



Coldwell Banker Global Luxury® Program



2026



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The Lowry Group
Coldwell Banker Realty
www.thelowrygroup.com



Welcome to

The Lowry Group

Presented by Coldwell Banker Global Luxury

Offering elevated service and expert guidance throughout Sarasota, Lakewood Ranch, and Florida's premier communities. Whether buying, selling, or investing, we deliver a personalized experience designed to help you move with confidence and feel at home.

DEDICATED TO EXTRAORDINARY SERVICE.
Focused on Your Next Move.

For more than four decades, Sarah Lowry has helped buyers and sellers navigate every stage of the real estate journey with confidence, professionalism, and exceptional results. Licensed since 1983, she began her career in Northern Virginia before spending 25 years as a top-producing RE/MAX Northwest Realtor in the Seattle area. For the past 14 years, Sarah has specialized in Sarasota, Lakewood Ranch, Bradenton, Venice, and Florida's premier Gulf Coast communities, including a decade focused on luxury new construction. Her deep market knowledge, strategic insight, and unwavering commitment to her clients have earned her a reputation for delivering outstanding results—whether marketing a multimillion-dollar estate or helping a family find the perfect place to call home.

Sarah's approach is built on experience, integrity, and personalized service. As a Certified Negotiation Expert (CNE), Certified Luxury Home Marketing Specialist (CLHMS), Accredited Buyer's Representative (ABR), and Accredited Staging Professional (ASP), she combines proven marketing strategies, expert negotiation, and meticulous preparation to maximize every client's success. Known for her attention to detail, honest communication, and dedication long after closing day, Sarah is committed to making every transaction as seamless, rewarding, and stress-free as possible.





Jackie Lowry brings a distinctive blend of real estate expertise, mortgage lending experience, and creative marketing strategy to every client relationship. With more than two decades of experience spanning finance, residential sales, and branding, she provides knowledgeable guidance and exceptional service throughout every stage of the buying and selling process.

As a member of The Lowry Group with Coldwell Banker Realty, Jackie combines innovative marketing with a client-first approach to help buyers, sellers, and investors achieve their real estate goals with confidence. Her professionalism, clear communication, and attention to detail ensure a seamless experience from beginning to end.

[View Profile](#)

What Makes a Home *Sell for Top Dollar Today?*

A successful sale depends on pricing, presentation, exposure, and how the home compares to current buyer choices.



1. MARKET CONDITIONS

Buyer demand, inventory, interest rates, and local competition.



2. STRATEGIC PRICING

A price supported by comparable sales, property condition, and neighborhood activity.



3. PROPERTY PRESENTATION

Condition, staging, photography readiness, curb appeal, and first impressions.



4. DIGITAL EXPOSURE

MLS launch, online search visibility, professional photos, video, and social media.



5. LIFESTYLE POSITIONING

Community, location, amenities, views, outdoor living, and daily convenience.



6. NEGOTIATION STRATEGY

Offer review, inspection terms, appraisal risk, timelines, and closing details.



4.4 MONTHS

single-family supply in
Sarasota & Manatee

RASM Market Report – May 2026



52% OF BUYERS

found their home
online

NAR 2025 Home Buyers & Sellers Profile



83% SAY STAGING

helps buyers visualize
the home

NAR 2025 Profile of Home Staging

TOP DOLLAR COMES FROM PREPARATION, PRICING, EXPOSURE, AND EXECUTION.







Pricing Strategy:

Positioning Your Home to Compete

The right asking price is built from current market data, neighborhood activity, property condition, buyer demand, and the competition buyers are seeing right now.



1. COMPARABLE SALES

- Recent sold properties that establish realistic market value
- Similar size, age, condition, upgrades, lot, view, pool, and community
- Adjusted for what buyers are actually paying now



2. ACTIVE COMPETITION

- The homes your buyer is comparing against yours today
- Current listings
- Pending homes
- Price reductions
- Similar neighborhoods and lifestyle options



3. BUYER RESPONSE

- Early activity tells us how the market sees the price
- Showing volume
- Online saves and inquiries
- Buyer-agent feedback
- Open house response



4. APPRAISAL & CONTRACT STRENGTH

- A strong price should support the offer through closing
- Appraisal support
- Inspection expectations
- Financing terms
- Negotiation leverage



4.4 MONTHS

single-family supply in both
Sarasota & Manatee counties

RASM Market Report – May 2026



94.2% / 95.4%

MEDIAN ORIGINAL LIST PRICE RECEIVED

Sarasota 94.2% | Manatee 95.4%

RASM Market Report – May 2026



50 / 47 DAYS

MEDIAN TIME TO CONTRACT

Sarasota 50 days | Manatee 47 days

RASM Market Report – May 2026

THE STRONGEST PRICE IS THE ONE THAT ATTRACTS SERIOUS BUYERS,
SUPPORTS THE VALUE, AND CREATES MOMENTUM.

"We have had the pleasure of working with Sarah in two different real estate transactions in the Lakewood Ranch area. From our first meeting, she impressed us with her professionalism and deep knowledge of the market, as well as her commitment to getting the best result for us. Her attention to detail and timely communication were top notch. We highly recommend Sarah!"

Brian & Amy H

"After relocating eight times and buying eight homes, we know what makes a great realtor — and Sarah Lowry is exceptional. She took the time to understand our goals, helped us find our ideal home in Bradenton, and years later expertly guided us through downsizing, selling our home quickly for top dollar, and finding our forever home in Lakewood Ranch. Sarah made every step smooth, informed, and stress-free. We highly recommend her for any real estate needs."

Kristin S







Where Buyers Come From Now

Today's buyers search online, compare quickly, and rely on trusted agents to help them move from interest to action.



1

ONLINE SEARCH

Professional listing visibility begins where buyers are looking.



2

PHOTOS & VIDEO

Strong visuals create the first emotional response.



3

AGENT SHOWING

Buyer agents help turn interest into appointments.



4

IN-PERSON CONNECTION

The home has to feel as good as it looks online.



5

OFFER STRATEGY

The right buyer, the right timing, and the right terms.

52%

of buyers found the home they purchased online

27%

found their home through a real estate agent

88%

purchased through a real estate agent or broker

Your home has to make an impression twice:
ONLINE FIRST, THEN IN PERSON.





Presentation Matters

Buyers respond to homes they can picture themselves living in.

From curb appeal to final photography, every detail shapes how buyers experience the home online and in person. Thoughtful preparation helps highlight the property's best features and reduce distractions.



1

CURB APPEAL

Landscaping, entryway, exterior lighting, driveway, front door, and first impression.



2

DECLUTTERING & EDITING

Clear surfaces, simplified rooms, organized closets, and fewer visual distractions.



3

ROOM FLOW

Furniture placement, traffic patterns, natural light, and how each space is intended to function.



3

LIFESTYLE HIGHLIGHTS

Outdoor living, water views, pool areas, kitchen gathering spaces, flex rooms, and community amenities.



5

PHOTO & SHOWING READINESS

Final cleaning, lighting, styling, touch-ups, and details that matter on camera.

83%

of buyers' agents say staging helps buyers visualize a property as their future home.

NAR 2025 PROFILE OF HOME STAGING



When buyers can see themselves living there,
THE HOME BECOMES EASIER TO LOVE.





“A strategic marketing plan
doesn't just attract more buyers—
it attracts the right buyer.”

A Strategic *Marketing* Approach

Maximizing exposure. Attracting the right buyers. Achieving the best results.

Our comprehensive marketing plan is designed to showcase your home to the widest audience possible while creating targeted exposure to qualified buyers.



GLOBAL ONLINE EXPOSURE

Your home is featured on the MLS and top real estate websites reaching millions of buyers worldwide.



SOCIAL MEDIA MARKETING

Professionally branded content promoted across social platforms to engage buyers where they spend time.



PROFESSIONAL PHOTOGRAPHY & VIDEO

High-quality photos, video tours, and drone imagery highlight your home's best features.



TARGETED EMAIL MARKETING

Direct exposure to our database of qualified buyers and top agents in the market.



AGENT NETWORK PROMOTION

Your home is showcased to thousands of local, regional, and national real estate professionals.



PRINT & LOCAL COMMUNITY REACH

Strategic signage, brochures, open houses, and community connections generate local awareness.

90%

of buyers search online during their
home buying journey.

NATIONAL ASSOCIATION OF REALTORS® 2024





"I highly recommend Sarah Lowry for her professionalism, market knowledge, and genuine commitment to her clients. She took the time to understand my goals, provided thoughtful guidance throughout the process, and made the entire experience smooth and stress-free. From negotiations to paperwork, Sarah handled every detail with confidence, care, and expertise."

Jimmy D

"Working with Sarah and Jackie was such a positive experience. They made us feel confident and supported every step of the way, and their insight into the market really helped us make smart decisions. Their kindness, patience, and attention to detail stood out from the beginning. We truly enjoyed the process and would gladly recommend them to anyone looking to buy or sell in the Sarasota-Bradenton area."

David F

"When we decided to relocate to Florida, we weren't sure where to begin. Sarah Lowry took the time to really get to know what we were looking for and helped us navigate the entire process with ease. Her knowledge of the local market and genuine care made all the difference. We always felt like we were in good hands and ended up finding the perfect home and community for our lifestyle."

David & Cathy H

Why The *Lowry Group*?



We combine local expertise, elevated marketing, and personalized service to showcase your home and deliver exceptional results.



LOCAL EXPERTISE

Deep knowledge of Sarasota, Lakewood Ranch, Bradenton, Venice, and the surrounding Gulf Coast communities.



ELEVATED MARKETING

Professional photography, videography, digital exposure, social media strategy, and polished presentation that make your home stand out.



NEW CONSTRUCTION INSIGHT

Extensive experience with luxury properties, new construction, and strong relationships with premier builders and communities like LakeHouse Cove and Waterside.



SELLER STRATEGY

Thoughtful pricing guidance, preparation recommendations, staging insight, and a custom plan to attract the right buyers.



TRUSTED GUIDANCE

Clear communication, responsive support, and expert negotiation from preparation through closing and beyond.

“

We don't just list homes.

WE CREATE OPPORTUNITY.

”

A smarter, more polished way to bring your home to market.

From *Preparation* to *Closing*

A clear, polished process designed to bring your home to market with confidence.



Every step matters.

EVERY DETAIL IS MANAGED WITH CARE.

A thoughtful process designed to help your sale move smoothly from launch to closing.









Real Estate • Buy • Sell • Invest



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