

CHEROKEE COUNTY

MARCH 2026

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## Greg Goad



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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  
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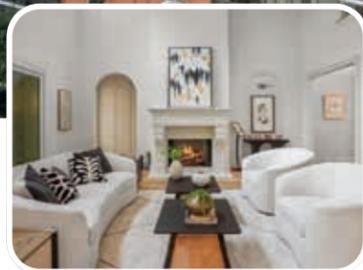
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# GREG GOAD Is Unstoppable

He **Conquered Alcoholism**, Beat **Addiction**, and **Rose in Real Estate** to Become a Viral Sensation



BY ELIZABETH MCCABE



**A**t 22 years old, Greg Goad was living in a halfway house in Roswell, Georgia, surrounded by men on probation, clinging to sobriety, and committed to rebuilding his life that had nearly vanished. As he says, “I started using as an adolescent.” Why? “I had nothing going on. Things were bad.” But he found a way to overcome his addiction through a 12-step recovery group with a sponsor and most importantly, surrendering to God.

That was 18 ½ years ago.

“I surrendered me. I gained everything,” he candidly comments. “The power comes from God.” He let go of his selfish ambition at the foot of the cross. He gained strength that can only come from God Himself. “To see how God has worked in and through my life is wild,” smiles Greg. Now he actively sponsors other men in 12-step recovery.

Today, people recognize him rolling through downtown Woodstock on a one-wheel. He’s known as “the guy who sells houses and rides that thing.” He’s a true hometown presence with a booming real estate business and videos that have skyrocketed, making him a recognizable face around town.

### A Wild Detour and a Reluctant Return

Eleven years after getting sober, Greg was living a dream life out West, working and living in Yellowstone National Park and Big Sky, Montana. “I was skiing 80 to 100 days a year, mountain biking, and fly fishing,” he says. His life was full of adventure.





"I'll pay you a small salary. I have a hedge fund client."

Greg said yes. His life has never been the same.

### Breaking the Rules (an the Internet)

Early on, Greg understood something most agents don't: attention matters. But he also had a mental block, believing that only "perfect" listings deserved video.

That changed after a YouTube video recommendation from a church friend led him to cinematic real estate content by Brad McCallum. A switch flipped.

Greg hired a videographer. They shot a video that felt unmistakably him: hopping out of a coffee shop, riding a one-wheel through downtown, riding the one-wheel onto the porch, and then showcasing a property with his unmistakable personality.

The video exploded with more than 60,000 views on Facebook, 17,000 on Instagram, and 17,000 on YouTube. It was also during COVID.

"I was watching the notifications roll in," Greg recalls. "It felt like I had filled Mercedes-Benz Stadium with one video." That moment changed everything. Greg had a brand that others could relate to and video was the key to connecting with his client base.

### Building a Brand

Greg joined a cloud-based brokerage, Real Broker, nearly five years ago, drawn to its collaborative culture and concentration of media-forward agents openly sharing their playbooks. Why not learn from the best?

His business took off.

Today, his YouTube channel Trails to Towns: North Georgia, his listing channel Goad Home Partners, and his personality-driven Instagram presence generate the majority of his business. "Ninety percent of his clients come from my sphere of influence," he says. His followers already know him, trust him, and feel connected long before they ever need an agent. "We utilize YouTube to stay in front of clients," he says.

Greg doesn't do coffee meetings. He does fly fishing. Mountain biking. Weekend adventures. "I try to do things totally different," he says. It works.

### Faith, Family, and a Full Calendar

Greg is married to Lauren (his wife, business partner, and teammate) for nearly 11 years. They are blessed with two children: Lily, 8, and Sage, 5. They also enjoy the constant companionship of their two 80-pound Labs, Jojo and Blue.

Greg and Lauren operate a "micro team." Think lean, intentional, and efficient. They are the only two active licensed agents, supported by a licensed transaction coordinator and a licensed admin. During COVID, Lauren left her job after their son was born two months early under traumatic circumstances. Greg made the decision clear.

"There's no reason for you to work," he told her. "Put all the energy into this." It was the right move for her as well as the business.

Life is full and Greg plans it that way.

Inspired by entrepreneur Jesse Itzler, Greg lives by what he

calls a big calendar. Nothing is left to chance because every year is mapped intentionally. Family takes priority followed by everything else. One non-negotiable? A misogi. What's that? "It's a Japanese term for a year-defining event," explains Greg. This year, he will be conquering a brutal 100K mountain bike race in Arkansas. He's training for it and filming a documentary about the experience, weaving in pieces of his life story along the way. Although it won't be easy, he's up for the challenge.

His wife will be mastering sign language and their son, who was born 2 months early, received his second cochlear implant this February.

A man of faith, Greg is a servant to God and others. He's active at Woodstock City Church, serving as a high school leader and coaching small group leaders. He helps host a community mountain bike ride at Blankets Creek. His team partners financially with Never Alone, a Woodstock-based food pantry addressing childhood



"I **surrendered** me. I gained everything."

hunger. The statistics are real. "One in five elementary school kids walk into school hungry," says Greg. That's where Never Alone comes in to help.

Greg stays connected to the recovery world too, recently helping a counselor he met in

rehab buy and sell a home years later. He loves being of service to his clients and helping them with their real estate needs.

### The Power of Letting Go

Greg doesn't measure success by the number of closings or social media views. He measures it by freedom. By presence. By integrity. When he surrendered, he gained everything. As Matthew 16:25 says, "For whoever wants to save their life will lose it, but whoever loses their life for me will find it."

From addiction to sobriety, from Montana mountains to Georgia roots, Greg's life illustrates that transformation is possible when faith leads and ego steps aside. Whether he's riding a one-wheel through downtown Woodstock, mentoring men in recovery, or mapping out a year that puts family first, Greg shows up fully. Unstoppable not because he never fell, but because he got back up, gave God the credit, and kept going.

"We utilize **YouTube** to **stay in front** of clients."

Greg even envisioned raising his kids there, teaching them how to sky and fly fish, making them outdoor enthusiasts. That's when his wife, Lauren, who was born and raised in Kennesaw, wanted to come home to Georgia to raise a family.

Greg didn't want to leave Montana. But he did. When they moved back to Cherokee County, one of Greg's closest friends, a broker, asked a simple question, "What are you going to do for work?"

The answer changed everything.

"You should get your real estate license," his friend told him. "I'll teach you everything.





## From the Classroom to the Closing Table

**“I didn’t leave teaching. I just changed classrooms,” says Madison Harrison – a mindset that has shaped every step of her career. This early childhood education teacher attended the University of Georgia and had every intention of pursuing a career in education.**

# Madison

HARRISON

BY ELIZABETH MCCABE



“I grew up in a family of educators,” she points out. “My Mom taught for over 30 years. My Dad taught at one point, and my sister is an assistant principal in Marietta City. I went into education thinking that was what I was going to do forever.”

While pregnant with her first child in 2015, Madison and her husband decided she would leave her teaching position in Greenville, South Carolina and move to Atlanta to be close to her family. Her son was born on the very first day of the school year. The timing alone made returning to a traditional teaching role nearly impossible.

“No one is going to hire you when you’re out for the first twelve weeks of school,” she laughs.

A different plan was set in place.

She began tutoring, which evolved into event planning, and later a remote role supporting a consulting firm. The work sharpened her organizational, communication, and client-facing skills — all while giving her the flexibility to stay home with her growing family. Today, she and her husband, Taylor, are raising three children, ages 10, 8, and 6, and Madison has continued balancing work and motherhood through her career evolution.

### Switching Gears

In 2023, Madison’s father, Scott Lamphere, began working with Path & Post Real Estate and genuinely loved it. Watching his positive experience sparked her interest. “I loved the people

aspect of it,” she says. “And the teacher in me loves guiding people through a major life transition. I’m not a salesy person — that’s just not my personality. It’s never been about the biggest deal or the most action on social media.”

As her father shared more about his experience at Path & Post, it became clear that real estate naturally aligned with her strengths. “What intrigued me was the connection and the ability to change the trajectory of someone’s life,” says Madison. Whether helping someone navigate a job change, a growing family, or a difficult season like divorce, she saw real estate as meaningful, relationship-driven work.

She earned her license in 2024 and hit the ground running as an agent. More recently, Path & Post offered her a staff role as a success coach, teaching new agents the ropes of real estate. “I mentor them through their first 20 transactions,” she explains. At Path & Post, they believe that “client experiences start with a well-supported agent.” That’s where Madison enters the picture.

Being a new agent can be overwhelming, and strong support by a brokerage can make a genuine difference. As Madison says, “A lot of agents drop out in the first year or two of the business. I love being on a team that helps agents become successful in an industry that often throws them into the lion’s den.”

Now agents can shadow Madison as she goes about her day. She points out, “So many of us learn by

“

People need to know you, like you, and trust you. **And that starts with providing real value.”**



In terms of her own production, she wants to continue to build relationships. “That’s what I want to be known for as an agent. Clients know I am going to fight for them to make this an enjoyable process, even when it’s not always enjoyable circumstances. They have someone in their corner to help them.”

**Family and Fun**

Family remains central to Madison’s life. She and Taylor have been married 12 years. He works for DoorDash Corporate, testing new concepts for the company. Weekends are filled with sports of all sorts. “We’ve got a football player, baseball player, and a soccer player,” says Madison. “We are kind of all over the place,” she laughs.

She’s super involved in their elementary school and is proud to be on the PTA board.

Her children are living their best lives. “The kids play in the cul-de-sac until the streetlights come on. They aren’t glued to screens. I’m super grateful for the community we’re part of,” smiles Madison.

To relax, she enjoys cooking, baking, reading, and “breaking bread with friends and family.” They like to get together for weekend dinners, let the kids play outside, and savor one another’s company.

The Harrison family moved into their current home in 2018, shortly before the pandemic. Their close-knit neighborhood has become a central part of their lives, and they even travel with neighbors (including a first time trip to Vegas soon), building lasting friendships.

**Looking Ahead**

If you had told Madison two years ago she would have her real estate license, she admits she would have been surprised. “I leave room for pleasant surprises,” she says. She’s living an unscripted life, excited for the next adventure in her real estate career.

From the classroom to the closing table, Madison has risen in real estate and made a successful career switch. Now instead of helping students, she’s helping families and new agents with their next chapter in life. It doesn’t get any better than that!

watching.” She invites new agents to showings and listing appointments. “They can see how I do it without the pressure on them,” she shares. She also meets with them weekly for coaching and training. As an educator, she is happy to help new agents overcome roadblocks to starting a successful real estate career.

**Best Advice**

What was the best advice Madison ever received in real estate? “People need to know you, like you, and trust you,” she says. “And that starts with providing real value.” For Madison, that means

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# Richie Garzon AND IQ Home Renovations

*Build Trust Through Integrity*



In an industry where timelines slip and budgets balloon, Richie Garzon has built IQ Home Renovations on a simple but powerful foundation: respect for the client, their time, and their money. For REALTOR® professionals navigating the complexities of pre-close renovations, inspection repairs, and property transformations, Richie has become a trusted partner who understands

that every project reflects directly on the agents who recommend him. Over seven years, he has cultivated a reputation for finishing on time and on budget, making him an invaluable resource for top producers who need reliable, quality work that protects their own professional credibility.

Richie's path to owning a renovation company began far from the construction

site. Originally from Bogota, Colombia, where he studied systems engineering and took entrepreneur courses in college, he also served as a commercial manager for MetLife Colombia. When he immigrated to the United States, the best opportunity available was in painting—an industry where he had no experience. What he did have was a mentor willing to teach him the trade and a determination to build something bigger. From the beginning, Richie saw painting not as a career endpoint but as a stepping stone to entrepreneurship, and that vision has shaped every decision since.

IQ Home Renovations offers comprehensive renovation services tailored to meet the real estate industry's unique demands. Whether handling pre-close updates, post-close transformations, or urgent repairs that surface during inspections, the company delivers solutions that enhance property value and marketability. Richie's approach extends

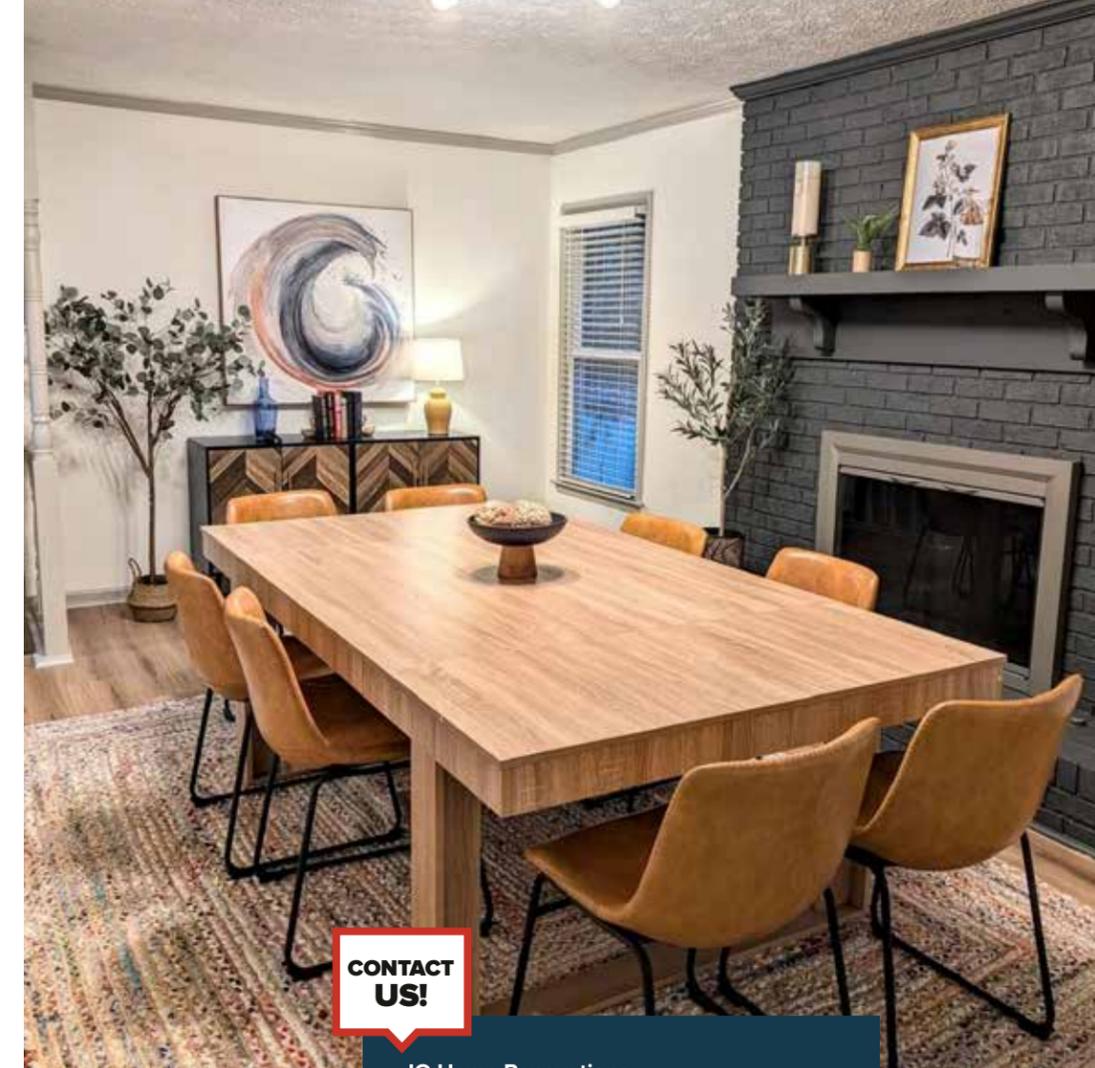
beyond the work itself—he demands the same standards of integrity and reliability from his subcontractors, ensuring consistency across every project. His background in business management informs how he runs operations, blending technical craftsmanship with strategic planning to serve clients ranging from individual homeowners to property managers preparing spaces for rental markets.

"Everything is based on respect for the client, their time, their money," Richie explains. "It's not about margins, it's about integrity. Finishing on time and on budget is the main objective for every project." This philosophy has allowed him to adapt as market conditions shift and client needs evolve. What drives him most is the opportunity to help others (homeowners, REALTOR® professionals, and property investors alike) accomplish their goals. He finds fulfillment not just in the physical transformation

of spaces, but in the trust, honesty, and transparency he brings to every interaction. Professional growth and new experiences continue to fuel his passion for the work.

Outside the office, Richie prioritizes quality time with his wife DD, who is Chinese, and their three children: Izzie, 18, who attends the University of Georgia, Zander, 15, and Makz, 13. The family loves traveling together, hiking, playing board games, and sharing dinners that strengthen their bond. When he carves out personal time, Richie enjoys reading, playing piano, and listening to music—pursuits that provide balance and perspective. These family values translate directly into his professional ethos: building relationships grounded in fairness, service, and genuine care for others' well-being.

Like many business owners, Richie has faced obstacles along the way. Entering an unfamiliar industry in a new country required resilience and the willingness to learn from the ground up. Market fluctuations and the challenges of managing client expectations have tested his commitment to staying on schedule and within budget. He has navigated these pressures by maintaining clear communication, setting realistic timelines, and never compromising on the quality standards that define his brand. Each challenge has reinforced his belief that success comes from doing the right thing, even when it's harder or less profitable in the short term.



**CONTACT US!**

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Looking ahead, Richie aims to expand IQ Home Renovations while preserving the integrity that has become its hallmark. He envisions serving even more REALTOR® partners who need a contractor they can trust to make them look good in front of their clients. His priority remains clear: whether it's pre-close renovations, post-close updates, or inspection-driven repairs, clients can count on work done right, delivered on time and on budget. This commitment to excellence positions IQ Home Renovations as a strategic partner for agents who understand that reliable vendors are essential to their own success.

Richie's advice to real estate professionals is grounded

in his own experience: surround yourself with people who share your values and never settle for anything less than integrity in your partnerships. The relationships you build, whether with clients, colleagues, or service providers, should be rooted in mutual respect and a shared commitment to excellence. For agents managing complex transactions, having a renovation partner who treats every project as a reflection of your reputation can make all the difference.

At its core, IQ Home Renovations reflects

Richie's journey from immigrant painter to business owner driven by a heart-centered mission. He wants to be remembered not for the number of projects completed, but for the people he impacted and the fairness he brought to every interaction. For REALTOR® professionals in Cherokee County and beyond, that commitment translates into peace of mind, knowing their clients' homes are in hands that value trust as much as craftsmanship. Learn more at [iqhomerenovations.com](http://iqhomerenovations.com).



# The Right Lender Changes Everything.



For top-producing agents who refuse surprises, delays, or drama.

Your reputation is built deal by deal. So is ours.

At River Rock Group, we work behind the scenes so you shine out front. We don't chase volume. We protect relationships.

**That means:**

Clean pre-approvals | Clear communication | Honest expectations | On-time closings  
No guesswork. | No last-minute fires. | No damage control.

**Just smooth transactions and confident clients.**

"Great agents don't just need a lender. They need a partner they can trust."

# Built for Top Agents. Trusted by Their Clients.

Top agents don't have time to babysit lenders.  
They need proactive communication and decisive execution.

**River Rock Group is structured to support agents who:**

Handle complex buyers | Navigate tight timelines | Manage high expectations | Protect their brand at all costs

*We understand that your name is on the referral and we treat it that way.*

When issues arise, we address them early.  
When clients have questions, we respond clearly.  
When it's time to close, we deliver.

**What Agents Can Expect:**

- ✓ Strategic pre-approvals that hold up
- ✓ Fast, honest answers - no smoke
- ✓ Clear updates throughout the process
- ✓ Clients who feel informed and confident

*If you're selective about who you refer...we should talk.*

SHARON WOFFORD  
NMLS 582336



KATHERINE FRANCE  
NMLS 1677570



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## 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!

Email: [denny.faircloth@n2co.com](mailto:denny.faircloth@n2co.com)



## Clear To Close!

When the usual "bridge loan" options are too expensive, you've gotta get creative.

A scenario that happens more often than you think is homeowners are trying to buy a new primary home, but their down payment is tied up in equity from their current property that hasn't sold yet... Bridge loans, cash-offer programs, HELOCs and even cash out refinances can work to try and get the equity early, but the rates/fees and terms can be brutal, so much so that buyers just back out.

### Take A Look At This Recent Transaction I Had

I had a borrower with a primary home in Atlanta and an investment property in Kennesaw. He just went under contract on a new \$1.1M home in Bartow County. He needed \$350k in closing funds for the purchase, and this is how we were going to structure it:

- \$200k coming from the sale of the Kennesaw property
- \$150k coming from his own funds

### What I Tried First

I looked at the typical stuff:

- Bridge financing
- Cash-offer programs
- HELOC
- Cash-out refi

All of it worked on paper, but the cost of money was just too high. He was ready to walk.

### One Final Move

The sellers of the Bartow home had already bought another house, and their home was owned free and clear, meaning they had plenty of equity, flexibility and no lender to payoff.

So, I pitched a **seller-financed second mortgage**:

- **1st mortgage:** normal conventional financing
- **2nd mortgage:** \$200,000 seller-financed second lien
- **Rate:** slightly below market (enough to make it reasonable)

- **Term:** structured to meet conventional guidelines (at least 60 months)

Because it fit agency rules and there was no cross-collateralization, the first mortgage still qualified as standard conventional financing.

### Result

We closed. Buyer got the home. Sellers got the sale done. And the seller-financed second gave the buyer breathing room without paying bridge-loan pricing.

### Why Does This Matter?

More and more sellers (especially baby boomers) own homes free and clear. That creates opportunities where sellers can participate in financing when the normal solutions are too expensive.

Wasn't our first option. But when the traditional method isn't working, a seller-financed second can be the difference between a dead deal and a closing.

Creative financing is really just this: see the whole board, know the guidelines, and don't be afraid to use a solution most people forget exists.



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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



**PACIFIC LAW GROUP**

*Your Neighborhood Closing Firm*

[www.pacificlawllc.com](http://www.pacificlawllc.com)

### THE PACIFIC PROMISE

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

### Ready when you are.

Submit your next contract at  
[StepOne@ClosePacific.com](mailto:StepOne@ClosePacific.com)

For a list of locations please visit  
[www.pacificlawllc.com/locations](http://www.pacificlawllc.com/locations)

 **Woodstock location:**  
7680 Main Street, Ste 200 Woodstock GA 30188

 **Canton location:**  
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