

**Atlanta Realtor Mark Spain Named
a Top 500 Real Estate Marketer in the U.S.**

Atlanta, GA — Atlanta Realtor Mark Spain, whose team ranked fifth nationally for most transaction sides in 2014, was just named to the Top 500 Real Estate Marketers list by the National Association of Expert Advisors (NAEA). This marks the second time Spain has been included on this list.

NAEA is a trade association created to serve the top producing brokers and agents throughout the country. This association speaks to the most pressing issues within the industry and those cared about most by top producing professionals.

With approximately 1.5 million real estate professionals in the U.S., being selected on a list of just 500 is no small accomplishment. The NAEA selection process includes an extensive search to find candidates who meet the standards of excellence for sales performance, marketing and branding. The Top 500 Real Estate Marketers are named because they excel in all three areas.

For sales performance, the Mark Spain Team, of Keller Williams Realty North Atlanta, had \$213 million in gross sales in 2014. The team's sales production has consistently been the highest in metro Atlanta for the last decade. They surpassed the \$2 billion gross sales mark in 2013. Within Keller Williams, the Mark Spain Team was not only the No. 1 Keller Williams team in Georgia, but for all the Southeast and was named the No. 1 Expansion Team Worldwide (in a company with more than 110,000 real estate professionals).

In the areas of marketing and branding, Mark Spain and his team work tirelessly to make a name for themselves in metro Atlanta. They have billboards on several of the major interstates in the region, have a strong online presence, regularly receive editorial coverage in area print and online publications, and take advantage of the latest technology advances to market with email, video and other mediums.

Estimating that the team collectively spends well over \$1 million a year in its marketing efforts, Spain said, "We don't make the mistake of ever thinking we are done with marketing or getting our team's name in front of the public. It's an ongoing process that we adjust to incorporate the latest technology."

Spain is a regular speaker or panel participant at numerous real estate and leadership conferences around the country, assisting with his name recognition far beyond Georgia. In late 2014, Mark Spain received a major celebrity endorsement from real estate mogul and *Shark Tank* investor Barbara Corcoran. His team is the only one in metro Atlanta to be endorsed by Corcoran. Spain appeared in the commercial with Barbara Corcoran and the spot airs in the local Atlanta viewing market during various television programs. The endorsement can also be viewed on [YouTube](#).

The team is also in the unique position of being the only Atlanta real estate agents to offer a Guaranteed Sale Program for its home sellers. Mark Spain will buy a seller's home at a pre-arranged price if his team does not sell the home in the allotted number of days.

The Wall Street Journal and *REAL Trends* named the Mark Spain Team one of America's top 250 real estate teams when it published its rankings a few months ago. Taking the No. 5 nationally for most transaction sides with 1163 closings last year, the Mark Spain Team annually appears somewhere in the top 10 for this exclusive list.

In September, the Mark Spain Team was honored as a Best Place to Work in the small companies category of 10-49 employees. The full list of recipients in each business size category was published in the *Atlanta Business Chronicle*.

An Atlanta native, Mark Spain earned his business degree from the University of Georgia and is a lifelong Georgia Bulldogs fan. The Mark Spain Team specializes in assisting home buyers and sellers in metro Atlanta at all price levels. To learn more about the Mark Spain Team, call [770-886-9000](tel:770-886-9000) or visit www.markspain.com to learn about the Guaranteed Sale Program, request a free online home evaluation or to sign up for metro Atlanta real estate hot property alerts. The site also offers convenient direct links to their social media to easily follow them for the latest market updates.