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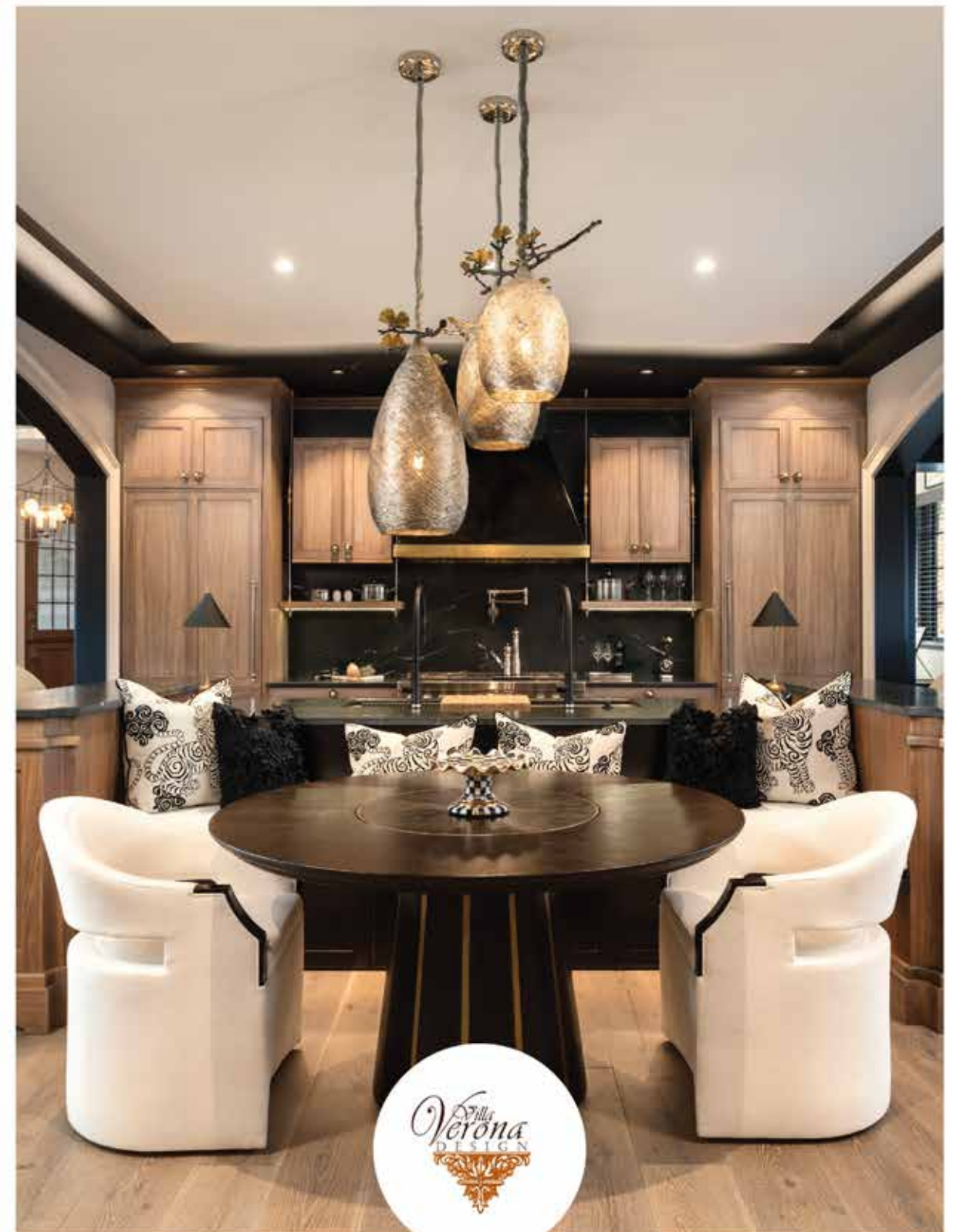


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As we welcome October and the beautiful changes that come with a new season, we are reminded once again of how fortunate we are to be part of such an incredible real estate community. Every month, **Upstate Real Producers** has the privilege of sharing the stories, accomplishments, and journeys of some of the most dedicated professionals in our industry, and we never take that privilege for granted. Whether you are a Realtor, industry partner, broker, or simply someone who enjoys getting to know the people behind the business, your support is what makes *Upstate Real Producers* possible.

This month, we are excited to introduce you to another exceptional group of professionals who represent the heart of what makes the Upstate real estate community so special. Our **October Cover Feature, Jessica Kilcoyne with Herlong Sotheby's International Realty**, is someone whose story reflects dedication, professionalism, and a genuine commitment to the people she serves. We are honored to place Jessica on this month's cover and invite you to take a closer look at the journey, experiences, and passion that have helped shape her career.

We are also proud to recognize **Jill Gunter with The Casey Group** as our **Top Producer**. Achieving success in real estate requires far more than simply closing transactions. It takes consistency, resilience, relationships, and an unwavering commitment to clients, and Jill's accomplishments are a wonderful example of those qualities in action. Her story is a reminder that true success is built one relationship, one client, and one opportunity at a time.

Our **Rising Star, Bill Stewart with RE/MAX Moves**, represents the excitement and promise of the next generation of real estate professionals. Rising Stars bring fresh energy, new perspectives, and a determination to make their mark on the industry. We are excited to highlight Bill's journey and celebrate the momentum he is building as he continues to grow his career and serve his clients.

This month, we are pleased to shine our **Partner Spotlight on Blue Ridge Cabinet and Design**. Our partners play an invaluable role in supporting the professionals who serve our communities, and we are grateful for the relationships we continue to

build with businesses that share our commitment to excellence.

As you turn the pages of this October issue, we hope you will take time to celebrate these individuals and learn something from each of their stories. Behind every achievement is a story of hard work, perseverance, challenges overcome, and people who believed in themselves enough to keep moving forward.

Thank you for continuing to read, support, and be part of **Upstate Real Producers**. It is our privilege to celebrate the people who make this industry extraordinary, and we look forward to continuing this journey with you, month after month. **Here's to another season of growth, success, and celebrating the very best of Upstate real estate!**



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AMY PORTER

For Jill Gunter, real estate has never been about simply buying and selling homes. It's about serving people through some of the biggest moments of their lives, helping them navigate uncertainty with confidence, and making sure they never feel like they're facing the process alone. While many agents focus on transactions, Jill focuses on relationships. That difference has become the foundation of a career built on trust, compassion, and an unwavering commitment to doing what's right for her clients.

Ask Jill to describe herself, and she won't start with awards or production numbers. Instead, she'll tell you she's a people person. Someone who isn't wired for a traditional nine-to-five schedule. Someone who simply loves giving to others. That mindset has shaped every chapter of her career and continues to be the reason clients return to her year after year and enthusiastically refer their family and friends.

Jill first earned her real estate license in the 1990s before returning to the profession in 2012, her experience serving people extends far beyond residential real estate. She spent years managing apartment communities and even served two terms as President of the Upper State Apartment Association, developing leadership skills and learning the importance of communication, organization, and customer service. Later, she entered the rapidly evolving wireless communications industry, witnessing firsthand the incredible transformation from car-installed phones with antennas to bag phones, flip phones, BlackBerrys, and eventually smartphones.

Those experiences taught Jill something that still guides her business today: industries may change, technology may evolve, but people will always value honesty, accessibility, and genuine relationships.

When she returned to real estate, she brought decades of business experience with her. She partnered with a private builder to develop a 25-

home subdivision while continuing to grow her residential business. Unlike many agents, Jill has never worked as part of a traditional real estate team. Instead, she has built her reputation independently, earning clients one relationship at a time. Eventually, a trusted friend introduced her to Scott Casey and The Casey Group, where she found what she describes as the perfect fit—a brokerage whose values aligned with her own commitment to serving clients with integrity.

Today, after more than twelve years in the industry, Jill has become known for handling the transactions many agents shy away from. Probate sales, foreclosures, short sales, lakefront homes, raw land, and other complex situations have become her specialty. Rather than viewing complicated transactions as obstacles, she sees them as opportunities to provide clarity, solve problems, and guide families through situations that often carry significant emotional weight.

"I love helping people," Jill says. "I couldn't stomach becoming a nurse, so this is my way of serving others."

That heart for service is evident in every client interaction. Before ever discussing square footage or bedrooms, Jill spends time learning about the people sitting across the table from her. She wants to understand what they love, what they don't, what their must-haves are, and perhaps most importantly, where they see themselves five years from now. Those conversations allow her to move beyond simply finding a house and instead help clients discover a home that truly fits their lives.

Her thoughtful approach extends even further when working with sellers. One of Jill's signature business practices—and one she credits with helping her secure countless listings—is preparing detailed net sheets for every listing consultation. Rather than discussing only list price, she carefully walks clients through realistic pricing scenarios, estimated closing costs, and exactly what they can expect to take home at closing.



When offers begin arriving, she prepares updated net sheets comparing each one based on price, terms, and closing timelines. By the time settlement day arrives, her estimates are often within just a few hundred dollars of the final closing statement.

"I don't like surprises with other people's money," she says.

That level of preparation provides something every client values: confidence. It removes uncertainty, creates transparency, and reinforces the trust that has become the cornerstone of her business.

One story perfectly illustrates why Jill encourages every agent to remain open to every opportunity. Years ago, she helped her next-door neighbors sell their home and purchase a larger one. Several years later, while building another custom home, the couple found themselves facing unexpected challenges and budget concerns. One Sunday, they called asking to tour a nearby home—not because they planned to buy it, but simply to gather ideas for their build.

Jill showed the home anyway.

After a long conversation, some quick calculations scribbled on napkins, and an honest discussion about finances, everyone realized the custom build no longer made financial sense. Instead, her clients submitted an offer on a stunning \$1.6 million home that better fit both their lifestyle and budget.

It's a lesson Jill shares often with newer agents.

"Go show the house," she tells them. "You never know."

That willingness to answer the phone, make time for clients, and never assume where a conversation might lead has helped Jill consistently produce between \$10 million and \$15 million in annual sales, including approximately \$12 million last year. Yet despite the impressive production, those numbers aren't what motivate her.





For Jill, the greatest reward isn't the commission check.

It's the look on her clients' faces at the closing table.

"The light in folks' eyes when everything comes together—that's what makes it all worthwhile."

Outside of real estate, Jill's joyful personality shines just as brightly. She and her husband, Frank—affectionately known as "The Frank"—have built a life full of laughter, adventure, and plenty of unforgettable memories. When they married, Frank had full custody of his three sons, and Jill stepped into the roles of wife and mother virtually overnight.

"It's been a great ride," she says with a smile.

Today, they spend much of their time at their home on beautiful Lake Hartwell, where boating has become a favorite pastime. If they're not on the water, chances are music is playing somewhere nearby. Jill is a devoted concert fan who jokes she could attend a show every

week. While country legend Marty Stuart holds a permanent place as her favorite performer, her playlists span everything from classic country to disco, often filling the air through the impressive sound system on their boat.

Her vibrant personality extends to her wardrobe as well. Pink is unquestionably her color, and Lilly Pulitzer has become her signature style. Recently, she attended "The Pink Retreat" in Palm Beach, joining hundreds of fellow Lilly enthusiasts for a celebration of fashion, friendship, and fun—an experience she describes as the time of her life.

Perhaps one of the most unexpected pieces of Jill's story involves three very special family members who have stolen her heart—her beloved house pigs. Their presence has inspired her support of Arthur's Acres, a pig sanctuary dedicated to rescuing and caring for pigs in need. For Jill, giving back isn't something she schedules—it's simply part of who she is.

When asked to define success, her answer is refreshingly simple.

"Being happy."

It's a philosophy reflected not only in her personal life but also in the way she

approaches her career. She has no plans to slow down. Real estate continues to energize her, challenge her, and fulfill her desire to help others while doing work she genuinely loves.

For fellow Realtors looking to build successful careers, Jill offers advice that sounds deceptively simple but carries tremendous wisdom.

Take the phone call.

Listen more than you speak.

Prepare thoroughly.

And never underestimate the value of showing clients exactly what to expect.

Above all else, Jill hopes people remember her for one thing: her giving heart and spirit. It is the same spirit reflected in her favorite quote, one that perfectly captures both her outlook on life and the legacy she hopes to leave behind:

"Spread the Sunshine."

After spending even a few minutes with Jill Gunter, it's easy to see that she already does. Every conversation, every closing, every client relationship—and every life she touches—is just a little brighter because of it. 🌞



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WRITTEN BY: AMY PORTER
PHOTOS BY: ZACK PEELER

How **JESSICA KILCOYNE** is Blending Design, Strategy, and Heart to Redefine the Client Experience

There are some people who find real estate, and then there are those who realize it has been quietly shaping their lives all along. For Jessica Kilcoyne of Herlong Sotheby's International Realty, the path wasn't a straight line—but looking back, every chapter prepared her for exactly where she was meant to be.

Today, with more than \$50 million in career sales in her first four years as an agent and over \$20 million in production last year alone, Jessica has quickly established herself as one of Greenville's rising leaders in luxury real estate. Yet, ask her what matters most, and the conversation shifts away from numbers and toward people, relationships, and helping clients build lives they truly love.

That perspective is what makes Jessica different.

Real estate has been woven into her story for generations. As a little girl, she tagged along with her grandmother, Joan Mathews, a Greenville Realtor, riding through the neighborhoods of Augusta Road. At home, she watched her parents renovate historic properties while balancing full-time careers, often spending summers on construction sites learning lessons she wouldn't fully appreciate until years later.

One renovation project on Faris Road became a defining memory.

Watching her parents breathe new life into a century-old home sparked something inside her. It wasn't simply about construction or investment—it was about possibility. It was about creating beauty where others saw work, building equity while preserving history, and leaving behind something meaningful for the next generation.

"I always thought there was something romantic about real estate," Jessica reflects. "Watching my parents build a future and a legacy through homes made me realize that real estate could change lives."



Still, before following that calling, Jessica chose a path centered on serving others in an entirely different way.

She became a critical care nurse, later earning her Master's in Health Administration before transitioning into medical device sales with Johnson & Johnson and eventually a San Francisco-based startup. Her career carried her across Washington, D.C., Birmingham, and Atlanta, providing invaluable experience in healthcare, corporate strategy, and high-level sales.

Yet despite the professional success, Greenville never stopped feeling like home.

When the COVID-19 pandemic caused many people to reevaluate what truly mattered, Jessica found herself asking difficult questions about where she wanted to build her future. Returning home wasn't simply a move—it was a decision to build a life aligned with her passions instead of remaining comfortable in corporate America.

Rather than jumping directly into real estate, she chose to create the foundation she envisioned.

Jessica spent nearly eighteen months restoring two 100-year-old homes into boutique short-term rentals, documenting every challenge, renovation, and design decision through social media. Those projects not only sharpened her renovation expertise but also connected her with Greenville's thriving community of designers, contractors, and preservation enthusiasts.

By the time those homes welcomed their first guests, Jessica knew she was finally ready.

She earned her real estate license in 2022 and launched her career independently with Herlong Sotheby's International Realty in January 2023.

Choosing the right brokerage wasn't simply a business decision—it was about finding a culture.

Jessica often compares that search to her days in critical care nursing, where teamwork, mentorship, and shared knowledge could literally save lives.

"I wanted to surround myself with agents who operate strategically and with the professional level of excellence I know my clients deserved," she says. "From my first conversations with Sotheby's, I knew I had found that."



Instead of focusing solely on production, Jessica focused on becoming a student of the business. She absorbed every opportunity to learn, asked countless questions, and intentionally surrounded herself with experienced professionals who challenged her to grow.

That willingness to learn remains one of the cornerstones of her success today.

Jessica specializes in historic homes, thoughtfully designed properties, and helping clients identify renovation opportunities that create lasting value. While many agents begin with bedrooms, bathrooms, and square footage, Jessica begins somewhere entirely different.

Lifestyle.

She believes the right home isn't simply the one that checks boxes on paper—it's the one that complements how someone actually wants to live.

Walkability. Morning light. Community. Floor plans that encourage connection. Hidden potential waiting behind a wall that could come down.

“

THAT'S THE KIND OF ADVOCATE I WANT TO BE FOR MY CLIENTS.”

She notices details others often overlook.

Her design background and renovation experience allow clients to see possibilities instead of limitations. Rather than asking buyers to imagine what could be, Jessica can confidently explain what renovations truly involve, what they cost, and whether the investment makes sense.

That combination of creativity and practicality has become one of her greatest strengths.

Equally important is the way she tells a home's story.

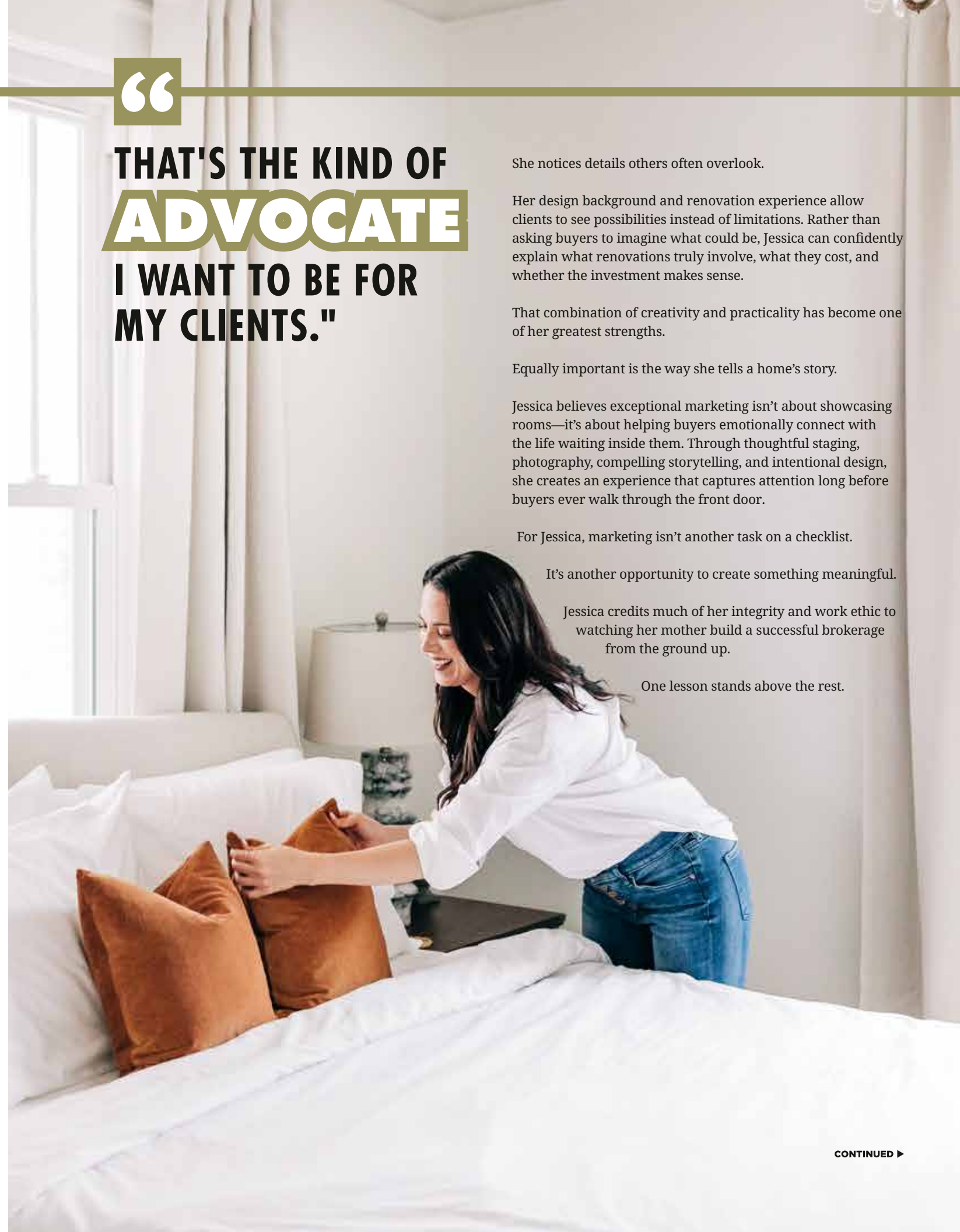
Jessica believes exceptional marketing isn't about showcasing rooms—it's about helping buyers emotionally connect with the life waiting inside them. Through thoughtful staging, photography, compelling storytelling, and intentional design, she creates an experience that captures attention long before buyers ever walk through the front door.

For Jessica, marketing isn't another task on a checklist.

It's another opportunity to create something meaningful.

Jessica credits much of her integrity and work ethic to watching her mother build a successful brokerage from the ground up.

One lesson stands above the rest.



CONTINUED ►

“

WE ARE WHAT WE REPEATEDLY DO. **EXCELLENCE,** THEREFORE, IS NOT AN ACT, BUT A HABIT.”

Success is building a life filled with purpose while never losing gratitude.

It's continuing to grow without forgetting where you started.

It's creating a career that leaves room for family adventures, meaningful friendships, and experiences that matter long after the paperwork is signed.

As she looks toward the future, Jessica hopes to continue restoring historic properties, expanding her boutique rental portfolio, and becoming an even greater resource for clients seeking homes with character and untapped potential.

Yet through every goal, one priority remains unchanged.

She wants to be remembered not for the homes she sold, but for the way she made people feel.

Heard. Supported. Protected.

Confident they had someone advocating for their future every step of the way.

Perhaps that is the greatest measure of success.

Because while beautiful homes, impressive numbers, and remarkable careers all leave an impression, it is character that creates a lasting legacy.

For Jessica Kilcoyne, that legacy is already taking shape—one relationship, one family, and one thoughtfully chosen home at a time.

Favorite Quote:

“We are what we repeatedly do. Excellence, therefore, is not an act, but a habit.” Excellence isn't a big moment, it's the discipline of showing up the same way every single day: the systems, the follow-through, the attention to detail, and most importantly the willingness to tell clients the truth even when it's not what they want to hear. There's no shortcut to earning that kind of trust, and it's what people remember long after the closing table. 🏡

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She believed that protecting clients' futures mattered far more than closing another deal, a principle Jessica has fully embraced. “I always noticed my mom telling people the hard things they didn't necessarily want to hear. Often it would be clients wanting to buy a house with major issues or one that didn't really fit their family needs. Her honesty paved the way for smarter purchases, greater equity, and a lot of happy, repeat clients who completely trusted her guidance. That's the kind of advocate I want to be for my clients.”

That mindset extends well beyond business.

Jessica remains passionate about animal rescue after unexpectedly adopting Fritz, one of six abandoned German Shepherd mix puppies discovered by a client shortly before closing on his home. The experience introduced her to the extraordinary work local rescue organizations perform every day despite limited resources and strengthened her commitment to supporting their mission.

Away from work, Jessica continues to feed her lifelong curiosity through travel. Growing up as an Air Force child stationed in Germany shaped her appreciation for architecture, culture, and timeless design—interests that continue influencing both her personal renovations and professional marketing today. Whether exploring historic European cities, hunting for antiques, or gathering inspiration from beautifully designed spaces, she is constantly learning, observing, and bringing fresh ideas back to Greenville.

Ask Jessica what success means, and her answer has little to do with awards or production totals.

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Blue Ridge Cabinet & Design

A LOCAL TEAM THAT BUILDS SPACES TO LAST

PHOTOS BY: PP'S PHOTOGRAPHY (AMY PORTER)

When a home remodeling project goes right, you hardly notice the craftsmanship. It simply feels like the space was always meant to look that way. That's the quiet ambition behind Blue Ridge Cabinet & Design, the Easley, South Carolina-based company that has been transforming kitchens, bathrooms, and beyond since 2016.

Founded as a local, family-owned business, Blue Ridge Cabinet & Design quickly grew into a full-service cabinet and countertop shop with a reputation built on personalized attention and premium work. What distinguishes the team isn't just the quality of the finished product but the depth of experience behind it. With more than 25 years of collective industry knowledge, the professionals at Blue Ridge Cabinet & Design approach every project knowing the difference between a job that looks good on move-in day and one that holds up beautifully for decades.

That long view shapes everything about how they work. All cabinetry is certified by the Kitchen Cabinet Manufacturers Association (KCMA), and every product comes backed by a lifetime warranty. The team's services span the full scope of a home remodel. Semi-custom cabinetry is at the heart of what they do, with installations designed for kitchens, home offices, bar areas, pantry spaces and more. Countertops in natural stone and quartz are selected to complement each cabinet design. In-house designers, carpenters, and fabricators manage the entire process under one roof, including professional installation and millwork. For clients, that start-to-finish support makes all the difference.



Blue Ridge Cabinet & Design maintains a full-scale showroom in Easley, where homeowners can see and feel materials before making decisions. There's real value in that kind of tangible, hands-on experience, especially for a project as personal as redesigning a room you live in every day.

“We pride ourselves on delivering exceptional quality and personalized service to every customer,” the company notes, and that philosophy extends even to the unexpected. The team is fully insured and can support clients through insurance claims by working alongside building partners, a practical reassurance that most homeowners only appreciate when they actually need it.

For real estate professionals in the Upstate region, having a partner like Blue Ridge Cabinet & Design in your network means having a reliable resource to point clients toward when they're preparing a home for sale or settling into a new one. A trusted local company, a showroom that makes decisions easier, and a team that backs its work with a lifetime promise: that's the kind of resource worth knowing.

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BILL STEWART

WRITTEN BY:
AMY PORTER
PHOTOS BY:
DARIEN LEWANDOWSKI



Bill Stewart | RE/MAX Moves

Some careers begin with certainty. Others begin with a quiet dream that lingers in the background for years before courage finally catches up with it. For Bill Stewart, real estate wasn't a spur-of-the-moment decision—it was a dream he carried for nearly fifteen years. The desire was always there, but like so many people balancing career, family, and responsibility, fear had a way of convincing him that “someday” was a safer option than today.

Then he made a decision that would forever change the trajectory of his life.

In 2022, Bill earned his real estate license and officially launched his career in January 2023. What followed has been nothing short of remarkable. In just three and a half years, he has built a business approaching \$38 million in career sales, including more than \$16.6 million in production last year alone. While those numbers are certainly impressive, they tell only part of the story. Behind every transaction is a Realtor who has chosen consistency over shortcuts, relationships over transactions, and personal growth over personal comfort.

That mindset is exactly what makes Bill Stewart one of *Upstate Real Producers'* Rising Stars.

From the beginning, Bill knew he wanted to build something that reflected his own values. After starting his career with Century 21, he made the move to RE/MAX Moves in late 2023, where he continues to grow his business today as an independent agent. While joining a team may have seemed like the more conventional path, Bill intentionally chose to build his business on his own. He wanted the freedom to create systems, establish his own standards, and develop a client experience that reflected who he is—not simply follow someone else's blueprint.

That independence has become one of his greatest strengths.

For Bill, real estate has never been about simply opening doors or writing contracts. Every client brings a unique story, a different set of goals, and a home that needs to solve specific problems. Rather than beginning with square footage or price points, he starts with something much more important—understanding why.

“What problems does this home need to solve?”

That simple question shapes every conversation he has with buyers. By learning how clients live, what matters most to them, and what they hope life will look like after the move, Bill is able to guide them toward homes that truly fit their lives instead of simply checking boxes on a search criteria list.

It's an approach rooted in listening before advising.

Long before becoming a Realtor, Bill spent years helping organizations grow their businesses. Those experiences taught him the importance of systems, processes, and delivering consistent service. But they also reinforced something else: no two clients are alike. While strong processes create excellence,



“FIND JOY IN THE BORING.”



flexibility creates trust. Today, Bill has built a business that combines both.

As rewarding as his success has been, Bill is quick to admit that his greatest obstacle hasn't been the market, competition, or changing interest rates.

It's been his own mindset.

Real estate is a profession built on conversations. Every day requires reaching out, making connections, hearing objections, facing rejection, and staying positive in an industry where headlines often paint an uncertain picture. It's easy to allow outside opinions—or even a few difficult weeks—to create doubt.

Bill understands that struggle well.

He openly shares that maintaining focus and protecting his mindset continues to be one of the greatest challenges of his career. There are seasons when closings slow down, opportunities seem scarce, and it feels as though nothing is working. In those moments, many agents begin chasing the newest marketing trend, lead source, or shortcut promising overnight success.

Bill has learned a different lesson.

The greatest return on investment isn't found in flashy ideas or expensive systems. It's found in showing up every

day and doing the work.

- Phone calls.
- Conversations.
- Follow-up.
- Relationships.

The simple, often repetitive disciplines that aren't glamorous but produce lasting success.

He calls it learning to “find joy in the boring.”

That philosophy has become the foundation of his business and, perhaps more importantly, his personal growth. He understands that success isn't created during the exciting moments. It's built quietly through daily habits that no one else sees.

Helping shape that perspective has been his longtime business coach, Amy Flynn, who has worked alongside Bill since the beginning of his career. Through her mentorship, he developed not only the daily disciplines necessary to launch a successful business but also the mindset required to sustain long-term growth. While Bill has learned from many respected professionals, he credits Amy with having the single

greatest influence on both his business and his outlook.

That commitment to continual learning remains one of his defining characteristics.

Today, Bill spends significant time studying local market trends so he can better educate his clients. He believes one of the biggest misconceptions consumers face is viewing real estate as one large market. In reality, every neighborhood, price point, and community behaves differently. By understanding these “mini-markets,” he can provide guidance that is far more meaningful than broad national headlines ever could.

For Bill, education creates confidence, and confident clients make better decisions.

While business growth remains important, his greatest motivation has little to do with production numbers.

It comes home every evening.

Bill and his wife, Stephanie, a physical therapist who manages the CORA clinic in Simpsonville, have built a life centered around family. Their oldest daughter, Alyssa, recently began the Honors Program at the College of Charleston, while their youngest daughter, Ella, attends Monarch Elementary.

It was his daughters who ultimately inspired one of the biggest decisions of his life.

For years, Bill encouraged them to chase their dreams and never place limits on what they could become. Eventually, he realized those same words applied to him.

If he expected his daughters to pursue the life they truly wanted, he needed to be willing to do the same.

Starting over in real estate wasn't simply about changing careers.

It was about setting an example.

Showing them that fear doesn't have to make your decisions.

Showing them that dreams don't come with expiration dates.

Showing them that it's never too late to build the life you've imagined.

That same desire to invest in others extends beyond his family. Bill proudly supports Monarch Elementary, where he has served as a school sponsor for the past three years. He also donates a portion of every commission—in his clients' names—to Children's Miracle Network, believing every closing presents an opportunity to make a difference in the lives of children facing unimaginable circumstances. Alongside his family, he also supports the “Swing for the Cure”

golf tournament, helping raise funds for breast cancer awareness and research.

Away from work, Bill enjoys spending time with his family exploring the Upstate, traveling whenever possible, playing golf, and following Formula One racing. Growing up in a military family gave him the opportunity to live in several places, including Australia, just outside Sydney, experiences that fostered his appreciation for different people, cultures, and communities. That curiosity continues today, with an Alaskan cruise still sitting high on his family's travel bucket list.

When asked to define success, Bill's answer is refreshingly simple.

“Achieving the goals I set for myself. Focusing on being a better version of myself today than I was yesterday.”

It's a philosophy that also shapes the advice he shares with newer agents entering the industry.

He encourages them to be careful with the words they use about themselves because limiting thoughts eventually become limiting beliefs. Comparison, he says, is one of the quickest ways to lose focus. Every Realtor's journey unfolds differently, and the only meaningful competition is the person staring back in the mirror.

If you continue doing the work, continue improving, and continue honoring the commitments you've made to yourself, success becomes less about if and more about when.

As his business continues to grow, Bill hopes that long after the production numbers are forgotten, one thing will remain true.

He wants to be remembered as someone who did exactly what he said he would do.

In an industry built on trust, there may be no greater legacy than that.

For a Realtor whose career was born from the courage to finally pursue a long-held dream, Bill Stewart is proving that the strongest foundation for success isn't built on talent alone. It's built on integrity, consistency, and the quiet determination to become a little better every single day.

And for this Rising Star, the best chapters are still being written.

Favorite Quote

“The world only exists in your eyes. You can make it as big or as small as you want.” - F. Scott Fitzgerald

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Adam Devol

LEAD WITH INTEGRITY, BALANCE, AND PROFESSIONALISM

BY ADAM DEVOL, CASEY GROUP REAL ESTATE LLC

In an industry built on relationships, reputation, and results, Adam Devol believes that success in real estate comes down to two core principles: professionalism in how you serve your clients and balance in how you live your life.

For Adam, one of the most important pieces of advice he offers fellow agents is simple but powerful: **be honest, operate with integrity, and invest in doing things the right way.**

“One thing I always encourage agents to do is not cut corners,” Adam shares. “For example, don’t be cheap when it comes to your listings. Hire a professional photographer. Your client has trusted you with one of the biggest financial assets they have, and the way you present that home matters.”

In today’s competitive marketplace, first impressions often happen online. Professional photography doesn’t just make a listing look better—it helps tell the story of a home, attracts more buyers, and ultimately positions a property to sell more effectively. For Adam, investing in quality marketing isn’t optional—it’s part of delivering the level of service every client deserves.

But professionalism doesn’t stop at presentation. Adam emphasizes that **strong negotiation paired with respectful communication** is what truly sets great agents apart.

“Negotiate hard for your clients,” he says. “That’s part of our job. But always be polite and respectful while doing it. Courtesy goes a long way, and people always remember it.”

Like many professionals in the business, Adam has seen firsthand how reputations are built—or damaged—within the real estate community.

“If you’re rude, people remember that too,” he adds candidly. “I learned that lesson the hard way early on. So take my free tip—always give grace, even when it isn’t deserved.”

Maintaining professionalism and ethical standards is something Adam believes is critical for the long-term health of the industry. As he explains, integrity should guide every conversation and transaction.

“As Realtors, we need to operate with honesty and ethics above all,” Adam says. “Sometimes I get calls from agents who haven’t

even shown my listing yet, and the first thing they ask is what the buyer’s agent commission is. Before they’ve even considered the home for their client. That mindset misses the point of what we’re here to do.”

For Adam, the focus should always remain where it belongs—**serving the client’s best interests and helping them make the right decision**, not simply chasing compensation.

Yet Adam’s advice goes beyond professional conduct. His second “Tip of the Trade” focuses on something many agents struggle with in a 24/7 business: **protecting your personal well-being.**

“Prioritize your spiritual, emotional, physical, and family health,” he says. “Real estate can consume your life if you let it.”

To maintain that balance, Adam encourages agents to

set boundaries—something he has implemented in his own life.

“Take Sundays off,” he suggests. “Use that time to recharge. Play golf, go to church, read your Bible, spend time with your family, and get plenty of rest so you can serve your clients better on Monday.”

Of course, real estate doesn’t always follow a schedule,

and Adam recognizes that emergencies can arise.

“If something truly urgent comes up that can’t wait until Monday, then handle it,” he says. “But in my experience, that’s actually pretty rare.”

By creating space to rest and reset, Adam believes agents ultimately become **better professionals,**

better partners, and better advocates for their clients.

At the end of the day, Adam’s philosophy is straightforward: success in real estate isn’t just about closing deals—it’s about **building a reputation rooted in honesty, professionalism, and respect for both clients and colleagues.**

And sometimes, the best advice is also the simplest.

“Do the right thing,” Adam says. “Treat people with courtesy, take care of your clients, and take care of yourself. If you do those things consistently, the rest tends to fall into place.”

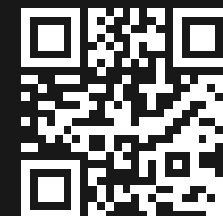
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