



ACBR lauds industry leaders

The Atlanta Commercial Board of Realtors presented awards to some of the most innovative and dynamic industry leaders in Atlanta at its Dec. 9 annual meeting. Each year the organization highlights individuals who set the bar for success in the real estate industry. Awards include Realtor of the Year, President's Award, Affiliate of the Year, the Henry H. Robinson Award, the Community Service Award, Young Realtor of the Year and Members of the Month.

Realtor of the Year

ALAN JOEL, JOEL & GRANOT REAL ESTATE LLC

By Tonya Layman
CONTRIBUTING WRITER

Alan Joel of **Joel & Granot Real Estate LLC** says that serving the **Atlanta Commercial Board of Realtors** is an enjoyable experience, not a task.

"I don't look at it as just another check mark on the list," he said. "I really enjoy the Realtor organization. I like being with people who are my contemporaries and I enjoy what we do for the organization and outside of the organization."

This passion has led to Joel being named Realtor of the Year by the ACBR. The award is presented to one ACBR member based on that person's spirit, civic activity, business accomplishments, board activity, state association activity and national association activity.

"The award is based on what you have done for the organization in general," Joel said. "Sure you have to be somewhat successful but it really is based on what you

do in addition to the deal side. It is not typically based on a specific thing — but a bunch of little things."

That said, there is one involvement that he believes tipped the scale in his favor.

He helped lead negotiation of an agreement between ACBR and **Xceligent Inc.**, a commercial real estate data services provider, that gives small real estate firms access to information at more affordable prices than previously available.

"There are a lot of members that are smaller firms that presented a strong demand to have a real estate database they could afford," he said. "We created a strategic alliance with Xceligent. I was very involved with that process since day one and we closed the deal this year. As a Realtor organization with about 2,500 members — many that are small firms

and many that are larger firms — there is a diversity of needs. We have helped take care of the needs of everybody."

Joel & Granot Real Estate is an Atlanta-based commercial real estate company that provides a full range of real estate services to its clients from tenant representation, build-to-suit, investment sales, property management and leasing. Joel has extensive experience in selling income, owner/user properties and undeveloped land. Within the

past two years, he has closed more than 100 transactions totaling more than 200,000 square feet.

"No two deals are the same," he said. "This business requires that you change what you do and how you do it. It is tougher to make deals, especially now that the market is struggling. Clients expect more and they deserve more so



Joel

you have to produce more."

Joel, an Atlanta native, has specialized in commercial real estate leasing and sales since graduating from college. Joel's family has been in the real estate business for more than 50 years. He attended the **The University of Georgia** on a swimming scholarship and in 1981, he was selected as a member of the U.S. team to participate in the Maccabiah Games in Tel Aviv.

He graduated with a degree in finance from the school of business where he was a member of the Phi Eta Sigma Freshman Honor Society as well as a Dean's List student. He obtained his master's degree in real estate from **Georgia State University** and has received his Certified Commercial Investment Member (CCIM) designation.

In 2004, he received the Alvin B. Cates Award from ACBR for the most outstanding real estate transaction of the year. He lives in Atlanta with his wife, Sophie, and two daughters.