



CHERYL LOEFFLER

Keeping her clients' needs at the forefront of every transaction and poised to capitalize on opportunities that continue to arise.

A technologically-savvy businesswoman who takes a personal approach to her work, Cheryl Loeffler has set the standard for performance and professionalism. In a transitioning market filled with naysayers and doomsday predictors, she has risen to every challenge, keeping herself – and her clients – poised to capitalize on opportunities that continue to arise.

Cheryl's academic and professional backgrounds aren't the traditional foundation for a career in real estate. After earning an MBA with a specialization in Management Information Systems from the University of Tulsa, she worked as an instructor, then in upper-level administrative positions at her alma mater before moving into the private sector where she found success as a consultant and a developer of computer systems for fiber optic networks.

With seemingly limitless professional opportunities ahead of her, Cheryl did the unthinkable: she left corporate life when her daughters were accepted into the competitive Nick Bollettieri Tennis Academy in Bradenton, Florida. The girls, she explains, were still in a position where they needed parental support, so they left Tulsa and headed for the family's Florida beach condo.

Despite her commitment to focusing on her role as a "tennis mom," Cheryl soon found herself longing for new professional challenges. Her late husband, then an attorney who spe-

cialized in oil, gas, and real estate matters, recognized her enthusiasm and talent for analyzing real estate and suggested that she'd make an excellent REALTOR®. After careful consideration, Cheryl earned her license and began yet another stage in her illustrious professional career. "Everything happened at the right time, and the right place, with the right people," she says. "Becoming a real estate agent was a wonderful decision that came at an opportune time in our lives."

Today Cheryl revels in her work, declaring that her brokerage, Signature Sotheby's International Realty, is "the perfect fit for the way that I like to do business." She explains, "The level of sophistication, the appeal to high net-worth individuals, and the platform of systems and services worldwide is amazing. Working with Sotheby's has brought a significant level of added value to the service I offer my clients, and has had a positive impact on business for me and my team."

Though her analytical approach to the market has traditionally been one of Cheryl's strong suits as a REALTOR®, she acknowledges that, in current conditions, her skills can lead to frustration. "Those of us who have analytical backgrounds see the market as a bit irrational; it is difficult to draw trend lines to determine patterns," she concedes. Her solution: to be what she calls "omnipresent." She reflects, "This isn't the time to be absent from the market. I'm more focused than ever on my busi-

ness, so that I'm available to capitalize on opportunities."

For many successful agents, a return to the basics has kept business moving. Cheryl's no exception to this trend. In addition to maintaining a strong team of professional colleagues that includes experts in various specialties in the mortgage industry, she is also keeping her clients' needs at the forefront of every transaction. "As a real estate professional, you have to take yourself out of the process and ask your client, 'What is it that you really want?'" she explains. "My clients' goals are the driving factors in each transaction I handle."

A multi-tiered approach to her work, complete with detailed flow charts, enables Cheryl to offer a structured and comprehensive marketing and advertising program for every listing she represents. Individualized plans target prospective buyers in the local, regional and international markets. "Today, more than ever, sellers should utilize the expertise of a REALTOR® to assist them in navigating the process of a sale," she asserts. "You need every tool at your disposal to ensure that a home is sold successfully, and that the transaction process is as smooth as possible." She adds that buyers, too, should keep in mind the advantages of working with a real estate professional. "There are many options available on the market today."

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