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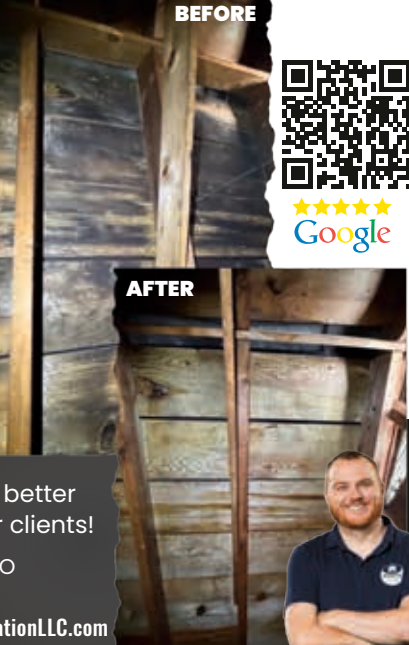
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Contents



Carlyn Goudas **12** COVER STORY

PROFILES



26 Alexa Maragos



32 Joshawa Smith



20 Morse Moving And Storage



IN THIS ISSUE

- 6** Meet The Team
- 10** Preferred Partners
- 12** Cover Feature: Carlyn Goudas
- 20** Partner Feature: Morse Moving And Storage
- 26** Team Champion: Alexa Maragos
- 32** Realtor® Life: Joshawa Smith

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Carlyn Goudas

LET'S MAKE A DEAL!

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY ANDREW EICHER PHOTOGRAPHY

Some people build their career the way they build houses, carefully and with intention, one strong piece at a time. And for Carlyn Goudas the same approach holds true. That intention has not only shaped her business, but the life she has crafted that surrounds it as well. A life grounded by family, growth, and strong relationships.



Licensed in 2014, Carlyn entered real estate after spending years raising her family as a stay-at-home mom and yoga instructor. While her original motivation to enter the real estate industry was a practical decision, wanting more financial stability for her family, she never imagined how deeply the work would resonate. “I never had intentions of being in sales, and I never imagined I would do well in real estate. But I was tired of living paycheck to paycheck and my husband encouraged me to get my license. So, I did! And I honestly have him to thank for all of this,” she admits with pride.

Initially starting her real estate venture on a team with Howard Hanna, Carlyn gleaned a great deal of industry

knowledge early on but was eager to create something of her own. So in 2022, when Carlyn was blindsided by an unforeseen change, she used that moment in her career as a sign that it was time to step out on her own and start The Goudas Group. In the beginning, starting out as a very small team comprised of only one agent and her husband, Rick, the momentum their synchronicity incited became the key to their immediate success.

Working side-by-side over the years, Rick’s role has evolved in a way that feels like a natural extension of both his background and our shared vision for serving clients. His experience as a union carpenter provided a strong foundation in craftsmanship, problem-

solving, and a deep understanding of what truly goes into a home beneath the surface.

“We quickly recognized an opportunity to combine our strengths. We began helping clients not only find the right homes, but also navigate the repairs and improvements needed to make those homes truly their own. What started as a value-added service soon became a defining part of how we operate.”

As The Goudas Group continued to grow, so did their commitment to elevating client experience. And with it, Rick’s role also continued to evolve, launching his own contracting business while remaining active on the team. Today, he serves as the team’s primary contractor

and a trusted resource for clients, seamlessly bridging the gap between buying, selling, and renovating.

“At the heart of our brand is where we live and raise our family in Hudson, and that local connection shapes the way we serve our community. While Hudson is home, we are proud to work with clients throughout the surrounding areas and beyond, bringing the same level of care, expertise, and hands-on support wherever our clients need us.”

Together, The Goudas Group has expanded their team to six agents and cultivated a business model that can accomplish their client’s dreams whether they’re buying a ready-to-move-in home or something in need of a little TLC. “It’s a fully integrated, elevated experience designed to simplify the process and ensure every client feels supported at every step - whether they’re listing, buying, or transforming a home into exactly what they envisioned.”

The team focuses heavily on preparation, education, social media, high-end video, and building relationships that last. “We want to make sure that we’re elevating our business and what we do, so we’re not just the agent down the street that opens the door,” Carlyn explains of their goal to feel like a luxury-focused brand. “It’s hard to do it right consistently, but we strive to create that type of relationship and experience.”

Carlyn is deeply committed to the success and development of her agents. In addition to the exceptional training and resources provided by the brokerage, she invests heavily in team building, mentorship, and ongoing professional growth. By implementing proven systems, accountability, and best practices, Carlyn empowers her agents to build thriving businesses while motivating them to become the best versions of themselves both personally and professionally. “Honestly, one of my greatest joys is seeing an agent come to the team and watching them grow and be able to fulfill the same dreams I did when I started.”



“

At the heart of our brand is where we live and raise our family in Hudson, and that local connection shapes the way we serve our community.”



“

Becoming a mother has taught me the most about humility, grace, selflessness, sorrow, happiness, gratitude, and worry...all at the same time.”

Leaning into the momentum her team has created, Carlyn has begun focusing more and more on international communication and bridging the gap between her love of real estate and dream of living part time in Greece. When she's not in the office, Carlyn laughs, admitting that free time used to be nonexistent while she was fully invested in growing her business and team. “When my kids were little I remember missing a lot of important moments and experiences. It's sad. But at the same time, it is that exact hustle that got me to where I am today.”

Now she's reclaiming space for what matters most...family. With five boys in tow, balancing motherhood with a

demanding career hasn't been without challenges. She's had to learn how to protect her time, be present at home, while still maintaining a presence at work. That growth required grit, focus, and an evolving sense of autonomy, but it also shaped the leader she is today. “Becoming a mother has taught me the most about humility, grace, selflessness, sorrow, happiness, gratitude, and worry...all at the same time.”

She also coaches her sons' church basketball team, something that feels full circle after being in love with the sport in her younger years, and enjoys traveling often, especially to Greece. She loves teaching her boys the culture and hopes to eventually purchase an

investment property there that will serve as their second home in the future.

Looking ahead, Carlyn is excited to continue expanding in every way, while bringing on more agents who align with her values. Growth, for her, has never been about size alone, it's about building something sustainable, supportive, and rooted in connection. It's measured in the strength of her team, the depth of her relationships, and the life she's building alongside the people she loves most.

“I've always had a mentality of ‘how can I wake up and make a deal happen today?’.”



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Hiring a moving company for most people seems like such an easy task, but for some, it becomes yet another worry or stressful step within the moving process. For many buyers and sellers, they see the process of moving as having to leave behind the memories they made as they face their next chapter, which oftentimes can feel daunting. Trusting someone else to care for your possessions the way you do is Morse Moving & Storage's specialty however, and it's a responsibility they've taken very seriously for over 70 years.

"We don't just move household goods, we move emotions!"

Joe Zabukovec, General Manager of Morse Moving & Storage, didn't originally envision a career in the moving industry, it sort of found him. After graduating from The University of Toledo in 1999, Joe spent two years working at Stonewater Golf Club before an unexpected opportunity redirected his future away from his aspirations in professional golf. Inspired by his mother's career in corporate relocations



WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY ANDREW EICHER PHOTOGRAPHY



Away from the office, Joe enjoys life alongside his fiancée, Rachelle DeLuca, and son, Ryder. Whether he's playing scratch golf, listening to live music and jam bands, cheering from the sidelines at Ryder's lacrosse games, or supporting organizations including the Howard Hanna Children's Free Care Fund, Keller Williams RED DAY, March of Dimes, and Food For Hunger, the same values that he once witnessed in his mother continue to guide him today.

for a Fortune 500 company, when opportunity came knocking in 2003 Joe took a chance and started his journey as a relocation consultant too.

Despite knowing very little about his new role, Joe's perspective about the industry was honed very quickly when he was faced with the realization that relocation sales wasn't just about getting his clients and their possessions from point A to point B, it was about helping them close an old chapter of their lives and welcome the next one with open arms. Something he experienced first hand while helping an elderly client move out of her home in Little Italy

where she had spent her entire life. Every keepsake carried a memory and every room represented another chapter she wasn't ready to leave behind. That's when Joe realized he was doing something much more important than just moving someone's household goods, "That's when I realized we were moving their emotions!" And it's a lesson which has remained the heartbeat of Morse Moving & Storage since Joe joined in 2007.

After more than two decades in the industry, including experience with three of the region's five major van lines, Joe took over as General Manager of the Cleveland operation in 2023 where he also serves as a board member of the Ohio Association of Movers. Yet despite his extensive industry knowledge, including a position as former chairman of the Ohio Association of Movers, Joe believes lasting success still comes back to one very important factor: being of service...first and foremost. And for

more than seventy years, Morse Moving has built its reputation around that exact philosophy!

Founded three generations ago, the family owned company has grown to five offices while continuing to earn referrals that now account for more than sixty percent of its business. "Our team is like a family, which leads to successful relocations, happy clients, and referrals," Joe says. It's a culture which extends throughout the leadership team as well with District Sales Manager, Kevin McKenzie, bringing more than two decades of industry experience after beginning his career as a CDL driver before expanding into accounting, records management, and sales. Kevin has continued to expound on his education in Geography and Planning from the University of Toledo throughout his 13 year career with Morse Moving by creating a more seamless process for their clients and agents alike.

"OUR TEAM IS LIKE A FAMILY, WHICH LEADS TO SUCCESSFUL RELOCATIONS, HAPPY CLIENTS, AND REFERRALS."

Territory Sales Manager, Emily Frank, contributes her own unique blend of logistics, operations, business development, and experience as a licensed REALTOR® which allows her to understand both the relocation process as well as the real estate transaction from multiple facets. Often partnering with local businesses, real estate professionals, and organizations throughout Northeast Ohio, Emily helps coordinate relocation and logistics solutions while also helping clients buy, sell, and invest in real estate.

Together, they help guide families, businesses, agents, and organizations through moves with professionalism,

care, and a true attention to detail as the company believes exceptional service begins with having exceptional people on their team. That includes the eighty percent of Morse Moving's crews and drivers who have been with the company for more than fifteen years! And unlike many competitors, their drivers are owner-operators with a personal investment in every move they complete. "They have incentive to do their best and are rewarded when they continue to be reliable," Joe explains. "Which is why we have reliable people working for us."

Like every successful company, Morse Moving continues to adapt alongside

the industry by implementing new programs such as virtual estimates, which have become increasingly common since the pandemic. From estimating jobs to coordinating moves, disassembly to reassembly, and everything in between, Morse Moving's customer-centric approach ensures a seamless experience from start to finish. And if the client hasn't quite found the perfect place to settle down just yet, Morse Moving also offers storage options at their 25,000sq.ft. storage facility which can handle any type of move from residential to commercial.

Now spread across five offices, Morse Moving & Storage continues to set the standard for exceptional service whether they're helping a family relocate across town, coordinating a commercial move, or handling projects as large as the Rocket Mortgage Arena. "If it needs to be moved, we can handle it!" Joe says with a smile, admitting there's nothing his team can't handle. ▀

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Alexa MARAGOS

Optimizing Opportunity

Watching someone you admire build a meaningful career of their own has a way of planting the seeds of possibilities long before you realize they have taken root. For Alexa Maragos the same holds true, as real estate wasn't simply a profession she stumbled into, it was an industry she had a front row seat to all throughout her childhood. She watched as her mother changed lives through her hard work, some truly amazing relationships, and an unwavering commitment to getting her clients into their dream home. Today, Alexa is continuing to build upon that same legacy while creating a path that's distinctly her own.

Before real estate ever entered the picture, however, Alexa's heart for serving

others initially found an outlet in the dental field. And although she enjoyed the work and helping people immensely, the day to day routine left her wanting something more fulfilling out of life. Drawing from her time working as an administrative assistant following high school, she began researching the real estate industry and found herself drawn back to the example she'd watched her mom set for so many years.

With such a shining example of the positives the real estate industry could provide, Alexa finally decided to take the plunge herself and earned her license in 2025. Without hesitation, she immediately joined her mother's team at Keller Williams Elevate, determined to follow in the footsteps of someone

she deeply admired. That someone being Daniela Maragos, Team Leader of the Maragos Team and a familiar name throughout the industry.

Working alongside her mother has given Alexa the opportunity to learn from Daniela's industry expertise while helping her grow the Maragos Team alongside agents like Morganne Kaster, Cathy Strippy, Sergio Paolucci, Savannah Hupcej, and Medsire Fernandez-Bonilla. Alexa enjoys learning new facets of the industry every day and growing her own brand while lending her support behind the scenes as well. Together, the team is known for its relentless work ethic and outstanding commitment to every client who places their trust in them. "No job





is too difficult to accomplish,” Alexa says with a smile. “We fight hard for all of our clients.”

Whether they’re helping first time home buyers or guiding luxury clients who have entrusted them for years, Alexa believes every relationship deserves the same level of care, explaining, “We really go in depth about what the buyer is looking for and interested in, we are very attentive to what their needs and wants are.” It’s a personalized approach that reflects the very reason she entered the industry in the first place. “I love helping people. I’ve always had a passion for helping others. When I am able to give a buyer the key to their new home and see the smiles across their face, it really sets in stone the reason behind why I love real estate.”

Alexa’s desire to be of service comes from a place beyond just simply caring for people too though, it comes from a place of wanting to learn. Fueled by a constant pursuit of knowledge, Alex

enjoys learning the many intricacies that real estate has, much of which she utilizes daily to make the buying and selling process smoother for her clients. Along the way, that determination and dedication to her craft continues to thrive thanks to the encouragement from people who share the same mindset, including her lender, Tiffany Maddamma, whose friendship has grown far beyond business. “When we talk it’s not only about work it’s also about support.”

At the same time, Alexa continues to lean on her mother’s guidance whenever she needs it, knowing expert advice is always just a phone call away. “I love to learn and push myself to learn and do more. My goal in life is to grow.” Growth, however, isn’t something Alexa pursues alone. Her boyfriend, Thaddeus, has become one of her greatest supporters, understanding the long days and unpredictable hours that often come with building a real estate career. Her parents have remained equally encouraging every step of

the way, providing both personal and professional support whenever she needs it.

When she’s able to step away from the contracts and showings, Alexa enjoys slowing down and enjoying the simple things in life through crocheting, baking, cooking, and staying active at the gym. Her Greek and Italian heritage often inspires what comes out of her kitchen, bringing family traditions to the table one recipe at a time. And if she’s taking a well deserved vacation, chances are there’s only two options she has in mind; you’ll either find her relaxing at the beach or aboard a cruise ship that’s headed to one.

Whether she’s helping her coworkers navigate day-to-day notions behind the scenes, guiding a client through a difficult transaction, or brushing up on a new industry technique, one thing that remains the same for Alexa will always be the unlimited opportunities that real estate provides. And she intends to pursue each and every one of them! 🍷



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TAKING CARE
OF THE PEOPLE
WHO ARE
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CARE OF YOU

JOSHAWA SMITH

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY JANET MILLER PHOTOGRAPHY

There isn't much about Joshawa Smith that fits the polished stereotype people often imagine when they picture a real estate agent. In fact, he'd probably be the first to laugh at the idea, joking that he's not the fancy REALTOR® that's going to show up in a suit and tie. He's just a normal guy helping other normal people buy and sell homes, sharing his knowledge and expertise with clients so they can make the most informed decision. It's a straightforward approach which has become the foundation of a business built less on sales and more on genuine relationships.

Raised in Kent and now living in Stow, Joshawa has watched his community in Northeast Ohio grow from the seat of his bicycle long before he ever drove clients through its neighborhoods. "I know the cities around here like the back of my hand," he says with a confidence earned through a lifetime of living,

working, and exploring the communities he now serves. However, life wasn't always easy growing up, and financial struggles meant the hustle started early. From cutting grass to shoveling snow, taking on odd jobs became much more than ways to earn spending money... they became early reminders that if he wanted a different future, he would have to build it himself.

That work ethic naturally led Joshawa towards a career in renovation and interior construction while he was still in high school. Where, for nearly eight years, he balanced work full time before eventually adding on classes in Business Management Technology from Kent State University. That experience gave him an eye for the details many buyers might overlook and a practical understanding of the homes he now helps clients purchase. And today, that background has become one of his greatest advantages.

After nearly a decade of putting his body through the rigorous routine that a career in construction demanded, Joshawa took count of his life and

realized he wanted more for his future. So he enrolled in real estate courses and discovered a career that matched his personality just as much as his experience, admitting, "I'm a big extrovert". It's a trait he credits his mother for setting such an amazing example in teaching him never to be afraid of talking with people.

Licensed in 2021, Joshawa quickly found success in the industry and with 32 transactions closed solo during his first year, he knew if he wanted to continue to grow his sphere he was going to need some help. In 2026, Joshawa changed everything when he launched The Residence Real Estate Group with RE/MAX Diversity, combining his passion for real estate with a desire to mentor newer agents entering the business.

It wasn't a business model that was meant to make an impact on his life right away, however, it was a concept Joshawa began exploring in hopes to create better opportunities for other agents who are also building careers of their own. "You can create your life however you want," he says, a



“

THERE'S
NO BETTER
FEELING THAN
CLOSING ON
A HOUSE AND
HANDING
SOMEONE
THE KEYS.”



philosophy that has shaped both his leadership and long term vision.

That perspective also influences the advice he gives every buyer and seller as well, encouraging them to interview their agents in order to find the best match. Joshawa believes clients deserve to find an agent who genuinely fits their needs, instead of simply hiring the first name they come across online, in order to be the director in creating the life they want. And while his specialties include divorce transactions, investment properties, and relocations, Joshawa sees every transaction through the same lens, admitting he's in the business of people.

Whether identifying potential structural concerns or helping investors understand the long term costs behind a renovation, Joshawa believes his responsibility goes far beyond just getting a client to the closing table. “I’m not here to sell the house, I’m here to sell myself,” he admits, explaining that earning a client’s

trust matters far more than convincing someone to purchase the wrong property. Recommending neighborhood restaurants or sharing insights about the communities he’s known his entire life simply becomes another part of helping his clients get settled and feel at home in their new locale.

Looking back, the biggest shift in his business didn’t come from another closing or business milestone as Joshawa had always sought growth and financial freedom with his career path in real estate. But as he started to grow his family, welcoming his baby boy, Bentley, to the world, priorities changed from planning vacations to providing for his family and becoming the best dad he can be. “There’s no better feeling than closing on a house and handing someone the keys,” he says, knowing that each closing helps build the future he’s creating for Bentley.

Away from work, it’s obvious that life revolves around family and the

adventures that come with it for Joshawa and his fiancée, Kirsten. While they are preparing for their wedding next year, raising Bentley and making the most of every season is their focus right now. In their free time they like going to concerts, watching movies, hiking, camping, golfing, swimming in the summer, and participating in snow sports during the winter. But above all else, their favorite pastime remains riding motorcycles. Joshawa has been riding a Harley for as long as he can remember, and these days there’s nothing better than continuing that tradition with his family and Kirsten’s family while enjoying the roads he’s called home his entire life.

And while many outsiders continue to see real estate as a sales gig, Joshawa proves otherwise with a business that is driven almost entirely by referrals earned through the relationships he’s grown. After all, “We’re all the same people at the end of the day.”



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