

Women in Business



Each year, Lakelife celebrates the women in Lake County who work to improve the economic vitality and quality of life in our communities and beyond.

The timing of this year's issue was poignant as we were reminded of one woman who was an amazing example of how women can rise above their circumstances and achieve success on their own terms without sacrificing their personalities or character. Dolly Parton had the rare ability of being famous and powerful while remaining approachable, kind and considerate. The only thing big about Dolly's head was her hair! She sought to make her world, which pretty much turned out to be almost the entire globe, a better place.

When you turn the pages of this Women In Business section, you'll find that Lake Country has many such women who are making our own little corner of the world a better place in their personally unique ways. You'll learn what inspires them, and what the non-business side of them is like. You may not only find someone you were seeking for a particular skill or need, but you may discover a new friend.



REYNOLDS LAKE OCONEE PROPERTIES

Reynolds Lake Oconee Properties proudly celebrates this extraordinary group of businesswomen.

Just beyond Atlanta, an exceptional team of women is redefining what it means to experience real estate at Reynolds Lake Oconee.

With deep knowledge of the Club and community, a sharp eye for opportunity and an unwavering commitment to their clients, these women bring together experience, technology and creative marketing to make every step of the real estate journey feel seamless and personal.

As the exclusive real estate sales and marketing agency for Reynolds Lake Oconee, they offer something few others can: an inside perspective on the community they represent and a level of expertise built from being fully immersed in the Reynolds lifestyle. Over the past year, they have welcomed families from across the country, helping them discover the homesites and properties that align with the way they want to live while introducing more people to one of the country's premier lakefront communities.

Their influence also reaches well beyond the gates of Reynolds.

Giving back is woven into who they are. From delivering meals to seniors through Meals on Wheels and volunteering at local food banks to participating in Victory Train Pack Days, Habitat for Humanity and the Thillen Foundation, their commitment to the community takes many forms. They support the Greene County High School Career Center, Pete Nance Boys and Girls Club, Make-A-Wish, the Humane Society and Circle of Love, they are consistently finding ways to give their time, talents and energy to causes that matter.

For these women, success isn't defined solely by the properties they sell. It's reflected in the relationships they build, the families they welcome and the communities they strengthen along the way.

Reynolds Lake Oconee Properties proudly celebrates the remarkable women who represent its real estate community with integrity, commitment and full-time focus.

Integrity. Commitment. Full-Time Focus. Exclusively Reynolds Real Estate. We are the Women of Reynolds Lake Oconee Properties.

 Office: 800.800.5250  1341 Linger Longer Road, Greensboro, GA 30642
 www.reynoldslakeoconee.com  @reynoldslakeoconeeproperties

Traci Johnson

Reynolds Lake Oconee Properties

Sales Executive

- 📞 Office: 706.467.3131
Mobile: 478.973.2492
- 📍 1341 Linger Longer Road
Greensboro, GA 30642
- ✉️ tjohnson@reynoldsproperties.com
- 🌐 www.reynoldslakeoconee.com

My Business: I am a full-time, licensed Real Estate Agent representing buyers and sellers exclusively at Reynolds Lake Oconee. As a dedicated Reynolds agent, I am proud to have been recognized as the Top Producing Sales Executive of the Year for 2022, 2023, 2024 and 2025 at Reynolds Lake Oconee Properties.

How would I describe myself as a businesswoman? I would characterize myself as a relationship-driven professional grounded in discipline and long-term thinking. My twenty years in pharmaceutical sales instilled a rigorous, client-first approach—one built on trust, consistency, and follow-through, which I have carried directly into luxury real estate. I do not view my work as a series of transactions, but rather as an ongoing series of partnerships, each cultivated with the expectation that the relationship will endure well beyond any single closing. This philosophy has shaped the trajectory of my career at Reynolds Lake Oconee, where I have had the privilege of being named Salesperson of the Year for four consecutive years. I attribute this recognition not to any singular achievement, but to a sustained commitment to excellence: showing up prepared, communicating



with integrity, and giving every client the same level of dedication, regardless of the size or scope of the transaction.

What's your favorite part of the day? My favorite part of the day is early morning. I have always been an early riser, and I firmly believe the early bird catches the worm—those first quiet hours, before the phone starts ringing and the day's demands take over, are when I do my best thinking. Whether I am reviewing a new listing, preparing for a client meeting, or simply setting priorities, there is a clarity to that time that I have come to rely on. At Reynolds Lake Oconee, watching the early morning light settle over the lake is its own kind of motivation—it reminds me why my clients fall in love with this community, and it set

the tone for how I want to show up for them each day.

Non Business Side: Outside of business, my life is centered on family. My husband, Jeff, and I are proud parents of six children and grandparents to eight, and while they are scattered across the country, they always seem to find their way back to Reynolds—usually gathered in the kitchen for a home-cooked meal. Those moments are what I treasure most. I am also a devoted University of Georgia Bulldogs fan, but I will admit my truest loyalties belong to my two Malt-Tzus, Zoe and Lily. In my free time, I enjoy painting, and I am proud to give back to causes that are dear to me—serving on the Advisory Board for Make-A-Wish Georgia and as the Title Sponsor for the Lake Oconee Youth Alliance.

Cecelia Miller

Reynolds Lake Oconee Properties

Sales Executive

Office: 706.467.3131
Mobile: 404.556.1044

1341 Linger Longer Rd.,
Greensboro, GA 30642

cmiller@reynoldslakeoconee.com

www.reynoldslakeoconee.com

My Mission: My mission is to help people find more than just a home—I help them discover a lifestyle at Reynolds Lake Oconee where they can create lasting memories with family and friends while providing exceptional, personalized service and making every real estate experience

easy, enjoyable, and stress-free.

My Strengths: My strengths are building lasting relationships and putting people first. I take the time to truly understand my clients, listen to what is important to them, and guide them through the process with honesty, care, and attention to detail.

What is the best thing about being a businesswoman in Lake Country? The best thing about being a businesswoman in the Lake Country is the people and the incredible sense of community. There is a genuine spirit of connection and support, and I feel fortunate to work alongside so many wonderful people while helping families discover how much Reynolds Lake Oconee and this area has to offer.

Share the best piece of advice



anyone has ever given you that you follow. The best piece of advice anyone has ever given me that I follow is, "Do what you say you're going to do, be honest, listen carefully, and always put the client's best interest first."

Tell us about the non-business side of "you."

You'll most likely find me enjoying life at Reynolds Lake Oconee - dining at one of our spectacular restaurants, relaxing at the Lake Club or simply soaking in the views with my husband, Matt, and our Cream Golden Retriever, Finn. I also love spending time with my mom and volunteering in the community.

April Jaklitsch

Reynolds Lake Oconee Properties

Sales Executive

Office: 706.467.3131
Mobile: 704.913.1468

1341 Linger Longer Rd.,
Greensboro, GA 30642

ajaklitsch@reynoldslakeoconee.com

www.reynoldslakeoconee.com

My Mission: My mission is to provide exceptional, personalized real estate service while helping my clients find not just a property, but a place they are proud to call home.

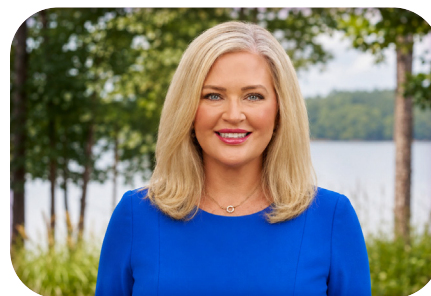
My Strengths: My greatest strengths

are my knowledge of the Reynolds Lake Oconee community, my commitment to my clients, and the relationships I build along the way.

I bring professionalism, experience, responsiveness, and attention to detail to every transaction. Most importantly, I listen. I take the time to understand what is important to each client so I can provide thoughtful guidance and create an experience that feels personal rather than transactional.

What makes your business unique?

What makes my business unique is the personal connection I have with my clients and the genuine care I put into what I do. I believe people can tell when you truly love your work and care about the people you serve. I strive to create an experience where clients feel valued, heard, and confident



that they are in good hands.

If you could go back and talk to your rookie self, what would you tell her? I would tell her to trust herself and not be afraid to make mistakes. You don't have to have everything figured out from the beginning.

Tell about the non-business side of "you."

Outside of business, I truly value my time with family and friends and the simple things that allow me to slow down and recharge. Activities with my kids, playing mahjong with friends, boating with family, and enjoying a good meal and great conversation with the people I love.

Micki Tanner

Reynolds Lake Oconee Properties

Associate Broker

Office: 706.467.3131
Mobile: 706.347.2530

1341 Linger Longer Rd.,
Greensboro, GA 30642

www.reynoldslakeoconee.com

My Mission: To introduce Reynolds Lake Oconee to clients and help them fall in love with the wonderful lifestyle we enjoy so that they want to live here.

My Strengths: Product knowledge, integrity and ability to listen and learn about people and their needs.

What obstacles, if any, did you have to overcome as a woman in business? I

don't know that I have faced many obstacles being a woman in business. I have been fortunate to work with many wonderful people throughout my career, so I have never felt that being a woman prevented me from succeeding. Like anyone in business, I have had challenges and difficult situations, but I learned early on to work hard, know my business, treat people fairly, and let my integrity speak for itself. I have also been blessed with strong women—and men—who encouraged and supported me along the way.

What are your proudest moments?

I am proud of the many professional and community awards I have received, especially the 2021 President's Award from the Lake Country Board of Realtors. However, my greatest accomplishments are the relationships I have built over the years—the clients who have become friends, the people who continue to reach out to me, and knowing that I have made a positive difference in their lives.



Tell about the non-business side of "you."

The non-business side of me is probably just as busy as the business side! Outside of my career, my family, faith, community involvement, and personal interests are very important to me. I enjoy supporting the arts, playing golf and bridge, following college football, participating in my church and Rotary, and volunteering with Meals on Wheels. My daughter, Cecelia Miller, has also recently joined me professionally at Reynolds Lake Oconee Properties, which is especially meaningful to me.

After more than 26 years, Reynolds Lake Oconee is truly home. I feel incredibly fortunate that my career, family, friendships, faith, and love of community have all come together in this special place.

April Evans

Reynolds Lake Oconee Properties

Sales Executive

Office: 706.467.3131
Mobile: 865.919.6708

1341 Linger Longer Rd.,
Greensboro, GA 30642

www.reynoldslakeoconee.com

What makes your business unique? My business is unique in that I specialize solely at Reynolds Lake Oconee. My everyday focus is not diluted through spreading my attention across multiple communities and counties. I have a very specific area of practice and that allows me to have a higher level of expertise. I am deeply connected to the inner workings of transactions here and I have the ability to understand values in a way that generalists

can not. With nearly ten years as a resident and a Member at Reynolds, I have personal connections to the most important resources; other Members, the leaders & directors here at Reynolds, the vendors we trust, and so much more. I bring an unrivaled skillset to the table.

What is the best thing about being a

businesswoman in Lake Country? I mean the obvious answer is the people here make it special, but there are nice people everywhere. I think it goes way deeper than that. This is a close-knit community of professional people who genuinely want to be able to hold their heads high because they keep their word, they're professional, and they get things done. This is who we all want to work with, and I feel very fortunate to play my part in this community.

If you could go back and talk to your rookie self, what would you tell her? Relax. Give yourself grace and know that everyone's life has ebbs & flows, ups and downs. Trust your intuition and step back from time to time



to see the broader picture. You don't have to be perfect but make every effort to be present. Life, relationships and careers are marathons, not sprints, so things take time and it's meant to be that way to allow for your growth & for knowledge to grow.

Share the best piece of advice anyone has ever given you that you follow.

A wise woman once said, "When people show you who they are, believe them the first time." This really hit me when I heard it. And to me, this is a simple and yet profound way to tell someone you should know you are worthy of all things, don't allow someone to tread on that or erode that in any way. Our true nature shines through any masks we may wear. And inversely, know that your actions and how you treat others says who you are and what kind of person you are on the inside. I never forget that.

Mary Balicki

Reynolds Lake Oconee Properties

Sales Executive

Office: 706.467.3131
Mobile: 770.656.3362
1341 Linger Longer Road
Greensboro, GA 30642
mbalicki@reynoldsproperties.com
www.reynoldslakeoconee.com

My Mission: My mission is to help my clients accomplish their real estate goals while making the experience as seamless and enjoyable as possible. I do that through prompt, consistent communication, a personalized approach to helping my client friends feel at home within the Reynolds Lake Oconee community and the tenacity and responsiveness necessary to succeed in today's real estate market. Ultimately, my goal is not simply to help clients buy or sell a home, but to help them confidently begin their next chapter at Reynolds.

My Strengths: For me, the client relationship extends well beyond the closing table. My business has been built and enriched by an ongoing commitment to my clients before, during, and long after a sale. I begin by understanding each client's short- and long-term goals and then draw upon my extensive, up-to-date knowledge of Reynolds Lake Oconee, its neighborhoods, amenities, lifestyle, and available inventory to help achieve those objectives. Clients can expect a highly personalized, responsive, and enjoyable real estate experience from beginning to end, along with a trusted resource they can continue to rely on afterward. Simply put, beyond selling, the success of my business is defined by helping my clients, the satisfaction of my clients and the relationships we build along the way.



How would you describe yourself as a businesswoman? I would describe myself as driven, relationship-focused, and genuinely invested in my clients. I have a strong work ethic, competitive spirit, and a natural bias for action, I believe in following through, solving problems and doing what I say I'm going to do. At the same time, I never want success to come at the expense of kindness, integrity, or enjoying the people and relationships that make the work meaningful. I'm also incredibly grateful to have built a successful career doing something I truly enjoy, in a community I love, alongside colleagues and clients who have become dear friends.

Why did you choose this type of business? I often say that real estate chose me. I am incredibly grateful that I had the opportunity to be a stay-at-home mom for 13 years and

devote that season of my life to raising our three daughters, my life's best work. When our youngest started kindergarten, the timing was right for me to begin a new chapter, and real estate was the perfect fit. What started as an opportunity grew into a career I truly love. I discovered that my strengths: connecting with people, building relationships, communicating, problem-solving and working hard on behalf of others, were naturally suited to real estate. One of the greatest gifts has been allowing my daughters to see both chapters of my life. They grew up knowing me as a mom who was there for them every day, and now they get to see me as a successful woman in business, pursuing work that challenges and fulfills me. I'm very proud of both roles and incredibly grateful that God gave me the opportunity to have each of them in its season.

Jordan Aycock

Reynolds Lake Oconee Properties

Sales Executive

- Office: 706.467.3131
Mobile: 706.910.6668
- 1341 Linger Longer Road
Greensboro, GA 30642
- jaycock@reynoldsproperties.com
- www.reynoldslakeoconee.com

My Mission:

My mission is to provide thoughtful, highly personalized real estate guidance while helping my clients discover not only the right home, but the Lake Oconee lifestyle that best suits them. I strive to make every transaction feel seamless, informed, and genuinely enjoyable—from our first conversation through closing and beyond.

My Strengths:

Building lasting relationships, understanding my clients' needs, creative marketing, attention to detail, and extensive knowledge of Reynolds Lake Oconee and the surrounding market.

Type of business:

Luxury residential real estate specializing in lakefront, golf-community, and lifestyle properties.

How would you describe yourself as a businesswoman?

I am relationship-driven, detail-oriented, and deeply invested in the people I serve. I combine a strong work ethic and extensive sales experience with a personal, intuitive approach. My goal is always to advocate for my clients, anticipate their needs, and deliver a level of service that earns their trust for



years to come.

What is the best thing about being a businesswoman in Lake Country?

The best part is helping people fall in love with a community that means so much to my own family. Lake Country offers an extraordinary combination of natural beauty, recreation, and genuine connection. I love welcoming new families, introducing them to this lifestyle, and continuing those relationships long after the closing.

Tell about the non-business side of “you.”

Outside of real estate, I am happiest spending time with my husband, Kevin, our children, Beauman and Grayston, and our growing family as we prepare to welcome another baby boy. We love traveling, entertaining at home, and enjoying life on Lake Oconee. I also have a passion for interiors, architecture, fashion, wellness, and creating beautiful, memorable experiences for the people I love.

Dr. Rivera

Choice One Dental Care of Lake Oconee

Dentist

📞 706.454.0044

📍 1000 Cowles Clinic Way, W-200
Greensboro

✉️ gda-greensboro@vsmmgt.com

🌐 [choiceonedentalcare.com/
location/greensboro](http://choiceonedentalcare.com/location/greensboro)

My Mission: As both a dentist and a specialist in medical aesthetics, my mission is to help people feel confident in their health, their smile, and their overall appearance. I believe beauty and wellness go hand in hand—when we feel good about ourselves, we carry that confidence into every part of our lives. My goal is to provide care that is not only professional and innovative, but also compassionate and personal. Every patient deserves to be heard, cared for, and supported on their journey to looking and feeling their best.

What makes your business unique, and why do customers love it? What sets my practice apart is the way we combine advanced dental care with medical aesthetics to treat the whole person, not just a smile or a single concern. Patients love that they can come to a space where health, beauty, and confidence all meet under one roof. Beyond treatments, they value the personal attention, the trust we build, and the feeling of being truly cared for. It's not just about results—it's about creating an experience where every patient feels listened to, supported, and leaves with a renewed sense of self.

What is one challenge you faced as a woman in business that shaped who you are today? One of the greatest challenges I faced as a woman in business was learning to balance high professional expectations with



my own voice and vision. Early on, I felt pressure to fit into traditional molds of healthcare and leadership. Over time, I realized that my strength lies in embracing what makes me different—bringing compassion, artistry, and a woman's perspective into a field that often focuses only on the technical. That challenge taught me resilience, confidence, and the importance of staying true to my mission. Today, it shapes how I connect with patients and how I lead my business with authenticity and heart. Dentistry has been my passion since I was just 14 years old, when I first started working in a dental laboratory. That early exposure inspired a lifelong commitment to oral health and aesthetics. I went on to earn my Bachelor of Science in Biology from Interamerican University, followed by my Doctor of Dental Surgery (DDS) degree from Marquette School of Dentistry in Milwaukee (1992). After graduation, I proudly served as a Dental Officer in the United States Army, where I had the privilege of caring for service members and their families at various military bases. My time in the Army sharpened my ability to provide care in high-pressure environments and instilled in me a strong sense of discipline, excellence, and service.



When I transitioned to civilian life, I founded Restore Skin and Smile, a practice dedicated to combining dentistry with advanced aesthetic treatments. Over the past 28 years, I have focused on helping patients achieve not only healthier smiles but also greater confidence in their overall appearance. My approach is always rooted in personalized care, innovation, and natural-looking results. I've also continued to expand my training with advanced education, including a certification in Orthodontics from the FORCE Institute in Michigan (2003) and a Postdoctoral degree in Expert Aesthetic Medicine and Surgery in Barcelona, Spain (2021). Staying up to date with the latest advancements is important to me, so I regularly attend continuing education courses, conferences, and seminars. Beyond clinical practice, I am passionate about giving back to the community. I've participated in health fairs, supported initiatives that bring dental care to underserved populations, and mentored dental students who are just beginning their careers. My military background continues to guide me, especially in supporting veteran-focused health and wellness programs. I am also proud to be an active member of the American Academy of Aesthetic Medicine (AAAM), the International Academy of Aesthetic, Cirujanos Dentistas de Puerto Rico, and the International Academy of Aesthetic. As I begin this new chapter with Choice One Dental Care, I'm eager to bring my experience in dentistry, orthodontics, and medical aesthetics to this wonderful team.

Most of all, I look forward to caring for this community, building relationships with my patients, and continuing to grow both personally and professionally.

With Alliance Home & Land Group you don't get just one Agent – you get the Entire Team

The Alliance Home & Land Group is a team of real estate professionals with KELLER WILLIAMS® Premier located in Greensboro that provides real estate services to clients all over Georgia. Founded on the values of honesty, integrity, work ethic, communication, professionalism, teamwork, and trust, their team works to provide top-notch service. “Nestled along Georgia’s Lake Country shores are a wide array of communities to call home for even the most discerning,” said Marybeth Hewatt, chief marketing officer. “Georgia’s Lake Country isn’t just a place, it’s a lifestyle. There is truly something for everyone.” Georgia’s Lake Country is also perfectly situated east of Atlanta for the convenience of a major airport and yet far enough to

“get away from it all”. Other notable nearby locations include: The home of the Georgia Bulldogs, the University of Georgia, in Athens; the winner of “Best Small Town in America,” the city of Madison; and the home to The Masters Tournament, the city of Augusta. “From land to lake homes... you will find a location that will ensure you love where you live,” said Hewatt. “Georgia’s Lake Country is all about strong community ties and enjoying life.” The Alliance Home & Land Group team was founded by Rich Johns, Chris Hewatt and Bob Miller to provide excellent real estate services throughout the Lake Country area and beyond. The team behind Alliance Home & Land Group is made up of award-winning REALTOR’s

and Luxury Specialists who are ready to serve you. “Our network of experienced, service-oriented professionals brings over 125+ years of experience and expertise to provide the best experience possible. Whether buying a home or selling one, you can be assured that you’re working with the best,” said Hewatt. “What sets us apart is you don’t get just one Agent, you get us all – a team of ten agents, a social media director, a marketing director and even a Transaction Coordinator to make the closing process a breeze.” To view properties, meet the team, or schedule a showing, visit Alliance Home & Land Group’s website alliancehomeandlandgroup.com or call 762-815-3073 or 706-485-0088 for more information.

Marybeth Hewatt

Alliance Home & Land Group

Chief Marketing Officer

 C. 843.597.1584
 O: 762.815.3073
1031 Village Park Dr. Ste 101
Greensboro, GA 30642
 marybeth@alliancehomeandlandgroup.com

My Mission: Our Mission is to be the leading provider of real estate services in the lake country area and beyond. Our client relationships don’t stop at the closing table. We pride ourselves on being your “forever agent”. We have aligned ourselves with other industry



leaders that we are confident in for all your real estate and home needs. From lenders to renovators...Our alliances are your alliances! We focus on making a long-lasting impact on the community both through real estate and our charity program, Alliance Gives Back, we launched to bring recognition and donations to non-profits.

Tell about the non-business side of “you”: Marybeth and her husband, Chris have three children, Cody (29), Connor (24) an UGA graduate and teacher/coach at Gatewood Schools and Jackson (19) a sophomore at UGA. Their family is completed by 4 dogs – Dixie, yellow Labrador, Harley, German Shorthaired Pointer, Ruger, a Black Labrador – and a cat named Lily Pearl.

Adrienne Foster

Alliance Home and Land Group Realtor®

📞 C. 603.991.5695
0.762.815.3073

📍 1031 Village Park Dr. Ste 101
Greensboro

✉️ adrienne@alliancehomeandgroup.com

My Mission: My mission as a woman in business is to build meaningful relationships within my community by leading with integrity, compassion, and a genuine desire to help others. I strive to become more involved through volunteering, giving back, and supporting those around me in any way I can. As I grow my career in real estate, my goal is to earn the trust and confidence of my community

by being someone people can depend on—not only as a real estate professional, but as a neighbor and advocate who truly cares about the people I serve.

My Strengths: My greatest strengths are my determination, empathy, and ability to connect with people. When I set a goal for myself, I am willing to work hard and continue pushing forward, even when the path is not always easy. I am naturally compassionate and genuinely enjoy helping others, which allows me to build meaningful relationships and earn people's trust. I am also someone who takes initiative rather than waiting for opportunities to come to me. I am always looking for ways to grow, learn, and become more involved. As a woman in business, I believe one of my greatest strengths is that I can be ambitious and driven while still leading with kindness, integrity, and a genuine concern for the people around me.



Looking ahead, one of my biggest goals is to continue growing my clientele while also becoming more involved in and giving back to the community that supports my business. I would love to volunteer more, support local organizations and causes, and build genuine relationships with the people in the area I serve. I also want to create a strong network of friends, mentors, and resources within the local real estate community. As I gain more experience, I would love opportunities to collaborate with other Realtors, including hosting open houses together, sharing knowledge, and supporting one another's growth. Ultimately, I want to build a successful real estate career that is based on relationships, community involvement, collaboration, and trust—not just transactions.

Rachael Dimon

Alliance Home and Land Group

Realtor®

📞 C. 706.817.3209
O. 762.815.3073

📍 1031 Village Park Dr. Ste 101
Greensboro, GA 30642

✉️ rachael@alliancehomeandlandgroup.com

My Mission: My mission is to help clients find properties that can help them create long-lasting memories for the friends and families. Whether a primary residence where they balance the tasks of daily life, or a vacation home where they gather every

Christmas or 4th of July.

My strengths: My strengths are my ability to be part of multiple communities around the lake, my organizational skills and my genuine interest in cheering on the wins of other female realtors.

The best compliment that I've ever received about my business is that clients would miss me when our deal was finished. This really demonstrated that I made the deal an easy and positive experience for them when it could have been stressful or challenging.

I LOVE sports! I'm a spectator of most sports and in our house I'm the one who knows which team is playing when and how the rankings look. I also



love to see music acts live. Attending concerts has been such a fun experience to share with my daughters who are 12 and 16. Buying the ticket and going to the show is never a bad idea!

Sayward Johnson

Alliance Home and Land Group

Realtor®

C. 478.456.8011
O. 706.485.0088

1031 Village Park Dr. Ste 101
Greensboro

sayward@
alliancehomeandlandgroup.com

My Strength: I tend to make lasting friendships with my clients.

My Mission: to help people move through their real estate transactions as smoothly as possible.

How would you describe yourself

as a businesswoman? I would describe myself as a self made and enthusiastic businesswoman. I have a lot of motivation and drive for things that I am passionate about. When it comes to my clients, their best interest is my top priority.

Share the best piece of advice anyone has ever given you. The best piece of advice I have received was that “calm seas don’t make good sailors.” Sometimes you have to weather the storms to learn and grow as a human and as a businesswoman.

How do you achieve balance in your day-to-day living? I achieve balance in my life by making time for doing the things that I love. I enjoy my yoga practice 3 to 4 times a week. Breaking a sweat helps me relax and unwind. I also love getting out in nature



with my family whenever possible. Being outside helps me stay grounded and down to earth.

Susan Gatterfield

Alliance Home and Land Group

Realtor®

C. 706.347.0831
O. 706.485.0088

1031 Village Park Dr. Ste 101
Greensboro

susan@
alliancehomeandlandgroup.com

Our Mission: My mission is to serve my community, clients, friends and family with honesty and integrity, while delivering an exceptional home buying or selling experience.

My Strengths: My strength lies within my deep roots in the community as well as my

commitment to serving and building long lasting relationships with clients, agents and partners.

Why did you choose this type of business? I got into real estate because I love helping people find their perfect homes and making a difference in the community. There’s something really rewarding about matching someone with a place they’ll love and watching neighborhoods grow and thrive. Plus, it’s awesome to be part of the changes that make a community even better, whether that’s helping families settle in or working on local projects. It’s a job that lets me do what I love and have a positive impact at the same time.

If you could go back and talk to your “rookie” self, what would you tell her? I’d say, “Trust the process and be patient with yourself. Real estate is a



marathon, not a sprint. You’re going to face setbacks and challenges, but each one is a learning opportunity. Don’t be afraid to ask questions or seek advice—no one expects you to know everything right away. Focus on building relationships and your reputation; these are what truly matter in the long run. And most importantly, remember why you started—stay passionate and keep your clients’ best interests at heart. Success will come with time and perseverance.

Sheila I.M. Smith

Castle Home Management

Owner

📞 Office: 706.817.0889

Cell: 706.818.1078

📍 1041 Village Park Drive, STE 104 (to the right of Café 44!), Greensboro, GA 30642

✉️ sheila@castlehomemanagement.com

🌐 castlehomemanagement.com

My Mission:

Provide peace of mind to absentee homeowners by carrying out regular, thorough, professional in-person home watch visits providing detailed date and time stamped reports.

Our Strengths:

Local residents, 14 years in business, my husband is a Marine veteran and we have a wide spectrum of experience from Property Management, Disaster Management, Law Enforcement/ Security, service provider relationships, ongoing education, no distraction from VRBOs or Airbnbs.

Type of Business: Service business

How do I stay motivated:

I believe my team and I truly provide a unique and valuable service to both full and part-time residents by providing them with “peace of mind” when they are away, knowing we are confidential, experienced, knowledgeable and participate in ongoing training – we are sponges and are always soaking up knowledge, we never stop learning –



you don't know what you don't know!

Best compliment ever received:

Word of mouth referral as well as repeat business from clients who continue to place their trust in us – we do not take that trust lightly and it is only by being truly passionate about our service can we also sleep at night!

People might be surprised to know I have ridden my motorcycle around the around the British F1 Silverstone track!

Best piece of advice came from my mother who would regularly say to my siblings and I “there is nothing in this World that you cannot do if you put your mind to it.”

Kim Logan



Kim and Lin Logan Real Estate

Owner and Broker

- 706.338.0757
- 1028 Lake Oconee Parkway
Eatonton, GA 31024
- kimlogankw@gmail.com
- Kimandlinlogan.com

My Mission: When I set out to build our real estate company, I wanted to create something different—a team where agents genuinely work together, support one another, and celebrate each other's success. Real estate can be incredibly competitive, but I believe we are stronger when we work together rather than against one another.

Our agents share ideas, solve problems together, and cheer each other on when a client finds that special property. That culture creates a better experience for our clients and a better environment for our agents. We may be a team of real estate professionals, but we truly operate like a family.

Giving back is also at the heart of who we are. Every agent contributes a portion of their commission to Brittney Cares, allowing us to help people throughout our community when they need it most. I want our agents to know that success means more when you use it to make a difference. Together, we can accomplish far more than we ever could alone.

My Strengths: My work ethic is one of my greatest strengths, and I credit my parents for instilling that in me. I am also extremely competitive and driven, which has helped us build the #1 real estate team at the lake and maintain that success for nearly 20 years.

I am fortunate to work alongside family and close friends, but when it comes to



business, I know how to separate the two. At the end of the day, our clients come first. Their goals become our goals, and I want every client to know that we will work tirelessly on their behalf.

The Biggest Challenge I Have Faced:

The greatest challenge of my life was losing my daughter, Brittney. She was 11 years old when she passed away in a lake accident here at Lake Oconee. After experiencing something so devastating, I knew I wanted to find a way to create something meaningful in her memory. As Kim and Lin Logan Real Estate grew, we were blessed with the opportunity to start Brittney Cares. What began as a way to honor Brittney has grown into something that has touched countless lives throughout the lake community. Today, Brittney Cares gives back more

than \$50,000 each year, helping families affected by cancer, fires, accidents, unexpected hardships, and many other circumstances.

Since its beginning, Brittney Cares has given more than \$250,000 back to our lake community. Being able to turn an unimaginable loss into a legacy of helping others is something that means more to me than I could ever put into words.

What Would I Tell My Younger Self?

Believe in yourself, work hard, and never underestimate what you are capable of. You have more control over the direction of your life than you realize. If you want something to change, be willing to make it happen.

You hold the pen. Make sure you write a story you're proud of.

Madison Zak



Kim and Lin Logan Real Estate

Realtor®

📞 706.347.4522

📍 1028 Lake Oconee Parkway
Eatonton, GA 31024

✉ maddieledfordkl@gmail.com
🌐 www.kimandlinlogan.com

My Mission: My mission is to carry on and expand the legacy of Kim and Lin Logan Real Estate, a family business built on over 20 years of dedication, integrity, and results. Our family values real estate not just as a business, but as a mission to help people find homes where memories are made. We are committed to serving the Lake Oconee and Lake Sinclair community with honesty, energy, and passion. I strive to bring that same drive and dedication to every client, ensuring that each home we help someone find is truly a place they can call their own.

My Strengths: My biggest strength in real estate is my deep-rooted connection to Lake Oconee. Growing up here has given me extensive knowledge of the market and a genuine passion for this community. That background allows me to connect with clients on a personal level and help them truly understand what makes this area so special. For me, it's more than just selling homes—it's about sharing my hometown and ensuring my clients find a place where they feel the same sense of belonging that I do.

How would you describe yourself as a businesswoman? Driven and Ambitious! I have a passion for this career and a desire to be the best I can be. I have worked in the service industry since I was 15 years old, which introduced a strong work ethic and taught me how important it is to be detail oriented. You've got to push



boundaries in order to provide the best customer service. There isn't a day that goes by that I am not deeply committed to achieving my goals and constantly seeking new challenges to push my limits!

If you could go back and talk to your "rookie" self, what would you tell her? If I could talk to my younger self, I'd remind her that it won't be easy, but it will be worth it. Progress takes patience, consistency, and a willingness to keep learning. I've realized that hard work by itself doesn't always equal success. The real difference comes from listening, adapting, and showing up for others- even on the tough days. It's not about being perfect; it's about staying committed and trusting that the small steps forward will add up over time. **Share the best piece of advice**

anyone has ever given you. The best advice I've ever received is to never give up, take risks, and never let ego get in the way of growth. Every day is an opportunity to push yourself to do more than what's expected.

In real estate, there's no such thing as a strict 9-5—you've got to stay motivated, present, and available.

I've learned that true success isn't about chasing numbers; it's about showing up for people with consistency, care, and integrity. Whether it's answering that late-night call, digging deeper to find the right solution, or going the extra mile for a client, it all comes back to putting people first. That's what creates trust, long-term relationships, and ultimately the kind of career worth being proud of.

Autumn Bragg



Kim and Lin Logan Real Estate

REALTOR®

- 📞 706.319.0284
- 📍 1128 Lake Oconee Pkwy.
Eatonton, GA 31024
- ✉️ autumnbragg.kl@gmail.com
- 🌐 www.autumn-bragg.com

Type of Business:

Real Estate specializing in Lake Oconee, luxury, lakefront, and residential properties.

My Mission:

To provide exceptional real estate guidance through local expertise, genuine relationships, and a level of service that extends far beyond the transaction.

My Strengths:

Deep knowledge of the Lake Oconee market, strong relationships, responsiveness, attention to detail, creative problem-solving, and an unwavering commitment to my clients.

Why did you choose this type of business?

For me, real estate is much more than opening doors and negotiating contracts. I want to be the person my clients can call for anything they need before, during and long after a transaction. I know Lake Oconee because I live here, work here and genuinely love this community. Whether I'm helping someone find the right property, preparing a home for market, coordinating contractors or simply answering the questions that come with moving to a new area, my goal is to make the entire experience feel effortless for my clients.



What makes your business unique?

My goal is to become one of the most trusted and recognized resources for Lake Oconee real estate. I want people considering a move here to know they can come to me not only to find a home, but to truly understand the lake, the communities and the lifestyle. I'm constantly looking for ways to grow, innovate and create an even better experience for my clients while building a business and reputation that will last for generations.

If you could go back and talk to your rookie self, what would you tell her?

Bet on yourself sooner. You don't have to have every step figured out before you take the first one. Some of the biggest opportunities in my life have come from being willing to work hard, trust my instincts and step into something before I felt completely ready. I've learned that confidence doesn't always come first, sometimes you build it by doing the thing you were afraid to do.

Brooke Adams

Kim & Lin Logan Real Estate

Realtor®

📞 630.862.0820

📍 1041 Village Park Dr., Ste 204,
Greensboro, GA 30642

✉️ brookeadamsrealtor@gmail.com

My Mission: My mission is to make real estate **personal, intentional, and highly individualized**. Buying or selling a home is often one of the biggest financial and emotional decisions someone will make, and I want my clients to know they have

someone fully invested in their goals and firmly in their corner from beginning to end.

How do you stay motivated and focused on your goals when things get tough? I've always been incredibly driven, and I set big goals for myself - but what keeps me going is knowing that the work I put in directly impacts the people who have trusted me to represent them. I'm competitive by nature, especially when it comes to my clients. **I want to see them win.** Whether that means negotiating the right deal, positioning a home to stand out, finding an opportunity others may have overlooked, or simply being the steady voice when things get complicated, I take their goals personally.



I also believe success is built through consistency. A reputation isn't created by one great year or one great sale - it's built by showing up, doing what you say you're going to do, and giving people your best over and over again. **That standard is what keeps me motivated, even on the hard days.**

Colby Fournier

Kim & Lin Logan Real Estate

Realtor®

📞 706.817.6457

📍 1028 Lake Oconee Parkway,
Eatonton, GA 31024

✉️ colbyfournierkll@gmail.com

🌐 kimandlinlogan.com

My biggest goal is to continue growing, learning, and rising to the top of the real estate industry. I want to become the best real estate agent I can possibly be and build a career that I'm proud of. I also know I wouldn't be where I am today without the women who took the time to teach and mentor me. When I first joined

the Kim & Lin Logan team, Madison Zak became my mentor and truly taught me how to be a great real estate agent. She took me under her wing, showed me the ins and outs of the business, and helped give me the confidence and knowledge I needed to grow. Between Madison's mentorship and everything I've learned from Kim Logan and her years of experience, I've been incredibly fortunate to learn from two successful women in this industry. I wouldn't be where I am today without either of them, and I hope to continue learning from their example.

Share the best piece of advice anyone has ever given you. I wouldn't say there is one specific piece of advice that stands out. Instead, the greatest thing I've been given is the example set by my parents, Chris Peters and Kisha Combs. They raised me to be a strong, independent woman and taught me from an early age how far hard work can



take you. My dad, Chris Peters, has built an incredibly successful electrical business here at Lake Oconee, so I grew up watching firsthand what determination, consistency, and a strong work ethic can create. Those are lessons from both of my parents that I'll carry with me throughout my entire life and career.

Share a little about the non-business side of you! Outside of real estate, I'm definitely a dog person! I have two dogs, Goldie and Winnie, who are a huge part of my life. One of my favorite hobbies is embroidery. After a long, busy day in real estate, I love coming home and embroidering. It gives me a chance to slow down, be creative, and unwind.

Vinece Pastor

Berkshire Hathaway HomeServices Lake Oconee Properties

Managing Broker, REALTOR®

- 📞 Mobile: 240.750.5657
Office: 706.621.4090
- 📍 1001 Village Park Drive, Suite 102
Greensboro, GA 30642
- ✉️ vpastor@bhhlakeoconee.com
- 🌐 www.bhhlakeoconee.com

Our Vision: To build lasting relationships and help each client achieve their real estate dreams.

Our Core Strengths: Integrity, value and service to our clients, local market expertise and global reach as part of the most well-known and respected real estate brand in the world – Berkshire Hathaway HomeServices.

What makes your real estate office unique: Some people think all real estate firms are the same – not



**BERKSHIRE
HATHAWAY** | LAKE OCONEE
HOMESERVICES PROPERTIES



true at all! Our brokerage is unique in that we value and treat each client as an individual and we prioritize our relationship with them above all else. We go above and beyond every day

to ensure our clients receive the best value possible with the most superior level of service and expertise every step of the way. We want our clients to be delighted with how their transaction happened – every step of the way!

How do you stay motivated and focused when things get tough? I tell our agents “No two transactions are alike – but each one is a chance to impress a client and out-perform the competition!”. At our office we love a challenge – and being creative problem solvers. I think this aspect of our approach really sets our agents apart, particularly in tough times or in those really challenging situations.

What is the next big goal for your business? We have grown quite a bit in the last couple years and we’ve done it while maintaining a very cohesive group of agents dedicated to their clients and to each other. My goal is to continue this momentum, while distinguishing ourselves as a truly unique brokerage, focused on building relationships with our clients and delivering an exceptional level of value, expertise and service at the same time.



Nan Keipper

Berkshire Hathaway HomeServices Lake Oconee Properties

Realtor®

📞 Mobile: 770.241.3205
📞 Office: 706.621.4090
📍 1001 Village Park Drive, Suite
102, Greensboro, GA 30642
✉️ nkeipper@bhhlakeoconee.com
🌐 www.bhhlakeoconee.com

My Mission: Helping clients find the perfect home to build long term memories.

My Strengths: I am intuitive and read people very well, I'm creative and think

outside of the box which makes me a creative problem solver and I honestly just love working with people.

What inspired me to sell real estate? As a young girl, my mother would pick me up from school on Fridays and we would go look at new homes under construction and chat about the floor plans and finishes. Then when my husband Doug and I married we began to invest in real estate. Real estate has been a much loved part of my life since childhood. It still fascinates me how each home can be so unique with design and layout changes. And I still love the home tours and keeping in touch with the newest trends.

Describe a defining moment in your business journey: A defining moment for me was around "Don't take no for an answer." I learned in this situation – you really need to find out what the reason is for



**BERKSHIRE
HATHAWAY** | LAKE OCONEE
HOMESERVICES PROPERTIES

the "no" and then be creative to solve for it! In real estate, creative problem solving is a skill I use every day to help my clients be successful in their transactions.

Something about me most people don't know: A fun fact about me and my mother, when I was born at the Upson Regional Hospital in Thomaston, Georgia, we held the record for many years as the "oldest mother with a live birth".

Lisa Hartzler

Berkshire Hathaway HomeServices Lake Oconee Properties

Realtor®

📞 Mobile: 770.851.7427
📞 Office: 706.621.4090
📍 1001 Village Park Drive, Suite
102, Greensboro, GA 30642
✉️ lhartzler@bhhlakeoconee.com
🌐 www.bhhlakeoconee.com

My Mission: Every client knows they are my top priority each step of the way and I will deliver for them the best possible value for their purchase or sale.

My Strengths: I am focused and

determined, patient in any situation and maintaining my ethics and values all along the way.

Type of Business: Real Estate Brokerage

The best piece of advice anyone ever gave me: My dad was my hero and motivator! He instilled in me my morals and my standards, my values and to always do the right thing for people. He taught me to always think of others and keep my ethics and credibility at the forefront of all that I do.

What inspired me to start in real estate: I started working at the age of 17, and I've always loved working with people. After a successful career in government, my mother encouraged me that real estate was a logical next step for me to be able to connect with people on a personal level, and to help them in a very important part



**BERKSHIRE
HATHAWAY** | LAKE OCONEE
HOMESERVICES PROPERTIES

of their life – their homes!

What makes me unique in real estate: I think I have a very special ability to connect with people in a way that conveys I understand their situation and will be totally dedicated to supporting them and helping them on their real estate journey. When we make that connection – they realize I do really care and am there for them every step of the way.

Connie D. Standifer

PUSH Publishing Inc.

CEO & Author

📞 404.558.4912

✉️ cdstandifer@gmail.com

🌐 pushpublishing.co

My Mission: P.U.S.H. Publishing Inc. founded in August of 2020 stands for Pray Until Something Happens. Our name was given to us by the Late Altheia Ellice Smith-Parham affectionately known to P.U.S.H. Publishing's CEO as Niece Pooh. Altheia lost her fight with Sarcoidosis. Her last words and throughout her battle with Sarcoidosis was to continue to pray until something happened, hence the birth name of my publishing company today. Just weeks before her passing, she conversed with me about her belief in our mission. Here at PUSH we believe that everyone has a story to tell and it is necessary that the opportunity is afforded to you in effort of helping those coming along long after you have a viable navigation tool for moving forward through life.

My Strength: Our publishing strength lies in providing clear, streamlined guidance at every stage of the process—from the beginning of your manuscript to the moment your book reaches readers worldwide. We deliver a professional, high-quality product that authors can take pride in for years to come. Our commitment is reflected in the care we bring to every detail, from front cover to back cover.

What challenge you faced as a woman in business that shaped who you are today? Although I was educated and possessed the skills necessary to succeed in the roles before me, I allowed myself to internalize the beliefs of those in positions of decision-making power. I became convinced



that, in order to be seen as qualified and ultimately included, I needed to make myself smaller. Instead of showing up as my authentic self, I chose to shrink who I was to make those around me feel more comfortable and less threatened by my presence. Over time, that experience shaped the woman I am today. Through it all, I learned that I am enough. More importantly, I discovered that the gifts God has blessed me with are not merely for me—they can serve as lifelines for someone else somewhere in the world. I also learned that when God gives you a gift, He has already prepared the recipients for it. Therefore, I no longer need to worry about whether someone will value, understand, or be interested in what I have to offer. My responsibility is simply to be faithful to the gift God has entrusted to me. Knowing who I am and understanding the value I bring is no longer a burden I carry. It is a responsibility I embrace, a gift I honor, and a purpose I refuse to shrink.

If you could give your younger self one piece of advice, what would it be? If I could give my younger self one piece of advice, it would be to be proud of who you are and never be afraid to love yourself fully. Never diminish your knowledge, skills, abilities, or self-respect simply to make someone else feel comfortable—especially at the expense of your own well-being or self-worth. This is a big world, and there is room for all of us. Our differences are not weaknesses; they are part of what makes us unique and valuable. We need one another, and learning to respect, embrace, and coexist with our differences is essential to creating a better world and, ultimately, to our survival.

How do you stay motivated and focused on your goals when things get tough? I stay motivated and focused on my goals when things get tough by remembering that my business brand is symbolized by the blue butterfly. To fully understand the significance of the blue butterfly, you would have to read my book, “When the Bough Breaks,” or my most recent anthology and international best seller titled, “Becoming: A Decision – An Anthology of Lived Transformation.” However, the butterfly itself represents transformation, new beginnings, and the courage to embrace necessary change. When life gets difficult—as we all know it inevitably does—I intentionally look for the silver lining and opportunities to grow, evolve, and become better, regardless of what is before me. I stay motivated by remembering the victories I experienced during previous seasons when circumstances appeared to be at their bleakest. The caterpillar is the perfect analogy. Just when its environment changes and its existence seem to be coming to an end, it undergoes a remarkable transformation and emerges as a beautiful butterfly, soaring to higher heights and new possibilities. That is how I choose to see life: difficult seasons are not the end; they can be the beginning of something greater.

Meigan Miller

Dr. Meigan Miller, Family Dentistry

Dentist/Owner

📞 706.485.9031

📍 104 N. Lafayette St
Eatonton, GA 31024

✉ office@drmeiganmiller.com

🌐 www.drmeiganmiller.com

Our Business: We are a general dentistry office located in the heart of downtown Eatonton. Our mission is to establish life-long relationships with our patients, providing total patient oral care and preventative care. We also empower patients to take care of their own health. It is truly an honor to serve patients and their families!

Our Strengths: We are a multidisciplinary practice and offer a wide range of dental services tailored to patients' oral needs. Our team is amazing, and each person brings a different strength to the practice every day. Team members take rigorous coursework, staying up to date on everchanging technologies, treatments and advancements in dentistry. One of the advancements and new treatments in dentistry has been in dental sleep medicine. Dental sleep medicine has become an important part of our practice, providing patients with another option in treating sleep apnea. Patients with sleep disorders have an increased risk of high blood pressure, heart disease, stroke, diabetes, and weight gain just to name a few.

What inspired the idea for your business, and what keeps you passionate about it today?



Growing up, I always wanted to be a psychiatrist! It was during college that this focus shifted to dentistry. I saw how my biggest role model, my father, changed lives and formed relationships through the field of dentistry. The impact that his dental practice in SW GA had on me was tremendous. I love practicing dentistry in a small town and truly doing life with my patients simultaneously. We pass each other at the grocery store, we see each other on the ball field. Our patients bring us veggies from their garden in the summer and sweet treats at Christmas; they are family. **How do you stay motivated and focused on your goals when things get tough?** There will always be ups and downs in life that effect business. During these times, I like to lean into my “why” and remember that God is still working through the mud. Not

every season in life was meant to be a productive season or even an easy season. Flowers are not produced in a day and there is much that goes on underneath the surface before the beauty is produced. Persevere, focus on your why and remember that there is still much to be gained in the tough seasons.

Share a little about the nonbusiness side of you—family, pets, hobbies, favorite music or food, or anything fun our readers should know! Clint and I are still busy with three children (one in middle school this year!) but they are our greatest joy and blessing for sure. We love to travel but also cherish our downtime at home as a family. During the fall, you'll find us at Sanford Stadium cheering on the Dawgs on the weekends and at the Rec Department on the weeknights cheering on one of our kids!

Missy Swicord

Exchange Bank

Vice President/Lender
Lake Sinclair Office
Branch Manager

- 478.452.4531
- 250 W. Hancock st
Milledgeville, GA
- mswicord@exch.bank
- www.exch.bank

Our Mission: Exchange Bank has served Middle Georgia since 1903, providing personalized banking services and supporting the communities it calls home. Guided by its commitment to being a place Where Community Matters, the bank continues to invest in initiatives that promote growth, education, and long-term success.

Strengths:

- Over 120 years of community banking experience in Middle Georgia
- Personalized service rooted in local relationships
- Local decision-making that keeps customers' needs front and center
- Commitment to innovation, offering state-of-the-art banking technology alongside hometown service
- Ongoing investment in community growth, education, and outreach
- Trusted hometown partner for both personal and business banking

Industry: Finance

How would you describe yourself as a businesswoman? I am extremely passionate about who I am and what I do for each of my customers. Sometimes that's just talking to them,



encouraging them, and just being a listening ear.

How do you motivate yourself when something goes wrong? Or, how do you decompress after a busy or stressful day? We all make mistakes, little hiccups in life that we can't get back, but what we can do is pick ourselves up, make sure we understand the mistake, and grow from it. Take the error as a motivator to be better, to do better, to make better decisions. It's ok to be imperfect.

Share the best piece of advice anyone has ever given you that you follow.

My father told me always and consistently. "Baby girl never forget where you came from and never forget those who helped you get to where you are."

Tell about the non-business side of "you" A collegiate gymnast – 6 time all American and National Champion! Proud to be an alumnus of Georgia College... Go Colonials!

Jennifer Vaughan

Dwell Real Estate

Associate Broker

📞 706.431.0678

📍 1031 Village Park Drive, Suite
104, Greensboro, GA 30642

✉️ JV@DwellLakeOconee.com

🌐 JenniferVaughan.com

Jennifer Vaughan is a Realtor and Associate Broker with Dwell Real Estate, specializing in connecting clients with exceptional opportunities and timeless experiences while delivering results beyond expectations for buyers, sellers, and real estate investors across Lake Oconee, Madison, and Lake Sinclair.

What drives your motivation? I

thrive in a competitive environment, so my motivation comes from challenging myself, knowing what my goals are, and knowing that I'm helping my clients with the largest asset they will ever buy or sell.

What has been a highlight of your year, personally?

This year I have a senior at Lake Oconee Academy, and I've loved every bit of it — the school events, the activities, and helping him plan for the next chapter ahead.

How do you give back to the Lake

Oconee community? Larry and I are avid supporters of the businesses and



organizations that make Lake Oconee such an amazing place to call home. We're proud to support education, healthcare, and the charities that serve our community.

What are your goals as you look ahead? Our goals evolve year after

year, and this year we were excited to see our first spec home completed. I'm looking forward to new projects in 2027 and beyond, and I'll keep striving to be the best real estate professional for the clients who choose me to help them buy and sell at Lake Oconee.

Kay Stevens

**Coldwell Banker
Lake Oconee Realty**

Realtor®

📞 706.473.5700

📍 2800 Reynolds Walk Trail

✉ KStevens31024@gmail.com

🌐 KayStevensSells.com

My Mission: To use my experience, knowledge, and commitment to service to guide buyers and sellers through every step of their real estate journey with honesty, professionalism, and personal attention.

My Strengths: With 47 years of experience representing buyers and

sellers, my greatest strengths are my knowledge of the Lake Country market, strong community relationships, and dedication to providing knowledgeable, dependable service to my clients.

Type of Business: Real Estate — Assisting Buyers and Sellers with Residential, Commercial, and Land Real Estate Transactions.

What is/are your proudest moment(s)? After 47 years in real estate, I'm most proud of the relationships I've built and the opportunity I've had to serve both my clients and my community. Helping generations of buyers and sellers make important decisions about their homes has been incredibly rewarding, but my career has always been about more than real estate.

I'm grateful to have served as



President of the Lake Country Board of REALTORS® and the Eatonton-Putnam Chamber of Commerce, as well as on the Putnam Development Authority and with other community organizations. Being inducted into the Lake Country Board of REALTORS® Hall of Fame and receiving the Robert S. Stubbs Guardian of Ethics Award are especially meaningful honors.

Looking back, I'm proud to have built a career based on relationships, service, professionalism, and a genuine love for the Lake Country community I call home.

Susan Powers

**AssetGrade
Registered
Investment
Advisors**

Co-Founder & COO

📞 706.817.4500

📍 1001 Founders Row, Suite 103,
Greensboro, GA 30642

✉ susan.powers@assetgrade.com

🌐 assetgrade.com

You've Built Something Worth Protecting.

For the women building businesses, careers, families, and legacies throughout Lake Oconee, your investment portfolio is only one piece of your financial picture. A comprehensive financial plan looks at how everything works together, including your investments, retirement, taxes, estate, family, business, and the life you want to live. Because the most important question isn't simply, "How is my portfolio performing?" It's "Is my money helping me build the life I want, and am I prepared for whatever comes next?"

Ask Yourself: If my life changed tomorrow, would my financial plan be ready?

Retirement. Selling a business. Divorce. Widowhood. An inheritance. A growing



family. Life changes, and your financial plan should change with it.

I want the women I work with to understand their financial lives, not simply be told what to do with their money.

You've worked hard to build your wealth. Let's make sure you have a plan for it.



Certified Financial Planners (CFP®) are licensed by the CFP® Board to use the CFP® mark. CFP® certification requirements include: Bachelor's degree from an accredited college or university, completion of the financial planning education requirements set by the CFP® Board (www.cfp.net), successful completion of the CFP® Certification Exam, comprised of two three-hour sessions, experience requirement: 6,000 hours of professional experience related to the financial planning process, or 4,000 hours of Apprenticeship experience that meets additional requirements, successfully pass the Candidate Fitness Standards and background check, agree annually to be bound by CFP® Board's Standards of Professional Conduct, and complete 30 hours of continuing education every two years, including two hours on the Code of Ethics and Standards of Professional Conduct. Chartered Financial Analysts® (CFA®) are licensed by the CFA® Institute to use the CFA® mark. CFA® certification requirements: Hold a bachelor's degree from an accredited institution or have equivalent education or work experience, successful completion of all three exam levels of the CFA® Program, have 48 months of acceptable professional work experience in the investment decision-making process, fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors. AssetGrade is an investment adviser registered with the U.S. Securities and Exchange Commission. Registration does not imply a certain level of skill or training. More information about AssetGrade's investment advisory services can be found in its Form ADV Part 2, which is available upon request. A Certified Financial Planner (CFP) is a financial planner that has met rigorous education, training, and ethical standards. The CFP certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). CFP Board owns the mark CFP® in the U.S. AG-26-24

Kimberly Acworth | Alex Crawford

Owner and Master Stylist

Salon Manager and Stylist

Indulge Salon



706.999.9911

1104 Market Street,
Greensboro

indulgesalongreensboroga@gmail.com

www.IndulgeSalon.com

Our Mission: always to be “180 degrees from Ordinary”. It’s stated in our logo!

Our Strengths: The ability to get to the “root” of the problem and solve it at that moment. We carefully listen to our clients to find out what they really want. We continually strive to perfect our craft, so when that one person in the chair needs us, we are delivering many years of study and technique in that one moment.

Type of Business: full-service beauty salon

What makes your business unique, and why do customers love it?

For me, I get to work with my daughter Alex, who manages our Lake Oconee salon (we also have a salon in York, PA) and is a fabulous stylist. Together we make a great team because:

- We love adapting to change. We love supporting women and helping them make different choices as to how they want to live their lives and how they want to look. Personalities blossom when multi-dimensional color and cut are customized to a client’s face shape and lifestyle, and highlights placed to enhance skin tone and face structure. Appearance speaks volumes without words.
- Our goal, always, is to deliver the highest level of service. Attending advanced training as much as my team and I have done means new



conversations about what we can do for our clients to make a real difference.

- We are expert problem solvers, especially when it comes to color correction, hair smoothing techniques, creating volume in fine/thin hair, adding volume and length (or camouflaging the lack of hair due to stress or a medical condition) with undetectable hair extensions.
- We’re certified in seven hair extension brands and all installation techniques and offer the area’s most extensive selection in natural human hair.
- We personally test all our haircare and spa products to ensure they meet our own tough standards. Most recently, Indulge took a new direction as Lake Oconee’s only salon that has been trained to offer Nutrafol hair growth supplements.

What is the best compliment you’ve ever received about your business? Honestly, Indulge gets

wonderful compliments every day, at both salons. Every client gets a follow-up contact asking about their experience, so we get excellent feedback. My personal favorite comes from Dineane, who posted on our website...

“Brilliant stylist and colorist. Over 30 years with this talented woman! My hair is coarse, curly/wavy-ish and thick. If done wrong I look like a broom or a bad perm. With Kim I never worry. I get so many compliments on both the color and the style every time.”

If you could give your younger self one piece of advice, what would it be?

Don’t let fear of the unknown get in your way. You will have challenges in life that will knock you down. Think on it, act on it and let it go. Give it back to God and move on with what God has intended for your life. Stay away from negative people and surround yourself with people that are better than yourself.

Susan Campbell

Oconee Springs Park

Manager

The Edgewater on Lake Sinclair

Assistant Manager

📞 706.485.8423

📍 109 S. Spring Rd.,
Eatonton GA 31024

✉️ Oconeesprings@yahoo.com

TheEdgewateronLakeSinclair.com

🌐 Oconeespringspark.com

The Mission: Our tenure at Oconee Springs Park began in 2013 and from the beginning our goal was to make the park a destination where families could gather, spend quality time away from the hustle and bustle of life and enjoy a relaxing weekend or vacation on beautiful Lake Sinclair. Building lasting relationships that span generations has been one of our goals since the beginning.

Our strengths: The team members that are our work family is our biggest asset. We all “wear many hats” as they say! My philosophy is our job is to meet the needs of our patrons and guests and take care of each other to the very best of our abilities. All of us have this mindset and it shows every single day. I might be working on financials in the office on Monday, but on Thursday the grass may need to be cut, or a wall could use a coat of paint, Saturday may find me setting up for a wedding and reception in the Edgewater...you just never know. Of course there are certain managerial issues that only I can do, but for the most part, we’re all working in the same direction. It’s humorous in a way because the picture you see



associated with this article is not who you will see 99% of the time when I’m in the park!

What keeps us passionate: Our summer months are our busiest time of the year. School is out and kids want to play in the water and on the Inflatables, and boy, do they have a good time!! After the winter months where there isn’t much interest in boating, fishing or camping, it’s always delightful to hear the noise of kids laughing, riding bikes and skateboards, music playing, boats and jet skis coming in for gas at the marina, campfires crackling while smores are being devoured – there’s just something about it! Lots of hard work completing major projects takes place during those months while things are quiet, so spring and summer remind us why we do what we do. When folks are making memories here, Oconee Springs becomes part of that legacy.

In 2020, we added The Edgewater on Lake Sinclair – a lakeside venue – and it’s reach continues to grow as word about its capabilities shared and experienced. Since its opening there have been numerous lakeside weddings held. In addition, receptions, parties, baby showers, church gatherings, celebration of life services, are just some of the gatherings that have taken place within its walls. Open air concerts have been a big hit this past summer, with plans for more in the future. Corporate picnics and meetings are also being held. Such a lovely facility that meets so many community needs with a peaceful and charming view of Lake Sinclair.

Best Compliment: In my opinion, one of the best compliments we ever receive is when we are asked how long or if we (Lonnie and I) are the owners of the park or The Edgewater. It implies that our (meaning all the employees) work ethic and commitment to our customers is so much that we must be doing it for our personal gain. I won’t deny that we conduct the business as if it was our own – we sacrifice like it was, we engage like it was, and we worry like it was - but it always gives us great pleasure to say that Putnam County owns and operates the facilities – and we are all county employees. Some mouths drop open, some say, “wow – y’all do a great job” and have had several “thank you for what you do for us”. Our desire in 2013 was to make our mark on the park, and when the time comes to move on, to leave it in better condition than when we found it – we continue to pursue that desire.

There is a sign that hangs near the entrance to the retail store that reads “May all who enter as guests, leave as friends”. If you’ve not visited us, please venture out this way...we don’t think you can ever have too many friends!

Raquel Torres

Jalisco Mexican Grill

Owner

- 📞 706.999.3530
- 📍 1100 Parkside Main Suite 101
Greensboro, Georgia 30642
- ✉ Jaliscomexicangrill1@gmail.com

My Mission: My mission and passion are to serve and inspire others. I want to be an inspiration to my only daughter and to the many other women who may be looking for the courage to pursue their own dreams.

I come from a small town in Jalisco, Mexico, and I am the tenth of eleven children in my family. When I came to the United States as a teenager, I quickly realized that this was a country full of opportunity. Coming to a new place where I didn't know the language was difficult, but I was determined to find my way and build a better future.

As the saying goes, "In the middle of every difficulty lies opportunity."

Now, almost 30 years later, I am a proud U.S. citizen and successful business owner. My journey has taught me that challenges can become opportunities when you are willing to work hard, believe in yourself, and keep moving forward.

Type of Business: Food Service

In what ways does your business give back to or impact the local community? Whenever the community asks Jalisco for help or support, we do our best to be there. Whether it's providing gift certificates for local raffles, donating meals to local schools, or supporting after-school programs, Jalisco believes in giving back to the community that has supported us.

Being part of the community means more to us than simply running a business. It means being there for



our neighbors, supporting local organizations, and doing whatever we can to make a difference.

What makes your business unique, and why do customers love it? Jalisco is a family-run business. Aside from our fast service and flavorful food, we take pride in building genuine relationships with our customers.

I have customers who have known me and my children for more than 20 years. We also have customers who are just getting to know us, but before long, they become part of the Jalisco family.

We do more than what's on the menu. If you want a traditional Mexican meal like pozole, we've got you. If you need help with meal prepping and want to learn how to make traditional albóndigas, I'll walk you through the steps. There isn't much our customers have asked of us that we haven't tried to help with.

For me, food is about more than simply feeding people. It's about sharing my culture, creating connections, and making people feel at home.

How do you stay motivated and focused on your goals when things get tough? My children are my motivation.

I have four boys and one daughter. It's a mother's instinct to protect and care for her children. Everything I do is for them. They were the main reason I opened my own business. I wanted to create a life where they would have everything they needed, but more importantly, I wanted to teach them the value of hard work, perseverance, and having a strong work ethic.

Building a business has not always been easy, but knowing that my children are watching me keeps me going. I want my daughter to see that it is possible to start with very little, overcome challenges, and build something meaningful through determination and hard work.

If my journey can inspire my daughter or even one other woman to believe in herself and pursue her dreams, then everything I have worked for has been worth it.

Riezl Baker

Luxury Lake Oconee Real Estate Group

Realtor®, Founding Principal

📞 706.347.2625

✉️ rbaker@luxurylakeoconee.com

🌐 riezlbaker.com

What makes your business unique, and why do people love working with you? I have been a Realtor in the Lake Country area for more than 25 years, and I have never believed that my job is simply to sell homes. My role is to help people transition into the next phase of their lives. I listen carefully, provide honest guidance and always put my clients' interests above everything else. The transaction may end at closing, but the relationships often last a lifetime.

What is the best compliment you have received about your business? The greatest compliment is when clients tell me that I made a meaningful difference in their lives. Awards and sales achievements are wonderful, but knowing that someone trusted me during an important life transition and that I helped them means far more to me than any recognition.

What challenge have you faced as a woman that helped shape who you are today? When I entered the corporate world in the early 1990s after graduating from college, it was still very much a man's world. Workplace harassment was rarely discussed, and I witnessed men make inappropriate and demeaning



Luxury
LAKE OCONEE
REAL ESTATE GROUP
LUXURYLAKEOCONEE.COM

comments about women. Those experiences taught me resilience and the importance of believing in my own abilities. Women have made an extraordinary difference in the world because of the way we care for others and the passion, determination and strength that come from within. We have broken barriers, and we must continue opening doors for the

women who follow us.

Share the best piece of advice anyone has ever given you? My grandfather was a World War II veteran and a survivor of the Bataan Death March. He worked a blue-collar job during the day while attending law school at night and eventually became one of Manila's most respected legislators. He was also an amputee who swam with only one leg for exercise. His life was a powerful example of courage, discipline, generosity and perseverance. He always told me, "Never feel sorry for yourself. Find passion and purpose in everything you do, and success will follow." He also taught me to leave my community better than I found it. Those lessons have guided my life, my business and my commitment to serving the Lake community.

What is something about you outside of business that people may not know?

I used to love fishing! My maternal grandfather was a commercial fisherman, and I would wake up at three in the morning to go fishing with him. Those early mornings on the water gave me some of my most treasured childhood memories. Perhaps that is one reason I have always felt such a strong connection to life on the lake.

"Successful women earn their seat at the table through hard work, confidence, and perseverance, but true success is reflected in how we carry ourselves. Always lead with grace and never sacrifice your character. Confidence may open the door, but class is what leaves a lasting impression." — Riezl Baker

Luxury Lake Oconee Real Estate Group



**Betty
McHan**



**Elisa
Frechter**



**Emily
Norris**



**Karen
Salter**



**Kerry
Minster**



**Kristen
Blascovich**



**Leslie
Clark**



**Molly
Stec**



**Nicole
Richard**



**Rachel
Deal**



**Riezl
Baker**



**Robin
Richardson**

The women of Luxury Lake Oconee Real Estate Group

play an integral role in the firm's success, bringing together deep local knowledge, industry expertise and a genuine commitment to the Lake Oconee community. Their client-first approach allows them to provide thoughtful guidance, personalized service and strategic insight throughout every step of the real estate journey.

From innovative marketing strategies to strong community relationships, these women continually find new ways to elevate the experience for their clients and deliver meaningful results.



Their professionalism, integrity and collaborative spirit reflect the high standards that define Luxury Lake Oconee Real Estate Group and have helped establish the firm as a trusted leader in the market.

At the heart of their work is a shared philosophy: "At Luxury Lake Oconee

Real Estate Group, our mission is to serve with excellence, lead with integrity, draw upon our deep knowledge of the community we love while always putting our clients' interests first. We believe that as Women in Business, our success is defined by how we serve others and the professionalism, grace, and class we demonstrate along the way."

For these women, success goes beyond the outcome of a transaction. It is reflected in the relationships they build, the trust they earn and the standard of service they bring to every client and every interaction.

Kendra Young

Squared Away Construction

CEO & Co-founder

📞 706.476.3612

📍 214 Southern Ave, Monticello

✉️ kendra@squaredawayconst.com

🌐 www.squaredawayconst.com

Proud Veteran. Skilled Builder. Woman in Business.

A lot can change in a year.

Since her last Women in Business feature, Kendra Young, CEO and co-founder of Squared Away Construction, has entered a new chapter both personally and professionally. In December 2025, Kendra married her longtime partner in life and business, Dustin Young. Together, they continue building a family, a future, and a construction company that has reached some of its biggest milestones yet.

Over the past year, Squared Away Construction has signed its first million-dollar-plus construction contracts, closed on multiple luxury custom homes now being built from the ground up, expanded its fleet of company trucks and vehicles, and continued growing its



residential and commercial capabilities throughout Georgia.

For Kendra, however, success is about much more than the size of a contract. "Signing a million-dollar contract is exciting, but what it really means is that someone trusts us with a million-dollar responsibility. Our name is attached to every project, and that matters to me."



A U.S. Army combat veteran and Purple Heart recipient, Kendra has carried the discipline, resilience, leadership, and accountability she learned in uniform into the construction industry. Those values helped shape Squared Away Construction and remain at the center of how the company operates today. Based in Monticello, Georgia, Squared



Away Construction is a licensed residential and light-commercial contractor specializing in luxury custom homes, major renovations and additions, commercial construction and build-outs, steel buildings, and specialty projects.

The company's growth can now be seen both on the road and on the jobsite—more trucks, larger projects, stronger capabilities, and custom homes rising from previously untouched ground.

For Kendra, being a woman in a traditionally male-dominated industry has never meant changing who she is to fit the industry.

"I don't walk into a room thinking I have to prove I belong there because I'm a woman. I walk in knowing my company, knowing my numbers, knowing construction, and knowing what we can deliver. The work speaks for itself."

Last year's feature introduced a proud veteran building a construction company. This year's story shows what happened next.

The contracts got bigger. The fleet grew. Luxury homes began rising from the ground. Kendra became Kendra Young. And the vision for Squared Away Construction became even bigger.

The goal isn't simply to build a larger company. It is to build a company—and a legacy—designed to last.

Myrna Taylor

Taylor Floral Design & Gifts

Owner

📞 706.749.8188
📍 124 W Marion Street
Downtown Eatonton, GA
✉ hello@tayloreventdesigns.com
🌐 www.TaylorEventDesigns.com

My Mission: To bring creativity, business and community together in Downtown Eatonton

My Strengths: Seeing great potential everywhere I look. My strong drive to make things better is fueled by a strong entrepreneurial and community minded instinct.

Over the last six years, I have built more than a business in Downtown Eatonton. This community has welcomed my family and I, with open arms! Through creativity, an eye for design, and a strong connection to my community, I have created a place where flowers, gifts, and Southern hospitality come together. My husband and I started investing in commercial buildings in Downtown Eatonton in 2020. What started with the renovation of two buildings that would house our own retail stores, has grown into a dedication to keep bringing buildings back to life on our beautiful Square. It has brought me great joy to welcome new businesses and loft apartments to town in buildings that we lovingly saved.

As the owner of Taylor Floral Design & Gifts, I have developed a business centered on making everyday moments, both happy and sad, more memorable. From fresh



floral arrangements and luxurious wedding designs to carefully selected gifts, fragrances, candles, and home accessories, the shop reflects my belief that beautiful details can evoke meaningful memories. Located in downtown Eatonton across from the courthouse, my store has become part of the character of the Historic Downtown district. I am continuously looking for creative ways to make shopping an experience and to give my customers a reason to regularly visit downtown.

What are some things you are excited to be a part of? For the last year, I have been actively exploring concepts that can contribute to the

continued growth of Downtown Eatonton. Before the end of 2026, I will be opening two retail stores in Downtown. Eatonton Antique Mall will boast over 10,000sqft of vintage and antique finds, sure to satisfy the most discerning collector's taste. Eatonton Trading Company will be a boutique mall bringing over 20 small businesses, mostly female-owned, together under one roof. My vision for both these spaces combines an appreciation for the historic surroundings with a desire to create spaces that feel fresh, attractive, and relevant to today's shoppers.

Why is community so important to you? I was raised in a big city, where it is easy to feel like an island. Being a part of a strong community is a gift most people don't realize they have! Rather than viewing downtown businesses as isolated stores, I see the value of creating experiences that encourage people to move from one business to another. I have always had a Community over Competition mindset and believe that we are stronger together. Together, we are finding ways to bring neighbors back to the Square to discover all the amazing things that are happening in Downtown.

What are some community events that you've been involved in this year? For several years, I have been in charge of the floral design for ArtiGras. It is a Gala Fundraiser for the Artisan's Village with over 200 people in attendance. In March of this year, I had the honor of bringing the Golden Gala to benefit Putnam General Hospital to life, serving as the Gala Director. This July, I hosted Downtown Eatonton's Christmas in July at The Plaza Arts Center. It was a day filled with fun, family, and community.

Sandy Dillard Terri Burner

 706.816.0852
 sandydillard@kw.com

Our Mission: Our foundation is built on dedication, commitment, and honesty. We believe in doing things the right way, keeping our clients informed, advocating fiercely on their behalf, and always acting with integrity.

Our Strengths: Negotiating, knowledge of the market, communication, dedication and always acting with integrity.

What makes your business unique, and why do customers love it?

Two top-producing real estate agents. Two strong women. One friendship built on something much deeper than real estate. Sandy and Terri came together to form S&T Real Estate at Keller Williams Lake Oconee, but the foundation of their partnership began with a shared love for their mothers, who have both since passed away. A simple red bird became a meaningful reminder of their moms—and a symbol of the friendship and

S&T Real Estate – Keller Williams Lake Oconee

Realtors®



connection that brought them together. That bond became the foundation for S&T Real Estate. Built on friendship, trust, honesty, integrity, and a genuine commitment to others, we believe in doing things the right way and treating every client and transaction with the same care and dedication. To us, the red bird represents where we came

 706.473.1505
 terriburner@kw.com

from, the women who shaped us, and the lasting relationships that matter most.

Share a little about the nonbusiness side of you! Sandy has been married to her husband, Van, for 28 years. Together, they have four children, two grandsons, and three of the most amazing fur babies ever. She loves to read, but only at the beach, which is her favorite place in the world and the one place where she can truly relax. She loves spending time with her family and friends, and she and her family attend Bible Fellowship Church. Terri has been married to her husband, Troy, for 25 years. Together, they have four children and two grandchildren. Work is her hobby, but outside of real estate, her passion is working with clients through her profession in physical therapy and helping others in any way she can. She is a member of the Greene-Putnam Rotary Club and loves spending time with her family and friends.

Valerie Lipscomb Beeson

ValsCo Marketing House

Marketing Strategist

 770.868.9975
 Valerie@ValsCo.net
 ValsCo.net

Your marketing shouldn't feel this complicated.

You have a website. You're posting on social media. Maybe you're running ads, sending emails, or working with a few different marketing partners. But do you know whether it's all working together, or what you should do next? That's where I come in.

I ask a lot of questions. The kind that get to the heart of who your customer is, what they care about, why they should choose you, and what your brand really needs to say. Then I take those answers, pull the marketing pieces together, and turn them into a clear message and an actionable plan. My favorite part? The messaging. I love uncovering the problem a business solves for its customers and building the message around that. Give me a brand story to write or a homepage to wireframe, and I'm in my happy place. When it's time to bring the strategy to life, I tap into a network of trusted experts I love working with to execute the right marketing initiatives. After nearly two decades in marketing, I started ValsCo to work closely with a



limited number of clients and get back to what I believe makes marketing work: **Understand your customer. Get the message right. Build the strategy. Then choose the tactics.** Not sure where your marketing needs work? Scan to get my free Marketing Clarity Checklist to uncover what's working, what's wasting money, and what to fix first.



Lauren Coyne

Boatright Realty Group at Coldwell Banker Lake Oconee Realty/Lake Country Realtor®

📞 706.897.6433

📍 2800 Reynolds Walk Trail,
Greensboro, GA 30642

✉️ lcoyne@cblakeoconee.com

🌐 boatrightrealtygroup.com

My Mission: By combining local knowledge, resources and relationships, Boatright Realty Group creates a customized real estate experience that welcomes clients to “Come Live the Dream”.

My Strengths: Listing Agent & Buyers Agent

Has new technology enhanced your operational excellence? If so, how?

As REALTORS® with Boatright Realty Group at Coldwell Banker Lake Oconee Realty/Lake Country, we have embraced the ways technology can enhance how we do business. Through partnerships with leading, user-friendly platforms, our new and improved website, and access to valuable tools and resources, we are able to stay connected, work efficiently, reach a broader audience, and create greater opportunities for our Buyers and Sellers! For me, the key is finding the right balance between technology and personal service. Technology can begin a property search and showcase a home, but it can't replace local knowledge, strong relationships, or truly understanding the Lake Oconee community and market.

For Buyers, I enjoy becoming a “tour guide” of Lake Oconee, helping them find not only the right property, but also the community that feels right for them. There is so much more to finding a home in Lake Country than an initial online search. What a Buyer is looking for can evolve once they begin



touring homes, experiencing different communities, learning about memberships and amenities, and getting a true feel for the Lake Oconee lifestyle. Helping them navigate those differences and find the right fit is one of my favorite parts of the process.

For Sellers, that same combination of technology and local knowledge is just as important. It allows me to thoughtfully position their property, showcase what makes it unique, and create exposure beyond simply putting a home on the market. Understanding the different communities, amenities, memberships, and what Buyers are looking for helps me tell the story of a property and connect it with the right audience. My goal is to make sure each home is presented in a way that reflects both its value and the lifestyle that comes with it.

I use technology as a tool to help me perform at my best and provide my clients with the highest level of service possible. At the end of the day, though, genuine, personal, and professional service is what I

want my clients to remember most!

Tell us about the non-business side of “you.”

This summer, my husband and I welcomed a special new member to our family, our first daughter, Cambri Lynne Coyne, born July 2! We are so excited to begin making memories together as a family here at Lake Oconee.

Family, friends, and community have always been an important part of our lives, and I believe so many of our best memories are tied to the places we call home.

Whether it's spending time on the lake, visiting a local farmers market, shopping local, meeting friends for dinner, or simply running into familiar faces around town, those everyday moments and connections are a big part of what makes Lake Oconee so special to us.

Even before Cambri arrived, we felt an incredible amount of excitement and support from friends, clients, and members of the community who celebrated this special season of life with us. That support has only continued since welcoming her, and it has made us even more grateful to call this area home!

Why did you choose this type of business?

Before entering real estate, my background was in education, specifically mathematics. Teaching taught me the importance of creating personalized pathways because no two students learn in exactly the same way. I've found the same to be true in real estate. No two clients, properties, searches or goals are exactly alike.

When I began in the industry, I saw an opportunity to apply many of those same skills in a new way by listening closely, solving problems, simplifying decisions, and helping people find a path that fits their individual goals.

That is what makes real estate so rewarding to me. It brings together problem solving, relationships, and community, while giving me the opportunity to advocate for my clients through some of life's biggest decisions. Ultimately, I love helping people find their place in Lake Country, an area my family and I are incredibly proud to call home!

Traci Nelson

Ansley Real Estate/ Christie's International Real Estate

Realtor®

C. 706.818.4168

O. 706.995.7500

1394 S Milledge Ave
Athens GA 30605

tracinelson@ansleyre.com

tracinelsonre.com

For Traci Nelson, real estate has never been about simply buying or selling homes. It's about guiding people through some of life's biggest transitions with confidence, expertise, and exceptional service.

Over the past twelve years, she has built a reputation as one of Georgia's most respected luxury real estate advisors by combining deep market knowledge with a genuine passion for helping clients achieve their goals.

In 2026 alone, Traci has already surpassed \$20 million in pending and closed sales, a reflection of the trust her clients place in her and the results she consistently delivers.

As a three-time member of the Ansley Real Estate | Christie's International Real Estate Circle of Excellence, Traci has earned recognition among the brokerage's top-producing agents and luxury advisors. The Circle of Excellence honors professionals who demonstrate exceptional sales performance, industry leadership, outstanding client service, and expertise in Georgia's luxury real estate market.



ANSLEY | CHRISTIE'S | Traci Nelson
REAL ESTATE INTERNATIONAL REAL ESTATE
c. 706.818.4168 | o. 706.995.7500 | TRACINELSONRE.COM

LAKE SAVVY
by TRACI NELSON

Traci is widely recognized as a Lake Country specialist, serving buyers and sellers throughout Lake Oconee, Lake Sinclair, and Madison, Georgia. Having grown up on Lake Sinclair and witnessed the evolution of Lake Oconee into one of the Southeast's premier luxury destinations, she brings unmatched local knowledge to every transaction. Whether representing waterfront estates, historic homes, equestrian properties, or luxury residences, she understands the lifestyle, value, and unique character that make each community special.

As part of Ansley Real Estate | Christie's International Real Estate, the #1 luxury real estate brand in the Southeast, Traci offers her clients something few agents can: hometown expertise backed by an international network. Through Christie's International Real Estate, Luxury Portfolio International, and

Leading Real Estate Companies of the World, every listing receives exposure to affluent buyers across the globe while every client benefits from personalized, local guidance.

Known for her innovative marketing strategies, strong negotiation skills, and relationship-first approach, Traci's business is built almost entirely through referrals and repeat clients. Her commitment to professionalism, integrity, and exceptional service has made her a trusted advisor for families, investors, and luxury buyers throughout Georgia's Lake Country.

Whether helping a family purchase their dream waterfront home, marketing a luxury estate to an international audience, or guiding clients through life's next chapter, Traci believes every transaction deserves the highest level of care, creativity, and expertise.

Megan Fitzgerald & Mallory Fried

Three Rays Boutique | Head Spa

Owners

📞 706.816.5583

📍 646 Old Phoenix Rd Suite E
Eatonton Ga 31024

✉️ threeraysboutiqueheadspa@gmail.com

🌐 Instagram:
[threeraysboutiqueheadspa](https://www.instagram.com/threeraysboutiqueheadspa)

The idea for our business came from wanting to create a single space where women could shop, relax, and feel genuinely cared for. As sisters, we wanted to build something together that combined our love for fashion, beauty, wellness, and bringing people

together. That vision became Three Rays Boutique | Head Spa.

Our customers and the community we've built are what keep us passionate today. Whether it's helping someone find an outfit they love, watching a head spa client leave feeling refreshed, or simply connecting with the people who walk through our doors, we're reminded why we started. Being able to grow something we're passionate about together as sisters makes it even more meaningful.

Looking ahead, one of our biggest dreams over the next three years is to build our own space here at Lake Oconee that gives us the opportunity to grow and expand. We envision multiple head spa rooms, salon services, a full boutique in the front, and enough space to keep our inventory stocked while



continuing to grow our online sales. More than anything, we want to create a business that provides opportunities for others to grow with us and build careers doing something they love. We hope to continue expanding Three Rays within our community and, eventually, open a second storefront in a surrounding city. Our goal is to build something that is bigger than just our business and create a space where both our team and our community can thrive.

You'll never do a whole lot unless you're brave enough to try.

– Dolly Parton

