

ANDREW BERS

Broker – Associate, Prudential Palms Realty



Local Realtor embodies the Sarasota lifestyle while garnering accolades for his sales expertise & innovative marketing of luxury properties. Directing those skills to help distressed homeowners & investors has made him a leading short sale & foreclosure expert.

In 2004, Andrew Bers burst onto Sarasota's real estate scene utilizing his entrepreneurial business acumen, background in international sales and love of deal-making to engineer a meteoric rise as one of the area's top agents. Specializing in the luxury market at that time, Bers attributes much of his success to his award-winning marketing. "I developed an integrated multimedia marketing approach, which was considered innovative, artistic and pragmatic," he said. "As a result, I was the first Realtor in this area to receive multiple Addy Awards recognizing advertising excellence."

When the real estate market rained lemons, Bers became a Certified Short Sale and Foreclosure Specialist as well as an Accredited Buyer Representative. He is a preferred Real Estate Owned listing agent with local and national banks allowing them to quickly and efficiently dispose of their foreclosed properties. "In addition to luxury sales, I've morphed to being a compassionate, knowledgeable consultant for the individual who is considering a strategic short sale as well as someone who is in financial crisis," Bers says. He is putting that expertise to work by offering educational seminars for distressed homeowners, buyers and investors.

"Enabling individuals in difficult times make informed decisions about their real estate holdings provide me great satisfaction. It all comes down to people. I help people move their properties and move on with their lives. If you help enough people, you help the market."