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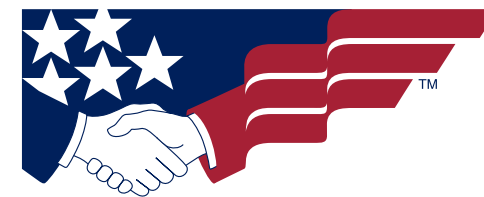
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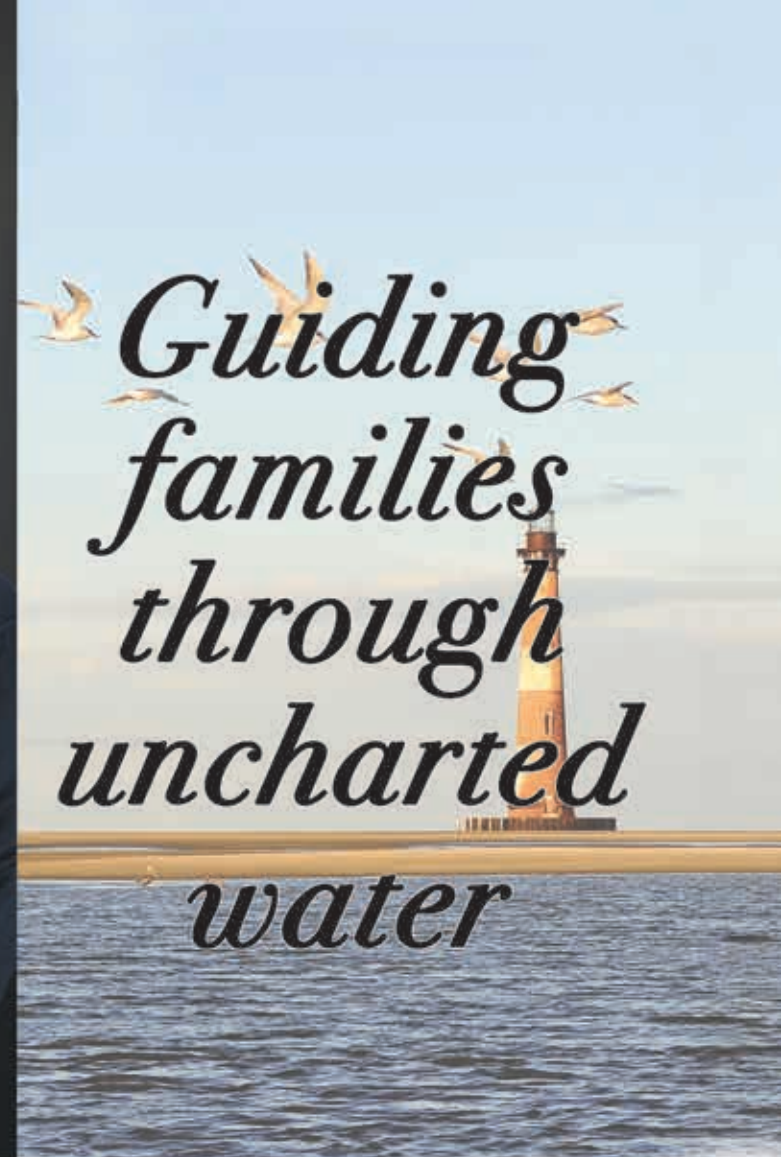


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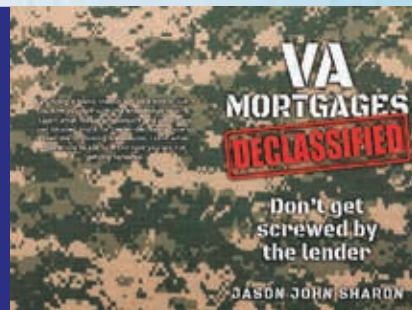


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publisher's note ◀◀

Successfully Navigating the HOLIDAY SEASON

If you were to rate yourself from 0-10 on how successfully you have navigated the Holiday Season in past years, what would you give yourself? It would be wise to evaluate five main areas of your life: Your Career, Your Health, Your Relationships, Your Time, and Your Money.

What I am talking about here is how well do you go into the holiday season, and make it out on the other side, without your businesses taking a big dip, your button exploding off your jeans, your relationships deteriorating, and spending more time and money on things that don't bring you joy?

To be successful at this requires us to plan ahead. I am curious as to how many of you sit down and plan for the Holiday Season? Some of the most successful people I know sit down for

an entire week and meticulously plans out their entire year - in all of those categories. They also have an elaborate rewards system in place for when they are on target with their goals and plans for the year. It's impressive, and there is no doubt why they are successful in all areas of their lives.

So, we are nearing the end of 2020 and maybe you haven't been super intentional in planning out those areas of your life. That's okay, but proactively, maybe we should take some time now to plan out how to make the most out of this joyous time of year. Holidays are about coming together with our friends and family, sharing stories, and making memories with the ones we love most in this world. Don't we want to maximize that time to the absolute fullest, and be totally present?

"Never ignore those who love you, care for you, and miss you, because one day you might wake up and realize you lost the moon while counting the stars." -Unknown

As high-level entrepreneurs, it can be easy for us to forget what is truly important. If you are reading this, do yourself, and your loved ones, a favor and take some time to be intentional this Holiday Season. All the best and Happy Holidays.

See you all next year.

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Coastal Living CONSULTANTS

By Jennifer Guerra
Photos by Charleston Real Estate Media



Bj Guido, owner of Coastal Living Consultants, has built his business on the outstanding customer service he provides to his clients. Bj, along with his right-hand man, Joe Sobun, use their similar mindsets and work ethic to ensure clients and agents alike have nothing but the best experience working with them. Proving hard work, respect, and word of mouth will build any business into a success, Bj and Joe would rather their personal approach to insurance sales sustain their business, Bj says, “I would say I never want to be the largest agency in the area, yet I want us to be the most well respected, and if that happens I would say that is a success.”

Born in Charleston and raised in Mississippi, Bj moved back here to be closer to his family, who have a strong lineage in the area. His grandfather was actually the first mayor of Isle of Palms! Joe, however, took a different path to his life in Charleston. As a former Marine, he has lived all over, yet chose Charleston as it was close to his wife’s family in North Carolina.

“I served our country in the Marines for seven years before I was medically retired for injuries in combat. I served two combat tours in Afghanistan and Iraq. It has been an honor to be afforded the opportunity to give back to this great country. I am fortunate to



have found a new way to serve our people, working with Coastal Living Consultants,” Joe says. After a chance meeting through a mutual friend, Bj and Joe knew they would work great together and hit the ground running with their partnership.

“Bj has really been an inspiration for me personally. He has become like a big brother to me. His

“

We take the time to **build trust** with **our clients**. Every client is treated with the **utmost respect.** - Joe



...

...



“

I would say that the reason we have been **successful** is the **tremendous partnerships** we have with the **great REALTORS®** and **lenders that we work with.** - Bj

relentless pursuit of success has always been a way of life for me as well. His unselfishness speaks volumes to who he is. He has been a great mentor to me, helping me build my business and go above and beyond to help me succeed. I respect how he has grown his business, and it has been an honor to work with him and help further build on this foundation at Coastal Living Consultants,” Joe says.

As a full-service insurance agency, their goal is to, “Acquire, protect, and enjoy,” their clients. Once again, showing that customer service is their main objective, Joe says, “We take the time to build trust with our clients. Every client is treated with the utmost respect. Our quick turnaround time makes each client feel important and shows that we care.” Building long-term relationships is the ultimate goal, and Coastal Living Consultants is doing everything they can to help their clients achieve their dreams while providing the support they need to make their client’s lives easier.

“I would say that the reason we have been successful is the tremendous partnerships we have with the great REALTORS® and lenders that we work with. Also, I believe the level of customer service plays a big role in success,” says Bj. Clients and agents alike will be extremely pleased with the personal attention Bj and Joe show everyone that they come in contact with. As a business based on relationships and word of mouth, it’s no wonder how successful they have become in such a short time together.

Their passion to help others is the crux of everything they do at Coastal Living Consultants. The reason they find this work so fulfilling is due to “The ability to help others. Serving the community to help better the lives of my clients. Whether it is saving them money on insurance, educating them to understand how their policy can work for them, taking away the worries of the unknown in life,” says Joe. Bj’s favorite part of what he does is similarly based on their client satisfaction, saying, “Working with the

clients and helping them find the best policy, coverage, and price and seeing them happy about the work we have done for them” fuels him every day.

In the Charleston market, agents and buyers have their pick of companies to work with. Choosing Bj and Joe for your insurance needs is a no-brainer. Using their friendship and kindred spirits, the team at Coastal Living Consultants will always put their clients first. Their commitment to their clients and the area’s Top Producers will always be their top priority, and they will always put their clients’ best interests first and foremost.





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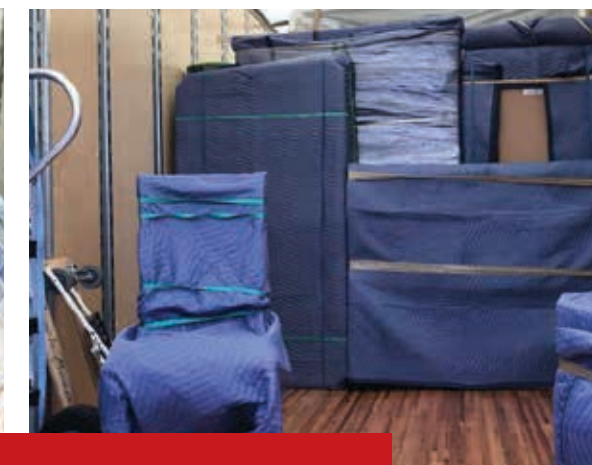
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Morgan FANN

» top producer

By Jennifer Guerra
Photos by Charleston
Real Estate Media

Carolina Life Real Estate & Auctions

With the Charleston market growing by leaps and bounds, there's a little slice of heaven about 30 minutes outside the city that very few agents specialize in. Morgan Brinson Fann of Carolina Life Real Estate and Auctions grew up in Moncks Corner, and has spent her career enlightening people on the true beauty and serenity of the area. "While most people are focused on the Charleston area, I am passionate about Moncks Corner. It's becoming a real up and coming area that is not as far out as people think. There are a ton of waterfront properties," Morgan says.

“
The most rewarding part about
real estate is the relationships that
I have made throughout the years.

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Growing up, Morgan's mom, Robin Ward Nichols, was a very successful and well-respected REALTOR® in the Moncks Corner area. While it would seem fated that Morgan would herself become an agent and later a broker, she wasn't so sure, "A lot of my friends were going into nursing, so I decided to go to school for that, however, I learned pretty quickly that wasn't the path for me," she says.

After graduating from Charleston Southern University in 2008, it took her no time to realize where her true passion lied. "Once I graduated, literally a week later I decided to get my real estate license. I knew that I was entering the business at one of the hardest times, but I was ready for the challenge. I worked two jobs until

2015 until I became so busy with real estate that I could let one job go."

Following in her mother's footsteps, Morgan joined the family business and never looked back.

"I grew up in the real estate business. My family has developed many neighborhoods in the Lowcountry, and my mom was and still is a Top Producing REALTOR® so I wanted to follow in her footsteps. She truly has shaped the way I do real estate and is highly admired and recognized in the real estate industry."

It wasn't, however, a great time to enter the world of Real Estate. Morgan knew it would take a ton of hard work and dedication to build her

“
In real estate,
you have to
show your
clients that you
are never too
busy for them.
”

career, especially at such a young age, "The biggest challenge I faced in real estate was, in the beginning, was my age. I was 21 years old and people did not want to take me seriously. I was young, but I was eager to learn and had a great mentor! The fact that I worked with my mother truly helped me overcome this since she was a highly respected agent!"

Since Morgan started her career at the young age of 21, she has basically grown with her clients. "The most rewarding part about real estate is the relationships that I have made throughout the years. When I started real estate, I just graduated from college so my client base was first time home buyers. I have 'grown' with my clients as they have gotten married, had children, and went through family changes! It's like I am a part of their family." Helping her clients through the good times and bad ensure Morgan's clientele will always come back to her.

"My clients truly find me trustworthy and know that I will guide them in the right direction even after the transaction has closed. The key to a successful real estate deal is communication and that is what a lot of agents are lacking in our industry. My clients know that I am never too busy to take care of them and to answer their questions. They are my first priority and they become very comfortable and confident in my ability to help them," she says.

Lack of communication, while rampant in the world of real estate, will never be an issue when working with Morgan. She knows the importance of staying in contact with your clients, no matter what, saying, "In real estate, you have to show your clients



that you are never too busy for them. They come first. It is a very demanding job and you have to handle stress very well. I wake up every day, even if I have nothing on the schedule, and go to work. Every day is an opportunity to help someone and people like to see that you are working. If you show your sphere that you are working, then they know you are going to do the same for them."

Now, as a working broker and Broker-in-Charge of Carolina Life Real Estate and Auctions, Morgan spends most of her days helping other agents realize

their potential. "I am truly here to help my agents. It is not a competition and they can call me anytime, even if I'm on vacation, and I will do anything to help them get their answers. We all have the same morals and ethics, which is why we work well together." The specialized boutique company has proven that Moncks Corner is the next big thing in the Charleston Real Estate market, and Morgan is at the forefront of that growth. She knows the area like the back of her hand, and there is no one better suited to buy and sell real estate there.

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▶▶ REALTOR® on the rise

Jared Jackson

Rainbow Row Properties

By Jennifer Guerra
Photos by Charleston Real Estate Media

After a serious injury ended his successful remodeling business, Jared Jackson, team leader of Rainbow Row Properties at The Boulevard Company, had to change the course of his career. Deciding to join his wife Erin in Real Estate seemed like a no-brainer, as he put his blue-collar background and experiences in the hospitality world to good use. The husband and wife team hit the ground running, putting their family, community, and clients above all else.

“I owned a remodeling company. I really focused on doing bathroom remodels. I truly loved it and the money was good. Ended up getting hurt pretty bad on a job and had to have emergency neurology surgery on my back. Was numb from the waist down. Still have some effects from it. I tried to keep the company going but trying to maintain a staff and a recovery were just too much. My wife, Erin, was an office administrator for a Real Estate brokerage and suggested I give it a shot. It was a good transition as I had been self-employed for many years and had a good database to start from.”

That database would come in handy when COVID hit and everyone had to pivot the way they do business. It was the relationships he has cultivated that would ensure their success in North Charleston. “This whole year has been a challenge. We had a pretty rotten first half of the year. Had to re-learn how to do our jobs and then add in having our four-year-old son home created issues. Daycare was shut down then schools having their issues with starting back up has probably been the biggest challenge, professionally and in business. We’re a tight little family but it is difficult when you have both parents working from home with full-commission jobs and a four-year-old boy who can dominate your attention.”

Prior to Real Estate, after leaving his hometown of Indianapolis, Jared spent close to 13 years working all over the south in the restaurant business. It was that experience that taught him the servitude that he uses every day as a REALTOR®. The most rewarding part of his business, he says, is “Helping people. I have been in the service industry my

...



“

I have been in the service industry my entire life and I live the servant leadership mantra.



...

entire life and I live the servant leadership mantra. My clients are my life. I also enjoy being in an industry where the path to success is written. We, as agents, don't need to reinvent the wheel. We just need to put in the effort to achieve our goals."

His goals, in fact, have nothing to do with awards, or even money. His definition of success is, "Being able to leave a business and legacy after I'm gone," and what better way to do that than having a family business. Not only does he do everything for his family, but also his community. Jared and his wife spend much of their time, and money, fighting for the homeless in the Charleston area. Supporters of nonprofits like Homeless Helpers of Charleston and One-Eighty Place, Jared is also a big supporter of our county and state park systems.

While most couples couldn't imagine working with their significant other, Jared and Erin have built a team based on mutual respect and hard work. While many people are stuck, and stressed, working at home with their partners, Jared and his wife "do great working together from home. We are very

different at our core. I will just jump off the cliff. She has to do the research on how high the cliff is and the best way to jump. I really married my best friend, and while our work-life balance is non-existent, we manage it well. Client appointments take precedence over everything." Jared even jokes that his four-year-old son has shown more homes in Charleston than most agents!

With 2020 being what it is, Jared and Erin have used this time to build Rainbow Row Properties to last a lifetime. Their dedication to their clients, their family, and their community will ensure a successful team for their son to one day inherit, should he choose to. Since legacy is of the utmost importance to Jared, it seems his goals are well in reach. He has even obtained his Broker's license last year. Building a relationship-based business has worked out well for Jared and Erin, proving that when you serve your clients with passion and hard work, the longevity of your business will be sustained. As Jared's favorite quote by Babe Ruth says, "You can't beat someone who never quits."



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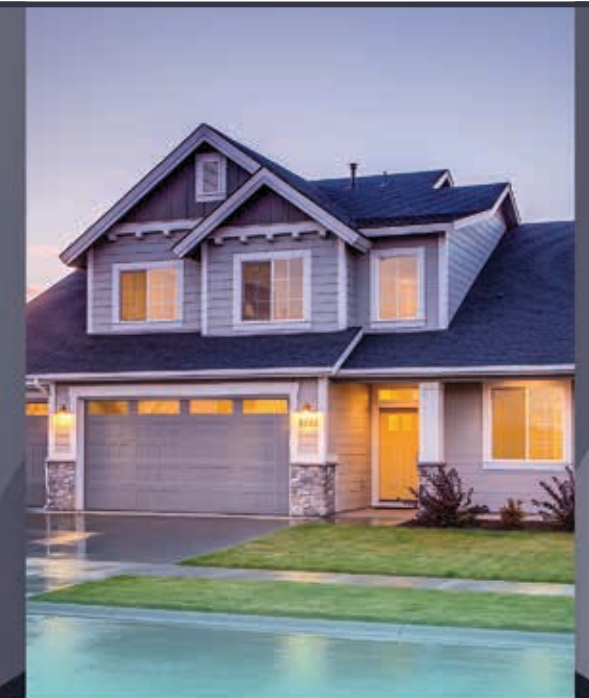


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VICTORIA BREAUT



“
I love seeing others happy and even more I love being part of the reason they’re smiling.”

Tabby Realty

By Jennifer Guerra
Photos by Charleston Real Estate Media

Victoria Breaut took a leap of faith when she left her successful Real Estate career in Connecticut for the unknown Charleston market. Chasing a quality of life that escaped her in the northeast, Victoria and her family decided to ditch their snow shovels for flip flops and moved to Mount Pleasant to live life in the year-round sunshine.

While life wasn't always easy for Victoria growing up in Connecticut, she always knew Real Estate was where she would end up. Growing up without a lot of money, her family's business showed her what hard work could get her, she says, "My family used to have a business where they'd clean out houses before they went up for sale. I remember being young and loving to go into all different homes and find unwanted 'goodies' from families that were leaving. We'd come into the home when the family left behind only garbage (unwanted items). That started my passion. I grew up without a lot of money so most times all the homes we went into were better than mine." Victoria uses her past as fuel to build a

business based on mutual respect and shared success.

As Broker and Owner of Tabby Realty, Victoria used her years of working for larger agencies to form a smaller brokerage that puts the needs of her clients and team above all else. Choosing quality over quantity, Victoria uses her success to help those around her become just as successful, saying the most rewarding part of her business is, "Helping my clients and helping my fellow agents! I love seeing others happy and even more I love being part of the reason they're smiling."

Building a business in the time of COVID seems daunting, however,





We are a growing brokerage very interested in seasoned and new agents wanting to be part of something special.



Victoria knew it was the right time to build her brokerage and support her friends and fellow agents succeed when it seemed all but impossible to do so. As her husband's dental practice was closed, Victoria realized it was time to step up and do what she always dreamt of doing, creating a brokerage that cares. Separating Tabby Realty from other agencies is the fact that Victoria is always focused on the relationships she has with her clients and fellow agents.

Her number one goal is to help others become successful, saying, "I can teach anyone Real Estate, but I cannot teach them to be nice. I do everything I can to make them successful. I help with marketing and pay out of my own pocket for anyone on my team. Being successful wouldn't be the same if I couldn't do it with my friends and I am happy to open my wallet to help them succeed." Being a part of another agent's foundation is more important to her than any dollar amount she could make.

Her passion to help others realize their Real Estate goals doesn't just stop with her team. Victoria has formed The Women of Real Estate Tribe, empowering women in the Real Estate sphere to support one another in every way possible, she says, "A candle loses nothing by lighting

another candle. My hope with that group is to break down the barriers that there's this misdemeanor that giving someone else tips would take away from your success." She fully believes that it doesn't hurt to share your tools with others.

It is also of the utmost importance to Victoria to build a brokerage that doesn't attract business just because of their numbers or fancy listings, "But because we are real, kind-hearted, experienced, and work hard for our clients." Finding a brokerage that cares more about your success than you do is a rarity in the Real Estate world, but that's exactly how Victoria has built her business. "We are a growing brokerage very interested in seasoned and new agents wanting to be part of something special," she says.

Victoria's love for her family and friends bleeds into everything she does as a broker. She wants to be remembered for her generosity and kindness, and there is no doubt those two words will become synonymous with Tabby Realty. Her goals of, "Making promises and keeping promises," as well as, "Always going into every situation with the intent to serve, not to make money," will benefit any REALTOR® who is fortunate enough to join her team.



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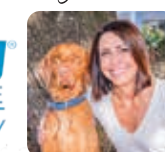
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Lindsey Martin and Britt Freeman of the Martin Freeman Group at Carolina Elite Real Estate have found a niche in the 55 and over community. The expertise, attention to detail, and service they show their clientele has turned their business into a huge success, together having sold over \$125 million in Real Estate in just under four years. Their complete knowledge of the active adult market in Charleston gives them the opportunity to succeed in an area of Real Estate often overlooked.

While both ladies have been in Real Estate since 2004, the Martin Freeman Group was formed in 2017. After years of working together for Pulte Homes Del Webb neighborhood, Lindsey says, “We became business partners the first go-round in 2007 when we were tasked with opening the first Del Webb community in the Charleston area. We remained partners for the next five years. After I went into general brokerage, Britt joined me here in January 2017.” Lindsey and Britt have taken their successful partnership and built a business rooted in the strength of the

relationships they have cultivated with their clients and other agents.

Lindsey grew up in the suburbs of Chicago and left the cold weather for school at the University of Florida. Straight out of college, she was recruited by Pulte Homes and worked in new home sales. Britt, originally from Charlotte, North Carolina, attended Florida State University where upon graduation, she would begin working for a large national homebuilder. In 2007, the two would begin their journey as teammates when they were asked to bring Del Webb’s new neighborhood concept to the Charleston market. The two quickly knew they shared a similar work ethic, and when partnered up within Del Webb, their partnership was as fluid as it could be.

Prior to forming the Martin Freeman Group, Lindsey was extremely successful growing her career as a REALTOR® and broker. It was no surprise that Lindsey would call upon Britt when the business became too successful for one agent to handle. “I grew the business to 40 sales a year with no assistant or business partner. I had my first son in 2016, took two

weeks maternity leave, and knew the only way to continue to grow the business and offer the same level of care to our clients while having balance for my growing family, was to have a business partner. There was nowhere else I looked then to Britt,” Lindsey says.

Beyond the fact that they have sold a ton of homes together, Lindsey and Britt both provide the same level of service to their clients. No matter what, clients will get the same commitment between the two of them to ensure they’re taken care of at all times. Their clients have come to expect that the level of service of the Martin Freeman Group will never be compromised, as Lindsey and Britt have built their business based on this fact. The white-glove service they provide each and every person they do business with ensures that from their first sale, to their last sale, nothing will change with the way they treat each client.

Considering their foothold in the active adult market, they know their clients are buying their fourth, fifth, or even sixth home, and want to make the process as flawless as possible. Since

“Our clientele is largely from out-of-state so during the home purchase process they really rely on us to oversee the process, guide them appropriately and ensure that the process is as seamless as possible. - Britt”



...

most of their clients are buying from out of town, Lindsey and Britt have the process down to a science. "The nature of who we service most are mostly active adults looking to move south. We guide them through the process when they are not physically a part of the process. We are the liaison in their absence. They are looking for a community feel where they can meet new people and form new relationships easily," Lindsey says.

The Martin Freeman group uses their experience in the over 55 communities to ensure their clients a seamless transaction while maintaining great relationships with everyone they work with. "The relationships established, both with each other and with our clients," Britt says, is the most rewarding part of working together. She continues, "Our clientele is largely from out-of-state so during the home purchase process they really rely on us to oversee the process, guide them appropriately and ensure that the process is as seamless as possible. We get to know them very well and I think they truly appreciate our efforts. In turn, if they happen to have a friend or family member deciding to move to the area once they've moved down we get a call from them asking to assist their loved one as well."

The success of the Martin Freeman Group is based upon not only the teamwork between Lindsey and Britt, but also their right hand Morgan Paterson, Lindsey says, "We have this incredible person behind the scenes ensuring that no balls are dropped. She takes what we do well and enhances it, she's the extra level of personalization and care we offer with each transaction." It's that level of attention to detail that has made this team the success they are in just under four years.

"We're truly a full-service team. As an example, when a client we're representing is purchasing and building



“ We are workers. We commit ourselves to a level of excellence that I think can be somewhat rare in this industry. ”

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The Martin Freeman Group will be Top Producers in Charleston for years to come. You won't find two better agents in the Charleston market that go above and beyond the call of duty for their clients.



a new home, we are there throughout the entire process. We are there at the first visit and every other visit prior to their decision making, we're with them to sign the contract. We attend the design studio appointment and lend our expertise, we attend all builder meetings either with them or as their advocate when they are unable to attend, we take pictures of their home each week so they can be part of the construction process. We attend their home orientation and closing. We set up third-party inspectors, we give them recommendations on professional services after closing. This is how we approach every home sale and listing. We never want our clients to feel like their best interests aren't our top priority," Britt says.

Lindsey and Britt know that their clients not only need, but deserve, agents who have their best interests at heart. They work hard to keep those relationships flourishing, saying, "We are workers. We commit ourselves to a level of excellence that I think can be somewhat rare in this industry. And we do what we do with a very high level of morality and compassion for our clientele. We aren't merely salespeople, we are counselors and advisors guiding our clients to the best decision for their families."

While they may be experts in active adult communities, they are also extremely knowledgeable in all types of Real Estate deals. They're specialists in new construction, and

especially seasoned with new neighborhoods in the Summerville area like Nexton, Carnes Crossroads, and Cane Bay. The compassion they show each client, as well as other agents, will prove to be the reason The Martin Freeman Group will be Top Producers in Charleston for years to come. You won't find two better agents in the Charleston market that go above and beyond the call of duty for their clients. They are constantly evolving and making the necessary changes to, "Be Better, do better, and get better," and in these trying times, you couldn't ask for more from an agent.





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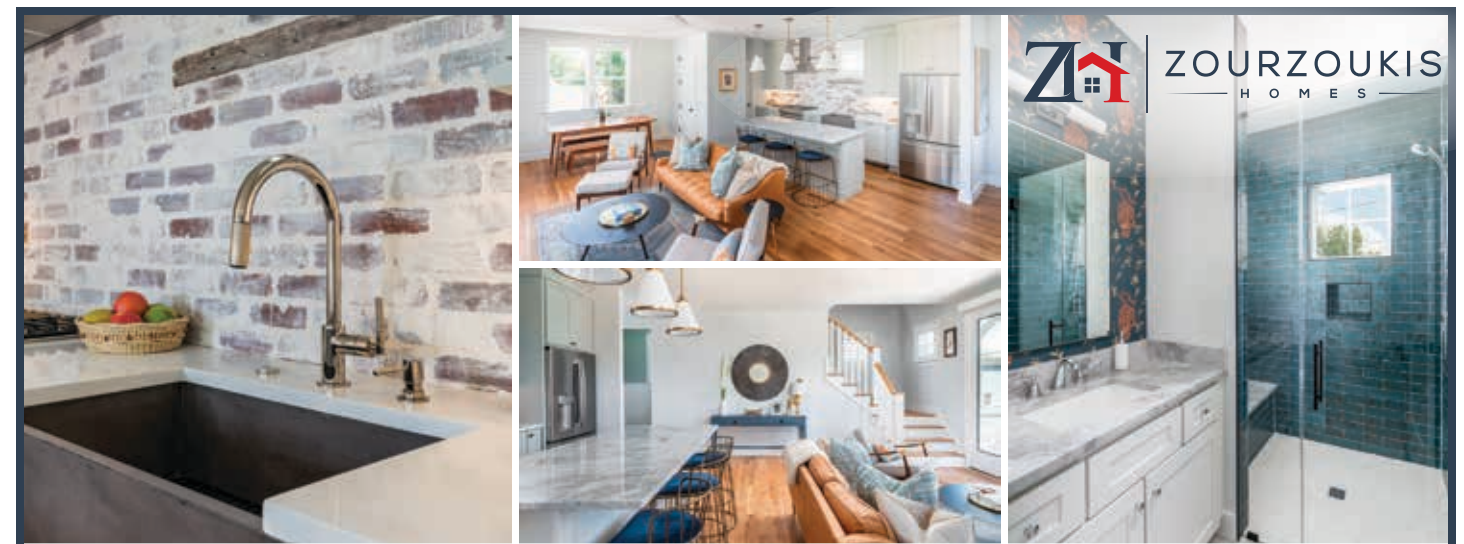
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MAGGIE McDuffee

Carolina One Real Estate

► celebrating leaders

By **Jennifer Guerra**
Photos by **Charleston Real Estate Media**



Maggie McDuffee, Broker-in-Charge at Carolina One's Longpoint Road office, has spent her life in the pursuit of helping and inspiring others. Joining the Real Estate world at the age of 18, Maggie has always wanted to be a leader. It would be no surprise, at the young age of 29, that she would become a Broker in Charge, using her leadership skills as the "how" and her passion to build up others as the "why" for everything that she does.

"I think my defining path has roots in my sincere interest in people. I find people, their ideas, and their goals inspiring. I find it interesting to learn what makes someone tick. I am always curious about what inspires people to do what they do every day. I like leadership for that reason. Leadership allows you to have a big impact on a group of people and that's part of what drives me. I know that I have the ability to help people identify their goals but I also have the energy and drive to help them get it!"

With her mother being a successful Broker/REALTOR® in New Jersey now and while she was growing up, Maggie was convinced that Real Estate wasn't for her. She says, "I saw how hard and how often my mother worked and I saw how stressful the job was at times. Knowing what I know now, I realize that I couldn't appreciate the rewards of the job." The honest truth is that she

tried her hardest not to get into this line of work, saying, "I'm not sure anyone gets into Real Estate because they actually like writing contracts, negotiating repair addendums, or doing worse things like cleaning toilets one hour before closing! These are only three things in the laundry list of the things that come up almost every week in our offices! But the truth, I believe, is that people get into Real Estate because it funds a passion." Maggie's passion is people!

So even though Maggie was working as a REALTOR® at the time, which we know to be a very people-oriented profession, she graduated college and chose to switch paths to pursue a career in her chosen degree field which is Social Psychology and Criminal Justice. This is when Maggie found herself heading to Charleston to join



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...

the AmeriCorps to run a program called Lowcountry Civic Justice Corps (LCJC). LCJC was an inmate re-entry program that assisted men re-enter society beginning six months from release and concluding six months post-release. She says “My job was to work alongside selected inmates to collaboratively develop strategies and plans for these men who were six months from release and see them through the transition period. The goal was to get them a job, safe housing, identify allies in the community and essentially get them on stable ground. The belief was that if we could accomplish these things, ex-offenders leaving jail would become assets to the communities in which they lived, rather than liabilities. National recidivism rate is about 67% in the first three years of release from incarceration. Our program had a 97% success rate! It was incredible! It just goes to show that ‘planning prevents’ and a strategic plan often yields successful results.”



Yet somehow, Maggie kept finding herself back in Real Estate. And little did she know how that her degree in Social Psychology would also come in handy in her Real Estate career. As a non-competing Broker-in-Charge, Maggie uses her experiences to, “rally the troops,” so to speak. It’s her people skills that helped her rise the ranks at Carolina One so quickly. Her love of helping agents reach their full potential, both personally and professionally, has led her to an extremely successful career. So successful in fact, that she is opening her second office in Park Circle this month!

As Broker in Charge, one of her missions is to build what she calls “destination offices.” Which she elaborates to say, “My mission is to build a culture at my office(s) where people feel inspired to show up each day and leave feeling fulfilled by the experience they’ve had. Whether those feelings emerge from a two-second conversation you’ve had, someone helping you through a problem, or maybe just someone making you laugh and feel good. That’s the stuff that matters most about why we all show up each day.”

Any agent new to Real Estate should heed Maggie’s advice, to “Humble yourself enough to know that you need to network with other REALTORS® in our market. This will allow you to get to know each other and ultimately stay collaborative throughout transactions. Everyone knows it’s so much easier to successfully complete a transaction and serve your clients best when you have

an agent that you know on the other side! The agents’ ability to collaborate plays a huge role in the experience of clients. Don’t put yourself above this or in the way of this, nobody is too good to get to know someone new!”

The happiness of her REALTORS® and their clients is the most important part of her job, and she excels at it. She is always looking for the next big thing to help her agents blossom in the industry, as she is only as successful as her agents are. “Real Estate is an odd industry in that one minute you could be competing with someone for a listing, then the very next day turn around to ask that same agent to bring you a buyer now that you’ve secured the listing! It’s our purpose to collaborate for the sake of our clients. We’re not against one another, we work WITH one another.” Having a Broker who wants to help you become successful makes all the difference, and Maggie is the one you want having your back all the way through.



I know that I have the ability to help people identify their goals but I also have the energy and drive to help them get it!



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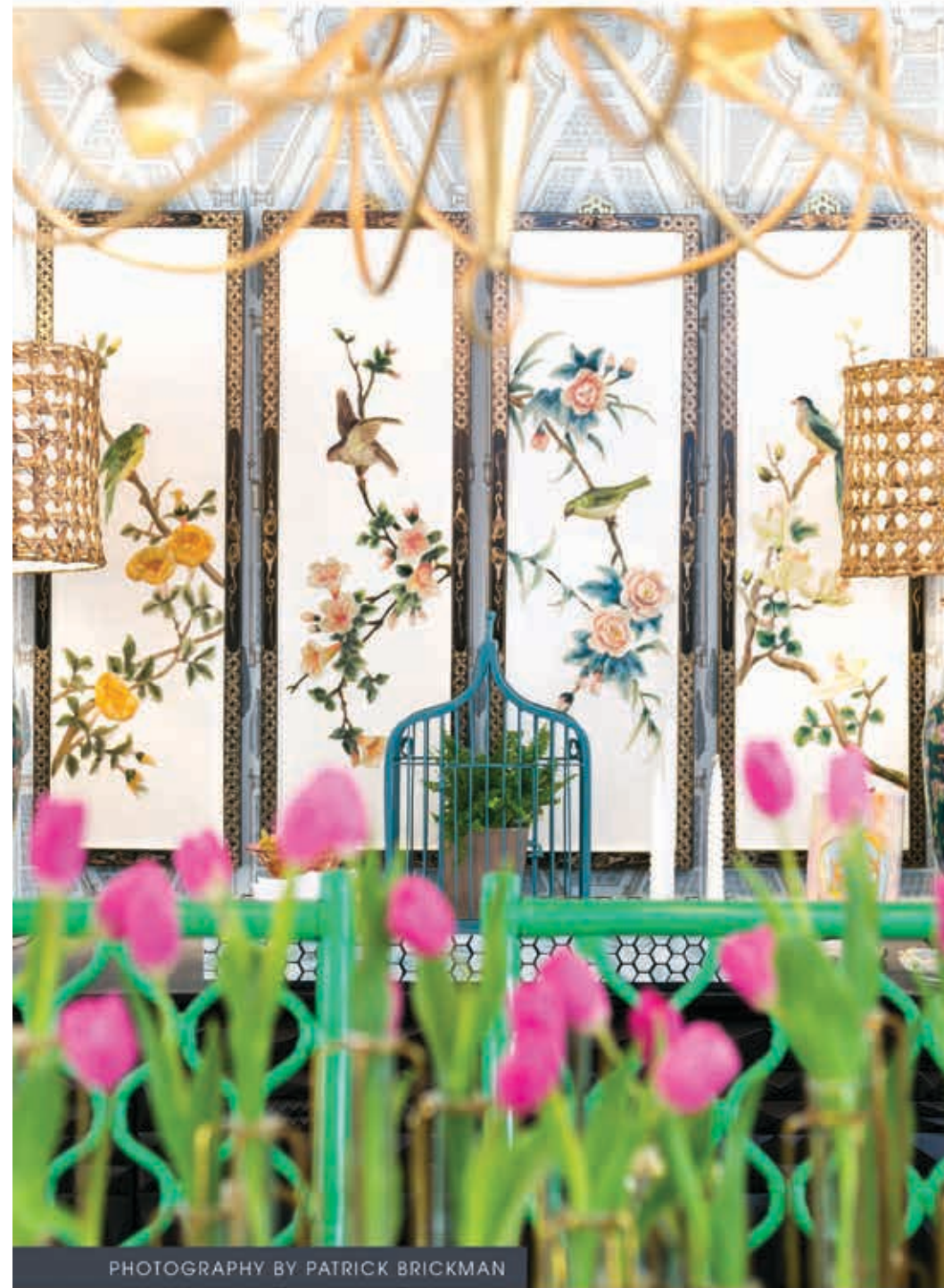
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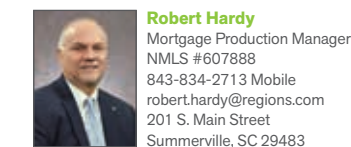
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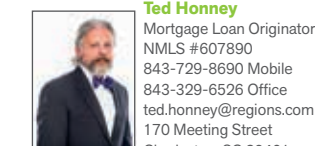
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Ninety7

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By Jennifer Guerra | Photos by Charleston Real Estate Media

With an entrepreneurial spirit, Taj Smalls, Owner of Ninety7Frames, uses his skills in videography and photography to help REALTORS® shine. Armed with only a selfie stick and an iPhone, Taj learned the industry through hard work and research of his subjects, saying “The footage came out decently for the equipment I had. So I recognized the vision that I had but needed to fully unlock it. I was hungry to get that Hollywood look! So I started saving up and researching cameras and how they work, studying how movies look, the feel and how to best introduce subjects and the best way to capture them. I invested in some serious equipment, got a feel for them and before I knew it, people started asking me to shoot for them!”



Frames

Raised between Charleston and Greenville, Taj was always looking for his next business venture. Ensuring his clients will always get nothing but the best from him, he spent years learning marketing and website building to enhance his businesses. Knowing college wasn't for him, his time has been spent working extremely hard to build something he could be proud of.

The success he has earned is due to his determination to make his life exactly what he wants it to be. “I always dreaded not being able to make my own schedule and having to wake up based on when someone else wanted me to. I can honestly say, if I lived like your average 20-year-old, I wouldn't be here. I didn't go out much, and if I was at a party, I was there to film and make money. I realized all my time needed to be 100% invested and focused on

building my brand. Now, at 22 years old, I own four businesses,” he says.

His measure of success actually has nothing to do with money, as he cares more about living his life doing what he loves. As long as he has the freedom to do what he wants to, he considers that a success. While happiness is his ultimate goal, it's his businesses' achievements that define who he is and his clients can feel that. The basic principle that drives his business model is tied up in one word: family.

“In order to do what we do at a high level, we have to know what our clients really want, and see their vision. We spend so much time together it becomes natural for me to ask them about their families and their health, making sure they know how much we appreciate them and their business. That is the most

In order to do what we do at a high level, we have to know what our clients really want, and see their vision.



with the work they do, and the great thing about him is his willingness to constantly learn and grow. Client satisfaction will always drive him to continually do better, and given his young age, his skills will only grow from here. Undoubtedly, his niche of doing promotional videos for REALTORS® will seal his success in the Charleston market, as his work ethic and determination to be the best will always serve him well. Any of the Real Producers partners and agents who would like to try out Taj's services will get 20% off of video production through January 2021, so now is the time to see why Ninety7Frames is taking the Real Estate market in Charleston by storm.



important thing to us." It would be nearly impossible to find a better person, and business to work with as his clients always come first, ensuring above all else, they are thrilled with their final product.

Seeing his clients happy is the most fulfilling part of his work, saying, "When I see the promotional video I made for a business owner do 100 shares in under five hours, or hearing the comments on how beautiful the footage came out, and the overall love that is shown fuels me to keep going."

While working with REALTORS® and others in the Real Estate

I want clients to know that whatever vision you have, we will bring that to life.

industry is his bread and butter, Taj will film and photograph any event. Weddings, birthday parties, and other large events will always be a major part of his business. No matter what, his main goal is that anyone who hires him will get nothing but his best, he says,

"I want clients to know that whatever vision you have, we will bring that to life. We treat our clients like family, and we aren't satisfied until they are."

Anyone who hires Taj and Ninety7Frames will no doubt be thrilled

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▶ rising star

By **Jennifer Guerra**
Photos by **Charleston Real Estate Media**

PARKER LECLAIRE

LeClaire Home Team

Parker LeClaire, Principle at The LeClaire Home Team of Brand Name Real Estate, always knew he would be a REALTOR. While life would throw some serious curveballs his way, he used his hard times as fuel to never give up. Parker's greatest strength is being unapologetically himself, serving his clients in a way no other agent could, because they aren't him. "What makes me different is that there is only one Parker and I'm 100% myself. I wear that on my sleeve," he says.

With both of his parents in Real Estate, it was a foregone conclusion that Parker would join their ranks as a successful REALTOR, he says, "Truth be told, I've known that I was going to be a real estate agent since I was a teenager. From age five I spent most weekends with my dad as he would hunt for investment properties. I watched in '05 as they went into the Real Estate world and helped people face really tough challenges head on and navigate through the market crash, and I longed for that kind of meaning and responsibility in my life. To help others solve big problems!"

...



Solving his client's issues has become Parker's favorite part of his job, as he knows what it's like to get through tough times. Due to social issues during high school, it was evident that Parker needed to take a different approach to his education. At the age of 16, Parker began taking online classes and joined his father at work, learning the ropes of the industry long before most kids knew what a career was. It was those early days that shaped the kind of agent he would be. Having been through more than any teenager should ever experience, his resilience and drive to be better and do better has defined his path in the industry.

While things weren't always easy for Parker growing up, especially after losing his brother at a young age to a drug overdose, he used his passion for skateboarding and surfing to teach himself how to fail, and the gratification of finally getting it right. This life lesson translated perfectly into his career as a REALTOR, as he is constantly striving to be the best he can be, saying, "There is no limit to what you can do in this business. It simply does not exist. You can grow infinitely as a person, as a professional, grow your sales, your client base and network. You will never be bored. You can change unlimited lives."

Not only is Parker's success based on his interactions with his clients, he is also thriving as a Real Estate investor. With two AirBnB's that make enough money to cover each



There is no limit to what you can do in this business. It simply does not exist. You can grow infinitely as a person, as a professional, grow your sales, your client base and network. You will never be bored. YOU CAN CHANGE UNLIMITED LIVES.

home's mortgages, and enough money left over to use for travel, Parker has realized just how much money can be made with Real Estate investments. It is his goal to grow this aspect of his business, and with his knowledge of the industry, this is a goal he will no doubt hit.

Parker's compassion also stretches beyond just the world of Real

Estate. He freely gives his time and money to support causes close to his heart. "I'm a big supporter of the American Red Cross, specifically giving blood. I have virtually universal blood and there has been a shortage especially recently. Habitat for Humanity is another great organization. Using people's unwanted goods to be able to turn that into affordable homes for those in need. Very resourceful and wholesome



as well. Everyone deserves a roof over their head," he says.

Where most people define success by how much money they make, or how many homes they sell per year, Parker's definition is much different. He considers, "Being at peace with yourself and surroundings, and being able to help other people obtain that same feeling. Being content with where you are but challenging yourself to continue progressing further," his definition of being successful. His goals have more to do with personal happiness than the dollar, saying his personal goal, "Would be staying positive and calm when there is a lot going on at once. Just trying to stay present and not look too far ahead." While his business goals are, "To have a healthy work/life balance while making sure I'm spending enough time with loved ones," something I'm sure his fiance appreciates!

The responsibility Parker feels toward his clients aspirations are what make him an amazing agent. His compassion and work ethic will always outweigh his desire to make money, and the tough times he has been through will fuel his hope to always be his best self. As someone who will always have your back, Parker's heart is what makes him successful, and what will continue his trajectory into one of Charleston's Top Producers.

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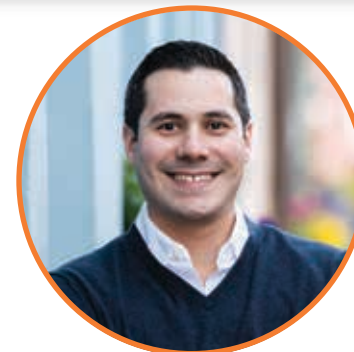
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