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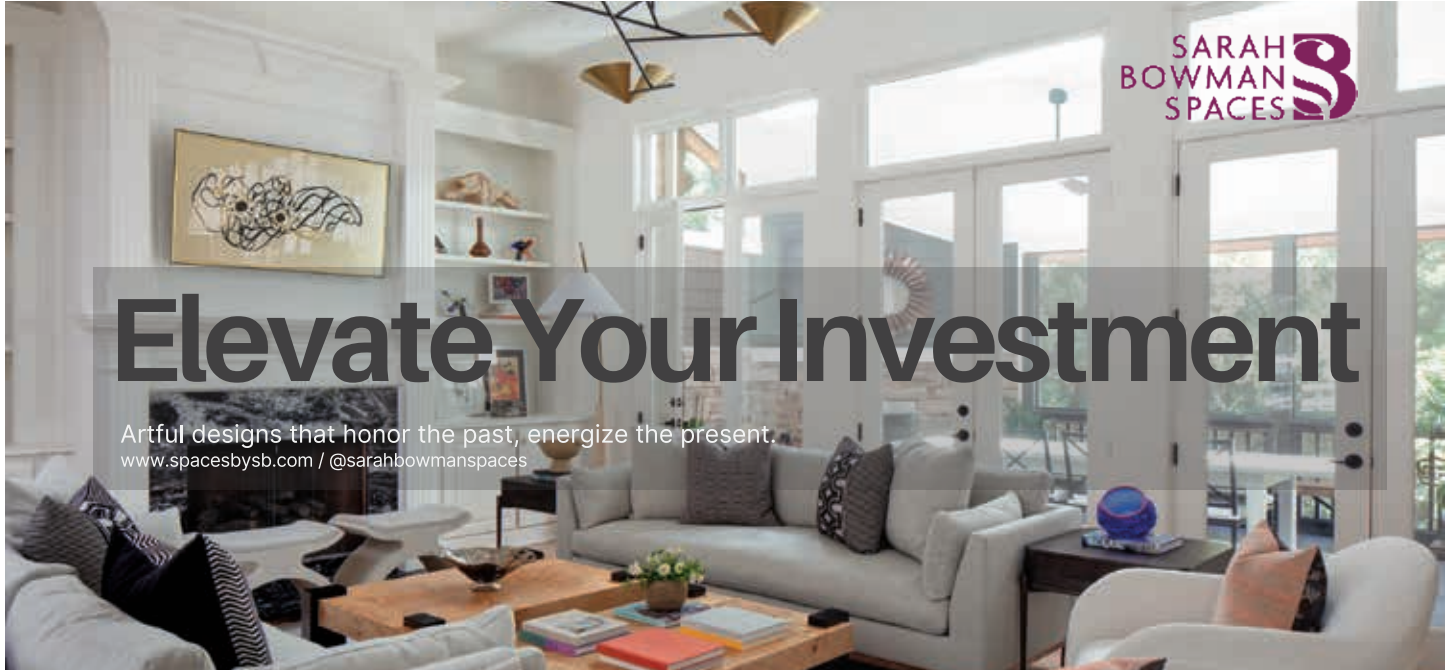
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Chris Wegener & Heather Pitts

ELEVATING ATLANTA REAL ESTATE
WITH PASSION, STYLE, AND HEART

PHOTOS BY SHARE
SOCIAL CONCEPTS

Chris Wegener and Heather Pitts' journey to the top is inspiring to say the least. With a shared passion for real estate, a keen eye for market trends, and a commitment to providing top-tier service, these two professionals are making waves in the industry.

Chris grew up along the Chattahoochee River in Atlanta, later earning a BA in English from the University of Georgia. His career started in the family business, Paper Affair, a chain of stationery stores in Atlanta. However, it was a phone call in the spring of 2017 from his sibling—who had already spent three years in real estate—that changed his career trajectory.

"He told me he had cut his teeth, was transacting, and thought I would be great at it," Chris recalls. That call led him to real estate, and he hasn't looked back since.

Heather, on the other hand, moved around quite a bit before settling in Georgia, living in Louisiana, Texas, and Michigan. She attended Kennesaw State University, majoring in Marketing, and jumped straight into real estate after college.

"My father was a developer, so real estate was in my blood," she says. Her upbringing in the industry gave her a deep understanding of the business from an early age.

The two met while selling luxury high-rises at Graydon Buckhead, and their chemistry was undeniable. Chris joined Ansley Real Estate for the opportunity to work on Graydon Buckhead, and in doing so, he found a great professional partnership with Heather.

"It was too hard to pass up, and this is where I met and worked with Heather Pitts!" he says.

Together, Chris and Heather have a shared passion for luxury condos and an eye for emerging market trends.



“
*Wake up each
day swinging
for the fences.
If you don't, the
person sitting
next to you will.*”

“Sophisticated lighting, bold colors, and textured wallpapers—especially grasscloth—are really making a statement right now,” Chris notes. Heather agrees, adding that 2025 is all about biophilic design, warm minimalism, and smart home technology.

Beyond their professional success, both Chris and Heather have rich personal lives that keep them grounded. Chris is married to Lindsay, who owns Poppy’s of Atlanta, the oldest women’s boutique in Buckhead. Their son, Jackson, is in the 5th grade at The Howard School. Heather is a devoted mother to four daughters, keeping her schedule packed with family activities.



When they’re not selling homes, Chris and Heather love to travel. Chris enjoys trips with his family, while Heather also finds time for concerts, running, and pickleball.

Both are committed to giving back to the community. Chris carries snack packs in his car to hand out to the homeless and donates to various charities. Heather has been involved in a homeless shelter campaign and supports the Leukemia Society’s 2025 Person of the Year initiative. She also donates a portion of every sale to Children’s Healthcare of Atlanta. Their advice to aspiring Realtors® is simple but powerful.

“Wake up each day swinging for the fences,” Chris says. “If you don’t, the person sitting next to you will.”

Heather adds, “You have to put in the work, always be willing to jump last minute, and give yourself a year for that first sale.”

When asked about his superpowers, Chris gives a philosophical answer.

“Each and every person has a superpower. Identifying this through a personality profile test is the best way to understand what makes you tick—and in turn—allows you to leverage that power to be your best!”

Their work in real estate is filled with memorable moments, but Chris finds particular satisfaction in being the second agent on a listing.

“Identifying what didn’t work, fixing it, and selling the property quickly—that’s an incredible feeling,” he shares.

For Heather, every sale marks a major life transition for clients.

“Selling a home typically happens at a life change—marriage, empty nesting, divorce, or a growing family. Navigating that process, whether sad or joyous, is a challenge we are faced with daily,” she explains.

Their philosophy in life and business is rooted in authenticity and positivity.

“Be authentic. Give back. Celebrate the wins but don’t sweat the small stuff. Life is short,” Chris says.

Heather echoes that sentiment with a favorite Zig Ziglar quote:

“You need three things to be happy: 1. Something to do 2. Someone to love 3. Something to look forward to.”

With their passion for real estate, dedication to clients, and commitment to giving back, Chris Wegener and Heather Pitts are not just selling homes—they’re making a difference in people’s lives.



“
You need three things to be happy:
1. Something to do
2. Someone to love
3. Something to look forward to.”

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Kerri Dobo

From the Sidelines to Sold Signs: Taking a Shot at Real Estate

BY ELIZABETH MCCABE • PHOTOS BY ALLIE SANTOS

“You miss 100% of the shots you don’t take!” – Wayne Gretzky

Live life with passion and purpose. Kerri Dobo, a REALTOR® with Keller Williams Metro Atlanta, understands how important it is to embrace every opportunity in life. One such opportunity was real estate.

“I became a REALTOR® because my Mom is a REALTOR® and has been for 15 years,” she smiles. Her father was a loan officer. It left an impression on Kerri.

“Real estate had always been in the plans for my life. I just didn’t know when I would do it,” she candidly comments. “For some reason, I waited until the most vulnerable point in my life (having two toddlers) to make the switch!” She laughs.

Fortunately, she was up for the challenge.

With a background as an Athletic Trainer in private schools for nearly a decade, followed by four years as an Assistant Athletic Director, Kerri has a solid work ethic. She knows what it means to work hard and stay disciplined, which served her well in real estate.

A Background Built on Grit and Passion

Originally from Massachusetts, Kerri’s world was turned upside down when her family moved to North Carolina just before eighth grade. “Like every middle school girl, I thought my life was ending!” she jokes. But change builds resilience, and Kerri’s love for soccer helped her adapt. The discipline, teamwork, and perseverance she learned on the field now fuel her approach to real estate.

“I played soccer my entire life and I think that plays a big part in my success so far,” she points out. “The routine of being an athlete is very similar to the routine of being a REALTOR®.”

She earned a bachelor’s degree in athletic training from the University of North Carolina at Pembroke and a master’s degree in Sports Medicine from Georgia State. Though she once dedicated her career to helping student-athletes recover from injuries, today she’s helping families and individuals navigate the biggest financial decisions of their lives.

Kerri became a REALTOR® a year and half ago and can’t imagine doing anything else. She genuinely loves her job.

“I love getting to walk along buyers and sellers through monumental moments in their lives,” she shares. “I strive to make sure that my clients know they’re

not just a transaction ‘folder.’ They are real people with real lives, hopes and dreams...and those matter to me so much more than the transaction we are doing together. In my previous profession- I was dealing with kids and family when they had (sometimes major) injuries. I feel like that

experience has prepared me well for making the transition into real estate.”

Tackling Life’s Challenges

Three years ago, Kerri’s world shifted when she lost her father. At the time, she was still in the high school athletics world—a field she loved,

but one that kept her working around the clock just to make ends meet. She and her husband Brandon found themselves using every spare moment to pick up extra work, all while raising two young children.



“

Real estate had always been in the plans for my life. I just didn’t know when I would do it.”

“I was sick of working every free moment we had—especially once babies came into the picture,” she shares. “When we lost my dad, I knew I wanted to give my kids the same life my parents gave me. I wanted to take them on vacations, coach their teams, and more.”

That desire led her to real estate, where she now has the flexibility to build a thriving business while also prioritizing her family.

Family, Four-Legged Friends, Fun

When not working, it’s all about family to Kerri. She and Brandon are blessed with two children, their 4-year-old son Finnley and our 2-year-old daughter

Eva. “We also have two Goldendoodles – Brady and Abby!” adds Kerri.

Time spent as a family is precious. “I think our most favorite thing to do together is being outside—whether that means having a picnic, playing in the front yard, or hiking,” says Kerri. To relax and recharge. Kerri loves CrossFit, which is a big part of my life. Prior to having kids, Kerri also coached CrossFit. “That was put on pause when the second kid came along and my profession changed,” she shares.

This family of four also likes visiting National Parks and taking cruises. On social media, you can follow Kerri’s



travels all over the nation. Whether taking a cruise to Alaska or visiting the National Park in Hawaii, she’s always doing fun things. To date, she has been to 20 National Parks and many more to come. “I cannot pick a favorite! They’re all amazing.”

One fun fact about Kerri is that she drinks way too much coffee! She laughs. “Our favorite thing to do is visit coffee shops wherever we go – but locally – Banjo Coffee is our fave!”

Top Tips

When it comes to success in real estate, Kerri learned a lot of other tips from Pivot Shift Mastermind daily call hosted by James Shaw. “Do what they say on the call,” she says. “Be boring and you will win!” She explains, “Come into the office every day, lead generate and just be boring. Don’t focus on the end goal but focus on the process!”

Kerri has followed James’ advice, and it has served her well.

It’s clear that Kerri Dobo is not just on the rise—she’s soaring. With a heart for people, an unmatched work ethic, and a drive to create a lasting impact, she’s a name to watch in Atlanta real estate.



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Liz McShane never thought she'd leave the world of scrubs and hospital shifts for a life of content creation and digital strategy. But one \$200 camera and a leap of faith later, she's the powerhouse behind On Trend Creative Studio, helping businesses nationwide turn their brands into social media gold.



Born and raised in Athens, Georgia, McShane followed a traditional path at first—earning her bachelor's degree in child and family development before securing a master's in nursing from the University of Georgia in 2010. She spent six years as a labor and delivery nurse, working in hospitals in Athens and later at Brigham and Women's Hospital in Boston.

But motherhood shifted her perspective.

"Becoming a mom made me realize I wanted more flexibility," McShane said. "I still wanted to challenge myself professionally, but I needed something that gave me control over my time."

In 2017, McShane and her husband, Patrick, moved back to Georgia. That's when she made a fateful purchase—a secondhand camera from Facebook Marketplace.

"I just wanted to see if I liked it," she recalled. "Little did I know, I'd fall completely in love with it."

What started as a side hobby quickly snowballed into a thriving photography business. By 2018, McShane had traded in her stethoscope for a camera strap, building a six-figure brand from the ground up.

But even as her photography business soared, she saw a bigger problem that needed solving.

"Business owners didn't just need content; they needed someone to help them leverage it strategically," she said.

That realization led to the launch of On Trend Creative Studio in 2022. Today, McShane leads a powerhouse team dedicated to full-scale social media management, blending high-end content creation with expert strategy.

"Our team is made up of insanely talented women," she said. "Some have been with me since the very beginning, like Avery Pardue and Alli Carroll, who

started as a senior undergrad at UGA and now manages accounts from St. Simons. Then there's Morgan Ericson, Anna Richt, and Eliza Adamik, who handles PR and media relations."

Beyond content, On Trend Creative Studio helps businesses refine their online presence and scale efficiently.

"Social media isn't just about looking good—it's about results," McShane emphasized. "The best part of my job is when a client tells me, 'I just landed my dream client because of you!' That never gets old."

McShane credits much of her success to her grandmother, a "go-getter and calculated risk-taker," and her husband, Patrick, a commercial real estate developer who has been her "constant sounding board" through every challenge.

Despite her rapid success, the hardest part of her journey wasn't learning

photography or digital marketing—it was overcoming her own mindset.

“I grew up thinking success meant following a structured path—get a degree, build a predictable career,” she said. “Walking away from stability to chase my natural gifts was terrifying. But unlearning what I thought I should do and trusting what I could do? That changed everything.”

With real estate booming on social media, McShane and her team have found a niche working with agents across the country.

“Real estate thrives on personal branding and connections, and social media is the ultimate networking tool,” she said. “Agents who invest in strategic content see faster and stronger returns.”

Her advice for those considering a major career pivot? Take a page from Dr. Ben Carson’s book *Take the Risk*:

- What is the best outcome if you do it?
- What is the worst outcome if you do it?
- What is the best outcome if you don’t do it?
- What is the worst outcome if you don’t do it?

“

Growth is only sustainable when the foundation is strong.

I’m passionate about optimizing processes so our team operates like a well-oiled machine.”

McShane’s version of success isn’t just about business growth—it’s about freedom.

“Success, to me, is picking up my kids from school in the middle of the day without asking for permission,” she said. “It’s taking a walk on a random Tuesday just because I can.” When she’s not strategizing social media takeovers, she’s traveling with her husband and three kids—Kate, 9, Emma, 6, and Graham, 4—or baking homemade sourdough.

As for what’s next? Scaling smart.

“Growth is only sustainable when the foundation is strong,” McShane said. “I’m passionate about optimizing processes so our team operates like a well-oiled machine.”

Her final message to entrepreneurs and real estate professionals alike? “We deliver excellence above all else. If you’re ready to take your brand to the next level, schedule a call with us—we’d love to help you grow.”

And her favorite piece of advice? The good old *K.I.S.S.* method: “Keep It Simple, Stupid.” Because in the fast-paced world of social media, simplicity—and strategy—are everything.



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TOP 500

INDIVIDUALS & TEAMS FROM 2024



If you are receiving this magazine, congratulations! The top 500 agents/teams of Greater Atlanta and our partners are excited to welcome you to a the Real Producers community. This means you are a top 500 agent based on 2024 MLS data for residential volume*. This is an honor you should be

extremely proud of. We will also be rewarding you with specific badges to use on your marketing noting your accomplishment, be on the lookout for that email very soon.

If you qualified for 2025, we will mail most publications to your offices unless expressed otherwise. **If you would like us to change your shipping address, please email me below.**

The process for being featured in the magazine is unique. Every feature has first been nominated. You can nominate yourself; however, other REALTORS®, affiliates, brokers or owners, and office leaders can nominate REALTORS®. We will consider anyone brought to our attention who has a story that needs to be told. Perhaps they have overcome extreme obstacles, or they are an exceptional leader. Maybe you know someone who has excellent customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If all works out, we put the wheels in motion for our writer to take over and for our photographer to schedule a photo shoot. We are not a pay-to-play model, and all of this costs nothing to the agent featured! Zero, zilch, zippo, nada, nil. So, nominate away!

Anyone listed as a "Preferred Partner" in the front of the magazine is part of this community as well. One or many of you have personally referred every single Preferred Partner you see here, which also means they know how to work well with Top Producers. Our goal is to create a powerhouse network, not only of the best REALTORS® in the area but the best affiliates as well. This way, we can all grow stronger together.

We will be hosting several events throughout the year to build more connections and cultivate relationships among top agents. Be on the lookout for text updates and email updates on dates and locations throughout the year.

Aaron Hutchison
Owner of *Greater Atlanta Real Producers*
ahutch@realproducersmag.com

*Note: Due to our franchise territory, the geography for our distribution area covers Intown and north, through the northern suburbs. If you would like complete list feel free to reach out to me.

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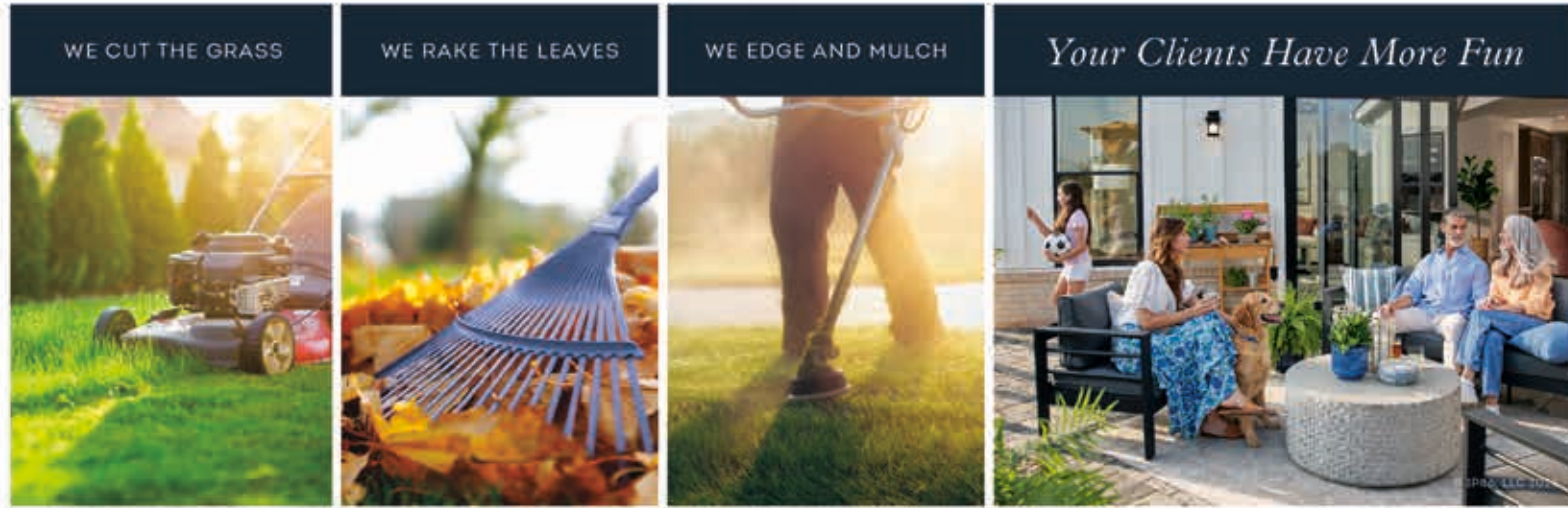
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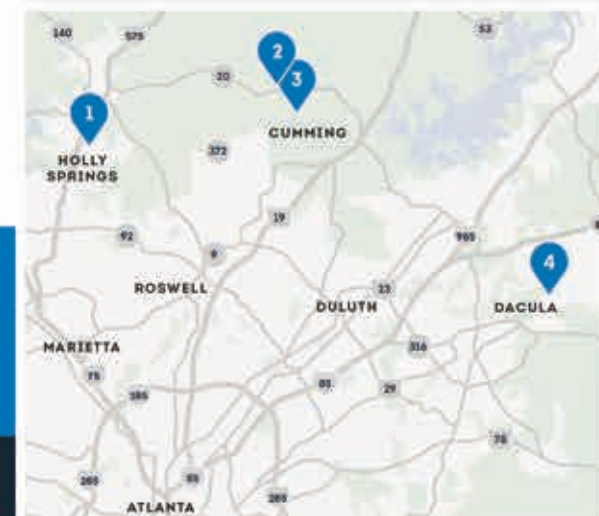
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