

GREATER ATLANTA

APRIL 2025

# REAL PRODUCERS<sup>®</sup>




## DIANE TATUM



Broker Spotlight:  
Kristen Skebe

Agent on Fire:  
Jenna Measroch





# RESTORING ROOFS, BUILDING TRUST



**PERIMETER ROOFING** specializes in offering **top-tier roofing services**, including repair, replacement, and maintenance, **across the state of Georgia** for both residential and commercial properties.



**VISIT OUR WEBSITE**  
PerimeterRoofing.com



**CALL US**  
678.568.7992



## INSPECTIONS ARE **ALWAYS FREE**



### **PREVENT EXPENSIVE REPAIRS**

- Early detection of roof damage can save you from expensive repairs or full roof replacements.
- Addressing issues early helps extend the life of your roof.



### **MAXIMIZE INSURANCE COVERAGE**

- A thorough inspection ensures all damage is documented, making it easier to file successful insurance claims.
- Proper documentation increases the likelihood of getting full coverage for repairs.



**SCHEDULE A  
FREE INSPECTION  
TODAY!**



# Is Now the Time to buy? YES!

**Congratulations  
New Homeowners**

*Joe Trovato*  
**JOE TROVATO**  
ATLANTA MORTGAGE ADVISORS, LLC

PERSONAL NMLS 256911 • GRMA 26970 • COMPANY NMLS 1863962  
404.375.0779 | 401 MACY DRIVE STE B, ROSWELL, GA 30076

**All in On  
Purchase Business**

While other lenders are chasing refinances, we have been perfecting our purchase process.

**ALL ATLANTA  
INSPECTION SERVICES**

Your Most Trusted Inspection Partner

**770.734.0232**

SERVICING anywhere you go! | ASHI, ICC & InterNACHI Certified | 100,000+ Inspections in GA | 35+ Years in the Business | LOCAL RELIABLE Office Support

**ALL ATLANTA INSPECTION SERVICES PROVIDES A DETAILED 450+ Point Inspection...** From Roof to Foundation on all Residential & Commercial Properties

**WE ALSO OFFER A FULL RANGE OF SPECIALIZED SERVICES\*:**  
New Construction Inspections | Commercial Property Assessments | Radon Testing | Mold & Air Quality Testing | Carbon Monoxide Testing | Lead-Based Paint Testing | Septic Testing | Pool & Spa Inspections | Stucco Inspections | Sewer Line Video Inspections And More

info@AllAtlantaInspect.com | www.AllAtlantaInspect.com

**VETERAN OWNED BUSINESS**

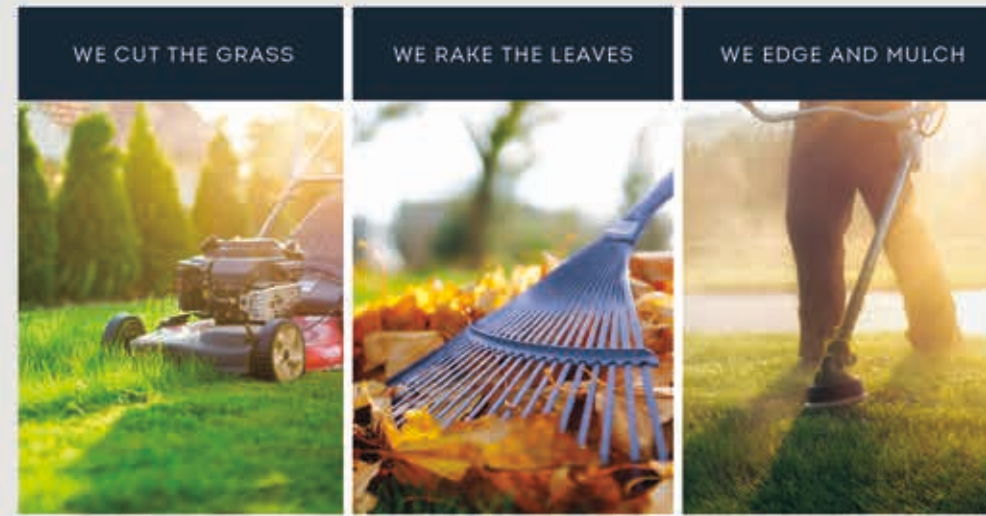
Build the Outdoor Living Space  
*of Your Dreams*

DECKS • PATIOS • PORCHES • FIRE FEATURES • PERGOLAS

**COMPLIMENTARY DESIGN CONSULTATION**

678-679-8082 | archadeck.com

**archadeck** | outdoor living  
Better Building by Design



Imagine what your clients could do with an extra 100+ hours a year. That's the time the average American household dedicates to yard maintenance, time that they can reclaim in their new luxury ranch home in a low-maintenance Epcon community. With over 100+ hours, they could...

- Play 300 games of pickleball
- Go on 2 weekend getaways
- Host 50 game nights in their private, garden courtyard
- Enjoy 200 walks with their dog

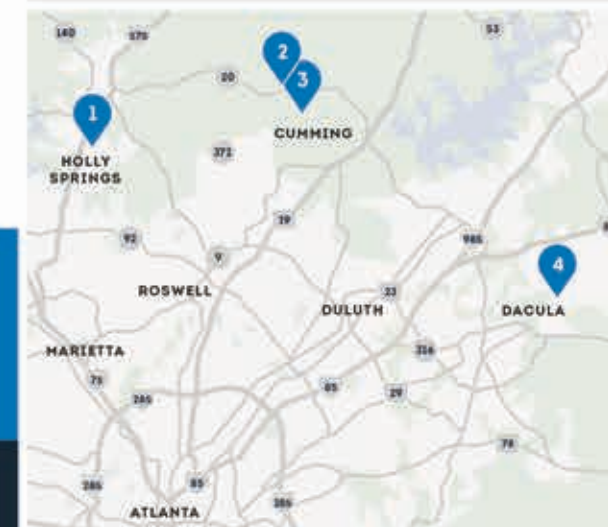
**And so much more!**

We handle the yard work so your clients can spend more time doing what matters most to them. Whether they're mastering the art of Italian cooking or sharing in the latest family milestone, becoming a regular on the pickleball court or indulging in more weekend getaways, life at Epcon means every hour is truly theirs.



Discover Low-Maintenance Communities in Cumming, Dacula and Holly Springs

- 1 THE COURTYARDS AT REDBUD LANE**  
102 Redbud Lane  
Holly Springs, GA 30115  
FROM THE UPPER \$400s TO THE LOW \$700s
- 2 THE COURTYARDS OF FRANKLIN GOLDMINE**  
5150 Heardsville Road  
Cumming, GA 30028  
FROM THE LOW \$600s TO THE LOW \$800s
- 3 THE COURTYARDS AT POST ROAD**  
4157 Post Road  
Cumming, GA 30040  
FROM THE MID \$600s TO THE LOW \$800s
- 4 THE COURTYARDS AT BAILEY FARMS**  
3046 Fence Road NE  
Dacula, GA 30019  
FROM THE MID \$400s TO THE MID \$700s  
55+ Active Lifestyle Community



Have your clients visit an Epcon community today.

**EpconAtlanta.com**  
678.345.6402

*Now Is the Time for No Steps\* and No Mower*

© IP66, LLC 2025. Although all floor plans, features, illustrations, and specifications of the homes and communities are believed correct at the time of publication, the right is reserved to make changes, without notice or obligation. Windows, doors, ceilings, layout, colors, finishes and room sizes may vary depending on the options and elevations selected. This information is for illustrative purposes only and not part of a legal contract. \*According to https://www.bls.gov/news.release/atus.t2.htm. \*No step entryways are not available for all homes or in all communities.



# Contents



Diane Tatum **12** COVER STORY



Jenna Measroch

Luxury Home Staging

Vacant  
-  
Occupied  
-  
Fill-In Staging  
-  
Walk & Talk Consultation

Design - Inspire - Sell

(678) 894-6548  
kimberly@atlhomestaging.com  
www.atlhomestaging.com

**ATLANTA HOME STAGING**

## PROFILES



**26** Kristen Skebe



## IN THIS ISSUE

- 8 Preferred Partners
- 10 Meet the Team
- 12 Cover Story: Diane Tatum
- 20 Agent on Fire: Jenna Measroch
- 26 Broker Spotlight: Kristen Skebe

**AREPS**  
ATLANTA  
REAL ESTATE  
PHOTO SERVICES  
VISUAL MARKETING SOLUTIONS  
FOR YOUR LISTING

We understand that first impressions matter!  
We are experts at nailing them!

REAL ESTATE PHOTOGRAPHY  
VIDEO WALKTHROUGH  
DRONE  
VIRTUAL STAGING  
& MUCH MORE

**UNLEASH THE POWER OF VISUAL APPEAL**

**CONTACT US**

- 678-783-7389
- 317-525-3324
- atlantarephoto101@gmail.com
- atlantarealestatephoto.com

- HIGH QUALITY, EYE CATCHING IMAGES**  
Grab potential buyers' attention and drive interest in your listings.
- GEARED TOWARDS YOUR UNIQUE NEEDS**  
Our expertise allows us to showcase properties in their best light. We know how to emphasize architectural details, high-light key selling points, and create a strong emotional connection with potential buyers.
- FAST TURNAROUND**  
We understand that time is of the essence in the real estate industry. That's why we guarantee a quick turnaround time for our photography services.
- FREE SOCIAL MEDIA POSTS DESIGNS**  
In the interest of time and for your convenience, we provide you with ready-to-use social media posts designs (Just Listed, Under Contract & Sold).

TAKING YOUR LISTINGS TO NEW HEIGHTS!

**JOSEPH'S**  
JUNK REMOVAL

**ZACH HEACOCK**  
Business Development  
470.353.0017

If you are interested in nominating people for certain stories, please email us at:ahutch@realproducersmag.com



# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

## ATTORNEY - REAL ESTATE

The Golden Team at Ganek  
Gretchen Golden  
(404) 939-9919

Spectrum Property  
Inspections, LLC  
Rodney Ruffin  
(470) 216-7001

Jay Williams  
Jay Williams  
(770) 410-1818

## BRANDING/PHOTO & VIDEO

On Trend Creative Studio  
Liz McShane  
(706) 296-0895

World Class Home  
Inspections LLC  
Brett Gordon  
(678) 250-6653

## INTERIOR DESIGN

Sarah Bowman Spaces  
Sarah Bowman  
(678) 403-2925

## PHOTOGRAPHY-FAMILY/ REAL ESTATE/EVENTS

Alexandra Santos Photography  
(404) 790-0196

re'h multimedia  
Regis Lawson  
(678) 783-6389

## BUILDER

Epcon Communities -  
Charlotte and Atlanta  
Shannon Robinson  
(317) 258-6560

## HOME STAGING

Atlanta Home Staging  
Kimberly Gangemi  
(678) 894-6548

## JUNK REMOVAL/DEMOLITION

Joseph's Junk Removal  
(470) 341-6497  
josephsjunkremoval.com/

## PLUMBING/ HVAC/ ELECTRICAL

RS Andrews  
Dari Payrow  
(770) 454-1800

## ESTATE SALES

Gleaton's  
Eric Gleaton  
(678) 489-4928

## HOME STAGING & DESIGN

Design2Sell  
Barbara Heil-Sonneck  
(678) 505-1433

## MOLD TESTING & REMEDIATION

World Class Home  
Inspections LLC  
Brett Gordon  
(678) 250-6653

## PORTABLE STORAGE

Units Atlanta  
(678) 838-6556  
unitsatlanta.com

## FLOORING

Floor Coverings International  
Stewart Jones  
(678) 993-0808

## HOME WARRANTY

Achosa  
Eryn Jackson  
(423) 667-4505

## MORTGAGE BROKER

Atlanta Mortgage Advisors, LLC  
Joe Trovato  
(404) 375-0779

## REAL ESTATE PHOTOGRAPHY & MEDIA

Home Photo Source  
Mason Anthony  
(404) 795-4498

## GARAGE - FLOORING/ ORGANIZATION

Hello Garage of Atlanta  
Justin Athey  
(470) 277-8905

## INSPECTIONS - RESIDENTIAL AND COMMERCIAL

All Atlanta - AmeriSpec  
Donny Williams  
(404) 405-4011

## RENOVATIONS / ADDITIONS

LH Lending  
Lauren Hale  
(912) 977-1551

## ROOFING

Perimeter Roofing  
(678) 948-7663

## HOME INSPECTION

BPG Inspections  
(800) 285-3001  
BPGInspections.com

## INSURANCE-AUTO-HOME- LIFE-HEALTH-BUSINESS

Clear View Insurance  
Nick Stevens  
(470) 423-8634

## MOVING COMPANY

Atlanta Moving Solutions  
Matt Donaldson  
(770) 485-8384

## TRANSACTION MANAGEMENT

White Pickett Fence  
Amber Pickett  
(561) 203-9425

## Perimeter Roofing

(678) 948-7663

## Goosehead Insurance

Gary Miller Jr.  
(720) 394-7723

## OUTDOOR LIVING

Archadeck | Outdoor Living  
Wayne Parks  
(470) 688-3564

## WATER, FIRE, MOLD RESTORATION

3 Lions Restoration  
Spencer South  
(770) 268-0300

**ATLANTA MOVING SOLUTIONS**

**WE GO THE EXTRA MILE FOR YOUR CLIENTS, EVERY TIME!**

- 20+ Years of Experience
- Licensed & Insured
- Local & Statewide Moves
- Last Minute & Emergency Moves
- Experienced and Reliable Staff
- Free Moving Dumpster

**770-485-8384 | AtlantaMovingSolutions.com**

Partner with Us for Moves That Leave a Lasting Impression!

**R.S. Andrews**  
AIR CONDITIONING • HEATING • PLUMBING • ELECTRICAL  
*Story After Story, We Deliver Smiles!*

**Your Trusted Partner for Quick Home Repairs.**

**Why Choose Us?**

- Fast, reliable HVAC, plumbing, and electrical services.
- Perfect for pre-sale inspections or urgent repairs.
- Trusted by Atlanta realtors for over 50 years.

Call RS Andrews Today – Your Partner in Home Services. 470-264-8128 • rsandrews.com

**Inspect. Correct. Protect.**

**3 Lions Restoration**

Mold Remediation  
Water Restoration Services  
Sewage Cleanup  
Reconstruction Services  
Fire Damage Restoration

**Get Your FREE Consultation!**

770.400.0221 • 3Lions911.com • 760 Old Roswell Rd. 107, Roswell

Licensed & Insured  
24/7 Emergency Services

**DELIVERING EXCELLENCE FOR YOUR CLIENTS**



# Meet The Team



**Aaron Hutchison**  
Owner & Publisher



**Ashley Streight**  
Director of Operations



**Alexandra Santos**  
Photographer



**Shy Espinosa**  
Virtual Assistant



**Lauren Denato**  
Ad Strategist



**Regis Lawson**  
Photographer



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.



## Start with new floors!

Buying or Selling? Start with new floors! Updated flooring is ranked as one of the top home improvements. Work with one locally trusted team! Here's how it works:

- We bring a high-quality selection of options to your clients in our Mobile Flooring Showroom®.
- Your clients work with our expert Design Associates and receive a down-to-the-penny quote.
- Enjoy professional installation and a follow-up guarantee!



**FLOOR COVERINGS**  
*international*

Book a **FREE In-Home Consultation!**  
Call **(678) 993-0808** or visit **fcifloors.com**.



Each Floor Coverings International® business is independently owned and operated.

Carpet ♦ Luxury Vinyl Plank ♦ Hardwood ♦ Laminate ♦ And More!

Insurance made easy.  
It's called service.

Get a quote today



J Wiley Williams Ins Agcy Inc  
Jay Williams, Agent

5445 McGinnis Village Place, Sui  
Alpharetta, GA 30005-1732

Bus: 770-410-1818  
jay@talktojay.com  
www.talktojay.com



**Comprehensive Inspections That You Can Trust**

- Residential & Commercial Inspections
- Radon Measurement Specialist
- New Construction Inspector (ICC Certified)
- Certified Residential Indoor Environmentalist
- ASHI Certified Home Inspectors

**470-216-7001**  
[www.spectrumpropertyinspections.net](http://www.spectrumpropertyinspections.net)





# DIANE

## Tatum

PASSIONATE. PURPOSEFUL. PERSISTENT.

BY ELIZABETH MCCABE • PHOTOS BY ALLIE SANTOS

*“Enjoy each day as it is a gift from God. That’s why ‘today’ is called ‘the present.’”*

If anyone knows how to persevere, it’s Diane Tatum. She embraces each day with determination, using her grit and grace to overcome obstacles and turn challenges into opportunities.

“The same year I became a real estate agent, the country went into the Great Recession, which devastated many industries, including real estate and banking,” Diane recalls. Despite the financial hardship, she refused to give up. “It was a difficult time, but we pulled together.”

Her persistence paid off. Today, Diane is consistently recognized as one of the top real estate agents in Cobb County, with an impressive 16-year career, a total career volume of \$312 million, and a \$34 million sales volume last year alone.

#### **A Strong Foundation for Success**

Before stepping into real estate, Diane had a successful career as a merchant director for 15 Macy’s stores. For years when travelling overseas for Macy’s, she was an integral part of the development

of private labels such as I.N.C., Charter Club, and Aeropostale, and orchestrated high-profile charity events, raising over \$500,000 per event for organizations like March of Dimes. Additionally, she co-founded “Women for Women,” a charity providing financial assistance to women undergoing cancer treatment.

Diane’s transition to real estate felt like a natural fit. “I always had a love for designing homes and was fascinated with the architecture of homes,” she comments. She was also always interested in contract law. Her experiences at Macy’s, along with my background in negotiations and remodeling properties, gave me the perfect foundation for a career in real estate,” she explains.

Her passion for real estate may be in her DNA. Diane recently learned that her grandmother was the first woman hired in New York City’s then all-male real estate industry to sell property, following her success in New York’s first redevelopment project, Tudor City.

#### **A Career Defined by Determination**

Born and raised in Atlanta’s Buckhead and Sandy Springs areas, Diane earned dual degrees in political science and business from the University of Georgia before attending law school. Her unique background equipped her with the negotiation skills and business acumen that set her apart in the competitive real estate industry.

Getting her license in the middle of the Great Recession wasn’t easy, but Diane saw it as an opportunity. “Short sales and foreclosures were rampant, and people were struggling financially,” she comments. Fortunately, Diane utilized her negotiating skills to help sellers and buyers navigate these difficult times. Her past clients continue to this day to help her build her business exponentially through their many referrals and repeat business.

Starting her real estate career at Keller Williams, she took every training course available and quickly rose to the top in her brokerage, earning numerous





awards, including the highest sales price every year, top five in the region, and top customer service accolades. In 2014, she joined Atlanta Communities, where she has been the #1 single agent in total sales volume for the past two years. Atlanta Communities management and agents makes it feel like she's at home, which is so important to Diane and her family. Her daughter Katie is her right-hand marketing arm and enjoys real estate alongside her mom too!

**Passion, Family, and Giving Back**

Diane's passion for helping people extends beyond real estate. "I love supporting Must Ministries for the homeless, Toys for Tots, Shriners' Hospital, and other charities," she

shares. She also loves gardening and flowers. Through a charity event, she now has an official international camellia flower named after her: *Camellia Japonica Lady Diane*.

Family is at the heart of her life. Diane and her husband, Gregory, enjoy gardening, golf, music, and spending time with their beloved rescue dog, Levi. Their daughter, Katie, and her husband, Josh, frequently join them for fun family dinners and outdoor adventures with their dogs.

In her spare time, Diane is writing a trilogy of books about her life. "All my friends have always said, 'You need to be writing books about your life!'"

“

I love supporting Must Ministries for the homeless, Toys for Tots, Shriners' Hospital, and other charities.”







Taking their advice to heart, Diane is now putting her story on paper and hopes to impact others in the process with her stories of life.

A woman of faith, she has read the Bible twice now. “We love to have long talks over dinner with one of our closest friends, who is a Catholic priest,” she smiles. “It’s also very entertaining and informative!”



Trust your instincts about people and the direction you are going.”

**Words for Wisdom**

With an incredible track record of success, Diane continues to inspire others. Here are her top tips for aspiring real estate agents: “Trust your instincts about people and the direction you are going. Always stay positive in your thoughts and believe in yourself and your goals in life. Most importantly, trust God’s plans for you, even if you don’t like it that day!”

She also emphasizes the importance of communication. “Answer your phone!” she laughs, sharing a story about how one answered call led to multiple transactions all closing in one day, even prompting someone in Atlanta Communities top management to joke that she had paid all the company’s bills for the day!

With an unstoppable drive and a heart for service, Diane Tatum continues to make a lasting impact in real estate and beyond. Her story is one of perseverance, passion, and purpose – a true force to be reckoned within Atlanta real estate!

**Atlanta's Trusted Transaction Management Team**

Let us help GROW your business this Spring!

April showers bring May flowers!

**SARAH BOWMAN SPACES**

# Elevate Your Investment

Artful designs that honor the past, energize the present.  
www.spacesbysb.com / @sarahbowmanspaces

Ready to Turn Your Social Media into a Sales Powerhouse?

**ON TREND CREATIVE STUDIO**

Photography • Videography • Professional Editing • Content Management • Marketing Strategy

Don't Leave Money on the Table. PARTNER WITH US!



**D2S**  
**DESIGN 2 SELL**  
 LUXURY LIFESTYLE BY DESIGN

REALTORS • BUILDERS • INVESTORS • HOMEOWNERS

**WE ARE YOUR TOP MARKETING TOOL FROM "FOR SALE" TO "SOLD"**

Boost your property's appeal with expert design consultations and tailored vacant home staging solutions

SCAN FOR A QUICK QUOTE TODAY!

(678) 505-1433 | www.homedesign2sell.com

**HOP INTO HASSLE-FREE HOME COVERAGE!**

This Easter, don't let your clients put all their eggs in one basket—help them secure the right home insurance! Whether they're first-time buyers or seasoned investors, I make the process smooth and stress-free. Let's work together to ensure every new homeowner gets the protection they need!

Call Nick The Insurance Guy today and score big on protecting what matters most!

**NICK THE INSURANCE GUY**  
 AUTO • HOME • LIFE

**CLEAR VIEW**  
 INSURANCE AGENCY

We find the Right Coverage for the Right Price!

✓ Home or Condo Insurance   ✓ Landlord Insurance   ✓ Commercial Insurance

470-423-8634 | Nick@ClearViewIns.com | 12600 Deerfield Pkwy, Ste 100, Alpharetta, GA

SCAN TO LEARN MORE

REAL PRODUCERS. PODCAST

**Inspiring conversations with the nation's top real estate agents.**

Same Brand, New Reach – Tune in for free today

Listen on Apple Podcasts   LISTEN ON Spotify   Listen on amazon music

podcast.realproducersmag.com

STEVE GOLDEN   LAURA SUGGS   CARTER TILASHALSKI

ACCESSIBLE EXPERIENCED ATTORNEYS

**ganek**  
 THE GOLDEN TEAM

YOUR TRUSTED SOURCE FOR REAL ESTATE CLOSINGS

GOLDENTEAM@GANEKPC.COM • 404.939.9919 • GANEKPC.COM

ALPHARETTA BRASELTON BUCKHEAD GWINNETT KENNESAW  
 MIDTOWN PERIMETER MARIETTA PONCEY-HIGHLAND TUCKER

Mold shouldn't stand between you and a closing.

Partner With Us for Hassle-Free Closings!

Trust us for quick, reliable results!

**World Class Home Inspections & Remediation**

Family Owned  
 678.250.6653

MOLD TESTING & REMEDIATION | ENCAPSULATION  
 WATER DAMAGE REMOVAL  
 HOME INSPECTIONS | CLEANOUT SERVICES

**WorldClassPS.com**

**METRO ATLANTA'S LARGEST ESTATE SALE & ONLINE AUCTION COMPANY**

SELL EVERYTHING IN SEVEN DAYS

ESTATE SALES | BUYOUTS  
 ONLINE AUCTIONS

**G** GLEATON'S  
 5 STAR RATED COMPANY

Help Your Clients Sell & Move Easily  
 LOW FEES, HIGH RESULTS!

CALL US TODAY 678.725.8757 | gleatons.com



# JENNA MEASROCH

**The Real Estate Problem Solver with a Heart for People**

PHOTOS BY REGIS LAWSON

Jenna Measroch didn't always dream of selling houses, but life had other plans. Born in Johannesburg, South Africa, she moved to Atlanta in August 2001 when she was just shy of 10 years old. The transition to the U.S. came with its challenges, but her family's determination for a better future instilled in her a strong work ethic. That same grit now fuels her real estate career, where she's known for her tenacity, resourcefulness, and genuine care for her clients.

#### **A Journey from Recreation to Real Estate**

Jenna took a detour before finding her true calling in real estate. She attended the University of Georgia (Go Dawgs!) and majored in Recreation and Leisure Studies, intending to pursue graduate school to become a therapist or guidance counselor. But after working a summer at a preschool, fate nudged her in a different direction.

"Real estate sort of fell in my lap!" Jenna recalls. A sorority sister posted about an internship with a real estate agent, and it piqued her interest. "It sounded like a great opportunity—I interviewed for the position and did that for two years before deciding to get my license. The rest is history!"

#### **A Brokerage That Became a Second Family**

Originally, Jenna chose her brokerage by chance, but staying was an easy decision. "I stay because of the amazing people, successful agents, and leadership we

have," she says. "A lot of the agents have become my good friends, and we've been through a lot of life's ups and downs together."

Her passion for the job is evident. For Jenna, real estate is more than just transactions—it's about problem-solving. "What gets me up every morning is not only my love for my clients but the thrill of being a 'problem solver.' I love finding solutions—whether it's pricing a home correctly, negotiating contracts, or overcoming unexpected hurdles."

#### **A Miss Congeniality of Real Estate**

When asked to describe herself, Jenna turned to two of her longtime mentors, who had no shortage of praise. Lisa Pinson, one of the founders of her office, said, "Your work ethic, commitment to your clients, and how much you care is unparalleled." Another mentor and co-founder of her office, Jennifer Barnes, added, "Your positivity, helpful demeanor, and resourcefulness in making things happen for your clients through your connections and influence is awesome. You are the Miss Congeniality of Real Estate."

#### **Trends and Passion in the Market**

Looking at the current market, Jenna sees school-driven areas remaining highly sought after, with a return of more defined home layouts. "Open concepts are still in, but houses with more distinct spaces are making a comeback," she observes.

Her business is 100% referral-based, a testament to the relationships she builds with her clients. "Everyone I work with is either someone I know, someone referred to me by a past client, or a repeat client. That means everything to me."



“

Everyone I work with is either someone I know, someone referred to me by a past client, or a repeat client. That means everything to me.”



“

Care for your clients,  
not the compensation.

Study the market,  
work diligently, &  
success will follow.”



#### **A Life Beyond Real Estate**

When she's not navigating contracts and negotiations, Jenna is traveling, spending time with friends, or cheering on UGA football. "I'm not a big sports girlie, but I love watching UGA games with my friends during football season!" she laughs.

Her family, who sacrificed everything to move to the U.S., remains her foundation. "My mom and dad, Sara and Alan, live in East Cobb, where I went to high school. My grandpa, Zellick, was a huge inspiration—he worked tirelessly to create a better life, and I'll look up to him forever."

She's also incredibly close with her sister, Leanne, who lives in Miami with her husband and two daughters. "Leanne helped me with my resume and interviews 10 years ago, and I still call her for advice—even though we're in completely different fields!"

#### **Giving Back and Overcoming Challenges**

Jenna's giving spirit extends beyond real estate. She has served on her office's Agent Leadership Council for five years, mentoring other agents and helping make financial, cultural, and big decisions to build a stronger office.

She's also passionate about Reclif, a nonprofit that empowers children with autism. "I was introduced to it through dear friends and clients. My incredible aunt has worked with children with autism her whole life, so supporting Reclif felt like a natural fit. I want to be more physically involved this year!"

Her ability to overcome challenges was on full display in a particularly tricky real estate transaction. "I listed a client's house, and we had multiple offers—everything was going smoothly... until we found out there was a sewer line running directly under the house, making it unsellable," she recalls. "I was determined to find a solution. I called the county, worked with our attorney, and explored every option. After a few months, we figured it out, and my clients sold their home! They just closed on their new one a few weeks ago."

#### **The Advice She Lives By**

When asked what advice she'd give to new agents, Jenna keeps it simple: "Care for your clients, not the compensation. Study the market, work diligently, and success will follow."

And if she weren't in real estate? "I think I'd love to be a radio show host or a news anchor!" she says



with a grin. Given her charm, enthusiasm, and gift for storytelling, she'd probably be a natural.

For now, though, she's right where she belongs—helping clients navigate one of the biggest decisions of their lives with heart, hustle, and a knack for finding solutions.



# Your Competitive Edge IN REAL ESTATE MARKETING



SCAN  
TO BOOK  
OR LEARN  
MORE!



RESIDENTIAL PHOTOGRAPHY SERVICES | INTERIOR AND EXTERIOR PHOTOGRAPHY  
AERIAL PHOTOGRAPHY | SKY-HIGH PROPERTY VIEWS  
COMMERCIAL PHOTOGRAPHY SERVICES



404.795.4498 | HomePhotoSource.com

TAILORED PHOTOGRAPHY | 4K VIDEOS | VIRTUAL TOURS | FLOOR PLANS | BRANDING



## Help 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".



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](mailto:PerimeterCares@gmail.com), or visit online [perimetercares.org](http://perimetercares.org).

## #SchoolLunchChallenge



Donate  
Today!

## Join Us In Doing MORE!

We are actively collecting food donations for the Atlanta Children's Shelter.

Please feel free to stop by and drop off your donations at our office:

550 Maltbie St, Lawrenceville, GA 30046

### Moving • Decluttering • Homestaging



**UNITS® Offers Solutions for Realtors and their Clients**

- Off-Site Warehouse Storage for decluttering or staging a home
- Storage Solutions for staggered closing dates
- Short and Long-Term Storage for clients building a home or who may have sold their home quicker than expected
- Local Moves (both Do-It-Yourself and Modified Full Service)



Use a UNITS® container and off-site storage to help declutter or stage a home for resale. A staged home typically sells faster and for a higher price.



UNITS® of Atlanta

Tel: 678-838-6556 | Email: [customersolutions@unitsatlanta.com](mailto:customersolutions@unitsatlanta.com)

### Beyond the Closing. A Lifetime of Security.



**GARY MILLER JR**

Agency Owner

678.835.7862

[www.goosehead.com](http://www.goosehead.com)

[gary.miller@goosehead.com](mailto:gary.miller@goosehead.com)

We only align ourselves with AM Best A Rated and Better Insurance Carriers.

Have your clients give Gary a call today to discuss their options!

6105 Atlanta Highway, Suite C Flowery Branch, GA 30542





**From Equations to Estates, A Journey of Passion & Purpose**

# Kristen Skebe

PHOTOS BY ALLIE SANTOS

**Kristen Skebe didn't set out to be a real estate powerhouse. In fact, if you had asked her a decade ago, she would have told you she was perfectly content in front of a whiteboard, solving algebraic equations and helping teenagers navigate the complexities of high school mathematics. But life, as she quickly learned, had bigger plans.**

"I initially got into real estate to make extra money," she admits with a laugh. "No one wants to admit that, but it's the truth! I needed a flexible job that I could do on weekends, and I thought, 'Why not?'"

What started as a side hustle quickly turned into a full-blown passion. "I found out that real estate is as much about educating and guiding as teaching is. My skills in organization, adaptability, patience, and determination translated perfectly."

Today, Skebe is not just a successful real estate professional—she's the Managing Broker at Engel & Völkers Atlanta, Sandy Springs Shop, a company she carefully chose for its global reach, commitment to collaboration, and strong brand identity. "What drew me to E&V wasn't just the world-class marketing—it was the culture. The people here genuinely support each other. It feels like a family, and that's the kind of environment where people thrive."

**A Passion for People**

Whether she's helping clients find their dream homes or mentoring the next generation of real estate professionals, Skebe's mission is the same: to create meaningful connections. "I genuinely care about the people around me," she says. "In a world where technology is trying to replace human interaction, I still believe in the power of face-to-face relationships."

I want every person who interacts with me to feel the authenticity behind my words and actions."

That belief extends to her leadership philosophy. "I love mentoring, supporting, and empowering advisors to reach their full potential. Seeing them succeed is one of the most rewarding aspects of my role."

Her transition into leadership wasn't without its challenges. Becoming one of the youngest managing brokers in Atlanta meant proving herself in a room full of industry veterans. "When my CEO, Christa, promoted me, I had to quickly establish my reputation among the best of the best. I realized that true leadership isn't about being the loudest voice in the room—it's about service. I had to understand what drives each advisor and create an environment where they could thrive."

**Market Insights & Trends**

As someone deeply embedded in the Atlanta real estate scene, Skebe has her finger on the pulse of the market. "Right now, we're seeing a mix of trends. Many buyers are holding out, waiting for potential interest rate changes and assessing the economic landscape. While prices are slowly increasing, homes are taking longer to sell—especially condos. Unless a home is in a highly desirable area, sellers are facing a buyer's market."





Despite the challenges, she remains optimistic. “Spring and summer markets have been gaining momentum earlier each year, and our advisors are staying busy. The key is to stay adaptable.”

#### Beyond Real Estate

When she’s not leading her team or strategizing for the next big deal, Skebe enjoys the simple things in life. “I love going for walks, finding new coffee shops, watching sports, and spending time with my family and friends.”

Speaking of family, she and her husband, who have been married for six years, live in Sandy Springs with their three-year-old son—and they have another little one on the way in July. “It’s a crazy but wonderful time,” she says with a smile.

An avid audiobook listener, she credits books like *Atomic Habits*, *Super Communicators*, and *Unreasonable Hospitality* for shaping her mindset. And if real estate wasn’t her calling? “I’d go into politics and focus on education reform. I truly believe that knowledge is power, and our society needs to prioritize education at both the local and federal levels.”

#### Giving Back & Taking Risks

One cause especially close to her heart is the Special Olympics. “It’s amazing and inspiring to see how sports can change lives. Just last week, I took the plunge—literally! I jumped into Lake Acworth for the Special Olympics Polar Plunge. Our company was the top fundraising team for the fifth year in a row, raising over \$46,000.”

For those looking to follow in her footsteps, Skebe has one key piece of advice: “The only constant in this industry is change. Be adaptable, be innovative, and always put your clients first.”

Her journey into real estate wasn’t conventional, but it was certainly meant to be. “I took a huge leap of faith. I started in a brand-new area with no sphere, no friends, no family. At the same time, my husband left his stable career for a startup. It wasn’t easy, but looking back, every challenge was worth it.”

At the end of the day, success isn’t just about numbers or awards—it’s about impact. “The success of my advisors fuels me in ways I never expected. Watching them grow, overcome challenges, and achieve their goals pushes me to be a stronger leader, a better mom, a better wife, and a better friend.

“Real estate isn’t just about homes. It’s about people. It’s about connections. And that’s what truly drives me.”



“  
**Real estate isn’t just about homes. It’s about people. It’s about connections. And that’s what truly drives me.**”



**Hello Garage**  
Clean, Organized Spaces.

Flooring  
Organization  
NEW Storage Options

**Transform Your Garage**

Turn your messy, dirty garage into a clean, organized space with our stunning concrete coatings and customized storage.  
**It's perfect for basements, porches and patios, too!**

**\$500**  
off  
ENTIRE PROJECT  
with purchase of flooring

Get your free estimate! | [HelloGarage.com](http://HelloGarage.com) | 678.626.2744

\*Must be presented at the time of initial appointment. Cannot be combined with any other offers.

**BPG Inspections**

Atlanta's Best!  
Home Inspections  
Made Easy for YOU.

Our team makes the inspection process quick, easy, and hassle-free, so you can worry less and close the deal faster!

**OUR SERVICES INCLUDE:**

- Buyer Inspections
- Listing Inspections
- New Construction Inspections
- One-Year Builder Warranty Inspections
- Termite (In partnership with Arrow Exterminators)
- Radon Testing
- Sewer Lateral Camera Inspections
- Synthetic Stucco (EIFS) Inspections
- Commercial Property Condition Assessments
- Reserve Studies

scan to make an appointment today.

Call Us Today at 800-285-3001

100+ YEARS OF TEAM EXPERIENCE  
Serving the entire Greater Atlanta Area

**ACHOSA**

Evyn Jackson  
GA - Sr. Sales Executive  
C: 423.667.4505  
O: 888.509.2916  
Achosahw.com

WITH ACHOSA, YOU'RE THE  
**HERO**  
YOUR CLIENTS NEED.

The new way to warranty - choosing your own contractor!

# TAILORED LENDING

## FOR LIFE'S BOLDEST MOVES

WE'VE GOT YOU COVERED!

RESIDENTIAL  
COMMERCIAL  
PRIVATE INVESTORS  
IN-HOUSE PROCESSING



*Lauren Hale*

Owner/Senior Loan Officer NMLS: 2094762

912-977-1551  
[www.lhlend.com](http://www.lhlend.com) | [lauren@lhlend.com](mailto:lauren@lhlend.com)







*Alexandra Santos Photography*  
**AllieSantos.com**

*It's Your Time to Shine!*

**BRANDING, LIFESTYLE, SPECIAL  
OCCASION & REAL ESTATE PHOTOGRAPHY**

**404.790.0196**

**Aconsantos@gmail.com**