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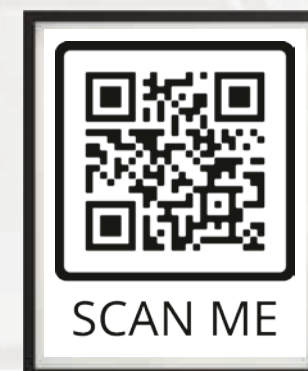


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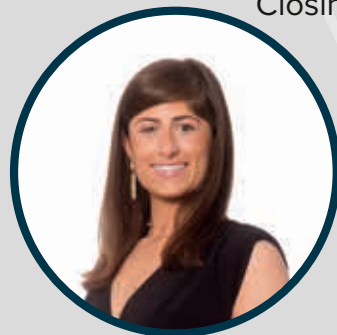
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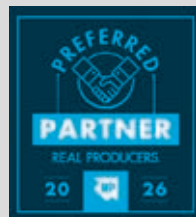
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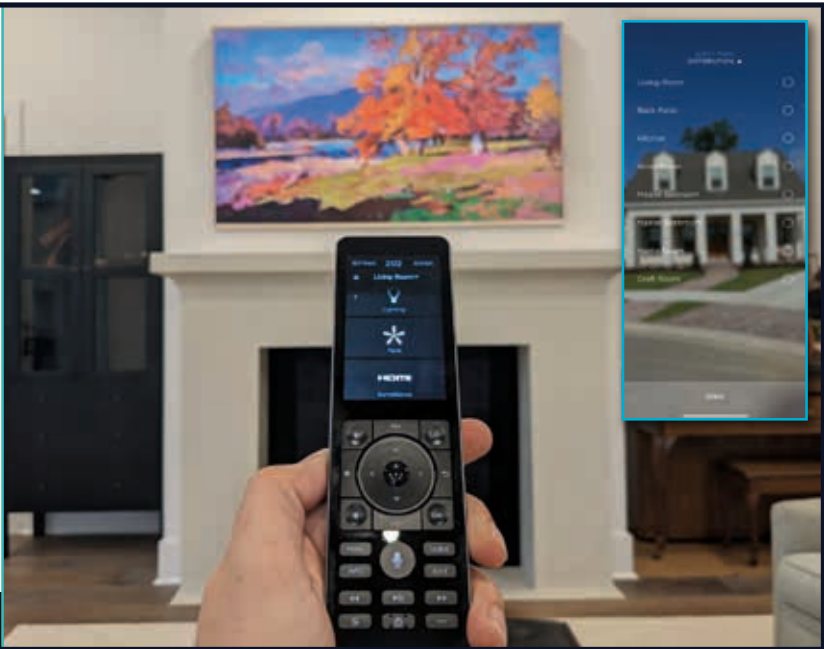
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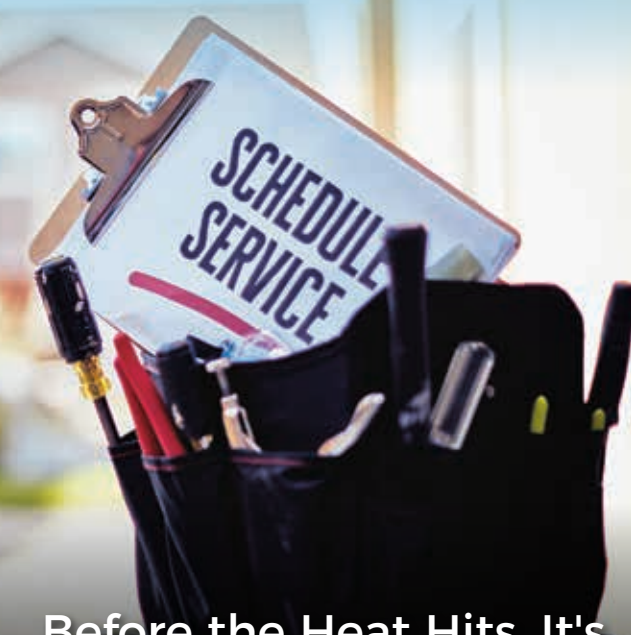


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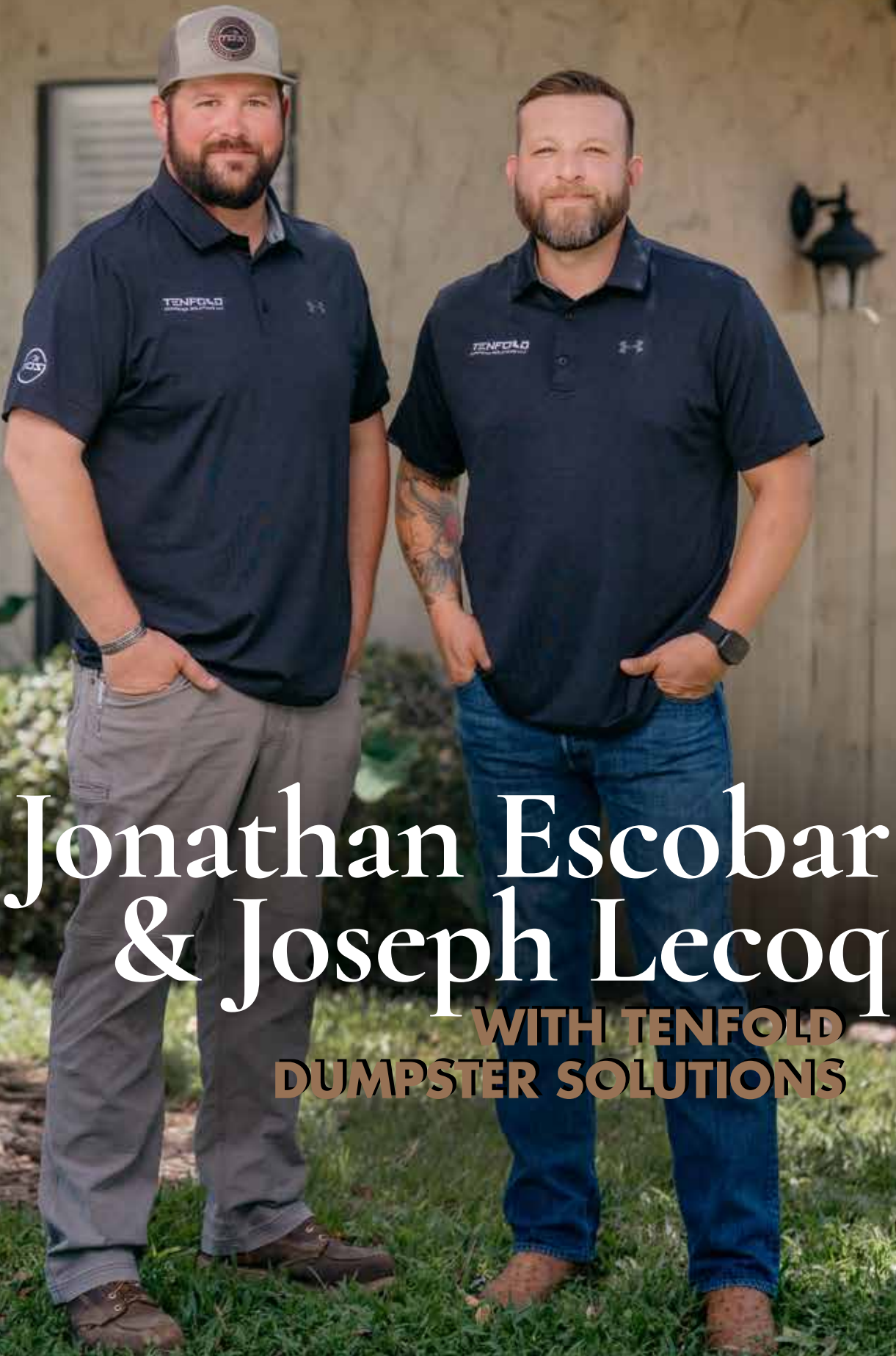
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WRITTEN BY BREANNA PIZZOLATO • PHOTOS BY WESLEY SUN CHEE FORE

Ten to One
How Jonathan Escobar and Joseph Lecoq are redefining waste management with Tenfold Dumpster Solutions

For most people, a dumpster is just a metal box on a driveway, simply another necessity for a renovation, a move or a cleanout. But for Jonathan Escobar and Joseph Lecoq, the co-owners of Tenfold Dumpster Solutions, the big metal bins serve as vessels for connection and community.

In an industry often viewed through a purely transactional lens, Jonathan and Joseph are building a business rooted in an old-school philosophy: do what you say you will do, treat people like family

and always give 10 times more than what is expected.

Hit the Road
The partnership between Jonathan and Joseph was forged during their years working together in industrial construction. As a welder and a pipefitter working grueling turnaround shifts, often clocking 12-hour days, seven days a week, they know the true meaning of grit. And Joseph continues to work full-time as a general foreman.

But when they saw their community devastated by the Great Flood of 2016, the experience planted a seed for their entrepreneurial journey. With the mountains of debris and ruined

possessions lining local streets, Jonathan felt a deep pull toward a service that could help people rebuild their lives.

“I wanted to get into a business I knew there was going to be a need for,” Jonathan explains. “One where people needed someone reliable, whose word is their bond, because it’s usually not the most fun experience when you need a dumpster. Usually it’s a move, renovation, or a loved one has passed away. I knew I could be that guy.”

In 2021, that vision became a reality when he and Joseph purchased two dump trailers, and as Jonathan puts it, “we just started doing it.”





Yet, despite their growth, Jonathan and Joseph have kept their operations grounded in transparency. There are no hidden fees or surprise surcharges.

“We treat people the way we’d want to be treated,” Jonathan says. “We’ve both always believed that if you say you’re going to do something, you do it.”

That integrity extends beyond their customer interactions to their relationships with other local business owners. In a fiercely competitive industry, Tenfold champions a spirit of collaboration. Jonathan recalls a time when they were unable to provide a dumpster for a client due to a delay outside of their control. Rather than leaving the client stranded or wishing them luck, Jonathan arranged for a competitor to deliver a dumpster. He said he would have a dumpster there for them, and he did.

For Jonathan and Joseph, the ultimate reward of entrepreneurship is the ability to leverage their business to support the community that supports them.

Recently, when the Iris Domestic Violence Center needed to dispose of a large inventory of damaged, unusable chairs, tables and desks, Tenfold stepped in to provide free junk removal services, helping the nonprofit clear space to continue its vital mission of protecting women and children fleeing abusive environments. And after hearing about Keep Tiger Town Beautiful on the radio while making a haul, he reached out to organizer Jennifer Richardson, hooked up his trailer and loaded up 50 bags of litter to bring to the dump.

“It was so fun to be able to do that and see the business we run be able to give back to our community that way,” Jonathan says. “If you’re going to have a

business and you can afford to do things like that—why not? It’s so important.”

When the work gets heavy or smelly, Jonathan and Joseph don’t have to look far for motivation. Jonathan has been married to his wife, Hattie, for 10 years and is a father to their eight-year-old Ada and one-year-old Holden. And Joseph says his fiancée, Erin, and their daughter, Mary Anne, inspire him daily to be the best father, partner and man he can be

“When you have a family, no matter what, you have to keep going and moving forward,” Jonathan says.

When they do manage to carve out a moment of free time from the beautiful chaos of running a growing business, you’ll find Jonathan recharging by playing a round of golf, smoking some backyard BBQ and enjoying quiet moments with his family and close

friends. And Joseph can usually be found on the water chasing largemouth bass or at the hunting camp during deer season.

For real estate agents and contractors guiding clients through the emotional and logistical stress of home transitions, having a reliable partner can make or break a project. Tenfold Dumpster Solutions is built to be that partner—offering a seamless, stress-free experience from two local guys who care deeply about the people they serve.

“At the end of the day, we’re just two local guys who believe in working hard, treating people right, and standing behind what we do,” Jonathan says. “That’s really where the name Tenfold comes from. It’s about giving more than what’s expected... If people remember how they were treated just as much as the service we provided, then we’ve done our job.” 🦁

For the first few years, the hustle was relentless. Jonathan would pull a grueling shift at the refinery plant, only to leave and immediately hit the road to pick up a dumpster, or find himself emptying a container at 5:30 a.m.before heading in so it would be ready for a client that evening. Three months ago, driven by a desire to give the business his undivided attention, Jonathan made the leap and now operates Tenfold full-time.

Collaboration Over Competition

The years of relentless work ethic have started to pay off. Today, Tenfold has grown from those two original trailers to a fleet of 14 dumpsters, serving communities from LaPlace to Baton Rouge and up to St. Francisville. They have also expanded far beyond simple rentals to offer full-scale, hands-on junk removal—handling the loading, hauling and disposal so their clients don’t have to lift a finger.



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WRITTEN BY JESS WELLAR
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Not every mortgage file fits neatly into a box. Some buyers have been told “no” by every other lender in town. Others need creative financing, quick answers, or simply someone willing to keep looking for a solution when everyone else has stopped.

That’s where Redstick Financial has staked its reputation. Since opening the Baton Rouge mortgage brokerage in 2022, co-owners Ryan Mott and Sheridan Fay have created a business centered on accessibility, “absolutely no b.s.” and relentless problem-solving to navigate even the most challenging loan scenarios.

Redstick Financial now serves clients throughout Louisiana, Mississippi, Texas, Alabama, and soon Florida. With an eight-person team, a 5-star Google rating, they actively encourage both clients and Realtors to drop by any time, ask questions, and know they’ll always get a straight answer.

Shared Purpose

Sheridan came back to Baton Rouge after years in Houston, bringing with her a background in the service sector as a successful competitive bartender. After returning home and beginning a new chapter, she joined Ryan as his assistant, spending six years learning every aspect of the mortgage business before becoming his business partner when they launched Redstick Financial together. Today, Sheridan proudly celebrates a solid decade in the mortgage industry along with 10 years of sobriety.

Originally from Houma, Ryan worked a variety of sales jobs — from tennis shoes and vacuums to cars and bikes — before a friend’s suggestion led him into mortgages 25 years ago. What began as a job opportunity quickly became a profession he never wanted to leave.

“As I moved through the business, I realized it wasn’t just about loans,” Ryan shares. “Helping people solve problems and achieve homeownership is what has kept me here all these years.”

Together, the pair have developed complementary strengths that define

Redstick Financial’s close-knit, collaborative culture.

“Ryan is the mathematical wizard and master problem solver behind the scenes,” Sheridan smiles. “But we both possess a problem-solving skill set that makes us different from other LOs in the area. And I am the social one who can talk to a wall!”

Prioritizing In-Person Relationships

While many mortgage companies rely heavily on remote teams and automated communication, Redstick

Financial intentionally operates differently. The office is open and welcomes visitors, the owners share their personal cell phone numbers, and every file benefits from a team approach.

“For us, we find that being in the office daily, we feed off of each other in energy and expertise,” Sheridan points out. “We can always meet clients where they are as well.”

Ryan credits much of the company’s success to the people





around him, as well as their exceptionally welcoming culture.

“From our assistants to LOs, everyone is always available and does an amazing job of keeping clients and Realtors informed every step of the way,” he notes with pride. “It’s truly a team effort.”

Finding A Way Forward

Both Ryan and Sheridan view Realtors as true partners whose reputations deserve the same level of protection as their own.

“We are here to help Realtors grow, which helps us grow,” Sheridan offers.

She continues, “Call us if you are stumped on a deal that isn’t ours. We will try to help your LO close it as

Investing In The Community

Outside the office, both Ryan and Sheridan are devoted single parents whose children remain at the center of everything they do. Sheridan’s daughter, Ivy, is 11 and preparing to begin sixth grade, while Ryan’s daughter, Wren, is 14 and getting ready to start her freshman year.

Away from work, Sheridan enjoys weekends on the river in Maurepas, traveling such as a recent trip to Iceland, fundraising for St. Jude, and moderating Geaux Naked, a Facebook community of more than 54,000 women that offers support and advice on everything from health, wealth, to relationships, and recommendations.

Ryan prefers spending time on the golf course, traveling with Wren, and recently celebrated the opportunity to ring the closing bell at the New York Stock Exchange for National Mortgage Brokers Day. The father-daughter itinerary also included attending an Ariana Grande concert and every teenager’s dream — a NYC shopping spree. Both partners also support St. Christopher’s Addiction Wellness Center, which Ryan credits for changing his life.

That same commitment to giving back carries into Redstick Financial’s priorities as well: From supporting local schools and businesses to purchasing merchandise exclusively from local vendors — including one who is both a client and military veteran — they intentionally reinvest in the community that has supported their business.

Looking ahead, both partners remain focused on growth without losing the culture of availability that brought them this far.

“I would like to see expansion to 100 LOs,” Ryan concludes, “but I would also like to branch out to do more mentoring, coaching, and motivational speaking of my recovery to where I’m at now.”



“
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solve problems
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Cassie Guedry



What inspired you to take the leap into real estate, and what was that first year like for you?

My husband, Colton, was actually the one who first encouraged me to get into real estate because he knew how much I loved it. A few years earlier, I had considered making the leap, but it just wasn't the right time. Then some close friends who were REALTORS® encouraged me too, and everything finally fell into place. Looking back, I'm so thankful I took that leap—it was exactly where I was meant to be. My first year in real estate was challenging, but it was one of the best learning experiences I could have asked for. Many agents said it was the worst time to start because of high interest rates, but I believe it was the best time to learn, adapt, and build a strong foundation that has helped me grow.

What's one transaction or client experience that had a lasting impact on you?

Every transaction has taught me something, but my first closing will always have a special place in my heart. I was so proud of myself, incredibly grateful that my clients trusted me, and thankful for everyone who supported me and answered my questions along the way. It was the moment I knew I was exactly where I was meant to be.

If you could go back and give your rookie self one piece of advice, what would it be?

Give your self grace!



What's a personal milestone or achievement in your career that you're most proud of?

I have won "Rookie of the Year" from my Brokerage and "Rising star" from my brokerage and then Winning the *Baton Rouge Real Producers* Rising Star Award was one of the proudest moments of my career. I was truly in disbelief, especially knowing that my fellow peers and clients voted for me. Just being nominated felt like an incredible honor, and I never expected to win alongside so many amazing REALTORS®. Receiving that award was a huge accomplishment and a reminder of how grateful I am for the trust and support I've been given.

What's the best piece of advice a mentor or colleague has ever given you?

The best advice I've ever received is to always be my true self. Clients can tell when you're genuine, and they appreciate knowing you truly care about them—not just the transaction. That advice has shaped the way I do business and build lasting relationships with my clients.

Challenges & Growth How do you handle difficult clients or challenging personalities in negotiations?

When dealing with difficult clients or challenging negotiations, I believe the first step is to listen. I let people say everything



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One non-negotiable habit I have is to always KEEP MOVING FORWARD.

they need to say without interrupting because sometimes they just need to be heard. Once everything is out in the open, we can talk through it together. Often, simply saying things out loud helps people reevaluate the situation, making it easier to find common ground and move forward.

How do you stay resilient when deals fall apart or the market shifts unexpectedly?

Real estate is a roller coaster, so I've learned to be flexible and adapt quickly. I always try to stay two steps ahead and have a backup plan—and sometimes even a backup plan for the backup plan. Every challenge is an opportunity to learn and find a new solution.

What's a challenge you're still working on overcoming in your career today?

One challenge I'm still working on is finding enough time in the day to accomplish everything I want and need to do. Real estate is always changing, and balancing my business, my clients, and my family takes intention. I'm constantly learning how to manage my time more effectively while still giving my best to the people who count on me.

How do you manage stress when juggling multiple deals at once?

I'm still trying figure that out. No matter what I give my 100% to each client.

What's a misconception people have about being a Realtor that you wish more people understood?

One of the biggest misconceptions is that REALTORS® only work when they're showing homes. In reality, we're always



working—answering calls, negotiating contracts, solving problems, and helping clients, no matter where we are.

Personal Insight
What's a personal or business slogan that keeps you motivated every day?

One saying that keeps me motivated every day is, “Today is a good day for a good day.” It's something I tell my daughters every morning, and it's something I strive to live by myself. No matter what challenges come my way, I choose to approach each day with a positive attitude and make the best of it.

What's one thing your clients would be surprised to learn about you?

That when I was 21, I was diagnosed with Multiple

Sclerosis (MS). And I still work PRN for my nursing job as a LPN.

Where do you see yourself in five years, both personally and professionally?

In five years, I hope to still be the same present mom, cheering on my daughters at every event. Professionally, I see myself continuing to grow my real estate business, expanding our rental property portfolio, and staying the same genuine REALTOR® who's always striving to be the best I can be for my clients.

How do you balance the hustle of real estate with your personal life and self-care?

I'm still learning how to fully balance it. Real estate can be demanding, but I

make it a priority to be present for my family and remember that taking care of myself helps me better serve my clients.

What's one non-negotiable daily habit that helps you stay focused and successful?

One non-negotiable habit I have is to always keep moving forward. No matter what challenges or setbacks come my way, I never let one bad moment stop me from doing the best job possible for my clients. Every day is a new opportunity to learn, grow, and give my best.. ❖



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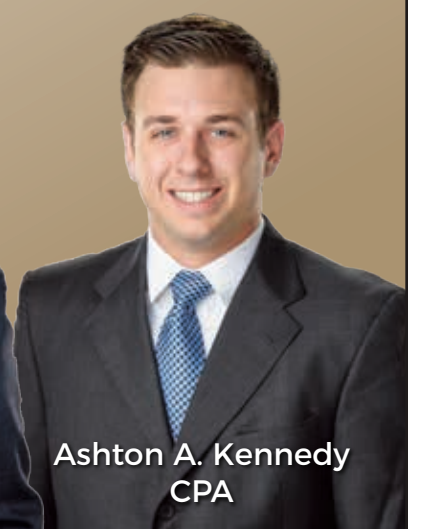


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WRITTEN BY JESS WELLAR
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Amanda LASS

“When I got my license in March 2021, I thought I would go part-time to help out at home until my husband’s furlough in the oil and gas field ended,” Amanda Lass begins. “But one day a few months later, I had a really hard case staffing on Zoom for a child protection case.”

“I texted my husband after that tough staffing meeting and said I think I’m going to quit my State job and do real estate full time, and he said, ‘I trust that you won’t let yourself fail’ and that he supported me 100 percent,” she continues. “The next day I wrote my resignation letter to the State, gave six weeks’ notice, and felt like I was going to throw up because I only had one client!”

Sometimes the scariest leap of faith begins with a sudden moment of clarity. For Amanda, that moment arrived after years of serving Louisiana families through Child Protective Services. She had entered real estate intending to ease into a new career, but one difficult case changed everything.

Five years later, Amanda has become one of Livingston Parish’s top-producing Realtors, closing 77 transactions totaling \$17.5 million in sales in 2025 while building a business fueled



“

I’m always looking to learn and ask questions, **not just act like I know.**”



almost entirely by her sphere, repeat clients and referrals.

Gutsy Pivot

Amanda’s calling has always centered on helping people. After earning a Bachelor’s degree in Criminal Justice from Northwestern State University in 2014 and working in law enforcement for a few years, she spent seven years working in child protection with Louisiana’s Department of Children and Family Services, advocating for children and families through some of the most challenging seasons of their lives. While the work was deeply meaningful, the emotional toll steadily mounted, particularly during the pandemic.

At the same time, Amanda and her husband, Jacob, found themselves navigating uncertainty at home during his furlough from the oil and gas industry during COVID. Having recently bought and sold a home themselves, Amanda became increasingly interested in real estate as a profession that would still allow her to serve others while providing greater flexibility to be present for their young son, Jayden, and avoid being stuck behind a desk all day.

“They were bringing us back to the office after work from home and I didn’t want to put my son in before and after care just so I could commute as he was just starting kindergarten,” she recalls. “I also wanted to be involved in his schooling and

live in the moment with him since he is our only child.”

The transition to real estate, however, came with enormous risk. Fortunately, she found both encouragement and guidance at Keller Williams Realty under the mentorship of Tiffany McBride, whose support helped lay the foundation for Amanda’s remarkably gritty start.

“Getting into real estate was something I had no experience in,” Amanda notes. “I didn’t have any family or friends in the business and I had no sphere since I wasn’t originally from the area.”

Rather than becoming discouraged, Amanda leaned into consistency. She documented her new career on social media, sharing the victories along with the setbacks, and slowly earned the confidence of people who had never met her before while tagging her local, well-known husband on her posts to gain traction.

“I’ve always been active on social media and I’m a natural sharer of family life,” she elaborates. “I figured the best way to reach people that I don’t even know was to be consistent with every move I made. Over time, people noticed the hustle, and it built credibility to lead to where I am now.”

Servant’s Heart

Amanda believes every client deserves a fierce

advocate, not simply someone to unlock doors or write contracts. Years spent navigating complicated cases and the court systems taught her how to listen carefully, remain calm under pressure, multitask and search relentlessly for solutions when obstacles arise. Those same qualities have naturally carried into her real estate career.

Her background also instilled an appreciation for asking questions rather than pretending to have all the answers. Whether she’s collaborating with another Realtor, helping first-time buyers, or untangling a difficult deal, Amanda’s focus remains on serving others well instead of protecting her own ego.

“I strive to be a good co-op agent. I believe in collaboration over competition,” Amanda emphasizes. “There is no length I won’t go to to help someone. I have a servant’s heart and helping is in my blood.”

“I’m always looking to learn and ask questions, not just act like I know,” she adds. “And I answer my phone for agents, clients and industry partners because communication is so important in this industry!”

That relentless drive has produced extraordinary loyalty. Nearly 100 percent of her business now comes through her sphere, repeat clients,

referrals, and word-of-mouth recommendations, an accomplishment made even more impressive considering she started with virtually no local sphere of influence.

Along the way, she's earned Rookie of the Year honors in 2021, Keller Williams Agent of the Year in 2025, multiple top producer awards, and continues to rank among the area's leading agents. Ask Amanda what clients appreciate most though and she doesn't hesitate: constant communication and unending support. In fact, one simple phrase, "I got you!" has become so synonymous with her approach that many past clients laugh whenever they hear it now.

On The Homefront And Horizon

Beyond serving clients, Amanda's greatest joy is spending time with Jacob and their 10-year-old son, Jayden. Whether they're cheering Jayden on at travel baseball tournaments, school basketball games, or football fields, her brood is happiest when they're together. The Lass's also enjoy boating, fishing, hunting, and making memories at their recently purchased camp in Grand Isle, which doubles as a short-term rental.

Back home, Amanda loves entertaining friends and family for backyard cookouts, swimming, and LSU game days, while her ever-present cup of coffee has become something of a "signature stress reliever" among those who know her best.

Amanda jokes that gone are the days when she used to be referred to as "Jacob Lass's wife."

"The tables have turned and we laugh about it now when someone says to Jacob, "Oh, you're Amanda Lass's husband!" she grins.

Thanks to her career flexibility, Amanda now serves as a room mom at Jayden's school, volunteers through the PTA, regularly sponsors youth sports teams and school organizations, and enjoys finding opportunities to support the community that has embraced her business.

Looking ahead, Amanda is clearly just getting started. She plans to earn her broker's license within the next year, continue investing in real estate through additional STRs, and is on track to exceed last year's totals while recently hiring an executive assistant..

She's open to the possibility of forming a team someday, but only when the timing feels right. Until then, Amanda is content doing what she does best: relentlessly solving problems, answering her phone with a smile, and proving every day that genuine care never goes out of style.

"I'm still growing my own business and building momentum with my hustle," Amanda concludes thoughtfully. "But I define success by helping others achieve their goals, receiving referrals from past clients,

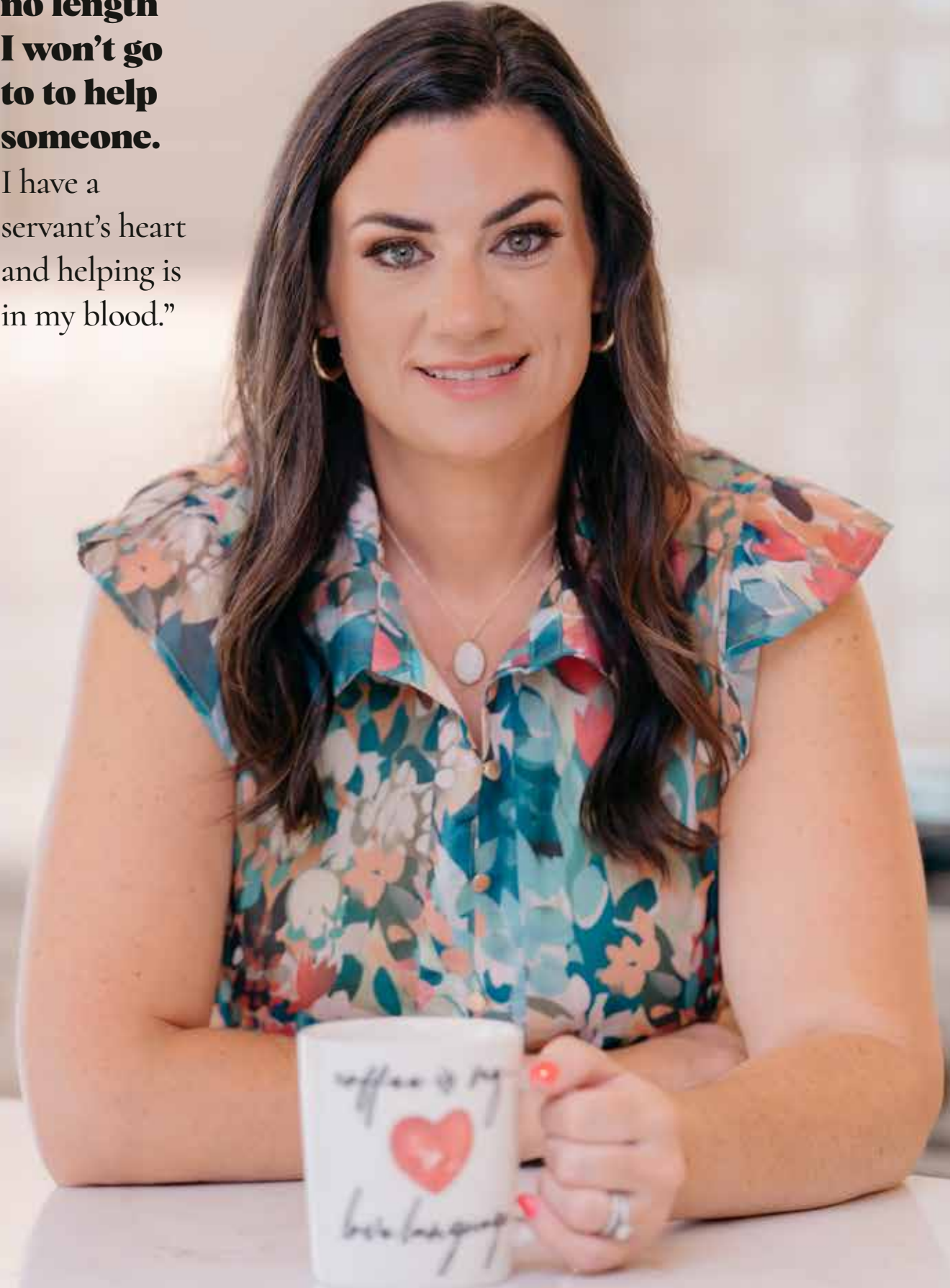


family, and friends, and making a stressful situation easier by taking care of my people. I got you!" ❧

“

There is no length I won't go to to help someone.

I have a servant's heart and helping is in my blood.”



SUMMER

CONNECTIONS

BY GINA MILLER

If you’ve spent any amount of time in Baton Rouge during the summer, you know there is one requirement for a successful July event: air conditioning.

Our Summer Social at Loft 18 delivered exactly that, along with a great afternoon of fun, friendly competition and a chance for our Real Producers community to connect outside of the usual workday.

Barfly Social put our knowledge to the test with ’80s and ’90s pop trivia, with three teams sponsored by Redstick Financial, Cypress Roofing and FB Title Solutions. The competition was fun and fierce, but in the end, FB Title Solutions, *carried heavily by attorney Charles Blaize*, gained the most points.

A week later, we traded pop trivia for something a little more purposeful with our first BRRP Partner Only Workshop & Exchange held at Superior Grill on Highland Road.

For two hours, our advertising partners had the opportunity to get to know one another better while we took a deeper dive into what it really means to partner with Baton Rouge Real Producers. We talked about growing a business, converting leads, building stronger relationships and, most importantly, how to leverage the opportunities and connections already available through this community.

The food was great. The conversations were even better. And the reviews afterward have been nothing shy of, “When can we do this again?”

That might be my favorite measure of a successful event.

While these two gatherings looked completely different, they represent exactly what we want Baton Rouge Real Producers to be. Sometimes connection looks like laughing around a table and discovering that your attorney knows an alarming amount about 1980s pop culture. Other times, it looks like sitting across from another business owner, sharing ideas, asking questions and realizing there may be ways you can help one another grow.

Our goal has always been to provide meaningful ways to support business growth and build relationships between the top-producing agents in our market and the businesses that serve them. But it’s also about creating opportunities for our partners to build relationships with one another.

Because businesses aren’t built in five minutes. Relationships aren’t either.

Both take time, consistency, the right opportunities and, perhaps most importantly, the right people in the room.

Your next opportunity to get in the room will be Thursday, October 15th. Block out your calendars between the hours of 10:00 and 1:00 and plan to join us. This will be your last opportunity to attend one of our events until next year.

See you there,
Gina





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