

SOUTH SHORE

DECEMBER 2025

# REAL PRODUCERS



COMMUNITY LEADER:  
**SEAN PERSON**  
OF COMPASS

PARTNER SPOTLIGHT:  
**JOY MURPHY**  
OF SMOOTH TRANSITIONS

Nicole  
Vermillion

HOME FOR THE HOLIDAYS

Photos by Capture by Caitlin



**PARTY PIX  
FROM FALL  
SOCIAL**

CONNECTING. ELEVATING. INSPIRING.

REAL PRODUCER

# The Gift of Home

**Nicole Vermillion's**  
path from young  
homeowner to  
South Shore success.

BY JOSEPH COTTE  
PHOTOS BY CAPTUREBYCAITLIN (@CAPTUREBYCAITLIN)

## When people ask

Vermillion what defines her work, she doesn't hesitate. "Relationships mean everything to me," she says. "I never want to be accused of being a salesperson. I always approach everybody as a person first, transaction second."

That simple conviction—people before transactions—has shaped nearly a decade of success for Nicole. She built her business the same way she approaches each transaction: organically, with patience, persistence, and care. "My goal is to

help people get situated, whether they're buying or selling," she says. "I want them to feel like I'm guiding them the way I would my sister or my friend."

Before real estate, Nicole had a completely different career

plan. She studied history and classical studies at Boston University, earned graduate degrees in education and management, and even spent years tutoring—Latin, of all things. "I thought I was going to be a teacher for a long time," she says

with a laugh. "I tutored my butt off for years and saved my down payment. That's how I bought my first house at twenty-four," and that was the start of it all.

Owning that first home meant more to her than

square footage. Growing up, Nicole's parents separated when she was seven, and for a while, she, her mother, and three siblings lived with her grandmother. "I never felt like we had the security of our own home," she remembers. "So when I graduated college, owning one became my security blanket." That experience would later anchor her empathy for first-time buyers who crave that same sense of stability.

The spark for real estate came from her own agent—now mentor—who told her mid-closing, "You'd be great at this. At the time, Nicole had a two-year-old, a newborn, and a mountain of student loans. 'I didn't like the idea of not having a steady paycheck,'" she admits. "But I was working a job that just paid the bills. It was not my passion. So, with a two-year-old and a one-month-old baby, I jumped in." She started part-time in 2016 and grew from one client to three, then to dozens, building a thriving business without ever losing her people-first focus.

Nicole has become known on Boston's South Shore for her high-energy home-buyer workshops—five or six each year—where education meets fun. "I don't do the kind where you sit in a library," she says. "I give them a theme: Wine, Cheese & Keys, or Buyers and Brews," she laughs. "I'm a sucker for alliteration." The events reflect her mission to demystify the process. "If I'd taken this kind of class in college instead of opening every credit card offer that came my way, I'd have been more prepared when I bought my first house."

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She says that work-life balance is a myth, so her family is with her as much as on the job. Nicole and her husband are raising three kids—ages eleven, nine, and five—and they're all involved in the work. "My kids are good negotiators," she jokes. "They're empathetic and great with people, and they've learned from watching me." Her clients know the family, too; it's not unusual to see her daughter, Josephine, holding court at one of Nicole's client-appreciation events. "I don't close a deal and forget about people," Nicole says. "They come back for events or for resources, and I love that."

After her family, what keeps her motivated isn't numbers—it's service. "People need help," she explains, "and I'm lucky that most appreciate my advice."

Outside work, life stays joyfully full—her son's sports schedules, her daughter's sewing lessons, and plenty of travel. Each year, if Nicole hits her goals, the family chooses a trip together. "We've done Aruba, Disney, and now Punta Cana," she says. "The kids keep me accountable—they remind me if I'm behind," she notes with a laugh. That same blend of drive and heart shapes her business: measurable goals fueled by genuine connection.

"I'm not the white-Mercedes type," she says. "I want to stay relatable." It's an approach that's earned her not only clients but friends who feel cared for long after closing day. Nicole doesn't just sell homes; she gives people a place to belong—exactly what she set out to find for herself.



The Vermillion Family

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