



Real Estate and Home Renovation Get a Southern Twist in HGTV's New Series 'Flip or Flop Atlanta'

New York [May 18, 2017] HGTV is rolling out the newest installment in its *Flip or Flop* franchise – [Flip or Flop Atlanta](#). Premiering on Thursday, July 20, at 9 p.m. ET/PT, the 13-episode series follows expert flippers Ken and Anita Corsini as they transform rundown properties into charming southern homes. With Anita's real estate and design expertise and Ken's know-how as a licensed contractor, no project is too big for this reno-savvy duo in Atlanta, a market that Forbes magazine ranked among the top 10 for real estate investment.

"The success of HGTV's original *Flip or Flop* and *Flip or Flop Vegas* set the stage for *Flip or Flop Atlanta*," said John Feld, senior vice president of programming for HGTV, DIY Network and Great American Country. "Now we will get an inside look at the profitable real estate opportunities in this booming Southeast market."

"Atlanta has some of the most beautiful neighborhoods in the country," said Anita. "We take pride in making it a little more beautiful with each house we flip."

In the premiere episode, Ken and Anita take on a bargain-priced split-level home nestled in Atlanta's Buckhead neighborhood. The home has the potential for major resale value, but first the couple must reimagine the dated layout, unsightly 1970s exterior and rickety deck. Costly damage must be repaired to attract potential buyers.

"I think it's all the little details in our renovation and design that make the biggest impact," said Ken. "Things like high-end lighting, hardware and fixtures add up in the buyer's mind and help us get top dollar in the end."

To learn more about the series, visit www.hgtv.com/FlipOrFlopAtlanta for a sneak peek of the season, exclusive before and after photos and fun facts about the hosts. Viewers also can interact via social media using #FlipOrFlop.

HGTV's *Flip or Flop* phenomenon, which started with Tarek and Christina El Moussa flipping houses in Southern California, is expanding to include new duos and additional titles set in cities across the United States. *Flip or Flop Atlanta* joins *Flip or Flop Vegas* which premiered in April. *Flip or Flop Fort Worth*, *Flip or Flop Nashville* and *Flip or Flop Chicago* are all slated to premiere in 2018.

ABOUT HGTV

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun. America's favorite way to get entertaining, relatable and inspirational home and lifestyle content, HGTV offers: a top 10 cable network that is distributed to more than 90 million U.S. households; a website, HGTV.com, that attracts an average of nine million people each month; social media platforms that engage nearly nine million users;

HGTV Magazine, a monthly publication that reaches more than one million readers and exclusive collections of home-oriented products through the HGTV HOME™ consumer products line. Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#). Headquartered in Knoxville, Tennessee, HGTV is owned by Scripps Networks Interactive, Inc., which also owns and operates Food Network, Travel Channel, DIY Network, Cooking Channel and Great American Country.

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