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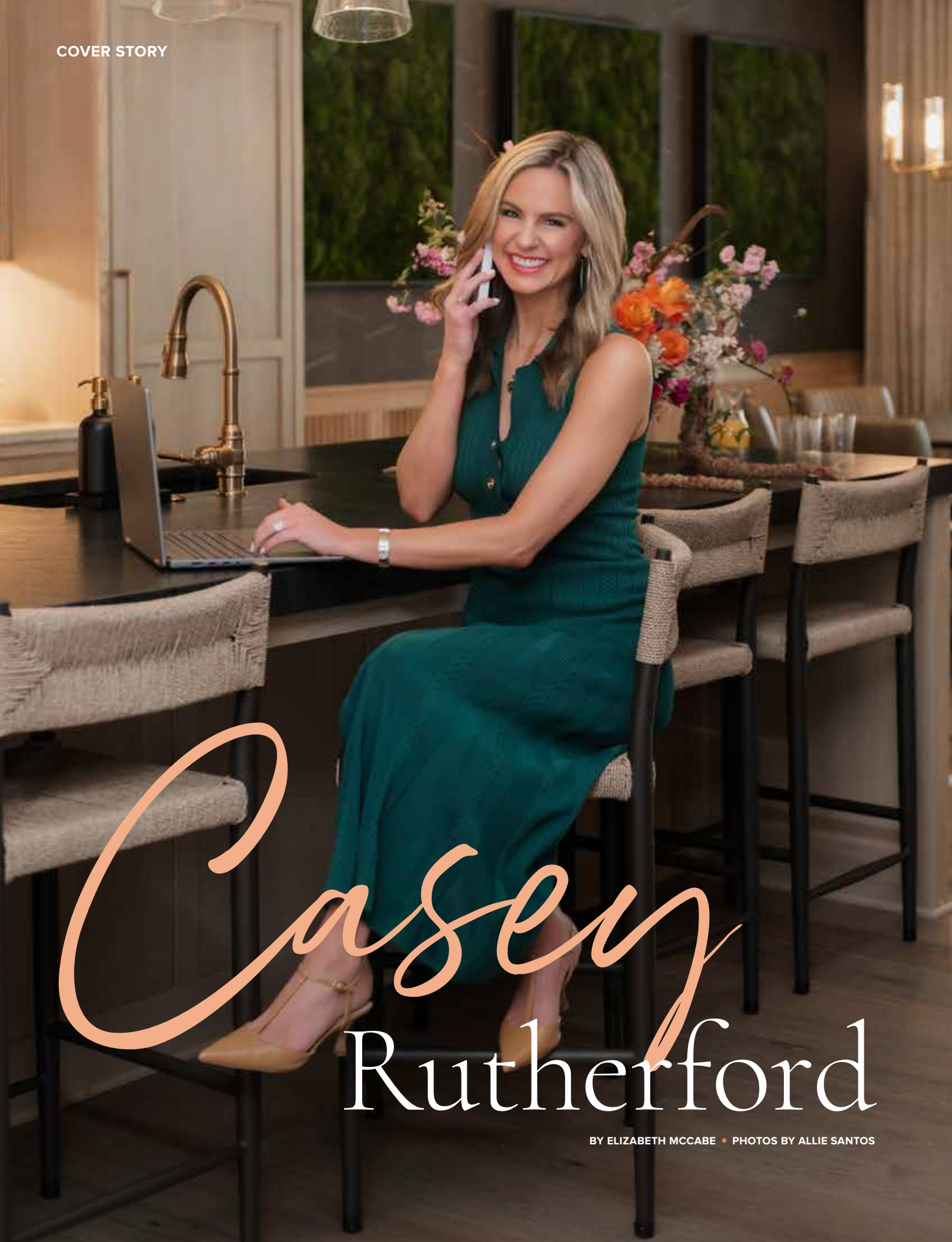
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Casey Rutherford

BY ELIZABETH MCCABE • PHOTOS BY ALLIE SANTOS

“Stop asking for permission to be ambitious. The opinions of strangers don’t pay your bills, fund your dreams, or build your legacy.”
– Sharran Srivatsaa

“Real estate wasn’t a casual pivot for me. It was something I felt drawn to over time,” says Casey Rutherford. Ten years ago, she entered real estate and hit the ground running.

“It’s hard to believe,” she reflects. Time flies when you love what you do. With \$52 million in sales last year and \$180 million over the past decade, Casey has put the pedal to the metal in real estate.

Numbers come naturally to this Georgia-born go-getter, especially with her background.

“Before real estate, I worked in healthcare consulting, helping hospital executives across the country analyze systems

“ I wanted to help families & individuals build wealth.”

and recapture lost revenue. It was very data-driven work that required digging into numbers, identifying inefficiencies, and building strategies around how to improve performance,” says Casey.

That analytical background is priceless. “It still shapes how I approach the market today,” she says. “I tend to view pricing and positioning through a strategic lens, looking at the data behind decisions rather than relying purely on instinct.”

Ambition in *action*





Although she was successful in healthcare consulting, it wasn't sustainable. "I was traveling constantly and feeling the pressure of being away from my growing family." There had to be a better way and real estate was her answer.

Spreading Her Wings

With her healthcare background, Casey decided to spend some time in healthcare-focused commercial real estate. Although she considers it a great experience, she realized her passion lies on the residential side.

"I loved the strategy of real estate, but I wanted to help families and individuals build wealth through homeownership rather than helping corporations grow their bottom line," she says.

"I truly believe residential real estate is one of the most powerful financial tools available to everyday people. Being able to combine strategy, negotiation, and analysis while helping people I know build equity and long-term stability felt incredibly meaningful," she says.

Casey has actually lived all over the Atlanta area, in four of the five metro counties. She knows the city like the back of her hand, which comes in handy when serving clients in various parts of town.

Right now, Casey is passionate about helping clients navigate the market with clarity and strategy. Let's face the facts. The market is no longer forgiving the

“ I truly believe residential real estate is one of the most powerful financial tools available to everyday people.”

way it was a few years ago. "Pricing, positioning, and timing matter more than ever, and I enjoy helping sellers understand the data behind those decisions so they can protect their equity," says Casey.

She's also passionate about the level of service she provides. "I'm very intentional about how many clients I take on at one time because I want to be fully present and strategic for the

people I serve. In a world where scale is often glorified, I believe depth of service is the **real luxury.**"

Work-Life Balance

When not working, it's all about balance for Casey. She and her husband Barry reside in Milton with their three children, Rhett (10), Callan (9), and Claire (6). With swim meets, basketball games, and golf matches, it's a full life.



"In the rare moment we find a little free time, you'll usually find us escaping to our farm in the North Carolina mountains," says Casey. It's a great way to relax and unwind. She also likes to recharge through interior design, which is a true passion of hers.

"I love the process of layering a home over time, mixing antiques with modern pieces so a space feels collected rather than decorated," she points out. "You'll often find me antique shopping at places like the Scott Antique Market or locally at Queen of Hearts. I love the hunt and the history behind pieces."

You can also find her spending time in art galleries. "If I'm being honest, I've been known to fall down the rabbit hole of discovering Southern artists on Instagram. There is so much incredible talent emerging right now," she muses.

Casey also likes architecture, design, and art. "They all influence how I think about homes and the way people live in them. It's something I genuinely enjoy, whether it's for my own home or helping a client see the potential in theirs," she says.

A surprise to most, Casey is an introvert at heart. She takes time to recharge with her family at home after full days of showings, negotiations, and phone calls. "I joke that I spend my days talking and my evenings recovering," she says.

Top Tips

It isn't easy to rise in residential real estate, but Casey has success down to a science. "Know your numbers better than anyone in the room," she says.

"Most importantly, focus on creating real value for your clients rather than chasing volume. The agents who build lasting businesses are the ones who think long-term, operate with discipline, and serve their clients at a very high level," she continues.

Casey always creates value for her clients through her professionalism with a personal touch. She elevates the real estate experience for her clients with her experience and expertise. ▾



2025

BY THE NUMBERS

WHAT GREATER ATLANTA'S TOP 5% AGENTS SOLD

*Based on MLS Data



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Small-Town Roots, Big-Time Hustle & a Camera That Changed Everything

PHOTOS BY REGIS LAWSON

Molly Slesnick still laughs when she thinks about growing up in Osborne, Kansas, a town so small it had just one blinking stoplight and a Pizza Hut. With a population of about 1,200 at the time, she says “everyone knew everyone and there were no try-outs to be on a sports team in high school, you were automatically on the team.”

That tight-knit upbringing shaped much of who Molly is today, both personally and professionally. “I was the valedictorian of my class, but then again, we only had 33 students,” she says with a smile.

After high school, Molly headed to Kansas State University, where she majored in finance. Her career began in the corporate world with ConocoPhillips, where she stepped into an accounting role before transitioning to a fast-paced logistics scheduling position on the company’s natural gas trading floor.

“It was a high-paced job that I really enjoyed,” Molly says. When given the choice from the company to work out of either their Oklahoma or Houston office, she didn’t hesitate. “I immediately jumped at the chance to experience big city living in Houston.”

Life eventually led Molly to Atlanta after her husband Tim accepted a new opportunity. While the move opened new doors, it also brought uncertainty. “I tried a few corporate jobs when I first moved to Atlanta, but it was nothing like the job I had in Houston and I wasn’t feeling fully satisfied,” she says.

At the same time, Molly began thinking about starting a family and the kind of career that would support that lifestyle. “With my husband’s job as a physician, I really needed to find something that would

offer some flexibility,” she explains. “I knew I was going to need to be able to take care of kids on a whim.”

A conversation with a friend back in Kansas sparked the idea that would ultimately change her path. Real estate offered a balance of challenge and flexibility, even if that flexibility came with its own realities. “Later I learned that real estate, while it can sort of be flexible, your schedule is really dependent on your clients’ schedules and the busier you become, the less flexible your schedule really is,” she says.

Molly joined her current brokerage early in her career and has remained there for all 12 years. At the time, she was drawn more to the team than anything else. “I didn’t really know a lot of people in Atlanta and I’m not an extrovert that likes to go hang out at big social events to meet people,” she says. “So I felt like this team was a fit both in personality but also in being a resource for getting some clients rather quickly.”

That decision proved to be the right one. As a self-described “self-starter” and “self-disciplined person,” Molly found her stride in an environment that rewarded independence.

Today, what sets Molly apart is her approach. “I hope people will see that I am a simple person that genuinely cares for those that I help,” she says. “I’m not a typical pushy ‘salesy’ person professionally. In fact, if you’d have asked me if I’d ever become a salesperson, I would have laughed.”



“I hope people will see that I am a simple person that genuinely cares for those that I help.”



MOLLY SLESNICK

One area where Molly is especially energized is marketing, particularly through social media. She has built a strong presence on YouTube and Instagram, using both platforms in creative ways. “On Instagram, I try to create entertaining content pieces that show off the city I live, work, and play in,” she says. “I want to be relatable with people living in the area, rather than always creating salesy posts. If I can show people what it’s like to live in Atlanta and educate people on areas they may not have known about, I consider that a big win.”

Her YouTube channel focuses heavily on relocation clients. Through neighborhood walking tours, Molly offers a firsthand look at life in Atlanta. “I make it casual and hopefully they feel like they are just walking through the neighborhood with a friend,” she says. Having been a newcomer to Atlanta herself, Molly can relate with those trying to relocate to Atlanta and trying to figure out where to live. “I wish there were videos when I moved to Atlanta 15 years ago. I noticed there really weren’t any neighborhood tours out there, so I built a library of them that now has been helping many figure out where to live.”

That strategy has paid off in a big way. Her YouTube channel now generates a significant portion of her business, accounting for 70 percent of her total sales in 2025.

Outside of work, Molly is deeply committed to fitness. “I really enjoy running,” she says. “I wake up between

4:30 and 5 a.m. to work out before my kids wake up.” A seasoned runner, she has completed eight marathons along with numerous half marathons and shorter races.

Family life remains at the center of everything. Molly and Tim have been married nearly 14 years and have two children, Avery and Graham. “We enjoy having weekends of hanging around the neighborhood and keeping things simple,” she says.

Despite her success, Molly remains refreshingly honest about her journey, especially when it comes to stepping outside her comfort zone. “I’m an introvert by nature and I have no prior experience in social media or video editing,” she says. “If I can do social media, anyone can do it.”

Her advice for others in the industry is straightforward. “You need to be visible in real estate and be consistent with it,” she says. “Hands down, if I had to start all over again, I would have started a YouTube channel from day one. It’s not as easy as it appears, but hard work pays off.”

For Molly, success hasn’t come overnight. It has been built through persistence, much like the long runs she still enjoys every Saturday morning. “You can’t expect results overnight,” she says. “They build over time. I’m so glad I didn’t give up.”



“
You can’t expect results overnight. They build over time. I’m so glad I didn’t give up.”





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Cherin

PHOTOS BY ALLIE SANTOS

Opening Doors with
Strategy, Heart &
Relentless Drive

Fajuke

Cherin Fajuke's story begins far from the fast-paced housing market she thrives in today. Growing up in "a tiny little village called Uppsala in Sweden," Cherin developed a grounded perspective that still shapes how she approaches both life and business.

That global journey continued in London, where Cherin attended the University of Westminster and earned a degree in business and real estate. But long before college, her drive was already impossible to ignore.

"At 9 years old, I knocked on a social worker's door every day for six months asking for work on Saturday selling candy at the market," Cherin said. "She eventually gave me a chance, and I later found out she was paying me \$10 a week out of her own pocket."

It is a moment Cherin has never forgotten. "I still try to find her to repay that kindness," she said.

That early persistence has evolved into a thriving career as a real estate agent, one that began with a deeply personal motivation. Cherin entered the industry while raising her young son, determined to build a life that would make him proud.

"I began as a stay-at-home mom when my son was 9 months old, but I wanted to build a life he could be proud of," Cherin said. "Now at 3 years old, he's my motivation."

In just two years, Cherin has closed more than 100 transactions, a pace that reflects both her work ethic and her strategic mindset. Choosing the right brokerage played a key role in that growth.





“I’m all about overdelivering.”

“Coming from a business background, I know that strong marketing generates consistent leads,” Cherin said. “After noticing Mark Spain Real Estate everywhere, I recognized the opportunity to close at a high volume and gain a lot of experience.”

For Cherin, success is not just about numbers. It is about delivering at a level that consistently exceeds expectations.

“I believe in overdelivering at every level,” she said. “Operating with integrity, taking real pride in my work, and refusing to accept average results.”

That philosophy is especially important in today’s shifting housing landscape. Cherin sees a market that demands more from agents than ever before.

“We’re moving into a more balanced market where inventory is rising and buyers are more selective,” she said. “The agents who win are the ones who price strategically, market aggressively, and truly know how to package a home.”

That last piece is where Cherin’s passion shines brightest.

“Right now, I’m most passionate about the marketing side of real estate,” she said. “I love using high-quality visuals and storytelling to create demand.”

It is a strategy that has led to standout results, including one particularly memorable sale. The home had sat on the market for three and a half years with four different agents before Cherin stepped in.

“I told them, ‘Give me two weeks on the market,’” she said. “The day we listed, we received two offers.”

The property ultimately sold for \$1,375,000 in just 10 days, well above what the sellers had previously expected.

“It proved that with the right strategy, marketing and negotiation, even the most stale listings can sell fast and for top dollar,” Cherin said.

While her professional life moves at a rapid pace, Cherin’s world outside of work centers on family. She lights up when talking about her husband and their blended family.

“My husband is my best friend, kind, generous, loyal and truly God-fearing,” she said. “We’re spiritually aligned and share the same values, which makes our life as a family truly joyful.”

Her favorite moments are often the simplest ones, spent with her toddler.

“I love going to parks, enjoying animals and the water, and teaching him things like reading and algebra,” Cherin said. “Watching him grow and thrive makes me so grateful.”

That sense of gratitude extends to how she gives back. Cherin is passionate about supporting children and families through organizations like the Children’s Defense Fund, Children’s Healthcare of Atlanta Foundation and Doctors Without Borders.

“Even small acts of kindness can be life-changing,” she said.

Cherin also draws inspiration from discipline and excellence, often looking to elite athletes for motivation.

“I’m a big believer in the compound effect,” she said. “I draw inspiration from the work ethic of legends like Muhammad Ali, Mike Tyson, Khabib and Ronaldo.”

That same mindset fuels the advice she shares with others in the industry.

“My advice is simple. Don’t take shortcuts,” Cherin said. “Master every aspect of your business and focus on excellence in every detail. Do that consistently, and people will seek you out because they trust you.”

If Cherin were not building a career in real estate, she knows she would still be creating something meaningful.

“I’d likely be in a business or entrepreneurial role where I could build something from the ground up,” she said.

At her core, Cherin is driven by a desire to make an impact, both professionally and personally. It is a mission rooted in integrity, shaped by experience and fueled by a deep sense of purpose.

“I’m all about overdelivering,” she said. “Whether it’s marketing a home, negotiating a deal or guiding a family through one of life’s biggest decisions.”

And if she could add one more tool to her already impressive skill set?

“If I could have a superpower, it would be the ability to instantly read minds,” Cherin said with a smile. “Imagine knowing exactly what someone wants before they even say it.”





MARY STUART IVERSON

Skyrocketing to the Top

PHOTO BY REGIS LAWSON

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Mastermind on Luxury Properties

THANK YOU ALL FOR ATTENDING!

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We recently hosted an engaging Luxury Mastermind Panel at the Sandy Springs Performing Arts Center, bringing together many of the top agents in our market for a morning focused on elevating the luxury real estate conversation.

The panel was lead by **Andrea Wright** (Keller Williams) and featured accomplished agents **Nicholas Brown** (Compass), **Rachel Mooney** (Keller Williams), and **Casey Rutherford** (Ansley Real Estate). Together, they shared candid insight into what it truly takes to compete and thrive in the luxury space. Rather than focusing only on price point, the discussion centered around mindset, reputation, and the level of service required to consistently attract high-net-worth clients.

Key themes from the conversation included the importance of building trust long before the listing appointment, curating a strong personal brand, and developing strategic relationships that support the luxury experience. The panelists also explored how storytelling, thoughtful marketing, and exceptional client care help differentiate agents in a competitive segment of the market.

Another important takeaway was collaboration. Many luxury transactions involve agents who have built long-standing relationships with one another,

and the ability to work together professionally and creatively often plays a significant role in bringing complex deals together.

Events like this are designed to do exactly that create a space where top professionals can gather, share ideas, and learn from one another in a setting that fosters genuine connection.

A special thank you to **Stacey Wyatt** (eXp Realty) for delivering a powerful keynote message on *"The Wealthy Way."* Stacey shared thoughtful insight on how agents can navigate unique wealth-building strategies through real estate, encouraging attendees to think beyond the transaction and focus on long-term financial growth, ownership, and opportunity within our industry. His perspective served as a strong reminder that the real estate business, when approached intentionally, can become a meaningful path toward building lasting wealth.

A sincere thank you to our sponsors who helped make this event possible: **Eco Flooring USA**, **Ganek PC**, and **Grasons Estate Sales**. Your partnership continues to support the Real Producers mission of connecting, elevating, and inspiring the top real estate professionals in our community.

We also want to extend a special thank you to **Foundation Media Group** for providing media coverage

and photography for the event. Their work helps capture and share the energy of these gatherings with our wider community.

We are grateful to everyone who attended and contributed to the conversation. Moments like these continue to strengthen the relationships that make the Real Producers community so impactful.

Be sure you are on our mailing list for even invitations email ahutch@realproducersmag.com to be sure you are on the list!

Emcee:
Andrea Wright: CEO | Team Leader - Keller Williams Atlanta Partners

Panelists:

- Casey Rutherford: Ansley Real Estate | Christie's International
- Nicholas Brown: Founder & Brown with Compass
- Rachel Mooney: Leader of The Mooney Group - Keller Williams Atlanta Partners

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