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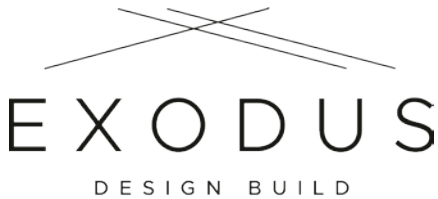
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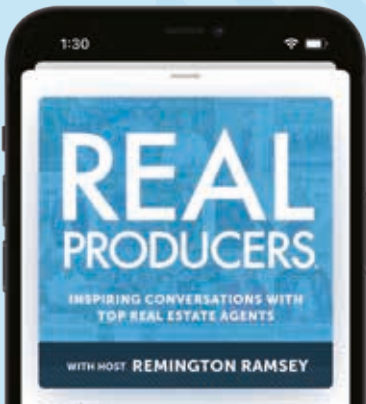
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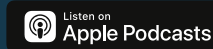
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It's my honor to bring Real Producers to the north and northeast Georgia area and to celebrate everything that makes you all an outstanding part of the Mountains, Lakes & Athens Real Estate Community. I look forward to highlighting your accomplishments, 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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BRANDON BELL

ANSWERING A HIGHER CALL

WRITTEN BY JESS WELLAR

"The choices you make not only affect you and your future, but those around you and theirs as well."

Brandon Bell still remembers the words his father once said as he quoted them in his high school graduation speech — very nonchalant, almost in passing. Brandon didn't know it then, but that casual statement would come to shape his entire outlook on life.

From Tragedy To Purpose

Exactly one week later, Brandon's world was turned upside down when his father was killed following a Dairy Queen date night with his mom on their motorcycle after being hit by a driver under the influence of various drugs. What made the moment even more heartbreaking was that Brandon and his now wife unknowingly arrived at the scene as a passerby.





“The firefighters kept me from going around the rig to see my parents’ bodies after I drove up to the scene without realizing it was even them,” Brandon recalls. That moment changed everything.

In the wake of his father’s passing, Brandon and his brother both felt compelled to serve deeper in some capacity. His brother became a dispatcher, and Brandon stepped into the fire service, becoming a firefighter and an advanced EMT. For the next 3+ years, he responded to emergencies, saving lives and offering comfort to those in crisis — just as the first responders had done for his family.

But when Brandon’s son, Miles, was born, his priorities shifted. He felt the sudden pull to be at home instead of working 24-48-hour shifts.

“I prayed for direction from God and felt He was calling me into real estate,” Brandon remembers.

Taking The Plunge
As a child growing up in Cumming, Brandon watched his great-grandfather manage rental properties, including the trailer Brandon’s own family lived in. It planted a seed.

Years later, that seed took root when Brandon’s wife, Savannah, told him

she’d support his dream of real estate investing — with one condition.

“My wife had one rule — she would support me in real estate investing, but we couldn’t use our own money,” he chuckles. At first, Brandon didn’t see how that was possible. But he prayed and got creative. Eventually, Brandon sourced a property, secured a private investor, renovated the home, and rented it out. Then, he refinanced, pulled out \$100,000, and reinvested in another property — all while working as a firefighter. The experience was an eye-opener.

Leaving firefighting wasn’t an easy decision, but Brandon knew he had a bigger purpose to fulfill. After three months of juggling both jobs, he made the leap into real estate full-time in 2022.

“It was very overwhelming at first, I had no idea what I was doing,” Brandon admits. “But I wasn’t afraid to learn and make mistakes while being transparent.”

With the help of wonderful mentors at his first brokerage, he quickly found his stride and snagged Rookie of the Year, in addition to several production awards. In 2024 alone, Brandon closed 30 transactions totaling over \$11.3 million in sales volume, placing him in the top 3% of agents statewide for units sold according to Georgia’s MLS.

A Servant’s Heart
While Brandon’s numbers are impressive just three years in, he doesn’t approach real estate as a career — it’s a spiritual calling.

“My entire world revolves around my faith and my beliefs,” he offers. “I always put myself in others’ shoes, whether buyer or seller, and I take it personally. For better or worse, I carry that weight on my shoulders whether my client realizes it or not. His firm commitment to integrity and service above self further sets Brandon apart.

“I believe as agents, we should have the same goal — to assist and advise our clients ultimately to the same end,” he emphasizes.

“I lean into a creative approach on all aspects, with my listings, my buyers’ and sellers’ needs, and my many local connections,” he continues. “I frequently have people remark that I seem to know everyone — but that’s because if I don’t know something, I find someone who does.”

Brandon also uses his faith as a helpful foundation for how he interacts with clients.

“I am never pressuring anyone with religion,” he quickly points out. “But I always give others an opportunity to come to know Jesus and receive salvation. Otherwise, what is the point?”



Family Man
Brandon’s wife, Savannah, has been a pillar of support throughout his fledgling career. Recently, she made the transition from corporate America to working alongside him and staying home with their young son, who turns 3 this May. It was a big decision, especially since she’s always been career-driven, but Brandon couldn’t be prouder.

“**I always put myself in others’ shoes, whether buyer or seller, and I take it personally. For better or worse, I carry that weight on my shoulders whether my client realizes it or not.**”

“She felt called by God to make this decision and she’s also planning to obtain her license shortly — not to sell, but to help me without any restrictions,” he beams. “I am so grateful for her support of my business and our family.”

As a father, Brandon wants to build a future that gives his family the kind of freedom he never had growing up.

“My idea of being wealthy is picking my son up from school and having time freedom to go for coffee with my wife,” he smiles.

Outside the brokerage, Brandon’s heart for service doesn’t miss a beat. He serves as a deacon at The Church at Warhill in Dawsonville and sits on the board of directors for Loving Our Neighbors (LON), a newly-established nonprofit dedicated to serving the homeless.

“I’ve been serving my community for years, but was invited to help organize the nonprofit to better serve the local need,” he adds. “whether it’s helping my neighbor pour a concrete slab, build

a fence, or serving on a board, my favorite way to spend time outside of work is still serving my community.”

Looking Ahead
Brandon is currently working toward his broker’s license and has plenty of plans for his family’s future.

“My goal is to pay off all debt so my family can be truly free and thrive while we hopefully grow a little bigger,” he smiles. “I also have dreams

of continuing to free my time through real estate investments and reaching further into the community to help those in need.”

But for now, Brandon’s focused on serving his clients while staying true to his mission.

“To me, time is the most important value we have,” he concludes. “And true service is giving from a place of value and sacrifice to truly posture our heart to love like Jesus.”





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THE KEY TO
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WRITTEN BY REBECCA WILSON

In the hustle and bustle of real estate, finding a healthy balance between work and life is crucial to avoid burnout and ensure the longevity of a successful career. Veteran agent Dani Burns has mastered this balance over her 24-year career and has implemented various tips and techniques to sustain her success.

“It’s not easy, as any agent can likely agree, but having boundaries around working hours and days is key,” said Dani. She recommends setting clear expectations with clients ahead of time so they understand your availability and why it is important. “I recently decided to start taking Sundays off from work. Now, I tell my clients ‘I’m the Chick-Fil-A of realtors,’” she said jokingly.

To avoid getting overwhelmed by all the required work duties, Dani prioritizes the art of having a routine. “Every day will have its different tasks, but with a detailed Google Calendar, you can lay out even the tiniest of details and get everything accomplished,” she shared. Another practice she prioritizes is not making plans on weekday evenings, to ensure she goes to bed by 9:30 each night. “Lack of sleep leads to moodiness, frustration, and fatigue,” stated Dani.

Dani believes that ‘your mindset matters.’ She regularly writes in a gratitude journal, jotting down five to ten gratitude statements every morning. She also suggests reframing your thinking from ‘I have to’ to ‘I get to’. Dani says that her ‘secret sauce’ has always been a mix of mindset, visioning, and prayer, which she attributes to reading *The Secret* by Rhonda Byrne.

One major way to avoid getting burnt out in your real estate career, according to Dani, is to implement self-care practices. For her, these include shopping trips, manicures, pedicures, facials, massages, and traveling to St. Simon’s Island to relax and recharge.

If you are looking for inspiration on how to stay motivated, Dani says to focus on this quote by Tyler Perry, “If you want to succeed, work like you’re broke.” She says this mindset practice can always help you—whether you are struggling financially or saving for your retirement.

Dani understands that there is a lesson to be learned in both your real estate successes and failures. Throughout the highs and lows of her career, she has affirmed that ‘God’s timing has always been perfect.’ She urges the importance of always focusing on who you are helping, rather than how much money you are making. As for failures in real estate, Dani advises remembering that you cannot please everyone and to not take things personally. “If you’re in the wrong, though, you should own it,” urged Dani. “We can’t go back once the wrong is done, but we can own our mistakes, apologize, and move forward.”

Some additional advice Dani has about achieving and

maintaining a successful real estate career includes setting regular business goals (which she says distinguishes top producers from agents who plateau), finding an accountability partner or coach, making visual aids to track achievements, keeping up with expired listings, and regularly posting to and interacting with social media platforms. “Networking is also huge. I network no matter where I am. It’s my #1 source of lead generation,” added Dani. She even does business-to-business referrals with other companies.

“I want to encourage this next group of agents coming up to not become part of that 87% statistic—who give up within their first five years in the real estate industry. Don’t let the most amazing career in the world slip away because of self-doubt. Find your balance and build a community with other agents to truly thrive.”

Dani has managed to remain consistently relevant in the real estate industry by always focusing on career growth. She attends conferences and training regularly, watches YouTube videos, listens to podcasts, and reads books about both real estate and self-improvement. Overcoming personal business challenges and asking for help when needed have remained two of her top priorities. Dani ensures her clients have a positive experience throughout their real estate journeys by maintaining constant communication. She even continues that communication after their initial journey ends to stay ‘top of mind.’

“I always like to respect my past and what it took for me to get to where I am today,” shared Dani. After consistently earning six figures for over 24 years, she is at a place in her career where she is ready to ‘give back’ to other agents. “I want to encourage this next group of agents coming up

to not become part of that 87% statistic—who give up within their first five years in the real estate industry. Don’t let the most amazing career in the world slip away because of self-doubt. Find your balance and build a community with other agents to truly thrive,” she concluded.



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Jessica WADE

Found Her Purpose and Passion in Real Estate

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Surround yourself with others who are modeling the business you want to create.

Those practical tips are what Top Producer Jessica Wade has used to transform her real estate career, tackle work-life balance, and find purpose in real estate. Real estate doesn't have to be a rat race; it can be about finding freedom and living a life of purpose and passion.

For Jessica, real estate is not a relentless grind—it's an opportunity to create a sustainable, fulfilling business on her terms. Now she is helping other real estate agents do the same.

A Leap of Faith

Before emerging on the real estate scene, Jessica dedicated 12 and a half years to being a stay-at-home mom. She

was present for her children, witnessing their milestones, until it was time to spread her wings and fly.

"In middle school, my children saw me as a taxi and a bank," she laughs. She knew it was time for the next chapter in



life. What would that chapter be? Ironically, it was her husband who first suggested she try real estate, planting the seed for what would become a remarkable career.

"I wanted to get paid to try real estate," she shares. So she began her real estate career as an assistant to an experienced agent, John Schwartz, in 2013. The two worked well together, eventually forming a real estate team called Four Aces Real Estate. By 2014, their team was the #1 team at Keller Williams in Hall County.

Riding on that success, they opened their own brokerage in 2015. However, when John retired, Jessica faced uncertainty. In 2019, she made the tough decision to close the brokerage and briefly step away from real estate. It was a chance to reset and recharge.

Reinventing Herself

As 2019 came to a close, Jessica noticed that the leads she had generated for the brokerage were still coming in. Rather than walking away from the industry completely, she decided to work the leads as an independent agent. This decision set the stage for her transformation. By 2021, she was the #1 agent for volume and production in a brokerage of 100 agents. However, success came at a cost—Jessica found herself completely burned out.

Her lightbulb moment came when she was driving to Florida for a family road trip. "I was weeping because I knew I couldn't enjoy the vacation and had to work the whole time," she shares. Something had to change.

Seeking guidance, she turned to trusted mentor Jason Shinspaugh, whom she had crossed paths with at a real estate conference years ago. Jason challenged her to define her goals beyond mere survival, forcing her to take a proactive approach to both her business and her life. Real estate could be a blessing, not a burden. She figured out how to spend time with her family while helping her clients. Soon, Jessica saw the light and became a light for others as well who felt overwhelmed by real estate.

A New Chapter at eXp Realty

Jessica soon realized that her true passion was not just selling real estate but helping other agents find success without burnout. Joining eXp Realty gave her the platform to do just that. She began mentoring agents and encouraging them to build careers aligned with their personal goals, rather than being pressured by brokerages that only cared about their bottom line.

“Just because you are a real estate agent doesn’t mean that’s your only identity in life,” Jessica emphasizes. “It’s important to recognize that you are an individual first—this is your job, not your entire existence.”



personal life. After facing challenges in her marriage, she and her husband reconciled, celebrating 25 years together. His unwavering support has been instrumental in her journey to becoming a top-producing agent. Together, they’ve built a life that blends family, career, and adventure. It’s a beautiful love story that comes with putting family first.

With three children—Justin (24), Andrew (22), and Madison (17)—Jessica is living proof that real estate success doesn’t have to come at the expense of family time. By taking control of her schedule, prioritizing what truly matters, and sharing her knowledge with others, she has created a business and a life she loves.

Jessica Wade isn’t just selling homes—she’s redefining what it means to be a successful real estate agent. And it doesn’t get any better than that.



Creating a Lasting Impact

In September 2023, Jessica launched The AHA Club—Agents Helping Agents—a monthly in-person training event to equip realtors with real-world applications for success. Her vision expanded in February 2025 when she hosted her first one-day real estate conference, delivering a keynote speech in front of over 160 agents, who warmly welcomed her words of wisdom and practical steps to find freedom. The theme? The Big AHA—Finding Success in Your Business and Your Home.

Through years of trial and error, Jessica has unlocked the secret to achieving both professional success and personal fulfillment. Today, she has the freedom to take vacations, even three cruises last year. What’s her secret? “I try to work one hour in the morning and one hour – if needed – in the afternoon,” she says. She has an assistant who also helps her. This newfound balance has allowed her to embrace her love for travel, including scuba diving and seeing everything the world has to offer.

Is work-life balance possible as a Top Producer? Jessica’s answer is yes. She shares, “I have totally cracked the code. If I can do it, anyone can.”

A Strong Foundation

While her real estate career has flourished, Jessica acknowledges that her greatest success has been in her

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