

UPSTATE

JULY 2025

# REAL PRODUCERS<sup>®</sup>

Jennie  
Foster

Top Producer:  
Diane Bostrom

Agent on the Rise:  
Aubree Lewis



**Tips of the  
Trade:**  
Barbara Van Matre

**Preferred  
Partner  
Spotlight:**  
Kenneth Rhodes  
& Associates  
Insurance

PHOTOS BY: TRES DABNEY  
(TRUE NORTH PRODUCTIONS)

CONNECTING. ELEVATING. INSPIRING.





Kenneth Rhodes  
& ASSOCIATES INC  
AUTO | HOME | LIFE | BUSINESS | FARM



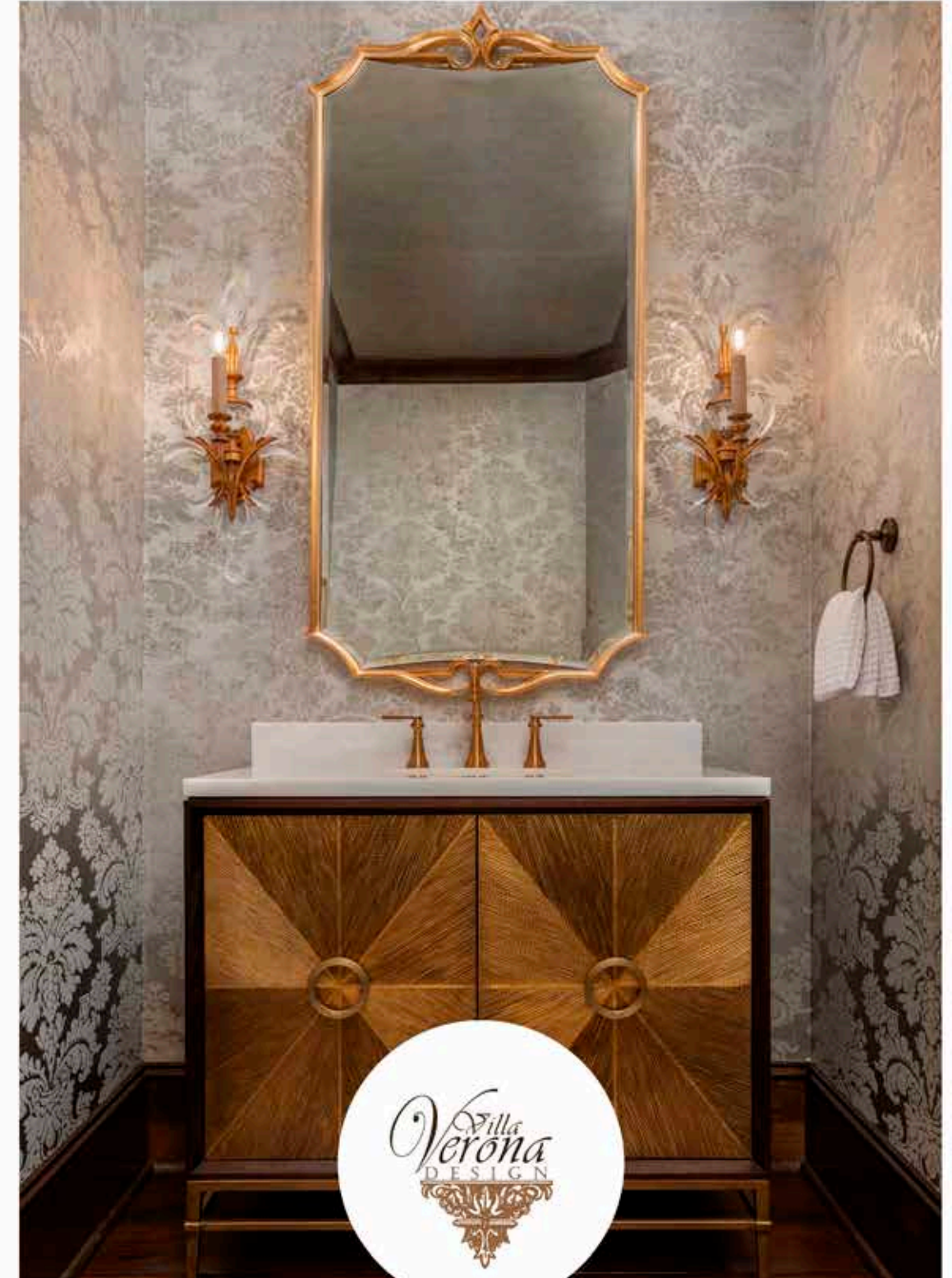
## Honored as Greenville Chamber's Small Business of the Year!

We are honored to be recognized as the Greenville Chamber's Small Business of the Year! This award is a testament to our commitment to serving our clients with integrity, expertise, and personalized insurance solutions.

For years, our team has been dedicated to protecting what matters most to families and businesses. Winning this award is not just about our success—it's about the trust and support of our incredible clients, team, and community.

Thank you for choosing Kenneth Rhodes & Associates. We are proud to be your trusted insurance partner!

AS GOOD AS  
GOLD



DISCOVER GREENVILLE'S HIDDEN GEM

3598 HIGHWAY 11 | TRAVELERS REST, SC 29690 | 855-337-9139

VILLAVERONADESIGN.COM

🌐 [www.kra-ins.com](http://www.kra-ins.com) 📞 (864) 847-7188 ✉ [Lmarvin@kra-ins.com](mailto:Lmarvin@kra-ins.com)

📍 304 E Main St, Williamston, SC 29697



# Making every experience Easy Peasy Lemon Squeezy!

MY PASSION IS MAKING THE MORTGAGE PROCESS SIMPLE  
& STRESS-FREE BY ALWAYS PUTTING MY CLIENTS FIRST.

*As a South Carolina native and University of South Carolina alumni with a degree in Marketing, Heather is always ready to assist neighbors in her community realize their dreams of homeownership. She is also a member of the Red Shoe Society that benefits the local Ronald McDonald House of the Carolinas. In her spare time, you can find Heather, her husband, Justin, and her goldendoodle, Captain, cheering on the Gamecocks, Boston Red Sox, and Bruins. She and Justin also enjoy travelling and relaxing in the hot summer months.*



**Heather Raney**  
Mortgage Banker  
NMLS #1804376, Licensed in NC & SC



C | 864.275.0478  
O | 864.642.0671  
heatherraney@atlanticbay.com  
www.heatherhelpsyoumove.com

## The *Art* of Making a Home

FURNITURE | BEDDING | RUGS | DECOR | OUTDOOR LIVING

mac & morgan HOME MM

Home Decor Store

864.719.2001 | macandmorgan.com | 1448 Blue Ridge Blvd, Seneca

Full Service Interior Design

## LANE

ROOFING & CONSTRUCTION

**DON'T WAIT** Partner with Lane Roofing to Ensure Your Listings are Market-Ready (864) 404-6896

## RES INSPECTIONS

864.529.9900 • RESinspections.com

Home Inspections • Termite Letters • Radon Testing • Indoor Air Quality

**Inspections That Work as Hard as You Do**

**Effortless & Online Scheduling**  
As members of the local Board of Realtors, we book through the appointment center

Bundled Inspections  
Digital Reports within 24 Hours  
VETERAN + FIRST RESPONDER DISCOUNTS

**Schedule Your Inspection Today!**





# Contents

## PROFILES



**28** Aubree Lewis



**38** Diane Bostrom

## IN THIS ISSUE

- 8 Preferred Partners**
- 12 Publisher's Note:** July 2025
- 16 Preferred Business Partner Spotlight:** Lauren Marvin
- 20 Cover Story:** Jennie Foster
- 28 Realtor On The Rise:** Aubree Lewis
- 34 Tips Of The Trade:** How I went from 0 to 20 million a year in New Construction Sales!
- 38 Top Producer:** Diane Bostrom

If you are interested in nominating people for certain stories, please email us at [robert.smith@realproducersmag.com](mailto:robert.smith@realproducersmag.com).

# ACCELERATE YOUR SUCCESS

Personal Service and REALTOR® Resource for All Situations

Helping You be the Best REALTOR® or BIC Out There

- One Purpose
- One Attorney
- One Location
- One Staff

A World of Knowledge

**Wendell L. Hawkins, P.A.**  
Attorneys at Law



Scan for our "Earnest" Electronic Earnest Money Deposit Portal

**Connect Today to Elevate Your Clients' Closing Experience**

9 Buena Vista Way, Suite B | Greenville, SC 29615  
864.848.9370  
[wlhawkinslawfirm.com](http://wlhawkinslawfirm.com)



**WE KNOCK OUT PUNCH LISTS.**

We have over 10 years of experience working on Real Estate punch lists. We are licensed and skilled in a wide variety of trades. We take care of anything you need, from electrical and plumbing to HVAC, drywall, painting, etc. to large construction jobs!

**Closing Contractor**  
864-326-2640  
[ClosingContractor.com](http://ClosingContractor.com)



# I'LL DO THE HEAVY LIFTING TO SAVE YOU TIME AND MONEY

LET US BE YOUR TAX EXPERT SO YOU CAN GET BACK TO SPENDING TIME WITH YOUR CLIENTS AND MAKE THE MOST OUT OF YOUR HARD EARNED DOLLARS

**PHYLLIS P. GRAYDON, CPA**

Scan to Schedule Your Consultation Today

**pg P GRAYDON CPA, LLC** Proven Ability. Personal Commitment.

401 Parker Ivey Drive Greenville, SC 29607 • 864.232.1545 • [info@pgraydoncpa.com](mailto:info@pgraydoncpa.com)





# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

### AUTOMOTIVE

**Carlton Motor Cars Inc**  
(864) 213-8000  
carltonmb.com

### FINANCIAL MANAGEMENT

**P Graydon CPA, LLC**  
(864) 232-1545  
pgraydoncpa.com

**Wagner Wealth Management**  
(864) 236-4706  
wagnerwealthmanagement.com

### FURNITURE SALES & INTERIOR DESIGN

**Mac and Morgan Home**  
(864) 719-2001  
1448 Blue Ridge Blvd.  
Seneca, SC 29672  
macandmorgan.com

**Villa Verona Design**  
(412) 418-3555  
villaveronadesign.com

### HOME IMPROVEMENT

**Blue Ridge Cabinet & Design**  
(864) 671-6333  
blueridgecabinet.com

**Renovation Sells**  
(864) 252-2671  
renovationsells.com

### HOME INSPECTION

**Advantage Inspection Upstate**  
(864) 298-0405  
advantagegreenville.com

**Alliance Pro Inspections**  
(864) 663-3320  
allianceproinspections.com

**Birdhouse Home Inspections & Services**  
(864) 916-2627  
birdhouseinspections.com

**RES Inspections**  
(864) 529-9900  
resinspections.com

### HOME RESTORATION & REPAIR

**Anderson Metal Roofing and Shingles**  
(864) 287-2378  
andersonmetalroofing.com

**Buckley Brothers Cleaning Services, LLC**  
(864) 327-8333  
buckleybrotherscleaning.com

**C J's Plumbing**  
(864) 373-8276

**Closing Contractor**  
(864) 326-2640  
closingcontractor.com

**Lane Roofing**  
(864) 404-6896

**Pierson Construction**  
(864) 723-1250  
Piersonhomesllc.com

**Rhino Roofing**  
(864) 526-0295  
rhinoroofs.us

**Robert Hall & Sons Plumbing**  
(864) 246-8629  
Hallplumbingservices.com

**Walker Roofing**  
(864) 915-1218  
walkerroofingsc.com

### INSURANCE

**Kenneth Rhodes Insurance**  
(864) 847-7188  
kra-ins.com/locations/williamston

### INSURANCE AGENCY

**Ed Patterson - State Farm Agent**  
(864) 322-0031  
www.edpatterson.net

### LAWN CARE & LANDSCAPING

**Veterans Landscaping and Construction**  
(864) 590-8481  
veteranslandscapingsc.net

### MORTGAGE

**Annie Mac Home Mortgage**  
(864) 626-3743  
stacymizzell.annie-mac.com

**Jodi Poore- PrimeLending**  
(864) 225-9644  
jodipooremortgage.com

**Joel Ridings- Atlantic Bay Mortgage Group**  
(864) 993-2705  
joelridings.com

**Palmetto State Home Mortgage**  
(864) 775-5432  
palmettostatehome.com

**Stephan Schnaiter- Hanover Mortgage**  
(864) 631-9140  
hanovermortgageco.com/employees/stephan-schnaiter

### MOVING SERVICES

**Swamp Rabbit Moving**  
(864) 660-0374  
www.swampprabbitmoving.com

### POOLS

**Aquarius Pools Of The Upstate**  
(864) 906-5330  
aquariuspoolsoftheupstate.com

### PROPERTY MANAGEMENT

**Applewood Estates Inc.**  
(864) 342-7606  
applewoodestatessc.com

### REAL ESTATE ATTORNEY

**Blair Cato Pickren Casterline, LLC**  
(864) 999-3576  
blaircato.com

**Guest & Brady Attorney at Law**  
(864) 233-7200  
guestbrady.com

**Newton Law Firm**  
(864) 654-6042  
Newtonlawclermson.com

**Wendell L. Hawkins, PA**  
(864) 848-9370  
wlhawkinslawfirm.com

### STAGING

**Staged Upstate**  
(864) 437-3547

### TREE SERVICE

**Fernwood Tree Service**  
(864) 934-6396

# WE CLIMB HIGH

to Exceed Expectations

TREE REMOVAL  
TRIMMING & PRUNING  
EMERGENCY TREE SERVICES



## FERNWOOD TREE SERVICE

Your Trees Deserve the Best • **Schedule a Service Now!**

864.934.6396



## From Water Heaters to Leak Repairs, CJ's Got You Covered!

Tailored Plumbing Solutions for Every Home.  
Expert Work, Exceptional Customer Service—*Every Time.*

"I now have CJ's plumbing in my favorites! Great service and very professional! I highly recommend CJ's plumbing and will recommend him to all of my clients!" - Kristen S.

(864) 373-8276



ASK ABOUT OUR TWO CASH PROGRAMS DESIGNED  
TO HELP YOUR CLIENTS LAND THEIR DREAM HOME

## Make Cash Offers. Earn Full Commission.





**Stacy Mizzell**  
NMLS ID#: 263750

---

**864.414.8180**  
smizzell@annie-mac.com  
**stacymizzell.com**  
3451 Pelham Rd, Greenville, SC

AnnieMac Home Mortgage, 3451 Pelham Road, Greenville, SC 29615, American Neighborhood Mortgage Acceptance Company LLC (dba AnnieMac Home Mortgage, LoFiDirect) is licensed by the South Carolina Board of Financial Institutions, license MLS-338923, Georgia Residential Mortgage Licensee #41523, NMLS 338923, 700 East Gate Drive, Suite 400, Mount Laurel, NJ 08054.



SCAN TO  
CONNECT  
TODAY!





# FLIPPING THROUGH THESE PAGES SAVES LIVES.

**With the help of our sponsors, this magazine supports organizations fighting human trafficking worldwide.**

REAL PRODUCERS PROUDLY SUPPORTS THESE IMPACT MAKERS



RP ×

n2gives.com

LICENSED . INSURED . LOCAL

# The Backyard

Dream Team for Top Agents





**Kevin Ward** 864.501.8008 | **Kevin Jones** 864.906.5330  
aquariuspoolsouthcarolina.com

POOL DESIGN | INSTALLATION | RENOVATIONS | VINYL LINERS



# Renovations *Simplified*

**Design, Construction, and Financing:**  
our streamlined process delivers a stunning renovation in weeks, on-site, on-time, and on-budget.



Before



After

**Amy & Eric Stier**  
Your Upstate South Carolina  
Renovation Experts  
(864) 252-2671  
estier@renovationsells.com



**How it Works**

- Tell Us About *the Home***  
After a quick conversation about the home we'll schedule an in-person tour.
- Tour & *Estimate***  
We'll assess your listing and deliver a detailed estimate within 48 hours.
- Renovate Today, *Pay Later***  
Finalize the scope that works within budget and secure renovation financing.  
✓ Funding up to \$250,000\*
- Expert Design, *Streamlined***  
What typically takes months, we do in days. Our streamlined process and expert designers make every renovation stress-free.
- Project *Launch***  
And just like that, the hassle-free renovation begins.

\*Loans are available through HouseAmp's licensed lending partners. All loans are subject to approval based on lenders' underwriting criteria. Finance charges and interest rates are subject to the terms set by the lender and may vary. For approved borrowers, settlement-related fees are deducted from the line of credit. Borrowers should review their loan agreement for specific details.



renovationsells.com



**Buckley Brothers, LLC**  
*Cleaning & Sealing Services*



**A HOUSE SO CLEAN IT  
WILL MAKE THE  
NEIGHBORS JEALOUS.**

Having Your House Cleaned Can Boost Your Curb Appeal by 11%



**The Buckley Brother Experience**

No other cleaning company cleans quite like us. Don't believe us? Scan to see for yourself!

**Call to Inquire About Our Realtor Referral Program** (864) 327-8333 // buckleybrotherscleaningservices.com

House Washing // Low-Pressure Roof Cleaning // Gutter Cleaning // Concrete Cleaning // Red Mud Removal



# JULY 2025

# HAPPY 4TH OF JULY!

As we come together this month to celebrate the birth of our great nation, I want to take a moment to express my deepest gratitude to *you*—our loyal readers, extraordinary Realtors, and dedicated partners who continue to make *Upstate Real Producers* a powerful and inspiring community. July is a time to reflect on our freedoms, celebrate our accomplishments, and appreciate the connections that help us grow both personally and professionally. We are honored to have your continued support, and we're thrilled to bring you another issue packed with the stories and insights that keep our real estate network strong.

This month's **Cover Feature**, *Jennie Foster*, exemplifies the drive, professionalism, and heart that define real estate excellence in the Upstate. Jennie's story is one of resilience and determination, and we're proud to celebrate her continued success and leadership in our industry.

Our **Top Producer**, *Diane Bostrom*, is a name synonymous with consistency and top-tier performance. Her ability to adapt, connect, and serve has earned her a reputation as one of the area's most respected professionals—and her story is nothing short of inspiring.

Rising in the ranks and gaining well-deserved recognition is our **Agent on the Rise**, *Aubree Lewis*. Aubree brings fresh energy, a sharp eye for opportunity, and a deep commitment to her clients, making her one to watch in the Upstate market.

In this month's **Tips of the Trade**, *Barbara Van Matre* shares valuable insights drawn from years of experience in real estate and mentoring. Her thoughtful advice is a must-read for agents looking to sharpen their skills and elevate their business.

Finally, we are proud to feature *Lauren Marvin* of **Kenneth Rhodes & Associates Insurance** in our **Preferred Partner Spotlight**. Lauren's commitment to service, detail, and client relationships makes her an essential asset to every transaction she touches.

As we wave our flags and enjoy time with family and friends this 4th of July, let's also celebrate the freedom to build meaningful careers, support our communities, and lift each other higher. Thank you for continuing to read, engage, and grow with us. We're proud to serve this incredible network of professionals—and we look forward to what's ahead.

Wishing you a joyful and safe Independence Day,



**Robert Smith**  
Co-Owner/  
Advertising Sales  
**Sierra Smith**  
Co-Owner/ Publisher

**KEEP YOUR CLIENTS' HOMES**  
**FLOWING WITH HASSLE-FREE**  
**PLUMBING**

Family-Owned and Operated by  
Experienced, Licensed Plumbers

Honest and Reliable Service

**Partner with Robert Hall  
and Son Plumbing!**  
864.246.8629  
hallplumbingservices.com





**WAGNER**  
WEALTH MANAGEMENT

2023



2024

*Thank You Upstate for  
Making Us a WINNER for  
Best Investment Firm!*

[wagnerwealthmanagement.com](http://wagnerwealthmanagement.com)


Securities offered through Arkadios Capital. Member FINRA/SIPC. Advisory services through Wealth Management Advisors, LLC. Arkadios Capital and Wealth Management Advisors, LLC, are not affiliated through any ownership.

**BUILD > GROW > PRESERVE**



**GREENVILLE OFFICE** 3 Legacy Park Road, Suite A  
864.236.4706  
**ANDERSON OFFICE** 301 South McDuffie Street  
864.231.5494

**MAKING HOUSES  
GREAT  
AGAIN**



*After*

**We Buy Properties to Rehab**  
**We Get Your Buyers to the Settlement Table**

**Robert T. Pierson**  
CONSTRUCTION  
**864.723.1250**  
[robertpiersonconstruction.com](http://robertpiersonconstruction.com)



**DON'T LET HIDDEN ISSUES  
RUFFLE FEATHERS**



**Same-Day Reports**

**EMPOWERING REALTORS**  
with Detailed Property Insights  
Now Offering CL100 Inspections



**Birdhouse**  
HOME INSPECTION  
SERVICES LLC  
INTERNACHI CERTIFIED

*Schedule Your  
Inspection Today!*  
**Elijah Proctor**

(864) 916-2627 • [birdhouseinspections.com](http://birdhouseinspections.com)





# Blair Cato at The Commons

## A New Standard in Closing Experiences.

Blair Cato's newest Upstate location has arrived at The Commons – Greenville's trendiest destination, where you'll experience closings with a vibe just steps from the Swamp Rabbit Trail

### WHY BLAIR CATO?

**Trusted Partner:** We safeguard your deals—and your reputation. Chosen by top agents, investors, and new talent alike.

**Elevated Closing Experience:** We set the bar—and now we're raising it.

**Closing Convenience:** Three Upstate locations for the ultimate client flexibility—Greenville, Mauldin and Spartanburg.

**Spanish Liaison:** Helping your Spanish-speaking clients from contract to close

**Ironclad Security:** Certified ID and Wire fraud protection.

**Direct Attorney Access:**  
Real answers, fast

**Proven Results:** Over 1,000 five-star reviews.

**The Final Impression Matters Most...  
Let's Make It Unforgettable.**



### SCHEDULE YOUR NEXT CLOSING AT THE COMMONS

147 Welborn Street | Greenville, SC 29601  
(864) 999-3576 | blaircato.com





Meet  
**LAUREN**  
MARVIN



Kenneth Rhodes  
& Associates  
Insurance

WRITTEN BY: AMY PORTER

Lauren Marvin, Managing Partner at Kenneth Rhodes & Associates Insurance in Williamston, SC, is no stranger to building strong relationships—whether with her family, her clients, or her community. Originally from Connecticut, Lauren moved to South Carolina in 1989 and has been serving the Upstate ever since. With a career that began in insurance claims in 1987, Lauren has built a reputation grounded in experience, compassion, and personalized service.

Lauren and her husband, William, have been married since 2009 and share a beautiful blended family of four children, three in-laws, and nine grandchildren—eight here and one watching over them from heaven. When she's not working, Lauren enjoys camping, traveling, weightlifting, and giving back to her community. Her loyal dachshund, Beau, shares her love of the outdoors and often joins her on camping adventures.

In 2018, Lauren partnered with Kenneth Rhodes to open the company's fifth insurance office in Williamston. As a self-employed professional, she launched her LLC under the name Lauren Marvin Insurance, doing business as Kenneth Rhodes & Associates. With a dedicated team of

five, Lauren provides a full range of insurance services, including auto, home, life, business, farm insurance, and Medicare.

What sets Lauren apart is her belief that success comes from investing in people. "Networking and relationship building are everything," she says. "Our friendly staff works one-on-one with each client to develop the right policy—and a lasting relationship." Her passion for this work shines brightest when she talks about the people she's met through it. One meaningful connection happened on a particularly difficult day—when her grandson was re-diagnosed with leukemia. That same day, she received a referral from a man who would become both a client and a friend, and who just happened to be on the board of The Children's Cancer Partners. "Talk about God's grace," she reflects. "He knew what our family needed."

Lauren is deeply committed to her community as well, serving as President of the Palmetto Business Association and sitting on the board of Envision Williamston, both of which work to promote local shopping and host community events.

Her guiding philosophy? "Never stop learning. Be transparent with your

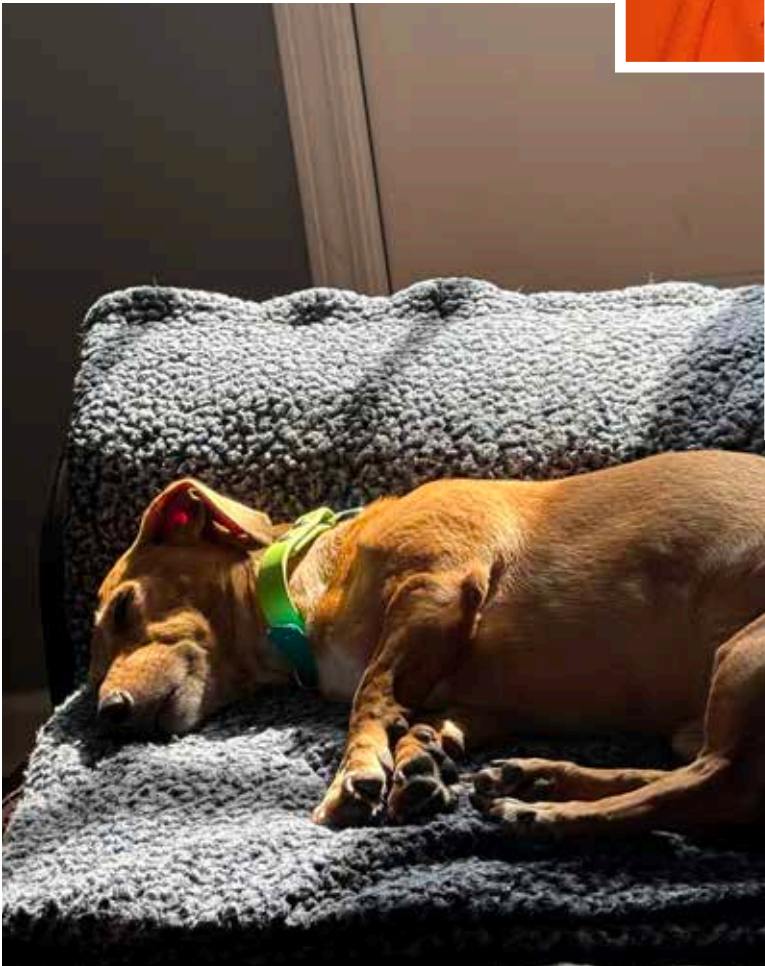




clients. Be consistent and treat your staff well.” And her favorite quote—“Well-behaved women rarely make history”—reflects her bold, trailblazing approach to life and business.

Lauren’s ideal customer is someone who values the guidance of an experienced agent. Whether you’re looking to protect your home, car, business, or health, Lauren Marvin and her team at Kenneth Rhodes & Associates are ready to serve you with knowledge, heart, and integrity.

**CONTACT INFO: KENNETH RHODES & ASSOCIATES INSURANCE**  
LAUREN MARVIN  
304 E MAIN ST, WILLIAMSTON, SC 29697  
(864) 847-7188  
WWW.KRA-INS.COM  
EMAIL: LMARVIN@KRA-INS.COM



**EXPERT**  
COMMERCIAL AND RESIDENTIAL  
ROOFING CONTRACTORS



Founded in  
1999



45+ Years of  
Experience



Better  
Warranties



Family and  
Locally Owned



24-Hour  
Response Times



Up-to-Date  
Installation Methods

**CONNECT FOR A  
FREE INSPECTION TODAY**  
**DANNY BEST, OWNER**

[andersonmetalroofing.com](http://andersonmetalroofing.com) | 864.287.2378

**NOW  
OFFERING  
VIRTUAL  
CONSULTATIONS**



# Finding Purpose, FIGHTING FOR OTHERS, & Flourishing in FAITH & REAL ESTATE



## MEET JENNIE FOSTER

WRITTEN BY: AMY PORTER

**Jennie Foster, a dedicated realtor with Bluefield Realty Group, has embraced the challenges and rewards of the real estate industry with a heart full of faith and determination. Jennie transitioned into real estate in 2021 after 28 years in nursing, driven by her conviction to stand firm in her beliefs during the COVID-19 pandemic. Her decision to step away from healthcare and into a new career was a leap of faith, and it has paid off in countless ways.**

"I love the Lord and trust in Him," Jennie shares, "and that guides everything I do." Her faith is not only the foundation of her personal life but also her professional one. Jennie

is known for her honesty, hard work, and a sincere desire to help others. She takes great pride in treating every client like family, listening closely to their needs, and providing guidance with transparency and care. "I don't know if I would call it a strategy, but I tell everyone the 100% truth. I get to know my clients, understand their goals, and help them find the perfect home."

When it came time to choose a real estate agency, Jennie took her decision seriously, giving it the same careful thought and attention to detail that she had in her nursing career. "It just made sense," she explains, "because real estate felt like something I had been doing

my whole life. Everything clicked right away—like it was second nature to me." For Jennie, real estate was a seamless transition, combining her love of homes, her passion for numbers, and her natural talent for negotiation. "I thrive on challenges," she adds, "and I love the satisfaction of helping my clients navigate one of the biggest milestones in their lives."

Her love of homes runs deep, and it's not just about the properties themselves but what they represent. Jennie recalls how, toward the end of her nursing career, she was already acting as an informal real estate agent, helping colleagues and friends find and sell homes. "I remember listing my best friend Charlotte's home in Mauldin on Zillow for free while still working at Greenville Memorial Hospital," she shares with a laugh. "I went with her to show the house, negotiated the deal, and sold it for more than she expected. I had to remind her to stay quiet during negotiations, or I could see the dollar signs slipping away as she spoke!" Jennie's passion didn't stop there—she also found a home for one of the lab techs she worked with in Easley and continued to assist others with real estate transactions, even while working at Novant in Charlotte.

Looking back, Jennie sees how her love for homes and her ability to help people through life's transitions naturally led her to real estate. "It's more than just buying or selling a house," she explains. "It's about the opportunity to be trusted with such a significant moment in someone's life—like I took the compassion I had as a nurse and brought it into my real estate career. It's an honor to guide people through a process that means so much, just like the moments I shared with patients in their vulnerable times."

Jennie says that it's not unusual for her to show 15 houses to a client in one day, and while some may think that's exhausting, she finds it fun. "It's a privilege to help people at such a special time in their lives. They could choose anyone, but they choose me, and I take





that responsibility to heart. Buying a home is one of life's big milestones—like getting your first car, having your first baby, or getting married—and I'm honored to be part of that."

When Jennie finally decided on an agency, it wasn't a decision she made lightly. She consulted not only her heart but also the wisdom of trusted friends and former patients. One patient, whom Jennie cared for deeply and who has since passed after a long battle with cancer, had recommended Bluefield Realty Group. A friend of her husband's who worked for a local inspection company echoed that

recommendation. Jennie, though, did her due diligence. She visited about 10 agencies in the area, making careful notes on everything from commission structures to lead programs, to the level of support they offered. In the end, Bluefield Realty Group stood out. "I saved Bluefield for last because of the glowing recommendations from people I trust," Jennie says, "and when I say it was the perfect fit, I mean it. They surpassed every other agency in terms of what they offer—commission, classes, support, incentives, rewards, recognition—but beyond that, it felt like home. And their faith in God aligned with mine, which was the most

important thing to me. That sealed the deal, and I signed with them that day."

Despite being relatively new to the industry, Jennie has already built an impressive track record, selling around 50 homes a year since obtaining her license. Last year alone, she sold 70 homes, and she's on track to surpass that this year, with 38 homes already closed and that is not to add what is under contract at this time. In 2024 Jennie finished her year in the top one percent in the Upstate and Western Upstate. This first quarter of 2025 is also starting off on the right foot, she just finished second out of 175 agents in her brokerage. Jennie's ability to connect with her clients is evident in the many success stories she shares—whether it's a young couple buying their first home or helping a renter in their 50s realize the dream of homeownership for the first time.

**"EVERYTHING  
CLICKED RIGHT  
AWAY — LIKE IT  
WAS SECOND  
NATURE TO ME."**

One of Jennie's greatest joys in real estate is getting to know each client personally and tailoring her support to meet their unique needs throughout the buying or selling process. A particularly meaningful experience for her involved a couple in their late 40s and early 50s who had rented their entire lives and never imagined homeownership was within reach. They connected with Jennie through Realtor.com, and she eagerly rose to the occasion, ultimately finding them a beautiful new construction home in Gaffney.

When the lender called with their "clear to close," he remarked, "We barely made it—and I mean barely. The buyers have just \$100 left between both of their



bank accounts." Hearing that, Jennie was moved to action. She surprised the couple at closing with an array of thoughtful gifts: gas cards, grocery store and restaurant gift cards, Visa gift cards, and more. The couple was overwhelmed with gratitude and happy tears, finally stepping into a dream they had never thought possible—becoming homeowners. Jennie has since stayed in touch and even helped other members of their family begin their own paths to homeownership.

"I would love to help more individuals and families like them—people who don't realize they could stop renting and start investing in their future," Jennie says. "That's the kind of thing that makes this job so rewarding."

To celebrate each milestone, Jennie gifts a bottle of Italian sparkling wine at closing—a nod to her Italian heritage and a cherished tradition marking the joy and significance of owning a home.

Jennie credits much of her success to her mentors and her broker at Bluefield Realty Group, who have been invaluable sources of support and guidance. However, Jennie is also a mentor at heart, always eager to help others in the industry. "I love to help and teach," she says. "When people call me for advice, I'm happy to be there for them because I've learned so much through my own experiences."

Having overcome numerous personal and professional challenges—including starting a new career at the age of 49—Jennie attributes her resilience to her faith and determination. "God gave me the strength I needed to get through it, and I'm so thankful," she says. Jennie's passion for her work extends beyond transactions; she is committed to building lasting relationships with her clients and bringing joy into their lives through homeownership.

Looking ahead, Jennie sees real estate as a lifelong calling, with plans to continue her work until the day she retires. For now, she remains fully immersed in her career, balancing her dedication to her clients with time spent enjoying her



family. Jennie and her husband, Mike, have a grand family of five children and six granddaughters so far. Although most of her children live in California, Jennie visits as often as possible, cherishing time with her parents and 96-year-old grandmother.

When Jennie isn't working, she loves to indulge in two of her greatest passions—travel and food—often visiting Disneyland, which has been a favorite destination since childhood. "I'm a huge Disney fan," she says with a smile, "and going there always reminds me of the best memories with my kids." But for Jennie, Disney is more than just a fun getaway; it holds a much deeper emotional connection. "Disney doesn't just remind me of my kids—it makes me feel like a kid again," she reflects. "It brings me back to the same place I was as a child when my parents took me. It's like stepping into a time machine that makes me feel young and alive again, reliving those beautiful memories from my own childhood."

Now, Jennie is continuing that tradition with her children and grandchildren, sharing the magic of Disney across generations. "What I truly love is that something I cherished so much as a child is now living on through my kids and grandkids," she says. "It's a way to keep those special moments alive and create new ones with the people I love most."

**"IT'S A PRIVILEGE TO HELP PEOPLE AT SUCH A SPECIAL TIME IN THEIR LIVES."**

Jennie has even bigger plans when it comes to her love for Disney. "I don't just hope to visit every Disneyland park around the world—it's actually on my bucket list," she reveals with excitement. Her dream is to visit each Disneyland

park globally, starting with Disneyland Paris later this year. "Paris is first on the list," Jennie says, "and then I plan to visit Japan's Disneyland two years after that. The goal is to hit one park each year until I've experienced them all."

For Jennie, this Disney dream is about more than just travel—it's about continuing a tradition, creating new memories with her family, and keeping the magic of her childhood alive through each visit. "There's something timeless about Disney," she explains. "It's a place where you can leave the stress of the real world behind and just focus on being present, joyful, and free—whether you're a child or an adult."

Jennie's philanthropic spirit is another hallmark of her character. She actively supports Project Ultrasound, which provides free ultrasounds to expecting mothers, and she frequently performs random acts of kindness, such as paying for groceries for strangers or offering gift cards to clients in need. "I remember when people helped me during tough times," Jennie reflects. "I'll never forget how much that meant, and now I want to do the same for others."

At the core of Jennie's success is her belief that challenges are simply opportunities in disguise. "There's nothing we can't get through in life," she says. "Where others see problems, I see solutions, open doors, and future success stories. It's all about perspective." Jennie's unwavering faith, commitment to her clients, and passion for helping others make her a standout realtor and a truly inspiring person.

In Jennie's words, success is not defined by accolades or financial achievements. For her, it's the simple yet profound moments—seeing the joy on a client's face when they get the keys to their new home, watching her children and grandchildren grow, and trusting in the Lord's plan for her life. Jennie Foster's story is one of resilience, gratitude, and an unshakable belief in the power of faith and hard work.





# NEWTON

— LAW FIRM —

*Your Partner in*  
**Legal Solutions**



**Closing Services | Title Insurance**  
**Estate Planning | Probate**  
**Business Formation**

211 MAIN ST., SENECA, SC 29678 • 104 PINNACLE ST., CLEMSON, SC 29631  
newtonlawclemson.com | 864-654-6042 | closing@rnewton.com

**RANDALL NEWTON | KIMBERLY NEWTON | NATHAN CLARK | ANN SULLIVAN**

**FIRST IMPRESSIONS MATTER**

EXPERIENCED SINCE 2017

REAL ESTATE BACKGROUND

PUNCTUAL & AFFORDABLE





*Your Partner in*  
**Flawless Staging**  
**Lara Fransen**  
**864.437.3547**





# Walker ROOFING

**Trusted Roofs, Lasting Relationships**

Call or Text for a Free Estimate  
**864.915.1218**  
dean@walkerroofingsc.com

Get To Know Us 

Bonded | Insured  
Local Family Owned

**Honest. Professional. Prompt.**



Dean Walker



# ALLIANCEPRO

## INSPECTIONS LLC

BUILT FOR  
TOP-PERFORMING  
REALTORS

**Inspector Choice Matters:** Handpick your preferred inspector—no forced dispatch.

**Flexible Scheduling:** 24/7/365 online LIVE calendar access for seamless booking.

**Daily Availability:** Multiple inspectors ready to meet your needs.

**Transparent Pricing:** No hidden fees—our rates are on our website.

**Expert Support Team:** Full-time admin available at 864-663-3320.

Innovative Inspection Technology | Thermal Cameras | Drone Imaging | Supra eKey Access

We believe so profoundly in our People, Processes and final Product that we are offering an exclusive offer of a **\*FREE HOME INSPECTION** for your Clients for all of our First-Time Agents with our company. Come experience the difference at Alliance Pro Inspections, on us! Call us today to claim this offer - restrictions apply

### Get in Touch Noah Franks

Call or Text 864-663-3320  
admin@allianceproinspections.com  
allianceproinspections.com

5,000+ Reviews | Locally Owned  
Proven. Trusted. Local.

SC Professional Inspector Lic. #48993  
Certified Master Inspector



**Your Pool & Hardscape Specialists**

[www.veteranslandscapingsc.net](http://www.veteranslandscapingsc.net)



Elevate your home with our one-stop, customized landscaping and construction solutions. Enjoy a luxurious, worry-free outdoor space, backed by our commitment to quality and customer satisfaction.



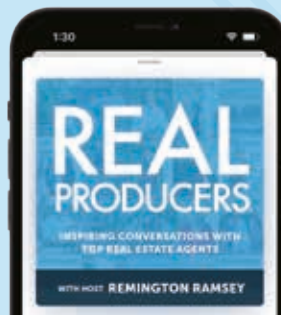
Call for a free estimate!  
**864-590-8481**

REAL  
PRODUCERS  
PODCAST



**Inspiring conversations  
with the nation's  
top real estate agents.**

Same Brand, New Reach –  
Tune in for free today



[podcast.realproducersmag.com](http://podcast.realproducersmag.com)

# THE RIGHT PARTNER Gets You to the Green!



*With his hands-on approach, Stephan Schnaiter at Hanover Mortgage will become a true friend, here to support your clients from pre-qualification to closing and for years to come.*



**HANOVER**  
mortgage co.

CONNECT TODAY TO HAVE THE RIGHT PARTNER WORKING FOR YOU!

**Stephan Schnaiter, Loan Officer**

NMLS: #251871

**O: 864.516.1388**

**C: 864.631.9140**

[sschnaiter@hanovermtg.com](mailto:sschnaiter@hanovermtg.com)

[hanovermortgageco.com](http://hanovermortgageco.com)

2502-A Wade Hampton Blvd

Greenville, SC 29615







Fueled by

# UPTATE REAL

Meet **Aubree Lewis**

PHOTOS BY: TRES DABNEY (TRUE NORTH PRODUCTIONS)  
WRITTEN BY: AMY PORTER

**How Aubree Lewis Built a Real Estate Rocket Ship**

When you speak with Aubree Lewis, it doesn't take long to sense the fire behind her purpose.

Aubree, a leading force at Keller Williams Drive, has carved a unique path in the Upstate South Carolina market by combining fierce

determination with heart-led service. With a career volume of \$85 million and a 2023 total of \$17 million, Aubree is not only building a business—she's building a legacy rooted in community impact, client relationships, and empowering others to rise.

Licensed in 2016, Aubree entered the real estate

industry during a pivotal moment in her life. At the time, she was traveling the state for work, underpaid, with a toddler at home and another baby on the way. It was a season marked by uncertainty and immense personal challenges. At this time Aubree was battling relentless morning sickness while launching a brand-new career. "I didn't earn a single paycheck in my first six months," she recalls. By October of that first year, she couldn't make her mortgage payment. But faith never left her side. "By God's grace, He provided the \$654 we needed. And from there, everything shifted." With her second child born in November, Aubree dove into 2017 with renewed energy—closing over \$4 million in volume and laying the

foundation for what would become a thriving business.

Aubree's real estate journey began at The Haro Group, where she served as a buyer's agent from 2016 to 2019. It was there that she learned the building blocks of a successful real estate career and found inspiration from founder Haro Setian—someone she still credits as a powerful mentor. Later, Aubree branched out on her own, joining Keller Williams Drive as an independent agent and quickly growing her own team. It was a bold move, fueled by a commitment to excellence and authenticity, two values that continue to define her business today. "I will do things with excellence and authenticity no matter the situation,"



she affirms. Her leadership style is grounded in honesty, clear expectations, and empowering her team with the tools and mindset to thrive.

One of Aubree’s most memorable client journeys began early in her career, with a family relocating to the Upstate. While their initial vision of a family compound didn’t materialize right away, the relationship turned into a decade-long collaboration. Over 29 transactions later—including investment properties, flips, new builds, and generational family purchases—Aubree has witnessed their dream come to life. “It’s been incredible to play a meaningful role in making that happen,” she says.

Aubree’s impact doesn’t stop at the closing table. She’s passionate about shaping the future of real estate and providing growth opportunities for those who align with her vision. Her focus today includes leveraging platforms like YouTube to educate and empower, and she’s particularly excited about the potential of her team.



“We’re on a rocket ship,” she says. “We’re just looking for the right people to go with us.” Her long-term goal is to create a business that impacts the community in powerful ways—offering help to whomever, whenever, however they can. Her team’s involvement in the Travelers Rest Farmers Market and RPAC underscores this commitment, blending civic engagement with professional advocacy to ensure both the real estate industry and local communities continue to thrive.

Aubree’s definition of success is refreshingly grounded: “When you work hard and stay consistent and fail often.” That wisdom is earned. As a mother of three daughters—Makenzie, Pemberley, and Karigan—and wife to Rob, a devoted homebody who loves his girls and his yard, Aubree juggles family life with grace, humor, and deep intentionality. Their home is filled with a rich mix of personalities—from Makenzie’s historical passions and loyalty, to Pemberley’s glittery imagination and gamer instincts, to toddler Karigan’s delightful chaos



and refusal to believe sleep is necessary. Their life together is beautifully full, and it keeps Aubree grounded in her “why.”

Outside of work, Aubree is an artist at heart, finding joy and restoration through oil painting and scratchboard—creative outlets that allow her to unwind with a glass of red wine and a good fantasy novel. She also credits her resilience and values to the incredible people in her life: mentors like Justin Boyd, whose market insight is unmatched; Kayla Slice, a real estate mama who’s talked her through tough conversations; her Nana, the original entrepreneurial spirit in their family; and her dad, who taught her that it’s never too late to chase dreams—fulfilling his own

at 62 when he landed his dream job with NASA.

Asked what advice she would offer to aspiring top producers, Aubree doesn’t hesitate: “Stay consistent. Find how you like to produce business that gives you the most energy—then double down. Then triple down. It’s okay to fail and fail often.” That ethos has fueled her rise—and is what continues to inspire those around her. Her hope is that she’ll be remembered as “a strong woman that loved fiercely,” and there’s no doubt that she’s already well on her way.

So keep an eye on Aubree Lewis. Because big things are coming—and for this Realtor on the Rise, the arrow is already in flight.

**“I WILL DO THINGS WITH EXCELLENCE AND AUTHENTICITY NO MATTER THE SITUATION.”**





SIZZLING SERVICE.  
COOL CLOSINGS.

**YOUR  
SUMMER  
LENDER IS  
READY.**





**Jodi Poore**  
Production Manager  
NMLS: 178629  
**(864)-844-1032**  
jpoore@primelending.com

**PrimeLending** 

4124 Clemson Blvd., Ste 2B | Anderson, SC 29621

All loans subject to credit approval. Rates and fees subject to change. ©2025 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 13649) Equal Housing Lender. PrimeLending is a wholly owned subsidiary of a state-chartered bank and is an exempt lender in SC. V010918



**Advantage  
Inspection**

Chill this  
**Summer**  
and let us take  
care of your  
**HOME INSPECTION** needs!

**OUR SERVICES**  
WHOLE HOME INSPECTION  
PRE-LISTING INSPECTION  
NEW CONSTRUCTION INSPECTION  
11TH MONTH INSPECTION  
MOLD/AIR QUALITY TEST  
RADON TESTING  
CL100/TERMITE  
LEVEL II CHIMNEY  
FULL SEPTIC TANK INSPECTION  
POOL & SPA INSPECTION  
SEWER SCOPE INSPECTION  
LEAD BASED PAINT TESTING  
IRRIGATION SYSTEM TESTING  
MORE

**THE ADVANTAGE,  
ADVANTAGE**

- 15 Home Inspectors
- SupraKey Access
- Infrared Cameras
- Drone Specialists
- Same Day Reports
- 24/7 Scheduling
- Family owned and operated since 1991
- Over 2k 5 star google reviews

SCAN THE QR CODE TO  
SCHEDULE YOUR NEXT  
HOME INSPECTION



**CONTACT US:**  
**864-298-0405**  
AdvantageGreenville.com  
gvlcfc@advantageinspection.com



**FAST AND FRIENDLY MOVERS**  
**SWAMP RABBIT  
MOVING**  
GREENVILLE, SC



**Residential Moving**  
**Commercial Moving**  
**Packing and Unpacking**  
**Long Distance Moving**  
**Local Moving**

WE TAKE THE PAIN OUT OF YOUR MOVE!

**(864) 643-2213**  
sales@swamprabbitmoving.com

# DEALS DON'T WAIT NEITHER DO WE!

As a locally owned small business, we understand the urgency realtors face. Whether it's a quick repair, an inspection, or a full roof replacement, our team is ready to move fast—keeping your deals on track and your clients happy.

**QUICK TURNAROUNDS | RELIABLE SERVICE | QUALITY CRAFTSMANSHIP**



**RHINO ROOFING  
AND RESTORATION LLC**

## CONNECT TODAY

**(864) 526-0295**  
**RHINOROOFUS.US**



# HOW I WENT FROM 0 TO 20 MILLION A YEAR IN NEW CONSTRUCTION SALES!

WRITTEN BY: BARBARA VAN MATRE (BLUEFIELD REALTY GROUP)



I've been in sales most of my life. I also owned a day spa for seven years in Charlotte, NC. Between the two, I learned to hustle for my business. I realized I couldn't wait for someone to do it for me or for clients to reach out. If I wanted to be successful, it was up to me!

This article is about how I became so successful in new home sales. However, these principles apply to general brokerage or any other sales position. Honestly, they will apply to anything you want to accomplish in life.

We see people who are healthy and really fit and think they're so lucky. I wish I looked like that. We see someone who is successful and believe they must have gotten lucky or had some advantages in life. We may envy their success and think, "I could never do that." But you don't see all the long days, many steps, and some inevitable failures it took to get there.

That is me, the woman who did not have the advantages growing up, to say the least. I choose every day to take the steps necessary to reach my goals. Each step seems insignificant, but in the end, those steps are precisely what success takes.

Let's simplify it and look at this as an example. You see a great-looking man or woman. They are healthy, active, and physically fit. But they are not lucky, I can assure you. What do they have to do to achieve this? They had to decide every day to eat better, work out, and probably stay away from excessive alcohol and late nights out partying. Can we all achieve this? Absolutely. But to achieve it, we must take steps daily to reach our goal. Sometimes, this takes sacrifice. Sometimes, it means pushing yourself when you don't want to. And sometimes, it means staying no to things that don't serve you well. And yes, to those that do.

These are the same things it takes to reach almost any goal in life, including a successful sales career in real estate. Is it Simple? Yes. Is it easy? Absolutely not. If it was easy, everybody would have success.

So, now let's look at some of the steps, specifically, required to be successful in real estate.

**1 /** Don't be lazy and sleep in every morning. The saying is true: the early bird gets the worm. Go to bed at a decent hour for 7-8 hours of sleep. I can assure you the most successful people in the world are not out every night drinking or playing video games and sleeping until 10:00 AM.

**2 /** Always be learning! None of us are so wise that we know everything. What are you doing if you're not challenging yourself and moving forward in life? People who are amazing at their jobs are also very knowledgeable. Be the expert in your field. Your clients deserve this, and so do you.

**3 /** Learn your area, how to use your CRM, MLS, Microsoft products, and anything else that helps you in your career—my newest learning curve is with Canva. It has allowed me to create content. to send to my sphere of influence and prospects. It is more eye-catching and professional-looking and has significantly increased my open rates. People have short attention spans these days, and learn how to capture it.

**4 /** Always, always, always be prospecting. Don't drop the ball, especially if you are doing good right now. The good days never last if you don't. You must consider your listings or buyers coming up after your current ones. There are so many ways to prospect. Always have your business cards on you. Hand them out to whomever you meet— start-up conversations. Don't lead with business; learn a little about them and be curious. Learn to develop a rapport with

people. Most people will buy from those they like and trust. Especially a purchase as large as a home.

**5 /** More about prospecting and finding new business: successful people aren't afraid of the phone. They are also not scared of rejection. What significance does a rejection on a phone call genuinely have on your life? Hence, it has no significance at all. Those people are not for you. So, you're eliminating people who will not be your clients. Thank them and move on until you find your clients.

**6 /** There are many ways to find potential clients, such as by phone, e-mail, or text, and they all apply. My favorite and the most successful is the phone. Text and e-mail should be a second or third option or a follow-up. Call for Sale by owners, call newly expired listings, call people in your sphere of influence. Use your imagination. Sales Is a numbers game. The more people you call, the more successful you'll be. This I can guarantee. You can find lots of scripts on the Internet. If you need some help getting comfortable, use the script as an outline. It will keep you from getting flustered. It helps you feel and sound more confident; fake it until you make it. Pretty soon. It will come naturally. Make a goal of at least 20 to 30 calls a day minimum!

**7 /** Use social media to your advantage. People are nonstop on social media, which is good for you if you are participating by promoting yourself to those people. Spend a few hours a week gathering your content, either making yourself using something like Canva or finding content on the Internet. You don't have to reinvent the wheel. Post content at least three to four times a week on Facebook, LinkedIn, and Instagram. Your social media content should be posted on your professional sites separate from your personal ones. No one needs to see you at a music festival drinking or in a bikini on your beach trip. Save these for your friends and family, not your business.

**8 /** Plan your day. Learn to work smarter, not harder. On average, I worked 2 hours a day less than almost every new home salesperson, and I was in the top three in sales every year. How is this possible? Why does this work? It works because I stay on task and plan my day. I didn't spend hours wasting time. If you were truly honest with yourself, how many minutes of each hour are you staying on task and not getting distracted? Plan your day to make the most of—your time.

**9 /** Here is a sample of my day. "Adjust to suit your unique circumstances." - 6:00 a.m. Wake up, have coffee and breakfast (I am partial to single-ingredient real foods). Believe me, get off the processed junk, and your brain and body will

thank you! - 6:45 Gym for strength training. I use heavy weights to maintain muscle tone, which is essential as we age. Find a gym partner to keep you accountable and make it more fun!

- 7:45 Get dressed and take care of your appearance. No one feels invincible sitting at the desk in pajamas. The little things are important to your self-confidence and what you present to the world. Love yourself first. You are worth spending time and effort on.

- 8:00 – Check emails as efficiently as possible. Get rid of marketing emails and spam. They are a time-sucking distraction. You don't need every store selling you something and wasting your precious time and money. I promise you won't miss them. Consolidate your work and personal email down to the important stuff only.

8:15—Make calls! First, call back the people who contacted you from your previous efforts, followed by any current clients or situations you need to deal with. Then, start your prospecting calls. These are your sphere of influence, FSBO, newly expired, past clients, etc. Take notes and categorize these people in your CRM as you go. A CRM is very valuable if you use it correctly. You should be living in your CRM! Add tasks or reminders for follow-up and appointments to your calendar. Your CRM is your business workhorse use it!

10:00—Social media. You will either create content or schedule posts. I tend to schedule posts for 8:00 a.m., but some people prefer 5:00 p.m. Don't fall into the trap of scrolling; it is a time suck and is better reserved for later after the business day is done if you must. Set a time limit on your phone in settings to limit your social media scrolling. You are missing out on life and your friends and family in there. Socialize, exercise, hike, golf, visit a museum, play a sport, or watch a show, concert, or sporting event. Anything is more interesting than spending hours zoned out on your phone.

10:30 - I like to write handwritten notes or mail birthday and home anniversary cards etc. You have your clients' addresses, so use them to send something personal. If someone gave you a referral or went out of their way to do something for you, send a card or gift. It will be time well spent. People love to feel appreciated and recognized. Make someone feel thought of or special!

11:00 Confirm appointments and prepare for listing or buyer presentations. This is a time to do any administrative tasks. Make folders for your tax receipts and keep up with your mileage. This is your business; take care of the finances as well!



12:00 – Lunch – decide to make it healthy! You can do this at home, in the office, or take a client or prospect out. Lunch is a great time to develop relationships and network. You will also spend less than a dinner, and no alcohol is involved. If you're at home or in the office, take this opportunity to eat outside or take a walk right after. Fresh air is good for the soul.

1:00—Go to listing or buyer appointments, closings, or any other work-related meetings. If possible, I like to schedule all appointments after 1:00 so I can take care of everything else in the morning. Be flexible if your appointments are all in the morning; then just flip your schedule for the day. But make sure to do all of your work tasks. Making calls in the afternoon will still work!

Keep lists! I have several running lists on my phone's Note app. Lists are invaluable and save me time later.

**Here are my lists:**

- Grocery and shopping- Write down things you need as soon as you think of them. This will save time in the store and keep you on task. Passing by a Target or Hardware store? Look at your list and see if you could take advantage of being right there to run in and get those items. Work smarter!
- Restaurants and places to visit—I like to keep a list of restaurants I want to try and places I want to go. These can be a local hiking trail, a new music venue, or a day trip somewhere. You'll have time for this if you stay off social media. See the world around you and experience new things. Connect with new people!
- Work ideas - Have an amazing idea for a social media post, an event you want to plan, or a great way to prospect. Write them down. Any ideas that will improve your business? Please write it down!
- Tasks - Write down any tasks you think of that you need to do. This way, you will never forget them. You can add it to your calendar later if you like. I use this list as a reminder. This could be anything from calling a particular person, dropping off a package, writing someone an email, dropping off dry cleaning etc. Work smarter not harder!

**10 / Networking**—When I was in new home sales, networking with other Realtors was very important. They were the ones who brought at least 50% of our buyers. In general brokerage, networking with other Realtors is fun, but you will rarely make money from them. Networking for you should be at any event where you can prospect. The sky is the limit. One

word of caution: if you're going to network at an event, do not overindulge in alcohol. It would be wise not to drink or sip slowly on a glass of something. First impressions are everything! Go to professional networking events in your area, such as fundraisers, dinner clubs, community events, etc. If you need ideas, view the local events calendar on social media or subscribe to a local events newsletter. Always be prospecting and networking. It's who you know as much as what you know!

**11 / Referrals**—To be an agent, everyone is referring their friends and family to ensure exceptional customer service to your clients. Always go one step above and beyond expectations.

**Here's an example:**

You go into a restaurant and ask an employee where the restroom is. They barely acknowledge you and gesture quickly to the back left of the restaurant. They did their job true, but with the least effort and attention required.

There is another employee at another restaurant. You asked the same question. They look at you with a big smile and say, "Right this way, let me escort you there." While walking you, they ask how your night is going, whether you have been to this restaurant before, and to please let them know if there is anything they can do to make your visit more memorable.

This employee is giving exceptional customer service, and it only took an extra minute. But what an impression it made for himself and the restaurant.

**In closing:**

See, like I said, it is simple but not easy! You must put in the effort every day, prospect, make calls, and give exceptional customer service to your clients. While it seems simple, very few agents do all of these things. It is what separates the great from the mediocre. Take accountability for your business and stop making excuses. My favorite quote I keep on my refrigerator is, "What you are not changing, you are choosing." Read that carefully! You can change pretty much anything you want to in life. You are the one in control and the only one to blame if you are settling for what you don't want. Choose to make the life and career you want for yourself.

Every day is a new day to choose your path!

What will you choose to do today?

Do you have a tip you would like to share with your fellow Realtors? Reach out to us at [robert.smith@realproducersmag.com](mailto:robert.smith@realproducersmag.com)

# NO LOAN TOO TOUGH

Creative Financing for  
*Every Dream Home*





864-775-5432  
[palmettostatehomemortgage.com](http://palmettostatehomemortgage.com)

VA, USDA, FHA, Conventional  
Low Credit? No Problem  
Competitive Rates & Low Costs  
Veteran-Owned

**2-WEEK CLOSE!**

**Partner with a  
Lender Who Says YES  
to More Mortgages!**



Shawn Ezell – Owner/Loan Officer  
NMLS #1134408  
864-270-2345  
[SEzell@palmettostatehomemortgage.com](mailto:SEzell@palmettostatehomemortgage.com)



Jessica Bagwell – Loan Officer  
NMLS #1905949  
864-567-7163  
[JBagwell@palmettostatehomemortgage.com](mailto:JBagwell@palmettostatehomemortgage.com)

# Let Us Serve You



Stock Kitchen Cabinetry • Custom Cabinetry  
Bathroom Vanities • Wet & Dry Bars  
Custom Closet Systems • Mudrooms • And More!



864-671-6333  
[blueridgecabinet.com](http://blueridgecabinet.com)  
420 WILLIAMS AVE, EASLEY SC  
[SALES@BLUERIDGECABINET.COM](mailto:SALES@BLUERIDGECABINET.COM)



Scan for a Complimentary  
Consultation and Design



# Rooted Realness

DIANE BOSTROM'S JOURNEY  
FROM FARM TO FINE HOMES



PHOTOS BY: TRES DABNEY (TRUE NORTH PRODUCTIONS)  
WRITTEN BY: AMY PORTER

**W**ith a steadfast commitment to professionalism, attention to detail, and unwavering care for her clients, Diane Kay Bostrom has firmly established herself as one of the Upstate's most respected real estate professionals. As a Top Producer with more than \$125 million in career volume—and \$11 million in sales last year alone—Diane's success has been built on authenticity, hard work, and a deeply personal approach to helping people make one of life's biggest decisions: finding the right place to call home.

Diane's journey into real estate began with a bold leap of faith. After selling her farm in Upstate New York and moving south to follow her daughter, who was starting college at Clemson University, Diane transitioned into a new chapter—carrying with her a strong work ethic instilled by her father and a genuine desire to serve others. Though she had earned her real estate license in New York, she never practiced there. It wasn't until life led her to South Carolina that she fully stepped into her calling.

Now with 16 years of experience and currently serving with distinction at Herlong Sotheby's International Realty, Diane specializes in the luxury markets of Lake Keowee, Clemson, and the surrounding areas. Her real estate path has taken her from Seneca to Clemson, across Lake Hartwell and mid-Lake Keowee, and eventually into The Reserve at Lake Keowee before aligning herself with the prestigious Sotheby's brand. That move reflects







Diane's commitment to aligning with excellence and delivering elevated service to her clients at every turn.

At the heart of Diane's approach is listening—truly listening. "Clients often come with a vision of what they want," she shares, "but once they experience the area, their ideas often shift. It's my job to tune in—not just to what they say to me, but to what they say to each other." This intuitive, observant nature has become her trademark. One client once called her "tough," and when Diane asked why, the response left a lasting impression: **"Because we know you have our back."**

Diane's career is rich with stories of loyalty, transformation, and genuine connection. She credits her father—an incredibly successful farmer who built a 2,200-acre operation in the Finger Lakes of New York—for teaching her the value of



hard work and perseverance. It was upon moving to the South, she learned the importance of kindness and approachability. "My father was all about grit. I learned how to keep the strength, but to soften the edges," she reflects.

Despite her success, Diane continues to face and overcome personal challenges—especially when it comes to asking clients about their finances. "In my family, you just didn't ask personal questions," she admits. "So I've had to push through that discomfort, knowing it's essential to serving my clients well." Her ability to honor others' dignity while still doing the necessary due diligence sets her apart in a business that often prioritizes transactions over people.



What fuels her passion today? Ensuring that every buyer and seller receives not just adequate attention—but exceptional service. "There are a lot of Realtors out there," she says. "But not many who truly give clients the time, care, and expertise they deserve." For Diane, this isn't just a job; it's a commitment to doing things right.

Beyond the accolades and sales numbers, Diane finds her greatest rewards in the relationships she's built. Her clients, many of whom become lifelong friends, have expanded her world and enriched her perspective. "I've learned so much from the people I've met—about their careers, their passions, and what matters most to them."



*I've learned so much from the people I've met—about their careers, their passions, and what matters most to them.*

Looking to the future, Diane has no plans of slowing down. Her passion for real estate, especially in the Upstate area, continues to grow. Outside of work, she cherishes time with her family—her daughter Kate, a corporate attorney; her son-in-law Mike, who works in finance; and her beloved grandchildren Carter and Callie. Whether it's boating in Charleston or simply being present with her grandkids, family is at the center of Diane's life.

She also proudly supports causes close to her heart, including the Jimmy Fund for pediatric cancer and Prisma Health. And for those who think they know everything about her—think again. Diane once held the titles of New York State Polled Hereford Queen and Western New York Draft Horse Queen.

She also owned a meat plant, raised 10,000 feeder hogs a year, and milked 500 cows three times daily. That tenacity and work ethic have carried seamlessly into her real estate career.

To those aspiring to become top producers, Diane offers timeless advice: "Be real. Be honest. Don't guess—find the right answers. And above all, give your absolute best." When asked what she hopes people remember about her, she replies simply: "That I cared. That I was honest."

Diane Kay Bostrom is more than a top producer—she's a top person. A true example of authenticity in action, she reminds us all that success is not only measured in sales, but in the lives we touch along the way.





SAVE THE DATE FOR

RP*Elevate*

SEPTEMBER 29 & 30, 2025

LOEWS ARLINGTON HOTEL & CONVENTION CENTER

Join real estate leaders and the top 5% of agents from across the country for a two-day experience packed with **industry insights**, **cutting-edge strategies**, and **powerful networking opportunities** designed to help you succeed in the ever-evolving real estate market.

**Tickets are limited! Reserve your spot today at [rpelevate.com](https://rpelevate.com).**

SPONSORSHIP OPPORTUNITIES AVAILABLE



Here's the deal,  
home + auto =  
savings.

**Ed Patterson, Agent**  
3257 N. Pleasantburg Drive  
Greenville, SC 29609  
Bus: 864-322-0031  
[www.edpatterson.net](http://www.edpatterson.net)  
Se habla Español

Combine home and auto and save an average of \$1,127\*. I'm ready to help you get the right coverage at the right price. Call me for a quote.

Like a good neighbor,  
State Farm is there.®

\*Average annual per household savings based on a 2021 national survey by State Farm® of new policyholders who reported savings by switching to State Farm.

State Farm Mutual Automobile Insurance Company  
State Farm Indemnity Company  
State Farm Fire and Casualty Company  
State Farm General Insurance Company  
Bloomington, IL

State Farm County Mutual Insurance Company of Texas  
State Farm Lloyds  
Richardson, TX

State Farm Florida Insurance Company  
Winter Haven, FL  
2001299



Applewood Estates

Connect Today to  
Learn About Our  
Realtor Referral  
Program

864.342.7606

*Expert Property  
Management to Take  
Your Real Estate  
Business to the  
Next Level*





*Kathleen Wright*  
[applewoodestatessc.com](http://applewoodestatessc.com)

FREE UP YOUR TIME | HAPPY CLIENTS, LOYAL CLIENTS  
MAXIMIZE PROFITS, MINIMIZE HASSLE

Advanced innovation,  
adventurous in nature.



The 2025  
GLC 300 SUV

STARTING AT  
**\$49,250**

## CARLTON MOTORCARS

[www.CarltonMB.com](http://www.CarltonMB.com)

(864) 213-8000

2446 Laurens Road | Greenville, SC 29607



Base MSRP excludes transportation and handling charges, destination charges, taxes, title, registration, preparation and documentary fees, tags, labor and installation charges, insurance, and optional equipment, products, packages and accessories. Options, model availability and actual dealer price may vary. See dealer for details, costs and terms.



## MOBILE HOME TRANSACTIONS SIMPLIFIED

### Help Your Clients Achieve Affordable Homeownership

In today's competitive market, manufactured homes represent significant opportunity for your buyers—and Guest & Brady provides the specialized legal support you need to close these deals confidently.

Our dedicated Mobile Home Team understands what top-producing agents require: smooth closings, quick resolution of title complexities, and skilled handling of land/home package transactions that protect your clients and your reputation.

Partner with us to navigate the unique financing, titling, and transfer challenges of manufactured housing. Your clients get their affordable dream home, and you get another successful closing.

## Your Success is Our Mission

**SEND NEW CONTRACTS TO  
[ORDERS@GUESTBRADY.COM](mailto:ORDERS@GUESTBRADY.COM)**



**SARAH MCBRIDE**  
MOBILE HOME CLOSING SPECIALIST