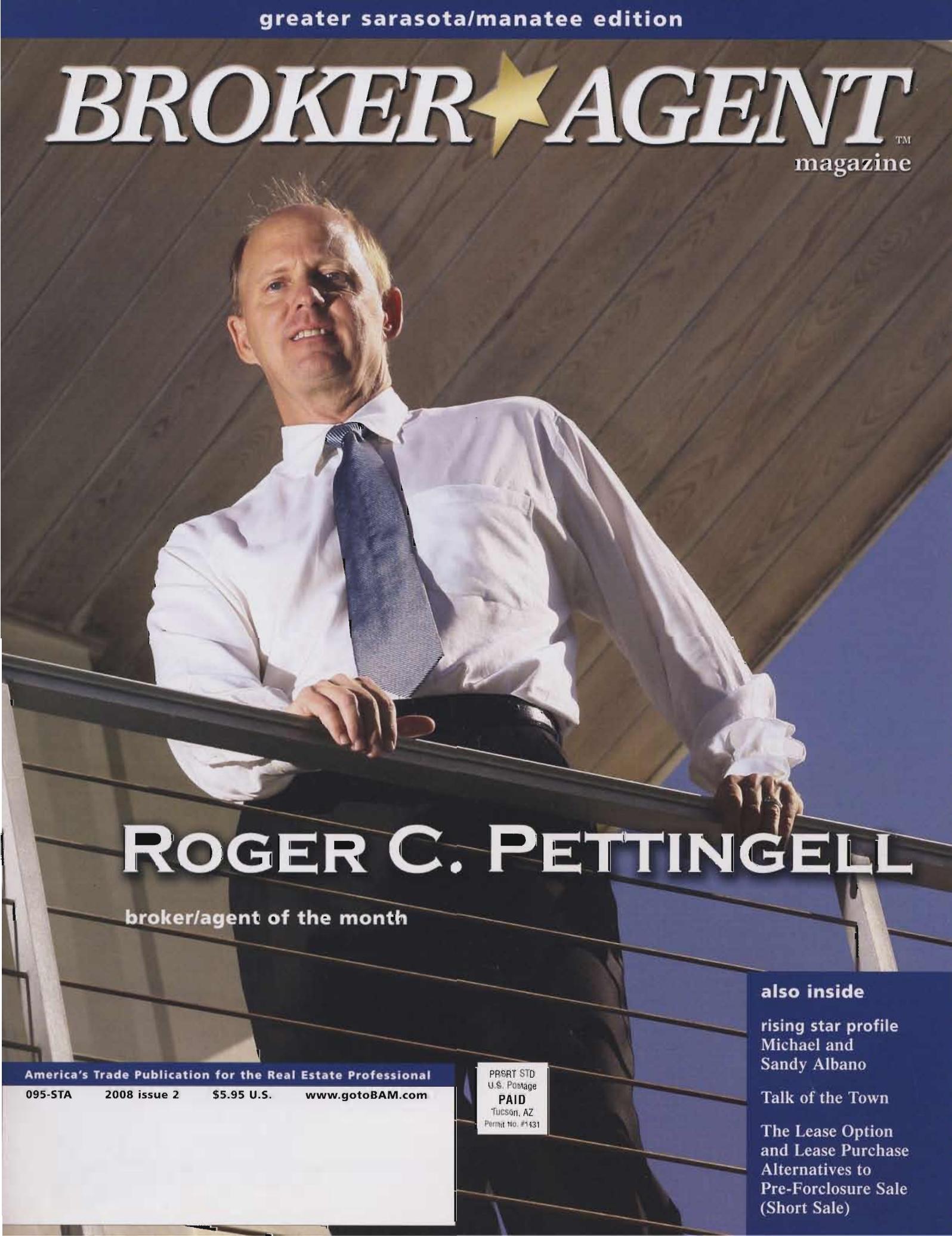


greater sarasota/manatee edition

BROKER★AGENTTM

magazine

A man in a white dress shirt and a blue patterned tie is leaning on a metal balcony railing. He is looking towards the camera with a slight smile. The background shows a wooden ceiling and a clear blue sky.

ROGER C. PETTINGELL

broker/agent of the month

also inside

rising star profile
Michael and
Sandy Albano

Talk of the Town

The Lease Option
and Lease Purchase
Alternatives to
Pre-Forclosure Sale
(Short Sale)

America's Trade Publication for the Real Estate Professional

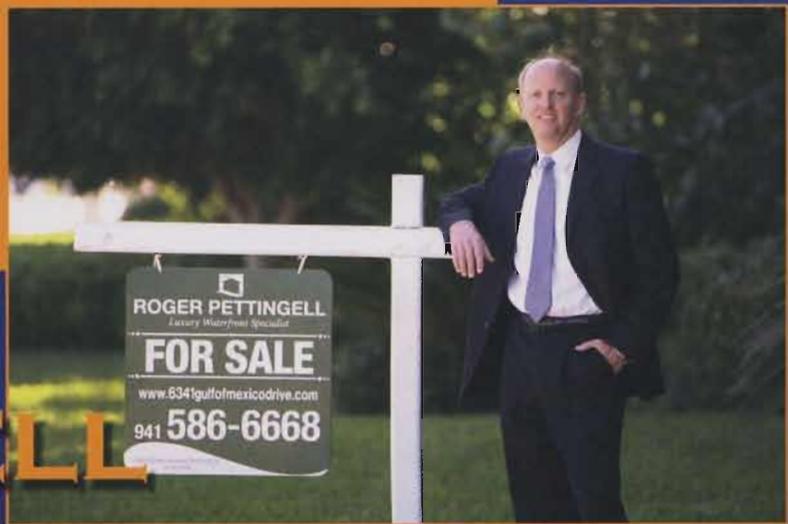
095-STA 2008 issue 2 \$5.95 U.S. www.gotoBAM.com

PSRT STD
U.S. Postage
PAID
Tucson, AZ
Permit No. #1431



broker/agent
of the month

ROGER PETTINGELL



Confucius once said, "Choose a job you love and you will never have to work a day in your life."

Nearly 2,500 years after the Chinese philosopher's death, his words ring just as true today as they did then.

Roger Pettingell is living proof.

Known for going the extra mile for his customers, the 46-year-old real estate professional has earned a five-star rating in client satisfaction and landed among the top one-half percent of his company's biggest sellers worldwide. He's a networking maestro, fastidiously maintaining relationships with former patrons and entrenching himself in the community that he serves. He's also an active philanthropist, serving on community boards and bestowing his brand of humanitarianism upon numerous charities.

While the list of Roger's activities might seem a bit overwhelming, the real estate veteran has nary a complaint about his job—even after working in the same location for 20 years.

"It's very rare that my job is ever routine," says Roger, who specializes in luxury waterfront properties on Florida's Longboat Key. "Every day I'm meeting someone new and it is always a different experience. I love what I do."

Considering Roger's surroundings, one likely wouldn't have a difficult time pinpointing the source of his buoyant disposition. Adorned by the azure waters of the Gulf of Mexico to the west and Sarasota Bay to the east, the island of Longboat Key offers 12 lush miles of sun-kissed utopia where residents enjoy an average year-round temperature of 73 degrees. The narrow strip of tropical paradise, which augments Florida's west coast, is home to pods of frolicking dolphins, scores of soaring seagulls, nearly 20,000 residents during peak tourist season and, perhaps most importantly, almost 9,000 housing units.

"I love where I am," Roger says. "I've lived here for a long time, so I know what the lifestyle is like. I belong to the same clubs that most of my customers belong to and I have a house in the neighborhood where a lot of them live. I don't think every REALTOR® can say that. So, in effect, it's more like introducing people to what I know rather than selling to them."

In spite of Roger's propensity to downplay his efforts, his totals—which include more than \$680 million in lifetime sales—paint a completely different picture. In 2007, while the rest of the real estate world remained mired in a recession, Roger came out of the gate running and racked up \$10.3 million in January sales. By the end of December, he'd closed on 34 properties for a year-end total of \$40 million.

"I did have a pretty successful year," Roger says. "Then again, it's really easy to sell property in the Longboat Key area because I believe in it so strongly."

But Coldwell Banker office manager Bob Stanley, who works out of Roger's Longboat Key office, says there's a whole lot more to selling real estate during a downward trend—even when you're marketing pieces of paradise.

"Having done this for 35 years, to me this is just a natural cycle," says Bob, who joined Roger's office about six months ago. "What's interesting about these cycles is agents like Roger—and there really aren't a lot of them—always continue to have good years regardless of what's going on in the marketplace. People with Roger's tenure in the business know how to play the game in any kind of market. They build the skill sets and the relationships so they're prepared. Basically, Roger got innovative and creative as to how he attacked his business in the last couple of years, and it worked well for him. He had an extraordinary year in 2007."

For proof of Roger's ability to roll with the flow, one needn't look any further than Mel Rhineland, former CEO of the Toronto-based Extendicare Inc. Having purchased two condominiums and sold one through the veteran real estate professional, Mel has had the opportunity to see Roger in action in two very different circumstances.

"The first time we bought from him, the market was very hot, it was very competitive and there wasn't much product—but he did an excellent job in that situation," Mel says. "The next time was a little different. The market in Florida had softened and there was a lot of product available, and we didn't want to be in a situation where we bought one condo and got stuck with the other while the market was bad. But he did a great job for me in both cases. I think the thing that impressed me with Roger, in addition to all the regular things you look for in a real estate agent, was his ability to deal just as effectively with an up market as a down market. I couldn't recommend him more highly."

It's that kind of praise that Roger counts on. Rather than go through the costly rigmarole of trying to drum up new business, the top seller instead directs much of his energy toward his existing customer base. The results of this unconventional approach have been nothing short of successful.

"I'd say that in any given year, certainly 40 percent of my business comes from people I've worked with before—and that doesn't even count the referrals that come from those people," he says. "I know that a lot of people in all sorts of businesses spend a lot of money trying to get new business all of the time. But I try to focus my energy on customers I've already worked with because they already believe in me and we already have good relationships."

For Roger, maintaining those relationships means a lot more than simply dropping Christmas cards in the mail every December. When the West Coast Black Theatre Troupe's production of "Dreamgirls" bowed in March 2007, he rented out the entire Historic Asolo Theater in Sarasota so his customers could take in a private performance of the musical. When the posh Ritz-Carlton Sarasota Beach Club opened its doors in 2001, Roger was among the first to host a customer party at the luxury resort. He's even welcomed his clients into his home, where he and his wife, Alisa, hosted a customer appreciation celebration.

"I don't feel any great need to keep my professional life and my personal life separate," says Roger, whose office is practically across the street from his house. "My customers know everything about my kids and my family, and I make that a part of the personal information that I share with them. I think I'm well compensated for what I do, and I think people deserve ongoing customer service from me. And I want their continued business, and I want them to know I want it. I don't

questions I've had. And he can pretty much size up a situation by listening to what people are saying early on, so I think he's able to adjust to someone's needs right away and run with it."

Such compliments aren't foreign to Roger, whose clients voted him the Best in Client Satisfaction in a recent magazine poll.

"I hear a lot of people say that one of my best qualities as a salesperson is that I'm a good listener," Roger says. "That's the thing that gets in the way of salespeople a lot of the time—they're so busy talking that they're not hearing what people are saying. I think people get frustrated by that, and it doesn't get the job done. I don't need somebody to like what I like; I need to find what they like. I'm like a stealth salesperson. I don't even feel like I'm selling; I'm just listening to what people's needs are, and then I'm fulfilling those needs. It's actually pretty easy to sell here because I know Longboat Key so well."

As well he should. After graduating with honors from Guilford College in Greensboro, N.C., Roger landed a marketing assistant job at the Arvida Corporation, the developer largely responsible for making Longboat Key what it is today. After helping develop, market and, later, sell the blossoming Shangri-La, he obtained his broker's license and accepted a job with Coldwell Banker.

An innovator right from the get-go, Roger was the first

Alisa; Max; Roger, and Jake



Longboat Key's Luxury Waterfront Specialist

know how you do that without being proactive and staying in touch." While Mel Rhinelanders agrees that Roger's efforts certainly make for happier customers, he believes it's the sincerity behind those efforts that keeps them coming back.

"He's absolutely customer-focused, and that's pretty obvious to the customer," Mel says. "Where a lot of REALTORS® seem like they're trying to drive prices to get a higher commission, Roger really gives the impression that he's just trying to end up with a satisfied customer. Instead of trying to make money by driving prices higher, he tries to do it through repeat business and referrals by making his customers happy. It certainly worked with me."

It also worked with Mark Kleinschmidt, CEO of St. Paul Radiology in Twin Cities, Minn. Over the past six years, Mark has tapped Roger's talents to help him sell three properties and purchase two—and he says the Longboat Key real estate professional's people skills are rivaled only by his sense of business ethics and dependability.

"He's a true professional in terms of how he handles himself," Mark says. "He knows what he's doing, he knows how to bring parties together and he always does exactly what he says he's going to do. He's always been responsive and he's always there to answer any

person in his office to use a personal computer, he says. "That was in the early, early days, when there were no real estate database programs and everyone was using Rolodexes and index cards," Roger says. From that point on, he's done his best to stay one step ahead of the technological curve. His Web site, www.longboatrealestate.com, is a favorite among Web searchers of Longboat Key property.

"I've always loved technology, so it's been easy for me to want the latest and greatest," states Roger. "It's a part of who I am, I think. I don't use technology just to make my life easier, which it certainly does; I think it's a way to better serve my customers. Plus, it makes it more fun."

Enhanced by the accessibility and speed of the Internet, communication—which Bob Stanley calls a vital tool in the real estate business—has improved tenfold, Roger says.



A donation of bikes and helmets for Sarasota Adopt a Family

"You can set people up to get automatic e-mails when a property that they're interested in comes up," he says. "And the ability to go wireless—like when I'm sitting at the table with somebody and I have to e-mail my assistant to get a new form—is great. I can drive by a house and if I don't know it, I can look it up on my phone and find out everything I need to know about it. I mean, I got there in the days when they still used MLS books. That was just torture."

But not everyone can successfully soar through cyberspace with Roger's grace, Bob says.

"Roger has done a very good job of putting himself in the right places on the Internet," he says. "With buyers moving toward the Internet, to the point where 80 percent of them begin their search for homes online, that's an important skill. Some people don't have it. Roger does, and he's been very progressive in his technology strategies so he can reach out to his customers."

Roger's reach extends well beyond his client base. Feeling indebted to the community in which he made a name for himself, Roger is actively involved in a bevy of volunteer organizations, including the Southwest Florida Red Cross, Habitat for Humanity, the Make-A-Wish Foundation, Coldwell Banker Cares, St. Stephen's Episcopal School and the Sarasota Adopt-A-Family holiday program. It was the latter that most recently felt the touch of Roger's benevolent hand.

"Roger first came to me many years ago wanting to adopt a family for Christmas, and he's been doing it every year since then," says Alice Beard, president of Adopt-A-Family. "Our families fill out wish lists, and Roger goes out shopping for them based on what they asked for. He's always been so great."

This past Christmas, Roger moved his greatness up a notch, Alice says. In going through the wish lists, he noticed that many of the families shared a common trait: they had children who didn't have bicycles. "There were 52 kids who wished they'd get bicycles for Christmas, so Roger went out and bought 52 bikes and 52 helmets for them," Alice says. "We had some of the kids here with Roger when the bikes were brought in, and boy, were they surprised. One little 3-year-old looked up at Roger and said, 'Mine?' It was very sweet."

Roger—who says, "I never met a charity I didn't like"—will tell you he doesn't favor one charity over another, his impartiality seems to dissipate when he's asked about his work with Southeastern Guide Dogs, an organization that provides seeing eye dogs to the visually impaired. As a volunteer puppy raiser, Roger has given a large chunk of his life to the cause, raising and socializing four dogs over the years.

Roger plans to continue his hands-on work with the charity, though the puppies have been temporarily replaced by the Pettingells' sons, Jake, 3, and Max, 1.

"Once we started having babies crawling around the floor, we realized it was too hard to have puppies, too," says Roger, who has adopted a retired guide dog as a family pet. "So, although I'm still giving Southeastern Guide Dogs financial support, we're going to finish raising babies before we get back to raising puppies."

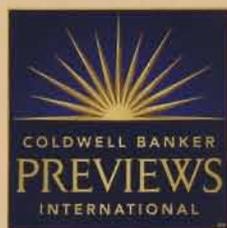
In the meantime, Roger plans to continue doing what he does best—fulfilling people's needs—for a long time to come.

"I can't imagine doing anything but selling real estate here," he says. "It's something you can do at your own speed and I love doing it. I hope I'll be going strong for at least 20 more years." ★



ROGER C. PETTINGELL

Coldwell Banker Residential Real Estate



201 Gulf of Mexico Drive, Suite 1
Longboat Key, FL 34228
Office: 941-387-1840
Cell: 941-586-6668
Toll Free: 800-910-8728
Fax: 941-387-0173

E-mail: realroger@comcast.net
Web site: www.longboatrealestate.com



Roger and Alisa have participated in raising four seeing eye puppies.