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Jeff & Danielle Leshin **22** COVER STORY

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HEY, JUNE!

Since launching Cherokee Real Producers in January 2026, the response from this community has been incredible. What started in 2015 as a single publication with a simple mission—to connect and celebrate top real estate professionals—has grown into a nationwide network spanning more than 165 markets. Now, Cherokee County is proudly part of that story.

As summer begins to settle in and calendars fill with closings, celebrations, vacations, and long days in the field, this season feels like the perfect reminder of what makes this industry so special: relationships. Over these past few months, I've had the privilege of meeting many of the agents and preferred partners who make this community thrive, and one thing has become abundantly clear—success here stems from trust, reputation, hard work, and a genuine commitment to serving others well. This publication exists to celebrate just that.

Cherokee Real Producers is a platform that brings together the top-producing agents and trusted businesses shaping the future of real estate throughout Cherokee County and the surrounding communities. Every story we share highlights professional achievement and also the character, perseverance, and partnerships behind the success.

As we head into June and the market continues to evolve, our mission remains the same: to create meaningful connections, spotlight leaders making an impact, and provide opportunities for collaboration and growth. Whether through the pages of this magazine, our events, or conversations happening behind the scenes, we are committed to building a strong and supportive network for the people who drive this industry forward.

To our agents: thank you for welcoming us into your world, sharing your stories, and continuing to raise the standard for excellence in real estate. To our preferred

partners: thank you for believing in this vision and helping us create something truly valuable for Cherokee County.

I'm excited for what's ahead this summer and beyond and hope to see you at our Toast to the Top event this month. I look forward to continuing to celebrate your success, grow this community, and build something we can all be proud to be part of together.

Warm regards,



Denny Faircloth
 Publisher & Owner
 Cherokee Real Producers



Toast to the Top!

at Ferrari of Atlanta

We're doing something special this June, and we'd love for you to be part of it.

You're invited to our Atlanta Toast to the Top event, a special evening honoring our featured agents and bringing together the Atlanta area's top real estate professionals and preferred partners.



ATL Toast to the Top:
Date: June 18, 2026
Time: 5:00–8:00 PM
Location: Ferrari of Atlanta (11875 Alpharetta Hwy, Roswell, GA 30076)

Don't miss this chance to:

- Celebrate the achievements of our top agents
- Connect with Atlanta's elite real estate network

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STORY BY ELIZABETH MCCABE
PHOTOS BY VISUALLY SOLD



Grace Property Inspections brings thoroughness, clarity, and service to every home inspection in Cherokee County. Jeremiah Lutz founded the company after building a career in public service as a firefighter. Having performed more than 1,000 inspections, Jeremiah brings the same discipline and attention to detail that defined his work in protecting people and property. His background instilled a mindset of vigilance and integrity, qualities that now guide every evaluation he conducts.



Transitioning from emergency response to real estate inspections was a natural shift for Jeremiah, who trained to identify risks, communicate clearly under pressure, and prioritize the safety and security of others. That foundation continues to shape his company's mission: to provide homebuyers, sellers, and real estate agents with reliable, objective information that empowers confident decision-making.

Grace Property Inspections offers comprehensive buyers' pre-purchase inspections, new construction inspections,

and sellers' pre-listing evaluations. Each inspection follows a systematic process that assesses the home's major systems and accessible components, including roofing, foundation, plumbing, electrical, HVAC, insulation, and interior elements. The goal is to identify safety concerns, material defects, and deferred maintenance issues that could impact an investment. For buyers working through negotiations, the findings provide leverage and clarity. For sellers preparing to list, a proactive inspection surfaces potential concerns early, reducing surprises and demonstrating transparency to prospective buyers. New




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clarification, additional insight, or guidance on next steps, ensuring clients feel informed and supported throughout the transaction process.

Real estate decisions move quickly, and Grace Property Inspections keeps pace. With responsive scheduling, timely communication, and objective reporting, the company serves as a trusted partner for buyers, sellers, and agents navigating the complexities of property transactions. For those seeking a thorough, professional home inspection in Cherokee County and the surrounding area, Grace Property Inspections is ready to help. 🏠


construction inspections verify workmanship and proper installation before closing, ensuring buyers can address issues while builder warranties are still active.


What sets Grace Property Inspections apart is the commitment to same-day reporting and ongoing support. Clients receive a detailed, easy-to-read digital report complete with clear descriptions and high-quality photographs on the day of the inspection. At the conclusion of the on-site evaluation, clients attend a summary walk-through to discuss key findings and ask questions in real time. Communication doesn't end with the report. Jeremiah is available after delivery to provide


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BRANDON ALEXANDER

Atlanta Communities

BY ELIZABETH MCCABE
PHOTOS BY VISUALLY SOLD

BUILDING SOMETHING BIG, ONE CLIENT AT A TIME

Brandon Alexander loves fried chicken, margaritas, and a good glass of sweet tea, but don't let that fool you. Behind the easygoing personality is someone who works relentlessly. "I'm not available 24/7," he quickly points out. "I'm available about 18 hours a day—basically anytime I'm not sleeping."

Born in Thomaston, Georgia, Brandon grew up in a small rural town with strong roots in family and his Southern Baptist faith. He still carries that Southern warmth with him today, along with a natural ability to connect with people, which is a big part of why real estate clicked so quickly for him.



But getting here wasn't instant.

From Cars to Houses

For 15 years, Brandon worked in the automotive industry. "I started in auto manufacturing at the Kia plant," he explains. "I later became a service advisor for Toyota, Kia, and Subaru, helping customers navigate service recommendations and build trust throughout the process. He was good at it and was recognized as one of the dealership's top producers."

To Brandon, selling homes felt like a natural transition from selling automotive services. "I've always loved sales," he says. "I knew real estate would be a good fit for me."

Real estate had been on his mind for a while, but the licensing process slowed him down at first. "I started the course and quit after a week," he admits. "I thought it was too hard." Eventually, Brandon gave it another shot, this time going all in. While still working full-time, he attended in-person classes three nights a week. It wasn't easy, but he stuck with it. Six and a half weeks later, he had his license.

Then came the balancing act. For months, Brandon worked his full-time dealership job during the day while building his real estate business at night and on weekends. Open houses quickly became his specialty. "I love open houses," he says. "That's where I build trust."



In his first year, he closed 15 transactions while still working full-time. By September 2024, he left the dealership behind, and business accelerated quickly. In 2025, he closed 25 transactions. This year, his goal is 34, and he's already on pace to surpass it. "I think I'll exceed it," he shares.

Brandon doesn't leave success to chance. He has a system. He studies the comps, analyzes the competition, and prices homes strategically to generate activity. "Sometimes, you price just under market value to create more showings and stronger offers," he notes. The strategy works. He recently had a listing go under contract with multiple offers, and it sold for \$10,000 over asking.

If you ask Brandon what really drives his business, he'll say people. Many of his clients come from relationships he built during his years at the dealership. He still

stops by, still brings doughnuts, and checks in regularly. People remember that kind of consistency. "They tell each other, 'Go see Brandon,'" he says. That word-of-mouth momentum has helped him build his business quickly.

Rising in Real Estate

Others have noticed Brandon's talent. He's already been recognized in the Top 5% of the Atlanta REALTORS® Association and has earned a Gold Award from the Cherokee County Board of REALTORS® for production. Now, he's beginning to build a team of his own. "I like helping other agents," he says, "training them and showing them what worked for me."

He currently has three team members and hopes to continue growing. Long-term, he would love to open a brokerage and begin investing in properties himself.

Even with everything moving quickly, Brandon is learning how to create more balance outside of work. With a team in place, he can occasionally step away—like for his upcoming trip to Nashville—without everything coming to a stop. "It makes a difference," he says.

When he's not working, Brandon is usually with his fiancée, Marcos Osorio, and their Maltipoo. They enjoy visiting the park, spending time with friends, or grabbing a drink at a local spot in Woodstock. Traveling is another shared passion. Whether they head to the mountains or the beach, they're always happy to get away together.

At the end of the day, Brandon keeps his philosophy simple. "You just have to try," he says. "You won't know what happens unless you go for it." So far, that mindset has served him well. Brandon is building something big, one client at a time. ▀

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MEET DYNAMIC DUO

Jeff & Danielle LESHIN

STORY BY ELIZABETH MCCABE
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“Some people want it to happen, some wish it would happen, others make it happen.” – Michael Jordan

A leap of faith led Jeff Leshin to shift gears from a safe and secure position in the telecom industry with a solid salary and benefits. He climbed the ladder for 30 years, reaching an executive role and traveling all over the nation. “I had a good career going,” he says.

Still, family came first. “With our boys, Cole and Connor, in sports, band, and ROTC, I realized they weren’t going to care about my business endeavors,” Jeff shares. “They were going to care about me being at their sporting events and concerts.” He decided to step back. His wife, Danielle, was relieved. The boys’ elementary school teacher thought she was single. “Jeff was my invisible husband,” she laughs.

“Most people thought I was crazy for going into real estate,” admits Jeff, “including my mom.” Initially, she said, “You’re going into an industry where they don’t pay you anything at all with no guarantees?” Jeff wisely said, “There are no guarantees in life.” Eight years ago, he charged into real estate full steam.



Danielle started in real estate in Phoenix 23 years ago. Together, she and Jeff formed the Leshin Realty Group in 2018. The family affair includes their 22-year-old son, Connor, following in their footsteps, working with buyers and learning the ropes from his parents. With \$18 million in volume last year and \$130 million in career volume, this trio is destined for great things in real estate.

Danielle and Jeff had worked together before. “I was a partner in a telecom consulting company Jeff and I had started,” Danielle explains. Jeff spent three decades in the telecom and cable industries, rising from entry-level sales at MCI to managing Fortune 500 accounts and overseeing hundreds of millions in business. But while his career thrived, the constant travel took a toll. “Seventy-five percent of my life was travel back then,” he laments. “It was the lost decade.” Still, he enjoyed some perks. “I got to see a lot of sporting events,” he laughs. Traveling nearly 200 days a year, he often found himself forgetting which town he was in or which Marriott he was staying in.

A Heart for Homes

Danielle’s passion for houses started in Phoenix. “I used to make Jeff take

me to see new homes every weekend,” she smiles. “I loved seeing the beauty of model homes and watching people go inside and seeing their excitement. It was my happy place.” She and Jeff also sold a couple of homes in Arizona and knew they could improve the client experience. “We could help people’s dreams come true,” they explain. “We can be the REALTORS® they can trust and count on.” Danielle adds, “Real estate is the art of matching people with spaces that fit their lives and dreams.” She’s a natural at that art.

Their approach isn’t rushed. Quite the opposite. They stay with clients through every detail. “Sometimes our listing appointments turn into full-on comedy routines,” Jeff notes. “We’ve had clients invite us to dinner because we were there so long.”

Communication & Connection

One thing that sets Jeff and Danielle apart is their heart for helping others. Danielle traces that quality to her Michigan roots. “Growing up there shaped my sense of community and connection,” she thoughtfully points out. “People look out for each other there. They say it takes a village. Everyone was there for everyone else.”

“Real estate is the art of matching people with spaces that fit their lives and dreams.”



Her small-town mentality carries over into her work today. She and Jeff listen to their clients, are always kind to others, and live by the Golden Rule: treat people the way you want to be treated. “As a REALTOR®, you are a therapist as well,” jokes Danielle.

Because of his upbringing, Jeff easily empathizes with clients navigating major life transitions and relocations. “I might as well have been in the witness protection program,” he chuckles. Born on an Air Force base in Italy, Jeff moved constantly throughout childhood, attending four different schools in four years while living in different parts of the country. “I lived in New York for 12 years, Ohio for a year, then Florida, and then Chicago,” he says. He was always the new kid. Those experiences taught Jeff how to adapt quickly and connect with people from all walks of life.

Although Jeff describes himself as smart but very quiet growing up, the constant moving pushed him to develop strong interpersonal skills. Attending the University of Arizona—3,000 miles away from home—became a turning point. “I had never been away from home, but I learned how to deal with people better,” he says. During his five years there, Jeff came out of his shell and gained confidence socially and professionally. Initially, he majored in accounting for one semester before realizing it wasn’t the right fit. He shifted his focus to general business and marketing.

Family First

When not working, life is full for Jeff and Danielle. They treasure time with their sons and are proud of Cole, who is finishing college at Georgia State University and pursuing a career in film. Working with Connor has been a true joy as they’ve watched him grow personally and professionally while spending time with him every day.

The Leshin household is lively and full of love, especially with their 13-year-old black Pomeranian, Blue. When Jeff started dating Danielle 32 years ago, her black-and-brown Pomeranian, Bubba Roo, found his best friend in Jeff. “The

“
People aren’t going to remember
how many **houses you
sold.** They’ll remember **how
you treated them.**”

dog loved me, and the rest is history,” he mentions. “Her dogs hated all her other boyfriends.” It was a sign.

In terms of family time, the Leshins know how to mix fun with a little friendly competition. Jeff loves golfing with the boys. Danielle says, “I’m learning,” though she clearly enjoys the banter as much as the game. Travel is another big part of the family’s life, particularly cruises. Jeff admits, “I don’t like water, to be honest,” but Danielle managed to con him into an unforgettable Alaska cruise with the kids, and they try to make at least one cruise a year a tradition.

At home, downtime means games and movies. Danielle loves to play cards. Jeff jokes that he quickly learned the art of losing Euchre back in Michigan so he could keep an eye on the sporting events on TV instead.

Final Thoughts

“You can’t just be loud or flashy to succeed,” Danielle says. “You need to be authentic, committed, and caring,” Jeff adds. “People aren’t going to remember how many houses you sold. They’ll remember how you treated them.”

What’s next for this team? Danielle shares, “One of my long-term dreams is to create a charity that supports homeless veterans and rescues animals. I envision farm-style communities across the U.S. where veterans can live for free and care for animals and the home.”

With their hearts for helping others, their care and compassion for clients, and their commitment to treating people well, the future looks bright for Jeff, Danielle, and Connor Leshin. ❖





ALL ABOUT CHEROKEE REAL PRODUCERS

Q: Who receives this magazine?

A: The Top 300 agents across the region, ranked by sales volume. Our preferred partners also receive both print and digital copies. With thousands of agents in the state, being in this elite group is a distinction that reflects 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, thanks to the preferred partners who advertise.

Q: What kind of content do you feature?

A: We share personal, unique stories about agents, brokers, leaders, and community members to inspire others. Feature stories cost nothing. We highlight real stories about top producers and are always accepting nominations. We will consider anyone you bring to our attention because we don't know every story, and we rely on your help to learn about them.

Q: Who are our partners?

A: Businesses listed as preferred partners in the front of the magazine help support and sustain this community and play an essential role in it. These partners are top professionals in their industries, appear in every issue, and attend our events. Agents like you have recommended many of our partners. Our goal is to create a powerhouse network of the best REALTORS® and affiliates in the area so we can grow stronger together.

Q: What kind of events does Real Producers have?

A: In addition to publishing and distributing the magazine, we host events exclusively for this community. These gatherings bring together top agents and partners at local venues to connect, share ideas, strengthen relationships, and grow their businesses. We'll share event details through the magazine and on social media. Stay tuned for what's next.

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

A: If you would like to nominate a top-producing real estate professional for a feature story, recommend a top-notch business, contribute to the magazine, or connect and network with our community, please email me at denny.faircloth@n2co.com. I look forward to hearing from you.

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The Appraisal Panel

Why the Appraisal Panel Matters

When people think about getting a mortgage, they usually focus on the interest rate, down payment, and monthly payment. Those are important. But one part of the process that rarely gets talked about, and can have a big impact on how smoothly a deal moves, is the appraisal panel.

The appraisal panel is the group of approved appraisers a lender can use for purchases and refinances. It may sound like a behind-the-scenes detail, but it matters more than most buyers, sellers, and even some agents realize.

The appraiser provides an independent opinion of the home's value. If that value comes in where it should, the loan keeps moving. If it comes in low, or if the report raises questions, the transaction can get more complicated very quickly. That is why having access to a strong appraisal panel matters.

A strong panel helps in a few important ways.

Local market knowledge

Real estate is local. Home values can shift from one neighborhood to the next, even within the same city. You want appraisers who understand the area, the sales trends, and how buyers are actually behaving in that market.

Better turn times

Not every delay can be avoided, but panel strength matters. If a lender has weak coverage in a certain area, it can take longer to get the appraisal assigned and completed. A solid panel helps keep the transaction on schedule.

More reliable reports

Experienced appraisers tend to provide clearer, better-supported reports. That can reduce the chances of extra underwriting questions and help avoid unnecessary back-and-forth late in the process.

Coverage for unique properties

Some homes are straightforward. Others are not. Rural properties, large acreage, custom homes, and higher-end homes often need an appraiser with the right background and market experience.

Sometimes the issue is not that the appraiser is bad. It is simply that they are not the right fit for that property or area. When that happens, it can lead to delays, extra conditions, and more stress for everyone involved.

Most people will never ask about the appraisal panel, and that is okay. It is our job to think through the details that can affect your timeline and your closing. The appraisal panel may not be the most visible part of the mortgage process, but it is one of those behind-the-scenes factors that can make a real difference when it matters most.



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THE PACIFIC PROMISE: MORE THAN A CLOSING

A real estate closing may mark the end of a transaction, but at Pacific Law Group, it represents something far more meaningful. It is the result of trust, preparation, care and it deserves more than a purely transactional approach.

That belief is known as The Pacific Promise.

At Pacific Law Group, the promise is simple: to provide more than just a closing — an experience. An experience built on professionalism, innovation, and a genuine commitment to the people behind every deal.

That experience begins with Patience and Attention to Detail. From the moment a contract is submitted, the team carefully reviews each file, anticipating issues before they arise and guiding clients and agents through the process with clarity and confidence.

The Pacific Promise is also rooted in Care. Buying or selling a home is a major life moment, and Pacific Law Group is intentional about creating a closing environment that feels supportive, calm, and well-managed, not rushed or stressful.

While the approach is personal, the process is powered by Innovation. Pacific Law Group utilizes modern closing technology that allows for secure client interaction, real-time updates, and transparent communication throughout the transaction. Buyers, sellers, and agents can easily track progress and access documents every step of the way.

Throughout the process, clients work with a dedicated pre-closer and closer who lead with Friendliness and Accessibility. The firm's attorneys and staff are known for being responsive, approachable, and easy to reach, ensuring communication never becomes a barrier to closing.

At the foundation of it all is Impeccable Legal Work. Pacific Law Group's experienced closing attorneys bring deep knowledge and proven systems to every transaction, ensuring deals are protected, compliant, and professionally executed — even when challenges arise.

And ultimately, the promise is fulfilled by doing what matters most: Closing the Deal.

Pacific Law Group is proud to serve as **Your Neighborhood Closing Firm**, committed to strong relationships with local agents, clients, and the communities they serve. Because a great closing doesn't just finish a transaction, it builds trust and lasting partnerships.



Justin Pacific, Owner





THE PACIFIC PROMISE

- P** PATIENCE
- A** ATTENTION TO DETAIL
- C** CARE
- I** INNOVATION
- F** FRIENDLINESS
- I** IMPECCABLE LEGAL WORK
- C** CLOSE THE DEAL!

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