

COLUMBIA

SEPTEMBER 2026

REAL PRODUCERS[®]

Jennifer
White



Top Producer
ROD FLUELLEN

Rising Star
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Partner Spotlight
**SWAMP RABBIT
MOVING**

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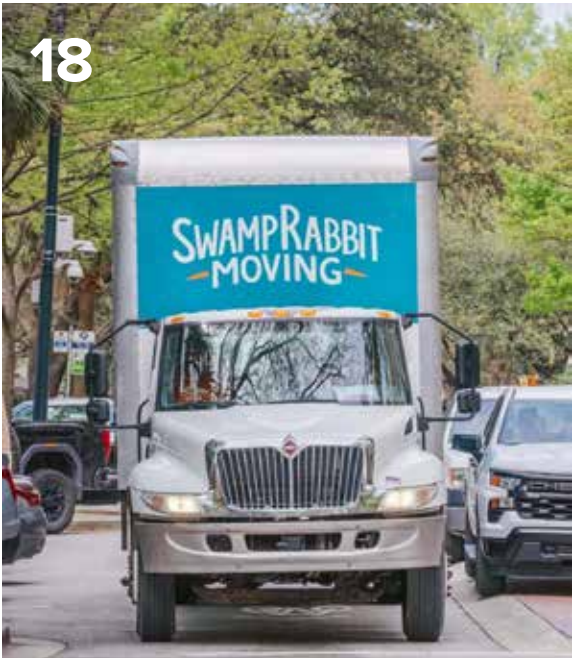
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September 2026

As we welcome September, I want to take a moment to express my heartfelt gratitude to each of you for being loyal readers of *Columbia Real Producers*. Every month, it is our privilege to celebrate the remarkable professionals who make the Midlands real estate community one of excellence, integrity, and service. This publication exists because of you—our REALTORS®, industry partners, and supporters who continue to invest in building stronger communities and meaningful relationships. Your continued trust and engagement inspire us to share the stories that showcase the very best our local real estate industry has to offer.

This month's issue features four outstanding professionals and businesses whose dedication exemplifies what it means to lead with passion and purpose. On our cover, we are proud to feature **Jennifer White of Next Home Specialists**. Jennifer's commitment to serving her clients with professionalism, compassion, and unwavering dedication has earned her the respect of both her peers and the families she serves. Her story is one of perseverance, authenticity, and excellence, and we are honored to share her journey with our readers.

We also recognize **Rod Fluellen of Epique Realty** as this month's Top Producer. Rod's consistent success is a testament to his work ethic, market expertise, and commitment to delivering exceptional results for every client. His ability to build lasting relationships while maintaining a high standard of professionalism serves as an inspiration to agents at every stage of their careers.



Our Rising Star this month is **Kirsten Hauge of Tzedi Co Realty**. Kirsten represents the bright future of our industry, bringing fresh ideas, enthusiasm, and a genuine passion for helping others achieve their real estate goals. Her early accomplishments demonstrate that success is built through dedication, continuous learning, and a commitment to serving clients with excellence.

We're also excited to spotlight **Swamp Rabbit Moving** as our Partner Spotlight. Every successful transaction depends on trusted professionals working together, and outstanding partners like Swamp Rabbit Moving help create a seamless experience for buyers and sellers alike. Their commitment to quality service makes them an invaluable resource for both REALTORS® and homeowners throughout the region.

As you enjoy this issue, I encourage you to celebrate not only those featured in these pages but also the countless professionals working every day to elevate our industry. Thank you for allowing *Columbia Real Producers* to continue telling these incredible stories. We are honored to serve this community and look forward to celebrating many more successes with you in the months ahead. Your support means more than words can express, and we remain grateful to have you as part of the *Columbia Real Producers* family.



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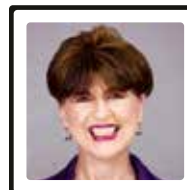
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For real estate professionals across Columbia and the Upstate, that distinction matters. A move that goes smoothly reflects well on everyone involved. A move that goes sideways can unravel months of hard work and damage a relationship that took years to build. Partnering with a moving company that communicates clearly, shows up on time, and treats



clients' belongings with care isn't a luxury. It's a professional necessity.

What sets Swamp Rabbit Moving apart is a commitment to service that feels personal rather than transactional. The crew members aren't just workers checking boxes on a clipboard. They're neighbors. They understand that a home isn't just square footage and a contract, and they carry that awareness into every job. That culture starts at the top with owner Chris Sweet and runs through every interaction clients have with the team.



**What sets
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The company serves both residential and commercial clients throughout the region, with local moves handled by people who know the communities well. That local knowledge and genuine investment in the Upstate make a real difference when the goal is ensuring someone's transition feels as smooth and stress-free as possible.

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JENNIFER White

FAITH,
FAMILY, AND
A PURPOSE
GREATER
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Success in real estate is often measured in numbers—volume closed, units sold, awards earned, and rankings achieved. And while Jennifer White of NextHome Specialists has certainly built an impressive track record with nearly a decade in the business, more than \$85 million in career sales volume, and \$13 million in production last year alone, those figures only tell a small part of her story.

Because for Jennifer, success has never been defined by numbers.

It has always been defined by people.

At the heart of her business is a simple but powerful belief: real estate is not about houses—it is about the lives being lived inside them. It is about guiding families through decisions that carry both financial weight and emotional significance. It is about showing up with integrity, compassion, and patience when people need it most.

And above all, it is about faith.

A Passion That Started Long Before Real Estate

Jennifer White didn't stumble into real estate by accident. In many ways, she grew into it.

As a child, she spent hours sketching floor plans and imagining different layouts for homes. While she once thought she might become an architect, what she was

really doing was developing a lifelong fascination with how people live, gather, and build memories within four walls.

That curiosity never faded.

Years later, while working in a different profession, Jennifer found herself drawn to home listings online during spare moments—not because she was looking to buy, but because she simply enjoyed exploring them. She loved studying neighborhoods, driving through new communities, and observing how each home told its own story.

Still, even then, she didn't fully realize what those interests meant.

It wasn't until after the birth of her second child that clarity came. Like many working parents, Jennifer began reevaluating what mattered most. She wanted something that would allow her to be present with her family while still doing meaningful work.

Real estate offered both.

In 2016, she earned her license and officially began her career in January 2017. What started as a career shift quickly became a calling.

Building a Business with NextHome Specialists

From the very beginning, Jennifer aligned herself with NextHome Specialists, where she continues to build her business today as an independent agent. Her

connection to brokerage owner Thomas Shumpert, someone she knew through church, made the decision feel natural—but it was the company's philosophy that truly confirmed it.

NextHome's motto, "Humans Over Houses," reflected exactly how Jennifer already viewed real estate.

"To us, it's never just a transaction," she explains. "It's helping people navigate one of the biggest financial and emotional decisions of their lives."

That mindset became the foundation of her business.

Rather than focusing solely on properties, Jennifer focuses on people—their goals, their fears, their timing, and their future. She believes that when clients feel understood, everything else falls into place.

A Career Built on Relationships

In an industry that often moves quickly, Jennifer intentionally slows down where it matters most: relationships.

She takes time to understand what her clients truly need, not just what they initially say they want. For buyers, that means helping them prioritize goals, understand market conditions, and think realistically about their budget. It also means guiding them to consider long-term factors like resale value, maintenance, and future family needs.

Her approach is both practical and personal.

Jennifer doesn't just want clients to find a house—they need to find the right home for their life ahead.

That level of care has built something more valuable than transactions: trust. And that trust has fueled a business built heavily on referrals, repeat clients, and relationships that extend well beyond closing day.

A Season That Tested Everything

Every Realtor has a season that defines their resilience. For Jennifer, that season came early.

Just a year and a half into her career, her husband Bobby was given an opportunity to start his own business. It was a major step forward for him professionally—but it also meant Jennifer would



become the sole income provider for their family.

For the next five years, that was reality.

There were no shortcuts and no room for hesitation. Jennifer had to carry the financial weight of her household while simultaneously building her career and raising her children.

“There were no excuses,” she says simply.

It was a season marked by long days, uncertainty, and deep reliance on faith. But it was also a season that shaped her into the professional she is today.

Through it all, Jennifer learned to trust God in a deeper way than ever before. She learned that provision doesn't always come easily, but it always comes faithfully.

Looking back, she doesn't describe that time with resentment. Instead, she sees it as refinement.

“It taught us that if it's His will, it will work out.”

Faith Passed Down Through Example

When asked who has influenced her life the most, Jennifer doesn't hesitate to point to her mother.

Her admiration is rooted not just in words, but in lived examples.

Her mother's strength became especially evident during a difficult health battle with Stage IV colon cancer. Throughout the

journey, she demonstrated unwavering faith, positivity, and trust in God's plan—even in the hardest moments.

In October 2026, she will celebrate five years cancer-free.

For Jennifer, watching that journey unfold was transformative. It reinforced what it looks like to live with faith not just in easy seasons, but in the most difficult ones.

That example continues to guide how Jennifer approaches her own life and business—with gratitude, resilience, and trust.

Helping Families Through Life's Transitions

Among Jennifer's many client experiences, one stands out.

A family came to her after a previous transaction had

fallen apart, leaving them discouraged and uncertain about what to expect next. By the time they connected, they were carrying both emotional stress and hesitation about trying again.

Jennifer stepped in quietly but confidently.

She guided them through each step, kept communication steady, and made sure they never felt alone in the process. When challenges arose, she focused on solutions instead of setbacks.

Eventually, the family sold their home and successfully transitioned into their next chapter.

But what stayed with Jennifer wasn't the transaction—it was the relief she saw in their faces when it was finally over.



“THAT'S WHY I DO THIS.”

“That's why I do this,” she reflects. “Real estate is helping people through major life moments.”

Giving Back Where It Matters Most

Jennifer's commitment to service extends far beyond real estate.

She is deeply involved in her community, especially in supporting local schools and neighborhood events.

Each year, she sponsors community gatherings like an Easter egg hunt and pumpkin patch event that bring families together and create lasting memories.

At her children's schools, she regularly looks for ways to give back to teachers and staff. One of her favorite recent contributions included co-sponsoring a soft-serve ice cream station and charcuterie cups during

Teacher Appreciation Week—small gestures that created big smiles.

She also serves on the board of the Lexington District One Educational Foundation, which provides grants, scholarships, and support for students and educators across the district.

For Jennifer, community involvement is not about recognition. It's about impact.

Family at the Center of Everything
Outside of real estate, Jennifer's life is grounded in family.

She and her husband Bobby have been married for 21 years. He owns a State Farm agency and enjoys spending time outdoors hunting and fishing.

Their son, Trace, 17, shares those same interests and attends Northside Christian Academy, where he also plays baseball. Their daughter, Ellie Hayes, 12, is a rising seventh grader at Beechwood Middle School and stays busy with travel soccer and cheerleading.

Life is full, active, and often fast-paced—but it is also deeply meaningful.

Currently, the family is in the exciting process of building their own home, a full-circle moment for someone

who once drew floor plans as a child.

A Business That Feels Like a Mission

Jennifer often describes real estate as more than a career—it is a mission field.

Not because she approaches it with preaching, but because she approaches it with purpose.

Every interaction is rooted in how she can serve people well. She strives to treat clients with honesty, kindness, patience, and respect, ensuring they feel valued long after closing day.

That philosophy is simple, but powerful: love people well, and the business will take care of itself.

Defining Success

After nearly ten years in the industry, Jennifer's definition of success has become clear.

Success is not production alone. It is not awards or recognition.

Success is building meaningful relationships, serving with integrity, and creating a life where faith, family, and career exist in balance.

It is knowing that people feel better after interacting with you than they did before.

Looking ahead, Jennifer hopes to continue growing not only in business, but in impact—within her community, her family, and her clients' lives.

FAVORITE QUOTE:

“Do unto others as you would have them do unto you.” — a simple principle that has shaped Jennifer's life, guided her business, and continues to define the legacy she is building every day.

And when asked how she wants to be remembered, her answer is simple:

For working hard, loving her family, serving the Lord, and treating people with kindness.

In a fast-moving industry, Jennifer White stands as a reminder that success built on faith and relationships is the kind that lasts.

In a world that often celebrates achievement above all else, Jennifer White offers a different example.

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Rod Fluellen

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WRITTEN BY: AMY PORTER
PHOTOS BY: CHELSEA
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(CHELSEA MARNE)

Rod Fluellen doesn't just see real estate as a career—he sees it as a calling rooted in service, impact, and purpose. As a Top Producer with Epique Realty, Rod has quickly established himself as one of the most dedicated and mission-driven professionals in the industry, building a business defined not only by impressive production numbers, but by the lives changed along the way. With over \$9 million in volume and more than 40 units sold since launching his full-time real estate career in July 2024, his rise has been both intentional and deeply personal.

Before stepping into real estate, Rod spent 17 years serving in the public school system—10 of those as a special education teacher and 7 as an assistant principal. It was a career built on compassion, structure, and a daily commitment to helping students reach their potential. Yet over time, Rod began to feel the limitations of his reach. While he valued every student, family, and educator he worked with, he recognized that his impact was confined within the walls of a school building. That realization became the turning point in his journey.

He entered real estate in 2023, but officially launched his full-time career in 2024 with Century 21 Vanguard as a solo agent, where he credits foundational training and mentorship for shaping his early success. In 2026, Rod made the strategic move to Epique Realty, drawn by its innovative model, unmatched agent benefits, and the opportunity to continue growing as an independent professional while still supported by a forward-thinking brokerage.

For Rod, real estate is not about transactions—it is about transformation. His “why” is simple, yet powerful: to make a difference and help more people in his community. That mindset shows up in every client interaction, beginning with his structured buyer consultation process. He takes time to truly understand each client's needs, timeline, budget, and lifestyle goals before curating a personalized home search strategy. Clients are guided through a thoughtful system that

helps them categorize homes, evaluate priorities, and reflect on what truly matters before making one of the most important decisions of their lives. It is a process built on clarity, education, and trust—values that reflect Rod's background in education.

Behind the systems and strategy, however, are the human stories that define his career.

One of Rod's most meaningful experiences came while working with a single mother who had previously felt discouraged by her buying power and past experiences with other agents. Where others saw limitations, Rod saw potential and possibility. After their initial consultation, he partnered with a preferred lender and a credit improvement team to build a long-term plan tailored to her situation. In just six months, not only was she pre-approved with significantly increased buying power, but she also closed on a home with a monthly mortgage payment lower than her rent. For Rod, moments like these are the true measure of success—not closings, but changed lives.

On the listing side, Rod recalls a seller who had previously struggled to sell their home for over a year with another agent. When Rod was given the opportunity to step in after the listing expired, he implemented a more aggressive marketing strategy paired with targeted positioning. Within 45 days, the home was under contract—and at a higher list price than previously attempted. It was a defining reminder that strategy, persistence, and belief can shift outcomes.

Today, Rod continues to build momentum in his career while holding tightly to the experiences that shaped him long before real estate. Raised in a single-parent household, he grew up navigating life without a consistent father figure, learning early how to adapt, persevere, and find strength through adversity. Sports became both an outlet and a discipline, eventually leading him to a full football scholarship at Winston-Salem State University, where he became the first

college graduate in his family in 2009. That achievement came with its own weight—balancing responsibility, expectation, and determination without a roadmap to guide him. It is a season of his life that still fuels his mindset today.

Rod often credits mindset, faith, and personal development as the foundation of his resilience. Motivational influences like Eric Thomas have reinforced his belief that circumstances do not define outcomes—effort, discipline, and mindset do. That philosophy carries into every aspect of his business.

Outside of real estate, Rod is equally committed to service and community impact. He actively supports organizations such as Families Helping Families, where he adopts multiple families each year during the holiday season, as well as Harvest Food Bank, where he contributes to food drives and Thanksgiving meal initiatives. He also works closely with Richland One and Richland Two school districts, mentoring students and participating in annual backpack drives. For Rod, giving back is not an obligation—it is an extension of who he is.



THAT MINDSET SHOWS UP IN EVERY CLIENT INTERACTION, BEGINNING WITH HIS STRUCTURED BUYER CONSULTATION PROCESS.”





At home, Rod's greatest pride is his family. He is married to Dawn Adell Cisneros-Fluellen, a biology teacher and adjunct professor, whom he describes as an extraordinary partner, educator, and stepmother to his children, Amarie (17) and Autumn (14). Together, they enjoy traveling, attending sporting events, exploring new restaurants, and spending quality time at places like Soda City Market, the beach, or simply enjoying a night out as a family. Sports also remain a constant passion, whether cheering for the Dallas Cowboys, South Carolina Gamecocks, or the Lakers.

When asked how he defines success, Rod keeps it simple: success is setting a goal—big or small—and accomplishing it. That philosophy is evident in both his personal and professional life, where consistency, discipline, and gratitude guide his decisions.

Looking ahead, Rod envisions expanding his impact even further by one day opening his own brokerage in South Carolina. His goal is not just growth, but leadership—creating an environment where service, mentorship, and community remain at the core of the business.

At the heart of everything Rod Fluellen has a belief that cannot be overlooked: real estate is about service. Whether helping a first-time buyer achieve

homeownership, guiding a seller through a fresh start, or mentoring students in his community, Rod approaches every opportunity with humility and intention.

In his own words, success is measured by impact—and what he hopes most is to be remembered as someone who made a lasting difference in the lives of everyone he encountered. As he continues to rise in the industry, that mission remains unchanged, grounded in his favorite reminder that nothing is truly impossible—because even the word itself says, “I’m possible.”

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Favorite Quote

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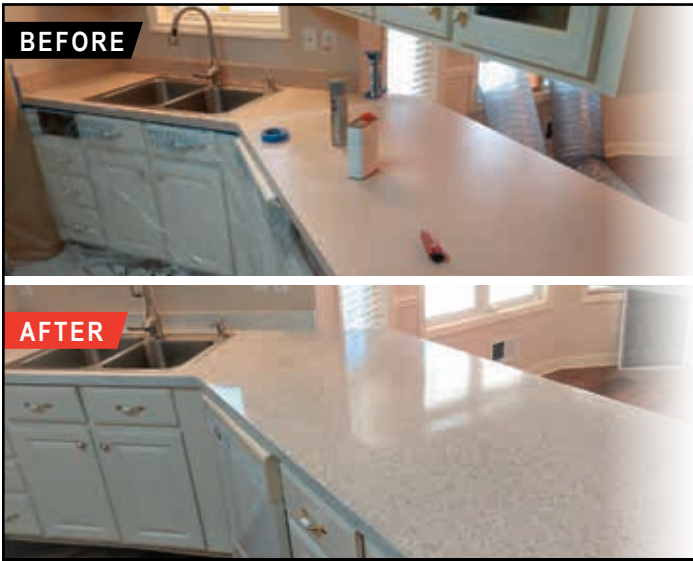
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Kirsten

GROUND ED IN SERVICE

Hauge

PHOTOS BY: KACIE WOODS
(KWOODS PHOTOGRAPHY)
WRITTEN BY: AMY PORTER

Grounded in Service: How Kirsten Hauge Is Redefining Success in Real Estate

There are real estate professionals who enter the industry chasing numbers—and then there are those who are called to it through lived experience, shaped by challenge, and driven by purpose. For Kirsten Hauge, her path into real estate wasn't born out of convenience or timing. It was forged through years of navigating uncertainty as a military spouse, learning hard lessons through personal transactions, and ultimately deciding that she could—and would—do better for others walking that same road.

A proud agent with Tzedi Co Realty and a Rising Star in every sense of the word, Kirsten's journey is rooted in resilience, adaptability, and an unwavering commitment to service. As the wife of a dedicated drill sergeant and a mother to three young children—with a fourth on the way—her life is anything but conventional. Yet it is precisely this reality that has shaped her into the kind of Realtor clients don't just appreciate—they trust.

In just a few short years since earning her license in 2024, Kirsten has built a business that reflects both her grit and her heart, closing nearly \$7.5 million in volume, including \$6.2 million in the past year alone. But for Kirsten, success has never been defined by production alone. Instead, it's measured in the quiet, meaningful moments—the relief in a client's voice, the gratitude in a parent's embrace, and the knowledge that she has guided someone with honesty and care through one of life's biggest decisions.

Her inspiration to become a Realtor came from a place many would find frustrating—repeated disappointment. As a military family moving every two to three years, Kirsten and her husband Matthew purchased five homes in eight years, often relying on top-recommended agents at each duty station. Time and time again, they found themselves under-informed and underserved. Rather than accept that as the norm, Kirsten chose to become part of the solution.

"I decided that I would do what I could to help prevent other military families from being misled and under-informed," she shares. And she meant it.

Today, Kirsten specializes in working with out-of-state buyers—many of whom are first-time homebuyers navigating the complexities of relocation. She has developed a process built on transparency, communication, and empathy. From detailed video walkthroughs that capture not just the visuals but the full sensory experience of a home, to carefully crafted spreadsheets that help clients stay organized and confident in their decisions, every step she takes is intentional.

"I treat every transaction as if it were my own," she says—and her clients feel that.



One of her earliest transactions remains a defining moment. Helping a young soldier relocating to Shaw Air Force Base, Kirsten toured more than 20 homes on his behalf, carefully documenting each one with honesty and clarity. When they finally found the right home, his mother traveled in for the closing. Overcome with gratitude, she embraced Kirsten with tears in her eyes—a moment Kirsten still carries with her.

"That's why I do this," she says simply.

But behind the success is a story that hasn't come without sacrifice. Kirsten has built her business while raising young children largely on her own, as her husband's demanding military role keeps him away for long stretches of time. She studied for her real estate exam while pregnant. She chased production goals while managing sleepless nights, school routines, and the everyday demands of motherhood.

There were moments when the weight of it all felt overwhelming—when comparison to other agents threatened to steal her joy, and when the pressure to "keep up" blurred the line between ambition and exhaustion. But through it, Kirsten experienced a shift—one that would redefine everything.

"This year, my focus has been being intentional," she explains. "I had to reprogram what success actually means."

With the support of her current broker, who has championed both her professional growth and her personal well-being, Kirsten began to see success not as a race, but as a rhythm—one that allows space for both career and family.

"I might not be a top 10 agent or have the biggest social media following," she says, "but my kids have their mom present in their lives. I can support my husband, and I'm still making a difference for my clients. That's success to me."



That perspective is what truly sets Kirsten apart.

Her passion lies deeply in serving military families, particularly first-time homebuyers who are stepping into unfamiliar territory. She understands their concerns because she has lived them. She understands the stakes because she has felt them. And she approaches every client relationship with a level of care that goes beyond transactions—it becomes personal.

Outside of real estate, Kirsten's life is just as full and vibrant. Married to Matthew for eight years, their journey has taken them from Alaska to multiple duty stations, including two deployments to Afghanistan. Together, they've built a family rich in love, laughter, and personality. Their oldest daughter, Raelynn, already dreams of following in her mom's footsteps—conducting “client calls” during playtime. Their son, Colton, channels his father's military spirit with playful drill sergeant antics, while little Lainey Mae brings joy wherever she goes. With another baby boy on the way, their home is filled with anticipation and excitement—not to mention three German Shepherds (Ash, Jager, and Quinn) and two guinea pigs (Reba and Barbra Jean) adding to the lively mix.

Through it all, Kirsten remains grounded in what matters most.

She defines success not as perfection, but as effort. Not as comparison, but as commitment. Not as a straight line, but as a journey.

“Success is giving your best effort toward a goal and understanding that it's not linear—and that's okay,” she says.

It's a philosophy that extends into every aspect of her life and business. Whether she's guiding a client through a complex transaction, supporting her husband's demanding career, or simply being present for her children, Kirsten shows up fully—with intention, authenticity, and heart.

And if there is one thing she hopes people take away from her story, it's this:

She genuinely cares.

In an industry where that can sometimes feel rare, Kirsten Hauge is a reminder that integrity still matters, that empathy still leads, and that success—real success—is about so much more than numbers.

It's about doing your best, every single day.

And for Kirsten, that's exactly what she'll be remembered for. ❖

Favorite Quote

It always seems impossible until it's done. – NELSON MANDELA



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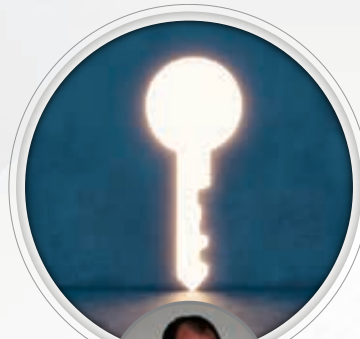


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