

# featuredagent

magazine

**BRALYN  
LADSON**







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## BRALYN LADSON

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When you hear the term southern hospitality, many things come to mind — such as helpfulness, warmth and charm, just to name a few. But what does it actually mean to embody the spirit of southern hospitality? One meeting with Bralyn Ladson, of HomeSmart (former agent of J.P & Associates REALTORS®), and you will have your answer. Born and raised in Greenville, South Carolina, Bralyn practically has it running through his veins, and that results in him being able to provide service to his clients like no other.

With plans on majoring in Real Estate at Clemson University, Bralyn knew early on what he wanted to do in life. However, that all came to a screeching halt when the market crashed in 2008, forcing Bralyn to change paths. “I wanted to be in real estate all my life, but then real life happened and changed everything,” explains Bralyn.

So he switched his majors to Art and Accounting and chose a career in the entertainment industry as an event

planner, where he worked with high profile clients and took care of every detail in executing large-scale events. But the thought of real estate never left his mind, and after 17 years, Bralyn knew it was finally time to follow his dream. “I was good at what I did,” he said. “I can plan an event from absolutely nothing to the biggest party you’ve ever been to in your life — but I wasn’t passionate about it.”

And although it sounds as if things were finally falling into place for Bralyn, real life happened yet again when COVID hit just as he was beginning. “I started in real estate right when most people would advise you not to,” Bralyn said with a laugh. “But knowing what you want to do and having it completely terrify you is the first step to success. There was no way out of it and it was sink or swim.”

Although it’s only been a few years since he’s been in the business, Bralyn already has a growing list of clients



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in the Dallas-Fort Worth Metroplex who sing his praises. “I think it’s because I’m a people person. I can talk to anyone, I’m a calm person, and I can work with a variety of personalities,” Bralyn stated. “But hands down, I love that I get to meet new people and help them. Helping others is like my birthright.”

Additionally, he relies on his strong sense of authenticity, which is one of the guiding principles that help him run his business successfully. “I know who I am as a person. That’s how I was raised, so getting to know someone else as a human being first has always been the main goal of mine.” Bralyn said. “If you know who you are, you never have to try to sell yourself. My grandmother taught me that many years ago and it’s still true to this day.”

That is sound advice to follow and it’s served him well in his short time in the industry. With 90% of his business already coming from referrals from past clients, Bralyn recently learned that he ranks among the Top 5% in business growth in his office, Top 5% in the Metroplex for real estate agents, and also formerly ranked in the Top 500 Nationwide with JP & Associates.

When he’s not busy in the office or meeting with clients, he enjoys traveling. And in true Bralyn fashion, he handles all the plans of what he calls ‘friend-cations,’ trips he makes a point to take regularly with his lifelong friends. “They just need to take care of their flights and I take care of everything else. We recently went to Barcelona ... it was like a ‘real housewives’ trip,” Bralyn



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laughed. “We have a lot of fun. Mental health is important, and although we may all have different careers and responsibilities, we have to make time for ourselves.”

All his hard work has certainly paid off, but he has no plans to slow down now. In fact, his future plans include owning his own brokerage someday. In the meantime, he’ll continue to put his clients’ needs above all else. “I am in this business to help others, not the other way around. Real estate isn’t like the reality shows ... many people think this is easy money, but there’s no such thing,” said Bralyn. “It’s hard work, but if you know you’re doing this for something that’s bigger than yourself, then you’re in it for the right reasons. Anything else and you’re not going to survive.”

Bralyn is thankful for his upbringing and attributes much of his success to his family. “For my dad, grandma, and most importantly my mom, who I lost during the pandemic and never got the chance to say goodbye ... This is for you. We did it,” he says. “For anyone who’s looking for a sign — this is it. I established and grew a successful business during the worst time of my personal life, the entire world, and \$102.04 left in my savings account which is STILL there as a reminder of how far I’ve come. I’ve lost so many people and things in such a short time — but I never lost myself. Never give up.”



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