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JULY 2026

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Broker Feature
MOLLY MCGRORY

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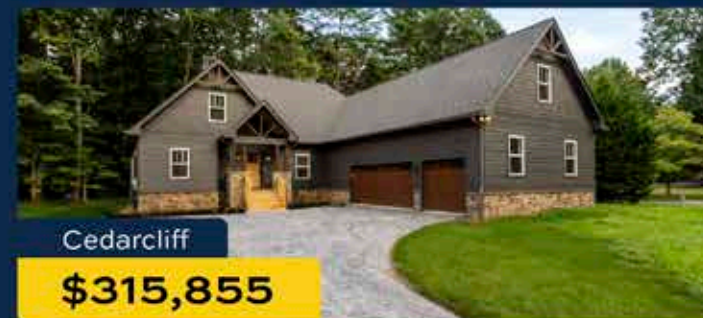
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Let's Chat About Who We Are At Real Producers!

BY NICK STEVENS

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.

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!

I appreciate you all and I look forward to seeing you all at our launch party coming soon!



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AI News: Anthropic Just Made Canva Nervous

BY STEVEN PAUL NEVILLE

On April 17th, Anthropic released Claude Design, a tool that turns a sentence into a finished listing flyer, pitch deck, or market report. Figma's stock dropped 7% the same day.

You type what you want. It builds it. No design software, no learning curve, no \$50 Canva subscription.

This dropped one day after Claude Opus 4.7, Anthropic's strongest model yet. The two together change what a solo agent can produce in an afternoon.

This Month's Tip: Make Claude Write Like You

Most AI-written listing descriptions sound like AI. Buyers can tell. Here's how to fix it.

Open Claude, paste in three of your best past listing descriptions, and say:

"Study these three listings. Match my voice, sentence rhythm, and the kinds of details I highlight. Then write a description for this new property: [paste MLS info]."

Claude picks up your style. The output reads like you wrote it on a good day. Tweak one or two lines and you're done in two minutes instead of twenty.

Save the prompt. Reuse it for every listing.

AI Tool Spotlight: Claude Design
Claude Design (claude.ai, available on Pro plans) turns plain English into finished visuals.

Two ways to use it right now:

- *Visual marketing:* Type "Create a one-page listing flyer for 123 Main Street, 4 bed 3 bath, \$625,000, with this photo and my brand colors." You get a polished flyer in under a minute.

Same goes for seller pitch decks and open house invites.

- *Market authority:* Type "Build a 5-page market report for Blue Ridge single-family homes, Q1 2026, with charts and my contact info." Paste in your numbers. Claude formats it into something that looks like your brokerage paid a designer.

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Drew Friedrich

Molly McGRORY

Fearless Founder

BY JESS WELLAR

“When the market fell apart in 2008, I knew it was my time to step in and start bailing out other brokerages that were closing their doors,” Molly McGrory recounts. “I spent every nickel I had to make it happen because I believe in the market — I knew it would turn around at some point. If you’re scared and you don’t try, you don’t grow.”

That kind of gutsy conviction has defined Molly’s real estate career since the very beginning. As broker-owner of RE/MAX Town & Country, she now leads the largest RE/MAX brokerage in Georgia, with 18 offices spanning six states and roughly 300 agents under her leadership. In 2023, Molly was named the #1 Broker in the United States for RE/MAX, an honor that meant a great deal to her for the role she loves.

No Looking Back

Born and raised in New Jersey, Molly built an early, successful career in sales and operations for a large medical company. As a telemarketing rep, she was so successful in fact, the company asked her to relocate to Georgia in 1986 to expand their business footprint.

While real estate was not initially the plan, one particular experience stayed with her. Friends came to visit and asked

Molly to take them to see a house they were interested in, but the REALTOR® they encountered snubbed her and her friends. For Molly, it was the kind of defining moment that made the decision to take the leap feel personal.

“I remember my friends were wearing sweat pants and the REALTOR® judged them

based on their appearance and dismissed them,” Molly remembers. “I decided right then and there that no one should be treated that way.”

That catalyst planted the seed, and Molly obtained her real estate license in 1994 with the intention of doing it on the side while balancing her other



job. But once she got started, it became clear very quickly that real estate fit Molly too well to remain a side pursuit.

“My friends and family all thought I was crazy giving up a full-time position with a guaranteed paycheck to switch to a commission-based career when I had a car payment, a mortgage, and debt,” she shares candidly. “But I knew right away I didn’t want to work for anyone else but myself.”

By 1995, she had left the corporate world behind for good, having made her entire annual salary in just three months. From there, Molly approached the business with the same scrappy determination that would later define her leadership.

“Like any good agent, I took any opportunity that came my way — any listing, whether it was a trailer or a small plot of land, I took it all,” she remembers. “And real estate felt so natural because I am a negotiator and I’ve been a sales person since the day I was born.”

Risk And Resilience

As Molly’s business grew, so did her willingness to take on bigger challenges. Earning her broker’s license in 2006 positioned her for the next phase, but it was the 2008 housing crisis that would ultimately define her trajectory as a leader.

At a time when many were pulling back, Molly chose to expand, acquiring, stabilizing, and rebuilding brokerages in a market filled with uncertainty. Her aggressive approach required not only confidence, but a long-term belief in both the industry and her ability to navigate it. Molly’s decisions laid the foundation for what would become RE/MAX Town & Country as it exists today, a brokerage that has continued to grow steadily, with \$1.3 billion

“We don’t just recruit agents — we develop them.”





“We are a relationship-based brokerage where everyone is respectful to each other,” Molly says with a touch of pride. “We’re very family-oriented; no one is afraid to share and we all have each other’s backs.”

For Molly, leadership boils down to presence. She describes herself as “fair and available while always keeping up with the latest news” and that goes for her consistent online presence as well. Molly thrives on staying connected in ways that feel authentic to her personality.

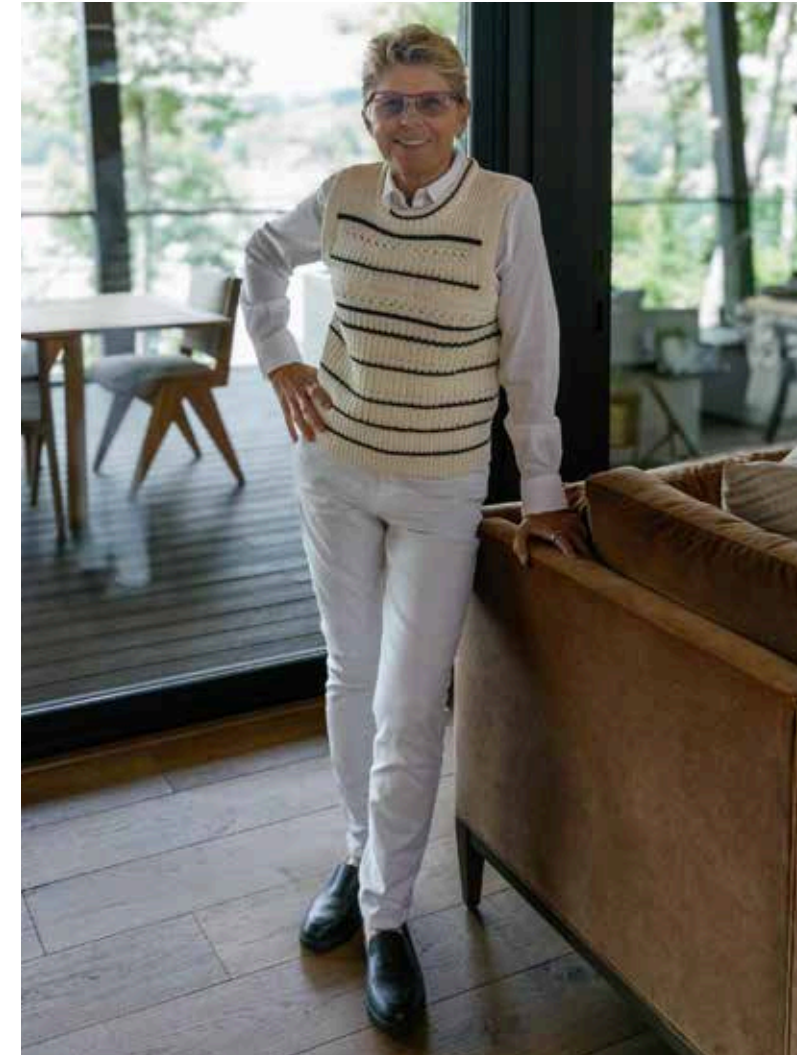
“As an influencer, I have over 7,000 Facebook friends and I post an average of five to 10 times

every day,” she shares with a smile. “People love my sarcasm, so I try to post a few funny memes every day ... and if I don’t, I get a few phone calls asking if I’m OK!”

Still Having Fun

Outside the brokerage world, Molly brings the same energy to how she lives. Whether it’s tennis, golf, or pickleball, she stays active to balance the demands of running such a large organization. Molly recently moved to a new neighborhood and notes her “social calendar is now full every day of the week” with many new friends and planned activities.

REMAX Town & Country is just as engaged as its owner when it comes to giving back. From being recognized as Children’s Miracle Network Brokerage of the Year to organizing large-scale initiatives like annual back-to-school drives and disaster relief efforts — including coordinating supply drives across North Georgia to support families impacted by



in volume and nearly 3,000 closings last year alone.

Where Agents Actually Grow

What truly sets Molly apart isn’t just the size of her brokerage though, it’s how intentionally she operates it. While growth is evident in the numbers, the focus behind the scenes is on development and structure.

“We don’t just recruit agents — we develop them,” Molly points out. “Between hands-on coaching, real systems, and a culture that actually shows up for you, that’s why more agents are wanting to join RE/MAX Town & Country.”

Her agents’ growth is supported by a layered, educational approach, including in-house mentoring, paid coaching, and a real estate school that offers ongoing free training. It’s a model designed not just to onboard agents, but to help them evolve over time.

Just as important is the culture Molly has cultivated, one rooted in collaboration rather than competition.



Hurricane Helene — helping others in the community is embedded into the brokerage’s ethos.

Even after decades in the business, Molly’s mindset hasn’t deviated from growth mode; if anything, it has only sharpened. While she continues to lead a large, multi-state brokerage, her vision remains centered on both expansion and longevity.

“In this business, you can work until the last day you take a breath,” Molly chuckles, “and even after 32 years, I still love what I do!”

“My goal is to keep building a strong brokerage with incredible agents,” she concludes. “I have always been fond of the saying, ‘Make your competitors so jealous that they have to come work for you.’”

The hidden cost of doing everything yourself

and what the top producers do differently

Picture your last Tuesday. You meant to call three past clients. You never got to it. Instead, you spent the morning updating your CRM, the afternoon chasing a missing document in your transaction, and the evening trying to put together a social post because your feed has been quiet for two weeks.



“Every hour you spend on admin is an hour you’re not building the relationships that close deals.”

Sound familiar? If it does, you’re not alone — and you’re not lazy. You’re just doing too much.

Here’s what no one tells you when you get your license: your time is not your most abundant resource — it’s your most expensive one. The agents who scale aren’t grinding harder. They’re leveraging smarter. They’ve stopped being the bottleneck in their own business.

And they did it with three cost-effective solutions.

1. A Virtual Assistant Who Runs Your Business While You Run Deals

A skilled VA takes over the operations that quietly drain you: CRM management, lead follow-up, database nurturing, inbox triage, appointment scheduling. The work that has to happen — but doesn’t have to happen by you.

Think about the leads sitting in your database right now that you haven’t touched in 60 days. Think about the past clients who would absolutely refer you — if someone had stayed in touch with them. That’s not a marketing problem. That’s a bandwidth problem. And a VA solves it.

2. Done-For-You Marketing That Keeps You Top of Mind

Your social media goes quiet when you get busy. Your email list goes cold. Your brand fades. A dedicated marketing VA keeps the content flowing — social posts, listing graphics, email campaigns, and brand consistency — even when you’re deep in a closing. You stay visible. You stay relevant. Without adding a single thing to your plate.

3. Transaction Coordination That Protects Your Time Under Contract

Once you’re under contract, the paperwork multiplies. A professional TC manages timelines, tracks disclosures, coordinates all parties, and moves your transaction to close — cleanly and on time. You stay in relationship mode. Your TC owns the process.

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Blue Ridge HOME INSPECTIONS

WRITTEN BY ELIZABETH MCCABE
PHOTOS BY ALLIE SANTOS

Is A One-Stop Shop



Let's be honest. Home inspections can get complicated fast. You think you're scheduling one thing, and suddenly you're coordinating five. One company for the inspection. Another for radon. Someone else for sewer scope. Then mold, water testing, termite... and before you know it, your phone is full of different contacts, different timelines, and a whole lot of waiting.

That's exactly what Blue Ridge Home Inspections set out to fix.

"We just wanted to make it easier for people," says Mariyah Martin, General

Manager. "It doesn't have to be that complicated." So they built something that isn't all that common in this space, a true one-stop shop.

Everything happens through one team. One call. One process. From the standard home inspection to radon, sewer scope, water testing, mold and air quality, thermal imaging, drone roof inspections, and even termite letters. They handle it all. "We also offer a same-day report," adds Mariyah. "We build reports on site as we go and send them out the same day." It doesn't get any more efficient than that!

Communication Counts

What sets Blue Ridge Home Inspections apart is their communication. They don't just send a report and disappear.

"We call every client after the inspection," Mariyah says. "We go through everything with them so they actually understand what they're looking at." It's a simple idea and not that common.

The need for clear communication is also important to the professionals at Blue Ridge Home Inspections, which stems from personal experience. Back

in 2015, Mariyah's dad, Andy Martin, was selling a home. The buyers had an inspection done. The report itself wasn't terrible, but no one ever called to explain it.

And that small gap turned into a bigger issue than it needed to be.

"That's when we said, okay... this is something we should be doing," Mariyah says. "And we should be doing it better." Andy got certified that same year and started Blue Ridge Home Inspections. Mariyah came on in 2018 while she was still in college, thinking she'd just help with the books here and there. "That didn't last," she laughs. "It turned into a full-time job pretty quickly."

Now, it's a full family effort. Andy and Mariyah run the operational side. Levi and Robert are out in the field doing inspections. Jessica keeps everything moving behind the scenes. And the connections go deeper than just coworkers.

"We really are a family," Mariyah says. "Andy and I are family. Levi and Jessica are married. We've spent a lot of time building the right team." And that shows in how they treat people.

"We're very honest. Very ethical," she says. "We treat every client the same way." Over the years, that approach has added up to more than 5,000 inspections and counting, plus a recent 10-year anniversary.

Happy to Help

Even after the inspection is complete and the report has been provided, people contact them. "We've had clients call us months later, even a year later, just asking questions," says Mariyah. "And we're still there for them."

That kind of follow-through matters, especially because inspections can feel intimidating on both sides of a deal.

"A lot of people think an inspection is there to kill the deal," she says. "It's really not. We're not trying to scare anyone. We're just giving people the





information they need so they can make a good decision.”

Sometimes, that turns into something more. Mariyah remembers a family moving in from Florida who didn't know the area at all. What started as an inspection turned into conversations about schools, sports, and what life would actually look like once they got settled.

“They stayed in touch with us after they moved,” she says. “They even sent us a gift basket. We still refer clients back and forth.” That's the kind of relationship you don't forget.

And it's backed by real experience. Andy has been building homes since 2000 and holds a general contractor's license. Mariyah has her real estate license, which gives her a different perspective on what clients are navigating during a

transaction. She also helps design homes with Andy.

“We see it from multiple sides,” she says. “And I think that helps people feel more confident.”

It also means they're used to wearing a lot of hats. “We build, we design, we inspect... we do a little bit of

everything,” she says. “But it all comes back to helping people get it right.”

And for Mariyah, there's another piece of it that matters just as much.

“I just really love making people happy,” she says. “And honestly, getting to work with my dad every day is a big part of it too.”

Mariyah and her team are dedicated to their clients and genuinely want to help in any way they can. And that leaves an impression. That makes an impression upon them. Because long after the inspection is over, what stays with people isn't just the report. It's the trust, the clarity, and the feeling that someone was truly looking out for them. ❏

“ WE CALL EVERY CLIENT AFTER THE INSPECTION.

We go through everything with them so they actually understand what they're looking at.”



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Thorin & Lance LANGLEY

Definitely Not Boring

BY JESS
WELLAR
PHOTOS BY
AMBER CATHER
PHOTOGRAPHY

“Our team’s motto, ‘Find Your Adventure’ is how we shape our business,” Thorin Langley explains. “When we meet new clients, we point out you can buy a pretty mountain house anywhere, but it’s the community and lifestyle here that people buy into. Our success is about having balance in life with our family and enjoying this beautiful area that we’re blessed to live in.”

Finding adventure is the very foundation on which Thorin and Lance Langley approach both life and real estate. As part of The Petrillo Group at RE/MAX Town & Country in Blue Ridge, Georgia, the married couple operates as an informal team within the team, blending their strengths, personalities, and shared sense of adventure into an effective business that feels authentic.

Solid Foundations for Success

Thorin was born in Stuart, Florida, before her family relocated to Morganton, Georgia in the late 1990s. She later attended the University of Massachusetts Boston, earning a degree in Business Management with a concentration in Marketing, and went on to build a colorful career over the next decade working in hospitality, including a stint managing an off the grid boutique resort in the archipelago of Bocas Del Toro and property management in Panama, before landing in Blue Ridge permanently over a decade ago.

“I met so many interesting ‘yachties’ while I was working seasonally in fine dining in Nantucket and that inspired me. I decided to spread my wings and find myself,” Thorin recalls. “I put my stuff in storage and a two-month trip turned into a two-year journey!”

Lance, on the other hand, grew up in Mobile, Alabama, before attending Appalachian State University, where he double majored in Risk Management + Insurance and Finance + Banking. He began his career in Charlotte with Liberty Mutual, but quickly realized the corporate environment wasn’t the right fit. He made the move to Blue Ridge in search of something more hands-on while being closer to his family.

That relocation led him to start Ballard’s of Blue Ridge 11 years ago, a shoe store that has become a successful business and central hub for connection within the community. During that time, a mutual friend introduced him to Thorin, and it was an instant connection.

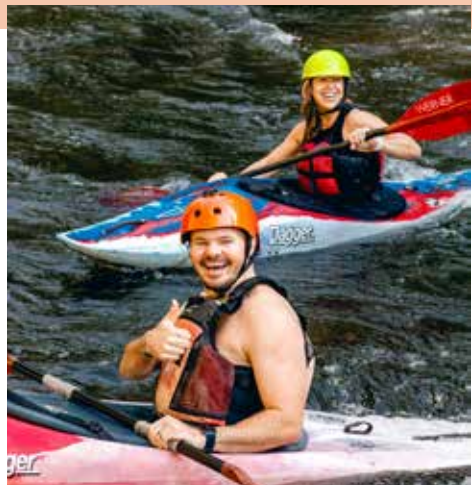
“We both happened to be beach surfers at heart living in the mountains,” Thorin chuckles. “I remembered thinking he would probably be my best friend and surf buddy ... We went rock climbing on our first date and here we are!”

Eventually Thorin began helping Lance at the store off and on while also teaching yoga and raising their young family,



“

My love for helping customers there grew beyond just finding the perfect fitting shoe; it turned into helping them find the perfect fitting home.”



with both of them gaining firsthand experience in entrepreneurship and customer relationships.

But over time at the store, the couple began to see a bigger opportunity. Through Lance’s friendship with AJ Petrillo and a growing respect for the way AJ built his business, real estate started to feel like a natural next step.

“The shoe store is the perfect vessel,” Lance grins. “My love for helping customers there grew beyond just finding the perfect fitting shoe; it turned into helping them find the perfect fitting home.”

Better Together

Realizing real estate would be a natural fit for his gregarious personality, Lance got licensed in early 2022 and joined AJ’s team. As his business gained traction though, it became clear that Thorin’s skill set — and the way they already worked together—would make their partnership even stronger.

Thorin obtained her license in 2023, then went to work at another brokerage — but that didn’t last long.

“I made it three weeks at another brokerage because I thought we needed

some degree of separation with us both working at the shoe store and being together at home,” Thorin laughs. “But I quickly realized it just made more sense to combine our strengths because we really do balance each other out.”

That balance is evident in how they operate day to day. Lance leads with easy connections and magnetizing energy, while Thorin brings structure, strategy, and execution.

“Communication and going out to meet people is my forte. That’s my favorite part of real estate,” Lance explains. “But when I got to the negotiations and contracts, it made me realize Thorin had to get on board because she’s a natural organizer and problem solver. It’s a lot of fun now, we’re in this together.”

That shared sense of responsibility extends beyond their own partnership into the culture of the Petrillo Group.





“

We both happened to be beach surfers at heart living in the mountains. I remembered thinking he would probably be my best friend and surf buddy ... We went rock climbing on our first date and here we are!”

“Being part of this team has contributed greatly to our success,” Thorin acknowledges. “We’re playfully competitive, but it always comes from a place of love and support.”

Always On The Go

Outside of real estate, Thorin and Lance have built a life that mirrors the very lifestyle they help their clients pursue. Married in 2022 at their favorite surf spot in the Dominican Republic, they are raising their two “little adventure seekers,” Kanoa (12) and Myla (8), alongside their dog Zoe and newly-acquired cat, Ozzy Pawsborne.

The couple’s sense of adventure is frequently embedded in how they live.

“As a family, we love being outside, traveling, snowboarding, mountain biking, and exploring,” Thorin shares. “We are always up for a new experience and even participate in a triathlon now and then.”

Lance nods in agreement, then adds: “We also try to take a surf trip every year for our mental health and a snowboarding trip out West in the winter. And we’ll be spending a lot of time at our new condo in Beech Mountain this summer before renting it out during peak season.”

Looking ahead, the Langley’s ambitions are grounded in alignment rather than scale, continuing to grow a meaningful business that supports their family without compromising the life they’ve worked hard to create... which also means more snowboarding trips and triathlon signups in the future.

“The dream is not just to sell more real estate,” Thorin concludes. “It is to build a life and business that reflects who we really are.”

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