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Rising Star
Jim Hill

Partner Spotlight
Mike Webber
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**Darla
Baldrige**



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Real (Estate) Talk by Paul Knopf

Happy Derby folks! As we enter arguably the best time of year to be a Louisvillian, I cannot help but think of the parallels between horse races and real estate transactions! All the prospects start out with the same amount of hope that they will turn into a closing, similar to a horse hoping to become a champion as it enters the gate! Very quickly, some leads have a bad start, while others get out in front and never look back. Some go under contract and cross the finish line, while others seemingly drop out of the race, never to be heard from again. After a little more training and attention, some circle back to finally race again. Each lead, similar to each horse in each race, has its own story.

What I have found to be important with leads is to never prejudge them, as they all run their own race at their own pace. Being patient with each lead and giving them equal attention with a consistent, disciplined process will result in more finishing than not. As we are rounding the 2nd turn (now firmly into Q2), we need to make sure we have enough horses in the race to give us the best odds of winning. More leads equals more closings. Better processes and best practices delivered to each lead will convert a higher percentage to closings.

If we want to win, we have to continue to show up, regardless of the circumstances. No matter how bad the race is, you have to get back in the gate and try again. Once you do win, you will start to establish the right formula that will continue to get you in the winners circle. I have learned to always bet on myself!



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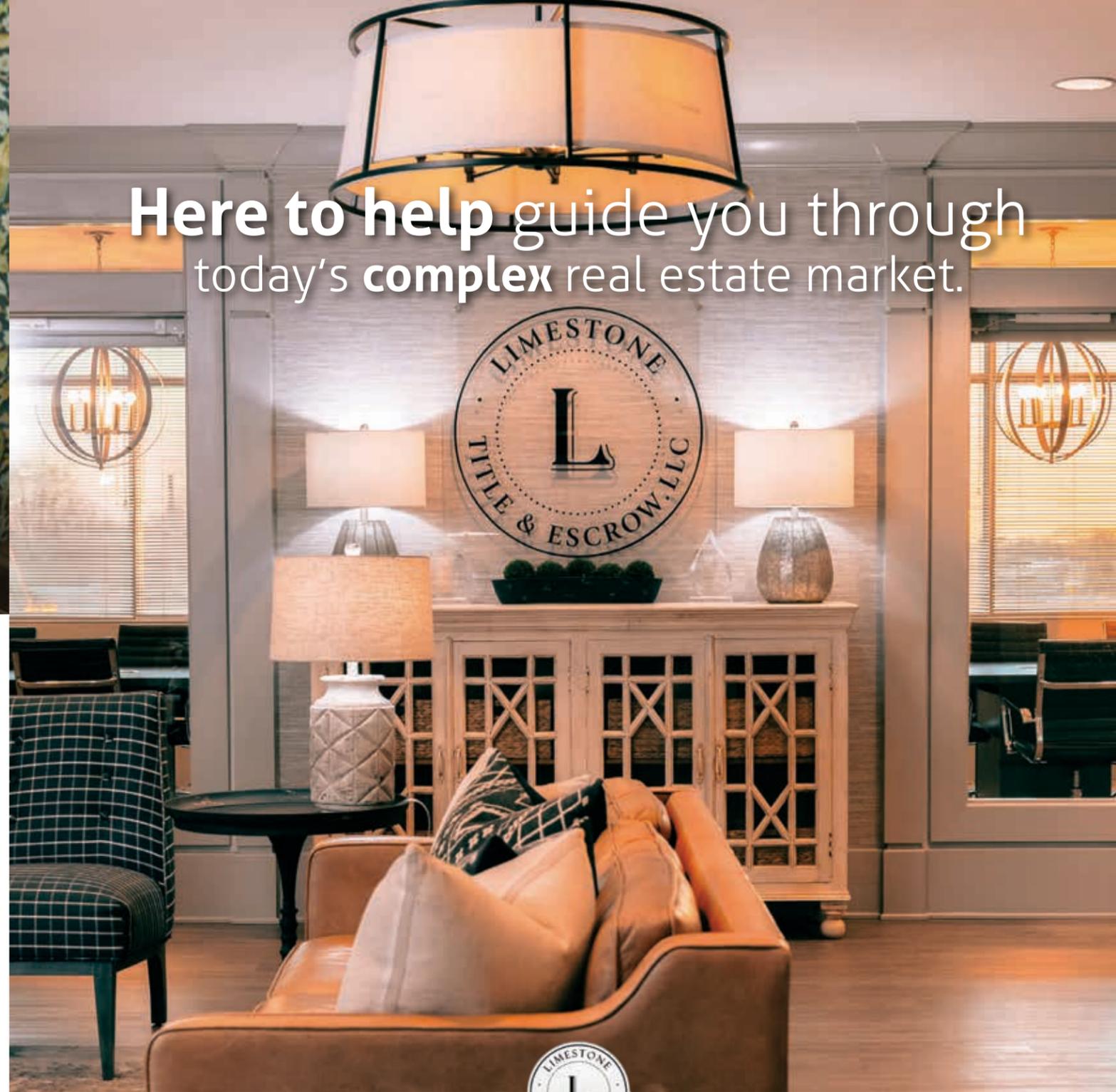
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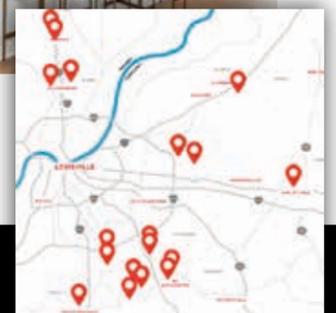
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Happy Derby Month!

If you're from Louisville, you know—there's nothing quite like this time of year. And if you're not, well, it's hard to explain just how much our city comes alive for the Kentucky Derby. I tell colleagues from other states that Louisville practically shuts down for the best week ever. It's exhilarating, exhausting, and absolutely amazing all at once.

This year, I plan to be at the track for three days and then celebrate Derby Day with family. It's also the perfect time to connect, network, and strengthen the relationships that make this community so special. If you need me, I'll be betting the 3 horse—and, of course, taking my chances on the longshots! As we soak up the excitement of Derby, we also want to take a moment to celebrate all the incredible moms in our community. Wishing you a wonderful Mother's Day—you are truly special!

We can't wait to see you at our next RP event. Until then, enjoy the Derby festivities, and happy reading!

Cheers,



Kelsey Radcliff
 Publisher, *Louisville Real Producers*



Please follow our Instagram page, @louisville_realproducers, to stay up to date with the magazine. We are also on Facebook and have a private Louisville RP group for 2024. Please email us with any spotlight recommendations and event information! Email: kelsey.radcliff@n2co.com

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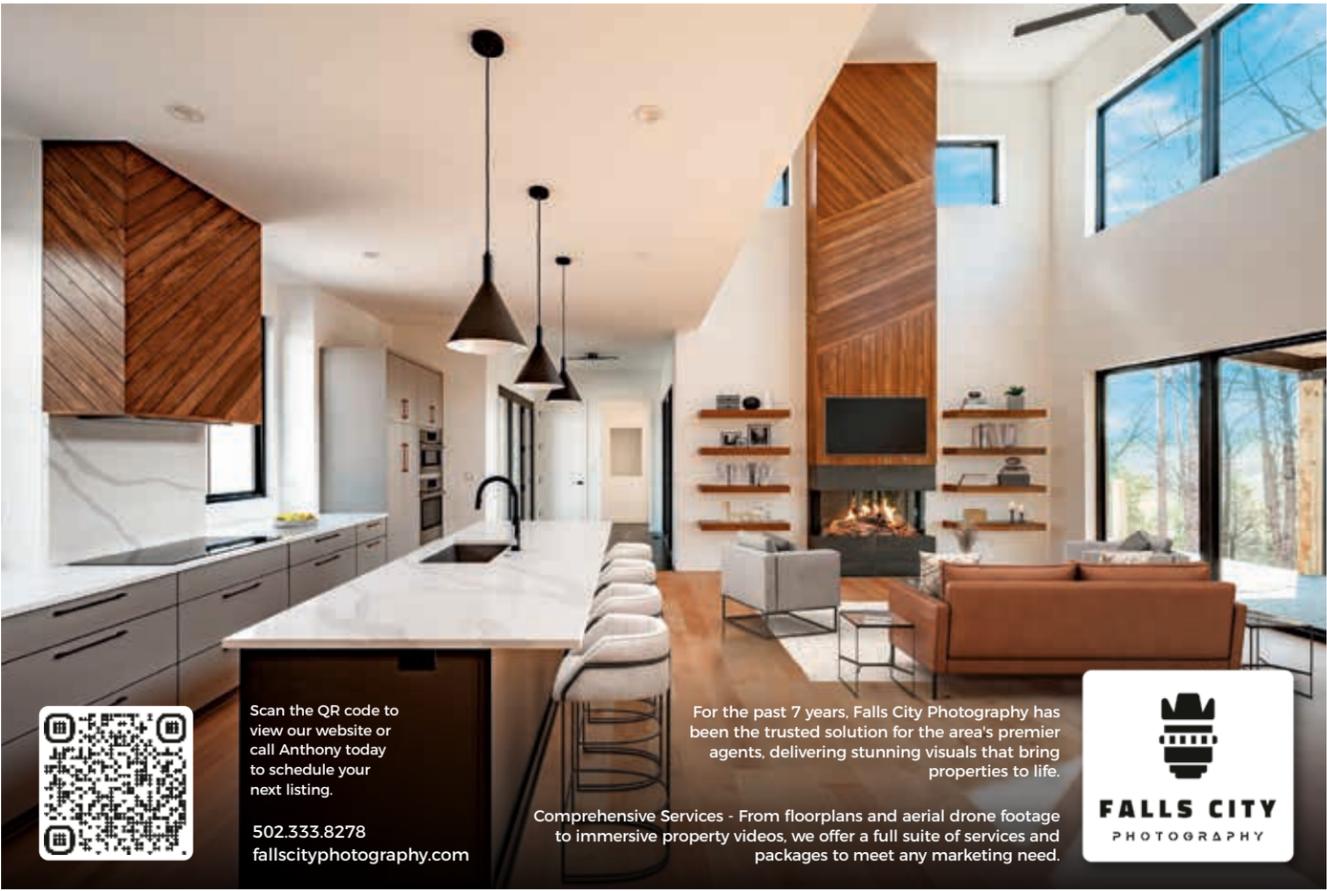


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The Sokoler Team, led by former journalist Bob Sokoler, is a top-performing real estate group in Louisville with a reputation for professionalism, innovation, and exceptional service. With 16 years of success and recognition from *Shark Tank*'s Barbara Corcoran, the team has consistently ranked as the number one real estate team in the region.

Bob's transition from a 25-year career as an Emmy-winning news anchor to real estate in 2004 was a natural fit due to his passion for home construction and design. His leadership, combined with his son Greg and daughter-in-law Casey's expertise, has created a powerhouse team. Greg, a licensed agent and photographer, enhances the team's marketing through cutting-edge photography and videography. Casey, originally from New Jersey with a Broadway background, quickly became a leading agent known for her client engagement and new construction expertise.

The team's impressive track record includes selling between 175 and 410 homes annually, with last year's performance reaching \$86 million across 216 transactions. Casey alone closed \$33 million in sales, solidifying her role as a top performer. Their numerous accolades include the RE/MAX Circle of Legends, Diamond Team Honors, and Bob's Lifetime Achievement Award.

Their success is rooted in accessibility, client commitment, and technological innovation. Bob's early adoption of digital tools, including YouTube and social media marketing, positioned them ahead of competitors. Greg has since expanded their presence with high-quality visual content, while Casey specializes in luxury home sales and new construction consulting. Beyond business, the Sokolers cherish family life. Bob, engaged to LaDonna Nall, enjoys time with his German shepherds, while Greg and Casey, parents to two children, balance work

**THEIR SUCCESS
IS ROOTED IN
ACCESSIBILITY, CLIENT
COMMITMENT, AND
TECHNOLOGICAL
INNOVATION.**

with family activities like skiing and traveling. Their strong community involvement reflects their belief in work-life harmony.

Looking ahead, Bob envisions semi-retirement, entrusting the business to Greg, Casey, and son-in-law Robbie. He finds fulfillment in merging his media background with real estate, ensuring the Sokoler Team's continued legacy of excellence.

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Real Producers magazine started in Indianapolis in 2015. The publication has rapidly grown and spread across the nation. We are currently in over 120 different markets! Please read the details about how our magazine process works. We would LOVE to hear from you regarding who you would like to see featured!

Q: WHO RECEIVES Real Producers MAGAZINES?

A: The top 300 real estate agents in the Louisville area.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. *Real Producers* is a platform that brings together the most elite individuals in Louisville real estate.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES Real Producers HAVE EVENTS?

A: Yes! We have specific networking events throughout the year. The events include Magazine Socials, Morning Mingles, and other quarterly networking opportunities.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 300 because

we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support *Real Producers* and attend our private events to increase your chances.

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: It costs NOTHING, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Louisville in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

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JIM HILL

Betting On Himself

WRITTEN BY JESS WELLAR
PHOTOS BY ANTHONY SEITZ, FALLS CITY
PHOTOGRAPHY



Photo location provided by Tara Graves with Bluegrass Build & Design.



“When COVID hit in 2020, my previous employer made the tough decision to cancel roughly half of the season, which equated to over \$100 million in lost revenue overnight. It was a brutal time for the events business,” Jim Hill remembers.

For Jim, losing his management job during the height of the COVID-19 pandemic wasn’t just a setback — it was a wake-up call. But rather than dwell on the loss, Jim made a bold decision to take control of his own future, joining the Tracy French Team at RE/MAX Premier Properties.

From Cheerleader to Realtor

Born and raised in Durham, North Carolina, Jim attended NC State University, where he became a collegiate cheerleader, a decision that proved to be life-changing.

“I mostly played football and ran track in high school,” Jim recalls with a chuckle. “But my Spanish teacher persistently recruited me for cheerleading during the off-season for our basketball team; I finally agreed to try it for one season.”

In college, Jim went on to become a three-time National Cheerleading Champion — once with NC State and twice with the University of Louisville, where he later earned his master’s degree in Sport Management/ Administration. He also assistant-coached his Louisville alma mater to win the National Championships with head coach James Speed several years later.

With schooling under his belt, Jim spent the next dozen years working his way up to the position of National Sales Director for a cheer events company, managing a team of 13 regional managers and coordinating more than 400 events annually.



Jim with his family at a UL basketball game.

While the role provided invaluable experience, the pandemic ultimately forced Jim to reevaluate his career path.

A New Chapter

When Jim found himself at a crossroads, he turned to real estate—a field that had always intrigued him. Fortunately, he had the guidance of industry leaders to help him learn the ropes.

“I was introduced to Tracy French through a family member, and it was a godsend to help me get established and hit the ground running,” Jim acknowledges.

Jim joined the Tracy French Team at RE/MAX Premier Properties in late October of 2020, and his strong background in sales allowed him to adapt quickly.

“Real estate has daily challenges,” he admits. “But despite the adversity and fear of that time, becoming a Realtor was the best professional decision I ever made.”

Since then, Jim has maintained an impressive track record. Last year, he closed 36 deals with over \$10.5 million in volume. He’s also been a member of the RE/MAX 100% Club for four consecutive years and has been named

Tracy French Team’s Agent of the Year three out of the past four years.

Jim attributes much of his success to his client-first mentality.

“I treat every client like they’re the only one, regardless of price point or the time it takes to buy or sell,” Jim affirms. “My approach to real estate is all about trust, authenticity, and making sure my clients feel supported and informed every step of the way.”

He continues, “I believe that when you prioritize people over transactions, success naturally follows.”

Jim is also quick to acknowledge the wonderful support around him.

“Tracy French continues to mentor me to this day,” he adds. “And Jay Pitts, my broker, is also phenomenal. We have two weekly meetings that really help set me up for success; it’s such a community-oriented atmosphere here.”

Faith and Family

Reflecting on his career shift, Jim recognizes that being laid off — while difficult — ultimately became a blessing in disguise.

“Having to come home and tell my family I’d lost my job was devastating since my wife was home at the time taking care of our children,” Jim recalls. “Ultimately, I knew I didn’t have time to wallow in self-pity. But you don’t know what you don’t know. I liked what I did before, but I was traveling all the time. Now I don’t travel unless I want to.”

A devoted family man, Jim cherishes time with his wife, Jessica, their son ‘Tripp’ (James Hill, III), and their daughter Lola. The Hill family also includes their adorable French Bulldog, Pete — short for “Petey Pablo.”

“We all love the beach,” Jim shares. “We try to make it to Destin, Florida, at least once a year. It’s exactly the speed we want as a family for a nice fall break.”

Jim’s passion for sports is still as strong as ever. He enjoys golf, cheering on his

Louisville Cardinals, NC State Wolfpack, Baltimore Ravens, and the Atlanta Braves. He’s also deeply involved in the community, attending Southeast Christian Church and participating in Man Challenge, a weekly Bible study that draws hundreds of men.

Additionally, Jim serves as the emcee for USA Gymnastics and is an in-game co-host for University of Louisville’s men’s and women’s basketball teams, as well as select volleyball games.

“I get to travel with USA Gymnastics annually for a few events,” he elaborates. “I did the Olympic trials in Minneapolis last summer, both men’s and women’s, and I had a chance to meet Simone Biles and her husband — it was such an incredible experience! And that opportunity led to my other co-host position for UofL basketball games. We won 25 regular season

games this past season ... More than the last three years combined! So I’m excited for next season with them to continue the #ReviVille.”

On The Horizon

Looking ahead, Jim’s goals are quite clear: continue growing his real estate career while building a life his family can be proud of.

Launching his own team is certainly on his radar down the road, but Jim is focused on maintaining balance with his loved ones for now.

“In the immediate term, I’m focused on earning the Re/Max ‘Hall of Fame’ Award, which is presented to agents who achieve remarkable career milestones,” Jim finishes. “My goal is to hit that within the next three years. I believe in setting hard goals — or else what’s the point if it’s easy?”





Pictured from left to right: Brant Sloan, Cullen Croft, Ambria Faulkner, Lee Harris, Mike Webber, Chelsea Bowles, Greta Pittenger, Trevor Clines
Photo location: Kentucky Derby Museum

MIKE WEBBER

with **LIMESTONE TITLE & ESCROW LLC**

YOUR PROPERTY, THEIR PRIORITY

BY JESS WELLAR
PHOTOS BY JOHNATHAN MCCUTCHEON, ARTIFACT IMAGING

When Mike Webber opened Limestone Title & Escrow

it was built on three core principles:

customer service, availability, and integrity.

“From the very beginning, I understood a key concept, and that is real estate is not a 9:00-5:00 job and availability is key. We have built a great team of attorneys and title professionals designed to do everything possible to move the transaction to closing,” Mike explains.

Focusing on communication and service has been a key factor in Limestone Title & Escrow’s continued success since Mike founded the company in 2009. What started as a small operation has since grown into a trusted name in Kentucky real estate.

Road To Success

Mike’s career in the title industry began in college, where he worked full-time at a title company for several years while pursuing his education at the University of Louisville.

After gaining valuable experience in the title world, Mike found himself at a crossroads when the company he worked for was sold. With the support of his brother and a few friends, he took a leap of faith and started Limestone Title & Escrow in Louisville.

“It felt like a natural next step,” Mike affirms. “I knew there was a need for a title company that focused on education, communication, and top-notch service.”

An Unmatched Team

Limestone Title’s team includes 35 highly skilled, hard-working professionals committed to providing exceptional service, with headquarters in St. Matthews. Mike attributes much of Limestone Title’s success to his talented team, including his business partner, Lee Harris. In 2010, Mike joined forces with Lee, a Princeton graduate with extensive legal expertise and nearly a dozen years of experience as the General Counsel of the Kentucky Real Estate Commission.

“Lee has played a pivotal role in our growth and success,” Mike acknowledges. “With her impressive legal background, she’s an invaluable resource for our clients and team members alike.”

In addition to Mike and Lee, Limestone proudly welcomed Greta Pittenger, a knowledgeable and experienced closing attorney, to their esteemed team in late 2023. Known for her professionalism, efficiency, and ability to make every closing experience enjoyable, Greta is an asset to the team and to the company’s clients who work with her.

Limestone is thrilled to announce their newest team member, Chelsea Bowles. Chelsea has a vast knowledge of the title insurance industry and will be opening a new office in southern Indiana later this summer.

“From start to finish, the experience in our office is unmatched and I believe that shows in the product we provide our clients,” Mike emphasizes. “Seeing our employees grow and thrive together is truly special, and building long-lasting relationships with our partners is something we value deeply.”



Mike Webber



Lee Harris



Chelsea Bowles & Greta Pittenger

**“From start to finish,
the experience in our office
is unmatched and I believe
that shows in the product
we provide our clients.”**

Prioritizing Education

At Limestone Title & Escrow, the motto is simple: ‘Your Property. Our Priority.’

“We truly stand by that statement,” Mike affirms. “We ensure that every closing is meticulously handled from start to finish. With multiple points of quality control involved in each transaction, we make sure to produce a high quality product.”

In addition to providing excellent service, Limestone Title goes above and beyond to educate Realtors and their clients.

“We will be holding Continuing Education (CE) classes for Realtors starting late third quarter into the fourth quarter of this year,” Mike adds. “Education is critical in this industry, and we want to provide as many resources as we can to keep our clients informed.”

Mike points out the most rewarding part of his work though is knowing that he’s played a role in one of the most significant financial milestones in a person’s life.

Giving Back

For Mike and his team, success is about more than just business and bottom lines. Limestone Title has been involved with Blessings in a Backpack for more than six years, sponsoring healthy weekend meal boxes for 150 children and their families at a local school.

They are also proud supporters of the Kids Cancer Alliance, contributing to two major fundraising events each year to help spread awareness and support families affected by childhood cancer.

Another cause close to Mike’s heart is the St. Xavier Angel Fund, which helps provide tuition assistance for students facing financial hardship.

“As a St. Xavier grad myself, this is a cause that’s deeply personal to me,” Mike adds. Each year, Limestone Title hosts a charity golf scramble to raise money for the fund, ensuring students can access a great education regardless of financial barriers.



Family Fun

When he’s not at the office, Mike makes the most of precious family time. He and his wife, Lindsey, have been happily married for 11 years and have three energetic children: Palmer, Sloane, and Wells. They also have a fun-loving Golden Retriever named Toast — a constant source of laughter and energy around the house.

“We love hanging out together, whether that’s cheering the kids on at their games or relaxing at home,” Mike shares. “Toast is always right there with us too. It’s these simple moments that make our family life so special.”

With Limestone Title’s continued growth and expansion into Indiana, Mike is optimistic about the future and committed

to maintaining the same level of exceptional service that has defined the company for the past 16 years.

“Our mission has always been clear: Educate, communicate, and provide incredible service,” Mike concludes. “That’s what’s helped us build our reputation, and it’s what we’ll continue to prioritize moving forward.”

CONTACT US!
For more information or to book an appointment with Limestone Title & Escrow, visit www.limestonetitleandescrow.com or call 502-632-2277.



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Faithfully Serving With Gratitude

BY JESS WELLAR
PHOTOS BY ANTHONY SEITZ, FALLS CITY
PHOTOGRAPHY

“I realized a long time ago that everything I have, and all of my business, is a gift from God. He has brought the right amazing people into my life and surrounded me with a supportive village to thrive.”

For Darla Baldrige, faith is everything. She credits her belief as the foundation for her incredible real estate success over the years; and while she’s proud of her impressive numbers — over \$14 million in volume across 45 transactions last year — Darla is quick to redirect the spotlight.

“To be clear, I am only successful because of the people around me,” she emphasizes. “I have really great help, and I have to in order to stay busy, steady, and still have a life as a solo agent! My lender, title company, my home inspector — all of them are top-notch partners. I couldn’t do this without them. It’s a well-oiled engine that runs like an assembly line.”

Darla’s humility is a defining trait, but there’s no denying her talent and drive. As a top-producing agent for the past several years, she’s earned her spot among the Top 100 Agents in Louisville. Yet, in her eyes, her achievements are simply a reflection of her faith and the incredible people she’s been fortunate enough to work with.

Making The Leap

For years, Darla worked in various roles to support her family, including retail, accounting, and working in the Jefferson County Public School system.

“Any miscellaneous job I took, it was because I could work a shift that allowed me to be at home with my children,” she explains.

“

To be clear, I am only successful because of the people around me.”

Darla
BALDRIDGE





Before motherhood, Darla also worked in the investment sector, where she gained valuable financial insights that have proven to be a major asset in her real estate career.

“That experience really helped me gain a foothold as an agent,” she affirms. “It doesn’t matter who they are, I always show up to my client meetings with my investment hat on, ready to help them with the biggest investment of their lives. I still consider myself an advisor of sorts, for real estate.”

When Darla finally took the leap into real estate in 2013, it felt like a natural fit.

“I’ve always wanted to be in real estate,” she says. “I love houses, architecture, and design — and I love helping people.”

Strong Guidance

Breland Group, the brokerage Darla has called home for almost a decade, plays a key role in her success as well.

“Breland Group is a small, family-run business, which is so nice,” she smiles. “There’s no competition either — just plenty of support.”

She acknowledges her amazing broker, Lamont Breland, for his guidance and encouragement throughout her career. “Lamont is well-respected and has served in our real estate community in many ways,” Darla notes. “He realizes it’s a tough business; I’ve sat in his office before and cried.

“But he always answers me with the same question: ‘What would you want done to you?’ He’s a strong Christian as well, and always does the right thing. Their entire family is the best.”

Staying Focused

Despite her accomplishments, Darla remains grounded in her simple yet powerful philosophy: Knowing she did her best for other people. That mindset has served her well, as she firmly believes consistent communication and attention to detail are crucial in her business.





“Believe it or not, I don’t do social media,” Darla adds with a chuckle. “I’m not out there telling clients I can market something better than anyone else; but I can communicate effectively, and that is the key to everything in this business.”

“I also try to do the right thing for my clients every time, and they know I have their back,” she continues. “It’s a simple formula, but it works.”

When it comes to staying motivated, Darla turns to her faith. One of her favorite verses is Psalm 37:4: “Delight yourself in the Lord, and He will give you the desires of your heart.”

Family First

Darla’s three young adult children are her greatest source of joy, and she’s grateful for the time she gets to spend with them.

“They are my world,” she beams. “Watching them grow into happy young adults is my top priority.”

In her downtime, Darla enjoys decorating and entertaining friends and family in her lovely, newly built home — a project she completed just last year. An enthusiastic traveler, Darla recently returned from a trip to Rosemary Beach, Florida, and is looking forward to her next getaway in Charleston, South Carolina.

Beyond the homefront, Darla also remains devoted to making a positive impact.

“I’m involved with a couple of ministries and charities that are advocates for women and children,” she shares. “My passion for charities is the children.”

For Darla, success has never been and never will be about rankings or revenue — it’s about staying true to her values, giving her best to her clients, and keeping her faith at the forefront of her life.

“I love being a solo agent and have no plans to ever leave Breland,” she concludes. “My biggest dream is for my family to always be close, happy, and blessed.”

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