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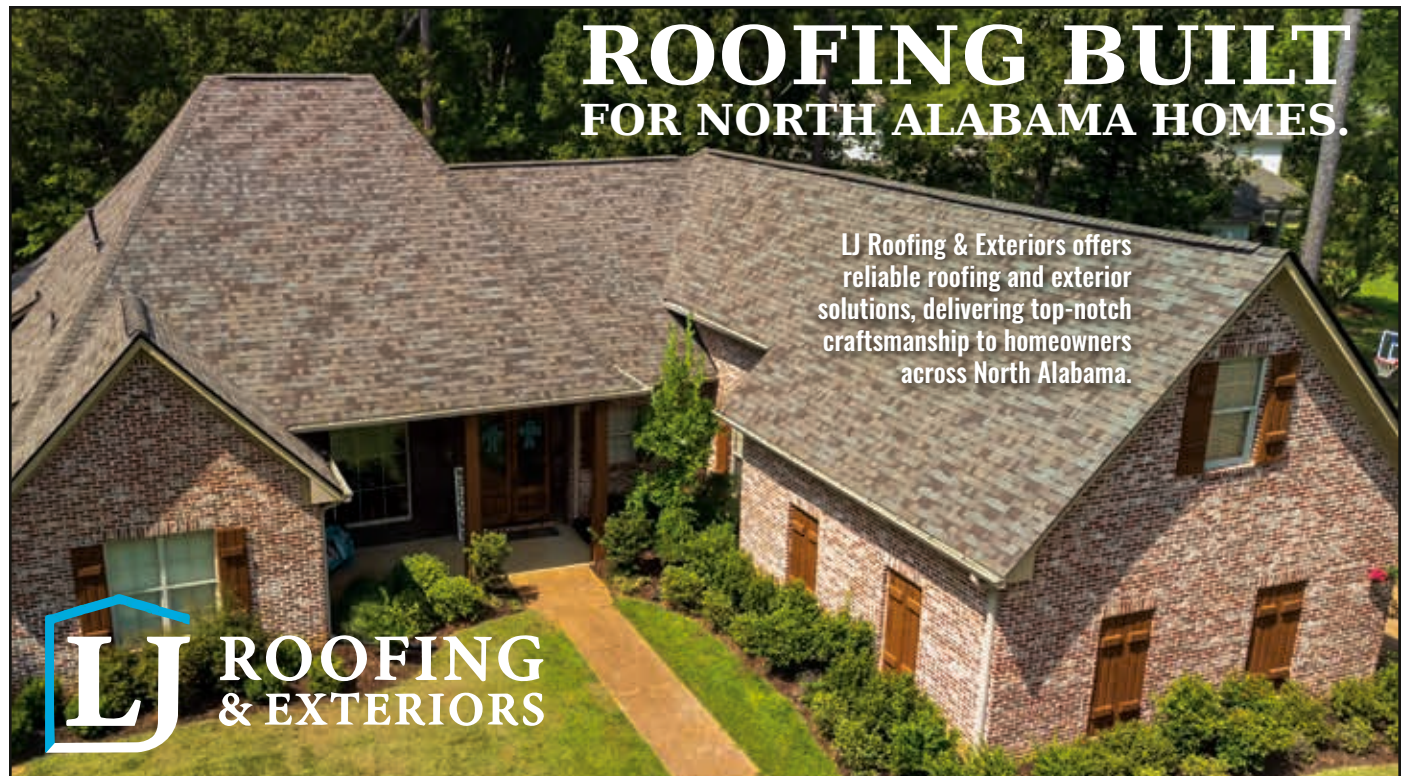
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COVER STORY

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Happy Halloween

Strong Jobs. A Changing Market. And Opportunity.

One of the things I love most about Real Producers is having a front-row seat to what’s happening in North Alabama—not just in real estate, but in the businesses and industries driving our community forward.

And right now, Huntsville continues to have something many markets would love to have: a strong employment base.

As of July, Huntsville’s unemployment rate was just 3.1%, while total nonfarm employment grew 1.7% over the past year. Professional and business services—an especially important sector in our defense, aerospace and technology-driven economy—grew 3.8%.

Why does that matter to real estate?

Because jobs create households. They bring relocations. They give people the confidence to buy, build, move up and put down roots.

But a strong economy doesn’t mean an easy real estate market.

Huntsville entered August with 2,280 active listings, up nearly 8% from last year, while the median home spent 66 days on the market—16% longer than a year ago. Meanwhile, the median sold price of about \$356,000 remained essentially flat.

To me, those numbers tell a pretty clear story: buyers are still here, but they have choices.

And that makes what you do even more important.

This is a market where pricing matters. Marketing matters. Negotiation matters. Relationships matter. And having an experienced REALTOR® who understands what’s happening beyond the headlines absolutely matters.

Welcome to Our New Preferred Partners
October also brings some incredible new businesses into our Real Producers community. Please join us in welcoming:

- **Apollo Exposures - Nelson Brown**
- **B.A. Roofing & Construction**
- **L.J. Roofing & Exteriors**
- **Lower Mortgage — Russell Carmichael**
- **Mave Marketing**
- **McNeese Home Inspections - Tim McNeese**
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We’re incredibly grateful to every Preferred Partner who chooses to invest in this community and support the top-producing agents of North Alabama. We’re excited to have you with us!

Huntsville is growing, the market is changing, and there is still plenty of opportunity for the people who know how to navigate it.

Here’s to a great October!

Deanna Eliashevsky
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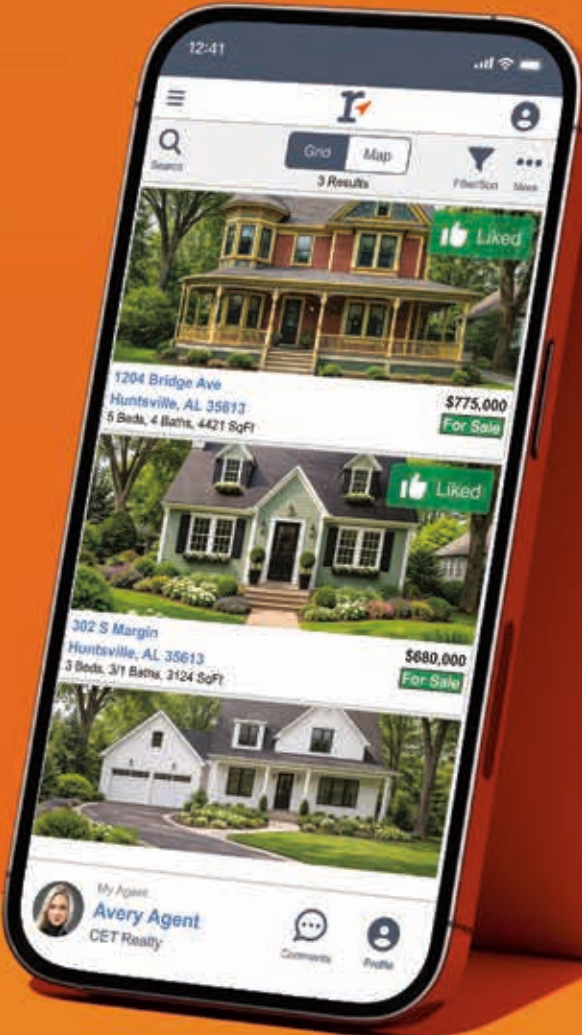
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COREY GILMORE:

Building People, Not Just a Business

Corey Gilmore didn't exactly burst onto the Huntsville real estate scene. In fact, his first year in the business, he sold two houses.

At the time, Corey was working full-time in the Sports Medicine department at Huntsville Hospital and fitting real estate into whatever hours were left—before work, during lunch, at night and on weekends. He had gotten his license in 2014, initially because he was interested in real estate investing and a mentor suggested that becoming licensed would be the best way to learn the business.

He certainly wasn't planning on leaving a career he loved.

Corey had earned a degree in Health & Exercise Science from The College of New Jersey and a master's in Sports Medicine from Seton Hall University. For five years, he worked with athletes recovering from injuries, helping them through the often slow process of getting back to where they wanted to be.

Years later, he can see that the two careers have more in common than he realized.

"I didn't realize it at the time, but that is the exact

job I have today," Corey said. "I just traded athletes for agents and families."

His first real estate transaction wasn't exactly an easy introduction to the industry, either. The house was on a busy road, had pink interior walls and proved difficult to sell. Corey finally got it sold one day before the listing expired. He learned patience. He learned the value of good marketing. And over those first few years, he learned that simply wanting to succeed in real estate wasn't enough.

That lesson really hit home during an end-of-year awards ceremony at his brokerage. Corey watched as many of the agents who had started around the same time he did received awards. He didn't receive one. What bothered him most was that he knew why.

"I was doing real estate, but I had not been all in the way I should have been," he said.

Instead of making excuses, Corey went home and changed the way he approached the business. Two years later, he was the No. 1 solo agent in North Alabama by number of transactions and ranked No. 84 nationally.



“I wanted a daily, unavoidable reminder of who I am actually building for.”



The bigger leap, however, came in 2017.

On June 1, Corey resigned from Huntsville Hospital to pursue real estate full-time. His daughter was due June 28.

Leaving a steady job with benefits less than a month before becoming a father wasn't the safest choice he could have made, but Corey felt strongly that it was the right one. His faith played a major role in the decision, just as it continues to play a major role in the way he runs his business today.

Three years later, he launched CMG Real Estate Group at Capstone Realty.

The name CMG has special meaning. It stands for Callie Mariah Gilmore, Corey's daughter.

Corey and his wife, Cherish, now have two children, Callie, 8, and Jesus Kingsley, 5. Naming the company after Callie was his way of keeping the reason behind all the work right in front of him.

Her initials are on the signs, business cards and closing tables.

“I wanted a daily, unavoidable reminder of who I am actually building for,” he said.

What started with Corey has since grown into a 29-agent organization, with 17 agents in Huntsville and 12 in Birmingham, supported by a four-person leadership team. Corey reports more than \$300 million in solo career volume and more than \$500 million



in team volume. In 2025, CMG was ranked the No. 1 large team in Huntsville and No. 2 large team in Alabama for sales volume.

Those numbers are impressive, but spend any amount of time talking to Corey and it becomes pretty clear that they're not the numbers he gets most excited about.

He'd rather tell you about LaPrintence Gunn.

LaPrintence joined CMG as a brand-new agent. During his interview, Corey asked him what he wanted most from his real estate career. His answer was to eventually leave his job, sell real estate full-time and be able to support his family.

Today, according to Corey, LaPrintence is doing just that. He's consistently earning twice what he

made in his previous career while also having more time with his family.

“Sales volume is how the industry keeps score,” Corey said. “LaPrintence is how I keep score.”

That story says a lot about what Corey has tried to create at CMG.

The team operates with a heavy emphasis on systems and processes. Corey believes too many talented agents struggle because they don't have a clear path to follow or someone beside them when things get difficult.

Every agent who joins CMG is given a pretty straightforward promise: they won't be left guessing, they won't feel alone and they won't be stuck.

The team's values are Education, Excellence

and Efficiency, but Corey is equally serious about the word “family.”

And sometimes that has nothing to do with real estate.

Over the years, CMG agents have experienced divorces, deaths in their families and serious illnesses. When that happens, Corey says the team does what families do. They show up, pray together, cover someone's business when necessary and give them the space to deal with life.

“There is no CRM for that,” he said.

Faith is also a very visible part of CMG's culture.

The team prays before meetings, and Corey says he doesn't make major decisions based solely on what makes the most financial sense.

Sometimes the direction he believes they're supposed to take doesn't look particularly logical on a spreadsheet.

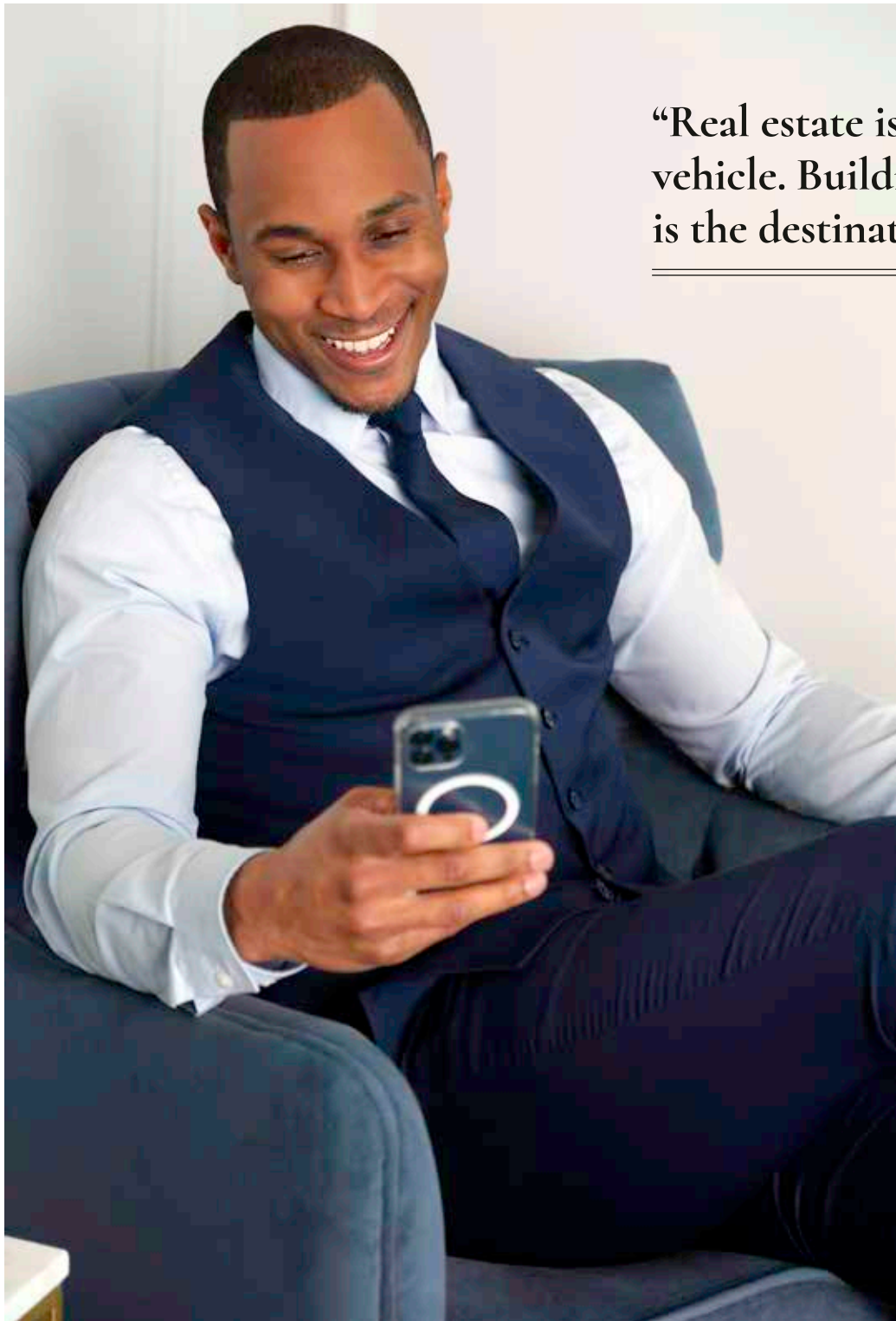
He has a simple way of explaining it.

“CMG is not run on strategy. It is run on obedience.”

For Corey, that isn't a company tagline. He considers his faith the foundation underneath the business and the reason behind many of the decisions that have shaped it.

Outside of work, Corey plays drums on the worship team at The Becoming. CMG also works with Kids to Love, supporting children in foster care through programs including More Than a Backpack and its Christmas drive.

The organization is a particularly meaningful fit



“Real estate is the vehicle. Building people is the destination.”

simply for the sake of being bigger. He wants to see whether the model can create opportunities for more agents and, in turn, more families.

“Real estate is the vehicle,” he said. “Building people is the destination.”

It’s a long way from selling two houses his first year.

Corey is the first to acknowledge that nothing about those early years suggested where his career would eventually take him. That’s also why he thinks they’re important to talk about—especially with newer agents who may be looking around and wondering why success isn’t happening quickly enough.

His advice is to stop looking for immediate results and keep doing the work.

“Most agents don’t lose to the market,” Corey said. “They lose to impatience.”

For all the production numbers, rankings and plans for expansion, Corey has a surprisingly simple answer when asked what he hopes people remember about him someday.

“That I built people, not just a business.”

for a company that talks so much about family.

As Corey explained, it wouldn’t make much sense to use that word every day with clients and agents and then do nothing for children who are still waiting for one.

Now Corey is thinking about what comes next.

The Huntsville operation has grown into one of the area’s leading teams, and CMG’s expansion into Birmingham is giving him an opportunity to see whether the same systems and culture can

work in another market without Corey having to be in every room.

His five-year goal is to have CMG operating in at least three markets.

But he isn’t particularly interested in growing

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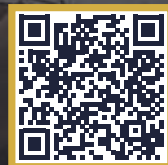


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APOLLO EXPOSURES

MEET OWNER, NELSON BROWN

Long before there was Apollo Exposures, a team of photographers and creatives, or a growing real estate media company serving agents across North Alabama, there was simply Nelson Brown and his grandfather's camera.

Photography was one of his grandfather's hobbies, and Nelson had always been fascinated by his cameras and equipment. Eventually, he decided he wanted to try it himself.

MORE THAN A CAMERA

So he went to his grandfather and asked for one of his cameras. His grandfather wasn't convinced. "Boy, you're not serious," he told him.

Nelson kept asking. For nearly an hour, he tried to convince his grandfather that this wasn't simply a passing interest. Finally, his grandfather agreed to give him the camera—with one condition.

Nelson had to do something with it. He promised he would.

About a month and a half to two months later, his grandfather passed away.

Suddenly, the camera meant something entirely different.

Nelson began experimenting with photography, shooting portraits, families, cars



professional photography, video, drone media, floor plans, Zillow 3D tours, agent-on-camera videos, social media content and other marketing services.

But Nelson is careful about one distinction. Apollo isn't simply a photography company. "We look at ourselves as a marketing partner for the Realtor." That difference is at the heart of what Nelson is building.

Beautiful photography matters. So does a cinematic property video or a perfectly executed drone shot. But Nelson wants his team thinking beyond the image itself: How quickly can the agent get the shoot scheduled? How will the property present online? What content will work on social media? How can the agent use that same content to strengthen their own brand?

Ultimately, Apollo operates around one straightforward mentality:

"Let's get that listing sold."

For Nelson, those words keep the team focused on why the content exists in the first place. The goal isn't simply to create something beautiful. It's to create marketing that makes the property stand out, represents the agent well and helps move the listing.

That approach has allowed Apollo to work with everyone from newer agents building their businesses

and anything else that allowed him to develop his skills. He enjoyed the creative side of it, but while working regular jobs and trying different styles of photography, he couldn't quite find the lane that felt like something he could build a future around.

More than anything, he couldn't shake the feeling that he still hadn't fulfilled the promise he'd made to his grandfather.

Then he discovered real estate photography. Something clicked.

It brought together creativity and business in a way Nelson hadn't experienced before, and for the first time, he could see photography as more than a hobby or side income. He could see a career.

Eventually, he would see something even bigger.

From One Camera to Apollo
Nelson founded Apollo Exposures in June 2024 while still working full-time

in the school system. In those early days, there wasn't a team behind him. Nelson was the photographer, editor, scheduler, salesperson, client contact and business owner all at once.

He was learning how to operate a company while simultaneously trying to build one.

Less than a year later, in May 2025, Nelson made what he describes as one of the biggest—and scariest—decisions of his life.

He left his full-time job and bet on Apollo.

From there, what began as Nelson personally photographing homes started becoming something much larger. He hired photographers, brought in creatives, editors and virtual assistants, developed systems and began building an operation capable of serving Realtors throughout North Alabama.

Today, Apollo Exposures is a full-service real estate media company offering



“I WANT
TO BE
REMEMBERED
AS SOMEONE
WHO **BUILT**
THINGS
&
CREATED OPPORTUNITIES.”



to some of North Alabama’s top-producing Realtors and teams.

And as those clients grow, Nelson wants Apollo to be able to grow right alongside them.

For a high-volume Realtor, he understands that another vendor to manage isn’t particularly helpful. They need people who understand their expectations, communicate well, accommodate their volume and deliver consistently.

“Our goal is to become an extension of an agent’s business.”

Instead of coordinating with multiple companies for photography, drone work, video, floor plans, Zillow media and social content, Nelson wants Apollo to be the team an agent can call and trust to handle it.

Having multiple photographers also gives Apollo something Nelson believes becomes increasingly important as an agent’s production grows: flexibility.

Real estate rarely respects a Monday-through-Friday schedule. An agent can find out tonight that a new listing needs to be photographed tomorrow. Nelson has intentionally built Apollo’s team and systems to accommodate those situations whenever possible.

“For a top producer, I think reliability becomes just as important as creativity,” he says. “We want our clients to know that when they have another listing coming, Apollo can handle it.”

That reliability matters even more as the role of real estate media continues to change.

When Nelson entered the industry, professional listing photography was already becoming an expectation. Today, he sees another shift happening.

Real estate media is no longer only about marketing the house. It’s also marketing the agent.

A Realtor may be promoting one property today, but every photo, video

or social media post is simultaneously showing the owner of their next potential listing how they market homes.

That means the differentiator is increasingly personal branding, short-form video, social media and content that keeps an agent visible between listings.

Apollo has evolved accordingly, expanding from traditional listing photography into cinematic video, vertical social content, agent-on-camera videos, drone media, 3D tours, floor plans and ongoing content creation.

Nelson and his team pay attention not simply to what looks good, but to how people actually consume media. A polished three-minute property film may be exactly right for one purpose. A 20-second vertical video designed to stop someone mid-scroll may accomplish something completely different. Both matter.

“I think the companies that survive in this industry will be the ones that continue evolving with how Realtors market themselves, rather than assuming the way we marketed properties five years ago will still be enough five years from now.”

That evolution is far from finished.

Nelson sees Apollo moving even further into agents’ overall brands—creating educational and community content, social media, video series and the kind of consistent marketing that keeps a Realtor visible even when they aren’t actively promoting a property.

Many of Apollo’s changes have come directly from conversations with the Realtors they serve.

Nelson listens. When agents tell him something is difficult, inefficient or missing, his instinct is to ask a simple question:

“How can we make that easier?”

It reflects Nelson’s belief that real estate is fundamentally a relationship

business, and the companies serving Realtors should operate the same way.

“We want our clients to feel like they have a media team they can call, not simply a photographer they book.”

Perhaps that’s why some of the most rewarding moments for Nelson aren’t necessarily when someone tells him the photos look great.

They’re when he can see that Apollo’s work actually changed something.

It’s hearing that an agent won another listing because a seller saw the way they marketed their properties. It’s watching content help a Realtor become more recognizable in the community. It’s knowing Apollo played a role, however small, in helping another business grow.

But there’s another side of the company that has become equally meaningful to him.

Apollo began with Nelson doing essentially everything himself. Today, he gets to watch other photographers and creatives develop their skills, serve clients and represent a company that once existed only as an idea in his head.

That has changed Nelson’s definition of success.

As an entrepreneur, financial success matters to him. He wants to build something substantial. But money alone isn’t the end goal.

“I define success as freedom, impact, and growth.”

Freedom means being able to take care of his family and have greater control over his time. Impact means creating opportunities for other people. Growth means building something capable of becoming bigger than what Nelson could ever accomplish by himself.

“If Apollo becomes successful but I have to personally touch every shoot, answer every message, and solve every problem forever, I haven’t really built the company I envisioned,” he

says. “I want to build something that has great people, great systems, and a reputation that exists beyond just me.”

That perspective has also made Nelson increasingly intentional about life outside the business.

He and his wife, Lexi, love traveling, trying new restaurants and getting away whenever they can. Their Christian faith is also a meaningful part of their life together. They are devoted to their faith, love going to church and worshiping together, and make their relationship with God an important part of their family and everyday lives. And sometimes, after a busy week, the best plan is simply a quiet night at home.

Nelson admits that building a business can consume an enormous amount of mental space. Even when the workday technically ends, an entrepreneur’s brain doesn’t necessarily get the message.

For Nelson, basketball provides that reset.

He loves playing, training and competing, and he also spends time working out, traveling with Lexi and being with friends and family. Basketball and the gym are two of the rare places where he can shut off “work mode” for a while.

Learning to create that space matters because Nelson isn’t building Apollo simply for himself. He is building it for the people around him, too.

“I want to be remembered as someone who built things and created opportunities.”

He wants Apollo to be known for exceptional work, certainly. But he hopes his impact ultimately stretches far beyond the number of houses his company photographs.

He wants the people who work with him to be better because of the opportunities they received. He wants Apollo’s clients to have

stronger businesses because his team became part of their journey. And he wants his family to have a different future because he was willing to take the risk of building something.

“At the end of the day, I’d rather be remembered for the people I impacted than the number of houses I photographed.”

Which brings the story back to a camera.

Years ago, Nelson Brown stood in front of his grandfather trying to convince him that he was serious about photography. His grandfather finally handed over a camera but made him promise to do something with it.

At the time, Nelson thought that meant becoming a photographer.

He couldn’t have known that within weeks, the man who gave him that camera would be gone. He couldn’t have known where photography would eventually lead him, or that years later he would leave the security of a full-time job to bet on an idea called Apollo Exposures.

He certainly couldn’t have known that one camera would eventually become a team of people creating opportunities, serving Realtors and helping other businesses grow.

But Nelson kept his promise. He did something with that camera. He built a company with it. 📸





— *meet* — MAKING HER OWN NAME — EMMA — TERRY —

Emma Terry is already building a career in real estate. But if you ask her what she wants people to notice first, it probably isn't how early she got her start.

It's how she works, how she treats people, and the name she is building for herself.

"I know I am young, but I don't want that to automatically mean inexperienced, unprofessional, or incapable in someone's mind," Emma says. "I want to prove through the way I work, communicate, and take care of people that being young can actually be an advantage."

Born and raised in Huntsville, Emma grew up around homes, people and, eventually, real estate. Her mother, Gina Terry, entered the industry about 11 years ago after working in interior design. As Emma got older, she began paying closer attention to her mother's career—not just the houses, but the relationships she built along the way.

Then her father, Jason Terry, sold his longtime lumber business and joined Gina in real estate.

For Emma, watching her parents build a business together changed everything.



"That was honestly a dream come true and a little bit of a fairytale," she says. "I got to watch my parents work together, build something together, and genuinely enjoy doing it."

Emma's own introduction to the industry began before she ever had a license. During her senior year of high school in 2022, she started as an intern and spent the next three years learning the business from the inside. In the summer of 2025, she completed real estate school, passed her state exam on her first try and jumped into the business full-time.

There was just one small detail: she was also a full-time college student.

Emma is currently attending Samford University on two four-year scholarships and is pursuing a bachelor's degree in marketing and real estate, with graduation planned for May 2027. During the school year, she works primarily from Birmingham, traveling back to Huntsville during summers and whenever she is needed in person.

Balancing college, a career and everything else in her life has required discipline, but Emma has never been particularly interested in sitting still.

"I love people," she says. "I love helping people, encouraging them



and being a part of the exciting moments in their lives.”

That love for people is at the center of the way Emma approaches real estate. She remembers spending years looking at houses and searching for her own imaginary “dream home.” Now, she gets to help other people find theirs.

“I want to help someone find their first home, their forever home, or that neighborhood full of kids where they can already picture their family growing up,” she says. “Getting to be a small part of those moments is exactly why I love real estate.”

Growing Into Her Own

Emma works alongside her parents as part of the Nicastro Terry Group at Keller Williams Huntsville. The nine-person team brings more than 80 years of combined experience across residential, land, commercial and investment real estate throughout North Alabama.

Having that much experience within arm’s reach is invaluable.

But Emma also wants something that belongs distinctly to her.

“I am SO proud to be my parents’ daughter and incredibly thankful for the name and reputation they have built,” she says. “But I also want people to choose to work with me because they know who I am and what I bring to the table.”

That desire has pushed Emma to confront one of her biggest challenges: the fear that being a younger Realtor might keep people from taking her seriously.

Being surrounded by experienced agents at Keller Williams has helped change her perspective. She has watched agents with decades in the business continue to attend trainings, ask questions and learn.

It taught her an important lesson early in her career: experience matters, but nobody ever reaches a point where there is nothing left to learn.

“I don’t have to know everything yet,” she says. “I just have to be willing to work hard, keep learning and take really good care of people.”

And she has plenty of people behind her.

Emma describes her team as much more than coworkers. They meet weekly, pray together, encourage one another, share knowledge and celebrate each other’s successes.

“When you work with one of us, you really have the knowledge and support of all of us behind you,” she says.

Faith, Family and a Foundation

Long before real estate, Emma’s foundation was built at home.

Her family’s faith has shaped nearly every part of the person she has become. Her Nana taught her that caring for people often happens through small gestures, like taking gift baskets to local firefighters and police officers. Her Mimi and Papa taught her the value of hard work and loving family well.

And her parents? “They are truly my superheroes,” Emma says.

Emma attended Whitesburg Christian Academy from age three through high school graduation, and she credits her family, teachers and coaches with surrounding her with people who invested in her.

When asked what has defined her path, her answer is immediate:

“The Lord, the Lord, the Lord. Truly, nothing else.”

Faith continues to guide both her personal life and her career. One of her favorite sayings came from her mother when she was younger: “The world’s rejection is God’s protection.”

It reminds Emma that a closed door isn’t always a loss. Sometimes it is simply redirection.

“Our job is not simply to put a sign in someone’s yard. Our job is to guide people, build relationships, make connections, solve problems and be someone they can trust.”



More Than a Transaction

For all of Emma’s ambition, her goals for real estate remain remarkably simple.

She wants people to feel taken care of.

She understands that buying or selling a home can represent one of the biggest financial decisions—and emotional transitions—of a person’s life. She wants to be someone who brings encouragement and joy into that process.

“Our job is not simply to put a sign in someone’s yard,” she says. “Our job is to guide people, build relationships,

make connections, solve problems and be someone they can trust.”

That perspective comes naturally to someone who has spent much of her life looking for ways to encourage others.

At Samford, Emma is a member of Phi Mu, whose philanthropy supports Children’s Miracle Network Hospitals. She especially enjoys volunteering at the hospital during the Christmas season and helping bring some happiness to children and families facing difficult circumstances.

Outside of school and real estate, Emma loves shopping, working out, baking,

crafting, walking, dog-sitting and hunting with her dad. She’s a Marvel and rom-com fan, loves sitcoms and reality TV, considers *Home Improvement* an all-time favorite and admits that alongside worship and country music, she has a soft spot for jazz.

“I am definitely an old soul at heart,” she says.

And then there’s Elsa, Emma’s 12-year-old dog, whom she describes without hesitation as her “precious, perfect angel dog.”

Just Getting Started

Emma still has plenty of milestones ahead of her—finishing college, continuing to establish herself in Huntsville real estate and eventually, she hopes, raising a family of her own.

But she isn’t interested in mapping every detail of what comes next.

She would rather follow where her faith leads her.

What she does know is the kind of person she wants to become along the way.

Her advice to other up-and-coming professionals reflects the lesson she is learning herself: stop comparing your beginning to someone else’s middle. Ask questions. Use the people and resources around you. Keep learning. Do the things that make you uncomfortable until they aren’t so uncomfortable anymore.

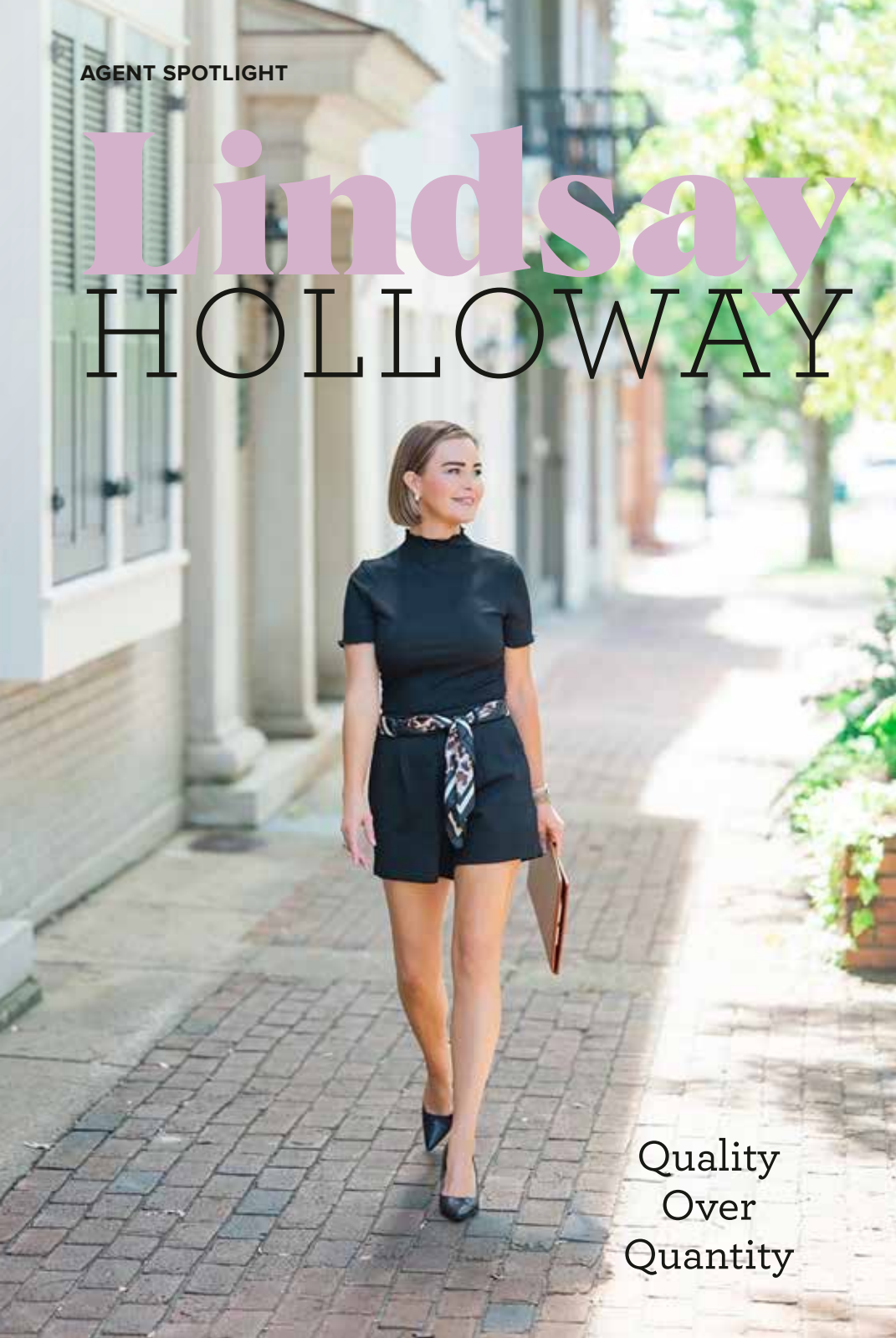
And above all, be yourself.

“There is a lot of power in knowing that you can be completely yourself and still become the person you are working toward being.”

Emma Terry may be relatively new to North Alabama real estate, but she isn’t trying to rush the journey or pretend she already knows everything.

She is learning. She is working. She is building relationships. And little by little, she is accomplishing exactly what she set out to do: Making a name for herself. 🍷

Lindsay HOLLOWAY



Quality
Over
Quantity

Ask Lindsay Holloway what she would do if she won the lottery, and her answer says almost everything you need to know about the way she feels about real estate.

Her husband, Chad, has asked her the question more than once: Would she finally quit working?

Her answer is always the same. “No. I love what I do.”

After selling more than 100 homes and nearly \$82 million in career volume, Lindsay has built the kind of business that allows her to be intentional about the clients she serves and the work she takes on.

“I am currently at a point in my business where I can choose who and what I take on,” she says. “And I will always choose quality over quantity.”

For Lindsay, that philosophy extends far beyond sales numbers. Her business has been built around relationships, service and a genuine curiosity about the people on the other side of every transaction. Her favorite part of being a Realtor is learning each person’s story—their needs, their goals and what home means specifically to them.

Some of her most meaningful moments happen long after closing day.

“Getting updates years later from my clients who are still happy in their home or send me their loved ones,” Lindsay says. “I never take a referral for granted.”

A Huntsville native, Lindsay didn’t enter real estate on a whim. Before becoming an agent, she worked in business development, banking and mortgages, experiences that gave her a strong foundation for what would eventually become her career.

When her family moved to Knoxville for Chad’s job, Lindsay took a year away from working and gave herself something many people rarely do: time to figure out what she actually wanted. She thought about the kind of work that would fill her cup while also playing to her strengths.

Real estate brought those pieces together. It combined her love of homes and design with something even more important—helping people.

But Lindsay was deliberate about how she entered the industry. Rather than immediately jumping into sales, she started as a

transaction coordinator. It was completely by design. She wanted to understand contracts, forms, negotiations and the transaction process before she began representing clients herself.

That decision became the foundation for a career now entering its eighth year. Today, Lindsay is a real estate agent with the Embry Group at Crue Realty and has closed nearly \$82 million in career sales, including roughly \$15 million last year. But the numbers aren’t what she considers the measure of a successful career.

Lindsay is quick to point out that some of her greatest education has come from simply being willing to take chances.

“I’ve learned the most by taking chances in my careers growing up and always trying to say yes,” she says.

That willingness to grow is balanced by something much more grounded: her faith and her desire to stay true to her moral compass.

“I have a strong conviction in serving first, and the rest will follow.”

It is a philosophy that influences the way Lindsay approaches clients, other agents and the real estate community as a whole. She believes one of the greatest misconceptions about Realtors is the idea that they are simply overpaid “door openers.” The reality, she says, couldn’t be further from that perception.

A good agent is navigating contracts, negotiations, personalities, emotions, problems and competing priorities—all while keeping the client’s ultimate goal at the center of the transaction.

Lindsay tries to go one step further.

“I really value trying to keep everyone’s goal in mind,” she says. “At the end of the day, I think if we take a step back and evaluate everyone’s needs, we can figure out a way to make it work for each other and our clients.”

That same collaborative approach shapes the way she works with agents outside her brokerage, industry partners and the greater Huntsville real estate community. Lindsay doesn’t see another agent’s success as something that diminishes her own. She believes the industry

works better when people are willing to communicate, cooperate and recognize that, ultimately, everyone is trying to serve their clients well.

“We are truly stronger together,” she says.

That sense of collaboration is also one of the things Lindsay values most about the Embry Group.

“I work with the best team in the whole wide world!”

What makes the group special to Lindsay isn’t simply production. It is their shared commitment to showing up





for one another, helping each other succeed and providing the best possible experience for their clients and community.

And “showing up” is something Lindsay takes seriously.

Her advice to agents building their careers is refreshingly uncomplicated: “Show up

consistently, give 100%, and pick up your dang phone!”

There may be some humor behind the last part, but the message is serious. Consistency matters. Responsiveness matters. Doing what you say you’re going to do matters. Those seemingly small things are what build trust, and Lindsay has spent

her career creating a business where relationships matter more than transactions.

That philosophy isn’t limited to real estate.

As important as Lindsay’s career is to her, becoming a mother has shaped her more than any professional accomplishment ever could. She and Chad have a daughter who is almost 10, whom Lindsay describes as both “very sweet and sassy.”

“
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“Motherhood forces you to put up or shut up,” she jokes.

More importantly, becoming a mother pushed Lindsay to become the best version of herself so she could provide the example she wanted her daughter to see.

These days, however, it is her daughter who is providing some lessons of her own.

Lindsay proudly says her daughter has begun taking the lead in deciding where the family donates its time and money. She has organized bags for people experiencing homelessness, and the family plans to organize a blanket drive benefiting both people experiencing

homelessness and animal shelters. “Fostering her heart for serving is my greatest joy.”

It’s hard not to see the connection between the way Lindsay wants to raise her daughter and the way she has chosen to build her career. In both, the emphasis is on showing up for people, serving when you can and leaving things a little better than you found them.

Family life also provides Lindsay with plenty of fun outside of work. She and Chad love eating at local restaurants, traveling “any and everywhere,” and learning and growing together as a family.

Lindsay also loves reading, traveling and interior design—a passion that traces back to her mother, an artist who taught Lindsay from an early age to appreciate beautiful surroundings.

Her favorites reveal a little more of her personality. *The Kite Runner* tops her book list, *The Princess Bride* is her favorite movie, and Paul Simon’s “You Can Call Me Al” is her go-to song because, as Lindsay puts it, you simply “can’t be mad when that song is on.”

There is another quote, however, that says much more about how Lindsay views her life and career. “Success is liking yourself, liking what you do, and liking how you do it.” The words from Maya Angelou resonate with Lindsay because, at this stage of her career, success isn’t simply about doing more. It is about being comfortable with who she is, proud of the way she conducts her business and intentional about the people and opportunities she allows into her life.

That is where “quality over quantity” becomes more than a business philosophy.



For Lindsay, success means serving first. It means collaborating instead of competing whenever possible. It means answering the phone, doing the work and taking care of people. It means appreciating every referral because someone trusted her enough to put the name of someone they love in her hands.

And perhaps most importantly, it means creating room for other people to be themselves.

When asked how she hopes people remember her, Lindsay

doesn’t mention the more than 100 homes she has sold or the nearly \$82 million in career volume she has produced.

“I want to be remembered for leaving space for others to show up as themselves and still feeling valued.”

Maybe that’s why the lottery question is such a fitting one.

Lindsay isn’t still selling real estate because she has to prove how much she can produce. She’s doing it because, eight years into the business, she still genuinely enjoys learning people’s stories, helping them navigate important moments in their lives and building relationships that often last years beyond the closing table.

The numbers tell you Lindsay Holloway is a successful Realtor.

The fact that she wouldn’t walk away even with a winning lottery ticket tells you something far more interesting:

She’s found work she genuinely loves—and a way of doing it that still feels like her. 🍷



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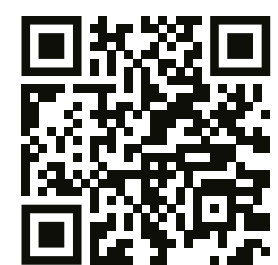
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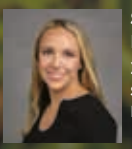
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