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COVER STORY

SET

REAL ESTATE GROUP

ON THE RISE

Summer Berg

CELEBRATING LEADERS

Laine Baer

PARTNER SPOTLIGHT

Apogee Financial Partners

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JUNE 2024

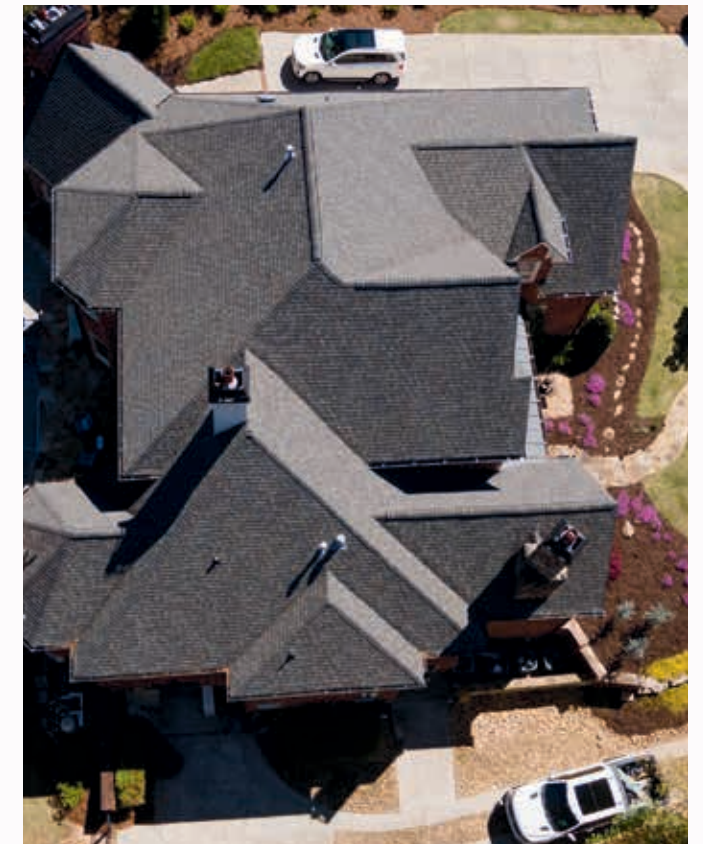
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TABLE OF CONTENTS



08

Meet the Greater Atlanta Real Producers Team



10

Preferred Partners



14

Partner Spotlight: Apogee Financial Partners



18

Cover Story: SET Real Estate Group



24

On the Rise: Summer Berg



30

Celebrating Leaders: Laine Baer



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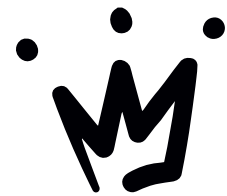
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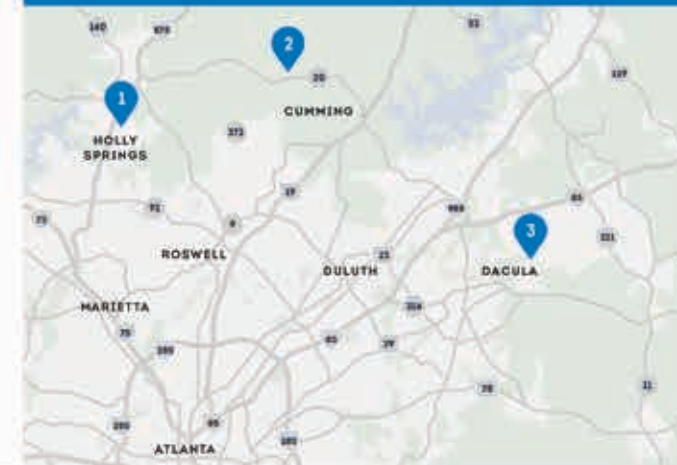
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PATRICIA HAYNES WITH APOGEE FINANCIAL PARTNERS



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”

PAVING THE PATH TO FINANCIAL FREEDOM

In the bustling world of finance, where numbers often overshadow narratives, Patricia Haynes stands out as a beacon of both expertise and compassion. Born and raised in the vibrant city of Paris, France, Patricia’s journey from Europe to America has been marked by a deep-rooted commitment to understanding and transforming the financial landscape for the better.

“I was intrigued by the mechanics of wealth-building and the intricacies of the financial system, both locally and internationally,” Patricia shares, reflecting on her early fascination with finance. Graduating from the University of Central Florida after completing her studies in Germany, she embarked on a career that would span two decades and redefine the standards of excellence in the industry.

With a career path that led her through prestigious Fortune 500 firms such as Suntrust (now Truist), JP Morgan Chase, and Bank of America, Patricia eventually found her calling as an independent financial professional. “The beauty of this business lies in its values and principles,” she emphasizes, a sentiment instilled in her by her mentor, Richard Cederberg. Patricia’s journey wasn’t without its challenges, though. As a French woman navigating the American financial landscape, she had to overcome stereotypes and work tirelessly to adapt to new mindsets and habits.

Now, as the proud owner of her own practice at Apogee Financial Partners, Patricia is on a mission to make a meaningful impact in the lives of her clients. “It’s about quality over quantity,” she asserts passionately. With accolades such as four consecutive years in the President’s Club and Rookie of the Year under her belt, Patricia has proven herself as a force to be reckoned with in the financial world.

Beyond the boardroom, Patricia’s heart lies in serving the underserved communities and empowering individuals to achieve financial literacy. “I truly believe that part of my mission is to educate and help move the dial one life at a time,” she explains. Through

her involvement with charities like Global Paint for Charity and The Rudy Kids Foundation, she’s making tangible strides towards bridging the economic gap and creating opportunities for all.

Family is at the core of everything Patricia does. As a devoted mother of two girls and two boys, she cherishes moments spent on the beach, picnics, and movie nights. Their beloved Russian blue cat, Holiday, adds an extra layer of joy to their lives.



When it comes to financial advice, Patricia's wisdom is both profound and practical. "The steps to financial freedom may seem steep, but even small habits lead to unbelievable results," she advises. With meticulous attention to detail and a commitment to personalized service, Patricia and her team at Apogee Financial Partners craft comprehensive financial plans tailored to each client's unique needs.

But for Patricia, finance isn't just about numbers—it's about healing and transformation. "There's an intimate relationship between money and fear, money and freedom, and money and joy," she reflects. With her favorite quote, "The time is always right to do what's right" by Martin Luther King Jr., as her guiding principle, Patricia is leaving a legacy of empowerment and prosperity.

“**THE STEPS TO FINANCIAL FREEDOM MAY SEEM STEEP, BUT EVEN SMALL HABITS LEAD TO UNBELIEVABLE RESULTS.**”

”

In a world where finance can often feel daunting and impersonal, Patricia Haynes is a breath of fresh air—a visionary leader who combines expertise with empathy, and who is truly making a difference, one financial plan at a time.



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In the realm of real estate, where success is measured by not just transactions but by the enduring impact on lives and communities, there exists a triumvirate of exceptional individuals whose journeys illuminate the path to greatness. Meet the SET Real Estate Group: Mike Toltzis, Inna Eidelman, and David Sirzyk, whose dedication, perseverance, and commitment to their craft have propelled them to the summit of the industry.

Mike Toltzis: Architect of Achievement

Born amidst the glitz of Los Angeles but sculpted by the charm of Atlanta, Mike Toltzis' odyssey began with a degree in Marketing from the University of Alabama in 2010. His foray into the world of real estate was not predestined but rather serendipitous. In 2015, armed with his real estate license, Mike embarked on a journey that saw him thrive at Atlanta Fine Homes Sotheby's International

Realty before co-founding SET Real Estate under Compass in 2018.

Beyond the glitz of accolades lies a man driven by compassion and familial values. His dedication to charitable causes like Children's Healthcare of Atlanta reflects his ethos of giving back to the community. With a family poised on the brink of expansion and a fervent passion for discovering new construction opportunities, Mike Toltzis embodies the quintessence of success—one defined not just by professional triumphs but by personal fulfillment.

Inna Eidelman: A Legacy of Resilience

Hailing from Odessa, Ukraine, Inna Eidelman's journey to real estate eminence is a testament to the indomitable spirit of perseverance. Raised amidst the sprawling metropolis of Moscow before finding her footing in Alpharetta, Georgia, Inna's academic pursuits culminated in a Bachelor's in Finance and a Master's in International Business from Georgia State University.



cover story

Photos by Joshua Bartolotti





THEIR JOURNEYS, ETCHED WITH RESILIENCE, COMPASSION AND DEDICATION, SERVE AS A BEACON OF INSPIRATION FOR GENERATIONS TO COME.

But it was the legacy of her mother, a luminary in the real estate realm, that beckoned her towards the path less traveled. In 2007, Inna acquired her real estate license, a decision that would shape her destiny. From humble beginnings assisting friends in real estate transactions to being a member of SET Real Estate Group, Inna's trajectory has been defined by resilience and commitment.

Her dedication to philanthropic endeavors, including initiatives like "Present for a Purpose," underscores her ethos of compassion and community engagement. With a burgeoning family and a steadfast dedication to nurturing the SET brand, Inna Eidelman stands as a beacon of inspiration, proving that adversity only fuels the flames of triumph.



David Sirzyk: Visionary Vanguard

For David Sirzyk, real estate isn't just a profession—it's a calling etched into the very fabric of his being. Born and bred in Atlanta, Georgia, David's affinity for real estate was instilled by his parents, whose indomitable work ethic and entrepreneurial spirit served as his guiding lights. Armed with a Business Degree in Real Estate from the University of Georgia, David's journey began in commercial real estate before transitioning seamlessly into the realm of residential real estate in 2012.

His accolades, including being named one of REALTOR® Magazine's 30 Under 30

and securing the coveted Phoenix Award, bear testament to his commitment to excellence. But beyond the veneer of success lies a man driven by a profound sense of purpose—a purpose rooted in family, community, and the relentless pursuit of dreams.

As a father of three, David's commitment to fostering a legacy of integrity and compassion is unparalleled. His entrepreneurial spirit, manifested in ventures like Puppy Haven and his fervent dedication to philanthropy, serves as a testament to his ethos of giving back.

In the annals of real estate history, the SET Real Estate Group will be immortalized not just for their professional triumphs but for the indelible impact they've left on the lives they've touched. Their journeys, etched with resilience, compassion and dedication, serve as a beacon of inspiration for generations to come.

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“I knew I wanted more, something else.

And in that moment, I decided to dive into the world of real estate to serve aging adults at the highest level.

From the charming streets of Winchester, Virginia, to the world of real estate in Atlanta, Georgia, Summer Berg’s journey is nothing short of inspiring. A powerhouse in the industry, she’s not just a REALTOR®; she’s a force of nature, blending her passion for helping others with an unyielding drive for success.

Summer’s story begins in Winchester, but her heart found its true home in the vibrant neighborhoods of Atlanta. “I grew up in Virginia and then moved to Woodstock, GA, in high school,” Summer recalls. “Those early experiences shaped my perspective and taught me the value of hard work and determination.”

After graduating from Kennesaw State University with degrees in general business and marketing in 2011, Summer embarked on a career journey that would ultimately lead her to real estate. “I started in advertising at Cumulus Radio, but soon realized the corporate life wasn’t for me,” she explains. “I found my calling in home health sales, where I excelled and earned recognition as a top producer.”

But it was a pivotal moment listening to a podcast that ignited Summer’s passion for real estate. “I knew I wanted more, something else,” she recalls. “And in that moment, I decided to dive into the world of real estate to serve aging adults at the highest level.”

In 2019, armed with determination and fueled by caffeine, Summer obtained her real estate license. She joined Keller Williams Atlanta Partners, where she found a community that aligned with her values and provided the support she needed to thrive. Despite the challenges of the pandemic, Summer’s resilience propelled her forward.

“I worked day and night, balancing my corporate job with my real estate aspirations,” she shares. “With the help of God and my supportive family, I made the leap into full-time real estate in June 2021.”

In just four years as a REALTOR®, Summer has achieved remarkable success, earning accolades such as Rookie of the Year and consistently ranking



among the top producers for production volume and units sold. Her total volume last year reached an impressive \$14 million, a testament to her commitment to excellence.

When asked about her mentors and influences, Summer credits her faith and the supportive community at Keller Williams. “Every top producer in our office has impacted my business in some way,” she says. “I’m also inspired by anyone in real estate who produces at a high level. This industry shows you what’s possible.”

Summer’s journey hasn’t been without its challenges. While a single mom who was the first in her family to graduate college, she knows what it means to overcome adversity. “Without my faith and strength, I wouldn’t be where I am today,” she reflects. “I’m driven by a relentless pursuit to change the projection of my family’s future.”

Today, Summer is passionate about her tribe and the relationships she builds with her clients. “We’re solely based on word of mouth, past clients, and referrals,” she explains. “I’m passionate about ensuring a win/win outcome for everyone involved.”

Beyond her business success, Summer finds joy in her family and hobbies. As a family of five with four dogs, they enjoy traveling, especially to the ocean or Lake Lanier. Berg’s commitment to fitness, including training for a half marathon, keeps her grounded and focused outside of work.

For Summer, success is about balance and making a positive impact on others’ lives. “There’s no greater honor than helping someone meet their goals,” she says. “And being able to serve my community at a higher level brings me immense joy.”

Looking ahead, Summer sees endless possibilities in real estate. “It’s so versatile, with

many ways to maximize it to achieve your dreams,” she enthuses. “My ultimate goal is to build a robust rental portfolio.”

As a Kares 4 Kids ambassador, Summer also makes giving back a priority. “A portion of every closing goes to that organization,” she shares. “I believe in using my success to make a difference in the lives of others.”

Summer’s message to aspiring real estate professionals is one of tenacity, consistency, and gratitude. “Success leaves clues,” she advises. “Be tenacious, ask for help, and stay consistent in your efforts. And above all, be grateful for every opportunity to serve others.”

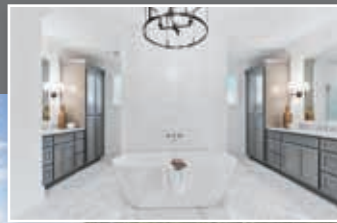
For Summer Berg, real estate isn’t just a career—it’s a calling. With her passion, drive, and commitment to excellence, she’s not only changing lives but also shaping the future of the industry, one successful transaction at a time.



“ **Success leaves clues.**
Be tenacious, ask for help, and stay consistent in your efforts. And above all, be grateful for every opportunity to serve others.

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Photos by Allie Santos

As the Director of Operations on The Anna K Intown Team at KW Intown Atlanta, Laine Baer's journey is not just about achieving milestones but also about nurturing a thriving team culture and embracing every twist and turn with grace.

Baer's roots trace back to the serene shores of Pascagoula, Mississippi, where she spent her formative years before moving to Brandon, Mississippi, near Jackson. Her alma mater, the University of Mississippi, saw her graduate with a Bachelor's in Business Administration, majoring in Real Estate and minoring in Business Management, in 2008. But it wasn't until 2020 that she stepped into the realm of real estate, driven by a deep-rooted passion nurtured since childhood.

"I was presented with an opportunity to join the Anna K Intown Team as Operations Manager in fall of 2020. I always hoped I'd be able to get into real estate one day," Baer recalls, reminiscing about her childhood spent marveling at houses during family relocations and being exposed to the benefits of owning investment properties alongside her parents. This passion, coupled with a career spanning over a decade in the hospitality industry, honed her knack for strategic planning, budget management, and leading with finesse.

The transition into real estate was a natural progression for Baer, fueled by an opportunity to join the Anna K Intown Team as Operations Manager, a role she seamlessly transitioned into as Director of Operations at the beginning of 2024. "It wasn't until I got into the real estate industry that I realized how important my natural skillset is to a thriving industry!" Baer exclaims, reflecting on her journey.



"No one ever talks about operation management roles in high school and college. I don't even think it crossed my mind until I applied for the role at Anna K Intown. I love numbers and I love planning, which is why I enjoyed working in the event industry as well," she says.

At Anna K Intown, the heartbeat of operational success lies in the dynamic partnership between Laine and her counterpart, Ashley Skeen, the esteemed Director of Sales.

"Together, Ashley and I oversee the day-to-day operations with a seamless synergy that reflects our shared vision for excellence. This collaborative spirit is not just a product of our professional rapport; it's a testament to the visionary leadership of Anna Kilinski, whose discerning eye identified our potential long before we assumed our current roles. Anna's belief in our abilities propelled us forward, culminating in our pivotal roles within the company. I've always admired Anna's tenacity and her ability to carve her own path in the real estate industry, setting standards that inspire us daily," Laine shares with a smile. As leaders, Laine and Ashley have flourished under Anna's guidance, continually pushing boundaries and refusing to accept mediocrity.

But the road to success wasn't without its challenges. Baer recalls the initial struggle of finding her footing post-graduation, juxtaposed against the allure of waiting tables. It took years of perseverance and leveraging her skills in the hospitality industry before she ascended to management roles and eventually found her niche in events and operations.

“It wasn't until I got into the real estate industry that I realized how important my natural skillset is to a thriving industry.”

”

“ Keeping the team’s culture intact is my current passion. ”



Today, Baer’s focus lies in nurturing team culture and implementing streamlined processes that amplify efficiency. “Keeping the team’s culture intact is my current passion,” she beams, underscoring the importance of camaraderie and shared goals within the team.

Yet, amidst the professional milestones, Baer remains grounded in her personal aspirations. Owning investment properties is her next goal, a testament to her vision of building long-term wealth and enjoying a life

of freedom and choice alongside her husband, Brian.

Outside of the boardrooms and property listings, Baer finds solace in an array of hobbies, from Pure Barre sessions to bouldering and culinary adventures. “Embrace the Journey” is her mantra, a reminder to savor every moment and celebrate each milestone along the way.

As she looks toward the future, Baer leaves behind a legacy of resilience, compassion, and unwavering

dedication. “Operations team members rely on agents to be the income producer just like the agent relies on the operations team member to be the income servicer,” she emphasizes, highlighting the symbiotic relationship at the heart of real estate success.

In an industry where every detail matters, Laine Baer emerges not just as a leader but as the cornerstone of operational excellence, embodying the essence of success and the spirit of embracing the journey, one transaction at a time.

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Photo by Regis Lawson

Ivan Savant



Dolly Parton famously said, “It’s hard to be a diamond in a rhinestone world.” However, the Ivan Savant Team takes a different approach. Led by former jewelry store manager turned top-producing REALTOR® Ivan Savant, the group treats every single client like a precious gem. By putting their client’s needs above all else, Ivan and his team have solidified their reputation for having the highest grade of excellence in real estate.

“We want all of our clients to walk away feeling that we have exceeded their expectations,” Ivan says. “Our goal is to offer a consistent experience catered to each one so they feel like they are the only person we work with.

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“Success to me isn’t just awards. It’s finding happiness and fulfillment in what I do while making a positive impact on those around me. One of my favorite speeches illustrates my idea of success well. Matthew McConaughey said, ‘There’s *three things that I need each day. One of them is something to look up to, another is something to look forward to, and another is something to chase.*’ I look up to God. I look forward to my family, to making them proud and happy, and I’m chasing the future version of myself that is greater both personally and professionally.”



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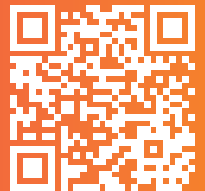


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