

TOP AGENT

MAGAZINE

*Tom
Breeden*





by Michelle Llamas

inducted into the RE/MAX Hall of Fame, is a life member of the Million Dollar Club, is a Multi Million Dollar Producer, and has ranked in the top 20 in the State of Georgia for RE/MAX, and has been named in the Top 100 Agents in Atlanta several times. His energy, his firm belief in the old adage “the customer is always right” and his business savvy have catapulted Tom to a coveted place amongst the best of the best in his profession.

Those that know Tom marvel at the seemingly inexhaustible amount of energy that he brings to each stage of the transaction. The Metro Atlanta based agent still adheres to the strict schedule he has maintained since he began knocking on doors as a rookie agent. He describes his fearless and determined first year in the industry as “jumping into the deep end of the pool.” He did more than just tread water, and his number one goal was to make contact with as many potential customers as possible and ask them if they wanted to buy or sell real estate. “I had a map and a highlighted route and I set out to knock on as many doors as I could to prospect for business,” recalls Tom. He shares that having a bulletproof exterior is one of the best qualities a new agent can have. “Unless the house is on fire, nothing stops me from getting on that phone and prospecting or calling past clients,” Tom laughs. “The most successful business people are creatures of habit.”

One of the things that helps Tom remain so dedicated is the passion he has for delivering terrific customer service. “At the end of the day, what I do is about giving my customers the best value and service. I absolutely love what I do and I am proud of the service I provide,” Tom says with enthusiasm. “Real estate is very much a service industry and I tell each and every one of my clients that they can cancel our agreement if they aren’t happy.” Many of his clients are For Sale by Owners (FSBOs), expired listings and disgruntled clients who have had a negative experience with a previous agent. “Real estate agents often get a bad rap because customers have had one or two bad experiences. I sat at many kitchen tables and being face to face with your customer forces you to know your business inside and out.” He has sold every price point ranging from homes in the low thousands to price tags in the millions. “My customer is anyone who wants, needs and can afford my service, and I don’t focus on price points,” Tom adds.

Tom Breeden

No Excuses, Just Results

As Tom Breeden looks back on his stellar career in real estate, he makes no bones about how the road to his success was paved with good old fashioned hard work. “When I first started in the industry many years ago, my mentor gave me some solid advice about garnering business,” Tom shares. “He said, ‘you can sit around and wait for it to come to you or you can go get it!’” Tom has been following that advice ever since, and his dedication and tenacity only seem to grow stronger with each passing year as his customer base continues to grow. He has been

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Communication is also tantamount among Tom's priorities. Even if it isn't business related, he never hesitates to pick up the phone to chat with past clients about current events. He is always accessible by telephone or e-mail to answer any questions about the progress of a transaction or to give sound investment advice. Tom's knowledge of the area and savvy marketing style has always set him apart from the competition. "I am not one of those agents that will be giving out flags on the fourth of July or handing out pumpkins for Halloween, not that there is anything wrong with that approach. I prefer to find out what my customers wants and needs are then try my best to fill that order. In most cases that order is to sell their homes and stay in touch with my progress."

Tom's incredible performance in all aspects of customer service has earned him the accolades of many of his customers. Among these loyal customers is Jay Devereux. "Tom distinguished himself before

we ever met in person. Tom was meticulous about qualifying our needs and desires. His calm demeanor was a steadying force during a stressful time. When we arrived in Atlanta, Tom had a comprehensive plan. He had a grouping of targeted homes and a planned tour to maximize our three day window for house hunting. For three days, we spent virtually every waking moment with Tom!"

From start to finish, Tom conducted himself with professionalism and poise. Jay continues, "Tom conducted a terrific negotiation on our behalf. He extracted the maximum available value out of the deal for us. We purchased the home for a sharp price, our concessions were met by the Seller and we closed on time and under budget. Through it all, Tom was unquestionably our advocate. In fact, less than a year later, I purchased a second home. He has become a trusted friend and confidant. I have referred Tom to over a half dozen friends who have purchased or sold properties with Tom's assistance.





Not only do I trust his business savvy and market knowledge, I also believe his character is what truly distinguishes him. Character is why Tom Breeden gets my business as well as my friendship.”

The road that led Tom Breeden to Atlanta and his current success began in the small town of Sheffield Lake, Ohio. “Part of my identity will always be being ‘the kid from the Lake,’” he reminisces. His father was a steel worker and his mother was a beautician and Tom was the second of three boys. Growing up, he was always competitive and always marched to the beat of his own drum. So, moving off to another city seemed natural to him.

He left Sheffield Lake when he pursued his Political Science degree from Heidelberg College in Tiffin, Ohio. Interested in politics, his junior year he attended the American University Honors Program in D.C. where he was an Intern for a Congressman. While attending school, he also joined the United States Marine Corps Reserve and was an Honor Marine graduating from Parris Island. Tom realized early he was a good salesman. “I realized if I could master the art of selling,” shares Tom, “I could do anything.” Tom paid off much of his debt while still in Washington and moved to Atlanta with three hundred dollars in his pocket.

He took a position with the Mizuno Corporation as General Manager of Sales and of Olympic operations. Part of the project he worked on

involved development of building space in downtown Atlanta. Being involved in the development and building aspects of real estate piqued his interest. “I had always been interested in real estate but could never afford it in D.C.,” Tom recalls. The agent who sold Tom his first house, John Johnson, became his mentor and a great friend. It wasn’t long before Tom found himself crawling in attics and crawlspaces with inspectors and learning about every aspect of residential real estate.

Tom and his wife Cindy met in D.C. and Cindy does research at Emory University. They have three children; Tyler, Sarah and Hannah. They spend as much time as they can together at the family condo on Sanibel Island Florida. Fishing is one of their favorite pastimes and it is Tom’s favorite activity. Along with volunteering for Little League, managing two teams a year with Tyler and Grandpa, Cindy and Tom are very active in their children’s schools.

When he gets the chance to travel, Tom also loves to visit New York City with Cindy whose family lives in Manhattan. “When I first visited the city I was overwhelmed. Here I was, this small town kid from Ohio in Manhattan and the place was huge! I got back on the train to D.C. with a headache,” Tom laughs.

Although Tom has come a long way since leaving Sheffield Lake, he never forgets where he came from. “It keeps me humble,” says Tom thoughtfully. “It’s one of the reasons why I won’t strictly sell higher end homes. I want to bring value to every price point and every customer.” For Tom, the rewards of his profession are not only measured in financial terms. “The reality of real estate is that people are putting their lives in a box when they move. I get to help people through one of the most stressful times in their life and that is one of the most satisfying things about what I do.”

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