

ATLANTA AGENT MAGAZINE

CONTENT OPPORTUNITIES 2022

Atlanta Agent magazine delivers local news and information to residential real estate professionals throughout Atlanta. We take a perspective that goes beyond daily news to offer in-depth reporting on the full range of topics that are important to our readers, the residential real estate professionals that make the Atlanta market move.

- **Multiple articles** published online **daily**
- Reaching a readership of **more than 36,000 real estate professionals**

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SUBMIT PRESS RELEASES/MAKING MOVES

ONGOING

The editors at Atlanta Agent magazine are happy to receive your press releases. Press releases that are most likely to be used will provide information about new hires, brokerage mergers and acquisitions, personnel changes and promotions, new technology, and other news that would be interesting to our readers.

Just brought on a top producer? Acquiring a competitor? Make sure everyone in Atlanta real estate knows about the big news at your company.

Please note the difference between a press release and an ad: If the purpose of the release is strictly to promote a product or service, it will not be considered suitable for coverage.

Please send press releases to: tim.inklebarger@agentpublishing.com.

There is **no fee** to submit a press release.

If you have promotional news that you would like to submit, please see our advertising and premium content opportunities (pg 5).

WHO'S WHO IN ATLANTA RESIDENTIAL REAL ESTATE

PUBLISHES IN NOVEMBER

Nominations begin in April 2022

Published in **print** and online **Monday, November 7, 2022**

Who's Who in Atlanta Residential Real Estate is a special annual issue where Atlanta Agent magazine recognizes influential people who make up the Atlanta residential community. All participants must be invited. Participants may include residential agents, managing brokers, broker-owners, developers, lenders and affiliates. Although there are many top producers who participate, the requirements to be invited to participate have more to do with quality of work, positive representation and consistent reliability than sales figures. The print issue is delivered to more than 500 offices around Atlanta.

Each participant will have a bio written by the Atlanta Agent team and a professional photo taken by our photographers, both of which they are free to use in personal branding and company marketing materials.

If you have a person or team you would like to nominate, please send their name, company information and email address (along with your own contact information) to: sales@agentpublishing.com.

Please note that there is a fee to participate in Who's Who.

No more than twelve people from any one lender can participate.

No more than five people can participate as a team, although they can participate individually.

All team members must be a bona fide team, working under one number.



AGENTS' CHOICE AWARDS

PUBLISHES IN JULY

Nominations due: **Monday, May 2, 2022**

Voting: **Friday, May 13, 2022**

Finalists: **Monday, June 27, 2022**

Award presentation event: **TBD** (generally a few days before the issue is published)

Issue published: **Monday, July 11, 2022**

The categories include:

- Rookie of the Year
- Developer of the Year
- New Development of the Year
- Best Brokerage Website
- Best Agent Website
- Best Team
- Best Dressed
- Lender of the Year
- Loan Officer of the Year
- Charitable Service Award
- Association VIP
- Managing Broker of the Year
- Industry MVP

If you would like to nominate anyone for this award, please send your nominations to: tim.inklebarger@agentpublishing.com.

There is **no fee** to participate in Agents' Choice Awards.

EVENT COVERAGE IN 'THE SCENE'

ONGOING

Our event section, called 'The Scene,' is one of the most popular features of the website. To have your event considered for The Scene, send us the details of the event.

If your event is selected for coverage, our photographer will take photos and collect names. We may ask you to help confirm names, companies, spelling and other details. We publish some events we attend in print and nearly all events we attend online. Events that have been advertised with Atlanta Agent magazine will get priority coverage.

The events eligible for coverage are:

- New construction development grand openings
- Grand openings of new offices
- Company events, including parties, awards, golf outings etc.
- Charity events
- Association events

For scene coverage, contact: tim.inklebarger@agentpublishing.com

There is **no fee** to be featured in The Scene.

ALL EVENTS MUST BE INDUSTRY FOCUSED AND HAVE ONLY INDUSTRY PERSONNEL AS ATTENDEES. Events that target consumers or clients and events that center around commercial real estate will not be photographed. For events that may have a mixed group, contact us to see if coverage is warranted.

ATLANTAAGENT NEWS • FEATURES • BEST PRACTICES • EVENTS CALENDAR • CITIES • ABOUT • SUBSCRIBE

Cook & James returns to in-person events with "speed dating" cocktail class

Atlanta real estate firm Cook & James has begun to move from the virtual world of Zoom to in-person events with a recent "speed dating" networking event with the Greater Atlanta Homebuilders Association and a cocktail class with the Atlanta Realtors Association.

The firm and the ARA are planning a July happy hour and a wellness/yoga night in August. The firm will also host an event at Big Donor Vineyards and a Two Tuesday Trivia night in August for the Cherokee Association of Realtors.

Members of the Northeast Atlanta Metro Association of Realtors will have a networking opportunity with Cook & James and each other in July with a trivia night and a brewery happy hour in August.

In social activities where to go pandemic, both over the summer and beyond, the firm will team up with the Georgia Association of Realtors, the 400 North Association of Realtors, the CBB Association of Realtors and others for other events, such as expos, conferences, luncheons, karaoke and auction nights, golf outings and more, the firm said in a press release.

"The public continues to crave top industry trends, as well as an being your typical dining atmosphere -- we offer an uncommon blend of light-heartedness to the dining table because what's the point of dining business if it can't be fun?" asked co-founding attorney Kara Cook. "We also don't take ourselves too seriously, and I think that's why our events have become such a favorite and a truly enjoyable, fun and relaxing to those more casual settings."

During the pandemic, Cook & James switched to virtual networking educational classes and a host of online after hours events like Two Tuesday, wine tastings and cocktail classes. Registrants were delighted Cook & James always hosts

MOST POPULAR

1. **INVENTORY HOTEL**
Atlanta Developer announces that access for new massive Georgia community
2. **CURRENT MARKET DATA**
Atlanta home prices expected to jump 18% in the next year
3. **TOP CITIES**
Welcome to the real estate paradise
4. **LEGAL NEWS**
Real estate launches in Atlanta
5. **INVENTORY HOTEL**
Miss home agreement high rise top rated in Midtown

Resource Guide
TOOLS TO ELEVATE YOUR CAREER

LEAD CONVERSION
A perfect-to-do list for successful real estate lead follow up.

LEAD GENERATION
Use these proven and unique to help you efficiently target prospects.

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Meet Who's Who in Atlanta Real Estate

BUSINESS DEVELOPMENT
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Atlanta Emm

While we generally do not cover open houses, there are a few exceptions to this rule. Please contact us if you feel yours may be eligible.

AGENT SNAPSHOT/LENDER SNAPSHOT

ONGOING

These features are a short Q&A with an agent, lender, developer or affiliate. We publish snapshots year-round. To be considered, the person highlighted should be an active industry professional.

AGENT SNAPSHOT

If you or someone you suggest would like to be featured in **Agent Snapshot**, please fill out the submission form here: <https://atlantaagentmagazine.com/submit-snapshot>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Agent Snapshot.

See on our website: <https://atlantaagentmagazine.com/category/agent-snapshot/>

LENDER SNAPSHOT

If you or someone you suggest would like to be featured in **Lender Snapshot**, please fill out the submission form here: <https://atlantaagentmagazine.com/lender-snapshot-questionnaire>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Lender Snapshot.

See on our website: <https://atlantaagentmagazine.com/category/lender-snapshot/>

Erica Lowman

Realtor, Coldwell Banker Realty - Alpharetta/North Point

July 27, 2020



What is the most difficult aspect of your job?
Managing emotions and expectations. Sometimes a seller cannot recoup the investment made in a home or have difficult memories. In contrast, a buyer might feel disappointed after losing a property due to multiple offers or may need to pay more to get into the right neighborhood. All problems have a solution; both sides must talk to come to an amicable agreement.

What's your best advice for generating new leads?
Your sphere is your best lead source. Think outside of the box.

What are you binge-watching/reading/listening to lately?
I am binge-watching Bridgerton, Lupin, and The Flight Attendant. I haven't found the time to get into podcasts yet.

What's your favorite meal in Atlanta?
Big Oak Tavern's Soul Food Sunday (fried chicken wings, macaroni and cheese, collard greens, sweet potato souffle, and peach cobbler) or Sgt. Wyatt's Fried Pork Chop Dinner with mac n' cheese, collards and toast.

Architecturally speaking, what is your favorite building in Atlanta?
The King & Queen Buildings

What's the weirdest thing that's ever happened to you on the job?
A cat fell from the ceiling of a house.

What's one thing people are surprised to learn about you?
I was "in" the Olympics...

What is your favorite vacation spot and why?
Provo, Turks & Caicos Islands. The clean beaches, clear blue, warm waters, friendly people, and all the conch you can eat make TCI my happy place!

What is your favorite city after Atlanta?
Los Angeles

In 10 words or less, what is your advice for

What was your most interesting job before going into real estate?
Flight attendant/facilitator.

Where did you grow up?
Columbia, South Carolina

Growing up, what did you want to be?
A lawyer

What do you do to relax when you're stressed?
Binge-watch shows on Netflix

If you could meet any well-known figure (living or not), who would it be and why?
I want to Michelle Obama because she is an inspiration to a generation, appears to be approachable and genuine and has a lot to share.

What is Atlanta's best-kept secret?
Although not really a secret, the views from the winding roads through Atlanta's mountains are beautiful. There

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Arizona developer acquires 808 acres for two massive Georgia communities
- CURRENT MARKET DATA**
Atlanta home prices expected to jump 18% in the next year
- TOP COACH**
Welcome to the real estate paradox
- LOCAL NEWS**
RefinNow launches in Atlanta
- INVENTORY INTEL**
Mira luxury apartment high-rise tops out in Midtown

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April Davis

Realtor, Keller Williams Cityside - Smyrna

May 26, 2020



How do you distinguish yourself from the crowd of agents?
Social media presence and staying active.

What is the most difficult aspect of your job?
Keeping deals together when they begin to fall apart.

What's your best advice for generating new leads?
Nurture your sphere of influence ... ALWAYS!

What are you binge-watching/reading/listening to lately?
Clubhouse - real estate investing.

What's your favorite meal in Atlanta?
Southern/Comfort food. Fried chicken.

Architecturally speaking, what is your favorite building in Atlanta?
The King and Queen Buildings

What's the weirdest thing that's ever happened to you on the job?
Went to show a home and entered the wrong house with my client! HA!

What's one thing people are surprised to learn about you?
My age, and that I have a grandson.

What is your favorite vacation spot and why?
Anything tropical. I love water. Maldives is on my bucket list.

What is your favorite city after Atlanta?
Las Vegas

In 10 words or less, what is your advice for someone new to the industry?
Keep going. You'll have so many emotions, but keep GOING!

What's your favorite real estate iPhone/Android app?
HomeSnap

Who are your favorite people to follow on social media?
Will Smith, Diddy, Beyonce and Tai Easley

What do you love most about the industry?
It's ever-changing. And being able to help my clients obtain

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OTHER PITCHES, IDEAS, TIPS AND SUGGESTIONS

ONGOING

Photoshoot locations

The editorial team at Atlanta Agent magazine likes to photograph covers and features in local properties. We are able to bring top producers and industry influencers to locations throughout the region and then promote the shoots on social media. If you would like to offer your new construction building's amenity floors, lobbies or extraordinary properties for sale or rent to be used as a photoshoot location for Who's Who, My Style or events, please contact: kit@agentpublishing.com.

Pitches for cover stories and sidebars, tips and suggestions

You may send pitches and ideas for articles at any time. We are happy to hear from readers and company representatives! If you have any interesting ideas, stories, suggestions or tips, please send them to: tim.inklebarger@agentpublishing.com.

PREMIUM CONTENT

ONGOING

Atlanta Agent magazine offers paid content to help amplify messages and make information easily available in online search. These opportunities include:

Sponsored Posts

Position your story to drive additional exposure for your brand and promote your business.

Developing Atlanta

A multichannel feature, this option includes an article on Atlanta Agent's website that showcases a new development, with photos and information on its special amenities, affordability or luxury features, community impact and more.

Listing of the Week

This feature offers the perfect opportunity to highlight a home for sale that deserves a greater spotlight, including full-color images and listing information for potential buyers.

Real Influencers

Share your individual real estate success story, including your most noteworthy career experiences, accomplishments and what inspires you to create a positive impact on the industry.

Team/Company Profile

A creative and compelling way to showcase your brand, this profile allows companies to demonstrate expertise and gain exposure for products, solutions and industry achievements.

Tech Watch

Present your real estate tech solution — CRM software, mobile app, data analytics platform and more — and share how and why agents use it to grow their businesses.

For information about these and other advertising opportunities, contact: sales@agentpublishing.com.