

SEATTLE

NOVEMBER 2025

REAL PRODUCERS

Mel Parsons

Rising Star:
RACHEL LLOYD

Sponsor Spotlight:
SCOTT MILLER
JCC CONCIERGE

Notable Home:
PRESENTED BY
MICHELE LIANG

PHOTO BY FOCUSED MEDIA COLLECTIVE

CONNECTING. ELEVATING. INSPIRING.

Mel PARSONS

Moving Through Change

WRITTEN BY REBECCA WILSON
PROFESSIONAL PHOTOS BY FOCUSED MEDIA COLLECTIVE

When life shifts, some people retreat, but Mel Parsons rises. Whether with births, deaths, or new beginnings, helping others through major transitions isn't her job; it's her purpose and identity.





Mel was drawn to life’s pivotal moments early on. She began as a hospice volunteer, offering comfort in people’s final hours, and then spent a decade as a midwife, providing families with prenatal, birth, and post-partum care. “I couldn’t imagine life beyond being a midwife,” Mel admitted.

In 2013, she and her husband, Ben, suffered the tragic loss of their newborn daughter, Phoenix, from a rare genetic condition. “That changed me forever,” Mel stated. “I’d helped many mothers through infant loss and stillbirth, but being on the other side was unimaginable. I’m proud of how my family processed such severe grief.”

Mel realized she needed a break from delivering other people’s healthy, crying babies. “I made a list of everything that made me a good midwife: I was warm, approachable, calm under pressure, a clear communicator, and had a real intuitive approach in working with others,” she said.

“It seemed like buying and selling real estate was parallel to having a baby, so I thought I’d give it a try,” Mel recalled. “That night, I saw Groupon was offering the real estate course for \$180, so I signed up, earned my license, and soon closed my first sale.

Lighting the Way

The trust Mel built as a midwife carried seamlessly into real estate. Families she once guided through pregnancy and birth became her first clients, building what is now a thriving career with REAL Broker and her own brand, Mel Parsons Homes.

“I’ve been with people in raw moments and know how to have hard conversations,” said Mel. “I help sellers maximize their returns—telling them exactly how their money will be best spent. Every detail matters when seeking good offers.”

A decade in, Mel has honed her specialty: helping families ‘right-size’ when most of their money is tied up in a starter home. “Whether upsizing or



downsizing, I guide them step by step to the right home for their needs.”

“I’ve realized I’m made for this,” she said. “Like childbirth, real estate has a desired outcome but an uncertain journey. I was the one lighting the way then, and I still am now.”

Some people are drawn to real estate for the houses—but not Mel. What drives her is the people. “Few things impact the quality of your life more than where you live,” she shared. “It’s gratifying to see how a new home can transform a family’s life.”

That belief fuels Mel’s passion for guiding clients through every kind of transition, whether it’s the joy of a dream home or the heartache of a move after divorce or loss. She’s known for her calm communication and steady presence through stressful situations.

“Houses are cool and I’m good at making them beautiful, but none of that matters if I haven’t connected with my clients and learned their pain points,” added Mel.

Making an Impact

Mel Parsons knew little about real estate when she started, but one thing became clear: her path to creating opportunity and generational wealth for her family while making a meaningful impact on her clients’ lives.

“I work hard to provide for my family and give our kids financial stability,” Mel shared. “I’ve been with my husband since high school, and after losing Phoenix, we



“I help sellers maximize their returns—telling them exactly how their money will be best spent. Every detail matters when seeking good offers.”



went on to have two more children. Today, we're the proud parents of four wonderful kids: Jaya, Alex, Niko, and Oscar."

Her partnership with Ben has been central to that dream. "He's an amazing partner and father—managing our home and properties brilliantly."

Together, they've invested in a short-term rental in Cannon Beach, Oregon—a hot tourist town where visitors pay a premium to stay. "It's a very special place for me because I'd vacation there with my family growing up," Mel said.

What she's building for her family is the same stability she creates for clients through homeownership and investment. "It's incredibly fulfilling to help clients reshape their circumstances through real estate," Mel shared. "Property ownership is the fastest way to build wealth and stability."

Mel's impact shows long after transactions close. "People send me pictures of home projects or sitting on the porch drinking coffee, thanking me for getting them there," she said.

Those ongoing connections inspire her to celebrate clients beyond the closing table, hosting multiple events each year—like her upcoming Day At The Pumpkin Patch, featuring hayrides, a corn maze, farm-friendly foods, and a family photographer.

Mel's commitment also informs the advice she shares with up-and-coming realtors: "Don't memorize lines. Listen and reflect. Learn empathy." She adds a human touch to every transaction, like having sellers make a list of what they'll miss about their home—honoring the life lived there, and helping buyers understand its history.

Looking ahead, Mel will continue the successful practices that have brought her to where she is today, with plans to build a DADU behind her rental property to expand housing options and her investment portfolio.

For Mel, real estate isn't just about homes—it's about guiding families, creating opportunities, and leaving a lasting impact, one life-changing transition at a time.

