

TOP AGENT MAGAZINE

The Cindy Simpson REO Team: Agents of Change

When Cindy Simpson began her career in the Real Estate Industry over twenty years ago, she never expected her business to grow beyond her greatest expectations. Today, the Cindy Simpson REO Team ranks #1 for Prudential Georgia, #6 Prudential Nationwide, handles over 300 transactions annually and is widely known as “The Place to go for REO.” However, their expertise as REO specialists is only one side of this phenomenal team of professionals. The success of the team is also rooted in the commitment to foster positive change in the local neighborhoods, where they live and work.

The high caliber of the team’s knowledge and streamlined service stems from the fact that Cindy chose to niche in the REO arena of the industry from the very beginning of her extensive career. “I did not choose to get involved in REO simply because of the market fluctuations or because it was the current trend in real estate,” shares Cindy. “I love the day-to-day challenges and I have worked diligently over the years to give the very best service to my clients. REO transactions are more complex by nature and only an experienced agent can assure that everything goes smoothly.” As a result of years of fine tuning, the team has turned into a highly effective, well-oiled machine. Each member is responsible for a particular geographical region in Metro Atlanta and handles all aspects of the property from acquisition to closing.

For Cindy’s clients, the team’s expertise, excellent service and integrity are crucial parts of a successful transaction. Steve Collier attests to the team’s high caliber performance. “I handle REO assets for a large bank and I have dealt with Cindy Simpson and her team for years. They are always accessible and very knowledgeable. They know the product they are trying to sell and that not only comes across to me, but to the buyers I meet at closings, as well. In this business, I am sometimes not told the whole story by agents. Cindy and her team tell me the unvarnished truth whether I want to hear it or not!” Steve adds, “Regardless of the type or price range of the property, the team produces creative marketing and RESULTS. The bottom line is they do an excellent job and they make my job easier!”

One of the team’s most ardent passions has been their desire to also be “agents” of positive change. Cindy states “Working in this area of real estate requires a great amount of compassion.



Pictured from center and counterclockwise: Cindy Simpson, Gina Rogusky, Gregg Leng, Andy Lott, Robert Kushner, Debbie Mullis, Jeff Dayton, Stephen Cooper, and not pictured Karen Iampietro and Kevin Muse.

We see so much despair and sadness, from displaced families to displaced animals. As a result, we feel that we simply have an obligation to give back to the community. We are big supporters of our Local Food Pantries, Woman and Children Shelters and several Humane Societies. We also sponsor individual families for the Holidays, make pancakes and go to the street to serve monthly, prepare and serve free lunches at social service agencies and support “No Paws Left Behind”, a program for pets abandoned during the foreclosure process.”

Cindy relates that the key to longevity in the REO arena of Real Estate is consistency, long-term client relationships and of course, a truly bonded team of professionals! It is clear that this team is consistently dedicated to the success of any endeavor they chose to embark upon. At the end of the day, The Cindy Simpson REO Team takes pride in the rewarding relationships it has built, both with clients and the community.

The Cindy Simpson
REO Team

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