



THE COFFEY GROUP
FINE HOMES INTERNATIONAL

PRE-LISTING CONSULTATION

KELLERWILLIAMS
Luxury
INTERNATIONAL

kw ISLAND LIFE
REAL ESTATE
KELLERWILLIAMS REALTY



Brandy Coffey

ABR, CIPS, CLHMS, CRS, RSPS, TRC AND LICENSED REAL ESTATE BROKER

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 grown to be one of the most successful real estate teams in Sarasota, Florida! The Coffey Group has consistently been in the top 1% for overall sales volume for Sarasota and Manatee County. A local graduate of USF she holds multiple professional designations. Certified International Property Specialist, Accredited Buyer's Representative, 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.

Brandy is the Operating Principal & Broker for Keller Williams Island Life Real Estate. Brandy owns C & D property management and Global Property Repair for residential and commercial property to service all of her clients with their income-producing property needs. Brandy recently launched C & J Staging & Design in order to offer a concierge experience for her clients as well. The Coffey Group has team members in Manatee & Sarasota offices to serve their clients in both counties.

Brandy has been an area resident in Sarasota for 35 yrs. The Coffey Group has established a global reach with referral agents. Keller Williams Worldwide & Keller Williams Luxury International have allowed the team to form strategic relationships with experienced agents across the globe. The Coffey Group's relationships have allowed the team to handle all of their clients' real estate needs in any location.



BRANDY COFFEY

OP, Keller Williams Island Life Real Estate
Licensed Real Estate Broker
ABR, CIPS, CLHMS, RSPS, TRC

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ABOUT

The Coffey Group was founded by Brandy Coffey 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. Coffey 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
FINE HOMES INTERNATIONAL



MY POINTS OF DIFFERENCE

96%

My list to sales
price ratio

95%

The local average

1,200

Homes Sold

\$375M

Sales Volume

**47
DAYS**

The median days to
contract for my listings

51

The local median days
to contract

**5
DAYS**

Sold a home
every 5 days

**30
DAYS**

The local average
days

20%

Sell 20% of our
own listings

-
- 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, CIPS, CLHMS, CRS, RSPS, TRC,
LICENSE REAL ESTATE BROKER

INTERNATIONAL REAL ESTATE OPPORTUNITIES

YOU WANT AN AGENT WHO HAS THE KNOWLEDGE, NETWORK, AND TOOLS TO SUCCESSFULLY SELL YOUR PROPERTY.

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS®, INTERNATIONAL BUYERS:

- Purchased property at an average price of \$280,600, an increase from the national average of \$290,600
- Paid cash 41% of the time
- Bought existing single family homes 76% of the time
- Accounted for \$77.9 billion in sales from April 2019 - March 2019
- Make up 3% of national existing home sales
- Purchased 36,400 Florida residential properties, making up 9% of Florida's residential market
- Foreign buyers purchased \$16 billion of Florida's existing detached single-family, townhomes, and condominiums in 2018
- 47% of foreign buyers purchased property as a primary residence.
- 5% of foreign buyers purchasing property in Florida purchased in North Point-Sarasota-Bradenton
- Purchased residential properties for vacation or residential rental 70% of the time

FLORIDA DOMESTIC CLIENTS SEARCHING FOR PROPERTY ABROAD:

- Latin American and Caribbean buyers accounted for the largest fraction of Florida's foreign buyers at 43%, followed by Canadians at 23%, European at 19%, Asians at 8%, and Africans at 2%
- 43% of clients were interested in residential property
- 70% of clients intended to use the property for vacation or residential rentals

RESIDENTIAL PROPERTIES SOLD BY FOREIGNERS:

- The majority of international clients who sold their U.S. residential property originate from Canada, China, India, Mexico, and the United Kingdom. Properties owned by international clients sold for \$246,479 on average and for a median of \$288,600

Source: 2019 Profile of International Residential Real Estate Activity in Florida, Profile of International Transactions in U.S. Residential Estate



KELLER WILLIAMS REALTY IS WORLDWIDE!



Argentina • Belgium • Belize • Bermuda • Cambodia • Canada • Chile • Colombia • Costa Rica • Czech Republic • Dubai, UAE • France • Greater Shanghai, China • Greece • Honduras • Indonesia • Ireland • Israel • Italy • Jamaica • Japan • Luxembourg • Malaysia • Mexico • Monaco • Morocco • Nicaragua • Northern Cyprus • Panama • Philippines • Poland • Portugal • Puerto Rico • Romania • Slovenia • Southern Africa • Southern Cyprus • Spain • Thailand • Trinidad and Tobago • Turkey • Turks and Caicos • United Kingdom • *United States • Vietnam



Offering comprehensive services to investors, property owners, tenants and developers around the world. Keller Williams Real Estate has an established network and a proven model that sets a framework for profitability in any markets across the globe. We know that the strongest enterprises are driven by top talent, and our growth strategy is completely centered on getting in business with the very best people in the real estate industry across the globe.

With more than 181,000 real estate agents worldwide, operating in more than 900 market centers across the globe, Keller Williams is currently the largest real estate franchise by agent count in the World!

AWARDS & HONORS

PRINCIPAL 10 BEST COMPANIES FOR EMPLOYEE FINANCIAL SECURITY

COMPUTERWORLD DATA+ EDITORS' CHOICE AWARD

INC. 5000

FRANCHISE 500

NATIONAL ASSOCIATION OF HISPANIC REAL ESTATE PROFESSIONALS

REAL TRENDS/WALL STREET JOURNAL

REAL TRENDS CANADA'S BEST REAL ESTATE AGENTS

INMAN NEWS

BEST COMPANIES TO WORK FOR IN TEXAS

INMAN 100

SWANEPOEL POWER 200 MOST POWERFUL PEOPLE IN RESIDENTIAL REAL ESTATE REPORT

TRAINING MAGAZINE

REALTOR MAGAZINE 30 UNDER 30

REAL TRENDS 500

REALTOR MAGAZINE VOLUNTEERING WORKS

NATIONAL ASSOCIATION OF REALTORS DISTINGUISHED SERVICE AWARDS

Keller Williams was featured in Inc. magazine for commitment to financial and physical wellness

Keller Williams was recognized for its business intelligence system

Keller Williams made a list of fastest-growing private companies - for the fifth year in a row

Keller Williams made the Entrepreneur magazine's list of top franchises - for the fifth year in a row

250 Keller Williams had 25 representatives on NAHREP's list of top-producing Latino agents

"The Thousand" Keller Williams had 147 associates and teams on list of top real estate professionals in America

Keller Williams is home to No. 1 agent by transactions (Marvin Alexander)

Innovator of the year Keller Williams is home to real estate industry's top innovator (Ben Kiney)

Austin American Statesman

Most Influential Real Estate Leaders Report Six Keller Williams representatives

Ten Keller Williams representatives

The #1 Training Organization in the World across ALL industries

Seven Keller Williams finalists and four winners, including the Web Choice winner.

126 Keller Williams offices ranked by transactions and sales volume - more than any other real estate franchise.

Keller Williams associate Miriam Hernandez Ramirez one of five award recipients.

Both award recipients (Mike Brodie and Jim Helsel) are Keller Williams associates

Thank you **FOR THIS OPPORTUNITY**

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