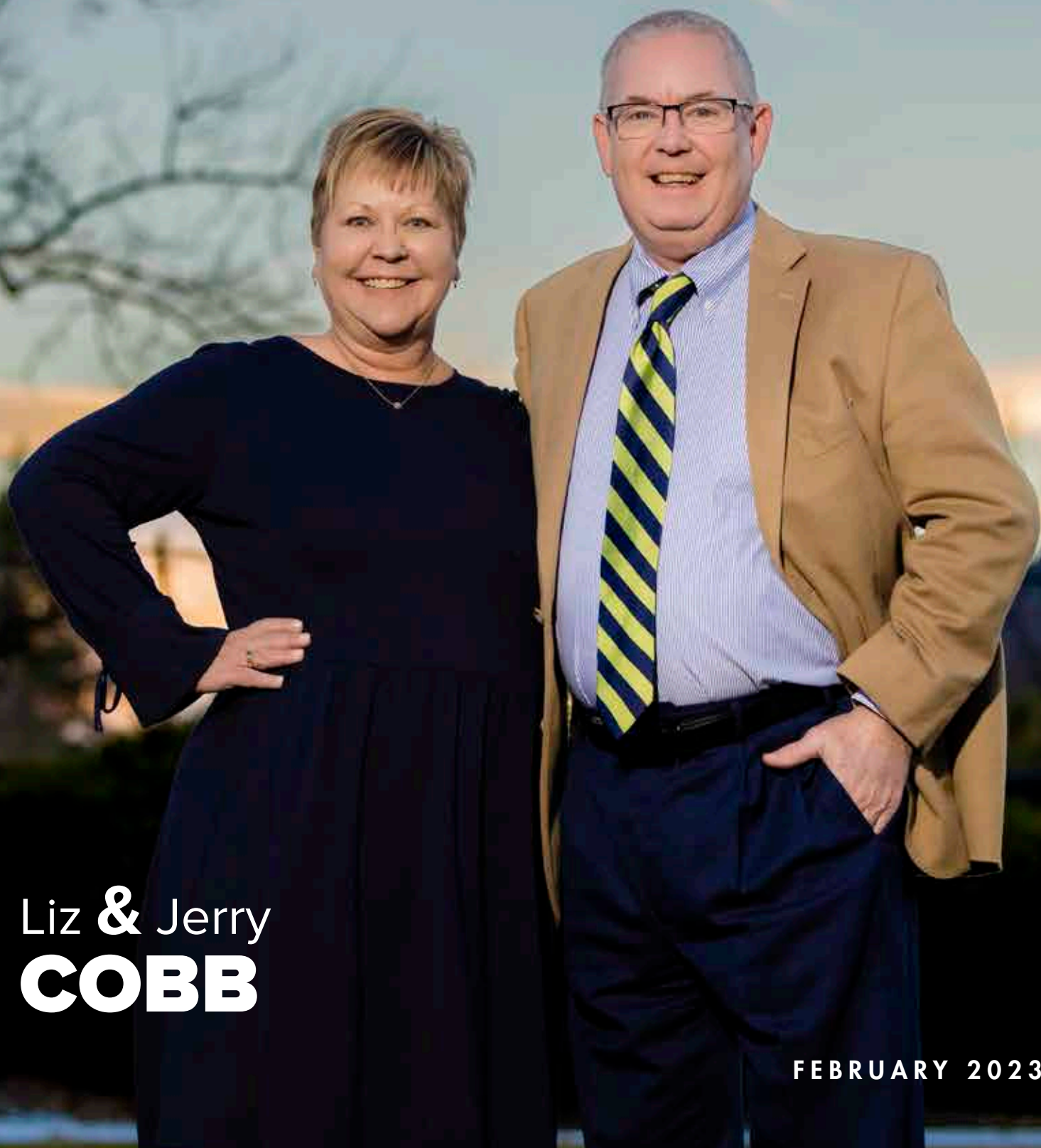


COLORADO SPRINGS

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Liz & Jerry
COBB

FEBRUARY 2023

LIZ & JERRY Cobb



EXPERIENCED, LOCAL
AND PEOPLE-CENTRIC

▶ power couple

Written by Ruth Gnirk • Casa Bay Photography

Liz and Jerry Cobb shared a love of journalism, and community. Now they share a love of real estate. The Cobb Team are experienced in life, in marketing, and in making a difference in their community. They have the advantage of living locally for decades, and the Cobbs are people-centric whether it is a client, an agent, a business partner, or a community member. They are here to serve!

Good News

Liz is a proud fourth-generation native of Colorado Springs. She has always loved hearing and telling stories, and she knew from an early age that she wanted to be a journalist. After earning a degree in Mass Communications and Journalism from the University of Denver, Liz became a reporter for *The Colorado Springs Sun* (which was later bought out by *The Gazette*).

That was where she met Jerry Cobb, a fun and outgoing co-worker. Liz learned that he had been passionate about journalism even before he turned 15 years old. He had moved to the Springs to work for the *Sun* in 1983 after graduating from the University of Missouri with a degree in Journalism. However, after experiencing his outgoing personality and his skill for sales, an advisor encouraged Jerry to pursue the advertising side of the newspaper “business,” and he did.

Jerry worked in Sales and management for various newspapers, radio stations, and even a billboard company over the next two decades.

A Different Kind of Sales

In 2004 Jerry was growing tired of the long-distance commuting required for his job as advertising sales manager. He wanted to connect

with people and control his own destiny, and he knew just how to do that.

Jerry became a real estate Broker Associate and was mentored by Joe Clement. Some extended family members were surprised at the change of vocation, but Liz’s dad was very supportive and could tell that Jerry was going to do well. Jerry was awarded Rookie of the Year after his first full year, and was recognized as a top producer and Hall of Fame recipient. More importantly, Jerry served the community faithfully, even through the Recession.

In 2011, Jerry was given the opportunity to pair his love of journalism, advertising, and real estate. He became the sales manager for the real estate (and automotive) portion of *The Gazette*. As he built relationships with people in the community, he was invited to start working in radio advertisement sales in 2012.

Inspired by Jerry, Liz left her job at *The Gazette* after a 26-year career. She had served as the Vice President of Marketing for her last five years and she was ready for a change. She started working for herself in 2012 and was awarded Rookie of the Year by her brokerage, ERA Shields.

By 2015, Jerry left his media job and joined Liz in creating the Cobb Team. The pair have been focusing on real estate full time.

The Cobb Team

Jerry explained, “We treat each client like they are a business partners *and* friend. We enjoy working one-on-one with clients to tailor the process for them.”



Although the Cobbs occasionally complete deals together, they try to care for their own clients personally to deepen the trust. They cover more of the Front Range by each focusing on different counties. Both of them are extremely service-oriented with their clients, peers, and colleagues. They always maintain a level of professionalism, regardless of the circumstances.

Jerry has earned several designations including Quality Service Certified, and has been awarded through RE/MAX and ERA. Liz has also earned designations, including Certified Negotiation Expert, and has been awarded for multiple levels of success and leadership.

The Cobb Team has received numerous awards including the ERA Shield's Top Producing Team, locally and in the State, as well as the Circle of Achievement. The team has also been the recipient of the Leader's Circle on multiple occasions.

However, what matters the most to them is that their clients are pleased, feel confident, and can tell that Liz and Jerry care about them personally.

Giving Back

The Cobbs are very involved in their community, in business *and* in life. Their current focus is The Old Mutt Hut. This local resource means a lot to them because of their love for their purebred Bernese mountain dogs, Harper (3 years old) and Hemingway (6 months).

"We believe in the power of community and how it can propel a city," Liz shared. "We avidly volunteer for many local organizations and boards, and have years of volunteer experience in supporting community efforts including fundraising."

They are also staunch supporters of Air Force Falcon Football. Jerry shared that he feels the Air Force Academy is the gem of the community. The Cobbs love to host clients at Air Force games and says they always love the jet flyovers and the cadet March On.

The Cobbs enjoy spending time with their sons. Stuart is an attorney in Houston, TX and has a one-year-old daughter named Elliot. Their son Kelly lives in Des Moines, IA and works in the medical software industry. Liz and Jerry look forward to making memories with their granddaughter at the Cheyenne Mountain Zoo and The North Pole.

"We treat clients, and those on the other side of the transaction, with courtesy and kindness," Jerry explained. "It's not win-lose; this is a win-win business! Liz and I both subscribe to the same tried and true formula. By providing superior service to each and every client, and operating with the utmost integrity, *everyone* wins. Our clients get the results they expect, our peers and colleagues experience a fair and honest transaction, and we enjoy a life of balance and success."



LIZ AND JERRY COBB

Cobb Team Colorado Realtors

cobbteamcolo.com

liz@cobbteamcolo.com - 719.492.4040

jerry@cobbteamcolo.com - 719.492.4041