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COVER STORY

## The Mountain Life Real Estate Team

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Brandon Bell

**PARTNER SPOTLIGHT**  
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# TABLE OF CONTENTS

 <p><b>09</b> Meet the Greater Atlanta Real Producers Team</p>	<p><b>14</b> FAQ About This Magazine</p>	 <p><b>16</b> Partner Spotlight: RS Andrews</p>
 <p><b>22</b> Cover Story: The Mountain Life Real Estate Team</p>	 <p><b>28</b> On the Rise: Brandon Bell</p>	 <p><b>32</b> Coaching Corner</p>



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# FAQ



## About Greater Atlanta Real Producers

Ever since we launched *Greater Atlanta Real Producers*, I have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is *always* open to discuss anything regarding this community — this publication is 100% designed to be *Your* voice!

### Q: Who receives this magazine?

**A:** The top 500 Realtors and teams that fall within the top 500 in the Greater Atlanta area. We pull MLS numbers (by closed volume) in the Atlanta market each year and we cut off the list at number 500. The list resets at the beginning of each year based on the prior year's totals and continues to update annually.

### Q: What is the process for being featured in this magazine?

**A:** It's really simple — one or multiple peers have first nominated every featured agent you see. You can nominate or be nominated by other agents, affiliates, brokers, owners, and office leaders. A nomination currently looks like this: you email us at:

**Anthony.Mercer@realproducersmag.com** with the

subject "Nomination: (Name of Nominee)." Please explain WHY you are nominating them to be featured. It could be that they have an amazing story that needs to be told, perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. Once the timing is right, the next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion.

### Q: What does it cost to be featured?

**A:** Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! This is NOT a pay-to-play model whatsoever.

### Q: How can I write an article to be printed?

**A:** If you are interested in writing an article to contribute your ideas, experience, knowledge, expertise, or stories to the *Greater Atlanta Real Producers* community, please email us at: **Team@AtlRealProducers.com** - Even if you don't consider yourself a prolific writer, let's talk!

### Q: Who are the Preferred Partners?

**A:** Anyone listed as a "Preferred Partner" in the index at the front of the

magazine is an integral part of this community. They will have an ad in every issue of the magazine, attend our events, and be part of our social media groups. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many agents have personally referred every single Preferred Partner you see. We won't even take a meeting with a business that has not been vetted by one of you and is "stamped for approval," in a sense. Our goal is to create a powerhouse network not only of the best agents in the area but the best affiliates, as well, so we can all grow stronger together.

### Q: How can I refer a local business to join Greater Atlanta Real Producers as a Preferred Partner?

**A:** If you know and want to recommend a local business that would like to work with more top real estate agents, please email me at: **Anthony.Mercer@realproducersmag.com** or visit **AtlRealProducers.com** and introduce us! This is the only way we can grow and strengthen this community, through your referrals. It's much appreciated!

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# RS Andrews

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For the current owner, RS Andrews is more than just a business; it's a family legacy. He shared, "RS Andrews was my wife's dad's business, and I started my career in the Telecom industry after college." The opportunity to

carry on the family tradition presented itself, and he seized it. This familial connection underscores the company's commitment to delivering top-notch services.

At RS Andrews, there's more to their success than just providing essential services. Their motto, "Story After Story, We Deliver Smiles," encapsulates their dedication to going above and beyond for their customers. Additionally, their commitment to integrity is unwavering, with the belief that "Integrity is Not a Commodity." They take pride in being a background-checked and drug-free workforce, ensuring trustworthiness and reliability.



For top-producing Realtors®, RS Andrews offers a crucial ally when buying or selling homes. The owner stated, “We can definitely help Realtors® when buying or selling homes, especially older houses. We specialize in assessing HVAC, plumbing, and electrical systems, conducting inspections, and ensuring everything is operational and up to code.” With their expertise, Realtors® can

have confidence in the condition of a property, helping transactions proceed smoothly.

What brings the most fulfillment to the RS Andrews team is not just business success but also the opportunity to foster growth and provide a nurturing environment for employees and their families. The owner emphasized, “Being able to grow the

business, providing a great environment for employees to grow here and taking care of their families, and helping customers are key drivers that motivate me”.

Over the years, the industry has seen significant changes, from equipment efficiency improvements to technological advancements in equipment and controls, as well as modifications to codes. A labor market challenge persists, with fewer individuals entering the trades. RS Andrews combats these challenges by heavily investing in training its technicians and focusing on apprenticeship programs to develop skilled professionals.

Outside of work, the owner cherishes spending time with his family. “We love going to sporting events, hanging out at community



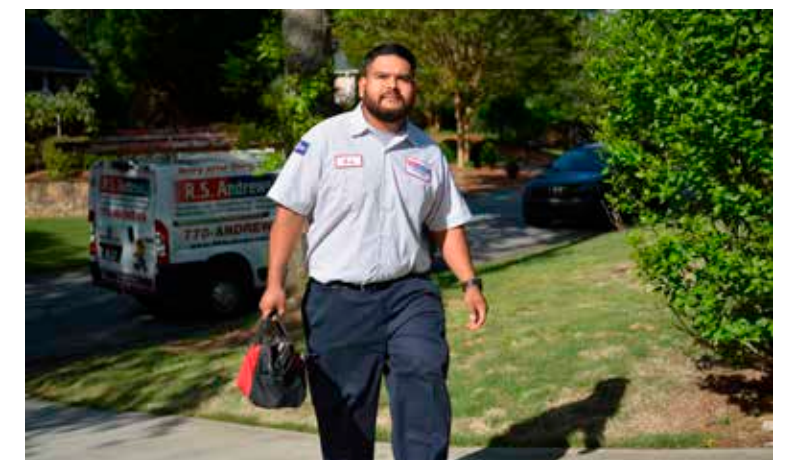
I want to be remembered for being a kind and compassionate person and helping others. I want to be remembered for being a great dad, husband and member of my community that left a positive impact.



parks, trying new local restaurants, and traveling together,” he shared. It’s evident that family is at the core of their values, both in business and in life.

When asked to define success, the owner expressed, “Success is the achievement of accomplishing a goal.” For RS Andrews, success is not just about business milestones; it’s about making a positive impact on their employees, customers, and the community they serve.

In closing, the owner revealed his desire to be remembered for more than just business achievements. “I want to be remembered for being a kind and compassionate person and helping others. I want to be remembered for being a great dad, husband and member of my community that left a positive impact.” It’s a testament to the values that RS Andrews holds dear – a commitment to excellence, integrity, and the well-being of all they touch.



In the competitive world of home services, RS Andrews stands as a shining example of a business that not only delivers exceptional services but also prioritizes family, integrity, and making a difference in the lives of their customers and employees. With their legacy of delivering smiles and excellence, RS Andrews continues to be a trusted partner for the people of metro Atlanta.

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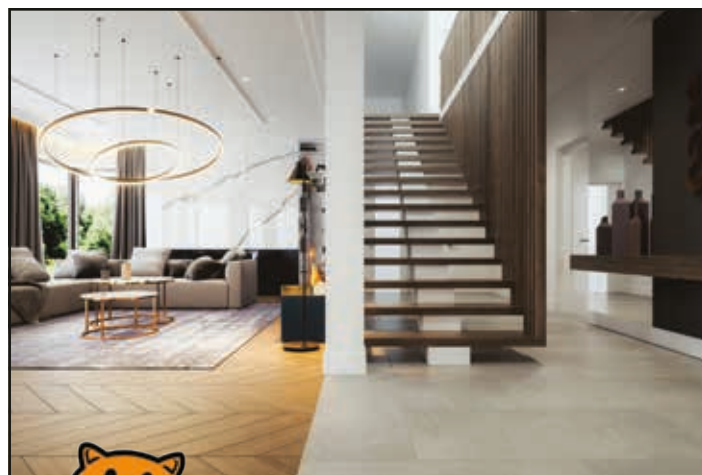
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# THE Mountain Life



## Real Estate Team

▶▶ cover story

Photos by Allie Santos

### PIONEERING A 5-STAR REAL ESTATE EXPERIENCE IN THE MOUNTAINS

Set against the serene backdrop of the Blue Ridge Mountains, Chad Lariscy stands as a pioneer in the real estate domain with his forward-thinking leadership at The Mountain Life Real Estate Team. His story unravels in this exclusive dialogue, highlighting his path to success in real estate, the mentors who have inspired him, and the core principles that drive the triumphs of his business.



Chad Lariscy is a unique figure in an ambitious world, someone whose fervor for his work surpasses the rest. His calling was found in his passion for photography, particularly in using it to authentically represent homes. As the driving force behind The Mountain Life Real Estate Team, Chad has propelled his business to impressive new levels within the industry.

His affinity for photography sparked his real estate ambition. “It was the early days of drone photography that drew me to real estate,” Chad recounts. “My venture began in the 2000s, assisting friends and family in capturing their homes from the skies. My background in architecture, coupled with my experience in construction and home staging, deepened my interest.” Chad’s distinctive skill set became instrumental in aiding builders to modify and enhance

their designs, significantly impacting the regional real estate market.

Chad’s professional voyage pivoted in 2005 when a developer saw his potential and suggested he pursue a real estate license. By 2006, he was fully invested in his real estate career, a journey that continues to flourish. Now with Keller Williams, Chad eagerly anticipates the unveiling of the new Keller Williams Realty Mountain Experience Market Center.

As a real estate agent, Chad’s achievements are extraordinary. His team has been a market leader since 2017, with rankings in the top echelon in his local market, as well as both regionally and internationally at Keller Williams. Chad remains humble, stating, “My team works super hard, and it’s more about them than it is me.”

Mentorship has been a cornerstone of Chad’s career progression. Mentors like Ron Putalski have been instrumental in his shift from production to leadership. “Ron’s guidance resulted in a 40% boost in my team’s production in just a year,” Chad gratefully admits. He also holds high regard for figures from Keller Williams such as Rick Hale and Shaun Rawls, alongside numerous others who have significantly influenced his path.

The Mountain Life Real Estate Team is more than just a group of colleagues; Their camaraderie, problem-solving abilities, and collaborative spirit have created a culture that’s hard to leave behind. It’s akin to a family, sharing daily meals and a strong sense of unity. Their focus is on nurturing talent and ensuring everyone feels integral to the team’s fabric.

“  
Our business philosophy mirrors what we have learned from Keller Williams - prioritizing God, family, and then business. This in turn allows us to foster a healthy work-life balance.  
”



Their philosophy is encapsulated in their slogan: “Creating a 5-star experience designed specifically for you,” a testament to their commitment to personalized service that extends into their personal ethos. As Chad notes, “Our business philosophy mirrors what we have learned from Keller Williams - prioritizing God, family, and then business. This in turn allows us to foster a healthy work-life balance.”

Looking forward, The Mountain Life Real Estate Team is determined to grow sustainably while continuing to provide exceptional service. The team remains deeply interwoven with the community, supporting local initiatives and enterprises such as the Isaiah 117 House, and expanding into related ventures like Cabin Cares, Dock Cares, and Mountain Life Builders, with the prospect of Mountain Life Vacations, Chad teases, hinting at exciting developments ahead.

Chad’s counsel to budding real estate professionals is straightforward: “Focus on the basics and consistently perform the fundamental tasks”. But perhaps, if there’s one thing that truly defines Chad and his team’s culture, it’s their unwavering commitment to their core values: SHARING: Success, Hustle, Authenticity, Relationships, Integrity, Now, and God-Centered. These values delineate them in a sector often dominated by the bottom line.

In a world of constant change and evolving trends, Chad Lariscy and The Mountain Life Real Estate Team emerge as beacons of genuineness, devoted to their clientele and community, all while steadfastly adhering to their foundational values and striving to deliver an unparalleled, individualized experience.

“  
My team works super hard, and it’s more about them than it is me.  
”

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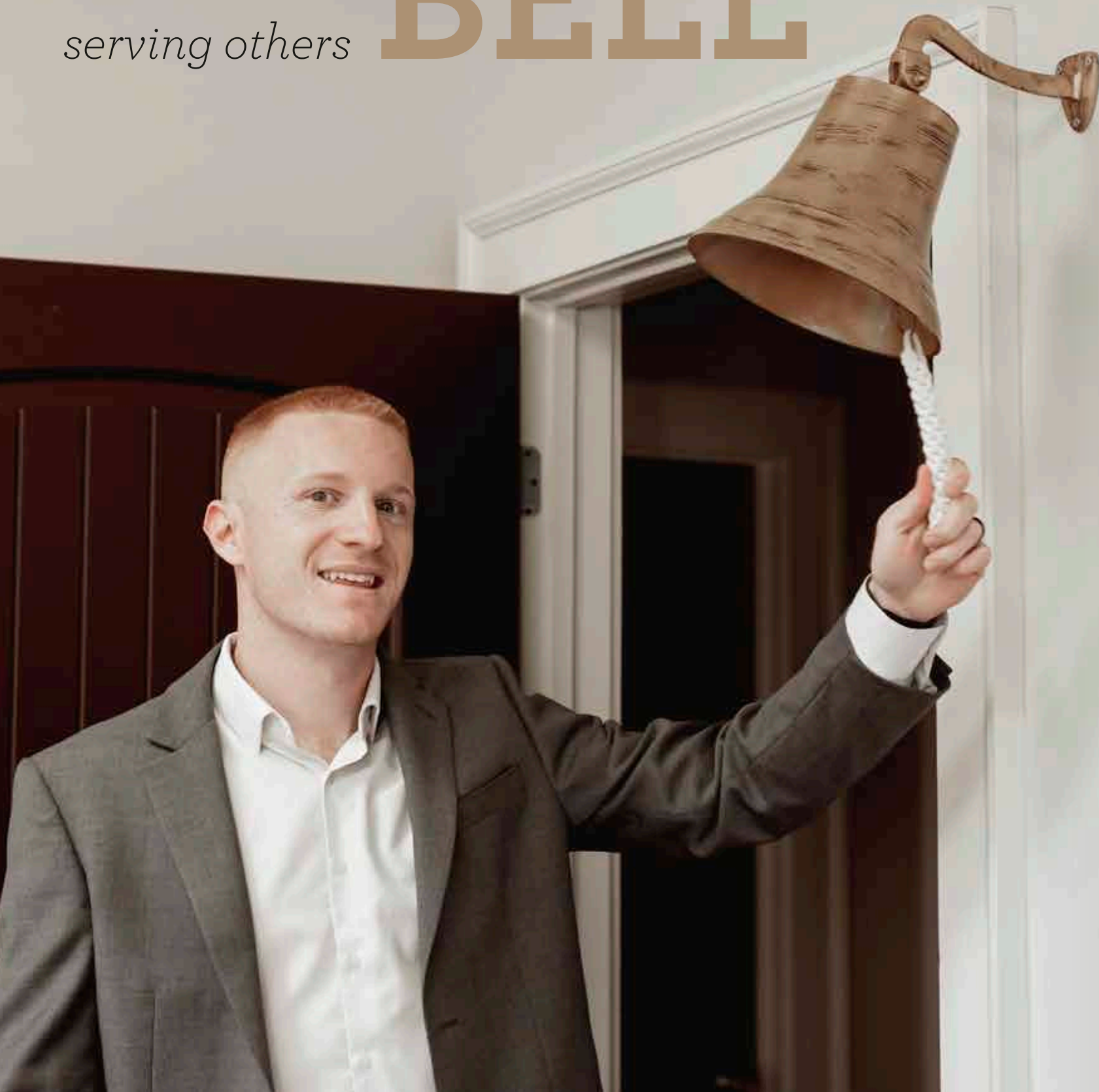
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# BRANDON BELL

► on the rise  
*serving others*



**B**randon Bell, a native of Forsyth County, Georgia, has had a remarkable journey from growing up in this picturesque area to becoming a successful real estate agent. His story is one of determination, faith, and a passion for helping others.

Bell's roots are firmly planted in Forsyth County, where he spent his formative years before expanding his horizons to neighboring Dawson County. After completing his high school education in 2015, he pursued his higher education at Lanier Technical College and the Calvary School of Ministry, where he earned an Associate in Business Management and an Associate in Biblical Studies in 2017.

However, Bell's career path took an unexpected turn after college. He joined the Forsyth County Fire Department, dedicating himself to the service of his community. It was a comfortable career, but life had more in store for him.

His transition into real estate wasn't a hasty decision but rather a well-thought-out move. Brandon initially obtained his real estate license to manage his own transactions, aiming to venture into real estate investing. However, it was when his family was expecting their son, Miles, that he began to consider real estate as a full-fledged career. Bell states, "It has since proven to be a great opportunity to serve and provide for my family."

In January 2022, he officially became a licensed real estate agent, embarking on a new journey. He started his career with Anchor Real Estate Advisors in Dawsonville, Georgia, under the mentorship of Sam Nissen, a seasoned industry professional. This mentorship proved invaluable in his early transactions, and Bell is quick to acknowledge Nissen's influence and guidance.

Bell's career has been marked by rapid growth, and he recently made a significant move to NorthGroup Real Estate. This change was a strategic decision, emphasizing his commitment to professional development and growth in the real estate sector.

In just over 20 months as a licensed Realtor®, Brandon has achieved impressive results, closing transactions worth \$8,301,817 and earning recognition within his brokerage, including awards like the "All-Star Award," "Capper Award," and "Rookie of the Year." He is also well known by his colleagues as an avid investor as well.

However, Bell's journey hasn't been without challenges. One notable hurdle was the decision to transition from a stable career as a firefighter to full-time real estate. This transition was made while his wife, Savannah, was eight months pregnant. Despite the

uncertainty, the couple made the leap together, with Brandon providing a one-month notice to the Forsyth County Fire Department. Bell now volunteers with Lumpkin County Emergency Services, continuing to serve the community alongside his real estate career.



Photo by Bennie Bates Photography

**Your greatest asset is the mindset you choose to take in life.**

When asked about his passion in business, Bell emphasizes his commitment to helping clients find their dream homes and his growing involvement in real estate investment. He proudly shares his recent success in acquiring two rental properties with no initial personal investment, and he has started an investment group within his brokerage to educate and guide others on the path to financial freedom through real estate.

The most rewarding part of Bell's business journey has been witnessing life-changing moments for his clients

and his own family. He notes the limitless income potential in real estate, a stark contrast to the corporate world's income ceiling.

Looking ahead, Brandon Bell sees real estate as the key to generational wealth and time freedom for his family. He is driven by a desire to make a lasting impact on his community, and he actively supports RLN Global and the Church at Warhill.

Family is at the heart of Bell's life. He and his wife, Savannah, have a son named Miles, who is just over



15 months old. They enjoy spending time outdoors and taking rides in their Jeep Wrangler while eagerly anticipating the completion of their new home.

Beyond his career, Bell has a deep love for sports, particularly pick-up basketball with friends, and outdoor activities like hunting and fishing. He also finds fulfillment in serving in his church.

To Brandon Bell, success means providing for his family, investing in his community, and having the freedom to spend time with loved ones. His faith in God is a driving force behind his actions and his business ethics center around transparency and compassion.

When asked what he wants to be remembered for, Bell's answer is simple yet profound: "My faith in Jesus."

In closing, Brandon Bell leaves us with a valuable piece of advice: "Your greatest asset is the mindset you choose to take in life."

He encapsulates his life philosophy with a quote from his father: "Your choices not only affect you and your future but those around you and theirs." It's a principle that has guided him on his journey from firefighter to Realtor®, and it's clear that Brandon Bell is leaving a positive impact on those around him as he builds a legacy of faith, service, and success.



Your choices not only affect you and your future but those around you and theirs.

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## ▶▶ coaching corner

Submitted by Christy Belt Grossman, CEO  
and owner of Ops Boss Coaching™

# WHAT YOU CAN LEARN FROM A 14 YEAR OLD ELITE GYMNAST

One of our traditions at Ops Boss® Coaching is supporting young leaders. We believe we have something to learn from everyone, AND that it's so healthy to step outside our real estate prism.

This year at the Ops Boss® Leader Retreat, we interviewed a national elite gymnast, 14-year-old Emme Stewart. Here's what I loved about what she shared - all SO applicable to what we do in real estate: "I like the mindset challenge".

That was her answer to why she loves competing at the national elite level of gymnastics. It isn't just about winning. Or accolades. It's about the challenge. Not just the physical challenge but the mental challenge. My takeaway: it's about who you become on the journey, not the destination. "Currently I practice 4.5 hours a day, 6 days a week. And I've been doing gymnastics 50% of my life."

Holy wow what an example of mastery. She does the same things over and over. Her schedule is time-blocked. Before she walks into the gym, she knows what's she's doing. In order. The same things each day. And she LOVES this time. It's not a chore. "I have 5 coaches."

They each help her with different gymnastic skills, but when I asked her what was most important about her coaches, she said they "help me conquer my fears". Her Dad is my coach. He does the same for me. Anyone who wants to be their best needs at least one coach. I have multiple. And not as many as Emme. You go, girl! "I want my friends to win and I also want to beat them."

Emme shared about the effect her friends have on her performance. They all work out together. They compete as a team and as individuals. She said they encourage each other. And also push each other to be better. (Hmmm: Note to self. You're the average of the 5 people you spend the most time with.) "I learned to stop worrying about how many eyes are on me and to focus inward instead."

Emme crushed Regionals. Qualified for nationals. Top 100 in the entire country. And failed forward at the National event. She said she was too focused on everyone else and on the college recruiters in attendance. It probably was not a fun event for her.

Because if she'd performed like she did at regionals, she'd have won nationals.

AND she turned it into a win by learning from it. Next time she will focus inward, work on her breathing and work on visualization.

I love those strategies. And the message. Stop looking at what everyone else is doing. Go inward and do what you know you can do.

Thank you, Emme. You're A BOSS!

---

Here's Emme's bio. When she's in the Olympics, you can say you knew her when.

Meet Emily "Emme" Stewart, a remarkable young individual with a passion for making a difference in the world. At just 14, she has already proven herself to be a driven and inspiring force for positive change.

Born and raised in Florida, Emme developed an early fascination with gymnastics. Her journey began when she watched an American Girl video about a little girl who overcame her fears and injuries to win a competition. Soon after, she enrolled in classes and began overcoming fears of her own. Since then, she has gone on to become a Level 10 gymnast and compete nationally.

Emme is not only an avid gymnast but also an advocate for Florida Agriculture. She is Florida's current Miss Agriculture and has been actively involved in showing her cow, chickens, bunnies, and duck at the Florida State Fair.

Apart from her athletic and agricultural pursuits, Emme is an "A student" who is currently starting her freshman year via Florida's Virtual School. She enjoys baking, which provides her family and friends with tasty snacks and helps her stay creative and focused.

---

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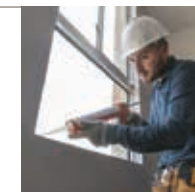


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