

the spotlight

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RE/MAX Platinum: Building on experience, leading with trust

In a real estate market that continues to evolve, few brands bring more experience to the table than the agents of RE/MAX Platinum. It's a team in which owner Kim Hallmark has complete confidence: "Clients are not going to find an individual agent or collection of agents in our market that are more professional or more experienced," she said. "Most of our agents have been with us 15-20 years."

Hallmark and her husband Jeff purchased RE/MAX Platinum Decatur in 2023 and the Athens location in 2024, stepping into ownership after three decades within the company. Rather than starting something new, Hallmark said the goal was to build on the existing strong foundation.

"This next chapter is about honoring what's been built while continuing to grow and evolve," she said. "We're very proud of the reputation this company has in our community, and we're intentional about protecting that."

That commitment is reflected in the brokerage's long-standing position as one of the top-performing offices in north Alabama.

The Decatur location has reached new visibility and gained attention after its move to prominent location on Sixth Avenue. Hallmark said the recent move to the newly renovated location marks an important step forward for RE/MAX Platinum – and it's about more than just a change of address.

"We wanted a space that reflects who we are today," she said. "Professional, forward-thinking, and rooted in the community."

The new office provides a welcoming environment for clients while serving as a hub for agent development, collaboration and training.

"It's not just an office," Hallmark explained. "It's a place where better agents are built, and that directly impacts the level of service our clients receive."

These days, many consumers begin their home search online, but Hallmark said navigating a transaction requires far more than browsing listings. "Anyone can open a door," she said. "Not everyone knows how to guide a client through a negotiation or protect them when a deal gets complicated."

That philosophy is central to how RE/MAX Platinum operates. "We're part of a franchise that provides us every single cutting edge oppor-

tunity and advantage that a client could want," Hallmark said. The brokerage is known not only for its production but for the depth of experience among its agents, "part of 52-year brand that consistently is recognized around the world as the most trusted professionals in the industry."

"That's really valuable anytime you have an uncertain market," Hallmark pointed out. "Our agents consistently handle more transactions per person than most offices in our market. That experience shows up, benefiting our clients, when it matters most."

Collaboration is another defining characteristic. "We truly believe that 'iron sharpens iron,'" Hallmark said. "Our agents learn from each other, support each other, and hold each other to a high standard."

Hallmark said the company is also focused on growth, welcoming agents who are committed to professionalism, integrity and continuous improvement.

At its core, the RE/MAX approach to real estate remains relationship-driven. "Our job is not just to get to the closing table," she said. "It's to guide our clients, protect their investment and help them make confident decisions."

The most meaningful measure of success is simple: "When professional REALTORS® around the globe trust us and refer their clients to us, that speaks volumes about the level of service we provide."

"The RE/MAX hustle is real," Hallmark added.

RE/MAX Platinum in Decatur, 1707 Sixth Ave. SE, and Athens, 114 N. Jefferson St., remain focused on what has always set them apart: experience, integrity and a commitment to serving clients at the highest level.

To find out more call 256-351-9180.

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