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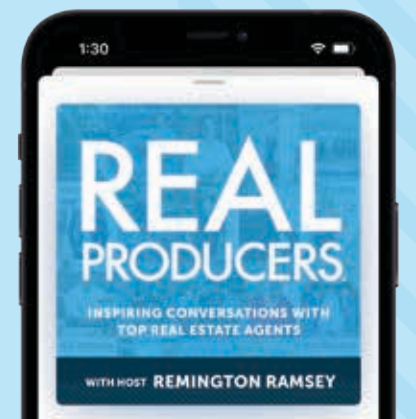
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LET'S CHAT ABOUT WHO WE ARE AT REALPRODUCERS!

BY NICK STEVENS



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.

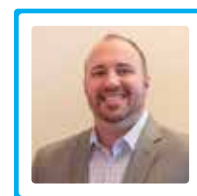
Real Producers is now 10 years old, having started as a simple idea in 2015 in Indianapolis and has spread across the nation like wildfire. The Real Producers community is now available in over 140 locations and is changing the way the real estate community interacts across America. As we embark on this 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!

I appreciate you all and I look forward to seeing you all at our launch party coming soon!



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Exteriors Offers Professionalism with a Personal Touch

WRITTEN BY ELIZABETH MCCABE

When it comes to the roofing industry, nothing beats old-fashioned customer service.

In a world where AI reigns supreme and chatbots substitute for humans, owners Mark Barth and Randy Prather of FOREVER Exteriors know there's no substitute for trusted and true personal connection with clients.

The professionals at this growing company emphasize integrity, communication, and

community engagement, creating a standout experience for both clients and employees.

The Personal Touch

Mark Barth highlights why FOREVER Exteriors stands out in a competitive market.

"It's the personal touch," he explains. "We're extremely thorough, communicate exceptionally well, and document every step of the process.

Our clients are always in the loop with videos, photos, and diagrams that make the experience transparent and stress-free."

This emphasis on clear and consistent communication ensures that clients feel confident throughout their project. "We really engage our clients to make sure they're not just satisfied but truly informed and involved," says Mark. He extends the same consideration to Real Producers.

"We work with dozens of agents by providing free assessments," says Mark. "We also have quick repairs, quick estimates, and fast turnover in situations when things need to get done exceptionally fast."

A Company Built on Integrity

Mark, who grew up in the Midwest enduring harsh weather, understands the importance of durable materials that stand the test of time. After nearly 16 years in the exterior remodeling industry, he founded FOREVER Exteriors to create a company where both clients and employees could thrive.

"I wanted to build a company that fulfills its commitments—not just to clients but also to the employees who make it all possible," Mark shares.

FOREVER Exteriors focuses on storm restoration, roofing, siding, gutters, soffits, and fascia. Their goal is to provide maintenance-free solutions tailored to homeowners' needs. The company also handles retail and new construction projects, ensuring quality and expertise across various services.

Investing in People

For Mark and Randy, the success of FOREVER Exteriors is about more than just projects completed—it's about relationships built. They love what they do. "It's the people," says Mark.

"As a business, we serve two types of clients," Mark says. "The public, where we get to know families and our employees." He and his team enjoy getting to know customers and helping them with their project needs. Mark also enjoys helping contractors and sales representatives provide for their families and excel in their work. "Watching countless lives change financially" is nothing short of priceless. "It's just fun to help people," adds Mark.

The company fosters a supportive culture where personal development is a priority. Trips, incentives, and a lucrative pay structure are just some ways they engage their team. Families play a central role as well—Mark's wife, Shara, manages marketing with





"WE'RE EXTREMELY THOROUGH, COMMUNICATE EXCEPTIONALLY WELL, AND DOCUMENT EVERY STEP OF THE PROCESS. OUR CLIENTS ARE ALWAYS IN THE LOOP WITH VIDEOS, PHOTOS, AND DIAGRAMS THAT MAKE THE EXPERIENCE TRANSPARENT AND STRESS-FREE."

nearly two decades of construction experience, Randy brings deep knowledge and dedication to his role.

A Commitment to Community
FOREVER Exteriors doesn't just provide roofing solutions—they build trust. By working closely with real estate agents and helping them with their concerns, they become a reliable resource for their community.

"We focus on the things that irritate people when working with contractors," Mark says. "By addressing these concerns, we've earned our reputation as trusted partners."

Building Relationships
At FOREVER Exteriors, it's about more than building homes—it's about building relationships. With professionalism, transparency, and a people-first approach, Mark Barth and Randy Prather have created a company that stands out in the industry. Whether they're helping a family weatherproof their home or mentoring an employee, the team at FOREVER Exteriors proves that there's no substitute for integrity and the personal touch.

For More Information:
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a personal touch, and their daughter, Autumn, contributes to the business.

Expanding Horizons
FOREVER Exteriors has grown rapidly, with operations in Georgia, the Carolinas, Wisconsin, and beyond. Managing locations across states requires patience, trust, and a strong company culture.

"Success comes down to having the right people," says Mark. "We have a respectful, responsible team that shares our mindset of professionalism and care."

While Mark focuses on expanding the Southeast and Midwest markets, Randy oversees the Wisconsin operations and leads the company's growing commercial building department. With

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ASHLEY NALLEY

*Better
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WRITTEN BY JESS WELLAR
PHOTOS BY BY ALLIE SANTOS

“It’s not just about me — it’s about the collective effort our group puts in,” says powerhouse Realtor and Team Leader Ashley Nalley of Sold By Ashley and Associates.

Based in Watkinsville, Georgia, Ashley leads a close-knit crew under Keller Williams Greater Athens, where collaboration and efficiency forms the heart of their thriving business.

Local Ties

Growing up in Oconee County, Ashley always had a strong connection to the Athens area, which eventually inspired her to launch her real estate career here. Before entering real estate, she spent years climbing the ranks at Athens Ford, starting as a salesperson and ultimately becoming a finance manager.

“I desired more control over my schedule and income,” Ashley shares about her decision to pivot careers. “I wanted to be able to make it to my son’s games and take time off during the holidays if I wanted.”

The switch to real estate in July of 2021 offered Ashley

the flexibility she craved, and with her extensive sales background, the transition was fairly seamless.

“Frankly, I was used to working long hours at Ford and the sales skill set was very similar. In general, I think with sales you just learn how to talk to people and everything else carried over,” she reflects.

Ashley credits her quick success to plenty of hard work and support from key mentors, including her boyfriend and brokerage CEO Brandon McEachern, the market center owner John Durham, and business coach David Bernal. She also knows she couldn’t have done it without God and his guidance on her and her business.

“All three of these men have helped guide me to

where I’m at today,” Ashley acknowledges gratefully.

Building The Dream Team Ashley spared little time surrounding herself with exceptional talent as her business boomed. In just 3.5 years, Ashley has built her team into an impressively efficient machine.

Ashley herself leads the team, supported by Lauren Arias, the Director of Operations, who ensures day-to-day operations run smoothly. Izzy Manso is the team’s Listing Manager and Staging Consultant, helping clients present their homes in the best possible light. Stephen Lambert serves as the Transaction Manager, expertly guiding contracts to completion with compliance. Alicia Davidson, Cindy Milner and Blake Smith work as Team Agents, providing

“
With a **STRONG TEAM** behind me, you’re never waiting on just one person to handle everything.”



clients with unparalleled guidance through the home-buying and selling process.

Ashley emphasizes the value of working together as a cohesive group to deliver exceptional client experiences with consistency.

“With a strong team behind me, you’re never waiting on just one person to handle everything,” she explains. “It’s like having five of me working for you, which means faster responses, more efficiency, and a smoother experience for our clients.”

Ashley also describes their team culture as dynamic and driven.

“We go all in to make sure every client feels

supported and confident,” she points out.

Sold by Ashley and Associates’ collaborative approach has certainly paid off — Ashley’s team has closed 86 transactions as of this writing, totaling nearly \$34 million in sales volume and surpassing their 2023 results by September. Ashley’s personal accolades include KW Southeast Region’s 2022 Top Performing Rookie of the Year, KW Greater Athens 2023 & 2024 Top 1%, and the Athens Area Association of Realtors 2023 & 2024 Circle of Excellence award.

“For me, it’s not just about hitting milestones or making money; it’s about feeling

fulfilled, having meaningful relationships, and making a positive impact,” Ashley emphasizes. “I love waking up excited for the day and going to bed proud of what I accomplished, knowing I’ve grown and stayed authentic along the way.”

A Personal Touch

Ashley’s approach to real estate is rooted firmly

in connection. Whether she’s helping a first-time buyer or a seasoned seller, Ashley combines clear communication, creative problem-solving, and strong negotiation skills to ensure the best outcomes.

“What sets me apart is my ability to build genuine relationships and truly understand my clients’ needs,” she notes.

“**We go all in to make sure every client FEELS SUPPORTED and CONFIDENT.**”



Her advice for up and coming agents speaks directly to her own playbook as well.

“Success is boring; put yourself in bigger rooms,” she suggests. “Don’t let anyone tell you your goals are unrealistic. Get a coach, read more books, and make an informed plan to reach your goals; accountability is essential.”

“I still meet with my business coach regularly, too,” she continues. “I need him just as much now as I did when I first started.”

Outside The Office

Off the clock, Ashley’s world revolves around her loved

ones; her and her boyfriend, Brandon, have been together for years, and their 14-year-old son, Miles, keeps them busy with sports.

“We love going to UGA football games, and we also enjoy attending baseball and basketball games,” Ashley shares. “We’re big Dawg fans!”

The family’s miniature dachshund, Macie, is a playful part of their household as well, and always ready for a cuddle.

Ashley and her team are passionate about giving back to make a meaningful impact. They support several local organizations, including Kares 4 Kids, ESP, Special

Olympics Georgia, and various local schools. Ashley is personally involved with Jefferson Church and values the sense of community and purpose it brings to her life.

As she looks ahead, Ashley’s vision for the future is big and bold. She remains focused on expanding her business while maintaining the personal touch that has defined her success.

“I aim to maintain strong, personal connections with clients,” she affirms. “In the short term, I want to strengthen my team and deliver even better results. Long-term, I hope to build generational wealth and create a legacy of success,

trust, and impact while mentoring other agents.

“Success is deeply personal and can look different for everyone,” she concludes. “For me, it’s about growing the people around me while growing myself, achieving my goals, and staying true to my values.”

“

Success is boring; put **YOURSELF** in **BIGGER ROOMS.**”

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Holiday Party at Phoenix Systems

It was a pleasure to host our first ever Mountains, Lakes & Athens Real Producers Holiday Party at Phoenix Systems this year! We had a great crowd of Realtors and Partners present, enjoying each other's company, networking, and giving thanks for the success that we've each had throughout the course of 2024. I'm especially thankful for each of the Realtors and Partners that have made launching Mountains, Lakes & Athens Real Producers in 2024 a true blessing!

Also, to showcase each of the Realtor features in our 2024 publications, we honored them with their framed articles. Elite Closing Solutions, Shine of North Georgia, Home Stretch of NE Atlanta, Forever Exteriors and Blue Ridge Home Inspections were our framed article sponsors. We enjoyed fantastic savory pies and dessert provided by Southern Baked Pie Co. The ladies from Nips & Sips mobile bar kept everyone's glasses full. And, Phoenix Systems provided the fantastic venue and backdrop for our event, showcasing all of the fantastic services they offer to give your home that wow factor, whether it's indoor or outdoor living!"



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There Are
No Shortcuts
to **Success** For

Udis Calderon

WRITTEN BY ELIZABETH MCCABE
PHOTOS BY NORTH GEORGIA PHOTOGRAPHY

“As soon as I sold my first home, I fell in love with the profession,” says REALTOR® Udis Calderon with eXp Realty. “I like helping people become homeowners and helping them make the best decisions of a lifetime.”

Udis discovered his passion in real estate a little over 3 years ago, finding his purpose in the process. In 2024, he topped over 12 million dollars in sales. He was led to real estate because of his father.

“He had a few rental properties,” explains Udis, who admits he always put real estate on the back burner for quite some time. However, he has a heart for those relocating to the area and those from other countries. Udis made the journey himself decades ago.

“I’m from El Salvador,” he explains. “I moved to the United States when I was 12 and it was a big challenge. I couldn’t speak English and had to learn everything from the school system to a new community. That helped me in my career because I can relate to a lot of my clients.”

Just as Udis put down roots, he wants to help others do that as well. “I have truly loved this community. It has truly become my home away from home.” Now he is a resource of information to his clients.

“I can provide some resources and be a trusting hand to help them,” he comments. Helping others is important to this go-getter.



“I always knew that I wanted to help people, but I wasn’t sure in what capacity,” he explains. Real estate gives him happiness as he helps others achieve the dream of homeownership.

Life Before Real Estate

Prior to making the leap to real estate, Udis was an academic advisor at the University of North Georgia. He earned his Bachelor’s Degree in Communications with a concentration in Public Relations from this same university. He then pursued a degree in Higher Education at the University of Tennessee before Covid rearranged his plans.

“I wanted to work with first generation students going to college and not knowing what to do,” he says. “I wanted to provide that sense of belonging and welcome to students who had a similar background to me.”

Initially, he worked as a resident advisor orientation leader before getting a job at the study abroad office, which led the way to academic advising. In real estate, Udis gets to help people with their life goals and real estate goals rather than their academic goals.

Rising in Real Estate

Udis credits much of his success to his mentor, Jessica Wade. “She has shaped my career,” he says. “Jessica taught me how to obtain clients. Now I have the highest volume I’ve ever had in my real estate career. She also provides guidance when I have questions. She has been one of my greatest mentors and I will always be thankful for that.”

In his business, Udis is most passionate about helping first-time homebuyers. “There is a lot of misinformation out there,” he explains. As a first-time homebuyer this past year,





he knows how challenging it can be. He aims to make it a smooth and stress-free process for his clients.

Helping Other Agents

“I’m also passionate about helping other REALTORS®,” says Udis. As a newer agent, he understands how difficult it is to break into the industry. He is happy to provide assistance for other agents trying to find their way.

“You have to surround yourself with people who are willing to help you navigate this industry,” he says. People also have to provide the resources and help needed for success. After all, there are no shortcuts to success. “That’s where a lot of people fall short,” he says.

Beyond Real Estate

When he’s not working, Udis spends quality time with his family, including his younger sister, Myelin, who is the center of their world. “We love cooking together at home and reminiscing about old times,” he says. The family also visits El Salvador every year to reconnect with their roots.

For leisure, Udis turns to softball. “Whenever I’m not selling real estate, you can find me at a softball field,” he shares. “I play slow-pitch softball and travel across the U.S. for games. It’s my passion.”

A fun fact about Udis? He lived in China for two months during his junior year of college. “It was an amazing experience that helped me to see the world in a different perspective,” he says. It opened his eyes to adventure and broadening his horizons.

Final Thoughts

With his passion for helping others, Udis Calderon exemplifies what it means to be a Rising Star. From overcoming personal challenges to building a thriving real estate career, Udis shows that success is not achieved overnight—it requires perseverance, hard work, and a commitment to excellence.

“I WANTED TO WORK WITH FIRST GENERATION STUDENTS GOING TO COLLEGE AND NOT KNOWING WHAT TO DO. I WANTED TO PROVIDE THAT SENSE OF BELONGING AND WELCOME TO STUDENTS WHO HAD A SIMILAR BACKGROUND TO ME.”



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