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HARRY NORMAN, REALTORS® INTRODUCES MAESTRO, AN INNOVATIVE AI REAL ESTATE PLATFORM
PAIRING NEXT-GENERATION BUSINESS EFFICIENCY AND LUXURY SERVICE TO CREATE AN EVEN MORE PERSONALIZED EXPERIENCE

ATLANTA: In a continued commitment to innovation, service excellence, and elevated client experience, [Harry Norman | Forbes Global Properties](#) announced the upcoming launch of Maestro, an AI-supported, enterprise-wide digital platform designed to unify and streamline the core tools agents rely on most, including client management, marketing, search, and transaction workflows, into a single integrated system, shown [here](#). Company-wide availability is expected in August 2026.

Launched by HomeServices of America, Maestro represents a significant step forward in the evolution of real estate technology, bringing fragmented systems together into an individual intelligent, connected platform designed to reduce complexity and enhance productivity and ease. For Harry Norman | Forbes Global Properties, the launch underscores a broader commitment to equipping agents with tools that enable them to focus more fully on what matters most: relationships, trust, and client service.

At its core, Maestro serves as a centralized front door for agents, consolidating daily business activities into a single, synchronized environment. By integrating client insights, property search activity, marketing execution, and transaction management, the platform reduces the need for multiple logins and disconnected systems, enabling a more intuitive and efficient workflow.

“This next evolution in technology is not about replacing the human side of real estate; it is about strengthening it,” said Todd Emerson, President of Harry Norman | Forbes Global Properties. “Our agents thrive because of the relationships they build and the trust they earn. Maestro gives them the ability to stay even more focused on those relationships while leveraging intelligent tools that streamline their business behind the scenes. It is a powerful step forward in supporting a truly relationship-first, technology-enabled model of service.”

The introduction of Maestro comes at a time when luxury real estate clients increasingly expect a seamless blend of high-touch service and sophisticated digital capability. For Harry Norman | Forbes Global Properties agents serving discerning buyers and sellers across Atlanta and greater Georgia, the platform is expected to enhance responsiveness, improve marketing precision, and create a more fluid client experience from initial search through closing. It also supports the firm’s global reach through its affiliation with Forbes Global Properties, enabling agents to better serve clients in an increasingly interconnected luxury marketplace.

By surfacing relevant insights at each stage of the transaction, Maestro enables agents to move more quickly and strategically while maintaining the elevated level of service that defines the Harry Norman | Forbes Global Properties brand. The platform also strengthens alignment between sales, marketing, and operational functions, helping ensure consistency across markets and teams.

Additional details, including expanded capabilities and ongoing enhancements, will be shared in the coming months as part of Harry Norman | Forbes Global Properties’ broader commitment to innovation and agent success.

Interviews and additional information are available upon request.

About Harry Norman | Forbes Global Properties: Harry Norman | Forbes Global Properties, 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 | Forbes Global Properties 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 96 years on – when you work with Harry Norman | Forbes Global Properties, you can be confident you are working with the best real estate sales associates Atlanta has to offer. With a longstanding presence in Metro Atlanta and eight premier sales offices serving Georgia, Harry Norman | Forbes Global Properties connects real estate professionals with clients locally and globally. For more information, visit [HarryNorman.com](#) or connect with the firm via [Facebook](#) and [Instagram](#).

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