



For Immediate Release
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Metro Brokers CEO Kevin Levent to speak to Georgia Association of Business Brokers



ATLANTA -- The president and CEO of Georgia's largest real estate company, Kevin Levent of Metro Brokers, will tell Georgia's business brokers how he decided to rebrand and join forces with two national brokerages in late 2009.

Metro Brokers CEO Levent will speak to the [Georgia Association of Business Brokers](http://www.gabb.org) at their meeting Tuesday, February 23, 2010 at the South Terraces Conference Center, 115 Perimeter Center Place, Atlanta, GA, 30346. The meeting is open to the public at no charge; networking time begins at 9:45 a.m. with a complimentary light breakfast before the 10:30 a.m. meeting.

Levent made business headlines in December when he terminated the Metro Broker's lengthy relationship with GMAC Real Estate and signed a new long-term agreement with Coldwell Banker Commercial and Better Homes and Gardens Real Estate. The move added about 150 agents immediately, giving the firm more than 2,000 agents across 27 regional offices.

Levent said he and his staff worked "constantly for months on creating this opportunity to re-invent, re-establish, leverage our strengths and re-launch when others are attempting to rely foolishly on past success and outdated methods."

"We launched a new, faster, easier to use website that the agents love," said Levent. The move turned Metro Brokers into Atlanta's first dual-branded real estate broker. For residential real estate, Levent's company is now **Better Homes and Gardens Real Estate Metro Brokers**. For commercial real estate, they're **Coldwell Banker Commercial Metro Brokers**.

The [Georgia Association of Business Brokers \(GABB\)](http://www.gabb.org) is the state's only professional organization and Multiple Listing Service dedicated to buying and selling businesses and franchises. An experienced GABB business broker can help a buyer find businesses for sale, negotiate a fair price and obtain financing. A broker can help an owner evaluate and price a business, market and advertise to prospective buyers, negotiate and close a deal. The GABB Web site lists hundreds of businesses for sale throughout Georgia, as well as around the country.

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KEVIN LEVENT
Biographical Sketch

Kevin Levent is the President and CEO of Metro Brokers, Inc., a recognized name and force in all facets of real estate brokerage in the greater Atlanta marketplace for over 30 years. Kevin joined the company 25 years ago as a sales associate and assumed his present role 14 years ago. Since that time the company has grown from 600 sales associates to over 2,000 working from 27 office locations throughout the region. Among several major benchmarks and achievements, Metro Brokers made national business headlines last year when Kevin terminated the company's long term relationship with GMAC Real Estate and signed a new long term agreement with Coldwell Banker Commercial and Better Homes and Gardens Real Estate. The company operates a unique business model based on Dual Branding with centralization of processes driven by technology and the belief that traditional real estate companies are the roadblocks to the future (and maybe present) success. The company wholly owns its other core businesses of Mortgage, Insurance, Title, and Pre-License School...all embedded into the structure of the company.

Levent is considered a visionary by sales associates as well as many industry leaders, especially in the area of technology. He is also responsible for designing the most exciting new real estate offices in the South, featuring custom Italian light fixtures, modern art and furniture, loft style exposed rafters and ceiling conduits, elliptical coffee bars and private viewing rooms.

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Note to Media: Journalists are invited to attend and cover the meeting. To interview a business broker expert, contact Henry Hicks at 404-915-7282 or HLHCPA@aol.com or Diane Loupe at 404-374-3990, dLoupe@mindspring.com