

# TOP AGENT

MAGAZINE



Debbie Leonard

# Networking!

## The Debbie Leonard Group



The dynamic members of the Debbie Leonard Group consist of Debbie Leonard Mayer, Pat Read and Nikki Parker, each having one unified goal- to be the definitive one stop shop for all their clients' real estate needs. Even at this time in a down market, this team has consistently ranked in the top percentile for their sales. United by their passion for the industry and their commitment to community and their clients, these "Atlanta Experts" have earned their laurels. "This is our livelihood," says Debbie "This is what we choose to do. What makes us different is our dedication, ability to think outside the box and make the necessary shifts in our strategy when assisting our clients in meeting their personal objectives. We are willing to take the lead, involve others, and do what is necessary to insure that the transactions we are involved in close. It's not just the commitment to our clients but, the knowledge from a business perspective that has helped us become the group that we would like to be. It is ever evolving. The three of us are tenacious and love what we do."

Areas that differentiate this group from other Real Estate agents are the diversity within and the unique portfolio of expertise and offerings this group can present to their clients. Knowledge and resources is the key to success. They not only have the normal requirements and contacts from the real-estate perspective, but they have either personal knowledge in the following areas or resources to assist in building, finance, interior design, computer technology, local government, zoning, community affairs, contractors, surveyors, suppliers, and the list goes on. All of the areas are very important working with clients and helping them achieve their goals.

From listing homes, to representing buyers, clients can be assured that they are in capable and experienced hands. Debbie

has been recognized several times for her top producing performance. She is a member of the Re/Max 100% Club, the Million Dollar Club, the Star Power Club (a network of exclusive top producing agents nationwide), Atlanta Board of Realtors, and National Association of Realtors. In addition she has earned several designations which allow her to better assist her clients including: Certified Relocation Specialist (CRS), Certified Luxury Home Specialist (CLHS) and also Certified in New Construction Home Building. Her impressive numbers range in the multi millions.

Debbie, a Georgia native, worked for UPS during the first phase of her life before making a career shift into real estate. Debbie remembers when it all began, one of her former bosses said to her "I have all this money and I need to do something with it, build me an estate home."

Debbie not only located the perfect property for him but also assisted in building him the home of his dreams. After which Debbie was hooked and the rest as they say is history. Debbie spent 18 years working for United Parcel Service, a global company with one the most recognized and admires brands in the world. She was able to translate her skills she learned from UPS to the demanding and highly competitive world of real estate. Debbie's knowledge of the rapidly growing city proves to be one of her most valuable resources in assisting homebuyers, especially those relocating to the Metro area. By asking just a few questions regarding price range, education concerns, hobbies and interests, she can easily pinpoint with considerable accuracy the area she feels would most accommodate her client. She is rarely off the mark.

**"You dream it, we will build it, and we build it from the ground up"**

Debbie and her husband, Ronnie Mayer, are residents of Ashford Park in the Brookhaven area. Ashford Park is one of the most sought after neighborhoods in Brookhaven. Ronnie is the President of the Ashford Park Homeowners Association and is involved in County and City politics. Both Debbie and Ronnie are very active and passionate about their community. They are involved in raising money for these numerous charities such as the Ronald McDonald House Charities, Diabetes Association and Ovarian Cancer Research. Ronnie owns a very successful



by Michelle Llamas • photography by Tracy Willis

father Paul Andreasen of Energy Wise Homes, Inc., a talented and knowledgeable builder, has shown Nikki what is involved in the building of a quality home. It is her desire to continue and grow in this business.

In addition, Nikki is very active in the community functions, has a great love for family and her two Jack Russell terriers, Lil'Bit and Bo Duke, who are her "babies". In her spare time she has continued to pursue her second love dance, she is currently the coach for the Oglethorpe University dance team.

The group has a full time interior designer Amira Mamdani of Mamdani Designs, LLC. Amira is a very talented and established designer working in the Atlanta area over 12 years. She has worked on projects large and small throughout the United States. Amira's services consist of all aspects of design, such as staging, remodeling, consultations with builders, architects, interior and exterior finish selections, as well as providing full home furnishing services from point of sale. She is an asset to the group with her unlimited experience in the field of design.

and well known towing business that is recognized in the southeastern United States for high line vehicles.

When Debbie isn't working, she enjoys water & snow skiing, exercising and playing with her two Labradors Diva & CP.

Pat, though not a native Georgian comes from not only a long lineage of Marietta families but a long lineage of Realtors. Her grandmother, mother and Aunt had all participated in the Real-estate business for many years. Pat's background though diverse, has lead her from a degree in design, to a corporate America job as a global solutions engineer, to finally working in a job that gives her great pleasure and satisfaction, working with people. Within six months of obtaining her real estate license her sales totaled in the millions and she was selected as Rookie of the Year. Pat says "that the smartest thing she did in getting into this profession was working with a great mentor Scott Tuffered and broker Ceci Osborne, with Re/Max Greater Atlanta, who were instrumental in getting her off on the right foot."

In addition, Pat brings to the team her strength in communication and listening to her clients. Pat also has a love of numbers and really likes getting involved in the negotiations and loan process. In her spare time she loves to spend it with friends, her dog Oscar, reading, exercising and arts. Through Debbie's tutelage Pat is becoming more involved in the different charities and community activities that the group has been involved with over the years.

Nikki is the third member and has been the glue that keeps this team on track. Nikki started out as Debbie's assistant and has recently acquired her own realtor's license. Nikki has been instrumental in putting the office processes in place, following up on the many different marketing programs and insuring that they are providing the service and success that the team is looking for. As well, Nikki's young creative ideas keep the team diverse in understanding what clients of all age groups are looking for. But what really makes Nikki an asset to this group is her passion for the profession itself. It is in her blood. Her

"We listen to what our client wants and if it does not exist in the home of their choice or location, we can literally bring in the necessary resources to build or modify the home" shares Debbie. Much of Debbie's business includes new construction. "You dream it, we will build it, and we build it from the ground up" states Debbie. This often consists of finding the perfect location and/or lot, architect and builder.

Much of Debbie's success has been related to the builders with whom she has selected to work with. Debbie has been working with Energy Wise Homes, Inc., an established quality homebuilder headed by Paul Andreasen. Debbie and Paul teamed up in 2005 to start building energy efficient homes in





Communicating with other agents is critical to the success of this team to have a good understanding of who your competition is and developing relationships with these individuals. If you can help each other, it is a win win situation for all parties; the sharing of knowledge helps each other grow and become more successful especially in this troubled economy.

Victor Salerno, managing broker of Re/Max Greater Atlanta states, "The Debbie Leonard Group has proven in the ever-changing world of real estate, there's no minimizing the value of experience. As the markets shift, it is the real estate professionals with knowledge and a background in the business who are able to weather the storm, to lead their clients through challenges, and to consistently complete successful transactions. The Leonard Group has cared for their clients and offered reliable, outstanding service for years and Re/Max Greater Atlanta is proud to be associated with Debbie Leonard and her group."

The Debbie Leonard has nothing but bright plans for the future of their business. We look forward to the opportunities to grow as a group, expand our business, and continue our participation in the community for the years to come. Debbie and her team will certainly be here for the long haul.

the Ashford Park and Brookhaven communities starting in the \$500,000 range and now into the \$1 Million executive homes. The group has access to an ongoing inventory of lots in the "in town" areas that can be presented to buyers and their agents when looking for a custom built home. This area alone accounts for approximately 35% of the group's business.

Debbie also works with Anozira Builders, LLC whose President is Matthew Wilhelm and Domain Custom Homes, whose President is Jason Tillery.

The most exciting part is being able to walk or drive through our community, see our gorgeous homes, new homes under construction, and know that our group was involved in the process from the ground up.

Networking is the key to the success! The group networks and knows their territory. "We live, work, and play in the same communities we service" says Debbie. She credits her personal success to those that have helped her throughout the years, most notably, her husband, Ronnie Mayer. "He should teach networking classes," she says with a warm laugh. "He is the ultimate networker, has never meets a stranger."

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