



Get TO KNOW *Us*

*Two different backgrounds.
One shared standard of representation.*

WB

Two advisors. *One uncommon standard.*

We came to real estate from different places, but share the same standard for how clients should be represented. Sandy brings more than 20 years of St. Petersburg market knowledge and deep local relationships. Kara brings a former trial lawyer's negotiation skills and a background in branding and digital marketing. Together, we bring two different perspectives to one goal: positioning, marketing, negotiating, and protecting your sale at every stage.

And that matters because the way buyers discover, compare, and buy homes has changed.

Our buyer pool is no longer primarily local. Buyers may be across Tampa Bay or relocating from another major market — and they are forming opinions through real estate platforms, Google, social media, brokerage websites, and increasingly AI-powered tools before they ever schedule a showing.

But a lot of real estate marketing still looks exactly the same

Put it on the MLS. Syndicate it.
Post it. Advertise it. *Wait.*

We think a property deserves more thought than that.

Our approach starts with the home itself: what makes it special, what will strengthen its presentation and perceived value, who is most likely to value it, and where those buyers are likely to be.

From there, we build a campaign around the property and its likely buyer — which may include geofencing, targeted advertising in key feeder markets, direct outreach, and content optimized for traditional search and AI-driven discovery.

That is why we chose Douglas Elliman: a national luxury platform that expands the reach of the property-specific strategy we build.

*We do not use your property to market ourselves.
We use our experience, judgment, and resources
to market YOUR property.*



Sandy Waterbury & Kara Brooks

EXECUTIVE DIRECTORS OF LUXURY
SALES

#1 Team

DOUGLAS ELLIMAN
TAMPA / ST. PETE

Q1 & Q2 2026

Top 1.5%

REAL ESTATE
PROFESSIONALS
NATIONWIDE

BROKER ASSOCIATE · EXECUTIVE DIRECTOR OF
LUXURY SALES

Sandy Waterbury

727.507.1788 · sandy.waterbury@elliman.com

Sandy Waterbury is a St. Petersburg native with more than 20 years of experience as a leading Realtor in the Tampa Bay market. She brings a depth of local knowledge, historical perspective, and personal investment to every client relationship that simply cannot be taught. Over the course of her career, Sandy has earned a reputation as one of the area's most trusted and sought-after advisors, building a business driven almost entirely by referrals and long-standing relationships.

Sandy's advantage is simple: she knows St. Petersburg like few others. From the waterfront enclaves of Snell Isle, Venetian Isles, and Tierra Verde to the charm of Old Northeast, she offers clients an unmatched understanding of what makes each neighborhood distinct. Having lived and worked in the community for decades, she provides not just market data, but context — insight into long-term value trends and lifestyle nuances that influence buying decisions.

Most recently serving as Managing Broker at Premier Sotheby's International Realty, Sandy guided and mentored agents while maintaining her own high-level advisory practice. An active member of the Florida Association of Realtors®, she serves as a Director at the state level and has devoted years of service to the Professional Standards Committee.

Sandy holds a Bachelor of Arts in Marketing from the University of South Florida St. Petersburg. Her enduring connection to the community she calls home is reflected in every relationship she builds and every transaction she guides.





REALTOR ASSOCIATE · EXECUTIVE DIRECTOR OF
LUXURY SALES

Kara Brooks, J.D.

727.313.1233 · kara.brooks@elliman.com

Kara Brooks is a top-performing real estate advisor with Douglas Elliman in St. Petersburg, Florida, recognized among the top agents in Pinellas County by volume and within the top 1.5% of real estate professionals nationwide. She was inducted into Premier Sotheby's International Realty's exclusive 1744 Club — a distinction reserved for the highest-performing advisors across Florida and North Carolina.

Kara brings a rare multidisciplinary background to her practice. A finance and marketing major and graduate of Boston University School of Law, she began her career as a trial attorney, handling complex, high-stakes litigation. Known for her rigorous preparation and negotiation strength, she now applies that same analytical precision and strategic command to navigating sophisticated real estate transactions.

Her entrepreneurial path further sharpened her competitive edge. Kara built a successful web design business serving luxury properties and co-founded a farm-to-fork destination restaurant earning a James Beard Foundation nomination for Best Chef in the Northeast. That combination of branding expertise and hospitality acumen now informs her refined marketing strategy for every property she represents.

Almost ten years ago, Kara relocated to St. Petersburg and quickly fell in love with the city's stunning waterfront, vibrant culinary scene, and independent spirit. That authentic connection allows her to guide clients not just to a home, but to the right community fit.

CLIENT PERSPECTIVES

Trusted Experience. *Shared Standards.*

Both advisors bring an established record of thoughtful guidance, market expertise, proactive representation, and steady support through every stage of the selling process.



No question, Sandy and her team are No. 1. We met as clients and left as friends. She helped us every step of the way and went above and beyond for us.

Kat B. · Seller

Kara was well informed about market conditions, supportive, and patient while we prepared the house for sale. When we encountered a glitch, she creatively worked between buyer and seller to consummate the sale. She's a pro's pro.

Robert K. · Seller

Sandy worked with us to sell and to buy. She was always responsive, attentive, and considerate. She knows the market and understands St. Petersburg neighborhoods.

Marianne E. · Seller

The hardest-working agent we have ever had. Kara was always promoting our property through open houses, advertising, and social media, and continually looking for new ways to create exposure. We were confident knowing she was working for us and would represent our property—not just list it on the MLS.

Curt B. · Seller

I've worked with many Realtors over the years, but Sandy was by far the best yet. She is understanding, compassionate, and has years of expertise in the St. Petersburg market.

Joan P. · Seller

Kara brought a network of experts to ensure the home was decluttered, staged, photographed, listed, and ready for showings. She maximized exposure to the high-end market and gave us timely feedback throughout the process.

Robert R. · Seller

A scenic view of a beach with a large, ornate pink building in the background and a teal lounge chair in the foreground. The text "Notable SALES" is overlaid on the image.

Notable SALES

*A record of experience across the homes, neighborhoods, and
price points our clients care about.*



NOTABLE SALES

Recently sold across St. Petersburg and Tampa Bay.



SNELL ISLE

1230 Monterey Boulevard

Sold · \$6.2M



ST. PETE BEACH

4565 Plaza Way

Sold · \$3.5M



OLD NORTHEAST

556 21st Ave NE

Sold · \$2.65M

SELECTED SALES



ST. PETE BEACH

1010 Boca Ciega Isle Drive
Sold · \$3.5M



BELLE VISTA

4310 Miller Drive
Sold · \$2.8M



MARINA BAY

10 Bayfront Court S
Sold · \$2.7M



SNELL ISLE

1126 Monterey Boulevard NE
Sold · \$2.2M



DOWNTOWN

275 1st Ave S #1405
Sold · \$2.1M



HYDE PARK

1811 W Hills Ave
Sold · \$2.0M

A serene outdoor pool scene at sunset. The sky is a warm orange and yellow. Several palm trees are visible, with string lights hanging from them. In the background, a body of water and a distant city skyline are visible. In the foreground, there are lounge chairs and a hot tub. The text is overlaid on the image.

Two
ADVISORS
one uncommon
STANDARD

The difference is who represents you.



WATERBURY | BROOKS GROUP

at Douglas Elliman Real Estate

Let's talk about your home.

We'd welcome the opportunity to talk through pricing, positioning, and what a listing strategy built around your property could look like.

Kara Brooks, J.D.

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