal, or reach the next chapter of their career is the ultimate measure of her own success.

She calls her leadership philosophy **servant leadership**, noting that the approach is shared among Bellator's brokers.

"We strive to be the best brokers we can be and all work together to better serve all of our agents," she says.





“It’s not work when you love what you do, and that’s what brings me to my ‘second home’ every day!”

“The beach is my happy place,” she says.

She also shares life—and occasionally her office—with Louie, her Maltese/Shih Tzu mix. Affectionately known as “King Louie,” he has earned a reputation as Bellator Fairhope’s office mascot, where he’s happy to provide comfort cuddles and monitor activity from the front window.

As Kristina looks ahead, her goal remains remarkably consistent with the passion she discovered as a young Taekwondo instructor: help other people become the best versions of themselves.

Whether she’s watching a martial arts student advance to the next level or an agent walk into the office with newfound confidence, the reward is much the same.

For Kristina, leadership has never been about standing above others.

It’s about helping them rise. 📈

Contact Kristina Childress |
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Fairhope Office
11 N. Section Street
Fairhope, AL 36532
Phone: 251-455-8684



“It’s not work when you love what you do, and that’s what brings me to my ‘second home’ every day!”

Playing the Long Game

More than a decade in the industry has reinforced another lesson Kristina readily shares with agents: careers aren’t built overnight.

“Real estate is a long game,” she says. “Keep your chin up and stay consistent.”

Her advice centers on consistency, adaptability, and relationships—principles that matter whether someone is brand-

new to the business or an established producer.

That emphasis on relationships also shapes her appreciation for Real Producers. Kristina values the opportunity it creates for agents to network, celebrate one another, and build genuine relationships beyond individual transactions.

King Louie and Her Happy Place

Outside the office, Kristina enjoys spending time with friends and family and escaping to the beach, preferably with a good book and the sound of waves nearby.

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EVERY
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STORY

When Noah Strickland walks into a property with a camera, he isn't simply looking for rooms to photograph. He's looking for the story.

Maybe it's the architecture. Maybe it's a waterfront view, a thoughtfully designed kitchen, the surrounding land, or the lifestyle the location makes possible. Sometimes, it's less tangible—the feeling a home creates the moment someone walks through the door.

Finding that story and bringing it to life is at the heart of Promise Media, the South Alabama real estate photography and media company Noah founded in the spring of 2024.

"Every property has strengths and weaknesses," Noah says. "My job is to find the most attractive story that's honestly available and build the visual presentation around it."



More Than a Photograph

Promise Media provides real estate professionals with a full range of visual marketing services, including professional listing photography, aerial photography and video, cinematic property videos, vertical social media content, 3D virtual tours, floor plans, virtual twilight images, and custom media.

What began primarily as a photography business has quickly evolved into something broader.

As Promise Media's capabilities and client base have grown, Noah has become increasingly interested in projects that allow him to move beyond simply documenting a property and create something memorable around it.

A lifelong film enthusiast, he finds inspiration in cinematography, composition, movement, lighting, pacing, music, and storytelling.

"I try to bring some of that cinematic thinking into real estate media while remembering that the ultimate goal is still to help the agent market and sell the property," he says.

For Noah, great media doesn't just showcase a home. It can generate interest before a buyer ever steps through the door while simultaneously strengthening the agent's personal brand.

An Unexpected Path

Growing up in Minnesota, Noah was always interested in film and photography, but he wasn't sure what a career built around those passions might look like. After attending the University of Minnesota, he followed a more conventional path into marketing and worked in corporate environments.

Then came an opportunity that helped change his trajectory: working as a photographer for a church in Minnesota.

The experience allowed him to pursue photography professionally and became an important step in his journey into the visual arts. It would still be several

“

There have been unexpected turns along the way, and I've learned to trust that God can use each season and experience as part of something much greater than what I can see in the moment.”



years before that journey led him into real estate, but looking back, Noah sees how seemingly disconnected experiences equipped him for the work he does today.

His marketing background taught him to consider the purpose behind the content. His love of film and photography shaped how he wanted that content to look and feel.

His faith gave him a different perspective on the journey itself.

"I don't necessarily believe I had the entire path figured out for myself," he says. "There have been unexpected turns along the way, and I've learned to trust that God can use each season and experience as part of something much greater than what I can see in the moment.”

An Extension of the Agent

As Promise Media has grown, so has Noah's understanding of the responsibility that comes with being invited into an agent's business.

Real estate professionals are balancing clients, negotiations, showings, deadlines, and countless other moving pieces. Noah wants the media side of the process to be something they don't have to worry about.

"When they bring Promise Media into a listing, I understand that we're representing more than just a house," he says. "We're also representing them.”

Every interaction with a seller and every finished photograph or video becomes an extension of the agent's reputation. That's why Noah places such an emphasis on communication, consistency, trust, and understanding what each agent wants to accomplish.

The strongest partnerships, he says, develop when both sides understand one another's expectations and working styles—and when there's room for collaboration.

"Some of our most interesting projects have come from collaboration and being willing to try something different.”



Creativity With Purpose

Today, Noah has come to love South Alabama and the Gulf Coast, both as a place to live and a community in which to build his business.

While he remains driven to improve creatively, growth has taken on a broader meaning for him.

There's always another technique to learn or another way to tell a story, but success isn't simply about revenue, bigger productions, or growing the company.

"My faith ultimately shapes the values behind how I want to conduct myself and run Promise Media," he says. "Integrity, humility, treating people well, and being a good steward of the opportunities I've been given matter more to me than simply measuring success by revenue or growth.”

Looking ahead, Noah hopes to expand Promise Media's capabilities, particularly its video and storytelling work, while pursuing more distinctive and high-end productions. At the same time, he wants growth to happen without sacrificing the

“

I still feel like we’re at the beginning of the story and I’m excited to see where it leads.”

personal relationships, creativity, and attention to detail on which the company was built.

He doesn’t claim to know exactly where that path will lead—and he’s comfortable with that.

“I believe God has a much greater plan than the one I could create for myself, and my responsibility is to work hard, serve people well, and be a good steward of the opportunities I’m given.”

For Noah and Promise Media, the lens is focused firmly on what comes next.

“I still feel like we’re at the beginning of the story,” he says, “and I’m excited to see where it leads.”

CONTACT US!

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



Shannon Reichart, MDH Foundation Repair
We have been working with Robert for over 5 years now as part of the Real Producers community, supporting both Mobile Bay and Gulf Coast Real Producers. Each month, I am excited to receive my copy of the latest edition to expand my personal and professional network here across Baldwin and Mobile Counties. I appreciate the monthly opportunities to attend the magazine parties. This has provided MDH with tremendous connections into other like-minded business owners and people making a difference here in our local community. I am so happy to be a part of Real Producers and the relationships we have made have proven to be invaluable.



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



built on great people.

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

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



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

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



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

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