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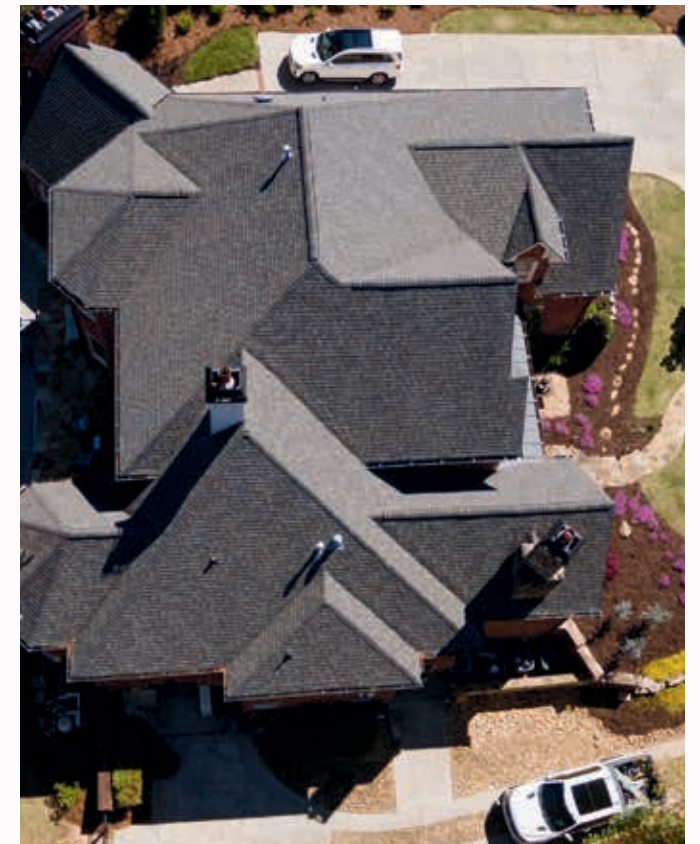
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Allie Santos

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A Picture-Perfect Career

Born in the bustling city of Los Angeles, Allie Santos might have seemed destined for the spotlight. Yet, it was the quiet charm of Sandy Springs, GA, where she grew up, that set the stage for her artistic journey. Allie’s story is one of passion, perseverance, and a commitment to capturing life’s most precious moments through her lens.

After graduating from the Savannah College of Art and Design’s Atlanta Campus in 2016 with a BFA in Digital Photography, Allie was ready to embark on a multifaceted career. Her journey began with a fervent love for digital photography, leading her to explore and master various techniques and styles. This foundation paved the way for her to join VP3D, a company specializing in real estate photography. “At VantagePoint3D, I honed my skills in capturing the essence of properties, showcasing their best features to attract potential buyers using multiple tools like Matterport 3D virtual tours, still photography and drone video,” Allie recalls.

But her talent didn’t stop at real estate. Allie’s portfolio expanded to include lifestyle photography, which ultimately led her to create her own business, Alexandra Santos Photography. She began capturing a range of moments and events, from branding shoots for businesses to the joyous occasions of engagements, weddings, and family gatherings. “Each session is an opportunity to tell a unique story,” Allie explains. “Whether it’s the joy of a newborn, the love between a couple, or the togetherness of a family, each photograph tells a story that will be remembered and treasured.”

Allie’s choice to pursue photography was driven by her profound attention to detail and her passion for capturing memories. “Photography allows me to immerse myself in the intricacies of each moment, ensuring that every detail is captured perfectly,” she says. This meticulous approach is not just about

technical precision, but also about understanding the emotions and stories behind each shot. Her love for her craft shines through as she talks about the joy of working with clients and seeing their happiness when they receive their photos.

Running her own business involves more than just taking pictures. As the owner of Alexandra Santos

Photography, Allie oversees all aspects of the enterprise. From managing client relations and scheduling photo sessions to creative direction and business operations, she handles it all with grace and efficiency. “I manage everything from marketing and branding to financial planning, ensuring the success and growth of the business,” she explains.





Her role at VantagePoint3D also evolved over the years. Starting as a capture tech in 2016, Allie worked her way up to become the sole Capture Tech manager, overseeing a team of eight members across Georgia, Alabama, South Carolina, North Carolina, and Florida. “Managing a team of photographers and ensuring everything runs smoothly, from equipment preparation to client communication, is a significant part of my role,” she notes.

Allie’s success did not come without challenges. One of the biggest hurdles she faced was battling self-doubt in the competitive photography industry. “I overcame this by continuously honing my skills while also learning new ones, seeking constructive feedback, and building a strong portfolio that showcased my unique vision and abilities,” she shares. Additionally, as a naturally introverted person, she had to push herself to engage more openly with clients, ensuring they felt comfortable and valued.

Her father has been a significant influence and mentor in her life. “He instilled in me the importance of being personable and understanding, as well as the virtues of patience and kindness,” Allie says. His guidance has shaped not only her technical skills but also how she interacts with clients and approaches each project with empathy.

Outside of her busy career, Allie finds solace in her cozy apartment with her cat, Binx, recharging, and spending time with friends after a long week of onsite work and editing. She also shares a special bond with her identical twin sister, Rosalind, an actress known for her role in NCIS New Orleans and various local commercials.

Allie’s passion for photography is ever-evolving. “Right now, I am passionate about expanding my creative horizons and exploring new photography styles and techniques,” she says. This includes experimenting with different lighting, compositions, and post-processing methods.

For Allie, success is defined by kindness, honesty, and willingness to go with the flow. “Success, for me, means running my own photography company with integrity and passion, creating beautiful and meaningful images for my clients,” she reflects.

In her father’s words, “Whatever it is, we will figure it out.” This simple yet profound mindset continues to guide Allie in her personal and professional life, reminding her to approach challenges with confidence and resilience.

Allie Santos’s journey in photography is a testament to the power of passion, perseverance, and a keen eye for detail. Her dedication to capturing life’s most precious moments ensures that her clients’ memories are preserved beautifully, one click at a time.



Photography allows me to immerse myself in the intricacies of each moment, ensuring that every detail is captured perfectly. ”



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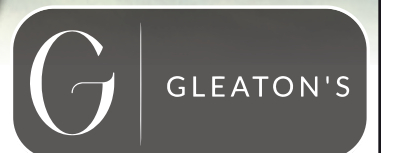
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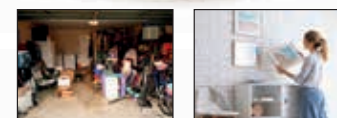
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RYAN CARROLL

GUIDING YOU HOME

In the heart of the Atlanta real estate market, one name stands out: Ryan Carroll. With his vibrant personality and relentless dedication, Ryan's journey from the Windy City to the Peach State is nothing short of inspiring. "I still have my 773-area code phone number," Ryan laughs. "It's always an easy icebreaker."

Born and raised in Chicago, Ryan's journey took a pivotal turn when he attended Ball State University, where he majored in Hospitality and Food Management, with a minor in Residential Property Management. "Chirp chirp," he fondly recalls, reminiscing about his college days. Graduating in 2015, Ryan's career path initially steered him toward the hospitality industry. He spent his post-college years in downtown Indianapolis, before making the bold move to Atlanta. "I didn't have a plan after college," he admits. "But I promised myself I'd move to a different big city after a year in Indianapolis."

Atlanta, with its warm weather, rich culture, and diverse population, became Ryan's new home. He thrived in the restaurant



industry, learning the ropes of customer service under the tutelage of Kevin Rathbun at KR SteakBar. "This is where I learned the importance of customer care, creating relationships, and handling stressful situations with calmness," he says.

However, life had other plans. In December 2019, Ryan's mother, Patti, suffered a massive stroke just weeks after being diagnosed with stage 4 small cell lung cancer. Thrust into a caregiver role at 27, Ryan returned to Atlanta in 2021 with a new outlook on life. "I didn't want to go back into the restaurant industry," he explains. "I decided to stop drinking during the pandemic to be fully present for my mom, and I've been sober for four years now."



“Working with clients going through a difficult time in life holds a special place in my heart.”

“When faced with difficult times in life, you have two choices: the high road or the low road. I want to be remembered for choosing the high road and becoming a better person from that experience.”



This period of introspection and personal growth led Ryan to real estate. While studying for his real estate license, he noticed his neighbors moving out and seized the opportunity. “I called to ask if they were planning to sell and mentioned I had just gotten my license,” he recalls. His first transaction was a listing in his condo building, and he hasn’t looked back since.

Joining Harry Norman, REALTORS®, Ryan found his niche. “I was drawn to their new agent training, marketing resources, and brand recognition,” he says. An independent agent from the start, Ryan’s dedication quickly paid off. “I’m still with Harry Norman, REALTORS® Intown office, serving as a board member for the Agent Engagement Committee. This year, I was awarded an office, so you can find me there daily!”

Ryan’s achievements speak volumes. In just three years, he has amassed a career volume of over \$15 million, with \$3 million actively pending. In 2023, he was recognized as the #2 Agent for Individual Units and #3 for Individual Volume Sold, also earning the Atlanta Realtors Association Top Producer award in his second year.

Behind his professional success lies a deeply personal motivation. “My mom is my everything,” Ryan shares. “She was a single mom and the Vice President of Eli’s Cheesecake in Chicago. Her endless dedication and work ethic are what drive me.”

Ryan’s passion for helping others extends beyond his professional life. He volunteers for Habitat for Humanity and is particularly committed to assisting seniors transitioning to new living arrangements. “Working with clients going through a difficult time in life holds a special place in my heart,” he says.

Ryan and his husband, Michael Patrick Kelley, have big plans. “We plan to invest in real estate by renting out our current home and buying a new house every few years,” he explains. Michael, who owns Intown



Refresh, a landscaping business, is an integral part of Ryan’s journey. Their love for their home and family – including their dogs, Duke and Henry – is evident in every aspect of their lives. “We love cuddling in bed watching Netflix, sunbathing in our backyard, and relaxing by our firepit,” Ryan says. “Our backyard is spectacular, thanks to Michael’s business.”

Despite his busy schedule, Ryan finds time for hobbies and interests. “I used to play on the competitive intramural gay rugby team, Atlanta Bucks,” he shares. “But I figured I couldn’t afford a broken leg or black eye trying to sell real estate.”

For aspiring real estate professionals, Ryan’s advice is simple yet profound: “Show up consistently and keep your word. Shadow top agents, take notes, and apply what makes sense for your business.”

As he continues to make his mark in the Atlanta real estate market, Ryan remains grounded in the values instilled by his mother. “When faced with difficult times in life, you have two choices: the high road or the low road,” he says. “I want to be remembered for choosing the high road and becoming a better person from that experience.”



the Tirone & Weaver team

The Difference is in the Details

In the world of real estate, where competition is fierce and success is hard-earned, Jody Tirone and Tammy Weaver stand out as a powerhouse team. Their rise to the top is a powerful example of their passion and commitment to both their clients and the industry.

Jody Tirone, a seasoned professional with a remarkable career, began her journey in the most unexpected way. Born and raised in the small farming town of London, Ohio, Tirone's early life was far removed from the bustling world of real estate. "I grew up in a place where sports and community events were everything," she says. Despite a childhood aversion to sports, Tirone found herself working in sports television and college athletics after graduating from Ohio State University in 1993 with a degree in Political Science.

Her career took a significant turn after the loss of her husband, Geoff, in October 2020, a devastating event compounded by the challenges of the COVID-19 pandemic. "Losing Geoff was an absolute shock," Tirone recalls. "It was a tough year, but I knew I had to work hard to support my family." Her resilience shone through as she sold \$26 million in real estate that year, despite grappling with profound grief and the pressures of a relentless market.

Tirone's passion for real estate was ignited by her love for construction, renovations, and interior design—a stark contrast to her earlier career in sports. "My father was a builder and REALTOR®, and while I once thought it was a foolish profession, I now realize how much I love it," she admits. Since obtaining her real estate license in 2017, Tirone has achieved impressive

accolades, including being named a Top 5% Producer by the Atlanta Realtors Association and accumulating a career volume of over \$120 million. Her commitment to the industry is also evident in her passion for mentoring other agents and improving the image of real estate.

Enter Tammy Weaver, who, alongside Tirone, forms the dynamic Tirone & Weaver Team at Ansley Real Estate. Weaver's journey to real estate is equally intriguing. Originally from Ludington, Michigan, Weaver's upbringing was marked by frequent relocations due to her father's work in nuclear power plants. This nomadic childhood fostered a deep appreciation for the stability and community a home represents. "I always wanted to put down roots after moving so much," Weaver explains.

Weaver's career path after graduating from the University of Tennessee-Knoxville with a degree in Accounting took her from public accounting with Arthur Andersen to software marketing and sales. Despite her success in the corporate world, she was drawn to real estate by its personal and satisfying nature. "I loved the idea of walking clients through something as significant as buying a home," she says. Weaver obtained her real estate license in 2019 and quickly made a mark, receiving accolades such as Rookie of the Year and Top 5% Producer awards.



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In January 2022, Weaver joined forces with Tirone, and together they have created a formidable team. Their partnership has yielded impressive results, including being recognized as the #1 Small Team at Ansley Real Estate North and #5 Small Team Atlanta Realtors Association, and achieving a combined sales volume of \$126 million since their collaboration began. Weaver

is particularly proud of their work with first-time homeowners, a segment she finds incredibly rewarding. “Guiding clients through their first home purchase in this challenging market has been fulfilling,” she shares.

Both Tirone and Weaver are not only successful REALTORS®, but also advocates for their community.

They support Children’s Healthcare of Atlanta by donating a portion of every transaction, while Weaver’s commitment to her clients extends to personal connections, making her a trusted advisor.

Their shared values and work ethic make them a powerful team. “Jody is an industry leader who really cares

about making us all better,” Weaver says. “She has an incredible work ethic and is truly committed to excellence.” The scene of many strategy sessions and celebrations amidst a backdrop of wine and champagne is at Fermented - A Wine Boutique, which is just a few steps from their Downtown Alpharetta office. They say they often meet at Fermented for both business and pleasure.

Tirone and Weaver’s story is one of overcoming adversity, embracing change, and achieving success through hard work and passion. They continue to push boundaries and inspire others in the real estate industry, proving that with determination and a strong partnership, great things are possible.

As Tirone succinctly puts it, “Success for me is leaving behind a legacy. I want to be remembered by how many people I helped, not just by my sales stats.” This mindset, combined with their dedication and expertise, ensures that Tirone and Weaver will remain influential figures in real estate for years to come.

event recap

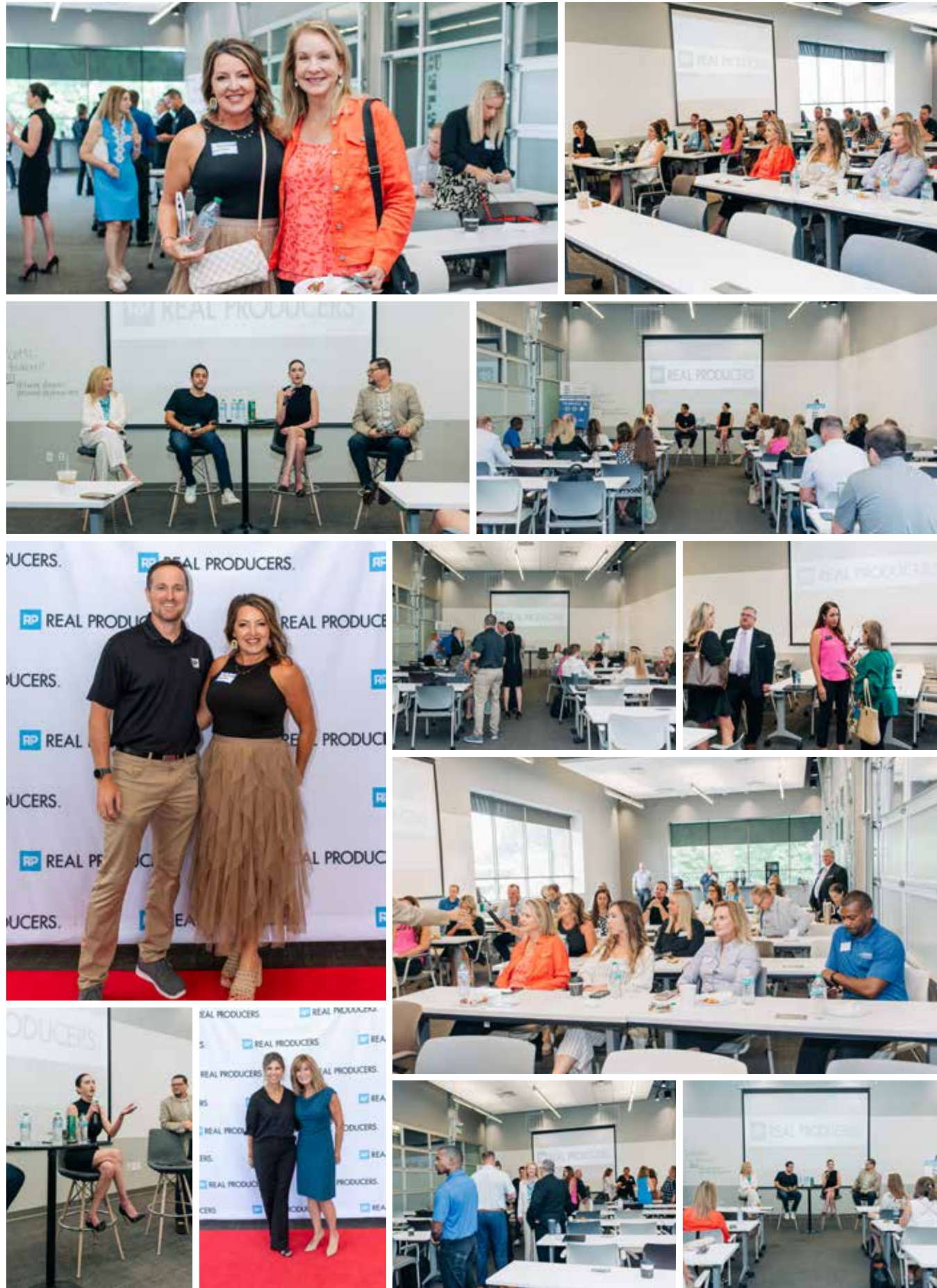
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