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Contents



Jerrod Morse **16** COVER STORY

PROFILES



24 Mason McNair



At Ease Inspections



IN THIS ISSUE

- 4 Preferred Partners**
- 8 Meet The Team**
- 10 Publisher's Note:** Let's Chat About Who We Are At Real Producers!
- 12 Technology Corner:** Your AI Advantage
- 16 Cover Story:** Jerrod Morse
- 24 Rising Star:** Mason McNair
- 30 Partner Spotlight:** At Ease Inspections
- 34 FAQ**

If you are interested in nominating people for certain stories, please email us at: Nick.Stevens@RealProducersMag.com

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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!



NICK STEVENS

Owner/Publisher

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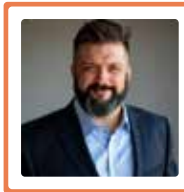
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Buyers Stopped Clicking Filters.
Now They Just Ask.

BY STEVEN NEVILLE



Home search used to mean checking boxes: three bedrooms, two baths, under \$500,000. More buyers now type what they want the way they would say it to you: “a home with a big fenced yard, a screened porch, and a short drive to downtown.” The biggest home search sites are rebuilding around that habit. When a buyer searches in a full sentence, the details in your listing are what the search has to match.

This Month’s Tip: Write the Listing the Way Buyers Talk
Pull up your last listing and ask one question. If a buyer described their dream home in one sentence, would your description match it? Most remarks read like a feature list written for other agents.

Three changes make the difference. Name the specifics a buyer would ask for: “fenced backyard,” “main-level primary suite,” “12 minutes to downtown,” not “great location.” Trade MLS shorthand for plain words. And answer the

question behind the feature: “wood stove that heats the whole main floor” tells a buyer far more than “fireplace.” One caution. Describe the property, never the buyer. Phrases like “perfect for young families” or “walk to church” can cross fair housing lines, no matter who or what is reading.

Where Buyers Are Already Searching This Way
Zillow has let buyers search in plain sentences since 2024, launched its app inside ChatGPT in 2025, and added an AI mode in March that remembers what each buyer likes. Realtor.com is rolling out RealAssist, built with Google’s Gemini, which lets buyers search by conversation and explore commutes, parks, and shops around a home.

Google now shows home listings right in mobile search results across all 50 states.

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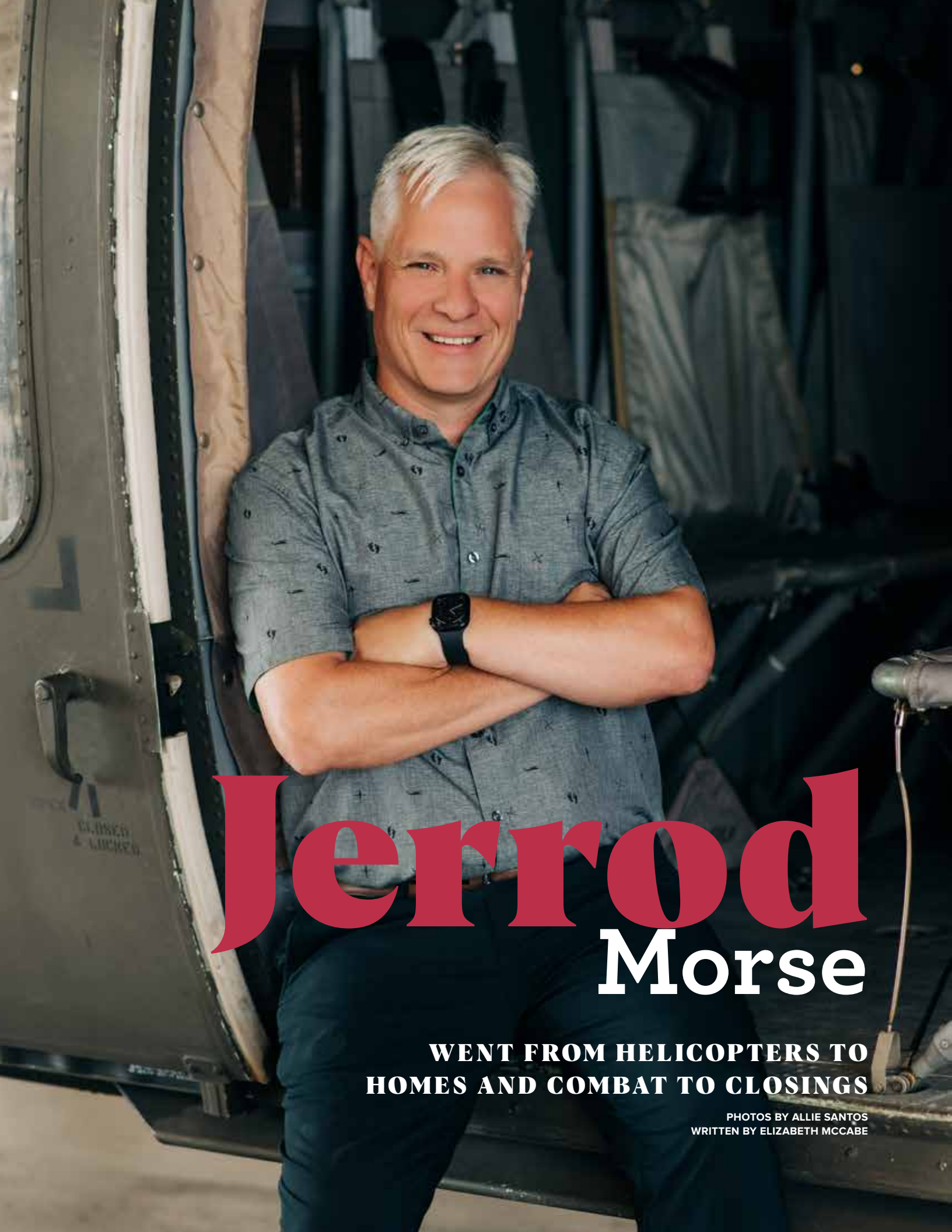




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Jerrod Morse

WENT FROM HELICOPTERS TO HOMES AND COMBAT TO CLOSINGS

PHOTOS BY ALLIE SANTOS
WRITTEN BY ELIZABETH MCCABE

A New Mission, The Same Purpose

“Greater love hath no man than this, that a man lay down his life for his friends.” – John 15:13

For 22 years, when the unthinkable happened, Jerrod Morse was one of the people sent in.

A pilot shot down. A service member injured in battle. Somewhere in the middle of the danger was an American who needed to come home.

Jerrod’s job was to help bring them back. As a helicopter gunner in the United States Air Force, Jerrod spent most of his military career in Combat Search and Rescue and special operations. He completed more than 200 combat missions during 13 deployments, flying into situations most people would do everything possible to escape.

“We’re the ones that go in and get them,” Jerrod says simply.

For more than two decades, that was the mission. Today, the helicopter is gone. The combat missions are over. But Jerrod Morse is still bringing veterans home.

As an Associate Broker with Keller Williams Greater Athens, approximately 90 percent of his real estate business involves serving veterans. Since earning his license in 2016, he has helped hundreds of veterans

navigate buying and selling homes, including more than 250 VA loan transactions.

“Really, I just want to help veterans,” Jerrod says. Whether that means helping them purchase their first home, build a real estate portfolio or simply find somewhere safe to live, he wants to be the person they know they can trust. After spending more than two decades in uniform himself, that trust comes naturally.

“We speak the same language,” he says.

A Veteran Serving Veterans
Jerrod joined the Air Force straight out of high school, partly because his brother had joined the Army and he didn’t particularly want to follow in his footsteps.

“I guess I was just smart enough to get in,” he jokes. “It was the first recruiter I talked to.”

What followed was a 22-year military career that included Combat Search and Rescue, special operations and 13 deployments. After retiring, real estate wasn’t necessarily the obvious next mission.

A former neighbor, who was also a veteran, encouraged Jerrod to take a real estate course and give the profession a try. Having bought and sold several homes during his own military career, Jerrod knew firsthand how much of a difference the right real estate professional could make. He had experienced both sides.

“She was the best REALTOR® I had,” he says of his former neighbor. “I had some really bad ones.” She also connected him with veteran networks, and Jerrod quickly discovered exactly where he belonged.





“
I wanted to focus
on **helping**
veterans
buy homes
so they would
have somebody to
represent them.”



“I wanted to focus on helping veterans buy homes so they would have somebody to represent them,” he says. He earned his real estate license in 2016 and found his niche.

Speaking the Same Language

For veterans transitioning from military service into civilian life, purchasing a home can come during an already significant season of change. Some are moving closer to family. Others are purchasing their first home after leaving the service.

Jerrod understands that transition in a way that goes beyond contracts and closing documents. He also understands VA loans. After completing more than 250 VA loan transactions, Jerrod wants both veterans and real estate professionals to know that these loans don’t have to be intimidating.

“They’re not as hard as what people think they are,” he says.

The key, he says, is working with professionals who understand the VA process. That applies to real estate in general. The best advice Jerrod can give buyers and sellers is straightforward: work with a REALTOR® who specializes in what you’re trying to accomplish. That’s exactly what he has done with his own career.

“I stay within my niche, and I focus on my niche market,” he says. “I’m a professional at my craft. I know the VA loan.”

And for Jerrod, the closing table isn’t simply the end of another transaction. “It’s just awesome when you close and you know your veteran is going somewhere

they want to be and into a good home,” he says.

Many clients don’t stay clients for long. “I don’t just have clients. I have friends,” Jerrod says. “A lot of them consider me family.”

Helping Veterans at the VFW

Jerrod’s commitment to veterans continues well beyond his career. He serves as vice commander of his local VFW, where he has also taken an active role in project management for a new approximately 6,000-square-foot facility near Lake Sinclair. The new space is being designed as a place where veterans can connect with one another. It will be a place of community. Plans include a meeting hall, restaurant, bar, outdoor space and an area where people can camp.

For Jerrod, that sense of community matters. After years of military service and another decade serving veterans through real estate, he knows how valuable it can be simply to have people around you who understand where you’ve been.

And his own household understands military life particularly well.

Jerrod’s wife, Brandie, is also a retired veteran who served for 20 years as a combat medic. The two met at Moody Air Force Base in Georgia. Today, they enjoy life with their two grown daughters, Mackenzie and Kelsey.

When Jerrod isn’t working, chances are the family is enjoying the lake, taking out the boat or Jet Skis, or grilling together. Veterans Day is a family affair, too. Expect to find Jerrod and his family



“

I don't just have clients.

I have friends. A lot of them consider me family.”

grilling, watching fireworks light up the sky, and simply savoring time together.

That Others May Live

During Jerrod's years in Combat Search and Rescue, the motto was simple. “These Things We Do, That Others May Live,” says Jerrod. Decades later, those words still fit. Only the mission looks different.

Jerrod is no longer flying into combat zones. Now he's sitting across from veterans as they prepare for another kind of transition: buying their first home, relocating closer to family or building a future through real estate.

And he's not finished.

“I'm going to continue to reach out to veterans and help them,” he says.

One day, he hopes to take that commitment even further by building a brokerage centered entirely around serving the veteran community. For now, however, the goal remains much simpler: Help veterans. Represent them well. Give them someone they can trust. He's walked in their shoes and understands the challenges they face.

And when the keys finally change hands and another veteran walks into a home of their own, Jerrod gets to experience a different version of something he's spent much of his life doing: bringing people home. 🏠



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MASON McNair

No Quit In Him

BY JESS WELLAR
PHOTOS BY ALLIE SANTOS

**“When the going gets tough,
the tough get going.”**

Mason McNair has spent much of his life putting that personal mantra into practice. From years of military service to an unexpected wake-up call that changed his perspective almost overnight, the Gainesville native has learned not to take time or opportunity for granted.

Now a rising REALTOR® with Keller Williams North GA Partners, Mason has carried that same determination into a second career that’s quickly gaining momentum while carving out a niche especially fitting for this Veterans Day issue: helping his fellow service members understand that homeownership can be much more attainable than they ever dreamed.

Called To Serve

Mason grew up with military service woven into his family’s identity. Following in the footsteps of the generations before him eventually felt like a natural way to find both purpose and direction of his own.

“My dad was in the army for 38 years so I’m a third generation McNair military member,” Mason says with pride. “As I got older, I felt called to serve, too.”

Mason joined the Army immediately after high school, serving as a UH-60 Black Hawk crew chief and maintainer for nearly a decade before spending five years as a recruiter. His two deployments included serving as a MEDEVAC crew chief in Iraq and neighboring countries and later supporting aviation operations for Customs and Border Patrol in Texas. Today, he’s still a Georgia National Guardsman as he transitions out of military life.

The ability to connect with people that served Mason well as a recruiter has translated naturally into real estate. “I’m one of those people that can talk to a post and get a reaction!” he laughs.

The Wake-Up Call

Real estate had been on Mason’s radar for years. His parents owned rentals,



his mother became a REALTOR®, and construction was another constant; Mason started MBB Estate Builders seven years ago. He finally earned his real estate license in April 2025, but the event that pushed him all in arrived two months later when he suffered a heart attack shortly after turning 30.

“My friends from the military tell me I need to write a book titled ‘The

Book of Mason-isms’ because I have a quote for EVERY situation you find yourself in,” he explains. One in particular took on new meaning after his health scare: ‘Life is hard enough... You ain’t got to help it!’ That quote just reminds me that life is short and it’s not a right that you are given.”

For Mason, that lesson became literal: “Take that for what it’s worth from a guy



“I’m one of those people that can talk to a post and get a reaction!”

that woke up healthy as a horse at 5:30 a.m. and needed three minutes of CPR at 5:36 a.m.,” he adds.

The frightening episode was followed by over six months of medical testing, restrictions and uncertainty. The experience redirected far more than his career plans.

“What changed the most for me was the mental and spiritual shift — the gratefulness I have experienced to wake up every morning now,” he shares. “It’s not a guarantee or an entitlement, it’s a blessing.”

By July, Mason was ready to fully dive into real estate. Friend and fellow gym-goer Tim Gibson, who had encouraged him to earn his license, welcomed him onto his Keller Williams team and provided pivotal mentorship. Mason responded by helping nine clients buy or sell \$3.5 million in real estate through year’s end, earning a 2025 400 North Circle of Excellence award.

Brothers And Sisters In Arms

Mason brings the same refusal to be outworked to his fledgling business, but his years as a recruiter have also given him firsthand knowledge that can be particularly valuable to fellow Veterans.

“Most Veterans don’t know you can use the VA Home Loan to buy a home with very little money down,” he points out. “I’ve done 25 transactions in less than 2 years and more than 75 percent of those closings have been military people, who I consider my brothers and sisters in arms. Those people serve and protect our great country and work really hard — they deserve to buy a home.”

The second chance Mason received has only strengthened that desire to make a difference: “If I can bring a little light into people’s lives, that’s what I feel I was called to do,” he affirms.

Mason proudly supports Objective X-Ray, a nonprofit founded by Army friend Kevin Caldwell that connects Veterans and first responders with mental health treatment facilities throughout the country.

Yet his sense of purpose isn’t limited to military personnel.

“Taking people through homes just fills my cup — to see the look on their faces when they find the perfect house. It’s the most fulfilling experience in my opinion,” he smiles.

More Life To Live

Mason’s appreciation starts at home in Dawsonville with his wife and “supportive rock” Emily, and their blended family of four children: Lola and Bennett, both 9; Beau, 8; and AJ, 7. Add Chocolate Lab Woods Wellington McNair, youth football, baseball, cheer and gymnastics, and Mason admits the family is “usually scattered in every direction like the four winds.”

When schedules allow, they love getting out on the boat or grabbing dinner together, while Brooklyn Joe’s and Señor Fiesta are their two local favorites. Mason also coaches CrossFit three mornings a week, plays men’s league softball when he can, and is perfectly content spending a rainy afternoon on the couch. Faith is also important to the McNairs, who split their time between Cross Plains Baptist Church in Johns Creek and Local Church in Dawsonville.

Travel remains another priority. Mason and Emily particularly love Fort Worth, where he previously worked during border operations, and hope to introduce the kids to the city this fall. After Mason’s health scare, time together carries even more meaning.

“Go buy those concert tickets; go buy the boat to make memories on. Travel to that place that you have been eyeing for months,” Mason offers. “You can make more money. You can’t make more time.”

Looking ahead, Mason sees real estate and his passion for construction becoming increasingly connected. He plans to earn his Residential General Contractor’s license by the end of the year, with the larger goal of building modern, functional and affordable homes throughout the local area. He’s already getting some firsthand experience building his family’s own



house, a process he says has given him another opportunity to learn and sharpen his craft, with hopes of moving in by early March.

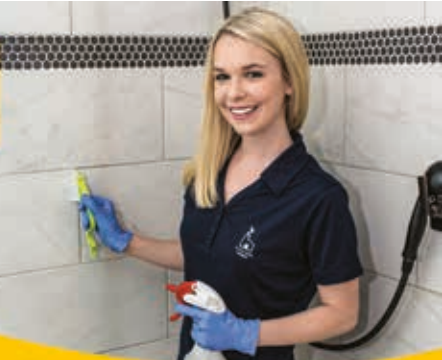
Eventually, Mason would also like to open a brokerage that employs like-minded Vets. And considering how quickly he’s found his stride in real estate, there’s just one regret: “I only

wish my leg would bend backwards so I’d be able to kick myself in the butt for not joining this business sooner!” he concludes with a chuckle.

Fun fact: Mason has spent much of his adult life traveling with the military and has been fortunate enough to see 11 different countries and 46 of 54 U.S. states and territories through his service tenure. 🇺🇸



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At Ease INSPECTIONS

PUTTING PEOPLE AT EASE
WHEN THE STAKES ARE HIGH

WRITTEN BY ELIZABETH MCCABE



A home inspection can change the mood of a real estate transaction in a matter of minutes.

A buyer who was excited about a home is suddenly staring at a list of defects. The agent is trying to determine what matters, what can be repaired, and whether the transaction can still move forward.

That is the moment At Ease Inspections was built for.

“We want to bring both empathy and accuracy to the conversation,” says founder John Battaglia. “When we do that well, we can lower the temperature in the room and help put people at ease.”

Having grown up in Dahlonega as the oldest of 10 kids, John comes from a family of contractors and tradespeople. “Since my entire family was in construction home inspections just seemed like a good fit,” says John. After starting At Ease in 2014, the company has grown to serve the northern half of Georgia and portions of Tennessee and North Carolina.

The company’s growth has come from a straightforward idea: buyers need

more than a list of defects. They need a professional guide who can identify what is wrong, explain what it means, and help them move forward without creating unnecessary fear.

More Than a Home Inspection

At Ease has grown into a comprehensive inspection company for buyers and real estate professionals. In addition to home inspections, the company offers mold and radon testing, water testing, swimming pool inspections, structural engineering services, termite letters, sewer scopes and other specialized services.

Inspectors also use infrared thermal cameras during every home inspection to help identify conditions that may not be visible to the naked eye, including moisture intrusion, electrical hot spots and missing insulation.

New construction has become another major focus.

John cautions buyers against assuming that a newly built home has been thoroughly evaluated simply because it passed municipal inspections. County and city inspectors play an important role, but their inspections are limited in scope and are not a substitute for an





independent inspection performed on behalf of the buyer.

At Ease offers inspections at several stages of construction, including before the concrete slab is poured, before drywall conceals framing and utilities, and near the home's completion.

"Any home inspector in Georgia will agree to perform new-construction inspections," John says. "But only about 13 percent of inspectors in the state are code-certified."

That distinction matters. A qualified new-construction inspector should be familiar with current building codes and be able to cite "chapter and verse" from the code in their reports. A new construction inspection report with code citations is what gives the buyer and their agent leverage to get items corrected.

Professional qualifications are especially important in Georgia because the state does not license home inspectors.

"Anyone in Georgia can print a business card and call themselves a home inspector tomorrow," John says.

At Ease requires its inspectors to earn advanced industry certifications and pass rigorous examinations. The company also invests heavily in communication training because technical knowledge has limited value if an inspector cannot explain the findings clearly and calmly.

John offers real estate professionals one piece of advice—with a little humor attached:

"Don't choose an inspector based on who brought doughnuts to the office."

Instead, he encourages agents and buyers to look beyond the letters following an inspector's name and understand what those credentials mean.

"Some certifications can be earned by watching a few videos online," John explains. "Others require inspectors to pass difficult examinations, document extensive field experience, and submit inspection reports for review by a professional board. Knowing the difference helps agents protect their clients."

Turning Field Experience Into Education

John now spends much of his time teaching real estate professionals and fellow inspectors.

His courses help real estate professionals understand new



construction, prepare buyers for the inspection process and recognize issues that could complicate a transaction if they are not addressed early.

The classes are technical, but rarely dry.

"We see a lot of interesting—and sometimes crazy—things in houses," John says.

He uses photographs from the field to show how defects appear in real homes. The images make complex construction concepts easier to understand and give agents practical information they can use with their clients.

A Mission Beyond the Inspection

As At Ease grew, John began thinking about what would sustain and unite the team beyond business goals.

"Everyone needs a bigger why," he says. "When an inspector is working in a sweltering attic, it helps to know the work is connected to something larger."

With several military veterans working at At Ease, the company chose to support local families of fallen heroes through a partnership with Angels of America's Fallen. A portion of the proceeds from every inspection helps support this mission. At Ease currently helps support



26 families in Georgia, providing long-term assistance to the children of fallen military and first-responder heroes.

"They have sacrificed so much for our families," John says. "The least we can do is help give back to theirs."

The mission has given the company's name a deeper significance. At Ease works to reduce uncertainty for buyers and agents during a real estate transaction while also providing meaningful, long-term support to families carrying a much heavier burden.

John's commitment to serving people extends beyond the inspection industry. He met his wife while attending the University of Georgia, and they have four children. John also serves as a pastor, walking alongside people through weddings, funerals and other defining moments of life.

Whether he is helping a buyer understand a house, teaching CE classes to agents, or supporting the family of a fallen service member, John's aim remains the same: treat people with care and, when they need it most, help put them at ease. ▀

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All About Mountains, Lakes & Athens Real Producers

Real Producers magazine started in Indianapolis in 2015 and is now in over 130 markets across the nation and continues to spread rapidly.

Q: WHO RECEIVES Real Producers MAGAZINES?
A: The top 300+ real estate agents across north and northeast Georgia.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?
A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in the North Georgia real estate industry.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES Real Producers HAVE EVENTS?
A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?
A: It's really simple. You have to be on the top 300 list, and we take nominations



seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please email: Nick.Stevens@RealProducersMag.com

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?
A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **REAL** stories of **Real Producers**.

Q: WHO ARE THE RP-VETTED BUSINESSES?
A: They are one of the best businesses in north and northeast Georgia in their

category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?
A: If you want to recommend a business that works with top real estate agents, please email or message us!

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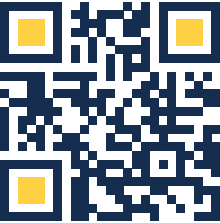


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