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Agent on Fire
JON PEELER

Best of North Georgia Livin'
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2025 Holiday Party Recap

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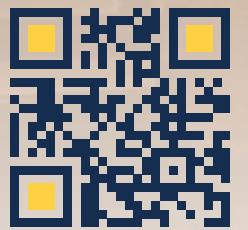


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COVER STORY



Nick
Montgomery

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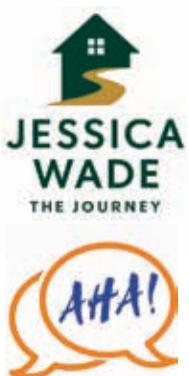
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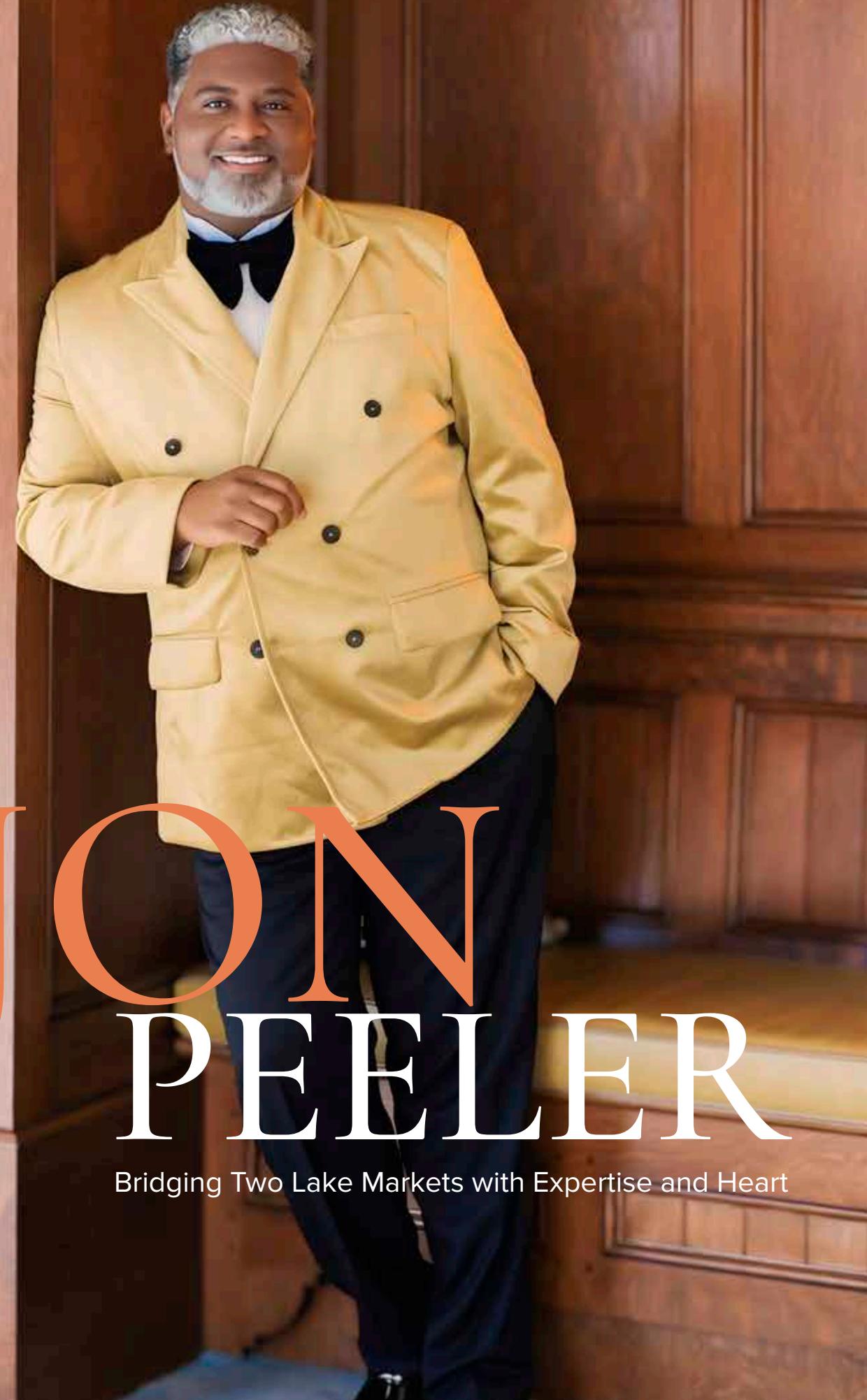
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JON PEELER

Bridging Two Lake Markets with Expertise and Heart

JON PEELER'S journey through the dual lake markets of Sinclair and Oconee is a testament to his adaptability and commitment to his clients.

PHOTOS
BY ALLIE
SANTOS

In the expansive landscape of real estate, Jon Peeler stands out as the "Ambassador of Real Estate," a title given by a friend and client. Through his unwavering commitment to clients across multiple cities and states, Jon's reach knows no bounds, making him a versatile broker ready to assist clients wherever they may be.

Jon's roots in Milledgeville, Georgia, stretch back seven generations, grounding him deeply in the community. As the owner of Peeler Realty at Lake Sinclair, he embraces the tranquil beauty of the area, showcasing its stunning views and charming homes. However, his connection to Lake Oconee runs even deeper. Nearly 30 years ago, Jon was part of the opening team at The Ritz-Carlton Lodge, Lake Oconee, after serving as an employee at Reynolds Lake Oconee. During those formative years, he developed a meaningful relationship with Riezl Baker, who handpicked Jon for the opening team. This experience not only provided him with invaluable insights into the luxury market but also fostered a deep appreciation and love for luxury homes and the luxury lake lifestyle in Lake Oconee. Their bond has come full circle, as both transitioned into real estate and now collaborate as colleagues, enriching

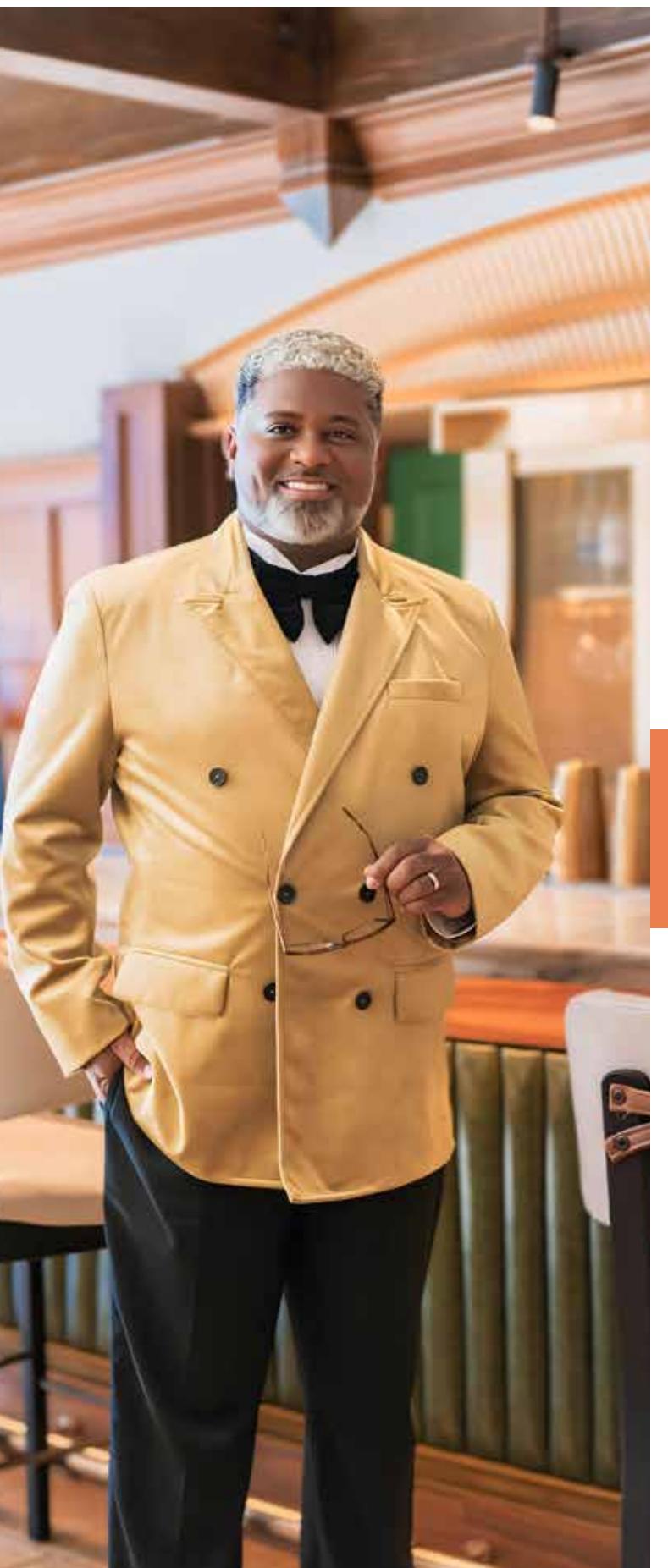


each other's careers and serving their clients with unparalleled dedication.

Working alongside Riezl—who Jon calls the "Queen of Lake Oconee Real Estate"—Jon seamlessly navigates the distinct characteristics of both markets. While Lake Sinclair is known for its breathtaking scenery and community feel, Lake Oconee offers a blend of upscale properties and recreational

opportunities that attract a different clientele. Jon's dual expertise allows him to cater to diverse needs, ensuring that whether clients are buying a vacation home at Lake Sinclair or a luxurious estate at Lake Oconee, they receive personalized and dedicated service.

Beyond his professional achievements, Jon shares a fulfilling personal life with his wife, Sherita Peeler, who



serves as a senior district attorney. Married for 22 years, they are proud parents of two beautiful children: 18-year-old daughter Aubrey and 20 year-old son Ashton. This strong family foundation further fuels Jon's passion for helping others find their own homes, as he understands the importance of creating lasting memories in a place filled with love.

What truly distinguishes Jon is his belief that real estate is about relationships. He invests time in understanding each client's unique needs and aspirations, guiding them through the process with empathy and professionalism. This approach, combined with

What truly distinguishes Jon is his belief that real estate is about relationships. He invests time in understanding each client's unique needs and aspirations, guiding them through the process with empathy and professionalism.



his extensive knowledge of market trends and property values, empowers his clients to make informed decisions.

Jon Peeler's journey through the dual lake markets of Sinclair and Oconee is a testament to his adaptability and commitment to his clients. His story reflects a dedication to community, heritage, and the belief that finding a home is a journey best undertaken with a trusted guide by your side. With Jon, no distance is too great—he is ready to help clients realize their real estate dreams, whether in the heart of Middle Georgia, Metro Atlanta or by the serene waters of Lake Sinclair and Oconee.



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Nick MONTGOMERY

WRITTEN BY ELIZABETH MCCABE



ALL IN, NO EXCUSES: Meet the 25-Year-Old Powerhouse Taking Over Lake Real Estate

He Was Supposed to Ship Out to Boot Camp. Instead, He Became One of Lake Country's Fastest-Rising Real Estate Forces.

At 18, Nick Montgomery thought he had his life mapped out. A kid from Kansas, he was preparing to enter the military, leave the Midwest behind, and start a life defined by discipline and structure. But on March 16, 2020, five hours before he was scheduled to ship out, the world shut down. His recruiter called at midnight with an ultimatum: spend 90–120 days in a hotel room “treating it like boot camp,” or consider his contract breached.

At 5:45 a.m., Nick walked away.

“I had so many people telling me what to do,” Nick says. “I needed time to think for myself.”

So he stayed in Georgia, a place he’d moved to for a relationship and never intended to call home and made a choice that would change everything. He purchased an online real estate course. Not because he understood the business, but because he saw people driving “big fancy cars” and assumed his phone would start ringing the moment he got licensed.

It didn’t. He worked anyway. Because when Nick enters something, he goes all in.

All In, Even When It’s Uncomfortable

“I’m not one of those people who seeks comfort,” Nick says. “If you have a goal and it’s comfortable... it’s not a big enough goal.”

Real estate hit him like a tidal wave: managing people, juggling multiple properties, and keeping deals alive all at once. But he leaned into the chaos.

His first contract? A \$2,500 lot that earned him \$67. One week later, he wrote a contract on a lake house. And from there, the climb began with 13 units his first year, 28 units his second year, 45 units his third year, and 49 units his fourth year. This year, his team, The Selling The Lakes Team at Keller Williams Lake Oconee, closed on over 60 transactions with more to come next year.



At just 25, Nick has raised the bar in real estate as team leader of The Selling The Lakes Team, which is destined for great things in real estate.

“Perfection Is the Enemy of Progress.”

What motivates Nick? It’s not perfection. It’s progress. As he says, “Perfection is the enemy of progress.” That’s one of his core beliefs.

“So many people try to perfect their life before they reach new heights,” he says. “Not everything needs to be perfect to progress. Perfect is a concept of imagination. Even when something is perfect, it’s not perfect.”

Instead of chasing perfection, Nick chases motion. That motion has taken him from Kansas to Georgia, from a canceled



military contract to running a top-producing team, from \$67 commissions to guiding multimillion-dollar lakefront purchases across the region.

Real Estate Is in His Blood, Even If He Didn't Realize It at First

Nick grew up surrounded by real estate. With several family members being in the real estate, building and investing world, he feels as if it is part of his DNA. "Real estate has been all around me and I didn't even realize it," adds Nick. He knows the power and potential of real estate for changing the trajectory of someone's life because he has experienced it firsthand.

"Real estate is the number one way to build wealth," he comments.

Moments That Matter

Nick's years in real estate have been marked by deals, yes, but more importantly, by people.

There was the family who called him at 8 a.m. on a Monday, searching for a lake house after two life-altering events: a devastating hurricane that wiped out their Georgia farm, and the husband's recent cancer diagnosis. They wanted a place to breathe, relax, and reclaim joy.

"I wish they had been thinking about this before two horrible life events," Nick says. "But I'm glad I could help them find a place to enjoy life right now."

And then there was the friend who had just lost her husband. "She kept praying for a sign," Nick recalls. "One night, while she was praying, I texted her asking if she could notarize a document for me. She told me, 'You're my sign.' It reminded me that God puts the right people in your life exactly when you need them."

These moments, not the commissions, anchor Nick's purpose. He's respected by his clients. Why? "Number one is my work ethic," he says without hesitation. "Number two: I run this like a business." And being 25 is a positive. "My only obligations are my relationship and family. No kids' sports,



Not everything needs to be perfect to progress.

Perfect is a concept of imagination. Even when something is perfect, it's not perfect."



“

I have a team of agents and assistants

who care so deeply and believe in what we are doing and are capable of doing.”

no school obligations. I’m all in.” Real estate is his priority.

But his real differentiator is this: “I talk myself out of more deals than I make. My job is to educate. Dock rights, permits, what’s allowed and what’s not... people need information before they need a contract.” People resonate with his honesty and trust Nick to help them make educated decisions.

“One of the things that makes my business different is the people who help me run it,” adds Nick. “I have a team of agents and assistants who care so deeply and believe in what we are doing and are capable of doing.”

What's Next?

Dream it. Do it. Nick’s future is mapped with intention: expanding his team to every major lake across the Southeast. He’s a regional lakefront specialist network built from the ground up, starting with Lake Sinclair and Lake Oconee. His team currently includes two agents, soon to be three or four as they continue to grow.

When he’s not selling lakefront homes, Nick is golfing, hunting, or fishing. He’s a loyal Kansas City Chiefs fan (“even though they got knocked out of the playoffs”), an avid sports watcher, a Habitat for Humanity board member, and a proud Rotarian.

Most importantly? He’s a young guy who loves what he does, and who’s passionate about real estate, service, and people.



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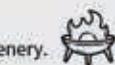
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For more than forty years, this extraordinary 1,028-acre estate has been patiently assembled—one piece at a time—into a living landscape of rare beauty and quiet power. Set along two of Madison's most treasured country roads, Scarlett Oaks unfolds behind gated entrances where winding paved drives slip beneath towering hardwoods, cross gentle creek beds, and slowly reveal a world apart.



At its heart, an eight-acre private lake glimmers in the Georgia sun. Reflected in its still waters is a stately Southern estate home—more than 10,000 square feet of timeless architecture designed not to impress at first glance, but to endure for generations. Wide verandas stretch toward the lake, inviting mornings with coffee and mist rising from the water, and evenings when the light fades and the land grows quiet.

Inside, the home speaks in warm, elegant tones. A marble-floored foyer and sweeping staircase welcome you in. Fireplaces anchor formal living and dining rooms where celebrations feel natural and unhurried. The kitchen—

open to lake views—becomes the gathering place it was always meant to be, while a richly paneled study offers a private retreat, lined with books and softened by lamplight. Nearly every room along the back of the home opens to the outdoors, blurring the line between inside and out, house and land.

The primary suite rests on the main level, lakeside and serene—a place to begin and end each day with water views, a crackling fireplace, and doors that open directly onto a private patio. Upstairs, five en-suite bedrooms surround a dramatic vaulted trophy room—a space for stories, laughter, and memories yet to be made.

Below, the home reveals another layer of generosity: a complete guest or caretaker suite, recreation spaces, abundant storage, and additional garage capacity—ensuring the estate functions as beautifully as it lives. A private elevator connects every level, while a full-sized attic stands ready for the future, already prepared for expansion when the next chapter calls.

Beyond the home, the land stretches and breathes.

Miles of trails wind through mature hardwood forests and open fields. Creeks trace their way quietly through the property. Food plots and natural corridors create a haven for wildlife,

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while wide skies and long views invite exploration, reflection, and recreation. This is land meant to be walked, ridden, hunted, and shared—land that gives back as much as it offers.

For those who envision something even grander, Scarlett Oaks can grow. Two additional tracts—174 adjoining acres with a lodge-style residence and another 150 acres nearby—offer the

rare opportunity to command more than 1,350 contiguous acres in one of Georgia's most beautiful rural corridors.

Yet for all its privacy and scale, Scarlett Oaks remains just minutes from the historic streets of downtown Madison, where classic architecture, local traditions, and small-town warmth endure. It is a place where Southern heritage still matters—and where legacy is not just remembered, but lived.

Scarlett Oaks is not simply a property.
It is a sanctuary. A sporting estate. A gathering place. A once-in-a-generation holding. And now, it awaits its next steward.

Scarlett Oaks is located at 2720 Doster Road, Madison, GA 30650 and is represented by Kathleen Miller with Ansley Real Estate.



An advertisement for DOCK CARES.com. The top half features the company name in large, bold, white letters with a black outline, followed by "SALES · SERVICE · MONITORING" and a phone number "706.897.6449". The bottom half shows a large, two-story floating dock with a white deck and black railings, housing a white boat. In the foreground, there's a smaller, single-story dock with a white deck and black railings, also housing a white boat. The background is a green, wavy water surface. The overall theme is nautical and focused on dock maintenance and sales.

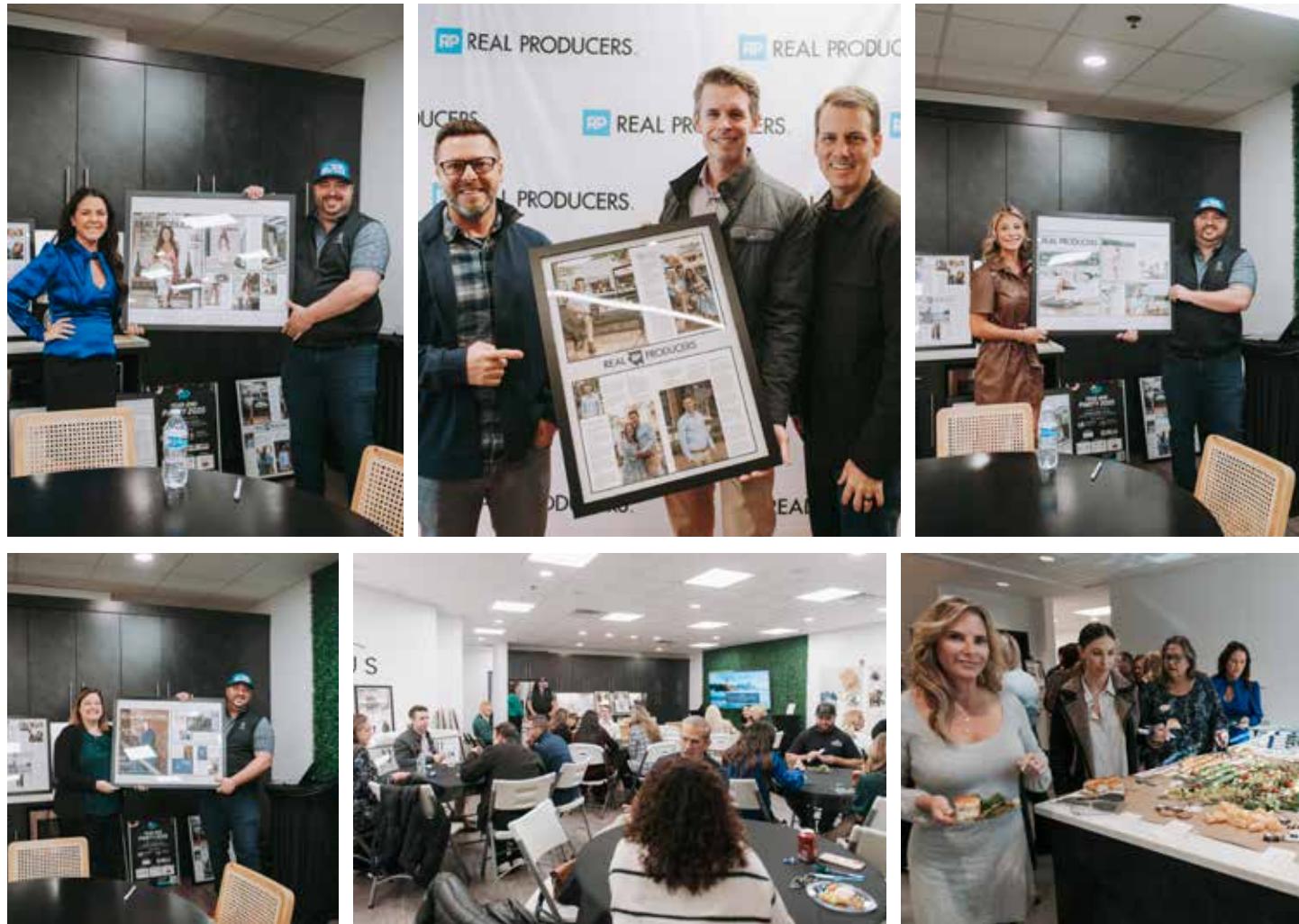


2025 HOLIDAY PARTY RECAP

PHOTOS BY ALLIE SANTOS

Thank You to our Agents and Partners for a fantastic 2025! Also, a huge Thank You to those Sponsors for this event referenced above, **SARAH MASLOWSKI** and **STEVE NEVILLE** for great education, AND **EXODUS DESIGN BUILD** for hosting the event. Please go to our website at www.MountainsLakesAthensRP.com and check out more Photos and Event Recap Videos.





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