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APRIL 2025

# REAL PRODUCERS<sup>®</sup>

A man with a shaved head, wearing a light blue patterned button-down shirt and khaki pants, stands with his arms crossed in a mountainous landscape. The background shows rolling hills and sparse vegetation under a clear sky.

Jon  
Barnwell

**Rising Star:**  
Jack Lowry

**NAR News**

**Event Recaps**

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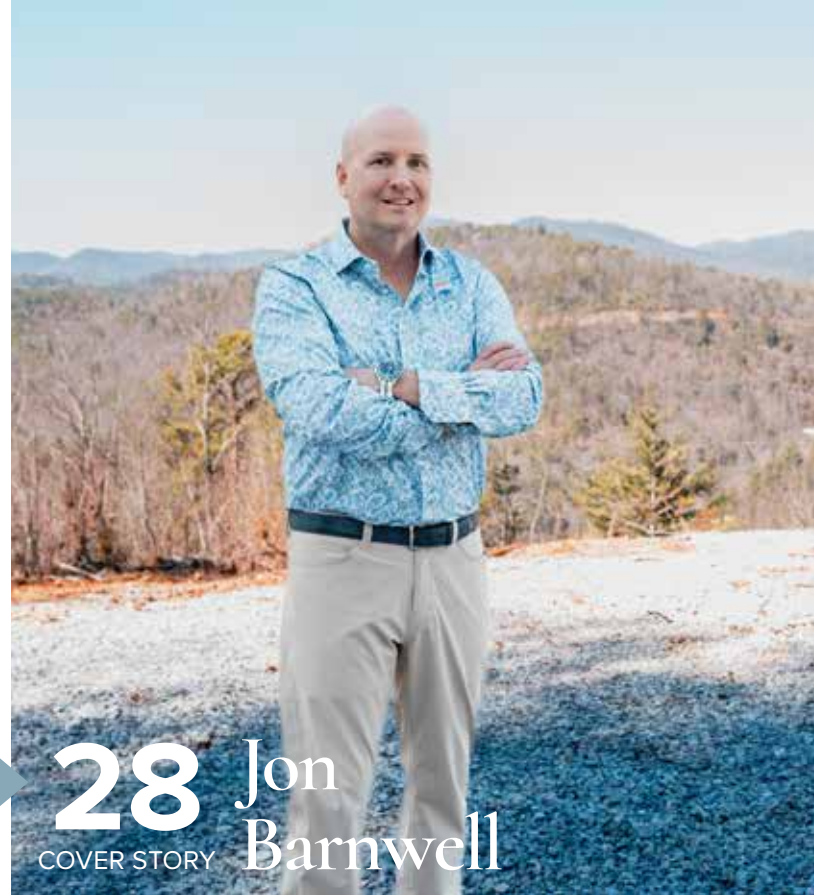
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COVER STORY

If you are interested in nominating people for certain stories, please email us at: [Nick.Stevens@RealProducersMag.com](mailto:Nick.Stevens@RealProducersMag.com)

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**Nick Stevens**  
Owner/Publisher



**Jessica Wellar**  
Writer



**Elizabeth McCabe**  
Writer



**Dan Allsup**  
Ad and Content Manager



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## Let's Chat About Who We Are At **REAL PRODUCERS!**

It's my honor to bring Real Producers to the north and northeast Georgia area and to celebrate everything that makes you all an outstanding part of the Mountains, Lakes & Athens Real Estate Community. I look forward to highlighting your accomplishments, encouraging your dreams and recognizing you for your continued excellence in serving your clients.

BY NICK STEVENS

Real Producers is now 10 years old, having started as a simple idea in 2015 in Indianapolis and has spread across the nation like wildfire. The Real Producers community is now available in over 140 locations and is changing the way the real estate community interacts across America. As we embark on this journey together, I promise to create platforms to connect this community and forums to recognize and celebrate what makes each one of you iconic. In years to come, I hope to interview every one of you so that I can share your success stories in future issues. I also look forward to celebrating you at our events, providing tools and connections to help you grow your business, and representing your passion for this industry that we all share.

Here are some quick facts about *Real Producers*:

➤ **DISTRIBUTION:**

This magazine will arrive in the mailboxes of the TOP 300 agents in the Mountains, Lakes & Athens communities of north and northeast Georgia each month. These 300 agents are determined through compiled MLS data from

2024. If you are receiving a hard copy of the publication, it is because you belong to an elite group and represent the best of the best in our industry!

➤ **CONTENT:**

This publication is all about YOU, the Mountains, Lakes & Athens real estate community. We will be writing personal and unique stories about members of this community, giving you a platform to inspire greatness in others. As we grow, we will continue to add fresh content focused entirely on the top agents and our Preferred Partners. We have NOTHING to sell to real estate agents as it is absolutely FREE to be featured in this publication. To be featured, the agents must be nominated by a peer, leader, or influencer in the local real estate market. We always encourage nominations and love to hear about agents who are making a huge impact in our market.

➤ **PREFERRED PARTNERS:**

Anyone listed as a "Preferred Partner" in the index of this publication will also be a part of this exclusive community. You will see them advertised in every issue, attending our private events, and being

a part of our online community. We do not cold call businesses off the street to join us, nor do we allow any business that approaches us to be a part. One or many of you have recommended every single one of these Preferred Partners that you see in this publication. Our goal is to give you as many resources as possible to add to your arsenal so that you always remain that trusted referral source to your clients and customers.

➤ **EVENTS:**

Along with our monthly publication, we will be hosting various social and educational events throughout the year. Our goal is to bring the best of the best together while supporting our local communities. And we fully intend to have a good time doing it! We will be communicating information on upcoming events through the publication, monthly emailed newsletter and social media.

➤ **CONTRIBUTION:**

If you are interested in contributing, nominating REALTORS® for certain features, know of additional top-notch affiliate partners who would be a great fit for our community, or would simply like to learn more, please reach out to me anytime. I look forward to meeting with every one of you in the future. I would also like to give a HUGE THANK YOU to the Preferred Partners who jumped on board with us so that we could bring Mountains, Lakes & Athens Real Producers to life. Also, a huge shout-out to my team that pulled this together without much guidance. You all are incredible and this first issue is dedicated to you!



**Nick Stevens**  
*Owner/Publisher*  
 Mountains, Lakes & Athens  
 Real Producers  
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# NAR 2024 Year in Review

## A NEW ERA Begins

SUBMITTED BY REALTOR® MAGAZINE • BY ELIANA BLOCK

The Sitzer-Burnett settlement was a focal point as national, state and local associations worked together to keep members and consumers informed—and association leaders laid the groundwork for the path ahead.

The National Association of REALTORS® released its 2024 Year in Review on Tuesday. The 33-page report is an assessment of the organization’s past year, highlighting member benefits across eight areas—and promising a new mission-driven era.

Last year brought significant milestones for the association, including settlement of the Sitzer-Burnett lawsuit, implementation of residential practice changes for members, and approval of Culture Transformation Commission recommendations to bring greater

accountability and transparency. All this came as members worked to navigate a challenging market, with limited inventory, higher interest rates and shifting living and work patterns.

“The past year tested our resilience as an industry, as an association and as individuals,” NAR President Kevin Sears said in a letter that opened the report. “As we embark on 2025, I want to express my gratitude to you—our members, the broker community, the local and state associations, and our MLS and industry partners—for the incredible work you’ve done to push through these challenges and help set the stage for our industry’s future.”

**Building Trust, Collaboration**  
NAR CEO Nykia Wright said the association must evolve to meet the needs of members “today and

tomorrow” while building on the momentum generated last year. “In 2024, we cut costs and passed our first balanced budget in at least 10 years,” Wright said. “We also conducted in-depth research to begin laying the groundwork for a new member experience.”

She added: “The work to redefine our broker relationships; better leverage our relationships with state and local associations to optimize member value; build on our strategic partnerships with aligned Institutes, Societies and Councils; demonstrate our appreciation for the many volunteer leaders who are instrumental to driving our mission forward; and reposition our staff to meet the ever-growing needs of these stakeholder populations will shape our 2025 activities.”

Wright has engaged two new partners in the effort: In early January, NAR announced that Sherry Chris, former CEO of Better Homes & Gardens Real Estate and ERA Real Estate, would join the association as a special advisor to help strengthen relationships, build trust and enhance collaboration with brokerage leaders. On Jan. 15, Jarrod Grasso was named senior vice president of industry relations for NAR, a role dedicated to enhancing the association’s relationship with state and local association leaders. Grasso joins NAR after serving the New Jersey REALTORS® for more than two decades, most recently as their CEO.

### Supporting Member Success

In 2024, to assist members in preparing for practice changes outlined in the settlement, NAR launched facts.realtor to provide updates and guidance. The resource includes more than 120 FAQs, a legal video series that garnered more than 800,000 views,

and more than a dozen consumer guides, in English and Spanish, for members to use while working with clients. The association also provided its Accredited Buyer’s Representation (ABR®) designation course at no cost to members; nearly 162,000 REALTORS® took advantage of that benefit.

More than 1,000 NAR members joined a grassroots effort—as surrogates—in 2024 to help educate consumers about the practice changes. Those interested in joining the program can email [surrogates@nar.realtor](mailto:surrogates@nar.realtor).

In the advocacy arena, NAR scored significant wins: defending private property rights, securing the OK for VA buyers to compensate their brokers directly as the Department of Veterans Affairs studies the issue further, and supporting industry-friendly policies and candidates at all levels of government. The REALTORS® Political Action Committee—which backed

50% Democratic and 50% Republican federal candidates—achieved a 97% success rate in the 2024 election cycle.

Underpinning NAR’s advocacy success is a highly regarded research team that provides thought leadership and produces key housing market data and research reports. In 2024, NAR Chief Economist Lawrence Yun, Deputy Chief Economist Jessica Lautz and their team spoke at more than 400 in-person and virtual visits across our 1,100-plus local and state associations, brokerages and third-party organizations. NAR’s research content generated 1.9 million website visits, 240,000 report downloads and 100,000 social shares in 2024, signifying the appetite members and consumers have for reliable housing data and research reports.

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# Jack ON THE UP & UP Lowry

PHOTOS BY NORTH GEORGIA PHOTOGRAPHY  
BY JESS WELLAR

At the rate Jack Lowry is going, he'll be on the cover of Real Producers in no time. At just 24 years old and with less than two years in the industry, Jack has produced jaw-dropping results while making it clear he's found his calling.

In his first full year in the business, Jack sold 38 homes, achieving nearly \$17.5 million in production — a feat that placed him at the top of his team of over 50 agents at the Century 21 Results "Elite" team.

"I like being outside every day and working in a rapidly changing industry where there are so many avenues to financial freedom," Jack begins. "But more than anything, I love working with people, building relationships, and helping them achieve their goals."

#### A Natural Fit

A proud Atlanta local, Jack graduated from the University of Tennessee, Knoxville, in May 2023

with a degree in business analytics...Go Vols!

"I realized pretty quickly that coding in an office wasn't my calling," Jack explains. "I'm a face-to-face person, and I love that real estate isn't capped by a salary. It's rewarding to know my work ethic directly impacts my success."

It doesn't hurt that real estate runs in Jack's family. Growing up, Jack remembers helping his mom with open houses, planting yard signs, riding along on appointments - which gave him an early glimpse into the industry.

"My stepdad and broker, Terry Swanson, has also been a huge mentor for me in the business," Jack adds. "I grew up watching him, not only learning about real estate investing, but also observing how he built and ran his business. His approach to both leadership and operations has taught me invaluable

lessons that continue to shape my own path."

**Diving In Headfirst**  
Jack wasted no time finding his footing in real estate two months after graduating college in July of 2023. Thanks to his background

in business analytics, he quickly mastered the tools of the trade, including managing his database and analyzing market trends. His ability to connect with fellow alumni from his Knoxville days has also carried over to his local sphere of





influence in Atlanta, as he points out the proximity of the two cities has helped with trusted referrals. “I’m also not a pushy type in the business either,” Jack explains. “I focus on building relationships, listening to my clients’ needs, and providing personalized service. I want every client to feel like a priority and know they’re in good hands.”

Jack’s emphasis on client care and his deep local market knowledge have already set him apart in the Atlanta market. In 2024, he was recognized as one of Century 21’s top producers, earning accolades like Top 5% Producer at his brokerage, #8 Century 21 individual agent in Georgia for homes sold, and #15 for gross commission.

But Jack readily acknowledges he didn’t get to this point alone. In September 2024, he hired a full-time assistant, Emma Liotta, to help him manage the growing demands of his fledgling business.

“Emma has been a game-changer,” Jack affirms. “She handles client appointments, paperwork, showings — you name it. Having her on board has taken a lot off my plate so I can focus on growing my business.”

#### **Balancing Ambition And Assistance**

While Jack’s professional drive is undeniable, he’s equally focused on helping his beloved community.

He’s passionate about investing in affordable housing to improve Atlanta’s neighborhoods and create opportunities for diverse communities.

“Success, to me, is about more than just numbers,” he says. “It’s about personal growth, building long-term relationships, and making a lasting impact on the people around you.”

Jack credits his dad, Jason Lowry, with teaching this

“  
SUCCESS, TO  
ME, IS ABOUT  
MORE THAN  
JUST NUMBERS.  
IT’S ABOUT  
PERSONAL  
GROWTH,  
BUILDING  
LONG-TERM  
RELATIONSHIPS,  
AND MAKING A  
**LASTING  
IMPACT**  
ON THE PEOPLE  
AROUND YOU.”

perspective from an early age, always stressing the importance of cultivating meaningful, enduring relationships. Whether in everyday life or in the business world, he believes that treating people with respect and fostering strong relationships is key to true success.

In previous years, Jack has volunteered over 80 hours at the Old Atlanta Recycling Center and contributed to Meals by Grace, a food bank in Cumming, Georgia. He’s also involved with Realty4Rehab, an organization run by his colleague, Jennifer Hodge, that brings Realtors together to donate a portion of their income to fight addiction and save lives.

“I also plan to donate a portion of my yearly income to families in need, with the goal of making Atlanta an even better place to live for everyone,” he notes.

#### **Off The Clock**

When Jack isn’t working, he’s likely spending time with his long-term girlfriend, Cassidy, or indulging in his passions for sports, food, and travel. “I’m a huge Tennessee sports fan and love playing in recreational basketball leagues with my friends,” Jack says.

A self-proclaimed foodie, Jack and Cassidy enjoy exploring new restaurants too, with Lily’s Sushi in Alpharetta/Milton being a choice spot. He’s also an

avid traveler, and looks forward to one of his favorite traditions, an annual ski trip to Park City, Utah, with his college buddies.

Looking ahead, Jack has plenty of plans in the works for both his business and personal life. In the short term, he’s aiming to help over 100 families buy and sell homes each year. He also plans to grow his real estate portfolio, adding one rental property per year and eventually purchase an apartment complex.

Jack dreams of building a team of successful agents within the next year as well, focusing on mentoring new Realtors and helping them find the stability and success in the industry that he has.

“If the right people come along, I’d consider starting a team now,” he adds. “I really want to create a special place for agents to grow and thrive.”

On a personal note, Jack looks forward to starting a family and one day owning a large piece of land where his future children and dogs can roam freely.

“I’ve always been really driven by helping people and finding financial freedom,” Jack reflects. “Seeing relationships evolve throughout the transactional process is very rewarding. I also think about where I want my future family to be in five years, and that motivates me to keep going.”

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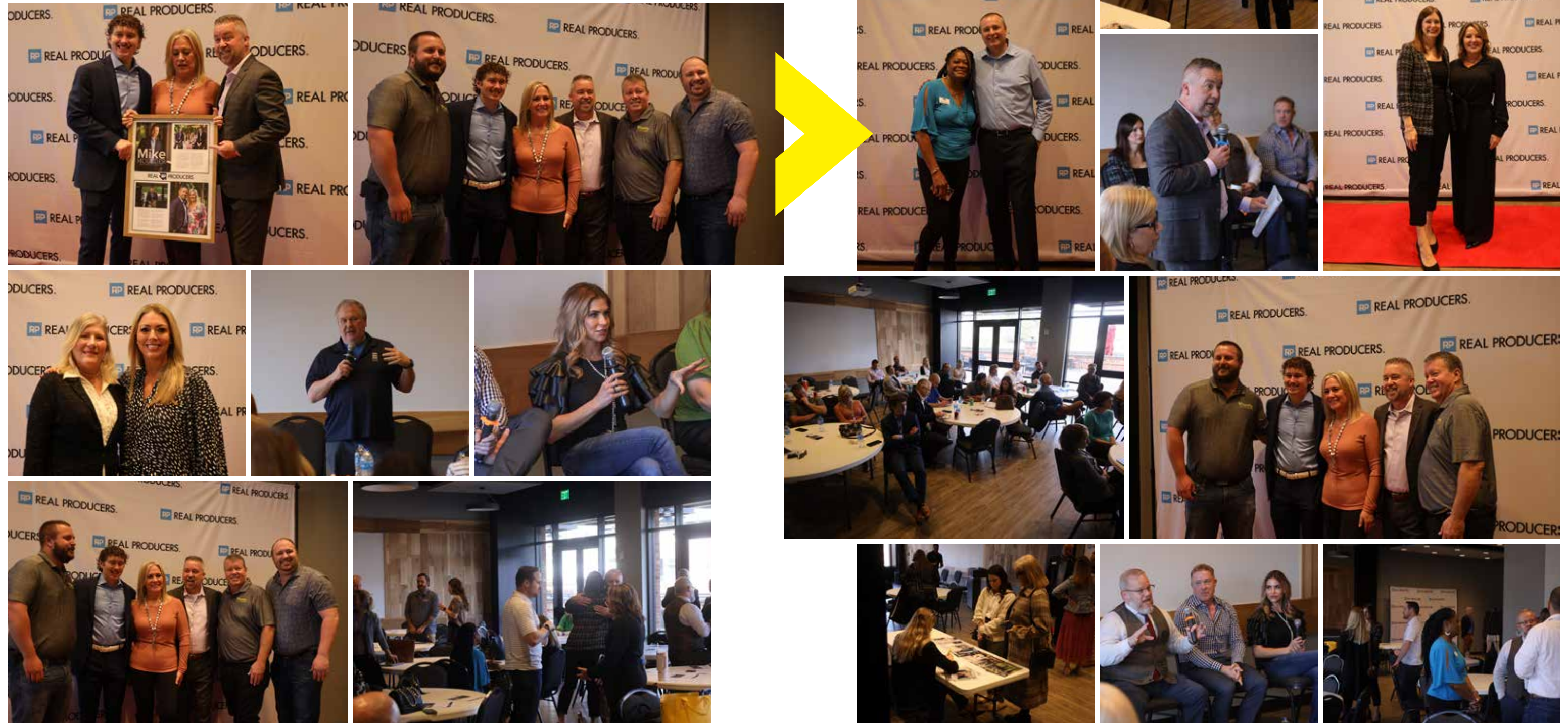
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# Jon Barnwell

Paying His Local Pride Forward BY JESS WELLAR | PHOTOS BY ALLIE SANTOS

“I graduated from college and thought I would be a veterinarian. But then I heard from a friend that referred me to a farm in western Pennsylvania that was looking for a farm manager that wouldn’t steal from them!” Jon Barnwell recalls with a chuckle.

“We grew corn, soybeans, and it was a great experience. The farmers I worked for taught me about philanthropy. That family taught me how to give, I went there to work on their philanthropy and that is a big part of real estate for me, giving back to the community.”

For Jon, being a Realtor has always been about service, mentorship, and using his success to give back while thriving in the place he calls home. With nearly two decades in the industry, Jon has firmly established himself as a leader in Northeast Georgia real estate, merging old-school values with modern technology to build a powerhouse team that’s increasingly dominating the local listing market.

He leads the Barnwell Team at RE/MAX Town & Country, which in just three years has grown at an incredible clip — closing 52 transactions last year with only a few full-time agents and currently holding 36 listings, including a \$12.7 million luxury estate.

But ask Jon what he’s most proud of? It’s the relationships, the team culture, and the impact he’s making in the community he loves.

## No Stranger To Hard Work

After earning a Bachelor of Science in animal sciences from Berry College, Jon spent seven years farming before transitioning into business ownership — running daycare centers in Tennessee with his brother and later working in cabinet and millwork for large-scale skyscraper projects in Atlanta.

In 2004, his mother, Lee Anderson, encouraged him to return to Rabun County and pursue the family business. “I was trying to find a way to stay in the mountains and have a successful career, so real estate was it!” Jon explains. “It’s where my heart is and one of the

most impactful ways to be part of the community and influence people positively.”

After getting licensed in 2005, Jon was named Rookie of the Year the following year by the Rabun County Board of Realtors, and later served two consecutive terms as their Board President.

Since then, he’s piled up plenty of accolades, including Realtor of the Year and multiple Chairman Level and Lifetime Achievement Awards with RE/MAX. But Jon could care less about the bragging rights — he’d rather brag about his fast-growing team.

## New Tech To Elevate Old-School Ideas

After 18 years as a solo agent, Jon launched The Barnwell Team in 2022, and it’s no understatement to declare it’s skyrocketing in growth.

At its core is his brother, Jeff Barnwell, who leads the buyers’ team, while Jon focuses on listings. The team now consists of seven licensed agents and two support staff, including an office manager and assistant.

The brothers’ collaborative dynamic has been key to scaling their success, and with top-level agents joining the team, Jon sees even bigger growth ahead.

“We’re onboarding right now,” Jon notes with a touch of pride. “We’re also attracting top-level talent that are impressed with what our newer agents are doing.”

## So what makes his team structure work?

“A lot of people view brokerage teams as a swinging door, but I don’t see that as our model. Once people join and start seeing success, I would hope they see the benefit of the team format we have here,” Jon explains. The team uses daily ‘bullpen’ Zoom calls for the buyers’ team and weekly sales meetings to ensure everyone is up to speed — a perfect blend of modern efficiency with traditional accountability.

As for recruiting, Jon notes his door is always open to a conversation for new and seasoned agents alike.





“Someone that wants to be a top agent that provides top level service is welcome to reach out, as long as they have the right mindset and the loyalty,” he affirms.

**Deep Roots In Rabun**

For Jon, there’s no better place to live and work than his beloved Rabun County. As an avid traveler and outdoor enthusiast, he enjoys exploring the world but is always grateful when he returns home.

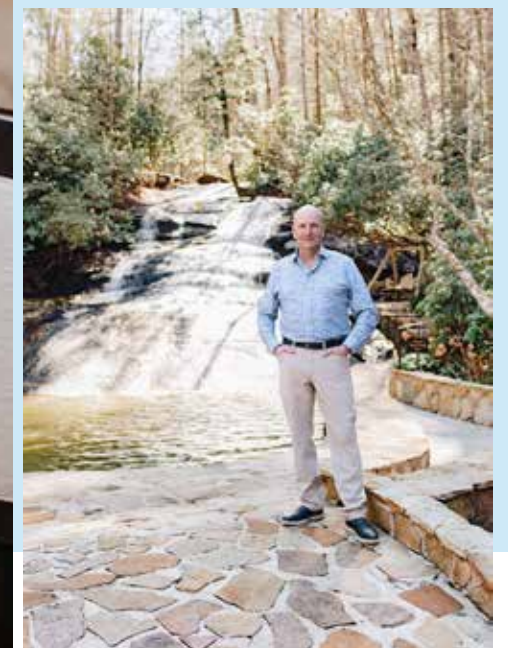
“Every time I go somewhere exotic, I am so thankful I live where I do. Our food culture is incredible, and so is the topography with three beautiful state parks.”

Jon points out the area’s unique landscape — 62% national forest, 10% lakes, and limited private property — makes real estate here both exciting and challenging. His team is currently #2 in the market for listing inventory, proving that their full-service approach is working.

“With so little private property available, specializing in just one niche is tough,” he notes. “So we service the full spectrum of real estate in this corner of Georgia, and we’re seeing an uptick in commercial properties this year.”

**Cornerstone Of His Business**

Jon’s philanthropic mindset started back on that Pennsylvania farm, and today, it’s at the core of how he runs his business.



Jon actively serves on the Board of Trustees at Rabun Gap Nacoochee School, volunteers with local search and rescue efforts, and sits on the Rabun County Historical Society’s board. He’s also been involved with The Nature Conservancy, the Department of Natural Resources, and other conservation groups dedicated to protecting endangered plant species and cultural sites in the mountains.

For agents looking to build a lasting career, Jon keeps his advice straightforward: success isn’t about reinventing the wheel — it’s about learning from those who’ve done it before and staying consistent.

“Find a mentor. I think that’s the best thing anybody could do and it’s so easy, even if you don’t have the people in your office who have the experience that I encountered. And learn ... Coaching plays an important role in our success.”

**Bigger Goals, Broader Reach**

Jon and his team aren’t about to rest on their laurels. With all of his agents licensed in Georgia, Florida, and North Carolina, they’re expanding into South Carolina and Tennessee next.

“We’re staying nimble and leading by example. We’ve really pushed to be on social media and use video, too — I like to say ‘Use the tools, don’t be the tools,’” Jon adds with a chuckle. And while his business keeps growing, Jon’s core mission remains the same as it was on day one.

“The future for me will always be about building relationships, exploring new places, and helping to leave the community and the world I live in a better place,” he concludes.



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