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July 11, 2024

HARRY NORMAN, REALTORS® ANNOUNCES LAUNCH OF NEW LUXURY SERVICES DIVISION

ATLANTA: Harry Norman, REALTORS® is proud to announce the launch of its Luxury Marketing Services Team, a new division dedicated to providing an exceptional, bespoke experience for clients buying and selling premier properties in the Atlanta region and beyond.

Led by Vice President of Luxury and Culture, Emily Norris, a well-respected member of the Harry Norman leadership team, this specialized marketing division underscores the company's unwavering commitment to excellence in the real estate market. It also represents an additional tier specifically dedicated to providing unparalleled service to affluent buyers and sellers, offering remarkable opportunities, enhanced marketing programs and exclusive resources for properties priced at \$1 million and above.

"Luxury isn't just part of our brand; it's who we are," said Norris. "At the heart of our new luxury marketing services is our commitment to giving our sales associates top-notch resources, allowing their businesses to thrive in the premium market segment. These offerings will deliver maximum value and a white glove experience to the clients we serve." Clients will benefit from statement marketing pieces, cutting-edge tools, exclusive events, and strategies designed to showcase properties in the most sophisticated and effective manner. Those selling or seeking properties in the upscale market will have access to a prestigious portfolio of premier properties, including private listings not widely available. Additionally, clients can expect unmatched global promotion through Harry Norman's extensive affiliate network, including Luxury Portfolio International, Who's Who in Luxury Real Estate Board of Regents, Leading Real Estate Companies of the World, and Mayfair International Realty.

"Luxury may be timeless, but in a dynamic real estate market, refinement of sales and marketing strategies is imperative to meeting the evolving needs and desires of discerning luxury clients," states Luke Trigwell, Senior Vice President of Marketing at Harry Norman, REALTORS®. "Emily's depth of experience spanning real estate sales and brokerage management has the Luxury Marketing Services Team poised to further elevate standards and offerings in the luxury market."

"We are delighted to introduce our Luxury Marketing Services Team, a testament to our ongoing pursuit of delivering extraordinary service and expertise to our valued clients," said Jenni Bonura, President and CEO of Harry Norman, REALTORS®. "Our team intimately understands the unique needs of this level of property buyers and sellers, and we are committed to curating an unmatched real estate journey."

As Atlanta's premier luxury residential brokerage founded in 1930, Harry Norman, REALTORS® has consistently epitomized excellence in all its offerings, yet its mission extends beyond providing top-tier service; it also encompasses a relentless drive for innovation. By embracing cutting-edge technologies and staying ahead of market trends, the team ensures that every property is presented in the most compelling light and reaches the right audience. Clients of Harry Norman, REALTORS® experience the best in personalized service, tailored marketing strategies, and dedicated support from an established team of real estate specialists. This unwavering commitment to excellence and innovation sets Harry Norman, REALTORS® apart in the luxury real estate sector.

ABOUT Harry Norman, REALTORS®: Harry Norman, REALTORS®, the premier luxury real estate firm in Atlanta, was established in 1930 out of a desire to provide an unparalleled customer experience. As the first residential real estate firm in Atlanta, Harry Norman, REALTORS® earned the reputation of being the best and setting the standard for others who follow. Real estate has evolved, as has Harry Norman, but one thing remains constant 90 years on – when you work with Harry Norman, REALTORS®, you can be confident you are working with the best real estate agent Atlanta has to offer. With a network of 15 sales offices and over 1,000 real estate professionals, Harry Norman operates across Atlanta and the greater Georgia area with international reach through longstanding affiliations with Luxury Portfolio International, Who's Who in Luxury Real Estate and its London office, Mayfair International Realty. For more information, visit HarryNorman.com or connect with the firm via [Facebook](#) and [Instagram](#).

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