

# TOP AGENT MAGAZINE



## DENNIS & TERRI KOTASKA

Dennis and Terri Kotaska are a husband and wife real estate team in Florida. Dennis grew up in the business, as the third generation in Real Estate, involved in residential, commercial, land acquisition, planning, construction, sales and marketing for over 40 years as a successful multi-million dollar producer. “My grandfather was a

builder and my parents had their own brokerage that I was a part of initially. My wife Terri, a past Sales & Marketing Executive for new homes, is a true partner.” Together Dennis and Terri help their clients navigate the world of residential real estate, whether they are looking to build a custom home, buy or sell.

Dennis heads the Kotaska Team of RE/MAX Alliance Group, which is the largest RE/MAX in Florida with nine offices from Tampa all the way down to Englewood. Dennis and Terri work throughout this area, with an emphasis on Sarasota, Lakewood Ranch, and all the adjacent islands. Jim Lorenz, the Venice Specialist, a former executive with two large stock brokerage offices, focuses on Venice and south Sarasota County. Close to 70% of their business comes from repeat and referral clients, and the Kotaska Team works hard to earn their customers’ trust and keep them coming back. “Clients trust us because we know the construction industry for homes so well that we can go into depth a little bit more when they’re looking at a home, and we can discuss the pros and cons,” Dennis says. “Clients appreciate our attention to detail and personal service. We like to treat everybody the way we want to be treated.”

Their experience in the building industry also influences the Kotaska Team’s approach to marketing. “In the building industry, you promote one project and its amenities and location,” Terri explains. “We take it to the same level when we’re promoting a home.” The Kotaskas use professional photography and 3D walkthroughs to help potential buyers imagine themselves in a home before they even visit. In addition to print advertising, postcard mailings, and social media, they also use branded advertising on websites including Zillow, Realtor.com, and Homes.com to reach a wider audience.

In keeping with their homebuilding experience, Dennis and Terri work extensively with various builders to help clients who want to build custom homes. “The new build process is probably one of the biggest things we can offer,” Dennis says. “We walk our clients through the whole process, making suggestions and giving them our input when they request it.” Terri says, “When we take people through a new build, we go through the whole process with them, bringing up things along the way that they may not have thought of. And most importantly, we’re there after the sale. We stay in touch with people, and if they need anything, we’re there to help. It’s important to us to make sure that they’re getting the home they want.”

In the future, the Kotaska Team plan to grow and adapt, continuing to provide the same excellent level of service to their clients. “We know the inventory and the area extremely well, and we know where the growth is,” Dennis says. “So whether you want to be out on an island or downtown in a high-rise, we can help you find what you’re looking for.” Terri adds: “We try to give our clients a wider view of the market so they can see resale and new construction in different areas based on their lifestyle. Especially because so many of our customers come from other areas, we’re trying to help them have the lifestyle they want when they come here.” Ultimately, the Kotaskas say, their goal is simply “Doing the best that we can for our customers.”



To find out more about Dennis and Terri Kotaska, please call 941-815-6772 (Dennis) or 941-907-8207 (Terri), or by email at [dennis@sarasotahousing.com](mailto:dennis@sarasotahousing.com). You can also find them online at [sarasotahousing.com](http://sarasotahousing.com)