

# featuredagent

magazine



ROGER W. WEBB





## — ROGER W. WEBB —

These days it's hard to find people who can claim the title of Atlanta native, but real estate agent Roger Webb is one of the few who owns that distinction. Born and raised in the Atlanta area, he attended Georgia State University and stayed in the area following graduation, eventually owning a number of successful Smoothie King franchises. After running those businesses for a decade, he decided it was time to try something new and gravitated toward real estate. It didn't take long for Roger to realize he had made the right choice. "I definitely found my calling," he says.

Now 10 years into a successful real estate career, he looks back on those first few years and realizes it could have turned out differently. "I started in 2006, when everything was going well, but then 2007 is when the market turned in this area," Roger explains. "It was tough but I was persistent and was even able to put a team together during that time." Now that market conditions are favorable again, he urges anyone who has an interest in real estate to

take the leap and get started. "This is a great time to jump in," he says. "I think the best thing for new agents to do is find an established team to join and take advantage of their training. We are happy to take on new agents and because of our education, they do very well."

Clients who work with Roger or any member of his team can count on receiving timely, consistent communication. "We pride ourselves on that," he says. "We're available practically 24/7, and that's very important. When I first started, another agent told me, 'real estate never sleeps' and I've never forgotten that. Clients appreciate how responsive we are." Of course, clients also receive the benefit of Roger's deep knowledge of the areas his team serves, which include the Atlanta metro area and northern suburbs such as Marietta and Canton. "I have a team of six, and they spread out to work different counties including Cobb, Cherokee, Fulton, Forsyth and Paulding," Roger explains. "That way we're able to cover just about everywhere."

Along with outstanding communication, the team is committed to conducting themselves with honesty, integrity and professionalism when dealing with clients and other real estate professionals. "There

---

"WE'RE AVAILABLE PRACTICALLY 24/7,  
AND THAT'S VERY IMPORTANT...  
CLIENTS APPRECIATE HOW  
RESPONSIVE WE ARE."

---

are so many agents and we want to make sure we're known for doing everything on the up and up," Roger says. "Because we do business with a lot of different agents multiple times, we always want to create and maintain positive relationships."

Roger also focuses on building strong relationships with clients, which do not end when a transaction is complete. The team makes it a point to keep in touch and offer assistance whenever possible. "If someone is moving out of state, we'll try to match







---

“WE’RE ALWAYS AMONG THE TOP 5 TEAMS IN NORTH GEORGIA,  
BUT OUR GOAL IS TO GET TO #1.”

---

them with an experienced agent where they’re going so they can still get the best service possible,” Roger says. “And we like to do business with multiple generations of families. It starts with the mom and dad, moves down to the kids; it feels good to know we have helped whole families.”

All that extra effort pays off in the form of a client base made up of 80% repeat clients and referrals, and that number just continues to grow. So what it is that keeps them coming back and feeling good about sharing their experiences with family and friends? Roger knows the answer. “The key to this business is answering your phone and returning every email promptly,” he says. “It’s well known that if you decide to join my team, you have to be willing to do both those things.” In addition to an impressive rate of repeat clients and referrals, Roger and his team are also routinely recognized with industry honors. They are consistently the top team

— and Roger the top agent — within Drake Realty of GA, Inc. Additionally, Roger was a featured guest on Real Estate Radio Atlanta, along with being a RedFin Partner Agent, Zillow 5 Star Agent and Best of Trulia agent.

Roger tries to maintain a healthy work/life balance, so you’ll find him in the gym most every morning. “I’m in there for at least an hour every morning to get moving and wake up the senses,” he says. He also likes to stay involved in his kids’ activities, splitting time between their middle school and high school games and events.

A self-described “slow growth guy,” Roger’s plans to continue building his team by adding both new and veteran agents who share his work ethic and values. And his ultimate goal? “We’re always among the top 5 teams in North Georgia, but our goal is to get to #1.”

## ROGER W. WEBB

WEBB REAL ESTATE TEAM | DRAKE REALTY OF GA, INC. | ATLANTA, GA

678.445.7369 | WEBBREALSTATETEAM@GMAIL.COM | WWW.WEBBREALSTATETEAM.COM