

## **FOR IMMEDIATE RELEASE**

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### **Atlanta Realtor Mark Spain Takes Part in Invitation-Only Real Trends Conference**

Invitation-only event brings together top brokers and real estate leaders nationwide to learn how to build a healthy organization.

**ATLANTA, GA** – Keller Williams Realtor Mark Spain, who leads the top-selling real estate team in metro Atlanta, recently attended the invitation-only 2015 REAL *Trends* Gathering of Eagles conference. The conference is held annually and this year's event, held in Denver, Colorado, attracted over 350 principals and CEOs from the nation's 500 largest residential real estate brokerage firms, plus senior management of the nation's largest real estate franchise organizations. This year's conference featured author and organizational leadership expert Patrick Lencioni and Denver Broncos quarterback Peyton Manning, as keynote speakers.

The theme of the conference, Building Great Organizations, included high-powered sessions on recruiting talented people, building agent, leadership and lead generation teams and more. RE/MAX Inc. Founder and CEO Dave Liniger offered an hour-long, informative Q&A about how he built his brokerage despite all odds. Patrick Lencioni, a best-selling author and expert on organizational leadership, offered practical tips for being a better leader. The day ended with a fun session featuring Peyton Manning, quarterback for the Denver Broncos, followed by a tailgate reception sponsored by Lone Wolf Real Estate Technologies. The last day featured a slew of strategies to strengthen the technology side of a broker's business.

During the event, Mark Spain was asked to serve on a panel discussion called Building Great Agent Teams. As the leader of the top Keller Williams team in the Southeast and the No. 1 Expansion Team Worldwide for Keller Williams International, Spain offered excellent insights into selecting the right team members, streamlining businesses processes, team-building techniques and communication processes.

“I was honored to be asked to sit on this panel,” said Mark Spain, who says he still learns new things all the time about how to effectively and efficiently lead his real estate team. “As a team leader, it’s important that I network with like-minded professionals. The REAL Trends Gathering of Eagles continues to bring together the most successful brokerage company leaders in the business. I always leave with implementable strategies that will make my business better.”

The Mark Spain Team annually helps more than 1,000 metro Atlanta families with their home buying and selling needs. In less than two decades, the team has surpassed \$2 billion in collective gross sales. Mark Spain was recently endorsed by real estate mogul and *Shark Tank* investor Barbara Corcoran. He was the only metro Atlanta agent to receive such an endorsement.

A native Atlantan and University of Georgia graduate, Spain and his team are based out of the Keller Williams Realty North Atlanta office at 5780 Windward Parkway in Alpharetta. The Mark Spain Team is the No.1 resale team in U.S. for closed transactions, according to the *Wall Street Journal*, and placed 12<sup>th</sup> in sales volume on this prestigious publication’s annual Top 1,000 Agents list. To keep pace with the changing needs of today’s consumers, the team has introduced the Guaranteed Sale Program which benefits home sellers on a tight moving deadline.

They specialize in assisting metro Atlanta home buyers and sellers in all price levels. To learn more about the metro Atlanta real estate market, call [770-886-9000](tel:770-886-9000) or visit [www.markspain.com](http://www.markspain.com) for information about the team’s Guaranteed Sale Program, to sign up for property alerts, to request a free online home evaluation, or to register for a free monthly Atlanta real estate e-newsletter.

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