

CHEROKEE COUNTY

OCTOBER 2026

REAL PRODUCERS[®]



Called to Serve
CAMMY STRICKLAND

Partner Spotlight
VISUALLY SOLD

Event Recap
WHAT'S WORKING NOW

REAL Broker

Justine Derby

COVER
PHOTO BY
VISUALLY
SOLD

CONNECTING. ELEVATING. INSPIRING.

WHEN YOUR CLIENTS NEED OPTIONS,

We Deliver.



**FINANCING THAT HELPS
YOU CLOSE MORE DEALS.**

**MORE PRODUCTS, MORE FLEXIBILITY,
MORE DEALS TO THE CLOSING TABLE.**



Josiah Burdge

NMLS: 2305586

JBurdge@TheAnchorTeam.com

404.259.0099

TheAnchorTeam.com

Company NMLS 169063

**Why Top Agents
Partner with Anchor:**

- **Brokerage Advantage**
- **Real Solutions for Real Buyers**
- **Local Team, Local Accountability**
- **Service That Enhances Your Reputation**
- **Proactive Approach**

*Let's Talk Through
Your Next Deal!*

Contents

PROFILES



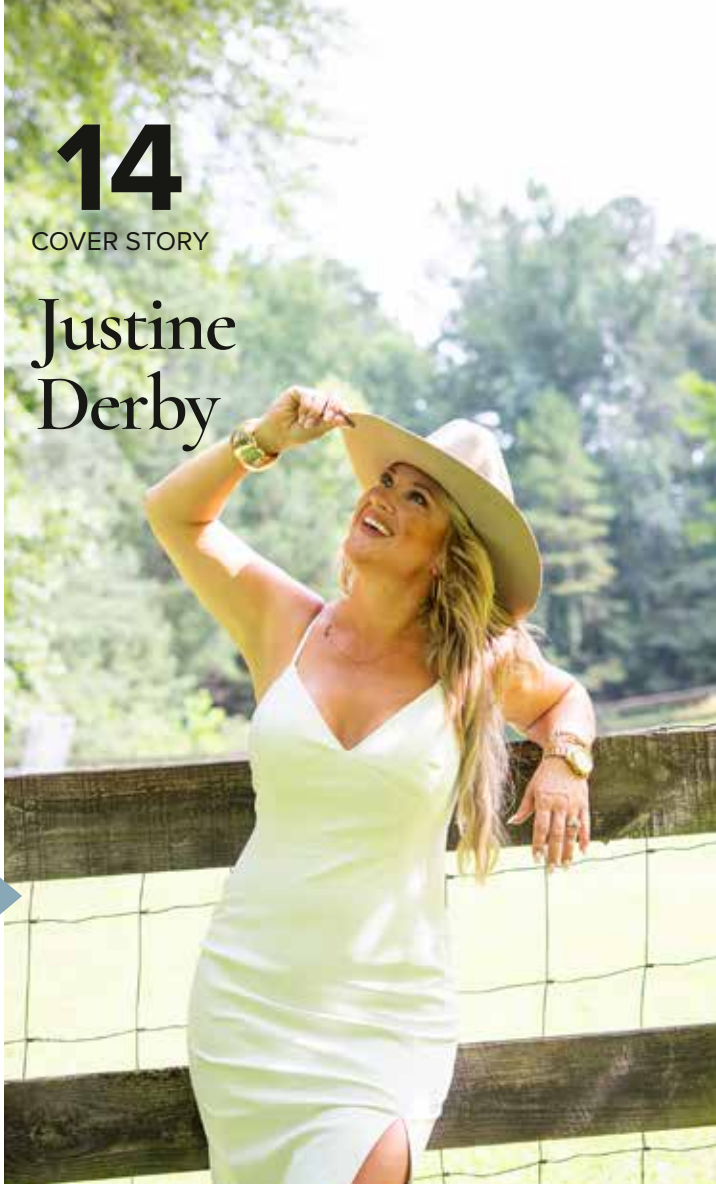
24 Evan Roberts



30 Cammy Strickland

IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet The Team
- 10 Publisher's Note
- 14 Cover Story: Justine Derby
- 20 Event Recap: What's Working Now
- 24 Partner Spotlight: Evan Roberts, Visually Sold
- 30 Called to Serve: Cammy Strickland



If you are interested in nominating people for certain stories, please email us at: denny.faircloth@n2co.com

Perfect Pairs



Peanut Butter & Jelly



Lock & Key

Real Producers & Weissman

Our extensive experience, unparalleled knowledge and dedication make us a perfect match for top producers like you.

From contracts to closings. We're made for each other.



weissman

Be wise. Choose Weissman.

23 Locations | www.weissman.law

YOUR CLIENT'S PATH TO THE RIGHT MORTGAGE IS CLEAR.

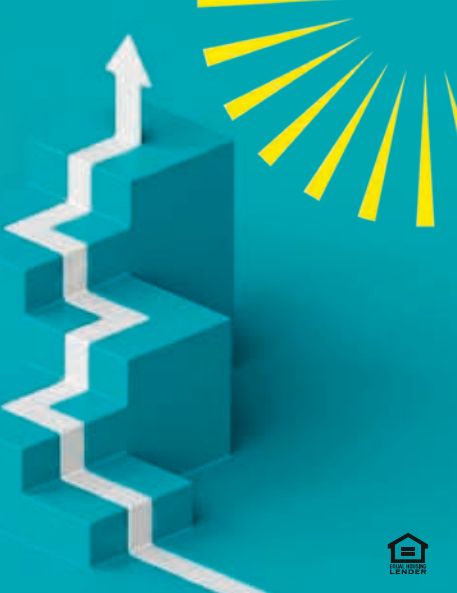
Your Future is Bright.

✓ Creative Solutions ✓ No Nonsense Advice ✓ The Right Loan for Your Client

Apply Now!

Lee LaRochelle
Sr. Mortgage Loan Advisor | NMLS 2269601
678.372.6915 | Lee@Clarity.Mortgage.com
Clarity.Mortgage.com



Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

CLEANING - RESIDENTIAL

Radiant Touch Solutions
(404) 590-3977
radianttouchsolutions.com

CLOSING ATTORNEY

Pacific Law Group
(770) 702-8467
pacificlawllc.com

Shafritz & Dean
(404) 255-8183
shafritz-dean.com

Weissman
(404) 926-4598
weissman.law

CONTRACTOR / REMODELING

IQ Home Renovation
(678) 373-7491
iqhomerenovations.com

HARD MONEY LENDER

212 Loans
(817) 999-3374
Loans212.com

HOME WARRANTY
HWA Home Warranty of America
(404) 324-2281
hwahomewarranty.com

HVAC SERVICES

Elite Air
(770) 771-2970
eliteairga.com

INSPECTIONS

Ally Property Inspections
(404) 793-3773
allypropertyinspections.com

At Ease Home Inspections
(770) 765-6869
ateaseinspections.net

Grace Property Inspections
(404) 680-8842
graceinspections.com

House Call Home Inspection Atlanta
(404) 615-7427
housecallgeorgia.net

Mission Ready Inspections
(678) 203-2400
missionreadyinspections.com

INSURANCE

Dixon Home and Auto LLC
(470) 508-1494
goosehead.com/rico-dixon

Sarah Bentley Agency
(470) 460-5527
goosehead.com/sarah-bentley

INSURANCE/FINANCIAL
Country Financial - DCG Insurance Services
(678) 494-4211
countryfinancial.com/derek.good

LANDSCAPE DESIGN/ OUTDOOR LIVING

Cosmic Design Studio
(404) 797-1675
cosmicdesign.studio

MENTAL PERFORMANCE COACH

LFG Mindset Consulting
(470) 835-0095
lfgmind.com

Possibilities Unlimited Coaching
(562) 980-2271
miles.gurucoaches.com

PEST CONTROL/ WILDLIFE REMOVAL

Truly Nolen
(404) 431-9572
trulynolen.com/franchise/atlanta-ga

PHOTOGRAPHY / MULTIMEDIA

Visually Sold
(678) 948-5388
visuallysold.com

RESIDENTIAL MORTGAGE

Southeast Mortgage
(770) 279-0222
southeastmortgage.com/CassieFuchs

RESIDENTIAL MORTGAGE LENDER
Anchor Home Mortgage
(678) 679-7000
theanchorteam.com

Clarity Mortgage by Coast 2 Coast Mortgage
(678) 373-6915
clarity.mortgage

Cornerstone First Mortgage
(678) 300-6913
cfmtg.com/christie-elliott

Mortgage Right

(404) 863-2121
hunterteam.mortgageright.com/darin-hunter

River Rock Group
(770) 893-7097
applywithsharon.com

ROOFING

Roof it Forward with Joey McLeMORE
(706) 889-4256
roofitforward.com

ROOFING/ RESTORATION

Evolution Roofing Solutions
(770) 299-2505
evolutionroofingsolutions.com

ROOFING/REMODELING

GO Roofing & Exteriors
(478) 973-8743
goroofingatl.com

SEPTIC SERVICES

Septic Rooter
(678) 744-7878
septicrooter.com

Every Solution is Not Clear.
Don't Worry, Evolution is Here.

Residential & Commercial Roofing Services
GUTTERS | SIDING | SOFFIT | WINDOWS
WATER, MOLD, AND FIRE RESTORATION

770.299.2505 | EvolutionRoofingSolutions.com

**WHEN THE STAKES ARE HIGH,
BE MISSION
READY.**

JOE CAMACHO
Owner, Inspector

Agent-Friendly Reports | Follow-Up Support
Excellent Value | Inspecting with Integrity

Schedule Your Client's Inspection Online

678.203.2400 | MissionReadyInspections.com

Success Begins with Clarity.

- ✦ Deep Cleaning Services
- ✦ Move-In/ Move-Out Cleans
- ✦ Airbnb

Schedule Your Client's Cleaning Today!

Christina Boyd
404.590.3977 ✦ RadiantTouchSolutions.com

Meet The Team



Denny Faircloth
Publisher & Owner



Jacki Donaldson
Managing Editor



Elizabeth McCabe
Writer



Evan Roberts
Photographer



DISCLAIMER: The articles and opinions expressed in this publication are those of the respective authors and do not necessarily reflect the views of The N2 Company d/b/a Real Producers ("N2"). Advertisements appearing in this publication are paid placements and are not endorsed or recommended by N2. N2 is not responsible for the statements, opinions, or business practices of any authors, contributors, or advertisers featured herein. Portions of this publication may include content created with the assistance of artificial intelligence (AI) tools by authors or contributors and may not be independently verified by N2.

Don't Let Your Transactions Get Tangled.



Leverage My Expertise & Insurance Solutions to Close On-Time



Derek Good 678.494.4211

Advisors.CountryFinancial.com/USA/GA/Woodstock/Derek-Good

Auto and home insurance policies issued by COUNTRY Mutual Insurance Company®, COUNTRY Preferred Insurance Company® or COUNTRY Casualty Insurance Company®, Bloomington, IL.



We see what a walkthrough can't.

Your clients get clarity.
You get smoother transactions.

Free re-inspection

Pay at close

120-day warranty

Residential • New Construction • Commercial • WIR
• Radon • Mold • Pool • Sewer • Thermography

**THERMAL IMAGING
INCLUDED IN EVERY
KITCHEN AND BATH**



205.607.0031

allypropertyinspections.com



Buddy McKinney
NMLS 1048124
678.336.7577
212Loans.com

THE LENDER THAT MOVES AT YOUR SPEED.

WHY CHOOSE OUR TEAM?
• Leading Source of Financing for Acquisition & Renovation Loans
• Creative Financing Options



Apply Now!

212 Loans, LLC Texas Savings and Mortgage Lending Mortgage Company License NMLS #1047836; Arizona Mortgage Broker License 0932278; Colorado Dept. of Regulatory Agencies Mortgage Company Registration; Florida Office of Financial Regulation Mortgage Broker License MBRT798; Georgia Department of Banking and Finance Mortgage Broker/Processor License/Registration #41073; Nevada Department of Business & Industry Division of Mortgage Lending Mortgage Company License #5081; 212 Loans of California, LLC Department of Financial Protection & Innovation NMLS 2269701; 212 Loans of Oregon, LLC Oregon Division of Financial Regulation NMLS #1928586

FINISHING STRONG

Hello, Real Producers!

Fall has arrived in Cherokee County, bringing cooler days, changing leaves, and that unmistakable feeling that the year is moving quickly. With the final quarter underway, now is the perfect time to look at how far we've come and where we want to finish.

In real estate, we always have plenty of surprises around the corner. But the relationships we build, the people we trust, and the community we create together can make even the busiest seasons a little less scary.

That spirit of connection was on full display at our September 9 event at Pacific Law Group. We had an incredible afternoon of insight and conversation

with industry leaders Zack Bobo, Tracy Lovig, Sarah Maslowski, Greg Goad, and Monica Coile. Thank you to everyone who joined us, shared ideas, and helped make the event such a success. These opportunities to bring Cherokee County's top real estate professionals together are exactly what *Real Producers* is all about.

Our work here at *Cherokee County Real Producers* wouldn't be possible without our preferred partners. These businesses invest in this community because they believe in you and want to earn the opportunity to work alongside you. As you head into the final months of the year, I encourage you to get to know them, consider them when you need a trusted resource, and let them know you saw them in this publication.

October may be the season for ghosts and goblins, but there's nothing spooky about heading into Q4 with great people in your corner. Here's to strong relationships, continued momentum, and finishing 2026 on a high note.

Warmly,



Denny Faircloth
Publisher & Owner
Cherokee Real Producers
denny.faircloth@n2co.com



YOUR CLIENTS DESERVE A
Winning Team!
THE WINNING PLAYBOOK

- 20 Years of Lending Experience
- Fast, Accurate Preapprovals
- Creative Financing Solutions
- Communication From Contract to Close
- 15-Business-Day Closings
- Available When Realtors Are Working

Preferred Lender of the Georgia Bulldogs!



Let's Get Your Clients Across the Goal Line

Cassie Fuchs
Assistant VP | Executive Mortgage Loan Originator
NMLS #446363

404.825.9154 | SoutheastMortgage.com/CassieFuchs

FALL. FRIENDS. FRESH POURS.



Tuesday, October 27 | 6–9 PM
Reformation Brewery Outdoor Beer Garden

Cooler evenings are here, and we're gathering the *Cherokee Real Producers* community of top-producing real estate agents and preferred partners for a relaxed fall night at Reformation Brewery, **105 Elm St., Woodstock, GA 30188**. Come grab a drink, mix and mingle, make new connections, and enjoy an October evening together. **SCAN to RSVP.**





AT EASE

INSPECTIONS | HOME COMMERCIAL ENVIRONMENTAL

COMMITTED TO THE FAMILIES OF OUR FALLEN



SEPTIC ROOTER
678-744-7878

LICENSED
INSURED
DRUG TESTED
BACKGROUND CHECKED

Trusted Septic Solutions that Protect Your Closings

Priority Realtor Scheduling
Full System Inspections
County Records Included
HD Video Documentation
Transaction-Focused Reporting
Immediate Repair Estimates



Possibilities UNLIMITED

EMPOWERING YOU TO SEE THE POSSIBILITIES.

MINDSET & PERFORMANCE COACHING | HYPNOSIS

"Miles has truly been a game changer for me. If you're a top performer looking to unlock that next level, I highly recommend him."
- DIANNA HORNES

Schedule A Call Today!
Miles Rubin





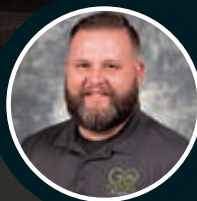
GO

ROOFING
& EXTERIORS

CALL FOR A
FREE QUOTE!

**You Have a Friend in the
Roofing & Exteriors Business**

RESIDENTIAL ROOFING
WINDOW & DOOR REPLACEMENT
INSURANCE CLAIMS
INTERIOR & EXTERIOR PAINTING
GUTTERS



ZACH FLOYD
EXTERIOR CONSULTANT
478.973.8743
GOROOFINGATL.COM



SARAH BENTLEY AGENCY

*Turning Stressed Buyers
INTO CONFIDENT HOMEOWNERS.*

The Insurance Advantage Your Clients
Deserve & Your Closings Depend On.



Sarah Bentley | Agency Owner
470.615.2660 | Sarah.Bentley@Goosehead.com
Goosehead.com/Sarah-Bentley

100% 5-Star Google Ratings
Able to Shop 30+ Carriers

INFLUENCED

Catch up to the world
your kids live in.

FREE ACCESS



Digital safety training
for the people kids
turn to first.

Scan the QR code and use “SAFETY” at checkout for
FREE access to this virtual course (a \$90 value),
available to you through the generosity of N2GIVES.

INFLUENCED A PROJECT OF  The Exodus Road® **INFLUENCED.ORG**



LFG

LFG MINDSET
CONSULTING

**FEELING
OVERWHELMED?**

More Closing, Less Stress.

**Let's Create Your
Breakthrough.**

**Schedule a
Free Discovery
Call Today!**



ANDY ROBINSON
470.835.0095
LFGmind.com

**Don't Let Your
Clients Get Burnt!**

Client Protection Starts with a
Thorough Home Inspection.



Detailed, Easy to Read Inspection Reports
Same-Day Turn Around



Jeremiah Lutz
404.680.8842
GraceInspections.com
Firefighter Owned & Operated



**RODENTS
IN THE ATTIC?
TERMITES
IN THE WALLS?**

**YEAH. WE HANDLE
ALL THAT & MORE.**

Our Services:

- ✓ Wildlife Removal
- ✓ Termite Protection
- ✓ Pest Control
- ✓ Mosquito Service
- ✓ WDO Reports



**REQUEST A FREE
INSPECTION!**

770-728-8520

Locally Owned & Operated • Truly Nolen





Meet The Woman
Behind the Brand

Justine Derby

STORY BY ELIZABETH MCCABE
PHOTOS BY VISUALLY SOLD

People learn some of life's greatest lessons long before they enter a boardroom. They often learn them in unexpected places when no one is watching. Justine Derby learned hers in a barn.

Before she had listing appointments, speaking engagements, leadership roles, or a recognizable personal brand, Justine was a little girl spending every spare moment with her horses. Looking back, she realizes they were teaching her far more than how to ride. "They taught me that trust isn't something you demand," she explains. "It's something you earn. A horse doesn't care about your title or accomplishments. It responds to consistency, patience, and who you are every day." Those lessons became the foundation for the way she lives, leads, and serves.

Today, those horses still greet Justine every morning. Now, she's watching her daughter, Adalyn Grace, ride the very horses that helped shape her own childhood. "It's one of the greatest gifts I could ever imagine," she shares. "Watching my daughter build confidence on the backs of the horses that helped build

"I THINK THE QUESTION ISN'T WHETHER YOU CARE ABOUT YOUR COMMUNITY. IT'S WHERE YOU'RE INVESTING YOUR TIME WHEN NO ONE IS ASKING YOU TO."

mine reminds me that the greatest things we leave our children aren't things at all. They're character, resilience, and the confidence to believe in themselves."

It's fitting that her horses became part of her magazine photo shoot. Not because they make beautiful photographs. Because they tell the truth. They represent the woman behind the business.

Growing up, real estate was simply part of everyday life for Justine. Her parents built successful brokerages, but she was determined to create her own path. "I admired





everything my parents built,” she notes. “I just wasn’t convinced it was supposed to be my story.”

After graduating from Kennesaw Mountain High School, she earned dual degrees in business management and human resources from Johnson & Wales University before beginning a successful corporate career. Then she became a mother. “For a long time, I thought success

meant climbing the ladder,” she states. “Becoming a mom changed my perspective. I realized I wasn’t just trying to build a career. I wanted to build a life.”

That realization led her into real estate in 2013, when she entered the business during one of the industry’s most challenging markets, working with foreclosure and REO properties. “It wasn’t glamorous,” she says, “but it taught me something

I’ll never forget. This business has very little to do with houses and everything to do with people.”

Today, nearly all of Justine’s business comes from repeat clients and referrals. “Real estate is about standing beside people while they make one of the biggest decisions of their lives,” she says. “My role is to bring clarity to what can feel overwhelming, protect their interests, and help

them move forward with confidence. The greatest compliment I can receive is hearing someone say, ‘You have to call Justine.’ Knowing people are willing to trust me with the people they love says more than any award ever could.”

As her business grew, agents began reaching out for guidance on leadership, confidence, and building businesses that reflected who they truly were. Today, she hosts educational events that bring together hundreds of agents each year, mentors agents across the country, and has become known for helping others build businesses rooted in relationships. “People often ask me how I’ve built my business,” she says. “The truth is, I wasn’t trying to build a business. I was trying to build a reputation. Reputations only grow because of people.”

Through her work with the Lumina of Hope Foundation, Justine has supported women, families, and children while helping raise hundreds of thousands of dollars for childhood cancer research. “I think the question isn’t whether you care about your community,” she says. “It’s where you’re investing your time when no one is asking you to.”

One of the defining moments of her career came when she made the difficult decision to step away from everything she had ever known professionally. “It wasn’t simply about changing brokerages,” she says. “It was about trusting myself. One of the biggest lessons I’ve learned is that no one can build your reputation for you.

Companies change. Markets change. Titles change. But your character, your relationships, and the way you make people feel will always belong to you.”

Whether she’s selling a first home or a luxury estate, Justine’s standard never changes. “To me, luxury has very little to do with price point,” she says. “It’s about intentionality, preparation, communication, creativity, and making every client feel like they’re receiving your very best.”

Rather than simply showcasing properties, her videos tell stories about family, lifestyle, and the memories a home can help create. “I didn’t intentionally create a personal brand,” she says. “It’s something I uncovered by becoming more of who I already was. Your brand isn’t your logo or your social media. It’s how people feel after they’ve spent time with you.”

Ask Justine what she’s most proud of, and she talks about her husband, Adam. She talks about Adalyn Grace and her son, Justin. She talks about clients who have become lifelong friends. She talks about the agents she’s encouraged to believe in themselves. “When my children look back one day, I want them to remember how I treated people, how I kept my word, and that I built a life rooted in integrity. And when people leave after working with me, I hope they believe a little more in themselves than they did before we met.”

Behind the brand is a woman who never set out to build a name. She simply set out to become someone people could trust. 🍷

“FOR A LONG TIME, I THOUGHT
SUCCESS MEANT CLIMBING THE
LADDER. BECOMING A MOM
CHANGED MY PERSPECTIVE. I
REALIZED I WASN’T JUST TRYING
TO BUILD A CAREER. I WANTED
TO BUILD A LIFE.”




Inspections You Can Refer with Confidence.

When your reputation is on the line, you need an inspector who's thorough, fair, and easy for clients to understand.

House Call Home Inspection delivers clear, unbiased inspections backed by 20+ years of construction experience and InterNACHI certification. We focus on facts, not fear, so your clients feel informed and your deals stay on track.

- ✓ Clear, easy-to-read reports
- ✓ Fast turnaround times
- ✓ Buyer & seller friendly communication
- ✓ Trusted by Georgia real estate professionals

Know the home. Protect the deal.



Drew Illes, Owner
InterNACHI Certified Home Inspector
404-615-7427 📞 HouseCallGeorgia.net

GET IT MARKET-READY. **FAST.**

Pre-list repairs + high-ROI improvements for top-producing agents.

Sellers need repairs or updates before hitting the market?

We make it effortless.

From punch-list fixes to value-boosting upgrades, IQ Home Renovations helps your listings show better, sell faster, and net more.

**FAST SCHEDULING.
CLEAR COMMUNICATION.
QUALITY WORK YOUR CLIENTS WILL THANK YOU FOR.**



IQ HOME RENOVATIONS
Your trusted pre-list contractor for Cherokee's top agents.

Richie Garzon
678-373-7491
contact@iqhomerenovations.com

COMFORT YOU CAN COUNT ON. SERVICE YOU CAN RECOMMEND.



PROUD TO INSTALL



ELITE AIR
YOUR COMFORT, OUR PRIORITY.



Real people. Real coverage. Real results.
We Shop the Market for You



- Homeowner Insurance
- Auto & Motorcycle
- Flood & Renters
- Condo & Landlord
- RV, Boat & Specialty Coverage

Homeowners Insurance Made Easy!
RICO A. DIXON
Agency Owner
rico.dixon@goosehead.com

Call / Email Today for a
FREE Quote
(470) 508-1494





13 mo. WARRANTY



CREDIBILITY YOU CAN COUNT ON
Trusted for Over 25 Years!

GET 13 MONTHS OF PROTECTION

- Coverage for More Than 120 Items
- No Age Restrictions: All systems qualify
- Free Listing Coverage
- Easy Claims: Quick & hassle-free
- Affordable: Quality coverage, low cost!

COVERAGE THAT GIVES YOU REAL-LIFE ASSURANCE!

(888) 492-7359
HWAHomeWarranty.com



Sign up today and experience peace of mind! SCAN TO PLACE AN ORDER!

Robert Murray
Account Executive
404-324-2281
rmurray@hawahomewarranty.com



**YOUR TRUSTED HVAC PARTNER
HELPING REAL ESTATE PROFESSIONALS
*Close Deals on Time.***

- ✓ Fast Response
- ✓ Clear Communication
- ✓ Reliable Service
- ✓ On-Time Results



**LOCAL, FAMILY OWNED.
HONEST. DEPENDABLE.**

**REPAIR. MAINTENANCE. REPLACEMENT.
INDOOR AIR QUALITY. COMMERCIAL SERVICES.**

**YOUR TRUSTED
HVAC PARTNER**

770.771.2970

Scan to find out more!



ELITEAIRGA.COM



WHAT'S WORKING NOW

Cherokee Real Producers Brings Top Agents Together to Talk Business Generation—Online and Offline

PHOTOS BY VISUALLY SOLD

Real estate agents hear endless advice about what they should be doing to generate business. Social media. YouTube. AI. Leads. Farming. Referrals. Database calls. Video.

But what are successful agents actually doing—and what's working right now?

That exact topic was the focus of **What's Working Now**, a recent *Cherokee Real Producers* event hosted at **Pacific Law Group** in **Canton**, bringing together top-producing real estate agents and our preferred partners for lunch, networking, and two candid panel discussions. The goal was simple: skip the marketing theory and hear directly from successful agents with very different business models.

Winning Business Online
Sarah Maslowski, Greg Goad, and Monica Coile tackled the digital side of the business.

Sarah shared how she uses YouTube and long-form video to build an audience and connect with consumers actively searching for real estate information. Greg discussed hyperlocal content and becoming a recognizable community expert, while Monica shared her approach to lead follow-up, Instagram, personal branding, and podcasting. All have different strategies, but a common theme emerged: views and followers aren't the goal. Successful digital marketing ultimately has to create conversations, relationships, and clients.

Relationships Still Win
The second panel featured **Tracy Lovig** and **Melissa Bailey**, who discussed sphere, referrals, geographic farming, community involvement, and client experience.

While the tactics were different from the first panel, many of the principles were the same: consistency matters. Trust matters. Being known for something matters. Whether the first connection

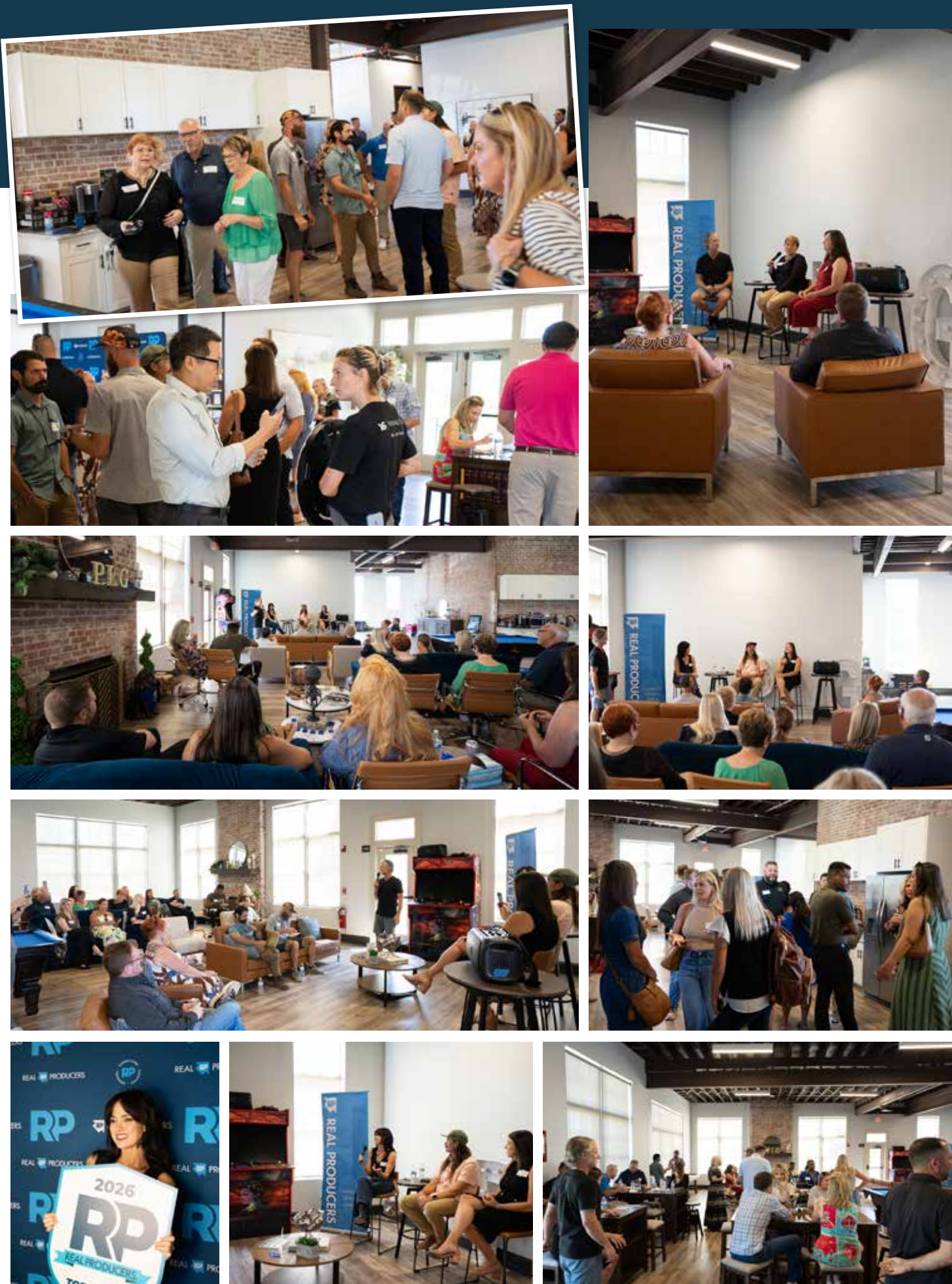
happens through YouTube, Instagram, a neighbor, a past client, or a referral, real estate remains a relationship business.

Different Playbooks. Same Objective.
Perhaps the biggest takeaway was that one correct formula for building a successful real estate business does not exist. The strongest strategy isn't necessarily the newest one. It's the one an agent can execute consistently, authentically, and exceptionally well.

A special thank you to our panelists, **Sarah Maslowski, Greg Goad, Monica Coile, Tracy Lovig, and Melissa Bailey** for sharing so openly. Thank you to **Drew Illes** and **House Call** for providing lunch, **Pacific Law Group** for hosting us and helping everything run smoothly, and **Visually Sold** for capturing the photography and media from the day.

And thank you to every agent and preferred partner who joined us.





I MAKE MORTGAGES *Personal.*

**STRONGER PARTNERSHIPS
SEAMLESS CLOSINGS**
Happy Clients.

“First of all Christie is a great person which shows through in how she treats people she is helping through the loan process. She is always on top of everything that needs to be done, getting us through the process with minimal stress. Couldn't have asked for anything to be better.” - **James T C**



**CHRISTIE ELLIOTT
BRANCH MANAGER**
NMLS# 1998136
678.300.6913
CFMTG.com/Christie-Elliott



FROM PIZZA DELIVERY TO

50,000 HOMES

How Evan **ROBERTS** Built Georgia's Go-To Real Estate Media Company

STORY BY ELIZABETH MCCABE • PHOTOS BY VISUALLY SOLD

Every successful business begins with an idea. Let's be honest, though—few begin in the middle of a pizza shop.

In 2015, Evan Roberts was clocking hours at a pizza shop, but his mind was on the next step. Armed with self-taught photography skills from shooting live music at up-and-coming Atlanta venues like The Masquerade, he recognized a need in the real estate market. He asked himself, "Who is the go-to easy solution that's predictable and consistent?" Evan thought he just might be able to build the solution.

He built it, and they came. Today, Visually Sold has photographed more than 50,000 homes, served over 10,000 real estate agents, and delivered more than 1,000,000 images. Evan's side hustle has grown into one of Georgia's premier real estate media companies, providing everything agents need to market a listing. From professional photography and cinematic video to drone imagery, floor plans, 3D tours, virtual staging, and virtual twilight photography, Visually Sold makes properties stand out.



"Our biggest thing is making the experience for the seller memorable and stress-free," he explains. "We know our clients, the real estate agents, want to make a good impression on their sellers.

We make that our top priority."

Expect consistency. As Evan says, "We provide everything to market a real estate listing. All of our photographers

are employees of ours, not contracted out. We provide them all the same equipment to make sure the quality is consistent."

Speed is another defining advantage. The team delivers professional photographs the same day they take them while they complete the remaining media (such as videos, floor plans, and drone imagery) within 24 hours. Recognizing that agents often juggle multiple listings and expenses, Visually Sold also offers a pay-at-close option, allowing clients to wait until closing before paying for their marketing package.

The process itself is equally streamlined. Through the company's custom-built online scheduling platform, agents can book an appointment in about a minute, often securing availability as soon as the next day. "Urgency is very important to real estate agents," Evan shares. "That's why same-day photo delivery was such a big move for us."

Yet, ask Evan about the true secret to scaling a 50,000-home portfolio, and he points

“
OUR BIGGEST THING
IS MAKING THE EXPERIENCE FOR THE SELLER
MEMORABLE AND STRESS-FREE.
”



straight to his team. What's the secret to his growth? "Finding good people," Evan responds. "We've just been blessed with amazing team members. If we hadn't found the right people, none of this would have worked."

Evan is also quick to transform any obstacle in his way to an advantage. He's inspired by author Ryan Holiday's *The Obstacle Is The Way*.

Blazing His Own Trail Evan, a born entrepreneur, has always had the determination and drive to succeed. Photography wasn't even on his radar decades ago. He taught himself the craft while shooting portraits and photographing live music performances around Atlanta. He never attended photography school, or college, for that matter. "I actually dropped out of high school," he says matter-of-factly. But as a natural learner, he refined his skills, one photography project at a time.

As the business began to grow, his first hire wasn't an industry veteran, but his sister, Caroline. While she was still living in her college dorm room, Evan trained her over the phone between photography appointments, teaching her how to answer emails, handle customer calls, and care for clients. Nearly a decade later, she's still part of the company.

From there, Visually Sold steadily expanded. Evan hired his first photo editor, partnered with some of Georgia's largest real estate companies, and even expanded into several other states before



strategic decision to narrow the company's focus. "We learned some lessons and decided to stay in Georgia and focus on serving Georgia real estate agents," he notes. Today, the team numbers 16 employees, all committed to delivering the same dependable service that fueled the company's early growth. Remarkably, that growth has come with very little advertising. "It's actually mostly been organic growth—word of mouth or a Google search," Evan states.

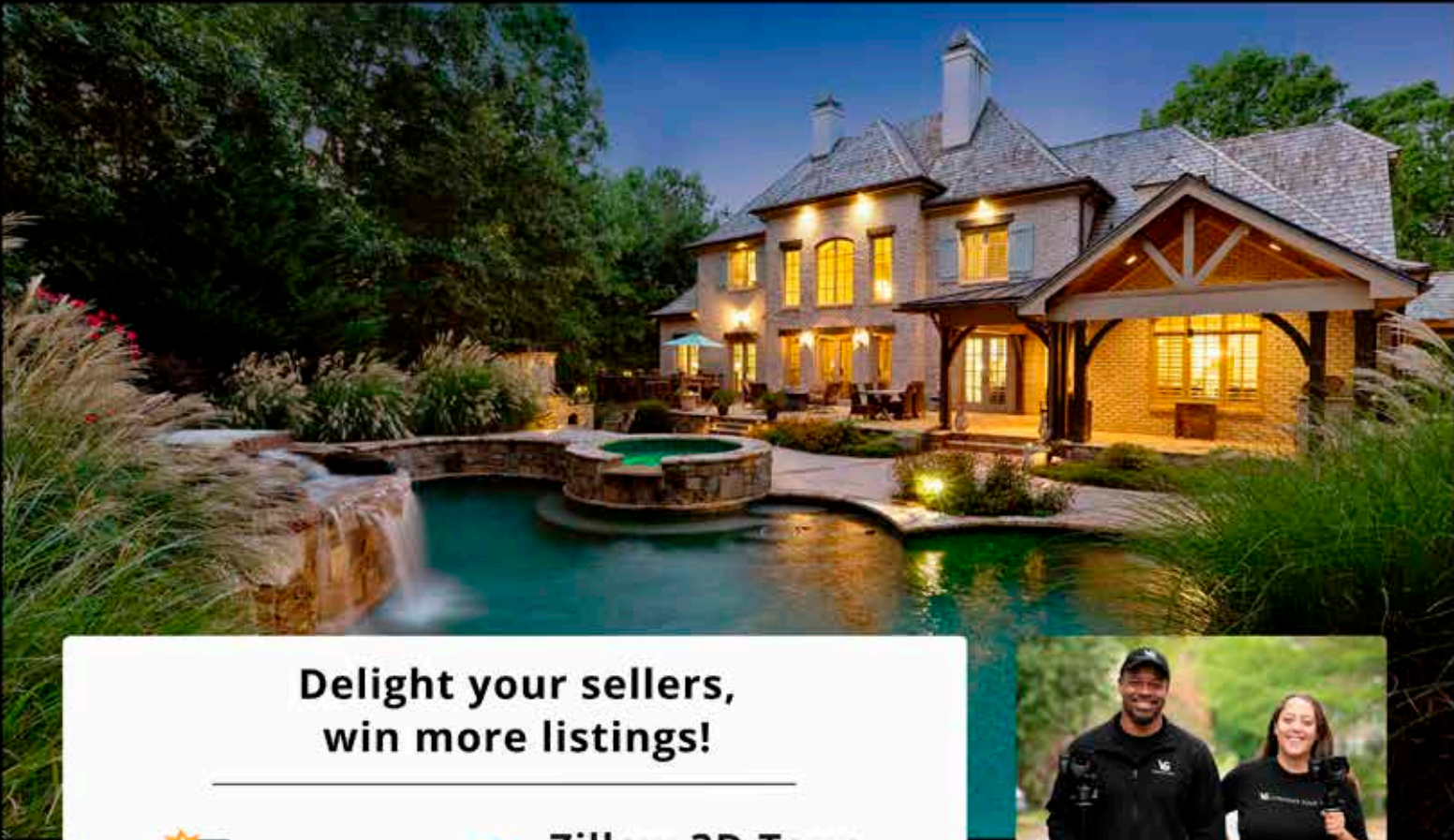
Cutting-Edge Technology
While technology continues to evolve, Visually Sold continues evolving with it. The company recently introduced an innovative photo-to-video service that transforms still images into video walkthroughs. Clients can also instantly add virtual staging or twilight enhancements directly through the platform, giving listings additional visual impact without requiring another visit to the property.

Even with cutting-edge technology, Evan believes the company's greatest strength is due to his talented team. "We've just been blessed with amazing team members," he reiterates.

Clients interact with the team on a daily basis. When agents call Visually Sold, a real person who knows the business greets them and is ready to help. "We're reliable," Evan stresses. "We show up when we say we will, we deliver on time, and we always make things right."

Life Lessons
Evan doesn't pretend entrepreneurship has been easy. He offers one final piece of wisdom that has served him well from the beginning: "Don't let perfection be the enemy of getting things done," he advises. "Just go ahead and take action." The advice is fitting from someone who turned a side job, a camera, and an idea into one of Georgia's most trusted names in real estate media. 📷

Connect with Visually Sold • 678-948-5388 • visuallysold.com



**Delight your sellers,
win more listings!**

- | | |
|---|--|
|  Photos |  Zillow 3D Tour & Showcase |
|  Videos |  Drone |
| <ul style="list-style-type: none"> • 24 Hour Delivery • Easy Online Booking • Fire in Fireplaces | <ul style="list-style-type: none"> • Pay at Close • Consistent Quality • All Metro-ATL + Athens |

Ready to sell faster?



Book Today
Call or Text 678-948-5388
visuallysold.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



RIVERROCKSMP.COM
770.893.7097
215 GILMER FERRY ROAD
BALL GROUND, GA 30107
@RIVERROCK_MORTGAGELENDER

KATHERINE FRANCE
NMLS 1677570

Voted Best of Cherokee



Success Mortgage Partners, Inc. is an Equal Housing Lender. Success Mortgage Partners, Inc.; NMLS # 130562; 1200 S. Sheldon Road, Suite 150, Plymouth, MI 48170. STATE DISCLOSURE REQUIREMENTS Success Mortgage Partners, Inc. is a licensed mortgage lender. The following states require additional disclosure of licensing information. If your state is not mentioned, it is because they do not require specific disclosure. licensed by the NJ Dept of Banking and Insurance; Georgia Residential Mortgage Licensee (#36474) - 1200 South Sheldon Rd., Ste. 150, Plymouth, MI 48170

Why This Two-Time
Cherokee Association of
REALTORS® President
Keeps Raising Her Hand

CAMMY STRICKLAND

STORY BY ELIZABETH MCCABE
PHOTOS BY VISUALLY SOLD

“There are no shortcuts to any place worth going.” —Beverly Sills

If you ask Cammy Strickland how to survive and thrive through 15 years in real estate, she’ll give you a sincere smile, a laugh, and a direct answer: hard work, zero ego, and being ready to do everyone’s job if necessary to cross the finish line.

From Tennessee to building a powerhouse life and career here in Georgia, Cammy’s path is proof that when life throws you a curveball, you don’t step back. You roll up your sleeves, put on your boots, and get to work.

The road wasn’t easy, however. During one season, Cammy Strickland was climbing several mountains at once. She was putting herself through real estate school, raising two daughters, navigating a divorce, and starting over in a new city where she barely knew anyone. Every day seemed to present another challenge, another responsibility, and another reason to question whether she was headed in the right direction.

Looking back, she doesn’t remember the exhaustion nearly as much as she remembers what came afterward. “That mountain I climbed was so worth the view at the top,” she says. Fifteen years later, it’s easy to see exactly what she means.

From Big Apple Dreams to Peach State Living

Originally from Knoxville, Tennessee, Cammy spent a year and a half at the University of Tennessee studying fashion merchandising. Her big teenage plan? Move to New York City, become a high-powered buyer for a major department store, and live the fast-paced city life. “You make plans, and God laughs,” Cammy shares with a chuckle.

Instead of landing in Manhattan, she ended up following her high school sweetheart to South Florida after Hurricane Andrew to help rebuild homes with his uncle’s contracting business. A few years and two daughters later, the hectic pace and intense traffic of Fort Lauderdale lost its charm. Looking for a safer environment to raise her children, she relocated her family to Canton,

Georgia. With its friendly atmosphere, Canton felt delightfully like home.

Pivoting + Persistence

When life shifted toward a divorce, Cammy found herself at a crossroads. Facing single motherhood with two young daughters in school, she knew she needed total financial independence, schedule flexibility, and a career with no ceiling on her income. At age 40, in the middle of major life changes, she put herself through real estate school.

Starting out in 2011 in a new area without a sphere of influence wasn’t for the faint of heart. “People think real estate is easy money and all you do is open doors,” Cammy states. “In reality, you’re jumping through hurdles every single day: getting the listing, finding a buyer, surviving the inspection and appraisal, and hunting for your business every morning.”

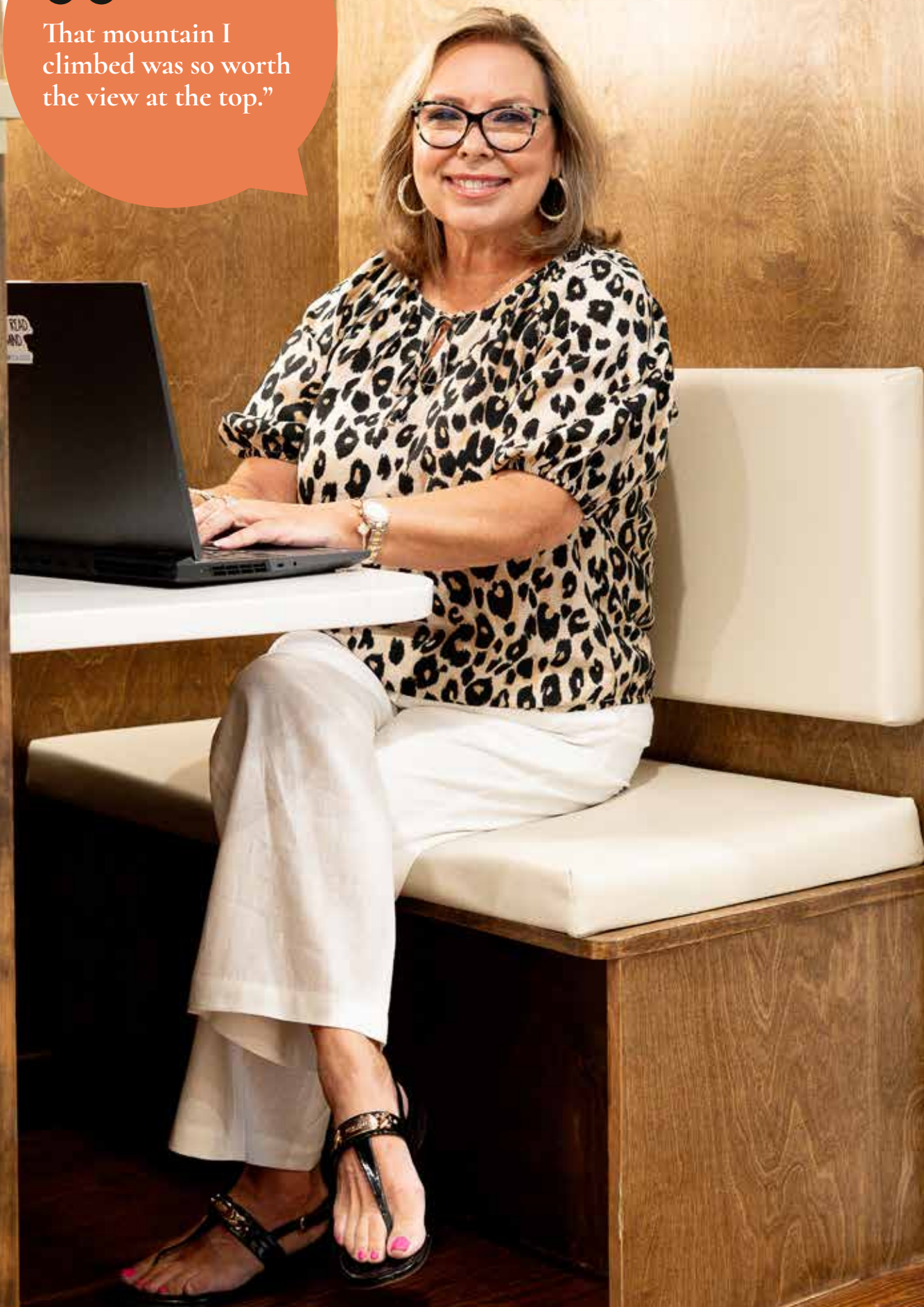
Was it worth it? Without a doubt.

Early on, a mentor handed Cammy a golden rule that became her professional baseline: Always be



“

That mountain I climbed was so worth the view at the top.”



prepared to do your job and the other agent's job. Whether double-checking that lender paperwork reached the attorney or steering transactions through unexpected bumps, Cammy assumes full responsibility to ensure her clients never suffer a hiccup.

A Love for Service (and a Do-Over Year)

If a leadership role exists, chances are Cammy has held it. Guided by advice to get involved with her local REALTOR® board immediately, she has served in nearly every capacity imaginable: Local Director, State Director, Treasurer, President-Elect, and two-time Board President. Her first presidency term was in 2020, the year of endless Zoom meetings. “If I never have to attend another Zoom meeting, I’ll die happy,” she notes with a laugh. “I think everyone thought I deserved an official do-over, which is how I ended up back in the president's chair again.”

Beyond committee work, Cammy takes enormous pride in her board's community impact. From hosting an annual Charity Pitch Battle that awards \$2,500 to deserving local nonprofits to organizing downtown Woodstock road cleanups and building homes with Habitat for Humanity, service is at the core of everything she does. “None of our board positions are paid; we are 100% volunteer,” she comments. “We do it because we love our community and our members.”

Family First, Disney Magic, and Words to Live By

At the center of Cammy's universe are her two daughters: Taylor (31), a successful business owner with a hair studio suite in downtown Woodstock, and Caitlin (26), a licensed massage therapist. “Everything I do, I do for them,” Cammy says proudly. “They are my best friends.”

When she's not leading board meetings, you'll find Cammy recharging at her favorite place in the world: her swimming pool. She and her daughters are also unashamed “Disney adults.” What started as visits when Taylor participated in the Disney College Program turned into a fun family escape. “It was our therapy during tough times,” Cammy reflects. “It's our place where we regroup, laugh, and just enjoy being together.”

Whether she's mentoring newer agents or navigating today's shifting housing market, Cammy approaches life with grace and two daily mottos: “It is what it is” and “Do good, be good.”

“At the end of the day, when you sit down at the closing table and see happy faces on both sides, you know you've done a great job,” Cammy mentions. “I'm just thankful every day that I have a purpose and the opportunity to help people.”

WWW.SHAFRITZ-DEAN.COM

EVERY HOME. EVERY DETAIL. CLOSED RIGHT.

Partner With a Closing Attorney That Delivers Results.

A smooth closing protects your reputation.
Trust **Shafritz & Dean** to handle the details and keep your deals moving.







DOUG DEAN
Owner
Ddean@shafritz-dean.com



TRACI WOOD
Marketing Coordinator
Twood@shafritz-dean.com

LOCATIONS
13 office locations in Metro Atlanta including The Mill at Etowah & Downtown Canton.

BILINGUAL STAFF
We offer bilingual closings for clients whose preferred language is Spanish.

INVESTORS
We have a dedicated investor team that works with wholesale, assignments, double & triple closings & novations.

CONTACT US:
404-255-8183
Titleorders@shafritz-dean.com





24/7 Availability | Fast Turnaround
Free Inspections
Realtor Transaction Experience
Property Management Support

706.889.4256 | RoofItForward.com



COSMIC DESIGN STUDIO

REDEFINING LUXURY Outdoor Living

WE DESIGN AND BUILD INNOVATIVE SWIMMING POOLS & OUTDOOR LIVING





WWW.COSMICDESIGN.STUDIO | 404 400 3652



Your Reputation Is On The Line Too.

One of the biggest misconceptions about lending is that once a buyer is under contract, the lender simply collects paperwork and gets the loan to closing.

Anyone who's been in this business knows that's not how it works.

A lender can make an agent look like a hero, or spend thirty days making them apologize.

After more than 20 years in the mortgage business, I've learned something that guides every transaction.

When a Realtor refers a client to me, they aren't just sending over a loan application.

They're trusting me with a relationship they've spent years building.

That changes everything.

It means returning calls before someone has to ask.

Keeping everyone informed instead of leaving agents wondering what's happening.

Solving problems quietly before they become emergencies.

Being honest when there is good news, and just as honest when there isn't.

I've always believed that communication is just as important as qualification. Buyers deserve to know what's happening with one of the biggest financial decisions they'll ever make. Agents deserve to know their transaction isn't sitting in someone's inbox waiting for the next update.

Experience matters because every transaction is different.

Sometimes the right answer is conventional financing.

Sometimes it's VA, FHA, USDA, jumbo, renovation financing, or another creative solution that helps keep the deal together.

The loan product isn't what defines a great lender.

The experience does.

My goal has never been to simply close another loan. It's to make sure my clients feel confident throughout the process, and that every Realtor who trusted me with their client would gladly make that referral again.

Because long after the closing table, people remember how they were treated.

And every successful closing doesn't just strengthen one relationship.

It strengthens all of them.



DARIN HUNTER
Certified Mortgage Advisor

NMLS #2239/29290

404.863.2121
Darin@mortgageright.com
www.applydarinhunter.com



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!

Ready when you are.

Submit your next contract at
StepOne@ClosePacific.com

For a list of locations please visit
www.pacificlawllc.com/locations

-  **Woodstock location:**
7680 Main Street, Ste 200 Woodstock GA 30188
-  **Canton location:**
231 West Main Street, Ste 100, Canton GA 30114