

Maceon McCracken

The Allen Tate Company, Broker/REALTOR®

AGE:

27

WHERE WERE YOU BORN?

Asheville, NC

HOW LONG HAVE YOU LIVED IN CHARLOTTE AREA?

9 years

TELL US A LITTLE BIT MORE ABOUT YOU?

As a North Carolina native and 2nd generation Real Estate agent, I found my passion for Real Estate at a very young age. Growing up, I spent my Saturdays riding all over Western North Carolina with my mom on showings and my Sundays were spent serving Lemonade at her Open Houses. I graduated from the University of North Carolina at Charlotte in 2017 and began my Real Estate career just a year later. Since then, I have rapidly expanded my business and have grown into one of the top-producing real estate agents in my company. I'm so lucky to be in a career that I am passionate about and truly enjoy. I meet some of the most amazing people, and I value relationships that last far beyond the transaction.

In my personal life, I like to stay involved with the Charlotte 49ers athletics and I have season tickets to the Football games. I am an avid pool player and I play in a league 2 nights a week. I even won a free trip to Las Vegas to play in a National Tournament in 2021! I am currently engaged and will be getting married on August 22 in Big Sur, California.

DURING YOUR TIME VOLUNTEERING FOR A COMMUNITY ACTIVITY OR PROJECT, WHAT IS YOUR MOST MEMORABLE MOMENT?

I have been involved in several organizations and projects to give back to our local community over the years but my time volunteering with Habitat for Humanity has been some of the most impactful to me. I have volunteered with Habitat For Humanity in a variety of roles since I was a freshman in college. My favorite role is volunteering on-site during the construction process, and working alongside the family that will be receiving that home. I believe in Habitat's mission to provide affordable housing, a need that is becoming ever-increasing here in Charlotte.

IN YOUR OPINION, HOW DO YOU CONTRIBUTE TO THE COMMUNITY? PLEASE BE AS DETAILED AS YOU CAN.

I contribute to the community in a variety of ways. Throughout my career, I have been involved in a leadership role with Allen Tate's community initiative, Tate Cares, where we raise money annually for public education, arts, and social services in the Charlotte region. I also participate in Realtors® Care Day, a service project through the local Canopy Realtors® Association that has helped hundreds of low-income families in our Charlotte region with critical home maintenance and repairs.

Recently, I have taken the initiative to earn an influencer status on social media through my Tiktok where I inform buyers and sellers on market conditions in Charlotte, and highlight local neighborhoods and hotspot businesses. Roughly 120 people a day move to the Charlotte area, and I aim to be a resource for insights into market conditions and highlighting all of the wonderful things our city has to offer.

PLEASE LET US KNOW ANY AWARDS OR RECOGNITIONS YOU'VE RECEIVED IN YOUR PROFESSIONAL CAREER:

2021 Masters Circle Achievement
2020 Mortgage Partner of the Year
2020 Masters Circle Achievement
2019 Winners Circle Achievement

WHAT ARE YOUR HOBBIES OR INTEREST?

I love to play pool, I'm in a league that gets together 2 nights a week! I also love to garden and bake.

WHAT IS YOUR FAVORITE QUOTE THAT YOU STAND BY?

"Go the extra mile, it's never crowded" Wayne Dyer

WHERE DO YOU SEE YOURSELF IN 5 YEARS? 10 YEARS?

In 5, and even 10 years, I see myself as a Top Producing Realtor in the Charlotte area with a team of successful real estate agents working underneath me. I hope to position myself to have a healthy work/life/family balance, just like my mom did growing up.

CAN YOU SHARE ONE THING THAT IS ON YOUR BUCKET LIST?

I grew up obsessed with the Game Show Network and I would love to be on one someday!

WHEN WAS THE LAST TIME YOU USED YOUR PASSPORT?

I will be using my Passport for the first time on 8/24 for my Honeymoon to Mexico!

WHAT IS A FUN FACT ABOUT YOURSELF THAT NO ONE KNOWS?

I'm obsessed with True Crime. I listen to True Crime podcasts all the time and secretly would LOVE to have my own podcast on the subject!

WHO IS YOUR HERO?

J. K. Rowling, I'm an avid Harry Potter fan and I just love her story. She started from poverty and spawned a global franchise. She is also an avid philanthropist and co-founded her own charity focusing on advocating for children's rights.

WHAT WAS THE LAST BOOK YOU READ?

Where the Crawdads Sing

WHAT WAS THE LAST MOVIE YOU SAW?

Top Gun: Maverick

WHAT WAS THE LAST CONCERT YOU SAW?

Jason Aldean

HOW DID THE COVID PANDEMIC AFFECT YOUR PERSONAL OR PROFESSIONAL LIFE?

The Pandemic had a profound effect on all of us. In March of 2020, we were not even sure if we would be able to carry on with our business. Little did we know, the pandemic would be a catalyst to the wildest Real Estate Market Charlotte has ever seen. It was amazing to see how companies and industries adapted to the changes that accompanied the Covid Pandemic.

INSTAGRAM

TIKTOK