

MOUNTAINS, LAKES & ATHENS

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REAL PRODUCERS[®]



Rising Star:
Terrill
Carlson

Mike
Moulder



Joe
Vonderschmidt

"GO WITH JOE"

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TERRILL The Long-Game Rockstar CARLSON

BY JESS WELLAR
PHOTOS BY NORTH GEORGIA
PHOTOGRAPHY

“A very wise man, Jaime Di Domenico, the president and owner of the former HVAC company that my wife and I worked for in Florida, taught me years ago about the importance of building lifelong relationships,” Terrill Carlson reflects.

“Everyone in Florida needs an air conditioner and they’ll buy one regardless. But Jaime taught me it’s not about the bottom line, so that when your client’s children and grandchildren need an AC, they naturally think of you, too.”

It’s a lesson Terrill carried with him all the way from Florida to the beauty of Ellijay, Georgia — where he now builds his real estate business one honest conversation at a time.

Fresh Start In The Mountains

After 42 years in Sarasota, Florida, Terrill and his wife Michelle made a big leap.

“We left Florida at 2 o’clock in the afternoon on a Friday with our 26-foot-U-Haul, 10 dogs, and my 77-year-old mother in tow,” he chuckles.

What began as a working trip to Tennessee years earlier sparked their dream of relocating somewhere more intentional. North Georgia offered that slower pace of living coupled with small-town charm. “We just fell in love with the vibe,” Terrill adds.

Initially still employed by their HVAC company remotely, Terrill was ready for a professional shake-up as well once he and his wife were settled in their new digs.





“At 55 years old I needed a new career,” he explains. “My wife suggested real estate because the focus is on people; and as the wheels started to turn, I thought of my past experience with Realtors and then thought, ‘I could do that. And I can do it better.’”

Once Terrill made up his mind for his next move, he wasted no time.

“I got my license on June 6, 2023, picked it up the next day, and went directly to RE/MAX Town & Country for my orientation that very day,” he adds, “And I haven’t stopped since!”

People Over Sales

While real estate was new territory for Terrill, his approach has been firmly rooted in decades of human connection at his former employer.

“I’m just building relationships,” he affirms. “I don’t even think about future commissions — I’m hyper-focused on my clients and their goals.”

That helpful mindset has paid off quickly. In 2024, Terrill closed 18 transactions and \$6 million in sales. He’s also ranked in the Top 100 RE/MAX agents in Georgia more than half a dozen times over the past two years.



Still, recognition is not what drives him: “My goal is to facilitate happiness in all my encounters,” he says simply. That shows up in the way he hustles to build community in a town where, as he puts it, “everybody knows everybody — and nobody knows me.”

Terrill became an Ambassador with the Gilmer Chamber of Commerce and serves as Chair of Keep Gilmer Beautiful in an effort to connect with his neighbors.

“My community involvement is a huge plus, and I love to take care of people while giving back,” he elaborates.

Real Talk, Real Life

Terrill’s authenticity carries over into his creative pursuits like his podcast, The State I’m In Is Real with Terrill Carlson.

“My podcast is focused on the North Georgia mountains lifestyle with a mild focus on real estate,” he offers. “It’s not super polished and dialed in, but neither am I, so I’m not trying to filter it through ChatGPT — it’s a real DIY project and I learn when I stumble.”

He invites local agents, business owners, attorneys, and lenders on to the podcast to share their perspective on what makes the region special. It’s another way Terrill stays plugged into the people and place he has quickly grown to love.

He’s also the face (and creator) behind Carlson’s Bear Breath Salsa, a fresh, locally sourced product that came about several years ago after his mom grew a tomato surplus in her garden. “Friends and family all urged me to bottle it up,” he recounts with a grin. “My wife is a designer and created my label — it’s a side hustle, and it’s been fun to grow.”

Outside The Office

When he’s not working, podcasting, or chopping vegetables, Terrill stays grounded with wife Michelle and their pack of nine beloved dogs. The couple love to hike, go to concerts, work in the garden, and spend time together unplugged.

“We listen to a lot of music,” he offers. “I also meditate and I love spending time outside.” Upcoming shows include

The Black Angels, All Them Witches, and King Buffalo, bands that reflect Terrill’s eclectic musical taste and love of talented musicianship.

As for the future? Terrill sees it as limitless.

“My five-year professional goal is to build my brand, ‘Get Closed with Carlson,’ and have the brand work for me while also growing a team,” he states. “My work ethic is solid and I want agents that have that same ethic.” A broker’s license is also possibly on his radar down the road.

There’s one more dream on the vision board, too: “My wife and I would love to build an A-frame resort of tiny homes in the area and make it a destination for glampers someday.”

Regardless of what lies ahead, Terrill’s focus will always be centered around people.

“Happiness is how I define success,” he concludes. “And the relationships I build will continue to keep me motivated.”