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CHRIS



SMALL

WRITTEN BY ANITA JONES
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HIGH TIDE CONTENT

FOR CHRIS SMALL, REAL ESTATE WAS NEVER JUST ABOUT HOUSES. IT WAS ABOUT HOPE.

It was about becoming the kind of person he once needed himself.

Born and raised in Little River, South Carolina, Chris knows this community beyond the surface. He knows the people, the pace, the pride, and the struggle. He grew up in a single-parent household watching his mother work tirelessly to provide for their family — a season of life that shaped the compassion and drive he carries into his business today.

“My mother saw something in me before I ever saw it in myself,” Chris says. “Watching her struggle taught me how important stability really is. It taught me to care about people deeply.”

Before becoming a REALTOR®, Chris worked as a financial analyst for a timeshare company after spending time as a loan officer helping families secure small personal loans. Even then, the common thread was clear: he was drawn to helping people navigate difficult seasons and create opportunities for themselves.

But real estate was not part of the original plan. In fact, Chris says one of the defining moments of his life came when his position unexpectedly closed, forcing him to decide what direction his future would take. “I had a choice to either sink or swim,” he says. “And I chose to swim.”



That moment pushed him toward real estate, but the seeds had actually been planted years earlier.

Chris and his wife, Nisha, spent nearly two years trying to buy their first home. They faced setbacks,

denials, and uncertainty before finally purchasing their home in 2018. Throughout that process, their REALTOR®, Linda, never gave up on them. “She took incredible care of us,” Chris recalls. “At that point, I knew I wanted to do that for other people.”



REAL ESTATE CHANGED
MY LIFE. I WANT TO **HELP**
OTHER PEOPLE BELIEVE
THEY CAN DO IT TOO.”

Getting started was not easy. Chris attended real estate school through Pinnacle but failed the exam the first time. Then again. For two years, he battled self-doubt, uncertainty, and the fear that maybe he simply was not good enough. But he refused to quit. “I didn’t have a blueprint for success,” he says. “I had to overcome believing I wasn’t capable of becoming something bigger.” His faith became the anchor that carried him through.

“Trust in the Lord with all your heart and lean not to your own understanding,” he says, quoting the scripture that became part of his daily mindset during that season. “I had to trust the process.”

After finally passing the exam, Chris went to work for the same REALTOR® who had once helped him buy his first home. He later joined the Harrelson team, where someone believed in his potential before he fully believed in himself.

His first year in real estate, he closed six transactions. By year two, he hit \$10 million in sales volume! From the outside, it looked like the dream was unfolding exactly as planned. But success has a way of exposing whether someone is building from purpose or pressure.

In 2024, Chris saw his production fall from \$10 million to \$6 million. More importantly, he says he lost his love for real estate. “I was successful, but I realized I needed to reconnect with why I started,” he says.

That realization led him to Century 21 Broadhurst in 2025 — a move Chris describes as pivotal both personally and professionally. “There’s structure, mentorship, accountability, and a formula for success there,” he says. “I wanted to grow the right way.” Today, Chris is rebuilding with renewed vision and clarity. His focus extends far beyond production numbers. He is passionate about building his personal brand, “CallSmall,” growing his mentorship platform, and helping others enter the business with confidence and guidance.

“Real estate changed my life,” he says. “I want to help other people believe they can do it too.”

That heart for people is what clients remember most. Chris says the most rewarding moments in his business are not the contracts or commissions — it is watching someone realize homeownership is actually possible for them. “Seeing that moment when it clicks for someone... that’s everything.” And while many agents focus solely on transactions, Chris wants his legacy to be much bigger than sales. “I’m not just here to sell homes,” he says. “I’m here to change lives.”

Outside of business, family remains the center of everything for Chris. He and his wife, Nisha, celebrate 12 years

of marriage this year, and he credits her as one of the biggest reasons he pursued real estate so aggressively. Together with his siblings — Keithen, Dyanna, Quinton, and Tyanna — family time usually means bowling, laughing, and “clowning on each other,” as Chris puts it. “That’s our love language,” he says with a smile.

Chris also remains deeply involved in his church, Restoration Church, as well as community service and mentoring others through both formal and informal opportunities. Whether through his business, his faith, or his mentorship efforts, the mission stays the same: help people win.

When asked what he wants people to remember most about him, the answer comes quickly.

“As someone who created opportunities for others and made a real difference.”

It is a mindset reflected in everything he does — from first-time homebuyers navigating uncertainty to aspiring agents trying to find their footing in the business. And perhaps that is what truly defines Chris Small. Not the sales volume. Not the production awards. But the fact that he never forgot what it felt like to need someone to believe in him first. Today, he strives to be that person for others.

Because to Chris Small, success is not just about building a business. It is about building people. And that is exactly what #bettercallSmall stands for. 📌

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Alicia Holmquist

Consistency,
Courage &
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WRITTEN BY
ANITA JONES
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PAPAS - HIGH
TIDE CONTENT

Alicia Holmquist entered real estate at what may have been the easiest possible time to sell a house. “I started when you could take a picture of your doorbell and sell a house,” she jokes.

It was 2021, the market was moving at lightning speed, and Alicia was finally stepping into the career she had considered for years. While the market has changed dramatically since then, one thing has not: her desire to help people and keep moving forward. “I want to help my clients. I want to help agents. I want to work and grow with other REALTORS® in the area, not against them.” That mindset has become the foundation of both her business and her reputation.

Originally from New Hampshire, Alicia also lived in Maine and Boston before moving to the Grand Strand. Her family’s move south began when her father vacationed here in 2020, bought a home, returned north to sell his house, and then relocated permanently. Alicia followed several months later, finally

deciding it was time to pursue the career she had wanted for years.

While earning her real estate license, she drove for Uber. “I figured Uber drivers know every road, every hidden gem and all the local spots,” she says with a laugh. “It was actually one of the best ways to learn the area.” It’s the kind of practical, outside-the-box thinking that has followed Alicia throughout her career.

Before becoming a REALTOR®, she worked in early childhood

education, management, photography and sales, selling everything from cars and lawn care to two-way radios for police and fire departments. Looking back, she credits those experiences with teaching her how to communicate with just about anyone. One mentor in particular left a lasting impression. “When I worked for a lawn care company, the owner taught me how to talk to people. Frustrated people, happy people, people who weren’t sure what they wanted. Looking back, it was some of the best sales education I ever had.”

She also learned to pivot quickly, solve problems and step in wherever she was needed. Those lessons prepared her well for real estate. Buying her own homes also shaped the REALTOR® she wanted to become. “I had good REALTORS® and I had some who weren’t so great,” she says. “I wanted to be one of the great ones.”

For Alicia, being great isn’t about awards or production. It’s about showing up, communicating





honestly and making sure clients know someone is in their corner. That same heart for helping others extends beyond her clients.

Today, one of the most rewarding parts of her business is serving as a peer coach with Inside Real Estate, helping other REALTORS® overcome obstacles and grow their businesses. “When another agent tells me they tried something I suggested and now they have a deal under contract, that’s a huge win for me.” She is quick to share ideas, answer questions and encourage collaboration. “If you’re stuck, call me,” she says. “I don’t gatekeep.”

Her advice is simple. “Consistency beats perfection every time. Zero percent of zero is zero. Build a

“I hope people hear my name, laugh at the branding and say, **‘SHE WAS JUST A REALLY DUCKING AWESOME PERSON IN OUR INDUSTRY.’**”

business, do the right thing and keep going.” Those words carry extra meaning because Alicia has had to live them. During her first five years in real estate, life delivered more than its share of heartbreak. She lost both beloved dogs. Her brother’s rare medical condition required emergency trips home. Then she lost her son.

Later came a serious car accident that left her hospitalized and afraid to drive, followed by the deaths of both grandparents within days of each other in different states and, soon after, the passing of her uncle and godfather. Meanwhile, business continued.

Contracts still had deadlines. Clients still needed homes. Inspections, earnest money, due diligence, emails and phone calls didn’t stop because life had become overwhelming.

“You realize pretty quickly that you’re a business owner,” Alicia says. “There isn’t bereavement leave. You can’t always stop everything. You have to keep the wheels spinning.”

She doesn’t share that story seeking sympathy. She shares it because it’s reality. Looking back, she says something that perfectly captures both her resilience and her outlook. “Sometimes real estate became the distraction I needed from life.” Despite everything, she continued showing up for the people who depended on her. That resilience is matched only by her sense of humor.

She loves portrait photography but jokes that every time she photographs a room, it somehow “ends up looking like feet.” She loves swimming. She loves the beach. She just doesn’t like swimming at the beach. “Make it make sense,” she laughs. “I can’t.”

Away from work, Alicia and her husband enjoy riding motorcycles, participating in charity rides, spending time with their two small dogs, bowling, miniature golf and enjoying the outdoors. Her husband is also her biggest supporter. Last year, he proudly took the day off work just to watch her speak on stage for the first time.

As if that weren’t enough, Alicia is building a team, working on the first of what she hopes will become three books with a friend and developing a future podcast. She doesn’t seem to know how to sit still. Not that anyone who knows her would expect otherwise.

Ask Alicia how she defines success and she won’t mention production numbers. Success is hearing a client say, “I couldn’t have done this without you.” It’s the REALTOR® who calls to say, “I tried what you suggested, and it worked.” Helping someone else succeed is every bit as rewarding as achieving success herself.

When asked what she hopes people remember about her, Alicia delivers an answer that could only come from Alicia. “I hope people hear my name, laugh at the branding and say, ‘She was just a really ducking awesome person in our industry.’”

Anyone who has worked with Alicia Holmquist knows that beneath the humor is someone remarkably genuine. She doesn’t measure success by what she keeps. She measures it by what she gives away. Whether that’s knowledge, encouragement, time or simply showing up when someone needs her most, Alicia has built a career around helping others move forward.

And that, as she would probably say, is pretty ducking awesome. 🦆

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Jeremy Kierez

HIGH TIDE CONTENT

WRITTEN BY DAVE DANIELSON
PHOTOGRAPHY BY JEREMY KIEREZ - HIGH TIDE CONTENT



Capturing Grand Strand Real Estate

IN Myrtle Beach, South Carolina, Jeremy Kierez has built something remarkable. As the founder and lead Real Estate Media Specialist of High Tide Content, Jeremy has made a significant impact on the Grand Strand's real estate media landscape since he established the company in 2018. High Tide Content is not just another media company; it is a creative powerhouse dedicated to delivering high-quality media tailored specifically for realtors, home builders, and vacation rental companies.

The Beginnings of High Tide Content

Jeremy's journey into the world of real estate media began with a keen observation in early 2018. "I saw a need along The Grand Strand for high-quality real estate video and drone photo/video," Jeremy recalls. With a passion for visual storytelling and a knack for innovation, he started by offering video services, quickly expanding to include a comprehensive suite of offerings, including photography, drone footage, 3D tours, and more. The goal was simple yet ambitious: to



“

We understand that selling a property is usually the **homeowner's largest asset.** When we can deliver media that helps everyone say **'WOW!'** and gets the property sold, we know we have done our job well and have **exceeded our clients' expectations.** That is always our goal, and why we love what we do.

”



become **the** one-stop shop for real estate media needs.

Today, High Tide Content operates with a dedicated team of 6, including four full-time shooters and two client service specialists, all committed to serving their clients seven days a week. Every shooter is FAA drone certified, and the company is fully insured, ensuring safety and professionalism at every shoot.

Setting High Tide Apart

What makes High Tide Content stand out in a

crowded market? “We are a team of shooters that strive to get your project completed with eye-catching results and in a timely manner,” Jeremy explains. This commitment to quality and efficiency has earned High Tide Content a reputation for reliability and excellence. “We’re not just here to take pictures; we are here to tell the story of a home, to highlight its best features in a way that makes potential buyers say, ‘Wow.’”

Moreover, the company's dedication to being available and responsive sets them

apart. Whether it's a last-minute request or a complex shoot involving multiple media formats, Jeremy and his team are always ready to deliver exceptional results that help properties show in their best light.

A Personal Touch in Professional Work

For Jeremy, the most fulfilling part of his work is knowing the impact it has on clients and their businesses. “We understand that selling a property is usually the homeowner's largest asset,” he shares. “When we can deliver media that helps everyone say ‘WOW!’ and gets the property sold, we know we have done our job well and have exceeded our clients' expectations. That is always our goal, and why we love what we do.”

This personal connection extends beyond his work and into his family life. Jeremy and his wife, Alex, who moved to Myrtle Beach in 2016, have fully embraced the coastal lifestyle with their son, Kace and daughter Avery. “We love going to all of the attractions that our area offers,” Jeremy says, “from Barefoot Landing to The Marsh Walk.” Outside of work, you can find Jeremy enjoying family time, exploring local attractions, or simply relaxing at home with his dogs.

Adapting to an Evolving Industry

The world of real estate media is constantly evolving, and Jeremy has been at the forefront of these changes. “When we first started, REALTORS® were mainly only utilizing photos and 3D tours for their marketing,”

Jeremy notes. However, the past few years have seen a significant shift towards video content, driven by the rise of social media platforms. From horizontal and vertical home videos to high-end brand awareness videos featuring agents, Jeremy has adapted High Tide Content's offerings to meet these new demands.

Defining Success and Leaving a Legacy

For Jeremy, success is about more than just business

growth; it's about creating a meaningful life for his family, his team, and his community. “Being able to create a life that my family, myself, and our team can love while doing work that matters to the community – that's success,” he reflects.

Looking to the future, Jeremy hopes to be remembered not just as a talented photographer and businessman, but as a good dad, husband, leader, and

person who made a positive impact on those around him. “Our team would love the opportunity to serve you,” he concludes, inviting top-producing REALTORS® to experience the High Tide difference. With a blend of passion, professionalism, and personal touch, Jeremy Kierez and High Tide Content are not just capturing properties – they're capturing the essence of the Grand Strand. 🌊

CONTACT ME!

For more information or to book a service, you can reach Jeremy and his team at 843-885-3088 or their website at www.hightidecontent.com





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BRYANT Evans

Character
Never
Goes Out
of Style

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

Before Bryant Evans says a word, people usually notice the suit.

It is tailored, pressed and professional. Over nearly three decades in real estate, it has become part of his signature. Today, Bryant owns more than 30 suits, but if you ask him about them, he'll quickly tell you they are not about fashion. "I believe how you present yourself matters."

For Bryant, wearing a suit is about respect. Respect for his clients. Respect for the profession. Respect for the opportunity to help someone through one of the biggest financial decisions of their lives. Ironically, when he entered real estate in 1998, he spent his first several months building his business before he could even afford his first suit. Once he bought one, it became part of the discipline and professionalism that still define him today.

Those values didn't begin in real estate. Growing up in the small farming town of Pageland, South Carolina, Bryant was deeply influenced by his grandfather,

a farmer whose quiet example shaped the man he would become. "He taught me about work ethic, treating people right and earning everything you have."

Those simple lessons became the blueprint for Bryant's life. They also explain why clients and colleagues alike describe him as someone who is dependable, steady and genuinely committed to doing the right thing.

After graduating from Clemson University, Bryant began his career in banking. While he appreciated the experience, he soon realized he wanted something more challenging and more personal. "I wanted a challenge. I wanted every day to be different." Real estate offered exactly that.

Over the next 28 years, Bryant built a career that extended well beyond traditional residential sales. He spent 17 years in real estate development, eventually serving as a Regional Vice President overseeing major condominium projects, including developments along the Grand Strand. His work also took him to Las Vegas,

giving him valuable experience in multiple markets and every stage of the development process.

Today, Bryant has been with RE/MAX Southern Shores for the past decade after previously working with Dockside Realty. While the market has changed dramatically over the years, Bryant's reason for doing the work has remained remarkably consistent. Real estate has never been just about houses. It has always been about people.

Every client has a different story, different goals and different challenges. Bryant enjoys helping them navigate one of life's biggest decisions while building relationships that often continue long after the closing table.

Away from real estate, another lifelong passion offers a glimpse into a different side of Bryant.

Music has always been part of his life. Wherever he has lived, he has found a local band to join. An accomplished alto saxophone player, Bryant has performed throughout

Murrells Inlet and Pawleys Island and especially enjoys participating in military appreciation events.

“Music has always been one of my favorite ways to connect with people.”

That desire to connect with people seems to weave through every part of Bryant’s life, whether he is helping a buyer, performing with fellow musicians or simply spending time with family.

Bryant and his wife, Becky, have called several Grand Strand communities home before settling in Conway. Becky teaches fifth grade in Pawleys Island, and together they are proud parents of their daughter, Abby, who attends the University of South Carolina.

Family has always been Bryant’s greatest priority. That became especially evident over the past year. As an only child, Bryant devoted countless hours to helping care for his father during hospice while also supporting



his mother through one of life’s most difficult seasons. Following his father’s passing earlier this year, he continues to be a steady source of strength for her.

It isn’t something Bryant talks much about. He simply did what needed to be done.

That quiet dependability says more about his character than any production statistic or sales award ever could. It is the same steady presence clients experience throughout a transaction, and the same integrity friends and colleagues have come to admire over the years.

They reflect the mindset that has carried him through nearly three decades in real estate and through life’s more challenging seasons as well.

As the workday comes to an end, you might find Bryant picking up his

alto saxophone and joining friends for another performance. Whether he is playing music at a local venue, participating in a military appreciation event or helping another family achieve their real estate dreams, he approaches each opportunity with the same professionalism, preparation and genuine care for others.

His grandfather taught him that hard work earns respect. Real estate gave him a career where he could live that lesson every day. Music reminds him to enjoy the journey and connect with people in a different way.

Most people will remember Bryant Evans as the REALTOR® who always wears a sharp suit. Those who know him best know the real story has never been about the suit.

It has always been about the man inside it. 🐾

While the market has changed dramatically over the years, **Bryant’s reason for doing the work has remained remarkably consistent.** Real estate has never been just about houses. It has always been about people.



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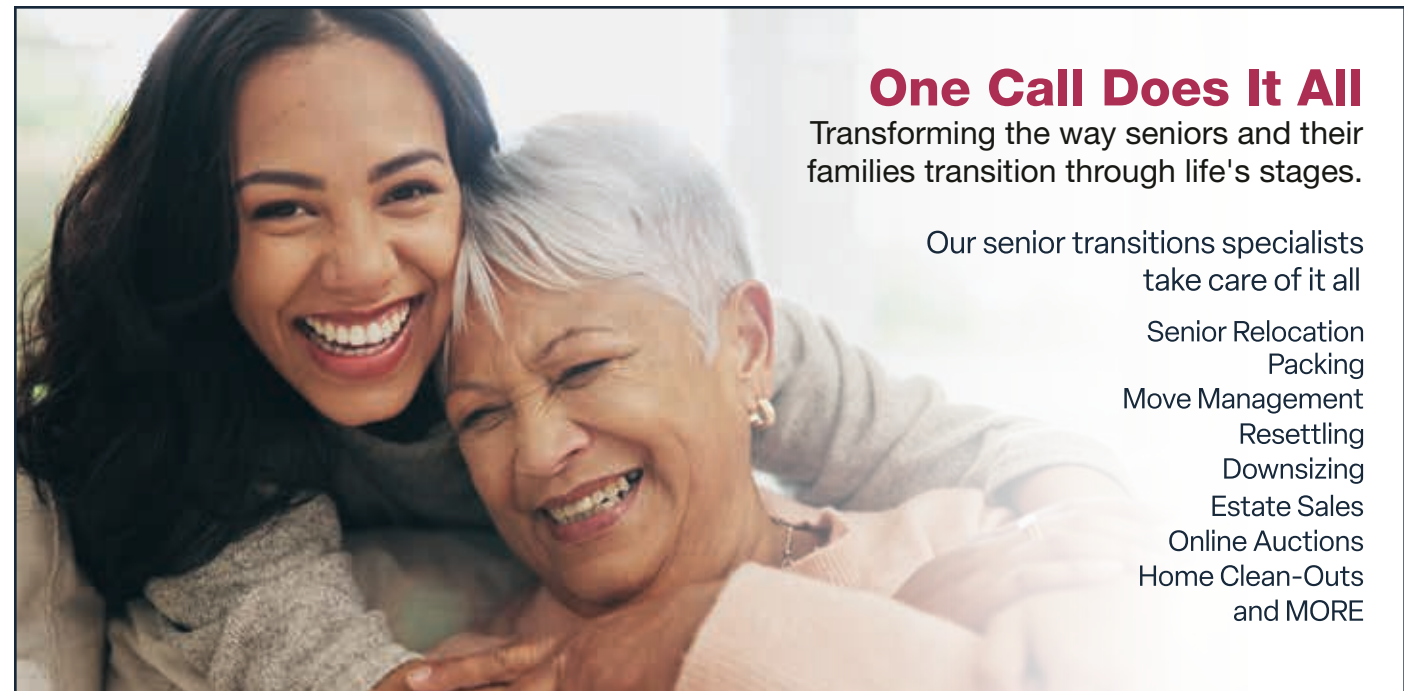
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