

THE GEORGIA REAL ESTATE ESSENTIALS SERIES

OUR GEORGIA REAL ESTATE PLAYBOOK

How Addison & Ron Get Results

By The Corbin Real Estate Team
RON & ADDISON CORBIN



Our Georgia Real Estate Playbook

How Addison & Ron Get Results

The Georgia Real Estate Essentials Series

BY THE CORBIN TEAM

RON & ADDISON CORBIN

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About This Series

The Georgia Real Estate Essentials Series

By The Corbin Real Estate Team – Ron & Addison Corbin

Buying or selling a home in Georgia is a big decision—and for most people, it’s the biggest financial move they’ll ever make. But too often, the process feels overwhelming, confusing, or just plain frustrating.

That’s why we created this book series.

At **The Corbin Real Estate Team**, we’ve spent years helping Georgia families buy and sell homes with clarity, confidence, and a winning strategy. These books are designed to give you straight answers, practical advice, and a few inside tips—no sales fluff, no confusing jargon.

Each guide in the *Georgia Real Estate Essentials Series* focuses on a specific moment or challenge in your real estate journey. Whether you’re buying your first home, prepping for a fast sale, inheriting a property, or recovering from an expired listing, we’ve got your back.

We wrote these books to:

- Help you make informed, confident real estate decisions
- Show you exactly what to expect at every step
- Share the smart strategies we use every day with our own clients
- And yes—if it feels like a good fit, we’d love the chance to work with you too

This isn’t just another real estate guide. It’s a Georgia-specific playbook, written by two brokers who live here, work here, and know how to get homes sold in *your* neighborhood.

Let’s get to it.

— Ron & Addison Corbin

The Corbin Real Estate Team

Core Real Estate Series – For Every Buyer & Seller

1. **Selling Smart: How to Sell Your Georgia Home Fast & for Top Dollar**
Your complete guide to getting the most for your home—without stress or surprises.
 2. **The Georgia Home Buyer's Handbook: What to Know Before You Buy**
Avoid costly mistakes and buy with confidence in the Peach State.
 3. **Back on the Market: How to Sell Your Georgia Home After It Didn't Sell the First Time**
Learn why your listing expired—and how to get it right the second time around.
 4. **From FSBO to Sold: Why Georgia Homeowners Hire the Right Agent (Eventually)**
The honest truth about going it alone—and what to do when it's not working.
 5. **The Ultimate Guide to Georgia Real Estate: From Search to Sold**
An all-in-one resource for navigating the Georgia market like a pro.
 6. **Smart Moves: How to Time Your Georgia Real Estate Transaction Just Right**
Buy, sell, and relocate with confidence—without the panic, overlap, or missed opportunity.
 7. **The Georgia Land Guide: Buying and Selling Lots, Acreage, and Rural Property the Smart Way**
A practical guide to buying, selling, and evaluating Georgia land—from zoning to perc tests and everything in between.
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Life Events Series – Emotional & Transactional Guidance

8. **Selling Your Georgia Home in a Divorce: A Clear Plan for a Clean Break**
Navigate the legal, emotional, and financial complexities of selling during a split.
 9. **Inherited Property in Georgia: What to Do When You've Inherited a Home**
Probate, prep, pricing, and peace of mind—your guide to selling a home you didn't plan to own.
 10. **Downsizing in Georgia: How to Right-Size Your Life Without the Stress**
Smart steps for selling your current home and moving into a lifestyle that fits.
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Lifestyle-Based Guides

11. **First-Time Buyer in Georgia? Start Here**
Everything a Georgia first-timer needs to know—from financing to keys in hand.
 12. **Your Empty Nest, Your Next Nest: A Georgia Homeowner's Guide**
Guidance for empty nesters ready to sell, relocate, or reimagine their next chapter.
 13. **Relocating to Georgia? A Welcome Guide for Newcomers**
From neighborhoods to contracts—what new residents need to succeed in Georgia.
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Investor & Upscaler Series

14. Real Estate Investing in Georgia: Buy, Rent, Profit

Learn the Georgia-specific rules, risks, and rewards of building your portfolio.

15. Upgrade Without the Overwhelm: Selling & Buying Simultaneously in Georgia

Juggle both transactions like a pro—without losing your sanity or your equity.



Home Prep & Marketing Mini-Guides

16. Stage, Snap, Sell: Prepping Your Georgia Home for a Hot Market

Declutter, stage, and photograph like the pros—for faster, stronger offers.

17. Real Estate Red Flags: What Georgia Buyers Should Watch For

Avoid costly surprises with a keen eye for common listing issues.

18. Your Home's Secret Value: Small Upgrades, Big Return

Budget-friendly improvements that boost appeal and ROI in Georgia markets.



How the Corbin Team is Different - Bonus Titles

19. Behind the Sale: What Georgia Real Estate Agents Really Do for You

A transparent look at how agents earn their keep—and protect your interests.

20. From For Sale to Sold: How We Help Georgia Homeowners Win

Real-world results from the Corbin Team playbook.

21. Our Georgia Real Estate Playbook: How Addison & Ron Get Results

The tools, timelines, and strategies that set our team apart.

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Introduction

Meet Addison & Ron

The Georgia Real Estate Team That's With You Every Step of the Way

We didn't get into real estate because we liked houses. We got into real estate because we love helping people make *smart* moves—and live better because of them.

We're Addison and Ron Corbin, a father-son real estate team serving homeowners across the expanded metro Atlanta area. For us, real estate isn't just a job—it's a calling. It's how we help families move forward, invest confidently, and navigate some of life's biggest decisions with clarity and control.

Over the years, we've worked with first-time buyers, downsizers, divorcees, investors, upgraders, and everyone in between. We've walked clients through smooth, picture-perfect closings—and we've stepped in to help clean up real estate messes that other agents left behind.

Through it all, we've learned this: **when you have a clear plan, the right team, and a little Georgia grit, great things happen.**

That's why we created this book.

It's not a generic how-to guide. It's a behind-the-scenes look at how we get results. You'll learn:

- The systems and strategies we use every day
- The mindset that guides every client conversation
- The small touches that turn transactions into relationships

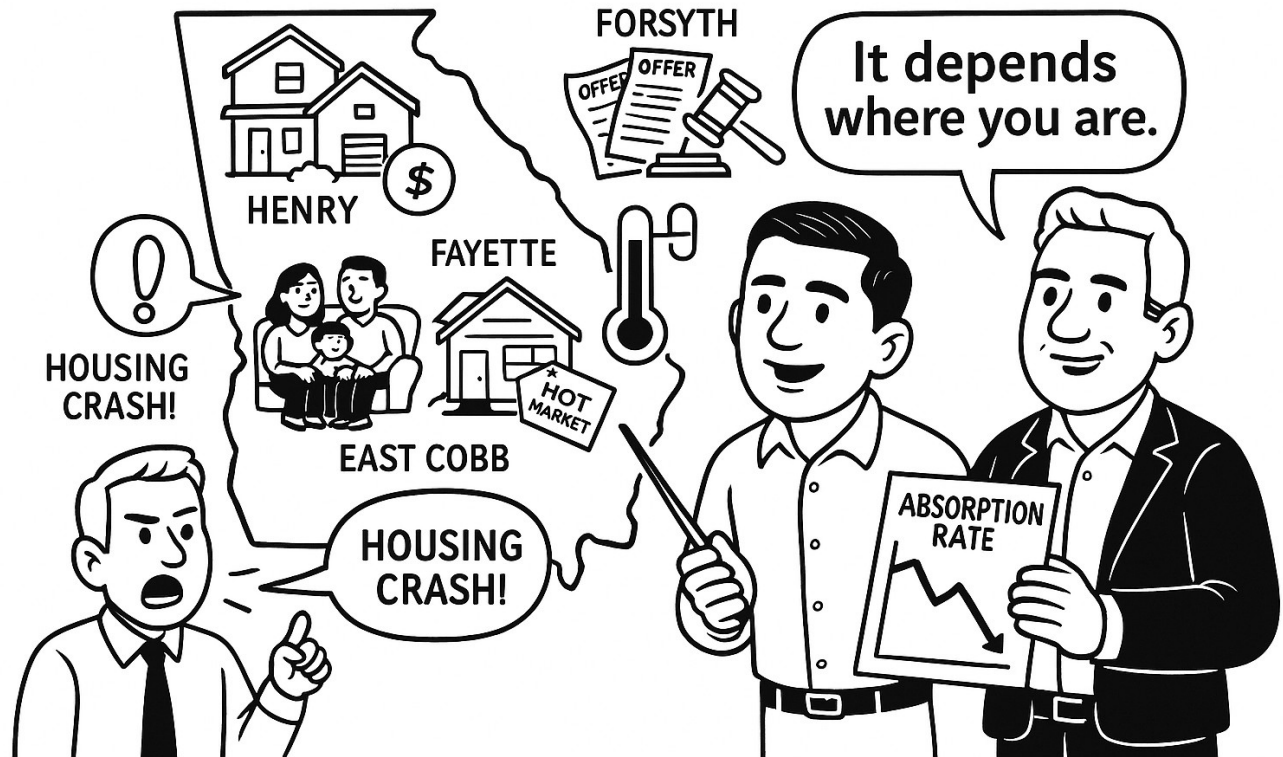
This is our real estate playbook. And we're not keeping it a secret—because we believe you deserve to know exactly what your real estate team is doing for you (and why it works).

Whether you're planning to sell next month, buy next year, or just want to know how great agents operate, this guide is for you.

Let's get to work.

— Ron & Addison Corbin
The Corbin Real Estate Team

LOCAL BEATS NATIONAL



Chapter 1

Understanding the Georgia Market

Why Local Knowledge Beats National Hype Every Time

The Georgia real estate market isn't like the rest of the country—and we like it that way.

While headlines may paint with broad strokes (“Interest rates are up!” “Inventory is down!”), the truth is far more nuanced when you zoom in to your specific county, price point, and property type.

That's why one of the most powerful tools we bring to every client conversation is simple: **local knowledge**. Not just about schools and subdivisions—but about how the market *moves* from one zip code to the next.

Every County Tells a Different Story

In Henry County, buyers often expect newer builds with open-concept layouts—and price increases tend to happen gradually, tied to local job growth and school performance. In Forsyth County, the demand for large, family-ready homes with top-tier school access pushes homes into bidding wars, especially under \$600K.

Fayette buyers tend to move more deliberately—they're looking for lifestyle, not just location. In East Cobb, the pressure is often on the seller to justify every square foot with updates and curb appeal.

We don't just know these trends—we plan around them.

Market Fluency = Smarter Decisions

Before we price a listing or guide a buyer through an offer, we dive deep into:

- Current inventory and absorption rates in your neighborhood
- Recent comps—not just by square footage, but by *style and story*
- Pricing psychology at key thresholds (e.g., \$499K vs. \$505K)
- Where buyers are coming from (relocating, upsizing, downsizing)
- Seasonality—yes, it still matters, even in a digital world

This context shapes every move we recommend—because what works in Alpharetta in April might flop in Griffin in August.

Pro Tip: Look Beyond the Sale Price

We train our clients to focus not just on what homes sold *for*, but **how** they sold:

- How many days on market?
- How many price reductions?
- How close to list price?
- Were there seller concessions or appraisal gaps?

Because behind every sale is a story—and we read those stories like pros.

Mini-Checklist: What We Analyze in Every Market

- ✓ County-specific buyer behavior
 - ✓ Neighborhood pricing patterns
 - ✓ Seasonal shifts in activity
 - ✓ Local inventory trends (weeks/months of supply)
 - ✓ Buyer and seller urgency in your area
-

Takeaway

National headlines don't sell Georgia homes—**local expertise does**. We've built our playbook around understanding the hyperlocal shifts that drive your sale or purchase. Because when we know what's really going on, we help you act with confidence—not confusion.



Coming Up Next: Chapter 2 – Building Trust with Clients

We'll show you how we create real relationships that lead to better outcomes—starting with how we listen, communicate, and protect your interests from day one.



Chapter 2

Building Trust with Clients

Why Communication Is Our Greatest Competitive Advantage

Real estate is a people business first, a property business second.

At the end of the day, what most clients want isn't just a good sale or a smart buy—they want someone they can trust to lead the way. Someone who listens, explains, communicates clearly, and keeps their word.

That's where we come in.

We don't sell hype. We don't pressure. We don't disappear. What we *do* is build relationships, one honest conversation at a time—and that's exactly how we help Georgia clients win.

We Start by Listening

Most agents start with a sales pitch. We start with questions:

- What's your timeline?
- What are you worried about?

- What would a win look like for you?

Whether you're selling a home you've loved for decades or buying your first condo in Midtown, we take the time to understand your goals—and your hesitations—so we can build a plan that's aligned, not assumed.

Clear Communication, Always

You won't have to chase us for updates, wonder what's going on, or guess what comes next. We believe in:

- Regular check-ins (even when there's "nothing new")
- Straightforward explanations—no jargon, no fluff
- Proactive heads-ups before any big decision
- Quick responses when you have questions (especially during negotiations)

One of our sellers in McDonough once told us, "You answered my questions before I knew to ask them." That's what we aim for with every client.

Trust Is Earned, Not Assumed

We don't take your trust for granted. That's why we:

- Tell you the truth, even when it's hard
- Offer realistic pricing and timelines—not just what you want to hear
- Help you weigh trade-offs instead of pushing a quick decision
- Show you our strategy before we ask for your signature

It's not just about closing a deal. It's about **doing right by you**, every step of the way.

Mini-Checklist: How We Build Trust

- ✓ Listen first, act second
 - ✓ Provide clear, consistent updates
 - ✓ Set honest expectations—and meet them
 - ✓ Communicate like a partner, not a salesperson
 - ✓ Make ourselves available long after the deal closes
-

Takeaway

You don't need a slick talker. You need a steady guide. Someone who listens, explains, and always has your back. That's how we operate—and why our clients don't just remember us... they refer us.



Coming Up Next: Chapter 3 – Innovative Marketing Techniques

In the next chapter, we'll show you how we market homes in a way that gets them seen, remembered, and sold.



Chapter 3

Innovative Marketing Techniques

How We Make Sure Your Home Gets Seen, Remembered, and Sold

In today's market, simply listing a home isn't enough. Buyers scroll through hundreds of properties with short attention spans and high expectations. To stand out, your home needs more than exposure—it needs **intention, creativity, and polish**.

That's where our marketing playbook comes in.

We don't just snap photos and post to the MLS. We build a full-scale marketing campaign around your home—one that reaches the right buyers, makes a lasting impression, and drives real results.

Photography That Tells a Story

Every listing starts with professional photography. But we go beyond clean shots—we build a **narrative**:

- What lifestyle does the home offer?
- What unique features need to shine?

- What's the emotional hook that makes buyers say, "This is the one"?

From warm kitchen lighting to wide-angle outdoor shots, every image is chosen with buyer psychology in mind.

Example: A Craftsman home we listed in Fayetteville was overlooked until we reshot the front porch at golden hour—suddenly, it was a “dreamy Southern sunset spot.” We got three offers that weekend.



Going Beyond the Basics

Our marketing toolkit includes:

- **Custom listing videos** that walk buyers through the home
- **Drone footage** for large lots, lake homes, or elevated views
- **Virtual staging** for vacant or outdated spaces
- **Interactive 3D tours** to capture remote and relocation buyers
- **Digital floorplans** so buyers can plan before they walk in

It's not about fancy tech for the sake of it. It's about *removing friction* and *building emotional connection*—before the showing even happens.



Social Media That Actually Sells

We don't just post on Facebook—we run **targeted ad campaigns** designed to reach:

- Active buyers searching in your price range
- Renters likely to buy soon
- Out-of-state buyers relocating to Georgia
- Local agents and investor groups

In Stockbridge, one of our boosted listing videos reached over 7,000 people in three days. One of those clicks? Turned into the buyer.



Print Isn't Dead (But It Has to Be Smart)

For the right properties and situations, we still use:

- High-quality listing flyers at open houses
- Neighborhood mailers with market updates
- “Just Listed” door hangers in areas where word-of-mouth sells homes
- Professionally branded signage that matches your listing online

Every piece reinforces your home's value—and keeps it top of mind.

Mini-Checklist: Marketing That Moves the Needle

- ✓ Professional photography and strategic sequencing
 - ✓ Listing video + virtual or drone content when needed
 - ✓ Social media ads with location and behavior targeting
 - ✓ Clear, buyer-focused listing copy
 - ✓ Brand consistency across online and offline channels
-

Takeaway

Marketing isn't a side task—it's a strategic engine that drives buyer attention, traffic, and offers. We don't rely on luck or listing platforms. We **build campaigns** that showcase your home's story, reach real buyers, and move the market in your favor.

Coming Up Next: Chapter 4 – Negotiation Mastery

Next, we'll step into the negotiation room—and show how we protect your goals, your money, and your outcome at the deal table.



Chapter 4

Negotiation Mastery

How We Protect Your Goals, Your Money, and Your Outcome at the Deal Table

Real estate negotiation isn't about arguing over price. It's about knowing how to navigate complex terms, timelines, personalities, and pressure—while keeping our clients calm, confident, and in control.

This is where experience and preparation matter most. Because behind every successful closing is a deal that was **strategically shaped**, not just accepted.

Our job? Make sure you don't just take *an* offer—you take the *right* one.

🤝 Negotiation Starts Before the Offer

We don't wait until offers come in to start protecting your interests. We:

- Price and position your home with leverage in mind
- Ask the right pre-listing questions to anticipate objections
- Lay the groundwork for a strong negotiation by creating buyer urgency
- Guide you through what's likely to come based on local market patterns

In Henry County, we priced a home just under a major threshold (\$399,900 instead of \$405K), creating a bidding scenario that gave our seller not only a higher price, but better terms—like a 10-day due diligence and waived appraisal contingency.

Offers Are More Than Numbers

We dissect every offer for:

- Price *and* net proceeds
- Financing type and lender strength
- Contingencies and due diligence periods
- Timeline and occupancy terms
- Red flags hidden in special stipulations

Then we explain the pros and cons in plain English. Not just “this one’s higher”—but “this one’s more likely to close cleanly and quickly.”

Counter Like a Pro, Not a Pushback

When it’s time to counter, we bring:

- Clear rationale for the price or terms
- Creative solutions (like appraisal gap coverage or extended occupancy)
- A calm but firm tone that keeps negotiations collaborative—not combative
- Confidence from doing this hundreds of times before

Sellers in Cumming once received an offer with a laundry list of seller-paid upgrades. We trimmed the list, held the price, and added a closing credit. Result? A happy buyer, a relieved seller, and zero unnecessary work.

Buyer-Side? Same Playbook, Different Strategy

When we represent buyers, we:

- Research the seller’s motivation
 - Strengthen the offer with lender intel and clean terms
 - Know when to push and when to pause
 - Protect you from overpaying or overcommitting
-

Mini-Checklist: Our Negotiation Framework

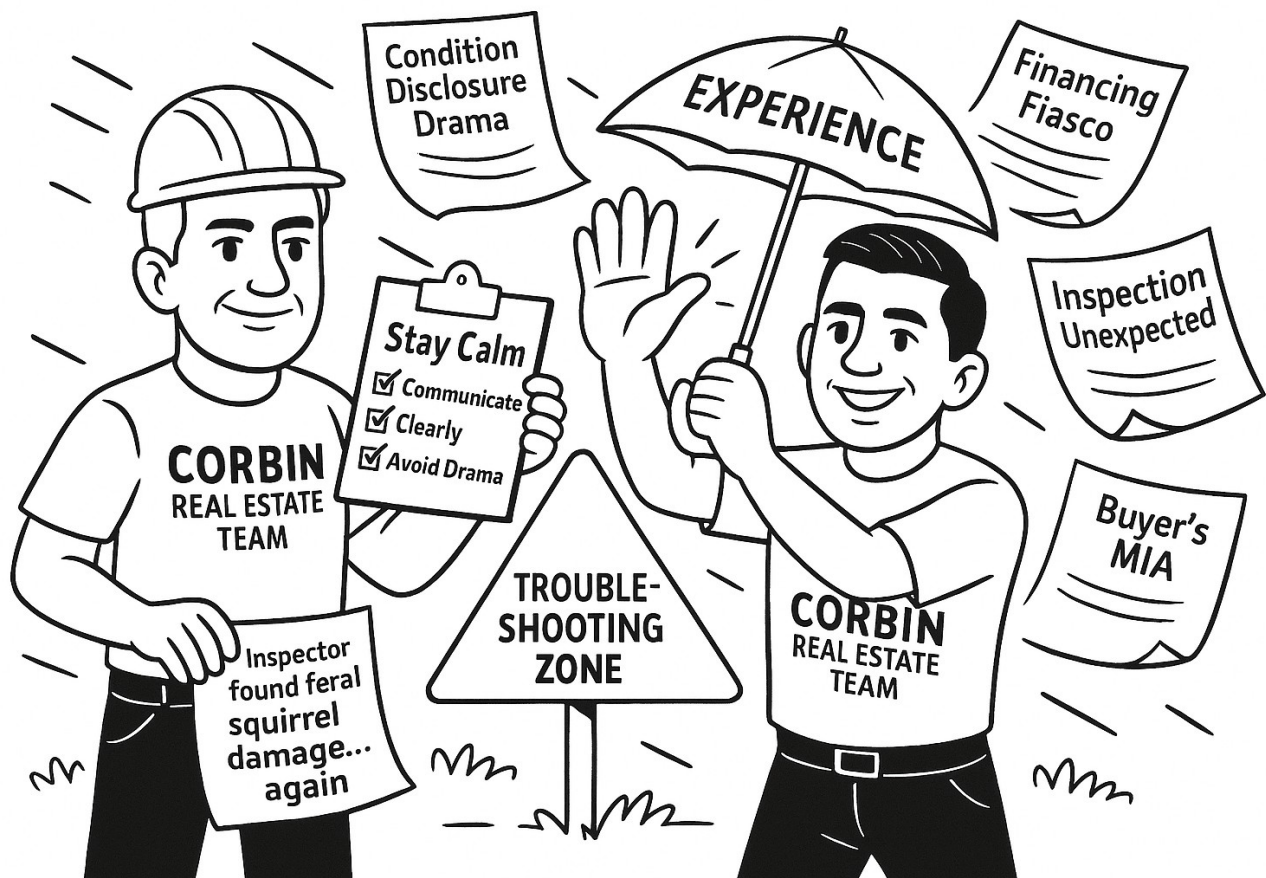
- ✓ Prep you before offers arrive
 - ✓ Review all offer terms—not just the number
 - ✓ Position counteroffers as win-win, not take-it-or-leave-it
 - ✓ Adjust tone and tactics based on market conditions
 - ✓ Always put your long-term goals first
-

Takeaway

The best deals aren't always the loudest—they're the smartest. With our experience, research, and calm confidence, we negotiate from a place of strategy—not stress—so you win more than the deal... you win *well*.

Coming Up Next: Chapter 5 – Navigating Challenges

From shifting markets to inspection surprises, we'll show you how we troubleshoot problems, minimize stress, and keep your deal moving forward.



Chapter 5

Navigating Challenges

How We Troubleshoot Problems, Minimize Stress, and Keep Deals Moving

No matter how well we plan—and we plan a lot—real estate has its curveballs. Inspections uncover surprises. Appraisals miss the mark. Lenders stall. Emotions run high.

But here's the difference: **We expect it. And we're ready.**

Our playbook isn't just about how to succeed when everything goes right—it's about how to lead when things get bumpy. Because that's where trust is tested, and that's when a steady, experienced team makes all the difference.

Inspections That Don't Derail the Deal

Every home has flaws. Some are small. Some feel big. Either way, our job is to:

- Help you read inspection reports calmly
- Separate real risks from routine wear and tear
- Call in local pros for second opinions or quick quotes

- Negotiate smart responses (repairs, credits, or hold-firm strategies)

One Fayetteville buyer got cold feet over a water heater nearing the end of its life. Instead of losing the deal, we offered a \$500 credit—less than a replacement, more than fair. Buyer felt good. Seller didn't stress. Problem solved.

Appraisal Surprises and How We Handle Them

If an appraisal comes in low, it can feel like a gut punch. But we're ready:

- We prep a CMA and appraiser support package *before* the appraisal
- If there's a gap, we explore options: buyer cash coverage, price adjustments, or layered credits
- We keep everyone focused on **what works**, not what hurts

In Griffin, one of our listings appraised \$7,000 short. We negotiated a \$3,000 buyer cash gap, a \$2,000 seller credit, and got the deal done—everyone walked away smiling.

Shifting Market? We Shift With It

The Georgia market isn't static. Interest rates, inventory, buyer confidence—they all change. And when they do, we pivot:

- Adjust pricing strategy with market shifts
- Revise staging or photography to reignite interest
- Revisit buyer targets through new ad campaigns
- Reframe seller expectations with clarity and care

We had a listing in Henry County that sat too long in a slowing market. We rebranded the listing, launched a new campaign with fresh photos and price alignment, and had two showings and one offer within five days.

Mini-Checklist: How We Handle the Unexpected

- ✓ Stay calm—never rush a reaction
 - ✓ Focus on facts, not fear
 - ✓ Communicate with clarity and urgency
 - ✓ Bring in experts when needed
 - ✓ Always have a Plan B ready
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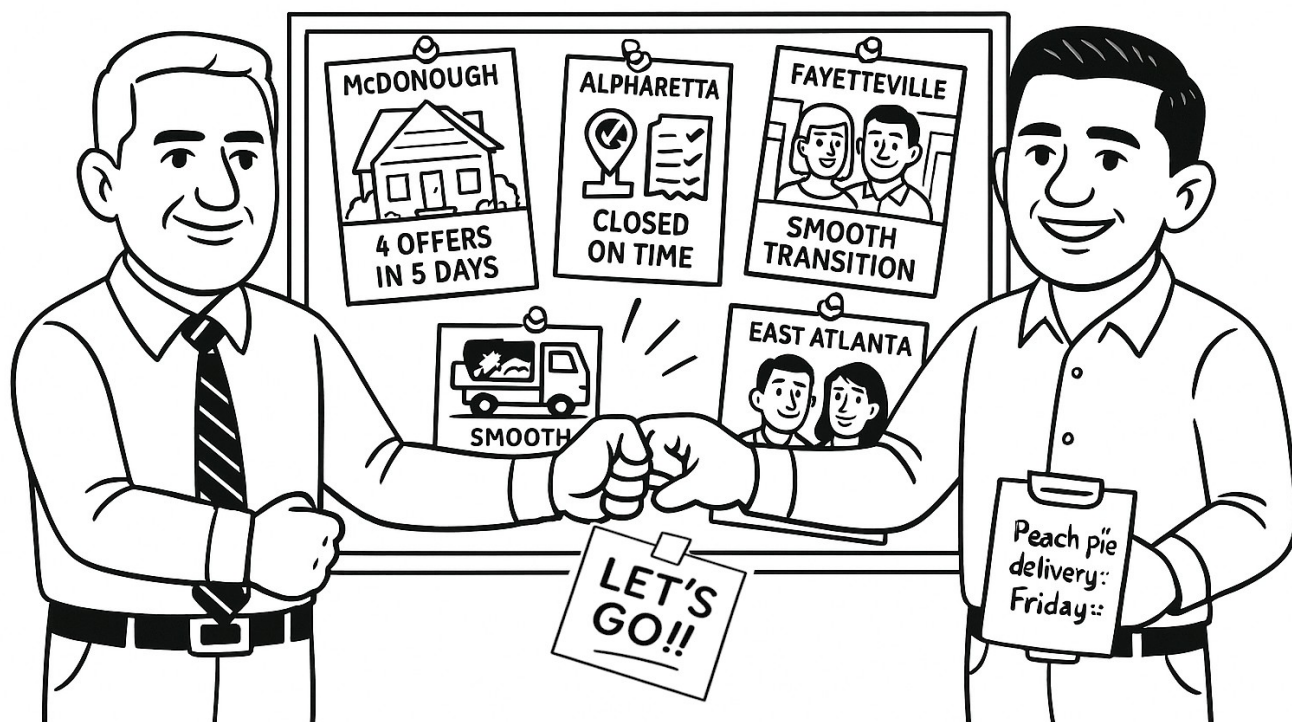
Takeaway

A great real estate team isn't just defined by how they perform when everything goes right—it's defined by how they respond when things go wrong. We don't panic. We don't disappear. We lean in, take the lead, and get you through it.

Coming Up Next: Chapter 6 – Success Stories

Let's bring it all together with real-life examples of Georgia clients we've helped win—sometimes against the odds.

REAL PEOPLE. REAL WINS.



Chapter 6

Success Stories

Real Georgia Clients. Real Wins. Real Relationships.

Every strategy we've shared in this book isn't just theory—it's tested, refined, and proven in the real-world stories of Georgia families, sellers, and buyers we've had the privilege to serve.

Some of these clients came to us unsure. Some came frustrated from a previous listing. Some had unique goals, tight deadlines, or a tough situation. What they all had in common? They wanted a win—and they trusted us to help them find it.

The Expired Listing Turnaround – McDonough, GA

Challenge: The home had sat unsold for three months with another agent. No offers, minimal traffic, and low seller confidence.

What We Did:

- Reassessed pricing and repositioned based on market shifts
- Brought in fresh staging and pro photography

- Launched a targeted social media campaign
- Created urgency with a Thursday launch and back-to-back weekend showings

Result: 4 offers in the first 5 days. Sold above asking. Seller said, “I wish we’d hired you from the start.”

The Inspection Surprise – Peachtree City, GA

Challenge: Buyer loved the home, but inspection flagged \$9K in electrical and drainage concerns.

What We Did:

- Brought in licensed contractors for second quotes (actual repairs: \$3,700)
- Negotiated a partial credit and a firm repair deadline
- Kept communication transparent and calm on both sides

Result: Deal closed on time. Buyer saved money. Seller avoided unnecessary stress.

The Downsizer’s Dream – Fayetteville, GA

Challenge: Empty nesters wanted to downsize but were overwhelmed by what to fix, what to keep, and where to go next.

What We Did:

- Walked them through a room-by-room prep plan
- Handled professional staging and virtual tours
- Connected them with a trusted agent in their new destination city
- Timed both closings for a smooth same-day transition

Result: Their large home sold fast, and their new chapter started with no overlap or surprises.

The First-Time Buyer Breakthrough – East Atlanta

Challenge: A young couple was nervous, unsure about the process, and getting beat out in multiple-offer situations.

What We Did:

- Helped them get fully pre-approved and submit stronger offers
- Identified properties with potential value that others overlooked
- Guided them through every question and next step

Result: Found a hidden gem under budget in a rising neighborhood. They're now building equity—and planning baby #1.

Mini-Checklist: What Every Success Story Has in Common

- ✓ A clear strategy from day one
 - ✓ Open, honest communication throughout
 - ✓ Creative solutions when problems arise
 - ✓ A strong relationship between client and agent
 - ✓ Trust in the process—and the people behind it
-

Takeaway

Success isn't just measured in sales prices. It's measured in **peace of mind, smooth transitions, and clients who feel seen, heard, and supported.** These stories are why we do what we do—and why we'll never stop raising the bar.

Coming Up Next: Conclusion – The Addison & Ron Difference

In our final section, we'll bring it all together—and show why our approach isn't just different. It works.

THE CORBIN TEAM DIFFERENCE



Closing Thoughts

The Corbin Team Difference

This Isn't Just What We Do. It's Who We Are.

When we sat down to write this book, our goal wasn't to impress you—it was to **show you**. To pull back the curtain on the systems, values, and strategies that drive our success, and more importantly, our clients' success.

Because at the end of the day, anyone can say they're a "top agent." But what really matters is what happens **behind the scenes**:

The phone calls.

The late-night offer reviews.

The detailed prep plans.

The calm, steady hand when a deal starts to wobble.

The relationships that last long after closing day.

That's what we believe real estate should look like. And that's what we deliver—every single time.

We hope this playbook gave you a real sense of who we are and how we help Georgia homeowners win. We're not here to sell you—we're here to *serve* you, to walk with you, and to help you make your next move with strategy and confidence.

Whether you're planning to buy, sell, invest, or just explore your options—we're ready when you are.

— Ron & Addison Corbin

The Corbin Real Estate Team

Let's Stay Connected

We're more than real estate agents — we're your Georgia resource long after the keys change hands.



Follow us on social media for relocation tips, homeowner advice, and Georgia lifestyle inspiration



Call anytime — even if it's months (or years!) later and you just want a recommendation for a plumber, park, or peach pie



Join us at our Quarterly Client Appreciation Events — we love reconnecting in person with our clients, new and old

We mean it when we say: you're not just a transaction — you're part of our Georgia family now.