FOR LUXURY HOME BUILDERS

WESLEY HARPER

A REPUTATION BUILT ON RESULTS



From concept to closing.

A sales strategy that starts before construction.

ANSLEY REAL ESTATE | CHRISTIE'S INTERNATIONAL REAL ESTATE



GET TO KNOW —

WESLEY HARPER

Built On Experience. Backed By Results.

Wesley Harper's understanding of real estate began long before his first sale. At 16, he was working in a lumber yard, gaining firsthand knowledge of building materials and home construction. By 19, he had earned his real estate license, laying the foundation for a career spanning ***more than three decades*** in North Metro and Intown Atlanta.

With ***more than 1,000 homes sold*** and ***over 30 consecutive years*** as a multimillion-dollar producer, Wesley brings a rare combination of construction knowledge, market expertise and sales experience. His background spans custom home construction, luxury residential sales, investment properties, renovations and architectural design.

For builders and developers, that experience translates into a deeper understanding of the product, the market and the buyer. Wesley recognizes the details that distinguish a well-built home, understands how design and construction decisions influence market appeal, and brings a proven sales perspective to every opportunity.

An Atlanta native, Wesley has built his career on lasting relationships and referrals from clients, builders and industry professionals. He and his wife, Kimberly, have been married for 27 years and are active supporters of local Down syndrome and autism organizations.

A Developer's Agent

A Strategic Partner From Concept to Closing

Every project puts your time, capital and reputation on the line. Wesley connects market insight, product positioning and sales execution—from evaluating the lot to coordinating the closing—with clear recommendations at each stage.

LAND ACQUISITION & EARLY PLANNING

Before you commit, Wesley reviews comparable sales, competing inventory and buyer demand to help assess the opportunity. You receive a focused market brief, preliminary pricing guidance and key questions to resolve with your land and development professionals.

PRODUCT PLANNING & DESIGN

From floor plans and architectural details to finishes and outdoor living, Wesley brings a buyer's perspective to your design team. The goal is to align the home, its intended buyer and its price position before major decisions are locked in.

AN ESTABLISHED INDUSTRY NETWORK

With more than three decades in the industry, Wesley connects builders and developers with established relationships across construction, investment and project services, helping identify resources suited to each project's needs.

BRANDING, MARKETING & EXPOSURE

Working with Ansley's in-house creative and marketing teams, Wesley coordinates a cohesive identity and sales presentation across photography, video, signage, print, digital campaigns, events and agent outreach. The following pages detail those capabilities.

ONSITE SALES & ONGOING STRATEGY

As construction progresses, Wesley coordinates sales inquiries, buyer and agent follow-up, and builder-approved site visits. A launch calendar follows your construction milestones. Once on the market, regular updates cover showings, buyer feedback, competing inventory and recommended next steps. Dedicated onsite staffing is available when agreed for the project.

CONTRACT TO CLOSING

Wesley helps compare price, concessions, financing, contingencies and closing timing—not just the headline offer. He coordinates with the buyer's agent, lender and closing attorney, tracks transaction deadlines and schedules walkthroughs. An offer comparison and closing checklist keep decisions, responsibilities and next steps clear.



Branding, Marketing & Exposure

A coordinated marketing strategy that brings together strategic positioning, distinctive creative and sustained exposure.

Every development has a unique identity, a target buyer and a story worth telling. Bringing that story to market requires more than beautiful photography and a listing. It takes a coordinated strategy that builds anticipation, creates demand and maintains momentum throughout the sales process.

Wesley combines his understanding of new construction and buyer preferences with the resources of Ansley Real Estate Christie's International Real Estate. Supported by a dedicated team of creative professionals and marketing strategists, he delivers a comprehensive approach tailored to each development's positioning, audience and sales objectives.

Building THE BRAND

A COMPELLING IDENTITY FROM THE VERY BEGINNING

Before a development reaches the market, it needs a clear and compelling identity. From establishing positioning and a unique selling proposition, Wesley works with Ansley's marketing team to create a brand that reflects the character of the project and resonates with its intended buyers.

CAPABILITIES INCLUDE:

- Development naming, logo and brand identity
- Brand positioning and messaging
- Teaser campaigns and pre-launch materials

Marketing that sets THE STANDARD

EVERY DETAIL MAKES AN IMPRESSION

The presentation of a development should reflect the quality and inspiration behind its design. Ansley's in-house creative team develops sophisticated, professionally produced marketing materials that communicate the architecture, lifestyle and distinguishing features of each property.

From the first impression to the final showing, every element is designed to work together.

CAPABILITIES INCLUDE:

- Professional architectural and interior photography
- Drone photography and video
- Cinematic property walkthroughs
- Custom brochures and print collateral
- Development signage
- Professional staging services
- Digital and social media creative



A STRATEGIC Market Launch

CREATING ANTICIPATION BEFORE THE FIRST SHOWING

Your sales plan should advance while you build. Wesley coordinates photography, staging, listing preparation and outreach around your construction milestones, adjusting as completion dates change.

A written launch calendar identifies timing and responsibilities. Pre-launch communications, broker previews and private events introduce the project to prospective buyers and their agents, with site access coordinated around your requirements.

EXPOSURE that extends BEYOND the Listing

REACHING THE RIGHT BUYERS, WHEREVER THEY ARE

Wesley combines targeted social media, digital advertising, property-specific websites, print materials, broker outreach and curated events to reach prospective buyers and the agents who represent them.

Ansley's local market presence, affiliation with Christie's International Real Estate and syndication to more than 750 real estate-related search platforms support a consistent presentation across channels. Wesley manages inquiry follow-up and showing coordination to turn exposure into informed buyer conversations.

Maintaining MOMENTUM

BECAUSE MARKETING DOESN'T END AT LAUNCH

Regular sales updates put the market response in view: inquiries, showings, buyer objections, competing listings and recommended next steps. Together, you can assess whether positioning, presentation, pricing or outreach needs to change.

Structured 30-, 60- and 90-day initiatives can include refreshed creative, targeted campaigns, broker engagement and additional events. The reporting schedule, campaign scope and budget are agreed for each project.

LET'S TALK ABOUT YOUR NEXT PROJECT

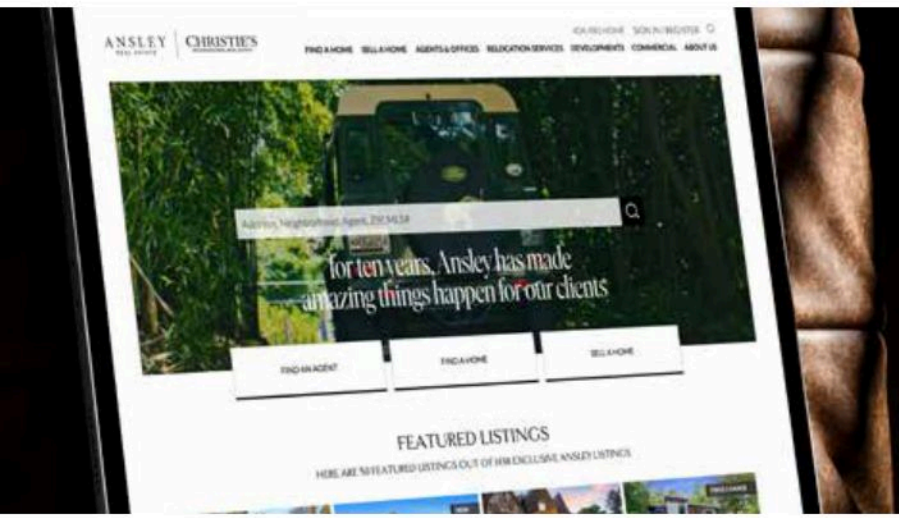
Before you buy the lot. Before you finalize the plans. Before you go to market.

Bring Wesley the address, plans or project you are considering. Start with a conversation about the buyer, the competition and the sales strategy.

404.800.7653 | WESLEYHARPER@ANSLEYRE.COM

The POWER of ANSLEY

Every market is unique. We don't use a one-size-fits-all approach. Our strategy is crafted and Implemented based on the market in real time.



Buyers Search on Ansleyre.com

By offering multiple search options, in-depth neighborhood profiles, and a variety of helpful resources, visitors to AnsleyRE.com get the information they need to help make informed decisions. Our website is easy to navigate, uncluttered and updated regularly to stay fresh and relevant.

A *Global Network* of Fine Property *Experts*

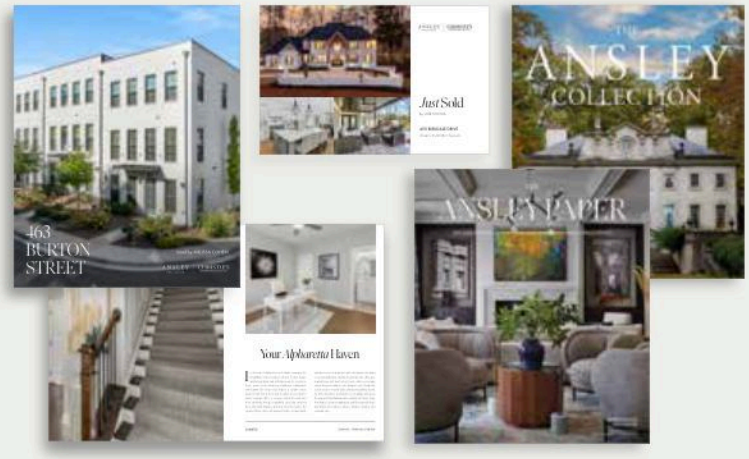
We deliver access, insights and sophisticated guidance to discerning clients around the world. We have a direct relationship with the very best independent property brokerages and the most well connected and successful top agents in cities around the globe, Over $372 billion in property sales are handled by the members of our network each year.

OUR GLOBAL REACH INCLUDES:

CHRISTIE'S INTERNATIONAL REAL ESTATE

Leading REAL ESTATE COMPANIES OF THE WORLD

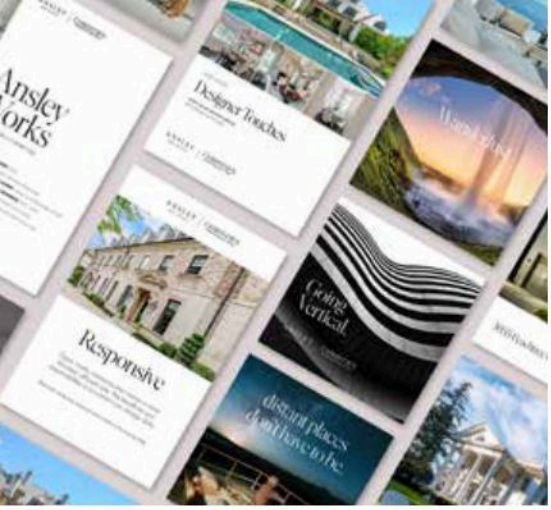
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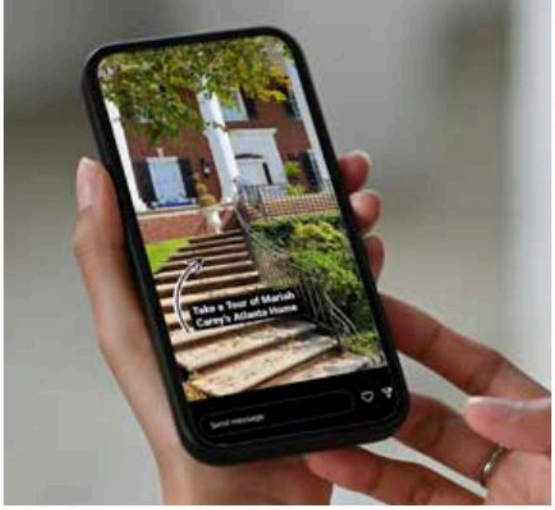


Print Marketing *Matters*

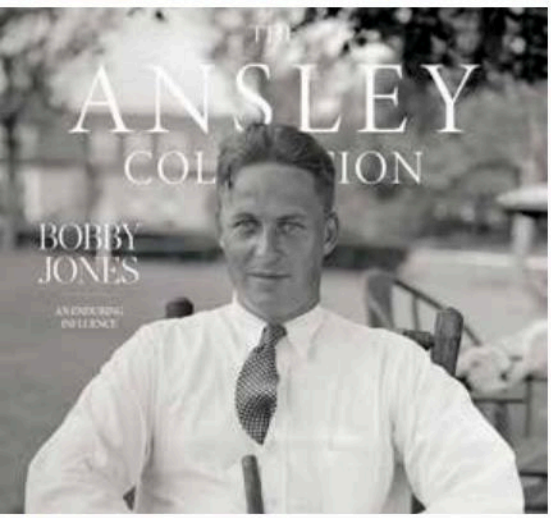
The digital world responds to great print collateral. We see tremendous results from meaningful print media.

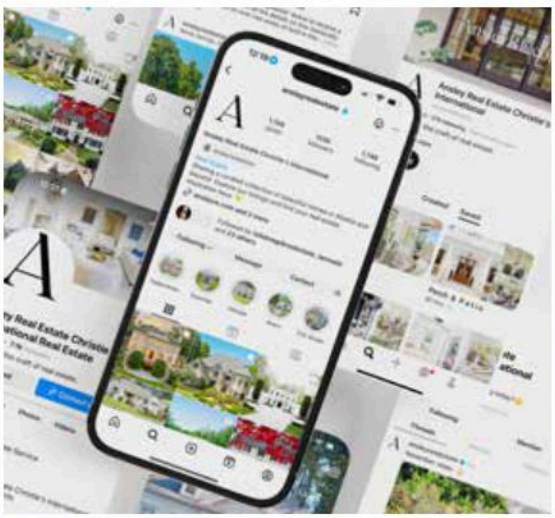
- JULIE HARRIS
Chief Marketing Officer


Designer Touches
Responsive
Going Vertical
distant places don't have to be

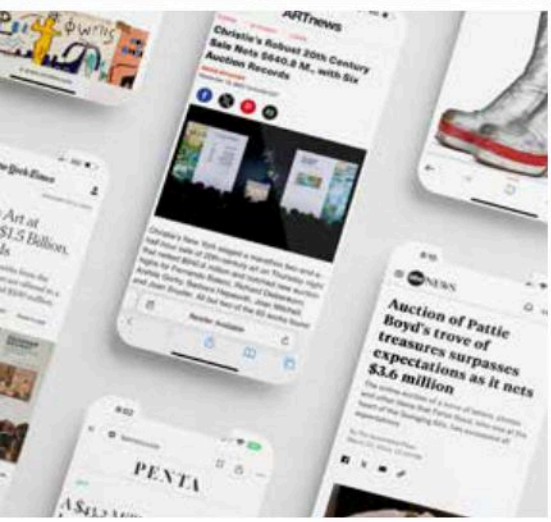

Take a Tour of Mariah Carey's Atlanta Home


ANSLEY
CHRISTIE'S


ANSLEY
BOBBY JONES



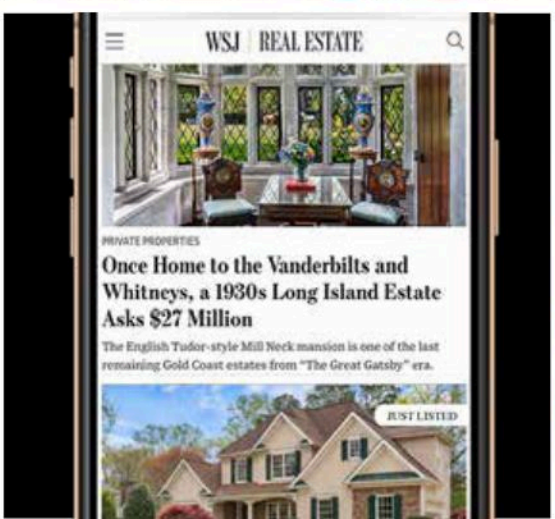


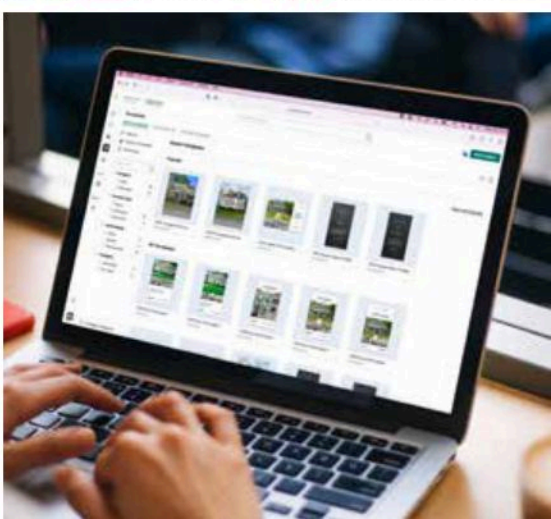

ARTnews
Christie's Robust 20th Century Sale Nets $640.8 M., with Six Auction Records
Auction of Pattie Boyd's trove of treasures surpasses expectations as it nets $3.6 million
PENTA






WHAT MY CLIENTS ARE SAYING
WE MAXIMIZE SOCIAL MEDIA
100k


WSJ | REAL ESTATE
PRIVATE PROPERTIES
Once Home to the Vanderbilts and Whitneys, a 1930s Long Island Estate Asks $27 Million
The English Tudor-style Mill Neck mansion is one of the last remaining Gold Coast estates from "The Great Gatsby" era.
JUST LISTED




Staying
FOCUSED
On What
MATTERS.
YOU!
The art and satisfaction of
securing exactly what my clients envision.

I have known Wesley Harper since the early 2000s. As a builder/developer it was critical to my business to have a real estate agent that was not only hard working, but most importantly, trustworthy. Wesley's knowledge goes beyond expertise in real estate. His knowledge includes matters related to raw land, development, construction, repair/fixing, and of course, art of negotiation. Basically, he doesn't just market the product (real estate). He is exposed to all details related to the product. Therefore, you can count on his advice. When the going got tough, Wesley's pleasant attitude has always helped resolve the deal between the parties, whether it was a sale/purchase or lease case. Having Wesley Harper as my real estate agent is a blessing.

- N. ZARRABI

I had my home on the market with another agent for 3 months with over 28 showings and NO offers. Listed it with Wesley Harper and we had an offer within 48 hours. Wesley negotiated everything for us and we had a flawless closing. I would highly recommend Wesley Harper if you want to get your house sold quickly and efficiently!

- ADAMS

I regard the assistance and tips shared with me from Wesley Harper to be first class, right to the point and truthful. He seems to understand not only the market but what other may be thinking or working on. He's honest and I find his expertise welcomed and needed. He anticipates the needs of his clients sometimes before they even realize they have those needs. I think he's at the top of his field.

- P. MORA

Most agents we have dealt with just want the listing and do nothing more. We chose Wesley Harper because of his professionalism and knowledge. Unlike most agents, he aggressively marketed the home and brought buyers directly to us. Not only did he list the home, he brought us a buyer directly with no other agent involved and saved us money. He made sure that the house closed quickly and kept us informed every step of the way. We would highly recommend Wesley.

- D. SHIVERS

ANSLEY
REAL ESTATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

Wesley Harper & Associates *Mission Statement*

We devote 100% of our time and energy focusing on your goals, offering options, and providing world-class service you deserve and expect. Our commitment is ***high-quality, trustworthy service*** while building ***strong, lifelong relationships*** — one person at a time.

Wesley Harper
LUXURY REAL ESTATE GROUP



Wesley Harper

ASSOCIATE BROKER

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If you have an existing relationship with another brokerage, this is not intended as a solicitation. All data believed to be accurate but not warranted. Ansley upholds Equal Housing Opportunity & Federal Fair Housing policies.