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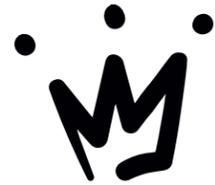


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Tom & Joanne Curtin

BY ELIZABETH MCCABE · PHOTOS BY ALLIE SANTOS

A book can spark inspiration and even shape a life. For Tom and Joanne Curtin, their journey in real estate began after reading *Rich Dad Poor Dad*. The bestseller pushed them to act. “We felt we had to make a change,” Tom shares. “We wanted to create wealth and freedom through real estate investing and control our careers by building a business worth owning.”

Building Wealth Through Real Estate

“We wanted money to work for us, not the other way around,” Joanne adds.

Joanne, a former teacher, entered real estate in 2001. Tom followed a year later. “I taught first grade for five years before real estate,” Joanne says. She started the Joanne Curtin Team in the basement of her Roswell home in 2001. “We were doing 47+ sales a year, with 99% being listings. Marketing and service set us apart. We had incredible listings and stayed in tune with the market. I got the credit, but Tom handled so much,” she explains.

In 2003, they helped found the Keller Williams office in Roswell. Together, they formed The Curtin Team, which has stood the test of time. “Working with Joanne is great because we support each other,” says Tom.

Early Beginnings

Joanne grew up in North Georgia (Dalton), while Tom was raised in Roswell. Their paths crossed at the University of Georgia, where Joanne earned a master’s degree in early childhood education, and Tom earned a Business degree in Marketing. They married in 1998.

Just months after Joanne earned her real estate license, the 9/11 tragedy occurred. “9/11 happened a week after I was downsized from my corporate marketing job,” Tom recalls. It was a challenging time, especially since Joanne had left her secure teaching position, relying on Tom’s stable corporate job. “All of that disappeared, and we were both starting from scratch, with no income.





We had no choice but to make it work,” Tom explains. Their determination was crucial to their success.

The next big hurdle came with the Great Recession. During that time, their daughter was born with a medical challenge. “It was incredibly hard managing that along with the financial stress and medical bills,” Joanne says.

Despite the challenges, they weren’t afraid to try new things. Driven by a desire to succeed, they invested in new ideas and training, reinvesting their profits back into the business. By 2011, they had a solid foundation and saw the real estate market rebounding. By then, they had two small children and had weathered the downturn. How did they make it through? “We stayed consistent,” Tom notes. “We kept in touch with clients and prospects. When the market recovered, they reached out.” By 2012, they hit a turning point.

“We were overwhelmed, managing a lot. So, we sat down and discussed our priorities,” Joanne says. They decided that investing in their business and growing through others would help them maintain their values of family and health while improving client service.

“

All of that disappeared, and we were both starting from scratch, with no income. We had no choice but to make it work.”

Giving Back

Tom and Joanne are committed to giving back to the community that has supported them. “In 2018, we started Curtin Team Cares, a non-profit aimed at addressing local needs,” they explain. “For every home we sell, we donate a portion to Curtin Team Cares. Right now, we’re working on our Home Refresh

Project, which provides a one-day home makeover for a deserving Roswell School District employee facing hardship.”

“

In 2018, we started Curtin Team Cares, a non-profit aimed at addressing local needs. For every home we sell, we donate a portion to Curtin Team Cares.”

Family First

Outside of work, family comes first. Tom and Joanne have two children, Carver and Willow. Carver just started his freshman year at the University of Tennessee, while Willow, a sophomore at Fellowship Christian School, dances with Atlanta Dance Central’s Artisan Dance Company.

For relaxation, Tom and Joanne enjoy socializing and spending time with their dogs, Fluff and Charlie, though they joke that the dogs aren’t as social as they are. This couple loves hiking, especially in Blue Ridge, Georgia. “Joanne is passionate about container gardening, which she does in the spring and fall,” Tom adds. “We’re also health-conscious, maintaining exercise routines and meal plans that help us keep up with our busy lives.”

Final Thoughts

Tom and Joanne could never have imagined that real estate would open so many doors and change their lives. Remarkably, it all began with a book.

From overcoming personal and financial challenges to building a successful business, The Curtin Team has left its mark on the local real estate scene. As they look ahead, their focus on growth, family, and community continues to drive everything they do.



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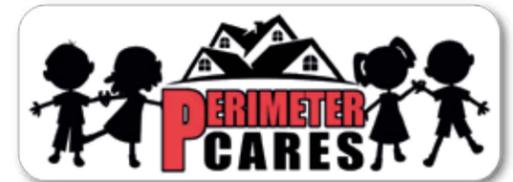
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Building Success on Trust & Hard Work

BY ELIZABETH MCCABE · PHOTOS BY REGIS LAWSON

“Nobody Cares, Work Harder.”

For Matt LaMarsh at Engel & Völkers, this quote by Cameron Hanes isn’t just a favorite saying—these words of wisdom fuel his relentless drive for success. A dedicated real estate professional, mentor, and family man, Matt exemplifies the power of perseverance and purpose in both his career and personal life.

A Passion for People and Property

Over the past five years, Matt has carved a name for himself in the Atlanta real estate market, closing an impressive \$50 million in career volume, with \$11.2 million achieved just last year. This success, largely driven by referrals from trusted partners, underscores his commitment to building meaningful relationships and delivering exceptional service.

One secret to his success was his background, which helped him to connect with people, build trust, and creative effective strategies. After spending two decades in sales, marketing, and social media—even experiencing the sting of entrepreneurial failure—Matt found his true calling. “I failed as an entrepreneur and I am thankful for failure because it has shaped my real estate career,” he candidly comments.

Matt decided upon real estate to make a meaningful impact on people’s lives. “Helping families find their dream homes and witnessing their joy at the closing table drives me every day. Real estate allows me to combine my passion for serving others with my entrepreneurial mindset,” he says. Best of all, he loves what he does. “Real estate has been a deeply fulfilling experience,” he comments. He also knows the area well, especially since he was born and raised here.

Atlanta Proud

“I’m proud to call Atlanta home,” says Matt. He has been putting down roots in the area for decades. He’s also grateful to his family for their work ethic, teaching him values that he carries to this day.

“Growing up, I learned the value of hard work and integrity from my grandfather, Larry Toney, who was an inspiring entrepreneur. My parents (Steve and Karen) instilled in me a deep commitment to family and legacy, shaping the way I approach my business and personal life. My defining path has been one of perseverance, learning, and giving back to my community,” says Matt. One way that Matt gives back to the community is through mentoring others.

Passionate about Mentorship

“I’m passionate about mentoring young professionals and helping them grow in their careers,” says Matt. As Chair of the Young Professionals Network for the Atlanta REALTORS® Association, he strives to create opportunities for education and collaboration within the industry.

“As the Podcast Chair for our association, I am trying to get valuable information out to our national association and industry as a whole,” he adds. Matt also has some advice for his mentees. He says, “Focus on relationships rather than transactions. Invest in learning, stay consistent, and never underestimate the power of truly listening to your clients’ needs. Success is built on trust and hard work. Doing what is right and best for your clients will ensure a long and successful career in this space.”



“IT’S NOT JUST ABOUT THE DRIVE; IT’S ABOUT UNDERSTANDING THE STORY AND DESIGN BEHIND THE MACHINE.”

Need for Speed

When not working, Matt is a car enthusiast. He is fascinated with the history and craftsmanship of luxury cars. “It’s not just about the drive; it’s about understanding the story and design behind the machine,” he says.

You can find him behind the wheel of a Porsche, driving through the mountains for scenic drives with his wife Melissa and their two children, Sienna and Dean. Matt says, “As a family, we love spending quality time together, whether exploring the city, enjoying outdoor activities, or our kids’ sports.” Playing golf also suits Matt to a tee. “I love playing golf,” he smiles. “I’m

also passionate about staying active, learning, and spending time with my family and friends and our local city of Sandy Springs,” he says.

Looking Ahead

With a focus on relationships, learning, and mentorship, Matt LaMarsh continues to make waves in Atlanta’s real estate market. His story is a reminder of the power of hard work—a true inspiration for those striving to make their mark in the industry.

As Matt says, “Nobody cares—work harder.” And with that mindset, there’s no doubt he’ll keep driving excellence in real estate and beyond.



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Brittney Cleveland

PHOTOS BY REGIS LAWSON

For Brittney Cleveland, real estate isn't just a career – it's a lifelong passion born from a childhood obsession with Sunday open houses and design showrooms. Raised in Atlanta, she has called neighborhoods like Oak Grove, South Buckhead, Chamblee and Chastain Park home. Today, she lives in Morningside with her husband, two daughters, and a spirited hound dog named Blue.

"I love Atlanta and its various neighborhoods," Cleveland says, her enthusiasm for her hometown clear. "Each one has its own character and charm, and that's what makes this city so special."

Cleveland's journey to real estate began at Auburn University, where she majored in public relations and minored in business. She initially worked as an

underwriter for a Lloyd's of London insurer but felt restless in her 9-to-5 role.

"I've wanted to be a Realtor® for as long as I can remember," she shares. "I quickly grew tired of the monotony of my first job and knew that if I was going to make the jump, it would have to be for something I really loved."

Cleveland made that leap in 2016 with a vision. Now a founding member of HOME Luxury Real Estate, a boutique brokerage launched in 2021, she helps define a culture of collaboration, growth, and exceptional client care. "At HOME, we believe luxury is defined by the experience we provide—not by a price point," Cleveland explains.

A REALTOR® With Heart

Cleveland's approach to real estate is deeply personal. She thrives on building relationships with clients, friends, and even connections she's made through Instagram.

"Real estate is not just a career for me; it's a 24/7 commitment that I embrace with passion and joy," she says. "Helping clients navigate pivotal moments,



Relationships & a Passion for Homes



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whether it's finding the perfect home for their growing family or saying goodbye to a property full of cherished memories, is profoundly rewarding."

Her commitment to clients was put to the test during one particularly memorable transaction. Cleveland recalls a couple who were under contract on a charming brick ranch. Disaster struck when a neighbor's Porsche, left without a parking brake, rolled down a hill, across the street, and through the property's carport, ultimately landing on the patio below.

"Thankfully, no one was hurt," Cleveland says with a laugh. "My clients ended up with a brand-new carport and patio. The runaway Porsche? Not so lucky."

Passionate About the Present and the Future

Cleveland is particularly excited about tackling Atlanta's low inventory market, leveraging her network of agents to uncover off-market opportunities for buyers. "I'm grateful for my relationships with agents across brokerages," she says. "Finding quiet listings or properties not yet on the market gives my buyers an edge."



As a mother to daughters Reed, 4, and Gresham, 2, Cleveland's time off the clock is equally meaningful. After being good friends in high school, Brittney is now married to her husband, Mac, and the family enjoys walks to Noble Park and sampling Atlanta's vibrant restaurant scene. Mac also runs a golf apparel company named after their daughters, a detail that makes Cleveland beam with pride.

Her hobbies include tennis, Mahjong, and needlepoint, but her most cherished moments are spent with family. "If I could have a superpower, it would be to time travel," she muses. "Especially as a parent, there are so many moments I wish I could freeze with my kids."

A Foundation of Giving

Cleveland is equally committed to giving back to the community. Through HOME's charitable initiative, every agent donates a portion of their earnings to "The HOME Fund," benefiting organizations like Meals on Wheels Atlanta and The Ansley School. "We don't just give money; we give our time," she says. "Volunteering with these organizations is grounding and brings so much joy."

A Philosophy of Authenticity

For new agents entering the field, Cleveland's advice is clear: "Lead with authenticity and commit to your clients' best interests. Your reputation is your most valuable asset in this business."

That commitment has been the cornerstone of Cleveland's success, helping her build a thriving career while staying true to her values. "In both life and business, relationships are the cornerstone of everything meaningful and impactful," she says. As Cleveland looks to the future, her goals remain centered on growth—both personal and professional. Whether she's helping a family find their dream home, volunteering with colleagues, or walking the streets of Morningside, she is deeply rooted in the community she loves.

"It's about prioritizing the people around us," Cleveland concludes. "Clients, colleagues, friends, and family—they're what make life and work truly fulfilling." With her passion, authenticity, and dedication to Atlanta, Brittney Cleveland continues to set a high bar in the luxury real estate market, one relationship at a time.





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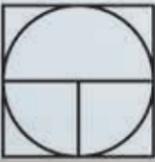
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A Grateful Celebration: Take A Break from Real Estate

Hosted by Atlanta Home Theater

PHOTOS BY REGIS LAWSON

As the year kicks off, we are filled with gratitude for the incredible real estate community that makes Atlanta shine. We want to extend a heartfelt thank-you to everyone who joined us at the *Take A Break from Real Estate* event—a special evening dedicated to celebrating the remarkable agents featured throughout 2024.

This event was not just about taking a well-deserved pause from the hustle of real estate but also about building connections and recognizing the outstanding achievements of our industry's top professionals. Your presence made the afternoon truly memorable and underscored the strength and camaraderie of Atlanta's real estate network.



We are especially grateful to **Atlanta Home Theater**, whose stunning venue set the perfect tone for the day.

Their dedication to creating extraordinary experiences for their customers and guests helped make this celebration one for the books. From the elegant ambiance to the seamless event execution, the golf simulator room, to the racing simulator, Atlanta Home Theater's hospitality was exceptional.



A special thank-you also goes to our event sponsor, **3 Lions Restoration**. Their support helped make this gathering possible and added an extra layer of excellence to the event. We are fortunate to have such a committed partner who shares our vision of uplifting and celebrating Atlanta's finest.

To our agents, attendees, and partners—thank you for making this event and our platform a resounding success. Your energy and passion for real estate inspire us daily. Here's to another year of growth, achievement, and community.

Let's continue to build something extraordinary together in 2025!





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