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Agent on Fire
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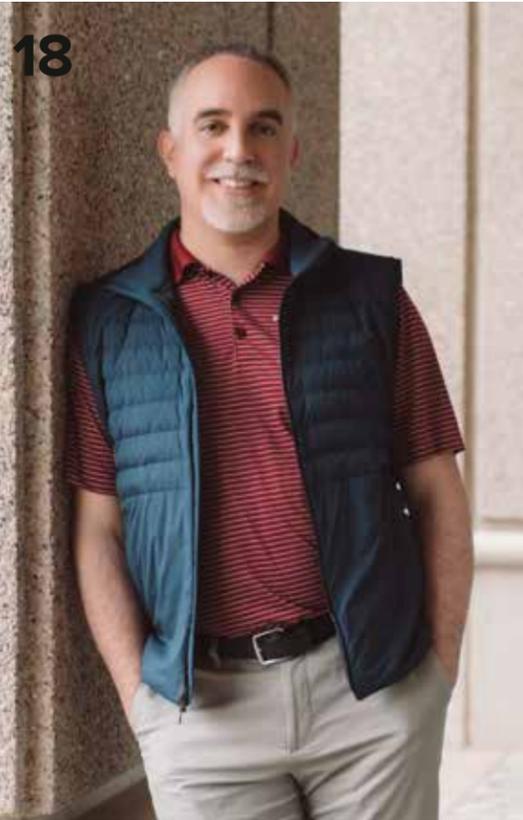
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PROFILES



Matthew Meide



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Date: Thursday, April 2nd 2026
Time: 10am-1pm
Location: Sandy Springs Performing Arts Center
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It was a 100-year-old home in downtown Chicago that lit the fire for real estate for Stephanie Cole Patterson.

When she purchased that home with her college sweetheart (now her husband), it was life-changing.

“That experience really opened my eyes to real estate,” she says. “It was exciting, a little overwhelming, and incredibly educational, and it stuck with me. Not long after, in 2003, I earned my real estate license, and eventually my broker’s license.”

She hit the ground running. “I began selling a lot of property in the city and I loved it,” she smiles. The energy, the variety, the pace, and the people made an impression upon her. At the same time, she was building a powerhouse résumé in advertising. A Drake University graduate with a background in public relations, journalism, mass communications, and marketing, Stephanie landed at Leo Burnett Worldwide, one of the most respected agencies in the world. Rising to Account Supervisor, she worked with national brands like Hallmark, Delta, and General Motors, including Olympic campaigns, long before digital marketing became the industry backbone. It was high-pressure, high-creative, and relentless. And she was good at it.

She also knew it wasn’t sustainable forever. As Stephanie began thinking about family, life demanded a recalibration. Her father’s health declined as he battled Alzheimer’s. Her parents moved north of Atlanta to be closer to her brother, trading Midwest winters for four seasons and warmer days. “Being closer to family became essential,” says Stephanie.

That led to her decision to go into real estate, which she describes as the “perfect next chapter.” It was the best

From Advertising to Real Estate

Stephanie Cole Patterson

BY ELIZABETH MCCABE
PHOTOS BY REGIS LAWSON



“
.....
*We shared the same values:
serving others well, caring
deeply about our clients,
and being willing to think
creatively and work hard.*”
.....



of both worlds, combining creativity and relationships. “Honestly, it wasn’t a surprise,” admits Stephanie. “Real estate was in my blood. With my mom as an agent and my dad building spec homes, it was really just a matter of time.”

When she moved to Atlanta, Stephanie and her mom decided to build something together. Although starting fresh in a new market wasn’t easy, they were up for the challenge. Stephanie points out, “We shared the same values: serving others well, caring deeply about our clients, and being willing to think creatively and work hard. That’s how the Cole Team was born. What started as a family partnership grew into a trusted brand built on service, innovation, and community. Over 20 years later, we’re still evolving.”

Midwest Roots

Prior to emerging on the real estate scene, Stephanie grew up bouncing between a small town south of St. Louis with fewer than 5,000 people and a golf course community in the

Phoenix desert. She shares, “My dad was an entrepreneur who built spec homes, owned a tire business, and had an incredible life story as a WWII pilot and POW. My mom was (and still is) a fabulous mom and a real estate agent. Add in a big brother who mastered Monopoly and perfected the art of the noogie, and that pretty much sums it up.”

After graduating from Drake University in Des Moines, Iowa, which she chose for its strong journalism school, she studied public relations, journalism, mass communications, and marketing, and made the most of every opportunity.

“During college, I was fortunate to land some fantastic internships, including experiences with *Better Homes & Gardens* magazine, a dairy company, and a local television station,” she shares. That real-world exposure to media, storytelling, and brand communication reinforced how much she loved connecting with people and telling compelling stories.

“My husband, whom I met freshman year, will tell you I was always ‘studying,’ and I was. Doing well mattered to me. He also helped me find a little balance, introducing me to Drake’s famous two bars, Peggy’s and the Library,” she laughs. It was all about working hard and playing hard.

After college, Stephanie landed a job at a small ad agency in Sarasota, Florida. “It was the kind of place where you jumped in, learned fast, and figured things out as you went. That experience helped me land my dream job at the time: Leo Burnett Worldwide in Chicago,” she says. It was an experience that made her who she is today. “There was a lot of travel to New York and Los Angeles to shoot commercials, long days on set, big creative personalities, and nonstop energy. This was before the internet took over—when advertising was all about emotional TV and print, and the web was just starting to emerge.”

Just as advertising calls for creativity and innovation, so does real estate. That’s why Stephanie works at Real Broker, where she has been for the past three years. “It’s been an incredible fit,” she says. “It’s a brokerage built for entrepreneurs—people who think differently, value independence, and want to build real businesses, not just follow a template. After spending years in the corporate world, I don’t need traditional Tuesday meetings or one-size-fits-all systems to stay motivated. I thrive in a culture where ideas are encouraged, creativity is celebrated, and growth is intentional.”

Stephanie truly believes this is the future of real estate. People and culture are at the center while agents have the freedom and support to build their own business. Stephanie jokes, “I’m not exactly ‘normal,’ and I mean that in the best way. I think differently, I see things from unexpected angles, and while I may not always see the world the same way you do, I’m very good at finding common ground.”

In today’s market, marketing and experience matter more than ever, for both buyers and sellers. “Today’s market isn’t one where a single strategy works.



“*I’m proud of what we’ve built, but I’m even more excited about what’s ahead.*”

It requires a thoughtful, multi-layered approach, especially in the luxury space and with the growing number of relocation buyers moving north of Atlanta.”

Stephanie thrives on innovation. “There’s a fine line between using AI as a tool and letting it take over, and we’re very intentionally forging that line. Real estate is still about people, trust, and experience, but if technology can free us up to be more creative, more present, and more effective, I’m all in. Plus, if it makes people smile while scrolling? Even better.”

Family First

Stephanie and her husband Keith, a full-time pharmacist, is affectionately known as the “Sign Guy.” They have four kids:

Charlie (21), Truman (19), Lyla (17), and Nolan (15). “Our kids are in all different stages now. Our oldest is at UGA studying advertising, one is at Auburn in the nursing program, and our other two are still in high school. Nolan is high-functioning autistic.

As they get older, I’ve realized how important it is to trap everyone together whenever I can.”

To relax, you can find Stephanie at her gym community, Move & Breathe. It’s a mix of yoga and weights. She loves it enough to get up many days before 5 a.m. to attend. “I also love walking the Greenway with friends, moving,

catching up, and solving all of life’s problems along the way.”

A self-described vegetarian, she’s always on the hunt for great plant-forward spots. “And honestly? My favorite hobby might just be my couch with my dog Roxy on my lap and the fireplace on... even if it’s 85 degrees outside,” she laughs.

Stephanie is living her best life in real estate. From advertising to elevating the real estate industry, she’s just getting started. “I’m proud of what we’ve built,” she says, “but I’m even more excited about what’s ahead.”

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That's how Matthew Meide has soared in real estate at Keller Williams Chattahoochee North. "I don't put on a show," he adds. "I want people to like me for who I am." He is unapologetically himself, driving a Honda Accord and refusing to be someone he's not. People resonate with this down-to-earth agent. Why? He's the real deal.

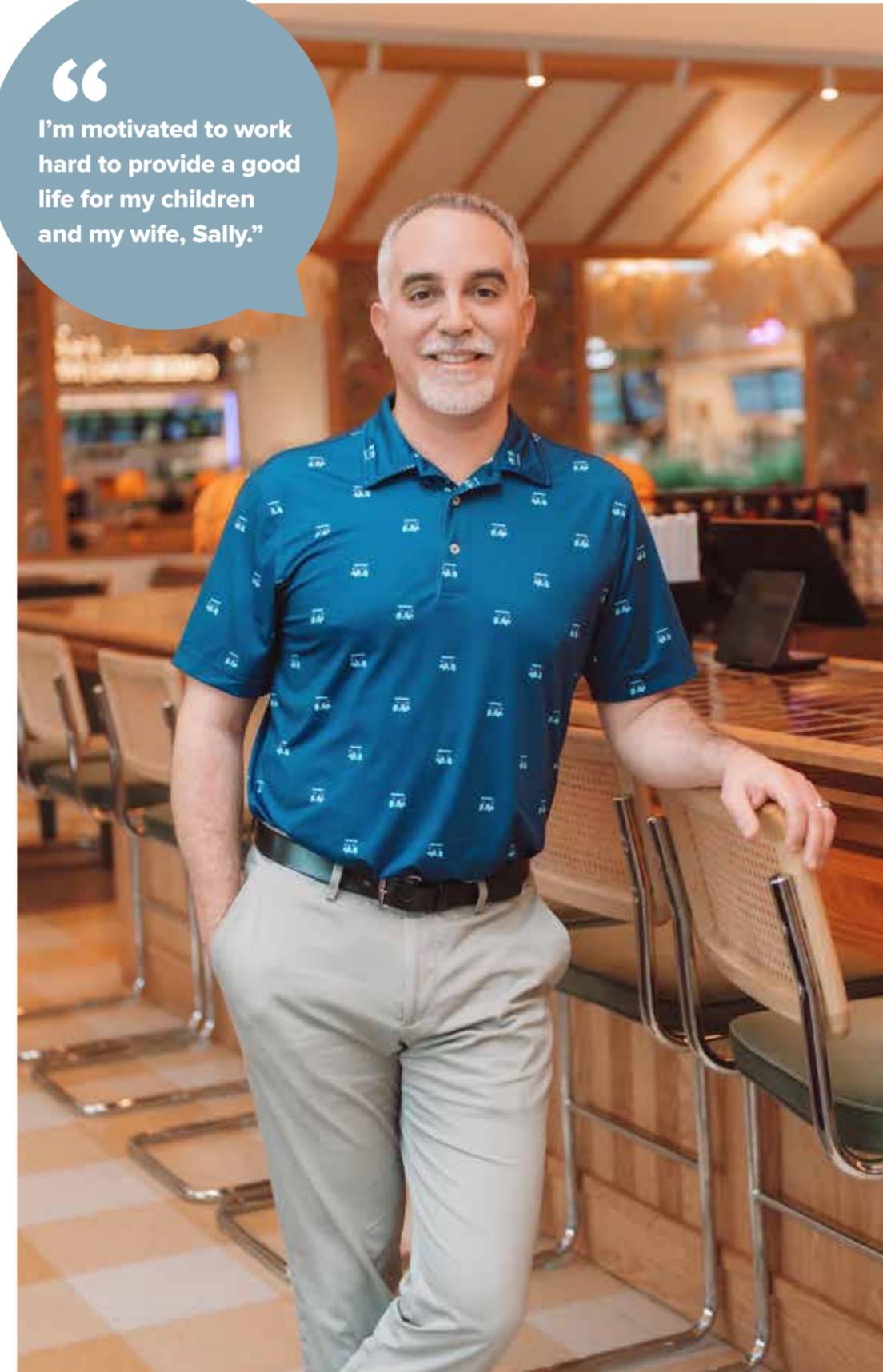
"The best advice I was ever given was just to be your authentic self," says Matthew, who grew up in Jacksonville, Florida. It's winning advice that has certainly worked for this Top Producer. He has shrugged off careers that haven't served him well.

After graduating college from Florida State University, he dabbled in commercial real estate before working for Pulte Homes. When the crash of 2007 hit, he switched gears and recalibrated, going back to school for his MBA. Matthew has always sought to better himself through higher education, which has helped set him apart from others. He graduated with his MBA in the middle of the Great Recession.

"I couldn't find a job after I got my MBA, so I went back to school to become an accountant," he says. After earning his CPA license, he worked for a small accounting firm in Jacksonville. After making his mark, he decided to move up to Atlanta, eager for new opportunities. "I got a job in Atlanta and eventually ended up working for PricewaterhouseCoopers

“

I'm motivated to work hard to provide a good life for my children and my wife, Sally.”



“
It’s about
helping
people first.”

in financial auditing,” he recalls. After several years in accounting, the novelty wore off and Matthew knew his heart wasn’t in the right place.

“It wasn’t a fit for me, sitting behind a keyboard and Excel spreadsheets all day,” he comments. That’s when Matthew discovered his passion for sales. “I sold liquor for a national spirits distributor for 4 years and really enjoyed it. I got really good taste for what it was like to be in sales and a commission-based role,” he says. Instead of selling liquor, he had his sights set on something larger – houses.

“I decided to go off on my own and become a business owner,” he comments. Matthew got his real estate license in July 2019 in Georgia and started full-time. Recently married, his wife was supportive of his new venture. The new career fit.

“I really like helping others. I hit my stride.”

Just when Matthew started gaining confidence in real estate, COVID hit. “The world came to a screeching halt and I was super worried,” he admits. He asked himself a

simple question, “Did I make the right choice?” The answer was a resounding yes.

In his first full year in 2020, he sold 15 houses and his confidence grew with each closing. The next year? 19 houses. “I started to really understand the business and how to deliver exceptional service.” In the Fall of 2021, Matthew and his wife, Sally, welcomed their first child, Matty, to the world. In 2022, struggling with lack of sleep and the complexities of being a first-time Dad, Matthew’s business took a step back. He took the advice of one of his mentors to heart, “There will be ups and downs. You have to push through the mental fatigue. When you want to give up, keep pushing to the next level.”

In 2023, he got back on track before his career exploded in 2024 and 2025.

Relatable + Real

What’s the secret to his success? “I’ve been really consistent on social media,” he says. “That’s been a really huge driver for me, posting content that people like and appreciate.” Now Matthew implements video marketing for his listings, which resonates with people. He

also takes the time to connect with people on social media, building connections and trust in the process. Matthew also calls and texts his friends and family, letting them know that he’s excited to help them and anyone they know with their real estate needs. With repeated reminders, phone calls, and social media, he has maintained being top of mind with people.

This dedicated agent also takes the time to care for his clients and provide excellent service. As a result, they feel comfortable sending him referrals, which have consistently grown over the years. He enjoys working with different people from all walks of life. “So many of my clients have become my close friends,” he smiles.

Family Focused

As for his motivation, Matthew just has to look at his two children, Matty (4) and Henry (1). “I’m motivated to work hard to provide a good life for my children and my wife, Sally,” he points out. Real estate enhances their lives, providing family vacations and helping them enjoy life and all it has to offer.

“I also want to provide an example for my children so they can understand what it looks like to be a good father

and have an amazing work ethic,” he says.

To relax, Matthew enjoys watching and playing sports and being a devoted father. “Our two young boys keep us busy,” he smiles. Whether playing upstairs with their train set, running around in the backyard, or watching a movie as a family, it’s all about family time for Matthew.

What’s next for him? “I used to have a goal of becoming a mega agent and selling 50+ homes a year,” he candidly comments. “Now I want to focus more on quality than quantity.” Over the last few years, Matt has become pickier about who he works with. “Not every client is a fit for me, and that’s ok. It’s not about chasing commission checks, but instead, putting clients first and delivering the best possible experience for them. I want to treat people with kindness and respect,” he says. “I always want to put people’s best interests above my own.” Even when that means he makes less money.

“It’s about helping people first,” he says. With that mindset in place, Matthew will continue to soar in real estate like never before. He concludes, “I genuinely have a real care and compassion for doing the right thing.” And that is priceless.

“
I genuinely have a real
care and compassion for
doing the right thing.”



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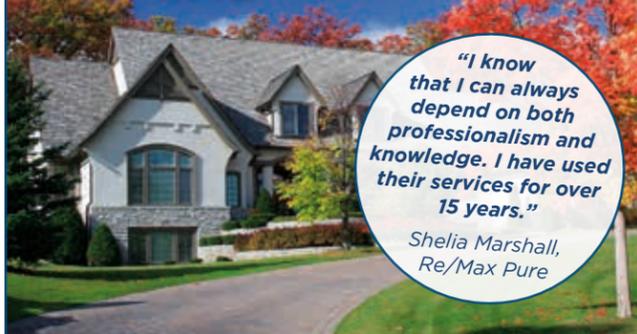
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