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Meet Ray Mihara's Family - His Wife Annette and Their Daughter Brooke (Ray was featured in the June issue)



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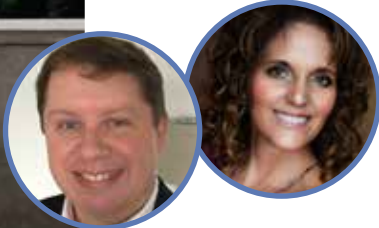




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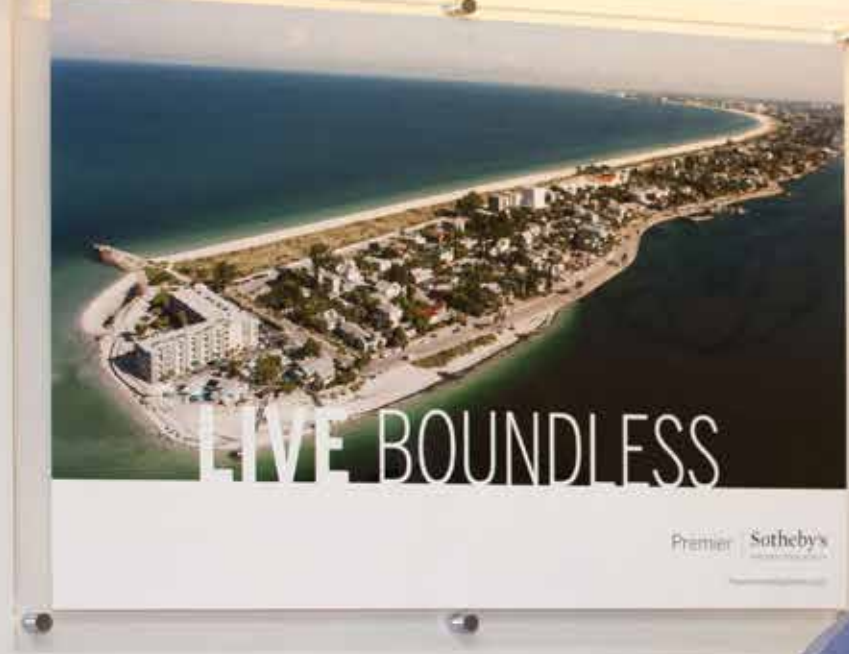


MAKING A DIFFERENCE THE RIGHT WAY



▶ celebrating leaders

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



Frank Fage would achieve excellence in any field. Luckily for St. Petersburg, he's a leading real estate agent with Premier Sotheby's International Realty.

The reason is simple. He gives his all, and he dedicates himself to serving others the right way.

When you ask Frank what he loves the most about being a real estate agent, you hear the passion in his answer.

"Basically it's making people happy," he says. "The thing that I get the biggest kick out of is making a difference. You're helping them build a whole new life."

Building a new life is something Frank knows firsthand. While he's a long-time resident of the area, he experienced a significant change in location to arrive 22 years ago.

From the U.K. to the U.S.

It was the late '90s. Frank lived southeast of London in the area where he was raised. For 21 years, he had practiced and perfected his brand of customer-first quality real estate with one of the UK's premier real estate companies and was overseeing 35 offices. That's when he moved to the U.S. and Florida and started with Coldwell Banker.

There were the obvious changes in climate and countryside between his old and new homes — as well as in the business itself.

"When I started here, I came from a culture in the U.K. where you were employed by the company. They paid me a salary and then a commission based on performance," he remembers. "Coming here, you work as an independent contractor, and you're not paid a bean, and you have to make everything yourself. So when you're starting out, you're starting from zero. And you don't get a paycheck until you start to become effective. I'm not a cold caller, so it took me maybe a little bit longer to get started."

Yet there was no denying Frank's experience,





skill and premier service. It was just a matter of time — and a matter of following the advice he gives to newer members of the profession.

“Just stick with it. Stay true to your principles. And always do the right thing,” he urges. “The core of it all is customer service and being that dedicated liaison with the client that underpins it all.”

Digging Deep

Frank goes beyond mere transactions to understand those he serves.

“To do your job right, it’s a lot of work.

Communication is key and identifying and understanding the personality of the people you’re dealing with,” he explains.

While acknowledging that there are several personality assessments out there, Frank agrees with those that identify four primary types. He remembers how he applied the model to one of his first clients.

“He was an accountant and had his own company,” Frank recalls. “He was very detailed and had a dominant personality.”

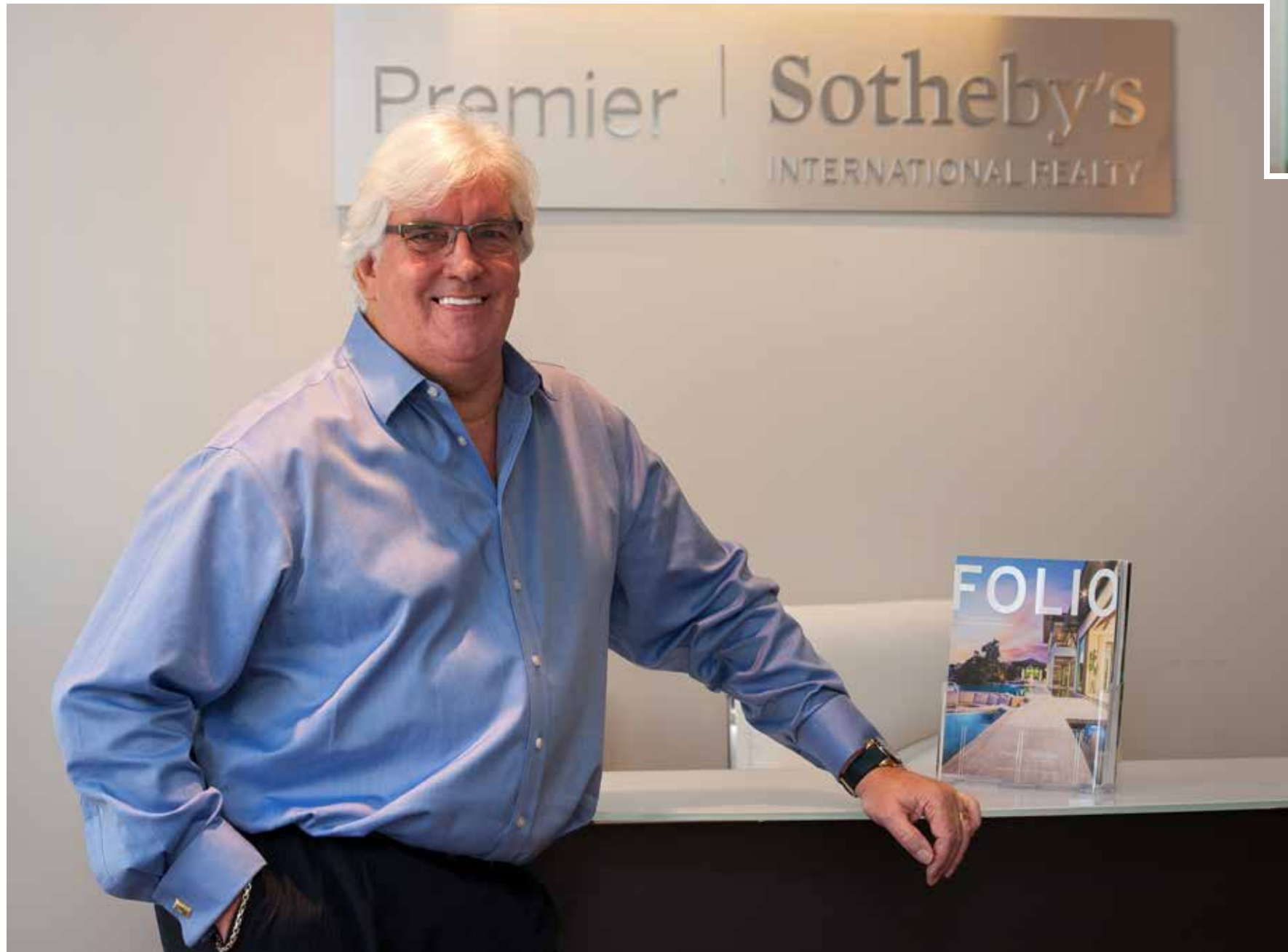
This information gave Frank what he needed to exceed the need.

“I knew detail would be vital for him. So I over delivered on everything with a lot of information,” Frank says. “He lapped it up, and we sold the house and received a glowing testimonial. It’s easy in a way, because you know what they expect. And if you over deliver, you can’t go wrong.”

That kind of experience excites Frank.

“I have a true passion to be the best I can. And what drives me is seeing happy, smiling faces at the closing,” he says.

One recent example involved a St. Petersburg home that had been on the market



for 18 months with no offers. So Frank and his wife Laura — a professional event planner and interior designer — joined forces.

The home was situated on the beach and listed at \$2.5 million. The seller didn’t want a long agreement, so Frank got to work, staged the house for the first time (since it hadn’t been staged before) and moved ahead.

“The home was just a few doors down from the Don CeSar — The Pink Palace — right on the beach,” he says. “We wanted to set up a broker opening, but there were parking restrictions, you couldn’t park on the street, and there was only room for about four cars on the property.”

Laura had a plan.

“We invited 20 to 25 of the really top REALTORS® to a VIP breakfast at the Pink Palace,” Frank says. “By having the breakfast at the hotel, the parking issue was

overcome. After the breakfast, we walked everyone down the beach to the house. It was a very good networking event and the REALTORS® enjoyed the experience so much they posted their experience all over social media. The property sold within 45 days.”

More in Store

Frank and Laura team up in other ways, too. The two enjoy entertaining with friends and family, music, traveling, gardening and home remodeling. In fact, the couple just completed renovating a home that Frank says hadn’t been touched for 50 years. In addition, they support causes that are close to their hearts, including St. Jude’s Hospital and Habitat for Humanity. Delete They also love spending time with children, including Frank’s two sons.

In addition, Frank and Laura opened a new store in December 2017 in St. Petersburg called Patina.

As Frank says, “It’s Laura’s

brainchild. It’s a home décor and accessory lifestyle store, and we have furniture, sleepwear, jewelry and kitchenware. And there’s an area of the store called Boystown, because it’s more male-oriented, with things like brass compasses, magnifying glasses, and other knick-knacks. It’s quite incredible to see people’s reaction to it they say they haven’t seen anything quite like it.”

Frank predicts a very full and active future.

“I don’t think we’ll ever retire. We’re not those people,” Frank smiles

In the meantime, Frank continues to excel as a top-producing real estate agent by helping his clients exceed their expectations.

“When I work with someone, I want them to say this is the best experience they’ve ever had and that they’re delighted. That’s really what I strive for. On my headstone I’d like it to simply say, ‘You did it right.’”

For Frank, there’s just no other way.

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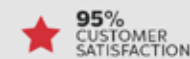


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LOCAL LEADERS

ProHealth Pest Control was established in 2011 in tandem with the other business that Melissa and Dan own and operate — SEC Inspection Services.

As Melissa says, “The emergence of ProHealth Pest Control really came out of a need. During our inspection process with SEC, we had been teaming up with another organization that provided termite services. As time went on, it made sense for us to develop and offer that side of the business, as well,” she recalls. “The value in that is that our clients can do it all with one call to us.”

Since then, it has built a strong reputation as a local leader offering a wide range of services.

“We cover the full range of termite inspection services. Sometimes it’s required, depending on the type of loan. Even if it’s not required, it’s highly recommended to have it done,” Melissa explains. “Beyond that, we also offer second opinions, along with preventive pest control and rodent treatments, and additional types of treatments, such as ants or roach eradication.”



featured sponsor

By Dave Danielson



With Florida’s termite-friendly climate, ProHealth Pest Control is more than equal to the task of dealing with its destructive force.

“In this area, we deal a lot with either the actual termite that eats the wood, or the fungus or wood rot that attracts termites,” Melissa points out. “Either way, one of the things we do that is important is the fact that we use organic solutions. We use a range of food-grade organic solutions. And that can be especially critical for people who have allergies to some of the other products that are used on the market.”

SERVING WITH INTEGRITY

Melissa and Dan don’t take shortcuts in terms of service or the value they deliver.

“The other day, a homeowner called us for a second option. Another company had come out, told the homeowner that he had a major subterranean infestation issue beneath the house and that it would cost \$4,000 to take care of,” she recalls. “We took a look, and didn’t see any issues. But they did want a preventive plan that we were able to offer them.”

With ProHealth Pest Control, you have an ally on your side who is there for you and your clients.

“We’re a resource and educational option for our real estate partners. One of the additional services we provide is giving free evaluations, whether it’s the first or second opinion,” Melissa says.

Flexibility is a big part of the ProHealth Pest Control difference. If a property needs a comprehensive prop-

erty inspection, the SEC Inspection Services team becomes involved. Or, if a general home inspection has already been scheduled with another party, ProHealth Pest Control is happy to provide just the termite portion. Either way, the termite inspection is just \$60.

As Melissa says, ProHealth Pest Control is staffed with a professional team that’s available to meet the need.

“We typically offer one- or two-day turnaround service. And in some cases, we can even handle same-day requests,” she says. “Either way, our team is available to answer the call and get things taken care of in rush situations.”

As Melissa says, the team defines success through their results.

“We’re here to work with people in whatever way works best for them,” she smiles. “If we can keep them bug-free, that’s what it’s all about. We want to put their minds at ease and let them know they’ll be bug-free. We guarantee it.”

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CHRIS AND NICOLE DUFALA



BUILDING WITH BALANCE

In the churn of life and business, there are demands, deadlines and last-minute requests that can come at all hours. In turn, it's easy to confuse activity with progress.

It's difficult to maintain a sense of healthy balance. Chris and Nicole Dufala are the broker/owners of Lock & Key Realty, and they are a prime example of how business success and balance can go hand in hand.

Opening New Doors
Before entering the real estate business several years ago, Chris and Nicole had other working careers and experiences that laid the groundwork for their success.

"Before I got into real estate, I worked at a manufacturing plant, and I decided that's not what I wanted for the rest of my life," Nicole explains.

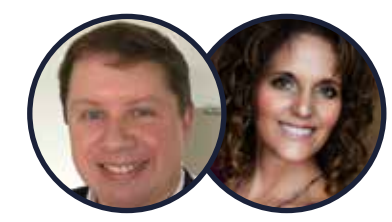
Chris came from the corporate side.

"I worked at the same manufacturing plant with Nicole. And I also had worked for a publicly traded company as an IT manager," Chris recalls.

Nicole remembers the steps she took to make her career change 18 years ago.

"I was ready for a change, something to be proud of, so I made a phone call to the local real estate school to see what this whole Real Estate thing was about," she remembers. "I was accidentally forwarded to the Appraisal instructor, Steve Vehemier. After a 15-minute conversation I fell in love with the idea of real estate." With a one-year-old and a job I had to have, Chris and I worked full-time and I went to school on the weekend. A few years later, after starting an Appraisal firm with the market shifting, I was forced into real estate sales."

Even before joining forces in real estate, Chris and Nicole had already had the opportunity to work together.



►► broker feature

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



“ YOU JUST WORK ETHICALLY AND PUT YOUR CLIENTS’ NEEDS FIRST AND STAY PROFESSIONAL. I BELIEVE KARMA WILL COME AND FIND YOU. EVENTUALLY, THE UNIVERSE WINS

“When I opened my appraisal firm, Chris had an established IT business. We ran our businesses out of an adjoining office space and would share many of the same resources. We had one assistant who handled both businesses, and since Chris worked mostly with mortgage brokers, much of our marketing was shared, as well.”

A Brokerage is Born

On January 1 of this year, Chris and Nicole officially launched Lock & Key Realty, and the success they’ve experienced so far has been impressive. In fact, in 2018, they amassed \$30 million in volume on 142 closed transactions and are on pace to close \$50 million in volume and 200 transactions in 2019.

As Chris and Nicole look to the future, they plan on pursuing their own, balanced brand of growth.

As Chris explains, “I don’t think we want massive amounts of agents on our Team Brokerage. We’d like to keep it small and maximize what each agent is doing to help them reach their potential. Seeing

that growth on their part is what really lights me up.”

Nicole agrees and is eager for other developments on the horizon.

“We really enjoy growing the team and growing people on our team,” she emphasizes. “The most recent project that Chris and I are excited about is that we have started getting into development work. In fact, we’re developing a luxury waterfront RV Resort, which is super exciting.”

As Nicole says, the path she and Chris are on isn’t a job.

“We look at this as a lifestyle and not just a job, or even as a career for that matter. We love what we do, and looking at new things, learning new projects, and in growing people,” she smiles. “We live it. We breathe it. And every day is so very different.”

Chris sees the rewards of their work, too — a blend of many positive aspects.

“I’m opportunity minded. And I encourage our agents to look at it that way, especially if you’re working with an investor. You have to understand their objectives,” Chris says. “You have a house, but it could be more. It could be a vacation rental, or it could be

torn down and turned into a multi-family unit. There are so many different ways to look at things. It allows us to use our creativity. And we’re really good at troubleshooting and problem-solving.”

Protecting Priorities

As they build success, Chris and Nicole also take essential steps to ensure they’re maintaining a lifestyle they want.

“I think a big part of it is knowing how to set boundaries,” she points out. “When you have something scheduled with your kid, it’s an appointment. So when somebody asks you to come over at six o’clock at night, and you have a baseball game, your response should be ‘I’m sorry, I have an appointment.’”

As Chris points out, boundaries are something most people understand and respect.

“And if you’re involved with someone who doesn’t respect your boundaries, you don’t have to work with them,” he says.

For Chris and Nicole, they set boundaries to preserve that sense of balance that gives them time with their three growing children and other active pursuits. In fact, Nicole has been a frequent marathoner and triathlete, and Chris is on track to do his first



Triathlon this fall. They also enjoy family trips and time to enjoy the journey together through life.

“One of my mentors explains it by saying you have to ‘retire’ along the way. You can’t wait until you’re too old to enjoy the important things,” Chris says.

Positive Perspective

Another important aspect is understanding the inevitable balance be-

tween deals that go as planned, and those that disappear.

“One thing I say to agents is, ‘Don’t grip too tight on to every deal. Some get to the finish line. And some don’t. And that’s okay,’ he says. “You just work ethically and put your clients’ needs first and stay professional. I believe karma will come and find you. Eventually, the universe wins.”

Leading by example, Chris and Nicole have created an environment that respects and fosters balance for those on their team.

“We’re a bit of a non-traditional team. We give our people a lot of freedom. We’re not very rigid on what time they have to be in the office or what they’re doing. And I feel like they appreciate that and that works for them. The biggest award that we have is to serve our clients and see our people succeed.”

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▶ team leaders

By **Dave Danielson**
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ACHIEVING THE BEST WITH THREE PRIORITIES

One of the keys to turning dreams into reality is focus.

For Jared and Amber Rutherford, that focus has always been front and center in their minds. They focus on three key priorities that drive their actions—and their achievements.

“For us, it is faith, family and business in that order,” Amber says.

As Team Leaders of The Rutherford Group with Keller Williams Tampa Properties, Jared and Amber are making a lasting impact that’s fueled by their priorities and a passion for helping others.

FINDING THEIR PATH

Their desire to work on behalf of others isn’t a new development. Rather, it’s been a life-long pursuit spent in the service of others.

For example, prior to life as a real estate agent, and currently, Jared serves Hillsborough County Fire Rescue as a firefighter.

“I started with the fire department in 2001. And after a couple years, I started working as a mortgage broker,” Jared recalls. “In the process, I realized that I really like the real estate side of it, so I got my real estate license in 2005.”

In the meantime, Jared continued fighting fires and exploring real estate.

“I was working on a few deals a year in the early days and then back in 2013, I was talking with Amber and we discussed how I always felt something was missing that wasn’t being fulfilled in my career.”

Amber remembers discussing a range of options.

“Jared is very entrepreneurial, and he is a visionary. He really wanted to start a business — a company he had control over,” Amber recalls. “We talked about restaurants, and all kinds of different startups. And we just kept coming back to real estate.”

PRAYER AND FAITH

The path was becoming clear.

“I remember Amber asking what I was passionate about and her saying, ‘You seem really, really happy whenever you’re involved in a real estate transaction and meeting people and building those relationships,’” he recalls. “So we decided I would interview all the brokerages in the area. And then we found Keller Williams.”

...

JARED AMBER & RUTHERFORD



Jared had a thought. Maybe this was something he and Amber could do together. So she came with him.

“As soon as we got to Keller Williams, we felt like it was home. It was very family oriented, and they had models and systems to help you run a business.”

Amber asked for guidance.

“I asked God for a sign. And one of the first things that the team leader talked about was faith, family and business in that order,” she smiles. – “It was an easy decision.”

Amber and Jared went to work and the results were revealed.

“We didn’t do any sales our first four months. Our first closing was in January, and by the end of the year we had hit 25 transactions,” Amber says.

At the time, Amber had continued her part-time work in education consulting, public speaking and she had written a book. Her career was going to the next level. But she says a leap of faith felt right.

“Opportunities were starting to open up, but we had a belief that this was the right move. And so we just stepped out in faith,” Amber remembers.

BEING BOLD

Jared and Amber kept growing. And one of the key catalysts that the Rutherfords point to is the BOLD coaching and conditioning program from Keller Williams.

“I really think that BOLD is what helped us a lot during that first year achieve those first 25 transactions,” Jared emphasizes. “It helped push us out of our comfort zone to the point where we got into the habit of lead generation.”

Jared and Amber picked up where they left off during their second full year. In fact, they more



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“

IT'S ABOUT SURROUNDING YOURSELF WITH THE RIGHT PEOPLE. IF YOU WANT THAT ONE IN A THOUSAND TO HELP YOU GROW

than doubled their business with 54 transactions. At the same time, they tripled their volume. And their climb has continued skyward past 100 transactions. In just the first few years of working in the real estate industry, Jared and Amber have achieved an impressive cumulative total of nearly \$100 million.

Reaching success with their team is extremely fulfilling for the Rutherfords.

“It’s about surrounding yourself with the right people. If you want that one in a thousand to help you grow, you need to interview that many people,” Jared explains. “And I think success is learning from your failures and failing forward and moving forward ... learning not to repeat those things that didn’t work.”

FULFILLING LIFE

Jared and Amber make the most of their time with their children. And they take on a variety of active pursuits, including taking part in marathons and soccer.

They also have a passion for giving back and supporting organizations like March of Dimes, as well as being active, engaged members of Wellspring Community Church.

As Jared and Amber continue to build their team and future, they think about the importance of priorities for the industry as a whole.

As Amber says, “A lot of great people leave this industry because they have a difficult time keeping their priorities in order. For us, it is truly faith, family and business and that order.”

They are up-front with their clients about their priorities.

“I always say, ‘Our beliefs are faith, family and business in that order. So Mr. Seller, our hours of operation are Monday through Friday from 8:30 a.m. to 5:30 p.m. In the evening, I’m probably going to be on a ball field with the kids. So if you call me, I’ll return your call first thing in the morning. Saturdays are by appointment only. And Sundays are reserved for faith, family and friends,’” Amber says. The team has created a great coverage schedule, so everyone rotates their nights, weekend and vacation time.

Their focus came through experience.

“We learned this lesson the hard way,” Amber explains. “Our first couple years in business, we never turned it off.”

With a focus on their clients and life’s priorities, Jared and Amber are achieving their best.

“It’s how we operate our business,” she smiles. “And we’ve found that 99 percent of the time, it’s okay for our clients, too.”



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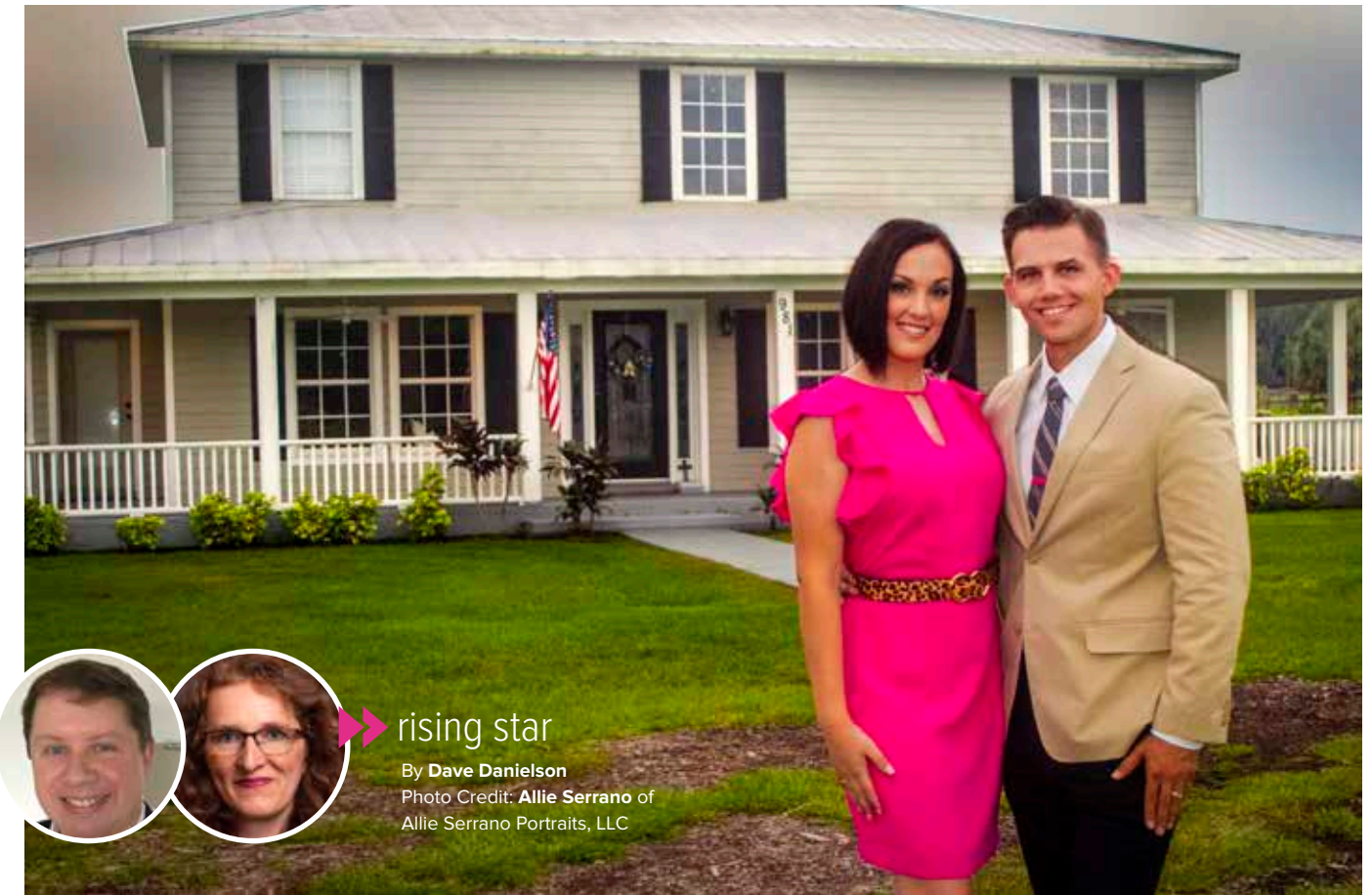
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KRISTEN COMSTOCK



FAITH & SERVICE



rising star

By Dave Danielson
Photo Credit: Allie Serrano of
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LIFE'S PATH ISN'T ALWAYS EASY TO SEE. THERE ARE MANY OPTIONS TO CHOOSE FROM. BUT WITH A STRONG BLEND OF FAITH AND SERVICE, KRISTEN COMSTOCK IS LEAVING HER MARK AS ONE OF THE REGION'S RISING STARS.

LIFE'S MOVES

Kristen grew up in Baton Rouge, Louisiana, but moved with her family to Kentucky during high school when her father, who is a pastor, took a new assignment.

"When you're younger, a move like that is one of the most dramatic things I remember crying for 15 hours — all the way to Kentucky," she recalls.

After high school, Kristen returned to Louisiana for college, where she planned on pursuing a career with the DEA or FBI. At the same time,

college wasn't something she had a passion for.

So one day in 2010, during on a walk through town, she took steps on her new life path.

"As I walked around, I saw that the military recruiting places were all closed—except for the Marine Corps office," Kristen recalls. "So I walked in there, and I said, 'So what do I have to do to sign up?' And the guys in the office were just staring at me."

At the time, Kristen didn't com-

pletely know what she was getting herself into.

"I didn't really know the difference between all the military branches. I didn't know the Marines were hardcore," she recalls. "I originally was going to sign up for reserve duty, and finish college, but they didn't have any slots open. So I thought, well, I guess I'm going to be active duty."

She signed up on the spot. Then shared the news at home.

"Mom and dad just looked at me





“I stood on the land, and I could feel this peace, just peace after everything we’ve gone through — the ups and downs in our life and being in the military, and just the high stress and high tempo that comes with the military. As I stood there, I could breathe,” Kristen smiles.

with a blank stare,” she recalls. “I don’t think it ever occurred to them that I would join the military.”

Kristen kept her commitment.

“Joining the Marine Corps was one of the best decisions of my life,” she emphasizes.

It soon to other steps in life. She met her husband, Cody, in the service while they were stationed in Virginia, then they both were assigned to Japan. While in Korea, they became engaged. And within six months, they were married.

While she was in the service, Kristen served on a variety of humanitarian relief missions and joint tours in the Pacific. After five years in the service, Kristen was honorably discharged in October 2015.

“At the time, Cody re-enlisted in the service, and we got orders to go to Tampa,” she says.

OVERCOMING HURDLES

Like many who leave the service, it took a while for Kristen to re-acclimate into civilian life.

“The impact of getting out of the Marine Corps was more than what I expected it was going to be.

I was so integrated into being a Marine. It was my identity. And I didn’t realize that until it was done,” Kristen explains. “I went into a really deep depression and felt like I couldn’t relate to anybody. I was out of my comfort zone.”

The passage of time and a real estate deal helped Kristen take her next steps.

“We had an awful experience with our agent at the time. The agent actually tried to bring another client along with me as we looked at properties. We did end up purchasing a home. But the point was, I thought I could do this better,” she points out. “So I literally Googled ‘Best brokerage near me’ and looked at the sales and that’s how I joined Keller Williams.”

REVEALING RESULTS

Kristen hit the ground running and had a tremendous first year.

“I say my first deal came from

God,” she smiles. After just a few days as an agent, Kristen and Cody ate dinner in a restaurant. Her phone rang. It was a number Kristen didn’t recognize. Cody asked if she was going to answer since it could be a client. She didn’t think it was possible after just starting, but she answered anyway.

“Sure enough, it was a new client. That’s why I say it was from God. Because I truly don’t know where they came from. But they knew who I was,” she says.

She worked with the buyers, got them their house, and she was on her way. And her first two years have created impressive results for her clients.

As she says, “At the end of each year, I always pray and get a word from God related to my next year. In fact, part of my drive for the following year is based on what my words are.”

One of her words for 2018 was “harvest.” Soon she and Cody saw a house on seven acres that caught their eye. Eventually, they were pre-approved, bought the property that they call Harvest Ranch. She remembers the first time they saw it.

“I get to pray with them and be there for them,” Kristen says. “And they trust me. All of that is so rewarding.”

Kristen is driven by the love and close personal connection she feels with her clients.

“I get to pray with them and be there for them,” Kristen says. “And they trust me. All of that is so rewarding.”

CONTINUOUS GROWTH

Kristen pushes to be her best each day.

“I measure my success against myself,” Kristen says. “There are so many amazing agents, and I want to be surrounded by them — to push myself even harder.”

While she gives her all, Kristen feels a deep sense of gratitude that goes beyond herself.

“It’s not normal for me to be where I’m at. I’ve doubled my business every single year. Going on my third year, I know where our company has grown to isn’t average or normal,” she says. “I give that credit to God.”

With a spirit of faith and service, it’s clear Kristen is just at the start of her rising star.



▶ making a difference

By Dave Danielson

Photo Credit: Allie Serrano of Allie Serrano Portraits, LLC



SEAN READY

AN INTENTIONAL IMPACT

Each gesture of kindness and giving makes a difference. Each gift creates a positive ripple that expands and touches others.

That's why the difference that Sean Ready and the members of the Ready Group at Keller Williams are making is so special. It is intentional. And it is ongoing.

On Purpose Every Time
Each closing provides a new opportunity to give back. That's because the Ready Group contributes \$100 from each closing to a local charity.

"With each closing, we bring a charity sheet for clients. It's a

pledge that explains our intention to contribute \$30,000 and 1,000 hours each year," Sean explains. "We ask clients to help us by choosing the charity they'd like to contribute to. They can also choose to write in their own charity, as well."

Sean and his team have selected four primary local charities to support.

The first is the Humane Society of Tampa Bay, supporting the center's efforts to care for the local animal population.

As Sean says, "We go there and volunteer as a team for two hours on the third Friday of every month," Sean says.

The second charity is Meals on Wheels of Tampa Bay, as the team helps deliver nutritious meals to area residents.

"Every Tuesday two of our team members take two routes," Sean says. "It's a chance for us to pitch in and drop off meals. And as our team continues to grow, we'd like to grow in our ability to take on more routes."

The third of the Ready Group's primary charities is Golfers vs. Brain Cancer.

"This one has a personal appeal to me. Brain cancer claimed my uncle's life when I was growing up," Sean points out. "It's an awesome organization, and they do some great things financially and awareness-wise to battle brain cancer in the Tampa Bay area."

And the fourth primary charity supported by the Ready Group is the First Tee of Tampa Bay.

"The First Tee is a national organization, and we're so proud to be part of the good work that the local Tampa Bay branch is doing. They help underprivileged children get out and learn values of life through the game of golf," Sean emphasizes. "In general, these are values such as patience, kindness, and respect that are exemplified through the game of golf. Plus, taking part in the sport helps get kids out of their normal routing to enjoy a healthy activity with their peers."

THE ROAD HERE

When Sean was growing up, real estate wasn't part of his plan.

"I had no intentions of being anywhere close to the industry. But when I graduated and moved to Florida in 20015, my roommate was with Keller Williams and encouraged me to join the team," Sean remembers. "I had been involved with team sports throughout my years growing up, so I really liked the team environment. It just seemed like a natural. And Keller Williams at the time that had such an active team environment approach."

After a time, Sean moved to RE/MAX for three years. While he gained good experience there, as well, he took another look at Keller Williams and came back in 2010. In the process, he dove in and took advantage of the firm's extensive training offerings.

A TEAM SPORT

By 2011, Sean started building his own team, and the Ready Group was born.



Sean takes great pride in the real estate results that his team accomplishes on behalf of clients each day. And there has been a lot of it.

In fact, in 2018 alone, the Ready Group served the real estate needs of 124 families, representing a combined volume of over \$28 million.

The Ready Group boasts 10 members. In addition to Sean, the team has four agents, two inside sales specialists, and three team members focusing on operations.

GETTING GOOD AT GIVING

Sean remembers how his team first started giving back in this way.

“In 2017, my wife was in the title business before joining us here. She had sought out local organizations that were near and dear to her. As part of this, she was doing work with Meals on Wheels and had partnered with them,” he recalls. “So she brought us in for an orientation for us to learn more about the important work the organization does. That really stuck with us. Their biggest need was delivering meals. So we thought we could do that. And realized we could do it one day every week.”

In the past couple of years, the team rounded out its four priority charities.

Beyond the valuable financial support provided for each charity, Sean sees that the activity itself has had a vital impact.

“I think it has really reshaped the culture of our team,” Sean says. “We’re here to help people with their real estate goals, and, as a by-product, we’re able to go beyond. After all, what’s the point of reaching our goals if we can’t help others in our community, as well?”

From time to time, the team invites representatives from each of the organizations to come and talk.

As Sean says, “It reminds us of what we’re working for. It strengthens the bond between all of us as a team and between the community and us.”

Accentuate the Positive

As Sean looks to the future, he anticipates more team growth — and an even larger impact.

“The best part about growing our team is we can help more families. In turn, we will be able to donate more to these worthy causes,” Sean says. “This is a huge driver for why we do what we do.”

For Sean, he and his team take pride in delivering a true, intentional impact.

“We want to leave things better than we found them,” he smiles. “We’re intentional about leaving a philanthropic mark. We want to know that, If we ceased to exist, there would be a noticeable difference from a community service standpoint.”



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PUBLIC RELATIONS

- In-Depth Interview
- AP - Standard Press Release
- 500+ words
- Regional Distribution 250+
- National List Distribution
- Interview Coordination
- Media Buying +
- Contract Negotiation
- Strategic Partnerships
- Community Development
- Event Promotion

OUR CLIENTS

“Working with Evolve&Co has elevated our brand. Through their strategic partnership building, creativity, and press pitching, the revenue speaks for itself.” - Sea Dog Brewing

“We contracted Evolve&Co to design a timeless, iconic logo for State Theatre, a historic music venue, and they absolutely nailed it!” - State Theatre



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