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SNOW STORM

Brittany Snow Steps
Into Her Power

BEST OF BEAUTY
YOUR ULTIMATE GLOW GUIDE FOR THE
BEST PRODUCTS, PROS & PLACES



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From surpassing her 2024 sales volume and closing the year at \$129 million to earning the distinction of the #1 individual agent in her local MLS for the third consecutive year, 2025 was filled with exceptional milestones for Riezl Baker. More notably, the realtor and co-founder of Luxury Lake Oconee Real Estate Group celebrated her 25th year in real estate and reached \$1 billion in career sales.

Her secret to success? “Hard work with purpose,” Baker says. “I don’t just show up – I show up with intention. Every listing, negotiation, and client relationship is handled with one goal in mind: helping people make wise, confident decisions.”

Baker also notes the importance of thought leadership: blending experience with continuous learning, foresight, and a commitment to raising the standard.

“I’m always asking: Where is the market going? What are buyers responding to? How do we position a property not just to list, but to win?” she says. “That mindset is why I created Luxury LEO – Listing Excellence Optimization – to elevate every listing.”

Baker and her husband (with whom she co-founded Luxury Lake Oconee Real Estate Group) have lived in the area for 28 years, contributing through

leadership and philanthropy. Baker has served on the original board that helped open the local hospital, co-founded the Lake Oconee Food & Wine Festival to benefit education, and served on the board of the Oconee Performing Arts Society, supporting arts education.

“I was raised to believe you don’t just live in a community,” she says. “You contribute to it and leave it better than you found it.”

