

A woman with long, wavy brown hair, wearing a teal top and a blue beaded necklace, is smiling. She is positioned on the right side of the frame. The background is a scenic view of a mountain range at sunrise or sunset, with the sun low on the horizon and misty valleys between the peaks.

BUILDING A BUSINESS AROUND RELATIONSHIPS

**Julia Burdette's Experience with
BNI Mountain South Region**

JULIA BURDETTE | REALTOR®
NEST REALTY • ASHEVILLE, NORTH CAROLINA



BUILDING A BUSINESS AROUND RELATIONSHIPS:

JULIA BURDETTE'S EXPERIENCE WITH BNI MOUNTAIN SOUTH REGION

For Julia Burdette, success is about more than closing real estate transactions. It is about building trusted relationships, helping people solve problems, and creating the flexibility and financial freedom to spend meaningful time with her family.

As a Realtor with Nest Realty in Asheville, North Carolina, Julia has built her business around personal connections and referrals. Her experience with BNI Mountain South Region has helped her grow that network, become a stronger leader, and connect her clients with professionals they can trust.

FROM THE CLASSROOM TO REAL ESTATE

Julia has called Asheville home for nearly 25 years. Before entering real estate, she spent 20 years teaching Spanish at the elementary and middle school level. After leaving education in 2019, Julia embraced entrepreneurship by purchasing a dump truck, painting it purple, and launching a junk removal company. The experience allowed her to put her problem-solving skills to work while exploring a new career path.

Seeking greater flexibility, meaningful client relationships, and new challenges, Julia transitioned into real estate. She began working full-time in January 2022 and now focuses exclusively on residential real estate, helping buyers and sellers throughout the Asheville area confidently navigate important decisions.



SOLVING PROBLEMS AND GUIDING CLIENTS **FORWARD**

One of the things Julia enjoys most about real estate is that no two transactions are ever exactly alike.

Every client has unique needs, priorities, and circumstances. Julia begins by understanding what matters most, then develops a plan to reach their goals while preparing for challenges along the way.

Whether the process takes years or just a few weeks, Julia supports her clients from the first conversation through closing. Her approach reflects her natural love of problem-solving—something she also enjoys through games and escape rooms with her husband. For Julia, real estate is much the same: connecting the pieces, solving challenges, and finding the best path to the finish line.

CREATING FLEXIBILITY AND FINANCIAL FREEDOM **FOR HER FAMILY**

At the heart of Julia's career is her family. She and her husband have two sons, ages 10 and 12, and are an active sports family. Real estate gives Julia the flexibility to build a successful career while staying present for the moments that matter most.

For her, growth is about creating both financial freedom and more meaningful time with her family.



WHY BNI WAS THE RIGHT FIT

Julia decided early in her real estate career that she wanted to build a referral-based business. She has never relied on purchased leads or listings because that approach doesn't align with her relationship-focused style. Instead, she believes in earning trust, creating genuine connections, and providing a level of service that people feel confident recommending to others. That philosophy led her to join BNI in the fall of 2022.

During her first two years as a member, approximately half of Julia's closed business came through relationships and opportunities connected to BNI. Beyond direct referrals, the organization gave her access to a network of trusted professionals she could confidently recommend to her clients.

For Julia, that resource has been invaluable.

Buying or selling a home often requires assistance from lenders, inspectors, contractors, attorneys, insurance professionals, and other service providers. Through BNI, Julia can connect her clients with people she knows and trusts, helping reduce uncertainty in an already significant process.

THE POWER OF TRUSTED REFERRALS

Word of mouth remains powerful in Western North Carolina, where trusted recommendations often turn awareness into action. Through BNI, members become trusted advocates for one another by understanding each other's businesses and confidently making referrals.

This aligns with BNI's Givers Gain® philosophy—focusing not on “What can I receive?” but “How can I help?”

GROWING THROUGH ONE-TO-ONE CONNECTIONS

Julia believes one-to-one meetings are one of BNI's most valuable tools, allowing members to better understand each other's businesses, goals, and ideal clients.

Her advice to members seeking better results is simple: schedule more one-to-ones and expand your network beyond your own chapter.

Building relationships across BNI creates more opportunities to connect, refer, and grow.



SERVING AS A BNI LEADER

Julia's involvement with BNI has expanded beyond membership. She has served in chapter leadership roles, including Vice President and Membership Committee positions. She also spent two years serving the region as an ambassador, which she describes as being a chapter cheerleader.

In that position, Julia helped chapters and individual members recognize the resources available to them. She encouraged members to conduct intentional one-to-ones, use BNI tools more effectively, and clearly communicate what makes a valuable referral for their businesses.

Julia later stepped into a Director Consultant role and completed additional training to help chapters grow with greater focus and intentionality.

She is especially passionate about supporting smaller chapters as they build renewed momentum, strengthen their membership, and create new opportunities for local professionals.



CONNECTING WESTERN NORTH CAROLINA AND SOUTHEAST TENNESSEE

Julia is excited about the growing connections between BNI members in Western North Carolina and Southeast Tennessee.

Many businesses naturally serve a limited geographic area, but strong relationships with professionals in neighboring communities can create valuable new referral opportunities. A unified regional network makes it easier for members to connect across chapter and state lines while still maintaining strong local relationships.

For Julia, BNI's strength extends far beyond any individual meeting room. Each member becomes part of a much larger network of professionals who share knowledge, exchange trusted referrals, and help one another succeed.

The more members explore that network, the more opportunities they may discover.

FIND YOUR COMMUNITY WITH BNI MOUNTAIN SOUTH REGION

Julia Burdette's experience demonstrates what can happen when professional growth is built on relationships, trust, service, and a clear personal purpose.

BNI Mountain South Region provides a positive, professional, structured environment where business owners and professionals can build meaningful relationships, strengthen referral networks, and grow their businesses.

Whether you are an established business owner, an independent professional, or an entrepreneur looking for a stronger local network, visiting a BNI chapter is the best way to experience the community firsthand.

Learn more about BNI Mountain South Region and find a chapter where you can begin building relationships that move your business forward.

BNI[®]



**MOUNTAIN SOUTH
REGION**

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