



BJ Ellender has always been motivated by her desire to help others. She spent 40 years of her life working as a nurse, and found having a positive impact on her community very rewarding. During that time she always had it in the back of her mind that real estate might be something she would like to pursue in the future.

Recognizing her potential, her husband Jack Royal, a REALTOR®, urged her to join him in his line of work. BJ earned her license in 2006, and she and Jack now work as partners and co-broker all transactions. They work with buyers and sellers of residential properties throughout the coastal area of North Carolina, specifically New Hanover and Brunswick counties, including the three South Brunswick islands. BJ and Jack work with Margaret Rudd and Associates, Inc., and the firm has departments for both sales and rentals, which makes the office a great option for those looking for primary and secondary homes, as well as for investors.

In her healthcare career, BJ developed strong communication skills, and learned how to thrive as part of a team working toward a common goal. She is a strong believer in honesty and trust, and prioritizes clear communication with her clients. She keeps all parties well-informed throughout every step of the transaction, and always does right by her clients. “I give the same care to my customers that I would give to my patients,” she says.

During BJ’s second year at Margaret Rudd and Associates, Inc., she received the “Rising Star” award, which is

awarded to outstanding REALTORS® who have been with the firm for less than three years and have had the greatest percentage of increase in volume from one year to the next. With 40% of new clients stemming from referrals, BJ’s business is growing rapidly. Her love of people and her passion for the real estate industry continue to push her forward. She says, “There is nothing more rewarding than entering a property with my clients and hearing them say ‘This is it. This is home.’”

BJ is an active member of her community, and enjoys being involved in the Brunswick County Association of REALTORS®, where she participates in food drives, beach clean-ups, and donates supplies to local schools. She also teaches Sunday school at her church, and volunteered as a reading tutor at the local library. BJ says, “My passion for working with others and my desire to be involved in my community has always had an influence on both my hobbies and my career.”

She loves her community, and spends her free time walking and sunning on the beach. She also enjoys dancing, and she and her husband are frequent patrons at the local shag dance club. When she isn’t closing deals or dancing with her husband, BJ enjoys traveling, reading, and spending time with friends and family.

In past years, BJ has set a personal goal to grow in sales volume by \$1 million every year and has succeeded in exceeding that goal each year. She is also working to continue marketing to her sphere of influence and continue expanding her client base. “I love that I am able to work with my husband, and that I can continue meeting new people in this line of work. I’m hoping that as my business continues to grow, so will my impact on my community.”

BJ Ellender

Margaret Rudd and Associates, Inc. | Oak Island, North Carolina

910.477.3250 | bjellender@rudd.com