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Written by Elizabeth McCabe

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Do you feel glued to your digital device? Would you rather go without electricity or sleep than go without your smartphone? Worried that you might miss an important call from a top client? If so, you're not alone. In today's digital age, many individuals find themselves addicted to their smartphone.

Work hours are no longer confined to 9-5, especially in the competitive industry of real estate here in Tampa Bay. Now with emails, text messages, cell phones, the standard hours of the work week have eroded with the passage of time.

According to Apple, people unlock their iPhones a staggering 80 times each day. Think that's a lot? That doesn't even compare to the number of times that people touch their smartphones. One research firm

found the average user clicks, taps or swipes his or her smartphones 2,617 times each day.

Fortunately, steps can be taken to help put technology in its proper place. Smartphones don't have to impede on family time, drive time or sleeping time. With a few helpful tips, your smartphone won't have to rule your life anymore.

DISCONNECT WITH DO NOT DISTURB

One way to put your digital device down for a timeout is to put it on silent or do not disturb. Attention creates desire - the more time that you spend on your smartphone, the more you will become addicted to it. Why? Blame it on dopamine. This brain chemical is released when you receive news on your phone or seek out information. By taking a technology break, you will also help break the chemical reaction in the brain that takes place from each encounter with your smartphone.

OUT OF SIGHT - OUT OF MIND

One of the easiest ways to disengage with your smartphone is to place it out of sight. The farther

your smartphone is from you, the less you will be tempted to check it. Place it in a drawer for a designated time period or even put it on the opposite side of a room.

ENGAGE IN REAL "FACE TIME"

Having friends on Facebook or followers on an Instagram account is no substitute for authentic face-to-face relationships. While you may have a high quantity of "friends," they may not be high-quality friends. By engaging in real face time with people, you will feel happier and genuinely connected. It's hard to replace an addictive behavior without having a suitable substitute. Building friendships outside of your smartphone and creating connections in real estate, such as through coffee or a social activity, is definitely the way to go. Stay tuned for social activities here in *REAL Producers*.

Life is too short to be stuck to a digital device allowing life to pass you by. Take a break from your smartphone each day. Unplug on a regular basis and reap the rewards. Give your technology a time out. You'll be glad that you did!



» cover story

Written by Elizabeth McCabe
Photo Credit: Carol Walker/Thomas Bruce Studio

TOP PRODUCER MEET **Dania Perry**

“I BEGAN MY LIFE IN REAL ESTATE AT THE END OF 2006 AND HAVE NEVER LOOKED BACK,” SHARES DANIA PERRY.

She launched into a new career at the persistence of her sister. Dania shares, “My sissy told me that she thought I should find a way to help people with some of their most important decisions. We talked about it often and she convinced me to become a real estate agent. At the time, the idea seemed so foreign to me. I thought, how could I ever become successful? But she knew I would make a significant difference in people’s lives long before I did.”

Dania has achieved remarkable sustained success in real estate in a short period of time. Within the CENTURY 21 company, she has been ranked #1 in the United States six times in sales and has been ranked #1 agent in the world five times.

Since 2010, her combined volume is 750 million dollars. When that is coupled with 2007–2010, her career volume is an estimated 850–900 million dollars. She is on track for 130 million dollars this year.



After all, Dania has a master’s in electrical engineering and worked for GE, Tampa Electric, and Progress Energy (which is now Duke Power) – all of which were a long way from the world of real estate.

What is the secret to her success? It comes down to focusing on what she loves to do. Dania excels with the numbers and the face-to-face aspects of her business, while her husband supports her with media marketing and general business administration.

“She was my inspiration,” says Dania, “and always will be.” On April 21, 2016, Dania’s beloved sissy passed away, but not without seeing Dania fulfill her dream of being a real estate agent.

“I do all the market analysis for the homes myself, whether I am representing the buyer or the seller,” she explains. “But my husband does all the

...



“

**I'M REALLY
PASSIONATE
ABOUT
PROVIDING
EXCEPTIONAL
SERVICE TO
THE PEOPLE I
REPRESENT.**

•••

hard stuff – marketing and providing exposure to the homes I represent.”

Dania's profession suits her to a tee. She loves showing homes, working with numbers and spreadsheets, and negotiations. She adds, “I'm really passionate about providing exceptional service to the people I represent. I have a very deep analytical understanding of market values and I know how to convey those values to my clients. Because these are such important decisions, I make sure that each client understands the value of each home in specific, fact-based detail.”

This trusted real estate agent excels with market evaluations and is “right on the money” when it comes to values. She also gives clients the best exposure available in top magazines and on the Internet. Dania explains that great care, time and effort are applied to the photography and written media materials for every home she represents. Quite literally, eight to 10 hours are spent selecting, editing and sequencing

pictures, and writing, modifying and editing descriptions for every single home she represents. The finished print and online media products are professional and of very high quality. After all, you never get a second chance to make a first impression.

How does Dania stay motivated as a Top Producer? She says, “My sissy told me to find a way to help people, to be passionate about what I do, and everything else will happen.” Let's just say she was exactly right.

Dania genuinely loves her job. She explains, “I love what I do. I feel like I make such a big difference for my clients. I care about what is best for them. It is truly important to me to do what is in their best interests.”

What's her biggest challenge? That would be achieving a work-life balance. She and her husband Rick have five kids, including twins. Taking care of her clients, her children, and taking care of herself is a balancing act.

When she isn't working, Dania loves walking on the beach with Rick. She also likes cooking, watching her daughter play volleyball and her son play football. She and Rick have a miniature Chihuahua named Jules, whom they love, too.

Dania has some advice for the up and coming top producer. She says, “Stay true, be honest and invest the time to know your market in great detail. Always answer your phone and anticipate the needs of your clients. Constantly ask yourself, is this in the best interest of the client? That is critical and will take you very far.”

She also recommends a book that has influenced her so much in her career – You Can Negotiate Anything. Another book Dania recommends is Built To Last. Although she read it a long time ago, it has shaped who she is today.

**FOR MORE INFORMATION ON THIS MONTH'S
TOP PRODUCER, CHECK OUT HER WEBSITE,
DANIAPERRY.COM.**





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By **Dave Danielson**
Photo Credit: **Carol Walker/Thomas Bruce Studio**



CAROL WALKER, THOMAS BRUCE STUDIO

HELPING PEOPLE PICTURE THE
BEST VERSIONS OF THEMSELVES



As owner of Thomas Bruce Studio, Carol Walker has continued a long, rich tradition of world-class photography that was started by its founders. By the way, neither of them were named Thomas Bruce.

As Carol explains, “The studio has been in the same location since 1973. Two buddies, Tom Bergin and Bruce Evensen, were in the photography program over at Daytona Beach Community College. When they graduated, they opened up a studio here in St. Petersburg. They chose the name Thomas Bruce.”

The name stuck. So did a tradition for unmatched quality.



CAROL ENTERS THE PICTURE

After a couple years, Tom Bergin left for other pursuits. Bruce stayed and grew his business and reputation as one of the state’s — and the nation’s — most prestigious portrait photographers. In 1996, he met an experienced photographer named Carol Walker.

“I’ve been a professional photographer for 33 years. In 1996, I took my first class with Bruce,” she recalls. “He became a good friend and mentor to me for many years.”

The following year, Carol got an offer she couldn’t refuse. She took an assignment as the temporary Film Commission Manager for Pinellas County. And that turned into serving for nine years with the commission. She helped promote the region for local, state and national film, video and television productions and was still doing photography—only the image she was capturing involved potential filming locations rather than portraits.

“I loved who I was working with and what I did, but I just wasn’t doing what I really loved,” Carol remembers. “Through that time, I stayed connected to photography, and to Bruce, who was still my good friend and mentor.”

At the same time, digital photography was really coming into focus among professionals. Carol’s experience had been in film.

“I felt like I was being left in the dust. And then, lo and behold, Bruce threw out an idea,” she recalls. “He said he was considering retiring. And, to my surprise, he asked me if I would consider coming on board and eventually taking over the business.”

While she hadn’t run her own brick-and-mortar operation, Bruce allayed her apprehension, offering to mentor her in the business



...

— and in the blossoming digital world — each step of the way. She thought about his offer.

“I remember walking into my office one day, sitting down and looking at a picture of Bruce and me from a photography convention,” she smiles. “I picked up the phone and I said, ‘My answer is yes.’”

In 2006, she started working with Bruce side by side. Then, in 2009, Carol officially became the owner of Thomas Bruce Studio and kept the name.

As she says, “People ask me if I plan on changing the name. And I always tell them that I learned from the best, and I want to keep that in front of people.”

BRINGING THE BEST TO LIGHT

Carol and her full-time assistant, Mica Cason, offer a full range of services and settings, including indoor shots in her fully equipped studio, or outside on her truly picturesque property.

While many of us can be camera shy, Carol takes pride in working with a

wide range of families, students, executives and teams to help them see themselves in a new light.

“The thing I love the most about what I do is making people feel good about themselves,” she points out. “It could be a senior at that awkward stage who doesn’t see themselves as beautiful, handsome or cool, or a woman who, like most women, finds it difficult to see a photo of herself and feel good about it. It means so much to me when we capture the spirit of who they are and then, while they’re reviewing their pictures here in the studio, to hear them say, ‘Wow, I can’t believe that’s me.’”

She still remembers the comments she received from a mother of a teenage daughter.

“The mother told me that she had all kinds of nice snapshots of her daughter. But she said, ‘You just captured her and it still makes me cry when I look at them.’ That’s huge for me,” Carol smiles. “I really work to help people see the best version of themselves.”



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R A N D Y C L U N N



▶ celebrating leaders

By **Dave Danielson**

Photo Credit: **Allie Serrano** of Allie Serrano Portraits, LLC



ONE STEP AHEAD

It can be easy to fall into a routine and become complacent. But that's not the way Randy Clunn is made.

The Keller Williams leader has built a career out of looking to the future — then creating it for himself by staying one step ahead.

From Philly to Florida

Randy grew up in Bucks County, Pennsylvania — just outside Philadelphia — with a passion for area sports teams like the Eagles and Phillies. In fact, he went to high school with current Penn State head football coach James Franklin.

After high school, Randy took his hard-working nature south to Florida in 1998, where his grandparents lived. He never left.

His first jobs were as restaurant waiters, where he honed his customer service skills and love for making people happy. In 2004 he decided he wanted to do something else. So he did some reading, including the book, *Think and Grow Rich* by Napoleon Hill.

“It said there were three ways to thrive during a recession, including food, clothing and real estate,” Randy remembers. “I had done food, and I wasn’t good with clothing. That left real estate. So I gave my two weeks’ notice. And my boss at the restaurant said, ‘Oh, we’ll see you back here in a few weeks.’ I said, ‘No, you won’t.’ And I never went back.”

It wasn’t an easy transition.

“I really didn’t have a fallback,” he recalls. “The advice that I was given was to do it without a safety net. I didn’t have affluent parents to bail me out. So I had to make it. And I knew if I could survive in year one, I could thrive in year two.”

After working with a small realty company and cutting his teeth, he soon joined Keller Williams in South Tampa. When the economic downturn hit in 2008, Randy found out about a new opportunity at the time — short sales.

“At the time, the office I was in really didn’t handle those, so I moved to



the Keller Williams Tampa Central office and dove into short sales. From 2008 to 2015, I'd say about 80% of my business was from short sales, with the remaining 20% from traditional listings," he says.

Since then, those percentages have reversed, with only about 20% of Randy's business coming from short sale opportunities.

Tracking with Technology

When it comes to new ways of doing things through technology, Randy has kept a watchful eye, for sure.



"It's the most exciting part for me," he smiles. "I remember when I came into the business and I heard people talking about these MLS books. Well, I started in 2004, and the MLS was on the Internet. Older agents weren't used to that, and were losing market share to younger agents."

The move toward high-tech continues.

"Fast forward to now, and there's a new paradigm shift in real estate and technology," Randy points out. "And we're seeing that at Keller Williams, where we've rebranded ourselves as a technology company and not a real estate company. And you can really see how it's changing how we do business."

One company Randy points to that's had a major impact on the business is Zillow.

"There's a big move in the way listings are treated, found and sold — especially on how listings are found," he says. "Back in the day, only real estate agents had MLS books. So people had to go to realtors. Zillow changed that."

As Randy says, many agents viewed the start of Zillow.com as a great place for people to find listings.

"Little did they know that Zillow would be trying to take over their business now," he emphasizes. "Zillow owns a mortgage company now. They're a brokerage now. Zillow is an investor now. They buy houses for cash. So that's the way technology is changing."

Today, it's estimated that Zillow has a net worth that totals more than RE/MAX, Keller Williams, Berkshire Hathaway, Century 21 and Coldwell Banker combined.

Randy will continue to watch and adapt his career to incorporate technology into what he does. It's a message he also gives to the next generation of real estate agents.

"You need to embrace technology and also work to generate your own customers," he says. "When you're brand new, don't rely purely on Zillow counts. It's important to generate your own leads organically through meeting people and controlling your leads — not just by paying for your leads."

Randy also places importance on learning through mistakes.

"Fail fast. If you're going to make a mistake, do it quickly and move on," he explains. "It's similar to baseball legend Babe Ruth. He had the most home runs of all time when he played. But not many know he also had the most strikeouts. You're going to get rejection and make mistakes. The key is to work with an experienced broker and to plug into the systems in place to help you succeed."

One of those who helps Randy succeed is his fiancé, Sonia. She is Randy's assistant and runs their Airbnb property. The couple plan on marrying in 2019.

In addition to enjoying spending time together away from real estate, the couple also supports several charities. One that is near and dear for Randy is the Deborah Heart & Lung Center in New Jersey — a facility that treated his late mother.

Envisioning the Future

Randy continues to plan to stay one step ahead.

"For me, success means getting up and going to bed and doing what you love in between," he explains. "Through the years, there's been a big paradigm shift from 'Restaurant Randy' to 'Realtor Randy.' Now I'm looking to the future and technology will be a big part of it."

As Randy emphasizes, we make our opportunities.

"What you focus on expands. I do think you can attract opportunity to your life. By focusing on what you want and working hard, you can bring it to fruition," he says. "To what you are connected you will be directed."

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Written by
Elizabeth McCabe

Realtor **Kathryn Krayer Zimring** Makes a Difference for the **American Heart Association**



R Realtor Kathryn Krayer Zimring of Re/Max Metro has a cause close to her heart – the American Heart Association.

Kathryn explains, “My son Krayer was born with a heart murmur. At the age of 14, he was diagnosed with hypertrophic cardiomyopathy, a thickening of the heart muscle.” Krayer, who is now 26, goes every year to a specialist and is doing very well.

This diagnosis caused a change in lifestyle for Krayer, who now wears an Apple Watch that monitors his heart rate. At the onset of his diagnosis, he stopped basketball, wakeboarding, and motocross. Now he knows to say something if his heart rate isn’t normal.

Kathryn likes to give back to the American Heart Tampa Bay and donated to the Heart Walk in Tampa. She hopes to bring awareness to high school athletes who often have undiagnosed heart conditions, which often aren’t recognized until they collapse on the field. Fortunately, problems can be diagnosed with an EKG. Kathryn’s wish is to get every high school athlete in Pinellas County tested to ensure their safety.

Another cause that Kathryn is passionate about is the National Pediatric Cancer Foundation. Anything that she can do to bring awareness is important to this Top Producer. After all, it only takes one person to make a difference.

For more information on the American Heart Association, check out their website, www.heart.org.

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