



THE COFFEY GROUP
FINE HOMES INTERNATIONAL

PRE-LISTING CONSULTATION



KELLERWILLIAMS
Luxury
THE COFFEY GROUP

kw ISLAND LIFE
REAL ESTATE
KELLERWILLIAMS REALTY

Meet the Team

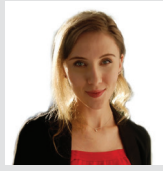
THE COFFEY GROUP



THOMAS SONS
DIRECTOR OF SALES



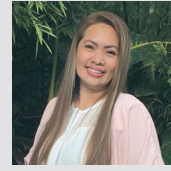
CHRIS HUNDLEY
DIRECTOR OF OPERATIONS



CIERA CHASE
LISTING MANAGER



JONATHAN DIMLA
TRANSACTION COORDINATOR



JANE ONTIVEROS
MARKETING DIRECTOR



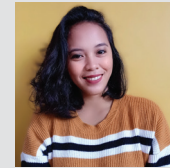
MIKE AVENI
LICENSED
SALES ASSOCIATE



TAMMY HORNER
LICENSED
SALES ASSOCIATE



JULIE SNYDER
LICENSED
SALES ASSOCIATE



KATHERINE ESGUERRA
CLIENT CONCIERGE

Brandy Coffey

ABR, CAA, CDPE, 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 38 years, licensed for 19 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 COFFEY

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

1,850

Homes Sold

\$537M

Sales Volume

**1
DAY**

Sold 1 Home
Every Day

-
- 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, 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



PROFILE OF INTERNATIONAL TRANSACTIONS IN U.S RESIDENTIAL REAL ESTATE 2022

\$59 BILLION

Dollar volume of foreign buyer residential purchases during April 2021 - March 2022
(2.6% of \$2.3 trillion of the dollar of existing home sales)

98,600

Number of foreign buyer existing-home purchases during April 2021 - March 2022
(1.6% of 6.06 million existing-home sales)

57%

Foreign buyers who reside in the United States (recent immigrants; less than two years at the time of the transaction) or non-immigrant visa holders (Type B)

Top Foreign Buyers

Canada (11% of foreign buyers, \$5.5 B)
Mexico (8% of foreign buyers, \$2.9 B)
China (6% of foreign buyers, \$6.1 B)
India (5% of foreign buyers, \$3.6 B)
Brazil (3% of foreign buyers, \$1.6 B)
Colombia (3% of foreign buyers, \$1.0 B)

Top Destinations

Florida (24%)
California (11%)
Texas (8%)
Arizona (7%)
New York (4%)
North Carolina (4%)

\$366,100

Foreign buyer median purchase price (compared to \$355,700 for all U.S. existing homes sold)

PROFILE OF INTERNATIONAL TRANSACTIONS IN U.S RESIDENTIAL REAL ESTATE 2022

44%

Foreign buyers who paid all-cash (compared to 24% among all existing-home buyers)

44%

Foreign buyers who purchased a property for use as a vacation home, rental, or both (compared to 17% among all existing-home buyers)

74%

Foreign buyers who purchased a detached single-family home or townhome (compared to 89% of all existing-home buyers)

46%

Foreign buyers who purchased in a suburban area

70%

Percent of leads and referrals from personal or business contacts

3%

Percent of respondents who had a client who leased a U.S. residential property

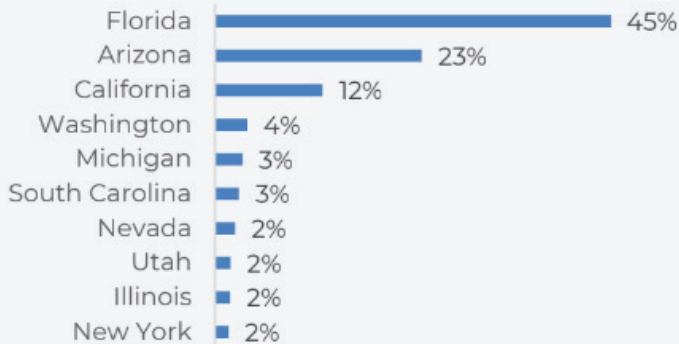
9%

Percent of respondents who had a client, whether international or not, seeking foreign property outside of the U.S.

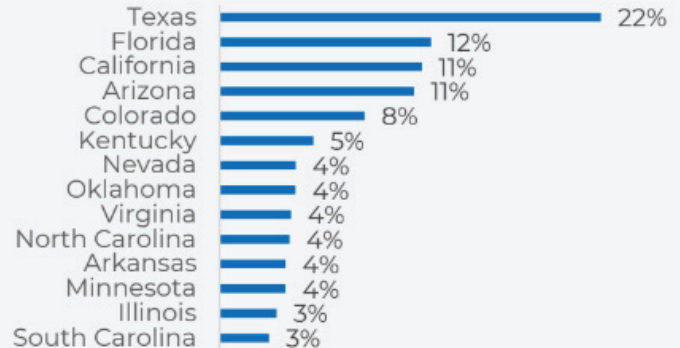
PROFILE OF INTERNATIONAL TRANSACTIONS IN U.S. RESIDENTIAL REAL ESTATE 2022

WHERE TOP 6 FOREIGN BUYERS PURCHASED U.S. RESIDENTIAL PROPERTY

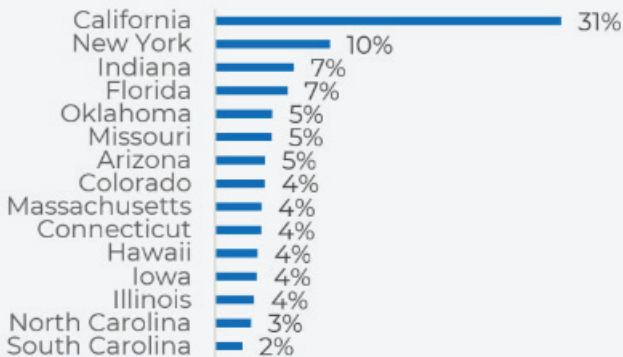
Major Destinations of Foreign Buyers from Canada



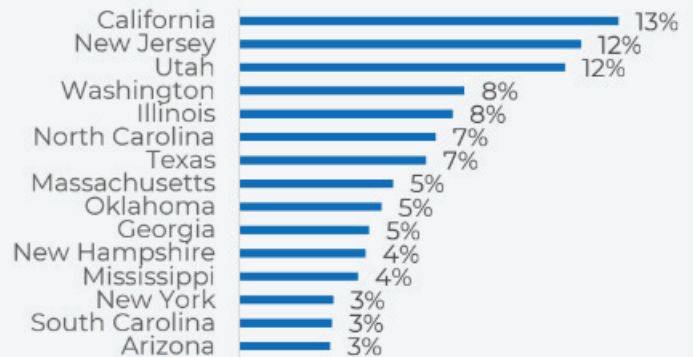
Major Destinations of Foreign Buyers from Mexico



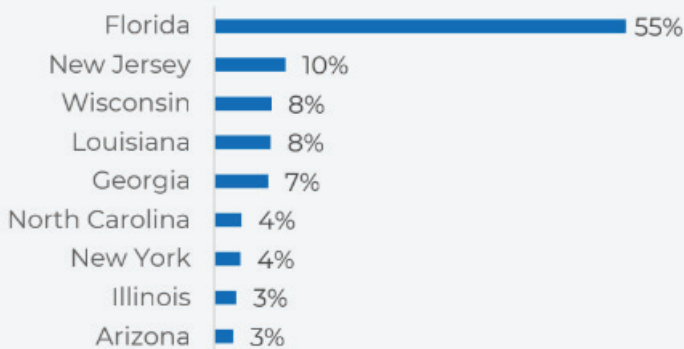
Major Destinations of Foreign Buyers from China



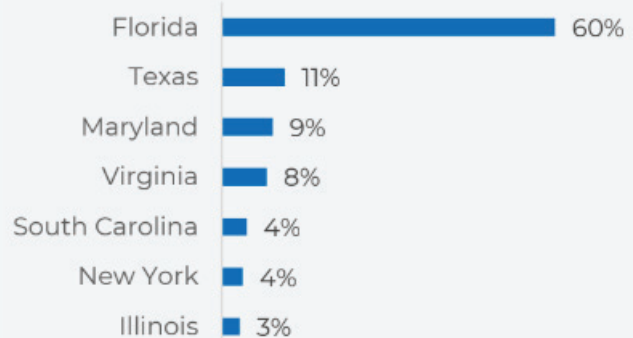
Major Destinations of Foreign Buyers from India



Major Destinations of Foreign Buyers from Brazil



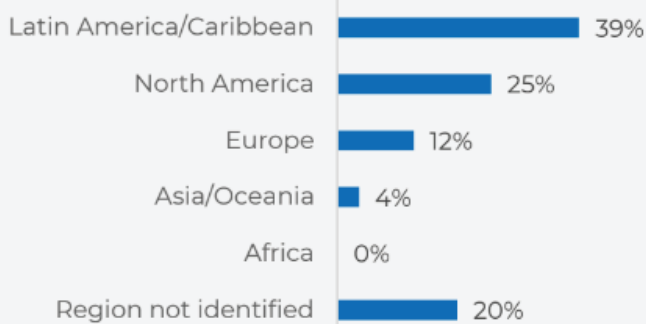
Major Destinations of Foreign Buyers from Colombia



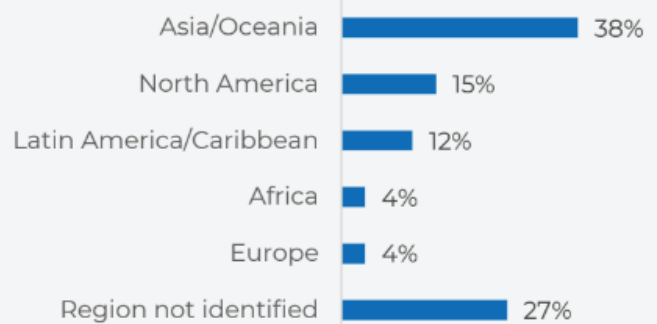
PROFILE OF INTERNATIONAL TRANSACTIONS IN U.S. RESIDENTIAL REAL ESTATE 2022

FOREIGN BUYERS IN THE TOP 6 STATES

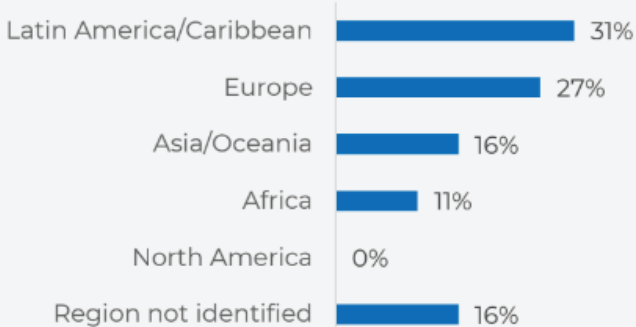
Region of Origin of Florida's Foreign Buyers



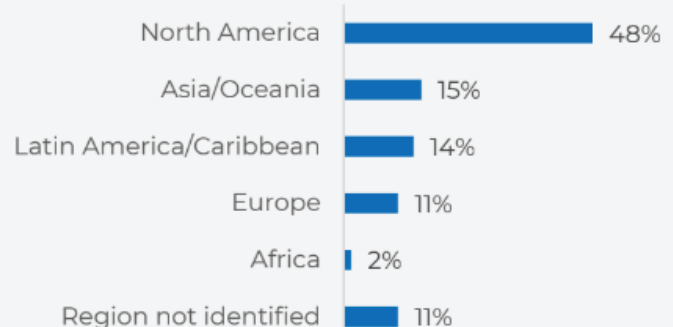
Region of Origin of California's Foreign Buyers



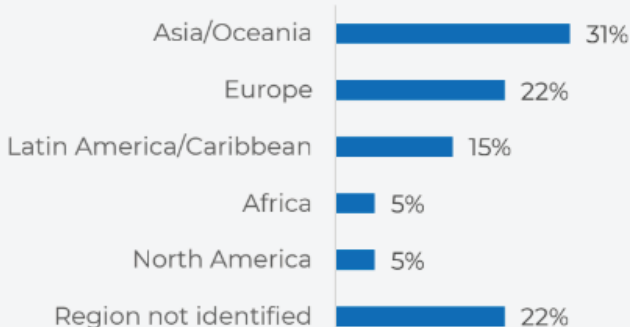
Region of Origin of Texas' Foreign Buyers



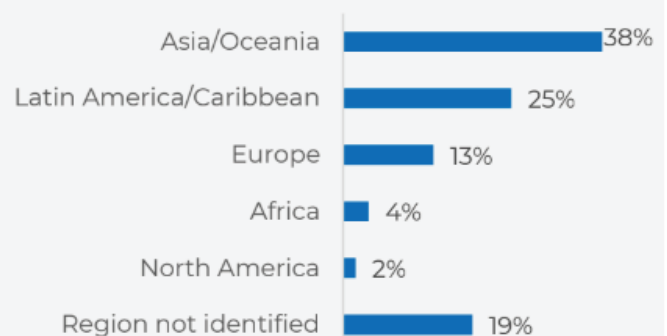
Region of Origin of Arizona's Foreign Buyers



Region of Origin of New York's Foreign Buyers



Region of Origin of North Carolina's Foreign Buyers



*Mexico is geographically part of North America, but it is reported in the Latin America/Caribbean region.

KELLER WILLIAMS REALTY IS WORLDWIDE!



Albania • Argentina • Aruba • Belgium • Belize • Bermuda • Bolivia • Bonaire • Cambodia • Chile • Colombia
Costa Rica • Cyprus • Czech Republic • Dominican Republic • Dubai, UAE • France • Greece • Guyana • Honduras
Indonesia • Ireland • Israel • Italy • Jamaica • Japan • Luxembourg • Malaysia • Mexico • Monaco • Mongolia
Morocco • 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 December 2022, master franchise agreements have been awarded across 50+ regions outside of the United States and Canada.



AWARDS & HONORS

**FRANCHISE BUSINESS REVIEW
TOP FRANCHISES FOR VETERANS 2022**

**FORBES WORLD'S
TOP FEMALE FRIENDLY COMPANIES 2022**

**FORBES WORLD'S
BEST EMPLOYERS 2022**

**FRANCHISE TIMES
2022 TOP 500**

**FORBES AMERICA'S
BEST-IN-STATE EMPLOYERS 2022**

**FORBES AMERICA'S
BEST EMPLOYERS FOR WOMEN 2022**

**REALTRENDS
EMERGING LEADERS 2022**

**AMERICAN BUSINESS MEDIA
MORTGAGE STAR AWARD 2021**

**LINKEDIN
TOP COMPANIES IN REAL ESTATE 2022**

**ENTREPRENEUR
TOP GLOBAL FRANCHISES 2022**

**HOUSINGWIRE
2022 FINANCE LEADER**

**FORBES AMERICA'S
BEST EMPLOYERS FOR NEW GRADUATES 2022**

**FRANCHISE BUSINESS REVIEW
TOP FRANCHISES FOR WOMEN**

Thank you **FOR THIS OPPORTUNITY**

BRANDY COFFEY

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

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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