RHONDA DAVIS

Licensing and Compliance Broker

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Rhonda serves as a Licensing and Compliance Broker for Peoples Company, bringing extensive experience in real estate, finance, and agriculture to the organization. Prior to joining Peoples Company in September 2026, she was the Principal Broker and owner of Farm Life Real Estate, LLC in Paragould, Arkansas, where she specialized in agricultural real estate throughout the North Delta region.

Before transitioning into real estate, Rhonda built a distinguished 30-year career as Chief Financial Officer of Paragould Light Water and Cable. Earlier in her career, she worked in private practice as a Certified Public Accountant, developing a strong foundation in financial management and regulatory compliance.

With deep family roots in agriculture and decades of professional leadership experience, Rhonda offers a unique perspective that combines industry knowledge, financial expertise, and a strong commitment to serving landowners and agricultural stakeholders.