

# PROSE 8 PENS

**Industry:** Property Preservation

**Biography Type:** Professional

Martell Holt's journey to entrepreneurship began before he left elementary school. As the son of a single mother, he understood early on that he'd have to work hard for anything he wanted. He wasn't afraid of getting his hands dirty and was eager to learn. So when the opportunity to mow neighborhood lawns came about, his instinct was to do everything he could to provide top-notch service. Earning \$8-\$12 per lawn, Martell gained a reputation for being consistent and dependable.

The lawn care business maintained itself through his time in college. Even after graduating from Alabama A&M University in 2008, Martell was able to keep his roster of clients while teaching special education and coaching middle school football. The business continued to grow as more and more people requested his services. He was almost spending more time tending to the business than focusing on his classroom duties and knew a choice had to be made. He left his teaching position and devoted his time and energy to Holt & Holt Entrepreneurship

By 2011, Holt & Holt was booming. Lawn care has expanded to property preservation and demolition in several states including Alabama, Mississippi, Tennessee, and Texas. What started as neighborhood lawn care had blossomed into a multi-million dollar enterprise. But Martell wasn't done. In 2016, he and wife Melody partnered again to form Holt Custom Homes. Two years later, Martell launched Holt Capital Group, a real estate investment company. To round out the year, Martell was also able to add television credits to his name as executive producer and cast member of Love and Marriage: Huntsville, which airs on the Oprah Winfrey Network (OWN).

Although Martell is proud of his professional accomplishments, he is most proud of the opportunity to be a dad. Martell had long envisioned the type of parent he'd be even in the absence of his father.

For him nothing beats being able to provide for his three kids – Martell II, Mariah, and Maliah – watch them grow, and guide them into their destinies.

When he isn't working or spending time with family, Martell enjoys recreational sports, hitting the gym, and motivating others. He wants to be a testament that if he as was able to make it out of his neighborhood housing projects, and build the life of his dreams, anyone else can too. It only takes belief in self, vision, and hard work.