

TAMPA BAY

REAL PRODUCERS.®

CONNECTING.

G. INSPIRING.

ERIC DUNGY

Photo Credit: Allie Serrano of
Allie Serrano Portraits LLC

CHECK OUT WHAT'S INSIDE:

COVER STORY: Eric Dungy

BROKER FEATURE: Lance Lansrud

RISING STAR: Kelly Mothershead

SPONSOR SPOTLIGHT: LunsPro Home Inspections

SECOND ANNUAL TBRP AGENTS TEE-OFF!

REALTORS® AND THEIR PETS: Max, Cinnamon, and Pepper

TRAVEL TALES: Featuring Justin Helmus

TEAM FEATURE: Cash Ealey, Leader of the Cash Ealey Group

AUGUST 2022

PARTNERS IN SUCCESS!

Here at Milestone Title Services, our goal is to be the leading land title and real estate settlement service provider in the Tampa Bay area and throughout the state of Florida. We aim to deliver unparalleled service and customer satisfaction by providing our agents and clientele with valuable, innovative solutions and adhering to a customer-centric approach.

Contact us today; we'll show you what we can do to be of value to you and your clients alike.

Closing Locations throughout the State of Florida

HQ - 14310 North Dale Mabry Hwy., Suite 200, Tampa FL 33618

813.513.9848 | www.milestonetitlesvcs.com



MILESTONE
TITLE SERVICES, LLC



HURRICANE

SEASON IS UPON US!

We are ready and available when you need us for any of your roofing needs. Notice any leaks, wind and hail damage, or simply just curious about the state of your roof? Have us come look at your property free of charge for an accurate assessment of damages with the possibility of insurance replacement.



Kaizen was developed by a group of roofers who worked at competitive companies and decided that there was a more efficient and honest way of doing roofing. Hence, the name Kaizen: a Japanese business motto meaning "Change for the better; continual improvement."

YOUR NUMBER ONE ROOFING VENDOR
813.518.5248 | kaizenconstructiongroup.com

HOMETEAM INSPECTION SERVICE. IT'S THE QUICKEST WAY TO GAIN A CLIENT FOR LIFE.

What if you looked at the home inspection phase as an opportunity rather than a hurdle? What if you had a team of expert inspectors who understood what's at stake? And what if the report they provided contained information that was not only accurate and thorough, but was written in a way that added value to your client relationship? This isn't a what-if scenario. It's simply a question of when you decide to make HomeTeam part of your team.

- ✓ Performed over 41K inspections in over 26 years!
- ✓ 24 - 48 hours scheduling of inspections.
- ✓ A TEAM of inspectors on each inspection, taking about an hour to inspect an average-sized home.
- ✓ One Call Does It All® - A team approach to take care of all your home inspection and testing needs.
- ✓ 24-hour report delivery

HomeTeam of Tampa Bay
(813) 632-0550
hometeam.com/tampa-bay
tampabay@hometeam.com



Each office is independently owned and operated.
©2021 The HomeTeam Inspection Service, Inc. All rights reserved.



20 Ways to Revitalize Your Outdoor Space for Spring:

- | | | |
|--|--|--|
| Brian P. Forrester
Sr. Loan Originator
NMLS#311180
FL#LO4880
(813) 361-6350 | Justin Kelly
Sr. Loan Originator
NMLS#320304
FL#LO5165
(727) 214-6454 | Kim Harestad
Sr. Loan Originator
NMLS#224710
FL#LO8602
(727) 458-2821 |
| Shawn Miller
Sr. Loan Originator
NMLS#303855
FL#LO4448
(727) 214-6400 | Peggy Bradshaw
Branch Manager
NMLS#320507
FL#LO3900
(727) 244-1374 | Ray Rau
Sr. Loan Originator
NMLS#1257601
FL#LO28897
(727) 512-0497 |
| Daniel Magnano
Sr. Loan Originator
NMLS#437396
FL#LO24445
(813) 992-5626 | Bobbie Donaldson
Branch Manager
NMLS#816798
FL#LO11365
(813) 843-3805 | Cindy Walker
Sr. Loan Originator
NMLS#320523
FL#LO1309
(727) 460-3171 |
| Kevin Walker
Sr. Loan Originator
NMLS#324582
FL#LO6309
(727) 418-4881 | Jeffrey Starnes
Loan Originator
NMLS#493480
FL#LO43430
(727) 433-1617 | Sean Moore
Sr. Loan Originator
NMLS#244413
FL#LO7056
(727) 455-4768 |
| Diana Harvey
Loan Originator
NMLS#1208474
FL#LO25934
(727) 458-2005 | Karen Marconi
Loan Originator
NMLS#1096553
FL#LO22182
(321) 615-8517 | |

- Clean, wash or paint your patio furniture
- Declutter the porch
- Powerwash the porch
- Clean the grill
- Check outdoor lights and/or add new lighting
- Clean windows and doors leading to the outdoor living space
- Add plants and/or flowers
- Remove and prune dead plants, flowers, trees, and shrubs
- Add fresh mulch to flower beds
- Mow the lawn
- Add citronella candles
- Add pillows and cushions to outdoor furniture
- Clean, wash or paint the garage door
- Remove cobwebs in the garage and outdoor areas
- De-clutter the garage
- Clean the garage floor
- Organize outdoor items
- Clean out the refrigerator/freezer chest in the garage
- Set up a recycling station or spare pantry
- Relax and enjoy your new revitalized space!

Corp NMLS#3035 | nmlsconsumeraccess.org



TABLE OF

CONTENTS



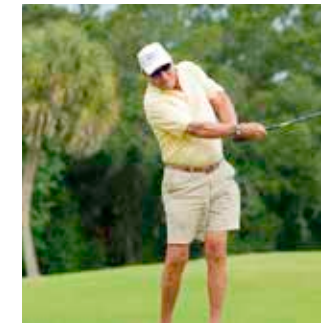
13
Publisher's Note



16
Top Producer:
Eric Dungy



24
Rising Star: Kelly Mothershead



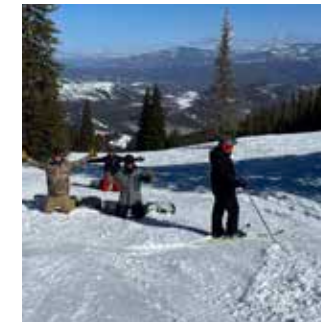
30
Second Annual TBRP Agents Tee-Off!



38
Broker Feature:
Lance Lansrud



44
Sponsor Spotlight:
LunsPro Home Inspections



49
Travel Tales:
Featuring Justin Helmus



50
Tampa Bay Real Producers Event



58
Team Feature: Meet Cash Ealey, Leader of the Cash Ealey Group



If you are interested in contributing or nominating Realtors for certain stories, please email us at don.hill@realproducersmag.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Tampa Bay Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

ita INSURED TITLE AGENCY

We Appreciate You

School's back in and we're dedicated to making the grade.
We want to thank our current clients for over 16 years of success in the Tampa Bay area. To all our future clients we look forward to working with each of you.

www.insured-title.com
813-855-3585

WESTCHASE:
13029 W. LINEBAUGH AVE.
SUITE 102
TAMPA, FL 33626
PH: 813.855.3585

SOUTH TAMPA/DOWNTOWN:
1205 N FRANKLIN ST
SUITE 324
TAMPA, FL 33602
PH: 813.820.1900



MEET THE
TAMPA BAY
 REAL PRODUCERS TEAM



Don Hill
 Area Director



Abby Weber
 Business
 Development Director



Elizabeth McCabe
 Writer



Dave Danielson
 Writer



Suzanne Rondeau
 Client Experience Director



Carol Walker
 Professional Photographer
 Thomas Bruce Studio



Allie Serrano
 Professional Photographer
 Allie Serrano Portraits, LLC



Suzy Delong
 Ad Strategist



Lori LaCoppola
 Event Coordinator



Barry Lively
 Professional Photographer
 B. Lively Images



Ryan Justice
 Videographer



Gerardo Luna
 Event Photographer



Ashley Lamb
 Videographer

HomeRiver Group® is an integrated national platform offering world class property management services to owners and tenants in the rental market.



Our Agent Referral Program is designed to give the same level of care and attention that you would give to your clients while enhancing your value for providing a solution for their property management needs.



\$750 referral to agents who refer property management doors.*
 *Licensed agents only



Rebecca Vazquez
 813-810-0807
 homeriver.com

@HRGTampa

12906 Tampa Oaks Blvd
 Suite 100, Temple Terrace FL 33637



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**ADVERTISING/PRINT/
SOCIAL MEDIA**

Evolve & Co.
(727) 490-9835
evolveandco.com

**CLOSING/LISTING
SERVICES**

List 2 Close
Mandy Riedinger
(727) 262-4004
list2closegmt.com

ELECTRICIAN

Florida Electric
Partnership, LLC
(727) 483-2808

**ESTATE LIQUIDATION
& DOWNSIZING**

Caring Transitions
Laura Bruce
(813) 235-0685
caringtransitionstampa.com

ESTATE SALES

Blue Moon Estate Sales
www.blumoonestatesales.com/tampa-east

GENERAL CONTRACTOR

RJB Construction
(813) 735-7179
rjbconstructioninc.com

HOME INSPECTION

A Radiant
Property Inspection
(813) 839-8416
radiantinspect.com

Class Act Inspections
(813) 512-6918
classactinspections.com

Florida Building
Inspection Group
(813) 415-1043
FLBGroup.com

Home Team Inspections
Margo Ackerman
(813) 750-2566
HomeTeam.com/Tampa-Bay

LunsPro Inspections
(813) 563-4144
LunsProFlorida.com

Momentum
Home Inspections
Justin Strickland
(863) 600-6949
momentumhomeinspections.com

SEC Inspection Services
(727) 786-4663
secinspection.com

Solid Rock Home Inspection
Chris Defayette
(727) 386-8627
solidrockhi.com

HOME WARRANTY

First American
Home Warranty
Stephanie Shaughnessy
(813) 344-7525
firstamrealestate.com

Old Republic
Home Protection
Brian Brown
(800) 282-7131 x1399
www.OHRP.com

HVAC

Nationwide Home Solutions
(727) 455-9597
nationwidehome
solutions.com

MORTGAGE LENDER

Bay to Bay Lending
DJ Rondeau
(813) 251-2700
BaytoBayLending.com

Change Home Mortgage
Jeannine Smith
(727) 772-3459
jsmithmortgage.com

Guild Mortgage
(813) 767-1887
Applywithcarlos.com

Lincoln Lending Group
(813) 319-5363
lincolnlend.com

Savvy Mortgage
Tracie Mayo
(727) 877-5684
savvymortgage.com

Van Dyk Mortgage
Bryan Lovell
(813) 727-1867
www.VanDykFlorida.com

MOVERS

Bull Moving
(813) 943-6043
BullMoving.com

Reliable Moving
and Storage
(727) 442-9815
reliablemovingand
storage.com

Two Men a Truck
Eugenia Parlow
(813) 988-7388
twomenandatruck.com

**PAVER RESTORATION
& SEALING**

Paver Seal Tampa
Daniel Bianco
(813) 480-9093
paversealtampa.com

PHOTOGRAPHY

B Lively Images
Barry Lively
(813) 477-3398
thevirtualvisit.com

Gerardo Luna Photography
Gerardo Luna
(813) 410-1712
gerardoluna
photographs.com

**PHOTOGRAPHY/
PORTRAIT**

Allie Serrano Portraits, LLC
(813) 501-7250
allieserranoportraits.com

Thomas Bruce Studio
(727) 577-5626
thomasbruce.com

**PHOTOGRAPHY/VIDEO
PRODUCTION**

Simple Photo
(727) 758-2834
simplephoto.io

PROPERTY MANAGEMENT

Homeriver Group
(813) 810-0807
homeriver.com

ROOFING

Kaizen Construction Group
(813) 518-5248
kaizenconstructiongroup.com

Perimeter Roofing
(678) 948-7663
perimeterroofing.com

SCM Roofing
(855) 726-7663
scmroofingfl.com

**SECURITY SYSTEMS
& MONITORING**

Veterans Security
(833) 838-7321
myveteransecurity.com

TITLE AGENCY

Celebration Title Group
Jody Seltzer
(407) 902-9194
www.CelebrationTitle
Group.com

TITLE COMPANY

Insured Title Agency
Insured-Title.com

Marlin Title
(727) 791-7000
marlintitle.com

Milestone Title
Services, LLC
(813) 513-9848
Milestonetitlesvcs.com

UTILITY CONCIERGE

Utility Helpers, LLC
(813) 291-3600
utilityhelpers.com

VIDEO PRODUCTION

Justified Films
Ryan Justice
(813) 843-3475
Justifiedfilms.net

**VIDEO PRODUCTION/
DRONE SERVICES**

Resurgent Fire Films
Ashley Lamb
(813) 294-2023
resurgentfirefilms.com

**WINDOWS & SLIDING
GLASS DOORS**

Beacon Windows
(727) 410-2193
www.beacon-windows.com

Increasing rates, rolling blackouts, the outdated grid, pollution—it's time we make this relationship less one-sided. It's time to get back your power.

Lumio is delivering solutions that decentralize power, elevate communities, and provide authentic sustainability.

813-433-1776 | lumio.com



Gain confidence and peace of mind when you recommend Savvy Mortgage Lending to your clients. We've been in the business for many years and know that communication is key to a smooth and on-time closing. That's why we have weekly update calls with our Realtor partners, so you know what's going on and when. We love educating first time homebuyers on the

mortgage process and will take the time to explain each step along the way. We're happy to provide Pre-Qualification Letters to eligible clients so you can go in with a strong offer from the start.

Give Tracie Mayo call today and let's get to know each other so you can see first-hand the Savvy difference.



Savvy Mortgage Lending is a DBA of Mayo Mortgage Group, LLC NMLS #1663584. Licensed in FL, SC & GA.



Publisher's Note



“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.” – Albert Schweitzer

Hello, Top Producers!

Love what you do and you never work another day in your life.

Real estate is one of the professions that is a lifestyle. Being available to clients isn't always easy, but the payoffs are remarkable. Make sure you finish your year strong! Take time to connect with past clients, renew relationships, and use social media to your advantage in this digital age.

Consistency is the key to achieving real results. Remember — it's never too late for a fresh start or a new beginning. Round out the year strong with a renewed focus on achieving your goals. Become the best you can be as you are changing the face of real estate here in the Tampa Bay area.

I hope you enjoy the month of August, whether that is looking forward to your kids starting a new school year or simply re-strategizing to refocus

your business and reset. Or take time for yourself in the midst of the hustle and bustle of real estate.

I look forward to meeting more of you in the days and months to come.

Until next month!

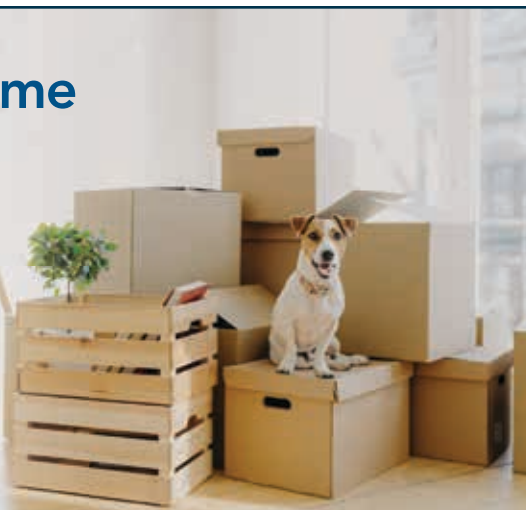
Don Hill, Publisher
Tampa Bay Real Producers
don.hill@realproducersmag.com
813-433-1776

Reasons to Offer Home Warranty Coverage

Two great ones: Over **53%** of our customers had a major home system break in their first year with us,* and **77%** of buyers believe home warranty coverage is important.**

*Based on First American Home Warranty first-year real estate contracts January 1, 2021–December 31, 2021. Repair and replacement costs based on paid invoices net of service fees in 2021, prior to deductions taken for discounts and/or rebates.

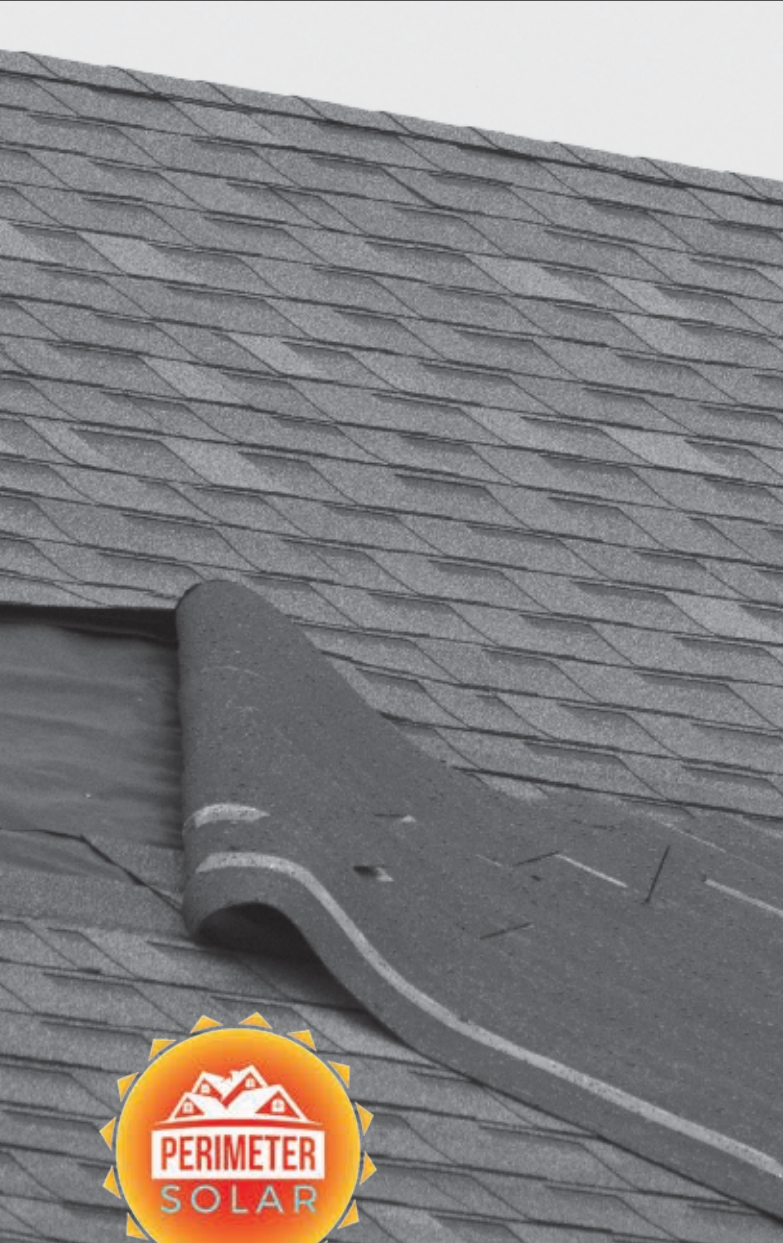
**Based on survey of 1,190 recent or prospective homebuyers in AZ, CO, FL, NC, OH, OK, OR, TN, TX, UT, and VA conducted October 2021.



firstamrealestate.com
813.344.7525

Contact First American today for more information and all your home warranty needs

REPAIR



REPLACE



RELAX



***WE GOT YOU &
YOUR CLIENT
COVERED!***

**PARTNER WITH
SOMEONE BIG ENOUGH
TO SERVE YOU.
SMALL ENOUGH
TO CARE.**



**RESIDENTIAL ROOFING | RESIDENTIAL ROOF REPAIR
FLAT ROOFING | COMMERCIAL ROOFING**

We offer a **FREE** quality Roof Inspection with quick turnaround to help you close **faster**.

407.537.5640
PerimeterRoofing.com



Instagram: [PerimeterRoofing_GA](#)
Facebook: [Facebook.com/PerimeterRoofingLLC](#)





ERIC DUNGY

“I’ve always had an appreciation for homes,” says Eric Dungy. He has childhood memories of going with his mother to open houses on the weekends. Little did he know that he would return to real estate decades later.



Written by Elizabeth McCabe



Photo Credit: Allie Serrano of Allie Serrano Portraits, LLC

Proud to be the Official Luxury REALTOR® for the Tampa Bay Buccaneers

“Growing up, I thought I was going to be a football player,” shares Eric. He excelled in football in high school, being part of back-to-back state championships at Plant High School in Tampa before attending college at the University of Oregon where he earned a degree in Sociology.

“After college, I moved back to Tampa and was encouraged to get my real estate license, which I did. I was figuring out the business and what I wanted to do. I thought of the niche of working with athletes, especially

coming from an athletic background,” he says.

Eric, who got his real estate license five years ago, met his business partner, Jon Fincher, and joined Compass. Together, they have a synergy between them. Why Compass? “They have a Sports and Entertainment Division with a national network of agents who all have experience working with entertainers.” The fit was perfect for Eric.

The Best of Both Worlds

Eric’s appreciation for homes and love for sports merged beautifully in real estate. In December, he was named the Official Luxury REALTOR® for the Tampa Bay Buccaneers. It’s an honor that Eric doesn’t take lightly.

“I work with anybody and everybody from high-end athletes to buddies from high school who are buying their first house,” says Eric. He works with Bucs players, Tampa Bay Rays players, and



•••

athletes who want to live in Tampa Bay during their off-season.

With his experience and expertise, Eric caters to athletes. He understands their lifestyle, looks out for their best interests, and thinks about things that might not even cross their minds, including having an exit strategy.

“Every player thinks that they will have a 20-year career and make a billion dollars,” he jokes. “Realistically, it’s much shorter. I want to make sure that they are buying a property that they can feasibly get out of by renting it out later or selling.”

As a former athlete, Eric understands the day-to-day needs of competitive athletes, what makes them click, and appreciates his clientele. He comments, “It’s a combination of treating them like everyone else yet treating them differently.”

Going above and beyond, Eric is accessible on weekends for his clients. He comments, “I understand their careers. I am flexible and adaptable.” He has worked with athletes’ sports agents or business managers.

“I like to anticipate issues before they come up. I hate going to people with a problem. I like to have the solution and be proactive,” he comments.

Secrets to Success

There is no substitute for working hard. Eric prides himself on his availability and work ethic.

“I pick up the phone when people call. I get in the car when they want to see

“ I LIKE TO ANTICIPATE ISSUES BEFORE THEY COME UP. I hate going to people with a problem. I like to have the solution and be proactive. ”

houses,” he says. “A little hustle goes a long way.”

Why real estate? “I like the ability to help people,” smiles Eric. “Real estate is a big transaction, and it’s really rewarding.” He also appreciates the lifestyle that being a REALTOR® gives him. Going to lunch with clients, attending games, and being out on the road gives Eric the variety that he craves.

“I’m not in the office every day or doing the same thing over and over again,” he reasons. “I like the variety and uniqueness of real estate.” With his ability to connect with people, he

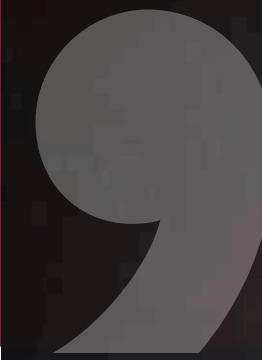
can help others reach their goals, develop a friendship or a rapport with them, and connect with others.

With a career volume topping 50 million, Eric has tasted sweet success in real estate.

Outside Interests

Outside of work, Eric enjoys connecting with others on his podcast (@insidethehead), bike riding, and being active. He comments, “My parents are big into biking, and my mom does triathlons. I got that from them.”

To relax and unwind, Eric enjoys reading books, watching Netflix, and eating



•••



good food. He says, “I work a ton, so when I’m not working, I have to have that ‘me time.’”

A self-described introvert, Eric has a small circle of close friends. He says, “As much as I love real estate, I love alone time and quiet time.” It gives him a chance to relax and recharge.

One of 11 children, Eric’s parents adopted eight children who were younger than he was. He jokes, “My parents’ home can get pretty chaotic.” Currently, he lives alone with his German Shepherd, Bastian.

When he goes on vacation, you can find Eric in the Bahamas, where he has a close friend who is Bahamian. He says, “I’ve had a lot of good times on the island through the years, not the touristy stuff.”

Living the Dream

“I’m just so excited to be in Tampa right now,” says Eric, “especially having grown up here and seen an area that has been so untapped for so long. I’ve seen the development over the last few years, and the perception of Tampa is changing from outsiders.”

Seeing the revitalization of Tampa firsthand is like a piece of history. Eric concludes, “I don’t know where it can go, but it has so much potential.”

From playing football to serving football players with their real estate needs, Eric Dungy is making a name for himself in Tampa Bay real estate.

For more information on this month’s Top Producer, check out his Instagram, @ericdungy.

MAGAZINE-STYLE PORTRAITS CELEBRATING YOU

Themed Family Portraits

*Family
Fun
Together*



"I can't wait
to capture your
next portrait"
Allie

*Wear Your
Favorite
Costume*

FAMILY MINI
PHOTOSHOOT
Limited time only



AllieSerranoPortraits.com

TEXT ME
FREE CONSULTATION
(813) 501-7250

\$3 MILLION

DONATED THIS YEAR TO HELP END MODERN-DAY SLAVERY.



Did you know there are more victims held against their will today than ever before? That's why The N2 Company - the company behind this publication and 850+ others like it - is financially committed to end human trafficking.

**FOR EVERY AD WE SELL,
N2 DONATES ENOUGH
MONEY TO FREE 2 SLAVES
FROM CAPTIVITY.**

Thanks to the businesses within these pages, our Area Directors, and readers like you, we're able to break the chains of this horrible reality.



Visit n2gives.com to learn more about our giving program.

**INSPECTION BOOKED AND
REPORT IN-HAND WITHIN 48
HOURS GUARANTEED!**



★ OVER 2,000 5-STAR REVIEWS ★

www.FLBIGroup.com

NEW OR OLD, BEFORE YOU BUY... CALL THE FBI

813-409-3249 | 727-822-8014

**NATIONWIDE
HOME SOLUTIONS**

**Your
All-In-One
Home
Services
Expert!**

Call us today at
1-800-983-0924
to get your \$29.95
maintenance scheduled
to prevent having to
purchase an unwanted
"gift" for your home.



Kelly » rising star MOTHERSHEAD

Written by **Elizabeth McCabe**
Photo Credit: **B. Lively Images**



Written by
Elizabeth McCabe



Every person has her own story of how she entered real estate. Kelly Mothershead is no exception.

“I owned a business and was a personal trainer,” she says. “I had a big snow-skiing accident and wound up in a wheelchair for 28 weeks.” With a broken leg and two surgeries, Kelly needed something to do.



“A lot of my business came from my database of clients,” she adds. With a personal training and weight-loss clinic, she has relied on relationships in her real estate business.

Community involvement and engagement has always been near and dear to Kelly’s heart. She worked in community relations for students with special needs, as well as a car dealership, but found her passion in real estate.

...

“I couldn’t do personal training at that time, so I decided to take my real estate courses online,” she explains. She got her license shortly afterward.

“I actually joined a team with my friend at the time so I could learn from someone in the business,” she says. Kelly got her start with Keller Williams at the beginning of her career and is thankful for their training, which was very helpful.

Relying on Relationships

One reason for Kelly’s success as a REALTOR® is because of her community involvement.

“I’ve always been very active in the community and a sphere of influence,” she comments. Kelly is active on the board of various charitable organizations, including the Alliance for Healthy Communities in Pasco County, Addiction Prevention in Pasco County, and has done lots of charitable work for Habitat for Humanity, American Cancer Society, and Wheelchairs for Kids to name a few.

“It’s really important to give back,” she comments. “I went to school in Pasco County and wanted to give back to the community I grew up in.”

Kelly is also proud to serve on the New Port Richey City Council, getting elected in April this year. The first female in a long time to be on the City Council, Kelly is a trailblazer.





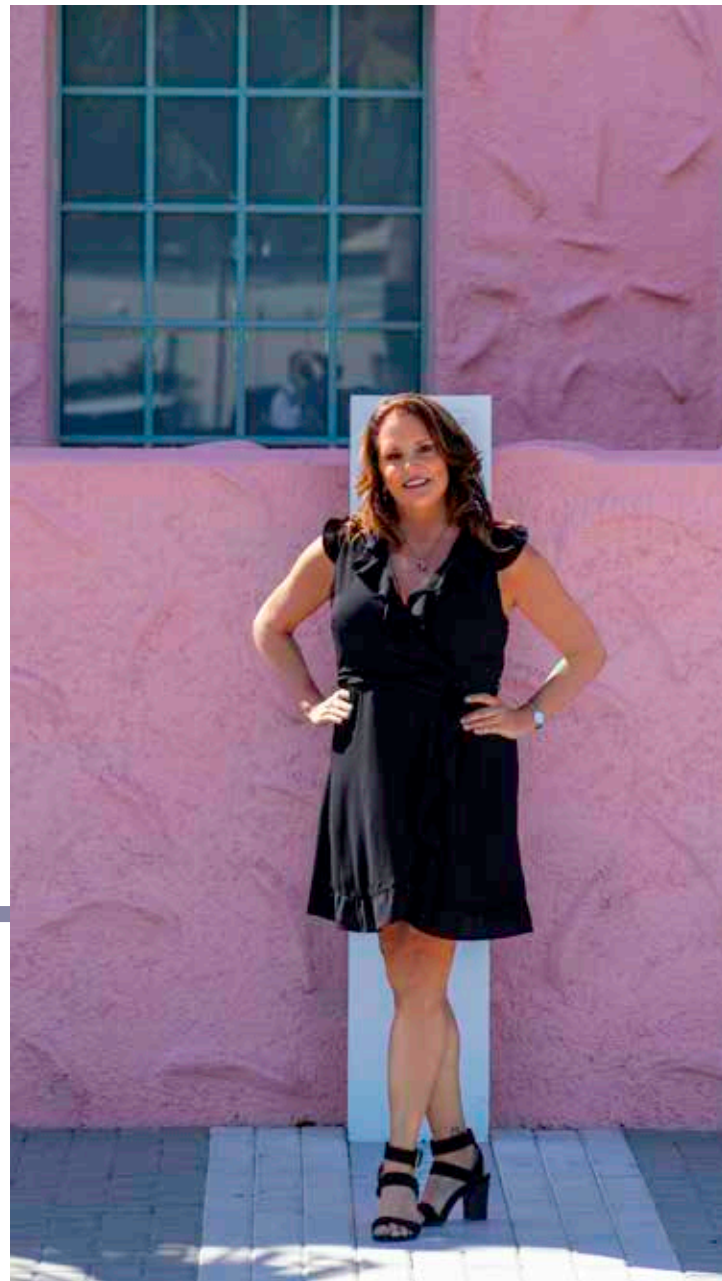
“I like helping people and making a living at the same time,” she shares. “Everything I’ve ever done is about helping people.” Among Kelly’s other jobs, she was a licensed hairstylist and owned a hair salon for years.

A Rewarding Profession

Real estate is fulfilling for Kelly. She comments, “I’m currently growing my team, Kelly’s Home Team.” She just started a team, hired a buyer’s agent (who also serves as her part-time transaction coordinator), and a part-time assistant. Currently, she is looking for another agent.

Kelly had \$15 million in sales last year and is on target for \$18 million this year.

Helping others achieve home ownership is what it is all about for this driven agent. She shares, “I had a veteran buyer who was able to find the perfect home and make it work. For him to get the home of his dreams with his daughter keeps me going. I love it when first-time homebuyers purchase their first home. The excitement keeps me going.”



“I like helping people and making a living at the same time. Everything I’ve ever done is about helping people.”

Overcoming Obstacles

Kelly is no stranger to the obstacles of life. Her son passed away at the young age of 26, dying from a prescription drug overdose. Since he passed away, Kelly has worked with Pasco County, including the Attorney General to stop the pain clinics and the doctor shopping so other parents could be spared the loss of a child to drug overdose.

“The bright side is that a couple of years later I found out that my son had a daughter. His daughter found me. I met my granddaughter when she was 4. Now she is 14,” smiles Kelly. “I visit her in Pennsylvania a lot.”

Kelly did grandparent DNA testing when her granddaughter was 4 and got the results on Christmas Eve with a 99% match. “I’m one of the lucky ones,” she shares.

Seeing the mannerisms of her granddaughter reminds her of her son. It has helped heal her heart and she couldn’t be more thankful for this unexpected blessing in life.

“We go boating a lot and attend live music concerts,” she shares. Spending time with her granddaughter is priceless.



Final Thoughts

Real estate isn’t easy, but Kelly knows that it’s worth it. She says, “A successful REALTOR® is not afraid to put themselves out there.” She works to be present, to be in front of people, and continue to educate herself and stay current in the market.

Who would have guessed that a snow-skiing accident would open a door to real estate? Life has unexpected prices in store for those who are willing to embrace the journey.

Realtors Get FREE Travertine & Paver Sealing

Find Out How at paversealtampa.com/realtorperk

- Free Virtual Estimates
- 3 Year Warranty
- Yearly Maintenance Plans
- Eco-Friendly Materials Created for Florida's Climate
- Mold, Mildew & Weed Inhibitor
- Protects from UV fading

Protect Your Investment Today
SERVICING THE GREATER TAMPA BAY AREA
813.480.9093
www.PaverSealTampa.com

LUNSPRO
Inspections
Chris Cooper
Tampa Team Leader

BUYERS TRUST US, REALTORS REFER US!
We Bring The Joy To Every Inspection!

- Residential, Commercial, and New Construction Inspections
- \$100K in FREE Warranty Coverage
- InterNACHI Certified Home Inspectors
- Inspector eKey Lockbox Access
- Over 10,000 verified A+ customer and Realtor online reviews
- 4-Point & Wind Mitigation Inspections
- Sewer Scope Inspections
- Mold & Air Quality Testing
- Water Testing, Pool Inspections, Drones, and more!
- WDO Inspections provided by our sister company, Kingfish Pest Control, a Proud Partner of the Jacksonville Jaguars

813.563.4144 • Tampa@LunsPro.com
LunsProFlorida.com

Providing you with Class Act service every step of the way!



Florida's #1 building inspection company

- Offering:
- Full home inspections
 - Commercial inspections
 - Insurance inspections
 - Leak detection
 - Mold assessments



Class Act Inspections
(813) 512-6918
ClassActInspections.com



TAMPA BAY'S CLEAN CUT MOVERS



Locally Owned & Operated
Local & Long Distance Moves
Moving & Packing Services
We also sell and deliver boxes!

813.943.6043

Check us out at BullMoving.com



Everything to know about VA LOANS

Jeannine is a local military spouse proudly serving veterans and military families.

JEANNINE M. SMITH
Senior Mortgage Advisor

NMLS #694619

Email: jmsmith@changemtg.com
Direct: (727) 772-3459 Cell: (727) 772-3459

Change HOME MORTGAGE

Change Home Mortgage offers qualified borrowers excellent conventional mortgage loans for most property types with low interest rates and a variety of down payment options. We offer loan options tailored to the needs of unique buyers.

JUSTIFIED FILMS

LUXURY REAL ESTATE VIDEOS & BRANDING VIDEOS FOR REALTORS



"I am a realtor and as soon as I started using Justified Films WOW! I started selling a lot faster. The HDR photos and video walk through made it so easy!" -Karen



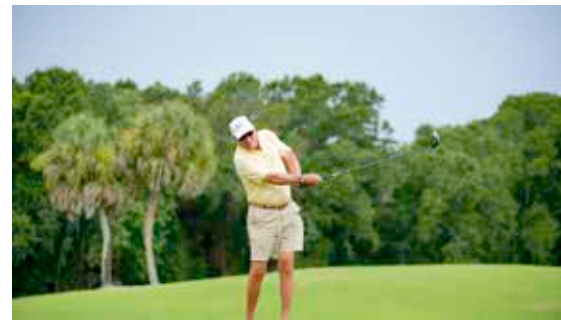
RYAN JUSTICE
813-843-3475
JUSTIFIEDFILMS@GMAIL.COM
JUSTIFIEDFILMS.NET

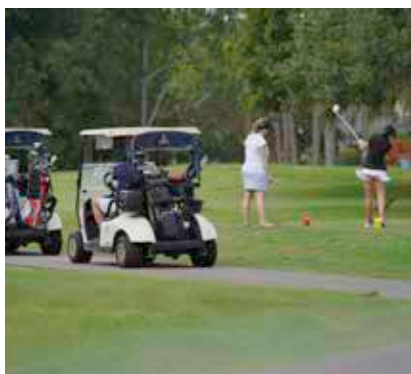
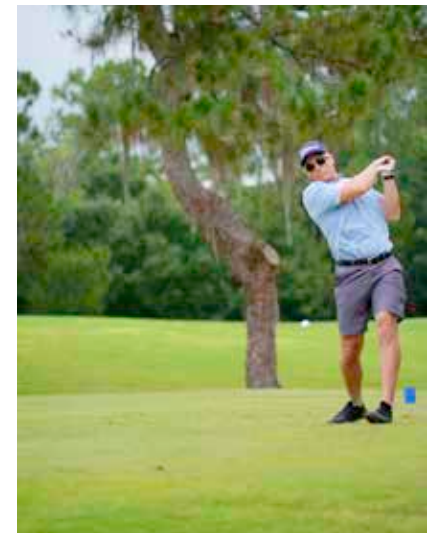
Mention Real Producers Magazine for %10 discount

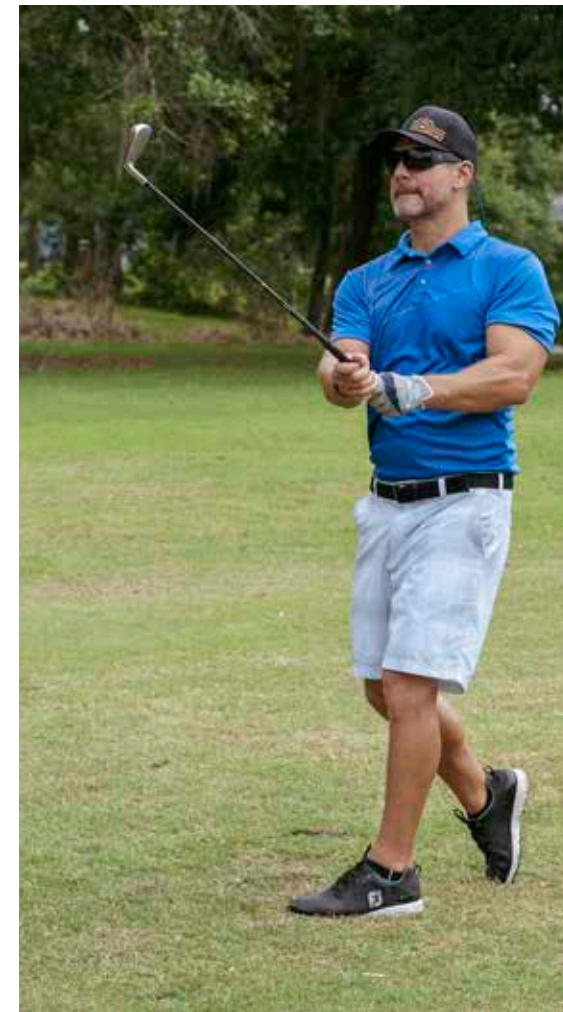
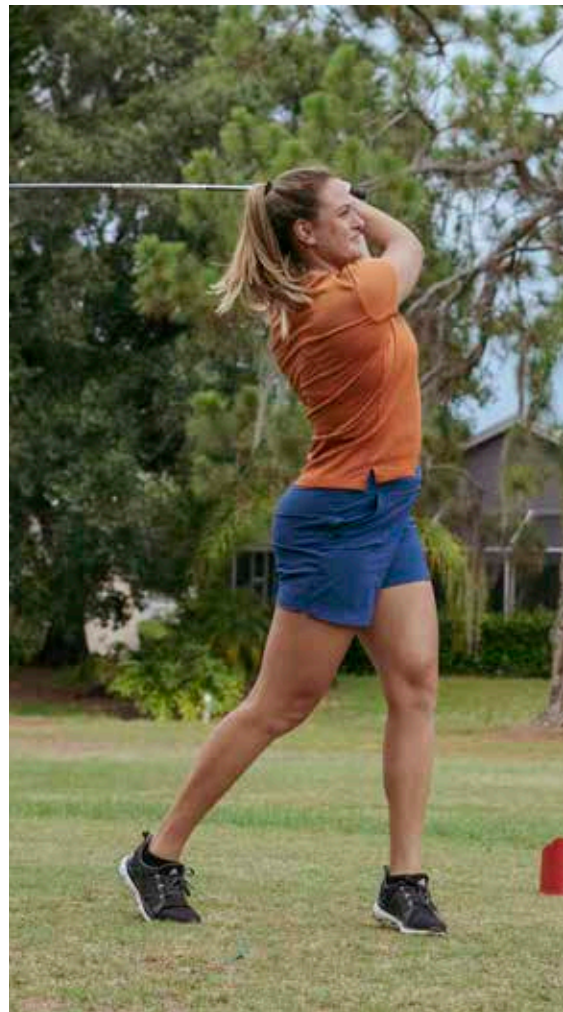
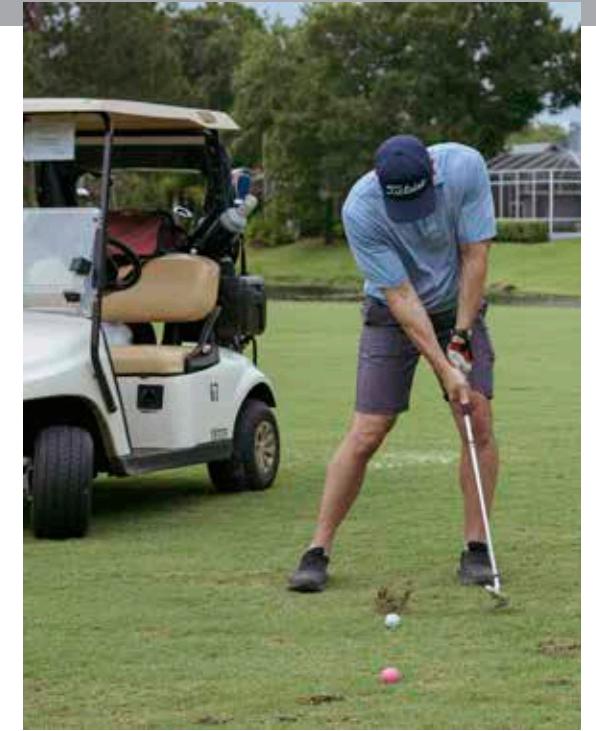


Photo Credit: B. Lively Images

TBRP AGENTS TEE-OFF! <<







To sell high-end, you have to LOOK high-end!

Tampa Bay's Top Producers trust Tampa Bay's Top Portrait Photographer with their image- shouldn't YOU?



THOMAS BRUCE
Studio

Creating Award-winning Portraiture since 1973

Feature Photographer for Real Producers and Snell Isle Living Magazine for 9 years!

Book Yours Today! • (727) 577-5626 • www.thomasbruce.com

Carol Walker
Master Photographer
Florida Degree of Photographic Excellence,
Florida Education Degree, Florida Service Award
Owner/Portrait Artist



FREE CONSULTATIONS | SAFE PROCESSES | EFFECTIVE RESULTS



BLUE MOON
ESTATE SALES

Getting Homes Market-Ready FAST



Elevate your client services with an industry-leading estate sale brand.

VISIT BlueMoonEstateSales.com | CALL 813-802-9284




Caring Transitions
Senior Relocation • Downsizing • Estate Sales

A Total Solution

Senior Relocation/ Resettling • Estate Liquidation • Organize/ Declutter
Clean Out • Online Auctions • Nationwide Network

Offices Nationwide • Bonded & Insured. Each Office is independently owned and operated.

Laura Bruce • Caring Transitions of Tampa • (813) 235-0685
lbruce@caringtransitions.com • www.caringtransitionstampa.com



Discover the Radiant Experience
Inspections Booked within 48 Hours

Family Owned and Operated
Your Resource For Life

727-362-7192

Visit Our Website
www.RadiantInspect.com



Or Scan Here!



Google Rating
5.0 ★★★★★ 800+ reviews

LANSRUD



By Dave Danielson



Photo Credit: Allie Serrano of Allie Serrano Portraits LLC

▶▶ broker feature

FULLY ENGAGED FOR EXCELLENCE

One of the richest aspects of American life is the ability to pursue opportunity.

In the process, those who lead the way forward achieve those opportunities for those around them ... knowing that a high tide raises all boats.

Lance Lansrud is a prime example of that type of leadership.

As Broker/Owner with Agentry Real Estate, Lance is fully engaged for excellence for his team, their clients, and community.

“The part that I enjoy the most about what I do day to day is the engagement I have with our clients and with the agents,” Lance says.

“I like helping them achieve their goals and dreams, whatever they may be for each individual.”

Beginning His Career

Lance built his own path of success through life, beginning with his Finance degree from the University of Florida. After his collegiate career was

completed, Lance went on to begin his career in commercial banking.

In time, after building a successful career in the banking world, Lance was ready for a change.

“Even though I was good at what I was doing, I wasn’t loving it,” Lance says.

“My personality was better suited for an environment where I was more engaged with people, rather than being stuck in an office.”



...



“I LIKE HELPING THEM ACHIEVE THEIR GOALS AND DREAMS, WHATEVER THEY MAY BE FOR EACH INDIVIDUAL.”



In fact, he is a member of the Board of Directors for Community Tampa Bay. In addition, he also recently served as the Chair for Leadership Tampa under the Tampa Bay Chamber.

Genuine Care
When you talk with Lance, it’s easy to see his genuine and thoughtful nature ... the way he pours into the people around him to make a lasting impact for them and their families.

Taking a New Path
As Lance gave more thought to his next steps forward in his career, he dug deeper.

I talked with people in the industry, including a reputable REALTOR® we knew to determine if it might be a good fit for me.”

thought I was crazy giving up a traditional career, but it felt like the right choice for me,” Lance remembers.

“I spent time completing some assessments to look at my strengths and interests,” he says.

In the end, Lance made the decision to pursue — and earn — his real estate license at the age of 26.

Building His Own Brokerage
Lance gained traction, built his career and eventually took big steps forward in his career when he opened his own brokerage in 2016 ... that’s when Agentry Real Estate was born.

“Real estate was an idea that came up. As I continued through the process,

“When I quit my job at the bank and went into real estate, my parents

Today, Lance leads a team of six professionals. The sense of pride he has in the group comes through loud and clear.

“We have a small team, but everyone is here for the right reasons,” Lance says.

An Active Life
Away from real estate, Lance likes to lead an active life.

Among Lance’s favorites are spending time hanging out with his friends and family, as well as his dog, Stryker. He also has a passion for time spent at the beach, as well as boating.

Lance also has a heart for helping in his community and giving back to the place he calls home.

“My driving motivation is wanting people around me to feel success, happiness, and achievement in their lives,” he says with a smile.

Congratulations to Lance Lansrud for the ongoing success and impact he creates ... by being fully engaged with excellence.





Are reverse mortgages an inflation buster for seniors on fixed income?

We had the pleasure to sit down with Frank Coto the president of Lincoln Lending Group, a Florida specialty lender, open for nearly 20 years in Tampa and Sarasota.

We asked Frank about Reverse Mortgages and how people on fixed income could really benefit from this product with the ever-increasing inflation and cost of goods and services. Here is what Frank had to say:

First, I'm very happy to have the opportunity to talk about Reverse Mortgages. There are so many myths about reverse mortgages that are not true and I'd like to start by **"dispelling some of the common myths of reverse mortgages"**.

1- You lose your home when you do a reverse mortgage the bank owns it... Absolutely false! There is literally no difference in a reverse mortgage and a traditional forward mortgage... Instead of making a payment every month where a small portion goes to your principal balance and the rest goes to the lender for interest there is no principal payment on a reverse mortgage instead your principal balance grows every month as the interest is added to the principal balance instead of being paid by the homeowner. You are still on title to your home and your home will still be inherited by your heirs when you gone no different than any other mortgage. The only difference is that if you decide not to make a payment which is not required anyway your balance goes up every month instead of going down.

To qualify for a reverse mortgage, you have to be over 62 in most cases however we have new products that allow you to be as young as 55. The qualification age goes from the younger of the married couple so that the remaining spouse can still live in the house mortgage free for rest of their life if one of them passes.

Not only do you not have to make a monthly payment for the rest of your life you can in some cases choose to have an annuity/stipend paid to you monthly for the rest of your life. No matter what you choose they will never be a payment owed.

2- If your parents or grandparents take out a reverse mortgage when one of them passes away the other one gets kicked out of the house... Absolutely not true! The reason people believe this is because it actually did happen 25 years ago before they changed the rules of reverse mortgages.

3- When the borrowers are both deceased if the house is underwater and has no equity the bank comes after the kid's inheritance to cover the mortgage payoff... Absolutely false! I closed a reverse mortgage for my grandmother when she was 84 years old, she lived to be 94 and when she passed the home was underwater with negative equity by around \$100,000 we simply handed the keys to the house to the bank signed a few papers and they took it back with no recourse on her estate. The bank does not touch any of their money and the family received all their inheritance.

If the house had equity we would have the same options with any other home with a mortgage on it... We can pay it off, refinance it, or sell it and any equity in the house is property of the heirs based on the will.

4- The interest rates and costs are high on a reverse mortgage..... not always true! Reverse mortgages are regulated by HUD. The same people that regulate FHA loans and FHA loans actually have some of the lowest rates in the business. Most people don't pay attention to the interest rate on a reverse mortgage because the intention of the loan is to never make a payment for the rest of your life.

"What are some of the options you have on a reverse mortgage?"

Reverse mortgage product is quite incredible it can be used for both a purchase or refinance and here is what's available to you:

- 1- No payments for the rest of your life and your spouse's life
- 2- A lump sum of cash is available to you at closing based on your qualifications/age and equity just like on a cash out refinance. This money is non-taxable.
- 3- A monthly annuity/stipend payment paid out to you based on the term of your choice or for the remainder of your life (the longer-term or lifetime term would result in a smaller monthly payment.)
- 4- A revolving home equity line of credit that actually grows if you don't use it! This sounds crazy but every reverse mortgage is given and equity line that is available to the borrower after the first 12 months of the loan term. They can borrow from this equity line and still never have a monthly payment against them and they can pay it back and borrow again if they would like to use it like that or never repay and it just gets added to the principal balance of the loan that they have no payment on anyway.

Those are the top four main features about a reverse mortgage. Remember you can always make a payment on the reverse mortgage as well which will keep the principal balance from growing but that is not normally the intention of the product.

"Reverse mortgages for purchases?"

Yes, you can do this as well and it usually requires you to put down about 50% of the purchase price and then the buyer can invest the other 50% in another home or go have some fun with it roll of it. They will still never have a payment for the rest of their life and they can still have the equity line as well.

My conclusion about Reverse Mortgages is that there are truly no negative implications for the borrower. You have all the same options that you do on a regular mortgage and your family will still inherit the house with all of the equity and I almost forgot to mention if there is no equity the bank will appraise the house when the borrowers are gone and the family can actually purchase it at 95% of the appraised value regardless of how much is owed on the mortgage! Feel free to reach out if you have any questions about reverse mortgage is we are always happy to educate on this topic as we feel it is one of the most undervalued loan products with a false negative reputation!



TEXT: 813-765-1239 | 813mortgage.com | bev@lincolnlend.com

Gerardo Luna

p h o t o g r a p h s

REAL ESTATE PHOTOGRAPHY SOLUTIONS

- Videography
- 360 tours
- Drone 107 Pilots
- Floorplans
- Portraits

813-640-2611

HOME INSPECTIONS

FREE WDO MENTION CODE LABOR4U

Hey, Top Producer!

Close your clients dream house and Avoid the Deal Killers!

Choose our GOOD LOOKERS!

- all inspections including WDO
- fast scheduling 2-3 days
- same day digital report
- licensed general contractors
- luxury property experts

SECINSPECTION.COM

813-657-HOME

MEET

Brian & Kristin LUNSFORD

OF LUNSPRO HOME INSPECTIONS



Written by Elizabeth McCabe

LunsPro Brings the Joy to Tampa Care. Culture. Commitment to community. Those three core values are near and dear to Brian and Kristin Lunsford, the owners of LunsPro Inspections in Florida.

Although LunsPro Inspections might be relatively new to the Tampa Bay area, they are no strangers to Florida. They have established themselves in the Sunshine State, one satisfied customer—and agent—at a time. Originally starting in Atlanta, Georgia, LunsPro Inspections

soon expanded to Jacksonville, Florida and now Tampa.

This local company is proud to be one of the most reviewed inspection companies in all of Florida, as evidenced by thousands of A+ and 5-star reviews. That purpose for customer care resonates in all three of Brian and Kristin’s companies: LunsPro Inspections, Kingfish Pest Control, and they are also owners and publishers of Jacksonville Real Producers. Their pest control company, Kingfish, is a partner of the NFL’s Jacksonville Jaguars.

Brian’s Background: From College to FOX to USVI to Inc. 5000

Brian Lunsford is a man of many hats, but one thing that has never wavered is his desire to help others. He started

his journey at the University of Georgia, graduating with a political science degree in 2002, while also becoming a producer at the FOX affiliate in Atlanta. Although he liked the newsroom, he witnessed the stress that the job took on others. Eager to make a change—and still only in his twenties at the time—he resigned from television and moved to St. John in the U.S. Virgin Islands.

Making the most of the moment, he soaked up the rest and relaxation and found a lot of other people were doing the same thing. Without a wife and kids yet, it was the perfect time to seize the moment. Fellow college graduates who were tired of the corporate world and seeking a change also escaped for a taste of the island life.

“I had a great time down in the islands, but I started to get the entrepreneurship itch to come back,” explains Brian.

He and his younger brother, also a political science graduate, went back and purchased the pest control business from their father in 2005. Brian explains, “It was a very small company and we immediately made significant changes. We brought in a customer-service mindset, new technology, and solid team members. Before we knew it, the business took off.” They operated with two separate lines of service – pest control and home inspections – and grew the company, which reached the Inc. 5000’s list of fastest-growing private companies in America multiple times, to around 100 employees between Florida and Georgia. Brian’s brother now owns the Georgia-based company and Brian and Kristin own the Florida businesses.

Dr. Kristin Brings the Joy

Kristin entered the business world at the beginning of 2020 after years of subtle urging by Brian. “I knew with her smart, uplifting, and joyful personality, she would have an immediate impact on our culture and companies, which she did,” Brian says. Kristin is a former middle school teacher who earned her





We take the Chick-fil-A approach to customer service. We realize that purchasing a home is often someone's biggest financial investment of their life. We take that seriously.



•••

doctorate degree while being a stay-at-home mom with their two children, Jake, now nine years old, and Abby, now eight years old. "I always thought I would go back to the classroom, but ultimately felt called to try something else. Becoming an entrepreneur has been so rewarding," Kristin reflects. About a year after she joined the LunsPro and Kingfish leadership teams, an opportunity came up for the Lunsfords to become owners/publishers of Jacksonville Real Producers. "I spend most of my time now meeting with and encouraging top-producing real estate agents in Florida," Kristin says. She adds, "It is so much fun to watch them succeed by working together with other REALTORS®, and even hanging out together, all while winning together!"

Exceptional Care

When it comes to serving clients at LunsPro Inspections, customer service is paramount. "Customer care is our top priority," explains Brian. "We take the Chick-fil-A approach to customer service. We realize that purchasing a home is often someone's biggest financial investment of their life. We take that seriously."

LunsPro's inspectors are highly trained and are excellent communicators with customers and REALTOR® partners. Brian adds, "We have an entire team dedicated to helping our REALTOR® partners and customers in any way that we can. We are grateful to have incredible customer service

representatives, operations and growth team members, and inspectors in our services division." The team is always willing to do presentations about their services at real estate offices or just go grab a cup of coffee to discuss the value LunsPro Inspections brings to top agents and their clients.

Brian says, "Our inspectors are happy to hop on a phone call to discuss specific points in their reports. We use a highly-rated and user-friendly reporting system that is easy to read and understand for both the clients and the agents." In addition to their professional home inspections, LunsPro offers everything from WDO reports to mold testing to sewer scoping to drone roof inspections and more.

Commitment to the Community

LunsPro Inspections is also committed to the community. Each month, they give money and their time to different charities. Reaching out to people in need impacts the community and their team members.

"When we first got started years ago, we tried to decide which specific charity we should give back to," explains Kristin. Instead, they decided to rally around a different charity each month. It's their way of making a difference in the local community. "It has been so fulfilling to give back to our communities through giving and volunteering, but also to see the joy it brings to our wonderful team members each month."

Helping others is what it is all about for Brian and Kristin Lunsford. LunsPro Inspections is a way to do just that, each and every day for their satisfied clients and REALTOR® partners.

For more information, call 813-563-4144, and visit LunsProFlorida.com and KingfishPest.com. They are also very active and a great follow on Facebook and Instagram.



CHIPPING FORE CHARITY

Friday, October 14, 2022

The Eagles Golf Club

16101 Nine Eagles Drive, Odessa, FL 33556

All proceeds donated to Redefining Refuge, a prominent Tampa Bay area charity working to end sex trafficking.

Registration/ Breakfast 7am

Shotgun start 8:30am

Lunch 1:30am

\$200 for one golfer

\$750 for a foursome



STAND OUT FROM THE CROWD! BE A TITLE, PLATINUM OR ELITE SPONSOR!

TITLE SPONSOR \$4000
(ONE AVAILABLE) 12 GOLFERS, 6 SUPER PACKS AND A HOLE SPONSORSHIP, ONE SWAG ITEM WITH CORPORATE LOGO

PLATINUM SPONSOR \$2000
(TWO AVAILABLE) 8 GOLFERS, 4 SUPERPACKS AND A HOLE SPONSORSHIP ONE DRINK TICKET WITH CORP. LOGO

ELITE SPONSOR \$1000
(15 AVAILABLE) 4 GOLFERS, 2 SUPER PACKS AND A HOLE SPONSORSHIP

ADDITIONAL SPONSOR OPTIONS

\$800 LUNCH SPONSOR

\$300 BEVERAGE CARTS (2)

\$250 HOLE SPONSOR

\$300 HIGHEST SCORE (TEAM)

\$300 LONGEST DRIVE*

\$300 CLOSEST TO PIN*

*INCLUDES GIFT TO WINNER IN SPONSORS NAME

\$25 SUPER PACKAGES INCLUDE ONE MULLIGAN AND FOUR RAFFLE TICKETS

10% DISCOUNT
FOR MENTIONING REAL PRODUCERS

For questions, contact Nikki Kerr

Nikki@MKARealty.com

917-960-4888

▶ travel tales

Written by Elizabeth McCabe



JUSTIN HELMUS

Loves to Broaden His Horizons Through Vacationing!



Greece

**RELAX.
REFRESH.
RENEW.**



Colorado

Colorado

"I love to travel," says Justin Helmus. It gives him a break from the hustle and bustle of life as a busy Broker Associate with The Shop Real Estate Co.

"I really like Colorado a lot," adds Justin. "I try to go there a couple of times a year." In the winter, he enjoys skiing and in the summertime, he likes to enjoy the outdoors. Justin's business partner has a place out in Colorado and he enjoys going out there with them.

Snowmass, CO, is his favorite spot. "All of the partners of the brokerage go out for a ski trip for a few days and my brother goes as well," he says. They take time out for a symposium and then have fun in the mountains. "It frees up some entrepreneurial thinking," he points out.

Justin also likes traveling internationally. Prior to Covid, Justin visited all the islands in Greece. "I had a great time," he says.

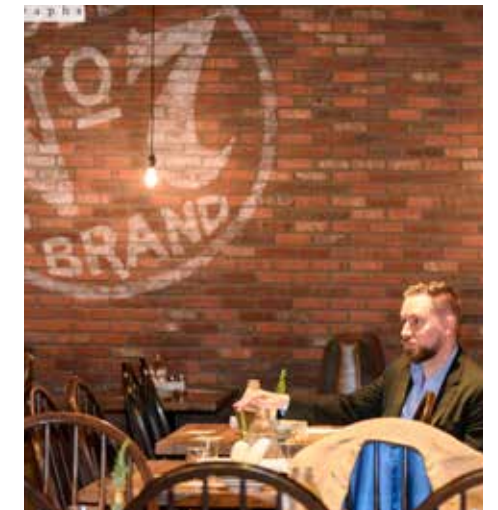
We wish Justin the very best in all of his future travels. His bags are packed!



Greece

TAMPA BAY REAL PRODUCERS EVENT

Photo Credit: Gerardo Luna Photographs





MEET Max, Cinnamon, & Pepper



Written by
Elizabeth McCabe

REALTOR® Karlinda Crippen with Mark Spain Real Estate enjoys the constant companionship of her three furry friends, Max, Cinnamon, and Pepper. These three Yorkies are as cute as can be.

Cinnamon, 6, is a teacup Yorkie who brings a smile to Karlinda's face. "She's so funny," she smiles. "Cinnamon does a happy dance when she gets happy. She shakes her body low to the ground and scoots across the carpet." It's a sight to see.

As for Pepper, he was only born two days apart from Cinnamon. A grumpy dog, Pepper likes to growl and has a case of the grumbles. He doesn't like to be looked at or touched but still brings a lot of happiness to Karlinda and her family. Pepper was actually Karlinda's father's dog. When Karlinda's father passed away, she welcomed Pepper into her home.

Then there's Max, who is still in his puppy stage. This energetic dog likes to run and play with Pepper. He bops him on the head playfully. "He likes to play and have a good time," says Karlinda.

All three dogs made the way from Kentucky to the Sunshine State when Karlinda relocated several years ago. Karlinda has fond memories of her, her children, and their three dogs in a U-Haul, taking the long drive to Florida. They've been here ever since.

If you see Cinnamon, Pepper, and Max out and about, be sure to say hello! They would love to meet more REALTORS® in the local area.



Cinnamon



Pepper



Max

ALL THREE DOGS
MADE THE WAY FROM
KENTUCKY TO THE
SUNSHINE STATE
WHEN KARLINDA
RELOCATED SEVERAL
YEARS AGO.



**Residential & Commercial
Title Insurance / Escrow / Closing Agent**

Protecting Your Client's Largest Real Estate Investment!

A great experience purchasing real state starts with a great Settlement! It is your choice, why not choose the best?

We would love to be part of your real estate purchase! Whether you are an agent representing the buyer, seller, a lender or an Attorney, we are available for guidance and support during each step in the process.

We are professionals with one purpose: **PUT THE CLIENT FIRST!**

Call Us Now to Set Up an Appointment! 727.791.7000
935 MAIN ST., SUITE B3, SAFETY HARBOR, FL 34695
docs@marlintitle.com | www.marlintitle.com



"We continually strive to maintain a reputation of 5 star service by offering thorough, ethical and accurate home inspections."

- Residential Inspection
- Manufactured Home
- Pre-Listing Inspection
- Four Point Report
- Wind Mitigation
- Pool and Spa Inspection
- Pre Drywall
- Final Walkthrough
- 11 Month Warranty
- Water Quality Testing
- Infrared Certified
- Licensed Drone Pilot



www.MomentumHomeInspections.com
863-600-6949



• **Secure Storage Facility** • **Commercial & Residential**
Fully Licensed and Insured with Worker's Compensation

Our White Glove service includes complete packing and unpacking, moving supplies, and transportation of belongings to your clients' new home.

"I work with a lot of different moving companies and have quite a bit of experience working with these guys a few I have known and worked with for 10+ years they are experienced and professional." -Tana T.

(727) 442-9815
ReliableMovingAndStorage.com
1009 Eldridge St, Clearwater, FL 33755

LIST 2 CLOSE MGT. **Let US help YOU**
as your preferred real estate transaction coordinator.

The average contract process takes 12-20 hours.

If you close **2-4 contracts** per month, that's **24-80 hours** per month spent on contracts alone.

If you could get just ¼ of that time back, that's at least **1-3 business days** each month

That time could be spent networking, generating new business, or even taking time off work!

(727) 262-4004
list2closemgt.com
mandy@list2closemgt.com





Anyone looking for some

extra \$\$\$\$

ON YOUR TEAM?



**Account Executive
Needed—Apply Today!**

Do you have sales experience you'd like to utilize? We are looking to add new members to our team. Part-time, flexible hours. You can earn \$1,000- \$5,000/month for extra spending money. Perfect for anyone who loves connecting with various industries in the Tampa Bay real estate community. Training is provided.

Please submit resume to don.hill@realproducersmag.com for consideration.



Social. Architectural. Natural.

B. Lively Images



**ELECTRICAL WIRING | PANEL UPGRADES | GENERATOR INSTALLATION & WIRING
OUTLETS AND SWITCHES, EXHAUST FANS | CIRCUIT BREAKERS
LIGHTING INSTALLATION | CEILING FANS**

23 1/2 HOURS A DAY - 7 DAYS A WEEK

**FLORIDA ELECTRIC
PARTNERSHIP**

"MEETING & EXCEEDING ALL OF YOUR ELECTRICAL NEEDS"



WITH THE EXPERTISE TO HANDLE SMALL AND LARGE PROJECTS
BOTH RESIDENTIALLY AND COMMERCIALY.

(727) 483-2808

EC13005398

VETERAN OWNED & OPERATED

-RESIDENTIAL & COMMERCIAL-

AERIAL **3-D VIRTUAL TOURS** **VIDEO TOURS**

813-477-3398

FLOOR PLANS **CUSTOMIZED WEBSITES**

Next day **LivelyListings.com**

Meet Cash Ealey, Leader of the Cash Ealey Group

▶ team feature



Written by
Elizabeth McCabe



Driven. Dedicated. Determined. All of these qualities describe Cash Ealey, leader of the Cash Ealey Group. Originally featured in *Real Producers* as a Rising Star, Cash has now built a team and is making a name for himself in Tampa Bay real estate.

“This year, we have a team of 10 agents, two full-time administrative staff, an in-house transaction coordinator, and two virtual ISAs,” says Cash. His

team was built out of necessity. With increased production, more people were the answer to sustained growth.

Developing a team came naturally to Cash, who felt the need to restructure his business for greater efficiency. He comments, “I was about 2 years in and working for myself. I hired a transaction coordinator and my business skyrocketed.”

One team member soon led to another. Cash explains, “I started consistently interviewing agents to help with the work overflow. I trained them, got them to their max, and ended up with 10 agents. When I moved from Keller Williams to Compass, the business skyrocketed even more.”

What makes The Cash Ealey Group unique is that Cash has strategically hired agents who specialize in different parts of Tampa Bay. He comments, “I have agents North Tampa, South Tampa, Carrollwood, The Heights and Brandon/Riverview. This way I can service customers all over Hillsborough County.” The agents actually live in the area that they service, and they specialize in that area. As Cash says, “I continue to hire in areas that I don’t service.”

Meet the Team

Cash’s team consists of Robert Dillard, Ryan Smith, Laura Baccarella, Deanna Rodemer,

...





“In 5 years, I want to expand to the East Coast, including Orlando, Jacksonville, and then Southeast Florida. I want to have virtual branches that follow our same principles and philosophies. We can have satellite offices anywhere that has a Compass office,” explains Cash.

We are honored to feature The Cash Ealey Group in this month’s issue. Cash is living proof that with drive and determination, anything is possible.



•••

Jonathon Gonzalez, Stephen Peck, Lucy Rivera, Rachel Barkules, and Blair Johnson.

Cash makes it fun for his team, they have in-person team meetings every Tuesday at the Compass office in Midtown. Each week, they have extensive training, go over numbers, wins and losses, and featured guests (such as appraisers, title companies, and other professionals) come in and do training with the Cash Ealey Group.

Each morning, the Cash Ealey Group has a team huddle for 5 minutes over Zoom. Cash says, “We talk about immediate wins and losses.” Agents connect with each other virtually.

The Cash Ealey Group inspires agents to be the best they can be. Cash says, “We also do a lot of team competitions and we play a lot of games.” Agents enjoy raffles at the team meetings, cash bonuses, gift cards, and going out for team Happy Hour. Competitions are fun and encourage each agent to reach his or her potential.

“We also donate our time to Feeding Tampa Bay,” says Cash. They’ve given back to this nonprofit for 2 years and are making a tangible difference in the community. One Saturday morning per month, they volunteer at Feeding Tampa Bay.

“Community service is a huge component to our team,” explains Cash. Other community service endeavors include Toys for Tots, which they give back to every year for Christmas. “Our team does a big toy drive for the kids,” says Cash.

Working with Compass

The Cash Ealey Group is with Compass, and Cash can’t say enough about the brokerage. He says, “Compass is amazing. They came here to Tampa last year, they actually started in New York less than ten years ago and recently become a Fortune 500 company. The technology that they provide their agents is nothing that I have ever experienced.” With top-notch referral partners

across the country, it’s the perfect niche for Cash and his team. “Colleagues are true professionals,” he says.

Cash was one of the first agents to join Compass in Tampa. “I joined Compass on March 6, 2021,” he reflects. He enjoyed a career at Keller Williams prior to switching to Compass, which helped him find his footing in real estate.

Proud of His Team

As Team Leader for the Cash Ealey Group, Cash’s heart swells with pride when he sees his team succeed. He says, “I love to be a mentor. To see my team succeed, shine, and solve problems is rewarding.” He feels lucky to be in real estate and is grateful to have great mentors.

“I feel the need to give back,” says Cash.

Future Plans

What’s next for Cash? He plans on continuing to expand his team. This year, he plans to open up an insurance company as well as a staging company to complement his business.





We Speak Jumbo

We have options above conventional loan limits to help your clients buy their dream beach front condo



Carlos Ramos
Senior Loan Officer
M: 813.767.1887

Apply Online
applywithcarlos.com

Scan Me



Carlos Ramos NMLS ID# 460046, Guild Mortgage Company, Equal Housing Opportunity Co. NMLS #3274 (nmlsconsumeraccess.org) All loans subject to underwriter approval; terms and conditions may apply. Subject to change without notice. Guild Mortgage Company is not affiliated with Real Producers.



RJB Construction

Offering an end-to-end client experience that includes seamless communication, budgeting, staffing, on-site organization, and solid, quality handiwork every time.

*Building Trust with Quality Work.
We'll get the job done!*

CBC1260962

813-735-7179
rjbconstructioninc.com

OLD REPUBLIC HOME PROTECTION

Unexpected repair costs can devastate a new homeowner's budget.

Ensure all your clients get a home warranty!
Purchase the warranty before or after the sale.

Contact me for information today!

Brian Brown
Senior Account Executive
800.282.7131 Ext. 1399
C: 941.720.1415
BrianB@orhp.com
my.orhp.com/brianbrown

People Helping People
This is a paid advertisement.

NO MATTER WHERE LIFE TAKES YOU, WE'LL BE THERE.

MOVING JUNK REMOVAL STORAGE

Whether it's a cross-town move or a cross country change. Whether it's moving your belongings or getting rid of a few things. We're here. We're eager. And we'd love to help.

Contact us today!
twomen.com

813.988.7388 • 727.847.6683
Each franchise is independently owned and operated. | U.S. DOT No. 1584099 | NC 587205 | FL IN 44

Authorized Dealer
Veteran Security

VETERAN SECURITY
THIS WE'LL DEFEND

We've protected our country, let us protect your clients.

833-838-7321
Veteran Security Affiliate Program
www.myveteransecurity.com/affiliate

If it ends in **INSPECTION** we do it.

727-386-8627 www.SolidRockhl.com

- ✓ Residential & Commercial
- ✓ Insurance
- ✓ WDO
- ✓ Sewer Camera
- ✓ Pool
- ✓ Mold & Lead Paint

Don't Replace Refurbish!

- Broken & Worn Rollers
- Corroded & Damaged Tracks
- Sticking & Misaligned Locks
- Howling & Whistling Doors
- Water-Intrusions
- Missing Weatherstripping
- Glass Separation

BEACON WINDOWS
"Enlightenment Against a Storm"

Specializing in complete refurbishment for Sliding Glass Doors

www.sliderrepair.com
727-378-9875

We Make Moving Easier!

Simplify the activation and transfer of utilities and home services for your buyers.

Our concierge service is a one-stop source for all setups, activations and installations. **Best of all our service is provided at no cost to you or your client!**

Why is Utility Helpers free to use?
Utility Helpers has agreements with the all of the largest and most respected home service and utility providers. These companies pay us a convenience fee to schedule their services. When real estate professionals place orders for their clients, we don't have to spend millions of dollars in advertising to spread the word about our cool service, so we waive our \$29 service charge for our real estate professionals and their clients.

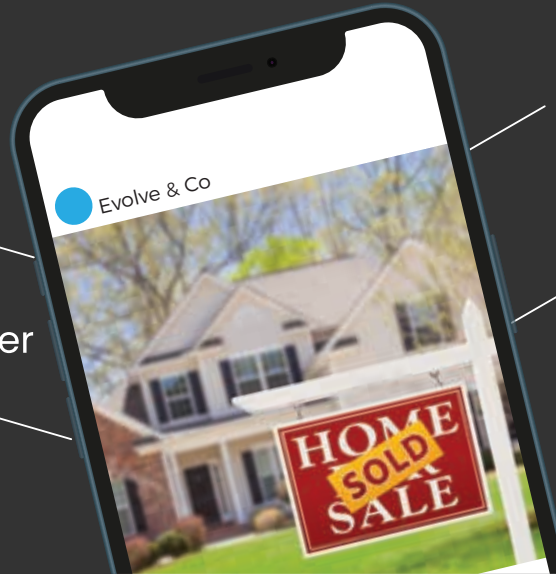
To learn more visit:
www.UtilityHelpers.com/agentvideo
(813) 291-3600

DID YOU KNOW?

Leads

Social media - **47%**
 Broker website - **29%**
 Misc. - **32%**

57% of Gen X and older Millennials visit open houses

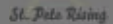
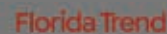


Only **29%** of agents hire drones

73% of Home Buyers shop on mobile or tablet devices

93% of buyers prefer texting

CLIENTS HAVE APPEARED IN



MEET THE TEAM



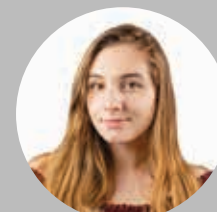
Lisa Williams
President



Amy Alexander
Creative Director



Andrea Castañeda
Brand Manager



Eleni Kashis
Jr. Graphic Designer



Isaac Minder
Copywriter



Brody
Chief Dog Officer



TAMPA BAY

REAL PRODUCERS®

INFORMING AND INSPIRING REAL ESTATE AGENTS

Broker Office

SUBSCRIPTIONS

When *Real Producers* magazines are within reach, clients not only recognize your appreciation for high-quality content but your association with top-producing industry partners.

MONTHLY SUBSCRIPTION COST BREAK DOWN:

5 COPIES ➤ **\$50** per month

10 COPIES ➤ **\$97.50** per month

15 COPIES ➤ **\$142.50** per month

20 COPIES ➤ **\$180** per month

For all questions, please reach out to Don Hill at don.hill@realproducersmag.com.



www.SimplePhoto.io 



Tampa Bays Highest Rated Real Estate Photography Company

- > HDR Photos > Drone Photos > Matterport 3D Tours
- > < 24 Hour turnaround > Twilight > Virtual staging

Save \$25 - \$100 on your next listing photoshoot

PROMOCODE - REALPRODUCER

Book @ www.SimplePhoto.io or Call/Text - 727-626-5074

FROM BIG TO SMALL We Clean It All

REGULAR CLEANING • DEEP CLEANING • CARPET CLEANING
MOVE IN/OUT CLEANING • VACATION RENTALS

CONDOS • APARTMENTS • SINGLE FAMILY HOMES
MULTIPLE FAMILY HOMES



RATES STARTING AT

\$70 AN HOUR 24hr Guarantee on Every Clean.

Call us today! 727-266-0909

cleangccs.com • gulfcoastcleanllc@gmail.com



LUXURY REAL ESTATE VIDEOGRAPHY

WWW.LUXHOMETOURS.COM



“

"SCM Roofing was amazing and much faster than the others I called.. " -Wesley Chapel Homeowner

"Professional. Quick & Easy. Would definitely use again." -Tampa Homeowner

"Very Professional. Knowledgeable guys and zero trash was left behind!." -Tampa Homeowner

”



SCM ROOFING is a GAF MasterElite Roofing Contractor

By focusing on roofing we are able to offer a competitive price, exceptional customer service and outstanding quality!

- Free consultations
- Our GAF lifetime roof system includes a 25 year workmanship warranty.
- Locally owned and operated with 30+ years of combined experience.
- Veterans, Active Duty Military, First Responders and Teachers Discounts.

855-SCM-ROOF
scmroofingfl.com

Licensed Florida Contractor #CCC1331132