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## TABLE OF CONTENTS



**06**  
Meet the Tampa Bay Real Producers Team



**09**  
Save the Date



**10**  
Meet Your REAL Producers Publisher, Don Hill



**12**  
Cover Story: Tony Baroni



**14**  
Team Leader: Lauren Hendrickson




**18**  
Rising Star: Frank Albert



**24**  
Save the Sloths: Allison Estabrooks



**26**  
Featured Sponsor: Coast to Coast Moving and Storage, Inc.



**29**  
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**Don Hill**  
Area Director



**Stephanie Shaughnessy**  
Content Coordinator



**Andrea Kurjah**  
Event Coordinator



**Elizabeth McCabe**  
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**Dave Danielson**  
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In our inaugural issue for Tampa Bay *Real Producers*, I wanted to introduce myself to Tampa Bay's Top Producers.

Originally from Connecticut, I fell in love with Tampa Bay when I attended the University of Tampa years ago. I earned my business management degree here before working as a division manager for Vector Marketing, which markets Cutco Cutlery for a decade in CT.

I learned a lot about effective marketing and building a dynamic sales organization through my experience with Vector Marketing. I enjoyed a career that spanned over 10 years, which eventually culminated in achieving their Hall of Fame for career sales over 20 million dollars. I also ran three different offices and was responsible for a sales team of over 20 managers and a few thousand sales reps.

However, every winter, I said to myself, "I have to get back to Florida." That's exactly what I did in February 2012. After helping a friend with his energy company startup for a few months, I started with N2 Publishing, a national franchise which produces over 1,000 neighborhood publications monthly across the country.

In January 2013, I launched *Snell Isle Living*. This monthly publication is delivered exclusively to the residents of Snell Isle in St. Petersburg. In 2015, I decided to start a second publication, *Tierra Verde Living*, which is exclusively for Tierra Verde residents also in St. Petersburg. I have also been in leadership with N2 Publishing since late 2014 and helped to build a team in the New England region of the company, using many of the same skills that I was able to develop through my earlier years with Vector Marketing.

When N2 Publishing rolled out their *Real Producers* publication, it was the perfect fit for me. I have enjoyed investing in real estate (including flipping homes and wholesaling) and



am excited to continue to build my real estate portfolio. Meeting and networking with top agents in the Tampa Bay area attracted me to this particular product and platform. I went to training in May 2018 to launch this first issue in 2019.

I am excited to meet more Top Producers here in Tampa Bay, learn their stories, and connect them with others. *Real Producers* is a platform that allows elite agents to build their brand and gain the exposure they need in a competitive industry. We now have over 75 markets across the country in this platform with more coming every few months. The platform consists of a monthly publication, networking events and various social media exposure through mostly Instagram, Facebook and YouTube.

I genuinely enjoy what I do. Networking with top professionals, learning their strategies and the secret to their success is rewarding and fulfilling. Creating a real estate community through connections and quarterly social events will be beneficial for all involved. I envision *Real Producers* as a platform where real estate agents can learn more about Top Producers in the Tampa Bay market and help them strengthen their business, build their brand, and network effectively.

We also want to celebrate the success of the Top Producers. Real estate is a demanding profession and today's Top Producers deserve to be recognized for all the hard work they invest in the community, effectively changing people's lives with every transaction. We have featured over 3,000 of the top realtors in the nation since the inception of *Real Producers* in 2015 and the future is very exciting as we continue to grow.

When I'm not connecting with top performing real estate agents, I enjoy

spending time with my family. I am married to my beautiful wife Lauren since 2012. We are blessed with four kids: Brooklyn (4), Trey (3), Lucas (2), and our latest addition, Olivia Joy, whom we welcomed with open arms on January 5 of this year. Brooklyn just had her first dance recital and Trey will be starting T-ball in the near future. Our house is a little chaotic, but I wouldn't have it any other way. We also have two furry friends, our dog, Chase and our cat, Lincoln.

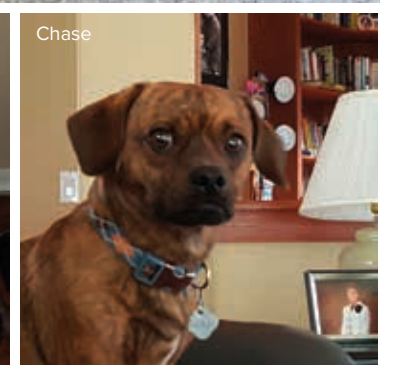
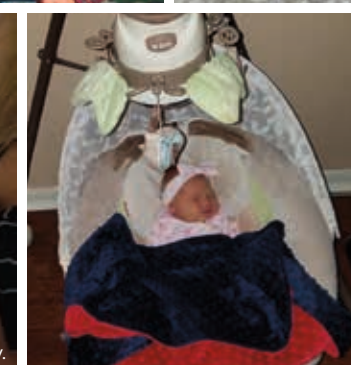
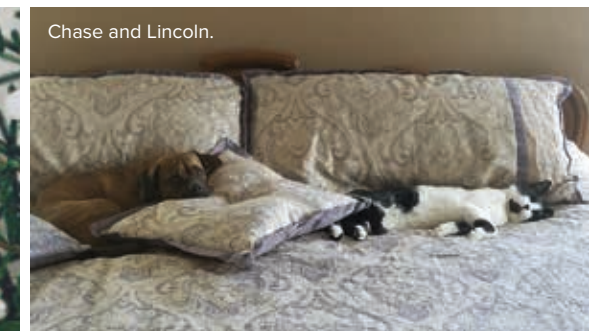
We enjoy weekend trips in Florida, which has so much to offer. We love Disney and are annual pass members, visiting this popular tourist destination four to five times a year. To relax and unwind, we like doing extended long weekends at beach resorts whenever we can get some time away.

In my free time (which isn't a whole lot), I am a big sports fan. I grew up 45 minutes away from New York City. So I'm a big NY Giants and NY Yankees fan. But I've come to adopt the Bucs and the Rays as my second favorite teams.

I'm also actively involved in my church in Tampa and go on several missionary trips each year. I love seeing the impact that missionaries can make and so we do as much as we can to find ways to support them in their outreach efforts in fulfilling the Great Commission.

I am looking forward to meeting more Top Producers here in the Tampa Bay area. If you have questions or would like to be featured in an upcoming issue, contact me at [don.hill@realproducersmag.com](mailto:don.hill@realproducersmag.com).

# Meet Your *REAL* Producers Publisher, Don Hill





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By Dave Danielson



# COAST TO COAST MOVING AND STORAGE, INC.

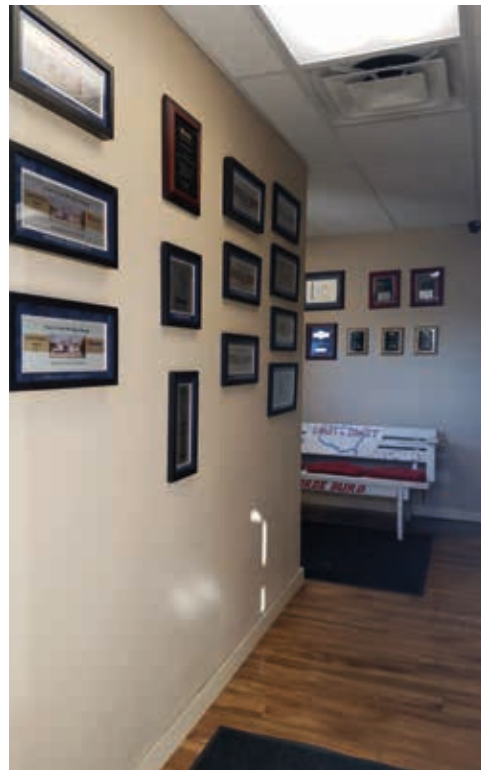
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George Burd is the owner and president of Coast to Coast Moving and Storage. When he moved to Tampa from Key West years ago, he had a vision of creating a full-service moving company that would support the growing needs of people in the region.

Since opening the doors of Coast to Coast Moving and Storage in 2010, he and his team have done just that. In fact, through the past nine years, the organization has grown with a staff that swells to as many as 40 employees during times of peak demand.

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Originally serving as primarily a military mover, over the last several years, the company has expanded its presence to support a full range of



residential and commercial needs, including local, long-distance and international moves, as well as storage and packing services.

Morgan Kidd serves as Sales and Marketing Manager with Coast to Coast Moving and Storage. As she says, the primary mission is making the job of relocating as smooth as possible.

“Moving can be stressful, and you have so much to deal with when it comes to utilities, and turning them

off and turning them back on, packing, moving to a new location — whether it’s something you want to do or have to do,” she points out. “We’re a one-stop shop. We want to make sure that our process and our portion of whatever you’re going through is as smooth as possible, so that’s one less thing you have to worry about.”

Coast to Coast Moving and Storage works proactively to plan and conduct moves wherever the need may be. Local moves can normally be scheduled quickly, and in-state moves can be coordinated with just a week or so of planning. Moves across the country or from an out-of-state location into

Florida can happen with four to six weeks of notice — allowing plenty of time for an in-home walk-through, shipment weight calculation, packing preparation and ensuring adequate truck capacity.

As Morgan says, the Coast to Coast team enjoys their partnership with the region’s real estate community.



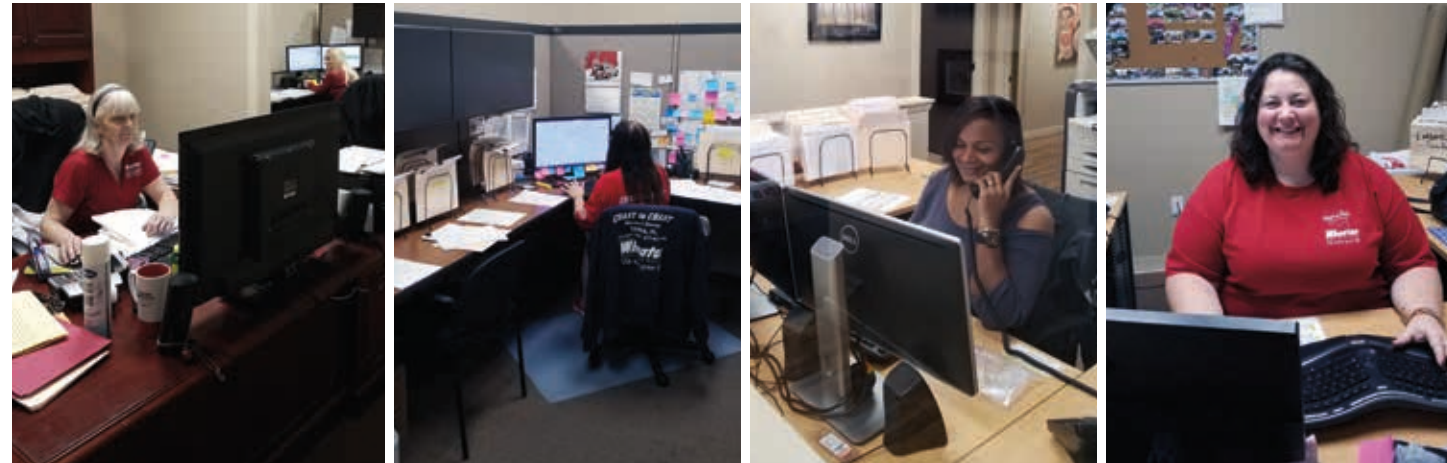
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“We’re here to serve their clients, so when they sell a home, they know their clients will be taken care of on the back end with their move,” she emphasizes. “They can trust that their clients, family members and friends in the community will be taken care of — and it’s going to happen with no hassle from start to finish. Trust us with your move, and we’ll do it right.”

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# MEET TONY BARONI

BUILDING HIS BUSINESS, ONE SATISFIED CLIENT AT A TIME!

“I’ve been a realtor for 13 years,” says Tony Baroni. “I’ve been with Keller Williams since 2007.”

He has done remarkably well in real estate. His career volume has surpassed 1300 units and in 2018, he finished the year with over 60 million dollars in sales.

What’s the secret to his success? Tony says, “I had two fantastic mentors who

showed me the way. When I joined Keller Williams, I instantly joined a team. That team was the top in the area.” This experience was invaluable to his career. “It is all about the people you surround yourself with. I have been blessed to have incredible mentors and current team members who shine.”

Tony, who was hired as a listing agent and spent many years perfecting the art of Listings. Eventually, Tony transitioned to having his own team in 2011, hiring his first administrative assistant and buyer’s agent after three months.

The business has boomed since then. Tony says, “Now we have an amazing Team of 12, including my wife and are the number 1 Team in our marketplace.” His team has been ranked in the top 100 in Florida for the last four years.

One reason that Tony is such a success as a real estate agent is because he worked as a logistics consultant prior to entering real estate, which was invaluable experience to him. He explains,



Be consistent with your activities as a realtor, which is the key to success. Immerse yourself with everything about the business.

talent who believes in the team vision and mission. Tony stays up to speed on the latest technological trends, which is critical in a digitally dependent age, and is always seeking the best nationally training that Keller Williams offers.

The Tony Baroni Team finds Real Estate so rewarding. Achieving clients’ goals and seeing smiles on their faces makes every ounce of effort worthwhile. Tony also finds it fulfilling to watch his team members reach their goals, which is more rewarding than him reaching his personal goals.

“Real estate creates so much wealth,” he reflects. We help everyone from Buyers to Sellers to investors purchasing a large number of properties and become millionaires to first-time homeowners buying their dream home. “It changes the trajectory of their lives,” says Tony.

This top producing team is passionate about giving clients the “best real estate experience that they can imagine.” Each client is asked for a review and a referral. “That’s how I built the business,” says Tony, “taking care of one client at a time.”

With over 1000 reviews online, Tony uses these as an “internal check” to make sure that he and the team are exceeding their clients’ expectations.

Success, to Tony, is progressively working toward a goal. “Our current goal is to help 1000 families in the next 3 years,” he says. Our team thinks big and knows that the best way to serve others in this business is amazing customer service, which is how Lead Buyers Agent, Kate Conroy has surpassed all her goals.

He adds, “It’s an honor to be in the real estate business.” He thrives on chaos, commenting, “That’s how I’m built.” Tony likes the fact that no two days are the same in real estate. He says, “Your whole day can change with one phone call – positive or negative.” But he wouldn’t have it any other way.

This trusted real estate agent has some advice for up and coming agents. Tony says, “Set boundaries and expectations with your clients. We think clients want us to be available 24/7.” But that’s not the case. Tony adds, “My goal is to always get home in time for dinner and be able to read a book to my kids, and not miss their activities.” For that reason, he’s not available between 6-8 p.m. and people are OK with

that. Tony says, “People don’t mind unless their service is compromised.”

What about late listing appointments? “We don’t do those,” says Tony. Why? It simply doesn’t make sense. Tony explains, “People are going to retain half of what they would with a daytime appointment.” Tony and Craig Kellner, Listing Agent, try to scheduled appointments on Saturday mornings and during the day, when people are fresh and focused. “I think about it from a client’s perspective,” says Tony.

He also encourages up and coming agents to treat real estate as if they were going to their old job. Show up from 9-5 and be consistent. “Showing up is half the battle,” says Tony. “Be consistent with your activities as a realtor, which is the key to success. Immerse yourself with everything about the business.” He also encourages realtors to “start with the end in mind.”

Tony also encourages agents to “fill up their tank every day.” He does this through reading several books with Audible. “That has changed my world,” he says. “When I’m driving and getting ready, I listen to audible books. I’ve read four times as many books as last year.” Some of his favorites include: *Think and Grow Rich*, *Make Your Kid a Money Genius*, *21 Irrefutable Laws of Leadership*, and *Unshakable*.

The Tony Baroni Team lives by the motto, “Work Hard, Play Hard.” They try to plan out their vacations for the whole year in January, spend quality time with friends and families, and remember to have balance in their lives. “Live life to the fullest, and Think Big.”

*We are honored to feature The Tony Baroni Team in this month’s issue. For more information, check out his website, [tonybaroni.com](http://tonybaroni.com) or call 813.909.3444.*

team leader

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



# LAUREN HENDRICKSON



## MAKING THE MOST OF LIFE



Lauren Hendrickson challenges herself and others to reach their potential as Managing Broker at Premier Sotheby's International Realty in St. Petersburg. But her leadership abilities didn't just suddenly materialize.

From the beginning, she understood the value of hard work and commitment. She had outstanding examples.

"My parents did it from the ground up," Lauren recalls. "My dad was a CPA. He and mom owned some Hallmark stores in Michigan. My mom worked all day at the store. He came at night and did accounting."

At the same time, Lauren's father had battled leukemia since being diagnosed when he was just 31.

### Moving Forward

"I was five when dad passed away," she says. "When you lose a parent

that young, it's very black and white." He was only 39 when he lost his battle with cancer.

Soon Lauren moved to Florida with her mother and sister, and they started the next chapter of life.

In the meantime, Lauren's mom enrolled her and her sister in the Big Brothers, Big Sisters program.

"I was paired with a school teacher. She was a really independent woman," Lauren recalls. "She took me on, and we still talk and have a very close relationship. My mom never got jealous, and so I got the best of both worlds."





“Life is very short. You can live a life that’s mediocre, or you can build a path for yourself that really speaks to you.”

... **A New Door Opens**

Time passed, Lauren grew, completed college and became a teacher.

Lauren’s love for real estate came to the surface. And she bought her first home when she was 22. Next, Lauren went to work renovating and upgrading the property on a small budget. It worked. After three years, she sold her house for a substantial return.

As she says, “At that point, I had an a-ha moment. I could get further ahead financially selling real estate than as a teacher.”

It was 2003. Lauren dove into real estate in Central Florida and began building her business.

“I took a leap of faith. I had a goal for myself. I said if I could make at least \$29,000 my first year, I would not have failed, because that’s what I made as a teacher,” she says.

She hit the books — and the pavement — hard. She met her goal.

“I read every book I could. I asked for mentorship from experienced agents. I attended every training possible,

and I invested money in my personal marketing,” she says. “After three years, my phone started ringing, and strangers were calling me to list their homes. I applied the same work ethic and self-discipline I had as a teacher to my real estate business.”

**Leadership Offers Opportunity**

Lauren kept moving forward. Then, in late 2014, she received an intriguing offer. She was asked to become managing broker at Premier Sotheby’s International Realty in St. Petersburg, Florida.

“When I visited, I just fell in love with the city — just like the people who come for vacation, fall in love and want to buy property here. It was the perfect fit for me.”

Like any transition, there was a learning curve. Again, the former teacher and lifelong student powered ahead. In the process, she took joy in the process and the difference she could make.

“Growing an office and team has its challenges, but when you have an

amazing brand and a great location in a great city, it’s exciting,” she emphasizes. “But you have to earn the trust of your associates. Once they got to know me and knew I had pounded the pavement, and that I had done the things that I was suggesting they do to build their own business, it was rewarding.”

**Building a Path for Others**

Today, Lauren’s office boasts 22 associates. She sets the bar high for them — to support them as they strive for their best.

“I seek out agents who are passionate about real estate, who are self-disciplined, have a detailed business plan and a service-oriented mentality,” she explains. “This isn’t a hobby for our agents. It’s their full-time career. I feel pride in my associates because we have a level of excellence and standards. And we don’t compromise. When a real estate brand such as Premier Sotheby’s is aligned with an agent who exemplifies high integrity and strong values, it is a very powerful combination,” she says.

It’s about leading others to success.

“I’ve never been given anything in my life. So to be able to earn a good living for myself based on my hard work and to watch other people achieve that and it means a lot to help them make a difference in their journey in life,” Lauren says.

In her free time, Lauren has a passion for enjoying the area’s beaches, paddle boarding, spending time with her mom and her dog, along with decorating and renovation.

While she works hard, Lauren holds a true sense of gratitude.

“Life is very short. You can live a life that’s mediocre, or you can build a path for yourself that really speaks to you,” Lauren explains. “Real estate can be a very hard business, but I think about what my dad would say. He would say, ‘Lauren, if I had a chance to live another day, I wouldn’t sit here stewing.’ You move on and think about all the things you have. It was instilled in me that there are no excuses. If you want it bad enough, you can make it happen.”



# FRANK ALBERT

DOUBLING DOWN ON A NEW DEAL



▶ rising star

By Dave Danielson  
Photo Credit: Allie Serrano of Allie  
Serrano Portraits, LLC



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It was a little after 8 a.m. on a Wednesday morning in 2010. Frank Albert walked out of the Seminole Hard Rock after spending another night on the casino floor. Then again, he spent most nights there.

Most of the others leaving the casino had less money than when they walked in.

But Frank was different. He wasn't wildly spinning a wheel. And he didn't feed slot machines endlessly. Instead, he doubled down. He bet on himself. Frank knew winning was a sure thing for him. Because he would do whatever it took to reach his goals.



Frank spent all those long nights in the casino working — as a poker dealer.

His efforts then shaped his success. Today Frank heads two companies in Seminole Heights — Frank Albert Realty and Sublime Staging.

**Making His Own Luck**

While Frank was on break from dealing cards, he studied. He chipped away at — and earned — his psychology degree from the University of Central Florida.

Frank kept working and moving ahead. After a while, he started investing in real estate.

He also got his real estate license in 2011.

“I never planned on being a realtor. I just planned on getting my license because I was sick of other realtors taking forever to get back to me for my investments,” he recalls.



“ I ONLY PLANNED ON GETTING MY LICENSE SO I COULD BE BETTER INFORMED WITH MY OWN PURCHASES, AND THEN FRIENDS AND FAMILY STARTED COMING TO ME AND THEY REFERRED ME A LOT OF BUSINESS, I DID A GOOD JOB AND JUST SORT OF SLOWLY STARTED BUILDING UP.”



Then something happened — success.

“I only planned on getting my license so I could be better informed with my own purchases, and then friends and family started coming to me and they referred me a lot of business, I did a good job and just sort of slowly started building up.”

In the meantime, the shifts at the casino continued for another three years.

“The money was good at first,” Frank says. “And I feel like it was definitely a good lead into real estate since

...

••• you see a lot of people using their poker face when you're in negotiations. You're seeing negotiations and bluffs take place on a regular basis I enjoyed that part of it."

At the end of each casino shift, as Frank made his way out into the morning light, he headed to his car. He didn't get behind the wheel though.

"I worked midnight to 8 a.m. at the casino, then I went to my car and slept in the parking garage until 10 a.m.," he remembers. "Then I'd get up and go show houses and do other home inspections until 6 p.m. When I went home, I'd shower, sleep a few hours, get up by 10 p.m. and do it again. It was tough."

### A New Hand

He saw the hand being dealt in the local market and saw another new opportunity.

"I saw the need for a good staging company," he remembers. "I knew people who wanted staging but didn't have the money up front to do that, and no staging company would do that, so I thought that would be a great idea to start a company to front the staging costs for 60 days, so that people could stage their house, sell it quicker and then pay for it with the closing money."

Sublime Staging was born in 2015.

"After opening the staging company, business really started taking off, because I started to include staging for free for my clients," Frank says.



"Going and evaluating properties and prospecting for new clients is always important. No matter how busy you are, you always have to prospect for your next clients. And the same goes for deals. You always have to prospect for your next deal and for your investors."

### Adding Advantages

Frank and his team also work on building value into every step of the process.

"One of the cool things we do is offer corporate apartments to our clients," he explains. "When people are buying and selling, they get to stay in those apartments during their move for free."

Frank also has a sharp eye for historic preservation.

"I like the old historic houses — seeing them go from being dilapidated to being restored with a new life, and bringing back their old character and charm," he says. "Even the old ones beyond repair can be knocked down and rebuilt. The builders I work with can rebuild them to look exactly like the old, historic bungalows."

Looking ahead, Frank's success looks to be a great bet — with a spirit of service to his clients and supporting those around him.

"My goal is to have a maximum of 10 agents at my brokerage, with each doing a minimum of \$5 million in volume," he says. "My goal is to work with each agent and go from \$5 million to \$10 million each. And on the staging side, we'd like to grow to two locations and possibly look into franchising."

It's all part of the positive mark Frank works to leave.

As he says, "I work to give back, not just financially, but by passing on knowledge, and better ways of doing things to make it easier for others."

### Suited for Teamwork

Growth continued and people were added to the team. In 2016, Frank brought on three buyers agents and a transaction manager. Then, in 2018, he opened his brokerage.

Today, Frank Albert Realty has nine agents, two assistants and a transaction manager. And, Sublime Staging has six employees and a business partner.

"It's exciting to have the team I do," Frank smiles. "A lot of my agents are

my best friends, as well who I pulled out of 9-to-5 jobs and customer service industries. It's been great to see them work normal hours and make what they were making before — if not double or triple. That's exciting to see them be even more successful."

While Frank hasn't dealt a professional hand of poker in several years now, the long hours continue — with 80-hour weeks being the norm. His days are spent building and operating the business.

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

# SAVE THE SLOTHS:

## ALLISON ESTABROOKS SUPPORTS THE SLOTH INSTITUTE OF COSTA RICA



Photo supplied by Allison Estabrooks

Sloths are adorable creatures, but their lives are being jeopardized in Costa Rica. Top Producer Allison Estabrooks discovered this fact firsthand when she traveled to Costa Rica with her husband last year.

Sloths are slowly losing their homes, food, and safety. They are often exploited to take selfies with tourists on cruise ships. However, this isn't in the best interest of the sloths. Allison explains that a delicate ecosystem exists in their fur and sloths don't fare well with human interaction. Human touch is detrimental to sloths. In addition, sloths that are used in the tourism industry often aren't taken care of properly and are subject to malnourishment, often passing after six months (shortening their lifespan of 20-30 years).

Allison decided to make a difference for sloths. Instead of seeing sloths being subjected to take selfies with tourists, Allison wanted to lend a helping hand to these beloved creatures. She supports the Sloth Institute of Costa Rica, a non-profit organization which focuses on the "research, education and release of hand-raised and injured sloths back to the rainforest." They collaborate with Toucan Rescue Ranch to release orphaned sloths. Educating others about sloths and how to preserve this species is a cause close to Allison's heart.



Allison and her husband travel down to Costa Rica frequently and buy supplies for this non-profit. They are going back in May 2019 and are encouraging others to check out their Amazon wish list for the Sloth Institute of Costa Rica.

Supplies can be as simple as flashlights, tracking devices for the sloths, zip ties, and stuffed animals for the baby sloths. Supplies can be donated or dropped off at Allison's office on 5801 Gulf Blvd. Allison says, "Shipping is too expensive, so we are happy to take extra bags to accommodate supplies."

Allison just started giving back to this non-profit in June 2018 and loves getting to see the immediate impact of giving back. She says, "It feels really good (to make a difference), especially for something that doesn't get a lot of exposure."

Allison encourages people not to take selfies with sloths. Preserve the sloths by taking a selfie with a stuffed sloth instead. To learn more about how you can help support sloths (including "adopting" a sloth), check out [www.theslothinstituteofcostarica.org](http://www.theslothinstituteofcostarica.org). Every dollar makes a difference for sloths. And remember, "Just say no to selfies with sloths!"



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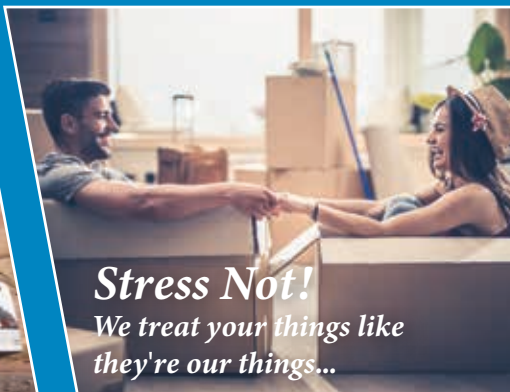
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