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Why Real Producers exists—and why the most influential professionals in our market continue to show up



What Real Producers Truly Represents

What sets Real Producers apart? Why do the highest-performing agents consistently engage with this platform? And why do our partners continue to invest year after year?

Because Real Producers was never meant to be just a magazine.

It's a standard.
It's a gathering point.
It's a movement built around excellence.

At its heart, Real Producers exists to **connect, inform, and elevate** the most driven real estate professionals in our community. It brings together individuals who are already operating at a high level—and challenges them to grow even further by surrounding themselves with peers, partners, and conversations that matter.

Who This Platform Is For

Real Producers is intentionally selective.

This is not a platform designed for everyone—and that's by design. Every agent featured or invited into this network has earned their place through verified production, placing them among the top 300 professionals in our market.

Why? Because high performers deserve an environment that reflects their caliber.
Less noise. More substance.
Fewer transactions.
Stronger relationships.

This is where relevance replaces randomness—and connection replaces competition.

Beyond the Pages

Yes, the magazine highlights exceptional agents—their journeys, their discipline, their vision. But the print is simply the foundation.

The true power of Real Producers lives in the **rooms we create**.

Invite-only events. Curated conversations. Thoughtful gatherings where top agents and trusted partners come together to exchange insight, build influence, and form relationships that extend far beyond a single transaction.

Quarterly socials, agent panels, vendor showcases, and networking experiences aren't about attendance—they're about alignment. They exist to sharpen perspective, strengthen connection, and create momentum.

Why Presence Still Wins

You can have an exceptional business, an elite team, or a powerful offering—but impact requires visibility.

The most successful professionals don't rely on effort alone. They position themselves strategically. They show up where conversations happen, where trust is built, and where opportunities naturally emerge.

Real Producers creates those rooms—so the right people can find each other.

A Community That Raises the Standard

The professionals within this network aren't defined solely by production numbers. They are leaders—people who influence culture, elevate expectations, and help shape the future of our market.

Real Producers is where collaboration replaces isolation. Where introductions become alliances. Where insight turns into execution.

If you're here—reading this, attending events, engaging with the community—know this: you belong here for a reason. You are part of something intentional, powerful, and growing.

Let's continue moving forward—together.

Are You Fully Engaged?

If you haven't yet attended an event, connected with our partners, or leaned fully into what this platform offers—consider this your invitation.

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Gabriel Chandler
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North Carolina Real Estate: Recent Legislative Successes



North Carolina’s real estate and housing market has seen several meaningful legislative wins in the last year, with lawmakers and industry stakeholders focusing on smoother transactions, stronger property protections, and practical updates that help REALTORS, homeowners, and buyers navigate a fast-changing market. While many bills affect housing indirectly through zoning, construction rules, and consumer protections, a few stand out as especially important for real estate professionals.

1) Real Estate & Mortgage “Technical Fix” Legislation (2025)

One of the clearest recent successes is legislation focused on real estate and mortgage “technical fixes”—updates designed to modernize processes, correct outdated language, and improve clarity in how real estate laws are applied. A strong example is Senate Bill 690 (S.L. 2025-52), which advanced with overwhelming bipartisan support. These kinds of bills may not grab headlines, but they often make the biggest day-to-day difference by reducing confusion, improving consistency in transactions, and supporting efficient closings.

2) Zoning & Land Use Progress that Supports Housing Growth

Lawmakers and housing stakeholders have continued to focus on zoning and land use policies that impact housing supply. While zoning changes are often debated locally, state-level updates can influence how quickly new housing can be built and how flexible communities can be when addressing affordability. Recent legislative updates have included zoning-related provisions discussed in House Bill 173, reinforcing that North Carolina

continues to treat housing supply as a priority issue tied to long-term market health.

3) REALTOR® Advocacy Wins & Industry Influence

Beyond individual bills, North Carolina has seen ongoing progress through organized real estate advocacy. NC REALTORS® has continued to promote legislative wins tied to protecting private property rights, supporting a stable housing market, and improving how real estate professionals serve consumers. Advocacy events—such as NC REALTORS® legislative meetings—help ensure that real estate professionals remain involved in shaping policies that impact licensing, contracts, consumer protections, and transaction practices.

Bottom line: Recent North Carolina real estate legislation has prioritized practical updates that improve clarity and efficiency, while also supporting long-term housing growth through land use attention. For agents, these legislative successes can help reduce transaction friction and create a more predictable marketplace. For buyers and sellers, the benefit is a stronger, more stable framework for property transfer and homeownership.

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JAKE & LEXI WYER

BUILDING A COASTAL LIFE & BUSINESS WITH HEART



WRITTEN BY DAVE DANIELSON
PHOTOS BY T.J. DRECHSEL



When Jake and Lexi Wyer talk about real estate, they don't lead with production numbers or sales accolades—though they certainly have those. They talk about lifestyle, community, family, and the power of a great team. As founders of The Wyer Group with EXP Realty, the husband-and-wife duo have built their business around the life they love most: raising their two young children on the coast, helping others discover the Wilmington lifestyle, and empowering their team to thrive.

Roots in Planning, Development, and Big-Dream Thinking

Jake's path to real estate began long before he ever held a license. Born and raised in San Diego, he studied Urban and Regional Planning at Cal Poly Pomona, earning a degree that shaped his understanding of how communities grow and what drives long-term value. After college, he worked for a civil engineering company before becoming a project manager for a wireless division of Alcoa.

"I was involved in designing and planning major residential and commercial projects," he says. "Listening to developers talk about how deals came together—I was hooked." He originally planned to pursue an MBA with an emphasis in real estate, but a seasoned broker changed everything. "He told me, 'Get your real estate license, work with me, and I'll show you how to do it without the student debt.' So that's exactly what I did, and I've never looked back."

Jake earned his California real estate license in 2008 and his North Carolina license in 2016. Over 17 years, he has worked with major teams—including the Southwick Team at RE/MAX and The Pugh Team at Century 21—before planting roots in Wilmington and building The Wyer Group at EXP Realty.

From 'I' to 'We': A Business Transformed

Though Jake has built an impressive résumé, his biggest turning point

“

Real growth happened when I trusted others—Lexi, our partners, our marketing team, our coordinators. **When I shifted from 'I' to 'we,' everything changed.**”

came when he embraced the power of collaboration.

“One of the greatest challenges was learning to let go of the idea that I had to do everything myself,” he says. “Real growth happened when I trusted others—Lexi, our partners, our marketing team, our coordinators. When I shifted from 'I' to 'we,' everything changed.”

That shift has paid off. Jake has earned EXP's elite ICON Award every year since joining the brokerage—honoring top producers within its massive network of nearly 83,000 agents.

But for the Wyers, the awards are secondary to the relationships.

A Coastal Lifestyle Built Together

Lexi, originally from Salt Lake City, is both Jake's life partner and his business partner. Together, they've built a family-centered lifestyle around the coastal experience they love. Their children, Charlie and Banner, are the heartbeat of their days—whether they're carting to gymnastics, cheer, T-ball, or soaking up long afternoons on the water.

"Before kids, I had plenty of hobbies—surfing, cars, and fishing," Jake says with a laugh. "Now, their hobbies are our hobbies. That's the season we're in, and I absolutely love it."

That lifestyle is the foundation of their brand. The Wyer Group doesn't just help clients find homes—they help them step into the Wilmington way of life. "It's not just about a property," Jake says. "It's





about confidently choosing the life you want here.”

The Heart of the Work

For Jake, the most rewarding part of real estate is simple: helping people navigate one of the biggest emotional and financial decisions of their lives.

“Earning enough trust that clients refer their friends and family—that’s everything,” he says. “You walk away not just as their agent, but their long-term advisor.”

His planning background helps him analyze growth, value, and potential in ways few agents can. “Very little surprises me anymore,” he says. “I’ve navigated just about every scenario, and I use that experience to protect my clients.”

Growing Leaders, Not Just Numbers

This year, the Lexi and Jake are focused on deepening the strength of

their team—building better systems, increasing mentorship, and supporting agents in creating sustainable businesses. “I’m shifting from just growing numbers to growing leaders,” Jake says. “When our team wins, our clients feel the difference.”

Their commitment to community extends beyond real estate. Lexi and Jake proudly support Toys for Tots and Nourish NC, an organization providing food support to children across the region.

Success, Defined

To Jake, success isn’t measured in closings. “Success means having the ability to give more,” he says. “To support your family, pour into your team, and still have the bandwidth to impact your community. It’s operating from true abundance.”

His advice for new agents echoes that mindset: build systems, lean on those who came before you, focus on



Success means having the ability to give more. To support your family, pour into your team, and still have the bandwidth to impact your community. **It’s operating from true abundance.**

service over sales, and stay relentlessly consistent. “Consistency and work ethic beat talent every time,” he says.

And if there’s one defining value of The Wyer Group?

“Integrity is everything,” Jake says. “With our clients, our team, and the entire real estate community. It’s at the center of every part of our business.”

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Jeanette EGERER

ROOTED
IN THE *Coast*

WRITTEN BY DAVE DANIELSON
PHOTOS BY BRADLEY STICKLAND



For Jeanette Egerer of Blue Coast Realty Corporation, real estate is about connection, compassion, and calling. Jeanette is a homegrown North Carolinian. Growing up in Wilmington, North Carolina, she attended Trask Middle School and Laney High School. She has built her life and career in the same community that helped shape her values and sense of purpose.

Her educational journey included Cape Fear Community College, UNC Charlotte, and Lenoir Rhyne University, where she developed a strong work ethic and love for helping others. Before real estate, Jeanette worked as

an Occupation Therapist, a profession that honed her patience, problem-solving skills, and empathy—qualities that now define her approach as a real estate professional.

A New Calling

Jeanette's path to real estate came at a time of both change and opportunity. After the birth of her daughter, she wanted a career that allowed her more flexibility and autonomy while still allowing her to serve others. "I've always loved real estate," she says. "After having my little girl, I wanted to be my own boss and create a schedule that worked for my family. I had a lot of ideas and energy, and real estate was the perfect fit."

She earned her real estate license in January 2020—on her 40th birthday, a milestone that symbolizes her belief that it's never too late to follow your passion. Since then, she's built a thriving business as a single agent with Blue Coast Realty, achieving \$43 million in career volume and 95 sales.

A Consistent Top Producer

Jeanette's success is no accident. Her genuine care for people and her relentless drive have earned her recognition as one of Blue Coast Realty's top producers year after year, as well as the honor of being named Cape Fear's Best Realtor for 2025 by WECT. In 2024, she surpassed \$10 million in sales, with



projections pointing toward another strong year ahead.

But for Jeanette, the numbers only tell part of the story. "It's about perseverance," she explains. "I've had to overcome challenges in life and business, but through prayer, faith, and hard work, I've learned that everything happens in God's timing."





Faith and Family First

Ask Jeanette what drives her, and the answer comes without hesitation. “I love God and my family,” she says. “Being a mother to my little girl is my greatest joy. I’m focusing on my health, my peace, and smelling the roses.”

Her days are intentionally centered on family. “No day is ever the same, but taking my daughter to school is my priority. After that, it’s all about balancing showings, contracts, and client care. I pray through it all.”

Jeanette’s husband is her biggest supporter and source of strength. “He’s my rock,” she shares. “He works so hard and has always encouraged me to chase my

dreams. He’s never tried to hold me back—instead, he cheers me on through every idea and endeavor.”

Heart-Led Service

What makes Jeanette stand out among her peers is her deeply personal approach to her work. “God comes first in everything I do,” she says. “I wear my heart on my sleeve, and I genuinely care about my clients and the transaction. I’m honest, loving, compassionate, and empathetic.”

That authenticity has become her trademark—and it’s why so many clients trust her not only to guide them through buying or selling a home but to truly look out for their best interests. “I believe God places people in

“I wear my heart on my sleeve, & I genuinely care about my clients & the transaction. I’m honest, loving, compassionate, & empathetic.”

my path who need my help and expertise,” she reflects. “That’s why I do what I do.”

Balance, Joy, & Gratitude

Outside of real estate, Jeanette’s life is full of activity and simple pleasures. She loves volleyball, playing guitar, horseback riding, roller skating, and spending time with her family. Music is a big part of her household—thanks in part to her ten-year-old daughter, who keeps Taylor Swift on repeat.

Jeanette’s guiding philosophy is rooted in gratitude. “Be humble and be grateful for every opportunity,” she advises other agents. “Give thanks to God daily and always do the right thing. Success isn’t just about money—it’s about being happy and being able to buy whatever shoes you want, whenever you want!” she laughs.

Looking Ahead with Purpose

Jeanette’s goals for the future are simple yet profound: to





"I want to continue producing at a high level & *helping families find their place in the world.* If I stay focused on God & doing good work, everything else will fall into place."

keep growing as a mother, wife, and professional while maintaining her faith and integrity. "I want to continue producing at a high level and helping families find their place in the world," she says. "If I stay focused on God and doing good work, everything else will fall into place."

As for what she values most about being part of the Real Producers community, Jeanette doesn't hesitate. "I love Gabe's energy—he's a ball of fire! The platform does a fantastic job highlighting agents who are passionate about what they do."

With deep roots in the Wilmington area and an unwavering faith that guides every step, Jeanette Egerer is more than a top producer—she's a reminder that when you lead with love, faith, and perseverance, the results are nothing short of extraordinary.

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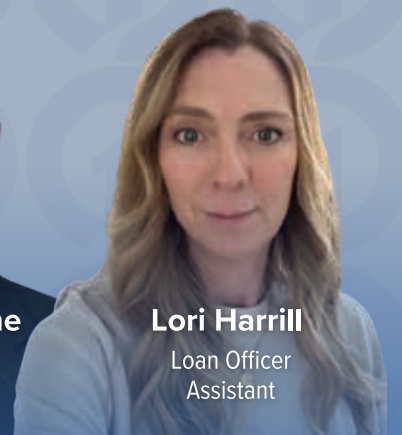
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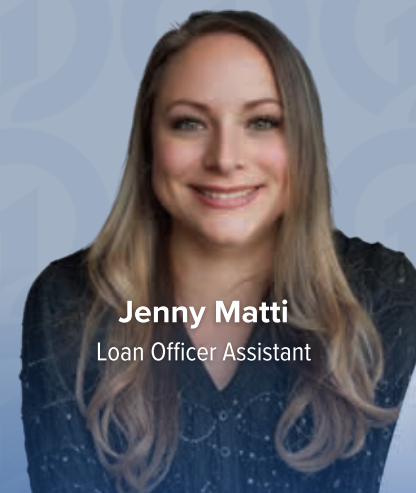
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PEREZ FLOORING SOLUTIONS

BUILDING ON TRUST

WRITTEN BY DAVE DANIELSON
PHOTOS BY T.J. DRECHSEL

When Jaylene Perez first stepped into the flooring industry, she wasn't laying planks or measuring subfloors—she was helping a friend. “At first, I stepped in behind the scenes — handling bids, coordinating jobs, and providing the support needed to keep his flooring projects moving,” she recalls. But what started as a supportive gesture soon became a vision for something bigger. That vision became Perez Flooring Solutions LLC—now one of the most reliable, high-quality flooring companies in southeastern North Carolina.

Jaylene's journey wasn't typical, and neither is her

company. Originally from Puerto Rico, her life shifted dramatically when her family moved to Maryland in 2001 so her father could receive treatment at the National Institutes of Health. After his passing, her mother relocated to Wilmington, North Carolina. Jaylene made the decision to stay and put down roots in Wilmington, which she now proudly calls home. Her story is one of resilience, purpose, and heart.

After the birth of her twins in 2016, Jaylene's focus sharpened: “It wasn't just about working anymore — it became about building something lasting for my family.” She channeled her

energy into learning every facet of the trade and even earned her master's degree in accounting to ensure the business side of Perez Flooring Solutions was just as strong as the craftsmanship.

Reaching Higher

By 2021, she had officially launched structured operations, and today, her company runs six skilled crews, providing everything from luxury vinyl and hardwood installation to expert subfloor repairs and self-leveling. “We're big enough to run multiple crews efficiently, yet small enough to treat every client like family,” Jaylene says.



IT WASN'T JUST ABOUT WORKING ANYMORE — IT BECAME ABOUT BUILDING SOMETHING LASTING FOR MY FAMILY.”



“

EVERY BIT OF SUCCESS WE HAVE TODAY IS THE RESULT OF SHOWING UP EVERY DAY, OUTWORKING THE COMPETITION, INVESTING IN OURSELVES, AND NEVER SETTLING FOR 'GOOD ENOUGH.'”



So what makes Perez Flooring Solutions LLC a company REALTORS® should trust with their listings, buyers, and sellers?

It's the commitment to quality, communication, and consistency. “Top producers and successful agents know that having the right partners behind them is the key to delivering an exceptional experience for their clients — and that's exactly what we bring to the table,” Jaylene affirms.

Perez Flooring Solutions stands out by offering premium services at affordable pricing. “We believe that great work shouldn't come with hidden costs or excuses,” she says. “From subfloor repairs to flawless installs, our experienced crews deliver the results others promise but rarely achieve.” That's why agents who work with Jaylene's team quickly realize it's more than just a flooring company—it's a partner

dedicated to making them look good and keeping their clients happy.

Results through Reliability

For REALTORS® juggling deadlines and client expectations, Perez Flooring Solutions offers something invaluable: reliability. “We make the flooring process easy and seamless by offering on-site consultations, a mobile showroom that brings samples directly to your clients, and fast turnaround times without sacrificing quality,” Jaylene says. In a competitive housing market, speed and excellence matter, and Jaylene's team delivers both.

The heart of the business, though, is its people. Her team—Hector, Juan, Luis, Keneth, Aner, and others—are not just installers; they're craftspeople trained continuously in the latest techniques. “What makes our team special is not just their skill, but their loyalty, work ethic, and willingness to keep growing,” Jaylene shares

proudly. That investment in training and culture ensures every client gets consistent, top-tier service.

And the company's commitment extends beyond the job site. Jaylene is passionate about giving back, regularly supporting community initiatives such as Welcome Home Angel. “We're not just about installing floors — we're about building stronger homes, stronger families, and a stronger community,” she says.



Family Foundation

Balancing the demands of running a business with raising four children—Hanzel, Dylan, David, and Allyson—Jaylene keeps her priorities clear. “My family comes first, and they are the reason I work so hard,” she says. Her husband, Hector, who also works alongside her in the business, has been a steady source of support. “He believed in the vision even when the road wasn't easy.”

Looking to the future, Jaylene is excited about launching a mobile showroom that will bring flooring samples directly to homes and offices. “This will make the selection process easier, more personalized, and more convenient,” she explains. Her broader goal is to become one of the most trusted flooring companies in the region—not just for the work they do, but for how they do it.

“We never stop learning. Me and my crews constantly take courses to update our techniques... Every bit of success we have today is the result of showing up every day, outworking the competition, investing in ourselves, and never settling for 'good enough.'”

For REALTORS® who want dependable, high-quality flooring support that elevates the client experience, Perez Flooring Solutions LLC is more than a contractor—it's a strategic ally. “We show up, we deliver, and we help you protect your reputation with every client you serve,” Jaylene says.


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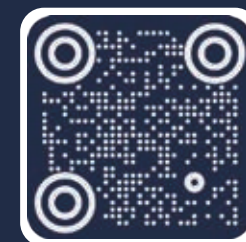
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