

**KW Commercial**

**KW Commercial First Atlanta  
200 Glenridge Point Parkway  
Suite 100  
Atlanta, GA 30342**



**LOCAL EXPERTISE...INTERNATIONAL REACH**

Place your message here. For maximum impact, use two or three sentences.



<http://CommercialRealtyExperts.com>

404-272-9827

[atlantarealty@kw.com](mailto:atlantarealty@kw.com)

# Commercial Realty Experts

**Deborah Harris-** Expert Leader

**Lee Budden-** Investment Expert

**Hart Deer-** Commercial Expert

**Scott Felton-** Commercial Expert

**Drew Allmond-** Commercial Buyer Expert

**Jo Chang-** Commercial Buyer Expert

**Nikki Parker-** Licensed Assistant

**Artem Iaryguine-** Technology Expert

**Inna Konovalenko-** Virtual Assdistant

*Our Team is the Team Where  
Experience and Technology Connect*





## LEADER PROFILE

**Deborah Harris**

**www.CommercialRealtyExperts.com**

**Associates Broker– Team Leader  
Keller Williams Realty First Atlanta**

### Career Real Estate Experience Spanning 28 Years

- **2001-Present** Associate Broker: Keller Williams Realty First Atlanta
- **1991-2000** Associate Broker: Metro Brokers Better Homes and Gardens
- **1987-Present** Broker/Owner: Realpro, Inc.
- **1982-1987** Harris Auction Service-Booked Real Estate Auctions
- **1981-1982** Coldwell Banker - Real Estate Sales

### Honors

- **2009** Top Commercial Agent in Gross Commission First Atlanta
- **2008** Top Profit Share Agent Southeast Region
- **2008** Top Commercial Agent First Atlanta
- **2003** E-Pro Designation, Specialist Marketing Real Estate on the Internet
- **2001, 2002** Top Recruiting Agent: Keller Williams Realty Southeast Region
- **2002** Atlanta Board of Realtors Phoenix Award  
(Over 10 Years Multi-Million \$ Producer)
- **1992-Present** Multi-Million Dollar Club: Atlanta Board of Realtors
- **1994-Present** Lifetime Member: Atlanta Board of Realtors
- **1994** Graduate Real Estate Institute (GRI Designation)
- **1995** Relocation Real Estate Specialist (RRS Designation)

### Education

- **1977-1980** Georgia Institute of Real Estate
- **1980-1982** Georgia State University: Business
- **1981** Atlanta Institute of Real Estate: License Law
- **1987** Broker License Course
- **1993-1994** Real Estate Institute for GRI designation
- **2003** Society of Exchange Counselors (SEC)  
National Commercial Exchange Group-Due Diligence Courses
- **2003** Dale Carnegie Leadership Training
- **2004-2010** Candidate for CCIM -(Certified Commercial Investment  
Board of Realtor Designation)
- Plus over 100 additional Real Estate Education Courses



## LEADER PROFILE

**Barbara Kirkland**

**bksellsre@gmail.com**

**www.CommercialRealtyExperts.com**

**Keller Williams Realty First Atlanta  
Associates Broker**

### Career Real Estate Experience Spanning 32 Years

- **2010- Present** Keller Williams First Atlanta
- **1999-2010** Wise Investments IV, Inc.
- **1995- 1999** Prudential Atlanta Realty
- **1978-1995** J-Bar Realty, Inc.
- **1977-1978** Jessee & Associates
- 

### Memberships

- Atlanta Board of Realtors
- National Board of Realtors
- Association of Georgia Real Estate Exchangers, AGREE (Commercial Exchange Group, meeting monthly)
- 

### Education

- **1980** DeKalb College Real Estate Brokers Course
- **1976** DeKalb College Real Estate Licensing Course
- **1976** Graduated for South West DeKalb High School

### Career Real Estate Experience Spanning 32 Years

2010- Present Keller Williams First Atlanta

1999-2010 Wise Investments IV, Inc.

1995- 1999 Prudential Atlanta Realty

1978-1995 J-Bar Realty, Inc.

1977-1978 Jessee & Associates

### Memberships



## About KELLER WILLIAMS® Realty



- Founded in Austin, Texas, on October 18, 1983.
- KELLER WILLIAMS® Realty laid the foundation for agents to become real estate business people and company owners.
- Mo Anderson owned the #3 franchise in the largest real estate company in the world.
- Gary Keller was chosen by Realtors across the U.S. as one of five of the “Most Admired” REALTORS® in the nation.

**Mo Anderson**  
*President & CEO*

### KELLER WILLIAMS® FACTS:

- “Most Innovative Real Estate Company” — Inman News.
- 73,000+ real estate consultants.
- 700+ offices in the U.S. and Canada. 40 in Ga
- 3rd largest real estate company in North America.
- 2nd largest in Real Estate Company in Atlanta in 10 short Years
- 1000 Major Markets.
- Excellence in real estate consultation training.
- Only National Real Estate Company positive agent growth every year since shift

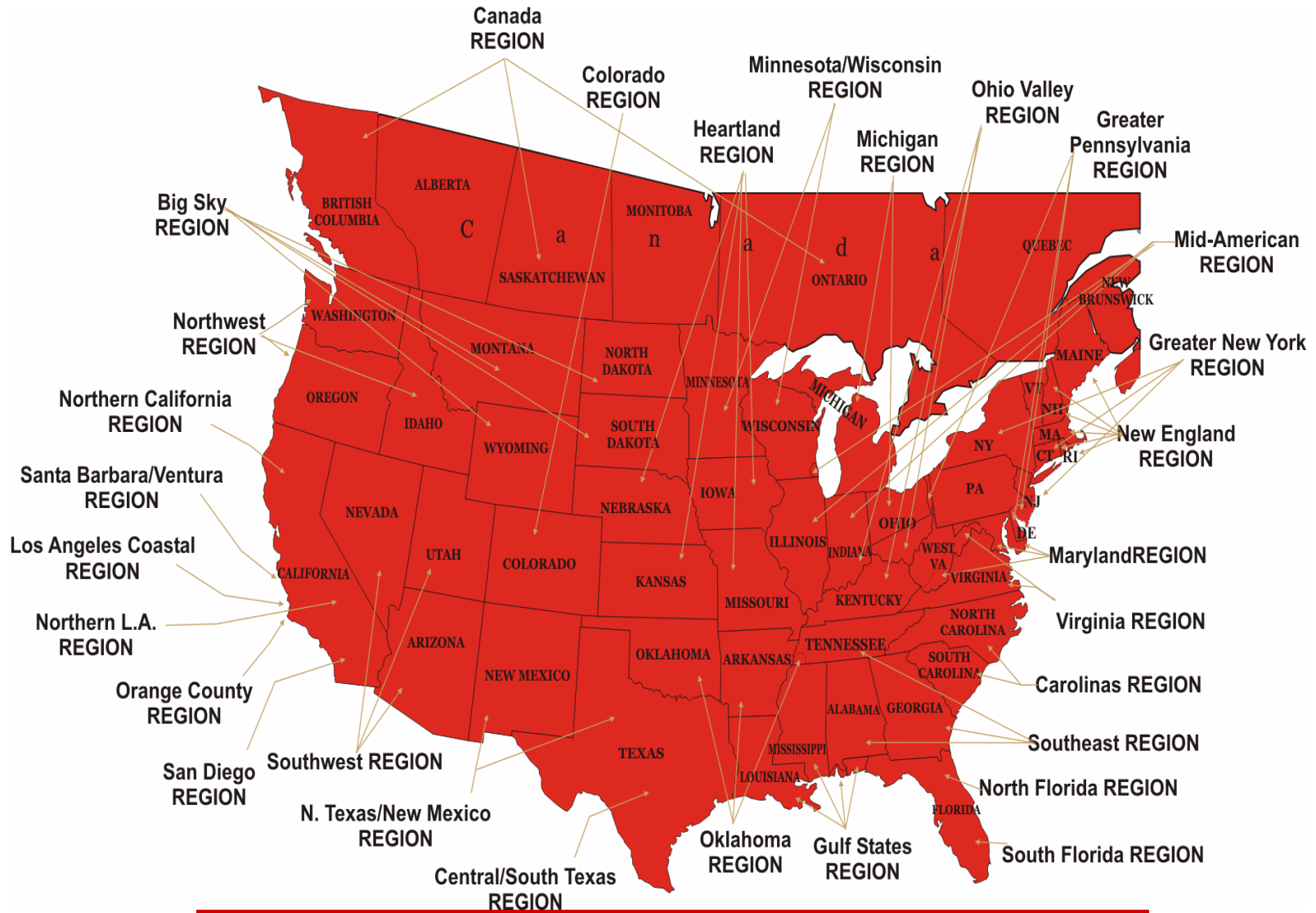


**Gary Keller**  
*Chairman Of The Board*





# KELLER WILLIAMS® Realty



***Keller Williams Realty is currently the second largest Real Estate Company in North America, but, is expanding Internationally and expecting to be the largest Real Estate Company in 2011***



**Commercial Realty Experts  
Marketing Surpasses all Other Commercial Real  
Estate Company's Marketing due to Extreme  
Internet Marketing**

- Technology advanced website of our own connecting brokers, buyers and sellers properties in North America,
- Property visualization tools to create online videos, renderings, panoramas, virtual buildings and drawings
- E-mails of your property with color graphics to perspective buyers and all connected brokers regularly. Our current database of 15,000+ will soon be expanded to 100,000+ and segregated by type of property the purchaser desires to buy
- Multiple Internet Display of Listing sites including: KWMLS, KWCMLS, CommercialRealtyExperts.com, CoStar, Loopnet, ccim-net.com, commercialpropertydirectory.com, Atlanta Journal Constitution Online, Atlanta Business Chronicle Online, Wallstreet Journal Online, totalcommercial.com, reexchange.com and numerous Commercial websites
- Numerous Multiple Listing Services (GMLS, FMLS, CBLS, CIMLS,
- Email Broadcast services like ,ATLCBR (Atlanta Commercial Board of Realtors) Dealmakers, Facebook, LinkedIn, Plaxco, and any others deemed necessary.
- 

***Results = Shorter Listing Time with the Results  
that YOU want and Deserve through the  
Best Technology Available***



# Services

**Medical Arts Building  
384 Peachtree St  
Atlanta, Ga  
\$10,000,000 Currently Listed**



## ***Services Provided***

*Investment Sales and Analysis*

*Site Selection*

*Lease Negotiations*

*Expert Marketing*





# Benefits of Auction Marketing

Our affiliation with Higgenbotham Auctioneers (established in 1959 with 325 offices worldwide) allows us to further expose properties internationally to a database of hundred of thousands

- Predetermined sale date with multiple offers instead of just one in matter of minutes
- Property sold at true market value will seller determined price and terms (Usually cash with a 30 day closing following auction)
- Advertising in numerous newspapers, local and regional, driving traffic to your property and /or business with display of more information about your property than any other web or auction websites
- Limited up front costs (\$2000 and up) per property with this amount deducted from commissions paid at closing
- Your original listing commission stays the same as the buyer pays a buyer's premium for auctioneer fees
- Holding costs are eliminated and/or short sales are negotiated

***Results = Competitive Bidding can heighten price and closing time is predetermined***



# Variable Commission Rates

10% Land or Commercial

12% Problem Property  
(selling agent extra incentive)

6-8% My Team Sells the Listing

5% Deborah Sells the Listing

Special Commissions for Quantity Foreclosures

***“We want to make a deal and will never let a commission number keep us from getting your property sold!”***



# Real Estate Commission Allocation

## 50% Listing Agent

- Preview competition
- Take digital pictures
- Analyze Market Conditions and Absorption
- Enter data in listing services
- Signs and on property
- Set up all web sites
- Structure ads
- Mass e-mail campaign
- Track showings and request feedback
- Negotiate contract
- Provide Due Dilligence

## 50% Selling Agent

- View properties with financially qualified, willing, and able buyer
- Write contract
- Negotiate contract

Our Extreme Marketing and Creative Financing Ideas  
Generates the Most Offers, which has made us the choice  
Commercial Marketing Team



RESULTS

# Focusing On Results



# SOLD

*The proper balance of these factors  
will expedite your sale.*





GURANTEE

# The Guarantee

**Commercial Realty Experts  
Guarantees  
unsurpassed Quality and  
Quantity of Service  
in its desire to be your  
Real Estate  
Professionals for Life!**

