

CHEROKEE COUNTY

SEPTEMBER 2026

REAL PRODUCERS[®]



Jason & Erin Wilson

URSULA & ASSOCIATES,
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MARIA MOFFA

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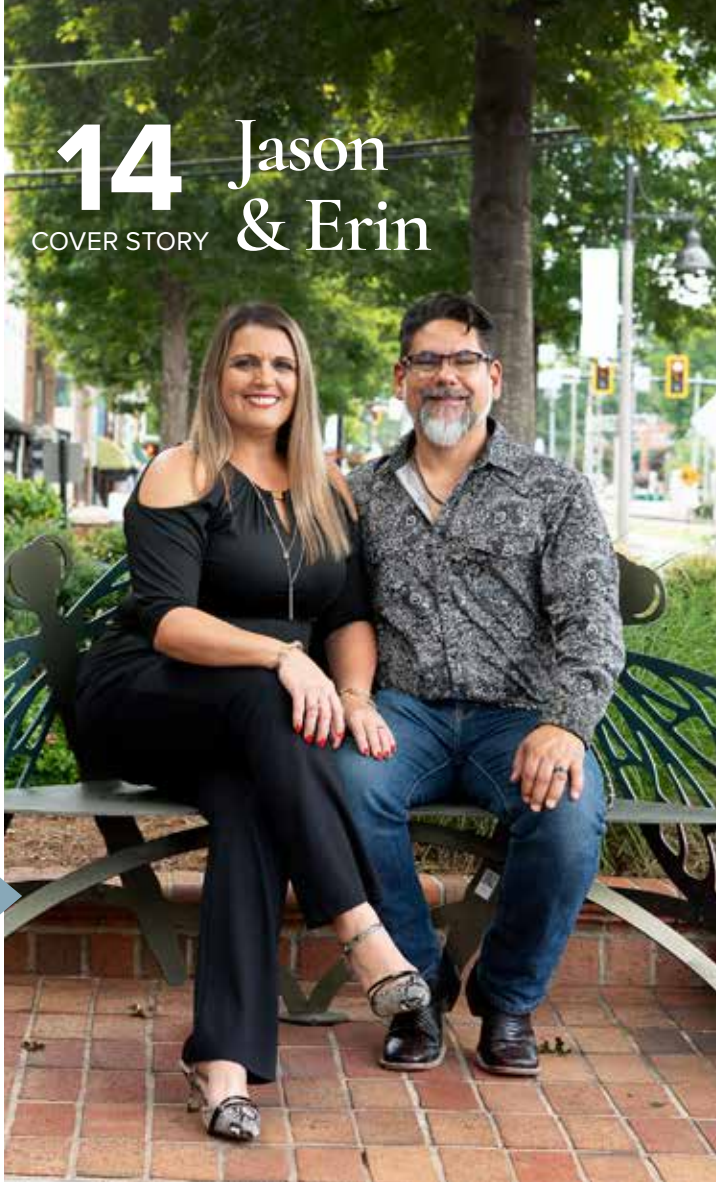
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If you are interested in nominating people for certain stories, please email us at: denny.faircloth@n2co.com

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Hello, Real Producers!

Welcome to the September issue of *Cherokee Real Producers*!

Football is back, fall is around the corner, school is underway, and somehow, we're already heading into the final stretch of 2026. September always seems to bring a little extra energy, and hopefully, cooler temperatures aren't too far behind.

In the spirit of Labor Day this month, I've been thinking about how much work goes into building a successful real estate career. The closings and sold signs may get the attention, but we all know what happens behind the scenes: the late-night calls, early mornings, follow-ups, negotiations, unexpected problems, and countless ways you show up for your clients. This month, we celebrate



some of the people in our community who keep putting in that work and finding their own ways to succeed.

Of course, football season also gives us a good excuse to talk about teamwork. Nobody gets to the closing table alone. So many great professionals play a role along the way, including the preferred partners you'll find throughout these pages. They support this publication, our events, and this community, and their partnership allows us to bring *Cherokee Real Producers* to you each month at no cost. I hope you'll keep them in mind when you or your clients need a trusted resource.

We're excited about what's ahead as we move into fall and finish out the year.

Thank you for continuing to make this community one we're proud to celebrate.

Enjoy the issue, and here's to a great September!



Denny Faircloth
Publisher & Owner
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JASON & ERIN WILSON

Ursula & Associates at Inspire Realty Group

STORY BY
ELIZABETH MCCABE
PHOTOS BY
VISUALLY SOLD (UNLESS
OTHERWISE NOTED)

THE RHYTHM OF REAL ESTATE AND ROCK AND ROLL

Most real estate teams spend their weekends hosting open houses. Jason and Erin Wilson might spend theirs performing in front of a sold-out crowd.

The Cherokee County couple has built a life that doesn't fit into a single category. They're successful real estate professionals, musicians, business owners, community leaders, authors, and longtime ministry-minded servants. They've managed to blend all of those passions into one purpose-driven life. And they wouldn't have it any other way. "We're kind of weird and unique in that way," Jason says with a laugh.

He's probably right. After all, how many married couples can say they've spent more than two decades working side by side in real estate while also leading a rock band that has played six sold-out shows at one of Cherokee County's premier music venues?

Building From the Ground Up

Jason's real estate career began in 2004 in Florida, where he bought, renovated, and sold investment properties before becoming licensed. Long before short sales became a household term, he was speaking nationally on the topic and helping homeowners navigate difficult situations during the housing crash.

When the couple relocated to Cherokee County in 2009, they were starting over. "We



Photo by Greg Shaddix, Exposing Shadows Photography

knew two people when we moved here," Jason recalls. Rather than seeing that fact as a disadvantage, they got to work. Erin earned her real estate license in 2010 after helping process short sales and communicate with banks during the height of the housing crisis. Together, they built relationships, learned the local market, and steadily grew their business.

As the market evolved, so did they. Jason immersed himself in learning traditional real

estate sales after years of specializing in short sales. Erin eventually stepped into leadership roles with Keller Williams, first as a productivity coach and later as Team Leader and CEO of Keller Williams West Cobb in Marietta, where she helped grow the brokerage from 250 agents to 350.

Today, the couple owns and operates Ursula & Associates at Inspire Realty Group, offering both brokerage and property

management services while continuing to lead a highly successful referral-based real estate team.

The Secret to Their Success

"Real estate is always a people business," Jason says. "People are going through life transitions. Our job is to find the need they have and help create a solution."

Unlike many large teams that rely heavily on purchased internet leads, the Wilsons

have focused on cultivating long-term relationships. “We don’t just want to help one client,” Erin explains. “We want to help their children, their parents, their community. We want to build deep-rooted relationships.”

The Band That Brought People Together

When COVID disrupted normal life in 2020, the Wilsons received a call asking if they could help organize a socially distanced parking lot concert. Both had music backgrounds dating back to their childhood, so they jumped in. What began as a one-time event eventually became Bent to Fly, a band that has developed a loyal following throughout Cherokee County. Erin is the lead vocalist, while Jason plays guitar and manages the band. Their first real estate client in Woodstock eventually became the band’s lead guitarist.

Music quickly became more than a hobby. It became a way to bring people together, strengthen the community, and serve others. The Wilsons have used concerts to raise money for nonprofits and help fellow real estate professionals facing medical hardships.

In one memorable fundraiser, they organized a concert and chili cook-off that raised nearly \$20,000 for members of the real estate community recovering from serious medical challenges. “We find that it’s a wonderful tool to bring people together,” Jason says.

Many of their performances double as client appreciation events, with past clients,

friends, local business owners, and community members filling the room. “Rock and roll and real estate just go really well together,” Jason adds.

Better Together

The partnership extends far beyond the stage. Jason and Erin have been married nearly 28 years and have worked together for more than 22 of them. Along the way, they’ve learned each other’s strengths, respected each other’s expertise, and built a business that allows both of them to thrive. “Not that we haven’t had our conflicts and fights,” Jason notes with a smile, “but we’re better together than we are apart.”

The couple has three grown children, all graduates of Cherokee County schools. In a whirlwind season of celebrations, all three children were married within eight months of one another. Their youngest

daughter is now licensed and working in the family business, a step the Wilsons hope will allow the next generation to continue what they’ve built.

Faith is also foundational to them. The two met while attending North Central University, a Bible college in Minneapolis. Erin comes from a long line of ministers, while Jason studied to become a pastor and served in ministry before transitioning into real estate. Today, they view helping people through real estate as an extension of that calling. “We see it as our ministry,” Jason says.

After three children, countless clients, and a community they’ve helped shape, Jason and Erin have discovered something many people spend a lifetime searching for. Success isn’t just about what you build. It’s about who you build it with. ▀



Photo by Cody Ingram Photography



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Most people don't walk into a closing expecting it to be the best part of buying or selling a home. They expect paperwork, signatures, and a stack of legal documents. At Shafritz & Dean, they experience something different.

The firm's goal is simple: make sure everyone leaves the closing table feeling informed, cared for, and, as Owner and Managing Partner Doug Dean likes to say, "happy." That goal has shaped the firm's culture since its founding nearly two decades ago and continues to distinguish Shafritz & Dean throughout Georgia, Alabama, and Florida. "Not many attorneys get to say everyone walks away happy," Doug says. "But that's what we work toward in every closing for the buyers, sellers, agents, and lenders."

Since opening in 2008, Shafritz & Dean has expanded to 13 offices, completed more than 32,000 real estate transactions representing over \$6.2 billion in sales volume, and earned a reputation for combining the resources of a large firm with the personal attention of a boutique practice.

A Call to Serve

For Doug, serving is part of who he is. An Atlanta native, he graduated from Georgia Tech with a degree in mechanical engineering. He also earned a varsity letter as a walk-on running back on the

Where EVERYONE Walks Away HAPPY

Shafritz & Dean Is Redefining the
Real Estate Closing Experience

STORY BY ELIZABETH MCCABE
PHOTOS BY VISUALLY SOLD





football team. Throughout high school and college, he worked as both a waiter and bartender, jobs that taught him life lessons. “How can I serve others and take care of them?” he shares. “That’s always been important to me.”

Doug spent 14 years with Delta Air Lines, beginning as an engineer before advancing into regulatory compliance and management. His work sparked an interest in law, leading him to attend Georgia State University’s evening law program. On the first day of law school, he met fellow night student Richard Shafritz. The two became close friends, studying together and preparing for the Georgia Bar Exam. Although their careers initially took separate paths, their friendship endured.

After the airline industry’s slowdown following 9/11, Doug accepted a severance package and transitioned into real estate law. Several years later, he and Richard asked the same question: “Why are we doing this separately? Let’s do it together.” They opened Shafritz & Dean in January 2008, just as the real estate market tumbled. “It wasn’t easy, but we persevered,” Doug comments.

Eighteen years later, that perseverance has become one of Shafritz & Dean’s strengths. Although Richard passed away from cancer in 2020, Doug says his friend remains an integral part of the firm’s story. “He helped build this firm, and he’ll always be a part of it,” he comments.

Today, Doug still considers conducting closings one of the most rewarding parts of his work. “My greatest joy is helping people understand the documents they’re signing,” he explains. “I never want people to feel like they’re just being told, ‘Sign here. Sign there.’ I want them to leave understanding what happened and feeling confident about one of the biggest financial decisions they’ll ever make.” That mindset extends throughout the entire organization. “We have an outstanding team of attorneys, closers, pre-closers, and staff members who genuinely care about our clients,” Doug states.

The firm’s culture is one of the first things Marketing Assistant and Executive Assistant Traci Wood noticed when she joined the firm. “I worked for another closing firm before coming here, and it was very transactional,” Traci says. “Here, it’s personal. We build relationships with agents. We become an extension of their business instead of just handling one transaction.”

Rather than operating like a factory, every client is assigned a dedicated closer and pre-closer as primary points of contact. Agents know exactly who to call, even if they have a legal question before a transaction begins.

Accessible + Available

Doug has built a reputation for making himself unusually accessible. Agents routinely call him during evenings and weekends for guidance through difficult situations. “Agents have come to know us for our responsiveness and availability,” he says, adding that accessibility has helped the firm develop what Doug calls “Friends of the Firm,” relationships that go far beyond individual closings. “We want them to know we’re here to help.”

Whether the issue involves residential, commercial, or investment property, the attorneys at Shafritz & Dean pride themselves on finding creative, practical

“

**Not many attorneys
get to say everyone**

**WALKS AWAY
HAPPY.**

**But that's what we work
toward in every closing for
the buyers, sellers, agents,
and lenders.”**

solutions. “Sometimes, agents come to us after another firm has hit a roadblock, and we enjoy solving those problems and thinking outside the box,” Doug shares.

Traci has seen that commitment save more than a few deals. “That extra level of service has absolutely saved transactions,” she stresses. “Doug and our attorneys take the time to investigate issues, explain options, and help agents find the best path forward.”

Continuing Education

Education is another cornerstone of the firm’s mission. For more than 15 years, Shafritz & Dean has offered complimentary continuing education classes for agents, approved by the Georgia Real Estate Commission. Classes are held several times each month, giving agents practical legal knowledge. The firm also hosts its monthly Business Builder Series, a free Zoom program featuring respected industry experts who speak on topics ranging from foundation issues to market trends and business development.

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Doug proudly shares, “We’re large enough to offer the resources people need but small enough that you can still reach the owner when you need help.” ▀

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For more information about Shafritz & Dean, upcoming CE classes, the free monthly Business Builder Series, or educational resources, visit the company’s website (www.shafritz-dean.com) or contact Traci Wood at twood@shafritz-dean.com.



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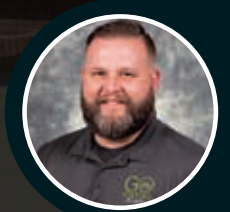
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MARIA MOFFA

STORY BY ELIZABETH MCCABE
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“

I’m not selling them
a house; I’m selling
them on me. When
clients call me crying
because they’ve
given up hope,
and a lender and I
figure out a way to
make it work, that
just gives me life.”

with first-time buyers my
age, understand exactly
where they are coming from,
and appreciate how massive
a milestone this truly is.”

Road to Real Estate

Before finding her passion
in fitness and real estate,
Maria took a winding road
to discover her true calling.
She earned a bachelor’s
degree in marketing and
management, followed by a
master’s degree in business
management. Initially
following the traditional
path, she stepped into a
corporate 9-to-5 job, only to
realize very quickly that a
desk job was a mismatch for
her personality. “I just didn’t
like being in a cubicle,”
Maria recalls. “I like being
face-to-face with people.
Even when I worked as a
manager at an ice cream
shop through college, I

navigating the market as
first-time homebuyers.

Having just purchased her
first home in March of this
year, Maria combines her
athletic discipline with
firsthand empathy. “Having
that experience on both the
buyer side and the agent side
makes me understand the
process so much more,” she
notes. “I can really connect

“Bodybuilding keeps me in
a hard-working mindset,”
Maria explains. “I give so
much dedication to my
fitness world, and I bring
that same fierce effort to my
real estate clients. I always
make myself available. Even
if I’m in the middle of a
workout at the gym, I will
step out to take a client’s
phone call. I intentionally
schedule my training for 5:00
or 6:00 p.m. when people
don’t typically want to view
homes, ensuring I never take
away an opportunity from
the people trusting me.”

Her connection to the
local gym community has
naturally evolved into
a thriving professional
network. She’s combined the
best of both worlds through
a personal real estate page
featuring a photo of herself
proudly flexing in front of a
house—a unique, authentic
brand that instantly draws
people in. Because she is
in her mid-20s, many of
her gym peers and close
friends are currently



“
WE TRY TO GO
AGAINST THE
TIDE. YOU DON'T
HAVE TO FOLLOW
EVERYBODY
ELSE IN LIFE.”



loved the customer service interaction and helping people in real time.”

Determined to carve out her own success away from the corporate grind, Maria managed a commercial gym and even spent time working for a roofing company, picking up practical knowledge about contracting and home systems along the way. While her family has a multi-generational legacy in real estate, Maria initially resisted joining them, wanting to go against the tide. Her father, however, encouraged her to give the family business a shot.

“My dad has been involved with real estate for as long as I can remember, and I used to help him flip houses when I was little,” Maria says. “When I started taking the licensing courses, I realized my college business background played right into it. I got my license in August of last year, started mentoring under my dad, and realized I absolutely loved it. I get the face-to-face interaction, but I’m also helping people with one of the most important decisions of their lives.”

A Rising Star

Today, Maria is quickly making a name for herself with RB Realty on The Moffa Team, working alongside her father, Chris; her mother, Susan; and four other talented women. Despite the family dynamic, there is no favoritism within the team. “My dad treats all his team members equally,” she explains. “He actually holds a higher standard for me because I’m his daughter. He

wants me to be the best, and I have to prove myself. But he is an incredible mentor, and I tell him all the time, ‘My real estate goal is to be better than you next year.’ He’s my biggest competition.”

That competitive edge keeps Maria focused on building lifelong relationships rather than simply closing transactions. She frequently goes the extra mile, checking in on past clients months after closing to look at photos from a daughter’s engagement. “I’m not selling them a house; I’m selling them on me,” she says. “When clients call me crying

because they’ve given up hope, and a lender and I figure out a way to make it work, that just gives me life.”

Active Interests

When she isn’t weighing chicken and rice or writing contracts, Maria loves an active lifestyle. She is an avid golfer and enjoys spending time with her mini-dachshund, her friends, and her fiancé, a sports chiropractor with whom she also co-owns a fitness supplement business. Engaged since March, the couple is intentionally planning a 2028 wedding to save money and focus

heavily on building their businesses. Together, they live by a shared motto: Create your own wave. “We try to go against the tide,” Maria says. “You don’t have to follow everybody else in life.”

Maria already has her sights set on her next major career milestone. Her eventual goal is to earn her broker’s license, further her education, and continue to make a name for herself and a difference in the community. “The job is never done,” Maria shares with a smile. “We might as well take it one step further.”





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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.

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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.

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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.

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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



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