



Randall Loehrig

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Whether you need assistance buying a home or selling a condo, Randall Loehrig thinks the Internet is the best way to do it. With a master's in business administration from Emory University, as well as seven years experience in managing an Internet business, this Realtor knows all the ins and outs of how to achieve results online.

After joining Harry Norman, Realtors®, because of the "company's commitment to excellent customer service, high ethical standards and reputation for having top-notch agents," Loehrig set up shop at www.ATLintown.com. The site includes a step-by-step guide for buying and selling, neighborhood information and condominium descriptions. "With about 80 percent of people utilizing the Internet to buy and sell real estate, I knew Internet marketing was going to be critical," he says. Loehrig spent a year on the project, ensuring that the final product would be the very best for his clients. Indeed, the Realtor succeeded—the site now receives more than 3,000 visits monthly. "My goal is to

build the No. 1 destination site for anybody buying or selling in-town real estate," Loehrig says, decreeing that "Internet, Internet, Internet is as important as location, location, location."

In addition to the success of his personal Web site, Loehrig is a featured agent on Realtor.com. As part of a special arrangement with Realtor.com, his listings "receive more prominent placement, contain more pictures and have enhanced descriptions," he says. This increases traffic to his listings, thus helping them to sell faster for the best price.

An Atlanta resident since 1992, Loehrig says, "When I came to Atlanta I wanted to live in a historic in-town neighborhood. My friends advised me not to move into a dilapidated 1920s Ansley Park home," he says. "But, after six years of restoration work, and having the home listed on the National Historic Registry, I can't imagine living anywhere else." With his successful in-town real estate ventures, we wouldn't want him to call anywhere else home, either.