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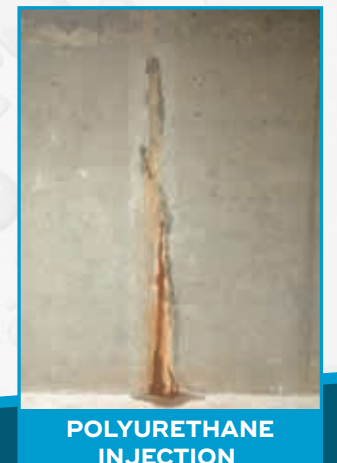
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Tamra WADE

BY ELIZABETH MCCABE • PHOTOS BY VISUALLY SOLD

BUILT ON *Determination*

“I don’t see what I do every day as a job. I feel like it’s my calling,” says Tamra Wade of RE/MAX TRU.

After 27 years in real estate, Tamra has built a career spanning brokerage ownership, leadership, sales, training, and an extensive new construction business serving more than 17 privately owned builders. Yet the career she leads today began unexpectedly with two small children, a job at a car wash and one rainy afternoon.

From Montreal to Georgia

Originally from Montreal, Quebec, Tamra moved to the United States at 16 when her father’s company relocated the family to Georgia. After high school, she attended college for a year, but life soon took her in another direction.

By 23, Tamra was raising two young boys, one just four months old and the other two, and doing whatever was necessary to support her family. That included working at a car wash, sometimes bringing one of her babies with her while she handled everything from the front desk to vacuuming cars.

Then came the rainy afternoon that changed everything. With business slow, Tamra and her mother decided to look

at houses. They walked into a model home and met a woman named Debra. Curious, Tamra asked how someone got into real estate. As it happened, Debra needed someone to cover her days off. Was Tamra interested? Absolutely. It was 1999, and she had found the career that would shape her life.

Finding Her Place

Tamra entered real estate with no experience but quickly discovered an industry that suited her drive and competitive nature. Traton Homes recognized her potential and sent her to real estate school.

New construction became her specialty. She learned the business from the ground up, working with buyers, builders, communities and sales teams before eventually moving into management for a leading private builder. That experience gave her something invaluable: an understanding of real estate from the builder’s perspective.

Then the housing crisis hit. “I never saw it coming,” she admits. Tamra managed through one of the most challenging markets of her career before returning to on-site sales, staying with the builder until it ultimately closed its doors. “I am pretty dedicated when I get into

“I don’t see what I do every day as a job. I feel like it’s my calling.”





something,” she says. That dedication would define what came next.

Building Something of Her Own

Tamra joined RE/MAX and became part of a top-producing team, but her entrepreneurial instincts eventually pushed her to create something of her own. She launched the Tamra Wade Team, combining traditional real estate with the new-construction expertise and relationships she had developed throughout her career.

As the new construction market returned, those relationships began opening doors. A former builder contacted her, referrals followed and the business expanded. What began with one builder relationship in 2011 has grown into partnerships with more than 17 private builders and a new-construction operation spanning communities throughout metro Atlanta and Georgia.

In 2018, Tamra took another major step and opened RE/MAX TRU.

Today, as Broker/Owner of RE/MAX TRU and leader of the Tamra Wade Team, she oversees builder relationships and sales strategy while remaining actively involved in training, developing and supporting agents. For Tamra, leadership comes with responsibility. “My name is on it,” she says. “I want to make sure we do things well and that the people representing our clients, builders and brand do things the right way.”

A Goal Years in the Making

For all Tamra has accomplished professionally, one of her proudest achievements happened away from real estate. At 50, while running two companies and balancing life as a business owner, wife, mother, grandmother, friend and daughter, she completed her bachelor’s degree in business science. “It was a goal of mine to finish my degree, especially having kids who graduated from college,” she says. “If they can do it, I can.”

When her father questioned why she would return to school after already building a successful career, her answer



was simple. “It was on my bucket list.” The accomplishment represented far more than another credential. It was about finishing something she had started years earlier and proving that goals do not come with expiration dates.

“It doesn’t matter what stage of life you’re in,” Tamra says. “If you have a goal and something you really want, do it.” Her education has also influenced how she leads, sharpening the way she analyzes numbers, evaluates spending, hires employees and works with different personalities. “I look at business in a whole different way now,” she says.

Competitive Without the Noise

Tamra describes herself as highly competitive, although people may not immediately recognize it. “I’m very competitive, but people may never guess,” she says.

Her approach is less about being the loudest person in the room and more about understanding the people

involved. She knows when to push, when patience is more effective and when finding common ground will produce a better result.

That adaptability has served her whether she is negotiating a transaction, advising a builder or helping agents develop their careers.

Business Owner Meets “Momager”

For all her professional titles, Tamra’s most important roles extend far beyond real estate.

She and her husband, Randy, have a blended family, “his, hers and ours,” with eight children ranging in age from 10 to 29, along with her one-year-old grandson, Scottie.

“He is my heart,” she says. Her daughter Ava keeps Tamra busy in another role she jokingly calls “momager.” Between dance, pageants and national competitions, Tamra coordinates coaches, practices, travel and appearances while supporting Ava’s

goals with the same energy she brings to her businesses.

Her days often begin around 6 a.m. and continue until Randy reminds her it is time to shut things down. She makes time for Pilates several times a week and works intentionally to protect family time, although entrepreneurship and new construction rarely operate on a traditional schedule.

It is a full life—broker, business owner, leader, wife, mother, grandmother and mentor—and one Tamra has built piece by piece. 27 years after a rainy afternoon unexpectedly opened the door to real estate, Tamra has gone from bringing her baby to work at a car wash to building businesses, leading agents and earning the trust of builders and clients throughout Georgia.

The scale of her life has changed dramatically since those early days. The determination behind it hasn’t. And perhaps that is why, after all these years, Tamra still doesn’t call real estate a job. For her, it has always been something more. It’s a calling. ▀

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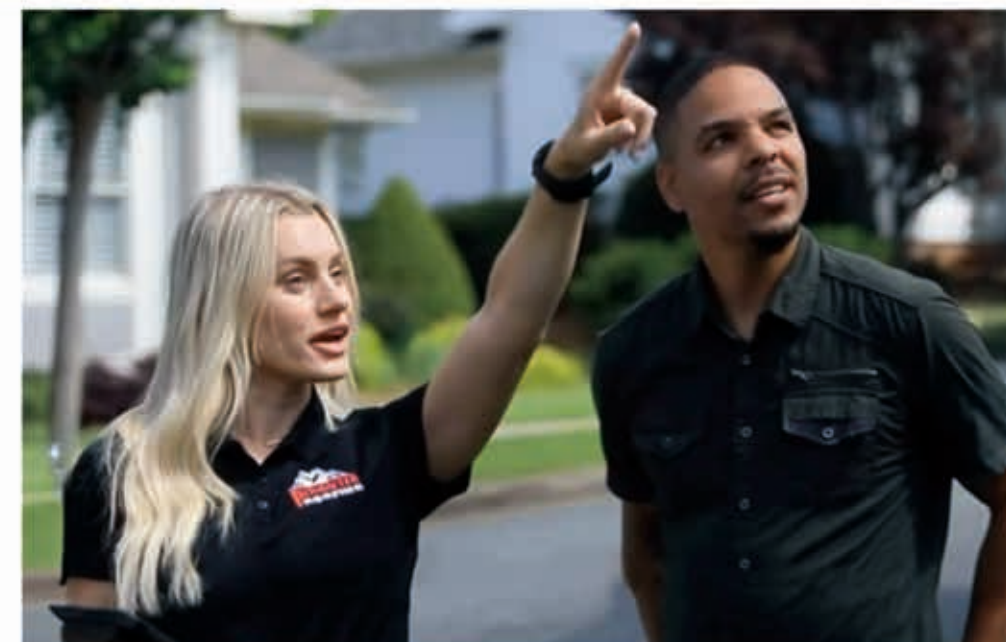
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Joshua Pickens

Joshua Pickens has never been afraid to take the road less traveled. Sometimes, that road leads through entrepreneurship and real estate. Other times, it apparently leads straight through two years in Charlotte while pursuing “the girl of my dreams.”

Today, Joshua is a co-founder of Housewell, where he is helping rethink the traditional real estate brokerage model while keeping a simple philosophy at the center of his work: Do the little things right.

Joshua grew up in Suwanee, Georgia, and has spent nearly his entire life in the Peach State. His only extended detour came when he moved to Charlotte for two years. The reason? Love, of course.

Eventually, he returned to Georgia and headed to the University of Georgia, where he studied real estate. “Go Dawgs, baby,” Joshua said, making his college allegiance very clear. His interest in real estate started before college. During

high school and college, he worked in an office for a law firm, where he spent hours digging through tax records and learning about developers buying and selling properties. The numbers caught his attention, but it was a podcast that helped turn curiosity into a career path.

“It wasn’t until I discovered the BiggerPockets Podcast with Brandon Turner that I knew I wanted to go all in on real estate and entrepreneurship,” Joshua said. After college, Joshua got his start as a sales agent at New Western, working directly with real estate investors. The experience gave him a front-row seat to the many ways people can build careers and businesses through real estate.

“It taught me how to sell myself, solve problems quickly, and understand real estate from an investment perspective,” he said. That investment-minded perspective eventually helped lead Joshua toward Housewell, a company he co-founded with the belief that the traditional brokerage model needed a serious refresh.

“At our origin, we believed the traditional brokerage model was overdue for change,” Joshua said. Housewell was created around the idea that consumers deserve more transparency and efficiency, while agents deserve technology that allows them to spend less time buried in administrative work and more time actually



“
THINK
in decades,
not days.”
—



helping clients. The goal is to combine experienced agents with modern technology to create a better experience and better results.

For Joshua, though, success is about more than technology, transactions or five-star reviews. His faith plays a central role in how he approaches both life and business. “Jesus has radically changed my life,” Joshua said. “Following Him has freed me to live life to the fullest.”

That sense of purpose has also helped him navigate the pressures of entrepreneurship without becoming consumed by outside validation.

Professionally, Joshua is passionate about the details that can sometimes seem small but make a huge difference: arriving on time, responding quickly, negotiating with integrity, under-promising and over-delivering, and having the tough conversations when necessary.

Those principles are especially important in today’s market, where buyers are becoming more selective. Joshua is quick to point out that real estate is highly localized, noting that selling a home in Johns Creek can look very different from selling one in Hampton.

His advice to agents is straightforward: Be honest, communicate proactively and make sure a property is truly market-ready before putting

it on the market. “I’ve found it’s always better to have the difficult conversation with a client before the home goes on the market than to have an even harder conversation six months later about why it still hasn’t sold.”

Away from work, Joshua stays busy. He enjoys running, cooking, hiking and Georgia football. He is currently training for the Silver Comet Half Marathon, with many mornings beginning with a run around Kennesaw Mountain.

Home life is equally important. Joshua is married to Madison, whom he calls “my superpower,” and together they have a daughter, Sadie Catherine, and a goldendoodle named Teddy. The family lives in downtown Marietta and enjoys spending time together.

Joshua’s entrepreneurial mindset even extends to his dream career outside real estate. He loves construction and says he would pursue a general contractor or trade license, despite admitting, “I’m a terrible DIYer.”

His biggest advice to agents is to find their niche, identify what makes them different and think long term. “Think in decades, not days,” he said. “Be audaciously you and commit 100% to your business!”

Giving back is another important part of Joshua’s life. He supports Share the Harvest, a nonprofit that



provides fresh, organic produce to refugees in Clarkston. He describes the access to fresh food as “unbelievably life-giving” for families facing difficult circumstances.

And if Joshua could add one more advantage to his already busy life? Teleportation. With a schedule that takes him all over Atlanta, he would happily skip the traffic and blink from Marietta to Lithonia.

Then again, after once facing a knife-wielding tenant during a final walkthrough, perhaps teleportation is more than a convenience. It might just be good business.

Despite that unforgettable early-career experience, Joshua and his client got the deal closed. It took some “tender, love and care,” but the transaction made it across the finish line.

Today, Joshua is focused on helping clients, growing Housewell and finding agents who want to build something different. His message to those agents is simple: Housewell is looking for all-stars ready to embrace better technology, better service and a bigger vision for their businesses. ▀

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Mason

ANTHONY

WITH HOME PHOTO SOURCE

BEHIND THE LENS

PHOTOS BY VISUALLY SOLD

Mason Anthony had been holding a camera since he was 11 years old. He studied film production at Georgia Southern University, spent a year shooting and editing for two television shows, worked on roughly a dozen commercials and even spent time as a production assistant on a movie set. So when his godmother, a real estate agent, asked him to photograph one of her listings, he figured he knew exactly what he was doing. “I remember thinking, ‘These are going to be the best photos on the market. I’ve had a camera in my hand since I was 11. How hard could it be?’” The answer arrived when he opened the files. The photos were burnt sienna. “Honestly, she probably could’ve gotten better photos from her phone,” Mason says. His godmother did him a favor: she told him the truth. The photos weren’t good. Mason could have written it off. Real estate photography was different from filmmaking. It wasn’t what he had trained for. Instead, the bad shoot bothered him enough that he went back to figure out exactly what he had gotten wrong. Then he tried again. That mistake would eventually become the beginning of Home Photo Source.

Two Ambitions, One Business

Growing up in Suwanee, Georgia, Mason knew two things about his future long before he knew how they would fit together. He wanted to make a living with a camera. And one day, he wanted to own a business. Neither ambition came with much of a roadmap. He enrolled at Georgia Southern to study film production, but eventually left

before graduating and pursued the industry directly. That decision took him into television, commercial work and onto a movie set. Each experience taught him more about production, but also clarified what he didn’t want. “The camera never left my hands,” he says. “I just didn’t know yet what I was supposed to build around it.” Real estate provided the answer almost by accident. After that first disastrous listing shoot, Mason became determined to understand the craft. What began as an attempt to prove to himself that he could get it right slowly became something larger. He saw an industry where great visual work mattered, but he also saw an opportunity to build the kind of company he had always imagined owning. In 2022, Home Photo Source was born.

Learning Not to Be the Bottleneck

Four years later, Home Photo Source has grown into an Atlanta-based real estate media company offering photography, video, floor plans, 3D tours and branding content for real estate professionals. The team has now photographed more than 3,000 homes across metro Atlanta. But one of Mason’s biggest lessons in building the company had little to do with cameras. It was learning that being involved in the business and trying to personally handle every part of it are not the same thing. In the early years, Mason did nearly everything himself. He photographed the homes, communicated with clients, answered the phone, handled scheduling, reviewed the work, developed the creative direction and

“

They’re trusting us with a piece of their business. If we can make their job easier, make them look better in front of their client and give them something that helps create the next opportunity, then we’ve done more than just deliver photos.”

solved whatever problem happened to arise that day. At first, that level of control felt responsible. Eventually, it became a constraint. “If I was out shooting a property and a client called because they were trying to get something on the schedule, I might not be able to answer,” Mason says. “And now the fact that I was trying to do everything myself was actually hurting the experience we were trying so hard to provide.” The realization was uncomfortable but important. Mason had become the bottleneck. The solution was not for him to disappear from the work. In many ways, he remains deeply involved. He oversees projects, develops scripts and creative concepts, reviews the final product and



makes sure the work leaving Home Photo Source meets the standards the company has established. What changed was his understanding of what actually required him. Instead of personally carrying every responsibility, Mason began investing more heavily in training his team to take ownership of the work they could handle exceptionally well. That meant teaching people not simply how to complete a task, but how Home Photo Source thinks about the client experience. The standard became more than producing good media. It meant understanding why responsiveness mattered, why details mattered and why making a client's life easier was part of the product. "I had to learn that delegation wasn't about caring less or being less involved," Mason says. "It was about training people well enough that we could support our clients better than I ever could by trying to do everything myself." Today, Mason works alongside Stephen, Bonnie and Kurt, a team built

to support one another while supporting the agents they serve. The difference is significant. A client does not have to wait for Mason to finish photographing a house before receiving help. A project does not have to stop because one person is occupied. And Mason can spend more of his attention on the areas where he creates the greatest value: creative direction, quality control, strategy and continuing to raise the company's standard. That transition has been one of the most important stages of Home Photo Source's growth. The business is still shaped heavily by Mason. It simply no longer has to flow entirely through him.

The Listing Is Only the Beginning

That same evolution in thinking is changing what Home Photo Source actually sells. Mason believes real estate media has traditionally focused too narrowly on the house. A listing needs to look exceptional. But the property is

“
I want to be
remembered
as someone
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only part of what an agent is marketing. Every listing is also a stage. An agent who appears confidently on camera, presents properties differently and consistently publishes recognizable content is doing more than marketing one home. They are showing the next potential seller what it might look like to hire them. That distinction has become central to Mason's vision for Home Photo Source. "I don't want us to simply create great photos and videos of homes," he says. "I want us to help agents use the listings they already have as opportunities to build their own brand." It is a philosophy that has pushed the company further into cinematic video, social media content and agent branding while continuing to improve the fundamentals that built the business. This year alone, Home Photo Source introduced six new services and added a pay-at-closing option for agents, part of Mason's broader effort to remove friction wherever possible. The goal is no longer simply to become a better real estate media company. It is to become a better marketing partner.

More Than the Deliverables

For Mason, that shift has also changed how he defines good service. The photos and videos have to be great. That is the expectation, not the finish line. Behind every listing is an agent who has a client trusting them, a reputation attached to the way that property is presented and, often, another listing they are trying to win. Mason wants his team to understand that responsibility. "When an agent trusts us with a listing, I don't want us thinking about it as another shoot on the calendar," he says. "They're trusting us with a piece of their business. If we can make their job easier, make them look better in front of their client and give them something that helps create the next opportunity, then we've done more than just deliver photos." That mentality influences decisions throughout Home Photo Source, from how quickly the team responds to a client to the way Mason approaches a script for an agent who may not feel comfortable on camera. Sometimes that means spending more time getting something right. Sometimes it means helping an agent think differently about

how to market a property. Sometimes it is simply answering the phone when someone needs help. The details may change from listing to listing. The responsibility does not.

Still Learning

The progress has earned recognition. Home Photo Source was named Best of Gwinnett in both 2024 and 2025 and has accumulated more than 40 five-star reviews from agents. Mason appreciates the awards, but he tends to measure the company differently. A message from an agent saying a video helped win a listing matters. So does hearing that a property received unexpected attention because of the marketing. Sometimes the win is even simpler: the company made an agent's day easier. Those moments matter because Mason still remembers what it felt like when his own work wasn't good enough. The burnt-sienna photos have become funny with distance, but the lesson behind them has stayed remarkably relevant. Get the feedback. Figure out what went wrong. Get better. Repeat. "You don't have to have everything figured out before you start," Mason says. His career has largely been built around that idea.

Life Outside the Frame

The business is an important part of Mason's life, but it is not the whole of it. This past August, he married his wife, Alden. Away from work, the two spend their time traveling, kayaking, playing pickleball, cooking, trying new restaurants and occasionally convincing themselves that waking up at 5 a.m. for the gym is a good idea. Movie nights come with one nonnegotiable condition. "The comedy has to be a rom-com," Mason says of Alden's preference. And during the fall, there is another standing rule. Saturdays belong to Georgia football. Those parts of life have become increasingly important as the company has grown. Mason's ambitions for Home Photo Source remain large, but so does his desire to build a business that creates a life rather than consumes one.

What Comes Next

Ask Mason what he wants Home Photo Source to become, and the answer is not simply bigger. He wants it to become

better. Better creative work. Better systems. Better service. A stronger team. More ways to help real estate professionals stand out, grow their brands and ultimately grow their businesses. That pursuit has shaped Home Photo Source from the beginning. The company started with a bad set of listing photos, an honest conversation and a young photographer stubborn enough to go back and figure out how to do it better. Years later, that mindset is still at the center of how Mason approaches the business. Listen. Learn. Improve. Raise the standard. And as Home Photo Source continues to grow, Mason hopes the company becomes known not only for the work it produces, but for how it treats the people it works with. "I want to be remembered as someone who made the people around him better in some way," Mason says. "And I want Home Photo Source to do the same for the people we serve." For Mason, that means helping an agent market a property better. Helping them look more confident on camera. Helping them win the next listing. Helping make one part of an already demanding business a little easier. It is less about being another vendor and more about becoming the kind of partner clients know is invested in where they are trying to go. "If you've never heard of Home Photo Source, or you're looking for a media partner that genuinely wants to help you grow, we'd love the opportunity to earn your business," Mason says. "We know there are a lot of talented people you could choose to work with. All we can ask for is the opportunity to show you how seriously we take it when you choose us." It is a fitting perspective for a business that began with one listing that did not go according to plan. Mason went back, listened, learned and got better. Four years and thousands of homes later, he is still doing the same thing. Only now, he has a team beside him, clients who have helped shape the company along the way and a much clearer understanding of what he wants Home Photo Source to be known for. Not simply great media. A company that cares about the people on the other side of it. ▀

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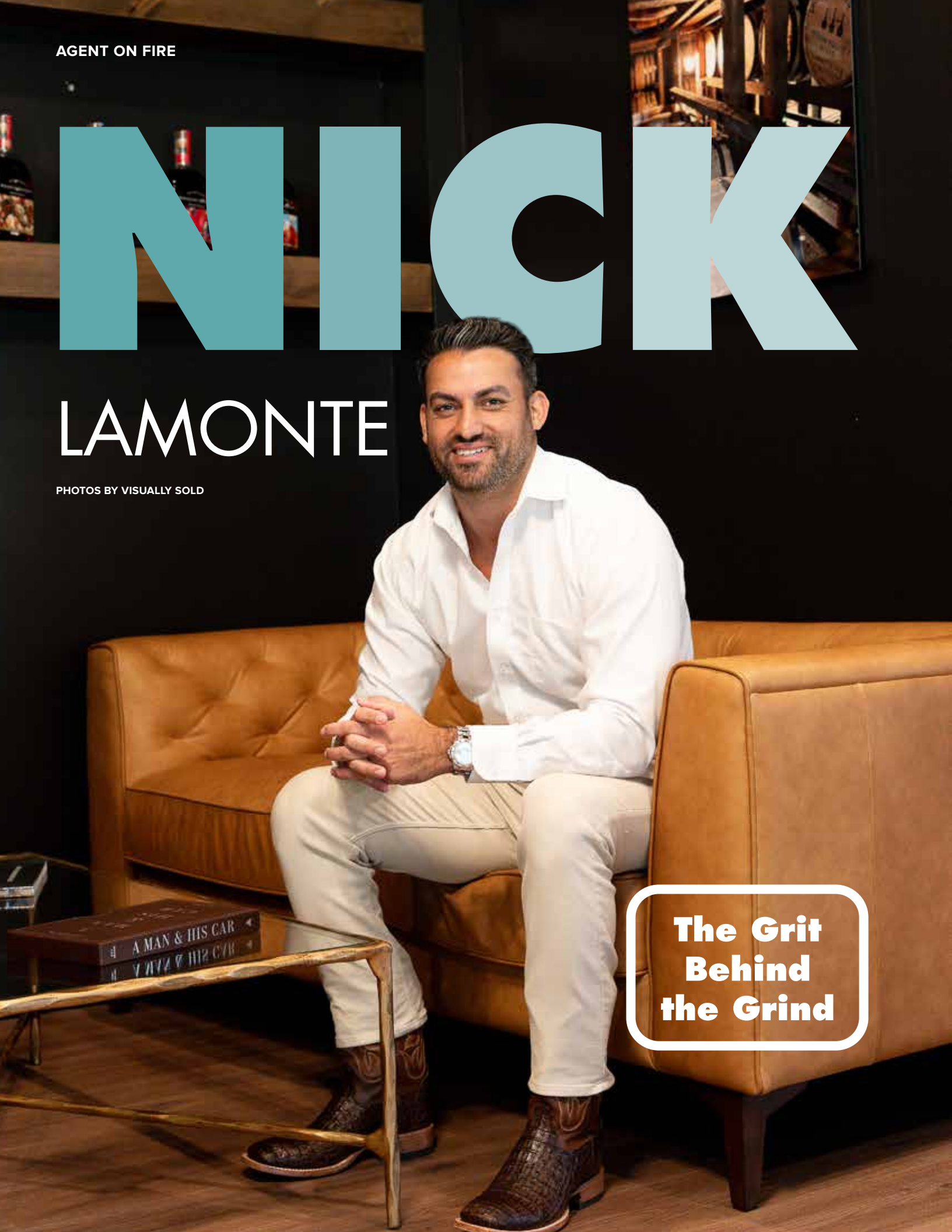


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NICK

LAMONTE

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The Grit Behind the Grind

Nick LaMonte has never been particularly interested in taking the easy route.

Born on Long Island and raised in Alpharetta, Georgia, Nick took a less-than-traditional path into real estate. He dropped out of college, worked a couple of jobs and eventually decided to bet on himself. Ten years later, that gamble has turned into a career filled with accomplishments, lessons and plenty of hard work.

Before becoming a full-time real estate agent, Nick worked as a busboy at a steakhouse and as an assistant general manager at a gym. Neither job was exactly the final destination, but both helped him realize what he wanted.

“I wanted to be in sales and selling something that I could believe in, also wanted to do something that wasn’t in an office,” he said.

In April 2027, Nick will celebrate his 10th year in real estate. His journey began with Harry Norman, REALTORS® in what was then the North Buckhead office. Early on, he was fortunate to have a broker and mentor, Rob Owen, who played a major role in shaping his career.

“I had a phenomenal broker and mentor Rob Owen who without, I probably would not be here today,” Nick said.

In 2022, he made the move to Ansley Real Estate, where he remains today. He has also remained intentionally independent throughout his career, choosing not to join a team.

“I have never been on a team and I didn’t want to have to depend on anyone,” he said.

That independent streak was tested during his first three years in the business. Nick describes those years as



“gritty and difficult.” At the time, he was living above his parents’ garage, had no savings and had just met the woman who would become his wife.

“I told my wife: ‘I am dropping out of college to pursue a career in real estate where I will become a top real estate agent in Atlanta,’” he said, laughing. “This was not the easiest sell LOL.”

Apparently, the pitch worked.

Today, Nick’s career includes an impressive list of accomplishments. He has been a top producer with the Atlanta REALTORS® Association for the past six years and is a member of its multimillion-dollar sales club. He was named companywide Rookie of the Year in 2019, Atlanta Agents Magazine Rookie of the Year and a Rising Star by My Home

Improvement Magazine. He was also named one of nine men “making their mark” in Atlanta by Best Self Magazine.

More recently, he was named a 2024, 2025 and 2026 Real Estate All Star by Atlanta Magazine and a 2025 Who’s Who in Atlanta by Agent Magazine. In 2025, he was ranked among the top 1.5% of real estate agents in America through RealTrends.

Behind those accomplishments, however, is a work ethic Nick credits largely to his father.

“He’s always been the man that sacrifices everything and tells you how it is and that was always something I was thriving after,” Nick said.

Nick’s father also taught him that success is about more than business. Looking back, Nick recognizes that

his relentless pursuit of success sometimes came at a cost. During his early years in real estate, he admits he neglected relationships with family and friends while focusing almost entirely on his business and clients.

“I think like many people a lot of what I had to overcome was within myself and in my own head. I had to tell myself that I could achieve what I was setting out to do,” he said.

Today, his perspective has evolved. As he enters his second decade in real estate, Nick says the people he meets are what inspire him most.

“Everybody has something to teach me and in this stage of life I am very open-minded and grateful to be able to hear all of the stories and meet all of these clients that become friends,” he said.



“
**NOBODY
CARES,
WORK
HARDER.**
”

For Nick, the most rewarding part of real estate is simple: helping people.

“I am able to be myself and go through every deal with a true purpose of helping my clients cross the finish line without having to fake it,” he said. “It’s an unreal feeling to be doing a job that doesn’t feel like a job at all.”

Away from the business, Nick is enjoying a busy season of life with his wife, Olivia, whom he married in February 2023. Olivia works for JPMorgan and is, in Nick’s words, his “support system, foundation and true reason for all of my success.” Together, they have two young sons, Chatham, 2 1/2, and Brooks, 7 months.

Family life currently involves plenty of walks, swimming, putt-putt and trying to fit in a weekday dinner at one of their favorite spots, Crabapple Tavern.

Nick also enjoys golfing, boating, spending time with his boys and, as he puts it, “some light bourbon hunting.” He and Olivia also enjoy dreaming up their next business ideas together.

Giving back is another important part of their lives. Nick and Olivia support St. Jude Children’s Research Hospital, Children’s Healthcare of Atlanta and North Fulton Community Charities.

As for the lessons he would pass along, Nick keeps it straightforward: Have patience. Treat people well. Be ethical. Stay true to yourself.

“In a world full of fake people, fake influencers, fake success, fake foundations it is important to stay grounded and be your true and real self,” he said.

Ultimately, Nick wants to be remembered as someone who gave everything he had and pushed boundaries to create an extraordinary life for himself and his family.

And his personal philosophy? It fits the man and the career perfectly:

“Nobody cares, work harder.” 🍷



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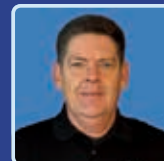
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