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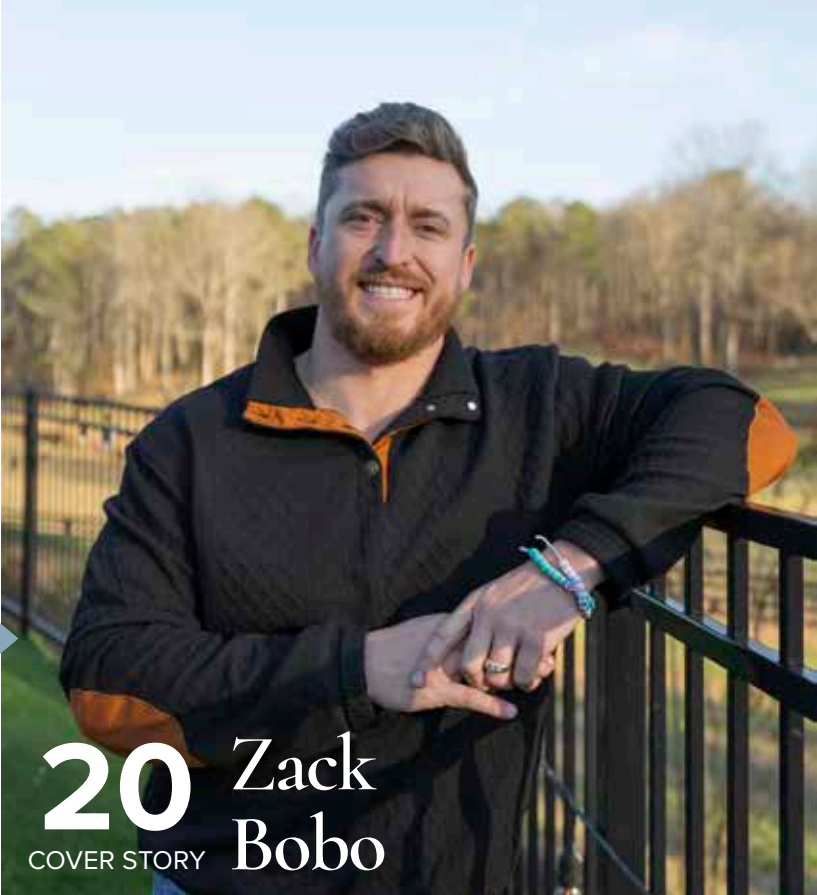
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20 Zack Bobo  
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# Welcome to Cherokee Real Producers!

It's an incredible honor to introduce Real Producers to the real estate community in Cherokee County. What began as a simple idea in 2015 has grown into a national movement. Now active in more than 165 markets and transforming how real estate professionals connect across the country.

This publication is a celebration of you, the top-producing real estate agents who set the standard for excellence for the not so small towns around Cherokee County. Our goal is to spotlight your success, recognize your influence, and create opportunities for connection, collaboration, and growth within this rapidly growing region.

As we embark on this journey together, my commitment is to build a platform that brings our community closer by telling your unique stories, highlighting the people and partnerships behind your success, and providing the relationships and resources to help your business thrive. In the months and years ahead, I look forward to getting to know each of you, sharing your journeys, and cheering you on through every chapter of your success.

**A Few Quick Facts About Real Producers**

**Distribution:**  
Each month, Cherokee Real Producers are delivered to the top 300 agents across the county.

If you're holding a copy of this magazine, it's because you've earned your place among this elite group. Congratulations!

**Content:**  
This magazine is all about you. Each issue features inspiring personal stories about standout agents and the Preferred Partners who help this extraordinary community of professionals succeed. There's absolutely no cost for agents to be featured, this is not a pay-to-play platform. Agents are selected through nominations from peers, brokers, or leaders within the market.

We're always looking for stories that celebrate excellence, leadership, and impact. So if you know someone making a difference in the local real estate world, we'd love to hear about them.

**Preferred Partners:**  
Our Preferred Partners are trusted, local businesses personally recommended by top agents in the area. These partners are featured in every issue, attend our private events, and actively participate in this exclusive network.

We don't cold-call businesses or accept unsolicited applications, every partner featured here is someone your peers already know and trust.

**Events:**  
Beyond the magazine, Real Producers comes to life through our private events, designed exclusively for our top agents and Preferred Partners. These gatherings are relaxed, no-pressure opportunities to build authentic relationships, exchange ideas, and celebrate shared success, all while supporting local venues.

Event updates will be shared through the magazine, by email, and on social media, so stay tuned!

**Be Part of the Story**  
If you'd like to nominate a fellow agent, recommend a Preferred Partner, or simply connect, I'd love to hear from you. This platform is built for and by the community it serves and your voice helps shape what Cherokee Real Producers becomes.

A heartfelt thank you to our inaugural group of Preferred Partners, whose early support helped make this first issue possible. And to my incredible team, thank you for your heart, hustle, and belief in this vision.

To all of our top agents, welcome to Cherokee Real Producers! I hope you enjoy this first issue, and I look forward to celebrating together at our first event.

Together, we're building something special we can all be proud of!

Warm regards,



*Denny Faircloth*  
Publisher & Owner  
Cherokee Real Producers

## Meet The Team



**Denny Faircloth**  
Publisher Owner



**Ariel Clarke**  
Director of Marketing and Operations



**Matt Harrison**  
Photographer



**Elizabeth McCabe**  
Writer



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(Left to Right) Alessio Guzman, Josiah Burdge, Chris Stockhoff, Hudson Chow

# Anchor Home Mortgage

DROP ANCHOR, FIND HOME:  
THE BROKERAGE BUILT ON PEOPLE, NOT PAPERWORK

BY ELIZABETH MCCABE

In a digital age, videos talk. Just ask anyone who scrolls Instagram, watches Facebook reels, or finds themselves caught up in social media. That's why Josiah Burdge, Vice President of Sales at Anchor Home Mortgage, invests money to maximize his marketing. What captures people? Visuals that hit fast, feel real, and stick. With his creativity, Josiah is going into territory that most mortgage brokerages never touch.

"We're tripling down on social media in 2026," he notes, "putting out 300-400 videos on social media as well as monthly podcasts."

Why? "People don't like to read things," he candidly comments. "When they can see things visually, it helps create recognition. It increases the chance of reading something." Simply put, this mastermind knows what works. After 6 months of working with his videographer, he has seen a "pretty big impact in creating a brand that works." His short and succinct videos, such as "3 Questions to Force Listing Agents to Pick Buyers" are informative yet entertaining. They are getting their message across, especially with the younger generation.

"The next generation of buyers will search TikTok for an answer before Google," says Josiah. "We provide clear, concise information."

With Instagram, YouTube, TikTok, Facebook, and LinkedIn, Anchor Home Mortgage is expanding their reach in today's age where videos are more accepted than ever before. Once Anchor Home Mortgage connects with clients, they can show them all they have to offer.

As a wholesale broker, Anchor Home Mortgage has access to multiple lenders rather than being held captive by a single investor. "It's not like a bank, underwriting from a single line of thinking," says Josiah. Anchor Home Mortgage has access to over 20 different lenders, ensuring that clients get competitive rates. Josiah and his talented team look at "what guidelines make sense, what products make sense, and who is competing most aggressively for business to get clients the best deal."

## Solid Leadership

Anchor Home Mortgage has some of the best leaders in the business, starting with **Chris Stockhoff**, who has closed over 25,000 loans in his career as a loan officer and founded the company in 2008. Prior to the mortgage space, Chris spent time in the mergers and acquisitions space where he eventually sold his first company and retired.

The experience? Invaluable. When he had an opportunity to buy into a mortgage company, Anchor Funding, he seized it. Then he scaled it to a powerhouse that rivaled Wachovia across the Southeast, boasting over 1,200 employees and a billion dollars in annual production.

After selling his share in that company, he launched Anchor Home Mortgage in 2008 and grew it again until Movement Mortgage approached him with an offer to bring operations into Georgia. Chris transitioned a large team into Movement while keeping Anchor Home Mortgage smaller and nimbler.

In 2020, Covid hit and mortgage rates fell. Chris quickly built the business back up to take advantage of a refi market. "Chris, my brother-in-law, and I started talking with more intent," says Josiah, who has a background of working for T Mobile for two decades. Working on national accounts, third party

distribution, and leading sales teams gave him expertise in business development and honed his client skills.

"Chris and I started talking more intently in 2021," comments Josiah. "He has always been twisting my arm to come and join Anchor Home Mortgage," he laughs. Chris saw potential in Josiah with his business acumen and ability to lead large-scale operations and how to drive sales through technology.

In 2022, **Josiah** made the leap to Anchor Home Mortgage. With that switch, the company also evolved. "Historically, we had been a consumer direct model, but we wanted a true referral base model that supported local real estate agents in the market here in Georgia," says Josiah. As part of that transition, they stripped the company down and rebuilt the tech side of it. "It's very cutting edge from a technological standpoint," notes Josiah. It's unparalleled in the industry. Consider taking a mortgage loan application, pulling a client's credit, using AI to find any concerns in their application, and getting out a pre-approval from anywhere in the world.

In Summer 2023, **Hudson Chow** joined Anchor Home Mortgage. Nationally ranked, Hudson is the top tier loan originator in the Atlanta market and in the top 1 percent mortgage loan officer in the country. His goal with Anchor Home Mortgage? Taking sales to a new level. "Hudson brought a good understanding of coaching, training, and expertise to our loan officer group," says Josiah. "From there, we have been growing, creating key partnerships in the market." Their connection with *Cherokee Real Producers* has been solid.

"We just want to find people who are like-minded," says Josiah. "We also want to help investors diversity, while doing it from a spirit of giving. We go in and create partnerships because it works. If you are surrounded with people who give and you act the same way, everyone will grow together. A rising tide raises all ships," he notes.

Another standout member of the team is **Alessio Guzman**, an up-and-coming loan officer in Cherokee County. Since joining Anchor Home Mortgage in 2022, he has become a key link between local events, community partnerships, and Anchor Home Mortgage's expanding presence in Cherokee County. His involvement allows Josiah and Hudson to maintain production while ensuring Cherokee agents have a relationship-driven partner supporting them.

## Building a Brand

With a solid leadership team, Anchor Home Mortgage has now grown to 35 employees and has some impressive expansion. In 2023, they had a 200 percent growth, followed

“  
Everyone is  
in sync to  
get to the  
FINISH LINE.”



Alessio Guzman

by 40 percent growth in 2024, and 35 percent in 2025. Another 35 percent is projected in 2026.

“It’s progressive controlled growth,” says Josiah. Historically, the company has been a big player in North Fulton and Gwinnett Counties and are excited to bring the same level of experience into the Cherokee area.

One that sets Anchor Home Mortgage apart is their pillar system, which Josiah calls their North Star. “If the leadership team makes a decision that doesn’t impact one of the four pillars, we don’t do it,” he comments. Those four pillars are price, product, process, and partnership. Regarding price, Anchor Home Mortgages gets clients the best rates. “Think of us as Costco for mortgages,” says Josiah. For products, Anchor Home Mortgage stays ahead of trends, including if clients can use crypto for a downpayment. Regarding process, it’s all about having a smooth and seamless process from start to finish. With Anchor Home Mortgage’s in-house operations team, deals go smoothly to the closing table.

“Our processors are in house; our disclosure team is in house,” says Josiah. “Each part of operations is fiscally incentivized to get a loan to closing. It’s like a Spartan warship,” he jokes. “Everyone is in sync to get to the finish line.”

Last but not least is partnership. Engaged partnership (not passive one) is the standard. Anchor Home Mortgage is designed to make real estate agents better, support their growth, and help them succeed.



Josiah Burdge



“

**If the leadership team makes a decision that doesn’t impact one of the four pillars, WE DON’T DO IT.”**



Chris Stockhoff

#### A Family Friendly Culture

One thing that makes Anchor Home Mortgage unique is their commitment to families. In the office, it’s spouse friendly and kid friendly.

“My youngest two hang out in the office for an hour before going to practice,” says Josiah. It’s putting families first that makes a difference for the team. “Do whatever you have to so you can be present for those who matter the most,” says Josiah of one of the core beliefs of the company. “It all roots back to family. Family is a big piece of all of us.”

One of Josiah’s proudest accomplishments this year was 100 percent attendance at his kids’ soccer practices. That’s what he proclaimed to the world on a podcast a couple of months ago. “My kids care that I am home for practice, drive them to school in the morning, and eat dinner with them,” he says. “People come into work to take care of their families, not to make money. Internally from a culture standpoint, you have to think about it.”

If you’re looking for a mortgage company that puts families first and clients at the center of every decision, you’ll find it here.

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# Kevin Hart

POWERED  
BY PURPOSE  
AND PEOPLE

BY ELIZABETH MCCABE

“

I feel like I am blessed every single day,” smiles Kevin Hart at Path & Post Real Estate.”

I love what I do. I have the coolest job in the world because I get to wake up every morning and help someone find their next home.”

Passionate? No doubt. Kevin simply loves what he does and it shows.

“I wouldn’t have the success I’ve had if it wasn’t for this brokerage,” he comments. He credits them for their technology, support and leadership. Path & Post has provided him every tool needed to win.

## From IT to Real Estate

Before real estate, Kevin excelled in providing IT support for the legal community and its high- pressure environment. “Whether you were in senior management or the C-Suite, the reality is that you couldn’t make mistakes,” he candidly comments.

“Mistakes impact thousands, especially when dealing with the legal community.”

A natural in tech, Kevin got to the point where he was managing and guiding 24x7x365 international teams. Although good at it, he wanted something he could really enjoy.

“My friends and family told me for a long time, ‘You really enjoy real estate ... the drive, the search, achieving results... why don’t you do it?’” Taking their advice to heart, Kevin made the leap to real estate in March 2022. In the process, he found fulfillment in ways that he had only imagined.

“Real estate is more personal than the tech field. In tech, you are often a voice on the other side of the phone,” he explains. Contrast that with real estate. “It’s life-changing,” he points out. “You



“  
I bleed  
Path & Post  
blue.”

are part of that person’s life and life story. That’s a big responsibility and joy.” Real estate wasn’t entirely new to him, either.

“I had been doing personal investments for my family for years, primarily in land, which I really enjoy,” he says. Kevin has 100 acres in North Georgia and recently built on 6 acres purchased for investment purposes in Rydal, Georgia. Little did he know that he would be a Strategic Guide years later.

Kevin knew that he wanted to work with Brad Nix with Path & Post, a connection that he made years earlier.

“I heard a virtual job fair where Brad spoke about real estate and Path & Post. This was well before any real thought of real estate as a career. His comments were so dead on that I bookmarked his website knowing that if I ever went that route, I would definitely want to reach out to him and talk further.”

After getting his real estate license, Kevin sent Brad and Becky Babcock a snail mail letter instead of submitting an online application. Becky told him later, “We had never had that happen before.” They thought that either Kevin was so old that he didn’t have a grasp on tech, or he was trying to get their attention.

Looking him up online showed that it was the latter. Hiring Kevin was treading new ground for Path & Post.

“I was one of the few ‘green’ agents that Path & Post had allowed to join their team,” says Kevin. My background allowed me to fast track my training and associated results and in doing so helped to open the door for other new agents who have also been great hires.

“I bleed Path & Post blue,” adds Kevin. “I know where I am supposed to be.” His talent has been recognized as becoming one of their top resources on the team. With his background, extensive tech expertise, time management, and focus on what matters most to those he’s blessed to help, he rose to the top.

“I believe Path & Post has the best tech out there,” he says. “I would know,” he laughs. “I knew that from the get-go.”

Through his previous job, Kevin has also honed his skillset to propel him in real estate. “I’m analytical to a fault,” he laughs. “I’m also a big spreadsheet guy.” He knows the art of negotiations and making the effort to bring parties together. “If you do what is right, the right things are going to happen.”

#### Putting People First

“I am not motivated by money,” says Kevin. Is he competitive? Absolutely. His competitive trait has been ingrained since childhood days of team sports and Kevin brings a coach’s mindset to challenges. “When someone outside your sports team is impacting a game negatively, such as a referee (ref) making bad calls. Find a way to negate that impact such as playing so cleanly that the ref isn’t given a chance to impact the results.” In real estate, that may equate to presenting an offer in a way that the advantages are perceived immediately and clearly. Reducing bad calls or decisions.” His goal is to always get to the closing table holding hands with all involved when possible. Fighting rarely turns out well.

He also believes in following core values of the brokerage. “If I am following

respect, unity, and the Golden Rule+ (RUG+), opportunities are going to be there to positively impact lives. “Lift everyone up because someday in the future you are going to need to be lifted up yourself,” he points out.

Another thing that sets Kevin apart? Putting people first. “Everyone is family to me. If that’s not your approach or mindset, you might not be in the right career,” he says. It’s no wonder a lot of his past clients become close friends. Kevin also keeps in touch with people long after the transaction. “It’s not nurturing (leads) if you truly care about people and want to see how things are going.”

#### Family, Cars, and Comic Books

When he isn’t working, Kevin savors time with his wife Tammie, their family

and friends, all of which are supportive of what can sometimes be a crazy real estate career. They are blessed with two sons, Alex and Logan, both of which are trained medical professionals and firefighters. Alex now works in IT sales and is married to wife, Haley and they have a son named Miles, Kevin’s only grandchild. “Miles is named after Spiderman,” says Kevin, an avid comic book collector in his youth. In fact, Kevin named his son Logan after Wolverine from Marvel comics. “I set a precedent, I guess,” he jokes. Alex even wrote a book, Street Dragons, which is all about superheroes (dragons) saving people from danger.

At the height of his collection, Kevin estimated that he had 13 boxes of comic books, “almost all purchased

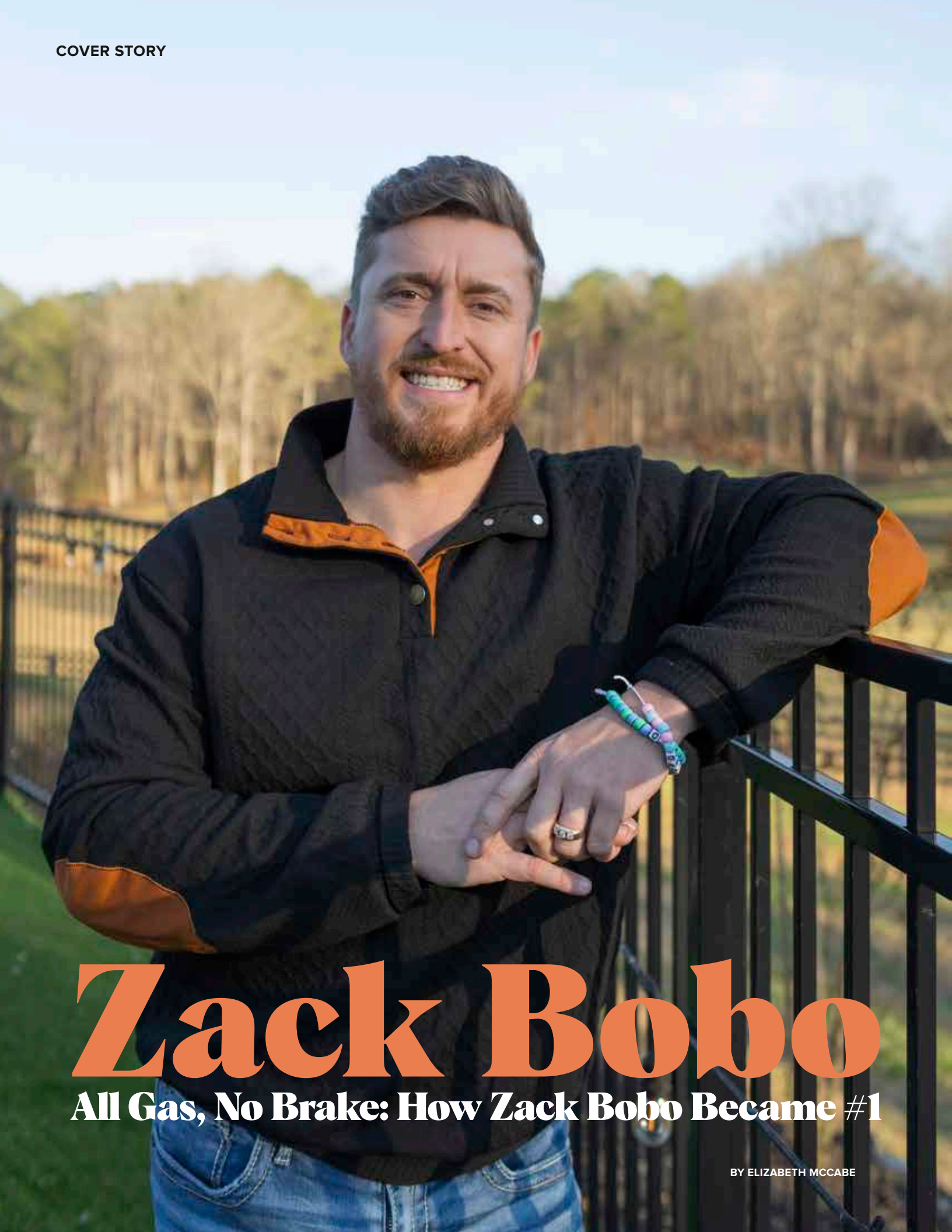
from newsstands as a kid,” he says. Eventually, he sold them to help finance cars he restored. What’s in his collection? A 1982 Datsun Nissan 280ZX, a 1967 VW Beetle, and his pride and joy, a 1971 Datsun 240Z Series One. “My cars helped me to keep my sanity during my tech career,” he laughs.

#### Final Thoughts

Kevin Hart is making a name for himself in real estate. A focused professional who blends tech-level discipline with a people-first mentality making him impossible to overlook. He’s disciplined, determined, and destined for success. Stay tuned to see what he accomplishes next!

“  
Lift everyone up because  
someday in the future you  
are going to need to be  
lifted up yourself.”





# Zack Bobo

All Gas, No Brake: How Zack Bobo Became #1

BY ELIZABETH MCCABE



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

My work ethic is next to none,” says Zack Bobo of ERA Sunrise Realty. “I’ve never met anyone who puts in the blood, sweat, and tears like I do.” He isn’t wrong! Zack is the type of agent who answers the phone every day of the week, Monday through Sunday, holidays, weekends, whatever it takes. “I work a lot,” he laughs. “I’m not afraid of the time it takes to get things done.”

Since earning his real estate license five years ago, Zack has steadily and quietly built something remarkable. What drives him isn’t the accolades but the people. “There’s something genuinely rewarding about helping someone through a big life moment,” he says. “I’ve just got a really big heart for this.”

That heart, paired with grit, has led to some incredible milestones. In his very first year, Zack earned Rookie of the Year with ERA, ranking number one out of 25,000 agents. Every year since, he’s continued to rise to the top, earning first out of more than 50,000 ERA agents and receiving the prestigious Jim Jackson First in Service Award.

But the numbers only tell part of the story. Behind the scenes, Zack remains humble about what he’s achieved.

Driven, dedicated, and deeply invested in the people he serves, Zack is proof that heart and hard work really can change everything.

An eighth-generation Cherokee County resident, Zack has deep roots in the community he serves. “My family has been here a long time,” he says proudly. After graduating from Cherokee High School, he quickly realized that the traditional college path wasn’t where he was meant to be. Instead, he jumped straight into real estate, before he even had a license. At just 18, he bought his first rental property, then another, and another.

It was 2007, the market had crashed, and properties were “going for next to nothing.” Rather than shy away, Zack leaned in. He taught himself creative financing, took risks others wouldn’t, and slowly built what would become an impressive investment portfolio: 74 rental units across Cherokee County, all owned and managed by him.

Life moved fast during those years. “I got my girlfriend pregnant; she’s now my wife,” he says



“It’s been an uphill trajectory ever since.  
I’ve been really blessed.”

straightforward, even if it means I don’t get the listing.” His service and relationships with his clients are what sets him apart!

He’s not afraid to tell clients the truth, even when it means he doesn’t make a dollar from it. What does that look like? “Sometimes I’ll tell people it’s better to keep the house rather than pay double interest at a high rate,” he explains. “I’m overly honest with people. Sure, we’re meant to try and make the sale, but if it doesn’t make sense for someone, I’m not going to talk them into selling.”

Does that honesty pay off? Absolutely. Clients trust Zack because he leads with integrity. He knows that buying or selling a home is one of the biggest financial decisions most people will ever make, and he takes that responsibility seriously.

What’s his secret sauce? Pure drive. “I’m a go-getter,” he says with a grin. “I usually don’t take no for an answer, but in a respectful way.” He draws inspiration from Jordan Belfort, the real-life Wolf of Wall Street, quoting one of Belfort’s lines that fuels him daily: “You can watch me, mock me, try to block me, but you cannot stop me.” That mindset has carried Zack through challenges and keeps him focused, no matter who doubts him or tries to slow him down.

And he isn’t stopping anytime soon. “My plan eventually is to retire early,” he shares. “My true goal is to retire at 40.” Not because he wants to quit working, it’s actually the opposite. “Money is freedom,” he explains. His dream? To spend more time with his family, take a few months off each year, and enjoy the life he’s building. “I just need to get the systems in place.”

With his heart, his hustle, and his honesty, Zack is well on his way.

When Zack isn’t working, you’ll almost always find him with his family. A hands-on dad, he’s at basketball games, after-school activities, and the occasional birthday party. His kids are definitely part of what drives him to succeed. To unwind, he loves to hunt, fish, and play golf. But even in his downtime, real estate never strays too far. “I breathe, leave, and do real estate,” he jokes. “I’m always trying to put together some sort of deal. I actually enjoy it.”

As for work–life balance? Zack is realistic. “It’s a constant struggle for everyone,” he admits. “I don’t think there’s ever going to be a perfect balance.” Instead of chasing the impossible, he lives life in stride, showing up for his family while still keeping the momentum of his career moving forward. His day-to-day, he laughs, is “constant chaos,” but he wouldn’t have it any other way.

What’s Next? For Zack, it’s all gas and no brakes. He describes himself as “the most confident unconfident person you’ll meet,” a mindset shaped early on by his father, a blue-collar worker who put in long, grueling days at a sawmill. “He had that ‘hard work pays off and it never stops’ mentality,” Zack reflects. And it stuck.

Even with all he’s achieved, Zack feels like he’s just getting started.

“I still feel behind,” he admits. “I feel like I’m meant to do more. I feel like I’m meant to help more people.” One of the dreams in his heart is starting a nonprofit for kids. “My kids have been super blessed, and I was a blessed kid too,” he says. “I want to pay that forward.”

From buying his first investment property at 18 to ranking #1 in a global brand, Zack is proof that persistence changes everything. And if this is what he’s already accomplished by 30... just imagine what he’ll build before he’s 40.

Stay tuned — this Top Producer is only getting started.





## ALL ABOUT CHEROKEE REAL PRODUCERS

**Q: Who receives this magazine?**

A: The top 300 agents across the region beginning in Cherokee County, ranked by sales volume. All our Preferred Partners also receive both physical and digital copies. With thousands of agents in the state, being included in this elite group is a true distinction and a testament to your hard work, talent, and dedication to excellence.

**Q: Do real estate agents have to pay for magazines or events?**

A: NO! The magazine and events are FREE to agents and funded by the Preferred Partners who advertise.

**Q: What kind of content will be featured?**

A: This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused

entirely on you. It costs absolutely nothing for a realtor to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention, but we don't know everyone's story so we need your help to learn about them!

**Q: Who are our partners?**

A: Anyone listed as a "Preferred Partner" in the front of the magazine is funding and fueling this community and is an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine and attend our events. One or many of you have recommended every single Preferred Partner you see in this publication. Our goal is to create a powerhouse network, not only for the best realtors in the area, but the best affiliates as well, so we can grow stronger together.

**Q: Does Real Producers have events?**

A: Yes! Along with the magazine, we will host events exclusive to this community, where you, the best of the best, get together at local venues to socialize, mastermind, deepen connections, and better our businesses. We will communicate about events through the magazine and on social media. Stay tuned for info about our launch party!

**Q: How can I recommend a business or feature story?**

A: If you are interested in contributing, nominating realtors to be featured, know of top-notch Preferred Partners who you believe should be a part of our community, or would simply like to network, feel free to email me. I look forward to hearing from you!

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In an industry that often moves fast and speaks in jargon, Darin Hunter has built his career around slowing things down; bringing clarity to complexity and confidence to one of the most important financial decisions people will ever make.

Darin is a Georgia-based mortgage lender with a background in finance and years of experience guiding buyers, homeowners, and real estate professionals through every phase of the mortgage process. But titles only tell part of the story. What truly sets Darin apart is his philosophy: mortgages aren't just transactions they're foundations.

Over the years, Darin has worked with first-time buyers navigating unfamiliar territory, seasoned homeowners optimizing their finances, and real estate agents looking for a lender who actually understands their role in the process. Through it all, his approach has remained consistent; education first, pressure never.

Darin emphasizes understanding. He believes informed clients make better decisions, smoother transactions, and ultimately build more sustainable wealth through real estate. That belief has shaped how he works with both consumers and agents alike.

Darin's career has evolved alongside the market itself. He's seen shifting interest-rate environments, tightening guidelines, expanding loan options, and changing buyer expectations. That perspective allows him to help clients and agents anticipate challenges before they arise and navigate opportunities when they appear.

For real estate professionals, Darin is known as a strategic partner rather than just a name on a pre-approval letter. He values communication,

preparation, and alignment, ensuring that everyone involved, from agent to buyer to closing attorney, is working from the same playbook. The goal isn't just to close deals, but to create repeatable, referral-worthy experiences.

Throughout his career, Darin has earned recognition for both performance and professionalism, but he measures success less by volume and more by impact; clients who feel empowered, agents who feel supported, and transactions that feel organized instead of chaotic.

For agents looking to elevate the experience they provide their clients, partnering with a lender who shares that mindset can make all the difference.



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