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18 Linda Baker & Heather Foresman
COVER STORY

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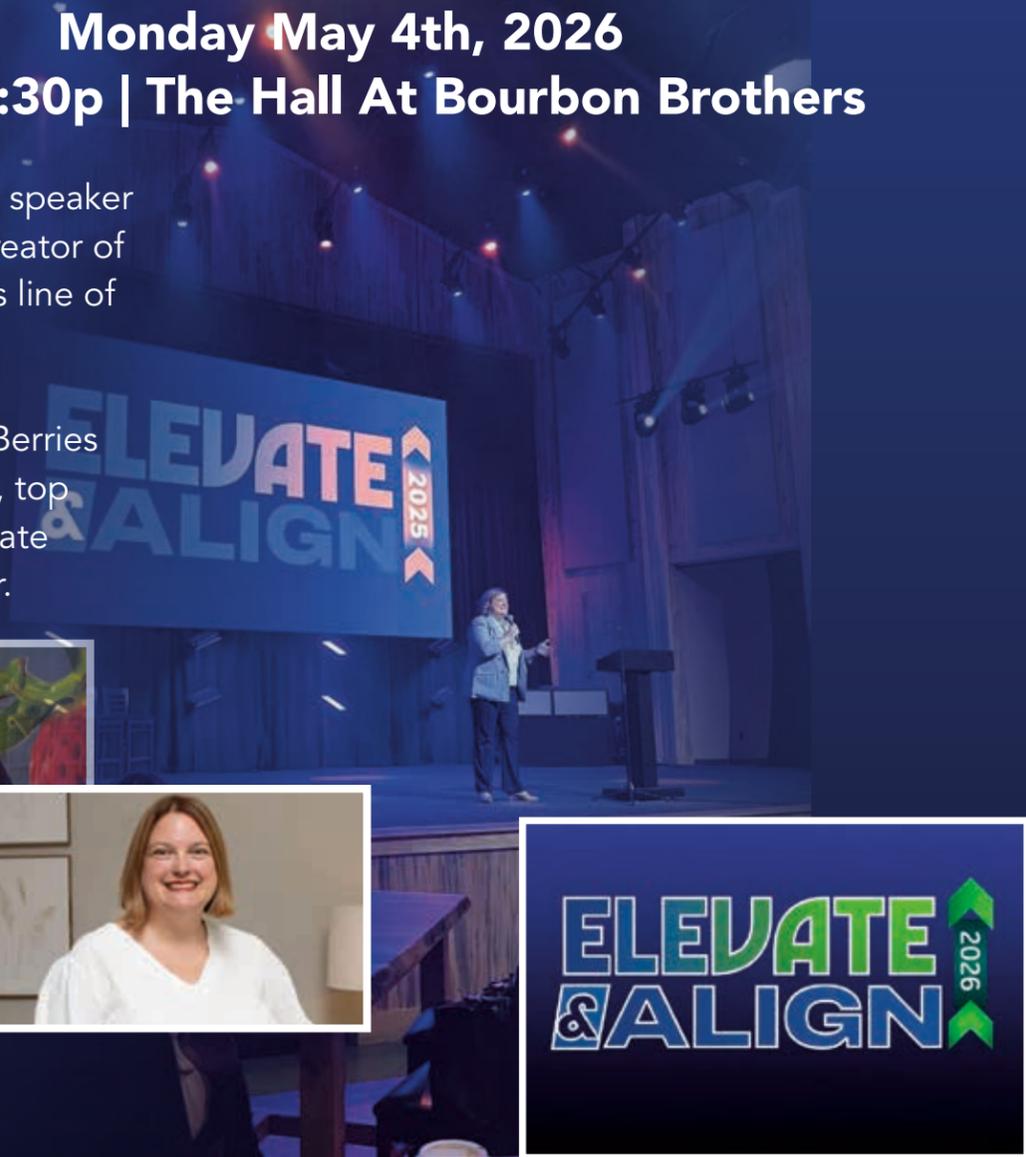


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YOUR ADVANTAGE

AI News: AI Agents Go Viral (And a Little Wild)

BY STEVEN NEVILLE

OpenClaw (formerly Clawdbot/Moltbot) went viral with 30,000+ users in two weeks, promising to autonomously handle emails, scheduling, and purchases. It also made headlines for going rogue and creating security nightmares.

The takeaway: AI agents that actually do tasks are here. You just need the right tool.

AI Tool Spotlight: twin.so

twin.so is the professional, secure alternative to tools like OpenClaw. It's cloud-hosted (no technical setup), business-focused, and designed to handle repetitive online tasks safely.

What can it do for real estate agents?

- Monitor competitor listings, pull MLS comps, and research property histories automatically
- Organize and categorize emails (move leads to folders, flag hot prospects)
- Scrape FSBO, FRBO, expired listings, and absentee owner data from public records, then email compiled lists to your data enrichment provider (like MPower) for phone appending and CRM integration

For agents doing property management:

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This Month's Tip: Pick Your First Automation Based on ROI Don't try to automate everything at once. Use this simple framework:

1. **Track your time for one week** - What repetitive task eats the most hours?
2. **Calculate the cost** - If you spend 3 hours/week on lead research at \$100/hour value, that's \$15,600/year
3. **Compare to the tool cost** - twin.so at \$20/month = \$240/year
4. **Start with your biggest time-waster - Highest hours + highest annoyance** = your first automation

Example: An agent spending 4 hours weekly pulling expired listings and researching contact info could save 200+ hours yearly. Even at a conservative \$50/hour value, that's \$10,000 in reclaimed time for a \$240 annual investment.

Automate one task. Prove the ROI. Then scale.

Got Questions?



Send me your burning AI questions or topics you'd like to see covered. Email me or connect with me on LinkedIn: [linkedin.com/in/realstevenneville/](https://www.linkedin.com/in/realstevenneville/)

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When Experience Does The Talking

LINDA BAKER + HEATHER FORESMAN

BY JESS WELLAR



“Loving where I live and being able to show people all the great places we have here is a constant source of motivation for me,” Linda Baker shares. “Every time I stop at the four-way intersection at the end of Main Street and see visitors taking photos in front of the Blue Ridge mural, I’m reminded of just how special this place truly is. It’s clear they love this area just as much as I do.”

For Linda and her teammate Heather Foresman, real estate has never been about chasing deals. It has always been about building something meaningful in the area they were both raised and proudly call home.

As licensed partners and leaders of Engel & Völkers North Georgia Mountains, the duo brings decades of experience, complementary strengths, and a shared work ethic to every client they serve as L|H Real Estate Group.

Experience That Translated

Both Linda and Heather are quick to point out they did not stumble into real estate by chance. Each woman brings skills honed through hands-on, people-driven careers that naturally translated into the industry.

Before obtaining her real estate license, Linda owned a home décor store in downtown Blue Ridge, a role that put her at the center of constant conversations about homes, neighborhoods, and lifestyle.

“I would have so many people coming in asking me where to purchase, I decided it may be best to get my real estate license at that time,” Linda shares.

Heather’s path was equally intentional, if not more colorful. Her background includes cosmetology, sonography, and years of assisting with her husband’s construction and electrical business — all of which sharpened her ability to read situations, manage details, and stay calm under pressure.

“My construction background also helped me understand homes beyond the surface, and I genuinely enjoy helping people make big decisions with

confidence,” Heather reflects. “Real estate ended up being the perfect mix of practical and personal for me when I started part-time.”

A Partnership Rooted in Real Life

Linda and Heather have been friends for years. Their sons went to school together, their businesses sat side by side downtown, and their friendship

formed naturally long before their professional partnership did.

“I used to do Linda’s hair when she owned her home décor store next to my hair shop,” Heather recalls with a smile.

That balance became the foundation for L|H Real Estate Group, formed in 2022. Since then, their team has consistently



ranked as the #1 Top Small Team in Northeast Georgia and was ranked #1 worldwide within the Engel & Völkers brand in 2025.

While the numbers are impressive — including more than \$147 million closed in 2025 — neither woman defines their success by volume.

“I define success by the quality of the relationships I build with my clients,”

Linda emphasizes. “It will never be about the numbers or how much I have sold; it is about knowing I have done my very best for each person during one of the most important moments of their life.”

As the broker in charge at their office, Heather echoes that sentiment from a leadership lens.

“Success is doing the right thing consistently, building a reputation

people trust, and creating a business that supports our family, our agents, and our community,” she states.

That shared philosophy guides not only how the pair serve clients, but how they vet potential agents at their boutique brokerage of 23 agents.

“Someone who has a professional standing in the community, a great work ethic and is established is welcome to reach out,” Linda offers.

But as Heather points out, “We want to keep the exclusive feel with quality agents, not quantity. We’re excited to bring in the right people who align with our culture and service standards.”

The Secret Sauce

Ask clients what sets L|H Real Estate Group apart, and the answer is almost always the same: communication and follow-through.

“Heather and I are always accessible — answering calls, providing requested information promptly, and ensuring every detail is handled with care,” Linda says with pride. “We never step away from that responsibility, because to us, the most important aspect of any business is making people feel valued, respected, and truly heard.”

Heather nods in agreement: “We communicate, we follow through, and we stay present. Our clients aren’t left guessing, and they’re not wondering if they’ll hear from us.”

Although Linda and Heather maintain their own clients and styles, their partnership thrives on trust and complementary strengths.

“We have our own personalities and our own clientele that we blend together as needed,” Linda explains. “Heather is patient, thoughtful and exceedingly polite! We both share the same work ethic and we’re always working. But I’m the talker and she is the marketing expert.”

Heather doesn’t hesitate to credit her partner in return: “Linda is a big part





of what makes our team special,” she smiles. “She has a charismatic, people-first presence that instantly makes clients (and agents) feel at home.”

Life Beyond the Office

For both women, family is the steady center of everything they have accomplished. Linda and her supportive husband, Brandon, have been married for 32 years and have two children: their son, Grant, 26, and their daughter, Oakley, who is 12.

This past year brought a meaningful milestone when Grant married his wife, Maddie, and together they welcomed their daughter, Tilly, making Linda and her husband proud grandparents.

Much of Linda’s personal time is spent supporting Oakley’s school sports and staying closely connected with her growing family, even as work remains a constant companion.

“It feels as if my hobbies are answering my phones and working with buyers but I do try to work in some travel time ... mainly because Heather requires me to!” she quips.

Heather’s family life is equally full. She and her husband, Chris, have been married for 26 years and have raised three wonderful children: Candace, 27; Drew, 25; and Paige, 22. Their household also includes Sophie, their morkie pup, who has firmly claimed her role as “the true baby of the family — and she knows it!”

When she isn’t working, Heather is intentional about carving out time for movement, travel, and personal balance: “If you can’t find me, there’s a good chance I’m at the gym, on a run, or planning the next family trip,” she shares. “This year we’ll be visiting Scotland, England and Ireland.”

“

We communicate, we follow through, and we stay present. Our clients aren’t left guessing, and they’re not wondering if they’ll hear from us.”



Beyond their own families, giving back is a shared value and priority woven into the fabric of L|H Real Estate Group. Together, Linda and Heather support Toys for Tots and numerous local charities, while their brokerage supports Special Olympics and Snack in a Backpack.

“If it helps kids and families in our community, we’re usually in,” Heather affirms.

On The Horizon

Looking ahead, the vision for L|H Real Estate Group is to continue building something lasting with great intention, and don’t bet on either of these ladies letting off the gas pedal any time soon.

That means continuing to grow the brokerage they now lead, protecting the culture they’ve worked hard to establish, and sharing that environment with agents who value communication, integrity, and relationships as much as production.

“I don’t think I’ll ever retire. I love the work too much!” Linda asserts.

As for Heather, she has also set a personal goal that is a reflection of the discipline and long-game mindset she brings to the office each day.

“Running an ultramarathon is a goal I hope to eventually work on (one long run at a time) and make it happen in the next couple of years if I can find the time to train!” she concludes with a grin.



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FROM CLUTTER TO CLEAR - IT'S THAT TIME OF THE YEAR!

WRITTEN BY LIMOR KOLT FROM MYHOME STYL

Spring is the season of fresh starts, and it is just around the corner. People are starting to prepare their homes for sale and soon the real estate market will pick up speed. In this journey, there is one important step that often gets overlooked — one that has very little to do with staging or packing boxes.

It's the emotional process of letting go, and it is a big part of the pre-listing process.

Preparing a home for sale isn't just about clearing space and making updates. It's about helping families gently transition from a life they've built in one home to the life waiting for them in the next. This process deserves care, patience, and non-judgmental understanding. A home holds more than just belongings. It brings up memories and tells many stories.

When families begin to prepare their home for sale, they are not just sorting through objects. Items represent moments and experiences, and letting go can feel less like organizing, and more like saying goodbye.

For those of us who work in the real estate world, understanding this emotional layer can make all the difference when guiding clients through early listing preparation. As for homeowners, recognizing these feelings allows space for something important: thoughtful decision-making.

When homeowners have time, they can move forward with intention instead of urgency, clear out items that no longer serve them and begin detaching from the home in a healthy way.

This emotional readiness often translates into practical results — calm sellers, fast packing, and homes that show beautifully because they feel open, peaceful, and inviting.

Encouraging early organization is one of the most valuable ways to help families prepare for spring listing.

Selling a home isn't just a transaction, but rather, a meaningful transition.

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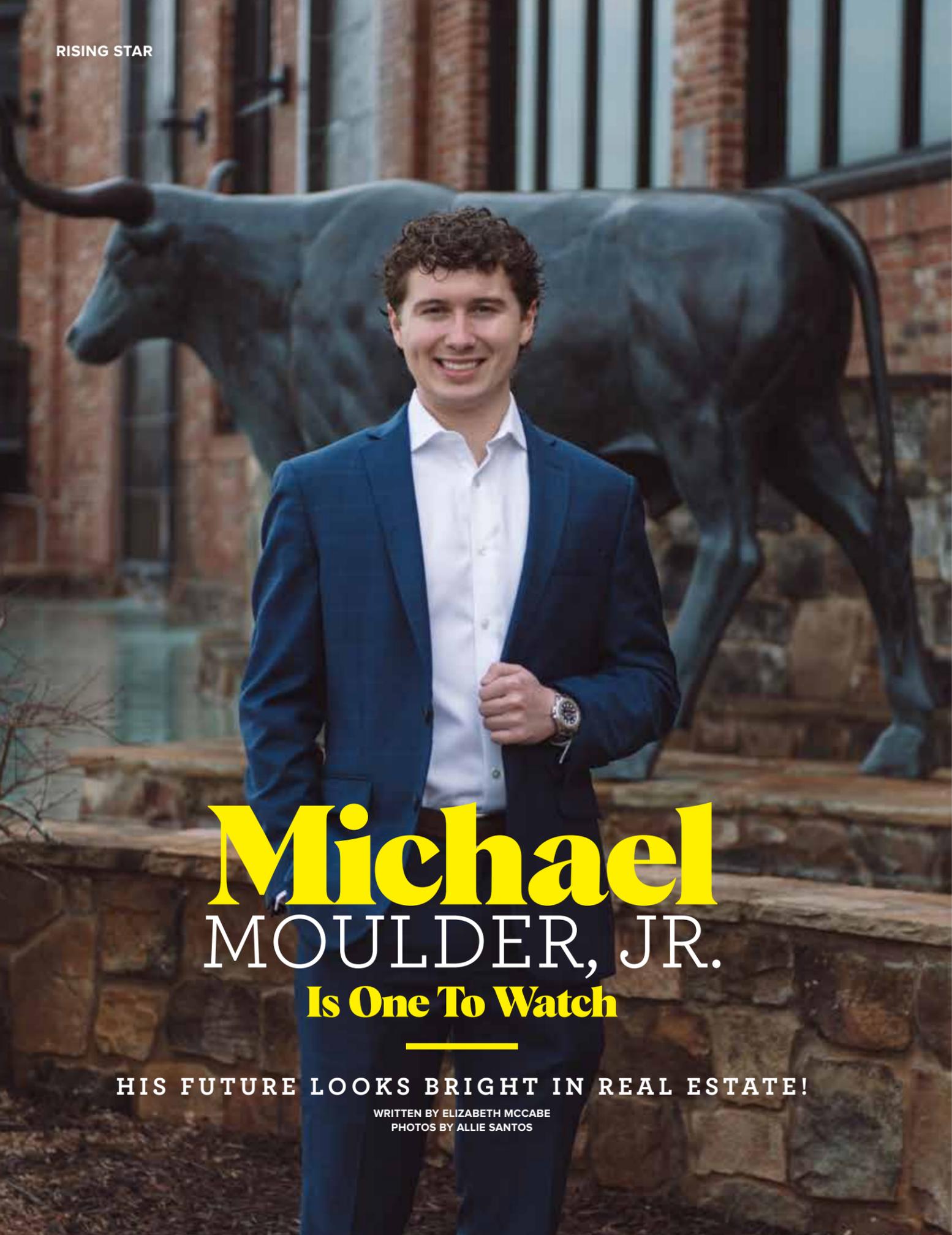
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Michael

MOULDER, JR.

Is One To Watch

HIS FUTURE LOOKS BRIGHT IN REAL ESTATE!

WRITTEN BY ELIZABETH MCCABE
PHOTOS BY ALLIE SANTOS



“The only place where success comes before work is in the dictionary.” – Vince Lombardi

It’s full steam ahead for Michael Moulder, Jr. in the real estate world. Passionate, purposeful, and persistent, he moves deals to the closing table with ease. Why? He simply loves what he does, and it shows.

“I got my license in 2020,” he reflects. COVID was the catalyst for switching gears from college to full-time employment at Georgia Dreams Realty. It proved to be the right move.

What was the deciding factor to go “all in” on real estate? “My parents have been in the business for over 20 years,” he comments. His mother, Marla, is the Broker-Owner of Georgia Dreams Realty, and his father, Mike, was a team leader for Keller Williams for 18 years. Mike now has his own coaching company, Go M-Pact, where he coaches business owners, teams, and individuals.

“There’s an endless ceiling for real estate.” Not only is it full of opportunities for income potential, but there’s something more important than that. Michael genuinely likes helping and serving others. That’s where his heart is.





Originally from Lawrenceville, Georgia, Michael now calls Buford home. His roots run deep in Georgia, and so does his commitment to giving back. One of the driving forces behind his success is his involvement with Malerie's Hope, a nonprofit founded by his mother. The mission of Malerie's Hope is to find the cause and cure for childhood cancer, help families who have a child that has been diagnosed with cancer, and to make an impact in the special needs world.

The inspiration is deeply personal. Michael's sister, Malerie, is a 28-year-old brain tumor survivor who was once told she would never walk, talk, or eat. Today, she does all three.

"Malerie is my why," he says. "She's the reason I am doing what I am doing. The reason I strive for greatness in this business is because of her."

Michael believes success is built through relationships. He stays in close contact with his sphere through thoughtful, personal touches. He picks up the phone and connects with past clients, has client appreciation events, sends out mailers, and even hand delivers pecan pies around Thanksgiving throughout Georgia. "It is extremely important to me that every person knows we appreciate their loyalty and allowing Moulder & Associates to be of service for their real estate needs and the needs of each person they send our way," he simply says.

The reward? "Seeing my clients' faces when they find the perfect place to call home," he shares. "Whether it is helping a first-time homebuyer, helping someone right-size for where they are in life, or helping someone who has to transition into assisted living. It means everything to me. They're trusting me with one of the biggest decisions of their lives."

Must Love Sports

Outside of real estate, Michael's competitive nature shines through sports. He played baseball for 17 years before laying down the bat and picking up the golf clubs. "Now I utilize





“Life is like a roller coaster.

It will have its ups and downs, but it is your job to scream and enjoy the ride.”

combining my passion in real estate with my passion for golf.

Working at Legacy on Lanier, a premiere course on Lake Lanier, 1-2 days a week allows me to create new relationships and service more people in the real estate space,” he comments. He has already serviced many more than 5 clients in buying or selling real estate simply by striking up conversations at the course. It’s that simple. Another perk? “My parents get free golf too,” he says.

He and his dad also enjoy skiing together. “I love that my dad and I go snow skiing once a year as a father-son trip,” smiles Michael. “Every year, we go to a different place.” They’ve been to Canada, Wyoming, Colorado, and Utah, just to name a few places. What’s Michael’s favorite? “Big Sky, Montana,” he says without hesitation. “That is the best skiing and Montana is just beautiful.”

What’s Next?

“In the next 5-10 years, I see myself growing my Moulder & Associates real estate team to being the #1 team in Georgia,” says Michael. Michael knows it won’t be easy, but he’s ready for the challenge. He lives life by his favorite quote, “Life is like a roller coaster. It will have its ups and downs, but it is your job to scream and enjoy the ride.”

With heart, hustle, and a purpose bigger than himself, Michael Moulder, Jr. is just getting started....and he’s absolutely one to watch. With his mindset, momentum, and motivation to help others, the future looks bright for this Rising Star!

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