

SRQ MAGAZINE REAL ESTATE AGENTS SHARE THEIR EXPERTISE ON THE RESIDENTIAL MARKET • AUGUST 2015

# ELITE REALTORS<sup>SM</sup>

ROUNDTABLE



Our region is home to some of the most stunning residences along Florida's southwest coastline. Making the right decisions when buying or selling a home is easier when represented by best-in-class realtors and agencies. Regardless of your target location or price point, this group of Sarasota's Elite Realtors will guide you through every step of the way.





## BRYAN AND CHERI GUENTNER

BROKER/CERTIFIED LUXURY SPECIALISTS, RE/MAX PLATINUM REALTY SARASOTA



**PROPERTY HIGHLIGHT** This expansive home along scenic Siesta Key listed by RE/MAX Platinum Realty is standard of luxury homes and coveted properties represented by Bryan and Cheri Guentner. Photo by: Detlev von Kessel with DK Consulting

*Finding the perfect waterfront home takes more than skill and real estate acumen;* it takes finesse and a keen understanding of each unique market along the Gulf Coast. As co-owners of RE/MAX Platinum Realty, Bryan and Cheri Guentner not only specialize in the sale of luxury waterfront homes, they've grown an entire business based on their knowledge of Sarasota County real estate. A combined experience of 55 years, Bryan and Cheri attribute their success to keeping their client's wishes paramount throughout the home buying and selling experience. They have each received the coveted Five Star "Best in Client Satisfaction" award for the last 9 years and the Hall of Fame award from RE/MAX International.

As team leaders of Sarasota's Finest® Luxury Real Estate Group, the focus of their business is the sale of single-family homes and condos along Anna Maria Island, Casey Key, Siesta Key, Longboat Key, Lido Key, Bird Key and Manasota Key. Under their leadership, RE/MAX Platinum Realty has expanded along the Gulf Coast with locations in Venice, Osprey, Lakewood Ranch and a Main Street location in the heart of downtown Sarasota. Their very first office, located in Osprey, serves as the company headquarters. Bryan and Cheri have watched their business grow from fewer than ten Realtors® to now employing over 70 agents and staff. In 2000, they sold a record-setting property on Siesta Key for \$8 Million dollars—the highest priced single-family home at the time. Since then, they have continued to excel in the luxury waterfront market. By knowing the niche market of beachfront and bayfront properties, Bryan and Cheri are able to successfully guide their clients through the intricacies of purchasing waterfront property.

Away from the office, Bryan and Cheri are actively involved in the community and local chamber of commerce organizations. Bryan and Cheri believe in the importance of family coming first. They are proud parents to two children, ages 14 and 11 and a new addition of two Havanese pups.

"The most important thing you can do as a prospective buyer of a waterfront property is to work with a Realtor® with waterfront expertise. Knowing the details of flood insurance, Conservation Easements, Gulf Beach set back lines, Florida State Coastal Construction lines and sea walls is critical. Be sure that you are working with a Realtor® that keeps your best interest in mind and knows what to look for along the water." *—Bryan Guentner*





## MY REALTY COMPANY

MARNI HAYDEN, BRET LAGESON AND JULIE CARLSON



*Also pictured Dudley, their five-year-old pedigree cockapoo and personal assistant.*

"My Realty Company, located on St. Armand's Circle, is the biggest little boutique brokerage in Sarasota. Last year, the company grossed over \$50,000,000 in sales." *-M.Hayden*

**When buying or selling property,** the most important thing is finding a Realtor® who has the experience and business acumen to get your deal done. Marni Hayden of My Realty Company has those skills and more. She has a people-loving nature and immeasurable spunk. She listens carefully to clients so that time is spent solely on meeting each client's specific needs. That may explain why over 90% of Marni's business comes through referrals. When clients find someone this good, they spread the word. "We've done over 25 transactions together," says one longtime client. "More than having extensive market knowledge, Marni understands our goals and we can trust her without reservation." A resident of Sarasota since 1987, and in the real estate business for nearly 30 years, Marni has witnessed the ups and downs of the market and skillfully guided her clients through the changes. Accordingly, she has received the Five Star Best in Client Satisfaction Award for the past seven years. This award is earned by a mere three percent of Realtors annually. Marni recently expanded her team to ensure that her clients continue to receive top-notch service and personal attention. Joining her are Realtors Bret Lageson, Marni's son, and Julie

Carlson. Bret, a former dive instructor for Navy Seal Team 3, has a successful track record in customer service and sales—as a former partner at Gaines Manufacturing and owner of two Wireless Toyz franchises. Julie, a Sarasota native, is a skilled bookkeeper whose attention to detail is unsurpassed. She makes sure that every "t" is crossed and every decimal point is in the right place. Looking for a luxury home, investment property or a rental? Marni's team is at your service, 24/7.



1502 Blue Heron Drive, *left*; and 3060 Grand Bay Blvd, *right*.





## DANIEL MATUSIAK

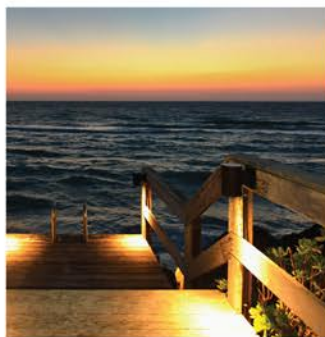
ACTION REALTY OF SARASOTA



*The most important name in the sale of luxury homes* in Sarasota is Daniel Matusiak. With over thirty years of experience in the most elite tier of high-end real estate, Daniel has built a reputation on his innate ability to represent buyers and sellers of some of the most lavish homes along Florida's Gulf Coast. In 2014, he was selected for membership in the Haute Living Real Estate Network, an exclusive and highly coveted network of realtors that is offered to a single broker from each of the top United States and international markets. Daniel also received an esteemed designation as a Certified Luxury Home Marketing Specialist, which requires an extensive portfolio of sales, knowledge, experience and success within the industry. The highest honor within the organization is inclusion in the "Million Dollar Guild," of which Daniel is a proud member. With a sharp focus on the luxury market of Sarasota, Longboat Key, Lido Beach, Siesta Key, Bird Key and Casey Key, Daniel is a full-service real estate resource with an expansive network of industry-related service professionals to ensure every detail exceeds expectations.

Reaching nearly 2,000 property sales doesn't happen without equal parts of talent, hard work and forward thinking. Recognized for his creative marketing strategies, Daniel makes every effort to showcase properties through an innovative approach—including a portfolio called "Million Dollar Listing Sarasota" which is marketed in New York, Los Angeles and Miami. Daniel is also a pioneer in hosting special events at multi-million dollar homes ranging from epicurean exploits to rare automobile expositions. Aligning interests of luxury homebuyers at gorgeous properties, Daniel is able to maximize the exposure of homes to affluent prospects. Partnering with the likes of fine jewelers, elite caterers and musical talent, prospective buyers are able to see the home in a completely different light than a traditional open house. At these elite gatherings, Daniel takes the opportunity to support local charities through these and other creative real estate marketing events.

"To give REAL service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity. Paired with creative marketing and keeping clients first, there's no better way to do business." *-D.Matusiak*



**PROPERTY HIGHLIGHT** 411 N. Casey Key Road





## BARBARA MEI

PREMIER SOTHEBY'S INTERNATIONAL REALTY®



Beau Ciel, 990 Blvd. of the Arts, #703, 2335sf \$1,350,000.

**Representing some of the finest real estate in the U.S.** over her 31 years in the industry, Barbara Mei, Broker/Associate of Premier Sotheby's International Realty® lives high above the bustling streets of downtown Sarasota. An expert in vertical living and urban lifestyles, Barbara is a preferred real estate professional in the sale and purchase of luxury condominium residences that grace the downtown Sarasota skyline. Barbara believes in delivering a highly personalized boutique service. Her concierge approach assures that her valued customers receive the very

"Condominium life and waterfront home purchases always involve a lot of details. By educating potential buyers, they are able to make an informed decision to best meet their goals and overall lifestyle needs." -B.MeI

best, with a refined attention to detail, creative marketing and strong negotiating skills. She is involved in every aspect of the sale and purchase to make certain that all facets of the transaction are seamless. Her commitment to exceptional service, combined with her fervent passion drives her relentless efforts toward each successful sale, or in finding the perfect home for buyers in downtown Sarasota, Lido Key, Bird Key and beyond.

Born in Italy and most recently hailing from New York, Barbara's early years were spent representing the sale and purchase of some of New York's most exclusive addresses. Her knowledge and passion have prepared her to deliver the perfect lifestyle in the growing luxury market along Southwest Florida's stunning coastline. Fluent in 3 languages, she also understands and values the cultural intuitions of foreign buyers.

Viewing her primary role as an educator of potential buyers, Barbara's expansive knowledge of the intricacies of condominium operations and governance serve her well. Her knowledge and relationships assist to equip potential buyers with the valuable information and resources they need for success in buying luxury and waterfront property.

In addition to her successful real estate career, Barbara also has an impressive background in science and medical research from some of the nation's most esteemed hospitals. Barbara is committed to the Sarasota community and supports numerous educational, art and cultural organizations throughout the year.





## RON AND BOZENA SUPONCIC

FLORIDA HOME CHANNEL™ TEAM | RE/MAX ALLIANCE GROUP



*International marketing specialists Ron and Bozena Suponcic* are bringing Florida to the world. Through their Florida Home Channel™ network – the International Marketplace for Florida Real Estate™ – and FloridaHomeChannel.com, they are helping buyers from around the country and around the globe purchase real estate in Sarasota, Siesta Key, Lakewood Ranch, Venice and throughout the Florida Suncoast. Ron and Bozena are consistent top producers with 28 years of proven real estate experience. They specialize in the affluent market, helping clients to navigate the complexities of buying, selling, and building luxury and waterfront properties. Their focus on customer service has 14 times earned them the Five Star Real Estate Agent Award, and they are RE/MAX Platinum Club Award winners ranking in the top 6% of RE/MAX agents worldwide.

Ron, a native of Ohio, is also a new home specialist with extensive new home sales and construction experience. Bozena, a native of Poland who speaks several languages, is a licensed Broker-Associate who holds the Transnational Referral Certification (TRC) and Certified Luxury Home Marketing Specialist® (CLHMS) designations.

Home buyers in all price ranges can expect Ron and Bozena to go above and beyond to find them just the right property. "Experience matters," says Ron. "We know the Sarasota and Manatee county neighborhoods, their advantages, disadvantages, and how they all relate in value. We stay on top of market activity, we are diligent, we are energetic and responsive, we have a very good eye for value, and we know how to negotiate." On the listing side, "we are very effective at generating market exposure and buyer interest for our sellers," says Ron. They offer unmatched national and international marketing, social media and advertising programs, maintaining and marketing to a large base of foreign customers. Their flexible listing programs can save sellers thousands of dollars on the sale of their home.



"Our international social media and advertising programs bring in buyers, and our FlexList(TM) listing program saves our sellers thousands on their sale." -Ron and Bozena Suponcic

**PROPERTY HIGHLIGHT** Siesta Drive, left; and Siesta Dunes, right.





## JANET WALTER

MICHAEL SAUNDERS & COMPANY

*Every realtor has their niche*—an area that they watch and know like the back of their hand. For Janet Walter of Michael Saunders & Company, that niche is new developments. Thanks to her background and relationships with developers of nationwide and major projects like shopping malls, Janet is in tune with new and up-and-coming residences under Sarasota's growing skyline. In working with clients seeking their own peaceful refuge along the water or with those ready to trade their sandy floors for the convenience of living downtown, Janet always has her eye on prime properties that are available along the horizon. Most recently she placed under contract a highly-coveted multi-million dollar penthouse at Echelon on Palm, boasting incredible views of downtown and Sarasota bay along historic tree-lined Palm Avenue.

Janet moved to the area in 1994 and fell in love with the region while living on Lido Key, where she spent six years learning the rhythm of life on the island. For the past 13 years, she and her family have called Longboat Key home. As a longtime resident and member of its close-knit community, Janet has seen the area grow and develop and change. When it comes to finding clients their own piece of paradise or the perfect buyer to purchase their home, Janet's familiarity with life in the area is a tremendous asset.

Along with her extensive knowledge of waterfront living and new developments, Janet has an impressive background in marketing and commercial development, including setting standards for the creative positioning of listed properties. Janet

holds a degree from Denison University and is a graduate of Leadership Sarasota and enjoys serving local charitable organizations including The Asolo Repertory Theatre and Donte's Den. Outside of real estate, Janet enjoys spending time with her husband and two beautiful daughters and their menagerie of adorable pets. When she's not showing properties and holding meetings, Janet enjoys boating, barre workouts and horseback riding.

"Living on the islands and my previous work experience with new developments both give me a unique perspective on the market. Being a longtime resident of this community is invaluable when it comes to finding the right property for a buyer, as well as advising sellers how to position their home. My success comes with the success of my customers when we find them the right property and/or sell their listing." —J. Walter

**PROPERTY HIGHLIGHT** "Under Contract, Penthouse, Echelon on Palm, *right*."

