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Ashley Streight
 Director of Operations



Elizabeth Zeaton
 Ad Strategist



Shy Espinosa
 Virtual Assistant



Regis Lawson
 Photographer



Heather Pluard
 Writer



Alexandra Santos
 Photographer



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»» fall traditions

A FEW OF YOUR FAVORITE THINGS

Fall is a season of transition, as daylight wanes, and nature prepares for the quiet slumber of winter. It's a time for cozy sweaters, warm beverages, and gatherings around crackling bonfires. The harvest season brings a bounty of fresh produce, from apples and pumpkins to corn and squash, inspiring a rich culinary tradition. Fall is a reminder of the cyclical nature of life and an opportunity to appreciate the beauty of change and the comforts of home.

We all have ways of celebrating the new season, so we asked some of our staff and agents in the area to share some of their favorite fall-time things. Enjoy!



I absolutely love crisp fall mornings, the way the sunlight becomes softer during the golden hour and decorating pumpkins with my son.

- Meg Councilman, Berkshire Hathaway HomeServices



Candy Corn! Haha I love the fall! My favorite holiday is Thanksgiving and it's an amazing time to start really reflecting on things I have been blessed to have learned this year and thankful for my family and old & new friends that have come into my life!

- Tammy Bult, ENGEL & VÖLKERS ATLANTA

I love fall for reading a good book with a fall scented candle. Sweatshirts that are way too big but bring the most amount of coziness.

- Allie Santos, Alexandra Santos Photography



I love the vivid colors of the trees changing, the spirit at football games, pumpkins & all the costumes of the trick-or-treaters. It's a time for families to get together for Thanksgiving, homemade apple pies, sweaters & stylish boots.

- Christy Scally Carter, Keller Williams Community Partners



From sipping on a steaming cup of apple cider to snuggling up in warm sweaters by a bonfire and heading to haunted houses, fall holds a special place in my heart! It's my favorite season.

- Ashley Streight, Director of Operations, Atlanta Real Producers



I love fall season for its vibrant tapestry of crimson, amber & gold leaves painting the landscape. Plus, the inviting aromas of Pumpkin spice, apple cider & wood burning fires. Football, flannel, Halloween, Thanksgiving, bonfires & long walks with family.

- Ivan & Jessica Savant, Ivan Savant Team

I love the fall because it means Cross Country season! Three of my kids run and it is a sport I never knew my life was missing until they joined the team. We of course also love the bonfires and the beauty of the fall leaves.

- Elizabeth Zeaton, Ad Strategist, Atlanta Real Producers



Fall is my favorite season! I love everything from being able to ride around in the car with the windows down, apple cider, colorful leaves, cinnamon brooms, and cooler weather! Let's not forget football; go Falcons!

- Linde Moore, Keller Williams First Atlanta

Fall is my absolute favorite season of the year! The smells of pumpkin spice, cooler weather, football and family gatherings are just a few of the many things I love about this time of year.

- April Rener, Keller Williams Realty



The best part of fall is FOOTBALL season! The cooler temperatures are invigorating & the changing colors of leaves make me want to go hiking & spend time outdoors. Thanksgiving is my favorite holiday and I love spending time with friends and family

- Deborah Morton, Clareo Real Estate



Fall is my favorite time of year in Atlanta. I look forward to riding my motorcycle in the crisp air, my Seahawks, playoff baseball and a good bourbon.

- Ricky Russert, Engel & Völkers Atlanta

COLLEGE FOOTBALL (War Eagle) and the retreat to cooler temperatures/less humidity. Fall is my favorite season by far.

- Weslyn Bezila, Keller Williams Realty Consultants





▶▶ REALTOR® believe it or not

TERRENCE STEPHENS

The year was 2019 and the month was July. Arguably, one of the busiest and most productive months in my young career. Looking to celebrate the 5 homes (soon to be 7) I had under contract, I took a trip to Puerto Rico to celebrate a friend's birthday. During that trip, I had a near-fatal motor vehicle accident that almost resulted in an amputation of my right leg. A full tibia break, blood clotting, sepsis, and severely infected muscle

tissue. Spending 28 days in Emory Hospital (14 of those days in the ICU) undergoing 4 total reconstructive surgeries, I was tasked with keeping my business afloat and still producing results. Thankfully, I had recently hired the world's best transaction coordinator (Thank you Barb Stice) and with the help of my colleagues, I successfully closed 7 transactions in the month of August, all while on my deathbed (literally).

“
Many hours were spent working from my hospital bed and ensuring clients' business would resume as normal.
 ”



Many hours were spent working from my hospital bed and ensuring clients' business would resume as normal. There may or may not be a picture of me reviewing inspection reports with tubes coming from my nose. All in all, this was the most scary yet monumental moment of my career. Most days, the hospital waiting room was packed with friends and clients who turned into friends. It was nothing short of a miracle to not only survive the accident but persevere in the way I was able to. Shoutout to God and all those who helped me 'Take the Town'!

The moral of my story: Even without both your legs, you're able to Run the World and change lives. **Believe it or not!**

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WESLEE KNAPP

From Engineering to Real Estate Success

Weslee Knapp stands out as a seasoned Realtor® with a unique journey that has led him to become one of the industry's top producers. Born in Bartlesville, Oklahoma, and raised between Kansas and South Florida, Weslee's path to success took an unexpected turn after his college years at Georgia Tech, where he earned a degree in Industrial and Systems Engineering in 1998.

Knapp's career initially led him into the corporate world, working for giants like PricewaterhouseCoopers and IBM, specializing in Supply Chain Management Consulting. However, it was a pivotal moment in 2001 that sparked his transition into the world of real estate.

"I was given a promotion and a pay decrease coming off the internet boom/bust of Y2K. I realized that I was entrepreneurial, and I wanted to be more in charge of my own life and income," Weslee recalls. "I was living in Atlanta, and I saw all the opportunities in the redevelopment of communities, which is why I got my real estate license. It was and continues to be very exciting!"

Weslee received his real estate license in 2002, marking the beginning of a journey that would redefine his career. He started his real estate career with an independent brokerage, and then he teamed



up with a friend who was a broker to establish Keller Knapp Realty, a firm that has now been in operation for two decades.

"I had to learn a lot on my own, which was hard, but it made me a better teacher to young agents," Weslee mentions. Today, Keller Knapp Realty boasts four offices and a team of 185 agents.

With 21 years of experience under his belt, Weslee has achieved numerous accolades, including being a top 10 Realtor® in sales and unit volume six times in his career. He also reached the impressive rank of #2 in sales within the Atlanta Realtor Association and was recognized as one of the "Top 40 under 40" by the Atlanta Business Chronicle.





“I had to learn a lot on my own, which was hard, but it made me a better teacher to young agents.”

“My goal is to help as many people as I can!”

When asked about his career volume as a Realtor®, Weslee proudly states, “Over \$500 million,” with a remarkable \$20 million in total volume in the previous year.

Despite his remarkable success, Weslee has had his share of challenges. “Starting your business is hard,” he admits. “I worked a full-time consulting career, and I started my real estate business at the same time. I remember making 40 calls one lunch.” His relentless determination and unwavering work ethic are undoubtedly key factors in his triumph over these obstacles.

Today, Weslee is deeply passionate about helping and influencing people. “My goal is to help as many people as I can!” he declares. This passion extends not only to his clients but also to young agents he mentors, who continue to energize him.

Beyond his professional life, he is committed to giving back to the community. In the past year, he served as the Board Chair for the Olmsted Linear Park Alliance, which supports the linear parks on Ponce de Leon Avenue in Atlanta. Additionally, he held the position of Board Chair for Community Friendship, an organization dedicated to providing rehabilitative services for the mentally ill and homeless in Atlanta.

Weslee’s family is an essential part of his life, and he takes immense joy in spending time with his two boys, Bennett (16) and Oliver (14). His favorite activity is watching them play football for Decatur High School.

Outside of his professional pursuits, Weslee enjoys running and has a hidden talent—playing the piano—that may

surprise many who know him primarily for his real estate success.

When asked about his definition of success, Weslee offers a unique perspective. “I don’t have an end game, so I don’t really know what success is or will be for myself.” This mindset reflects his continuous drive to grow and evolve.

For those looking to follow in his footsteps, Weslee offers a simple yet powerful piece of advice: “Don’t give up. We all get in our heads and in the way of ourselves with success and social media in front of us all the time. Don’t forget that handshakes and phone calls to your clients will always win!”

In conclusion, if there’s one thing Weslee Knapp wants people to take away from his story, it’s that business doesn’t have to be rocket science. “Business is not rocket science, so don’t make it such!” he emphasizes.

As for his legacy, Weslee hopes to be remembered for the positive influence he’s had on the lives of others. “How many people I have influenced!” he states, leaving a lasting impression as a Realtor®, mentor, and community leader.

In the world of real estate, Weslee Knapp is a shining example of how hard work, dedication, and a passion for helping others can lead to extraordinary success. With a thriving career, a loving family, and a commitment to making a difference in his community, Weslee’s story is an inspiration for all aspiring Realtors®. As he often says, “The harder you work... the luckier you get!”





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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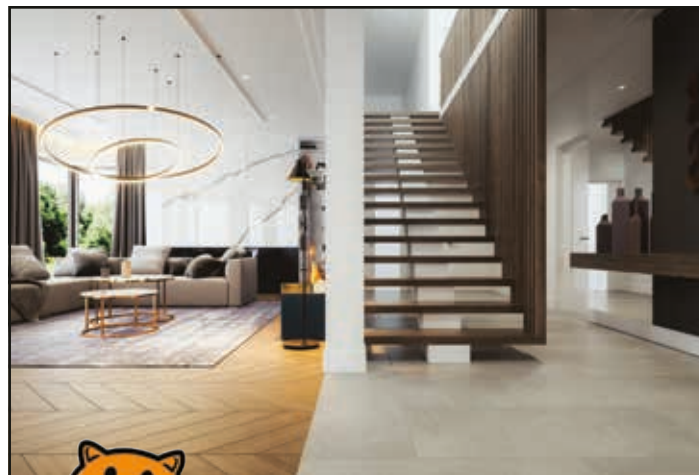
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Hunt DeShazo

A JOURNEY FROM MUSIC TO REAL ESTATE

In the world of real estate, there are countless stories of individuals who have found their calling in the field after diverse and unexpected journeys. One such tale is that of Hunt DeShazo, a Realtor® with a unique path to success. From a promising career in music to a dedicated journey in real estate, Hunt's story is one of resilience, mentorship, and unwavering determination.

Born in Tucker, Georgia, Hunt grew up in the neighboring towns of Snellville and Grayson, where he would later embark on his real estate career. While his early life may not have hinted at a future in the housing market, it was his love for music that initially defined his path. Hunt attended the Atlanta Institute of Music, graduating with a degree in Music Theory in 2016.

However, life had different plans in store for him. Just as he completed his education, a significant setback occurred. "I hurt my arm the week I finished school, so my music career was basically over," Hunt shared. Tragedy compounded when he lost his grandfather that same week. Hunt says: "I grew up at my grandfather's house from ages 2-10. I didn't realize it until later in life, but he was more of a father to me than a grandfather." Determined to find a new direction, he spent the following year assisting his grandmother in downsizing to a smaller home while working part-time teaching guitar and at his family's pet store.

▶▶ on the rise

Photos by Regis Lawson



“Surround yourself with the best and most knowledgeable people you can find.”

Over the next four years, Hunt ventured into multiple endeavors, working full-time at the family pet store, running a small pressure washing company, teaching guitar, and even serving as an in-house studio musician while performing live shows. Yet, it wasn't until 2019 that he took a step that would change the course of his life – obtaining his real estate license.

“At first, I refused to do it because I felt like everyone was getting licensed,” Hunt recalled. It was a close friend, Jonathan Phillips, who convinced him to take the leap into real estate. Jonathan, a successful figure in the industry, saw potential in Hunt and believed he could make a mark. “Originally, I started because what little information I knew about the industry seemed promising. If you put in the work, you will do well. I was tired of jobs; I was looking for a career.”

With his real estate license in hand in 2019, Hunt initially started at Keller Williams North Atlanta. It was a modest beginning, but he was determined to learn the ropes. In mid-2020, after selling his first house, he joined a team at the same office. By the end of the year, he made a significant decision to switch teams, joining The Rains Team, where he spent the next 2.5 years. This pivotal move allowed him to learn the ins and outs of the industry.

Hunt's journey in real estate may have had a late start, but he has made tremendous strides. “Licensed in 2019, I didn't truly start until 2020 when I quit all my other jobs,” he noted. His career volume as a Realtor® speaks volumes, with a staggering \$27,575,193 in total volume, with \$9,655,089 generated last year alone.

Mentorship played a vital role in Hunt's growth. “Both of my previous team leaders were a huge help. I wouldn't be where I am today without either of them,” he acknowledged. His long-time friend Jonathan Phillips also provided valuable guidance. Each mentor contributed to his journey in different ways, collectively shaping his successful career.



In reflecting on the challenges he had to overcome, Hunt cited a turning point in his life. “The hardest week of my life is why I’m here,” he shared. Losing the ability to play guitar due to an arm injury and coping with the loss of his beloved grandfather led him to search for a new path. The transition into real estate presented its own set of challenges, but Hunt’s strategy was simple: work relentlessly and learn continuously. “I had a rule for myself at first; I would work and educate myself for no less than 12 hours a day until I saw real results.”

Today, Hunt is passionate about sharing his knowledge with others in the real estate industry. He believes that there are aspects of the business that, while not complicated, are not easily accessible. “A lot of these things can be life-changing for some people,” Hunt remarked. His greatest reward is helping young individuals escape what he calls “The rental trap,” guiding them to make informed decisions in the housing market.

Hunt’s aspirations in real estate are bold. “I’ve always wanted to do something big,” he shared. He envisions starting his own team, owning 100 investment properties, and assisting others in acquiring real estate investments. His ambitions extend beyond personal success; he is dedicated to giving back and supporting organizations such as animal shelters, hospitals, and schools in his community.

“By getting better at something, little by little every day, and working towards whatever your goal might be, you will surprise yourself with what you can achieve.”



When he’s not immersed in real estate, Hunt has a unique set of hobbies and interests. He competes as a powerlifter and continues to nurture his passion for playing the guitar. His definition of success is grounded in personal growth. “Success to me is getting better at something,” he emphasized. “By getting better at something, little by little every day, and working towards whatever your goal might be, you will surprise yourself with what you can achieve.”

In closing, Hunt has a message for those aspiring to make it big in the real estate industry. “Be careful who you take advice from,” he advised. “Surround yourself with the best and most

knowledgeable people you can find. Work every single day and work for results. There is no ceiling, but there’s also no floor.”

Ultimately, Hunt’s story is one of perseverance, dedication, and the unwavering pursuit of success. He has transformed his life from a budding musician into a rising star in the real estate world, and his journey is a testament to the power of determination and mentorship in the pursuit of dreams. As he continues to strive for greatness, Hunt DeShazo’s commitment to excellence shines as a beacon for all who aspire to make their mark in the world of real estate.

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A Lifetime of Support



“ We fully understand the delicate nature of a real estate transaction, and we are committed to working together with our clients to help facilitate that transaction. ”

In the heart of Atlanta, Georgia, Jay Eastland is the President and CEO of Engineered Solutions of Georgia, a company he co-founded 17 years ago. With a passion for providing top-notch foundation repair and basement waterproofing services, Jay and his team have made it their mission to serve the unique needs of residents throughout the Atlanta area.

Engineered Solutions of Georgia stands out as the only foundation repair company in the state with a team of engineers on staff. This expertise allows them to thoroughly inspect the structural integrity of home foundations and determine the most effective repair methods. Jay Eastland explains, “We saw a void in the

market for a company that was truly passionate about this work, really understood the causes and solutions, but also understood that we are a home service business and that the customer experience is crucial to our success.”

What sets Engineered Solutions apart from similar companies? First and foremost, they are locally owned and operated, a testament to their commitment to the community they serve. Jay emphasizes, “We consider our customers to be friends and family, and we treat them that way.” Their core values of exceptional communication, consistent execution, and quality workmanship are the pillars upon which they have built their reputation.

One distinctive feature of ESOG is its team of engineers on staff. This expertise allows them to provide an extensive warranty covering not only materials and workmanship but also design. They are fully licensed and insured for both general contracting and engineering, offering custom solutions tailored to homeowners’ unique needs.



“We consider our customers to be friends and family, and we treat them that way.”

For top-producing Realtors®, ESOG has an entire department dedicated to real estate. They understand the importance of a smooth real estate transaction and are committed to assisting brokers, agents, and home inspectors when structural or waterproofing concerns arise in a home inspection report. Jay notes, “We fully understand the delicate nature of a real estate transaction, and we are committed to working together with our clients to help facilitate that transaction.”

Agents can count on priority scheduling, same-day/next-day quotes, and flexible installation scheduling to accommodate due diligence periods. Engineered Solutions of Georgia is dedicated to ensuring foundation repair and basement waterproofing issues do not impede the closing of a real estate deal.

For Jay Eastland, the most fulfilling aspects of his work are twofold. He finds immense satisfaction in watching his team members grow both personally and professionally, emphasizing the importance of providing growth opportunities within the organization. Additionally, he takes pride in providing solutions for homeowners’ often intimidating home issues, ensuring that warranties can be extended to future owners and alleviating concerns for both buyers and sellers.

Over the years, Jay has witnessed significant changes in the foundation repair industry. It has evolved from “guys in trucks” to legitimate companies offering growth opportunities to employees and a higher standard of care for customers. Engineered Solutions of Georgia has successfully adapted to

these changes, positioning themselves as leaders in the industry.

Outside of work, Jay enjoys spending quality time with his family. He and his wife have a high school freshman and a lively 2-year-old red Labrador retriever. They cherish moments at the lake, engaging in various water sports. Jay and his son share a passion for mountain biking, while his wife has an accomplished photography hobby.

For Jay, success is an internal judgment. He believes that defining your success by others’ standards cedes control over achieving it. Success, to him, means providing for his family, fostering growth for his team at Engineered Solutions of Georgia, living a happy life, promoting positive interactions, and, above all, having fun.

Jay Eastland hopes to be remembered as a “great guy” with a fantastic sense of humor who treated everyone fairly, made life better for those around him, and had a lot of fun. His dedication to his work, his family, and his community shines through in every aspect of his life.

In closing, Jay Eastland wants Realtors® to know that Engineered Solutions of Georgia is dedicated to diligently addressing foundation repair and basement waterproofing issues to ensure they are not a hindrance to real estate transactions. Their commitment to excellence and their community sets them apart as leaders in their field. Jay’s personal and professional journey exemplifies the spirit of dedication, growth, and customer-focused service that defines Engineered Solutions of Georgia.



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11 Ideas

TO
LEVEL
UP
YOUR

OPEN HOUSE RESULTS

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



With sales down nationally, you may find you have less listings than you used to. This means you need to leverage EVERY listing to its fullest potential, maximizing exposure to maximize your opportunities to gain both buyer clients AND more listings! Here are 11 ideas to level up your open house results.

Open Sesame - Private Open For Neighbors - The neighbors always want to know what the house is selling for and what it looks like inside. We also know from experience that if one home is for sale in the neighborhood, there are likely to be a few more neighbors getting ready to sell. So take advantage of this with a “neighbors only” open house. Conduct it 30-60 minutes before the “public” open house. Send actual invitations (versus flyers or postcards). Better yet, doorknock and deliver invitations. Ask one of your vendors to donate a prize and mention the giveaway on your invite. Tell them to bring the invitation to be entered in the drawing.

Food Truck(s) - hire a food truck to come during the open house. Include this in the invitation to neighbors. Ice cream trucks also work!

Live music - Invite a local school choir to come sing or some student musicians to play. (They’ll likely bring their parents!)

Signs, Signs, Everywhere Are Signs - On Monday morning, install a sign rider at the house that says “OPEN SUNDAY”. On the day of the open house, install at least 25 directionals (assuming you are not violating any ordinances). And on the day of the open house, put balloons on the yard sign. Yes, we know that’s a lot. That’s the point!

Get Social - When you install the rider on Monday, go live on Facebook and Instagram, and record video/reels. Post Monday and use clips to post each day leading up to the open house.

Ask The Seller To Join the Party - Provide a well-written copy to the seller for them to share on their personal socials, and for them to share in any Facebook/Next Door/email groups they are in. Ask them to also text their sphere. Better yet, ask them to share their SOI contact list with you so you can reach out on their behalf. (“Mr. Seller asked me to let you know - etc etc.” Now you’ll also have more folks in your database!)

Circle Prospect - Have your agents and/or ISAs call around the listing to let people know about the open house.

Sign In - Use this script as you greet each arrival: “Welcome to our Open House. The Seller has asked everyone to sign in.” Etc. (We like using a QR code and having them complete a simple JotForm or Google form if you don’t have a landing page from your CRM.)

Listing Presentation - Remember, the goal of an open house is NOT just to sell the house, and NOT just to pick up Buyers. It’s also to find new listings! Have a mini listing presentation display set up in the kitchen. If you have a “pre-listing package” you deliver to sellers before listing appointments, this is ideal. Also, have some printed packages people can take with them if they are thinking of selling. (You can also have a QR code set up so they can request your “Top Tips To Prepare Your Home To Sell”.)

Follow Up - This is the MOST important step. You should be emailing, calling and texting every attendee to thank them for coming, to get feedback AND MOST IMPORTANTLY to provide value. In order to provide value, it must be ABOUT THEM. The top producing agent on the team I led operations for did about \$25 million year after year. Mostly from open houses. He was a great question-asker. AND a great listener. Most people don’t buy the actual home being held open. So pay attention to what is important to them and continue following up until you have found what they need - especially if you can find something off-market. (Same applies to potential Sellers.)

TimeBlock - When you schedule an open house, don’t just schedule prep time and open house time. Schedule your follow-up time. That includes time for making notes in your CRM, setting up searches & drips on Sunday. And for calling, texting, emailing & handwritten notes on Monday. “The fortune is in the follow-up” is a cliché for a reason!

Cheers to leveling up your open house results like a boss!

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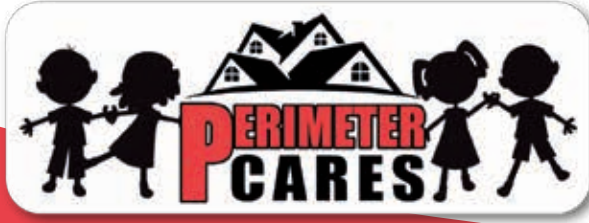
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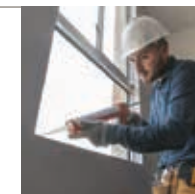


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