

Buckhead & Beyond

T O O U R C L I E N T S

This newsletter and subsequent issues are created and published by Mira D. Bergen, an Associate Broker and Retail Specialist with Coldwell Banker Commercial Real Estate Services in Atlanta, Georgia. Mira primarily concentrates her efforts on the sale and leasing of commercial properties in the Greater Buckhead area. ■

MAKING A COMMITMENT TO BUCKHEAD: A Beautiful Growth

You are the brilliance that is Buckhead. I see it every day, because I listen to you as we share information, as I sell and lease your properties, and as I represent tenants you are seeking. The relationship we develop and the commitment we share, to each other and to this extraordinary community, is the common denominator in working for the betterment of Buckhead. The equation is simple: There are many directions, yet, the common denominator, commitment, is always there.

One path I see is that owners and tenants are cultivating their investments and making a difference: Buckhead is Blooming! Buckhead makes me happy when I see J. Martinez & Company, Jeff Novak's Buckhead Tby Store, Yamin's Oriental Rugs, Buckhead Diner, George Rohrig's East Village Grille, Touch of India, Michal Evans Floral Designs, and Evans Furs. These are only a few of the owners and tenants making a difference.



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Bill York, President of York Furs in Buckhead, wears two hats, retailer and property owner. York stated, "Property owners should upgrade or sell to someone else who will enhance the betterment of Buckhead. Buckhead is a wonderful place for business now. Think how sensational it would be if all the improvements on property which have a tired old look were permitted to occur. Property owners ought to at least talk to people in the real estate business who have progressive ideas."

Bill's commitment to Buckhead's beautiful growth is that he is not only putting substantial dollars into renovation, restoration and modernization of his recently purchased 3201 Peachtree Road location, but that he is maintaining the quality, charm and nostalgia he envisions Buckhead to be.

Also working for the betterment of Buckhead's beautiful growth is the Buckhead Coalition. This is a group primarily composed of CEO's of major firms who live or work in Buckhead, who unselfishly join together, even with their competitors, to work for the common good of commercial and residential property owners. Their projects range from a 20 year Buckhead growth plan to their "Brighten Up Buckhead" program which replaced 93 street lights. "Buckhead is very fortunate to have a group like this committed to the common weal," stated Buckhead Coalition President and former Atlanta Mayor Sam Massell, "They will help set the standard of excellence that will inspire people to do more with their individual properties."

Members of the Buckhead Coalition are citizens truly committed to a special way of life. Along with people like Bill York, Sam Massell and others like yourselves, a beautiful growth will exist. We can make it happen. ■