

About Us-Elite Realty Collective



JAMECIA ADAMS LATASHA BLACK TANYA POWELL-MAY

About Elite Realty Collective (ERC)

Our brokers actively advocate for fair housing policies and work extensively with marginalized, low-income, and first-time homebuyers. Through our brokerage services, we aim to create sustainable homeownership opportunities while fostering economic growth within historically underserved communities.

Brokerage Services Overview

ERC offers comprehensive brokerage services tailored to support housing initiatives, including:

- Buyer & Seller Representation – Expertise in traditional sales, first-time homebuyer programs, and investment properties.
- Market Analysis & Pricing Strategy – Data-driven insights to ensure competitive pricing and optimal positioning.
- Community Engagement & Outreach – Leveraging our network to connect with local buyers, nonprofit organizations, and housing advocates.
- Fair Housing Compliance & Advocacy – Ensuring all transactions align with federal, state, and local housing regulations.
- Development & Investment Consulting – Providing strategic guidance on affordable housing projects and community reinvestment efforts.

ABOUT US

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Why Choose ERC?

- *Proven Community Impact – Decades of combined experience in housing advocacy and real estate solutions.*
- *Established Networks – Strong relationships with lenders, nonprofits, and housing programs to streamline transactions.*
- *Commitment to Equity – Focused on closing the homeownership gap and increasing generational wealth in underserved communities.*

We are excited to join the Seymour Condominium project by providing brokerage services. Our organization is deeply aligned with the mission and vision of this development, which aims to deliver exceptional residential living spaces while fostering a vibrant and inclusive community.

The Seymour Condominium project's commitment to high-quality, modern living accommodations in a desirable location strongly resonates with our core values. We are dedicated to supporting initiatives that prioritize innovative design, sustainability, and an exceptional living experience. Moreover, the emphasis on creating a welcoming and inclusive environment aligns with our belief that a home should not only provide comfort but also enhance the well-being and lifestyle of its residents.

We look forward to the opportunity to collaborate and contribute our expertise to the success of this transformative development in West Michigan.

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Our organization brings extensive experience in real estate sales and marketing, with a proven track record of success in managing and selling luxury condominium developments. Our team is committed to delivering exceptional customer service, strategic marketing solutions, and personalized guidance to prospective buyers. By partnering with the Seymour Condominium project, we are confident that our expertise will drive the project's success and create positive outcomes for both the development and its future residents.

Joining the Seymour Condominium sales team represents an exciting opportunity to collaborate on a project that aligns with our mission of enhancing communities through quality residential offerings. We are eager to leverage our skills and passion to help bring the Seymour Condominium vision to life and contribute to its long-term success.

Additionally, each of our brokers is actively engaged in fair housing advocacy and regularly supports marginalized, low-income, and first-time homebuyers. Our commitment to housing equity and community development ensures that we bring a well-rounded perspective to the project, helping to create an inclusive and thriving residential community.

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BROKER TANYA POWELL-MAY CPA

About Tanya

With over 30 years of experience in finance & real estate nobody is better equipped than Tanya to help her clients to competently understand the financial benefits of building a legacy of wealth through home ownership. She has been a resident of Grand Rapids since 1984. She is a life member of Alpha Kappa Alpha Sorority Inc, a founding member of the local chapter of the National Association of Real Estate Brokers (ROWMA), trustee for the Kentwood School Board, and member of the West Michigan Fellowship of Christian Athletes Board of Directors. Tanya attends Brown Hutcherson Ministries Church in Grand Rapids

Legacy Homes GR is a top producing 8 person real estate team based in Grand Rapids, MI, that has served almost 700 individuals and families since 2014. They are dedicated to providing comprehensive, client-centered real estate services with a focus on affordable housing, first-time homebuyer assistance, and community development. As a team affiliated with Keller Williams Realty, we bring together market expertise, strong relationships, and a strategic approach to help buyers and sellers navigate the real estate landscape effectively.

They believe that real estate is about more than just transactions—it's about creating legacies. The team is deeply committed to helping individuals and families build generational wealth through homeownership, particularly within underserved and income-qualified communities.

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BROKER JAMECIA ADAMS

About Jamecia

Jamecia Adams epitomizes integrity, trust, respect, and professionalism. She is a consummate sales professional with heart and passion who brings energy and joy to those she encounters. Jamecia has a strong work ethic and commitment to customer service and believes that creating positive relationships is the foundation to building a thriving business. She is known for cultivating genuine relationships with her clients and acting in their best interest. Jamecia also brings her meticulous attention to detail to each transaction, and revels in sharing her knowledge as she guides her valued clients through the real estate process. Her uncompromising standard of conduct is exceptional customer service, commitment, consistency, and accountability - simply put, "Always Operating in Excellence!"

Jamecia has maintained a successful career in real estate over the past 18 years. She has worked in various aspects of the industry representing sellers, buyers, builders, and banks in the residential market in both the Greater Grand Rapids area and the Philadelphia suburbs.

In addition to being a competent real estate professional, Jamecia enjoys crafting, staging homes, and serving at her church and in her community. She has volunteered with Gilda's Club with Laugh Fest, Meals on Wheels, and the American Cancer Society, to name a few. Jamecia also sits on the board of directors for two non-profit organizations, where she lends her vast knowledge and expertise. She is passionate about helping others.

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BROKER LATASHA BLACK

About Latasha, (GRI, ABR, AHWD)

Latasha C. Black is a seasoned accountant, entrepreneur, and community advocate with a passion for financial literacy and empowerment. She holds an MBA from Michigan State University and has built a distinguished career specializing in financial reporting, tax planning, and auditing.

As the Broker/Owner of Latasha C. Black Consulting and LCB & Associates Realty, Latasha seamlessly integrates her financial expertise with her entrepreneurial spirit to offer customized solutions in financial management and real estate. With over 20 years of experience in the real estate industry, she specializes in diverse market segments, including commercial properties, first-time homebuyers, and distressed property sales. She is adept at navigating complex market fluctuations and client needs, leveraging her deep understanding of local market dynamics to drive successful transactions.

Latasha is known for her strategic negotiation skills, innovative marketing techniques, and ability to guide clients through intricate real estate and financial transactions. Her commitment to building lasting relationships, prioritizing education and empowerment over transactions, ensures that clients feel confident and informed at every stage of the process.

Beyond her professional endeavors, Latasha is deeply invested in her community. She serves as Board President for 15 Pearls and a Promise and as Director and Treasurer of 1000 Families of Color, member of Alpha Kappa Alpha Sorority, Incorporated and founding member of ROWMA (Realtist of West Michigan Association) furthering her mission to uplift and empower underserved communities through financial literacy and advocacy.

Value Statement:
With YOU every step of the way.

National Association of Real Estate Brokers (NAREB): Realists of West Michigan Association (ROWMA Chapter)

As founders and leaders of the Realists of West Michigan Association (ROWMA), our team plays a pivotal role in advancing housing equity and expanding homeownership opportunities for underserved communities. NAREB, the oldest minority professional real estate trade association in America, was founded in 1947 with the mission of “promoting democracy in housing.” This mission aligns seamlessly with our values, ensuring equal access to housing opportunities regardless of race, creed, or color.

As the local NAREB chapter, ROWMA is committed to reducing housing disparities and increasing homeownership rates among minority and low-income communities. Through this extensive network, we directly engage with qualified buyers who require education, financial guidance, and resources to achieve homeownership.

Our leadership within ROWMA includes:

- Jamecia Adams – Current President
- Tanya Powell-May – Past Treasurer
- Latasha Black – Past Assistant Treasurer
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1000 Families of Color, Inc. (1000 FOC) – A Vision for Housing Equity

Since its founding in 2021, each member of Elite Realty Collective (ERC) has actively served on the board of 1000 Families of Color, Inc. (1000 FOC), a nonprofit dedicated to closing the racial wealth gap through homeownership education, financial literacy, and workforce development. Tanya Powell-May serves as the organization’s Executive Director.

Driven by a collective of local agents of color, 1000 FOC was established to counteract adverse housing trends and directly impact economic mobility in our community. The organization collaborates with local REALTORS®, lenders, nonprofits, and faith-based organizations to deliver education and resources—especially to African American, Latinx, and other historically marginalized groups.

1000 FOC operates on three core pillars:

1. Homeownership Education & Assistance
2. Financial Literacy & Wealth Building
3. Workforce Development in Real Estate & Related Fields

Through 1000 Families of Color, Inc., we have established an infrastructure that connects minority buyers with lenders, financial resources, and affordable housing opportunities. Our expertise in buyer education, financial literacy, and community engagement makes us an ideal brokerage partner for ICCF’s Seymour Condominiums. Our extensive network and targeted outreach ensure that these units reach the qualified buyers they are designed to serve, ultimately contributing to a more equitable housing market.



PARKER TILLMAN

About Parker

Parker began his real estate debut after being invited to join Legacy Homes GR. While finishing School he learned of real estate during summer of 2016. He has now graduated from his college. Northwood University with his Bachelor of Business Management and was offered a full-time position as Director of Operations for his team.

He has been a part of real estate activities since 2016 and has been learning under team leader and CEO of Legacy Homes GR, Tanya Powell-May as a licensed assistant. He is known for his work ethic, accountability and creativity. He has set-up the team's systems and is constantly improving the team. His ideal clients have acknowledged his ethic as well as his commitment to intimate service. He truly believes that he must always "raise the bar" to satisfy his clientele.

Parker is passionate about the realty experience. He understands there is a lot of competition and innovation taking place in the real estate market today. He is committed to service and making sure client satisfaction is guaranteed. He is fully aware of the pressure of realty and would like to offer the best experience his team has to offer. Parker is passionate about home which encompasses not only his birthplace in Grand Rapids but the entirety of Michigan. He wants to be a part of the growth and improve the lives of those that share it.

Parker spends his free time with his friends and family enjoying the company of those he cherishes. He also spends a large amount of time with his pure bred husky pup, Milo. Whatever he is doing it is with and for those he genuinely care for.



HEATHER NORTON

With a strong background in sales support, auditing, and leadership, Heather entered the real estate industry in 2019 and quickly discovered her passion for administrative and transaction management. As an experienced, licensed agent, she understands the fast-paced demands of the industry firsthand. While working as both a full-time REALTOR® and Executive Assistant, she recognized the growing need for seamless transaction coordination. In 2021, she founded Upper Hand Real Estate Services, providing agents with expert administrative support to help them leverage and grow their businesses.

Heather has successfully closed over 1,500 transactions, developing an extensive network of industry professionals. Her experience allows her to anticipate potential challenges and provide creative, solutions-driven strategies to ensure smooth closings. Fully trained in local and statewide real estate practices, she delivers an exceptional level of professionalism, efficiency, and personalized care in every transaction.

Beyond real estate, Heather has a rich background in photography. She studied Fine Arts with an emphasis in photography at Grand Rapids Community College (GRCC), mastering her craft before the digital era. The darkroom remains her happy place, and her passion for photography has taken her on countless nighttime shoots. She has captured the Northern Lights more than 30 times, often staying out until the early hours to get the perfect shot. Born and raised in West Michigan, Heather has always had a deep connection to the area she calls home. At just 21 years old, she purchased her first home during the 2009 market crash, taking on the challenge of gutting and remodeling it from the studs up. That experience ignited her lifelong passion for home renovation, a passion she continues to share with her family as they take on transformative projects together.

Outside of work, Heather fully embraces Michigan's lake life, spending summers on the water boating or in the pool. A true car enthusiast, she grew up in the garage and has a deep love for classic cars and motorsports, spending most weekends at the racetrack, local car shows, or festivals. Above all, she thrives on hosting, entertaining, and bringing people together, whether it's family, friends, or neighbors.

Heather is also deeply committed to giving back, volunteering with organizations such as Bissell, Habitat for Humanity, In The Image, Kids Food Basket, and Well House.

With a wealth of industry knowledge, a problem-solving mindset, and a passion for exceptional service, Heather thrives in transaction management, helping real estate professionals streamline operations, maximize efficiency, and scale their businesses with confidence.