



Welcome to RE/MAX Center

Home to Metro-Atlanta's
Top Producing REALTORS®

RE/MAX
Center

A Message From Pat

Welcome to RE/MAX Center, where we understand that every step in your journey as a business owner and entrepreneur is unique. Whether you're just starting out or looking to take your career to new heights, we're here to meet you exactly where you are. At RE/MAX Center, we're not just a brokerage; we're your partner for the long haul.

Our mission is to support REALTORS® like you in every corner of your business. We'll keep you informed with relevant market updates, offer free one-on-one coaching sessions tailored to your needs, and the technology support needed to grow your business.

We value your time and well-being, striving to provide you with the resources and flexibility needed to achieve a fulfilling work-life balance. Join us at RE/MAX Center and let's embark on this journey together and empower you to thrive in your real estate career.



Patrick Finnick

RE/MAX Center
Broker Owner

RE/MAX
Center



The Contents Of Your Success

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RE/MAX Center

Is Home To Metro-Atlanta's Most Productive REALTORS®

AVERAGE GCI: \$141,588

AVERAGE TRANSACTIONS: 19

AVERAGE VOLUME: \$5 MILLION

Based on Agents at RMCR full calendar year 2023

★USA

2024 RE/MAX vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS					
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) ¹	U.S. TRANSACTION SIDES ¹	U.S. BRAND AWARENESS (UNAIDED) ²	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	11.8	629,373	36.4%	110+	9,022	144,835
	8.6	N/A	0.1%	5	500	8,000
	6.1	71,935	1.6%	39	2,400	43,400
COMPASS	6.0	177,716	3.2%	1	500	29,744
	5.8	N/A	7.3%	13	1,600	51,000
	5.6	N/A	14.5%	59	1,100	189,000
	5.3	112,582	3.3%	84	1,100	26,600
	5.0	486,273	21.2%	40	2,900	101,000
CENTURY 21	5.0	233,374	30.9%	84	12,000	135,000
	5.0	59,782	2.2%	6	400	12,000
	4.8	355,052	1.6%	24	N/A	90,000
	2.6	N/A	0.1%	1	200	26,000
REDFIN	N/A	46,549	11.4%	2	55	N/A
Weichert	N/A	N/A	1.6%	1	500	14,000
REALTYONEGROUP	N/A	N/A	0.5%	20	400	19,000

N/A = Data not publicly available

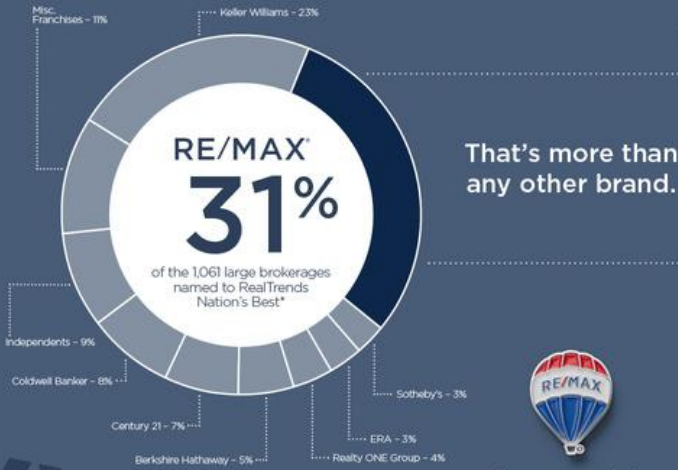


Unstoppable Starts Here

Data is full-year or as of year-end 2023, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate Inc. on SEC 10-K Annual Report for 2023; other competitor data is from company websites and industry reports. Transaction sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transaction sides for the 127 participating U.S. brokerages that closed 500 transaction sides, excluding 65 who did not report or submit active licenses. Coldwell Banker includes Anywhere Advisors Group. For the following competitors, averages were calculated by RE/MAX based on the 2024 RealTrends Broker Top 1000, citing 2023 totals for residential transaction sides and agents for the 1000 largest participating U.S. brokerages ranked by sales volume: Compass - Totals for Sotheby's, Coldwell Banker, Century 21, ERA, Better Homes & Gardens and RE/MAX include commercial transactions. NMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell, asked, when they think of real estate brands, which ones come to mind? ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24_203

RE/MAX Across the U.S.

The Most Productive U.S. Brokerages Ranked By Brand In RealTrends Nation's Best*



That's more than any other brand.

Unstoppable Starts Here™

*Based on 2023 RealTrends 500 data, citing 2022 transaction sides for the 1,061 participating U.S. brokerages who qualified for the RealTrends 500, but did not make the Top 500 list. U.S. brokerages that closed at least 500 residential transaction sides in 2022 were eligible to participate in this year's RealTrends 500. The 1,061 brokerages that qualified, but did not make the Top 500 list, were named RealTrends Nation's Best. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_332

For 8 of the last 10 years, RE/MAX® agents have claimed the most rankings in the RealTrends "The Thousand."



Unstoppable Starts Here™

RealTrends The Thousand survey ranks participating U.S. agents and teams based on their 2022 residential transaction sides and sales volume. RE/MAX claimed the most rankings in the following years: 2014, 2015, 2016, 2018, 2020, 2021, 2022, 2023. This is not an offer of a franchise. Any franchise offer is made only after a Franchise Disclosure Document has been provided. New York residents: this advertisement is not an offering. An offering can be made by prospectus only, Minnesota Reg. No. F-9950. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_595



Most Trusted

Voted #1 most trusted real estate agents in the USA* and Canada** year after year.



2 TO 1

RE/MAX agents average double the sales of other agents in the RealTrends 500 survey* of large brokerages.



Unstoppable Starts Here™

*2023 Most Trusted Real Estate Agency Brand by American Shoppers based on the BrandSpark™ American Trust Study, year 2022/2023, Jan 2018 - 2023. **2023 Most Trusted Real Estate Agency Brand by Canadian Shoppers based on the BrandSpark™ Canadian Trust Study, year 2022/2023, Feb 2018 - 2023. This is not an offer of a franchise. Any franchise offer is made only after a Franchise Disclosure Document has been provided. New York residents: this advertisement is not an offering. An offering can be made by prospectus only, Minnesota Reg. No. F-9950. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_332

*Transaction sides per agent calculated by RE/MAX based on 2023 RealTrends 500 data, citing 2022 transaction sides for the 1,561 largest participating U.S. brokerages, excluding 42 who did not report active licenses. RE/MAX average 13.6. Competitors: 6.2. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_332

RE/MAX
Center

Earn More, Learn More, Have More!



Our vision is to lead, guide & protect our members. To be an office that embraces individuality and supports high-minded, learning-based professionals utilizing our proven systems while continuing to stay in the forefront of our changing industry.



Established in 1994, RE/MAX Center is the premier RE/MAX office in North-Metro Atlanta.

6 convenient locations in Acworth, Braselton, Duluth, Gainesville, Johns Creek, and Loganville.

Over 130 Full Time REALTORS and Growing!



Unparalleled support!

3 Brokers

2 Non-Competing Business Coaches

5 Agent Services Concierges

1 Tech & Tools Coordinator

VIP Title Support

Broker Support



Our goal is to get you and your clients to the closing table!

Guidance on Best Practices

Agreement Review

Compliance Assurance

Property Management

Help is available when you need it ~ 7 days per week.

Broker Support is always just a phone call or email away!

No virtual queue to wait in!



Holly Norman,
Chris Alex Real Estate Group

"I've been with RE/MAX Center for the entirety of my career of over 20 years. Having the right support is crucial for success in this competitive industry. From providing training and resources, to assisting with complex transactions or navigating potential obstacles, I feel supported at RE/MAX Center. Having a broker who prioritizes the success and well-being of their agents is truly invaluable"



Your Broker Support Team



Patrick Finnick
Broker Owner



Lisa Etheridge
Broker Support



Kristy Vallee
Broker Support

Success Breeds Success!



Can you picture yourself among the talent at RE/MAX Center?

We Can!



Jamie Yoon,
REALTOR



“What sets this brokerage apart is the unwavering support they provide, from mentorship programs to educational workshops, ensuring each agent has the resources needed to succeed. Moreover, the business culture fosters collaboration and camaraderie, making every day a joy to come to work.

Ethical and professional standards are upheld in every transaction, earning the trust of our clients and solidifying our reputation. This brokerage isn't just a workplace; it's a community of like-minded individuals dedicated to excellence in real estate“

You Are In Business For Yourself, Not By Yourself!



Monthly Masterminds and custom events such as the 12 Week Year, and weekly Monday Motivational Meet-Ups

Monthly Super Tuesday events featuring 3 Free CE hours



Free coaching, no matter what level your business is at. We have the tools and in-house Development and Coaching staff to help your business grow.

Your Coaches



Holly Fogel
Trainer & Coach



Lori Hamilton
Director of
Development



Laura Griffin,
REALTOR

“Six months ago, I moved my license to RE/MAX Center. I've been most surprised at the level of coaching I receive, and my productivity is on the climb as a result. For the first time in my career, which began in 2015, I put three properties under contract in four days. Holly Fogel and Lori Hamilton continue to impress me with their determination to help agents reach their full potential. Holly's one on one coaching has helped me adjust my mindset, allowing me to become much more productive. Her coaching is backed by her own extensive experience as an agent, so it's grounded in reality. She has a gift of analyzing strengths and weaknesses, which allows her to adjust strategies to fit individual agents. I could not be happier that I made the move, and I'm thankful to the whole RE/MAX Center team!”

Effortlessly Maintain and Grow Your Business with MAX/Tech, Powered by kvCORE

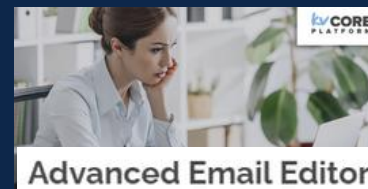


Lead Generation



How To Generate & Convert Seller Leads

Customizable Drip Campaigns



Advanced Email Editor

Done for You Internet and Print Marketing



New CORE Listing Machine & Design Center

Customizable IDX Website



Editing Your Website Settings in kvCORE

Marketing Reports



CORE Present

Task Management



Daily Calls & Task Management

Free One-on-One Set Up and Training



Your Tech Team

Technology training is crucial for REALTORS® to stay competitive in today's digital landscape, enabling them to effectively utilize advanced tools, such as MAX/Tech, for property listings, marketing, and client communication. Our Tech Team is committed to ensuring you have the tools, system knowledge, and training resources you need when you need it.



Holly Fogel
Trainer & Coach



Lori Hamilton
Director of Development



Michelle Bellile
Tech & Tools
Coordinator

MAX/Tech, Powered by kvCORE



Click to play and learn more about MAX/Tech, powered by kvCORE



Vicki Dyer,
REALTOR



“I have been with the RE/MAX organization for 24 years, and I have been with RE/MAX Center since 2010! RE/MAX Center provides excellent educational and informational opportunities for their REALTORS. The Broker staff is highly available to help an agent solve a problem. Personally, I love MAX/Tech and have accomplished a lot with my site, such as blogs, and adding videos. It is very easy to send mass emails, and newsletters to keep up with your database”

RE/MAX
Center



Effortlessly Maintain All of Your Paperwork with appFiles, Your Office in the Cloud

Preloaded GAR forms

Upload PDFs and Pictures

Create Tasks and Alerts
to Stay on Track

Customizable File Mailboxes

Add/Edit Document Fields

Electronic Signatures and
Requests

Certificate of Authenticity

appFiles is a powerful paperless solution designed to streamline your transactions, and store and organize forms, photos and documents.

“appFiles has revolutionized the way we manage our real estate transactions. Its user-friendly design makes it incredibly easy to keep everything organized and accessible. I particularly appreciate the seamless communication with our transaction coordinator, the broker team, and office managers through tasks and alerts. I can make sure that everyone stays on the same page and deadlines are met efficiently. Overall, I feel more organized and in control of our transactions, allowing us to focus on what we do best – serving our clients.”



Dana & Ryan Hood
Impact Group Real Estate



Agent Services Concierges



Rochelle Gregory,
Barbara Williams,
Haley Vick,
Virginia Mintz,
Selena Kever

Braselton, Duluth, Gainesville,
Johns Creek & Loganville

**5 Full-Time
Agent Services Concierges**

**Closing & Transaction Specialists ~
Keeping You on Track & Informed**

**FMLS/GAMLS Listing Input, Photo
Upload, & SUPRA Set-Up**

**Free Done for You
Marketing Listing Packets
& Specialty Postcard Design**

Closed Transactions Review Requests

Five Year Client Follow Up Program

Your Marketing Done For You, For Free!



Click to play the customizable RE/MAX Hustle video



Free customizable marketing videos, print and social media from RE/MAX Hustle and MAX/TECH. Share with the click of a button!

[Share](#)



Free listing packages from RE/MAX Center including: property & financing flyers, legal description, septic map, area information, and CAD/SPDS



Promotion of your listings, Open Houses, and closings on RE/MAX Center's social media channels



Access to Back At You Media! Automated marketing that saves time and keeps you top-of-mind



National, Regional & Local Advertising

ADVERTISING = AWARENESS = CREDIBILITY FOR YOU!

MAXMARKETING



2024

IMPRESSIONS COUNT

4.9 BILLION

Total Media Impressions

OUT OF HOME

2.4B Total Impressions
10,099 Total Signs

Billboards, digital boards, transit shelters, train stations, bus signage, taxi tops and so much more.

HAVE CONFIDENCE IN ANY MARKET WITH US.

DISPLAY

408M Total Impressions
National & Local

DIGITAL VIDEO/STREAMING



372M Total Impressions
National & Local

TV/CABLE



243M Total Impressions
13,543 Total Spots
National & Local

AUDIO

49M Total Impressions
Spots: Local Markets + Radio + Streaming

BALLOON

75M Total Impressions
1,500 Balloon Appearances

PRINT

859K Impressions
3 Print Ads

SPORTS PARTNERSHIPS & LOCAL EVENTS

96M Local Impressions
14 Signage in Venues

SOCIAL

1.3B Total Impressions
National & Local

COMMUNITY

Since 1992, RE/MAX agents have donated over \$200 million to Children's Miracle Network Hospitals in the U.S. and Canada.

WHAT'S NEXT

HAVE CONFIDENCE IN ANY MARKET WITH US.

- OOH Retargeting
- Dynamic Creative

CLICKS

6.7M Total Clicks

LEADS

300K Total Leads

PUBLIC RELATIONS

115K Media Mentions

250+ Regional PR Placements

50+ Press Releases Created & Distributed

15K+ Press Release Pickups on Web & Social Media

Satellite/Radio Media Tour

Controlled PR tactics to increase share of voice.

PUBLIC RELATIONS REPORTS

- Future of Real Estate
- RE/MAX National Housing Report
- Industry Survey Results
- Two Pulse Surveys

RE/MAX NEWS



1M+ Pageviews

170+ Total Articles

50+ Consumer-Facing Articles

SPONSORED CONTENT

15+ Sponsored Content Articles in Industry Publications

3.5M+ Email Impressions from Sponsored Content

2024 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data. Data is current as of 1/5/2024. The advertising information provided in this document is subject to change at any time without prior notice. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_11414

When you join RE/MAX you're receiving the benefit of billions of dollars of advertising that have made RE/MAX the real estate leader it is today.

RE/MAX
Center

Local Advertising Highlights



MAXMARKETING
NATIONAL & LOCAL ADVERTISING & MEDIA
Atlanta, GA

118.62

MILLION TOTAL LOCAL IMPRESSIONS
Impressions A25-54 where applicable

National TV

4.92 MILLION
ESTIMATED SPILL INTO DMA
HGTV, Food, TBS, TNT, USA,
and more

January - September

National Digital Video

6.07 MILLION
ESTIMATED SPILL INTO DMA
YouTube, Hulu, Discovery +,
Crackle, Roku, Pluto TV, Fubo,
CBS Sports and more

January - September

National Digital

3.01 MILLION
ESTIMATED SPILL INTO DMA
Yahoo.com, ESPN.com,
weather.com, cnn.com
and more

January - September

National Social

7.07 MILLION
ESTIMATED SPILL INTO DMA

January - September

Local Digital

10.67 MILLION TOTAL IMPRESSIONS
Realtor.com, zillow.com, foodnetwork.com,
local news/broadcast websites and more

February - April

Local Social

24.19 MILLION TOTAL IMPRESSIONS

March - April

Out Of Home

62.69 MILLION TOTAL IMPRESSIONS
45 LOCATIONS

February - June

Balloon Program

Contact your local RE/MAX Balloon Pilot
for more information on 2024 balloon
appearances, events and schedules.

Stuart Enloe
Phone: 678-523-0616
Email: stuart@balloonatlanta.com



MAXMARKETING
LOCAL ADVERTISING & MEDIA
Atlanta, GA

62.69

MILLION TOTAL OUT OF HOME IMPRESSIONS

[Click here to view an interactive map of RE/MAX billboard locations throughout Metro Atlanta](#)

Are You Ready To Earn More, Learn More, Have More?



We'd Love to Hear From You!



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