

READY TO TAKE THE **NEXT STEP?**



HarryNorman.com



WHAT DOES IT **MEAN** TO BE A HARRY NORMAN REALTOR?



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- 1** IT MEANS JOINING A TEAM THAT IS **PROUD OF ITS CULTURE** AND BEING A HARRY NORMAN REALTOR.
- 2** IT MEANS HAVING **ACCESS** TO AN EXTENSIVE NETWORK.
- 3** IT MEANS **GIVING BACK** TO THE COMMUNITY.
- 4** IT MEANS HAVING THE TOOLS YOU NEED TO **SUCCEED**.
- 5** IT MEANS **SUPPORT & COLLABORATION** TO SEE THE SALE THROUGH.
- 6** IT MEANS BEING INVESTED IN EVERY AGENT- **INVESTING IN YOU**.
- 7** WHAT'S THE **NEXT STEP?**

IT MEANS: IT MEANS JOINING A TEAM THAT IS PROUD OF ITS CULTURE AND BEING A HARRY NORMAN REALTOR.

We know you have several options when choosing a real estate firm in the Atlanta area. At Harry Norman, REALTORS® we're proud to offer a culture that sets us apart from the rest.

When you join the Harry Norman team, you're joining a culture built on collaboration and support. We believe every single person is a valuable member of the team and integral to the success of the company — whether you're an agent, a broker, or a member of the office team. We're invested in each other's success and dedicated to supporting one another. We know that we all contribute to the final outcome and that outcome is success.

Our culture is also built on family. Our agents take pride in the lasting relationships they've developed here and are dedicated to making new team members part of the Harry Norman family from day one. From office events to community service projects, we're proud to work alongside one another.



BUTCH WHITFIELD: My parents have been in real estate for over 25 years so I knew the importance and value of a respected brand and a full service company when I chose to get started. This is what initially attracted me to Harry Norman, Realtors. As I was building my business, the resources and affiliations offered here helped me refine my market expertise. The nuances in knowing how to handle high rise residences versus homes and also learning the ins and outs of each community had helped me stand out from competitors because market expertise is fundamental at Harry Norman, REALTORS®



PRICE CURTIS: I decided to join HNR due to the caliber and professionalism of it's agents and the overall support they provide. Although I was the top agent at my former company, I recognized in order for me to take my business to the next level I needed to surround myself with individuals that have already accomplished the level of success I aspired to achieve. Since having joined HNR, my business has increased "X"%.



KELLY KIM: There are many reasons why I chose to become an agent with Harry Norman, REALTORS, but one of the biggest reasons is their reputation in Atlanta and beyond. Integrity, honesty, and ethical behavior are the core values around which I strive to conduct my business. Therefore, when I was looking for a company to join, it was important that I find one that promotes and shares these same core values in all that they do. Harry Norman, REALTORS epitomizes all of these core values, and it's for these reasons I'm so happy I get to call Harry Norman, REALTORS® "Home"!



AVERY McMAHON: Not long ago I was in your shoes, like you, I was trying to figure out which brokerage would best suit me and what I was looking for. The amount of resources Harry Norman, REALTORS®, provides to their agents is incredible. To name only a few; we have amazing marketing coordinators in every office, dedicated hands on brokers, access to an incredible CRM program, transaction manager and personalized website, opportunities to take hours and hours of "real world" training and much more, all at no extra cost to the agent. I can say that without a doubt, I made the right choice in choosing Harry Norman, REALTORS®

IT MEANS: ACCESS TO AN EXTENSIVE NETWORK

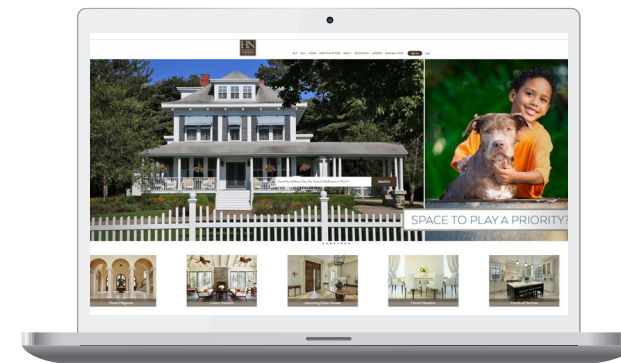


When you join the Harry Norman family, you're joining the largest, most established and experienced real estate firm in the Atlanta region.

With this comes access to our brand's extensive reach and domination in the marketplace. From actual market share to online visibility and social media strength, Harry Norman puts you and your listings in front of more potential clients than our competition, no matter the medium.

SOCIAL MEDIA STRENGTH   

We know it's vital to stay top-of-mind with buyers and sellers by connecting on social media. As an agent, your listings have access to Harry Norman's social media profiles, which are industry-leading in terms of reach.



INTERNET DOMINANCE

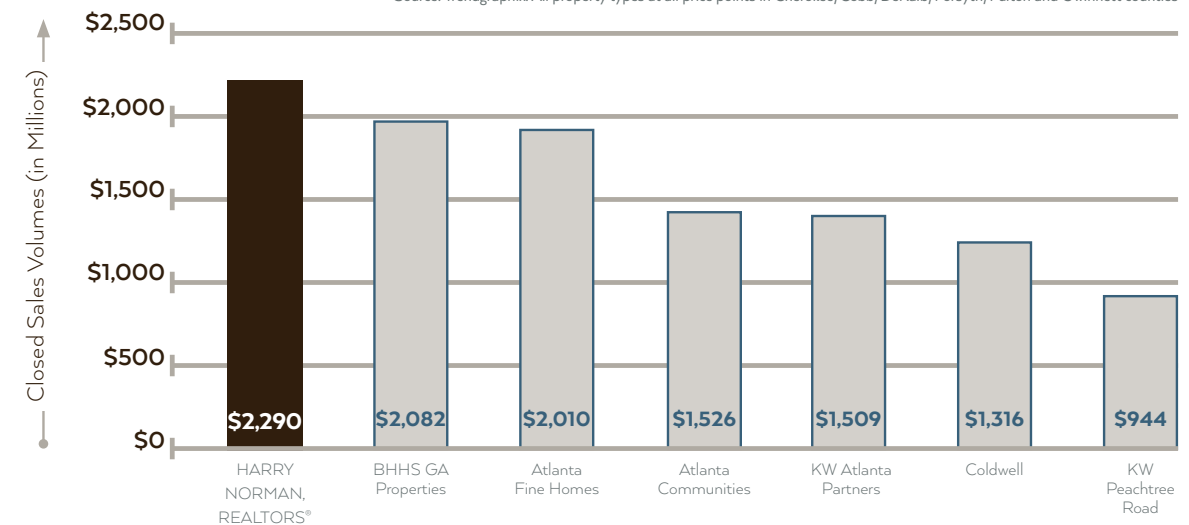
Buyers are searching for homes online in overwhelming numbers. The Harry Norman website is designed to connect our agents with their ideal buyers. Having your listing on HarryNorman.com means consistently outperforming your competition online.

MARKET SHARE | CORE FMLS COUNTIES

TWELVE MONTHS ENDED DECEMBER 31, 2017

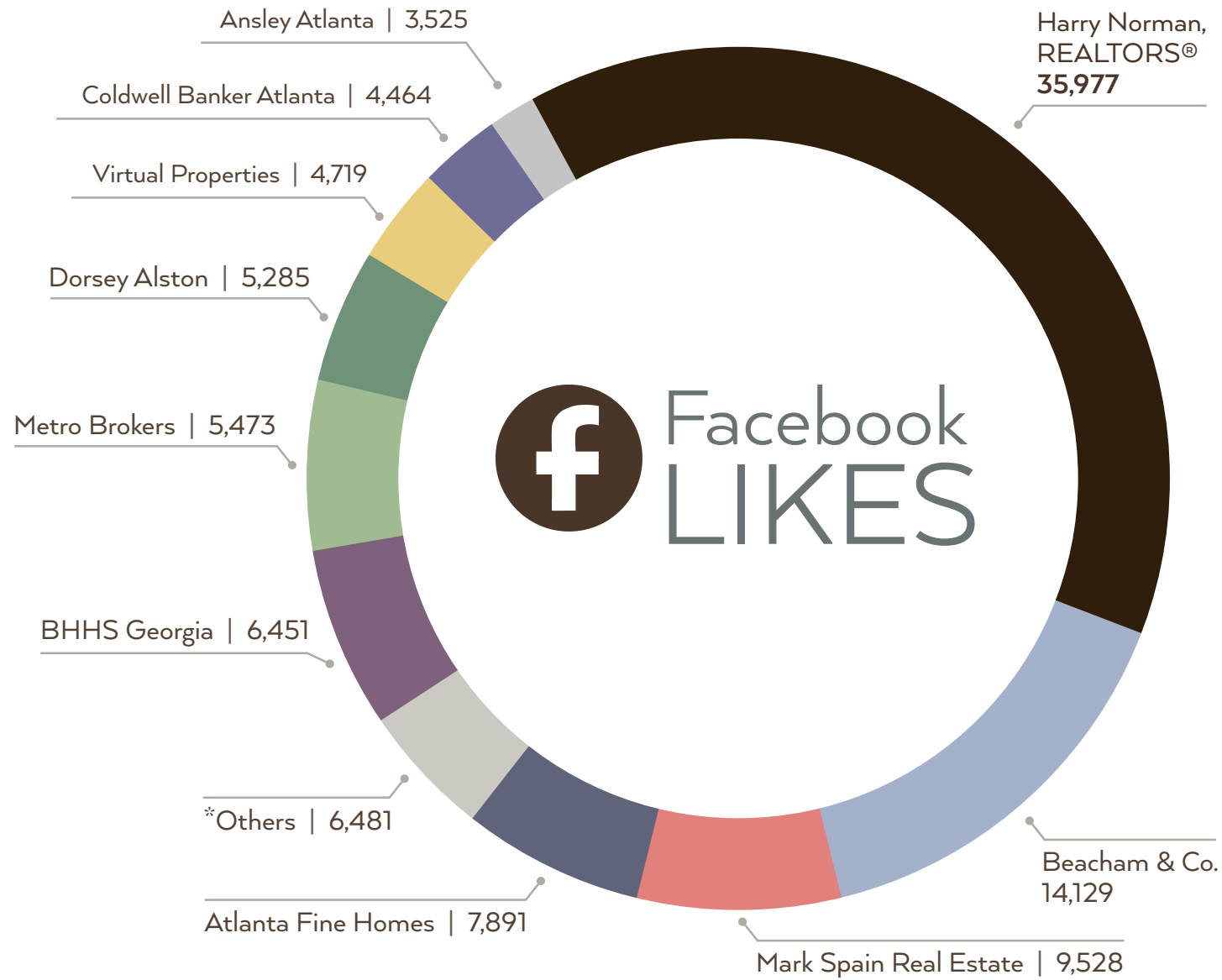
Closed Units - All Price Points

Source: Trendgraphix. All property types at all price points in Cherokee/Cobb/DeKalb/Forsyth/Fulton and Gwinnett counties

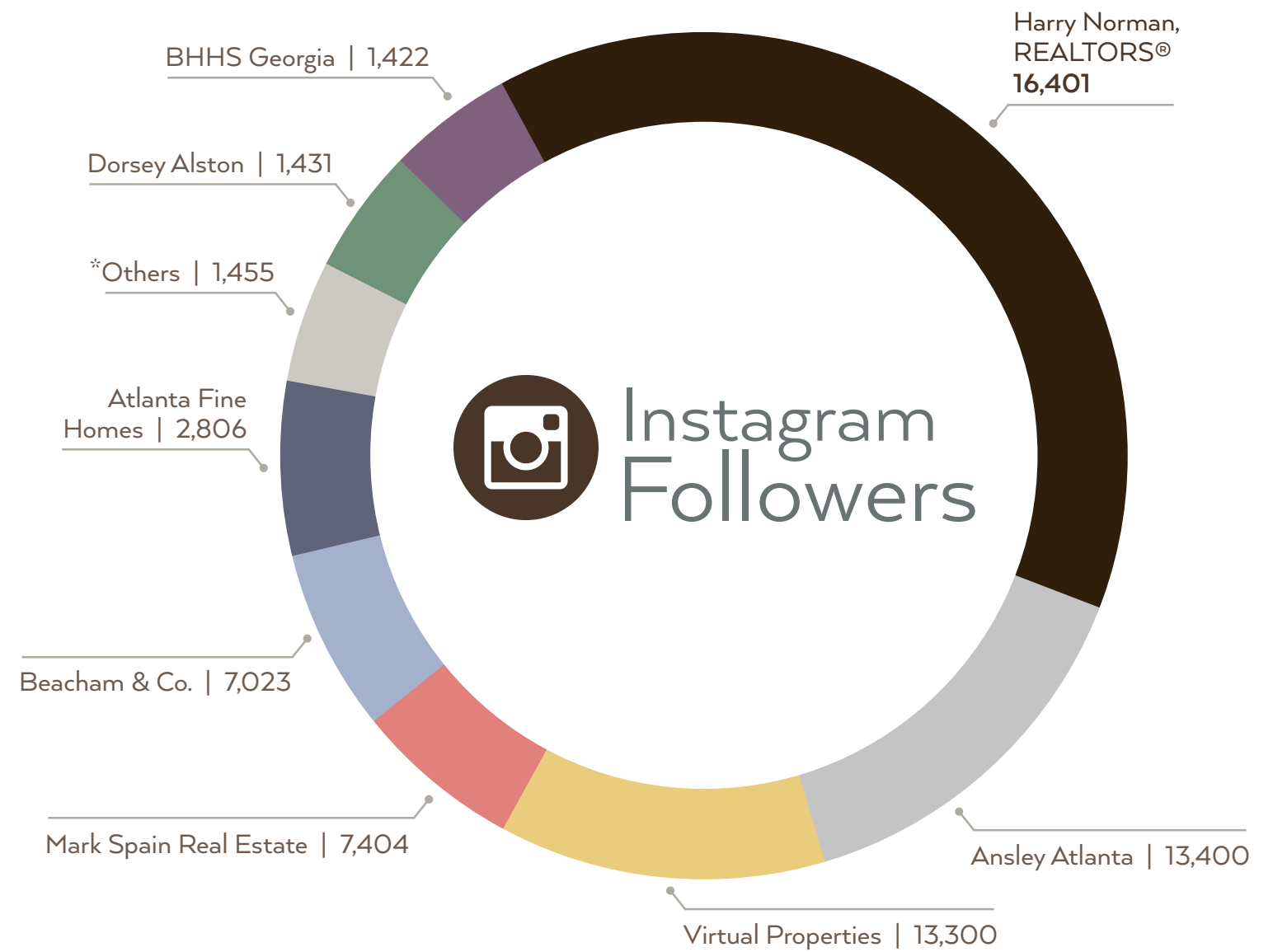


SOCIAL MEDIA STRENGTH

With so many people utilizing social media to stay up to date, it's vital to connect with users/potential buyers where they enjoy spending their time - Facebook and Instagram. Harry Norman, REALTORS® is the industry leader for the greater Atlanta market in social media with a growing presence and strong following.



SOCIAL MEDIA STRENGTH



*OTHERS:

Atlanta Communities 1656	Keller Williams First Atlanta 838	Palmer House 35
Solid Source Realty 1447	Maximum One Realty 696	Keller Williams PTree Rd. 0
C21 Results Realty 1440	Re/Max Greater Atlanta 339	

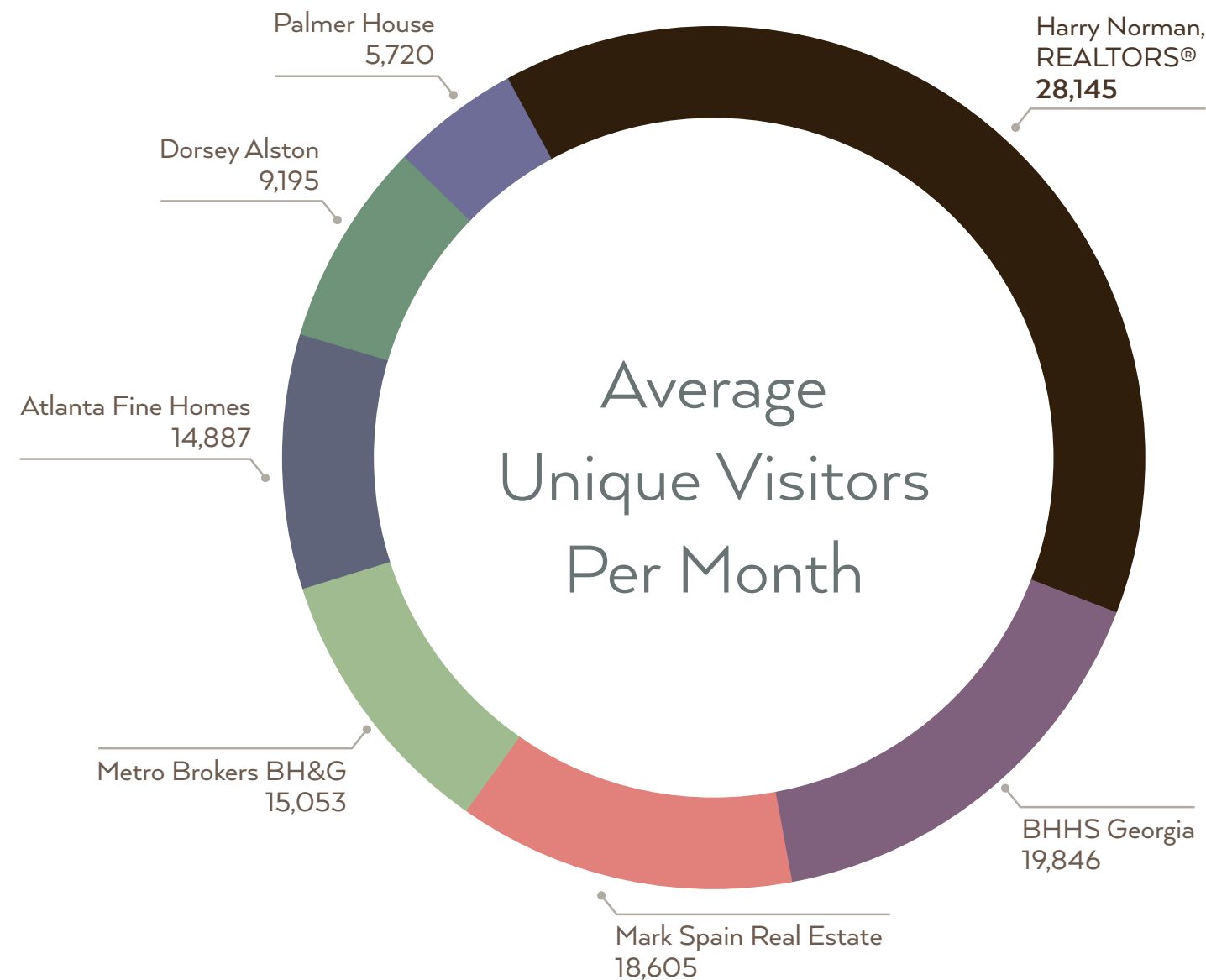
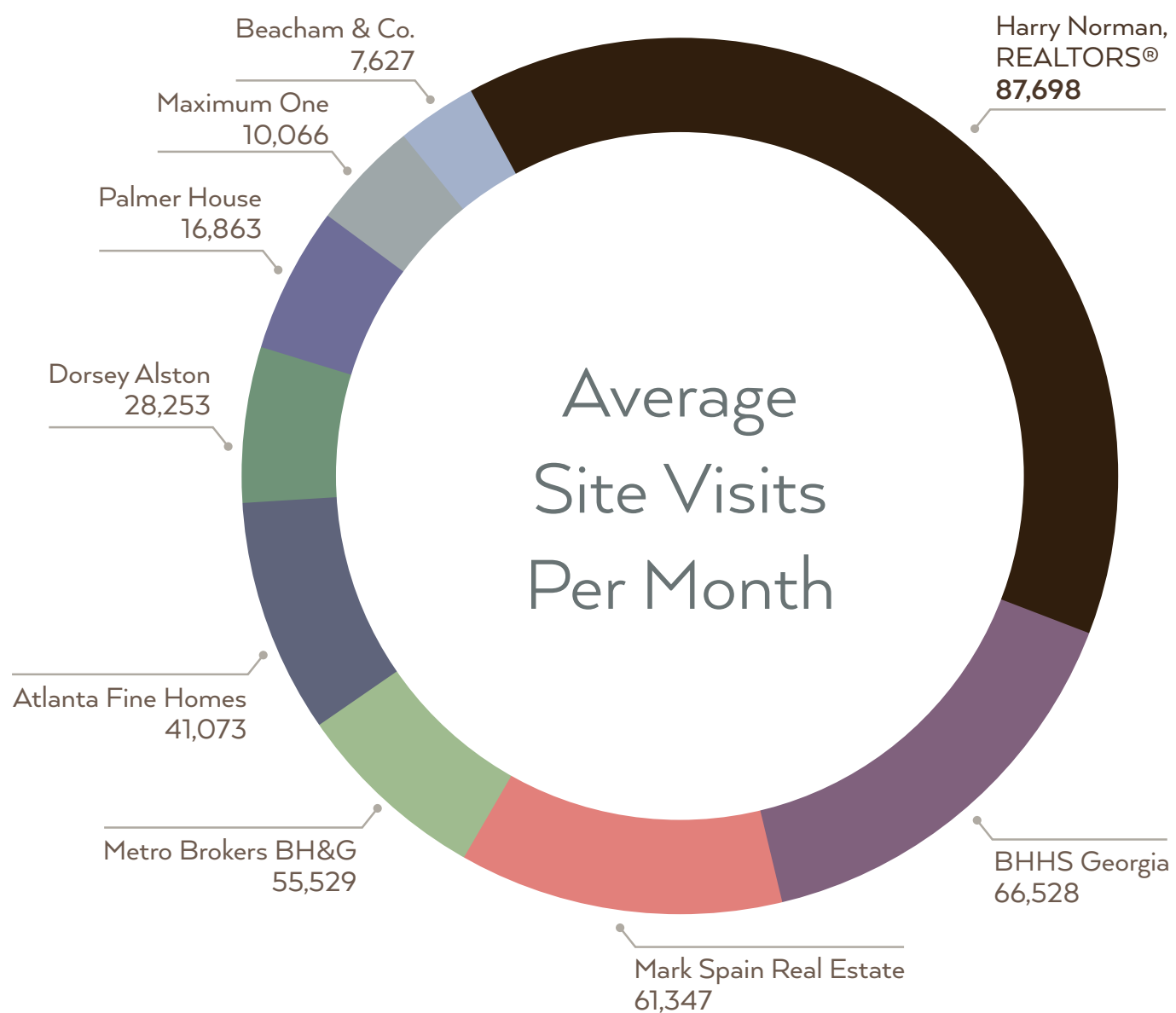
*Current numbers as of March 31, 2018 for all Harry Norman, REALTORS® offices

*OTHERS:

Metro Brokers BH&G 590	Maximum One Realty 116	Keller Williams First Atlanta 0
Keller Williams PTree Rd. 264	Coldwell Bankers 75	Re/Max Greater Atlanta 0
C21 Results Realty 133	Palmer House Properties 68	
Solid Source Realty 209	Atlanta Communities 0	

*Current numbers as of March 31, 2018 for all Harry Norman, REALTORS® offices

Over half of all buyers report that they first saw the home that they eventually purchased on the internet. The award-winning HarryNorman.com provides the information that buyers seek and our statistics reflect that fact. Our responsive design website also meets the expectations of home purchasers using mobile devices and we capture more of these views than any other residential real estate brokerage in our market.



LESS THAN 5,000/MONTH

Ansley Atlanta
Atlanta Communities
C21 Results Realty

Keller Williams First Atlanta
Solid Source Realty

Source: SimilarWeb Pro (March 2018)

LESS THAN 5,000/MONTH

Ansley Atlanta
Atlanta Communities
Beacham & Co.
C21 Results Realty

Keller Williams First Atlanta
Maximum One Realty
Solid Source Realty

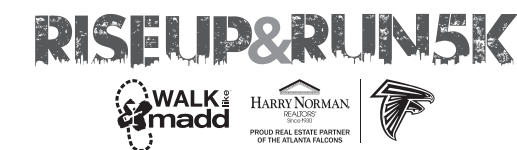
Source: SimilarWeb Pro (March 2018)

IT MEANS: GIVING BACK TO THE COMMUNITY

As a local real estate firm, we like to say that at Harry Norman, we know Atlanta. But that's not just because we're the largest independent firm in the area... it's because we're passionate about getting involved in our community.

Over \$90,000 raised in 2017 for the following Organizations.

When you become a Harry Norman, REALTOR®, you're joining a team of community stewards, leaders, and activists. Our offices raised over \$90,000.00 in 2017 and in the last year alone, we have proudly supported more than 50 organizations throughout the community and beyond, like CURE for Childhood Cancer, Kate's Club, and Make-a-Wish Foundation of Georgia.



Roswell Woman's Club
 Wellspring Living
 The Place- Toy & Gift Collection
 Marietta Pilgrimage Tour of Homes
 North Fulton Charities

Drake House
 Cystic Fibrosis WellStar Community
 Hospice
 Marietta/Cobb Museum of Art
 Cobb landmarks & Historical Society

Cobb Historic Preservation Foundation
 Georgia Association of Realtors
 National Association of Realtors
 Joshua Dream Ranch

IT MEANS: HAVING THE TOOLS YOU NEED TO SUCCEED

When you join the Harry Norman team, you're not just getting access to our brand's extensive reach and reputation — you're getting the tools to maximize that reach and your success. From amplifying your listings' exposure, to keeping you connected with clients and enhancing your personal brand, we provide our agents with every resource you need to market yourself effectively in the marketplace.

624 SECOND AVE. DECATUR, GA 30030
5 bedrooms | 4 full bathrooms | 1 half bathroom

OFFERED AT \$600,000

- 1.5 car garage
- 2nd floor laundry
- granite counter
- stainless steel appliances
- hardwood floors
- large front porch
- open floor plan
- modern kitchen
- walk-in closets
- finished basement
- central air conditioning
- fireplace
- walk-out to back yard

Agent Name Goss Here
Direct: 404-355-6745
Office: 404-355-6745
Agent: goss@harrynorman.com

624 SECOND AVE. DECATUR, GA 30030
5 bedrooms | 4 full bathrooms | 1 half bathroom

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2018 LOOKING FORWARD
OUTLOOK FOR RESIDENTIAL REAL ESTATE IN 2018

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OFFERED AT \$600,000

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NEED A BIGGER YARD FOR YOUR FUTURE MVP?
WE CAN HELP YOU FIND IT
call us at one of our convenient locations

ATLANTA NORTH 770-452-3308 ATLANTA PERIMETER 770-394-2328 BIG CANOE 770-893-2400
BURNING WOODS 770-394-3000 BLUE RIDGE 770-452-7271 BUCKHEAD 404-233-4942 BUCKINGHAM
CUMMINGS 404-233-4942 DUCKHEAD NORTH 404-894-8000 DUCKHEAD/SOUTHWEST 404-336-2702
COLON HARBOR 770-452-8000 EAST COLUMBIA 770-497-9500 FORDS/THELANE LAKES 770-497-9500
HARRISBURG 770-452-7271 INTPARK 404-897-5558 LUXURY LAKE & MOUNTAIN 770-312-0328
NORTH FULTON 404-461-8700 PEACHTREE CITY 770-452-8526
SANDEY SPRING 770-452-8526

NEED A PLACE WITH LOTS OF SPACE?
WE CAN HELP YOU FIND IT
HarryNorman.com

LOOKING FOR THE PERFECT FIRST HOME?
WE CAN HELP YOU FIND IT
HarryNorman.com

CRM DASHBOARD

CRM Dashboard showing leads, tasks, and upcoming events.

ONLINE FORMS & SIGNATURES

appFiles Online Forms & Signatures Interface

Mobile App showing map of real estate listings.

HARRY NORMAN BRANDING & MARKETING

Aside from print and digital tools, Harry Norman offers unique promotional materials and technologies to ensure our agents can establish and maintain lasting connections with their clients.

HN
HARRY
NORMAN
REALTORS

Michael Rae McDougal
404.123.4567
404.355.6745

exclusive affiliate of
CHRISTIE'S
INTERNATIONAL REAL ESTATE

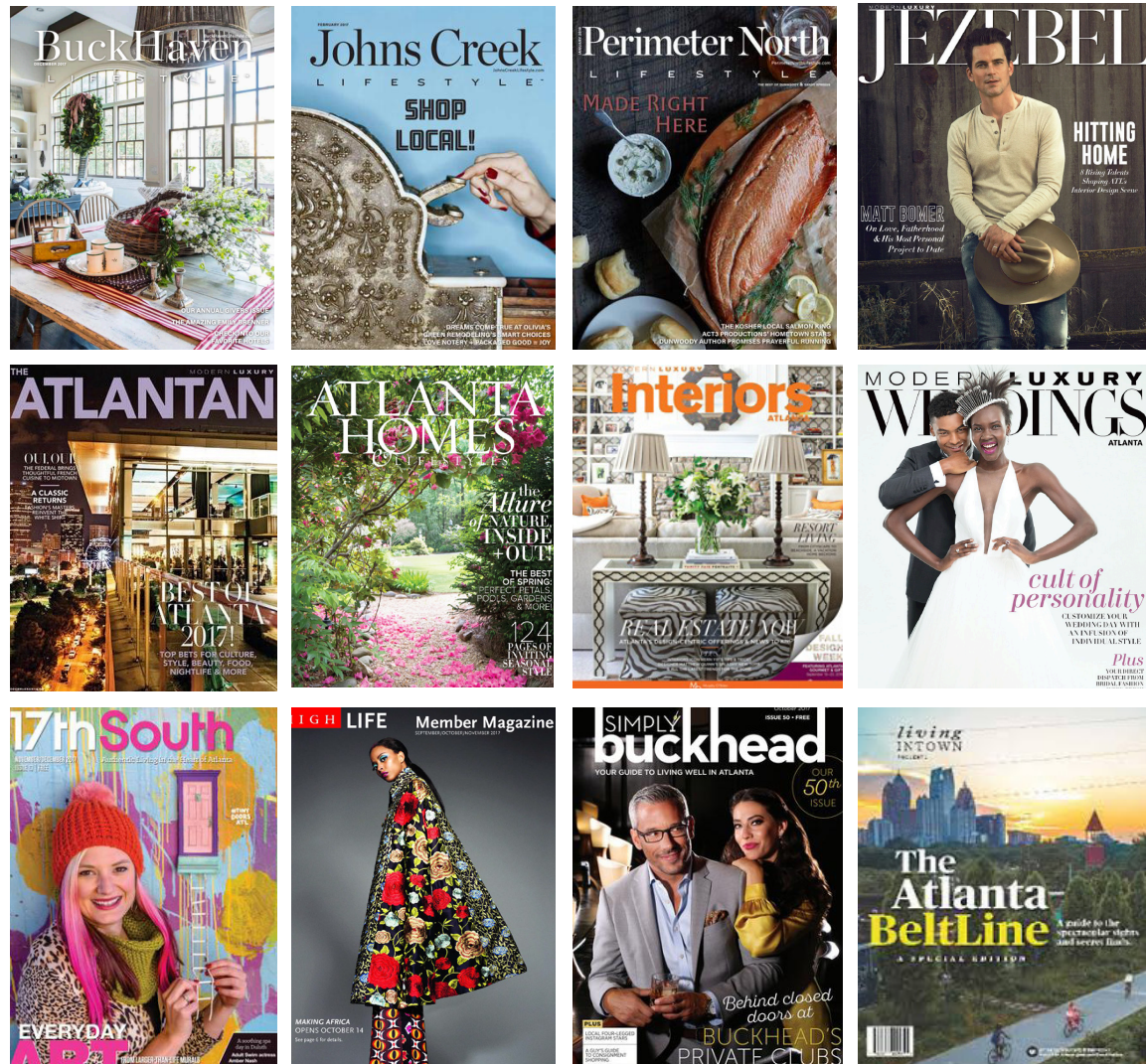
COURTYARD

ROOFTOP DECK



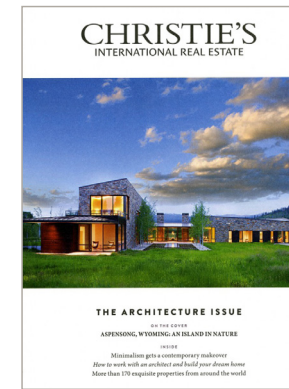
PRINT

Listings in local and regional newspapers and publications, and in our custom luxury magazine, Harry Norman HOME.



BRANDED AS LUXURY

Harry Norman, REALTORS® is the only residential real estate company in Atlanta with exclusive access to three internationally recognized luxury real estate affiliations. This means that as a Harry Norman Realtor, you get exclusive access to the brand enhancing and exposure benefits of these affiliations.



EXCLUSIVE AFFILIATE OF CHRISTIE'S INTERNATIONAL REAL ESTATE

Harry Norman's ties to Christie's, the world's leading art business and global real estate network, provide our agents with the unparalleled opportunity to differentiate themselves from competitors. As an exclusive affiliate, you have the opportunity to engage with a global audience of high-net-worth home buyers and sellers and are distinguished as "best in class".



LUXURY PORTFOLIO INTERNATIONAL

A cornerstone of Harry Norman, REALTORS® luxury marketing program for premier properties (\$1 million+) is through our affiliation with Luxury Portfolio International. This valuable partnership enables our agents to list their premier properties on LuxuryPortfolio.com, an award-winning website featuring more than 25,000 of the world's more remarkable premier properties and attracting over 1.2 million high-net-worth visitors a year.



WHO'S WHO IN LUXURY REAL ESTATE

For agents with listings of \$500,000+, our affiliation with LuxRE gives you access to LuxuryRealEstate.com, a Webby Award Honoree and the most-viewed luxury real estate website in the world. With a showcase of more than 51,000 luxury properties with an average price of \$2,200,000, LuxuryRealEstate.com has been named "Forbes Favorite" for several years.



MAYFAIR INTERNATIONAL REALTY

Mayfair International Realty brings together the finest luxury real estate with the very best brokers and agents from across the globe. Unsurpassed local knowledge bound tightly with a rare talent to market effectively in the international domain, ensures buyers and sellers that a Mayfair International Realty member firm is best for choice, experience, expertise, service and results.



IT MEANS: DEDICATION TO HELP YOU SUCCEED

As a Harry Norman Realtor, you have the support of the entire organization behind you – no matter which office you choose to work with. This means going beyond giving you the tools you need to get the offer. At Harry Norman, REALTORS®, we help you see the sale through to the end.

Every Harry Norman office has a team dedicated to helping you succeed, from a non-competing Broker who is designated to supporting and mentoring you, to graphic designers to help you make the most out of your marketing materials, to an office manager who keeps everything running smoothly at your sales office.

OFFICE

- Non-Competing Broker
- Graphic Designer

CORPORATE

- Legal Counsel
- IT Help Desk
- Cyber Security
- Marketing & Communications Team
- Dedicated PR Team
- Online Transaction Tool (compatible across all devices)
- CCBS/Leading RE
- Career Services Team

**CONSUMER & CORPORATE
BUSINESS SERVICES**

- Local, National & International Relocation Services & Support
- Corporate Relocation Services & Support
- Incoming & Outgoing Referral Income Support
- Accredited Relocation Specialist Designation Opportunities



IT MEANS: SUPPORT & COLLABORATION TO SEE THE SALE THROUGH

We are proud to offer our Family of Services, which includes everything you need to take your clients from offer to close. By working with these trusted partners, Harry Norman, REALTORS® give their clients a smooth home buying and selling experience and offer protection from common hurdles and threats, such as wire fraud. These additional services only further your reputation as a best-in-class agent.

PROSPERITY MORTGAGE:

Harry Norman Realtors can count on Prosperity Mortgage's over 30 years of experience and wide array of loan products and services for the best support in financing requirements. As a broker mortgage firm, Prosperity Mortgage is dedicated to establish strong and lasting relationships with their realtors by providing the highest level of care and support.

HN INSURANCE SERVICES

This independent insurance agency represents a carefully selected group of nationally-known insurance companies. As an independent agency, HN's agents have the flexibility to shop and compare a wide variety of insurance and financial products for customers.

CAMPBELL & BRANNON

A strategic partnership between Harry Norman, REALTORS® and Campbell & Brannon, LLC, Township Title services was created to provide buyers and sellers with the vast knowledge, skills, and experience of the Township attorneys and staff.

IT MEANS: INVESTING IN YOUR SUCCESS

At Harry Norman, REALTORS®, we invest in our agents. You are the foundation of our organization, and as such, we are dedicated to helping you achieve your goals and maximize your success.

When you come on board at Harry Norman, we make a commitment to you: to provide guidance, support, and fulfillment in your real estate career. We do this by providing a competitive commission schedule, ongoing training opportunities, and significant savings in agent start up costs.

COMPETITIVE COMMISSION

We're proud to offer a competitive, earnings-based commission schedule. Our agents have the opportunity to earn up to 85% of their sale, and our Brokers are here to provide support and guidance as you strive to meet your financial goals. For more details on our commission schedule, please refer to the schedule provider by your broker.

TRAINING

Whether you're a new agent looking to further your knowledge of the industry, or an experienced Realtor who wants to take advantage of tools, technology, and marketing our firm has invested in, we offer extensive training opportunities through our Career Services department. Our training is designed to help you improve your expertise and grow your business, no matter where you are in your career.

CAREER STARTER

Hands-on learning and role playing to quickly grow your business

Scheduled monthly

FAST TRACK PROGRAM

Online Checklists of tasks directed at generating leads & honing your skills

Offered Day One

INSTITUTE ONLINE LEARNING

300 video courses and resource materials to help take your business to the next level

Offered On Demand

THE OFFICE TRAINING PLAN

Custom education and training to support your learning & skill building

Weekly

WEEKLY SALES MEETINGS

Ongoing networking, business development, and mortgage, title and technology tips

Every Tuesday

TOOLKIT PRESENTATIONS

Three thoughtfully crafted presentations or customize your own

24/7

ONE-ON-ONE COACHING

Your manager will help you design the custom plan to meet your individual needs

Whenever you need it

MONTHLY WEBINARS

Skill-building webinars that cover the most relevant topics for our agents

On Demand

LEGAL BRIEF VIDEOS

Our Legal team addresses current issues and recommended practices

Quarterly

4 DAY NINJA INSTALLATION

Ninja selling is a user-friendly system designed to transform your business and your life

3 Times a Year

TOP AGENT NETWORKING AND IDEA SHARING

3 Times a Year

CONTINUING EDUCATION

Sponsored High-value continuing education—from content to convenience to cost

3 Times a Year

MASTERMIND OPPORTUNITIES

Ongoing



WHY JOIN HARRY NORMAN, REALTORS®

We could continue to go on about why Harry Norman, REALTORS® is the organization for Atlanta's best realtors — but we'll keep it simple. Here are the **top 5 reasons to join our team:**

- 1** Our company culture and our established reputation as a trusted brand means you're seen as a best-in-class agent
- 2** We're dedicated to giving back to our community, which means you have ample opportunities to get involved in a larger cause
- 3** With outstanding marketing tools and materials, we help you reach more buyers and sellers than our competition
- 4** The collaborative team behind you helps you stand out and proceed confidently
- 5** When you join Harry Norman, REALTORS® you're not just another agent — you're part of the family, and we treat you as such by investing in your success with extensive training and tools