



## SHEY ANDERSON

**Evaluator**  
DISC Type : dcs

**Regional Real Estate Manager at Transcendent Brands, LLC**  
Cocoa Beach, Florida, United States

### Overview

Shey Anderson is a Regional Real Estate Manager for Brew Horizons, focusing on the rapid expansion of 7 Brew Coffee across Southeast Florida. With a background in commercial real estate and a Hospitality Management degree from the University of Central Florida, she handles all aspects of development. Colleagues describe her as "hardworking, efficient, and dedicated. "

A Space Coast native, Shey is passionate about her community's growth, with a stated interest in the thriving local tech and aerospace industries, including companies like NASA and Lockheed Martin. Her previous experience includes working with tech incubators like Groundswell Startups, reinforcing her connection to the local innovation scene.

She specializes in developing tiny 510-square-foot coffee shops, overseeing all the complex behind-the-scenes coordination required to bring these unique small-format stores to market.

### 👉 Personality Overview

<b>Fast But Analytical</b>	<b>Thorough Evaluator</b>	<b>Hard To Convince</b>
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They focus on the results, but can still be quite procedural and analytical about how to get there. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They are not very likely to become strong advocates of your product or service.

### 👉 Topics They Care About

- Retail Site Selection**

She is actively seeking specific pad sites and parking lot carve-outs for the rapid expansion of 7 Brew Coffee, attending events like ICSC and Retail Live! .
- Franchise Growth**

She is a key part of the expansion for Brew Horizons, one of the largest 7 Brew Coffee franchisees, across Florida, Alabama, and the Midwest.
- Real Estate Partnerships**

She has publicly stated she is actively looking for co-development partners in South Florida to facilitate the brand's rapid expansion.

### Space Coast Tech

As a Space Coast native, she shows interest in major local employers like NASA and Lockheed Martin and has been involved with local tech incubators.

### Small-Format Development

Her work focuses on the unique challenges of developing compact 510 sq. ft. drive-thru coffee shops, requiring specialized development and coordination.

### Customer Experience

[Predicted] Her posts mention the importance of the 7 Brew customer experience, and her hospitality degree suggests a professional focus on brand and service quality.



## Media Appearances

She has no verified media appearances

## Work History

- 6-2024  
Regional Real Estate Manager at Transcendent Brands, LLC
- 1-2021  
Commercial Real Estate Agent at JM Real Estate
- 11-2019 - 11-2023  
Operations Manager at Groundswell Startups
- 5-2019 - 12-2020  
Realtor at Star Real Estate, Inc
- 5-2019 - 12-2019  
Program Coordinator at EGAD Mainstreet Program

## Education

- 2016 - 2018  
Bachelor's Degree from Eastern Florida State College
- 2015 - 2016  
Hospitality Administration/Management from University of Central Florida

## More Information

### Social Presence :



### Prographics :

Exp : **15** Location : **Cocoa Beach, Florida, United States** Job Level : **Middle**

Designation : **Regional Real Estate Manager at Transcendent Brands, LLC**

# Insights For Selling To They

## 👉 During A Call Or A Meeting

### DO's

- Help them see both - the 'big picture' impact and the ROI of the investment
- Showcase your competitive superiority clearly when possible or address it at the minimum
- Showcase how you can impact results but also make sure that you share detailed information too

### DONT's

- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Avoid too much small talk, just a few formal pleasantries should be fine
- Avoid inviting them for any social interactions until you have built some rapport with them

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Shey, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

*Example: Skip usual lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Shey is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Shey

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

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## Insights For Deal Planning

How Fast (Or Slow) Will They Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can They Take Some Risk Or Not?

- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

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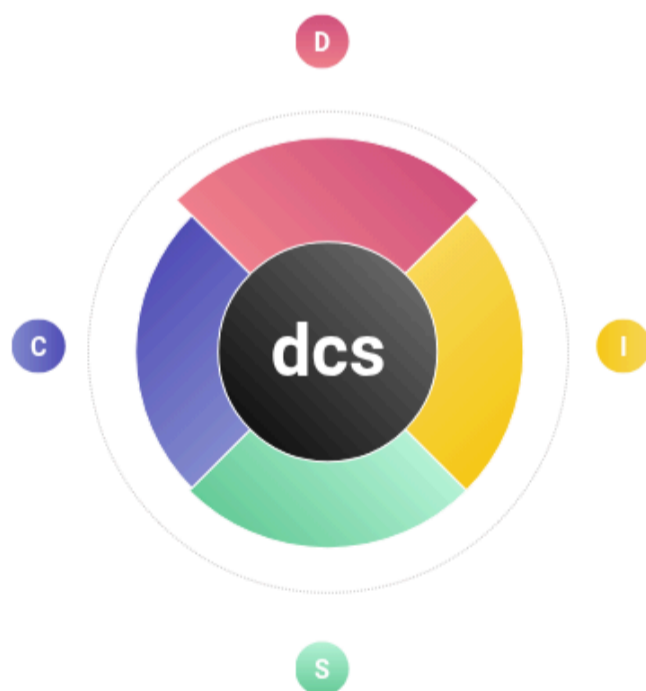
## You And Shey

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Shey's Key Traits



### **DOMINANCE**

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

### **CALCULATIVENESS**

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

### **STEADINESS**

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.