

ATLANTIC GROUP REAL ESTATE: DREAM TEAM HAS DEEP ROOTS IN REAL ESTATE AND THE COMMUNITY



From left to right – Jennifer McDonald, Will Andersen, James Farrar, Tamm Brown, Ashley Hall, Jon Scott Santy, Tim Beakley, Glorinda Dickson, Shellianne LaFrance, Jeanine Rasheed, Skyler Vano, James “Ivy” Iverson

Jon Scott Santy started in real estate before he was old enough to vote.

“I was 16 when I began working at the front desk of a Century 21® office,” said Santy.

Much has changed since those days for both the industry and Santy, founder of Atlantic Group Real Estate in Cocoa, where he and partner Will Andersen have assembled a dream team of customer-centric, success-driven professionals armed with state-of-the-art marketing technology and techniques.

When Santy began working, real estate offices passed Polaroid photo albums between offices as the regional multiple listing service. These days, Atlantic Group Real Estate boasts its own marketing and social media staff, a group that includes

architectural photographers and cinematic videographers able to capture magazine quality imagery with every listing.

“We want to tell the story of each property and showcase these residence’s finest features,” Santy said. “Our marketing plan engages cutting-edge, high-end video, photography and interactive tours as well as marketing vehicles well beyond our local MLS.”

Atlantic Group Real Estate invests substantially in marketing listings in media channels such as *The Wall Street Journal*®, Robb Report, Luxury Homes and Luxury Realty.

“The goal is to expose the listing to a global pool of affluent buyers, helping them gain the highest possible sale price,” Andersen said.



“Atlantic Group did more for me in 4 days than my previous brokerage did in 4 years. I feel blessed to be part of this team.” – Tamm Brown, REALTOR®

A case in point is the residence at 3606 Indian River Drive in Cocoa. Another brokerage had the home listed for six months with few showings and no offers. When the listing expired, the seller contacted Santy, who with his team developed a comprehensive marketing plan to publish the listing globally. In 11 days, the Atlantic Group team not only had connected with an eager buyer, but they also negotiated the sale at the list price of \$1,389,999. Both seller and buyer were delighted with the transaction.

"We had a wonderful experience with the Atlantic Group," said Charlotte Rohloff, who had been frustrated with her previous brokerage's record of only 10 showings in six months.

"Jon came in with a new marketing approach that showcased the functionality of our floor plan, an amazing photographer/videographer and a team approach that highlighted the outdoor living of our home. Once we began working with Jon, we had immediate interest in our home and had an offer within two weeks. Jon's vision was next level and ultimately got our home sold," Rohloff added.

Santy, who has carved out a niche in the luxury and waterfront market, holds the record for the highest residential luxury sale in Cocoa history, at \$2,027,000 cash. He is a long-established Guild Level member of the Institute of Luxury Home Marketing, which certified him as a Luxury Home Marketing Specialist, a title recognized as the benchmark of accomplishment in luxury markets around the world.

Such extensive expertise in marketing luxury homes also serves well when marketing any real estate.

"All our agents are passionate about helping our clients achieve their goals, whether they are



Jon Scott Santy, Principal Broker, CLHMS™
and Will Andersen, REALTOR®

selling or buying real estate, regardless of price point," Andersen said.

When developing their firm, Santy and Andersen envisioned a different type of brokerage, with boutique service that revolves around the client. They consider their agents as partners working towards the same goal of client satisfaction.

"We make decisions together because we're all in this business together," Santy said. "We can't be successful without them being successful. We're smaller and we like it that way. We put a strong emphasis on quality over quantity when it comes to our team."

Santy knew from the start that he didn't want to be part of a franchise.

"Franchises have so many restrictions," he said. "Not being part of a franchise allows us to be nimble and also to invest the five to 10 percent franchise fees we would have had to pay to use a franchise logo into marketing our clients' homes instead. Someone else's logo isn't going to help us do a better job selling a home. Being independent just made more sense."

Having a strong, available presence is also part of the winning recipe for the Atlantic Group. Atlantic Group has a bricks-and-mortar office where agents can meet clients in person in a professional setting, unlike some cloud or virtual brokerages, where agents may have to meet clients at a coffee shop.

"We can conduct closings with the discretion and privacy of our own space, and our agents can get

one-on-one broker and marketing support from the rest of the team anytime," Santy said. "This helps them better meet the needs of our clients."

Being independent does not mean that Atlantic Group Real Estate is an island, for the firm is firmly connected as an affiliate of Luxury Homes® International, a global consortium of luxury brokerages sharing listings worldwide. In 2023, Atlantic Group was appointed an exclusive regional partner with LuxuryRealty.com, the only Brevard brokerage to be part of this elite worldwide luxury marketing platform. Luxury Realty exclusively publishes Atlantic Group's listing inventory on its website. Atlantic Group's listings are the only listings in Brevard showing up in these markets.

"Our marketing is beyond, and we have hands-on support and guidance from the owners," said Jennifer McDonald, a REALTOR® with the Atlantic Group.



"The marketing and broker support here at Atlantic Group is exceptional." – Jennifer McDonald, REALTOR®

Atlantic Group Real Estate also embraces the spirit of philanthropy as an important part of its mission. The company donates consistently to community organizations that include the SPCA of Brevard, Toys for Tots, Touch of Grey [a nonprofit that rescues senior dogs], Brevard Friends of Children, Kitten Angel Rescue, among others.

Santy, like the rest of the team, feels blessed to work in such a community-driven, attractive and yet still affordable part of the country.

"The Space Coast remains a best value compared to other parts of Florida," he said.

Atlantic Group Real Estate represents a comprehensive portfolio of properties throughout the Space Coast from offices centrally located at **1541 N. Cocoa Blvd.**, just outside Cocoa Village.

Call **321-255-2550** or visit their website at **AtlanticGroupRealEstate.com**.



Timothy Beakley, Staff Videographer – Tim is the creative edge behind the marketing of Atlantic Group Real Estate's listings.

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