

The Cameron

cover story ◀ *Team*

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Honesty, Integrity, and Success: The Cameron Team's Real Estate Philosophy

Melanie Cameron's journey in real estate is a story of dedication, growth, and unwavering commitment to her clients and team. A North Carolina native, Melanie studied Political Science and History at UNC Chapel Hill. After graduation, she found herself at a crossroads, contemplating law school when an unexpected opportunity in real estate caught her eye. "I decided to give real estate a chance," she recalls. That chance decision in 1994 would be the beginning of a remarkable 30-year career.

Starting as a solo agent, Melanie built her reputation on hard work and integrity. By 2000, she began assembling a team, laying the foundation for what would become one of the most respected real estate teams in the region—The Cameron Team at Coldwell Banker Sea Coast Advantage.

Reflecting on her team's success, Melanie shares, "It's crazy to think, but this is my 30th year in the business. Since 2010 alone, we've sold over \$400 million worth of real estate and helped more than 1,200 people buy or sell a home." These numbers are a testament not only to the team's skill but also to the trust their clients place in them. Last year alone, the team achieved a volume of \$40 million, selling 82 homes with an impressive average of just 26 days on the market and a 99% list-to-sale ratio.

The Cameron Team, based out of the Coldwell Banker Sea Coast Advantage Autumn Hall office, is a close-knit group of seven professionals. Melanie leads the team as the primary listing agent. Tammy Suggs, Rachel Belch, and Ashley Pierce are buyer specialists, with Ashley also doubling as a listing specialist. Heather Lindquist-Bull, a licensed real estate broker, serves as the Client Care Specialist, while Robin Atkins handles the intricacies of transactions, and Meghan Henderson oversees marketing efforts.

"Our team is unique because we truly operate as a team," Melanie emphasizes. "Some brokers create teams where all agents contribute financially but do their own thing. Here, everyone helps each other. We meet monthly to discuss what's working and where we can improve. Our clients hire seven professionals



when they sign with us. If someone runs into an issue that they've never experienced, they know they can pick up the phone at any time and ask for help from one of the other licensed brokers or one of the admins."

This collaborative approach has not gone unnoticed. The Cameron Team has been named Best-of-the-Best with Coldwell Banker Sea Coast Advantage multiple times and is consistently part of Coldwell Banker International's President's Elite Circle. They are also recognized as RealTrends Verified, an honor given to the top.5% of real estate professionals in the United States.

When asked what sets her team apart, Melanie's response is heartfelt. "We strive to work with honesty and integrity. I may not always say what my clients want to hear, but it's what they need to hear—and that always comes from a place of love." This dedication to clients' best interests has fostered deep, lasting relationships. "All of my team's agents turn into Mama Bears with their clients," she says with a smile. "They want to do everything they can to protect them, whether it's hunting down hard-to-find information to make sure the home fits their ideal lifestyle or helping them hire a structural engineer to make sure that little crack really is nothing to worry about. We want clients for life, not just for this deal."

Melanie's passion for helping others extends beyond just closing transactions. "Right now, we're passionate about helping the public understand the true value of a real estate broker," she explains. "We're in the business to help others, whether it's high compensation or low compensation—that's our goal." Education is key to this mission, and The Cameron Team strives to inform clients about the hard work and expertise that go into every deal, converting it into added value for their physical and financial well-being.

Looking back, Melanie reflects on the most rewarding aspects of her career. "I love getting to know my clients and not just seeing their dreams come true—because every transaction isn't a dream—but seeing them move on to a better part of their lives," she says. These connections often turn into friendships that last long after the deal is done. "I've seen little ones grow into adults after helping their parents buy a home. I've even helped them purchase their own places. It's amazing to be part of the whole cycle of life for so many people."



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Building a successful team was not without challenges. "I like to do a lot of things myself," Melanie admits. "But I realized that an important part of having a team is hiring people smarter than me and having the courage to hand off responsibilities." This delegation has allowed Melanie to focus on what she does best—caring for clients and leading her team, while also finding a balance between work and home life.

Outside of real estate, Melanie's life is filled with family and personal passions. She and her husband, David, have been married for 21 years, and their 19-year-old twins, James and Maggie, are



both pursuing their own academic goals in engineering and history, respectively. David and Melanie cherish their time on the water, whether it's a boat ride to dinner or a day with friends at Mason's. The family's two labs, Ruby and Arden, also enjoy water time while they walk and play on the beach.

Staying healthy and active is another priority for Melanie. "As I've gotten older, I've become more passionate

about my health and fitness," she shares. "I work out at least six times a week and have my daily walk with Arden. Staying healthy and active is a huge part of being able to stay at the top of my game in the real estate world." This drive has also seen her compete in eight 70.3 Half Ironman races, with a Full Ironman still on her bucket list.

Looking ahead, Melanie has set her sights on expanding her real estate

investment portfolio, believing wholeheartedly in real estate as a means to build and maintain wealth. Financial goals are also on the horizon as she looks towards retirement, although that's still a long way off.

When asked what success means to her, Melanie quotes Zig Ziglar: "Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph." For Melanie, success is about effort and integrity. "If we do our best, we are a success. Success is the maximum utilization of the ability that you have," she says. "My biggest success is my children, and seeing them grow into compassionate, good people with a strong work ethic is my greatest reward."

Melanie's dedication to her community is equally inspiring. The Cameron Team sponsors the Historic Wilmington Foundation's Azalea Festival Home Tour, supporting the preservation of the city's history and architecture. They also regularly donate to local charities and school programs, reinforcing their commitment to the community they serve.

For aspiring REALTORS® and brokerages, Melanie offers sage advice: "Invest in a CRM from day one. Don't rely on your phone. Set tasks and reminders, and don't be afraid to make those follow-up calls, even if it's just to say, 'Hey, I drove by your house and it got me thinking about [XYZ].'" Consistency is what gets you the business."

In every sense, Melanie Cameron and her team embody the principles of hard work, integrity, and a deep commitment to their clients. "We're here to help, and we'll keep doing our best," Melanie concludes, with the quiet confidence of someone who has spent three decades mastering her craft.