

market share

Pettingell takes top sales honors in 2010

The Coldwell Banker agent was the company's top Florida agent and the top MLS agent in Sarasota and Manatee counties.

By Robin Hartill | Community Editor

Roger Pettingell, sales associate for Coldwell Banker's Longboat Key office, closed out 2010 with a double achievement: With \$40.5 million in sales, he was the top Coldwell associate in Florida for sales volume and the top-ranked agent on the Multiple Listing Services (MLS) for Sarasota and Manatee counties for the year. It was the second year in which Pettingell received each honor. And 2010's numbers placed him \$14 million ahead of the second-ranked MLS agent involved in non-distressed property sales.

According to Pettingell, the numbers alone don't tell the full story.

"This is a really big landmark," he said. "Forty-million dollars is a lot, but \$55 million was my best year, and other Realtors have had even better years than that. But to be able to sell so much in a down market shows that we've developed a program that really is working well and consistently."

Just two of Pettingell's 36 sales for the year were short sales, a fact that he attributes to the value of the properties he sells. According to Pettingell, he works with a high percentage of cash buyers who buy property to live in a home and don't have to worry about fluctuations in value.

Pettingell used the recession to increase his market share by continuing to advertise locally and increasing his Internet presence.

"A lot of people in a recession cut back, and that's always a dangerous thing to cut down marketing," he said.

Pettingell said that technology has always been a key part of his business. After graduating from Guilford College, in Greensboro, N.C., with a degree in biology, he moved to the Sarasota area to work in marketing for Arvida. He planned to return to school to study medicine. Instead, he stayed with Arvida, the company that



Rachel S. O'Hara

Roger Pettingell, sales associate for Coldwell Banker's Longboat Key office, achieved \$40.5 million in sales volume in 2010 and was named the top Coldwell associate in Florida.

developed much of Longboat and its surrounding keys. He stayed with the company when it became Waterside Properties, which was then acquired by Coldwell approximately 12 years ago.

At Arvida's office in 1989, Pettingell was the first person to buy his own computer, something others told him was a waste back then because real estate was all about relationships. Pettingell continued to incorporate technology in his business. Today, Pettingell uses Facebook to increase his Internet presence and is a member of Cyberstars, a group of 260 Realtors from across the country who use cutting-edge technology in their businesses.

Despite achieving top honors in his business for 2010, Pettingell said that his proudest achievement for the year wasn't in real estate.

In May, Girls Inc. named him "Father of the Year."

Realtors claim No. 1 status despite challenging market

REAL ESTATE TYPES LOVE A No. 1 ranking in any category, and I am sure **Roger Pettingell** is no exception.

The **Coldwell Banker Residential Real Estate** agent earned the right to be mentioned first on a list of Southwest Florida Realtors with his performance in 2010.



TOM BAYLES
IN THE HOUSE

Pettingell's \$40.5 million in sales made him the No. 1 Realtor for the second time in three years. Working from Coldwell Banker's Longboat Key office, Pettingell's sales volume also topped every

other Coldwell Banker sales agent in Florida.

Pettingell also bested all of the other agents in Southwest Florida's real estate market in 2008, when he sold \$38.8 million.

In 2008, his No. 1 ranking at the **Sarasota Association of Realtors** was \$3.3 million more than the next-closest agent.

Last year, Pettingell's top ranking was \$4.8 million more than the next-closest agent.

The 49-year-old made his way into the world of real estate after graduating from **Guilford College** in North Carolina with degrees in biology and chemistry. He wanted to be a doctor but did not make the cut. While waiting for the next year's class to be selected, Pettingell used motivational and marketing skills he learned as the college's student body president and began working in real estate.

"It turned out that is much more what I was good at," he said.

Pettingell began his career with **Arvida Corp.** in 1983 in real estate marketing and then began selling for Arvida in 1987.

By the time Coldwell Banker bought Arvida 11 years ago, Pettingell already was a top producer. His best year ever was during the housing boom in 2005 at \$54 million.

Other No. 1s

The **Jim Soda Group** — **Jim** and **Donna Soda**, until recently with **Prudential Lakewood Ranch Realty** — were the No. 1 Realtor team in Lakewood Ranch last year, according to **Trendgraphix Inc.**

The real estate data provider also showed that **Michael Saunders & Co.** was No. 1 last year in the coveted \$1 million-and-up market in Sarasota County, with 43.3 percent of the market share, which topped the combined 32.9 percent of the next four firms on the list.

Lakewood Ranch-based **Neal Commu-**



Roger Pettingell of Coldwell Banker Residential Real Estate made \$40.5 million in sales in 2010. *HERALD-TRIBUNE ARCHIVE / 2008*

ities ranked No. 1 among the established regional builders by closing on 267 homes last year.

A pair of top pairs join forces

The Sodas and **Ian** and **Julie Cutmore** joined **Keller Williams Realty** under The Soda Group umbrella.

"We have recently entered into business with The Soda Group to develop our luxury home division within Keller Williams and to expand their reach," said **Brandon Kekich**, chief executive of **Keller Williams Realty-Sarasota Lakewood Ranch**. "We know that this relationship will be a win for us, a win for them and a win for their clients."

The Sodas and the Cutmores say that, if combined, they have had more than \$250 million in real estate transactions during the last eight years.

"Together we will be able to form our own business entity, grow our team and augment our resources," Jim Soda said in a statement.

Holland Construction names chief

Robert J. Plumeri has been hired by Sarasota's **Holland Construction** as its new executive vice president and chief operating officer.

Plumeri will oversee many of Holland's key efforts, including project management and new business development, and will deal with subcontractors and vendors.

He came to Holland from his role as president and COO for builder **Richard D. Poole LLC** in York, Penn.

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