



POWERED BY **LUCIDO GLOBAL**

PRE-LISTING CONSULTATION



KELLERWILLIAMS
Luxury
THE COFFEY GROUP
POWERED BY LUCIDO GLOBAL

kw ISLAND LIFE
REAL ESTATE
KELLERWILLIAMS REALTY



Hi there...

I am excited that you are considering listing your home with The Coffey Team. I want you to know that my team and I will do everything possible to achieve the successful sale of your home in the least amount of time, with the most money in your pocket. We invite you to join a long list of sellers who successfully sold their homes by allowing us to utilize our highly effective marketing system and experience. In this packet, I have compiled some helpful and essential information; all geared toward your goal of a successful sale.

Here's what's included:

- The Coffey Team Marketing Plan
- Seller Testimonials
- Special Report: Top 4 Reasons Homes Don't Sell
- Agent Interview Sheet (use this doc if you plan to interview more than one agent!)
- Top 10 Reasons to Trust the Sale of Your Home to The Coffey Group
- Seller Homework: Why My Home is Special
- Seller Homework: My Home's Upgrades
- My Top Tips on Preparing Your Home for Sale
- Seller Homework: Property Info Sheet for MLS
- My Top Tips on Showing Your Home (once we get it on the market!)

You will notice that this packet has a few homework assignments for you! Yikes! Seriously, this information will help us achieve the maximum price in the least amount of time, so please take the time to fill out these pages and return them to us. I have helped more than 2,600 Sarasota area families sell their home, and I am confident that this will be a wonderful journey that will end in success for you as well!

P.S. Let's begin already! I am eager to get your home SOLD!



Brandy Loebker

OP, Keller Williams Island Life Real Estate & KW Suncoast
Licensed Real Estate Broker
ABR, CAA, CDPE, CDRE, CIPS, CLHMS, CRS, REP, RSPS, TRC

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www.TheCoffeyGroup.com



Each Office is Independently Owned and Operated. If your property is listed with another broker, this is not a solicitation. Agent does not guarantee the accuracy of square footage, lot size, or other information concerning the condition or features of the property provided by the seller or obtained from public record or other sources and the buyer is advised to independently verify the accuracy of that information through personal inspection with appropriate licensed professionals.



ABOUT

The Coffey Group was founded by Brandy Loebker in response to an ideal that we should be serving our customers' best interests at all times, with a company cornerstone being a philosophy of service. Ms. Loebker felt that the basic tenets of this service should be Knowledge, Honesty, Loyalty and Trust. Once this philosophy of service was conceived, Coffey & Company Realty was born. Marked by this philosophy, and a high degree of work ethic, Coffey & Company grew to be one of the most successful boutique real estate brokerages in Sarasota, Florida. In fact, Coffey & Company Realty had the highest sales volume of any boutique firm in all of Mainland Sarasota County!

This success attracted a great deal of attention from some of the larger national firms seeking to expand their base. For over two years, we were courted by some of the most successful national real estate franchises in the world. Ultimately, we decided that we would merge with Keller Williams Realty and help them to launch their Luxury Homes Division here in Sarasota, as well as Venice. We continue to remain Coffey & Company, now as The Coffey Group Fine Homes International. However, we now have the added benefit of being associated with an international real estate brand that has recently been announced as the world's largest international real estate franchise & the number one training company in the world- surpassing every other real estate company worldwide, to include Coldwell Banker, Re/Max and Century 21.

Through our partnership with Keller Williams, The Global Property Specialist Division, and the Luxury Homes Division, among others, we have been able to expand our philosophy of service and provide an environment of change within the real estate community and our profession's interactions with clients around the globe.

The Coffey Group Fine Homes International is a full service real estate team centrally located in Venice, with newly opened offices in Downtown Bradenton, Venice and Longboat Key. Our professional and courteous sales staff is committed to the highest levels of service, dedication, loyalty and integrity to our clients. We assist our clients in all aspects of the home buying or selling process and consider ourselves to be professional consultants and representatives to the best interests of all of our clients. At The Coffey Group, we are not only interested in "closing the deal", but in building lasting relationships with our clients. Through this philosophy, we treat our clients just as we would treat our own family. In fact, we seek to build a "family" of clients who can come to trust our knowledge, abilities, professionalism, and opinions when it counts the most. We appreciate our clients and we value their trusted relationships. We welcome you to join our family as well!



OUR PHILOSOPHY

We do not accept “average.” “Average” is in the box. We do not reside there. We seek clients whom we can represent by providing the best possible resources, marketing, and negotiation in the purchase or sale of their property.

We operate at a level that exceeds what we feel is generally average, or “old school”.

We embrace technology, the internet, social networking, and creative marketing strategies.

We embrace energy and symbiotic relationships in our community and with our business partners.

We believe in providing unparalleled commitment and loyalty to our clients and expect the same in return.

We believe in what we do and set the bar very high when it comes to ethical conduct.

Competition is good. It provides for continued development and growth. It keeps us on our toes and we like that.

We seek clients for life.

We build relationships and look for long term growth and sustainability in our approach to how we do business.



THE COFFEY GROUP

POWERED BY LUCIDO GLOBAL





TOP 10 REASONS TO TRUST THE SALE OF YOUR HOME TO THE COFFEY TEAM...

1 BRANDY KNOWS SARASOTA

Brandy has lived in the Sarasota area since 1985 and is intimately familiar with the market here.

2 TOP OF THE PACK

According to the Realtor Association of Sarasota & Manatee and the Venice Board of Realtors ranks as one of the top 20 agents in the Sarasota area (out of more than 8700 local agents (based on production)). Just as you would shop for the right surgeon, for an important surgery, you've got to select the right agent with the sale of your most valuable asset.

3 BRANDY NETS YOU MORE

While many agent's listings sell for less than 95% of asking price, Brandy gets her sellers an average of 98% of list price.

4 MORE MARKETING FOR YOUR LISTING

As the former CEO of a nationwide marketing company, Brandy knows how to create exposure for your home. Brandy implements a strategic marketing plan for your home, including placement on more than 1000 websites globally.

5 BRANDY FOCUSES ON SELLERS

While many agents focus on working with buyers, nearly 89% of Brandy's business is working with sellers. This unique skill set maximizes your success.

6 YOU GET BRANDY'S ENTIRE TEAM FOR THE SAME PRICE

If you've ever flown in an airplane, you understand the team concept. While the captain is busy getting the plane to its destination, his crew takes care of everything else. While Brandy focuses on the worldwide marketing of your home, her team takes care of all the other details. If you are thinking about hiring a solo agent, think again.

7 BRANDY SUCCEEDS WHERE OTHERS FAIL

More than 58% of the homes Brandy sells each year are homes that other agents failed to sell. Don't trust your most valuable asset with anyone but the best.

8 BRANDY IS A FULL-TIME AGENT

You'll be surprised to know how many agents in the Sarasota area only dabble in real estate parttime. Would you trust a part-time attorney with an important case? Brandy sells real estate full-time, with a steadfast focus on the successful sale of your home.

9 BRANDY IS ALSO A LICENSED BROKER

Less than 4% of agents in the Sarasota Area are also licensed brokers. Why? Becoming a broker requires years of experience and more than 900 classroom hours of training. This is followed up by a rigorous state exam. You owe it to yourself to trust the sale of your home to a licensed broker.

10 BRANDY HAS MORE THAN 20 YEARS' EXPERIENCE

Believe it or not, less than 9% of agents are trained in the fine art of sales and marketing. There are those who rely on a yard sign to do the work for them, and those that put a lot of effort into marketing their listings. In sales and marketing for over 20 years, Brandy spends roughly \$12K per month implementing sensational, effective strategies that will get your home sold in less time, for more money.



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KELLERWILLIAMS. REALTY



4 STEPS TO GET YOUR HOME SOLD QUICKLY + FOR TOP DOLLAR

STEP 1
PRICE IS RIGHT

STEP 2
BE THE BEST HOME ON THE BLOCK

STEP 3
HIRE A TEAM

STEP 4
HIRE A SKILLED NEGOTIATOR

-
- Full-Time Sales Team including a Customer Service Coordinator
 - Full-Time In-Bound Licensed Associate and Licensed Mortgage Broker to Convert All Buyer Leads
 - Full-Time Buyer Specialists that work with Buyers only
 - Private office line answered by a Listing Coordinator
 - Extensive database with over 50,000 people to facilitate networking between buyers and sellers
 - Easy Exit Listing Agreement
 - Extensive database of vendors to help assist in getting your home sold including staging & repair services

PROFESSIONAL DESIGNATIONS:

ABR, CAA, CDPE, CDRE, CIPS, CLHMS,
GREEN, RSPS, TRC LICENSED REAL ESTATE BROKER

Testimonials



“ We are very pleased with our home selling experience with The Coffey Group Realtors. Brandy and her staff were very professional and caring throughout the process. The photography listing of the house was incredible compared to other Realtor’s listings. They worked hard to arrange the showings and open houses. We appreciate Brandy’s knowledge of the area and selling process. She is very detailed oriented which made a huge difference and ensured a smooth sale. I highly recommend Brandy Coffey / Coffey Group Realtors. ”

DIANNE & DREW CHANCE / SARASOTA, FLORIDA

“ I have listed multiple other homes with various real estate companies over the years. When Coffey and Company listed my downtown condo and had two offers for me in one week -they made a client for life! My condo was closed in less than 30 days and I have the team at Coffey and Company to thank for it. ”

MARVIN KAPLAN / SARASOTA, FLORIDA

“ I had my property listed with one of the larger real estate firms in Sarasota for 6 months and I did not receive a single written offer. With the unique marketing at Coffey and Company, I received an acceptable offer within 30 days. We closed the transaction very quickly! I would highly recommend Coffey and Company Realty when considering listing your property. ”

LARRY STARR / SARASOTA, FLORIDA

“ We enthusiastically recommend Brandy and Ric. They did an outstanding job for us. Whether it was the showings or the paperwork, They were total professionals. They are experienced and possess high energy. That combination is important because a Realtor can have one without the other. They have both. We would be happy to speak directly with anyone thinking of listing with Brandy and Ric. We interviewed nine agents for over an hour each and chose Brandy and Ric. They were, by far, our first choice. We’re glad we hired them and would do it again without hesitation. ”

JIM AND LEIGH KOENIGER / OSPREY, FLORIDA



Testimonials



“ Thomas was amazing. My family worked with him to sell my father's house. My brother and I live far away, so we needed someone who we could trust and who could help us navigate everything. We only met once face to face -- everything else was done remotely. Thomas went above and beyond, locating and organizing plumbers, painters, cleaners, flooring specialists, repair people, landscapers, and probably many more that I'm forgetting! He also stepped in and helped us communicate with the HOA. Anytime we ran into snags, he had solid recommendations for solving them. He was extremely responsive via phone, text, and email. I had assumed I'd have to repeatedly travel there to oversee things, but Thomas took care of everything and made the process so much less stressful than it otherwise would have been. Above all else, I trusted Thomas' judgment and integrity. I don't know how many times during the process that I said to friends, "Thank goodness I've got such an amazing realtor!" I would recommend him unreservedly.”

SIERRA MCDONALD

“ Absolutely stellar experience working with Thomas! From the initial consultation to closing, his professionalism, expertise, and dedication shone through. He ensured every aspect of the sale process was seamless. Communication was excellent. He listened to all my request and worked within his power to deliver just what I asked for. Hands down an amazing realtor. I 100% recommend Thomas.”

LISA NOSAL

“ Thomas Sons was very responsive from start to finish. He was professional, technologically savvy, and very experienced. There were many twists and turns in the sale process, and he handled them with ease. I will definitely choose Tom to handle any future home sale. Extremely happy with him and his way of conducting real estate business. Highly recommend Tom. ”

TERI BRIDGE



Executive Summary

Home Staging: Buyers' Agent Perspective:

- Fifty-eight percent of buyers' agents cited that home staging had an effect on most buyers' view of the home most of the time, while 31 percent said that home staging has an effect, but not always.
- Eighty-one percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Staging the living room was found to be most important for buyers (39 percent), followed by staging the primary bedroom (36 percent), and staging the kitchen (30 percent).
- Among buyers' agents, having photos (77 percent), traditional physical staging (58 percent), videos (74 percent), and virtual tours (42 percent) available for their listings was much more or more important to their clients.
- Twenty percent of buyers' agents said that staging a home increased the dollar value offered between one and five percent, compared to other similar homes on the market that were not staged.

Home Staging: Sellers' Agent Perspective:

- Twenty-three percent of sellers' agents said they staged all sellers' homes prior to listing them for sale. Ten percent noted that they only staged homes that were difficult to sell.
- The most common rooms that were staged included the living room (91 percent), kitchen (81 percent), primary bedroom (81 percent), and dining room (69 percent).
- It was most common for sellers' agents to use a staging service (24 percent). Sellers' agents also said that it depends on the situation (24 percent), and sellers' agents also personally offered to stage the home (22 percent).
- The median dollar value spent when using a staging service was \$600, compared to \$400 when the sellers' agent personally staged the home.
- When staging a home, 20 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers in comparison to similar homes.
- Twenty-seven percent of sellers' agents stated that there were slight decreases in the time on the market when the home was staged.
- Among sellers' agents, having photos (89 percent), traditional physical staging (44 percent), and videos (44 percent) available for their listings were much more or more important to their clients.

Executive Summary

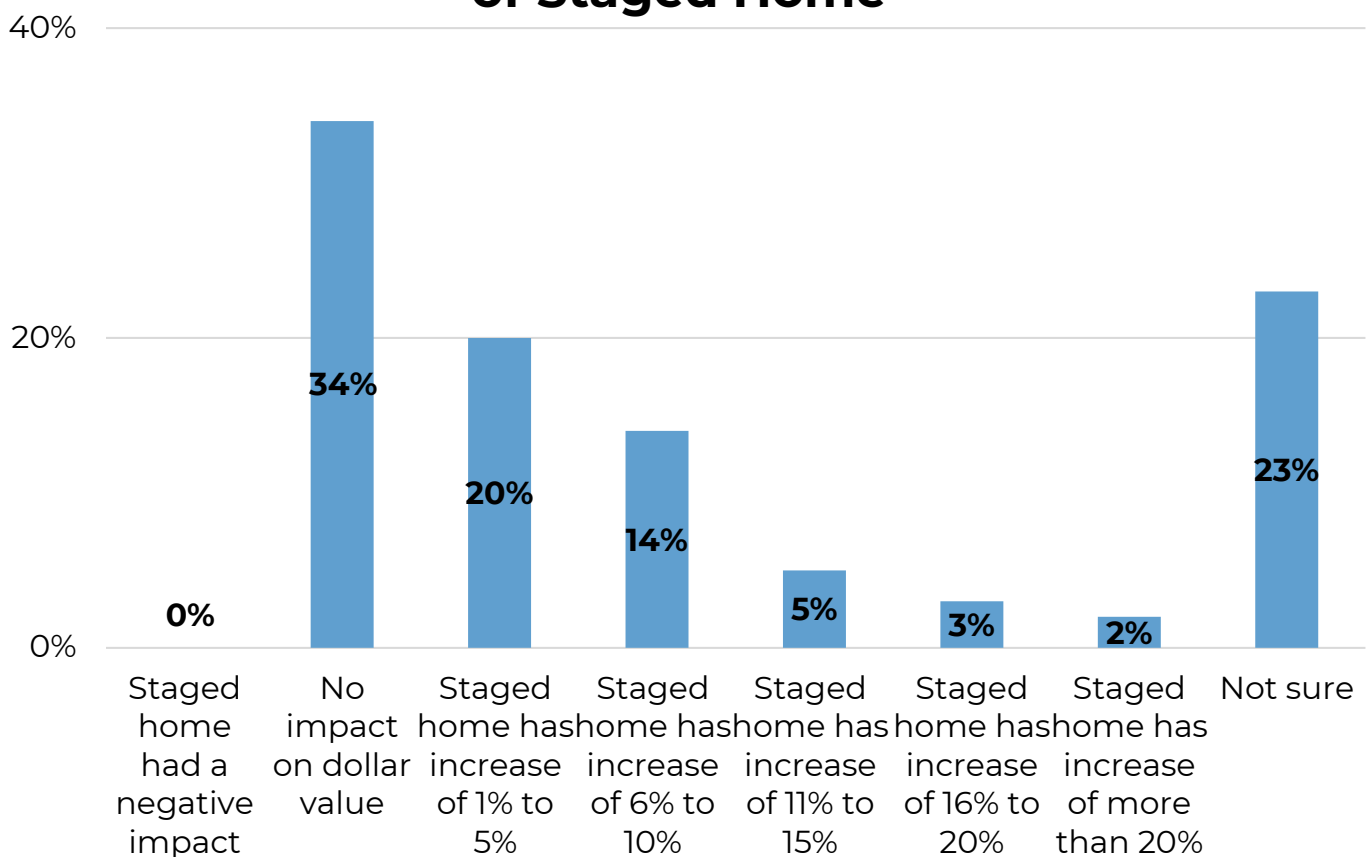
TV Influence and Buyer Expectations:

- Eighty-one percent of respondents said that buyers had ideas about where they wanted to live and what they wanted in an ideal home (76 percent) before starting the buying process.
- Forty-four percent of respondents stated that buyers typically thought the home buying process would be neither easy nor difficult.
- A median of five percent of respondents cited that buyers felt homes should look the way they were staged on TV shows.
- A median of 10 percent of respondents stated that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- A median of 20 percent of respondents cited that buyers brought family members with them to view homes.
- A median of 30 percent of respondents cited that buyers consulted with family members during the buying process.
- Twenty-four percent of respondents said that TV shows which displayed the buying process impacted their business.
- Seventy-three percent of respondents said that TV shows which display the buying process impacted their business by setting unrealistic expectations or increased expectations.
- In the last five years, 51 percent of respondents cited that they have seen an increase in the share of buyers who planned to remodel a home. A median of 25 percent of respondents said that buyers who plan to remodel will do so within the first three months of owning a home.
- Fifty-six percent of respondents stated that buyers typically did not have an expectation of the number of homes they would see before buying.
- Among those who did have an expectation, buyers expected to view a median of seven homes in-person and a median of 12 homes virtually.
- Fifty-six percent of respondents stated that buyers' expectations of the number of homes they saw before buying matched the market.

Percentage Change in Dollar Value Sellers Receive

- When staging a home, 20 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers in comparison to similar homes.
- Fourteen percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent.
- None of the respondents reported that staging a home had a negative impact on the home's dollar value.

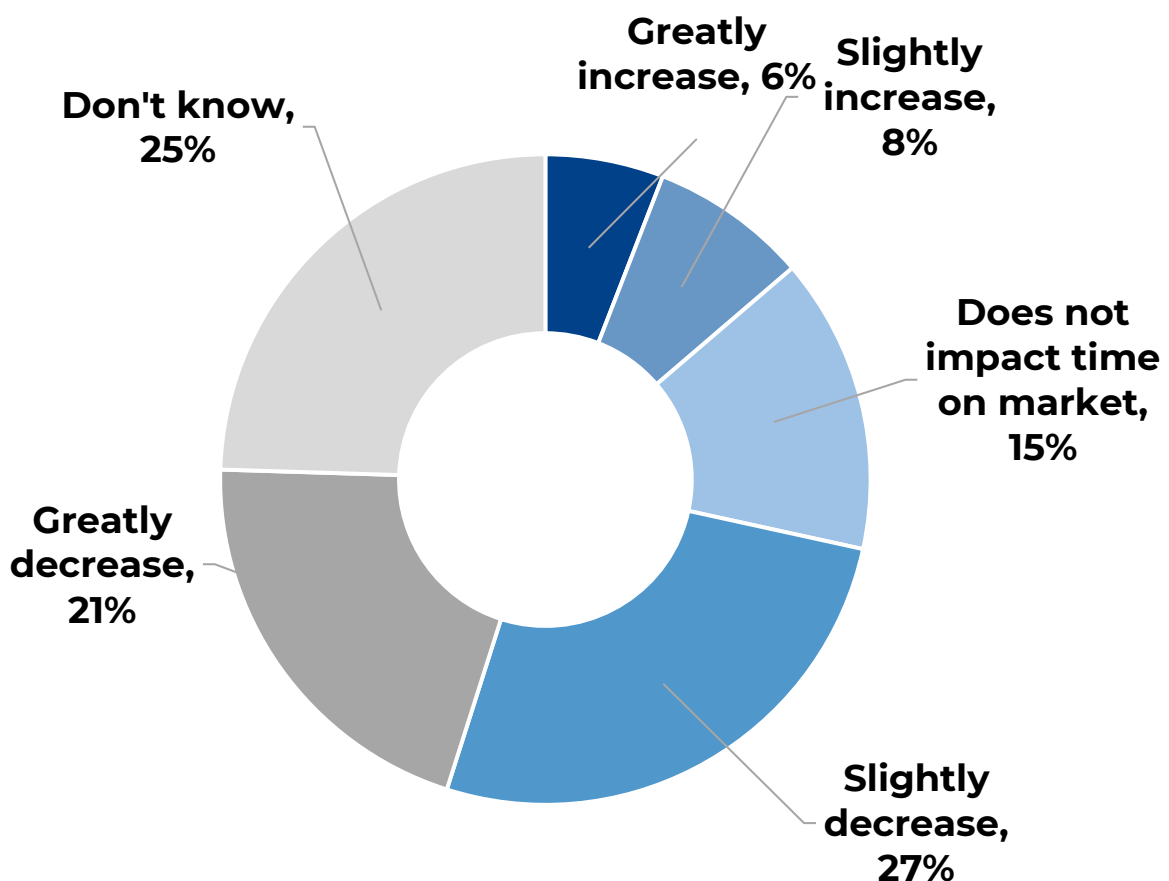
Percent Change in Dollar Value Offered of Staged Home



Impact of Time on Market

- Twenty-seven percent of sellers' agents stated that there were slight decreases in the time on market when the home was staged.
- Twenty-one percent reported that staging a home greatly decreased the amount of time the home was on the market, while 15 percent stated that staging a home did not affect the time on market.
- Only six percent of respondents reported that staging a home greatly increased the time a home was on the market.

Time the Home Was on the Market



KELLER WILLIAMS REALTY IS WORLDWIDE!



5

CONTINENTS

55+

REGIONS

320+

MARKET CENTER LOCATIONS



Albania • Argentina • Aruba • Belize • Bermuda • Bolivia • Bonaire • Cambodia • Colombia • Costa Rica
Curaçao • Cyprus • Czech Republic • Delhi NCR, India • Dominican Republic • Dubai, UAE • France • French Polynesia
Germany • Greece • Guyana • Honduras • Ireland • Israel • Italy • Jamaica • Japan • Luxembourg • Malaysia • Mexico
Monaco • Mongolia • Nicaragua • Northern Cyprus • Panama • Paraguay • Peru • Philippines • Poland • Portugal
Puerto Rico • Romania • São Paulo, Brazil • Saudi Arabia • Serbia • Sint Maarten • Slovenia • Southern Africa • Spain
Suriname • Switzerland • Thailand • Turkey • Turks and Caicos • United Kingdom • Uruguay • Vietnam

Keller Williams is the largest real estate franchise in the world – home to more real estate professionals than any other company. As of February 2024, master franchise agreements have been awarded across 55+ regions outside of the United States and Canada.



AWARDS & HONORS

**HOUSINGWIRE
2023 TECH TRENDSETTERS**

**FRANCHISE BUSINESS REVIEW
2023 CULTURE100 AWARD**

**FORBES AMERICA'S
BEST EMPLOYERS FOR NEW GRADUATES 2023**

**REALTOR MAGAZINE
2023 NAR 30 UNDER 30**

**FORTUNE AMERICA'S
MOST INNOVATIVE COMPANIES 2023**

**FORBES AMERICA'S
BEST EMPLOYERS FOR DIVERSITY 2023**

**T3 SIXTY / SWANEPOEL
TOP 5 REAL ESTATE FRANCHISE BRANDS 2023**

**HOUSINGWIRE
2023 HW TECH100**

2023 REALTRENDS 500

**REAL TRENDS
2024 REAL TRENDS VERIFIED 500**

**FRANCHISE BUSINESS REVIEW
2024 TOP FRANCHISES FOR WOMEN**

**T360
2024 SWANEPOEL POWER 200**

Thank you **FOR THIS OPPORTUNITY**

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KELLERWILLIAMS REALTY



CERTIFIED DISTRESSED
PROPERTY EXPERT®

HOMEOWNER *Presentation*

*SOLVING THE FORECLOSURE CRISIS
ONE HOMEOWNER AT A TIME™*

Real estate professional is not an attorney or tax professional and is not providing legal, financial or tax related advice.



Option #1 • HOME PREP

2,500 SQ/FT LESS \$750
2,500 TO 4,000 SQ/FT \$1,000
4,000 + SQ/FT \$1,500

- BLUE TAPE ITEMS THAT NEED TO BE DONATED OR STORED
- ARRANGE DONATION PICK UP FOR ITEMS BEING DONATED
- MOVE DONATION ITEMS TO A LOCATION ON PREMISE - NOT TO INCLUDE FURNITURE
- USE WHAT THE CUSTOMER HAS TO REARRANGE AND STAGE THE HOME WITH EXISTING FURNITURE, ARTWORK, AND ACCESSORIES

* PACKAGE PRICE NOT TO EXCEED 7 HOURS * PACKING SERVICES FOR EXISTING ITEM IS \$50 PER/HOUR

Option #2 • ACCESSORY PACKAGE (FURNITURE NOT INCLUDED) \$3,500

(We focus on 1st 30 seconds of the buyer's visual experience with the home)

- INCLUDES ALL OF OPTION 1+ BELOW ITEMS TO BE INSTALLED BY STAGER
LIVING ROOM rugs, artwork, pillows, accessories, florals & plants, books, candles
KITCHEN accessories to include tray, floral, candle, decor specific to home style
PRIMARY BEDROOM artwork, tray, books, candles, lamps, bedding, decorative pillows
PRIMARY BATH florals, towels and candles
OFFICE artwork, books, candles, decor, and floral
FOYER rug, artwork, decor, plant
DINING ROOM centerpiece, plates, napkins, napkin rings, artwork, decor

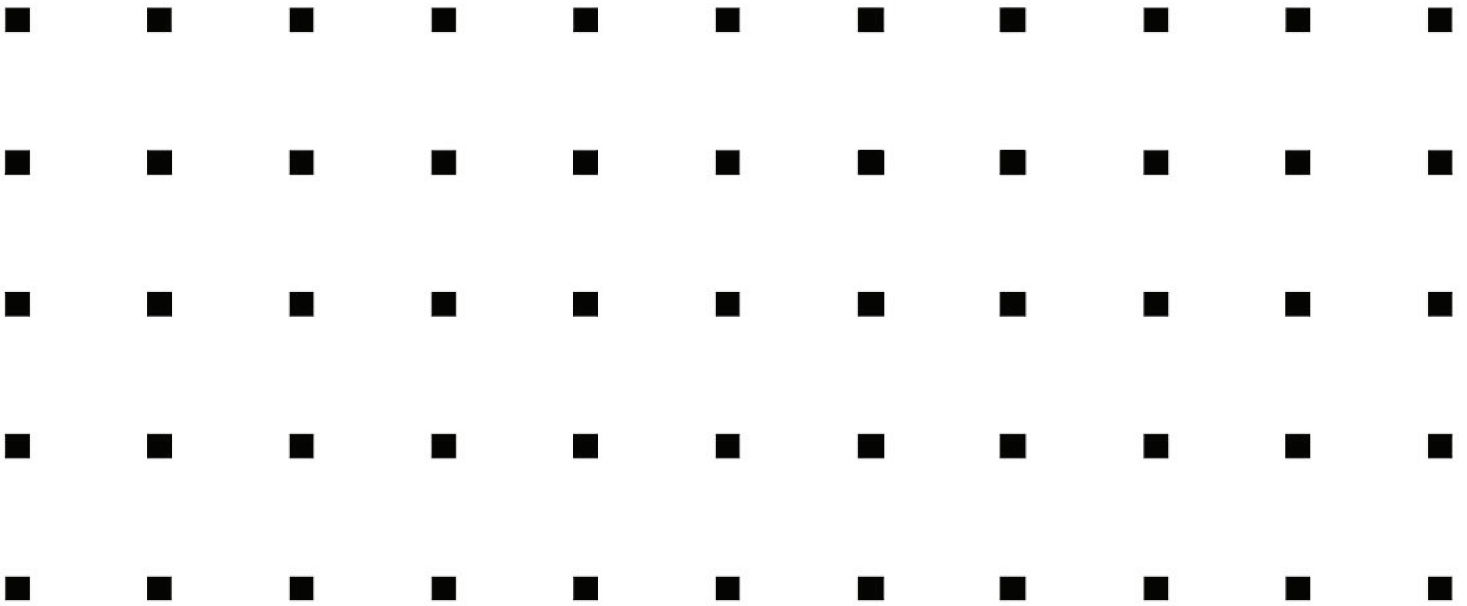
Option #3 • FULL STAGE

1 % OF THE LIST PRICE
NOT TO EXCEED \$15,000

- OPTION 3 INCLUDES OPTION #1 + #2 AND ALL FURNITURE SPECIFIC TO EACH ROOM
LIVING ROOM rugs, artwork, pillows, accessories, florals & plants, books, candles
KITCHEN accessories to include tray, floral, candle, decor specific to home style
PRIMARY BEDROOM artwork, tray, books, candles, lamps, bedding, decorative pillows
PRIMARY BATH florals, towels and candles
OFFICE rug, artwork, decor, plant
FOYER artwork, books, candles, decor, and floral
DINING ROOM centerpiece, plates, napkins, napkin rings, artwork, decor

Option #4 • DESIGN & RENOVATION

- DESIGN BOARD CONSULT WITH BOARD SELECTION -\$175 PER HOUR
- SIMULATE RENOVATION BOARD INTO EXISTING BATH OR KITCHEN FLOOR PLAN -\$200
- CUSTOM DESIGN BOARD \$500 TO \$750



1

PRICE IT RIGHT

*“Houses are like bread, not wine. They don’t
get better with time. They get stale.”*

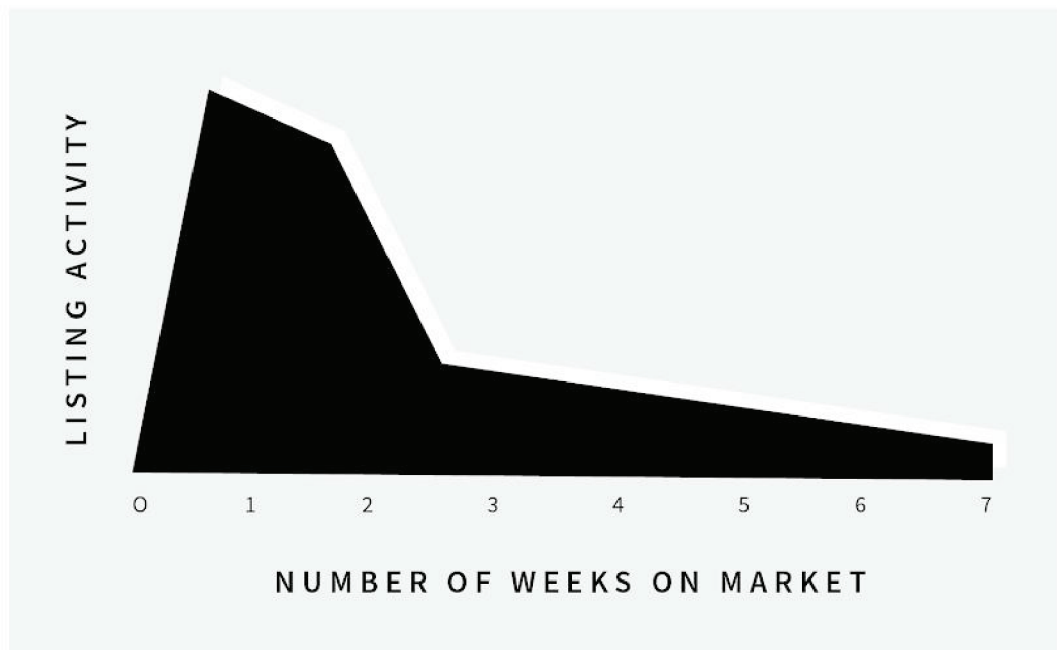
BOB LUCIDO

89% OF YOUR SHOWINGS WILL BE IN THE FIRST 3 WEEKS

Competitive and strategic pricing is vital to the sale of your home.

If a home is priced too high, then it will sit on the market and buyers will view it as stale, which will make it sit even longer.

A competitively priced home is more likely to generate multiple offers, which may result in a higher closing price.



5 THINGS THAT DETERMINE THE VALUE OF A HOME:

1. School district
2. Square footage
3. Updates
4. Bonus space (recreation room)
5. Location (lot, community)

staged + styled

LUCIDO STAGING DIVISION

Since staged homes sell faster and for more money, **we provide a complimentary staging consultation as part of our pre-marketing process.** We have an in-house staging team comprised of Accredited Staging Professionals (ASP®) who are ready to help make your home the best on the block.

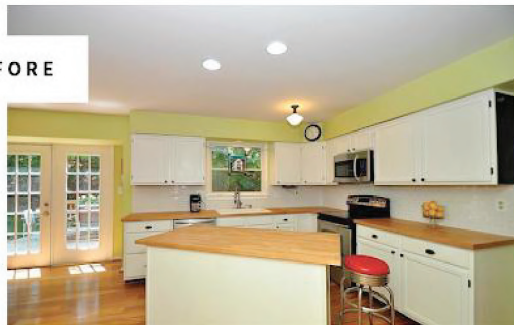
After you sign the listing contract with your Lucido Team agent, we will provide you with our staging tools and guide to successfully stage your home to sell.

Remember, the way you live in your home and the way you market and sell your home are two very different things. Our Stagers are trained to show you how to make your home look beautiful and appeal to today's potential home buyers.

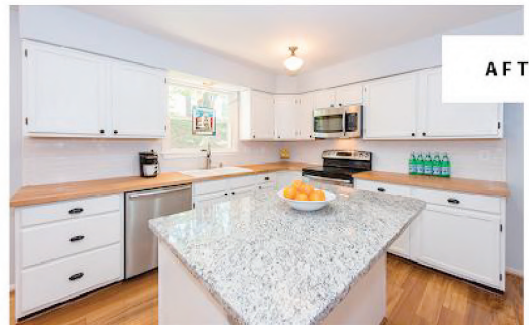
LUCIDO LISTING TRANSFORMATIONS

See more at LucidoDifference.com/staging

BEFORE



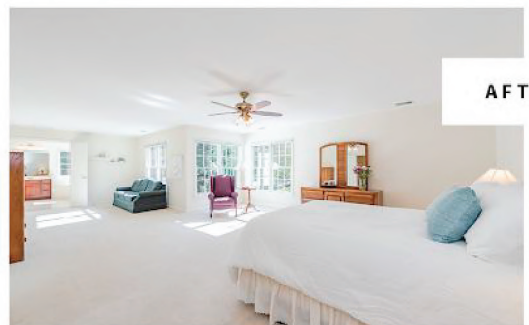
AFTER



BEFORE



AFTER

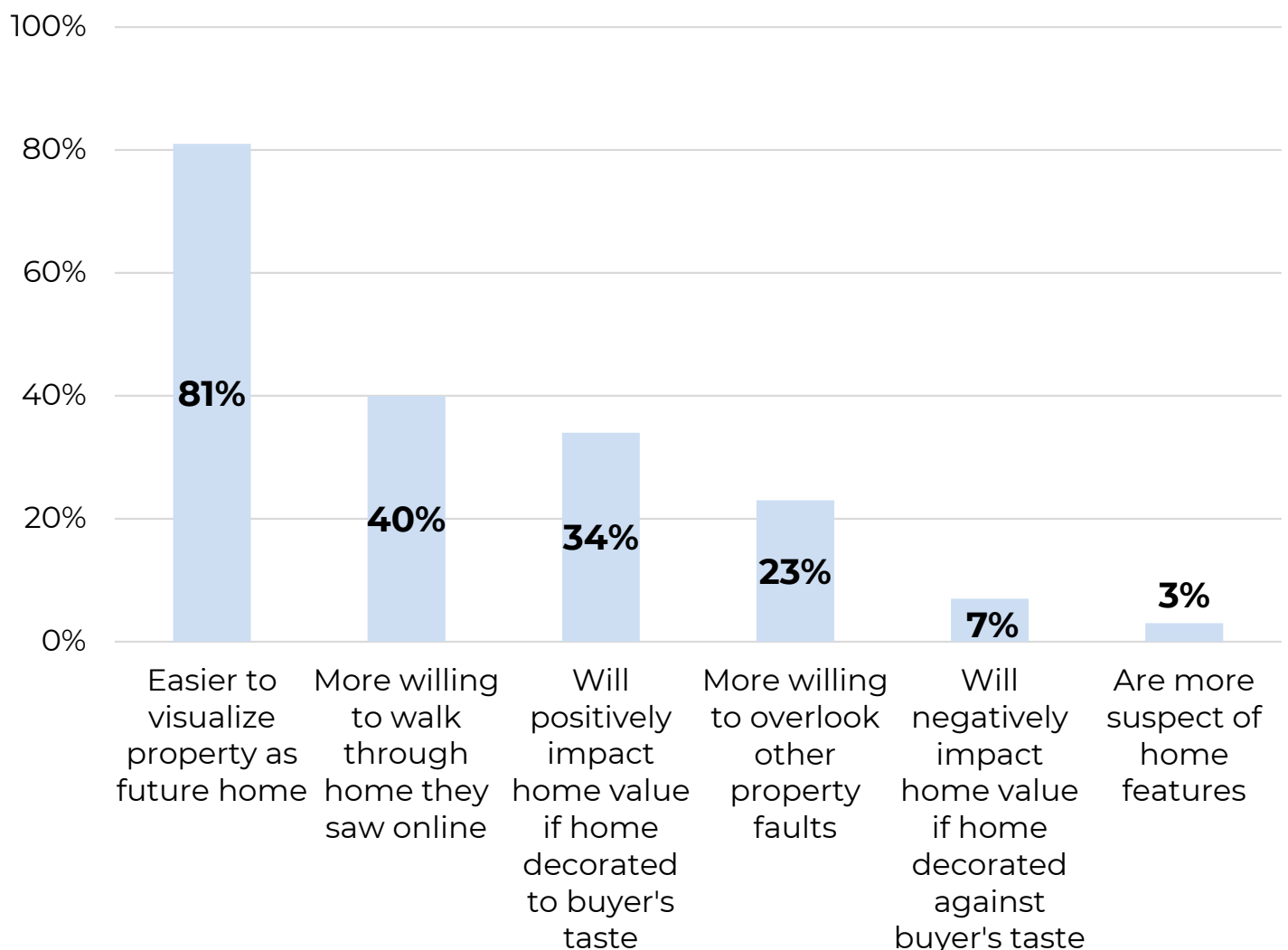


*The statistics are based upon Today's Market. The Survey was conducted by The International Association of Home Staging Professionals and StagedHomes.com.

Impact of Buyer Viewing a Staged Home

- Eighty-one percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Buyers were more willing to walk through a home they saw online (40 percent), and buyers' agents identified that staging would positively impact the home value if the home was decorated to a buyer's taste (34 percent).

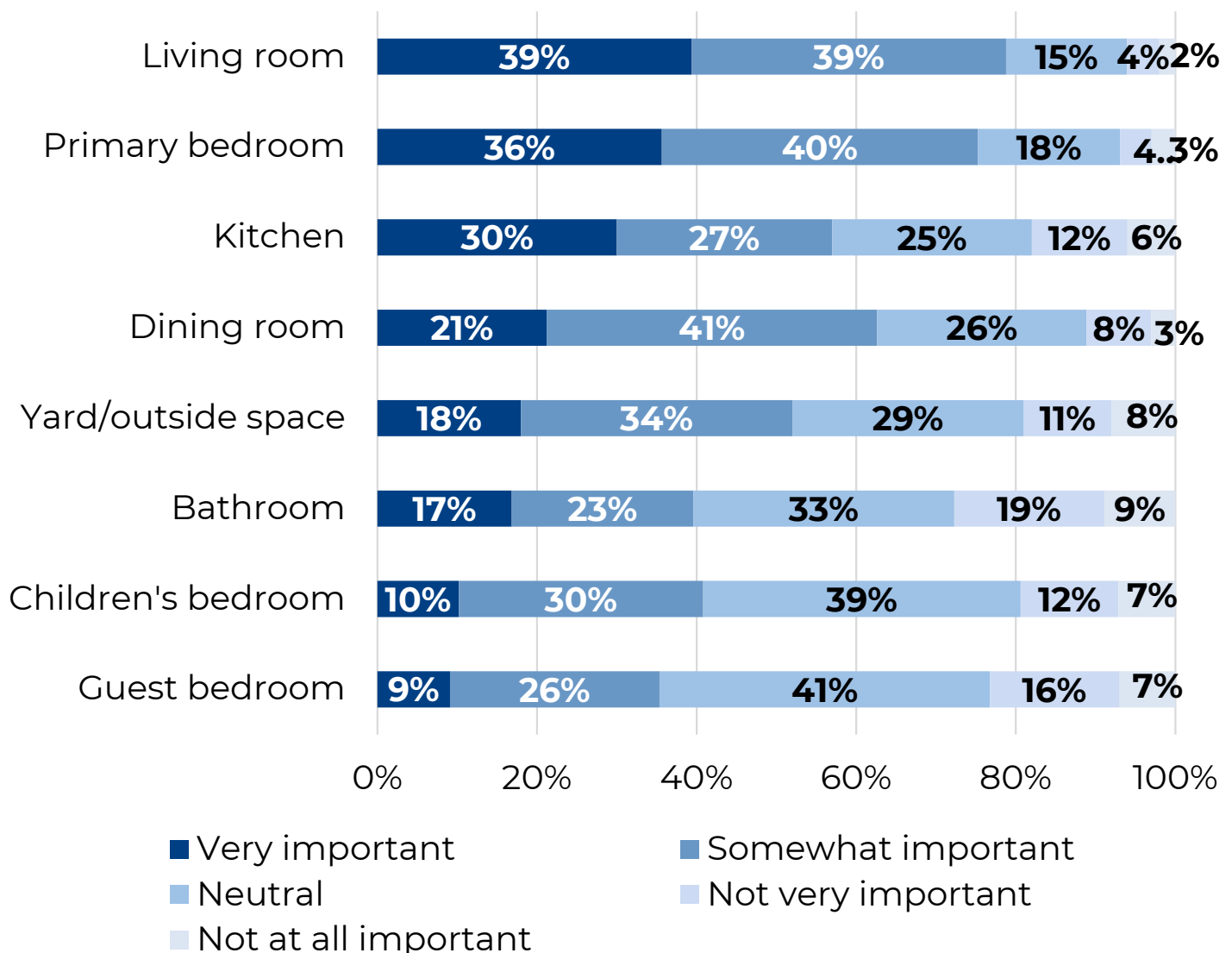
Impact of Buyers Viewing a Staged Home



Importance of Staged Rooms

- Staging the living room was found to be most important for buyers (39 percent), followed by staging the primary bedroom (36 percent) and staging the kitchen (30 percent).
- Buyers' agents cited staging the guest bedroom as the least important room, with just nine percent saying that it was very important to stage.

Importance of Rooms Staged for Buyers



3

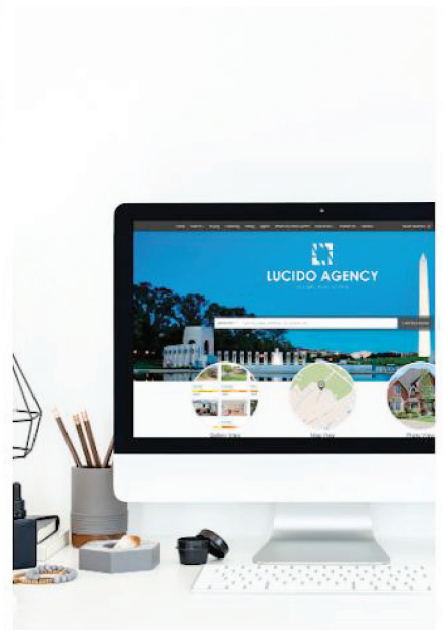
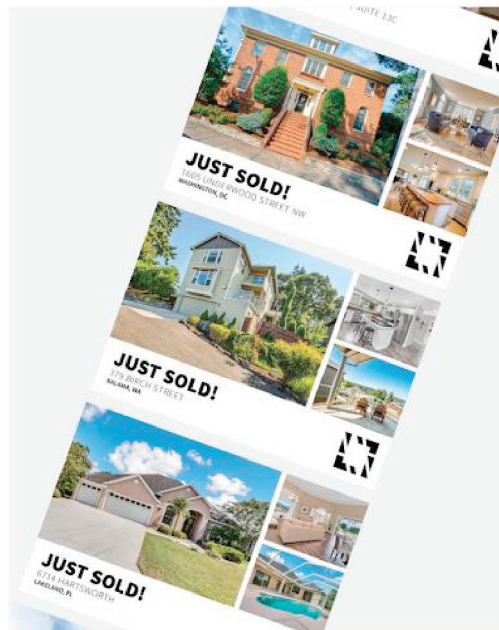
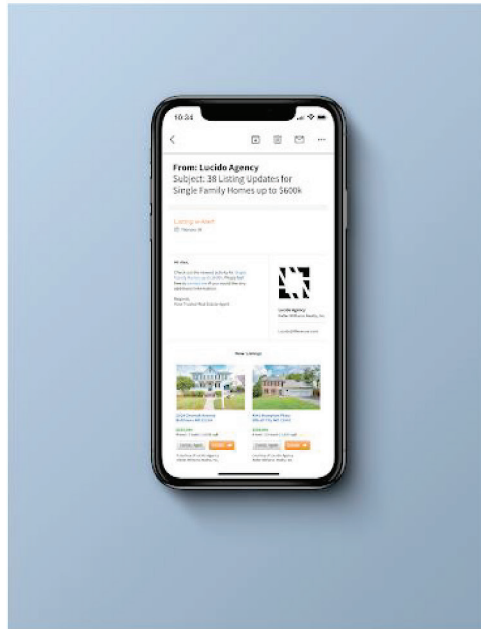
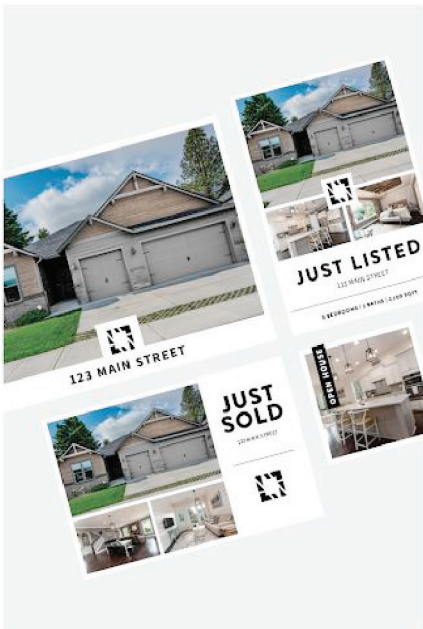
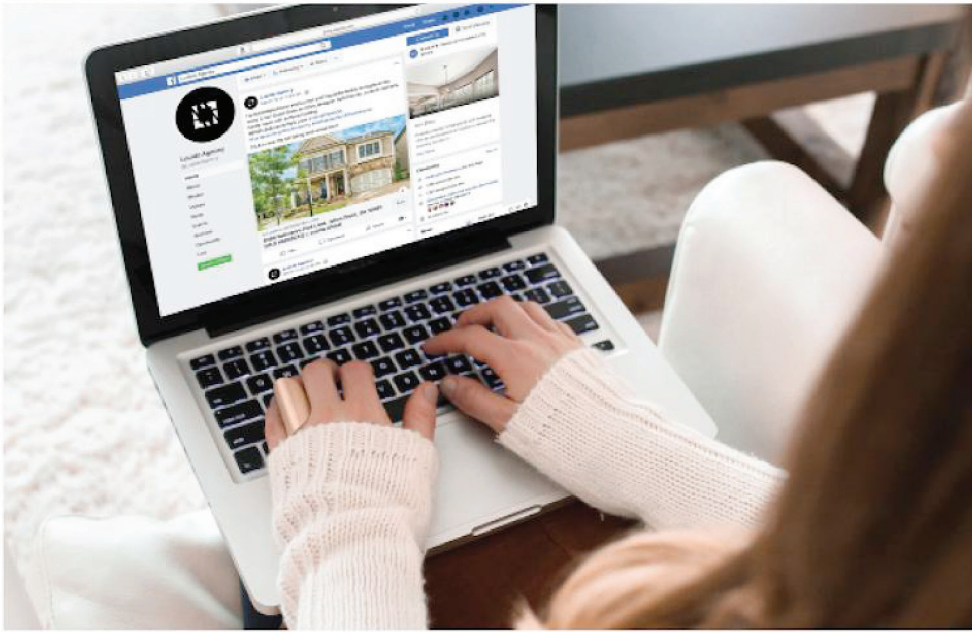
HIRE A TEAM THAT WILL MARKET YOUR HOME AGGRESSIVELY

From traditional yard signs to the latest geo-targeting technology, we utilize an array of tools and strategies to first showcase your property in front of potential buyers, and then motivate them to engage further.

Our dedicated in-house marketing department designs and create all materials and content for extensive multimedia marketing and advertising campaigns across a variety of platforms. We pair our attractive branding with clean modern graphics to help our agents and listings stand out in the crowded digital landscape.

- *Professional Staging Consultation*
- *HDR Photography + Videography*
- *Customized Property Brochures*
- *Effective Direct Mail Campaigns*
- *Multi-Faceted Digital + Social Media Campaigns*
- *Effective Digital Advertising*
- *Reflective For Sale Sign Panels*
- *Signage + Directionals*
- *Open Houses + Broker Opens*
- *Email Marketing Campaigns*
- *Agent + Client Feedback from Showings*
- *Lead Response System for Property Inquiries 7 Days a Week*
- *Expert Negotiations on Your Behalf for the Best Terms*
- *Access to Our Vendor Network of Licensed Contractors*

**Certain restrictions apply.*

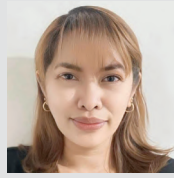


Meet the Team

THE COFFEY GROUP



THOMAS SONS
DIRECTOR OF SALES



JANE ONTIVEROS
DIRECTOR OF MARKETING



KATHERINE ESGUERRA
DIRECTOR OF OPERATIONS



JUAN MORENO
LISTING MANAGER
& TRANSACTION COORDINATOR



JULIE SNYDER
LICENSED
SALES ASSOCIATE



JONATHAN DIMLA
CLIENT CONCIERGE

Brandy Loebker

ABR, CAA, CDPE, CDRE, CIPS, CLHMS, GREEN, RSPS, TRC

Brandy believes the basic tenets of service should be knowledge, honesty, loyalty, and trust. Marked by this philosophy, and a high degree of work ethic, The Coffey Group has consistently been in the top 0.04% for overall sales volume for Sarasota and Manatee County. Keller Williams noticed the success and felt the opportunity to own a Keller Williams brokerage was well deserved. Brandy has been an area resident in Sarasota for 39 years, licensed for 20 years, and is a local graduate of USF. Brandy holds multiple professional designations including Certified International Property Specialist, Accredited Buyer's Representative, and Licensed Real Estate Broker. Brandy continually works with international brokers through a referral network of members with her Transnational Referral Certification. She is a member of the Institute for Luxury Home Marketing and holds the Certified Luxury Home Marketing Specialist Designation and is a member of the Million Dollar Guild. Brandy was recently asked to be a Social Media Ambassador for Keller Williams Realty International. Brandy has established herself as an expert in the second-home and investment property market with her Resort & Second Home Specialist Certification and has earned the Certified Residential Property Designation and is a Certified Auction Agent. She is a National Association of REALTORS® Green Designee. Brandy is a Certified Distressed Property Expert. Having processed countless short sales from 2006-2011, she has experience in foreclosures prevention. Her mission is to help as many people as possible increase their net worth, and by doing so, she knows they will feel inclined to give back to their community. She feels everyone can benefit from working with a true Real Estate Professional Consultant. Brandy offers a 72Sold Program that creates an opportunity for you to see the highest offers from the best buyers in the market for your home in 8 days or less. Brandy specializes in Senior Relocation Services. She is well versed in 1031 exchanges, DSTs, and Trusts. Her knowledge helps her in assisting clients in planning for their future. Brandy is the Operating Principal & Broker for Keller Williams Island Life Real Estate & KW Suncoast. She felt Keller Williams was the perfect fit with the #1 training company in the world for her agents. Brandy takes a Ritz Carlton approach for client experience and owns Florida Suncoast Property management and Suncoast Repair & Remodel for residential and commercial property to service all of her clients with their income-producing property needs in Southwest Florida. C & J Staging & Design was developed to showcase her properties in the best way possible in a competitive market. Brandy has partnered with a well-known Interior Designer, Joan Greenfield to ensure the best possible service for all of her clients' design needs. Joan and Brandy own Coffey Group Interior Design. Brandy has joined KW Style to Design in order to provide a higher level of service with interior design, staging, and assisting her clients in renovation projects when buying, selling, or staying in their home. Keller Concierge has helped streamline this process. KW Worldwide, KW Luxury, KW Sports + Entertainment, Next Move Military, KW Land, KW Planner, KW New Homes, & KW Commercial have allowed the team and her brokerage to form strategic relationships with experienced agents across the globe. These relationships have allowed the team and her brokerage to handle all of their client's real estate needs in any location with a concierge approach. Brandy owns Coffey & Company Coaching, a coaching company for business owners and real estate professionals. The purpose of this company is to coach and train companies on how to create the ultimate client experience, create brand awareness, and to increase their profit. Brandy is dedicated to helping others succeed and is passionate about serving her community. Brandy is the Chair of the Realtor Association of Sarasota & Manatee County Charitable Foundation, on the Board of Directors for the Realtor Association of Sarasota & Manatee, on the Board of Directors for Florida Association of Realtors, and the Luxury Ambassador for Keller Williams North Florida Region. Brandy was recently appointed to serve on Mote Marine Laboratory President's Advisory Council.



BRANDY LOEBKER

OP, Keller Williams Island Life Real Estate and
KW Suncoast, Licensed Real Estate Broker
ABR, CAA, CDPE, CDRE, CIPS, CLHMS, GREEN, RSPS, TRC

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HIRE A SKILLED NEGOTIATOR

WHO HAS A REPUTATION OF
INTEGRITY AND IS TRUSTED BY
BOTH CONSUMERS AND REALTORS®

WHAT OTHERS ARE SAYING

"We hired Lucido's team after working with another agent for almost a year. During that time, we received no contracts for the purchase of the property. Within a few months, we received a contract and the property closed recently. The team's aggressive marketing strategy worked. Also, he convinced us that the reason the property was not selling was because the price was too high. Their assessment was apparently correct since we received the contract shortly after the price was lowered. We only wish we had hired them sooner."

- S. Samuel

"When we chose to sell our home, we initially tried to sell it ourselves due to the strong sellers market in the area. Shortly after we started, we contacted the Lucido Team who I met and instantly liked. We had an accepted offer above our asking price in 2 days! The work my agent did, along with the rest of the team, was exemplary. We closed on the date specified on the offer and the transition went smoothly due to her efforts. I could not have imagined doing what they did on our own! I highly recommend the Lucido Team! They are wonderful people and I can't say enough good things about them. Using this agency was a great decision."

- J. Bykowski

"I could not recommend the Lucido team enough. They helped us through every stage of the sale. Responses were quick and professional, our house sold in under 2 weeks, and we had a lot of traffic throughout the process."

- M. Chandler

"Highly recommend the Lucido team. The staging, photography & marketing got our home sold in less than 48 hrs. after it hit the market. Their professionalism is top notch."

- M. Burk

