

Welcome to

Maximum One

Greater Atlanta

READ ME FIRST!

For Complete Information, Read:

**Orientation Manual &
Procedures Manual
& Policy Manual**

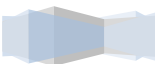
**Updated Information in Weekly Email Newsletter,
“This Week at Maximum One”**



HOW-TO: INTRODUCTION TO MAXIMUM ONE

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MX1 Manuals & Guides

- Welcome to Maximum One Greater Atlanta – Read Me First
- 2023 Orientation Manual
- 2023 Procedures Manual
- 2023 Policy Manual
- 2023 Policies from Sign-On Package
- kvCore
- Agent Websites at Maximum One
- Free & Optional Services at Maximum One
- Transferring Agents Into MX1 with Existing Business
- Contract to Close
- How To Get Paid at Maximum One
- Frequently Used Forms
- Teams at Maximum One
- Maximum One Agent Trade Name Program
- Agent Billing Through www.Bill.com



HOW-TO: INTRODUCTION TO MAXIMUM ONE

Maximum One Concept

Maximum One offers a unique concept in the real estate industry! We represent a true hybrid of a Traditional Real Estate Brokerage with a Transactional Brokerage and a little more added in there too! In essence, you get the best of both worlds! You get all the best of a “Traditional” company – Broker support, office support, branch camaraderie and sharing of ideas, tons of training & education combined with the best of a “Transactional” company – low fees and truly being the CEO of your own business! At Maximum One, we are an Agent-Centric Company and truly honor you as the owner of your own business. With that in mind, you are free to run your business as you see fit, charge whatever commission you choose, rebate your commissions to clients as you see fit, etc. As long as what you do is LEGAL, ETHICAL, COMPLIANT and PROFESSIONAL, you are your own CEO. With that in mind, each Branch has a CEO-Advisor who will gladly guide and direct you to the resources you need as you see fit to run your business. You are responsible for learning the systems, processes and procedures necessary for your success and all of the staff will gladly guide you and point you in the right direction. At Maximum One you may be as traditional or as virtual as you choose! We offer more of a “traditional” feel at each branch within the broader context of the Virtual multi-branch and multi-franchise concept that comprises Maximum One!

Maximum One has a Parent Company – M.O.R.E. Corporation and several franchises. Within each Franchise, there are basically TWO companies or divisions in one! There is a “Realtor®” division and a “Realty” division. Each division is “on paper” a separate company – separate with GREC, FMLS & GAMLS & each has its own Qualifying Broker. Within each franchise, all of the staff is the same and all services are the same... the only difference is if you choose to belong to a Board of Realtors® or not. If you choose to belong to a Board, you must choose a Board to which we already belong and you will be in the Realtor® company; if you choose to not join a Board, you will be in the Realty company. The Franchises also have more than one physical branches – each branch has both “Realty” and “Realtor” agents. Refer to the Orientation Manual for a list of the current Franchises and their locations.

Please take the time to read through all the Manuals, emails and weekly Newsletter, “This Week at Maximum One” to learn how to operate your business within the construct of Maximum One as a Real Estate Brokerage and to stay abreast of everything going on within the company, market and industry!

Difference Between Realty & Realtor® Companies

Choice of Joining a Board of Realtors or Not

At Maximum One, you have a choice if you want to join a Board of Realtors® or not. There are no differences with respect to Maximum One – only one Independent Contractor Agreement references being a member of a Board. You probably already know but please allow me to explain the **difference between Realtor & Realty**. All real estate agents are licensed through the Georgia Real Estate Commission (GREC.) Every licensed agent has the option of joining a Board of Realtors or not based on the Brokerage they choose. If the Qualifying Broker of a Company is a member of a Board, then all the agents are required to join that Board; if the Qualifying Broker of a company is not a member of a Board,



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then none of those agents are allowed to belong to a Board. If you join a Local Board of Realtors, then you are also automatically a member of the Georgia Association of Realtors (GAR) and the National Association of Realtors (NAR.) Additionally, only if you are a Board member may you use the copyrighted term, “Realtor®” and are you eligible for the “Million Dollar Award” programs (offered through the Boards.)

Therefore, Maximum One companies have two divisions – Non-Board/Realty & Board/Realtor. We have separate Qualifying Brokers for each company to comply with the GREC rules. Additionally, you need to know that there are two sets of contracts used throughout the state, “GAR Forms” which are copyrighted and licensed by the Georgia Association of Realtors & the “RE Forms” with no licensing restrictions. The GAR forms have been in existence in one format or another for over 25 years, the RE Forms have been around since 2012. Due to this time frame, currently the majority of agents in the metro Atlanta area use and are way more familiar with the GAR forms. You are free to use any set of contract forms your client chooses. The RE Forms are available to all agents in Georgia for no cost; the GAR forms are no additional cost IF you are a Board member or you may pay GAR directly a fee for an annual license agreement to use the forms (\$244 in 2020.) Both sets of forms are accessible through FMLS & GAMLs – GAR only if you are a Board Member or if you have paid for the right to use them. Board dues range from the mid \$300s to \$500. If you are interested in joining a Board, please contact them directly for more specific information. Regardless of your choice, we highly encourage Maximum One agents to use the GAR contracts in order to help their clients have the best opportunity of their offer being presented in the best light!

Transferring Between Realty & Realtor® Companies

Each branch has agents who DO belong to a local Board & those who do not. For more information on transferring between Realty & Realtor companies within a franchise, please see the Policy Manual.

List of REALTOR® Member Boards

Each Maximum One Realtor Franchise belongs to several Boards of Realtors throughout the city and our agents have the option of joining any one of these Boards: Refer to the specific Franchise information in the Orientation Manual to determine which Boards / Association of Realtors® your Broker belongs to.

What Do I Do First?

1. Schedule an Appointment with your CEO Advisor in your Branch for **Maximum One Orientation** – you will receive **3 hours CE Credit** (GREC COURSE – “Maximum One Realty Contract to Close” – Course #60374) This class is held weekly at the Pinnacle Branch (see Training Calendar for details.) During this Orientation, you will:
 - a. Watch Maximum One 4 Part Orientation Video
 - b. Watch Paperless Pipeline Training Video
 - c. Go Over MX1 Manuals
 - d. Receive an Office Tour



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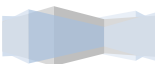
- e. Receive a Key Fob
- f. Be programmed into the Copy Machine
- g. Get any signs, etc. that you need.
2. Read through the Orientation / Procedures / Policy Manuals
3. Watch the 4 Part Orientation Video – **TO BE REVISED in 2023**
 - a. [Orientation Video – MX1 Greater Atlanta – Part 1 of 4](#)
 - b. [Orientation Video – MX1 Greater Atlanta – Part 2 of 4](#)
 - c. [Orientation Video – MX1 Greater Atlanta – Part 3 of 4](#)
 - d. [Orientation Video – MX1 Greater Atlanta – Part 4 of 4](#)
4. Check out the classes on the Training Calendar: www.eAGENTweb.com click “Calendar” then select your geographic area
5. Attend the Sales Meetings in your Branch
6. Familiarize yourself with Paperless Pipeline & Training Videos & Articles in the MX1 Blog.
7. Familiarize Yourself with FMLS & GAMLs Listing procedures (&/or Bridge Input Dual Entry) so that you will know how to enter your listings into the listing services (Both FMLS & GAMLs are required. Refer to the Policy Manual for more specific information.)
8. Create a folder on your computer & email client to keep all the information & emails you receive regarding Maximum One Systems & Procedures
9. Order Business Cards – see Orientation Manual
10. Order Name Tag – see Orientation Manual

At Your Branch

- Get you Key Fob
- Get entered into Copier – for copies & scans
- Learn how to use copier & scanner & print from computer
- Get contact info as CEO Advisor
- Learn Name of Team Captains & Regular date for Sales Meetings
- Learn where to turn in Money & Envelopes
- Learn about picking up Earnest Money to take to a Closing if you are getting paid at the Closing Table via a “Disbursement Authorization” or “DA.”

Introduction Information

- MX1 has 8 Franchises with multiple locations per Franchise – Parent Corporation (M.O.R.E Corp)
 - **Greater Atlanta** – 4 Branches – Powers Ferry, Pinnacle, Woodstock, & Cedar Bluff, Alabama
 - **Executives** – 3 Branches - Alpharetta , Buford & Duluth
 - **Partners** – 6 Branches – McDonough , Conyers , Airport South, Newnan, West Georgia & Fayetteville
 - **Communities** – 4 Branches - Emerson , Rome , Ellijay & Calhoun



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- **Premier/Catalyst** – 5 Branches – Dawsonville, Cumming, Hiawassee, Gainesville, North Forsyth
- **Platinum** – 1 Branch – Warner Robins
- **Elite** – 1 Branch – Grant Park
- See the MX1 weekly Newsletter & Blog for new Franchise & Branch openings!
- MX1 Roster – on Reference Section of Paperless Pipeline – look at Tabs at Bottom
- MX1 phone number & Extension – goes to your cell
- Watch the [Orientation Video](#) & Read through the Orientation / Procedures / Policy Manuals
- Familiarize self with the buttons on www.eAGENTweb.com (see end of handout)
- Attend the monthly Sales Meetings – See Franchise-Specific Information for when they are in your Branch
- Read the Sunday Newsletter “**This Week at Maximum One**” – Company & Industry Announcements & Contract Tips – also on MX1 Blog: www.MaximizeYourRealEstateCareer.com
- Orientation Manual & Procedures Manual & Policy Manual: Sent to you by Email & linked on every Sunday Newsletter & on the Reference Tab of Paperless Pipeline
- Commonly-Used Forms on the Reference Tab of Paperless Pipeline
- 24/7 Contract/ Broker Support: Support@MyMaximumOne.com

MX1 Systems

- **Paperless Pipeline** – Transaction Management System – to turn in contracts, listings, referrals, leases, Buyer Brokerage Agreements, etc.
- **How to Get Paid** – Direct Deposit through EFT or DA = Pay at Close - Commission Checks – in by noon – out after 2pm following business day

Agent Billing – Invoice from www.Bill.com:

If you have ANY Questions, please contact the Accounting Department Manager of your Franchise

- Out around the 13th – due on 20th – late after the 1st
- Click the link on the received email invoice
- You will be prompted to set up a "Portal"
- You will be prompted to set up a Password - Write it Down - We do not have access to your password
- You may set up your payment for "Recurring Payments" or to "Pay One Bill"
- You may also see all of your Agent Billing Invoices on this System
- You will receive Invoice for monthly Agent Billing & a separate invoice for any additional monthly charges (i.e. copies, etc.)
- You may also communicate with the Accounting Department Manager through this system

Resources for Assistance

- www.eAGENTweb.com – Staff & Broker Contact - Who’s Who – Brokers / Staff / Systems



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- **Resources for Your MX1 Needs - At Maximum One, the corporate responsibilities for managing** various systems are divided among the staff in order to keep the Transaction Fees low for the agents. Refer to the "Who's Who at Maximum One" links for contact information of the staff who manage these systems.
- The **emails you received** when you first joined Maximum One from the staff from the time you came on board with us - they continue for about a year - are replete with information about our systems & how they work & our staff. We encourage you to create a folder on your computer to keep all of these emails as your resource guide after you read them
- There are many **documents explaining** our systems - Reference section of Paperless Pipeline www.eAGENTweb.com click "**Paperless Pipeline**" then go to the "Reference" link
- There are many **training videos** available - www.eAGENTweb.com click on "**Training Videos**" - You must take it upon yourself to take the time to watch those videos to learn how our systems & procedures work!!
- For "**Who's Who**" in Maximum One that information (along with a TON more) is located on the MX1 Blog www.eAGENTweb.com click on "**Blog**"
- The **Live Chat** button on www.eAGENTweb.com click on "**Live Chat**"
- Each Branch has a **Branch Manager** & a **Team Captain** to also assist agents with learning our systems & procedures

Ongoing Communication with Brokerage

- Sales Meetings
- Sunday Newsletters – "This Week at Maximum One"
- MX1 Blog – www.MaximizeYourRealEstateCareer.com
- Maximum One Rock Stars Group on Facebook

Maximum One Franchises, Locations & Phone Numbers

- Refer to the Sunday Email /Newsletter "This Week at Maximum One"

MX1 Corporate Website – www.MaximumOne.pro

- Additional URL addresses that point to this Corporate Website:
 - www.MaximumOneRealty.com
 - www.MaximumOneRealtors.com
- Send photo to: ASC@eAGENTweb.com
- Create profile & set up FREE Agent Website through www.GAMLS.com

Free Services

- kvCore – Agent-Branded Lead-Generating Website & CRM & Listing Presentation & More
- VoicePad – IVR & Agent Mobile Website



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- Spokeo
- Vulcan 7

Optional Services (See end of handout)

- GAMLIS - \$20/month
- ParadyM Visual Tour service- \$9.95/month
- Agent Website through www.Chime.me – \$17/month
- OpCity Leads – with Referral Fee
- PrimeStreet – with Referral Fee

Important Policies

- No Power of Attorney
- No Dual Agency
- Signed Paperwork to be uploaded to Paperless Pipeline within 72 hours of signatures or Late Paperwork fine – start at \$75 and increase
- Agent Bill late payment fine – start at \$75 and increase
- Agent has a closing and late on bill or bill due – will take agent fees from commission
- No Commission Advances
- No Property Management
- Hold of 10 business days on all personal checks
- Earnest Money equal to or over \$5,000 must be in certified funds
- Earnest Money equal to or over \$10,000 must be wired & wiring instructions must be mailed to sender
- Agents are prohibited from emailing wire instructions for MX1 or for Closing Attorney
- Agent as Principal Policy – See Policy Manual



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www.eAGENTweb.com

www.eAGENTweb.com

eAGENTweb.com - The Only URL You Need to Know at Maximum One - by Dana Sparks

www.eAGENTweb.com is the ONLY URL you need to remember for all your real estate needs at Maximum One! This "one-stop shop" will simplify your agent experience!

Below is a description of each tile.

Paperless Pipeline: This is the MX1 Transaction Management System. All Contracts / Agreements must be uploaded to this system within 72 hours of obtaining signatures

Extranet: This is a DropBox Folder that houses general sampled of real estate information for your real estate needs.

Calendar: This is the Corporate Training Calendar with CE Courses, Monthly Sales Meetings, Webinars, Workshops & More! MX1 Classes are open to all agents regardless of Brokerage!

COMM 100-Live Chat: Click here to chat with a Live Branch Manager to assist you with your needs.

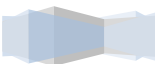
Training Videos: Check this site out for many pre-recorded training sessions relevant to today's Real Estate Business including sessions on MX1 systems & procedures, Paperless Pipeline, FMLS, GAMLS & more!

Blog: The MX1 blog is replete with information-coaching articles, contract tips, who's who, Company & Industry Announcements, Local Real Estate Board Membership & more!

FMLS & GAMLS: Links to the Listing Services.

Support: Email link (Support@MyMaximumOne.com) to over 30 Associate Brokers ready to answer your contract questions 24/7.

Agent on Duty: Maximum One no longer has an AOD Program but we participate with OpCity & PrimeStreet & Zillow for Leads.



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Bridge Interactive: No Longer in operation – Use “Ditto” in GAMLs or “Add/Edit” in Remine Docs+ in FMLS for multiple Listing Entry

Vendors: Link to Maximum One preferred vendors.

YouTube: Link to Maximum One YouTube site.

eBay Store: Maximum One no longer has an eBay Store as supplies are readily available at any Branch.

Corporate Discounts: MX1 is able to offer deep discounts for a variety of services.

Pay Your Bill Online: Link to pay your monthly bill by credit card

VoicePad: This Call Capture System (IVR) is the complete mobile platform for Real Estate-with call capture for your Listings & Buyers & a Mobile Agent Website. FREE to Maximum One Agents of all Franchises

Paradym (Virtual Tour): This active virtual tour program includes automatic tours, uploads to YouTube & Facebook, automated Social Media App & More! Designed to get you more business & get your business more automated! - \$10/mo

Maximum One Rock Stars: This link connects you to the closed group on Facebook where you may communicate openly with other Maximum One agents.

Company Website: Link to MX1 Corporate website – www.MaximumOne.pro

Staff & Brokers Contact: Emails & Phone Contact information for the Brokers & Staff. Includes a list of whom to call for assistance with the various MX1 systems.

Join Us Now: Information about our various Commission Plans-Share with other agents with whom you want to work! – www.KeepMoreCommission.com



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Leads at Maximum One

- Maximum One Greater Atlanta participates with Op-City / Realtor.com & PrimeStreet & Zillow for leads – See “Procedures Manual” – Referral Fee is 40% of Commissions & Bonuses Received
- As the CEO of your own business, agent may sign-up for any leads program they wish – for Broker approval/signature, contact Managing Broker: Dana Sparks – Dana@MaximumOneRealty.com 770-919-8825 x 302

User Names & Passwords

My Branch CEO Advisor: _____ My Branch Monthly Sales Meetings: _____

Branch Email: _____@eAGENTweb.com Phone: _____

Paperless Pipeline: www.eAGENTweb.com Click on “Paperless Pipeline”

Username: _____

Password: _____

www.FMLS.com

Username: _____

Password: _____

www.GaMLS.com

Username: _____

Password: _____

www.HUDHomestore.com

Username: _____

Password: _____

NAID #: _____

www.HomePath.com

Username: _____

Password: _____

www.Supra.com

Username: _____

Password: _____

Key Serial #: _____

www.DropBox.com

Username: _____

Password: _____

www.PaperlessPipeline.com

Username: _____

Password: _____

Maximum One Email Address

Username: _____

Password: _____

Phone Extension: 770-919-8825 ext. _____

Copier Code: Last 4 digits of your SS Number



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FRANCHISE-SPECIFIC INFORMATION - MX1 GREATER ATLANTA (MXGA & MXGR)

Brokers

- Each Franchise has a “Realtor” company (MXGR) if you belong to a Board of Realtors & a “Realty” company (MXGA) if you do not belong to a Board of Realtors
- Each Company has its own Broker
- Qualifying Brokers
 - MXGA – Kim Howard– Broker@MyMaximumOne.com
 - MXGR – Dana Sparks – Dana@MaximumOneRealty.com
 - Alabama – Dana Sparks– MX1AlabamaBroker@MaximumOne.pro
- Managing Broker of Both MXGA & MXGR
 - Greater Atlanta – Dana Sparks
- Compliance Broker:
 - MXGA & MXGR & Alabama – Kim Howard – Compliance@eAgentweb.com 770-919-8825 ext. 303

FMLS & GAMLS Broker Codes

- Maximum One Realty Greater Atlanta: MXGA01
- Maximum One Greater Atlanta Realtors: MXGR01

General Information

- MX1 Roster – on Reference Section of Paperless Pipeline – look at Tabs at Bottom
- MX1 phone number & Extension – goes to your cell
- You will receive many emails from the staff members – these are instructions on procedures, systems & processes & Maximum One – please read them
- Create a Folder on your computer / email system to save these emails
- Watch the [Orientation Video](#) & Read through the Orientation / Procedures / Policy Manuals
- Familiarize self with the buttons on www.eAGENTweb.com (see information in this handout)
- Copies \$0.04 – Black & White & \$0.25 – color Scans are free
- Attend the monthly Sales Meetings
- Read the Sunday Newsletter “**This Week at Maximum One**” – Company & Industry Announcements & Contract Tips – also on MX1 Blog: www.MaximizeYourRealEstateCareer.com
- Orientation Manual & Procedures Manual & Policy Manual: Sent to you by Email & linked on every Sunday Newsletter & on the Reference Tab of Paperless Pipeline
- Commonly-Used Forms on the Reference Tab of Paperless Pipeline
- 24/7 Contract/ Broker Support: Support@MyMaximumOne.com



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Who to Contact for Broker / Contract Assistance

- Managing Broker – Dana Sparks - 770-919-8825 ext. 302
- Compliance Broker– Kim Howard– 770-919-8825 ext. 303
- 24/7 Broker/Contract Support – Support@MyMaximumOne.com
- Weekend Broker-on-Duty – 770-919-8825 ext. 302
- Live Chat – tile on www.eAGENTweb.com

Who to Contact for General Assistance:

- www.eAGENTweb.com – Broker & Staff Contacts – Who’s Who Greater Atlanta – scroll down to bottom for “Systems”

Who’s Who at Maximum One Greater Atlanta - 770-919-8825 or 866-962-0261

CEO ADVISORS - Maintain Office Location / Set up New Agents at that Branch / Prepare for Meetings & Classes – Dial Main number & then appropriate Extension for person you are trying to contact

- See Orientation Manual

ACCOUNTING DEPARTMENT

Handles all things financial – commission disbursements, agent bills, late fees, earnest money release, earnest money release for a DA

- See Orientation Manual

SYSTEMS - These are the Managers of these Systems - All Branch CEO Advisors also manage various Corporate Systems

- See Orientation Manual

AGENT LEADERSHIP COLLABERATION – The ALC consists Committees with a Staff Director, Chair Person & Committee to help in the growth & enhancement of Maximum One.

- See Orientation Manual



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MANAGERS / COORDINATORS / CEO

- See Orientation Manual

AFFILIATED CLOSING ATTORNEYS & AFFILIATED MORTGAGE LENDERS

- See Orientation Manual

MX1 GREATER ATLANTA LOCATIONS

Marietta / East Cobb

1355 Terrell Mill Rd. Bldg #1464
Marietta, GA 30067

Hiram / Dallas / Paulding

76 Highland Pavilion Ct. Suite #141
Hiram, GA 30141

Woodstock / Canton / Cherokee

2370 Towne Lake Pkwy. Suite #100
Woodstock, GA 30189

Alabama (REALTOR® Only) VIRTUAL Office

Broker – Dana Sparks

1 Chase Corporate Dr. Suite #400
Birmingham, AL 35244
256-523-8286

MX1AlabamaBroker@MaximumOne.pro

Corporate Names & Office Address:

- | | |
|---|--------------------------------|
| • Maximum One Realty Greater Atlanta: | 1355 Terrell Mill, BLDG #1464 |
| • <u>Corporate Name:</u> Greater Atlanta, LLC | Marietta, GA 30067 |
| • Maximum One Greater Atlanta Realtors: | 1355 Terrell Mill, BLDG # 1464 |
| • <u>Corporate Name:</u> Greater Atlanta Real Estate Group, LLC | Marietta, GA 30067 |

GREC Firm Number & Qualifying Broker:

- | | | |
|---|---------|-------------|
| • Maximum One Realty Greater Atlanta: | H-56897 | Kim Murray |
| • Maximum One Greater Atlanta Realtors: | H-62825 | Dana Sparks |



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HUD NAID & Tax ID Number:

- Maximum One Realty Greater Atlanta: GRRTL0360 20-8520360
 - Corporate Name: Greater Atlanta, LLC
- Maximum One Greater Atlanta Realtors: GRRTL1947 27-1021947
 - Corporate Name: Maximum One Real Estate Group, LLC

