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JANUARY 2025

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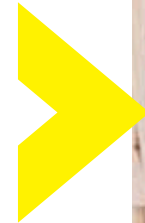
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COVER STORY

If you are interested in nominating people for certain stories, please email us at: Nick.Stevens@RealProducersMag.

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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!

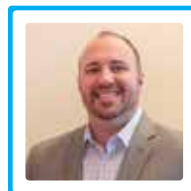
CONTENT: This publication is all about YOU, the Mountains, Lakes & Athens real estate community. We will be writing personal and unique stories about members of this community, giving you a platform to inspire greatness in others. As we grow, we will continue to add fresh content focused entirely on 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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The **APPLE**
of **HER EYE** 

BY JESS WELLAR
PHOTOS BY ALLIE SANTOS



EMILY REECE

“I never imagined my family’s roots and community connections would play such a significant role in my career,” shares Emily Reece, team leader of the Reece Group at Re/Max Town and Country in Ellijay, Georgia.

Raised with a strong work ethic while helping run her family’s apple orchard business, Emily entered the real estate world amid the uncertainty of the COVID-19

pandemic and quickly found her stride. Over the past four years, she’s not only discovered her passion but has built a dynamic team around her as she continues to soar.

Deep Local Roots

Growing up in Ellijay, Emily’s entrepreneurial drive was inspired by her parents, who have strong ties to the area through various

enterprises, including their family-run apple business, B.J. Reece Orchards.

“My dad is a builder, and my mom manages our rentals and several other family businesses,” Emily explains. “Both of them showed me what it meant to work hard and stay committed.”

The orchard, founded by Emily’s grandfather BJ, has been a staple in Ellijay for over two decades. The

family-run business not only connects the Reeces to the community, but also provided Emily with an extensive network that proved invaluable when she decided to dive into real estate.

Originally, Emily attended the University of Georgia with plans of becoming an occupational therapist after graduation. However, she soon found herself drawn to being a Realtor.

“My dad was the one who encouraged me to get my real estate license on the side while I was still in college,” she recalls.

Once the pandemic hit, people from Atlanta and other areas soon discovered the charm of Ellijay, and market opportunities skyrocketed. Emily quickly recognized that her true passion lay in helping people find their dream homes.

“Real estate just took off, and I knew it was where I was meant to be,” she smiles. “I’m so thankful for Cat Benetiz being a great mentor, Dondi Hopkins for helping me grow my team, and a huge thank-you to my broker, Molly McGrory, for always being there when I need her!”

Better Together

As demand in Ellijay surged, Emily found herself needing support to handle her growing business. She formed the Reece Group, a team of five stellar agents who share her standards for exceptional service.

“Our team works well together — that’s the biggest aspect I look for when I interview agents,” she emphasizes. “If they work well with us, they’ll work well with our clients.”



the personalized touch she brings to her clients. For her, the ultimate goal is to not only close deals but to make a lasting impact. Her business values — honesty, hard work, and resilience — continue to make her stand out in a crowded field.

“I believe in working as hard as I can for others and never giving up,” she states proudly. “I also thrive on helping others. Real estate can be incredibly stressful, and I see my role as part therapist, part trusted guide.”

To keep clients in the loop, she prioritizes clear, constant communication and has recently embraced more high-end marketing. Her emphasis on excellence extends to social media, where Emily frequently shares updates on Instagram and Facebook to stay connected with her clients.

“Communication is key in ensuring clients feel supported throughout the process,” Emily points out. “I strive for quick responsiveness and invest in high-quality, professional marketing to better position our brand.”

Off The Clock

Beyond her work day, Emily’s life revolves around her close-knit family. Her parents continue to carry on the orchard’s legacy while Emily and her siblings pitch in as needed. The middle child, Emily has an older brother who’s hard cider enterprise is affiliated with the orchard, as well as a younger sister who helps out at the orchard when she’s not working her full-time job as a nurse.

to gain traction in the luxury market. Emily personally closed 64 transactions last year, totaling over \$18 million in volume, receiving the Re/Max 2024 Torchbearer Award, which honors the top five agents under 40 in the U.S. and Canada.

“It’s been an incredible journey so far, and I’m grateful to my family of mentors for guiding me along the way,” she acknowledges. “My dad, John, and my grandpa, BJ, taught me so much about business.”

The Extra Mile

Emily’s success isn’t just about numbers; it’s about

Emily’s focus on collaboration has fostered a strong team culture where everyone works different areas and shares leads, creating an ideal setup for providing excellent market coverage and service to clients.

As a result, the Reece Group has gained a reputation for being both dynamic and highly professional.

“I’m open to recruiting a few more agents, but they must be willing to work and be relationship-focused,” she adds. “My team is more about quality than quantity.”

This strategy is paying off as the Reece Group continues

Emily’s dog, Louie, a loyal Maltipoo, is her constant companion, always found by her side. In her off hours, Emily enjoys spending time with her loved ones, including her paternal grandpa BJ and maternal grandma Judy, outdoor activities, and traveling — most recently to Turks & Caicos.

As a member of Liberty Baptist Church, where her father serves as pastor, Emily’s faith plays a significant role in her life as well.

“Our family has always put God first, and I wouldn’t have it any other way,” she affirms.

The Reece family is known for their contributions to the local community, and Emily is no exception. She actively participates in the Children’s Miracle Network and with Fostering Roots.

“My ultimate goal is to do really well so I can give back to others in need, starting with my local community,” Emily offers.

Eyeing her future, Emily has big dreams for her real estate career. She plans to obtain her broker’s license in the short term, further solidifying her position as a leader in the industry.

“I am looking forward to growing my team to dominate the state from Atlanta to North Georgia, creating an empire one day!” she concludes. “I would also love to have an amazing family and children someday soon as well — having a team will be a big help for that goal, too!”



I NEVER IMAGINED MY FAMILY’S ROOTS AND COMMUNITY CONNECTIONS WOULD PLAY SUCH A SIGNIFICANT ROLE IN MY CAREER.





PAIGE GROVE

Is Making *Dreams* COME TRUE IN REAL ESTATE

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY ALLIE SANTOS

Tried. Tested. True.

“I love my job. I love that every day and every deal is different, and that I am in charge of my own destiny. I love helping people realize their own dreams and potential. That’s what gets me up every morning,” smiles Broker Paige Grove of PURE Real Estate Solutions.

Ironically, real estate wasn’t her first career. Paige graduated from the University of Georgia and took a detour from the planned law school enrollment. She took a position in advertising with Babbit & Reiman in Atlanta.

“Working from 9-5 every day from Monday – Friday, I soon discovered it wasn’t what I wanted to do,” she admits. “I wanted every day to be different,” she says. Paige also enjoys talking to people with her effervescent personality.

Seeking change and adventure, she quit her job and traveled in Europe for a little while. It was much-needed for soul searching. “When my money ran out, I came home,” she says. She learned about real estate and sales, through

her involvement with new home construction and the sale of a family member’s home.

In 1992, she earned her real estate license and pursued her new profession with passion and purpose. She recalls the days of office mailboxes full of flyers with home listings and navigating around town using a 2 inch thick mapbook, rather than GPS. Times have certainly changed – for the better.

Rising in Real Estate

Perseverance and persistence – those two qualities have served Paige well in her role in real estate. She has enjoyed a thriving career in real estate that spans over three decades. At the height of her career with Century 21, she and her husband Dave were leading Grove Home Group, which became the #5 team nationwide. They led a group of 25-30 agents across Atlanta and North Georgia. But when the pandemic hit in 2020, Paige reassessed her path. By 2023, she had obtained her broker’s license and



“
Hard work beats
talent when talent
doesn't work hard.”



officially launched PURE Real Estate Solutions with Dave, where her entire team joined her.

Today, PURE Real Estate Solutions is not just a brokerage but a tight-knit network of professionals who genuinely care about each other's success. Paige describes it as a relaxed yet close-knit environment where colleagues support each other in and out of the office.

Family First

For Paige, family has always come first. Her dedication to her family and the families of the agents and staff is the foundation upon which she has built her real estate career. “My personal defining path has always been family and most importantly, my four sons,” she says. “Being a mom has always been first and foremost for me.”

Initially, she built a team to expand her real estate business. In time, her family followed in her footsteps. “We now have three out of four sons actively working with us in the industry: a REALTOR®, a mortgage lender, and a real estate investor,” she comments. Together, they help drive the mission of PURE Real Estate Solutions.

With more than 30 agents and their families involved, PURE Real Estate is more than just a brokerage; it's a community built on a family-first culture. Currently, they have over 50 children connected to their agents. “There are a lot of little minds to nurture and mouths to feed,” she shares with a smile. “That gets us all up and motivated daily.” This community-focused philosophy has attracted many dedicated professionals who feel like part of an extended family at PURE.

“I know the agents' kids; I go school shopping with them. We have them all to our home. It's a family atmosphere,” she says. It's unlike other brokerages because of the community feel and connection that agents feel with one another. Expect collaboration rather than competition.



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A Non-Competing Broker

In 2023, Paige marked a new chapter in her real estate journey. She explains, “Last year I dedicated my career to being a full-time non-competing Broker. My experience in the past has led me to know that this is what was best not only for me to build my brokerage, but it enables me to serve the agents at PURE to their fullest potential. I also became very active with my board at 400 North REALTORS®, serving this year as Vice President of Membership, and Chairperson of the Circle of Excellence.”

With over \$500 million in career volume, Paige is more than equipped to provide her brokerage with the guidance they need to excel. She’s passionate about teaching both seasoned agents and those new to the industry. “Sometimes the ‘old dog’ doesn’t want to learn new tricks,” she says, “but today’s market is a lot different than it was 25 years ago. We are always eager to help those wanting to expand their skills.”

Being open to new ideas and embracing technology is critical to success. “It’s not just a sphere and farming industry anymore,” she says. “Over 80% of buyers and sellers are going to the internet first. If they can’t find you there, then you as an agent are missing out. Every agent – no matter

how long they have been in the business – needs to add to their toolbox, refine their skills and be open minded as to where their next client may come from.”

This spirit of growth is key to her leadership style. PURE emphasizes partnerships that empower agents to focus on what they do best. From collaborations with Thomas & Brown Law to lending support from Clear Mortgage, Paige ensures her team has the resources and connections they need to offer their clients comprehensive and seamless experiences.

A Life Built Around Love and Loyalty

Paige and Dave have raised their four sons—Collin, Chandler, Cortland, and Cooper—with the same dedication they pour into their business. The couple’s shared love for sports has influenced their parenting, and three of their sons have played at the Division I level. “Hard work beats talent when talent doesn’t work hard,” is a family mantra that translates to Paige’s approach to real estate. Whether she’s training a new agent or preparing a client for a sale, Paige believes that success is built on consistent effort and practice.

Family adventures are fun for everyone, with trips to Hawaii, Colorado, and various sports events and most

recently to Kentucky for bourbon tasting and horse racing. Paige and her family are avid competitors.

“We play basketball, softball, golf, tennis, and more. There is always a race to see who can play better, hit the ball harder or further, win at trivia, and wrestle one another to the ground,” she jokes.

Beyond Real Estate

Outside of her career, Paige is a woman of many talents and interests. She loves home improvement, design, and even built a bourbon room for Dave.

And as if real estate wasn’t exciting enough, she’s pursuing her Georgia Private Detective license, fulfilling a longtime bucket-list item.

“I have completed the firearms training for concealed carry and should be finished with the application and requirements to the State soon,” she smiles. Anything is possible for this driven real estate professional.

Tried, Tested, and True

With a career marked by hard work, drive and determination, Paige Grove is not just a leader in real estate—she’s a community builder, mentor, and devoted mother. Whether she’s helping a young agent find their footing or leading her brokerage, Paige embodies dedication in all she does. Her story is proof that the right mix of family values and professional vision can create not only a successful career but also a legacy of inspiration for others.

As Winston Churchill says, “Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.” Paige Grove has mastered both—making dreams come true, one home at a time.

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Where to Spend Your Time on Social Media in 2025

BY CARRIE HOLMES, OWNER OF APPROVED
BY CARRIE | SOCIAL MEDIA MANAGER & INSTAGRAM COACH



As we step into 2025, it's time to look beyond simply posting and shift toward real engagement on social media. In a world where a quick "Happy New Year!" post just won't cut it, the key to growth this year is creating a presence that's felt, not just seen. The social media landscape has

changed: it's no longer enough to put content out and wait. You need to actively connect, engage, and build a community that wants to be part of your story.

Engagement Is Everything

True growth on social media requires more than posting content—it requires intentional interaction. Your followers need to feel like they're part of your community. That means commenting on their posts, responding to every comment on yours, and even proactively reaching out to others in your industry. Engagement isn't just a metric; it's how you build trust and foster connections that lead to real business relationships.

Here are some engagement tips for 2025:

- **Meaningful Comments:** Go beyond the basics—comment thoughtfully on posts in your niche, adding value or asking follow-up questions.
- **Strategic Hashtags:** Use hashtags to discover and engage with new communities. Don't just post with hashtags; search those hashtags and join conversations.
- **Behind-the-Scenes:** Give people an inside look at your business, your workflow, or your day-to-day life. Realness resonates, and audiences love to see the person behind the brand.

Reflect to Set Intentions, Not Resolutions

Instead of the usual New Year's resolutions, take a moment to reflect. Think about where you want your business to be when you look back in December 2025. Is there room for growth on social media? Where do you want to see improvement? Let these reflections guide your intentions for the year. Focus on steady, measurable progress rather than grand promises.

Build a Content Library with B-Roll Video content will remain powerful in 2025, but it doesn't need to be complicated. Start by filming **b-roll**—the supplemental footage that supports your main content (think clips of you working, showing a property, or prepping for a showing). With b-roll, you'll have video ready when it's time to create Reels or TikToks.

Need help with hooks, captions, or b-roll ideas? Follow me @ **approvedbycarrie** and sign up for my live Zoom webinars on creating compelling content. Plus, check out my downloadable 2025 Realtor and Loan Officer Content Calendars, loaded with ideas for every month!

Who is Carrie?

After 20 years in mortgage lending, I know the ins and outs of this industry, how to speak the speak, and the challenges that real estate and lending professionals face. Now, as the founder of my own social media agency, I'm here to coach realtors and loan officers on how to show up authentically and effectively online. I combine industry expertise with proven social media strategies to help you build a presence that truly resonates with your audience.

Let's make 2025 the year we stop chasing followers and start building a community. Here's to intentional growth and real connections!



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