

BRANDFACE[®]

CLIENT SPOTLIGHT

**SPECIAL
EDITION**

AMERICA'S TOP SELLING
REAL ESTATE AUCTIONEER

It's About The People
...Not the Profit

The Sweetest
Fundraising Vision

MICHAEL CARR
THE ABUNDANT LIFE BROKER[®]

WHY MICHAEL BECAME A BRANDFACE®



CHALLENGES / GOALS:

- Needed to grow his real estate brokerage in North Georgia
- Develop a brand that attracts both clients and agents
- Leverage his national recognition and accomplishments
- Get clarity on his firm's ideal customer profiles
- Get clarity on where they should be marketing
- Understand how to attract his ideal clients and agents

OUTCOME:

- “Our real estate sales quadrupled in the first 12 months and have continued to grow exponentially year over year”
- “Now I know exactly where to market and which marketing channels actually produce results”
- “Our ads are created in a fraction of the time, and with solid brand consistency”
- “There's never a question about who we are, what we stand for, and how we help our clients”
- “The agents we attract are at the top of their game and committed to the same values as the company”
- Earns a consistent 7 figures every year from the branding principles he has learned since becoming a BrandFace®

THE JOURNEY

MICHAEL'S HIGHLIGHTS

With the confidence of over 81,000 transactions, I provide our clients with exclusive sales solutions and our agents with personal branding so they can achieve the abundant life they desire and deserve.

- Massive experience in every facet of real estate so you can have confidence in your representation
- Consistently provides training and guidance to produce the most competent & successful agents in the business
- Known for creating a boutique real estate brokerage where every agent cares about the people, not the profit
- Specializes in families who are moving away from hustle & bustle to areas with more space and less stress
- Actively involved in over 81,000 real estate transactions and licensed in 31 U.S. states
- CEO of Michael Carr & Associates, LLC, COO of BrandFace, LLC and known as The Abundant Life Broker®
- Keynote Speaker and 2x International Bestselling Author in personal branding



MICHAEL'S STORY



Michael Carr is currently the Co-Founder and COO of BrandFace, LLC. He is also a real estate branding expert and international bestselling author. He is recognized as the Abundant Life Broker® for his commitment to helping others succeed as he has, and inspiring them to live their most abundant life.

Michael's story began when he fulfilled his lifelong passion of becoming an auctioneer. His Dad owned car dealerships, and Michael tagged along with him to auctions, where he became enamored with the bold, eccentric personalities of the auctioneers. Years later, Michael would achieve unrivaled success as an auctioneer and real estate broker by being actively involved in the sale of over 81,000 homes and licensed in as many as 31 states in the continental U.S.

By 2013, he had become *America's Top Selling Real Estate Auctioneer* and was featured on most major media outlets, including CNN, The Wall Street Journal, The New York Times, ABC, NBC, FOX, CBS, and Inside Edition. It was an incredible run, and after seven successful years of auctioning and brokering homes across the country, the REO and foreclosure market was finally slowing down. The time had come for Michael to head back home to North Georgia to grow his local real estate brokerage.

That's when Michael became a client of BrandFace, LLC and began working with the Founder, Tonya Eberhart. He was intrigued by her mantra, "People don't do business with a logo. They do business with a person."

Immediately, he put her exclusive personal branding concepts to work at his own brokerage, and as a result, his business quadrupled over the next year. On the heels of that success, Michael co-authored two personal branding books with Tonya, both of which became international bestsellers on Amazon. Today, Michael and Tonya lead a global team of personal branding professionals who teach coaches, consultants and other experts the same principles he has used to become a recognizable personal brand.



BLESSINGS MULTIPLIED



We give local organizations the opportunity to fund their worthy initiatives by selling our honey to raise their money.

After becoming a novice backyard beekeeper, Michael Carr founded Bee My Blessing®, bringing to life his dream of utilizing non-perishing liquid gold to provide fundraising opportunities.

His wish was to provide simple & sweet fundraising opportunities for local sports teams, cheerleading squads, mission groups, and other organizations, thereby passing one blessing to another.

His ultimate goal is to create a circle of sustaining activities that feed each other perpetually. “The more honey *you* purchase, the more hives *we* can purchase to create more awareness both to the honeybee population and the organizations that utilize the profits to do more good in the world.”

The Sweetest FUNdraiser On Earth!

Visit [BeeMyBlessing.org](https://www.BeeMyBlessing.org) 

Read the story of how Bee My Blessing began with a dream in Magdala.



BEE  **MY**
Blessing



MY SIDE OF THE STORY BRANDFACE

THIS IS A SPECIAL EDITION BECAUSE...FRANKLY, THIS IS A SPECIAL MAN.

Michael and I met just as I was writing the first BrandFace book in the series. In fact, this magazine comes out on the *exact day we met* eleven years ago. He says that I “sold him marketing...but gave him branding”. It’s true. He was my first BrandFace client in the real estate space, and I immediately knew that I had landed an open-minded, adventurous, and bold client. Every single crazy idea I had...*he was game*. And it worked so well that, I must admit, even I was surprised at times.

Little did I know that we would become co-authors, business partners, and life partners over the next five years. Most people don’t get to see behind the scenes, and that’s what I want to share with you here.

Michael has never missed an opportunity to support me and to be a vital part of the growth of BrandFace. He’s championed every move and shown up for every occasion with the enthusiasm and fervor of the first day we met. In fact, without him, BrandFace would never have been what it is today, or all that it *will* be in the years to come.

He’s a private, spiritual man, whose number one desire in life is to serve God to the greatest of his ability. And every decision rests on that commitment. *Every single day*.

He grinds, digs, reaches, and explores new pathways to prosperity. No stone will be unturned to expose the deep, rich soil underneath, giving life to that next magnificent idea. He stacks blessing upon blessing to make both of our lives ‘full of days’.

Michael is my lighthouse in a storm, and my grounding source. I’ve seldom had the chance to thank him so publicly. And I’m honored to do it here, in a piece of what we’ve built together over the last eleven years.

Here’s to continuing our bold journey together...

-Tonya



CONTACT MICHAEL

Interview Michael About Entrepreneurship

Learn How Michael Layered Business Opportunities To Create An Empire That Earns Him A Consistent 7 Figures Every Year



GRAB THE REAL ESTATE VERSION!!



GRAB OUR ENTREPRENEUR VERSION!



ANYTHING REAL ESTATE[®]
MICHAEL CARR & ASSOCIATES



WHO WE ARE

COACHES, CONSULTANTS & EXPERTS HIRE US TO BUILD A PROFITABLE PERSONAL BRAND
SO THEY CAN 'CHANGE HOW THEY'RE SEEN & CHARGE WHAT THEY'RE WORTH'

BRANDFACE

Tonya Eberhart (Founder) & Michael Carr (COO)

- Creators of the most comprehensive personal brand building system across the globe
- Known for packaging and presenting authentic brands that turn purpose into profit
- Specializing in Coaches, Consultants & Experts who deserve to charge what they're worth
- Bestselling authors on personal branding and hosts of the Be BOLD Branding podcast
- Appeared 250+ times as expert guests and authorities on the subject of personal branding
- Recognized for their Define, Develop & Display formula for profitable personal branding

LEARN MORE >



AS SEEN IN

Entrepreneur.



REALTOR[®]
MAGAZINE