



During her successful 16-year stint working at Miami Children's Hospital, Sandra Fernandez was ready to begin her next chapter. She knew she craved a career that would allow her the ability to exercise her entrepreneurial streak. When her boss and mentor encouraged her to try her hand at real estate, she decided to take the leap. After earning her license in 1999, she spent the next eight years honing her craft at an established real estate office, before going on to build her own endeavor that thrived for the eight

years that followed. Then, after selling her imprint, she went on to Lifestyle International Realty II, where she currently serves as the broker. Sandra's flourishing career is defined by unrelenting drive, a commitment to her community, and a genuine investment in her client's lasting success. In fact, Sandra's consistent service has earned her a plethora of awards and accolades, including being named REALTOR® of the Year for Florida State Certified REALTOR® Specialists, Mentor of the Year by the Women's Council of REALTORS® Miami-Dade Chapter, and receiving the Woman of Virtue and Woman of the Year awards from the National Association of Professional Women.

Today, Sandra leads an office of 38 agents, though her company's scope includes 350 agents all told. While Sandra supports her team through incisive leadership, she also fields a sizeable number of residential clients, particularly sellers. Serving Miami-Dade County, Sandra specializes in the areas of Coral Gables, South Miami, Kendall, and West Kendall. In describing her professional style, Sandra cites honesty, forthright communication, and firsthand knowledge as the primary drivers of her success. "No matter what client or deal I'm working with, I'm always ethical, professional and honest," she says. "Keep those three things at the forefront, and success will come." The effectiveness of Sandra's approach is demonstrable by the numbers. With 50% of her business driven by repeat clients, 30% by referral business, and 20% by new business, Sandra's ability to maintain her

momentum is woven into the fabric of her practice. She also applies the same level of diligence and professionalism in supporting her ever-growing roster of real estate agents, imparting important lessons learned over the course of her storied career.

"There's nothing I love more than seeing a smiling face at the closing table, knowing that I've helped my clients achieve their goals."

To market her listings, Sandra displays nuanced command of social media and its vast influence. She takes to multiple platforms to ensure high visibility for each property she's responsible for, in addition to cultivating a healthy online following. Likewise, community means a great deal to Sandra, and she takes pride in using her position to bolster the residents and small businesses in her local area. Additionally, Sandra is a professional leader both locally and nationally, and has served in many posts during her career. In addition to serving as the Chairperson for the West Kendall Baptist Hospital's Relay for Life, she has served in a range of leadership positions that include: Director of the Florida Association of REALTORS®, Chairwoman for the Greater Kendall Business Association, President of the Women's Council of REALTORS® Miami-Dade Chapter, and Governor for the Women's Council of REALTORS® for all of Florida — among many other highly coveted roles that serve as further evidence of her professional acumen and ability to inspire. In her rare free hours, Sandra loves spending time with her family and loved ones, especially her young niece and nephew — her pride and joy. She also loves to travel as much as possible and escape to the beach to soak up the sun and sounds of the water.

As for the future, Sandra has strategic plans in place to fast-track the growth of her office, with hopes to expand from a team of 38 agents to a team of 300 — a testament to her unshakable ambition. Today, with close to two decades of sharpened insight and experience, Sandra never loses sight of the people and community she is privileged to positively impact. "What I enjoy most about what I do is serving the people in my community," she reflects. "There's nothing I love more than seeing a smiling face at the closing table, knowing that I've helped my clients achieve their goals."

Sandra Fernandez

Lifestyle International Realty II | Miami, FL

305.342.2960 | sandra@fernandezhomes.com | www.fernandezhomes.com