

CAROLINA COAST

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REAL PRODUCERS[®]



Laura
Bender

DRIVEN BY PURPOSE.
BUILT ON HUSTLE.
POWERED BY HEART.

SERHANT.

LAURA BENDER
REALTOR[®]



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WESTON MEDIA

From York, Pennsylvania to the South Carolina coast, Laura Bender has built her career on hustle, heart, and helping others achieve their dreams.

A Fresh Start — Rooted in Hard Work

Laura’s work ethic was shaped early. She grew up with her two sisters surrounded by cosmetology — her mother worked in the industry, and Laura turned it into a full-time career. She owned her own salon in York, Pennsylvania, a business that taught her independence, customer care, and what it means to truly serve people.

She originally planned to take her cosmetology career to Miami, with a job lined up at Vidal Sassoon working with runway models. But knowing it would demand long hours and constant hustle, she chose instead to build a stable foundation for marriage and family back home. Even after she sold her salon, the beach kept calling.

“Every time we visited Myrtle Beach — staying at our family’s timeshare at the Marriott Ocean Watch — it just felt like home.” When her husband Mark applied for a job during one of those trips and was hired by HGTC, the decision became clear. Their daughters, then in 6th and 8th grade, finished the school year at Ten Oaks Middle School, with just six weeks left and the family began their new chapter in South Carolina. Their daughter Avery is now a junior at CCU, and Hannah is a freshman at the University of South Carolina.

A Second Career Begins

Laura earned her South Carolina cosmetology license but wasn’t eager to



Laura & Ryan @ Owing Manhattan Premier Party

restart the salon grind. Mark encouraged her to take a job as a cosmetology instructor, and she later moved into admissions. But the 9-to-5 lifestyle didn’t match her drive for freedom, flexibility, or entrepreneurship. Friends began suggesting real estate.

By January 2023, she earned her real estate license and jumped in. Her career really took off at Realty ONE Group Dockside. “The classes, networking events, and even the casual happy hours created real opportunities to build relationships. A lot of my sales have come from those connections.” Laura has recently moved to the new SERHANT., South Carolina, serving the Myrtle Beach area.

Breakthrough Moments

Laura didn’t arrive with a built-in network. She built one — door by door, conversation by conversation. She began shadowing more seasoned agents at listing appointments and open houses, meeting weekly with a business coach, and even worked as an assistant to a top agent to learn as much as she could. Several agents in the industry took her under their wing. “There was no ego. Everyone was kind, helpful, and genuinely wanted me to succeed.” Her determination paid off fast: **Laura was named 2023 Rookie of the Year — an early career milestone she deeply treasures.**



Passion & Purpose

For Laura, real estate is less about property and more about people. “So many people don’t know what’s possible until someone helps them believe they can do it.” Her favorite moment? “A successful

closing! There are so many moving pieces, and when it all comes together — that’s success.”

Outside of work, Laura enjoys running, fitness classes, walking the beach, and connecting with her church family at NewSpring Church, where she is active in women’s ministry. She also loves visiting Duplin Winery, spending time with her family and fellow REALTORS®, and participating in local charity events.

The Entrepreneurial Spirit

As a teen, Laura admired her entrepreneurial uncle, whose creativity and drive inspired her to take risks and work hard. That same spirit fuels her business today. She’s also a committed Dave Ramsey follower and a Financial Peace University facilitator — passionate about budgeting, becoming debt-free, and helping clients build generational wealth.

Laura Bender is a shining example of what happens when ambition meets heart — a REALTOR who’s not just closing deals but opening doors for others to dream big.



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