

# DORSEY ALSTON

REALTORS®



Listing Presentation





# The Company

Founded in 1947 by prominent Atlantans Roy Dorsey and Robert Alston, Dorsey Alston, Realtors® has a distinguished legacy of real estate service. For 75 years, generations of clients have trusted Dorsey Alston to represent them with integrity, discretion and professionalism. Working with fine properties in Atlanta, Alpharetta, Ansley Park, Brookhaven, Brookwood Hills, Buckhead, Decatur, Dunwoody, East Cobb, Marietta, Morningside, Roswell, Sandy Springs, Vinings and Virginia Highland our commitment to providing the highest quality of client service and market knowledge is legendary.

The Atlanta real estate market is competitive and complex. School districts, city and county taxes, neighborhood trends and location are all factors in making successful real estate decisions. In guiding buyers and sellers, there is no substitute for experience. Dorsey Alston associates are among the most experienced and accomplished people in Atlanta real estate. On average, our agents have more than 14 years of experience. Dorsey Alston agents have access to all of the tools necessary to help our buyers and sellers understand the complexities of the Atlanta real estate marketplace and beyond.

While we are proud of being locally owned and managed, Dorsey Alston has expanded its reach far beyond Atlanta and our region. Our affiliations with Leading Real Estate Companies of the World and Luxury Portfolio give us a global presence which includes a partnership with 1,641 outstanding luxury real estate firms with more than 120,000 sales associates throughout the United States and 67 other countries.

Our associates are committed to their clients, providing knowledge as both real estate professionals and as actively involved members of the Atlanta community. Many Atlanta charities, public and private schools and virtually all local arts organizations benefit from hands-on involvement of Dorsey Alston associates.

# Owner/President

Since returning to Atlanta in 2008 as President and CEO of Dorsey Alston, Michael Rogers has been an integral part of the growth and success of Dorsey Alston. As President and owner of the firm, Michael is involved with the day to day operations of the office as well as spending time with agents.



Michael is the second-generation Rogers and third Atlanta native to own and run Dorsey Alston, Realtors. He became chairman of Dorsey Alston in 2000, while serving as the president of BMW of Macon and as the lead developer of Manhead Marina in Brunswick, Ga. In 2008, Michael returned to Atlanta to join Dorsey Alston full-time as the company's president and CEO. He holds a broker's license with the Georgia Real Estate Commission and is a member of the Atlanta Board of Realtors. He also serves on the board of directors of the Buckhead Coalition, the Atlanta History Center and is a member of the Southern 7 Chapter of the Young Presidents' Organization (YPO).

Raised in Atlanta, Rogers graduated from The Westminster Schools before receiving his bachelor's degree with honors in economics from the University of Virginia and his MBA from the Stanford Graduate School of Business.





# Managing Brokers

Your three Broker/Managers have more than 50 combined years of experience in helping agents build their business. Rip, Patrick and Carson work interchangeably with each broker being available to answer all agents' questions. They provide guidance with contract construction and interpretation, ethics, strategy, coaching, training, and general office issues. Please direct all questions in these areas to any broker at any time.



**Rip Sartain**

**SR. VICE PRESIDENT & MANAGING BROKER**

Rip has served the Atlanta residential real estate community as a broker and lending specialist for over 35 years. Using his knowledge of real estate finance, Rip has worked as an instructor at The S&L Institute and Atlanta Area Technical School. A life-long Atlanta resident, Rip attended E. Rivers Elementary and graduated from The Lovett School. He received his bachelor's degree from the University of Georgia and his law degree from Atlanta Law School.



**Patrick Wood**

**SR. VICE PRESIDENT, BROKER & RELOCATION DIRECTOR**

Patrick has been a member of the Atlanta real estate community since 2006. He previously managed construction projects for R.J. Wood and Company. Prior to becoming a broker, Patrick was an agent with Dorsey Alston and a Lifetime Member of the Atlanta Board of Realtors Multi-Million Dollar Sales Club. Patrick attended Hampden-Sydney College and holds a bachelor's degree from Mercer University.



**Carson Matthews**

**SR. VICE PRESIDENT & MANAGING BROKER**

Carson joined Dorsey Alston Realtors in 2016 after rising through the ranks of two of the country's largest residential real estate companies. He earned the Rookie of the Year award in his first year as a REALTOR® and became a champion of the sustainable building movement. Over his 16-plus years as a REALTOR®, he has earned the Phoenix Award and been named a Life Member of the Atlanta REALTORS® Association Top Producers. An early adopter of the internet and social media, Carson is recognized by his peers as a marketing expert. Carson received his bachelor's degree from Presbyterian College.

# 2022 Dorsey Alston Statistics

CLOSED TRANSACTIONS IN  
**130** & **29**  
zip codes    counties



**\$1,168,071,252**

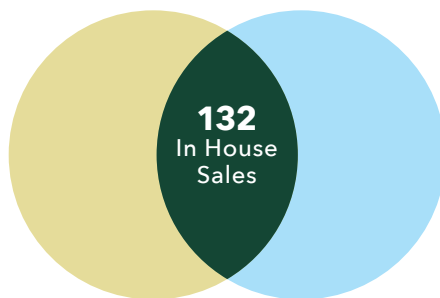


IN CLOSED VOLUME

**1595**

TOTAL TRANSACTIONS

**897**  
Buy Side  
Sales Closed



**698**  
Listing Side  
Sales Closed



**65**

**TOP PRODUCER CLUB AGENTS**

That's **31%** of our **211** Producing Agents  
(with at least one transaction)


# Professional Photography





# In-home Marketing


Dorsey Alston offers a full array of marketing collateral. Brochures (saddle-stitched and tape bound) and flyer pictured below.




**DORSEY ALSTON**  
REALTORS®

**NEW LISTING**  
\$3,200,000

**232 Pineland Road NW**  
5 BEDROOMS | 4 FULL BATHS | 2 HALF BATHS  
CHASTAIN PARK



**Exquisite**  
custom-built home designed by Atlanta Architect Caroline Rolander located in the heart of Chastain Park. Thoughtfully designed spaces created for both formal and informal entertaining. Quality finishes and designer features throughout.



**Other fine features**

- Master Suite on Main with panoramic views of the heated, salt water pool.
- Spa-like Master Bath with separate vanities and closets, marble shower and freestanding tub.
- Four gracious Junior Guest Suites.
- Two laundry rooms.
- Flat, walk-out bluestone patio surrounding pool with water features and integrated spa.
- Outdoor kitchen.
- Outdoor living area with fireplace.
- Separate covered dining area.
- Two play areas.
- Three car garage (one attached, two detached).
- Space above two car garage for future guest apartment.
- Flat, 1/2 acre lot.
- Conveniently located to the Chastain Park amenities, Atlanta's best shopping, dining and public and private schools.

8 page saddle-stitched brochure



**DORSEY ALSTON**  
REALTORS®

**TUXEDO PARK**

**439 Blackland Road NW**  
6 BEDROOMS | 8 FULL BATHS | 4 HALF BATHS



**Agent Name**  
404.352.2010 | 404.352.2010  
agentname@dorseyalston.com

**Agent Name**  
404.352.2010 | 404.352.2010  
agentname@dorseyalston.com

12+ page tape bound brochure



**DORSEY ALSTON**  
REALTORS®

**JUST LISTED**  
\$439,000

**1234 Colmer Avenue**  
3 BEDROOMS | 2 FULL BATHS | 1 HALF BATH  
EDGEWOOD

2 page flyer



**DORSEY ALSTON**  
REALTORS®

100 West Peach Ferry Road | Atlanta, Georgia 30305  
404.352.2010 | dorseyalston.com

**Designer influenced, nearly new construction home in Edgewood.**

- Home was completely renovated/rebuilt from the foundation.
- Hardwood floors throughout the main living areas.
- Separate living and dining areas.
- Chef's kitchen with stainless steel appliances, granite countertops and gas range.
- Over-sized master bathroom opens to back deck and has his and her closets.
- Master bath has whirlpool tub and separate shower with double vanities.
- Incredible indoor and outdoor living areas.
- The front offers detailed stone hardscape and rocking chair front porch.

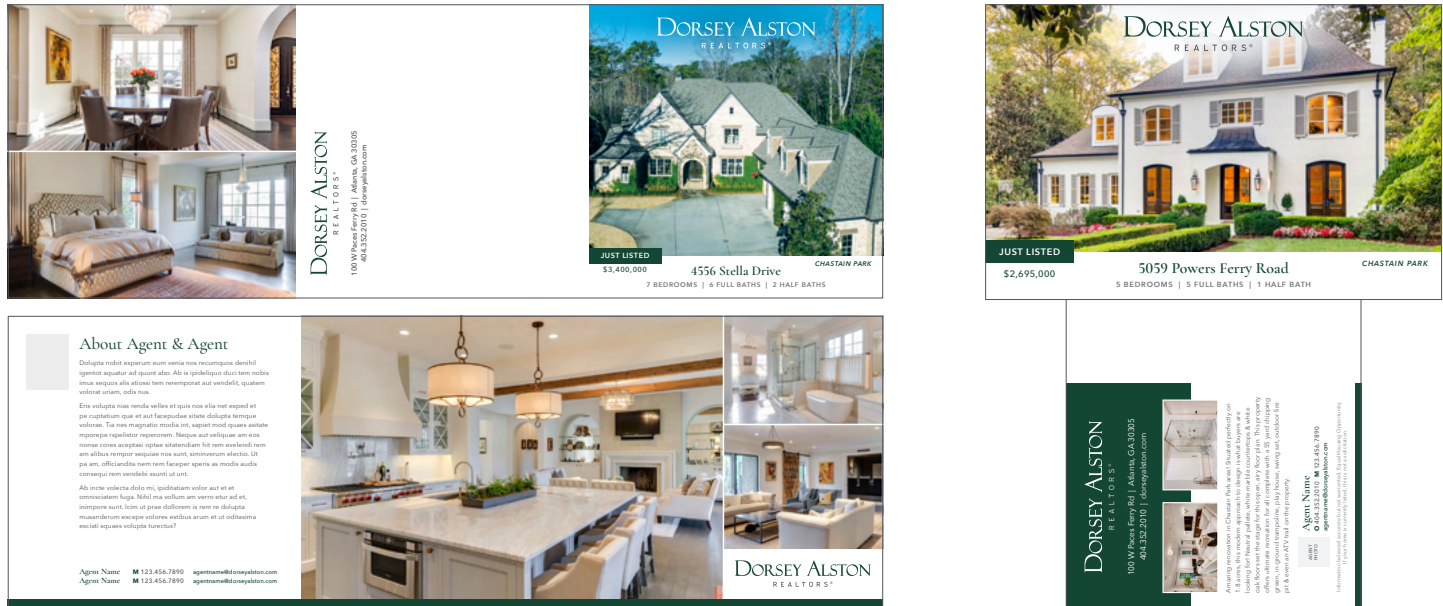
**Schools**  
Dorsey Elementary School  
King Middle School  
Maynard H. Jackson High School

**Taxes**  
\$439 in 2017

**Agent Name**  
404.352.2010 | 404.352.2010  
agentname@dorseyalston.com

Trifold mailer, postcard, e-flyer, newspaper ad\*, and Dorsey Alston yard sign pictured below.

trifold mailer

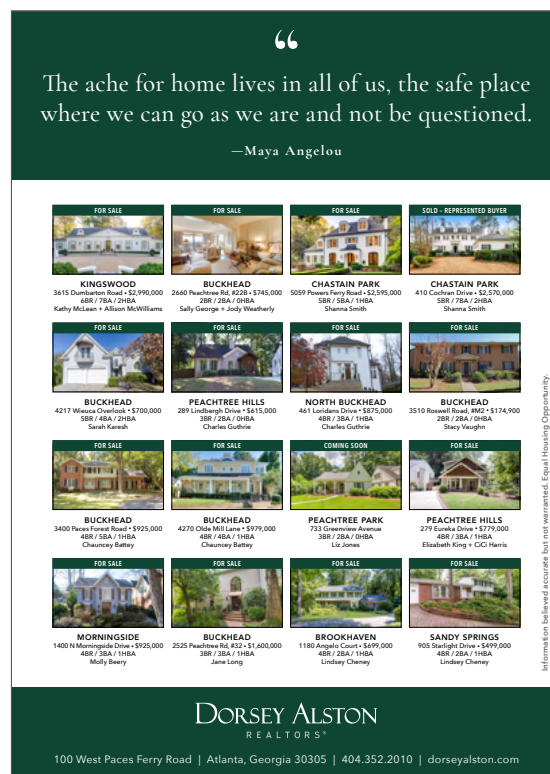


postcard

just listed e-flyer



newspaper ad



\* Our ads appear in a variety of publications such as The Atlanta Journal-Constitution, Atlanta Business Chronicle, Atlanta INtown, Northside Neighbor, Wallstreet Journal, Southern Seasons, Atlanta Homes & Lifestyles, The Enclave, and Veranda.

forming on the basis of a considerable bulk of information of English Maritime Archaeology.



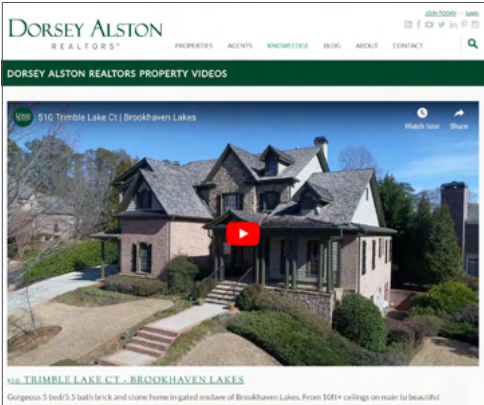
# Social Marketing

Social media posts\* and property listing/open house announcement on Dorsey Alston blog pictured below.

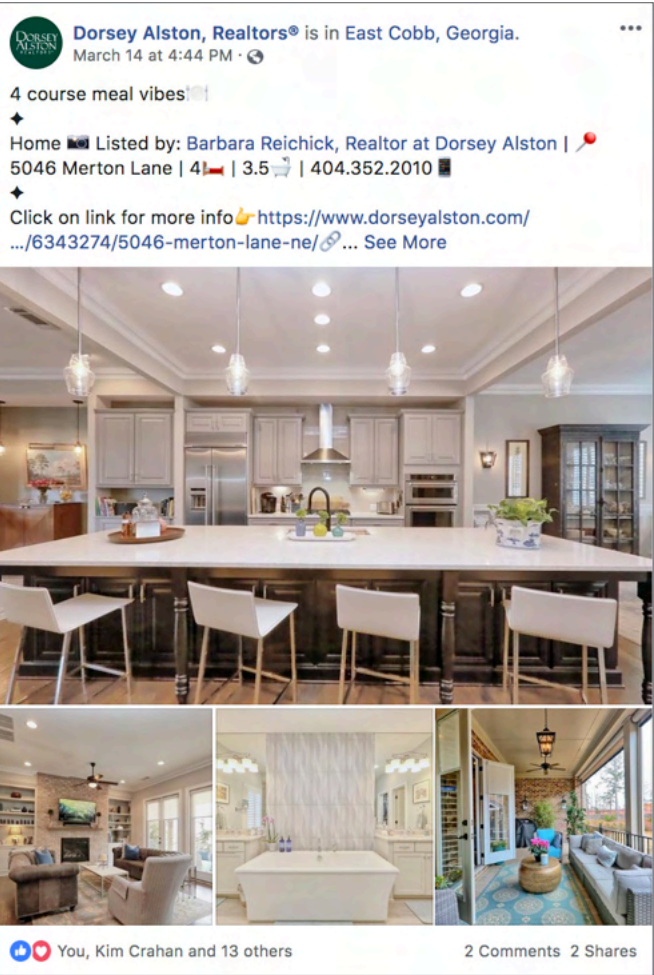
Instagram post



property video on website



Facebook post



open house announcement on blog




Instagram video post



\* Social posts are sent by the corporate office as well as the listing agent. Oftentimes, fellow Dorsey Alston agents will share posts on their site, as well.

# Listing the Property


[Home](#)
[Search](#)
[Stats](#)
[My Matrix](#)
[Public Records](#)
[Docs](#)
[Links](#)
[Finance](#)
[Add/Edit](#)
[Market Reports](#)
[Help](#)
[Mobile](#)
[Hello, Jennifer](#)

[Recent Searches](#)


[Criteria](#)
[Map](#)
[Results](#)

[Previous](#)
[Next](#)
1 of 1
Checked 0
All · None · Page
Agent Single Line display
Display Agent Full - Tabbed
at 1
per page

## 22 Cherokee Road NW, Atlanta, Georgia 30305

[Listing](#)
[Tax](#)
[Photos](#)
[History](#)
[Parcel Map](#)
[Flood Map](#)
[Foreclosure](#)

☒ Agent Full



**Residential** - Detached  
**FMLS #:** 6520759  
**22 Cherokee Road NW**  
**City:** Atlanta  
**County:** Fulton  
**Subd/Comp:** Buckhead

**Broker:** [DAC001](#)

**Availability:** No conditions  
**Area:** 21  
**State:** Georgia, 30305-2908  
**Lake:** None

**Unit #:**

Lvl	Bdrms	Baths	Hlf Bth
Upper	4	4	1
Main	1	1	1
Lower	1	2	0
<b>Total</b>	<b>6</b>	<b>7</b>	<b>2</b>

**SCHOOLS**











































<b>Elem:</b> Brandon	<b>Bus Rte:</b>
<b>Middle:</b> Sutton	<b>Bus Rte:</b>
<b>High:</b> North Atlanta	<b>Bus Rte:</b>

**Subtype:** Single Family Residence  
**Levels/Stories:** 2  
**Year Built:** 2019  
**Arch Style:** Traditional

**Condition:** New Construction  
**Sq Ft/Source:** 9,545 / Builder  
**Acres/Source:** 0.6600 / See Remarks  
**Const:** Brick 4 Sides

**List Price:** \$4,495,000  
**Sales Price:** \$4,400,000 CC: \$0  
Closed

1 / 37













































**Directions:** Habersham Rd to Cherokee Rd, property is on the right. Or Andrews to Cherokee, property is on the left just past Vernon Rd.


**Public:** One of a kind new construction by Siegel Construction & Design on one of Atlanta's most exclusive streets in the South! Open floor plan on main makes this home a dream for entertaining! Main floor features include oversized iron windows & iron doors, oak monocoat floors, reclaimed beams in the living room/study, and white oak bookshelves in the family room. Kitchen boasts vermont white marble, dual fuel

### 22 Cherokee Road NW, Atlanta, Georgia 30305


[Listing](#)
[Tax](#)
[Photos](#)
[History](#)
[Parcel Map](#)
[Flood Map](#)
[Foreclosure](#)




Living Room/Study with view of the wine cellar




Study/Living room and Wine Cellar




Dining Room




Wine Cellar located between Dining Room and Study/Living Room




Wine Cellar



Wine Cellar from Dining room



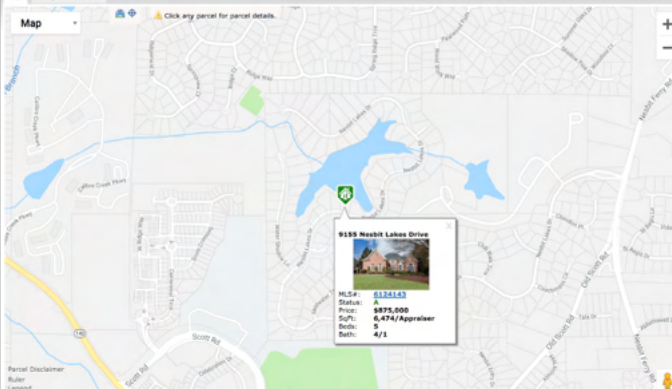
Family room with cedar beams, white oak built-ins and iron windows and doors



Family Room

Map Google Street View

Click any parcel for parcel details.



Parcel Details:

- MLS# A124143
- Status: A
- Price: \$875,000
- SqFt: 6,474
- Baths: 5
- Beds: 4/1

Map data ©2018 Google

### 22 Cherokee Rd Nw, Atlanta, GA 30305-2908, Fulton County

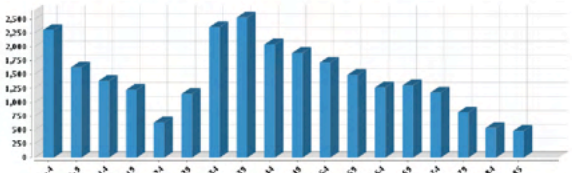
[Property Detail](#)
[Comparables](#)
[Market Trends](#)
[Neighbors](#)
[Neighborhood Profile](#)
[Assessor Map](#)

#### Demographics

**Population Summary**

Estimated Population:	25,967
Population Growth (since 2010):	12.9%
Population Density (pop / mile):	4,035
Median Age:	39.52

**Age**



**Household**

Number of Households:	13,957
Household Size (pop):	2
Households w/ Children:	2,385



# Property Listings Flow Chart

FMLS is *just the beginning* of your listing's journey.



Your listing is entered in the First Multiple Listing Service and is fed directly to the Dorsey Alston, Zillow, and ListHub websites.



ListHub pulls the most up-to-date listing information from FMLS and distributes to numerous websites.



All Other Real Estate Company Websites

A large, white, two-story house with a swimming pool and a covered patio area. The house features multiple dormer windows and a large front porch. The pool is surrounded by a stone deck and lush green landscaping. The image is part of a real estate advertisement for Dorsey Alston Realtors.

# PROPERTY SEARCH

For Sale

For Rent

View:

Available: **\$8,318 Results**

Search Terms (0)

Street/Zip, MLS/A Agent

Price Range:

Minimum

\$1,250,000

Maximum

Bedrooms

Any

Bathrooms

Any

Property Type

☒ Single Family
 ☒ Condo / Townest
 ☐ Lot/Land
 ☐ Multi-Family

Select Countries & Cities

Select Schools

☐ New Listings
 ☐ Open Houses
 ☐ Recent Price Changes
 ☐ New Developments

Advanced Options

Reset Search

147 CONCORD DRIVE

\$1,250,000

9 Bedrooms • 8 Bathrooms  
MLS# 4034261 **MLS™**

944 SAINT LYONN COURTS

\$1,250,000

6 Bedrooms • 6 Bathrooms  
MLS# 4078055 **MLS™**

2487 HOPEWELL ROAD

\$1,250,000

7 Bedrooms • 6 Bathrooms  
MLS# 4093425 **MLS™**

3586 INMAN DRIVE

\$1,250,000

5 Bedrooms • 5 Bathrooms  
MLS# 4051554 **MLS™**

4556 STELLA DRIVE, Atlanta - Chastain Park

Back to Previous Page

Price: \$3,400,000

Type: Single Family

Year Built: 2007

Approx. Sq. Ft.: 11,000  
Sq. Ft. Source: Owner

Bedrooms: 7

Bathrooms: 6

Half-Baths: 2

Lot Size: 0.7395 Acres



# Local Expertise on an International Scale

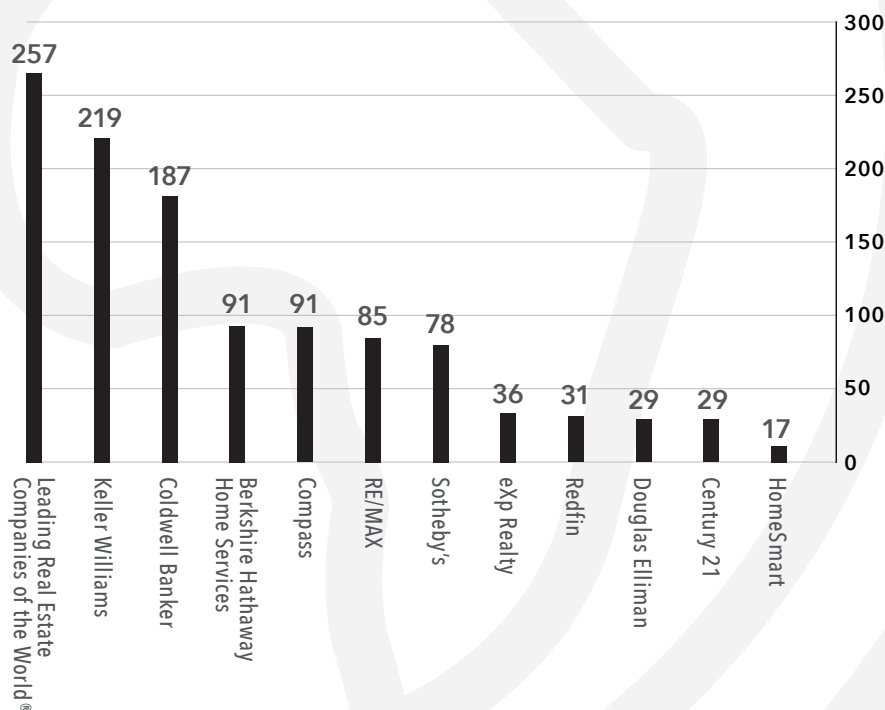


As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a **local and global market leader** working on your behalf. Leading RE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.

## MORE U.S. HOME SALES VOLUME THAN ANY NATIONAL REAL ESTATE BRAND

*Volume shown in billions of dollars*

Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources.



Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World® the **largest global network of premier locally branded companies** dominated by many of the world's most powerful independent luxury brokerages.



Scan for  
more info.



PROPERTIES

206



COUNTRIES

86



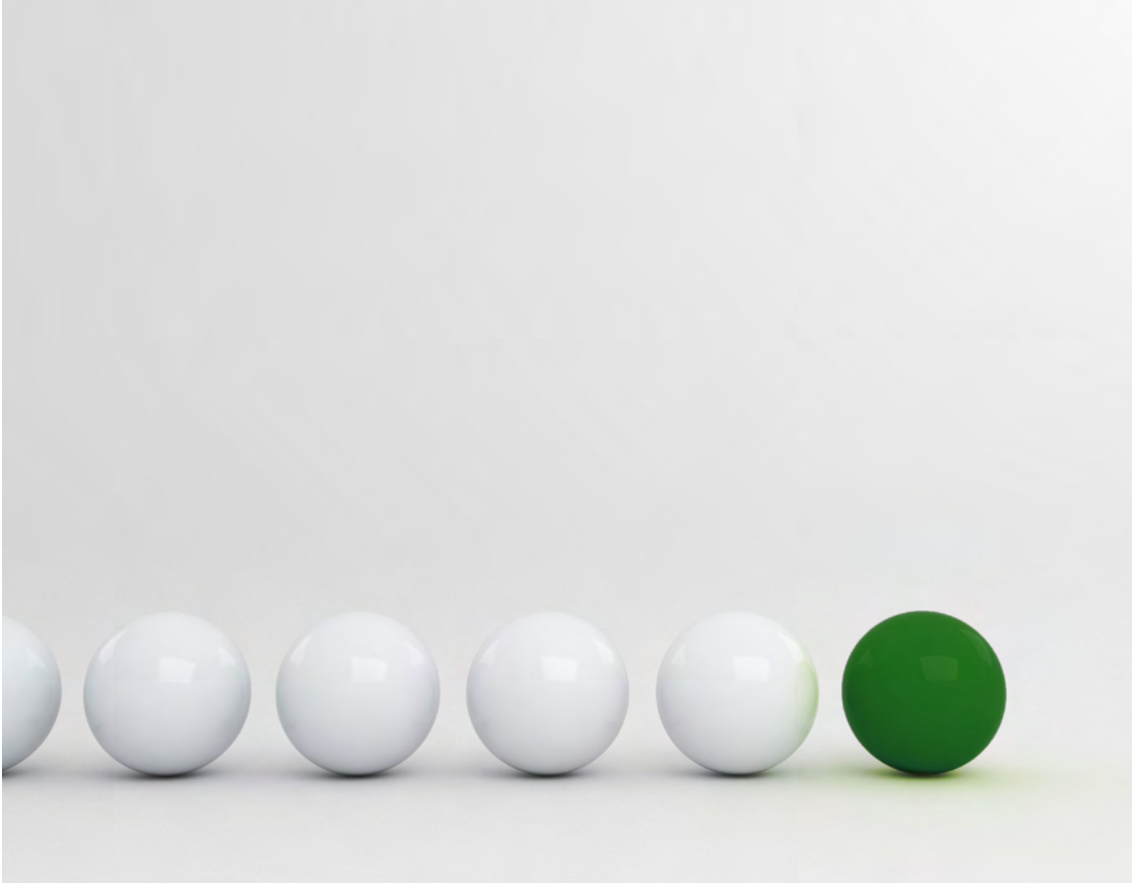
CITIES

1,265



TOTAL VISITS

31,957



# Project Manager List to Close

- Dorsey Alston yard sign
- Agent caravan
- Sunday open house
- Targeted neighborhood marketing
- Social media presence
- Color brochures
- Print advertising
- On-line advertising
- Contract negotiations
- Vendor recommendations
- Meeting vendors
- Negotiating with them on your behalf



# Community Involvement

Dorsey Alston, Realtors® is a proud supporter of a variety of organizations in the neighborhoods we serve, including public and private schools, the arts, youth organizations, business associations, and charities. Below are a few examples of the places you'll see Dorsey Alston agents helping out in the community.



# DORSEY ALSTON

REALTORS®

100 West Paces Ferry Road  
Atlanta, Georgia 30305  
404.352.2010 | [dorseyalston.com](http://dorseyalston.com)

1000 Johnson Ferry Road  
Marietta, Georgia 30068  
404.352.2012 | [dorseyalston.com](http://dorseyalston.com)

853 North Highland Avenue  
Atlanta, Georgia 30306  
404.352.2010 | [dorseyalston.com](http://dorseyalston.com)

It's good to be green.