

# TOP AGENT

MAGAZINE

EYDIE  
KONIN



---

## EYDIE KOONIN

---

Agent Eydie Koonin with Atlanta Fine Homes, Sotheby's International Realty, serves Atlanta, Sandy Springs, East Cobb, Buckhead and surrounding areas.

How did Eydie Koonin become an Atlanta area real estate agent renowned for her care and expertise? Eydie has always had a strong interest in real estate. Ten years ago she decided to take the leap and try out a career that had always intrigued her and that would give her a chance to be of service to

her neighbors and her community. She now works as an agent with Atlanta Fine Homes, Sotheby's International Realty serving Atlanta, Sandy Springs, East Cobb, Buckhead and surrounding areas. "I go where my clients need me in order to best serve them," she says with a smile.



As a result of the expert service she provides, 90% of her business comes from referrals. “Prospective clients often call and say, ‘My friends loved what you did to help them.’ Those are the best words in the world to hear,” Eydie says. What keeps her clients coming back and eager to spread the word about her among their circle of influence? “I’m a hand holder. I’m an over communicator,” she says. “I think it’s really important for people to understand the whole process of buying or selling a house because it can be overwhelming if you don’t know what to expect.” Eydie understands that buying a home is a big, emotional experience. “I want to make sure

that my clients have all the information they need to make the best decisions.”

Eydie wants her clients to have fun during the process of buying or selling a home. She is extremely accessible by email, text or cell phone. Her responsiveness and availability are a dream for clients, who know they can reach her in a moment. Each step of the way, she talks strategy with them. An expert negotiator, she makes sure to get the best price possible for her clients. Many of the areas that Eydie serves are hot markets and her buyer clients rave she’s been able to help them make successful offers.





Eydie stays in close touch with past clients. She often sees them at community events and reaches out by text, email and phone. She also sends a monthly newsletter full of helpful information and market updates, as well as quarterly postcards.

Eydie is primarily a listing agent—80% of her business comes from listings. She’s taught classes on listings to newer agents to help share her depth of knowledge in that area. To market her listings, Eydie utilizes all the marketing tools available through Sotheby’s, which has an amazing online marketing presence with a global reach; as well as through Atlanta Fine Homes, Sotheby’s International Realty, which has a fantastic local presence. Eydie also uses her own creative marketing tools such as e-flyers to over 25,000 agents,

boosting Facebook posts, monthly postcards, new listing announcements and more. She checks in frequently with her extensive network of realtors and potential buyers to find a perfect match for her listings; and she hosts open houses, following up with each person who attends.

What are Eydie’s favorite things about her job? “When I am representing a buyer and I see an ultraviolet rainbow over their head with a big smile when they see the property they know they love,” she says, “and with a seller when they get that initial offer and they know all the work they did to get the property ready was worth it. My other favorite part of my job is reaching the closing table when it all comes together and is a happy experience for everybody.”



Eydie has two grown children who have successful careers of their own and has been married to Steve—who is the CEO of The Atlanta Hawks—for 32 years. To give back to her community Eydie is involved with several non-profit agencies in Atlanta. She loves her Atlanta Hawks; watches football, especially the Georgia Bull-

dogs; travels and spends time relaxing with friends. For the future, she plans to continue to host more client appreciation events and continue to grow her business in a way that allows her to remain accessible to her clients. With her dedication to her clients and her community, she's sure to succeed!

**To find out more about Eydie Koonin,  
you can contact her via email at  
[eydiekoonin@atlantafinehomes.com](mailto:eydiekoonin@atlantafinehomes.com)  
or by phone at 404-697-8215.**