



▶▶ rising star

By George Paul Thomas  
Photos by Don Elrod

# R H O N D A BROWN-LAWRENCE



## Goal-Driven Excellence

Not all dreams come true, but for Rhonda Brown-Lawrence, hers did—and then some. Her journey into real estate began with a bold vision of entrepreneurship and a quest for a more balanced life. Seeking a career that would provide both flexibility and the opportunity to spend quality time with her family, Rhonda found her calling in the world of real estate.

### Path to Success

Rhonda's journey into real estate is a testament to seizing opportunities and leveraging diverse skills gained from her past careers. After graduating from Winthrop University with a Master's in Accounting, Rhonda moved to Charlotte, NC, in 2004. There, she embarked on a successful career in accounting and financial services, contributing her expertise to several Fortune 500 companies such as the Hearst Corporation and Sysco Food Service.

With a foundation rooted in accounting and a decade-long tenure as a dental hygienist, Rhonda embodies a unique blend of analytical prowess, meticulous attention to detail, and a deep commitment to confidentiality and trust-building.

Rhonda's transition into real estate was driven not only by financial aspirations but also by a desire for flexibility and autonomy. "Initially, I became a real estate agent because I thought that becoming a real estate agent would allow me more freedom, an increased salary, and more time with my family," she explains. This initial attraction to the industry has evolved into a deep-seated passion for guiding clients through homeownership and building lasting relationships.

Since committing to real estate full-time in 2020, Rhonda has made significant strides and has been coined "Rhonda B" by her clients and colleagues. Her sales volume has consistently grown, with impressive milestones like closing over \$5 million in 2021 and reaching \$6.5 million across 20 transactions in



2023. Her ambition is palpable as she aims to surpass \$10 million in sales this year.

One of Rhonda's strengths is her love of learning. Her pursuit of knowledge has not only established her as a trusted advisor and area expert but has also contributed to her accolades within Keller Williams, where she consistently ranks in the top 20% based on sales volume.

### Personal Passions

Rhonda Brown-Lawrence leads a rich and fulfilling life outside her thriving real estate career, centered around family, travel, and shared interests with her husband, Mr. Guy Lawrence. With a blended

family of five children—there is always something to embrace, understand, celebrate, and support. Rhonda and Guy cherish their time together exploring tropical destinations, indulging in culinary delights, and enjoying leisurely shopping excursions.

When not immersed in real estate, Rhonda unwinds by exploring her passion for tasting bourbon and whiskey—a distinctive hobby she embraces enthusiastically. "I am a bourbon and whiskey drinker, which is uncommon among women, but I love it," she shares. Additionally, Rhonda enjoys visiting wineries and savoring wine tastings, further enriching her leisure time.

Beyond her public persona, Rhonda is pursuing her fourth degree at the University of North Carolina Charlotte (UNCC)—a Master’s in Real Estate Development and Real Estate Finance, scheduled for completion in 2025. This academic pursuit reflects her commitment to continuous learning and professional growth in the real estate industry. Since 2022, Rhonda has set her eyes on becoming a land specialist and is a member of several organizations pertaining to land real estate.

Rhonda’s dedication to the community extends through her involvement with the Alpha Kappa Alpha Sorority, Inc., where she contributes to local charities supporting causes like domestic violence survivors. At Keller Williams Realty, Rhonda participates annually in “Red Day,” a community service initiative that supports local charities through hands-on efforts and donations.

### Vision for the Future

Rhonda Brown-Lawrence’s outlook on success is deeply rooted in personal achievement and client satisfaction. “I define success as accomplishing what you dream of, what you would want to do in your wildest dreams,” she explains. “You define your success. And when you do what you imagined to do in your wildest dreams, I believe that you have achieved success.”

With a keen focus on making lasting impressions and prioritizing client experience, Rhonda emphasizes the importance of emotional impact in her business philosophy. “People remember how you make them feel,” she asserts. “In my business, it’s



crucial to me that I leave a positive impression and ensure my clients have the ultimate experience. It won’t be perfect; we’ll have ups and downs and stressful times, but I want people to know that I genuinely care about how they feel throughout the process.”

Looking into the future, personally and professionally, Rhonda is driven by a commitment to continuous growth and accomplishment. “My goal is to complete the master’s program I’m currently pursuing in real estate,” she notes. Beyond academia, Rhonda envisions expanding her portfolio and leaving a tangible mark on commercial real estate in Charlotte.

As the broker-owner of Rhonda B Property Group LLC,

affiliated with Keller Williams Realty, Rhonda is setting her sights on expanding her influence. With plans to establish her team, the True Team, by the end of 2024, she envisions creating a collaborative environment where expertise and client dedication thrive.

As she concludes her narrative, she leaves invaluable advice to up-and-coming top producers, “I would say early in your career, seek out relatives or mentors you admire who excel in your industry. Connect with them as soon as possible to gain mentorship. In this business, success often hinges on aligning yourself with those already achieving what you aspire to do,” Rhonda reflects, underscoring the pivotal role of mentorship in her career trajectory.