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SEPTEMBER 2026

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The Biloxi-Ocean Springs Association of REALTORS® (BOSAR) is a professional organization dedicated to supporting REALTORS® and strengthening the communities we serve along Mississippi's Gulf Coast. Through education, advocacy, networking, and community involvement, BOSAR empowers its members with the resources and opportunities they need to succeed while promoting the highest standards of professionalism and ethical practice in the real estate industry.

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MORE THAN A MAGAZINE

A Community Built to Help You Succeed

BY ROBERT
ORSO,
PUBLISHER

When people first hear about **Gulf Coast Real Producers**, they often assume we publish a magazine. While that is certainly true, it only tells a small part of the story.

Yes, every month we produce a beautiful, high-quality print publication that recognizes and celebrates many of the top Realtors, brokers, rising stars, and industry professionals along the Mississippi Gulf Coast. We also distribute a digital version to thousands throughout the real estate community, extending the reach of every story, every advertiser, and every featured professional.

But the magazine is simply the foundation.

Our real mission is to build a thriving community where the very best Realtors and the most trusted industry partners can connect, build meaningful relationships, and ultimately grow their businesses together.

Real estate has always been a relationship business.

The most successful Realtors understand that they cannot do it alone. They rely on outstanding lenders, home inspectors,

insurance professionals, contractors, title companies, photographers, roofers, HVAC specialists, attorneys, and dozens of other experts to help serve their clients. Likewise, those businesses depend on trusted Realtor relationships to keep their companies growing.

Our goal is to bring those two worlds together.

That is why every month we host our **Magazine Celebration Parties**. These gatherings are much more than a social hour. They are intentional opportunities for Realtors and Preferred Partners to meet, network, celebrate one another’s accomplishments, and form relationships that often turn into long-term business partnerships.

There is something special about bringing together professionals who share the same commitment to excellence. New introductions become friendships. Friendships become referrals. Referrals become successful businesses. Those businesses, in turn, strengthen our local real estate community.

That cycle is exactly why we do what we do.

Our commitment doesn’t end when the magazine arrives in your mailbox.

Throughout the month, our social media platforms continue telling the stories of our featured professionals, recognizing achievements, promoting our Preferred Partners, highlighting local events, and keeping our community connected between magazine releases. With tens of thousands of monthly impressions, our digital presence helps ensure that your recognition doesn’t disappear after one issue—it continues to create visibility long after the magazine has been published.

We believe consistency matters.

Anyone can write a single article or publish a single advertisement. Lasting success, however, comes from showing up month after month, year after year, investing in relationships and remaining visible to the people who matter most.

That philosophy is at the heart of *Gulf Coast Real Producers*.

We don’t want to create one-time exposure.

We want to create ongoing opportunity.

When Realtors attend our events regularly, they become familiar faces within the community. When Preferred Partners consistently participate, Realtors begin to know them personally, trust their work, and confidently recommend them to clients. Trust is rarely built in a single meeting. It grows through repeated conversations, shared experiences, and a genuine commitment to serving others well.

Our community provides those opportunities.

Over the years, I have watched countless introductions at our events develop into valuable business relationships. Vendors have gained loyal Realtor advocates. Realtors have discovered dependable professionals they can confidently recommend. New agents have found mentors. Experienced brokers have welcomed fresh talent. Business owners have collaborated on projects that none of them could have accomplished alone.

Those moments don’t happen by accident.

They happen because people continue showing up.

That is why I often remind our Preferred Partners that their investment isn’t simply an advertisement. It is an investment in becoming part of an exclusive community of professionals who believe relationships still matter. Likewise, I encourage our Realtors to remain engaged, attend the celebrations, meet new people, and continue strengthening the network that supports their success.

Our vision has always been larger than publishing pages.

We exist to connect, elevate, and inspire the professionals who make the Mississippi Gulf Coast one of the finest places in America to live, work, and buy a home.

As our community continues to grow, so does the value of being involved. Every magazine, every social media post, every celebration party, every introduction, and every conversation contributes to something much bigger than itself—a trusted network of professionals committed to helping one another succeed.

Thank you for being part of *Gulf Coast Real Producers*. Whether you are a Realtor, Broker, Preferred Partner, or someone who simply believes in the power of relationships, we are grateful that you are part of this community.

After all, we’re not just publishing a magazine.

We’re building relationships that strengthen businesses, serve clients, and help shape the future of real estate across the Mississippi Gulf Coast.

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AN UNEXPECTED CALLING

If you had asked Brittany Jordan years ago what career she would pursue, real estate wouldn't have made the list.

As a second-generation REALTOR®, she intentionally planned a different path. She attended Austin Peay State University in Tennessee, studying political science on a pre-law track with dreams of becoming an attorney. Then, just two weeks before taking the LSAT, a military move from Tennessee to Georgia changed everything.

Before she left, one professor shared advice that would ultimately redirect her future.



"He told me I would probably hate being an attorney," Brittany recalls with a laugh. "He said I needed to be in sales and out where the people are."

He couldn't have been more right.

After successful careers in commission-based sales with BMW, Mercedes-Benz, and Verizon, Brittany entered real estate in January 2016. In 2021, she opened Mason & Magnolia Real Estate, a boutique brokerage with offices in downtown Ocean Springs and downtown Hattiesburg. Today, she leads eight agents while continuing to actively serve her own clients.



Building More Than a Brokerage

In 2025, Brittany closed 17 transactions totaling \$6 million in sales volume, but she is quick to point out that production has never been her ultimate goal.

"We're not trying to be the biggest brokerage," she says. "We're trying to be the one that actually teaches agents how to build a business."

That philosophy shapes everything at Mason & Magnolia.

Rather than teaching agents to constantly chase new leads, Brittany encourages them to deepen relationships with the people who already know, like, and trust them. Referrals aren't simply the result of good service—they're the strategy.

She believes thoughtful gestures matter: handwritten notes, checking in after

closing, bringing a meal to a growing family, or simply showing up when clients need someone they can trust.

As a broker, Brittany also believes leadership should never happen from behind a desk.

"I'm still selling real estate," she says. "My agents aren't getting theory from someone who used to do this. They're getting coaching from someone who's in it with them every day."

Serving People Through Every Season

For Brittany, one of the greatest privileges of real estate is walking alongside clients during life's biggest transitions.

Sometimes those moments are joyful, like helping a first-time buyer receive the keys to their dream home or watching a family settle into the place where they'll raise their children.

Other times, they're much more difficult.

She's helped families sell a parent's home after a loss and guided clients through home sales during divorce or other unexpected life changes.



“My clients become friends,” Brittany says. “Being someone they trust during those moments means everything to me.”

Watching her own agents grow brings that same sense of fulfillment.

“It’s not about the numbers,” she says. “It’s seeing their confidence grow and watching them build businesses centered on relationships instead of transactions.”

That desire to help has recently expanded beyond her brokerage as Brittany has begun speaking at industry conferences. Early in her career, she learned from books, podcasts, and speakers she had never met. Today, she hopes to become that same source of encouragement for someone else.

“If I can help another agent shortcut some of the struggles I went through, that’s why I keep saying yes.”



“If you work hard, do the right thing, and treat people well, the business will come.”

She also believes hard work doesn’t have to come at the expense of family.

Brittany and her husband, Kent, are raising two adventurous boys, Beckham and Silas. Whether they’re traveling, exploring a new town, reading, crafting, or simply staying active together, Brittany wants her children to see both a strong work ethic and a mother who is fully present.

“Everyone says work-life balance doesn’t exist,” she says. “I disagree. You have to create boundaries and protect them.”

A Legacy of Leadership

Community involvement is another extension of Mason & Magnolia’s people-first culture. Each year, the brokerage hosts a fundraiser benefiting Children’s of Mississippi. Last year’s event raised enough money to renovate an entire NICU room—an accomplishment Brittany considers one of the brokerage’s proudest moments.

Looking ahead, her vision isn’t centered on becoming the largest brokerage or producing the highest sales volume.

Instead, she wants Mason & Magnolia to remain a place where agents genuinely

thrive, where relationships come before transactions, and where people always matter most.

If there’s one thing Brittany hopes others remember, it’s that she’s the same person with clients, agents, audiences, and family alike.



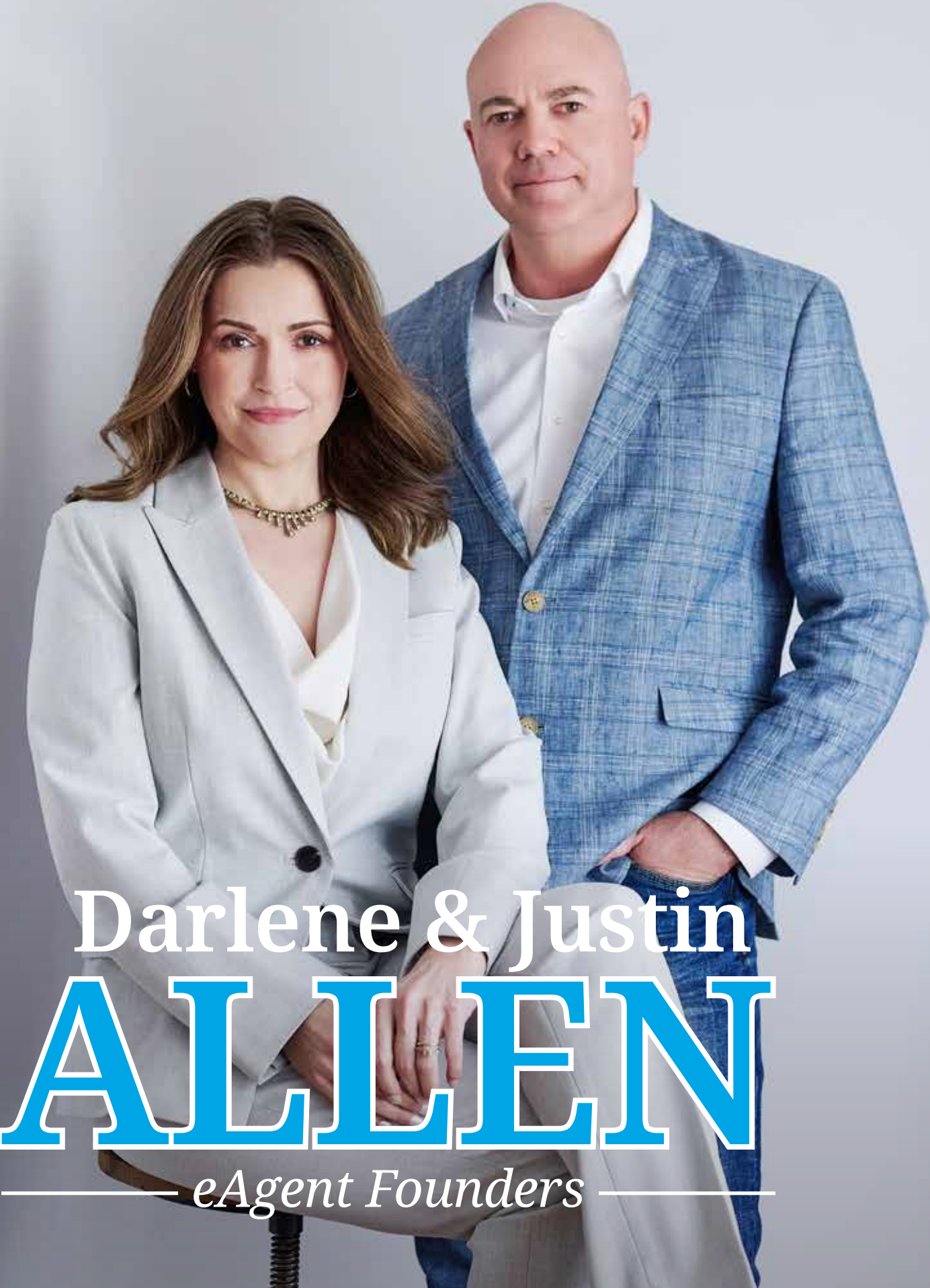
“EVERYONE SAYS
WORK-LIFE BALANCE
DOESN’T EXIST.
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HAVE TO CREATE
BOUNDARIES AND
PROTECT THEM.”

“What you see is what you get,” she says. “Life is short. Work hard, take care of people, and make sure you enjoy the journey along the way.” ▼

Contact Information

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Darlene & Justin
ALLEN
— eAgent Founders —

**YOUR
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How eAgent® is
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In an exclusive interview with eAgent founders **Darlene N. Allen (CEO)** and **Justin S. Allen (CMO/CSO)**, we sat down to discuss the shifting real estate landscape for top-producing agents across the Mississippi Gulf Coast. When asked about the core challenges high-performing agents face today, Darlene pointed directly to the daily grind.

“As a top-producing agent, you already know how to close deals,” Darlene explained. “But in an industry where you are constantly pouring your time and energy into clients, we ask: who and what is actually pouring back into you? Many top-tier agents eventually hit a glass ceiling where they find themselves bogged down by outdated brokerage models, lacking true mentorship, and sacrificing precious moments with their families just to keep the transaction pipeline full. You didn’t choose a career in real estate to let others set limits

for you, or to feel like you are simply ‘renting your business’. You want a culture that celebrates your wins. You want cutting-edge technology that does the heavy lifting. Most importantly, you want to be surrounded by leaders who want to see you succeed—even if it means you outgrowing them.”

**A Culture Built on Collaboration, Not
Cutthroat Competition**

When asked how eAgent addresses this plateau, Justin emphasized that the old, cutthroat real estate culture is left strictly at the door. “That is a hard stop here at our offices,” Justin noted. “We have cultivated a thriving, supportive environment. When you move your license to an eAgent office or open an eAgent office of your own, you aren’t just getting a brand or a broker; you gain highly skilled local experts, educators, and a group of friends who actively cheer you on.”





This collaborative ecosystem is echoed by eAgent Franchisee Broker/Owners across their organization:

“Having that level of ongoing regional support and collaborative backup allows us as Broker/Owners to grow with confidence rather than feeling like we’re isolated on an island.”

— **Bradley Keesee**, Broker/Owner of eAgent Gulf Coast and Regional Partner

“eAgent provides a hands-on, reliable resource network where experienced brokers freely share support and advice, whether you’re working with traditional buyers or investor clients.”

— **Pat Heidingsfelder**, Broker/Owner of eAgent Solutions

The “Evolution of Real Estate” Tech Stack

Justin, as CMO/CSO, detailed how eAgent’s cloud-based platform gives agents back their time. “Our tech stack takes productivity to a level many agents didn’t think was possible,”

Justin shared. “Instead of juggling clunky software or no software at all, our members plug into an integrated, AI-driven Smart CRM (BoldTrail) that automates client follow-up to keep agents top of mind. Combined with paperless transaction management (DocuSign Rooms), text-to-lead signage (Kwkly), and high-impact custom marketing templates (Canva for Teams), our systems boost profitability and efficiency.” He went on to highlight, “**We don’t just hand you the keys and tell you to figure it out, we have trainings across all eAgent offices through our Top Producer Academy.**”

Steven Pascua, who launched his own eAgent office, highlighted the operational advantage of this infrastructure:

“Getting our back-office systems and bookkeeping set up properly right from the start eliminated all the guesswork, allowing us to focus entirely on growth and serving our clients.”

— **Steven Pascua**, Broker/Owner of eAgent VIP Realty

“

Having that level of ongoing regional support and collaborative backup allows us as Broker/Owners to grow with confidence rather than feeling like we’re isolated on an island.”

The Path to Brokerage Ownership & Production-Based Discounts

Darlene emphasized that the most refreshing aspect of eAgent is transparency regarding an agent’s career progression. “In an industry where traditional brokers often try to ‘trap’ their top producers, eAgent was founded on a radically different concept:



teaching agents how to eventually open their OWN brokerages without sacrificing profitability or security during the learning process.”

To make franchise ownership truly accessible, eAgent has structured an exceptionally low barrier to entry. The standard initial franchise fee for the MS Gulf Coast Region is \$12,500. However, eAgent offers an innovative production-based discount program where an agent or independent broker’s verified sales volume over the preceding 12 months credits directly toward the franchise fee—bringing the initial cost down to as low as \$0. Furthermore, for any remaining balance, eAgent provides 0% interest financing options, removing the financial burden of launching a firm.

Every eAgent franchisee is living proof of this model, having grown from producing agents into a tribe of Broker/Owners who support one another:

“The Agent-To-Broker pathway took away the intimidation factor of opening my brokerage, giving me a clear, structured roadmap to launch without taking on overwhelming overhead.”

— **Laura Quarles**, Broker/Owner of eAgent Capital City

“After years of feeling stuck, I went from an agent to top producer to

Managing Broker to owning my own office in about a year. As soon as I left my meeting with Justin, I knew that I wanted to be an eAgent broker because of the opportunity they

were offering me.”

— **Yari Garcia**, Broker/Owner of eAgent United and Regional Partner

Your Next Step

As Darlene and Justin concluded, if you are a seasoned agent or independent brokerage owner whose goal is to collaborate with other Broker/Owners, eAgent’s door is always open. Regional Partners **Justin S. Allen, Bradley Keesee, and Yari Garcia** stand ready to guide your journey to owning a successful brokerage where top producing agents want to do business.

“You have already proven you can produce,” Justin stated. “Now it’s time to find a home that celebrates your success, equips you with top-tier tools,

and makes the journey genuinely fun. No pressure, no pitches—just professionals talking about opportunities and win-win solutions.” As Justin emphasized during the interview, “**No ambitious professional enters real estate to let a traditional brokerage dictate their ceiling or to feel as though they are merely ‘renting their business’ from a broker who acts more like a landlord than a partner.**”

Looking to open your own real estate brokerage one day? In order to make an informed decision, get the information you desire directly from the proper source. Darlene, Justin, Brad and Yari can help you make this decision. Learn more about eAgent’s revolutionary “Agent-To- Broker” path at eAgent.com or JoinAgent.com. 📌

“

You have already proven you can produce. Now it’s time to find a home that celebrates your success, equips you with top-tier tools, & makes the journey genuinely fun.



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CARL FALLO, OUTLAW
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The Home Work

When Justin Salazar entered real estate in 2020, it wasn't because he'd spent years planning the perfect career transition. It was because life unexpectedly pressed pause.

After spending much of his adult life in the casino industry—often working nights, weekends, and holidays—the COVID shutdown gave him something he hadn’t had in years: time to reflect.

“I was able to reevaluate my career and where my priorities fell,” Justin says.

That season of uncertainty became the doorway to something new.

Today, just a few years later, Justin has established himself as one of the Gulf Coast’s top-producing REALTORS®, closing 73 transactions totaling more than \$15.2 million in sales volume during 2025 and earning recognition as one of the area’s Top 25 Real Producers.

Yet ask him what drives him, and the answer has very little to do with production numbers.

“Hard work is what you strive for,” he says. “It’s the only true reward. Everything that comes from it is just a byproduct.”

It’s a philosophy that influences every aspect of his business—and his life.

Embracing the Process

Originally from Lansing, Michigan, Justin has called the South home since he was



six years old. He originally pursued civil engineering before deciding to enter the workforce, quickly paying off his student loans and building a successful career in the gaming industry, where he worked his way from ticket office cashier to Senior Executive Casino Host.

Those years taught him how to build relationships, understand effective communication, and remain composed under pressure—skills that transferred naturally into real estate.

Since joining 1401 Realty Group two years ago, Justin has continued to

grow his business while developing a reputation for authenticity.

With respect to many agents whose marketing revolves around statistics and market reports, Justin has found that his clientele connects with something far more personal.

“I’ve found what works for me is sharing the behind-the-scenes work that makes this business relatable,” he says. “The challenge of juggling family, personal interests, and a career is something so many people understand, and I choose to embrace that they coexist on all days and not just the days that feel like a highlight reel.”

That candor extends to the advice he offers newer agents entering the profession.

“Don’t avoid the hard lessons, the impossible deals, and the mundane work,” he says. “One hard deal is worth more in experience than ten easy ones.”

Justin believes growth happens during the difficult seasons—not in spite of them.

His outlook on success reflects that same perspective.

“Success is subjective,” he says. “For me, success is finding peace in the process of all things you experience—not just the moments that serve you. There’s always

CONTINUED ►



“Don’t avoid the hard lessons, the impossible deals, and the mundane work. One hard deal is worth more in experience than ten easy ones.”



another transaction, another issue, or another breakthrough. Success is appreciating the opportunity as it is presented to you, and not just the outcome that serves your immediate desire.”

That mindset has fueled another growing passion in his business: real estate investing. Justin has become increasingly involved in fix-and-flip projects and hopes to expand into new construction in the years ahead as he continues building long-term financial security for his family.

What Matters Most

While real estate has opened countless professional opportunities, Justin considers his greatest accomplishment much closer to home.

He and his partner, Brandin, recently welcomed their newborn daughter, Bodie, joining Justin’s three older children—Evelynn, Eli, and Isabella.

Family isn’t something Justin tries to balance against work.

It’s something he intentionally includes in it.

“My children are with me in everything I do,” he says. “They come with me on showings, closings, inspections, property tours, and hover over me while I’m negotiating contracts.”

Rather than viewing family life and business as competing priorities, Justin believes they strengthen one another.

“I try to live by the fact that you don’t have to sacrifice one area of life for another.”

Whether he’s negotiating contracts from the bleachers of his daughters’ softball games, making snow cone pit stops while putting out signs and lockboxes, or “replying all” with a solution that keeps the deal moving forward while running showers and laying out pajamas, Justin has embraced the flexibility that real estate provides.

“The beauty of this business is that you can take your work with you,” he says. “If I can negotiate a deal and still enjoy my day with the people I love, that’s a win.”

Looking ahead, Justin isn’t chasing an easier life.

In fact, he’s hoping for quite the opposite.

“I look forward to the unknown challenges,” he says. “I think anyone who wishes for an easier life is missing the magic. I don’t aspire to have an easy life—I want an honest one.”

It’s a refreshing perspective in an industry often measured by rankings and accolades.

For Justin Salazar, success isn’t found in avoiding obstacles. It’s found in embracing the work, appreciating the lessons, and remembering that the most meaningful victories are the ones shared with the people who matter most. 📌

Contact Information

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Dallas Peeples

Mason & Magnolia Real Estate

PHOTOS BY SAM OVERBY

Authentically Yours

Success in real estate often comes with advice about building a brand, mastering social media, or finding the next marketing trend. But for Dallas Peeples, the foundation of a successful career has been much simpler.

Be yourself.



“I hope people see that success doesn’t require pretending to be someone you’re not,” Dallas says. “I want to be known as someone who genuinely cares about people and happens to sell real estate—not the other way around.”

Since beginning her real estate career in 2022, Dallas has built a reputation grounded in authenticity, creativity, and genuine relationships. Now with Mason & Magnolia Real Estate, she continues growing a referral-based business fueled not by flashy sales tactics, but by trust earned one client at a time.

In 2025, that approach resulted in nine transactions totaling more than \$2.2 million in sales volume. While

the numbers are encouraging, Dallas believes the greatest measure of success can’t be found on a production report.

“The greatest compliment I can receive isn’t another closing,” she says. “It’s when someone trusts me enough to refer me to their parents, siblings, coworkers, or closest friends.”

More Than a Transaction

Originally from central Mississippi, Dallas and her family eventually found their way to the Mississippi Gulf Coast—a place she now proudly calls home.

Before earning her real estate license, she worked alongside her husband, Daron, in their remodeling business. Those years

gave her an eye for construction quality, design, and hidden potential—knowledge that continues to benefit her clients today.

“My remodeling background helps me identify opportunities and explain value beyond cosmetic features,” she says.

When Dallas entered real estate, however, she wasn’t arriving with a large sphere of influence or an established client database. Like many newer agents, she was starting from scratch.

“There were moments of rejection, uncertainty, and self-doubt,” she says. “Everything I’ve built has come from relationships, referrals, and consistently showing up.”



“

My goal isn't necessarily to sell the most homes. I want to become one of the *most trusted names on the Mississippi Gulf Coast.*”

Rather than viewing those challenges as setbacks, Dallas believes they became some of her greatest teachers.

“Buying or selling a home is one of the biggest decisions people make,” she says. “I never take that responsibility lightly.”

That perspective influences every part of her business.

Instead of relying on traditional marketing alone, Dallas enjoys finding creative ways to help each property tell its own story. Whether transforming an open house into an art gallery, creating engaging video content, or highlighting the unique personality of a home, she believes memorable marketing begins by helping buyers make an emotional connection.

“I believe every home has a story,” she says. “It’s my job to help buyers connect with it.”

Built on Relationships

At the center of Dallas’s business—and her life—is family.

She and Daron are raising two children, Gibson and Bowyn, alongside two dachshunds, Boudin and Vienna, who are convinced they run the household.

Whether they’re boating, camping, exploring Mississippi’s barrier islands, or simply enjoying the outdoors together, those moments remind Dallas why maintaining balance matters just as much as building a successful career.

“My family is my biggest motivation,” she says. “I want my children to see

what it looks like to work hard, treat people well, and build something you’re proud of.”

Her philosophy extends naturally into the relationships she builds with clients.

A favorite quote from Maya Angelou has become something of a guiding principle:

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Long after closing day, Dallas hopes clients remember feeling heard, respected, and genuinely cared for.

That same heart for people carries into the community as well. She enjoys supporting local schools, small

businesses, and community events, believing that one of the greatest privileges of real estate is connecting people with everything that makes the Gulf Coast such a special place to live.

Looking ahead, Dallas hopes to continue growing a business known for creativity, integrity, and exceptional service while expanding into the luxury and relocation markets. Yet her vision reaches beyond production goals.

“My goal isn’t necessarily to sell the most homes,” she says. “I want to become one of the most trusted names on the Mississippi Gulf Coast.”

She also has a message for newer agents finding their footing.

“Don’t compare your beginning to someone else’s middle,” she says. “Build relationships before you build your brand. Focus on serving people well, and your business will grow because of it.”

For Dallas Peebles, authenticity isn’t simply part of her marketing strategy.

It’s the foundation of everything she builds.



Because in the end, she believes the strongest businesses aren’t built on transactions.

They’re built on trust. ▼

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Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Gulf Coast Area. We pulled the MLS numbers (by volume) from Jan. 1, 2022, through Dec. 31, 2022, in the MS Gulf Coast market. We cut the list off at number 300, and the distribution was born. For this year's list, the minimum production level for our group is \$5 million in 2022. The list will reset at the end of 2023 for next year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners, or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at robert.orso@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to robert.orso@realproducersmag.com.

FAQ

Welcome to *Real Producers*! Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

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