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## ASHLEY *Skeen*

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**Joel Perkins**

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JULY 2024

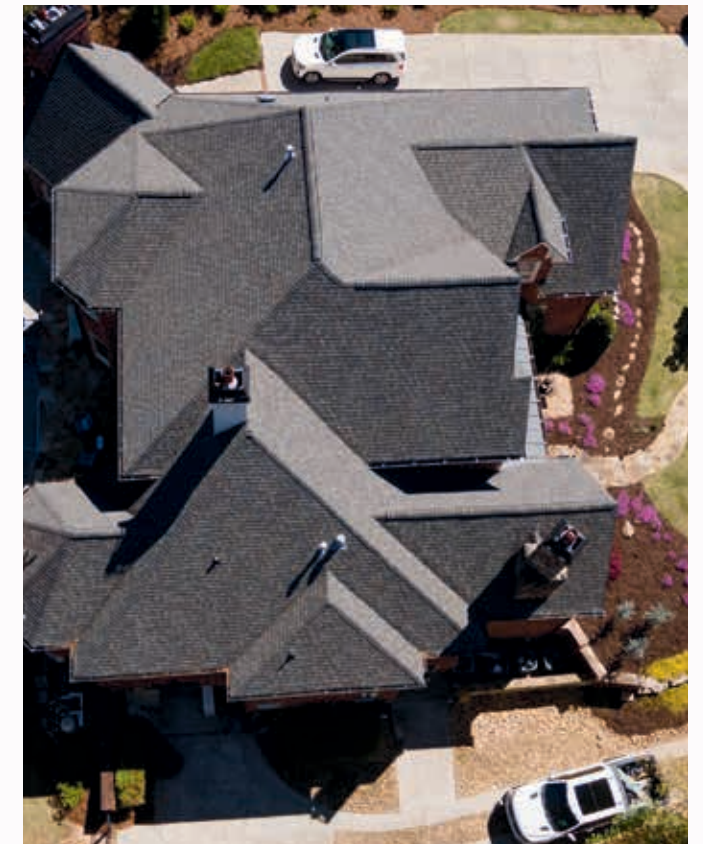
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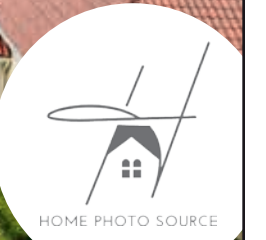
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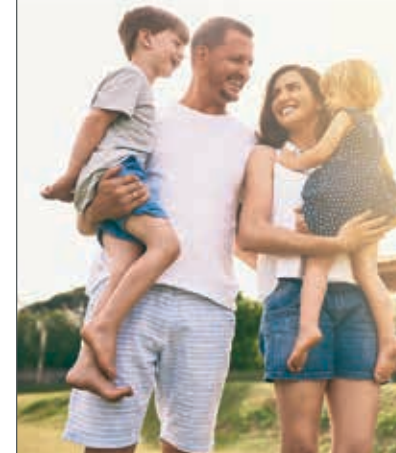
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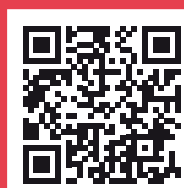
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# DESIGN2SELL

## THINK BIG



**Barbara Heil-Sonneck, founder of Design2Sell, is a force to be reckoned with in the real estate and home staging industry. She is a beacon of inspiration to countless businesswomen across various industries, embodying success, and perseverance. Born and raised in the picturesque town of Wuerzburg, Germany, Barbara's journey to becoming a top influencer and trailblazer in her field is truly inspiring.**

"I've always been entrepreneurial, constantly seeking to learn and grow," Barbara reflects. With a master's degree in marketing, her career began in her hometown's #1 PC Magazine Publishing House before transitioning to sales management at Dell Computer, where she had the opportunity to meet Michael Dell during her interview. Barbara's career trajectory continued upward as she joined IBM, where she built new divisions and contributed to European Department Consolidation, eventually leading to a promotion and relocation to the United States.

After two decades in the corporate world, Barbara experienced a pivotal life change: meeting her husband Michael and welcoming their son. This new chapter prompted her to seek a more flexible career path. "My real estate journey started in 2001 with a simple yes," she recalls. A friend's invitation to invest in single-family properties led Barbara and her husband to join a local Real Estate Investment Association, where they immersed themselves in education and networking. Their perseverance paid off with the successful renovation and sale of their first property, igniting Barbara's passion for real estate and design.

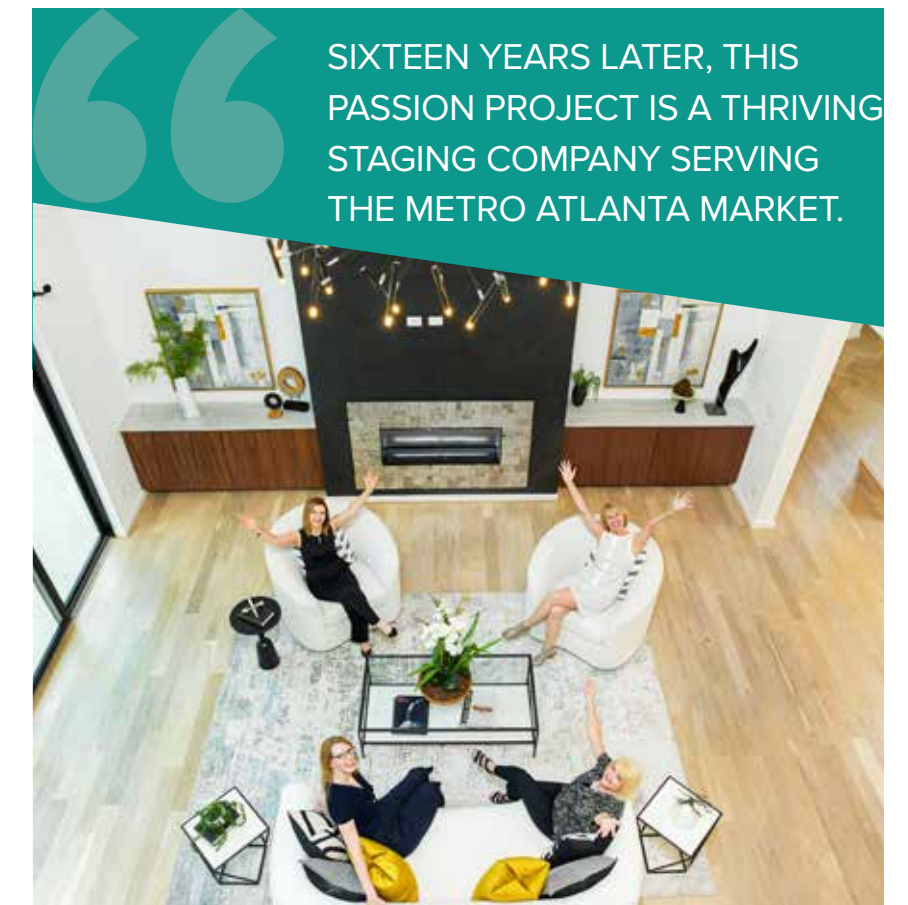
Barbara's innovative spirit and love for "beautification on a budget" led to the creation of Design2Sell in 2006. "Sixteen years later, this passion project is a thriving staging company serving the Metro Atlanta market," she proudly states. Design2Sell has developed a proven system that yields

measurable and marketable results, earning them the reputation of being the "secret weapon" and "the closer" on many deals. The company has won numerous top industry awards, including being named one of the "TOP 10 LUXURY Staging Companies in the US" for seven consecutive years.

Barbara's commitment to excellence is evident in her leadership style, which combines transformational and situational management. "We focus on inspiring and motivating employees to think outside the box and reach their full professional potential," she explains. This approach has fostered

a top-notch design team and a dedicated power team, all aligned with Barbara's vision and goals.

The end of 2022 marked a significant milestone for Barbara, as she transitioned her team to run company operations, allowing her to step into a shareholder role at Design2Sell. This shift enabled her to return to her roots in real estate investing, exploring ventures such as short-term rentals and multifamily investments. Barbara is particularly excited about the addition of Emiliya Gotzian as Operations Director, who she believes will elevate Design2Sell to new heights.





WHEN I CLOSE MY EYES, I SEE MYSELF CELEBRATING MY 90TH BIRTHDAY IN A SERENE PLACE WITH A BEAUTIFUL VIEW, SURROUNDED BY FAMILY, FRIENDS, AND THOSE WHOSE LIVES I'VE TOUCHED.

Barbara's influence extends beyond her business. She is an avid reader and lifelong learner, drawing inspiration from thought leaders like Tony Robbins, Ed Mylett, and John Maxwell. "I have two coaches, one lifestyle and one business coach, and I am part of a Lifestyle Business Mastermind Circle," she shares. Barbara also values the impact of mentorship, having had several mentors who played crucial roles in her growth.

Philanthropy is a significant aspect of Barbara's life. She has held leadership positions in several industry associations and is currently on the Committee for SAPREA, a nonprofit fighting

human trafficking. Design2Sell is a long-time supporter of Home Aid Atlanta, providing furnishing and design expertise for various projects.

When not immersed in her business, Barbara enjoys traveling, hiking, skiing, and learning new things. This year, she embarked on a personal challenge to experience 60 new things in 2024, commemorating her 60th birthday. Some highlights include snowshoeing at Tennessee Pass, launching her fifth book "REWIRE - Real Women in Real Estate," and a live interview with Tim Storey, life coach to Oprah Winfrey and other celebrities.

Barbara remains committed to her legacy of building a future of impact and inspiration. "My goal is to impact 1000 lives," she envisions. "When I close my eyes, I see myself celebrating my 90th birthday in a serene place with a beautiful view, surrounded by family, friends, and those whose lives I've touched."

Barbara's advice to fellow entrepreneurs is to diversify and create multiple streams of income. "Think big and never stop chasing your wildest dreams," she urges. Her vision is to help creative entrepreneurs leverage their success to create passive income while having a massive impact.



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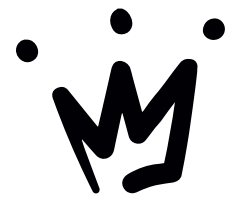
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# A S H L E Y SKEEN

## BREAKING BOUNDARIES & BUILDING DREAMS

**Ashley Skeen’s journey is a testament to the power of forging one’s own path, defying convention, and embracing the unexpected twists and turns of life with unwavering determination. From her roots in sunny Florida to her current role as Partner and Director of Sales of the Anna K Intown team, Ashley’s story is vibrant, inspiring and she has an astounding personal lifetime sales volume of over 206 transactions totaling more than \$125m.**

Growing up in Delray Beach, Florida, Ashley was destined to stand out. “I have always been known to be a bit of a rebel and willingly take the path of most resistance,” she reveals with a laugh. “Sounds like a strange approach to life, right? I know... and I deeply believe that is a part of my secret sauce as to how I’ve achieved and continue to earn new opportunities.”

Her journey took an unconventional turn when, at the age of 19, she found herself auditioning for the NBA Atlanta Hawks dance team, completely unaware of what lay ahead. “I had no idea I was auditioning for the NBA Atlanta Hawks dance team, and I surely didn’t think I’d have a shot making it,” Ashley reminisces. Yet, make the team she did, marking the beginning of a journey that would see her grace both the dance floor and the corporate boardroom with equal finesse.

Simultaneously juggling roles as a professional dancer, bartender, and dance instructor, Ashley stumbled into the world of real estate almost by chance. “I was looking for an apartment to rent and happened to meet the Property Manager,” she recalls. “She said I had an ‘it’ factor and asked if I ever considered leasing apartments.” With characteristic boldness, Skeen seized the opportunity, exceeding expectations and rapidly climbing the ranks within Lincoln Property Company.

But corporate America couldn’t contain Ashley’s entrepreneurial spirit for long. Teaming up with her father, Gene Skeen, she co-founded ThinSlabz®, a venture specializing in lightweight, reinforced, natural stone slabs sourced from around the world.



“Our international clientele list consists of large hotels, luxury home builders, and high-end furniture companies and our product is on display at Miami Circle Marble in Buckhead,” Ashley notes.

Yet, true to her nature, Ashley’s thirst for new challenges led her to embark on yet another adventure: real estate. “Once ThinSlabz® was up and running full steam ahead, I felt the urge to add another tool to my tool belt,” she explains. “I love pouring into people and helping people, which is why I took the plunge full-time into real estate.”

Joining forces with Keller Williams Intown Atlanta, Ashley honed her skills under the guidance of industry veterans, learning the ins and outs of the Atlanta real estate market. However, it was a chance encounter with Anna Kilinski, the “Atlanta Queen of real estate,” who saw something special in Ashley and would change the trajectory of her career forever.

“After a two-month interview process, I started with the team at the end of January 2020 and during my training period, Covid struck.” Ashley recalls. Undeterred by the challenges posed by the pandemic, she embraced her new role with characteristic tenacity, eventually rising to become a Partner & the Director of Sales with the Anna K Intown team.

Today, Ashley’s passion is to empower and develop future industry leaders while elevating the AKI team to unprecedented heights. She leads the team of 9 agents and 6 operations team members alongside her business partner, Laine Baer, who is the Director of Operations. “Together, Laine and I ensure the success of the day-to-day operations of our small yet mighty team who collectively exceed \$100M in sales, for now...” Ashley laughs. She and Laine have a massive goal to grow the team and set new records.

“**I LOVE POURING INTO PEOPLE AND HELPING PEOPLE, WHICH IS WHY I TOOK THE PLUNGE FULL-TIME INTO REAL ESTATE.**”



“**ANY TIME I HAVE THE PLEASURE OF MEETING PEOPLE, I WANT THEM TO FEEL MORE MOTIVATED, INSPIRED, AND HAVE UNDENIABLE CONFIDENCE AND BELIEF IN THEMSELVES. I TRULY BELIEVE THAT EACH AND EVERY SINGLE ONE OF US IS LIMITLESS.**”

For Ashley, success is about more than just personal achievement; it’s about inspiring others to realize their own limitless potential. “Any time I have the pleasure of meeting people, I want them to feel more motivated, inspired, and have undeniable confidence and belief in themselves,” she asserts. “I truly believe that each and every single one of us is limitless.”

As she looks to the future, Ashley remains committed to building a legacy of empowerment and positive change. “My family was never educated or taught how to create generational wealth through real estate,” she reflects. “I am determined to be the ‘who’ that changes our legacy and instills the knowledge to continue passing the torch forward.”

In a world filled with noise and distraction, Ashley’s message rings loud and clear: embrace your uniqueness, seize every opportunity, and never stop believing in yourself. In her own words, “ACTION breeds action,” and it’s through relentless perseverance and unwavering determination that true success is achieved.

As she continues to defy expectations and break new ground in the world of real estate, one thing is certain: her journey is far from over, and the best is yet to come. Watch out world, because with Ashley Skeen leading the way, anything is possible.



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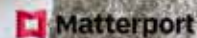


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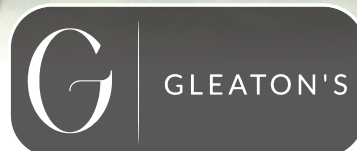
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# JOEL PERKINS

## *From Heartland Roots to City Dreams*

Amidst the vibrant neighborhoods and ever-evolving real estate landscape in Atlanta, there's a name that's become synonymous with passion, dedication, and unparalleled service: Joel Perkins. A proud member of the National Association of Realtors and the Atlanta Realtors Association, Joel's journey from the heartland of Illinois to the bustling streets of Atlanta is a testament to his unwavering commitment to excellence.


Born in Springfield, Illinois, and raised in the charming town of Chatham, Joel's early years instilled in him a strong work ethic and a deep sense of community. His path led him to Murray State University in Western Kentucky, where he pursued a degree in Agriculture Business with a Management/Marketing emphasis, graduating in 2007.

Joel's career trajectory took a dynamic turn when he ventured into the realm of chamber commerce work, embarking on an enriching journey with the Metro Atlanta Chamber. "That internship developed into a full-time opportunity selling Chamber memberships to companies of all sizes throughout Atlanta," Joel recalls. Over 12 total years with the Chamber, Joel honed his skills in relationship-building and community engagement, laying the groundwork for his future endeavors.

Yet, it was the allure of real estate that beckoned Joel, a passion ignited by the transformation of homes and neighborhoods. "I just LOVED driving around Atlanta and seeing neighborhoods that were changing, homes that

were being improved," he enthuses. With a desire to guide others through the complexities of the housing market, Joel obtained his real estate license in 2013, marking the beginning of an illustrious career.





“ This business doesn’t feel like a job to me or a means to an end per se, it feels like a calling.

From Keller Williams Realty to Keller Knapp Realty, Joel’s journey through various real estate brokerages was characterized by growth, learning, and an unwavering commitment to his clients’ needs. “This business doesn’t feel like a job to me or a means to an end per se, it feels like a calling,” Joel reflects.

In 2022, Joel made the pivotal decision to join Harry Norman, Realtors as a full-time luxury real estate agent, a move that would catapult him to new heights of success. His dedication and expertise culminated in prestigious accolades, including being named the top producer in the Atlanta Realtors Association and securing top rankings within Harry Norman, Realtors.

Beyond the realm of real estate, Joel’s impact extends far into his community and beyond. As a devoted volunteer at Decatur City Church and a supporter of

various humanitarian initiatives, Joel exemplifies the values of compassion and stewardship.

Family holds a special place in Joel’s heart, with his role as the beloved uncle to five nieces and nephews bringing immense joy. Despite the miles that separate him from his central Illinois roots, Joel treasures the moments spent with loved ones, eagerly anticipating a family trip to the Smoky Mountains this summer.

In his rare moments of leisure, Joel finds solace in stand-up paddleboarding and cherished gatherings with friends. For Joel, success is not merely measured by accolades or achievements, but by the lives touched and the relationships forged along the way.

Joel envisions a future always intertwined with real estate, a lifelong commitment to serving others and leaving

a lasting impact on his community. “I genuinely want to do this forever,” he declares with a smile, envisioning a future where he continues to guide clients through the intricate tapestry of Atlanta’s real estate market.

Joel also wants to share his excitement about his real estate videographer for his business, Cheyenne Crawford with Homestar Media. “Almost two years ago, our paths crossed at a lifestyle photo shoot, and from that moment, I knew she was incredible. Cheyenne approaches her work with the same level of dedication and passion that I bring to my business, and her attention to detail is unparalleled. When I expressed my interest in incorporating video work into my listings, she graciously took me on as a client, and it’s been one of the best decisions I’ve ever made for my business. Cheyenne’s creativity, professionalism, and commitment to excellence shine through in every project we undertake together. She has a knack for understanding my brand and vision, helping me tell my story to the world through captivating visuals. We’ve worked tirelessly over the years, investing in each other’s businesses to raise the bar in our industry and ensure our clients receive nothing but the best. Cheyenne’s unwavering belief in me and my business is truly remarkable, and I am immensely grateful for her invaluable contributions to my success. Here’s to the incredible journey ahead and the boundless opportunities that await us both!”



“ Every time my phone rings with a referral...I am just so very deeply thankful.

As Joel reflects on his journey thus far, one thing remains abundantly clear: his unwavering gratitude for the opportunities to serve others. “Every time my phone rings with a referral...I am just so very deeply thankful,” he shares. For Joel Perkins, real estate is more than a profession—it’s a calling, a testament to his commitment to love, serve, and uplift those around him.



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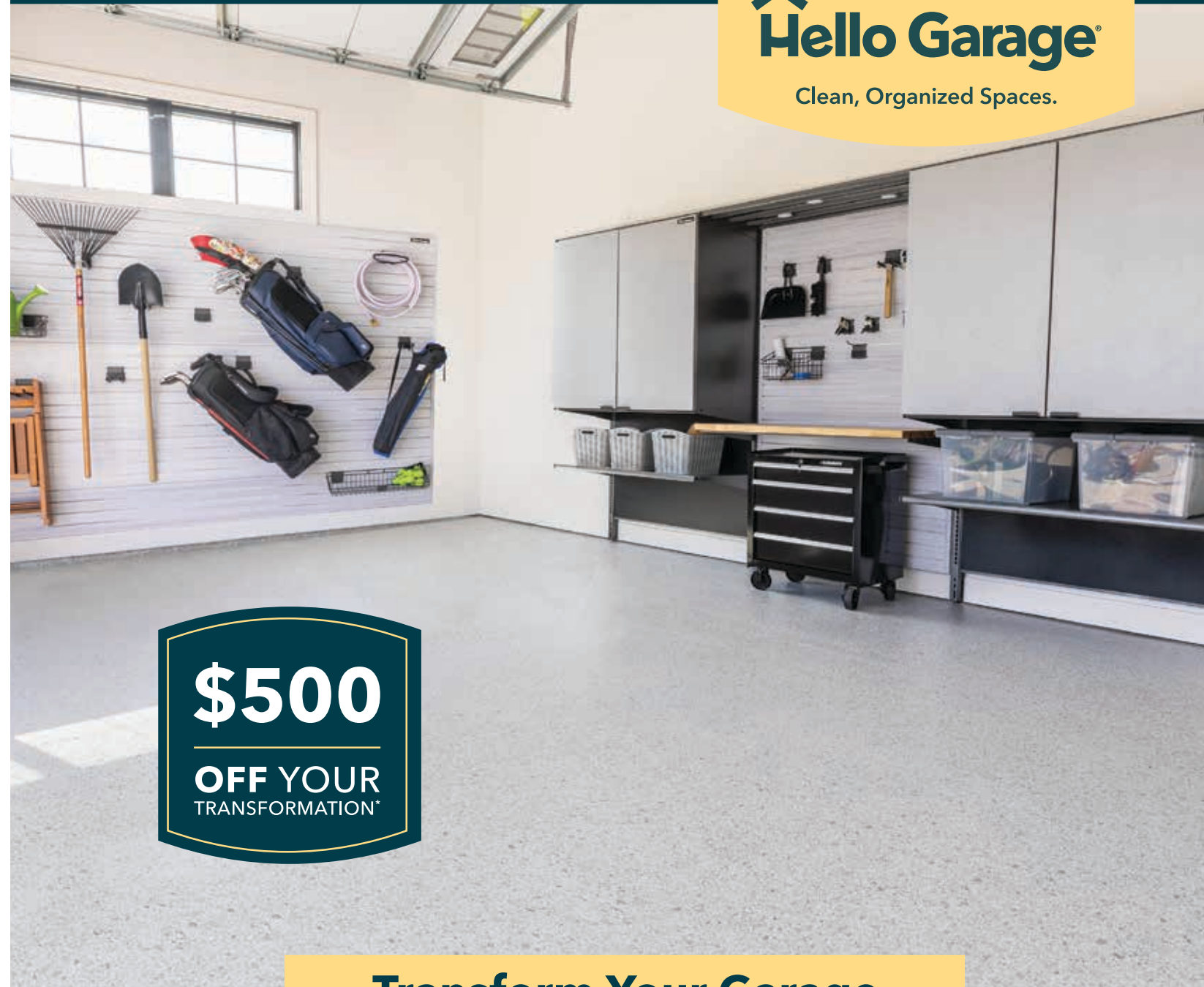
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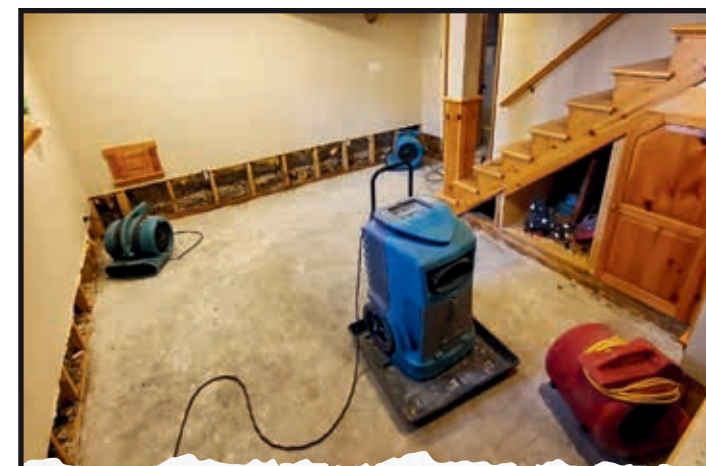


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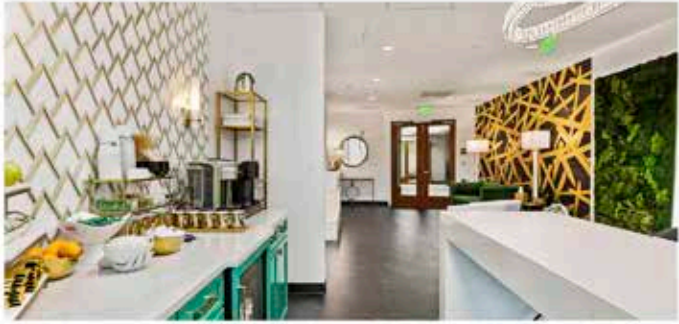
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