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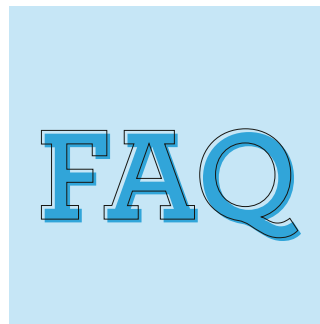
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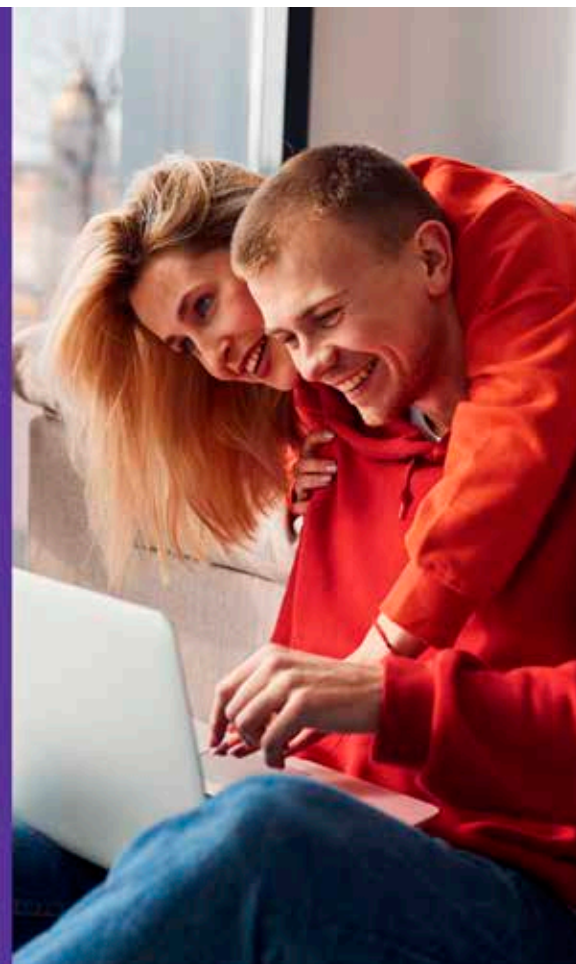
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MIKE MOULDER

A JOURNEY OF OVERCOMING, INSPIRING, AND BUILDING LEGACIES

Photos by Regis Lawson

Mike Moulder, a seasoned REALTOR® and a member of the National Association of Realtors, is a name synonymous with resilience, leadership, and a passion for helping others. Born and raised in Atlanta, GA, specifically in Dekalb and Cobb County, Moulder's journey is one marked by challenges, triumphs, and a relentless commitment to making a positive impact.

Moulder embarked on a career path that began with door-to-door sales for the Atlanta Journal Constitution. Climbing the corporate ladder, he held various positions, including Crew Supervisor and West Side Division Manager. However, a pivotal moment arose when his daughter, Malerie, was diagnosed with a brain tumor at just 8 months old.

"I had worked my way up as far as the corporate ladder would allow with the Atlanta Journal Constitution. At that time, Malerie was still very sick, so I needed the insurance benefits that Cox Enterprises had to offer," Moulder shared. "Once we maxed out on those benefits, there was nothing holding me back from becoming the Entrepreneur that I was meant to be, so I went to classes in the evenings to obtain my real estate licenses."

In 2004, Moulder embarked on a remarkable career in real estate. He started as an individual agent with Keller Williams-Chattahoochee North, achieving impressive results by selling 42 homes and generating \$8.9 million in volume within his first 12 months. In 2006, he joined forces with Rick Hale and other investors to launch Keller Williams-Midtown. Later, in 2008, he assumed the role of Team Leader back at Chattahoochee North, a position he held for 15 1/2 years. Most recently, in October 2023, he took on the role as Team Leader at Keller Williams - Community Partners.

Reflecting on his 20-year journey in the industry, Moulder

expressed pride in the accolades he's received, including the 2018 Realtor of the Year Management from NAMAR, the 2019 and 2021 Community Service Award from the Women's Council of Realtors, and especially the 2017, 2021, 2022 Blackbelt in Recruiting from Keller Williams - the highest achievement possible as a Team Leader.

One of Moulder's significant influences is his mother, who successfully transitioned to real estate after retiring from her corporate job in Atlanta and relocating to the pan handle of Florida. She is still running an amazing real estate business there today.



The challenges in Moulder's life and business have been substantial, particularly overcoming his daughter's illness and navigating the real estate market crash in 2008/2009. "It was a very hard time for many, and as a Team Leader, I was blessed to be there to counsel, guide, and inspire others to keep their chin up and keep going," Moulder explained.

Passionate about helping, leading, and inspiring others, Moulder finds fulfillment in his role as Team Leader. He emphasized, "Every aspect of helping and encouraging others - whether

they are newly licensed agents, or whether they have been in the business for 50 years. Inspiring them to reach the goals they have set for themselves, and being a part of helping them create and leave a legacy."

For Moulder, the most rewarding part of his business is witnessing others succeed and building their self-confidence. Looking to the future, he sees real estate as a platform for serving, inspiring, and coaching others daily.

Beyond his professional pursuits, Moulder actively supports Malerie's

Hope, a non-profit founded by his wife, Marla, in 2017. The organization aims to help families with children diagnosed with cancer, fund research for childhood cancer, and make a positive impact on special needs individuals.

Moulder's family is a cornerstone of his life, with Marla, Malerie, and Michael Jr. sharing interests such as golf, travel, and making memories together. Moulder's hobbies outside of business include playing golf, snow skiing, and enjoying lake life.

Defining success as inspiring others to fulfill their dreams and see the best in themselves, Moulder's personal motto is clear: "He never met a stranger." He hopes every person he encounters walks away feeling they've made a new friend.

For aspiring top producers, Moulder advises to find someone to help unlock their unlimited potential, build a firm foundation for their business, embrace challenges as opportunities, and to always make time to help others on their journey.

In closing, Moulder wishes to be remembered as a genuine person who cares deeply about people, their dreams, and someone who has left a lasting impact on every person he meets. His favorite quote, as stated by his son at the young age of 12 years old, encapsulates his philosophy: "Life is like a roller coaster...it has its ups and downs...it's your job to scream and enjoy the ride."

Every aspect of helping and encouraging others - whether they are newly licensed agents, or whether they have been in the business for 50 years. Inspiring them to reach the goals they have set for themselves, and being a part of helping them create and leave a legacy.



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Bonneau

*Embracing Change and
Inspiring Success*

Ansley III

Where the skyline of Atlanta reflects a tapestry of opportunities, one name stands out — Bonneau Ansley, an accomplished entrepreneur, realtor, bestselling author, and podcast host. With a career spanning over two decades, Ansley has left an indelible mark on the real estate landscape, combining business acumen, resilience, and a commitment to giving back.

“
But the big message is:
Whatever your perceived
liability, you can turn that
into your greatest asset.
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Born and raised in Atlanta, Ansley's journey began with a childhood dream to become the top real estate agent in the city. His unique approach to networking, even at a young age, set the stage for a remarkable career.

His unconventional path to success included detours through detention, a stint in boarding school, and an early foray into entrepreneurship, selling T-shirts with clever slogans. Despite facing challenges like ADHD and dyslexia, Ansley discovered his strengths lay outside the traditional academic mold. "While I'm dealing with ADHD and Dyslexia, someone else is dealing with being too tall, growing up with red hair, whatever it may be... But the big message is: whatever your perceived liability, you can turn that into your greatest asset," he asserts.

After graduating from the University of Georgia with a degree in Business Administration/Real Estate in 1999, Ansley swiftly obtained his real estate license and embarked on a journey that would see him become one of the top realtors in the nation.

His career path, marked by highs and lows, exemplifies his ability to navigate challenges.

One of the defining moments came when his dream house, built on the Wilmington River, went up in flames. "We watched as the nursery we'd so carefully designed and decorated for our first baby was destroyed. You're now with me at the bottom of one of my curves - rock bottom," Ansley reflects. Undeterred, he pivoted, initiated a \$70 million townhome project in Atlanta, only to face another setback during the 2008 financial crisis. Yet, it was in the depths of the curve that Ansley found renewed strength. "Right then and there, I said, if I'm going to be an agent, I'm going to be the best of the best."

Ansley's commitment to excellence is reflected in his numerous accolades, including being recognized by RealTrends + Tom Ferry The Thousand and achieving over \$5 billion in career volume. His book, "Brokering Billions: Secrets of the Nation's Top Real Estate Agents," soared to the top of bestseller lists,

demonstrating his ability to share insights and inspire others.

As the founder and chairman of Ansley Real Estate | Christie's International Real Estate, Ansley's impact extends beyond business success. He, along with his wife Jen, supports Children's Healthcare of Atlanta, aligning their philanthropy with their values. "This giving is a process that helps our communities and provides an opportunity to contribute significantly to a community partner with aligned values," says Ansley.

Family holds a special place in Ansley's heart. Married to college sweetheart Jennifer, who is also a licensed real estate agent, the couple is blessed with two children, Blakely and Beau. Their shared love for community involvement, travel, and their devotion to Passion City Church exemplify their commitment to creating a meaningful life beyond the boardrooms and closing tables.

Ansley's success story is a testament to his ability to embrace change and find growth in challenging markets. His advice to aspiring real estate professionals echoes his own journey: "If you've been stuck at the same level or sales volume every year, I bet it's your inability to delegate. This is the greatest downfall of almost every agent. Learn how to delegate."

Looking into the future, Ansley envisions Ansley Real Estate changing lives and remains passionate about helping agents achieve their best. Whether through his podcast, book, or philanthropy, Ansley is on a mission to inspire and elevate the real estate community. "I want to show everyone that the dyslexic, ADHD misfit could not only succeed in business but could also help others do the same," he affirms.

In the world of real estate, where resilience is key, Bonneau Ansley stands as a beacon of inspiration — a true embodiment of success achieved by embracing change and continuously reaching for new heights.

“

I want to show everyone that the dyslexic, ADHD misfit could not only succeed in business but could also help others do the same.

”





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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KEY Kisha

▶▶ agent on fire
Photos by Allie Santos

PASSION, PERSISTENCE, & PURPOSE

Kisha Key has carved an illustrious career path in the real estate industry. Born in Oakland, California, she has become one of the leading real estate agents in the greater Atlanta area.

Kisha's academic foundation lies in Mass Communications with a Minor in Business Administration, a degree she earned from Xavier University in 1998. Her career, however, took off in a different direction as she ventured into the realms of sales and media.

She worked as a weekend field reporter for Fox News in New Orleans while concurrently completing a Management Trainee Program at the Hyatt Regency. Kisha also found herself in the vibrant world of music at the House of Blues, working in the sales department and enjoying the performances of some of the most renowned artists.

The turning point in Kisha's professional journey occurred when someone recognized her innate talent for real estate during her time at Verizon. "I've always been in sales, ever since graduating from college. I worked at Verizon, and a lady walked in one day and said, 'You would be great in real estate! Your personality is so bubbly.' I'd never thought about selling real estate, although I had been involved in interior decorating and loved viewing homes," Kisha recalls. In 2005, she took the plunge into real estate and never looked back.

Throughout her 18-plus years in the real estate industry, Kisha has worked with prominent name builders such as Monte Hewett Homes, Century Communities, and Beazer Homes, being her last stop. For the past six years, she has been an independent agent with Keller Williams Realty Atlanta Partners, where she stands out as the #2 agent in her office out of 300+ agents and is among the top 5% in the Atlanta Real Estate Association board. Kisha is also in the Top 50 out of 3,400+ agents in the Southeast region of Keller Williams Atlanta Partners.

One of the significant influences on Kisha's career was her mother, who inspired her to transition from being an onsite agent with a builder to a general residential real estate agent. "My mom always wanted me to go out on my own, and after I lost her suddenly six years ago, I decided to do it for my mom," Kisha shares. "Faith is very important in my life, and I took a leap of faith again." This leap has proven to be a resounding success,



“
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FAITH IS VERY IMPORTANT IN MY LIFE, AND I TOOK A LEAP OF FAITH AGAIN.

”

with Kisha consistently achieving accolades and milestones in her career.

Kisha has overcome personal tragedy, losing her mother suddenly, a challenge that tested her resilience. "I wanted to crawl under a rock and wither away. But the love of God, my family, friends, and lots of prayers, I made it through," she reflects. The unwavering support of her loved ones propelled her forward, and she channeled her energy into her work, focusing on God, compassion, and love for her daughter. "Nothing but success has followed. I'm so grateful to be one of God's favorites," Kisha adds.

In her current role, Kisha finds immense joy in helping her clients achieve their buying and selling goals. She emphasizes building relationships with clients, leading to an 80% business influx from repeat and referral clients. "Clients keep

coming back to me because I really care for them step by step," Kisha explains. "With my clients, it's not just a transaction, it's a relationship, and they feel that. They become my family."

Looking ahead, Kisha is eager to build a small, boutique team and share her knowledge with upcoming agents. "I started from scratch and made it through with hard work, and I want to show people that if I can do it, you can do it!" she exclaims. Beyond her professional pursuits, Kisha actively supports charities such as Care for Kids, MS, The National Stroke Association, Covenant House, and No Kid Hungry.

Kisha's interests extend beyond the world of real estate. An avid cyclist, she participates in rides for MS, with her longest ride being an incredible 100 miles, and together with her daughter, Mikayla, they engage in community

service, including a yearly blanket drive for the homeless. When not working or giving back, Kisha enjoys gardening, tennis, attending social events, visiting art museums, traveling, and participating in various activities with her family.

Reflecting on her definition of success, Kisha notes, "Overcoming obstacles to achieve your personal dreams and goals. And most importantly, giving back is success to me!" Her genuine, selfless approach to her work is a testament to her character, as she constantly emphasizes that her clients' satisfaction is more than just a transaction; it's a long-term relationship.

As she continues to inspire and lead in the real estate industry, her advice to aspiring top producers is simple yet powerful: "Never be afraid to ask questions and never be afraid to take a leap. You never know where you may land! Just try and you will land on top with persistence."

Kisha wants to be remembered for bringing positive joy to the people she encounters. "Live by faith, not by sight! Put God first and the sky is the limit," she asserts. With a deep commitment to honesty, confidence and a focus on contribution, which are all attributed from her dad growing up, Kisha Key is not just a real estate powerhouse but a beacon of inspiration and kindness in her community.



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H O M E

LENDERS OF AMERICA

Seizing Opportunities

When numbers and transactions often take center stage in the lending industry, there exists a unique narrative — one that intertwines family values, passion, and a relentless pursuit of opportunities. At the heart of this story is David Muñoz, the broker-owner of Home Lenders of America, whose life and career epitomize the American Dream.

David's journey begins in the remote mountains of Costa Rica, where he spent his early years tending to dairy farms. At the tender age of 15, he embarked on a solo journey to the United States, guided by the companionship of Methodist missionaries. As a teenage immigrant with limited English proficiency, David defied societal expectations and embraced the challenge of integrating into a new culture. This spirit of resilience and determination laid the foundation for the unconventional path that awaited him.

Upon settling in the U.S., David's trajectory took an unexpected turn. Partnering with his wife, Dawn, in 2004, the couple established their mortgage business, Home Lenders of America, in the basement of their home. Their foray into the industry coincided with the decision to become loan officers, a leap of faith that exposed them to the volatile landscape of the housing market. Through the ensuing challenges, including the housing industry collapse and economic recovery, David and Dawn emerged as successful entrepreneurs, solidifying their position among the top broker shops in the state.



David's ascent in the mortgage industry is a testament to his unyielding commitment to learning and sharing knowledge. Despite his limited education and initial lack of understanding about mortgages, he seized every opportunity to educate himself and others. Reflecting on his early experiences, David recalls deciphering a Good Faith Estimate at a client's home, convincing homeowners of the financial sense behind complex mortgage decisions. This willingness to seize opportunities and continuously develop as a leader defines his professional journey.

The driving force behind David's relentless pursuit of success is rooted in his passion for homeownership. His ability to influence and inspire others stems from a genuine desire to share the knowledge that transformed his life. David firmly believes in the power of wisdom, emphasizing, "For Wisdom will enter your heart and knowledge will be pleasant to your soul." His leadership style revolves around leveraging his strengths to run a business that transcends mere transactions.

“
For Wisdom
will enter your
heart and knowledge
will be pleasant
to your soul.
”

▶ partner spotlight
Photos by Allie Santos



As a leader, David acknowledges the importance of being actively involved in decision-making, assuming responsibility for the outcomes. Reflecting on past challenges, particularly during the mortgage meltdown, he recognizes the impact of fear within the industry. Despite external pressures urging him

to abandon his broker business, David chose to persevere, a decision that fueled his resolve to stay true to his entrepreneurial vision.

David's vision extends beyond personal success; it encompasses creating opportunities for others within his company.

His ultimate goal is succinctly captured in the company's mission statement: "Our desire is for the prosperity of all families in America." This altruistic perspective underscores David's commitment to fostering self-development and financial growth for his team members, business partners, and clients alike.

Communication and collaboration are central tenets of David's philosophy for success in the mortgage industry. In a rapidly evolving market, he emphasizes the importance of building honest relationships with clients, business partners, and company members. This collaborative approach, coupled with a visionary mindset, positions David's company as a beacon for others in the industry.

For David, success isn't confined to the boardroom; it extends to his personal life and community engagement. Whether coaching his son's baseball team, working on his farm, or collaborating with his wife in running the business, he views every aspect of life as an opportunity to cultivate growth.

As David shares his vision for success, he attributes it to the guidance of Wisdom, a force that provides clarity, direction, and insight. His spiritual faith informs his perspective, emphasizing the importance of discernment in decision-making.

David Muñoz's story is a testament to the transformative power of seizing opportunities, navigating challenges, and embracing the values of family and wisdom. His journey from the mountains of Costa Rica to the pinnacle of the mortgage industry serves as an inspiration for those who dare to dream and seize every opportunity that comes their way.

“
Our desire is
for the prosperity
of all families
in America.
”



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We are continually adapting with the market & adding carrier solutions to assist each client.

One Simple (*& Transformative!*) Tool *For Business Owners*



One of the tools we teach Business Owners to implement with their Admin, DOO or Ops Boss® is “The Coffee Date”. If you think this sounds simple, you’re right! Simple AND powerful!

WHAT IS “THE COFFEE DATE”?

- A 30 minute once-a-month meeting where NO business is discussed.
- It’s put on the calendar before each month starts (ideally the same day/time each month).
- It can take place in person OR on Zoom (depending on whether your Ops Boss® works in house or virtually).
- Phones are off, notifications are silenced.
- And it doesn’t even have to include coffee!

The purpose of the meeting is to get to know each other OUTSIDE of business, to learn about each other on a deeper (more casual) level, and to connect.

WHY IMPLEMENT “THE COFFEE DATE”?

- Because it improves the Visionary/Integrator relationship. Better relationships not only make doing business more fun, they accelerate RESULTS!
- If we want to be vehicles for others’ success (and we do!), then we have to know about each other’s personal goals, interests, history, avocations, families and more.
- Note: This does not replace your weekly “Goal Meeting” where you discuss business and personal goals. It amplifies it.

WHAT IS THE FORMAT?

- The format is not set in stone.
- The tone is casual.
- It can be done over lunch, while out “getting your steps”, or as a Zoom call. Anywhere goes as long as there are no distractions.
- You can just “catch up” with what’s going on in each others lives, you can take turns answering ice breaker questions, or you can follow the latest Tik Tok craze and do a R.E.P.O.R.T

Brooke (our Systems Boss here at Ops Boss® Coaching and my trusted thought partner) and I have done all of the above. I’ve learned she loves projects and gardening, is a creative crafter & DIYer, wants to raise chickens someday, knows what herbal remedies I should try when I’m not

feeling great, has a cool, eclectic taste in music, used AI to help prepare her significant other for his firefighter exam, loves hiking, is intentional in her family relationships and spending time with them, devours podcasts & books, and likes learning on Tik Tok.

Speaking of Tik Tok, that’s where Brooke learned about doing a R.E.P.O.R.T. So if you don’t know where to start with your coffee dates, here’s a fun and easy way. What Is A “R.E.P.O.R.T.”?

R.E.P.O.R.T. is an acronym format for sharing and getting the conversation started. We alternate so each person shares their R, E, P, O, R, then T. Here’s what it stands for.

WHAT ARE YOU:

- (R)eading
- (E)ating
- (P)laying – like music, tv show, podcast
- (O)bsessing over
- (R)ecommending
- (T)reating yourself to

IN SUMMARY

Business Owners- You may feel like you already know your Ops Boss® personally. AND “The Coffee Date” is an easy, intentional way to keep leveling up both your relationship and the results you’re getting in your business. Time spent with people who are important to you is NEVER a waste of time. It’s an investment in your future. You might be surprised to find what you learn!

I was.

PS – DID YOU KNOW?

- We have a dedicated coach for Business Owners and their Administrative Leaders? We call it “Partnership Coaching.” Schedule a call if you’re ready to work better together, have more clarity around priorities, and develop systems for trust and closing the loop.
- We also have the Ops Boss® Academy launching mid-year. It will help Admin & Ops Bosses® learn how to catch the flying squirrels of the Business Owner Entrepreneur.



Ops Boss® Coaching was founded by Christy Belt Grossman. Christy is former COO of one of the nation’s first teams with \$1 Billion in sales. Ops Boss® Coaching is the premier provider of education, coaching & community ESPECIALLY for real estate operations professionals who we call Ops Bosses®! www.OpsBossCoaching.com.

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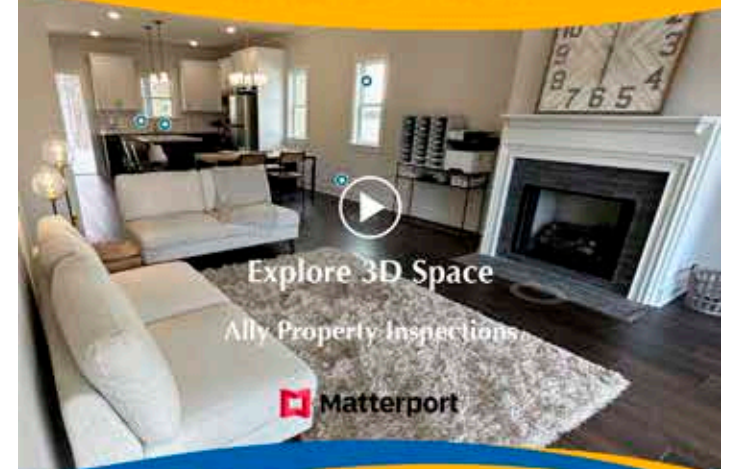
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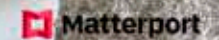


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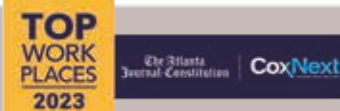


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TOP 500

FROM 2023

If you are receiving this magazine, congratulations! The top 500 agents/teams of Greater Atlanta and our partners are excited to welcome you to a community that stretches from the tip of Cumming, out to the edges of Conyers and Mableton, down to Fayette County, and everywhere in between.

If you qualified for 2023, we will mail most publications to your offices unless expressed otherwise. **If you would like us to change your shipping address, please email me below.**

The process for being featured in the magazine is unique. Every feature has first been nominated. You can nominate yourself; however, other

REALTORS®, affiliates, brokers or owners, and office leaders can nominate REALTORS®. We will consider anyone brought to our attention who has a story that needs to be told. Perhaps they have overcome extreme obstacles, or they are an exceptional leader. Maybe you know someone who has excellent customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If all works out, we put the wheels in motion for our writer to take over and for our photographer to schedule a photo shoot. We are not a pay-to-play model, and all of this costs nothing to the agent featured! Zero, zilch, zippo, nada, nil. So, nominate away!

Anyone listed as a "Preferred Partner" in the front of the magazine is part of this community as well. One or many of you have personally referred every single Preferred Partner you see here, which also means they know how to work well with Top Producers. **We will not even take a meeting with a business that has not been vetted by one of you.** Our goal is to create a powerhouse network, not only of the best REALTORS® in the area but the best affiliates as well. This way, we can all grow stronger together.

Anthony Mercer
 Owner of *Greater Atlanta Real Producers*
 Anthony.Mercer@realproducersmag.com

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Love

by helping make a difference in our ATL Communities!



Our Mission:

Some children only receive one meal a day, and that is at school. We settle outstanding lunch debt for a child at their school so that they have the opportunity eat a hearty meal.

Picture This:

A child goes through the cafeteria line with their classmates, and picks out their warm, healthy meal choice. As the child arrives at the register, they come to find out that their balance is too low for the lunch. The warm, delicious, (and in some cases, the child's ONLY meal of the day), is thrown into the garbage. The child is handed a cold sandwich and a water. The child only eats a few nibbles of the sandwich because they are saving it to bring home to share with their sibling for "dinner".



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Perimeter Cares is a 501C3 Organization
If you are a ATL agent and would like more information on how you can help, please call President & CEO of Perimeter Roofing, Todd Price on his cell: (678) 832-8697, email PerimeterCares@gmail.com, or visit online perimetercares.org.

#SchoolLunchChallenge

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