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Let's Chat About Who We Are At Real Producers!

BY NICK STEVENS

It's my honor to bring Real Producers to the north and northeast Georgia area and to celebrate everything that makes you all an outstanding part of the Mountains, Lakes & Athens Real Estate Community. I look forward to highlighting your accomplishments, encouraging your dreams and recognizing you for your continued excellence in serving your clients.

Real Producers is now 10 years old, having started as a simple idea in 2015 in Indianapolis and has spread across the nation like wildfire. The Real Producers community is now available in over 140 locations and is changing the way the real estate community interacts across America. As we embark on this journey together, I promise to create platforms to connect this community and forums to recognize and celebrate what makes each one of you iconic. In years to come, I hope to interview every one of you so that I can share your success stories in future issues. I also look forward to celebrating you at our events, providing tools and connections to help you grow your business, and representing your passion for this industry that we all share.

Here are some quick facts about Real Producers:

DISTRIBUTION: This magazine will arrive in the mailboxes of the TOP 300 agents in the Mountains, Lakes & Athens communities of north and northeast Georgia each month. These 300 agents are determined through compiled MLS data from 2024. If you are receiving a hard copy of the publication, it is because you belong to an elite group and represent the best of the best in our industry!

CONTENT: This publication is all about YOU, the Mountains, Lakes & Athens real estate community. We will be writing personal and unique stories about members of this community, giving you a platform to inspire greatness in others. As we grow, we will continue to add fresh content focused entirely on the top agents and our Preferred Partners. We have NOTHING to sell to real estate agents as it is absolutely FREE to be featured in this publication. To be featured, the agents must be nominated by a peer, leader, or influencer in the local real estate market. We always encourage nominations and love to hear about agents who are making a huge impact in our market.

PREFERRED PARTNERS: Anyone listed as a "Preferred Partner" in the index of this publication will also be a part of this exclusive community. You will see them advertised in every issue, attending our private events, and being a part of our online community. We do not cold call businesses off the street to join us, nor do we allow any business that approaches us to be a part. One or many of you have recommended every single one of these Preferred Partners that you see in this publication. Our goal is to give you as many resources as possible to add to your arsenal so that you always remain that trusted referral source to your clients and customers.

EVENTS: Along with our monthly publication, we will be hosting various social and educational events throughout the year. Our goal is to bring the best of the best together while supporting our local communities. And we fully intend to have a good time doing it! We will be communicating information on upcoming events through the publication, monthly emailed newsletter and social media.

CONTRIBUTION: If you are interested in contributing, nominating REALTORS® for certain features, know of additional top-notch affiliate partners who would be a great fit for our community, or would simply like to learn more, please reach out to me anytime. I look forward to meeting with every one of you in the future. I would also like to give a HUGE THANK YOU to the Preferred Partners who jumped on board with us so that we could bring Mountains, Lakes & Athens Real Producers to life. Also, a huge shout-out to my team that pulled this together without much guidance. You all are incredible and this first issue is dedicated to you!

I appreciate you all and I look forward to seeing you all at our launch party coming soon!



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Your AI Advantage

When Buyers Ask AI Who to Hire, Will Your Name Come Up?

BY STEVEN NEVILLE

Your next client may never Google you. More buyers and sellers now open ChatGPT, Gemini, or Perplexity and ask one question: “Who is a good real estate agent in my area?” A recent Realtor.com survey found 82 percent of Americans use AI for home and market information, and Gartner expects regular search traffic to fall about 25 percent this year.

Here is why that matters. When someone asks AI for an agent, they do not get ten pages of links. They get a short answer, usually a name or two. You are on that list or you are invisible. The agents who show up rarely rely on a profile page on their broker’s site. They have their own website, built so AI can read it and trust it.

This Month’s Tip: Find Out What AI Says About You

Open ChatGPT, Gemini, and Perplexity and ask two things: “Who are the best real estate agents in [your town]?” and “Tell me about [your name].” Whatever comes back, accurate, thin, or nothing, that is what your future clients see.

Then fix it. AI leans on pages that answer real questions, stay fresh, and are backed by others. Put the answers to the questions buyers actually ask right in your website copy, not buried in a PDF. Post to a blog regularly so your site never goes stale, and keep a press page that gathers your features and interviews in one place. Then give your web person a short list: let AI crawlers read the site, add the labels that help AI

understand your pages, and set up an AI-readable file for what is coming.

Tool Spotlight: MPower Global

For the first time in six months, I am spotlighting my own team. MPower Global is an AI, Automation, and Marketing Agency that builds custom-coded modern websites made to be found and recommended by AI while being tailored to your unique brand. If handing your web person a checklist and hoping feels like a gamble, this is the cost-effective way to get it done.

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Faith Led the Way:

How Marla Moulder Built Georgia Dreams Realty

Building a Brokerage
Where Faith, Family, and
Community Matter

BY ELIZABETH MCCABE
PHOTOS BY ALLIE SANTOS

For nearly two decades, Marla Moulder was a fixture at one of the real estate industry's largest brokerage firms. With 22 years in the business and almost 20 as a licensed agent, she had built a highly successful career. But by 2025, a persistent whisper grew too loud to ignore.

"I felt like the Lord was calling me to do this," Marla reflects. "For about six months, I kept hearing, 'Marla, go do this.' I finally listened."

Leaving the security of her long-term professional home, Marla set out to build something entirely her own. Though she didn't hold a broker's license when she made the leap, she incubated her vision at a smaller brokerage, earned her broker credentials, and officially launched Georgia Dreams Realty.

Based out of Sugar Hill, Georgia Dreams Realty was born from Marla's desire to create a lasting legacy for her family with something meaningful to pass down. The brokerage operates under a powerful, defining tagline: Where Home, Family, and Community Matter.

A Foundation Built on Family and Faith

Real estate is a true family affair for Marla. She has been married to her husband, Mike, for 31 years and they are blessed with two children.

Their daughter, Malerie, is a 28-year brain tumor survivor, having been diagnosed when she was just seven months old. In her honor, Marla created the nonprofit Malerie's Hope in 2018 to support others facing similar battles.

Their son, Michael, now 25, has spent the last six years working as a buyer specialist for Moulder and Associates. Today, he has





stepped up as CEO, running the operations so Marla can focus entirely on growing the Georgia Dreams Realty brokerage.

“Only by the grace of God am I here,” Marla says. “If you asked me two years ago, I never would have imagined I wouldn’t be with the large brokerage I called home for almost twenty years. It truly is a calling placed on my life to make an impact in the real estate space. I want people to know they are valued as a person, not just for production or money they can bring to the table.”

Redefining the Agent-Broker Relationship

At Georgia Dreams Realty, Marla’s mission is to build an agent-centric brokerage that supports agents exactly where they are in life.

“Every agent affiliated with our family is seen and appreciated, whether they sell 10 or 10,000 houses a year,” Marla explains. “A lot of people in this space work part-time. Maybe their dream is to never miss a baseball game or a dance recital for their child, and real estate is a way to secure extra income for their family. We are here to support them in that. On the other hand, if an agent wants to grow a massive team and sell 1,000 homes each year, we are there to support and challenge them to achieve those dreams, too.”

This belief is paired with an exceptionally competitive compensation plan and attractive brokerage splits, proving that a supportive, faith-forward culture doesn’t require agents to compromise on their earning potential.

Currently, Georgia Dreams Realty is a grassroots, “boots on the ground” operation holding 13 real estate licenses, but growth is accelerating. Marla anticipates that number will triple by the end of this year.

Her strategic vision for the next decade is highly focused:

Next 3 Years: Open two additional locations, one in North Georgia and one south of Atlanta.

Next 5 Years: Expand into Florida and Alabama.

Next 10 Years: Expand into Tennessee and South Carolina.

To protect the unique culture she has built, Marla is highly intentional about limiting the scale of individual offices. “Our dream is that each office location would cap out at around 200 agents,” she explains. She works to maintain the personal

connection and family feel in each office. “Georgia Dreams Realty has big dreams, and we will always remain a family in every office.”

Leading by Example

Marla’s leadership style is rooted in influence, inspiration, and leading by example.

“Leadership is influence and impacting others to become the best versions of themselves,” Marla says. “Sometimes, that means letting them borrow the belief I have in their abilities and potential...even when they don’t see it in themselves yet.”

This mindset stems from her own life experiences. Marla is currently navigating a challenging season of life, caring for her aging parents (both age 83), her aunt (age 93), and having a special needs child. Managing these responsibilities has given her a new appreciation for work-life balance.

“Every year that passes, I grow in wisdom and understanding of the importance of work-life balance,” Marla shares. “If you don’t make time to take care of yourself, you aren’t available to take care of those around you.”

For Marla, self-care begins at the start of the day. Her morning quiet time is a non-negotiable priority. Expect to find her reading her Bible, centering her mind, and focusing on prayer before the day begins. When she isn’t working, she enjoys playing tennis, golfing, and spending time on the boat or by the pool with her family at their home on Lake Lanier.

Where Relationships Matter Most

The foundation of Georgia Dreams Realty is simple: Faith first, family second, business third.



“The real estate business is entirely built on relationships,” Marla says. “And every relationship matters.”

If you are a real estate agent looking for a brokerage that values who you are as a person, supports your individual goals and dreams, and provides the competitive structure to help you grow, Marla invites you to reach out.

To learn more about joining the Georgia Dreams Realty family, contact Marla Moulder at 404-569-7393 or marlam@georgiadreamsrealty.com.



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Drew Friedrich



Jennifer KYLE

Coming Full Circle

BY JESS WELLAR
PHOTOS BY JK PHOTO +
FILM IN COLLABORATION
WITH STANLEY REAL
ESTATE MEDIA

“This career, for me, has never been about being the biggest name in the room — it’s about being the most trusted one,” Jennifer Kyle begins. “It’s matching people with a corner of Northeast Georgia they’ll love the way I do — and then running into them at the farmers market years later and hearing they can’t imagine living anywhere else. When your work makes your community stronger and your days richer, you’ve succeeded.”

For Jennifer, real estate has always been measured by relationships while helping people discover the same sense of belonging she found after making Lake Burton home. Although she first entered the business in 2005, it wasn’t until she returned in 2017—with deeper community roots, a growing family, and a renewed perspective—that everything truly fell into place.

Today, the Mountain Sotheby’s International Realty agent is among her brokerage’s top producers, closing approximately \$18 million across 19 transactions last year while earning the loyalty of clients who continue returning years after their first purchase.

Sticking The Second Leap
Originally from Albany, Georgia, Jennifer earned her degree in Interior Design from American InterContinental University, then spent more than a decade designing commercial interiors, while

developing an eye for functionality and detail.

Life eventually led her to the mountains of Northeast Georgia after becoming engaged to her husband, Jerry, a custom home builder and owner of Kyle Construction. While the move opened an exciting new chapter personally, it also required Jennifer to rethink her career to avoid the Atlanta commute.

Commercial design opportunities were limited in the area, and real estate seemed like a natural way to combine her design experience with her husband’s construction expertise. Breaking into the business in a brand-new community, however, proved far more challenging than she’d imagined.

When Jennifer became pregnant with triplet boys in 2008, she stepped away from real estate to focus on raising her growing family. Nearly a decade later, once the boys were in school, she decided to give the profession another chance.

“Real estate felt like a better fit,” Jennifer says of returning to real estate in 2017. “I felt more connected to the community and more knowledgeable about the local market.”

Jennifer gives ample credit to fellow Mountain Sotheby’s agent

Julie Barnette as well for providing an example worth following as she reestablished her business.

“Julie has been my inspiration,” she acknowledges gratefully. “I aspired to model my business after her own. She has always been helpful with my questions and incredibly supportive.”

Connections That Last
Jennifer believes clients deserve much more than market expertise; they deserve someone who genuinely cares about the decisions they’re making and the life they’re creating afterward. Her background in design allows her to help buyers envision possibilities, while Jerry’s years of experience building custom homes around Lake Burton provide an additional layer of insight,





particularly when questions arise about construction or lakefront properties.

Rather than focusing solely on the transaction itself, Jennifer approaches every client relationship with the long view in mind. Her goal isn't simply to guide someone through closing day, but to become the first person they think of years later when another real estate need arises or a friend asks for a recommendation.

"I aspire to be knowledgeable, personable, and always go above and beyond," Jennifer elaborates. "And I genuinely care — not as a slogan, but as the way I operate. Behind every transaction is a family making one of the biggest decisions of their lives, and I never lose sight of that."

Whether clients are relocating to Northeast Georgia, searching for a lake home, or preparing to sell a property filled with memories, Jennifer understands that every transaction carries an emotional component that deserves just as much attention as the contract itself.

That caring philosophy continues to pay dividends. Today, roughly 60 to 70 percent of Jennifer's business comes from repeat clients and referrals, many of whom have become genuine friends along the way.

"I usually hear from my clients that they miss talking to me after the deal

closes," she grins. "It's like we've been best friends for the past month or so and now our calls aren't as often."

Life on the Lake

Away from work, Jennifer's favorite place is wherever her family happens to be. She and Jerry will celebrate 25 years of marriage this October, and together they've raised five children while embracing everything life on Lake Burton has to offer. Her oldest son, Cameron, recently welcomed Jennifer's first grandchild, Felicity, while triplet sons Quinn, Trey, and McKenzie have just graduated from high school and are preparing for college. Their daughter, Emmie, will begin her senior year of high school this fall.

Like many successful Realtors, Jennifer initially believed being available around the clock was simply part of the job. Over time, however, she realized that creating healthy boundaries didn't diminish the level of service she provided; it strengthened it.

“And I genuinely care — not as a slogan, but as the way I operate. Behind every transaction is a family making one of the biggest decisions of their lives, and I never lose sight of that.”





the years, from afternoons spent wakeboarding and fishing to evenings entertaining friends who quickly discover why Jennifer speaks so fondly of Northeast Georgia. Whether she's taking a boat ride with the kids, hiking nearby trails, or strolling through downtown Clayton, she treasures the opportunity to enjoy the community she proudly calls home. She's also active beyond real estate as a member of Clayton Rotary, supports FAITH (Fighting Abuse in the Home), and attends St. Mark Catholic Church.

Professionally, Jennifer has no desire to become the biggest team in town. She enjoys operating as a solo agent, supported by her amazing assistant, Nicole Griffin, whose arrival six months ago has helped streamline her business while allowing Jennifer to remain focused on client relationships. Looking ahead, she hopes to continue serving clients at the highest level while one day fulfilling a personal dream of going from "lake access" to owning a true lakefront home on Lake Burton.

"People motivate me — plain and simple," Jennifer concludes. "Buying or selling a home usually happens at a turning point. Getting to walk beside people during those moments, and make one of the most stressful parts easier, never stops feeling meaningful. Every closing is somebody's new chapter, and I get a front-row seat." ❖



"Real estate never sleeps — the calls come on Sundays, during dinner, on vacation," she admits. "My greatest obstacle has been learning that being available to everyone all the time actually makes you worse at your job, not better. I had to learn to build boundaries and systems so I could be fully present, whether that was with a client at a closing or with my family at the lake."

The lake has become the backdrop for countless family memories over

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Thanks to all of the agents, partners and sponsors for making our north Georgia Toast To The Top event a huge success! Another huge Thank You to Atlanta Motorsports Park in Dawsonville, GA for hosting us. This venue, which combines a private racetrack, high-level go-karting, on-site residences all through a country club atmosphere, provided the perfect backdrop to showcase one of the many cool features that our Mountains, Lakes & Athens territory offers. And, another huge Thank You to each of our sponsors that made this event the massive success it was!











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

Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?

A: The top 300+ real estate agents across north and northeast Georgia.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

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

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

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Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

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

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

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **REAL** stories of **Real Producers**.

Q: WHO ARE THE RP-VETTED BUSINESSES?

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

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A: If you want to recommend a business that works with top real estate agents, please email or message us!

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