

CHARLESTON

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## The Dede & B.V. Team



Photo by Ashley Dye Photography



# The Dede & B.V. Team



**D**ede Warren, mother hen and rock of The Dede & B.V. Team, built something really special after moving to Charleston in 1990. Following a fruitless job search, Dede took the real estate course as a last resort. Armed with a bag phone and the white pages, she set out to build her book of business. Dede operated independently for close to 15 years before bringing on daughter B.V. Messervy. The two realized they could make magic together after planning B.V.'s wedding in 2004. Shortly after, Dede was diagnosed with cancer (she's now a two-time survivor) and needed her new partner to maintain business as usual during her treatment. It was a trial by fire for B.V. who claims she was, "still wet behind the ears," in real estate when her mother got sick. She kept the business afloat until Dede was well, and the two eventually grew their partnership into a highly competitive, all-female team of four with \$390 million in career closed volume.

Lauren Newman joined the duo in 2012. She met Dede through a chance introduction while wrapping up her first job out of college in marketing. Lauren had been charmed by Charleston since childhood and was committed to finding a career that would keep her finger on its pulse. Next to join was Charleston native Vanessa Beechem, "breaking the blonde mold," in 2014. Vanessa and B.V. met volunteering with the Junior League of Charleston. Real estate was a logical transition for Vanessa who came from banking and has a talent for numbers and analysis. The newest recruit is former client Ashley Bengtsson who executes the team's listing and closing plans as Sales Coordinator.



Lauren Newman

Each brings a unique approach to home sales. Lauren added a staging certification to her eye for interior design and puts the finishing touches on their listings. Vanessa has a heart for elderly clients and the patience to slow the process down for their comfort. She is the resident number cruncher and made her mark with 53 closings in 1 year for a national investor client. For B.V., the most rewarding facet has been mentoring Lauren and Vanessa, who closed \$38 million last year. She enjoys the training aspect of her role as Managing Partner, and her advice to new agents is, “Run your business like a business. Being self-employed doesn’t exclude you from needing a mission statement, policies, an annual plan, and a formal budget. Be poised to succeed in any market. Analyze your spending as a percentage of your income and be prepared to trim the fat if the market shifts.”

The group says their synergy comes from an evenly matched work ethics and trust. Their shared office is a safe space where issues are freely shared and swiftly resolved. Every team member echoes that this is “not just a job,” but an extension of their families. They are so close that when Vanessa

found out she was pregnant, she told the team before her own family! That closeness points back to Dede’s life mission to “Share the heart of God in a hurting and fallen world,” which inspired what the team calls their “culture of compassion.” It’s the foundation of what The Dede & B.V. Team hopes will be a legacy of integrity.

They don’t hold much back - with each other or with clients. The group is well known for their direct communication style and honest feedback. “We have developed a reputation for being effective without being aggressive which other agents appreciate,” Lauren says.

Instead of radio ads or billboards, this team spends their marketing budget on events for existing clients. These ladies know how to throw a party. They host 150 guests at their annual client appreciation events, which have most recently been a brewery tour, casino night and family holiday fair. They also splurge on branding materials to promote name recognition. Drive around Charleston and you will likely see their logo featuring back-to-back egrets. They say it’s a “nod to life in the lowcountry” and the design’s subtle hint of a music note represents the harmony of their partnership.

The Dede & B.V. Team personifies that “teamwork makes the dream work,” as each member backs the others always, in all ways. Their success is measured not only in sales, but in their relationships.

Vanessa says, “We work hard, and we play hard. We support one another both personally and professionally.” They stay in sync with weekly team meetings, social outings and charity events, quarterly production reviews, and annual business planning retreats, rumored to include a trip to the spa! They are stronger together than apart, gearing up for what is sure to be their biggest year yet as one of Carolina One Real Estate’s top teams and a stand-out in Charleston’s real estate scene.



Vanessa Beechem

Daughter, B.V. Messervy  
& Mother, Dede Warren



*The Dede & B.V. Team*

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