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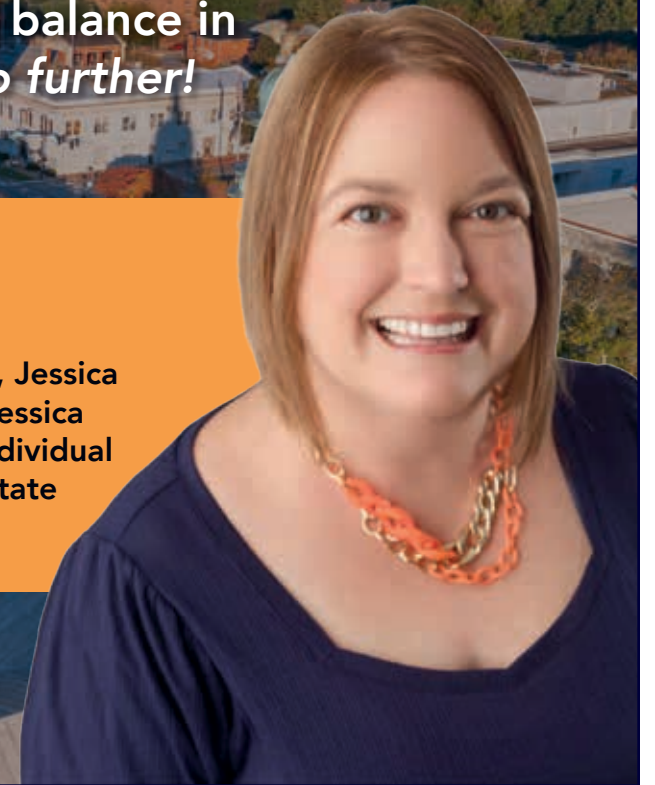
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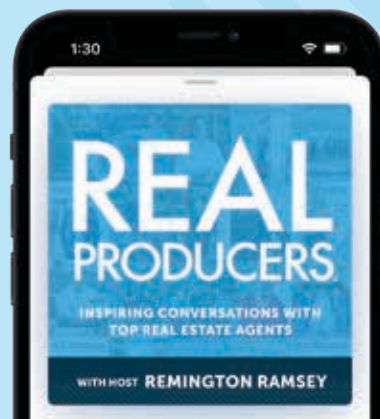
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LANTERN

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MICHAEL BROCK, CEO

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RYAN GEHRICKE, Chief Operations Officer

MASON GEORGE, Chief Innovation Office

Written By Dan Steele

To the annoyance of many in real estate, people outside the industry often only think of real estate as buying and selling residential homes, when the reality is so much more varied and complex. The rich diversity of real estate, however, can mean that many enter the industry without realizing the different ways they can branch out and achieve success beyond residential sales. The dynamic team of Lantern Real Estate Group want to not only help clients achieve their real estate dreams and bring them an

unparalleled experience, but their agents as well.

“The first thing we do when we are interviewing is to ask, ‘What do you want to do with your license?’ because that gives us an idea of how we can help you achieve that,” asserts Kelly Logan, Qualifying Broker. “Everybody has a different vision of where they see themselves in real estate and our goal is to get people where they want to be in real estate. We put people on a personalized path and plan by

literally sitting down with them and mapping out a strategy to build their sphere of influence.”

Lantern Real Estate Group’s transparent process gives agents and other real estate professionals a practical guide to where they can help them achieve a sustainable business, she says, noting that the first year in real estate is widely considered to be one of the greatest hurdles anyone in the industry will face, and this allows people to get their career success started quickly while also building towards their future to sustain their business.

“The goal is to allow agents the versatility to do anything and everything that they want,” says Mason George, Chief Innovation Officer, who spearheads Lantern’s

recruiting. “We want to get everyone the correct resources to achieve whatever they would like to do with their license.” A major reason that Lantern is able to offer such a diverse range of options and support lies in its exceptional origin. “We are probably a little more unique than other brokerages in the sense that we got our start from institutional buyers,” Mason explains. “Lantern was born out of Michael Brock’s vision.”

Four years after businesses had begun to pivot away from traditional real estate following the 2008 economic crisis, when institutional buyers started to purchase residential homes, and through his thorough knowledge of the industry, Brock established himself as an exclusive agent to them, which spiraled upwards as more agents were needed, and Lantern Real Estate group as it is today formed, with all of their funds possessing at least half a billion dollars under





management each. “We’ve become so multi-faceted: regular real estate agents, institutional buyers, property management companies, investors, house flippers; we like to tell everyone we are a one-stop-shop when it comes to real estate,” Mason exclaims. “It has been nothing but unbelievable, to say the least!”

Ryan Gehricke, Chief Operations Officer, notes that the Michael Brock team are currently back-to-back top producers and have been the #1 team in Georgia per the Atlanta Board of Realtors on both the number of units sold and on volume sold, testament to those on the team actively realizing their dreams of success. “When you come to Lantern, we want to make your vision a reality,” he elaborates. “You want to start a real estate team? You want to become a broker and run a brokerage? You want to do 750 flips a year? You want to represent six or more custom home builders in Georgia? You want to do traditional real estate? That’s where Brock, Kelly, Mason, and I fit in; our team is made of people who are doing all of these things.”

Although some may wonder how a team with only a handful of agents are able to regularly achieve over a quarter of a billion dollars in annual home sales, they are able to accomplish and exceed their goals thanks to the cutting-edge, intuitive system developed by Brock. “I spent ten years building a system that allows us to now close an average of 3 homes per day,” reveals Brock. “From investment modeling software and AI property management to an incredible administrative team, we assembled this system into a cutting-edge real estate application that is now available to Lantern agents. From the palm of their hand, our agents are able to utilize this support to significantly grow their business.”

With such a wide variety of options and powerful support, Lantern is able to present things that agents and other professionals may never have considered possible or even at all. “A lot of agents may not have thought about attaining passive income or their first investment, or just haven’t



discovered the means and capability to achieve things like that,” notes Kelly. The success of Lantern and its agents, Ryan asserts, is proof to him that their brokerage is doing something right. “We have brand new agents that just got their license and within 30 days, they’re on listing presentations, writing contracts, and getting clients pre-approved, and in a

brokerage, it is important to have an all-in, “mentor mentality” and that what really makes me remember that I enjoy what I’m doing,” he expounds. “A rising tide raises all boats, as Mason likes to quote.”

It is part of paying how the owners of Lantern can pay success forward, Kelly explains. “All of the owners of Lantern are truly dedicated to a community of success and opportunity shared with the agents so they can succeed in real estate. We want to make sure they have support and because of the way we all are, we’re there for them.”

For Brock, being able to see

agents on the team grow and succeed is the most satisfying part of what Lantern and his team have accomplished. “Most of us got into real estate with the dream of all the free time it would allow, but so many agents allow their business to consume them,” Brock observes. “We are teaching our agents to shift their mindset and get their lives back. In addition to just selling real estate, many of our agents are now flipping homes, buying car washes, developing commercial buildings, and other ventures. It is fulfilling to see our agents go through this process.”



“**MOST OF US GOT INTO REAL ESTATE WITH THE DREAM OF ALL THE FREE TIME IT WOULD ALLOW, BUT SO MANY AGENTS ALLOW THEIR BUSINESS TO CONSUME THEM.**”

STEFEN ASH

HAS TAKEN REAL ESTATE BY STORM

“Growing up, I wanted to be an NBA basketball player or a lawyer,” says Stefen Ash. “I think the desire to be a lawyer really helps me because I love debating and negotiating for clients. I don’t shy away from working hard,” he smiles.

Even from his childhood days, his competitive drive was evident.

“I wanted to be very competitive in every facet,” he admits. Shooting hoops was Stefen’s passion. “When I was a kid, I didn’t care for anything else other than basketball, to be totally honest,” he laughs. “That gave me a competitive nature.”

Stefen’s family was supportive of all his endeavors. Originally from New York, Stefen came to Gwinnett County at the age of 14 with his family before starting high school. Although he had his heart set on being a lawyer, life had a different set of plans for him.

THRILLING THOUSANDS

Stefen took his drive and determination and thrilled thousands at Medieval Times (previously called the Dinner and Show Team). Riding horses and entertaining the masses came naturally to him. Whether on the back of a horse in front of hundreds of people or performing stunts that captivated audiences, Stefen knows how to dazzle and delight audiences.

After 11 years at Medieval Times, Stefen knew it was time for a new chapter in life. He comments, “With my family growing, I was working too many late nights, weekends and holidays. It wasn’t working out well for a man with a wife and five children.” Family comes first to Stefen, who happened to discover real estate by an associate.

“He told me that I would be good at it,” he reflects. Five years ago, Stefen took his advice and launched into real estate. Now, instead of thrilling audiences, he is giving new homeowners the keys to their very first home. The excitement at the closing table is palpable as Stefen works to make his clients’ dreams come true.

PERSEVERANCE PAYS OFF

The transition into real estate wasn’t without its challenges. However, Stefen learned to persevere in his new career as a REALTOR® at Ash Realty Group at CENTURY 21 Results.

“I was terrified, to be honest,” Stefen admits, reflecting on his first appointment. “My very first appointment was a sweaty mess,” he laughs, “but I got the business. I’ll never forget that. It was a lot of hard work, but my athletic background helped me push through. I refuse to lose. I couldn’t look my kids in the eyes and tell them I quit.”

Stefen’s determination and work ethic have helped him overcome challenges, especially the delicate balance between work and family life. “Work-life balance is the



▶ agent on fire:

Written by Elizabeth McCabe
Photos by Allie Santos





“
IT’S NOT ABOUT
HOW MUCH
YOU MAKE; IT
GOES BACK TO
RELATIONSHIPS.”



Stefen is always there when his clients need him, making sure that deals move forward to the closing table. Stefen’s dedication to his clients extends beyond just one transaction. “I want them to feel like they’re a part of my life for the long haul,” he says.

LOOKING AHEAD

Stefen’s goals for the future include growing his business and providing opportunities for others. “My career goal is to build a solid, successful business that can provide for others. I want to bring on staff and affect others positively.”

Outside of work, Stefen enjoys working out, riding horses, and spending quality time with his family. He loves Daddy date nights with his daughters.

“They are my everything—the reason I work so hard. I’m determined to change a generation and allow my kids to step into something I never had. They are the most supportive, nurturing, and loving people I’ve ever had in my entire life.”

Fueled by his family, Stefen has the motivation to succeed and reach new heights in real estate. It’s been a life-changing career for him and he wouldn’t have it any other way.

With his competitive drive, dedication to relationships, and unwavering commitment to his family, Stefen Ash has truly taken the real estate world by storm. The best is yet to be for this Agent on Fire!

hardest challenge. I don’t think there’s a way to fully overcome it, but you have to understand the meaning of balance,” he explains. “Sometimes business comes first; sometimes family does. I’ve had to learn how to make it work.”

One secret to Stefen’s success is being rooted in relationships. He reaches out to his clients, connects with them on social media, and is genuinely interested in others. With his connections, he has soared in local real estate.

**BUILDING RELATIONSHIPS
WITH CLIENTS, COLLEAGUES
AND THE COMMUNITY**

Reflecting on his career, Stefen emphasizes the importance of relationships. “Relationships are everything. It doesn’t matter the skillset, the technology, or the money you spend. It can take you from zero to hero or out of business. Rock-solid relationships in every facet—from colleagues to clients to the community—are crucial.”

For Stefen, success is defined by trust. “If your clients trust you, they’ll count on you when they need you. It’s not about how much you make; it goes back to relationships. How do you show up when people need you?”



FAQ

ALL ABOUT MOUNTAINS, LAKES & ATHENS REAL PRODUCERS



Real Producers magazine started in Indianapolis in 2015 and is now in over 130 markets across the nation and continues to spread rapidly.

Q: WHO RECEIVES Real Producers MAGAZINES?

A: The top 300+ real estate agents across north and northeast Georgia.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in the North Georgia real estate industry.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES Real Producers HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please email: Nick.Stevens@RealProducersMag.com

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share REAL stories of Real Producers.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in north and northeast Georgia in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

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NICK STEVENS



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Photos by Allie Santos

Nick Stevens, a name synonymous with trust and reliability in the insurance industry, hails from the heart of Ohio, where his journey toward becoming a formidable force in the realm of risk management began. Born just outside of Columbus in Newark, Ohio, Nick’s journey has been a testament to resilience, determination, and the power of passion.



“I was in banking as I exited college, and quickly changed over to insurance in the early 2000s, staying in the industry ever since,” shares Nick, reflecting on his career trajectory. With a degree in Insurance and Risk Management from Ohio Dominican/Ohio State still underway, Nick dove headfirst into the world of insurance, driven by a desire to make a tangible difference in people’s lives.

His transition to becoming an independent agent in 2023 marked a pivotal moment in his career, empowering him to forge his own path and redefine the standards of client-centric service. “Insurance was a great career path to allow me to interact with the clients I serve, is a competitive field, which fills my tank from my prior athletic background, and allows me to feel accomplished when I’ve provided a service that helped someone in their time of need,” Nick emphasizes, highlighting his unwavering commitment to serving his clientele.

Throughout his illustrious career, Nick has honed his expertise in catering to high-net-worth professionals, offering them tailored solutions to safeguard their families and assets. From his early days with State Farm in Illinois and Ohio to his tenure with Liberty Mutual/Comparian Insurance

Agency in Atlanta, Nick has consistently exemplified excellence and integrity in his craft.

However, Nick’s journey hasn’t been without its share of challenges. Battling epilepsy during his junior year in college posed formidable obstacles, testing his resilience and fortitude. “It became a strain on all aspects of life, but I wasn’t going to allow it to define me,” Nick reflects, underscoring his unwavering resolve to overcome adversity and emerge stronger.

Beyond his professional endeavors, Nick is deeply passionate about nurturing relationships and fostering a sense of community. “Relationships are what I’m most passionate about. Relationships are one way that we can all take a huge step toward creating a recession-proof business,” he emphasizes, highlighting the intrinsic value of human connection in driving business success.

“
**RELATIONSHIPS
ARE WHAT I'M MOST
PASSIONATE ABOUT.**
”



Nick envisions a future where collaboration with real estate professionals serves as a cornerstone of mutual growth and prosperity. “If we all help each other create a local ecosystem of trusted referral partners, achieving dreams and goals will take care of itself,” he asserts, emphasizing the transformative potential of strategic alliances within the industry.

Outside the boardroom, Nick finds solace in his love for sports, particularly golf, and harbors a keen desire to explore the wonders of travel. Rooted in his unwavering belief in the power of perseverance and compassion, Nick’s legacy transcends the realms of business, encapsulating a profound commitment to making a positive impact in the lives of those around him.

In essence, Nick “THE Insurance Guy” Stevens embodies the quintessence of professionalism, integrity, and compassion, leaving an indelible mark on the fabric of the insurance industry and beyond. As he continues to champion the cause of protection and relationships, Nick’s legacy serves as a beacon of inspiration for generations to come.

“For the Right Coverage at the Right Price, Call Nick ‘THE Insurance Guy’ Stevens,” he proclaims, encapsulating his steadfast dedication to empowering and safeguarding his clients.

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