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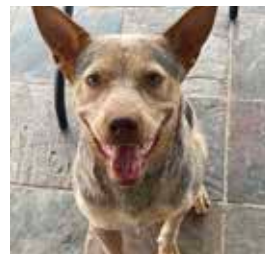
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note

## HELLO, REAL PRODUCERS!

I'm sure you've heard of people showcased in the media, or even someone that you've known personally – successful, talented, and intelligent people – who've seemed to "have it all," then start doing incredibly stupid things and lose it all. We see it happen time and time again, shaking our heads in collective disapproval and musing to ourselves, "What on earth were they thinking?"

The thing to be aware of? It's a slippery slope and can happen to you, too. It happens to normal, everyday people all the time ... there's just not always media involved to document the implosion.

So, you don't have to be rich and/or famous to fall victim (I use this term loosely because it's directly a result of everyone's own doing) to this trend. Even if things seem to be going well in your life, at any moment, you could be on the way to a fall.

Why do people so often sabotage their professional and personal lives, and what are the warning signs? We'll be discussing exactly that at September's Mastermind St. Louis event, where we'll be delving into Greg Saliccioli's book *The Enemies of Excellence*. Interested? Please register at [www.mastermindstlouisevents.eventbrite.com](http://www.mastermindstlouisevents.eventbrite.com) to join us for our (always free) upcoming event.

But for now, in this article, we'll give you a small taste of some of Saliccioli's insights that can affect anyone, and that people will encounter again and again in their lives. Do you see yourself or someone you know mirrored in any of these? Can you see yourself successfully avoiding them forever? Unfortunately, that's just not realistic, so the important thing is to learn the antidote to each of these enemies.

### Enemy 1: Egotism

People succumbing to this enemy generally think they have all of the answers. As people become more successful, their self-centeredness about their accomplishments tends to increase. As a result, they ignore the contributions and abilities of others and often grow into micromanagers.

### Enemy 2: Life Mismanagement

Egotism and its close pal, micromanagement, leads to life mismanagement, which is ultimately a lack of balance. Effective leaders balance the emotional, spiritual, relational, and physical aspects of their lives, and are keen to correct when these things get out of alignment. But for a micromanager unwilling to delegate and convinced that everything rests on their shoulders, they start working too many hours, ignore their loved ones, and stop managing their lives effectively.

### Enemy 3: Bad Habits

Life mismanagement leads to an adoption of bad habits, such as eating poorly, not exercising, and not taking time to rest or recharge. This is often justified simply as "not having the time," but it's important to realize that our bad habits and not taking time for self-care also have a significant impact on the spiritual, emotional, relational, and physical aspects of our lives, and feed this cycle.

### Enemy 4: Indulgence

When you work so hard, you find it easy to rationalize that you deserve certain things – and these certain things (food, alcohol, drugs, compulsive shopping, etc.) are often very destructive. People succumbing to the first

three enemies can easily become indulgent (and overly indulgent), believing that they've earned the right to a little bad behavior.

### Enemy 5: Broken Relationships

When we lose sight of the most important things in life – friends and family – broken relationships come into play. Too often people become so fixated on their business, and so busy with their "deserved" indulgences, that they stop paying attention to their relationships.

### Enemy 6: Isolation

If the first enemy is egotism, the sixth enemy is egotism in overdrive – when people really, truly believe their way is the only way and stop accepting input from any others. People need to have a support network of peers, coaches, mentors, or confidants who'll point out if and when things are going awry – but those in isolation burn bridges and refuse such help.

### Enemy 7: Self-Sabotage

This is when knowing what you're doing is wrong, you continue on. Eventually, the private misbehaving slips out into the public arena, and the house of cards collapses.

So, what can you do to counteract each of these enemies as they rear their ugly heads, to prevent sliding down the slippery slope? Join us on September 20 to find out. **RSVP here:** [www.mastermindstlouisevents.eventbrite.com](http://www.mastermindstlouisevents.eventbrite.com).

Cheers,

**Coach Brian**

(Friend of Real Producers!)



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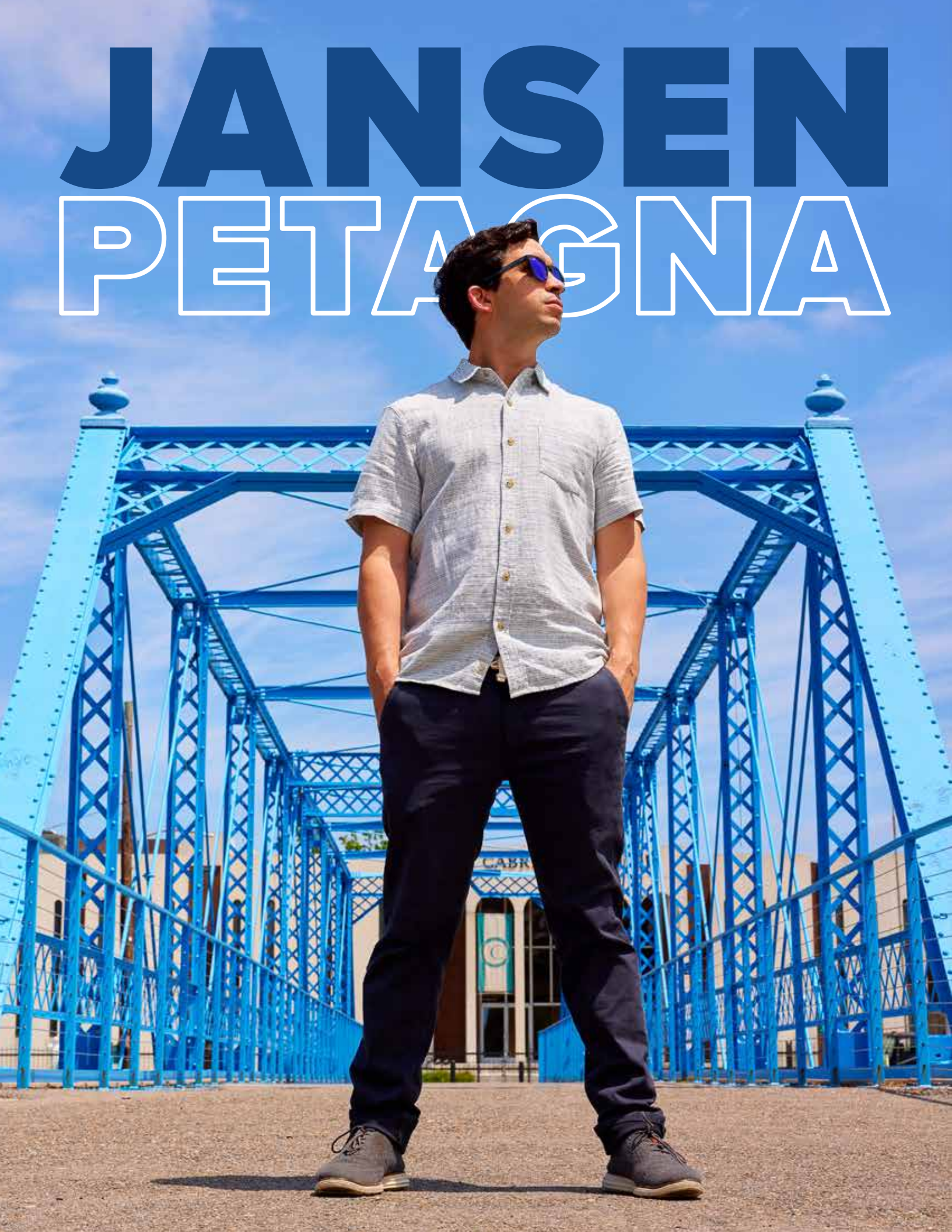


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# JANSEN PETAGNA



## Realizing Their Vision

### ► rising star

Written by **Dave Danielson**

Photos by **Noel Marcantel** of Noel Marcantel Photography

**L**IFE IS AN ONGOING JOURNEY. ALONG THE WAY, THERE ARE GOALS THAT COME INTO VIEW AND MILESTONES THAT NEED TO BE MET. THE ROLE YOU PLAY WITH YOUR CLIENTS IS VITAL ... ASSISTING THEM IN ACHIEVING THEIR IDEA OF SUCCESS.

That's an area where Jansen Petagna excels, too.

As a REALTOR® with French Quarter Realty, Jansen is driven by the mission to realize his clients' vision.

"I want my clients to know that I'm someone who truly cares. I'm not trying to sell you a house. I want people to be genuinely happy with their experience," Jansen says.

"At every closing, I'm reminded that this is a really big deal. It's more than brick and mortar. It's being able to be there for people and helping them envision where they are going to be spending the next chapters in their lives."



### GRIDIRON GREATNESS

Jansen earned his real estate license in July 2019. Before that, he enjoyed a successful career in the world of football, including working for four years as director of football operations at Columbia University, followed by three years as director of recruiting at Army (United States Military Academy) at West Point.

"I have been very lucky to have had a great start in my career. As I got started, football really helped to prepare me for my future in real estate," Jansen says.

"In football, you have to be extremely detailed, make sacrifices and work long hours. Going from football

to real estate, I didn't realize how transferable things would be between the two career fields as they are."

### REACHING A CROSSROADS

While Jansen has maintained a strong focus on excelling professionally through time, he also has his priorities squarely in place.

"As I was working in football, we had started our family, and my son was 2 years old. With all of the obligations I had, I wasn't getting to see my son very much. When you work in football, it's all that exists. You're inside that bubble," Jansen says.

"I was 30 years old. I was following a childhood dream of football. But, at the end of the day, I realized I'd rather be known as





### DYNAMIC DRIVE

The drive Jansen has for his work is easy to see. As a true people person, Jansen has developed many strong relationships that have come out of his work as a REALTOR®.

“I’ve reconnected with so many people from my past who were acquaintances and now are friends. It gives you a chance to get to know people intimately, even if it’s only for a short time,” Jansen points out. “I really enjoy being trusted as someone who is going to walk them through that process. In turn, it naturally grows into something that becomes a close bond.”

### LIFE’S HIGHLIGHTS

Away from work, Jansen cherishes time with his 5-year-old son, Pete.

“Pete comes with me quite a bit, and has been on more than 100 showings,” Jansen smiles.

In his free time, Jansen is a big fan of athletics. As part of that, he’s a strong supporter of New Orleans sports teams, including the Saints and Pelicans. He also plays tennis with a group of high school friends.

His love of New Orleans is very strong.

As he says, “I was away from the city for a time when I was working in football. Being away for that chunk of time made me appreciate even more all of the wonderful things that make New Orleans rich and unique.”

### MADE FOR THIS

As he looks to the future, Jansen moves forward with optimism and a drive to reach out proactively to make a lasting impact in the lives of others.

“I want people to be at peace and be happy. I want to be a genuine, authentic person who cares. Those are values I try to instill in my son. Being a genuine person who cares and works hard,” Jansen emphasizes. “I want to make life better for people. I like pouring into them. I had no idea how naturally fitting a position like this could be for me. I feel very fortunate that I landed in this profession.”

So are the people who Jansen helps every day.

• • • a great father rather than just a great football person. I’d rather be a hall of fame dad than a football guy. I felt something inside of me that said I needed to do something different. “

### CHOOSING A PATH FORWARD

Around that time, Jansen had a pivotal conversation that helped him move forward while he faced that crossroads in life.

“My aunt, Gayle Sisk, is in real estate. She said she thought I would do well in real estate, too,” he remembers. “I liked that it would be all on me, whether I was successful or unsuccessful. Also, there was no ceiling as far as the success you could have, and I like being able to make my own schedule.”

As Jansen began his adventure in the business, he worked part-time in real estate.

“At the time, I sort of had one foot in and one foot out of football,” he says.

“Then, in December 2019, I spoke with my Broker who told me that I needed to go all-in. I did that, and that’s when I really started to see my personal business expand.”

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## Photography & Graphics

### ►► partner spotlight

Written by **Dave Danielson**  
 Photos by **Noel Marcantel** of Noel Marcantel Photography

Photo by Bradley King with Second Line Photography



#### Loving What She Does

The love Lacy has for her work comes through loud and clear. Today, she does a lot of work with strategy. One of the greatest joys of her professional career is the opportunity to work with her sister, Kari.

“She joined me in 2010. I begged and begged her to move home to help me, and she did,” Lacy says with a smile. “I love being able to be with her all the time.”

#### Finding the Breakthrough Moments

Breakthroughs with her clients are also very rewarding for Lacy.

“I love when a person says something like, ‘I don’t photograph well, I can’t take good pictures, or I hate all the pictures of myself.’ I love seeing the look on their face when they find a picture they really like. I’m a firm believer that everyone has an angle, everyone has a way that you can photograph them that is going to look great,” she emphasizes.

“Photography is about building rapport. It’s about incorporating lighting, both literally and figuratively. You draw with light on the paper, but the light of your personality is what is brought out.”

## Finding New Possibilities

**P**otos represent a moment in time. Whether those images are of you, your business, your properties, or other aspects of your life, they also represent the energy you bring into your life and what you pursue along the way.

That’s the power that is reflected in the work done by Lacy Davillier and her team at Davillier Photography & Graphics.

“Content is king, and it will always be king. That’s not going anywhere; people are consuming more content today than they ever did before. And what we help people do, in addition to having great pictures, is that we have a strategy to go with those pictures,” Lacy says.

“We plan how you’re going to use them, and then we take the pictures. And therefore you always have the shot that you need to meet your strategy.”

Through life, Lacy has honed her artistic side.

“I have always been an artist. I’ve always loved art in all forms. I’ve done everything from ballet, to classical piano, to the visual arts. I also always loved photography,” she remembers.

“The first gift that I ever asked anybody for was when I asked my mom for a Polaroid camera back in the 1990s. She said no because she knew how much the film cost. But my godmother ignored her and bought it anyway. So, I was always the person with the camera at parties. I never thought of it as a career.”

#### Finding Her Path

As she grew, Lacy completed her high school career and moved on to New York University.

“That was my dream school. I started off in journalism. One year later, Hurricane Katrina hit. So, I called my mother and said I don’t care about journalism at all. I want to major in art, I want to paint. She supported me in that endeavor,” she remembers.

...





Davillier Photography & Graphics was born in Lacy's living room.

**Team Spirit**

Teamwork is at the heart of the difference at Davillier Photography & Graphics.

"I love the camaraderie that we have together," Lacy says.

Lacy and Caroline Smith are the two main photographers. Joining them on the team are Lacy's sister, Kari Baltimore, who is master editor, plus photographer, Malik Williams, and administrator, Rachel Dudko.

Lacy's family members are also essential to her success in business and life ... including her husband, Luke O'Neal, III, her mother, Faith Berthey, and her father, Cyril Davillier.

"So, I started my art program. They actually made us take black and white film photography; it was a required course. I fell in love with photography in the darkroom, the time when I developed that film, because there is nothing like a blank piece of paper and seeing it turn into a photograph."

After she graduated from NYU, it was the height of this country's recession.

"At that time, there were no jobs in New York to be had. So, I wound up deciding to go home — I missed my family anyway, along with New Orleans," she says.

For about two months, Lacy worked diligently at finding her next role.

"The problem that everyone is having with me was that I was overqualified school-wise, but didn't have enough work experience. So, I really felt as though I was being penalized and punished for making the decision to go to college," she remembers. "For a really long time, I had wanted to own a business. I've never been a person who enjoyed having authoritative figures over me. In the midst of that, I decided that I could either keep pounding the pavement for something that I wouldn't really care about, or I could just get out there and start my own thing. So, that's what I did."

Lacy and Luke treasure time spent with their children — Cammeryn and Chayse.

"They supported me in opening a business when I was 23! Instead of steering me in a normal direction, they let me find my own way," Lacy says with a smile. "My mom works with our clients now, and my husband is constantly jumping in wherever he can - including as the involuntary CFO."

In her free time, Lacy enjoys traveling, cooking, and wine tasting. She also has a passion for Broadway plays. Plus, she is involved with a wide range of community organizations to strengthen her community.

When you're looking for a partner who has the vision and capability to help you picture — and capture — the possibilities, look to Davillier Photography & Graphics.

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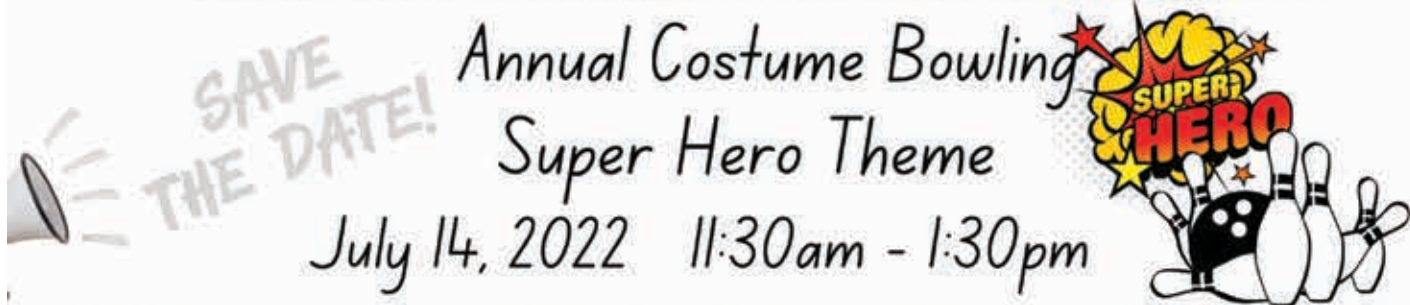
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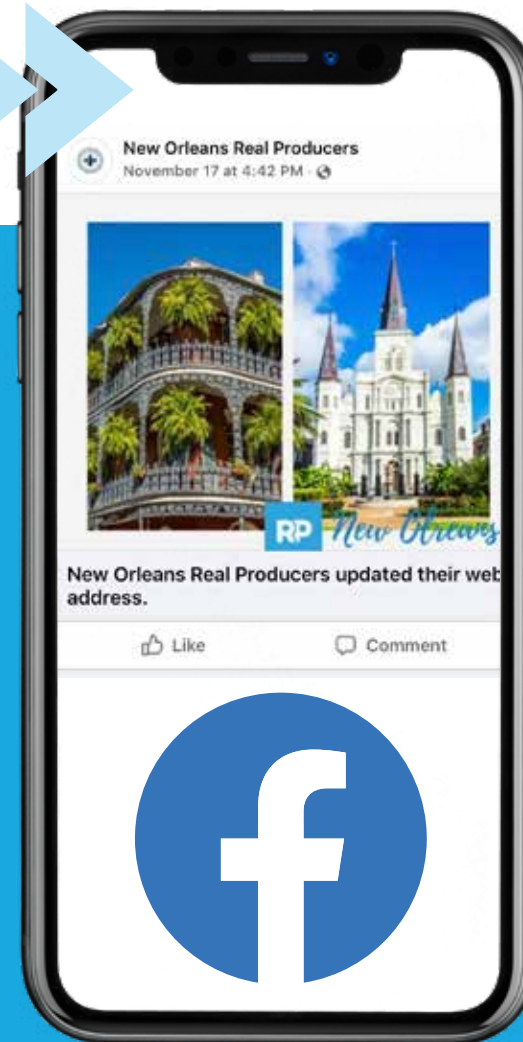
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# COURTNEY FRICKE AND NORTHSORE REIA

## Unlocking NEW DOORS

Each transaction is unique ... with its own door that needs to be opened to move forward.

But when the challenges are unique and the door won't unlock, what do you do?

If you're like a growing number of professionals, you call Courtney Fricke.

### MAKING AN IMPACT

As head of the Real Estate Investors Association (REIA), Courtney has a passion for digging in, solving the issue and unlocking that door.

"People bring me in to teach at a brokerage or to help out on a deal. Usually, when I get called, something has gone wrong. My skillset is being a dealmaker," she says.

"The way I buy properties and structure deals makes me a creative dealmaker in the city, which is why people come to me. When there is something like a title issue they can't find or the owners are fighting, or maybe it's too many problems at one time, that's usually when my phone rings."

### THE THRILL OF THE HUNT

As Courtney says, her motivation to help a deal move forward is not about the real estate itself.

"I don't really care about the houses. I love the thrill of the hunt and going out and finding the next deal. It's like chess ... the thrill of solving it," she explains.

"There have been many times when REALTORS® have called me, and there's not a chance of making money on it, but I like to go through the mental exercise of figuring it out. That one experience can help me tackle a deal somewhere down the road. I like playing chess with real estate."



“The idea is that the rising tide raises all boats. My heart is to help. My goal is to be collaborative.”

### EDUCATION AND CREATIVITY

Courtney educates on the power of investing ... having rental incomes and passive incomes. Her specialty is in the deal-making and thinking outside the box.

"Usually people come to me because they have a problem where they don't know what to do. So, I get a lot of referrals. I ask questions, and if they don't need me, I have no problem telling them if there is an easy solution they can take advantage of," she says.

"I like to meet and talk with people. I ask a lot of questions to figure out the solution that is needed."

### RESPECTED RESOURCE

In addition to serving as a resource for those in the industry, Courtney also shares her expertise with the public during her weekly radio show in New Orleans.

"After Katrina, the focus of the show has been rebuilding. My co-host does legal expert work on building science," she says.

"It's a two-hour live, call-in show each Saturday. I've enjoyed doing it for the last few years."

### A TRUE DEAL MAKER

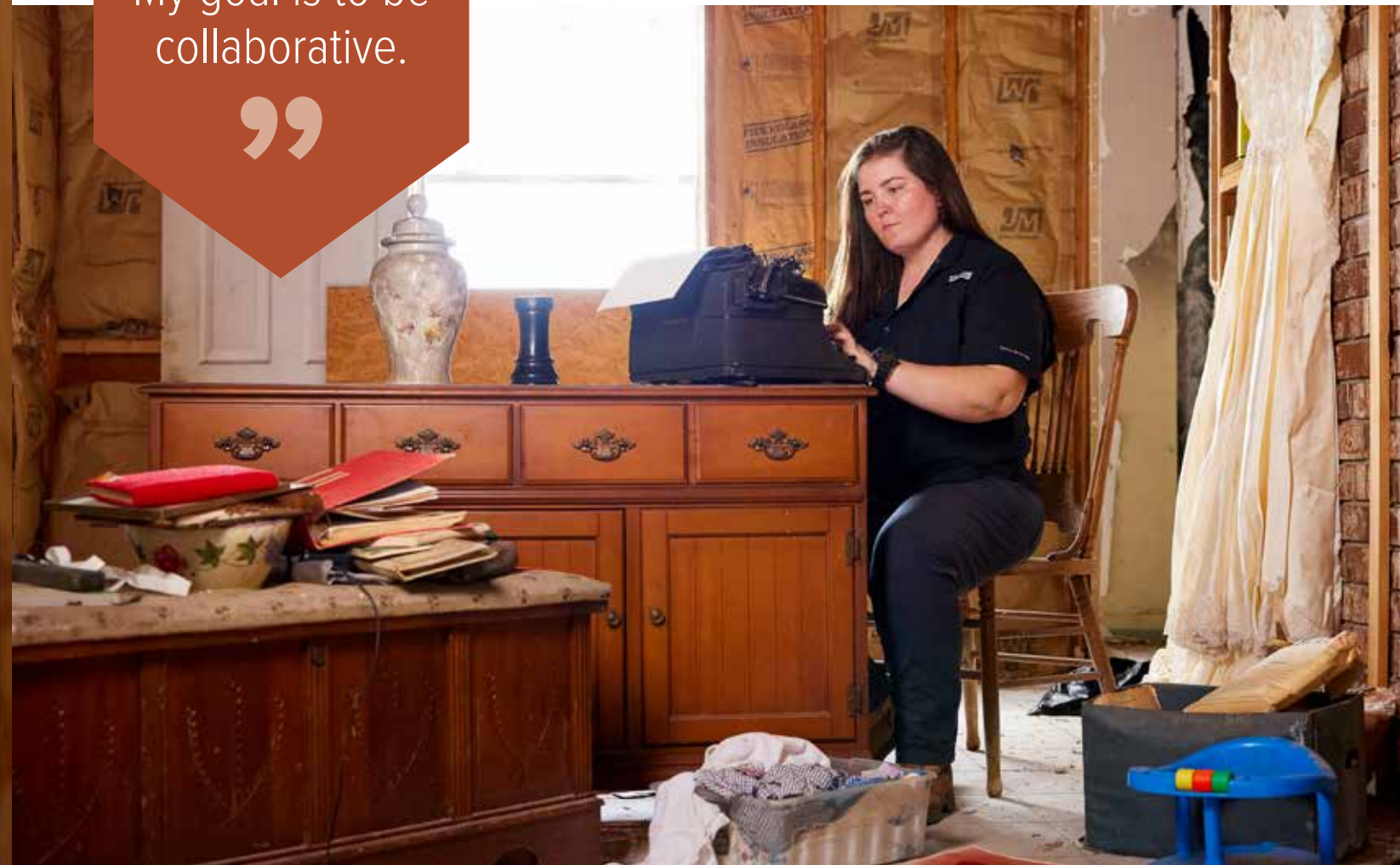
When Courtney is introduced as part of the process, she is referred as a dealmaker.

"The idea is that the rising tide raises all boats. My heart is to help. My goal is to be collaborative ... Agents are the front lines. I want to be the ace in their back pocket," she says.

"I believe that we can all win, but I also want to see our community improve. I'm thankful for all of that. I am a go-getter and really want to help the community."

When you talk with Courtney it's clear that she is fully invested in unlocking doors for others to help them move forward.

"I want to come alongside people and really be their ally," she smiles.







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# Real Producers Second Quarterly Social

▶ event recap

Photos by **Maegan Lexa**  
(@maeganlexa.nola)  
Additional photos submitted  
by **Dianne Collins**

## ST. ANN'S WINE BAR

Thank you to all the great REALTORS® who came out to St. Ann's Wine Bar to celebrate our second quarterly social of 2022. What a great turnout with over 95+ guests. We had so much fun networking, being on the red carpet, eating, drinking, meeting new people, and seeing old friends. A very special thanks to our partners that helped us throw an amazing party. Without them, we would not be able to do what we do!

Mark your calendar — the next event is July 7, 2022.

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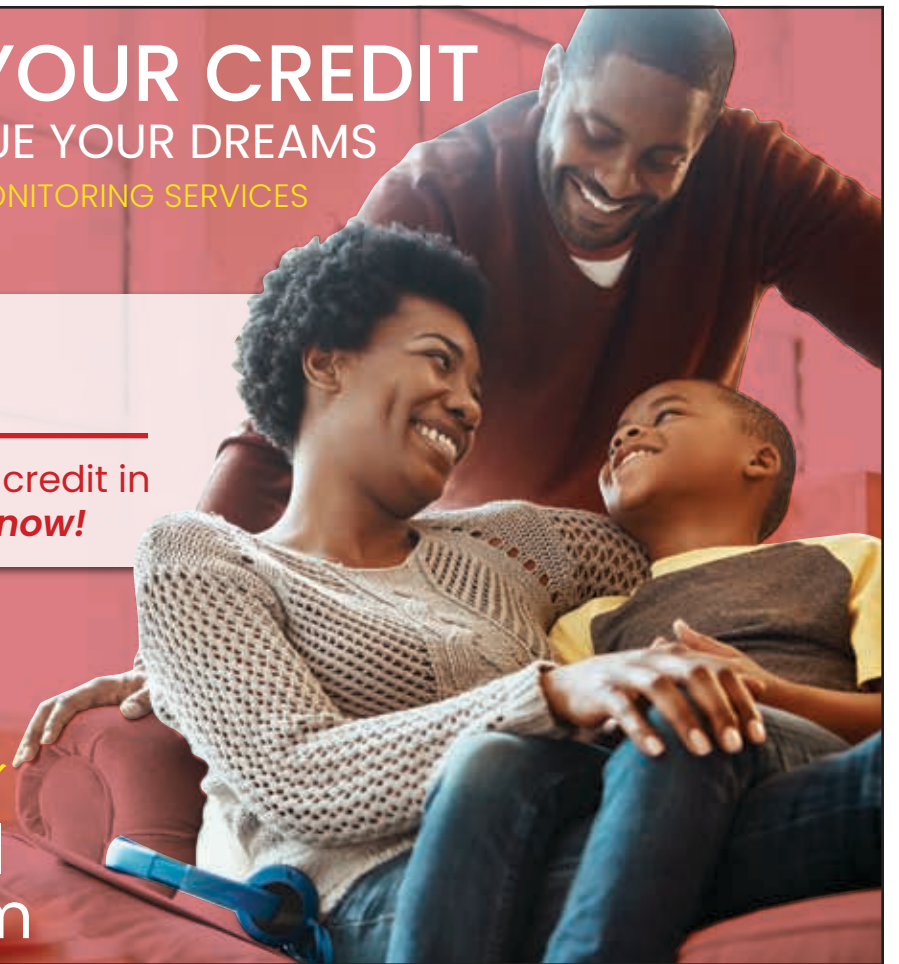
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agent story ◀◀

Written by **Dave Danielson**  
Photos by **Noel Marcantel**  
of Noel Marcantel Photography

# ARIELL GALLE

## LEADING WITH HER HEART



### STRONG LOCAL ROOTS

Ariell brings strong local roots to her work with her clients. She was born and raised in the area. After high school (Go Roneagles), she went on to continue her education and earn her accounting degree from Nicholls State.

Once her collegiate career was done, she started her professional path in accounting ... eventually leading to working on consulting projects involving economic disaster and recovery.

She had also developed an interest in real estate investing.

“I had a buddy in college who was learning about wholesaling ... finding properties and then finding an investor who is looking to buy and flip. That’s how I got into it ... by learning about that strategy,” she remembers.

“After that, I did one or two deals and got bored eventually. From that aspect at the time, my co-worker’s wife was a REALTOR® and he said, ‘Why don’t you get your license?’ So, I did it.”

### GETTING HER START

It was March 2016 when Ariell earned her real estate license. She began her journey in the business while continuing her full-time work. Her first deal came in December of that year.

As she remembers, “That deal involved a vacant lot. I was proud of being able to get a good deal for my client, who was so happy. And I knew that’s what I wanted to do.”

In 2018, Ariell faced the all-too-familiar part of corporate America ... she discovered that she would be laid off.

“Despite that, I knew what my plan was going to be. While others were nervous, I kept faith in myself that I wanted to do it full-time, but I had gotten accustomed to getting paid every two weeks,” she acknowledges. “Then, in June 2018, I called Lisa Heindel and joined her brokerage.”

*While the nuts and bolts of every transaction are obviously vital to closing success, clients really appreciate the opportunity to work with a professional who is invested emotionally in their success as well.*

*That’s one of the areas where Ariell Galle excels.*

*As a REALTOR® with Crescent City Living, Ariell enjoys the bonds she builds with every family she helps.*

*“I lead with my heart first. I’m coming from a helping place ... someone you can count on and rely on ... a friend,” Ariell explains.*

*“Sometimes you need someone you can call and talk to. And I really enjoy being that for the people I work with.”*



...

#### PASSION FOR HER WORK

The passion that Ariell has for her work is easy to see.

“When I work with buyers, I love the closing. That’s the most favorable time when you get to the end. It makes the whole process worth it with smiles and tears. Most of my clients have been first-time home-buyers or the first person in their families who have owned a house,” Ariell says.

“When I work with sellers, I’m a huge fan of picture day with photos of the listing. I’m very hands-on with that. I’m not an interior designer but I know how to present a house. Seeing the finished product and photos of the property feels great. That is my fun day.”

#### REWARDING CAREER

The signs of success have been plentiful through time for Ariell. In fact, in 2021, she recorded \$4.9 million in sales volume.

#### FAMILY HIGHLIGHTS

Life is made much richer for Ariell by family. She treasures time with her husband, Travis.

“He is the love of my life. He is my number-one supporter who encouraged me to do this full-time. Any time I had the inkling of giving up, he said no, you’ve come too far to give up,” she smiles. “He was a hell of a provider for me. I attribute my success to him.”

Ariell also holds the lessons she learned from her mother, Molly McKinney, and her father, Delmon McKinney, close to her heart.

“My mom was a single mom, but she took care of business. If we ever did struggle, I never saw it. Her example has made me an independent person,” she says. “A lot of my personality came from my dad. He is very charismatic. Having his personality with me has helped tremendously.”

Away from work, Ariell enjoys exploring local restaurants and attending festivals.

As Ariell continues to build forward, she does so with excitement for the team she is building with Lisa Julien ... on the Juniper Ivy Group.

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March 24th

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Lunch 11:30-1:30- Lt. Governor Billy Nungesser - NOLE on St. Charles Ave

April 21st  
May 3rd-6th

Evening Fashion Show ( Fundraiser) Metro D.C

May 19th  
June 16th

Breakfast 9:30-11:30 speaker Craig Duronlet - Katies in Midcity  
Lunch 11:30-1:30 Top Producer Panel- TBD

July  
July 21st

Lunch 11:30-1:30 Ralph on the Park Past President  
YPN evening School supply drive Wrong Iron

August  
August 25th

CID collaboration  
Evening 5:30-7:30 Strategic Partner appreciation  
TBD (CASK) near Canal Street

Sept 22/23  
October  
October 13th

Evening Fall Fundraiser (Basin) (Music related possible theme)  
Breast Cancer Walk  
Lunch 11:30-1:30 Elections Business Resource lunch (commercial speaker)

Nov 9th  
November  
Dec 9th

NAR Conference (Orlando)  
Community Outreach ( NAMI)  
Lunch 11:30-1:30 Installation Christmas event (Metairie Country Club)



# 24/7 Marketing

## Selling Ourselves in the Modern World



We live in a world where our senses are constantly bombarded by someone or some company's attempt at marketing. We cannot walk down the street without seeing storefronts screaming at us; we cannot drive across town without being accosted by billboards; we cannot watch our favorite show without seeing "product placement"; we cannot even check our social media accounts without ads showing up, popping up, or coming right into our stream. Marketing is ubiquitous in our modern world. But really, what is marketing, and why is it everywhere?

One definition of marketing in Merriam-Webster is "the process or technique of promoting, selling, and distributing a product or service" to the consumer. This basic definition has defined marketing throughout the ages;

it's the way that it has always been done. We can imagine the street vendor in ancient times hawking his fish as the freshest in the seven kingdoms, the smithy in King Arthur's realm shouting that his special blend of polish will make your suit of armor the shiniest in the court, or the storefront owner in colonial times promising that his magical elixir will keep away demons in the night and freshen your breath! It seems that for as long as people have been selling and trading their wares, there has been someone involved in marketing, and it continues to this day.

It can be argued that to be successful in today's crowded marketplace, the honest business owner must be involved in an entirely different type of marketing. Traditionally, marketing was thought of as simply advertising your product, in

the hopes that everyone would want to make a purchase. However, to be truly successful, to develop a business that we are proud to call our own, we must be able to transcend the street vendor attitude and become our marketing. We must become the living embodiment of our marketing; the sum of all our efforts. Everything we do and everything we present to the world is our marketing. The product that we offer, the level of service that we provide, and the life that we live are all incorporated into our marketing. The things that others notice about us, what we do and how we do it — that is marketing.

We all have an opportunity to present ourselves, through our marketing, to our potential clients. The choice we must make in our (business) lives is one of integrity. Do we choose to push onto our

clients something that they don't need or something that is not our best effort, simply to make the sale? Or, do we design our company, design our career, design our life to be the best that it can be? Do we wish to create something transcendent; something that people would want to be associated with if they knew the truth about our intentions? Will we stoop to negative marketing — manipulative networking, yelling, screaming, and spamming our way to success? Or, do we want to do something that has lasting impact, weaving a

story, building a group, or developing a product that has meaning and can facilitate a positive change in someone's life?

In our modern world, everyone has access to social media, and everyone is their own network, broadcasting their observations to all who will listen. Whether by our own hand or by the people that we encounter in your daily life, everything we do is being broadcast for all the world to see. So, regardless of our intentions, we are always marketing ourselves, our values, and

our business. Awareness of and control over this fact can be the most influential thing that we can do to help ensure the success of our efforts.

We must take control of our business, our life, and our future success. We must be our marketing.

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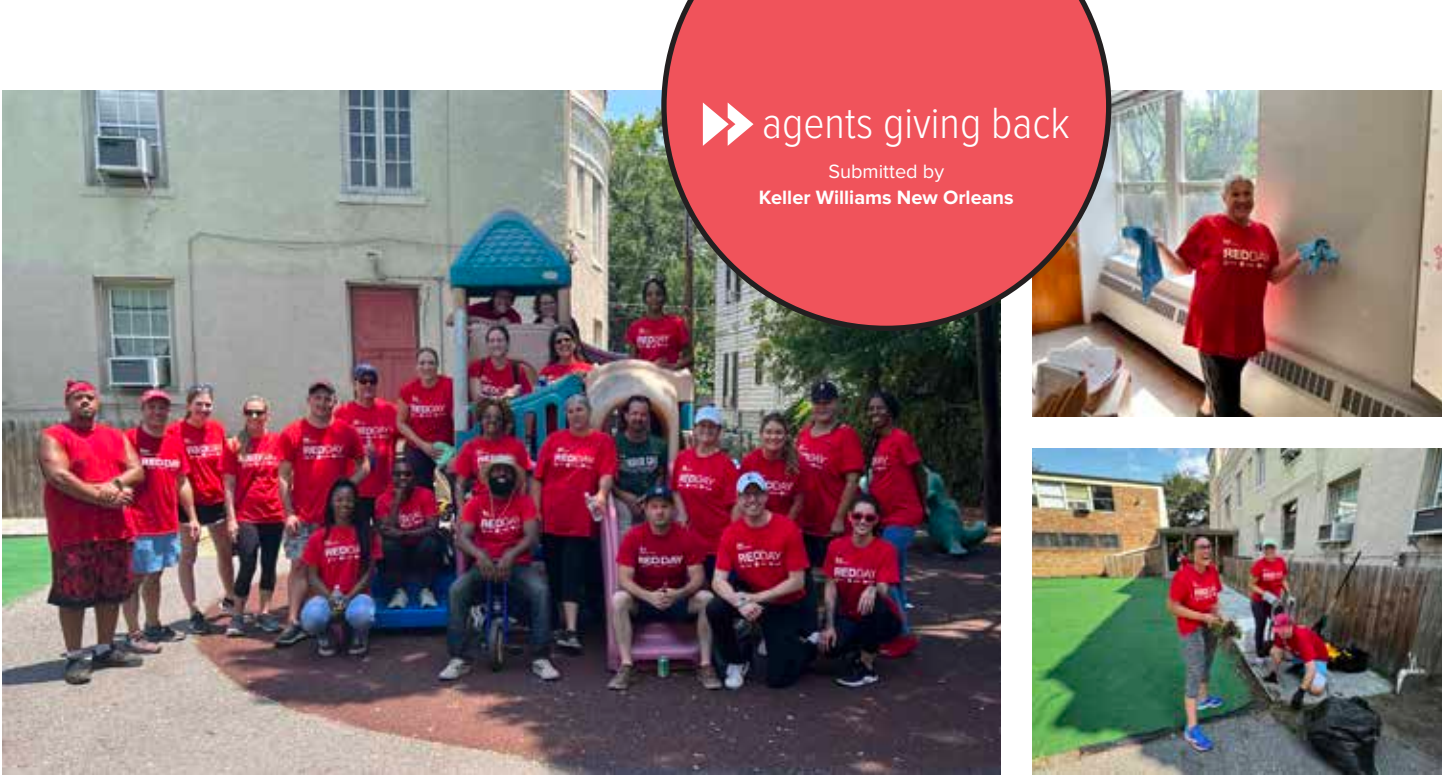
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Keller Williams New Orleans continued its now 14-year tradition of giving back to the New Orleans community. This year's beneficiary was Noble Minds Institute, a charter school uptown. "I was so moved listening to the school's CEO and Founder share how they are supporting their students by investing positively in their lives," said Jeanne Howe with KW New Orleans.

"RED Day has touched so many lives, not just in New Orleans, but around the world. What an incredible legacy KW Associates are leaving on this earth!" said KW New Orleans Team Leader Cody Caudill.



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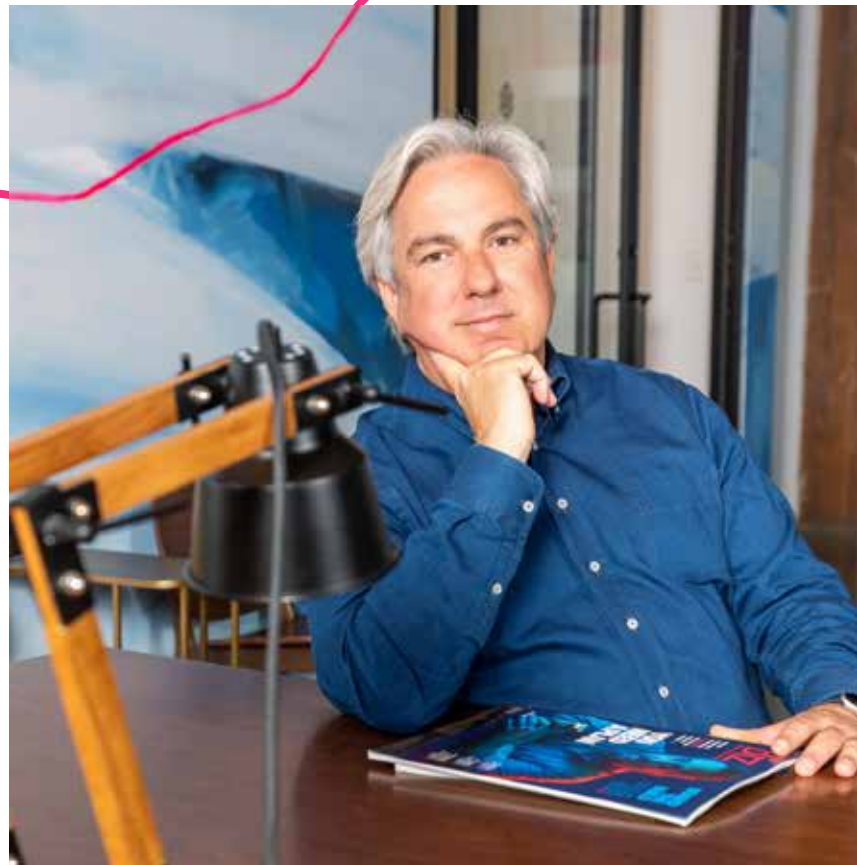
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# ANTHONY GROSCCH

## FINDING THE ANSWERS



If there's such a thing as a "typical" real estate transaction, it's filled with plenty of moving parts, challenges, and questions that need solutions.

One of those who has a passion for putting it all together is Anthony Grosch.

As a REALTOR® with Latter & Blum, Anthony dedicates himself to finding the answers for those he serves.

"One of the parts that I love the most about what I do is searching for properties for my clients," Anthony says.

"I like trying to find the right house for a first-time homebuyer or trying to find the perfect investment deal for my investors. I thoroughly enjoy that part of the search process."

...



agent story ◀◀

Written by **Dave Danielson**  
Photos by **Caroline Smith**,  
Davillier Photography & Graphics



...

#### FINDING HIS WAY

Prior to beginning his journey in real estate, Anthony owned a coffee shop. In time, he sold the store and got married.

“That was 1999. Then in early 2000, I decided to get into the business,” Anthony says. “At the time, interest rates were 8.5 percent. There were no cell phones and computers. I was working off a pager.”

Through determination and hard work, Anthony gained traction and started building forward.

“There were a lot of cold calls, answering phones at the office, and working open houses ... that’s what really helped me get my business started,” Anthony remembers.

“Then, I was fortunate enough to work with some great ladies who took me under their wing and showed me a lot of things to do the right way and encouraged me to invest in buying single-family homes.”

#### GAINING EXPERIENCE

Along with being an agent, Anthony started buying single-family homes of his own as investment properties.

“That helped me be a better investment agent for my clients,” he explains. “I knew what to look out for and what was a good deal. I started working with a lot of investors.”

Through the past 22 years as a REALTOR®, Anthony has reached many rewarding milestones. In fact, in 2007, he recorded 96 closings. And, through his illustrious career, Anthony has sold more than 1,000 homes.

#### FAMILY HIGHLIGHTS

Away from work, Anthony treasures time with his family, including his wife and three daughters.

In his free time, Anthony likes to exercise and has enjoyed owning racehorses.

“I’ve done that about five years,” he explains. “I’m in a partnership on a couple of racehorses, which has been fun and exciting.”

When it comes to giving back, Anthony has enjoyed being part of efforts to feed the homeless through New Orleans Missions.

#### LEADING BY EXAMPLE

When you talk with Anthony, you immediately see the sense of loyalty, honesty, and integrity that powers the important work that he does each day.



“What we do is all about helping people. I love helping the clients find the right property for them and making sure they are satisfied and nothing slips through the cracks,” he says.

“I like solving the problems that pop up without letting everyone else know what’s happening behind the scenes. I want to make it a smooth transaction for them.”

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IS ALL ABOUT  
HELPING PEOPLE.”

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# cory and mary CHERAMIE

## CREATING IMPACTFUL OUTCOMES

Think about the reason you do what you do. While answers naturally vary from person to person a bit, chances are good that your purpose in this business is about those you serve.

Your early mornings and late nights make a real difference in the lives around you.

That's the fuel that drives Cory and Mary Cheramie, as well.

### Husband-and-Wife Team

As co-owners and REALTORS® with RE/MAX Generations, Cory and Mary are dedicated to creating impactful outcomes for those around them.

Cory focuses on residential sales, while Mary dedicates the majority of her sales time to commercial work. She also manages the brokerage and assists their team of REALTORS®.

"This work is fulfilling. We have the opportunity to make an impact in our clients' lives ... helping them to navigate the home-buying process," Cory explains.

"For us to make that positive impact is very fulfilling. We are able to make that impact while we make a living on our own terms. It's also about easing the way for the agents in our office and helping them to grow their business, as well."

"On the commercial side, it's very rewarding when we have clients who are buying commercial properties to grow their businesses. That's another level of fulfillment we get from helping them," Mary says.

"We strive to always go above and beyond to make sure our clients have the best experience to make the best decision. We strive for that. We aren't status quo. We care about the impact and what happens to them."

### Finding Their Path in the Profession

Mary earned her real estate license in 2011. Her grandparents, George and Frances Pivach, had started in the business during the 1950s. Mary's parents, Kevin and Diana Alfortish, purchased the family brokerage in the early 2000s. Cory became active in the business himself when he earned his own license in 2017.

"Mary and I met during college at LSU. We graduated from there and then both went into corporate America," Cory remembers. "I was working in the oil and gas industry in Houston, and Mary went to New York and worked with Ernst & Young."

In time, they were engaged, and Mary moved to Houston to work at the same company as Cory.

Eventually, both Cory and Mary grew tired of climbing the corporate ladder.

"We had gotten married and were talking about the long-term impact of our family. We wanted to move back home close to family in New Orleans," Cory recalls.

"When we looked to move back, we took the leap into real estate. We saved up for it and joined the family brokerage

in 2017 — Pivach Real Estate. We worked as agents for a year. Then, in 2018, RE/MAX approached us with a franchising opportunity."

### A Growing Experience

The dynamic of teaming up together has been a growing experience for Cory and Mary.

"In the beginning, it was a struggle ... being a husband-and-wife team, working 24/7. There were some growing pains, but we have learned our strengths and capitalized on that," Mary says.

"We each have our strengths and weaknesses. We have found a good way to use those to our client's advantage. We still all work as a family. My 88-year-old grandmother is in the office."

Teamwork is a vital part of their growing success story. Today, Cory and Mary, alongside Kevin and Diana, lead a 10-person brokerage.

### Rewarding Life

Family is at the heart of life for them. They look forward to time spent with their two children, Bowen, 3, and Saylor, 3 months.



We each have our strengths and weaknesses.  
We have found a good way to use those to our client's advantage.



In their free time, Cory and Mary enjoy staying active. Cory has a passion for outdoor sports, including hunting, fishing, water sports, and time at the beach. He also likes target shooting. In fact, he has competed nationally. Cory is on the board of directors of the Young Leadership Council of New Orleans.

Mary also enjoys time at the beach, as well as hanging with friends and family. In addition, she serves as president of the Belle Chasse Rotary Club. It's very important to give back to the community.

#### Making a Lasting Difference

Those who get to know Cory and Mary appreciate their genuine nature.

As they look to the future, Mary and Cory take a positive approach forward to make a strong difference for those around them.

As Cory says, "We genuinely care about them and want the best for them. Commission and compensation are never the priority. It's always in the best interests of our clients."

"We want our clients to say that Mary and Cory went above and beyond what we thought a REALTOR® would do. That has been ingrained in us."

Truly, day by day, Cory and Mary are all about creating impactful outcomes for those around them.



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#### WCR — New Orleans Metropolitan

July 21 — Lunch 11:30-1:30, Ralph on the Park, Past President  
July YPN Evening school supply drive Wrong Iron

August — CID Collaboration

August 25 — Evening 5:30 p.m. -7:30 p.m., Strategic Partner  
Appreciation, Place: TBD (CASK) near Canal Street

September 22/23 — Evening Fall Fundraiser (Basin) (Music related possible theme)

October Breast Cancer Walk

October 13 — Lunch 11:30 a.m. -1:30 p.m., Elections Business  
Resource Lunch (commercial speaker)

November 9 — NAR Conference (Orlando)

November Community Outreach (NAMI)

December 9 — Lunch 11:30 a.m. - 1:30 p.m., Installation Christmas  
Event (Metairie Country Club)

#### House Call Cruise

October 22-26, 2022

12-hour CE included

#### WCR — St. Tammany

July 14 — Annual Costume Bowling Event, 11:30 a.m.-1:30 p.m.,  
Bowling USA, Slidell, Hero-themed

August 18 — Family Skate Day, 5 p.m.-7 p.m.

September 22 — Resource Luncheon Tax Tips, Laws, Write-Offs

October — Women's Build Event with Habitat for Humanity,  
Dates TBA

October 20 — Bras for a Cause

November 11-13 — WCR / NAR National Conference; Orlando, FL

2023 Goal Setting with Steve Harris — TBD

2023 Board Installation — TBD

December 2 — Purple Tie and Tiara Gala, 7 p.m.-'til?

December 7 — Appreciation GALA for WCR Members and  
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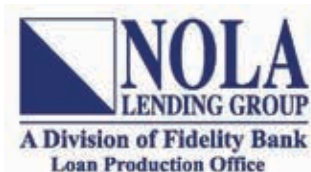
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2

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3

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