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Partner
Spotlight
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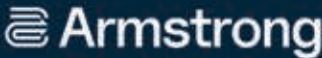
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Who’s in the Room?

Recently, I was spending time with a REALTOR® who shared something about Real Producers that has stuck with me.

She said, “I love coming to a Real Producers event because it really boils down to **who’s in the room.**”

She explained that when she looks around and sees a room filled with top-producing agents, the conversation is different. It’s elevated. These are like-minded professionals who understand what it takes to build a successful real estate business. Instead of simply exchanging business cards, they’re sharing ideas, learning from one another, and looking for ways to collaborate.

Then she said something that captured the other side of the Real Producers community.

“I also love that your partners aren’t in the room begging for my business. They’re actually taking the time to build relationships and get to know me. And I know your partners are recommended by top agents, so I appreciate that they’re already vetted.”

I loved hearing that because, in a few sentences, she described exactly what we hope happens when we bring this community together.

Our Preferred Partners make Real Producers possible. But their role here is about much more than appearing in the pages of a magazine.

It’s about being in the room.

There’s something powerful that happens when you repeatedly bring good people together.

A lender and an agent have a conversation that has nothing to do with a loan. An inspector gets to know a



REALTOR® before there’s ever a house to inspect. A title professional and an agent discover they share the same philosophy about taking care of clients.

No pitch. No transaction. Just a conversation.

Then, somewhere down the road, a need arises.

Instead of searching for a company, **you remember a person.**

You remember the conversation. You remember how they carried themselves. You remember that other successful agents have recommended them. There’s already a foundation of familiarity—and an opportunity for trust to grow.

That’s where the Real Producers model comes to life.

We create the introduction. Our REALTORS® and partners create the relationship. Great experiences build the trust.

And the best relationships work both ways.

Our partners have clients, friends, families, and networks of their own. As they get to know the REALTORS® in this community, they discover great professionals they can confidently refer, too.

One introduction can lead to a relationship. One relationship can lead

to an opportunity. And over time, those opportunities create a community of people who know one another, support one another, refer one another, and ultimately serve their clients better.

That’s not networking for the sake of networking.

That’s community working the way it should.

So the next time you come to a Real Producers event, take a moment and look around.

Meet an agent you don’t know. Introduce yourself to one of our partners. Have a conversation without worrying about where it might lead.

Build the relationship before you need the relationship.

Because in the end, what makes Real Producers special isn’t simply the magazine or the events.

It really does boil down to **who’s in the room.**



Jeff White
Owner/Publisher

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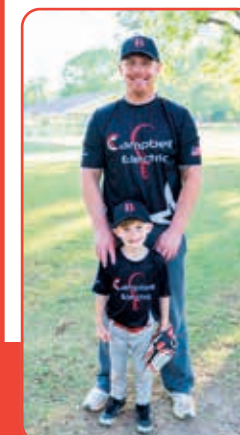
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Brook Burt

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➤ **A SPARK FOR
SOMETHING BIGGER**

A chance conversation with a friend unexpectedly led Brook Burt to the thriving business she owns today. MS Clean Co., LLC is a long jump from where her story began. A proud graduate of Pearl High School, the journey began with a passion for understanding the human body and helping others, leading to studies in Sports Medicine at Boise State University. Building on that foundation, a Bachelor's Degree in Business from Mississippi College provided the strategic tools and operational mindset needed to navigate the business world.

For years, those skills were put to work in the fast-paced insurance industry. Serving multiple roles from underwriting, marketing, and licensed agent, the corporate world created an eye for detail, customer communication, and risk management. But while the insurance world offered stability, a different calling was waiting just around the corner.

When COVID-19 hit, lives and daily routines were flipped upside down. Through the uncertainty, a simple act of kindness changed everything: stepping in to help a friend clean and organize their home.

What started as a favor quickly revealed something profound. "I realized very quickly how much I loved it," reflects the founder. "It wasn't just about making a room look nice; it was about helping people completely reset their lives. Seeing the physical transformation of a home gives you instant gratification, but seeing the emotional weight lift off someone's shoulders gives you a real purpose"

Transitioning from corporate underwriting to hands-on service allowed every previous chapter of life to align. The discipline of sports medicine, the sharp precision of insurance work, and the business ability to make decisions all came together to create a service model built on trust, efficiency, and high standards.

The company specializes in vacant homes – move-outs, move-ins, and post-renovations in the central Mississippi area. "We travel up to an hour in every direction from the metro Jackson area." Understanding there is often a tight budget, MS Clean Co. offers flexible vacant cleaning options tailored to what their clients actually need.



BY SUSAN
MARQUEZ
PHOTOS BY
ABE DRAPER

Attention to detail is important for Brook. Every nook and cranny is cleaned, including years of grime in places like under the refrigerator. By the time she and her crew finish cleaning a home, it is move-in ready. “We strive to be fast and reliable, and we guarantee our work. We want all our customers to be happy.”

Today, every home is treated as more than a job checklist. It is an opportunity to grant busy families, working professionals, and transitioning homeowners the gift of time, clarity, and a fresh start. In a world that often feels chaotic, providing an immediate, tangible, and positive impact inside people’s personal spaces remains the driving force every single day.



Brook is married to John Burt, who is the Assistant Chief of Criminal Investigations for the Rankin County Sheriff’s Office. They just celebrated 20 years together. John and Brook have a 17-year-old son, Emerson, who attends Florence High School. Emerson plays soccer for a few teams, including the Florence High School Varsity soccer team and Rush United travel soccer league. In between seasons, he enjoys indoor soccer leagues and going to college soccer clinics.

In the little bit of free time she has between working and chasing her son from field to field, Brook enjoys thrifting, traveling with her friends, and fishing when she can find a lake.



“ IT WASN’T JUST ABOUT MAKING A ROOM LOOK NICE; IT WAS ABOUT HELPING PEOPLE COMPLETELY RESET THEIR LIVES.”



Now a year into her business, Brook is excited to look ahead to the future of MS Clean Co. “Starting a business takes courage, but staying the course takes a village. My clients, friends, and family have kept me grounded every step of the way.” Her hard work has already been recognized. “We were nominated as one of the Top Five cleaning companies last year, in our first year of business,” says Brook. She was also nominated Top 40 people under 40 for Hometown Magazine in 2020. 📌





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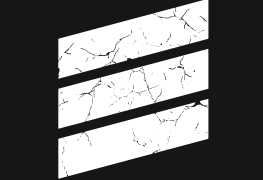


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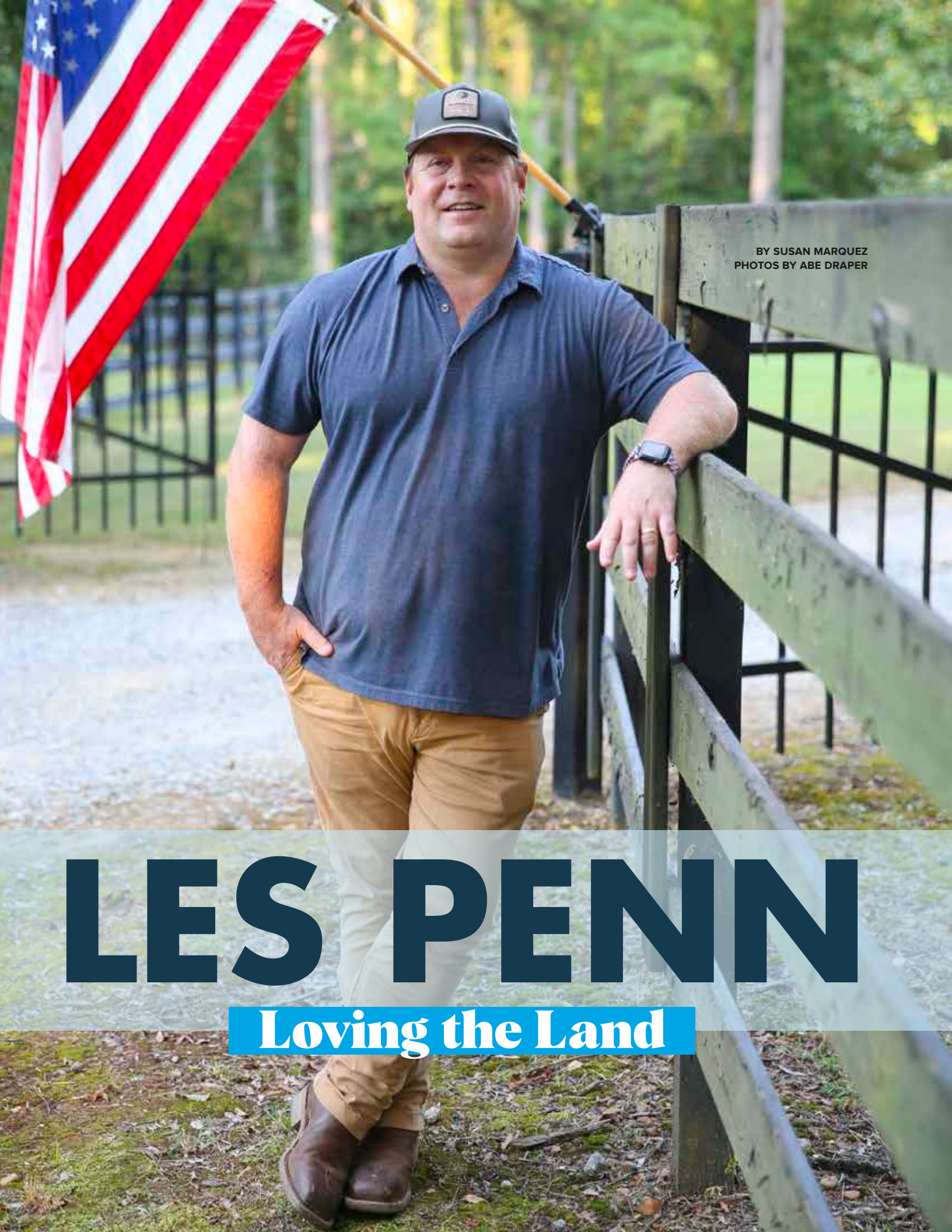
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BY SUSAN MARQUEZ
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LES PENN

Loving the Land



Sometimes, a nudge can change the course of a life.

Les Penn was content. He had built a successful career in grain merchandising and transportation, was deeply rooted in his hometown of Canton, Mississippi, and was serving his community as an alderman. Real estate wasn't necessarily part of the plan.

But his wife's uncle, Sonny Jameson, an agent with Mossy Oak Properties, saw something in Les that made him think otherwise. More than once, he encouraged Les to give real estate a try.

"I had a great job with a company I'd been part of since 2014, and I was serving as an alderman in Canton," Les recalls. "But the more he pushed me, the better it sounded."

In the summer of 2023, while driving home from a family beach vacation, Les made up his mind. He began studying for his real estate license and earned it at the end of July.

"My business has been growing ever since."

Deep Roots in Mississippi
 In many ways, real estate—particularly land—was a natural fit.

Born and raised in Canton, Les has spent most of his life connected to agriculture, timber and hunting land. He left home to attend Mississippi Delta Community College in Moorhead, where he played baseball, before continuing his education at Ole Miss.

In 2009, he returned home to help with the family and

went to work alongside his cousin, Sterling, in his uncle Scott's timber and grain logistics business. Agriculture was already a family tradition. Les's father and brother have continued a successful row-crop farming operation.

Les began working with Southeast Grain Transit in 2009 and later purchased the business from his uncle in 2013. In 2014, he began marketing corn for Grain Marketing Services, LLC, in Flora. For more than a decade, he has helped farmers throughout Mississippi and Louisiana market their crops and secure the best possible prices.

That agricultural background has translated naturally into real estate. Combining Mossy Oak Properties' national brand and marketing reach with Les's local knowledge and lifelong connection to land has proven to be a winning combination for his clients.

Les is an agent with Mossy Oak Properties Bottomland Real Estate, whose main office is in West Point, with additional offices in Madison and Clarksdale.

"Mossy Oak is in more than 30 states and continues to grow," Les says. "Each brokerage is independently owned and operated." The Mossy Oak name and its reputation in rural land sales immediately appealed to him, as did the opportunity to work alongside the person who first encouraged him to enter the business. "With my background in agriculture, I like being outdoors, and I appreciate the land," Les says. "I have friends who own brokerages, and they understood why I decided to go with Mossy Oak. I've loved every minute of it."

What has impressed him just as much as the brand is the camaraderie within the real estate community. "Everyone is so helpful—even brokers and agents who



“**Every deal is like a new game to me.”**



work elsewhere,” he says. “It’s a supportive community. If I’m stumped on something, there’s always somebody willing to go out of their way to help.”

More Than Land

When Les first earned his license, he expected most of his business to center around agricultural and recreational hunting properties. Being located in Central Mississippi, however, quickly broadened his opportunities.

“I do as much residential as anything else, which has been great,” he says. “I also tend to sell a lot of smaller tracts—five or six acres or so—more and more people are wanting a little space.”

What began as a plan to sell real estate on the side has grown into something much larger. “My plan was to sell real estate part-time, but I’ve been blessed, and I would consider myself full-time at both of my careers,” Les says. “I would never allow a farmer, buyer or seller to feel like they are only getting me part-time. Right now, I’m as busy as I want to be, and things are going well.”

Part of what keeps him energized is the challenge

of putting a deal together. “Every deal is like a new game to me,” he says. “You start, you negotiate, you try to get what your client wants, you make it work, and then you get to closing. That means my client wins, and I win.”

The size of the transaction makes no difference in the effort he gives. “It doesn’t matter if it’s a \$90,000 car wash or an \$800,000 home. I treat every deal the same, with the same level of commitment.”

Always looking to grow professionally, Les has completed the required 60 hours of broker pre-licensing education and has received approval from the Mississippi Real Estate Commission to sit for the broker’s examination.

Treating Clients Like Friends

For Les, real estate ultimately comes down to trust.

Whether someone is buying or selling a home, a farm, a hunting property or a commercial investment, the transaction may be one of the largest financial decisions of that person’s life. He never takes that responsibility lightly.



“As an agent, I walk people through the steps,” Les says. “When someone puts their trust in me, without question I’m going to do the best job I can to take care of them. If I do that, hopefully it results in return customers and referrals down the road.”

His philosophy is simple. “I try to treat every client like I would treat my best friend.”

The work also gives him the opportunity to see properties he might otherwise never experience. “From a million-dollar home to some of the older country homes that are so solid and well-built, it’s interesting to see all the different properties we have in this area,” he says.

But for Les, there is still something special about

land. “Land is what I really love. Sometimes I can’t believe I get paid to take people out in the woods and look at property.”

Home, Family and Community

For all the demands of two careers and public service, Les’s life remains centered around family and his hometown. Les and his wife, Murray Ann (Terry) Penn, have two children, Ann Bryan and Jack, who attend Canton Academy. One family tradition is particularly sacred: their annual summer trip to Cotton Bayou in Orange Beach. “That’s a non-negotiable,” Les says. “It’s a family trip we’ll always have.”

He enjoys hunting, although his passion extends well



beyond the hunt itself. Much of his enjoyment comes from improving and managing the land. “Habitat. Game keeping! I love getting the land ready to hunt,” he says. “We have a camp outside Canton where we enjoy going on the weekends and such.”

The Penn family attends First Methodist Church in Canton, and Les continues to serve the community he has called home for most of his life. Whether he is helping

a farmer market a crop, representing his hometown, walking a family through the purchase of a home, or riding through a tract of Mississippi timber with a prospective buyer, the common thread is unmistakable: relationships, community, and a genuine appreciation for the land.

Real estate may not have been part of Les Penn’s original plan. But sometimes, the right nudge points you exactly where you belong. ■

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ANCHORED
IN CHRIST.
DRIVEN BY
PURPOSE.

BECKY

Moss

“

I WANTED
TO MAKE A
DIFFERENCE
IN PEOPLE'S
LIVES.”

There was a time when Becky Moss dreamed of sitting behind the anchor desk at a television station in Washington, D.C. or New York City. Those were ambitious dreams for a girl who grew up just outside the small town of Morton, Mississippi.

“We actually lived outside of Morton, in the country,” Becky recalls. “My mom was an educator for 45 years while my father was a businessman and politician.” The youngest of three children, Becky says she has two older siblings.

When it came time for college, her aspirations shifted from journalism to business. She earned both an undergraduate Business Degree and a Masters Degree in Business from Mississippi College, inspired by her family's entrepreneurial background. “My family owned several businesses, so I developed a real entrepreneurial spirit.”

While still in college, Becky began working at Community Bank, where she was introduced to the mortgage industry. In 1996, she joined Deposit Guaranty, working first in the Credit Department before moving into Commercial Lending. “I worked with agricultural, oil, and gas clients,” she says. “I worked at Deposit Guaranty for nine years through two mergers. I truly felt at home there and made several lifelong friends. Although she enjoyed banking, Becky wanted more flexibility to spend time with her young daughter. “I knew I wanted a career where I could still pick up my child from school while also using my education and nurturing my love for people.”

At the time, Becky was commuting from Brookhaven to Jackson. While preparing to relocate her family to the Jackson area, she called the listing agent on a home she was interested in. “It was Becky Tann. When we met, we instantly clicked. I knew we'd be friends.” During their conversations, Becky Tann suggested she consider a career in real estate. “It took me a while to really think about it,” Becky says. “But I remembered taking real estate courses in college, and I began to feel The Lord was

leading me in that direction. I wanted to make a difference in people's lives.”

She enrolled at the Mississippi Real Estate Institute, where she built valuable relationships within the industry, and earned her real estate license in July 2005. Ready for a new chapter, Becky joined Nix-Tann & Associates. “I wanted to learn everything I could. I wanted to be knowledgeable and truly take care of my clients. I also wanted mentorship, and I found that in Becky Tann.”

BY SUSAN
MARQUEZ
PHOTOS BY
ABE DRAPER



“BUT MORE THAN ANYTHING, I SIMPLY ENJOY SPENDING TIME WITH THE PEOPLE I LOVE.”

Like many successful Realtors®, Becky admits breaking into the business wasn't easy. "By the end of my first year, I'd sold a few homes, but breaking into the business definitely took time."

Her very first transaction began while hosting an open house for another agent. "I met a prospective client that day who was relocating to the Jackson area with his family after accepting a new job." That experience sparked a passion for helping first-time homebuyers.

"Every transaction is different. A large portion of my job is to help eliminate stress. As a Realtor®, I wear a lot of hats. This career is about so much more than coordinating a transaction. It is truly about relationships." More than two decades later, Becky says the relationships she's built remain the greatest reward. "I've had so many clients become close friends. I love getting to know people, hearing their stories, and helping them through an important season of life. But the biggest compliment is when a former client calls me again or sends me a referral."

Becky and her husband, Jeff, have been married for 29 years. They have two children: Kathryn, 24, who will be married this October, and Jarrett, 18, a sophomore at Mississippi College.



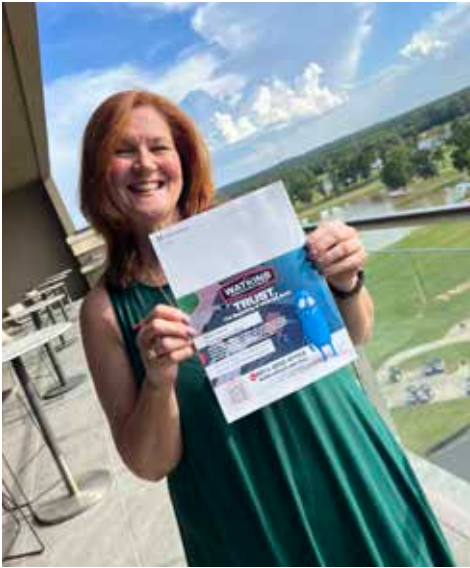
Now, after more than 20 years in real estate, Becky is beginning another exciting chapter.

"Jeff recently earned his real estate license and has joined me at Nix-Tann & Associates, and I'm thrilled," Becky says. "He's spent many years in medical device distribution and sales and brings a tremendous commitment to serving clients. This is an exciting opportunity for both of us."

The Moss family lives in Brandon, and they are active at First Baptist Fannin, where Becky teaches Sunday School and Jeff serves as a Deacon.

When they're away from work, family comes first. "We're a family of hunters, and we love traveling with family and friends," Becky says. "But more than anything, I simply enjoy spending time with the people I love."

After more than 20 years in real estate, Becky still approaches every client with the same purpose that first led her to the profession: serving people, building lasting relationships, and helping families navigate one of life's biggest milestones with confidence and care. ❖



Celebrating
our August
Features



REALTOR® Safety Month



REALTORS® routinely meet new people, enter unfamiliar properties, work alone and conduct business outside traditional office hours. Most appointments go exactly as planned. Still, preparation matters.

September is REALTOR® Safety Month, an annual reminder to take a closer look at the habits and precautions that help reduce risk on the job.

10 Ways to Work Safer:

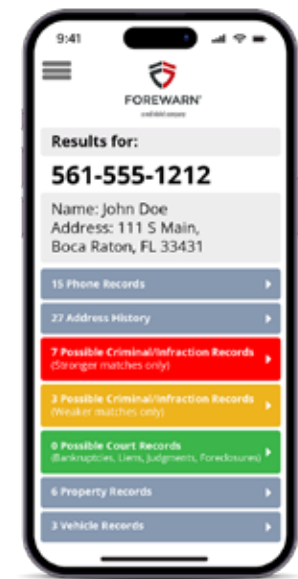
- 1. **Meet first.** Meet new clients at the office or in a public place.
- 2. **Know who you're meeting.** Verify new prospects before an appointment.
- 3. **Share your schedule.** Make sure someone knows where you are and when.
- 4. **Keep your phone alive.** A dead battery is not a safety plan.
- 5. **Know your exits.** Take a quick look around before the showing begins.
- 6. **Let clients lead.** Direct them through the property instead of walking ahead.
- 7. **Skip tight spaces.** Attics, basements and tiny rooms can be toured without you
- 8. **Have an out.** Know how to dip if something feels off.
- 9. **Trust your instincts.** Don't wait for a better reason to leave.
- 10. **Make it routine.** That's how safety becomes a habit.

CMR members have safety resources at their fingertips with tools like **FOREWARN** and **SafeShowings**. FOREWARN provides identity and background intelligence that can help members verify prospects before meeting them, while SafeShowings offers another layer of protection for agents working in the field.

This September, revisit your safety plan. Then keep using it in October. And November. And December. For the rest of forever, stay vigilant and stay safe.

Because in a profession built around opening doors, knowing when not to walk through one matters just as much.

To learn more about the tools and resources available to CMR members, visit cmr.realtor or give us a call at 601-948-1332. For additional REALTOR® safety resources, visit nar.realtor/safety.



Central Mississippi



2025

BY THE
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\$2,636,743,256



TOTAL COMBINED
VOLUME

AVERAGE
TRANSACTIONS



29



TOTAL
COMBINED
TRANSACTIONS

8,719



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