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Partner Spotlight
**SWAMP RABBIT
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Event Recap

Anna
Catron

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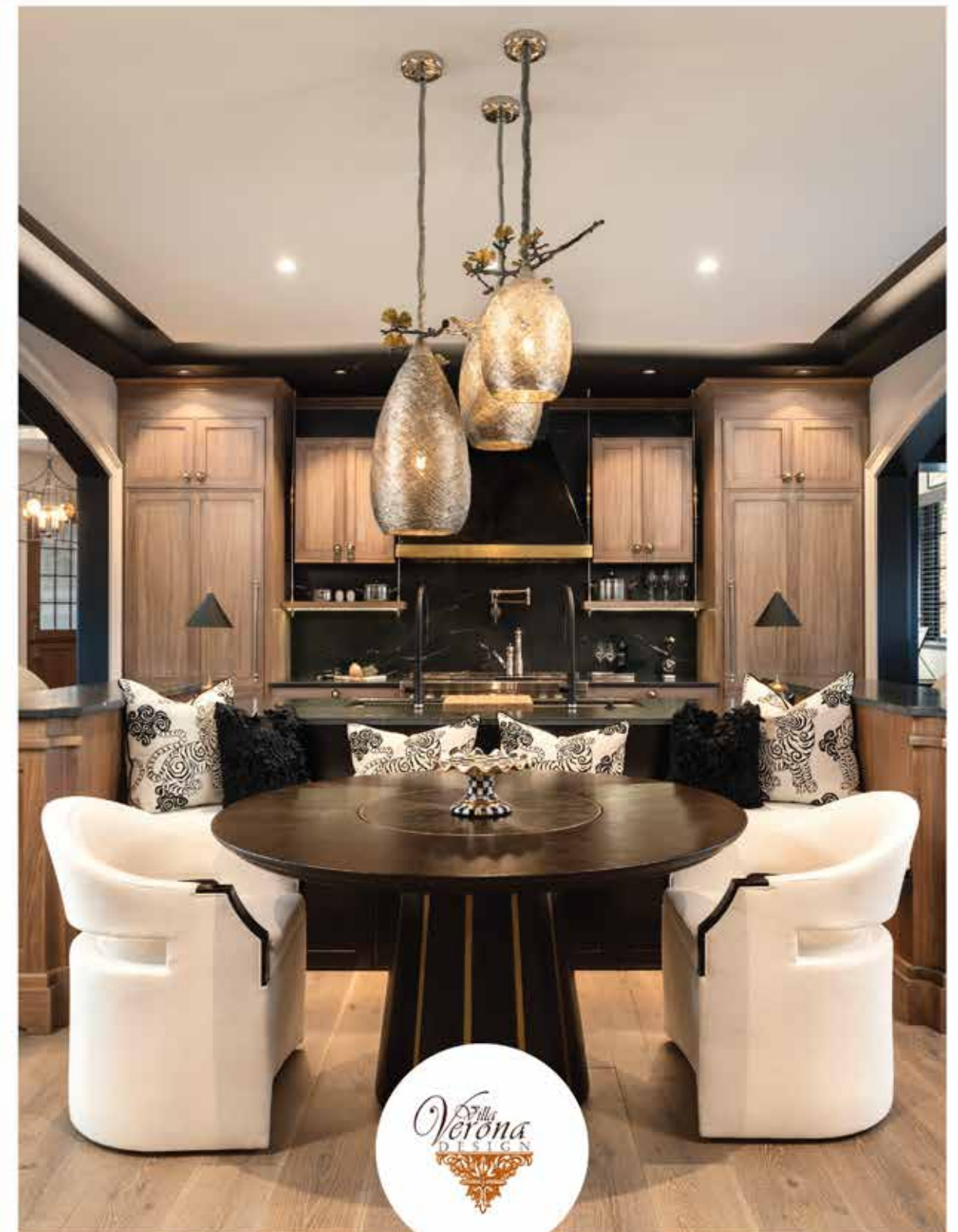
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Anna Catron **20** COVER STORY

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September 2026

As we welcome September, we want to take a moment to express our sincere gratitude to each of you who continues to make *Upstate Real Producers* part of your month. Whether you're reading to celebrate the achievements of your peers, gain inspiration from fellow professionals, or connect with trusted industry partners, we are honored to have you as a loyal reader. This publication exists because of the

incredible real estate community throughout the Upstate, and we are continually thankful for the support, encouragement, and engagement of our readers and advertising partners.

This month, we are proud to feature **Anna Catron of Nest Realty** as our Cover Feature. Anna's dedication to her clients, commitment to excellence, and passion for building meaningful

relationships have made her a respected leader in the Upstate real estate market. Her story is one of perseverance, integrity, and a genuine desire to make a difference in the lives of the families she serves.

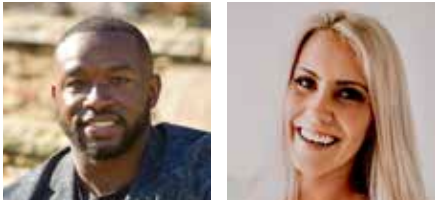
Our Top Producer spotlight recognizes **Ann Morton of LPT Realty**. Ann's consistent success is a testament to her professionalism, work ethic, and unwavering commitment to delivering outstanding results. Her ability to build trust with clients while maintaining the highest standards of service has earned her a well-deserved place among the Upstate's top-producing REALTORS®.

We are also excited to introduce **Clay Vassey of Real Local with Real Broker LLC** as this month's Rising Star. Clay is helping shape the future of real estate through innovative thinking, strong leadership, and a passion for serving both clients and the industry. His fresh perspective and dedication to professionalism continue to set him apart as one of the Upstate's emerging leaders.

Rounding out this month's issue is our Partner Spotlight, featuring **Swamp Rabbit Moving**. Their commitment to dependable service and creating a seamless moving experience makes them a valuable partner for both real estate professionals and homeowners alike.

Thank you for being part of the *Upstate Real Producers* family. We are honored to celebrate the professionals and businesses who make our industry stronger every day, and we look forward to sharing many more inspiring stories with you in the months ahead.

Warm regards,



Robert & Sierra Smith
Publishers of *Upstate Real Producers*



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There's a reason word travels fast about Swamp Rabbit Moving & Storage. In a business where trust is everything and the stakes feel personal, this Greenville, South Carolina company has built its reputation one carefully handled move at a time.

Founded and rooted in the Upstate, Swamp Rabbit Moving has grown into something that goes well beyond loading trucks and hauling furniture. The team approaches every job with a genuine understanding of what a move actually means to the people involved. Whether a family is stepping into their first home, a real estate agent is trying to deliver a seamless closing-day experience for a client, or a longtime resident is downsizing after decades in the same house, the logistics are only part of the story. The human side of the transition is where Swamp Rabbit Moving earns its reputation.

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
SWAMP RABBIT MOVING
apart is a commitment to
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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.

For the real estate agents and brokers who call the Columbia and Upstate markets home, having a trusted moving partner to recommend is one of those quiet but powerful ways to add value for clients. Swamp Rabbit Moving has built the kind of track record that makes that recommendation easy to give. Their work reflects the same professionalism and care that the best agents in our community bring to their own work every day.

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Anna CATRON

BUILDING A LIFE, A LEGACY, AND A BUSINESS ROOTED IN KINDNESS

There are some careers that are chosen carefully, mapped out with precision, and pursued with a clear roadmap from the beginning. And then there are careers like Anna Catron's—born from a spark of curiosity, shaped by experience, refined through resilience, and ultimately grounded in something far more meaningful than transactions. Eighteen years later, what started as a college side-step into something “that sounded fun” has evolved into a deeply intentional, relationship-driven real estate career with Nest Realty that now defines not just her professional life, but her purpose.

Anna Catron entered the real estate world straight out of college, not because she had a long-held plan, but because life presented an opportunity wrapped in timing and coincidence. A friend had been headed to real estate school, inspired by the promise of a family franchise opportunity, and Anna decided to join her on a whim during her senior year. She took the exam, passed, and unknowingly stepped into a profession that would become the foundation of her adult life. While that friend ultimately chose a different path, Anna moved forward—first guided by curiosity, and later by calling. Early encouragement from a Keller Williams team leader helped solidify what would become a long and evolving journey in the industry.

What followed was a career shaped not by a straight line, but by seasons

of growth, reinvention, and learning. Starting in general real estate with Keller Williams, Anna quickly found herself immersed in productivity coaching and then stepping into a listing specialist role with the LeAnne Carswell Team during one of the most challenging market cycles in recent history. The year 2008 tested many in real estate, and for Anna, it became an unexpected training ground in persistence. Cold calling, consistency, and resilience became daily habits—lessons that would stay with her far beyond that season.

In 2010, life shifted in another meaningful way with the birth of her oldest daughter. Seeking more balance, Anna transitioned into a buyer's agent role under J. Michael Manley, a move that would not only reshape her career trajectory but also deepen her understanding of client relationships. What she found was a passion for simplifying what often felt overwhelming to buyers. Alongside her mentor, she helped build a structured, intentional buyer process rooted in consultations, questions, and listening—an approach that ensured clients were never just “shown homes,” but truly guided through one of life's most important decisions.

That philosophy became a cornerstone of her business.

As her career progressed, Anna was entrusted with leadership opportunities, eventually stepping into a lead buyer's specialist position and later helping train and coach agents within the team as Manley expanded his reach through coaching and BOLD training across the country. These years not only sharpened her professional skills but also revealed something deeper: Anna had a gift for guiding others—not just clients, but agents stepping into their own careers.

By 2018, she made the decision to step into solo production while remaining with Keller Williams, building a business rooted in relationships and referrals. And in 2025, another



chapter opened when she joined Nest Realty—an intentional move that reflected both evolution and alignment. “Even agents need to make a move sometimes,” she reflects, a reminder that growth never stops, no matter how established one becomes.

Today, with over 18 years in the industry and a career volume exceeding \$25 million in the past year alone, Anna serves clients across the Upstate with a deep appreciation for every corner of the region. From thriving suburban communities to the unmatched beauty of Lake Keowee, she sees the area not as separate markets, but as connected pieces of a larger whole—often describing South Carolina as a pie she knows well enough to serve nearly every slice.

Yet what truly sets Anna apart is not just her market knowledge or production level—it is her unwavering commitment to people.

Her business is almost entirely referral-based, a reflection of the trust she has built over nearly two decades. For Anna, real estate is not a series of transactions, but a continuum of relationships. She has watched clients become lifelong friends, and in many cases, has become the “family realtor”—a role that allows her to witness milestones far beyond closing day. From first homes to growing families, she finds joy not just in helping clients move, but in watching their lives unfold long after the paperwork is signed.

One recent experience brought that full circle in a powerful way. A family connected to a college student at Anderson University reached out searching for an affordable housing solution that would allow four students to live independently while maintaining manageable rent. What unfolded was more than a real estate solution—it was a moment of impact. Newly constructed townhomes just minutes from campus not only reduced costs significantly but also gave the students a sense of independence they had been waiting for. Each visit brought new excitement, new faces, and a shared sense of possibility. For Anna, it was a reminder that real estate, at its best, is about creating moments that matter far beyond the sale.



Favorite Quote

My clients would say, Rejection is God’s protection. But I have always been drawn to Henry Ford’s, “whether you think you can or you can’t, you’re right”

Behind that success, however, is a story of internal growth that Anna speaks about with honesty. One of her greatest professional challenges has not been the market, clients, or competition—it has been herself. Like many high achievers, she has wrestled with fear: fear of success, fear of failure, and questions of worthiness that surfaced during different seasons of her career. Through coaching, mentorship, and self-reflection, she has learned to shift her mindset from limitation to possibility. Today, she speaks openly about that evolution, not as a finished process, but as an ongoing journey of growth.

Much of that transformation can be traced back to mentorship, particularly her relationship with J. Michael Manley, who not only provided opportunity but invested in her development through training and exposure to high-level agents outside of Greenville. More than a mentor, he became a long-term influence and trusted friend—someone who helped her see what was possible when belief and opportunity intersect.

That belief now extends into how Anna approaches her own impact on others.

Whether mentoring agents, supporting women in business, or helping moms navigate the balance of career and family, she is passionate about showing that real estate can be both successful and sustainable. For her, success is not defined solely by volume or awards, but by the life she has built for her family and the goals she continues to reach along the way.

That family remains the center of everything she does.

After 18 years of marriage to her husband Brad—who now joins her professionally as operations manager and listing coordinator—Anna has built a home full of energy, movement, and purpose. Their four children each bring their own personality and passions, from varsity cheerleading and violin to football and track, creating a

household where sports, school events, and constant activity define the rhythm of daily life. The family’s deep love for Clemson football, travel traditions, baseball trips, and time spent at Tybee Island reflects a life intentionally built around togetherness.

Their home is also one of hospitality and generosity—often fostering animals, welcoming exchange students, and staying deeply involved in community and school programs. It is a life that is far from quiet, but one that Anna would not trade.

That same spirit carries into her community involvement. From her leadership with KW Cares during her years at Keller Williams—where she supported disaster relief efforts in places like Houston and Western North Carolina—to her current role as Director

of Roots and Wings at Nest Realty, Anna’s commitment to service runs deep. Whether organizing donation drives, leading charitable events like Zoofari, Pawtoberfest, or Toys for Tots, or serving in booster club leadership, her impact extends far beyond real estate.

At the heart of it all is a simple but powerful belief: kindness matters.

It is a word that surfaces repeatedly in her story—one she hopes will define how she is remembered not only as a professional, but as a person. In an industry often defined by competition and pace, Anna has built her reputation on consistency, humility, and genuine care for others.

Looking ahead, she continues to expand her understanding of real estate beyond production and into investment. From Airbnb properties in Tybee Island and Simpsonville to development projects in Cherokee Valley and future family housing plans in Pendleton, she sees real estate not just as a career, but as a tool for long-term opportunity and security.

Still, despite all the complexity of her work and life, her philosophy remains grounded in simplicity.

“Success is different for everyone,” she says. “For me, it was about building a better life for my family. I set goals, and as I reach each one, it helps define what success continues to look like.”

And in many ways, that is exactly what Anna Catron has done—not just built a business, but built a life where success is measured in relationships, impact, and the everyday moments that matter most.

In a world that often moves too fast to notice, Anna Catron has built something that endures: a career rooted in people, a home rooted in love, and a legacy rooted in kindness. 🏡



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CLAY Vassey

Success in real estate is often measured by numbers. Closings, listings, sales volume, and production rankings are frequently used as benchmarks for achievement. Yet for Clay Vassey, success has always meant something much deeper. It is found in the relationships he builds, the people he helps, the agents he mentors, and the family he cherishes above all else.

Over the past thirteen years, Clay has established himself as one of the most respected leaders in the real estate industry across South Carolina and beyond. His journey has taken him from agent to broker, from local leader to statewide influencer, and from student of the business to mentor for countless others. Through every stage of that journey, he has remained grounded in a philosophy that guides every aspect of his life: work hard, help others, and always put family first.

Today, as co-owner of Real Local with Real Broker LLC, Chair of the Western Upstate REALTOR® Association and MLS, Chair of the South Carolina REALTORS® Conference Committee, and an active leader within multiple state organizations, Clay continues to make a lasting impact on the profession. Yet despite the titles and accomplishments, what stands out most about him is his commitment to helping others succeed.

Following a Family Legacy

For Clay, real estate was never simply a career choice. As a second-generation Realtor®, he grew up watching his father dedicate more than thirty years to the profession.

Building Success
Through Leadership,
Collaboration, and a
Family-First Philosophy

WRITTEN BY: AMY PORTER
PHOTOS BY: PP'S PHOTOGRAPHY (AMY PORTER)



Those experiences gave him an appreciation for the relationships, commitment, and service required to build a successful business.

In 2014, Clay officially entered the industry, beginning his career with Russell & Jeffcoat in Columbia, South Carolina. Following the company's acquisition by Realogy, he transitioned to Coldwell Banker, where his leadership abilities quickly became apparent.

Just three years after earning his license, he was named Broker-in-Charge of Coldwell Banker's Lake Norman office in North Carolina. Later, he returned to South Carolina to serve as Broker-in-Charge for Allen Tate's Mountain Lakes offices, overseeing markets surrounding Lake Keowee, Lake Hartwell, and Lake Jocassee.

Each step provided valuable experience and strengthened both his

leadership skills and market expertise. In 2023, he joined Real Broker and partnered with Phil Kalchthaler to launch Real Local, a collaborative environment where agents share ideas, strategies, and support to help one another grow.

That spirit of collaboration would become one of the defining themes of Clay's career.

A Leader Who Builds Other Leaders

Throughout his career, Clay has never focused solely on personal success. Instead, he has dedicated much of his time and energy to helping others achieve theirs.

His leadership roles include serving as Chair of the Western Upstate REALTOR® Association and MLS, Chair of the South Carolina REALTORS® Conference Committee, participation on the Forms Committee, and completion of the

CELEBRATING LEADERS



South Carolina REALTORS® Leadership Academy in 2025.

While these accomplishments reflect his dedication to the industry, what truly motivates him is seeing others succeed.

When asked what has been the most rewarding part of his career, his answer comes without hesitation.

"Other agents' success."

That simple response reveals everything about his leadership style. Clay finds genuine fulfillment in watching others achieve goals they once thought were out of reach.

"I couldn't care less about hearing someone won the lottery," he says. "But I love to see success and wealth come from hard work."

Whether mentoring a new agent, helping a colleague through a challenging transaction, or celebrating someone's professional breakthrough, Clay takes pride in seeing others win.

Never Lose Alone

One phrase perfectly captures Clay's philosophy: "Never lose alone."

For him, it is more than a favorite saying. It is a way of doing business.

The real estate industry often encourages independence, but Clay believes many professionals struggle because they are reluctant to ask for help. Throughout his career, he has seen talented agents overcome obstacles simply by leaning on the experience and support of others.

"A lot of agents try too hard to be independent when all they need to do is ask for help," he explains.

This belief became one of the driving forces behind Real Local. Clay wanted to create an environment where agents could collaborate, share ideas, and learn from one another.

To him, success is rarely achieved alone. The willingness to seek advice, share knowledge, and support fellow professionals often creates opportunities that would never exist otherwise.

Protecting the Profession

While Clay is passionate about helping agents succeed, he is equally passionate about

protecting the integrity of the real estate profession.

One of his greatest concerns for the future of the industry is not market conditions or technology—it is the declining professionalism he sees among some agents.

Clay believes too many Realtors® struggle to clearly communicate the value they bring to their clients. Instead of confidently demonstrating their expertise, some operate from a place of fear, discounting their services or sacrificing professional standards simply to secure a listing.

“Our industry is hurting itself,” Clay says. “If you can’t communicate your value and market yourself professionally, you shouldn’t be attempting to market someone else’s home.”

It is a bold statement, but one rooted in years of experience.

Clay believes consumers deserve representation from professionals who understand the market, know how to position a property, and have the resources necessary to market it effectively. Too often, he sees agents discount their compensation so heavily that they no longer have the ability to properly market the homes they represent.

“Too many agents are more concerned about getting a paycheck than selling a home,” he says.

“When that happens, the client loses, and our industry loses.”

Having served as a Broker-in-Charge, mentor, and industry leader, Clay has witnessed both the rewards of professionalism and the consequences of inadequate training and preparation.

For Clay, professionalism is not optional—it is the

foundation of trust. He believes the future of real estate depends on stronger education, mentorship, accountability, and a commitment to excellence.

His perspective may challenge some, but it reflects his unwavering dedication to protecting a profession he genuinely loves.

Serving Clients with Honesty and Expertise
While leadership occupies much of his professional life, Clay remains deeply committed to serving his clients.

Specializing in residential and light commercial real estate, he has built a strong reputation throughout the Upstate and lake communities. Clients consistently praise his market knowledge, professionalism, punctuality, and honesty.

His approach is refreshingly straightforward.

“I know the market. I know the systems. I know the vendors. Most importantly, I do not set false expectations.”

In an industry where promises can sometimes exceed reality, Clay believes honesty is one of the most valuable services he can provide.

Among the many transactions he has completed throughout his career, one family remains especially memorable.

They were first-time homebuyers with three children who never believed homeownership would be possible. Like many buyers,

they approached the process with uncertainty and fear. Clay guided them through every step, helping turn what felt impossible into reality.

When closing day arrived, the family posed for a photograph beside their new home.

Years later, they still share that same picture on social media.

The children have grown. Two have moved out, and the third will soon begin a new chapter. Yet the house remains filled with memories.

For Clay, that experience perfectly captures what real estate is truly about.

It is not about contracts or commissions.

It is about helping families build a place they can call home.

Family First
If there is one thing Clay hopes people remember about him, it is simple: family comes first.

Long before the leadership positions, business ventures, and professional accomplishments, there was Heather.

The couple married just two days before Clay launched his real estate career. Over the years, Heather’s support has been one of the most important factors in his success.

An educator with VirtualSC for more than fifteen years, Heather shares Clay’s passion for helping others reach their full potential.



“She is the center of my world and the single most important piece to our family structure,” Clay says.

Together they are raising three energetic children: Hudson, Gunnar, and Mackechney.

Life revolves around baseball fields, soccer games, school activities, and making memories together. Whether traveling, spending time on Lake Keowee, or cheering on their children from the sidelines, family remains the foundation of everything Clay does.

The Vasseys also enjoy visiting Disney, a tradition made even more special by Heather’s twelve years as a Disney princess performer.

For Clay, success means little if it comes at the expense of the people he loves most.

Passion Beyond Real Estate
Outside of work, Clay has another well-known passion: automobiles.

A true enthusiast, his collection includes everything from classic cars and tractors to boats and modern performance vehicles. Among his favorites are a 1924 Willys Overland, a 1968 Firebird, and a customized Grenadier.

His passion has become so well known that fellow agents often call him when unusual vehicles are discovered in homes they are selling.

More often than not, his answer is simple—he’s interested.

Looking Ahead
As technology continues to reshape the industry, Clay remains focused on helping agents adapt while maintaining the relationships that define great service.

Artificial intelligence is an area that particularly interests him. While he sees tremendous opportunities for efficiency and innovation, he also believes agents must be careful not to lose the personal connection that clients value most.

“It is important that we continue to adjust our businesses with the pace of technology,” he says. “My concern is whether we let AI simplify our industry so much that we become employees of the systems and not our customers.”

For Clay, technology should enhance relationships, not replace them.

Defining Success
When asked to define success, Clay offers a perspective that reflects the values guiding his life and career.

He believes success should not be measured solely by closings and listings. Instead, it should be measured by the daily activities that create opportunities—building relationships, meeting people, learning, growing, and consistently showing up.

For Clay, success is found in the effort, not just the outcome.

When all is said and done, he hopes to be remembered for his energy, his passion, and his willingness to help others succeed.

Looking at the impact he has already made—as a Realtor®, broker, mentor, industry leader, husband, father, and friend—it is clear that legacy is already taking shape.

Because while homes may be bought and sold, leadership leaves a lasting imprint.

And for Clay Vassey, leadership has never been about standing in the spotlight. It has always been about helping others find theirs. 🏡

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How Faith, Family, and the Right Mentors Shaped Ann Morton's Remarkable Journey

For some people, real estate is simply a career. For others, it becomes a calling that shapes the course of their lives. For Ann Morton, it has been both—a profession that opened doors she never imagined possible and a journey that transformed the way she viewed herself, her future, and the life she could build for her family.

Now celebrating 25 years in real estate, Ann has earned a reputation across the Upstate as a trusted advisor, fierce advocate, and consistent top producer. Behind the impressive production numbers, however, is a story rooted in perseverance, faith, personal growth, and a genuine desire to serve others.

Ann's career has unfolded in three defining chapters. She began at Joy Real Estate in Greenville, where Dave and Joy Bailey taught her the fundamentals of the business and recognized her potential long before she recognized it herself. Their belief in her laid the foundation for a career built on confidence, integrity, and perseverance. After five years, she joined Keller Williams, where she spent more than two decades building a thriving business in a culture of education, collaboration, and continuous learning. Today, Ann is with LPT Realty, embracing its forward-thinking technology and AI-driven platform while continuing to serve buyers and sellers and expand the investment side of her business.

When she first entered real estate in 2001, there was no roadmap, no family business waiting for her, and no guarantee of success. She was simply a young wife and mother determined to create a better future for her family.

"I worked full-time, went to real estate school, and just jumped in," Ann recalls.

That leap of faith changed everything.

Raised in government housing, Ann grew up with what she describes as a

scarcity mindset, believing life was about getting by rather than dreaming bigger. She quickly realized that if she wanted a different future, she had to change the way she thought.

"I entered the business world with very limited beliefs," she says. "I had to learn that if I wanted to grow, I needed to be around people who thought differently than I did."

Instead of allowing her circumstances to define her future, Ann committed herself to becoming a lifelong student. She immersed herself in books, coaching, conferences, and mentorship, intentionally surrounding herself with people who challenged her thinking and encouraged her to dream beyond the limits she had unknowingly placed on herself.

One lesson became her guiding principle.

"A mentor once told me, 'When you're the smartest person in the room, you're in the wrong room.'"

That simple statement reshaped how she approached both business and life. She learned that growth rarely happens inside your comfort zone. It comes from remaining teachable, showing up consistently, and refusing to quit when success feels uncertain.

"Ultimately," she says, "the biggest lesson I've learned is that you fail your way to success. Every failure is just another step forward."

That mindset helped her build an extraordinary business. After several years as a solo agent, she launched a team in 2006 that grew to more than \$35 million in annual production before strategically returning to solo sales to focus on what has always mattered most—the relationships she builds and the personalized service she provides every client.



Even today, Ann consistently produces at a level many teams aspire to achieve, yet she has never measured success by numbers alone.

For Ann, real estate has always been about people.

She believes exceptional service begins with listening. By combining deep market knowledge with genuine compassion, she helps clients navigate one of the biggest financial and emotional decisions of their lives.

"I'm passionate about helping others," she says. "Family has always been my top priority, and I bring that same mindset to my clients. I believe in high-tech efficiency paired with a high-touch, personal approach."

Her calm demeanor has helped countless clients navigate difficult situations. In one memorable transaction, a buyer's fraudulent loan information threatened to derail a closing just days before settlement. Rather than panic, Ann quickly found a solution, helped her clients purchase their new home on schedule, and later re-listed and sold their previous home within a month.

Stories like that have become common throughout her career because Ann approaches every obstacle with the



“He looked me in the eyes and said, ‘Joy and I believe in you, and we know you’re going to be successful in this business.’”

Another day, knowing she was nervous about an important appointment, he handed her the keys to his brand-new Cadillac and smiled.

“Go take care of business and close the deal.”

Those moments may have seemed small, but their impact lasted a lifetime.

“I honestly don’t think I would be where I am today without him,” Ann says. “He planted seeds that changed the trajectory of my life. In many

ways, this article is a

tribute to him because his inspiration shaped my success from the very beginning. His confidence in me became my confidence, and his influence helped shape not only the Realtor I became, but the person I am today. Being featured here reflects the impact he had on my life, and I’ll always be grateful.”

As meaningful as her professional accomplishments have been, Ann’s greatest blessing has always been her family.

This October, she and her husband Brent celebrate 39 years of marriage. Together they have built a family centered around one simple motto: **Always take care of each other.**

Today they are blessed with three sons, three daughters-in-law, and six grandchildren who bring endless joy to their lives. Family remains the center of Ann’s world. Whether gathered around the pool, enjoying cookouts, celebrating



holidays, or taking treasured vacations together, she believes life’s greatest investments are the memories created with the people she loves.

“Life is all about family,” she says. “That’s what matters most.”

That belief was tested over the past two years as Ann stepped back from portions of her business to recover from a serious automobile accident, care for Brent through brain surgery and rehabilitation, and spend precious time with her father during his final season of life.

Many would have viewed reduced production as a setback.

Ann viewed it differently.

Some things are simply bigger than business.

That perspective reflects the values that have guided her life from the very beginning—faith, family, and service.

Those same values inspire her commitment to giving back. Because of her own childhood, Ann has a special place in her heart for children facing difficult circumstances. She and her family proudly support Montague County Child Welfare in Texas, helping provide opportunities and experiences that can change a child’s future.

Looking ahead, Ann is excited about what comes next. While residential real estate remains at the heart of her business, she has spent the past five years intentionally growing her

investment business. Her goal isn’t simply to build wealth for herself, but to teach others how real estate investing can change the trajectory of their lives as well.

“There is too much not to share,” she says. “If I can help others create opportunities through investing, that’s something I want to do.”

Despite everything she has accomplished, Ann remains remarkably grounded.

“Success is doing what you want, when you want, with who you want, without financial worry,” she says. “It’s spending time with the people you love and not making decisions based on what others think.”

She remains grateful for the mentors who believed in her, the clients who trusted her, the family who supported her, and the faith that carried her through every season.

Most of all, she’s grateful she didn’t quit.

“I’m so thankful I didn’t walk away from real estate when I was young and struggling with limiting beliefs,” she reflects. “I showed up. I kept learning. I kept growing. This business wasn’t given to me—it was earned. And it’s blessed our lives beyond anything we ever imagined.”

Twenty-five years after taking that first leap of faith, Ann Morton has built a career defined not only by production, but by perseverance, humility, and an unwavering commitment to people. She continues to show up—for her clients, her family, her community, and the next generation of agents who, like her years ago, simply need someone to believe in them.

Perhaps that’s the greatest legacy of all. The seeds David Bailey planted decades ago continue to bear fruit—not only in Ann’s remarkable career, but in every life she touches. His belief became her

confidence, and his encouragement became her purpose.

As Ann has learned, success isn’t measured by awards or sales volume alone. It’s measured by the people you lift up, the lives you impact, and the legacy you leave behind.

That is what makes Ann Morton not only a Top Producer, but a true Real Producer. ➡

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On June 17, 2026, the Upstate real estate community gathered for one of the season's most anticipated networking events as *Upstate Real Producers* hosted its annual Summer Social at Double Stamp Brewery in Greenville. Designed exclusively for the Top 550 real estate professionals in the Upstate, *Upstate Real Producers* Alumni, and the magazine's valued Preferred Partners, the afternoon was a celebration of relationships, collaboration, and the thriving real estate community that continues to shape the Upstate.

From the moment guests arrived, the atmosphere reflected exactly what makes Real Producers events so special. Realtors, industry leaders, and trusted business partners came together in a relaxed setting to reconnect with familiar faces, welcome new members into the community, and strengthen the professional relationships that fuel success throughout the region. While the market may be competitive, the Summer Social once again proved that collaboration remains one of the greatest strengths of the Upstate real estate industry.

Hosted at the vibrant Double Stamp Brewery, attendees enjoyed an afternoon of exceptional hospitality featuring a variety of specialty craft beers, wine, cider, and an impressive selection of heavy hors d'oeuvres. The casual environment created the perfect backdrop for meaningful

conversations, business connections, and plenty of laughter as agents stepped away from the demands of their daily schedules to simply enjoy time with fellow professionals.

More than just a networking event, the Summer Social served as a reminder of the mission behind *Upstate Real Producers*—to create opportunities where the area's top-producing agents can build authentic relationships that extend far beyond transactions. These gatherings allow industry professionals to exchange ideas, celebrate accomplishments, encourage one another, and continue raising the standard of excellence across the Upstate real estate market.

Events like these would not be possible without the incredible support of our Preferred Partners and sponsors who continually invest in the success of our real estate community. A special thank you goes to **Swamp Rabbit Moving, Double Stamp Brewery, and Element Mortgage** for helping make this year's Summer Social such a memorable experience. Their generosity and commitment to supporting local real estate professionals played an integral role in creating an afternoon that attendees will remember.

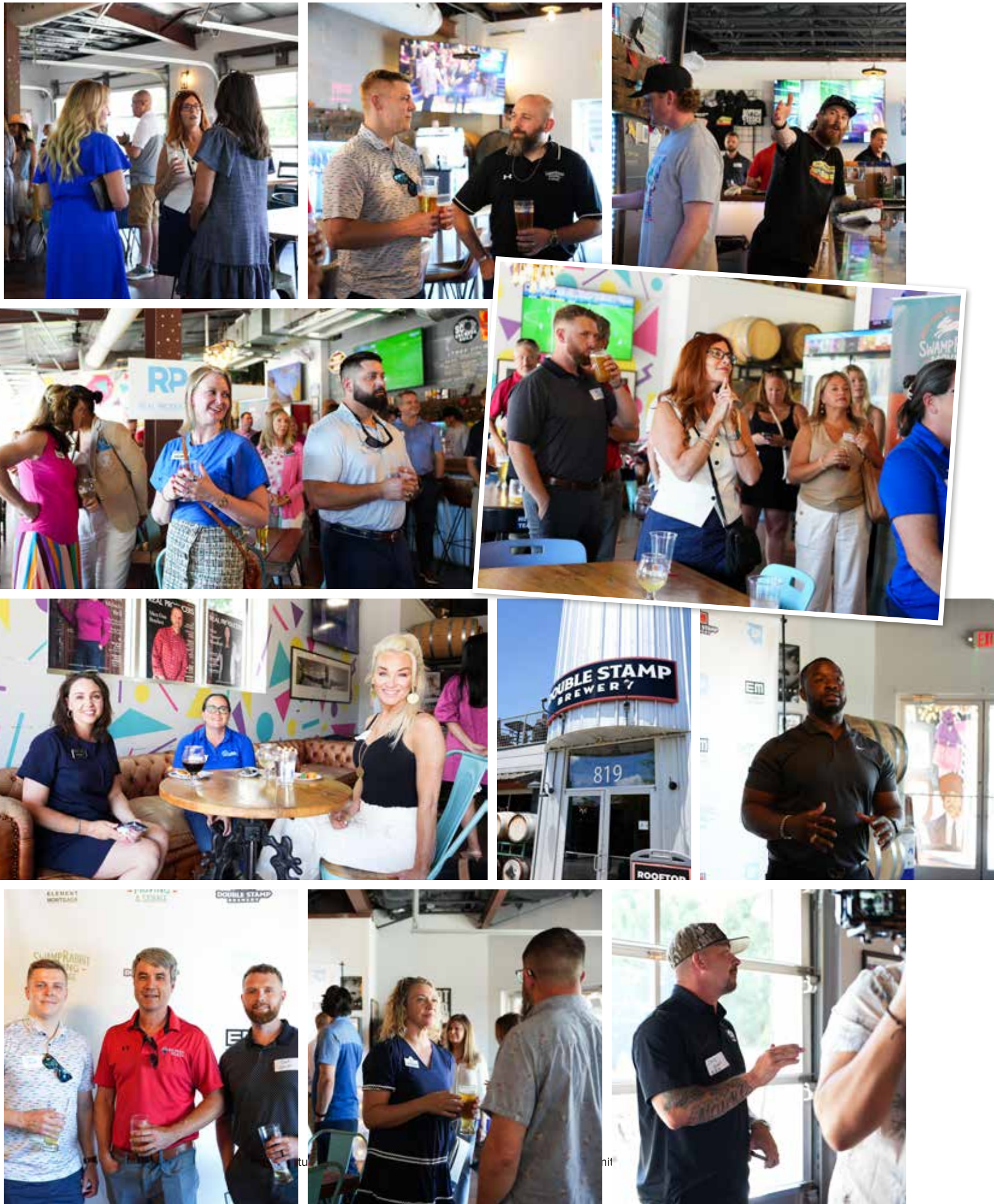
We would also like to recognize our outstanding media partners, **True North Productions, Greenville Real Estate Productions (GVL REP) and Amy Porter PP's Photography,**

whose talents captured the energy, excitement, and connections made throughout the event. Their dedication helps preserve these moments while showcasing the incredible community that makes *Upstate Real Producers* so unique.

As another successful Summer Social comes to a close, we extend our sincere gratitude to every Realtor, alumnus, Preferred Partner, sponsor, and volunteer who joined us. Your continued support is what transforms these gatherings into something far greater than networking events—they become opportunities to celebrate the people, partnerships, and professionalism that define the Upstate real estate industry.

We look forward to seeing everyone again at our upcoming Real Producers events as we continue building relationships, celebrating excellence, and supporting one another throughout another exciting year in real estate. Until next time, thank you for making the 2026 *Upstate Real Producers* Summer Social an unforgettable afternoon of connection, collaboration, and community.







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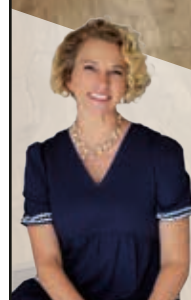
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