

GREATER ATLANTA

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INFORMING AND INSPIRING REAL ESTATE AGENTS

COVER STORY:

**GREG
KURZNER**

MEET THE PRODUCER:
ANTHONY MERCER

TOP
200
STANDINGS
JAN - FEB 2019

RIISING STAR:
Natalie Vuorioaho

REALTOR STORY:
Chuck MacPhee

ALL IN THE FAMILY:
Rachel Davenport & Joseph Vantrepotte

LEADER SPOTLIGHT:
Andrea Wright

APRIL 2019



GREG KURZNER

“Being successful in any career is about passion. Passion will carry you through the tough days, discouragement, setbacks, and fear of failure. Passion will keep you engaged and drive you to improve, learn more, try harder, and bounce back,” says Greg Kurzner of The Kurzner Group.

Greg Kurzner first learned about passion from his father. Greg’s father was a first-generation American from Ukraine who grew up in the Bronx in New York. He put himself through college, by playing football for the University of Arkansas, and medical school, after which he became an orthopedic surgeon.

“He taught me that, if you outwork the other guy, you can win, no matter if the other guy is more talented. It is about effort. He insisted on doing things the right way, respectfully, with integrity and pride,” says Greg.

Greg grew up in Miami, Florida. He graduated from Clemson University with a Bachelor of Science degree in

financial management and went on to earn his Master of Business Administration degree from the S.C Johnson Graduate School of Management at Cornell University.

After graduate school, Greg began his career as a management consultant with Deloitte Haskins & Sells. While he enjoyed the variety of work and challenges of consulting, the travel soon became something he sought to avoid. For two years, he traveled every week to a different city and lived in hotels. He didn’t have time to make friends, have a dog, get an apartment, or put down roots of any kind. Most of Greg’s friends from Clemson University had settled in Atlanta, so he thought

it would be great to move there, reconnect with friends, and focus on a profession that would allow him to thrive without having to travel.

Upon arriving in Atlanta in 1989, Greg took a position as an asset manager with Federal Savings and Loan Insurance Corporation (FSLIC), which insured savings and loan deposits and was a precursor to the Resolution Trust Corporation (RTC). As an asset manager, Greg was charged with managing and selling a two hundred million dollar portfolio of commercial real estate assets across the United States. With his experience at FSLIC, Greg transitioned into the role of Vice President of Acquisitions for an Atlanta-based commercial real estate developer.

In 1994, Greg moved into residential real estate and worked for companies like ERA and RE/MAX. He eventually started his own brokerage—Atlantic Realty. Today, his business has grown beyond real estate sales into property management and renovation. “These skill sets are positioning us well to integrate the process of adding value to real estate from beginning to end. We are very excited to expand our offerings to provide a complete solution for real estate investors,” says Greg.

One of the biggest challenges that Greg had to overcome early in his career was delegation. He used to be somewhat of a control freak, but, with the help of a business coach, he learned to delegate the small things and the things in which he was less interested. By focusing on the \$1,000/hour tasks and delegating the \$10/hour tasks, he was able to make the most of his time and more effectively balance his business and his family.

Greg and his wife, Debbie, have been married for 22 years. They have three kids—Collin, who is 19; Cade, who is 16; and Caroline, who is 13. Collin is a sophomore studying business at Auburn University. Cade, a junior at Chattahoochee High School, loves tennis and e-sports. Caroline, a talented swimmer and cheerleader, is in eighth grade at Taylor Road Middle School. The whole family are certified scuba divers, so they like to dive when on vacation together. In his free time, Greg enjoys tennis, as well as playing and recording music.

Greg advises up-and-coming top producers to get a coach or network with other successful agents regularly to “learn, share, and grow together.” Early in his career, he was lucky enough to be invited to a

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“Mastermind” group with some extremely successful agents, such as Leslie Edwards, Debbie Redford, Marc Nicholson, Jean Rogers and Cynthia Pierce, who met monthly to discuss business, marketing, and teams.

“These agents had tremendous businesses, all with different approaches. They helped me with my business and they ‘pushed’ me to measure up to them. They also became good and trusted friends and colleagues,” says Greg.

For Greg, the most rewarding aspect of his business is the people with whom he works. “Over the years, I have worked with many team members and agents. Several have ten or more years tenure together. We are like family. I am also proud that I have helped several agents, with whom I’ve had the benefit of working, to grow and have played a small part in their successes,” he says.

Greg was named Atlanta REALTOR® Association (ARA) #1 Agent in Team Units for 2013, 2015, 2016, and 2018 and #2 Agent in Sales Units in the U.S. by RealTrends/Wall Street Journal in 2015, in addition to several other recognitions. Although he has already accomplished so much in his career, Greg is looking forward to future successes.

“I love real estate and will continue to stay firmly entrenched in it,” he says. “The focus on sales, management, and construction/renovation will keep me busy and challenged for years to come.”



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