

# TOP AGENT

MAGAZINE

Regan  
Maeroff



# A Matter of Trust

by Michelle Llamas • photography by Mike Moreland

In the realm of real estate, what separates the ordinary from the extraordinary is the desire to go above and beyond. It is that one extra degree of dedication and devotion. Regan Maeroff is that extra degree. The Atlanta based REALTOR® has one goal in mind when she goes into each transaction: to provide a platform for open communication, trust and ethics. “My goal is not only to assist my clients in purchasing or selling a home, but to be a resource for them and create a relationship for the future,” shares Regan. As a member of the Million Dollar Club, she has earned her place amongst industry greats. At Coldwell Banker Residential Brokerage, she has consistently been a top producer and she is poised to soar to even greater heights.

One of this real estate agent’s talents lies in her ability to stay on top of each aspect of a transaction, letting her clients feel at ease knowing their investment is in the hands of a true professional. Samuel and Barbara Delgado were thoroughly impressed with Regan’s performance. The couple was relocating from Miami, Florida. Their only experience with Georgia was a visit to Stone Mountain several years before. They had little knowledge of the area save for the positive comments of some friends who were already living in Georgia. At the recommendation of a friend the Delgados contacted Regan.

Samuel Delgado recalls, “simply from talking to Regan on the phone I felt a sense of comfort. She was kind and articulate and I knew in my gut that she’d be responsive. My instinct didn’t fail me. We communicated with Regan via email and she guided us through the process of narrowing options, so that we wouldn’t waste time during our short trip. My wife and I scheduled a rendezvous point with Regan. An elegant young lady that exuded professionalism greeted us. We knew this had all the makings of a productive trip. Little did we realize that within a week we would find the right home and put a contract on the property before putting our home in Miami on the market.”

As an Atlanta native, she is one of the best resources for information about the area. She grew up in the beautiful and established neighborhood of Dunwoody. Her involvement in the community has allowed her to develop a massive network of contacts. This vast network is an incredible asset to her clients.



Included in this network are the members of Regan’s trusted real estate resource team. From mortgage planners to attorneys, Regan has assembled a group of the very best. She recommends them to her clients because she knows they are consummate professionals. Mortgage Planner, Paul Addison, has had the distinct pleasure of watching Regan and her network in action. “You know what I like about Regan? Three things. One - she listens to her clients. Two - she really works hard. Three - she is very well connected. She asks a lot of questions, to make sure that she is sure, that she fully understands her clients. First she listens, and then she acts.”

Paul then recounts a tale of a transaction that had him in awe of Regan’s dedication and skill. When a client wanted a specific home for a price point that was simply not available, Regan did not give up. “Regan is an Atlanta native and she knows a lot of people,” Paul continues. “And a big part of success in real estate - like so many other things - is whom you know. Through her personal network she learned that a specific builder just had a home sale fall through at the last minute. This home had been under contract for months, and it was a ‘sure thing’ until the last minute when the buyer backed out.”

“Within 24 hours, she was on the phone with the builder and was able to get a true ‘bottom line price’ quote. The next day she told her client about this opportunity and showed her the home. Her client absolutely loved it and we closed the transaction two weeks later. Regan is extremely talented and her numerous happy clients are a testimony to that truth.”

Incredibly detail oriented, the exuberant agent jokes, “my micromanagement of details is at maximum level when I deal with details, even for something as simple as making sure my clients have the manual for the dishwasher!” From researching the demographic and market values to arranging for staging, painting and carpet installation – she leaves no stone unturned. She employs strategies from networking functions to wine and cheese parties depending on the home she markets.

Her degrees in marketing and communication have provided her the perfect springboard for a successful real estate career. She spent most of her second year as real estate agent studying various marketing tactics to develop incredible strategies that earn her accolades and referrals. She developed a niche in the luxury home market and is a Luxury Home Marketing Specialist.

She takes the time to provide a custom marketing plan for each property. “I want people to be blown away by my marketing pieces,” says Regan. “Each property is different. It would be an incredible disservice to my client if I didn’t do the custom plans.” She makes communication with her clients a top priority and this is what sets her apart from her competition. To assist in keeping everyone on the same page, she provides her clients with a 30-day marketing calendar that is specific to their property. “Many clients that have had bad experiences with other agents in the past and they claim they never hear from their agents after closing. I have an incredible bond with my past clients and they still support me.”

Originally born in Cleveland, Regan moved to Atlanta as a young girl and was raised in Dunwoody, where she continues to reside surrounded by family, her boyfriend, and beloved pets – all of which are the most important things in her life.

At the urging of her mother, and with the promise of a more fulfilling career, she obtained her real estate license and left corporate America. The life of a real estate agent was nothing foreign to Regan. The daughter of a real estate agent,





being the “tree hugger” of her group of friends. Protecting the environment is of utmost importance to her and she loves spending time outdoors. After gardening she does thirty minutes of yoga to prepare herself for the coming day.

Her boyfriend of five years, Brandon, owns his own renovation company called BranCo Construction and they often work together when renovation on a home is needed. Regan’s babies remain her two Boxers, littermates Mason and Maya. She also has a cat named angel. “All three of the animals are a very important part of the family. It doesn’t matter how hectic a day can be. Coming home to Brandon and my little three animal zoo takes all the stress away,” shares Regan with much affection.

Also of high importance to Regan is volunteering in her community. She is an active volunteer for the Soldier’s Angel Foundation, the Jewish Federation of Atlanta, the Atlanta Boxer Rescue, and the Atlanta’s Holocaust Survivors. In addition, she participates in the Breast Cancer 3 Day. She walks 60 miles in 3 days to raise money and awareness for breast cancer. She also does the Multiple Sclerosis Walk 10 miles in New York City and in Atlanta.

In the ever-changing landscape of the real estate market, Regan is constantly re-evaluating her business and keeping ahead of each paradigm shift in the industry. “I hope to pursue my next designation as an Eco Broker. It is a new certification that will allow me to market and assist clients in purchasing an eco friendly home.” She hopes to keep real estate in her future but she is a big believer in changing with the changing times. “The world is full of paradigm shifts and real estate suits me but the future is always full of different opportunities.” One thing is certain, wherever Regan applies herself - success is sure to follow.

she remembers accompanying her mother to open houses. Now, Regan’s mother has become an invaluable resource to her daughter by offering her sage advice. A successful businessman who excels in sales, her father has been an extreme asset and major influence in developing and honing Regan’s business skills.

Outside of her professional life, Regan’s personal life is just as colorful. Her experiences include living in Costa Rica, obtaining her Organizational Communications degree in Florida at the prestigious Rollins College and a career as a corporate event planner.

In reference to her eclectic daily routine, Regan laughs, “I am pretty ritualistic.” First thing in the morning, Regan spends an hour in her garden where she cares for the various types of organic produce she cultivates and eventually wants to sell at the local farmer’s market. A member of the National Home Gardening Club, the green thumbbed agent admits to

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