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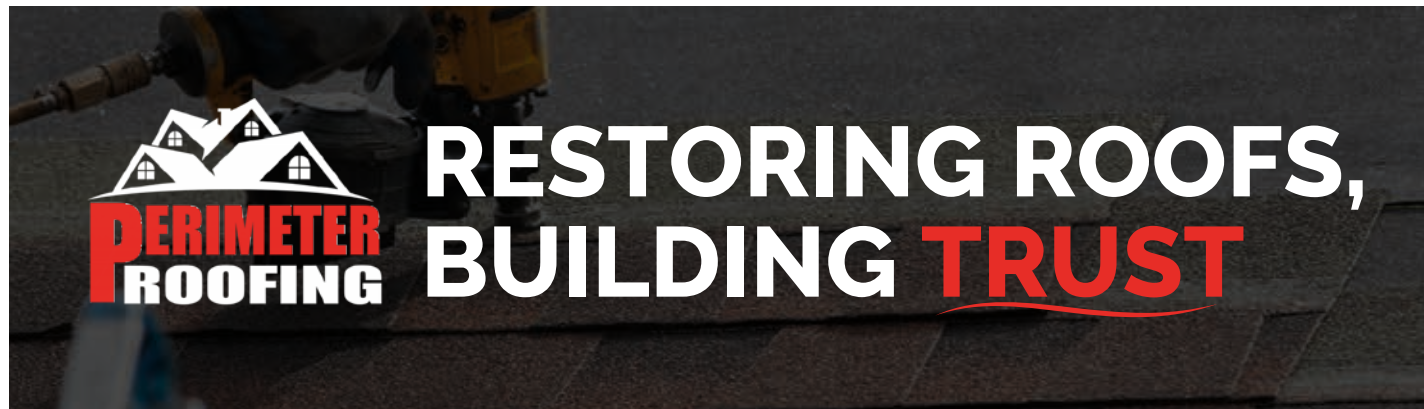
Agent on Fire:
Martha O'Sullivan

Partner Spotlight:
Joe Trovato with Atlanta
Mortgage Advisors

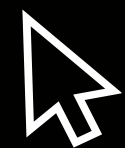
EVENT RECAP INSIDE

Mona ElGomayel

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Contents

PROFILES



16 Martha O'Sullivan



20 Atlanta Mortgage Advisors

IN THIS ISSUE

- 6** Preferred Partners
- 8** Meet The Team
- 10** Cover Story: Mona ElGomayel
- 16** Agent on Fire: Martha O'Sullivan
- 20** Partner Spotlight: Joe Trovato with Atlanta Mortgage Advisors
- 24** FAQ: Understanding Greater Atlanta Real Producers Magazine
- 26** Event Recap: Thank You for Attending!



10 Mona ElGomayel
COVER STORY

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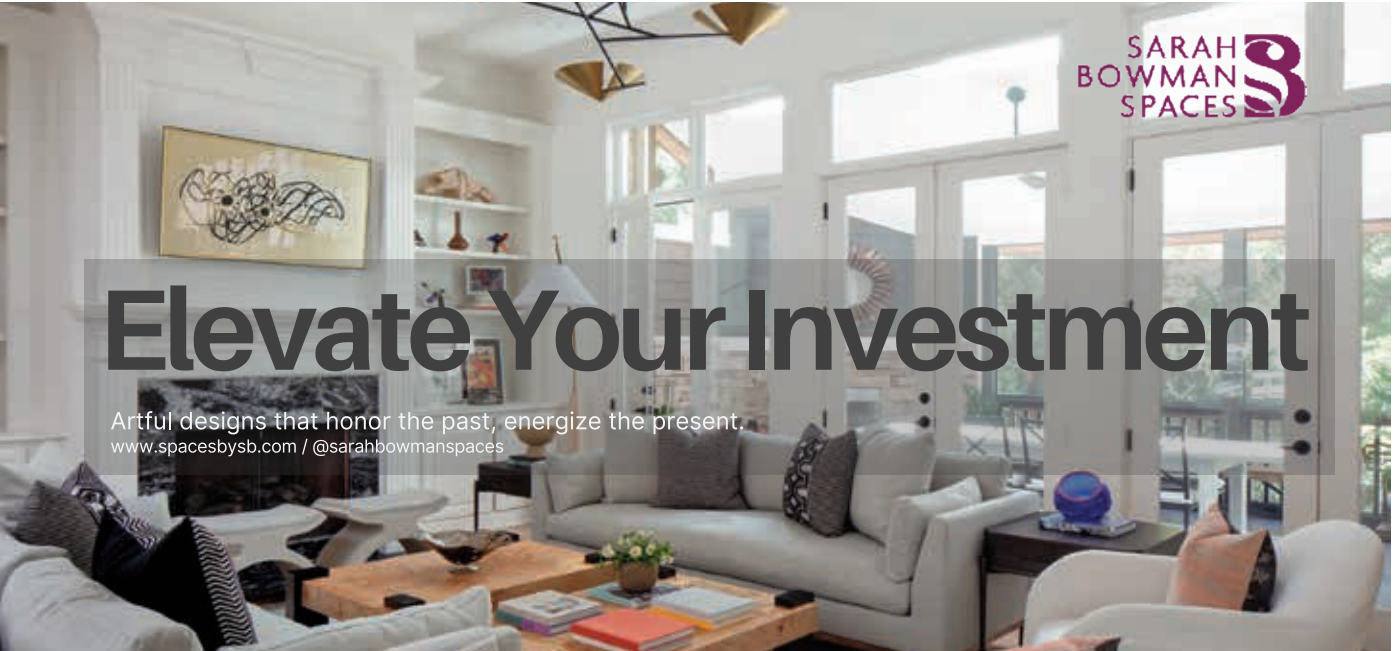


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Mona ElGomayel

Breaking the Mold & Crushing Real Estate

BY ELIZABETH MCCABE • PHOTOS BY ALLIE SANTOS

“I don’t have a medium speed in my body.”

That’s the kind of statement you only hear from someone like Mona ElGomayel — a woman who radiates tenacity, hustle, and a zest for life that’s impossible to miss. Whether she’s clinching million-dollar listings, playing competitive A-level tennis, or spending quality time with her three daughters, Mona operates at full throttle — and she’s not slowing down anytime soon. She excels at Keller Williams Chattahoochee North, making a name for herself in local real estate.

Her real estate story isn’t the usual overnight success fairytale. Licensed in 2015, Mona sold just one house in 2016. But don’t let that early number fool you — by 2018, she hit the gas, transforming herself from an investor with six investment properties under her belt into a full-force real estate powerhouse. “I’m not the same person I was,” Mona shares. “I’ve got resilience. I’m tough. And when I pushed the gas, I didn’t let up.”



Life Before Real Estate

Before real estate, Mona was a finance whiz — a corporate underwriter with two business degrees from Baylor University. She grew up in Arkansas in a family of go-getters: her grandmother was one of the original Avon ladies, and her dad, an entrepreneurial pharmacist, opened drugstores and even ran a snow cone business. “No one will outwork me,” Mona says, unapologetically. “That’s how I was raised — you work hard, and you will move mountains.”

That same work ethic has shaped every aspect of her real estate career. “I love listings,” she says passionately. “I bring unmatched value to my listings — making your home the best version of itself without breaking the bank.” She thrives on raising property values and contributing to her clients’ long-term financial success. Armed with a designer’s eye and a laser-sharp business sense, Mona knows how to pull every lever — from recommending

contractors and stagers to advising on key upgrades. “Sellers are so grateful. And when I help them, they tell all their neighbors, building momentum.”

She credits her success to her balanced skillset. “I’ve always been a person who has been even brained,” she says. Her left brain works just as well as her right brain, which sets her apart. As a former corporate underwriter, she can analyze everything, is extremely detail-oriented, and can crunch numbers like no other. However, she also excels in marketing and writing listing descriptions that resonate with potential buyers. Having this unique skillset is a blessing.

Couple her skillset with her work ethic, and she is a force to be reckoned with in real estate.

“I built this from scratch,” she points out. Mona got her start humbly, hosting open houses, cleaning showers, vacuuming carpets, and even spreading mulch herself to make homes shine. She laughs, recalling one pivotal moment:



“A neighbor across the street saw me putting mulch in a client’s yard and said, ‘You’re going to be a huge success. I’ve never seen an agent do that.’ When I sell my house, I am hiring YOU.”

A Love for Design

Mona’s business smarts are complemented by her deep love for design. “Interior design was always my hobby,” she says. “People would tell me, ‘You have a very expensive hobby.’ So I turned it into a huge career.” With equal parts creativity and analytical rigor, Mona knows how to attract buyers and crafts marketing strategies that set her apart.

Family + Fun

Her personal life is just as rich. Mona is the proud mother of three accomplished daughters: one is a physician’s assistant in Chicago, another works in finance in Nashville, and the youngest, soon to graduate from the University of Georgia, is headed into medicine. Despite her packed schedule, Mona carves out time for tennis, dog walks with her rescue pup Walter, and — when she can — traveling. “I love to travel and watch tennis,” she beams. “We’ve been to the US Open, Australian Open, and Wimbledon... but I still need to get to the French Open!”

Doubling Down

For up-and-coming real estate agents looking to follow in her footsteps, Mona’s advice is clear: double down. “Don’t be afraid to work harder than anyone else. Maintain a great attitude. And remember — there’s nothing beneath you. If you need to clean the carpets or spread mulch, do it. Knock it out of the park, then use that win to get your next client and do it again.”

Mona ElGomayel is a living, breathing example of what happens when fierce determination, sharp intellect, and pure love for the craft come together. She’s not just conquering the world of real estate — she’s reshaping it, one stunning listing at a time.

“
Don’t be afraid to work harder than anyone else.
Maintain a great attitude. And remember
— there’s nothing beneath you.”





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Martha O’SULLIVAN

From Jetways to Doorways: Helping Clients Land Their Dream Homes

BY ELIZABETH MCCABE • PHOTOS BY REGIS LAWSON

“I can do all things through Christ who strengthens me.” – Philippians 4:13



After 30 years of flying the friendly skies as a Delta Air Lines flight attendant, Martha O’Sullivan knows a thing or two about keeping calm under pressure, delivering impeccable service, and guiding people safely to their destinations. These days, the jetways are behind her, and doorways are her new runway. As an Associate Broker with Atlanta Communities Real Estate Brokerage, she’s been helping clients find their landing place in real estate for 20 years—and her career is soaring.

Sky-High Experience Meets Grounded Dedication

Martha was raised in the small town of Bristol, Virginia, where she grew up as the youngest of four girls. After attending a small Christian college, she eventually transferred to Atlanta to continue her education—where she found her wings, quite literally.

“Delta helped shape everything about me,” Martha shares. “There is so much to being a flight attendant.” Not only is it a career, but it’s a lifestyle. “I learned so much about people and cultures,” points out Martha, “but most of all, patience and understanding of people.”

That ability to connect became her superpower. After decades in the air, she earned her real estate license in



“
Just because we close on a home doesn’t mean the relationship ends.”



2005—balancing overnight flights with client calls, open houses, and even running an ad in the Delta company magazine, which led to many closings. “That year was incredible,” she recalls with a grin. “I put myself out there, and it worked.”

In 2020 with much prayer and deliberation, she retired from Delta and went full throttle in real estate. “I loved my time at Delta, but I was flying overnight trips just for the health insurance. I wasn’t getting what I deserved, and Delta was not getting all of me.” Real estate gave her that spark again—it was the right time to pursue her dreams, which had been on hold for years.

“I’ve always wanted to be a real estate agent,” she adds. Now she can’t imagine doing anything else.

The Real Deal

Martha isn’t just about buying and selling homes—she’s in the business of building lifelong relationships. “Just because we close on a home doesn’t mean the relationship ends,” she says. Many of her clients are repeat customers or referrals from long-standing connections, including her unofficial official status as the go-to agent for a large Atlanta consulting group.

Her approach? Make clients feel like family. “I care deeply,” she shares. Relationships matter the most to this Agent on Fire.

She’s passionate about service—something that never left her from her Delta days—and has built her business through grit, heart, and good old-fashioned hustle. Everything she’s learned in real estate? Self-taught. “I doubted myself at first, but once I committed, I knew I could do it.”

Grounded by Family, Fueled by Passion

Martha’s strength is anchored in her close-knit family, though the past few

years have brought deep personal loss. Her father and her oldest sister passed away in quick succession, leaving a hole in her heart but not in her spirit. “We’re a very close family,” she says. “I get back to Virginia every couple of months to see them. It never gets easier to leave.”

When she’s not working, you’ll find her traveling with her fiancé, spending time with friends, or soaking up the outdoors. “I used to be a runner,” she says. “Now my knees have other ideas.” That didn’t stop her from logging 1,000 miles in 2022—or from participating in Atlanta’s Dancing Stars for Humanity event to raise money for those in need.

What most people don’t know? She’s incredibly shy. Despite years as a cheerleader, flight attendant, and now agent, Martha is a self-proclaimed introvert. “People are often surprised by that,” she laughs.

She’s also a proud member of Jonquil City Kiwanis Club—often one of the few women in the room—and believes in giving back, leading with integrity, and lifting others up.

Advice for Rising Stars

“Don’t be afraid to spend money to make money,” Martha advises. “I invest back into my business, because that’s how you grow.” Also, never underestimate the power of visibility. “People do business with people they recognize,” she points out.

At the end of the day, Martha’s not just selling homes—she’s guiding people toward a new chapter in their lives with grace, grit, and a little bit of that Delta polish.

From the jetways to the doorways, Martha O’Sullivan isn’t just helping clients land houses—she’s helping them land home.



“
Don’t be afraid to spend money to make money. I invest back into my business, because that’s how you grow.”



Joe Trovato

**WITH ATLANTA
MORTGAGE ADVISORS**

Atlanta’s Mortgage Guy Who’s in It for More Than Just the Numbers

PHOTOS BY ALLIE SANTOS



If you ask Joe Trovato—aka “The Mortgage Guy”—how he ended up in the mortgage business, he’ll tell you it was by accident. But if you ask him why he’s stayed in it for more than three decades, he’ll tell you that helping people achieve the dream of homeownership is nothing short of a calling.

“I ended up in the mortgage business by mistake,” Joe said with a laugh. “But once I understood the business and that I could have a job helping people attain homeownership, I fell in love with it and never looked back.”

Born and raised in Brooklyn, New York, Joe made the leap to Atlanta in 1993 at the age of 24. “The city was electric,” he recalled. “Building everywhere in preparation for the 1996 Olympics. The Braves were on fire. It felt like the right place to be.”

And it was. What began as a career in accounting quickly shifted when Joe stumbled into the world of mortgages. He describes his education as the “Mortgage School of Hard Knocks,” learning by doing—and sometimes by doing things twice.

In 1998, he joined a mortgage start-up with just 24 people. Within five years, the company was nationwide and Joe had risen to Senior VP of National Sales, managing a team of over 900. But like much of the mortgage industry, everything changed in 2007. The market crashed—and Joe pivoted.

“That was when I gave up corporate life and opened a mortgage broker company

with my brother Lenny,” he said. “Most people thought we were crazy starting a business in the middle of the biggest recession in 100 years. But for us, the timing was perfect.”

That leap of faith gave birth to what is now Atlanta Mortgage Advisors, a family-run business where personal service is the standard. “When you do business with us, you get *us*,” Joe said. “We put on our white gloves and personally work your loan from prequalification through closing.”

With a four-person team, the Trovato crew operates on high-touch service and unwavering integrity. Joe himself is a Certified Mortgage Planning Specialist, a Certified Mortgage Coach, and recipient of the Mortgage

Broker Career of Excellence—honors earned over a career built on grit and genuine care.

Raised by a single mother who transitioned into real estate during the tough economic times of the early ’80s, Joe learned early on about resilience and hustle. “When I decided to get into mortgages, I was newly married, had a newborn, and I was broke,” he said. “There was no option for failure.”

He worked mortgage deals during the day, worked as a cook in restaurants and bar tended, often juggling both throughout the week. “That urgency and commitment is still at the heart of our business,” he said. “We have to outwork, out-perform, and overdeliver every single time.”



“WHEN THINGS START TO GET REALLY HARD, THAT’S HOW YOU KNOW YOU’RE GOING IN THE RIGHT DIRECTION. POWER THROUGH THE HARD. THE REWARD IS AT THE END OF THE JOURNEY—NOT AT THE BEGINNING.”

Joe’s passion today is all about elevation—of the client experience, of agent partnerships, and of the industry. “We’re independent mortgage brokers. That platform allows us to bring the best the market has to offer,” he said. “Every client is someone’s somebody special. Referrals have always been and will always be the heart of our business.”

Joe’s client base ranges from first-time buyers to entertainers and high-net-worth individuals with complex needs. But the best moments? “When we’re able to close a loan for someone who would’ve been denied elsewhere. Whether it’s their first home or their tenth—it’s magic.”

His respect for real estate agents runs deep. “Agents are the lifeline of our business,” he said. “When an agent refers me their buyer, they’re really saying, ‘Here’s my paycheck—make sure I get paid.’ I hold that as a sacred trust.”

Outside of work, Joe is a proud family man. He and his wife Christine have three daughters. He’s a member of St. Peter Chanel Catholic Church and a 4th-degree Knight of Columbus. Together, he and Christine support the Pregnancy Aid Clinic, a crisis pregnancy center for mothers and babies.

As for success? Joe’s definition is rooted in faith. “I’m not called to be happy—I’m called to be faithful,” he said. “If I put Jesus Christ first, everything else—being a good husband, father, friend, and mortgage advisor—flows from that.”

So, what’s one thing Joe wants you to know?

“I want people to remember that we put people first. We don’t take short cuts. We show up, we care, and we deliver.”

And if you’re wondering what advice he has for others chasing success? “When things start to get really hard, that’s how you know you’re going in the right direction. Power through the hard. The reward is at the end of the journey—not at the beginning.” Not bad for a guy who thought he was just learning how to count the money.

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UNDERSTANDING GREATER ATLANTA REAL PRODUCERS MAGAZINE

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What is goal of Greater Atlanta Real Producers?

We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow. RP is a platform that brings together the most elite individuals in Atlanta real estate. We take the highest producing real estate agents, and RP-vetted businesses in every market, and build an exclusive community around that group. We share their stories, successes, upcoming events, and educate – really anything that will connect, elevate and inspire.

We believe we anytime we get graet people together, amazing things happen. We are all only one connection away from changing our business, or someone elses.

How are the Top 500 Agents in Greater Atlanta selected?

Each year, we compile an annual report based on closed transactions from the previous year’s Multiple Listing Service (MLS) residential data. This process gives us our basis on our list of top agents that reflects their performance and impact in the region. While not all deals are placed on the MLS, we actively engage in 1-1 conversations about errors in the reporting and want to work to ensure we are elevating all top agents within the market.

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Is there a cost to real estate agents to be featured in the magazine?

No, there is absolutely no cost for real estate agents or their teams to be featured in *Greater Atlanta Real Producers*. Our magazine is fully supported and funded by our Preferred Partners—local businesses recommended by top-producing agents within our community.



How are the monthly features in Greater Atlanta Real Producers chosen?

Agents are nominated by their peers in the local real estate industry to be considered for a feature in our monthly publication. Once nominated, we meet 1-1 with every agents to get to know them and engage them in our publication and our events. **We do not operate on a “pay-to-play” basis; featured agents do not pay for their articles.**

What types of events does Greater Atlanta Real Producers host?

Throughout the year, we host a variety of exclusive events including magazine celebrations, networking mixers and educational seminars. These events are designed to foster collaboration and

celebrate the achievements of our local real estate community.

For more information or to nominate a deserving agent, please visit our website or contact us directly. We look forward to continuing to serve and celebrate the excellence within Greater Atlanta’s real estate industry.

Again if you actively produced \$7 million or more in residential real estate each year.... let’s connect! We want to engage you in our platform and help you build more connections.

-Aaron Hutchison
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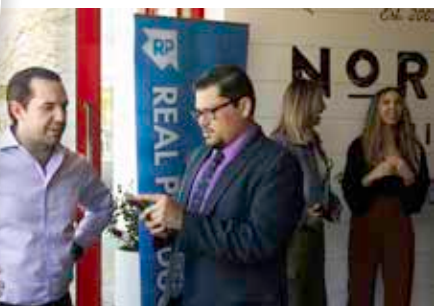
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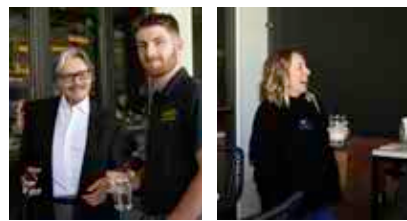
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Help Make a Difference

in Our ATL Communities!

Our Mission:

Some children only receive one meal a day, and that is at school. We settle outstanding lunch debt for a child at their school so that they have the opportunity eat a hearty meal.

Picture This:

A child goes through the cafeteria line with their classmates, and picks out their warm, healthy meal choice. As the child arrives at the register, they come to find out that their balance is too low for the lunch. The warm, delicious, (and in some cases, the child's ONLY meal of the day), is thrown into the garbage. The child is handed a cold sandwich and a water. The child only eats a few nibbles of the sandwich because they are saving it to bring home to share with their sibling for "dinner".



Perimeter Cares is a 501C3 Organization

If you are a ATL agent and would like more information on how you can help, please call President & CEO of Perimeter Roofing, Todd Price on his cell: (678) 832-8697, email PerimeterCares@gmail.com, or visit online perimetercares.org.

#SchoolLunchChallenge



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