

Gary Edelen

By Lalaena Gonzalez-Figueroa



For over 30 years, broker Gary Edelen cultivated a successful career in nearly every aspect of the real estate industry. From residential and commercial sales to training and management, developing residential subdivisions and owning and operating his own

franchise, he has gained invaluable and comprehensive experience. Though much of his career was based in the state of Kentucky, he relocated to Sarasota and looks forward to continuing a thriving real estate business within the region.

"For me, real estate isn't a job," he proclaims. "It's a passion. I enjoy building relationships with my clients, the art of shaping a transaction and negotiating on their behalves. There's nothing better than accomplishing a client's goals."

While some professionals may view a transitioning market as one full of obstacles, Gary sees it as ripe with possibilities. Experience has led to an intuitive business sense, one that he hones through ongoing education and professional development. "The industry is constantly changing," he observes. "Today's marketplace poses unique situations that I never dreamed we would address. Still, there are excellent opportunities for consumers, especially when they have solid representation."

Establishing communicative relationships is Gary's forte; he works beyond a single transaction, exploring each client's distinct motivations in order to best meet their individual needs. "There's a reason my clients tend to become my friends," he explains. "I'm looking out for them, managing the process from start to finish." Understanding the true wants and needs of any individual requires patience, time and a critical set of skills. "We are accustomed to immediate responses and decisions," states Gary. "This shouldn't be the case in real estate. Often times clients think they know what they want, and are surprised to discover that there are additional factors or issues impacting their decisions to buy

or sell." Once he ascertains his clients' true objectives, Gary works closely with them to guide them through the process. He is objective and directed, providing clients with the information and ideas they need to make the best decision.

A longtime visitor to the Sarasota region, Gary cultivated a friendship with Kelly Gettel when the two became acquainted in a professional development seminar. Their complementary business philosophies and client-centric approaches were in sync, and Gary joined the Kelly Gettel & Company team. "It's a great fit," he says, "particularly at a time when the quality of service has declined within the industry. People are moving quickly, and there is a noticeable loss of the level of service that I believe clients want and need." Gary asserts. "Real estate professionals aren't here to simply sell a house. What we offer is a level of service addressing the diverse needs of our clientele." This, notes Gary, may include arranging for car services or hotel accommodations for out-of-town customers, or simply ensuring that phone calls are answered by a live person rather than an automated system.

Gary's exceptional level of client care is matched by that of his extended team, industry-related specialists who also demonstrate a commitment to excellence. "We have a strong affiliate network that includes attorneys, title companies and mortgage professionals who work with the same hands-on approach that we employ," he offers. "Our goal, as a team, is to ensure that business is handled appropriately and effectively, and that our clients experience successful transactions."

Though he acknowledges that today's market conditions are akin to uncharted territory, Gary is optimistic about the opportunities that await. "Experience has enabled me to think outside the box, to identify workable solutions to the challenges we are experiencing," he shares. "When my clients want to achieve their objectives, I'm not going to focus on the barriers to success; my responsibility is to find another way to get it done, and that's what I'm doing."

**Gary Edelen, SFR, CDPE
REALTOR
Kelly Gettel & Company**

2170 Main Street, Suite 203
Sarasota, FL 34247

Cell (502) 314.1685 | Office (941) 388.8232

gary@kellygettelandco.com
www.kellygettelandco.com

