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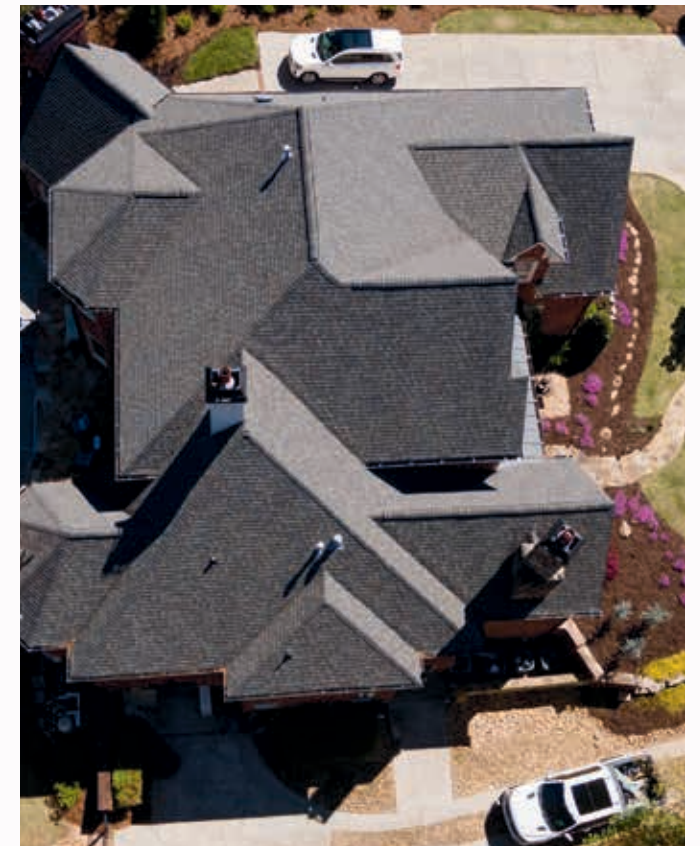
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# 3 Lions

## RESTORATION

### From East London to Environmental Leadership

Photos by Regis Lawson

Spencer South's journey from a boy growing up near the Tower of London to the founder of 3 Lions Restoration is anything but ordinary. It's a tale filled with unexpected turns, hard-earned wisdom, and a passion for solving problems, both big and small. Now, after nearly two decades at the helm of his own company, Spencer is leading the charge in the mold and water restoration industry, all while keeping things very much in the family.

Born and raised in East London, Spencer's early years were a world away from the environmental restoration industry. "I grew up in East London, not far from the Tower," he recalls with a hint of nostalgia. His academic path led him to what is now part of East London University, where he earned a degree in Mechanical Engineering in 1984. This background, Spencer believes, gave him a foundation that has been integral to his success. "I think this gave me an analytical background and a base of solving problems," he says. "Engineering allowed me to juggle many balls at the same time and prioritize what's needed and when."

But the journey from engineering student to business owner was anything but linear. Spencer's college education was funded through a work program with Polygram Records, a far cry from the world of environmental cleanups. "After Polygram closed around 1987, I was recruited into the Environmental Industry because of my engineering background," he explains. This unexpected career shift set the stage for Spencer's eventual move to the United States in the early 1990s, where he would carve out a significant career in environmental management before founding 3 Lions Restoration in 2004.

Starting his own business wasn't just a career move for Spencer; it was the culmination of years of experience and a desire to strike out on his own. "I always thought about owning or running a business," Spencer reflects. "However, I feel I stumbled into environmental cleanup, which developed into mold and water restoration." And while stumbling into a field might sound accidental, Spencer's dedication to his craft has been anything but. Over the years, he's built a team that he describes as essential to the company's success. "We certainly would not be where we are without our people," he emphasizes, naming Jesse and Adam as key players, as well as his sons, Morgan and Connor. "One day, my sons will take over the business and I know when that happens, our 3 Lions customers will be in great hands."

The family dynamic at 3 Lions Restoration is more than just a nice touch; it's central to the

company's ethos. Spencer's pride in his sons and his team is evident, but so is his commitment to the company's future. "Right now, we are in the middle of growing the company to take it to the next level," he says, noting the integration of new technology to boost customer service and productivity. "I am a firm believer that if you are not growing, you're dying."

For Spencer, the most rewarding aspect of his business isn't the accolades—though there have been plenty. Instead, it's the chance to make a real difference in people's lives. "It always feels good to help someone," he says. "We find often some of the people we have helped are in a distressed state, and it feels good to help them through the situation with understanding and education."

Looking forward, Spencer sees real estate professionals as a crucial part of his company's growth. "We have been working with real estate professionals for a long time," he notes, expressing a desire to reinstate education programs and CE classes that have been successful in the past. It's a natural fit for a company that thrives on solving problems and educating clients.

But Spencer isn't all business. Outside of work, he's an avid sports fan with a particular love for rugby and soccer, especially the Premier League. He also enjoys traveling, though he admits that running a family business doesn't leave much time for that these days. "Maybe when I hang up my respirator, I can travel again and enjoy my house at the beach a little more," he muses.



When asked what success means to him, Spencer's answer is refreshingly straightforward: "Achieving the goals you set." It's a philosophy that has clearly served him well, both in life and in business. And if there's one thing he hopes people remember him for, it's simple: "Just to be the person that tries to do the right thing."

As 3 Lions Restoration continues to grow, Spencer South's legacy as a problem-solver and a leader is firmly cemented. His journey may have started in the shadow of London's Tower, but today, it's his commitment to doing the right thing—and doing it well—that towers above all else.



“ ”

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# SACHA RADY

▶ agent on the rise

Photos by Regis Lawson

## FROM ENGLISH COUNTRYSIDE TO ATLANTA SKYLINE



Sacha Rady's journey from Maidstone, England, to becoming a sought-after real estate broker in Atlanta reads like a compelling novel, complete with dramatic turns and unexpected plot twists. Hailing from a quaint town in Kent just an hour southeast of London, Rady's path to real estate success is as captivating as her own story.

Rady's early years were spent in Maidstone before her family relocated to New York, where she grew up and eventually attended college at the University of Alabama. "Moving from Maidstone to New York was a big shift, but it was the start of an adventure that led me to where I am today," she reflects.

At the University of Alabama, Rady majored in Public Relations and Political Science. She graduated a year early, a decision that paved the way for her to dive into the professional world sooner than expected. "I graduated a year early and decided to get an internship before a true job since I had not done that before," she explains.

That internship, as fate would have it, would become the foundation for her future career. During a career immersion trip in Atlanta, Rady visited an advertising agency in Midtown. "I really appreciated the environment and their creativity," she says. Her enthusiasm led her to apply for their summer internship

program on the way back to Alabama. "It was the one and only internship I applied to, so I packed my bags and moved to Atlanta," she adds with a chuckle.

Rady's career in marketing flourished, taking her to work with notable clients over the next five years. However, the onset of the COVID-19 pandemic marked a pivotal change. In a defining moment, Rady's CEO announced salary cuts, leading her to reconsider her career path. "I knew then that I wanted to work for myself," she says.

Determined to take control of her future, Rady embarked on a real estate course online, passing the exam on her first attempt in Macon. "I called the Engel & Völkers office admin on the way home and told her I was ready to get started," Rady recalls. Balancing her previous job and real estate proved challenging, so she made the leap into full-time real estate, even working early morning hours at a gym and watching dogs through Rover to make ends meet.





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“Once I fully jumped in, I started to realize this was where I was supposed to be,” she reflects.

Choosing the right brokerage (Engel & Völkers) was crucial. Rady’s search led her to a Zoom call with Christa Huffstickler, CEO of her current brokerage. “I really liked her leadership and emphasis on innovative marketing,” she says. “It spoke to me as a former marketing professional.” Her choice to stay with this brokerage since day one has been a testament to her commitment to her new career. Sacha also credits her extensive marketing background to her success with positioning listings.

Rady’s approach to real estate is driven by her desire to do right by her clients. “I always joke during my consultations that I am not afraid to not sell a house,” she says. On the buyer side, she focuses on long-term gains, ensuring her clients’ investments pay off. For sellers, Rady emphasizes honest pricing and preparation. “I cherish my relationships with clients and other agents,” she adds. “I want to keep my reputation as someone everyone desires to work with.”

Current market trends, according to Rady, include a need for the “model home treatment” due to higher borrowing costs and general market hesitancy. Despite these challenges, “Our average sales price remains strong and on an upward trend,” she notes. Her passion lies in demonstrating professionalism, a quality she believes is more important than ever in the industry. “REALTORS® are under a microscope due to the media and litigation,” she explains. “It’s important that we sharpen the tools in our toolbelt and provide true value to those who choose to work with us.”

When not working, Rady finds solace in nature and travel. “I love heading up to the mountains with my partner, Jackson, and our two dogs, Sherman and Cora,” she shares. Her travels this year have taken her to Panama, Spain, Ecuador, and the Galapagos Islands. “Spending time amongst other cultures brings me back to what matters most in life,” she says.

Family is a cornerstone of Rady’s life, with her close-knit relationships with her parents and brother who still reside in New York. In Atlanta, she cherishes her “chosen” family—friends who keep her grounded amidst the high-energy world of real estate.

Rady’s interests also extend to podcasts and books. “I’m a true crime junkie,” she admits with a grin, but also enjoys audiobooks and podcasts like *The Secret* and *The Subtle Art of Not Giving a F.* “Mindset is the most important aspect of this business,” she emphasizes. On the real estate front, she tunes into *Estate of Mind - The Art of Selling Luxury Real Estate*.

If she weren’t in real estate, Rady would likely explore law school, given her knack for legal matters. “I’m quite the legal beagle and know my contracts,” she says. Her advice to fellow REALTORS® is straightforward: “Know your data and understand that collaboration will get you further than competition.”

Rady’s philanthropic side shines through her love for animals, particularly dogs. “Animals have always been near and dear to my heart,” she says, emphasizing her commitment to helping dogs in need. One of her brokers has a saying that “If you take care of your community, the community will take care of you,” and that is something which truly resonates with Rady. In addition, she supports numerous community events and fundraises for Special Olympics and the Alzheimer’s Association, as well as supporting local teachers with their classroom shopping lists.

With a vision for continued success in real estate and a passion for making a difference, Sacha Rady’s story is one of innovation and dedication.



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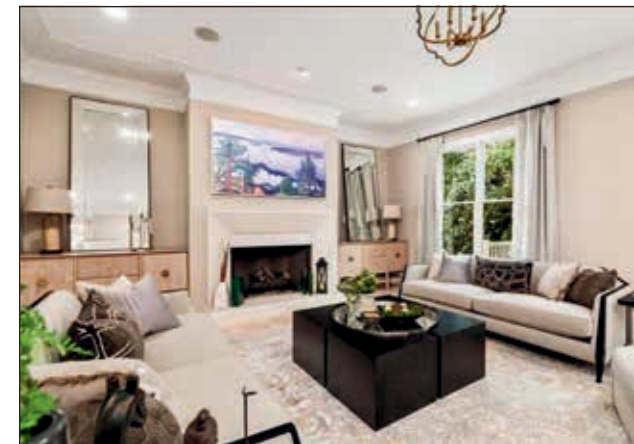


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Photos by HomeStar Media

# Addie

## BARTLETT

from fortune 500s to residential realizations

**“RESIDENTIAL REAL ESTATE WAS ALWAYS IN THE BACK OF MY MIND, BUT IT TOOK ME AWHILE TO REALIZE IT WAS WHERE I TRULY BELONGED.”**

Addie Bartlett’s journey to becoming a top real estate agent took an unconventional route. Her diverse background, ranging from commercial real estate to tech industry giants and now residential sales, showcases her adaptability, perseverance, and quest for balance.

Bartlett, born and raised in St. Louis, Missouri, was seemingly destined for the real estate world. Her father founded a commercial real estate brokerage the year she was born, and her early memories are laced with images of shopping centers and real estate signs dotted across her hometown. “I also used to wait for a weekly publication to arrive in the mail on Saturdays just to see what houses were for sale,” she recalls. “Residential real estate was always in the back of my mind, but it took me awhile to realize it was where I truly belonged.”

After earning a B.S. in Human and Organizational Development from Vanderbilt University in 2006, Bartlett embarked on a career in commercial real estate with CBRE. When the 2008 recession hit, she decided to use that time wisely and continue her education by attending the MBA program at Emory University’s Goizueta Business school. Post graduate

school, she returned to commercial real estate for a short time, but her new degree allowed her to embark on an unpredicted pivot into tech.

She worked at Google, then a partner company and Atlanta-based startup, Cloud Sherpas, where she led a team selling SAAS software and services. The acquisition of Cloud Sherpas by Accenture marked a turning point, reigniting her passion for real estate. She returned to CBRE, though in a different role, as a Workplace Strategy Consultant. “I spent two years as a Workplace Strategy Consultant at CBRE, and I loved that job. However, my husband and I were both traveling for work and when we had our first baby I needed to explore a role without travel. That’s when I heard Compass was in high growth mode and expanding throughout the country.” With experience at a fast-growing start-up and a lifelong interest in residential real estate, Bartlett was intrigued.



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 BUT WHEN I  
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 THERE’S MORE.  
 FINDING THE  
 RIGHT MIX AND  
 BALANCE IS  
 SUCCESS TO ME.  
 ”

Intrigued might be an understatement. Bartlett became the first Strategic Growth Manager at Compass Atlanta, where she played a pivotal role in opening three offices and recruiting 400 agents in just a short time. But it wasn’t long before she felt the pull to transition to the agent side. “Sometimes I wonder why I didn’t get into it sooner, but I firmly believe that we are the sum of our experiences,” she muses. “My experience in other areas made me the person I am today.”

In 2019, Bartlett took the leap into residential real estate sales. She joined the BrownDaniel team, led by Nicholas Brown, where she soaked up knowledge and camaraderie. After 2.5 years, Bartlett decided it was time to build her brand, becoming an independent agent. Her fourth year in the business saw her closing \$30 million in sales, a remarkable achievement by any measure. But as she puts it, “I realized selling that volume as an individual wasn’t sustainable. I needed more balance in my life.”

This realization led Bartlett to form a small team at the beginning of 2024. What began as a need for administrative support quickly grew into a tightly knit team of three. “I’ve led teams in previous jobs, and I didn’t realize how much I missed helping others grow in their careers,” she shares. Collaboration has become a cornerstone of Bartlett’s business ethos. “The magic really happens when groups of great agents, who are running different but successful businesses, get together and share,” she says. Bartlett’s dedication to collaboration extends beyond her immediate team, as she’s actively involved in local and national real estate groups where agents swap strategies, successes, and lessons learned.

Despite her meteoric rise, Bartlett has learned the hard way that success isn’t just about numbers. “Last year, I sold a lot of real estate, but at the expense of time with my family, a social life, and even my own health,” she admits. This year, Bartlett is making changes, focusing on balance. “My numbers won’t be as strong as last year, but I’ve realized I have many years to sell real estate. There’s more to life than



work, and it’s important to have balance.”

Bartlett’s story is one of continuous evolution, both personally and professionally. Her father, who she describes as exuding “wonderful qualities as a leader, including humility,” has been a significant influence in her life. Bartlett credits him with instilling in her an entrepreneurial spirit and a drive to achieve her goals.

Looking ahead, Bartlett sees herself selling real estate for a long time, with a focus on building a successful business that allows her to provide top-notch service to her clients while enjoying time with her family and friends. Her definition of success is as multidimensional as her career. “To be totally honest, success is selling a lot of real estate,”

she says with a laugh. “But when I dig deeper, there’s more. Finding the right mix and balance is success to me.”

When she’s not busy closing deals or mentoring her team, Bartlett enjoys playing tennis, a sport that played a role in how she met her husband, Jonathan. “We hope that one day our kids will play too!” she says. The Bartlett family, including daughter, Alice (7), and son, Jon (4), loves spending time together, whether it’s at the pool, out for ice cream, or vacationing in Delray Beach, Florida.

As Bartlett continues to navigate the ever-changing landscape of real estate, her advice to up-and-coming agents is simple yet profound: “Hard work yields results in this business, though it’s important to constantly evaluate your goals and your business. We are business owners and can and should make changes when needed.” With a career volume approaching \$70 million, multiple accolades, and a clear vision for the future, it’s safe to say Bartlett is doing just that.

In the end, Bartlett wants to be remembered for more than just her business acumen. “Being a great mom, wife, and friend. And, whether it is my team, agents I collaborate with or my clients, helping other people achieve their goals too,” she says, encapsulating the heart of her journey.

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# EILEEN HILL

*An Overcomer, Crushing Cancer & Rising in Real Estate*

▶ agent on fire

By Elizabeth McCabe  
Photos by Regis Lawson



Imagine being diagnosed with stage 4 blood cancer while in the Virgin Islands. For Eileen Hill, she navigated this medical diagnosis with grit and grace. It was a scary time. “At diagnosis, I felt like I was dying and I was the mom of a four and five-year-old.” She got treatment in New York while her kids were still in the Virgin Islands. Her ex-husband was unemployed at the time and they were in the process of changing insurance plans.

“I needed treatment,” says Eileen. “Stage 4 blood cancer is very treatable but very aggressive.” A woman of faith, she turned to God in this moment of adversity.

“I just had to lean on the Lord and just trust that everything would work somehow. It just puts you on your knees,” reflects Eileen. She crushed cancer, refusing to let it conquer her. Her determination and drive were what she needed. Little did she know that those qualities would serve her well in real estate.

#### **A New Chapter**

After cancer treatment, Eileen moved to Atlanta. She shares, “I was looking for work that I could do with two small children post-cancer. I asked Amy Young, the agent that helped us buy our home, if she knew anyone hiring, and she said she was looking for an assistant.” It was Eileen’s first chance to try out real estate.

Although Eileen didn’t work very long for Amy, she recognized the potential in Eileen to soar in real estate. Eileen jokes that she was probably a “lousy assistant,” but she was made for more than paperwork.

“Amy encouraged me to get my license. What at first felt like a failure turned out to be the greatest gift of all!” In 2017, she earned her license and became a solo agent at Keller Williams Realty Atlanta Partners.

#### **Opportunity Knocks**

“I started door-knocking at the beginning,” says Eileen. She was inspired by a class called BOLD at Keller Williams. “They encourage you to do things out of your comfort zone.” With her newfound courage and confidence, Eileen started door-knocking.

Her first door-knocking experience resulted in her first clients, and from there, she continued to build her business, one door at a time. “I truly had a buyer who wanted to be in a specific neighborhood, so I knocked on doors. That’s how it started for me,” she explains. Eileen believes in the power of connecting with her community, even in a world where people often remain isolated behind closed doors.

#### **No Choice But to Succeed**

Real estate has not been without its challenges. In 2021, Eileen faced yet another life-altering event: divorce. But just as she had done with cancer, Eileen faced this new challenge with courage and determination. “I had no option but to succeed,” she says. Eileen continued to knock on doors, network, and grow her business, refusing to let anything hold her back.

Her hard work paid off. Eileen has consistently ranked among the top 50 individual agents at Keller Williams Realty Atlanta Partners, achieving impressive career milestones, including being the #2 individual agent at KW Buford in 2023. Her career volume now stands at over an impressive \$61 million, with a total volume of \$13.6 million last year alone.





“

In all things, I want to show up for my community before selling a house.

”

#### Community and Connection

Eileen’s success in real estate is rooted in her commitment to building community and connection. She recently formed a “tribe” with three other female agents who are also busy moms. “We strategize, bounce ideas off each other, and cheer each other on after a stressful day of real estate,” Eileen shares. This support system has been invaluable, helping her navigate the ups and downs of the industry.

She is also passionate about giving back. Eileen donates a portion of every transaction to Kares 4 Kids, an organization that supports local children in crisis. Locally, she supports various community initiatives, including the Lansmoore Laser swim team, North Gwinnett softball and cheer, and Broadway in the Park. “In all things,

I want to show up for my community before selling a house,” Eileen says.

#### Looking Ahead

As she looks to the future, Eileen’s goals remain focused on her family. “Real estate helps fund the best life possible for my kids,” she says. Eileen treasures the moments she spends with her 17-year-old daughter, Gwen, and her 15-year-old son, Miles. Whether they’re cheering at a softball game, enjoying a family dinner, or attending church together, these “all together” moments bring her immense joy.

In her downtime, Eileen loves escaping to the mountains with her boyfriend, Wade Lester, who is also a REALTOR® and her biggest cheerleader. They enjoy hiking and spending time outdoors, and she looks forward to their future together.

#### Final Thoughts

Eileen’s story is one of perseverance, faith, and a relentless commitment to her community. Her advice to up-and-coming agents? “Create a database of everyone you know, communicate to them consistently, and love on them forever. Know your neighbors and make sure they know you’re an agent. Take care of them, and they will remember you.”

Eileen is passionate about creating community wherever she goes, and her career illustrates the importance of connecting with others, even if it means getting outside of your comfort zone. As she continues to build relationships, Eileen is not just surviving—she is thriving.

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