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LETTER FROM THE EDITOR

Hello Charlotte.

What was once just an idea has now become a reality. Charlotte Luxury Homes is no longer available online but has made its way to print, with many more, fun and exciting issues to come.

It has been the greatest pleasure meeting the faces behind these businesses and hearing their stories. That's the essence of the articles that are within this publication. This is not just a magazine about Real Estate but rather a connection between the people who live here and the businesses that they interact with on a daily basis.

I was born and raised in a small community, Prospect/Pembroke NC, which is just over an hour away from Charlotte by car, I was surprised to see just how little I knew about all the little communities in Charlotte and the surrounding areas.

A second concept here, is to introduce you to additional items that would be highly important if you are looking to list your home with a Real Estate Agent or are in the market to buy a new home. Understanding the local market is very important if you are looking to invest in it. I will call upon some of the experts in the Real Estate field to add value in this issue and the issues to come.

Real Estate does change and is always evolving almost weekly in today's climate. With that said, sit back and enjoy a little of what Charlotte Luxury Homes has done.

My name is Dr. John Deese, a NC Realtor and owner of Charlotte/Charleston Luxury Homes.



Owner:
John Deese

Photographer:
Corrie Huggins

Publisher:
Seneca Jacobs



*Cheers,
John*

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Reserve your Space in our next issue!
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FEATURED

SUPPERLAND



Written By: Jamie Brown and Dr. John Deese

Photos By: Corrie Huggins

Nestled in the heart of Plaza Midwood, one of Charlotte's most popular neighborhoods, is a restaurant ahead of its time for the city of Charlotte. Supperland, has won the hearts of the residents of Charlotte and people drive from all over the city to enjoy what they have created. What was once a church, now turned Restaurant, has a rich history of memories that Jamie states drives people back into their doors for a reminiscence of times past over an incredible meal. Jamie co-owns the Tonidandel-Brown Restaurant Group with her husband Jeff Tonidandel.



ARE YOU A CHARLOTTE NATIVE?

No, but we've been here 20 plus years! My husband and I both went to Davidson College so we were familiar with the area. After moving around the country, we settled back in Charlotte.

HOW DID YOU COME UP WITH THE NAME OF THE BUSINESS?

All of our restaurant names go through an iterative process between the two of us thinking about the fit for the brand and what we're trying to accomplish with the food, drinks, vibe, and location of the concept. Our company name, Tonidandel-Brown, is just our names. Doesn't have a good ring, but it's us! :)

WHAT IS THE MOST POPULAR IDEA ON YOUR MENU?

One of our most popular dishes is our steak offering at Supperland. We do all Prime beef and serve a filet, a Ribeye and an Australian Wagyu strip. The strip is probably my favorite item on

the menu, and you can't go wrong with our desserts they're all homemade... the crusts, ice creams, whips, sauces, everything. Our most popular cocktail at Supperland is probably the "Intergalactic Love Affair" it is as pretty as it is delicious.

WHAT DRIVES YOU TO BE SO PASSIONATE ABOUT YOUR BUSINESS/CAREER?

The people – guests and teammates alike. It is such a gift to be able to offer jobs to people that they enjoy or feel passionate about. And it is a gift to create a concept that creates joy and memories for guests.

WHY DID YOU OPEN YOUR BUSINESS IN YOUR CURRENT NEIGHBORHOOD?

We opened our first concepts in NoDa – simply because we could afford it... rents were cheap in 2009/2010! We also loved how down to earth it was there – you could show up to work in casual wear and still feel acceptable. Plaza Midwood has a similar vibe – everyone is welcome, there's a lot of

diversity and openness around any kind of person.

HOW LONG HAS YOUR BUSINESS BEEN OPEN AND WHAT DO YOU WANT YOUR CUSTOMERS TO KNOW ABOUT YOU?

We started in 2009. I think we're a good story about following your heart. The restaurant business is not easy and it certainly wasn't easy opening in the 2009 recession, making it through COVID, or navigating an increasingly competitive and fast-changing industry. But we love what we do.

WHAT HAVE BEEN SOME OF YOUR MOST MEMORABLE MOMENTS AT YOUR BUSINESS?

The first night we opened our first restaurant – just that people showed up – and they were people we didn't know. I felt so grateful. Another memorable moment was having to let our whole team go one morning in March 2020 as COVID closures were required.

DOES YOUR BUSINESS GIVE BACK TO THE LOCAL COMMUNITY? IF SO, HOW?



Yes, we do a Karma cocktail at Supperland and Haberdish that raises money for non-profit organizations. These swap out every 2 months and raise money for the charities. We also have a gift card program to support local charity auctions, and our team gets together a couple times a year to make hundreds of sandwiches for Roof Above. We also commit to our team to keep them at a living wage. This is not an easy thing to do, but we carve it into our business plan to help lower-wage employees have a more comfortable living.

THIS IS AN OPPORTUNITY FOR YOU TO SEND A PERSONAL MESSAGE TO YOUR CURRENT CUSTOMERS AND FUTURE CLIENTELE; WHAT WOULD YOU LIKE TO SAY TO THEM?

Thank you for choosing to join us at any of our establishments. We know there are so many wonderful options in this city, and I am grateful they choose us.

Jamie Brown is from Pittsburgh, PA and is a Davidson College graduate and a scholarship athlete. She has earned two Master's Degrees and has a fluent background in marketing which has allowed her to help develop each business they own. She and her husband play pivotal roles in the growth and expansion of their Restaurant Group. She loves spending time with her children as well as cooking, traveling, and studying art history.



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FEATURED

Y2YOGA



Written By: Tanner Bazemore and Dr. John Deese

Photos By: Corrie Huggins

On any given day, in the Cotswold Shopping Center in Charlotte, North Carolina, you will find people scurrying along a short walk way to get to Charlotte's Premier Yoga studio, simply known as Y2yoga. Since the origin of Y2yoga, Tanner Bazemore and his group of trained yoga instructors has pushed the limits of each student through his own style of yoga. Along with having a 1st class facility, Tanner's yoga style and sense of humor just keeps people coming back for more. His success has allowed him to not only have 1 location but now 3 locations in the Charlotte area and I highly doubt he's done growing the Y2 brand.



ARE YOU A CHARLOTTE NATIVE?

I moved 27 times before the age of 9. My father was a Navy recruiter so we moved around a lot. Since then I lived in New Orleans for 2 years and New Hampshire for 5 months. I consider Charlotte my home and don't ever plan on moving.

HOW DID YOU COME UP WITH THE NAME OF THE BUSINESS?

I was a personal trainer for 10 years prior to starting Y2. I was working out with a client (who became one of my early partners) at the Y and we were bouncing ideas off of each other on what to call the studio. I thought of O2 Yoga, like Oxygen, but the name was already taken. Right after I said O2 my client/partner blurted out "How about Y2 Yoga". I think part of it stemmed from us being at the Y and people just having that familiarity with it. It stuck.

ARE YOU A HEATED STUDIO?

Hot as S#!t!



TELL US ABOUT YOUR STYLE AND OR STYLES OF YOGA?

Basically I would call it HIT Yoga, or High Intensity Yoga. HIT programming in the weightlifting world involves short bursts of high intensity exercises performed one after the other with a brief break before starting again. People only have so much time in their day to workout. Most people don't have time to do a gentle stretch class in, then go and do cardio and lift. I designed the classes so that if all you have is 1 hour to workout and you take a class at Y2, then you are good for the day and don't feel like you need to go run 3 miles afterwards.

HOW MANY PEOPLE CAN TAKE A CLASS AT ONE TIME?

Studios vary in size but between the 3 the range is 60-105.

HOW MANY LOCATIONS DO YOU HAVE?

3



CAN SOMEONE BECOME A YOGA TEACHER AT YOUR STUDIO?

We offer a 200 hour Teacher Training twice per year. Our Winter program begins January 2024 and our Summer program begins in June 2024.

IS YOUR ESTABLISHMENT FOR ONLY MEMBERS, OR CAN ANYONE COME IN?

Anyone can walk in to take a class. All are welcome.

WHAT DRIVES YOU TO BE SO PASSIONATE ABOUT YOUR BUSINESS/CAREER?

I don't have another job...so this is kind of it. Sink or swim.

HOW LONG HAS YOUR BUSINESS BEEN OPEN AND WHAT DO YOU WANT YOUR CUSTOMERS TO KNOW ABOUT YOU?

We opened in September 2009. Y2 started off like any other "mom and pop" studio just trying to find its way, but after being in business for 2 years it became apparent what was working. When I transitioned our classes from allowing the



Tanner is the owner of Y2 Yoga and the creator of the signature style of power yoga that is taught at Y2. He opened Y2 Yoga in September 2009 in a 2300 sq ft space at Cotswold. In February 2015 Y2's flagship studio opened up at Cotswold in what is one of the largest studios in the country at almost 12,000 sqft. Since then a second location was opened in January 2021 in Dilworth and a third location in Fort Mill in September 2022.

During his off time, Tanner enjoys spending time with his wife Veronica and their kids.

teachers to have free reign over the interpretation of what "power yoga" was and formulated how each class needed to be taught our attendance and revenues jumped 75%.

WHAT MAKES YOUR BUSINESS MODEL UNIQUE?

I created the formula for each class. While each class may feel different the teachers are following a very specific formula for each class. Students love consistency, so it's no different than having a recipe at a restaurant for a unique dish: people come for that dish and they want it served the same way every time.

WHAT HAVE BEEN SOME OF YOUR MOST MEMORABLE MOMENTS AT YOUR BUSINESS?

Becoming profitable, hitting over 500 students in a single day at one location, and COVID!

SEND A PERSONAL MESSAGE TO YOUR CURRENT CUSTOMERS AND FUTURE CLIENTELE.

Some people think Y2 is hard and it is. Easy things are not going to challenge you so if that is what you want then there are a lot of alternative studios. At Y2 we want you to feel like you really put in the work after every single class because pushing yourself beyond what you think you are capable of unconsciously trains you to believe in yourself to attain better outcomes in life in general.

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FEATURED

THE VINTAGE



Written By: Ben Torres and Dr. John Deese

Photos By: Corrie Huggins

Just off Worthington Street on the edge of South End lies a marvelous Cigar and Whiskey lounge named The Vintage Whiskey & Cigar Bar of Charlotte. I had the opportunity to explore the entire facility with Ben Torres, the Managing Partner of the business, while enjoying one of their many great cigars and a nice glass of Whiskey. Here's how the conversation went.



TELL ME ABOUT THE VINTAGE AND HOW DID THE IDEA COME ABOUT.

The idea came about as the proprietor, Dan Weiss, traveled the country with prior businesses he had started. While doing so, he noticed there was a market for establishments which offered an elevated atmosphere with a unique offering of drinks, smokes, and small plates however, in Charlotte the concept was not yet born. Upon securing a venue, the idea was beginning to take place. Since launching the Charlotte location, we now have a location in Gastonia as well and hope to expand throughout the Carolinas.

HOW DID YOU COME UP WITH THE NAME?

There was a staff brainstorming session that took place, and from that the name was born. The name was meant to pay homage to the traditions of both cigars and spirits, while maintaining a relaxing vibe.

WHAT IS THE MOST POPULAR CIGAR



BRAND YOU GUYS SELL? WHAT'S YOUR FAVORITE?

One thing that Ben treasures the most is that the humidor does not highlight just "one" brand. Since all the cigar families have such rich history behind each brand, they provide a huge variety to ensure customers can have a diversified smoking experience. Ben's current favorite is the Tatuaje Verocu Blue #2.

SINCE YOU CREATE SIGNATURE COCKTAILS, WHICH ONE OR ONES ARE MOST POPULAR?

Without question, the most popular is their classic approach to the Old Fashioned. Several other drinks rotate seasonally, but they have sold nearly 20,000 Old Fashioneds in the 2 ½ years of being open.

AND TELL US ABOUT YOUR MENU?

This is where The Vintage got creative, beautifully pairing the cigar collection with various cocktail and spirit options. There are essentially two menus, one with cigars and bar



items - and the other having a variety of small food bites to accommodate any hungry customer. An elevated Cheese & Charcuterie Board, a variety of homemade dips, and several delicious flatbreads highlight this delicious menu!

IS YOUR ESTABLISHMENT PRIVATE OR CAN ANYONE ENJOY THE EXPERIENCE?

This is indeed a membership-based concept; however, we want everyone to experience what we have to offer. First time guests can join us for free after which a \$10 daily pass may be purchased. Our annual membership is \$250/year which has its perks (including a gift set with a cutter, lighter, some of our favorite cigars, and more!). Also, any customer may drop in for a coffee and purchase cigars at any time without needing a membership.

DOES THE VINTAGE HOST SPECIAL EVENTS OR PRIVATE SPACES FOR MEMBERS TO USE?

Yes, to both. Special events and private spaces are



available by reservations. There are 2-3 special events a month of varying styles- from pairing/ educational setups to tiki parties, just to name a few. Our private lounge can hold up to 40 guests comfortably along with a conference room with technology hook-ups, and the entire space holds about 100 people very easily.

WHAT HAVE BEEN SOME OF THE MOST MEMORABLE MOMENTS AT THE VINTAGE?

Honestly, every week generates memorable moments with our amazing clientele. One celebrity moment does come to mind; having Michael Jordan here preparing for the NBA draft with the Hornets organization has been rather special to say the least.

DOES THE VINTAGE GIVE BACK TO THE LOCAL COMMUNITY? IF SO, HOW?

We sell a good portion of our cigar boxes to customers for a donation of the staff's choosing. Big Hearts, Big Barks is our primary charity of choice, and our staff also frequently volunteers their time at the Second Harvest Food Bank. We are always looking for ways to show love and kindness to our amazing city which has supported us along the way.

WHAT PERSONAL MESSAGE WOULD YOU LIKE TO SEND TO YOUR CURRENT CUSTOMERS?

Charlotte continues to amaze us with its continued growth and its openness to exploring new experiences with us. We have become a "first stop" location for travelers coming in from the airport, which we absolutely love. Thank you, Charlotte!



There was so much more that we could add from the time spent with The Vintage Whiskey & Cigar Bar of Charlotte. It was a pleasure spending time with Ben. Special mention - none of this would have happened had it not been for Larisa Yanicak, the group's Senior Director. Thank you, Larisa!

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8010 Skye Lochs Dr. | \$1,985,000
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offers a retreat-like oasis.

MLS #: 4072906

FEATURED

JOE FISH



Written By: Richard Graziadei, Ronfelio Nunez, Bethany B. Vallejos and Dr. John Deese
Photos By: Corrie Huggins

Joe Fish Casual Seafood known to locals as simply Joe Fish, may have a casual atmosphere but the food they serve is nothing short of amazing. Located on River Highway, Mooresville, NC Joe Fish can be found in the Port Village Shopping Center. New England Seafood is their specialty and boy do they do it right. People drive from all over the Queen City come to enjoy the food they have perfected. I had the opportunity to sit down with the owner and staff to find out a little more about Joe Fish, and what a fun time that was. This article was written from a collaboration of answers from Richard, Bethany and Ronfelio.



HOW DID JOE FISH COME ABOUT?

Joe Fish Casual Seafood was established in 2007 by Ron and Beth LeBreton who were originally from Massachusetts and had a love for New England style seafood. Ron had several successful restaurants in the New England area before launching Joe Fish Casual Seafood in Mooresville, NC. Today, Joe Fish is owned by Richard Graziadei who bought the restaurant in 2018. Richard and Ron are good friends to this day and Ron even steps in from time to time to help with the restaurant when Richard is traveling for vacation.

HOW DID RON COME UP WITH THE NAME JOE FISH CASUAL SEAFOOD?

Ron wanted an EVERYDAY JOE kind of place and as he would say, RON FISH did not have the same ring.

WHAT IS THE MOST POPULAR ITEM ON YOUR MENU?

Our menu is really broad and it's hard to narrow down favorites, but with that said,

the Haddock by far is our most popular fish on the menu. The lobster rolls are a must and the Prime Rib sells out every Saturday during dinnertime, so get there early. Our Chef's favorite is the baked Haddock platter, which has a Haddock Fillet, stuffed shrimp and sea scallops. If you are looking for an after meal dessert, the light and tasty homemade Crème Brule is just perfect following a big New England Seafood meal. Joe Fish has a wonderful wine selection and Bethany, behind the bar, never pours a bad drink or a small glass of wine. She is famous for her skinny margaritas, lemon drop martinis and cosmopolitans.

ARE YOU A CHARLOTTE NATIVE, IF NO WHAT MADE YOU CHOOSE CHARLOTTE?

Richard states he is not a Charlotte native however he moved to Charlotte to be closer to family. Chef Ronfelio moved to Charlotte from Houston and Bethany has been in Charlotte with family since 2001.

WHAT MAKES YOUR RESTAURANT UNIQUE?

Our New England style Seafood is what sets us apart. In the south, there are a lot of Seafood Restaurants, however none like us in the local area. Bethany also notes that there has been a migration of northerners into the Charlotte area and the Joe Fish menu offers them a little taste of home.

WHAT HAVE BEEN SOME OF YOUR MOST MEMORABLE MOMENTS AT THE RESTAURANT?

Richard and Bethany both agree that the loyal customers who choose Joe Fish as a place to celebrate birthdays and wedding anniversaries are among the most memorable. Seeing customers who make a purposeful stop into the restaurant, even if it's once a year, while traveling always makes their day. Apparently the Christmas parties are a hit as well. Bethany makes special mention of how fun they have been over the years.



WHAT DRIVES YOU TO BE PASSIONATE ABOUT YOUR CAREER?

As a young boy, Chef Ronfelio always loved his mother's cooking and learned to appreciate how food makes people feel and how it connects people together. Richard comes from a family heritage of cooks. His Italian grandfather was a Chef on cruise ships and his mother opened an Italian Deli. She also gave cooking lessons as well. In her own words, Bethany loves to talk. She enjoys entertaining her customers were she provides dinner and a show when they attend the bar for dinner or lunch. Her regulars call the bar, "the B-Hive".

SEND A PERSONAL MESSAGE TO YOUR CURRENT CUSTOMERS AND FUTURE CLIENTELE

Richard- We are grateful to our clients that have made Joe Fish a "home away from home" and we look forward to seeing them every week.

Bethany- Thank you for being a part of my life and my family's lives. My husband and son both work with me at Joe Fish and I have fond memories of him growing up at the restaurant. For anyone that has not tried Joe Fish Casual Seafood, just try us once and I promise it won't be your last.

Chef Ronfeilo- Thank you to our loyal and future customers for your continuing support. You guys are what keeps us going and striving for more. We hope to continue to give the community the best New England style seafood.





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*Written By: Lori and Reed Ivester Jackson
Photos By: Corrie Huggins*

ARE YOU A CHARLOTTE NATIVE?

Lori was born in Illinois, relocating to her father's native North Carolina at 11, while Reed grew up in Michigan, attended Michigan State and relocated with Winston-Salem with Cintas Corporation in the late 80's.

HOW DID YOU COME UP WITH THE NAME OF THE BUSINESS?

Lori's maiden name is Ivester, she had a very successful solo real estate practice, and when we partnered up, we felt it important to keep that brand as part of our growing boutique luxury branding effort.

ARE YOU GUYS JUST A LOCAL COMPANY OR DO YOU HAVE GREATER REACH?

One of our most popular dishes is our steak We cover the entire state for the most part, from Highlands in western NC, to Wilmington and the coastal barrier islands. We are the only locally owned boutique luxury brokerage that operates across the state's key luxury markets.

WHAT DO YOU LOVE MOST ABOUT REAL ESTATE??

We get to market some of the most unique and exceptional properties in the region, we also love helping people find their perfect corner of North Carolina, and most of all we have been fortunate enough to get to collaborate with our team, which is comprised of some of the most talented agents and staff members in our industry. Its exceptionally rewarding to have built this globally recognized company right here in the best state in the union, North Carolina.

WHAT SERVICE DO YOU PROVIDE TO CUSTOMERS AND WHAT AREAS ARE YOU EXPANDING YOUR BUSINESS INTO?

Primarily residential buyer representation and seller representation. We also have an emerging commercial group with a growing builder services and development capability to bring new neighborhood communities to life with our award winning in house creative agency

WHAT HAVE BEEN SOME OF YOUR MOST MEMORABLE MOMENTS AT YOUR BUSINESS?

Our 2017 and 2022 awards as the best in the Christie's network as their Global Affiliate of The Year. It represents acknowledgement of our culture, our growth, and our ability to innovate at a pace that has 140 of the best luxury brokerages in the world emulating how we approach the business.

DOES YOUR BUSINESS GIVE BACK TO THE LOCAL COMMUNITY? IF SO, HOW?

We have supported different initiatives in each community. The Charlotte Healthy Alliance is great, at Lake Norman we've supported Ada Jenkins Center, The Peninsula Community Foundation, in Highlands we just sponsored the Mountain Theatre Gala in support of the arts, and in Asheville we've sponsored things like the Historic Preservation Tour of Homes to support preservation of great neighborhoods and architecture.

END A PERSONAL MESSAGE TO YOUR CURRENT CUSTOMERS AND FUTURE CLIENTELE

We work at transparency, we're not always perfect, but we're insistent upon trying to do what's best for the client first and foremost. Giving them the best, most educated agents, the most creative marketing, and the most clear advice we can, to help guide them to decisions that work best for them and their families.

WHAT'S YOUR FAVORITE PAST TIME WHILE YOU'RE NOT WORKING

Hiking, visiting the mountains or the coast, traveling to visit friends we've developed all over the globe through our relationship with Christie's in places like France, Italy, and many other fantastic destinations.

FEATURED

BRANDV



Written By: Travis Dellinger and Dr. John Deese
Photos By: Corrie Huggins

Growing in popularity among businesses across the Queen City is a branding company lead by the vision of Travis Dellinger. Oh, but don't be fooled, BrandV is much more than just branding. These guys are building relationships and collaborations which are proving to be valuable to everyone involved. BrandV is located on the first floor of 1213 W. Morehead St., in uptown Charlotte. Simply walking up to the front door and seeing Travis's facility from the outside, will automatically make you want to work with him and his talented staff.



GIVE OUR READERS A SNAP SHOT OF WHO BRANDV IS TODAY.

Since 2010, Brand V has been dedicated to building a unique and specialized design agency. We provide you an authentic full-service experience. No frills. No fluff. Just the best way to elevate design aesthetics giving you a clear and refined identity. Our team achieves this by providing you marketing tools and manufacturing under one roof.

ARE YOU A CHARLOTTE NATIVE?

I am a greater Charlotte native, from the majestic and enchanting Lincolnton, North Carolina.

HOW DID YOU COME UP WITH THE BUSINESS NAME?

The name is in what we do - we brand companies, people, events, products and experiences. The V stands for Visual, because the foundation of branding relies on its eye-catching visual eminence to set themselves apart.



SO, WHO ARE YOUR CUSTOMERS?

As a Design Agency and Marketing tool manufacturer. Our categories are design, signs, vehicle wraps, apparel, web, print, billboards, and commercials.

Our customers are companies in all industries that need to be recognized as leading, cutting-edge brands; hospitality/tourism, municipalities, real estate, construction, utilitarian, retail, logistics, and banking.

WHAT OTHER OFFERS DO YOU PROVIDE CUSTOMERS BESIDES BRANDING?

Our branding services lead to products and the service starts with design. With Brand V's ingenious business canvas variety and full-service, turn key design, print, manufacturer, installation capabilities we will be moving into the franchise world. Offering franchises the opportunity to offer Brand V's multiple services on a wide scale.



WHO ARE SOME OF YOUR MOST NOTABLE CLIENTS THAT YOU HAVE WORKED WITH?

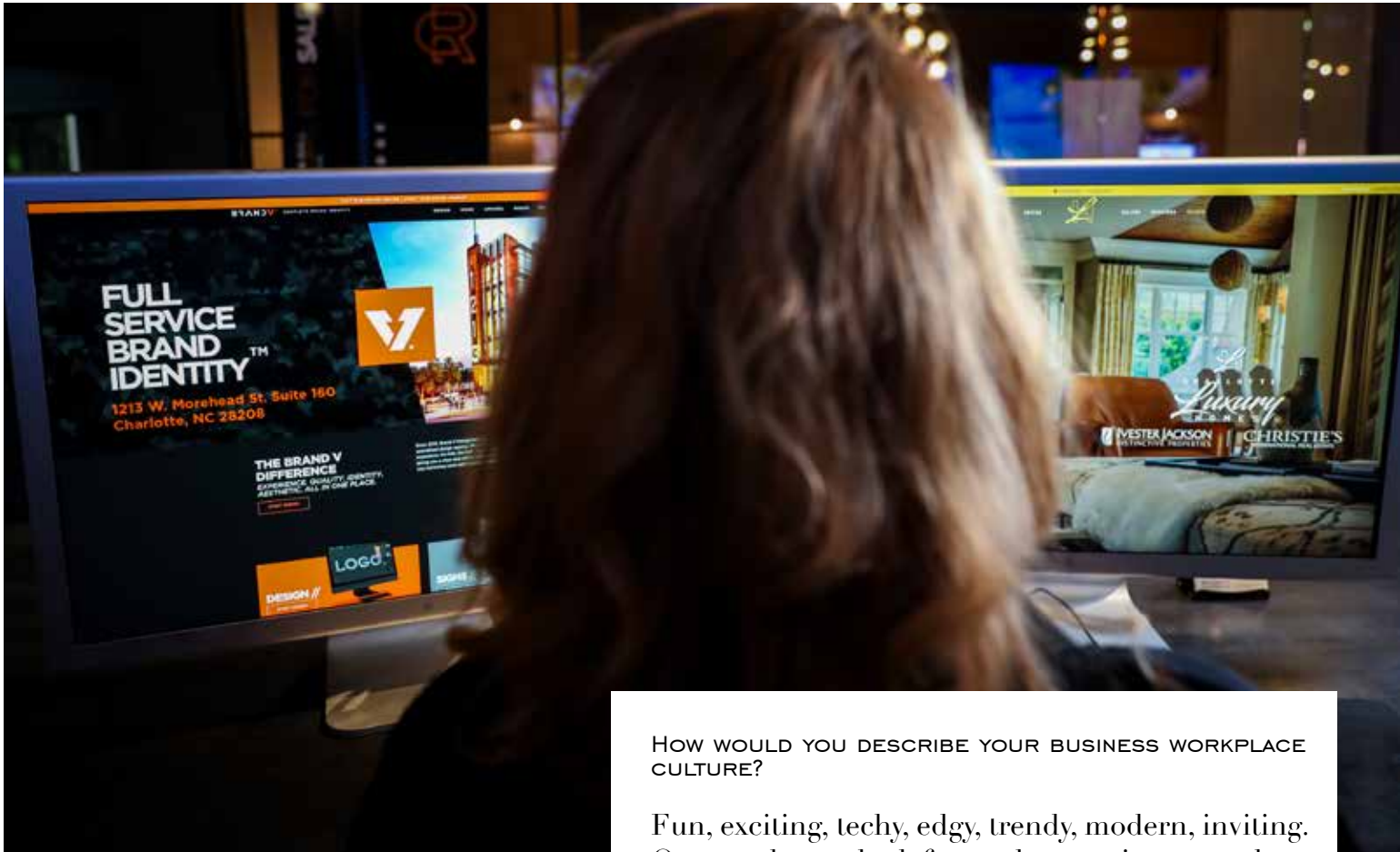
Duke Energy, Lincoln County (School Systems, Government Administration, Industrial Park), UNC Charlotte, UNC Kenan Flagler School of Business, Aquatree, Charlotte Business Group, Alliance Driveaway Solutions, People's Bank, Starmount Healthcare Services, Mecklenburg County ABC Police Department, Ford Crossroads, Nissan Concord, Insite Properties and many more.

WHAT DO YOU ENJOY MOST ABOUT YOUR CAREER PATH?

The relationships - We love having an opportunity to take someone's business idea from start to finish. It's kind of a sentimental experience that turns into a work of art.

IS YOUR BUSINESS OPEN FOR WALK-IN CLIENTS OR DOES EVERYONE NEED AN APPOINTMENT TO MEET WITH YOU AND YOUR STAFF?

"Absolutely - don't tempt us with a surprise visit!



HOW WOULD YOU DESCRIBE YOUR BUSINESS WORKPLACE CULTURE?

Fun, exciting, techy, edgy, trendy, modern, inviting. Our employees look forward to coming to work, even on Mondays.

WHY DID YOU OPEN YOUR BUSINESS IN YOUR CURRENT NEIGHBORHOOD?

The Refinery and the neighborhood itself (Wesley Heights) is easily accessible for customers. The Refinery has exquisite, masculine architecture that fits our company profile. The space itself could not have been laid out more effortlessly; it's modern, industrial concrete, brick, lots of metal... everything screams Brand V.

WHAT HAVE BEEN SOME OF YOUR MOST MEMORABLE MOMENTS AT YOUR BUSINESS?

Rebranding the county seal for Lincoln County, which led to many different departments within the county. Winning the Lincoln County Schools Wayfinding signs bid (23 Schools total), Providing high-end wayfinding for UNC Chapel Hill Kenan-Flagler Business School landing the UNC Kenan Flagler School of Business. Getting to know Coach Biff Poggi at UNC Charlotte Football as we work on many media projects.



DOES YOUR BUSINESS GIVE BACK TO THE LOCAL COMMUNITY? IF SO, HOW?

We're always looking after the utilitarian, the self-made one man shows. That plumber who only has one truck, the lawn care guy, the electrical and lawn care guys. We have a soft heart for a one man show and give those guys the best rates. We always have wonderful pricing for nonprofits as well.

SEND A PERSONAL MESSAGE TO YOUR CURRENT CUSTOMERS AND FUTURE CLIENTELE.

The message is - are you complacent with your current NIL situation or do you want to grow? NIL (Name, Image, Likeness) is what creates legacy brands and a legacy brand brings home the bacon for generations.



Travis is a creative, outgoing connector. I think outside eyes would see him as someone who is genuine, insightful, a good listener, a leader, creator, problem solver, an event host, warm hearted, sentimental, and passionate.

Travis believes that everything in this life is either electric or magnetic. He undoubtedly believes in what Brand V® can do for people and their businesses. The electricity he brings to friends, family and customers will end up being magnetic.



John Deese, NC Realtor

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WHAT CAN A BUYER DO TO AVOID OBSTACLES THAT MAY DELAY THEIR CLOSING?

*Written By: Tonya Carfagno
Photos By: Corrie Huggins*

Buying a home is very exciting (especially for first time home buyers) but it can also be overwhelming and exhausting. You should start by getting a pre-approval letter from a qualified lender. It can take time and effort to get pre-approved for a mortgage, but it's worth doing before you start going to scheduling home showing. Having that pre-approval letter "in hand" can help your offer stand out, by showing sellers that you've already been pre-approved and are in a financial position to purchase their home.

Now it's time to find the right real estate agent for you. Reach out to friends, family, and neighbors for recommendations. Enlisting a real estate agent who brings to the table a true knowledge of the market as well as experience in negotiations and with contracts and closing is in my opinion essential when buying a home.

An experienced buyers' agent will conduct a comparative market analysis. A comparative market analysis or CMA is an estimate that helps determine the market value of a property by comparing it to similar properties that have recently sold or are currently listed in that area. Mortgage lenders require a home appraisal to confirm that a property is worth its sale price. The bank's appraisal value must match or exceed the home's sale price. If the appraisal value falls short, the bank will delay the closing until either the seller comes down on their price or the buyer pays the difference between the appraisal value and the original sale price.

Once you find your perfect home and your offer has been accepted it's time to start the critical task of inspections. North Carolina is a 'Buyer Beware' state, meaning it is your responsibility as a buyer to do your due diligence and know

everything possible about the home you are buying. The seller is under no obligation based on our NC Purchase contract to make any repairs. Properties are sold 'As-Is' unless negotiated otherwise. It is important to start the inspection process as quickly as possible. This will allow you to start the negotiation process early in the Due Diligence period and hopefully stay on track for your closing date.

Major repairs that come up during the inspection, like foundation issues and pest infestations that are costly enough to reconsider the offer price, require renegotiating the contract. But there are options for the buyer such as asking the seller to make certain repairs themselves before the closing date or asking for a reasonable decrease in the sale price based on the cost of repairs. The buyer may also ask for a non-monetary exchange like including certain appliances or furniture to offset the repair costs. If the buyer and seller cannot come to an agreement on who should pay to fix the issues discovered during the inspections, closing will most likely be delayed. In cases such as this the buyer may only have two choices, they can take care of the repairs themselves once they have taken possession of the home or walk away from the purchase of the home. It is highly recommended that you set aside 1%-2% of the purchase price of the home for specialty inspections, repairs (not negotiated with the seller) and routine maintenance projects.

Getting yourself financially prepared, teaming up with a lender and getting that pre-approval letter and enlisting the help of a licensed realtor are the best first steps to buying a home and ensuring that you will make it to the closing table without any delays!

CHARLOTTE HAPPENINGS

November

CAROLINA RENISSANCE FESTIVAL

Sept. 30, 2023 - Nov. 19, 2023 | Huntersville

XTREME XPERIENCE

Nov. 2, 2023 - Nov. 05, 2023 | Charlotte Motor Speedway

WHISKEY, WINE & FIRE FESTIVAL

Nov. 4, 2023 | Ballantyne's Backyard

CAROLINA PANTHERS VS. INDIANAPOLIS COLTS

Nov. 5, 2023 | Bank of America Stadium

THE WIZ

Nov. 7, 2023 - Nov. 12, 2023 | Belk Theater

CHARLOTTE HORNETS VS. WASHINGTON WIZARDS

Nov. 8, 2023 | Spectrum Center

SOUTHERN CHRISTMAS SHOW

Nov. 9, 2023 - Nov. 19, 2023 | The Park Expo

CHARLOTTE HORNETS VS. MIAMI HEAT

Nov. 14, 2023 | Spectrum Center

CAROLINA PANTHERS VS. DALLAS COWBOYS

Nov. 19, 2023 | Bank of America Stadium

CHARLOTTE CHRISTMAS VILLAGE

Nov. 23, 2023 - Dec. 23, 2023 | Truist Field

December

FOURTH WARD HOLIDAY SIP & STROLL

Dec. 1, 2023 - Dec. 3, 2023 | Uptown

ACC FOOTBALL CHAMPIONSHIP GAME

Dec. 2, 2023 | Bank of America Stadium

CAROLINA HOLIDAY LIGHTS SPECTACULAR

Dec. 7, 2023 - Dec. 30, 2023 | Ballantyne's Backyard

CHARLOTTE BALLET'S "THE NUTCRACKER"

Dec. 8, 2023 - Dec. 23, 2023 | Belk Theater



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