



COURTNEY SAKSEFSKI

Principal, Chief Marketing Officer
Statewide
#CRE Marketing Expert



ABOUT COURTNEY

As Principal and Chief Marketing Officer, Courtney passionately crafts, and coaches, on innovative campaigns for commercial real estate assets, agents, and the LQ brand across Florida.

For 18 years, Courtney has marketed retail, office, industrial, land, and special-use assets. This depth encompasses tenant and landlord representation, sales, sale-leasebacks, and investment dispositions.

Today, Courtney mentors agents and marketers to adopt an owner, tenant, or investor mindset and apply ever-expanding "speed-to-market" CRE technologies that have resulted in \$738M and over 104M square feet of commercial transactions.

Her core responsibilities include:

- Corporate Leadership / Training
- Marketing, Research, and Database Management
- Lead Generation / Social Selling / Digital Canvassing
- Junior Agent Recruiting and Mentorship
- Brand Awareness
- Public Relations
- Marketing Automation / Content Creation
- Property and Tenant Representation Marketing
- Website Development, Blogs, RSS, SEO
- Event Management
- Business Plans and Pipeline Management
- Budgets, Goal, and Financial Reviews

Courtney sits on a national leadership group with the International Council of Shopping Centers (ICSC) called the "Next Generation Leadership Network". This is comprised of young professionals (four in a marketing capacity) who creatively advance the future of retail.

She is also a CREi 2023 "Woman of Influence" and 2023 LinkedIn Influencer. Courtney continues advocating the power of commercial real estate marketing as an ICSC panel and roundtable speaker, as well as at the annual CREi Summit alongside social influencers in our industry.

EXPERIENCE



EDUCATION



**B.S. - Political Science
Florida State University**

[LQCRE.COM/COURTNEY-SAKSEFSKI](https://lqcre.com/courtney-saksefski)



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