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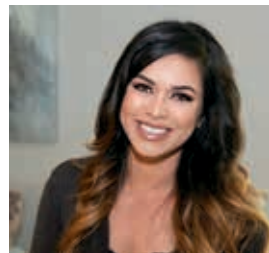
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2021

BY THE NUMBERS

HERE'S WHAT SWFL'S* TOP 500 AGENTS SOLD...

24,017



TOTAL TRANSACTIONS



\$21,655,120,323

SALES VOLUME

14,130

LISTING SIDE
TRANSACTIONS



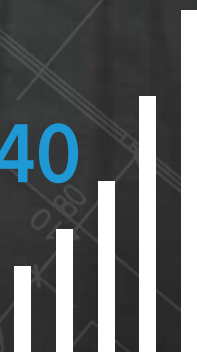
9,887

BUYING SIDE
TRANSACTIONS



\$43,310,240

AVERAGE
SALES VOLUME
PER AGENT



48

AVERAGE
TRANSACTIONS
PER AGENT



VENTURE



MEET THE COMMUNITY

CHECK OUT SOME OF SWFL'S TOP 500 REAL PRODUCERS AND PARTNERS!





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FEBRUARY IS FOR HEALTHY HEARTS!

February is **American Heart Month**. According to the American Heart Association, heart disease is a leading cause of death for both men and women in the United States, responsible for more than one in



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HAPPY FEBRUARY!



When I think of February, I think of Valentine's Day on February 14th, a day we men should always remember. In addition, and most importantly, I think of President's Day.

President's Day is a day that celebrates all U.S. presidents (past and present). Initially, President's Day was called Washington's Birthday, in honor of George Washington, the first President of the United States. His birthday on February 22 became a significant day of remembrance following his death in 1799. President's Day, now a federal holiday, is observed on the third Monday of February, and combines the celebration of Washington's Birthday with Abraham Lincoln's, which both fall in February.

Let's take a look at our original founding father, President George Washington.

George Washington served as the commander and chief of both the Colonial Army, as well as our country. He was known for being a man of great character. Words used to describe Washington were integrity, self-discipline, courage, absolute honesty, resolve, and decision. Because of these traits, Washington became our original founding father and is often referred to as the "Father of His Country."

George Washington was a raw and ambitious 21-year-old Major who served in the British army in the French and Indian War. Because of the character he displayed, he became highly respected by his peers. During this experience of serving, Washington observed the tactics, culture, discipline, strengths, and few weaknesses as the British army, at the time, was the strongest force





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The Balentine Team

EDGARDO BALENTINE



From left to right: Bradley Fieger, Lexi LeMay, Edgardo Balentine, April Trevino, Anthony Soto.

“Well, you know, every little kid dreams of being a mortgage broker,” Edgardo Balentine begins with a laugh.

“

Communication is key, and in my branch we like to deliver updates in a fun, yet unconventional way, sending clear (sometimes silly) milestone videos throughout the transaction.

”

...

allowing us an average of just 19 days from contract to clear to close.”

Why REALTORS®
Need to Be
Cautious About the
Zillow Acquisition
of ShowingTime



Be Careful What You Say — and Whom You Say It To

Communication is critical in every part of our daily lives, but perhaps even more so as a Realtor. At the end of the day, not only does being successful as a Realtor depend on your communication and customer service skills, but, not surprisingly, it also depends on your ability to understand the real estate buying and selling process from listing to closing. As such, home showings are, and will remain, a critical part of the home-buying process for consumers. Back in February 2021, Zillow Group, Inc. (“Zillow”), one of the most-visited real estate websites in the country, announced that it was

acquiring ShowingTime.com Inc. (“ShowingTime”), for approximately \$500 million. The transaction, despite a few delays, finally closed in October 2021.

ShowingTime had historically described itself as the “residential real estate industry’s leading showing management and market stats technology provider, with more than 1.2 million active listings subscribed to its services...and [is] used in 370 MLSs, representing more than one million agents across the U.S. and Canada.” Sounds positive, right? Perhaps.

In theory, competition breeds performance and should ultimately be more beneficial for the consumer. Nevertheless, that does not mean that some folks in the real estate industry are less than pleased about the acquisition and what ripple effect it may have on competition. Some folks in the industry now see Zillow as a competing broker, and there seems to be an uncomfortable feeling with some brokers and agents about seeing a single broker having control over the entire scheduling process. There are also concerns that Zillow will collect ShowingTime users’ information and give them a step up on the competition. According to a recent article that polled a group of South Florida real estate agents, 88 percent said that they currently utilize ShowingTime, nearly a third (30 percent) reported that they would no longer use ShowingTime after the acquisition, and a majority of users (52%) said they are uncertain whether they will continue using ShowingTime. Prior to the acquisition closing, there were even online petitions against it, such as one seen on Change.org titled, “Zillow is creating a monopoly by purchasing ShowingTime!”

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HOW BUILDING TRUST LED TO \$1 BILLION

IN NEW LISTINGS AND REFERRALS

▶ advanced marketing

By Joshua Lee Henry

John Gualtieri is a BILLION-dollar agent. He's done over 3,000 transactions in his career. And had 10 years in a row where he did between \$1 million and \$1.5 million in net commissions.

After his first year in the business, John became the top agent in Pennsylvania. He then went on to form his first real estate team, which quickly became the **number-1 team** in the **number-1 office** with the **number-1 franchise** in Pennsylvania and Delaware.

John was leading one of the largest and most successful real estate teams in North America when he began coaching agents outside of his franchise office.

But to be honest...

There's nothing John did that you can't also do.

In fact, John says one of the main factors for his success was his ability to quickly build trust with new prospects and clients and then reaffirm that trust by doing what he said he would — **sell their home quickly and at top dollar**. As simple and “touchy-feely” as it sounds, John **made trust his competitive advantage**.

Trust Beats Tech

<



When the economic recession hit in 2007 and 2008, the real estate market was shocked into a state of disarray. Many real estate professionals struggled to adapt to a stark new reality, and many found their way out of the business. Not many people were considering entering the business during this time. But Scott Pearl was.

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By Zachary Cohen
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A VOICE IN THE WILDERNESS

Recovering Individuals Who Have Fallen Through the Cracks



► cover story

By Zachary Cohen
Photos by Michelle Reed





No Mask Required

