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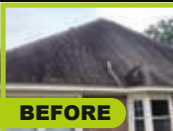
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Dear Real Producers and valued Partners,

Hope you're doing well as we pull into late summer. We've made it over the halfway hump now, and hopefully everyone will get a little breather from what's been a really great but crazy-busy Spring and Summer Market.

Here, at Real Producers, one of the core elements of our mission is to connect this community via introductions and opportunities to gather and meet one another in more intimate and casual settings — to learn from each other and strengthen all of our business partnerships. When agents and trusted partners come together with mutual respect and a shared vision, everyone wins.

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GINELL Duncan



A Purpose-Driven Path

PHOTOS BY CHASTAIN REAL ESTATE MEDIA

Born and raised on the Westbank of New Orleans, Ginell Duncan has always had an instinct to care for others. The only girl in a family of four brothers, her upbringing in Algiers Point, Harvey and Marrero shaped the nurturing, outspoken woman she is today. “I wasn’t really a social butterfly but definitely very outspoken,” she says. “I’m a nurturer at heart, even as a young girl.”

Ginell’s journey to real estate wasn’t a straight line, but it was always guided by purpose. She earned a bachelor’s degree in Criminal Justice from Southern University at New Orleans

and later a master’s in the same field from Southern University and A&M College. “My entire career has been in the community,” she explains. “From law enforcement to helping those with substance abuse and mental health needs.”

Those roles instilled a deep sense of service — something she carries into her real estate work, which she began in 2021. That year, Hurricane Ida struck Louisiana, and the world was still grappling with COVID-19. But the real estate market didn’t slow down. “When the world shut down, real estate did not,” Ginell says. “It was a wave that kept rolling beyond the shore.”

She had long considered becoming a REALTOR®, first exploring the field in 2004. But as a single mother working full-time and attending school, the timing wasn’t right. When the pandemic paused daily life, she finally took the leap. “I took a chance on me. It’s always been a love of mine,” she says. “Life slowed down... just enough for me to embark on a journey I’m truly passionate about.”

That passion translated into success. In her first full year at her previous brokerage, she closed nearly \$4.7 million in sales — earning both the Onyx Award and Rising Star Award. In 2023, she again earned the Onyx and was the No. 2 Real Estate Advisor in her office, with nearly \$4 million in production. “As a newbie on the block, I was extremely grateful for the mentoring of my previous Broker,” she says. “Also, so many of my community partners have played a significant role in who I am as a Realtor today.”

Now with Rayford Realty NOLA LLC and a new Broker, Ginell is stepping into a new chapter — continuing to grow, build herself, a brand and to make a difference. She explains, “Ginell is making a difference... “Homeownership is life changing. I’m a participant in legacy building, wealth building, and stability implementation.”

She treats every transaction as deeply personal — and life-changing for the client. “The most fulfilling part of this career is helping those who never imagined they could be homeowners, investors, or business

owners,” she says. “To help someone achieve what no one in their family ever has — that’s powerful.”

Ginell was raised by her late mother, Loretta Jane, whose influence still guides her. “She taught me to always be my best and that I can achieve absolutely anything — it starts with a try,” she says. “I was taught to treat everyone like individuals.” She applies those values daily — as a mother to her son, Nick, and as a REALTOR®. “I live my life as an example for him,” she says. “Everything I’ve learned over these 40-plus years, I bring into every phase of my life.”

Her goals for 2025 include sharpening her skills, growing her business, and inspiring others. “I want to empower everyone I meet to keep going and reach for more,” she says. That passion for service extends beyond sales. In 2023, Ginell launched the Duncan’s Path to Success Scholarship Opportunity, awarding three college students — and laying the groundwork to grow the initiative.

Her philosophy is rooted in humility, hard work, and heart. “I listen to my clients, my colleagues, and my community,” she says. “It’s not about me — it’s ALL about them.”

Her tagline, “Changing Lives One Property at a Time,” is more than a slogan. It’s a mission. “This industry is what you make it,” Ginell says. “Speak success over yourself, your clients, and your career. Always be fair. Maintain your integrity and follow your gut. Submit the offer. Close the deal.”



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DANNY GRIFFIN

PIPES "R" US

The Honest Approach

PHOTOS BY DAVILLIER
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For Danny Griffin, plumbing isn't just a trade — it's a calling rooted in honesty, hard work, and service to his hometown of New Orleans.

Born and raised in the city he now serves, Danny built his career from the ground up, learning the ropes from a family friend during

summers and school breaks. What started as a side job soon revealed itself to be his natural path. "It didn't take long to realize that I had a natural talent for it," Danny shares. "I could see myself being successful in this field."

That early spark eventually grew into Pipes "R" Us

Plumbing — a full-service plumbing company specializing in video inspections, plumbing repairs and remodels, water heaters, and general plumbing services. But it's not just the wide range of services that sets Danny and his team apart. It's the way they do business.

"Our tagline is 'Let Us Peep in Your Pipes!'" Danny says with a smile. Behind the playful slogan is a serious commitment to quality, reliability, and integrity. "What sets us apart is our deep understanding of the unique plumbing challenges in New Orleans," he explains. "As a local business, we take pride in delivering expert inspections, standing behind our work, and ensuring our customers receive thorough, reliable service every time."

At Pipes "R" Us, educating the customer is as important as fixing the pipes. Danny is passionate about empowering homeowners with knowledge that helps

them make informed decisions. "We're passionate about serving our community by educating others on how plumbing works," he says. "We take pride in providing our clients with the highest level of professionalism, ensuring they receive reliable and informed service every step of the way."

This honest, upfront approach is the foundation of Pipes "R" Us. "We set ourselves apart by being an honest plumbing inspection company that charges fairly for the work we do—no hidden fees, no unnecessary upsells," Danny emphasizes. "Our focus is on

transparency, integrity, and ensuring our clients get the service they truly need."

That philosophy has helped Danny build lasting relationships with real estate agents, property managers, homeowners, and homebuyers. "Top producers should have us in their network because we are not deal killers — we are truth finders," he says. "Our goal is to provide accurate, unbiased plumbing inspections so agents and their clients can make informed decisions. As licensed plumbers, we bring an added layer of expertise, ensuring that any issues uncovered during a sewer

scope are properly assessed with real solutions in mind. Working with us means having a trusted partner who helps keep transactions smooth and stress-free."

It's not just Danny who makes the business tick. The Pipes "R" Us team is a crucial part of the company's success. Judge and Scotty are the experts behind the video inspection side of the business, and a promising new inspector, Nelson, is learning the ropes. The plumbing crew rounds out the operation, handling everything from minor repairs to major remodels. And at the front of it all is Mrs. Lynette, the office

“

Her support and dedication are truly **invaluable** to our success.”

gatekeeper who has been with the company since day one. “Her support and dedication are truly invaluable to our success,” Danny says.

For Danny, success isn’t measured by dollars but by impact. “To me, success is when I hear that my team has truly helped someone and made a positive impact on their family,” he reflects. “Plumbing repairs can be stressful, so knowing that we’ve made the process smoother and less overwhelming for our clients is what makes me feel like we’ve succeeded.”

That commitment to doing the right thing, every time, is what drives Danny forward. “I believe the biggest reasons for our success are honesty and hard work,” he says simply.

When he’s not on the job, Danny enjoys escaping to his fishing camp or having date nights with his wife. With a large, close-knit family of food lovers, there’s always something cooking — whether it’s trying out a new local restaurant or experimenting with recipes at home.

Looking ahead, Danny has big plans for Pipes “R” Us. “One of my major goals for this year is to expand into the MS Gulf Coast,” he shares. But no matter how the business grows,

one thing will stay the same: a promise of reliable, reputable service grounded in values. “An honest day’s pay for an honest day’s work,” Danny says. “That’s what we believe in.”

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TRACEY MOORE



Relentless Pursuit

BY DAVE DANIELSON

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For Tracey Moore, real estate has always been more than a job. It's a dynamic intersection of connection, persistence, and purpose—qualities that have defined her journey from New Orleans to New York and back again. As a Partner and Broker at Rêve Realtors, one of the city's most respected independent brokerages, Moore embodies the kind of steady, people-first leadership that draws both clients and agents alike.

From New Orleans to New York—and Back Again

Moore's path into real estate wasn't exactly planned, but in hindsight, it seems inevitable. "I grew up in New Orleans and went to LSU," she explains. "After college, I moved to New York and lived there for 13 years. I loved it, but eventually I was ready to come home."

Her return to New Orleans was anything but idle. "When I got back, I worked on a movie for a few months," she recalls. "One

day, I met the father of a friend who was in real estate. He encouraged me to get my license and join his team. I thought, 'Why not?' I've always believed in just doing things—moving forward. If you keep doing, something good will come."

Hitting the Ground Running

That mindset paid off. Tracey earned her real estate license on March 17, 2003, and within her first year, had already found her rhythm by working closely with an investor who purchased multiple properties. "It gave me a crash course in the business," she says. "And it reinforced my belief that effort and consistency create results."

Now, more than two decades later, Moore is not only

thriving—she's helping to lead. As a Partner at Reve Realtors, she's seen the firm grow from an ambitious vision to a thriving collective of over 150 agents. "We'll be eight years old in October," she says proudly. "It's been incredible to watch our brokerage grow while staying true to the spirit of collaboration and excellence."

A Relentless Work Ethic, A Personal Mission

At the heart of Moore's success is an unwavering work ethic—and an authentic love for what she does. "I've always had a strong drive," she says. "My clients trust me to show up, to advocate for them, and to find solutions that truly meet their needs. I've been called 'a dog with a bone'—and I take that as a compliment."





But it's not just about closing deals. For Moore, real estate is personal. "What I love most are the people I meet," she says. "The relationships I've built over the years have become the most meaningful part of the job. To me, this is not a transactional business. It's about connection, trust, and being present."

Cultivating a Collaborative Culture

Her passion for people extends beyond her clients. Moore is also deeply invested in mentoring

agents and building community within her brokerage. "We have a fantastic group at Reve. There's real support and shared respect here," she says. "It's not competitive in the cutthroat sense. Everyone wants each other to succeed. That's rare—and powerful."

Life Beyond Real Estate

When she's not working, Moore finds joy in the everyday moments that give her life balance and richness. She shares her life with Blainey Kern, her partner of 12 years,

an artist, and takes pride in the accomplishments of her partner's two daughters, both of whom are in college in New York. "They're amazing," she says with a smile. "I love going back to New York to visit them—and to reconnect with the city that shaped me."

Back home in New Orleans, Moore's days are often centered around her close-knit group of friends, her dog, and her cat. "I love traveling to see my friends. Spending time with people I care about really fuels me," she says.

Tracey also loves learning to play mah-jongg weekly from her mother. "I also enjoy dining out at our fabulous restaurants in New Orleans."

Advice for Agents: Lead with Relationships

When asked what advice she has for agents just starting out, Moore doesn't hesitate. "Work hard every single day. Start with your circle—tell everyone you know that you're in the business. Then go out and build real relationships. That's the foundation. Show up consistently, be honest, and don't think of this as just sales. If you do the work, the success follows."

A Career Fueled by Forward Motion

Over 20 years into a thriving career, Tracey Moore continues to lead with hustle, heart, and a deep belief in the power of people. Her story is a reminder that staying in motion—both literally and figuratively—can open doors you never imagined. And in an industry that can sometimes lose sight of the human element, Moore is a clear example of how meaningful, relationship-driven work will always stand out.

"Keep moving," she says. "Keep doing. That's where the magic is."



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