

TAMPA BAY

# REAL PRODUCERS.®

CONNECTING. LEVATING. INSPIRING.

**KEEGAN  
SIEGFRIED  
& RICHARD  
STAHL**

*“Ugly  
Holiday  
Sweater  
Party”*

Photo Credit:  
B. Lively Images

***What's Inside:***

COVER STORY:

**Keegan Siegfried**

TEAM LEADERS:

**Bill and Teresa Yingling of The  
Yingling Team**

FEATURED AGENT:

**Melanie Atkinson**

RISING STAR:

**Luz Estrella Colon**

MAKING A DIFFERENCE:

**Conor J. Green Gives Back Through  
Big Brothers Big Sisters**

LETTER FROM MIKE MCGRAW,  
President at Florida REALTORS®

SPONSOR SPOTLIGHT:

**Radiant Property Inspections**

**FEBRUARY 2023**



# 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**



**MILESTONE**  
TITLE SERVICES, LLC

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

813.513.9848 | [www.milestonetitlesvcs.com](http://www.milestonetitlesvcs.com)



# HOW TO HELP YOUR CLIENT'S TEMPORARILY BUYDOWN INTEREST RATES

CONTRIBUTION BY  
THE SELLER, BUILDER,  
OR REAL ESTATE AGENT ONLY

	3-2-1 Buydown	2-1 Buydown	1-0 Buydown
Example Note Rate	7.0%	7.0%	7.0%
1st Year Rate	4% (3% Rate Reduction)	5% (2% Rate Reduction)	6% (1% Rate Reduction)
2nd Year Rate	5% (2% Rate Reduction)	6% (1% Rate Reduction)	7.0%
3rd Year Rate	6% (1% Rate Reduction)	7.0%	7.0%
Rate After 3rd Year	7.0%	7.0%	7.0%
APR*	7.45	7.29	7.19

## 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](http://hometeam.com/tampa-bay)  
[tampabay@hometeam.com](mailto:tampabay@hometeam.com)



Call us...We are here for you! Llámamos... ¡Estamos aquí para ti!




**(813) 251-2700**  
326 S. Hyde Park Ave., Tampa, FL 33606  
[BayToBayLending.com](http://BayToBayLending.com)  
[info@BayToBayLending.com](mailto:info@BayToBayLending.com)  
NMLS ID #4102




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





**VANDYK MORTGAGE CORPORATION**  
Est. 1987 NMLS #3035


Contact me for details



**Offering the Mortgage Programs You Need!**

- Traditional FHA, VA and Conventional
- Hometown Heroes down payment assistance
- 1-3-5 ARM's
- Investor Cash Flow
- Self-Employed Bank Statement
- Fix & Flip
- Bridge Loans

**Diana Harvey**  
Loan Originator  
NMLS#1208474 | FL#LO25934  
Phone: (727) 458-2005  
dharvey@vandykmortgage.com  
13577 Feather Sound Drive, Suite 100  
Clearwater, FL 33762  
www.dianaharveyhomeloans.com



Please check out my Mortgage Show!

Corp NMLS#3035 | nmlsconsumeraccess.org



**MARLIN TITLE**

**RESIDENTIAL & COMMERCIAL**  
TITLE INSURANCE / ESCROW / CLOSING AGENT

**EXPERIENCE SMOOTH SAILING WITH MARLIN TITLE**

At Marlin Title, we put the client experience first. From our commitment to communication to our extensive problem solving experience, our goal is to make sure your contract to keys is as smooth as possible.

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



**PAVERSEALTAMPA.COM**  
TRAVERTINE & PAVER SEALING



**FOR SALE**

**SOLD**

Sealing & Color Restoration  
**813.480.9093**  
info@paversealtampa.com



## TABLE OF CONTENTS

	<b>12</b> Publisher's Note		<b>16</b> Cover Story: Keegan Siegfried		<b>22</b> Rising Star: Luz Estrella Colon
	<b>28</b> Ugly Holiday Sweater Party		<b>34</b> Team Leaders: Bill and Teresa Yingling of The Yingling Team		<b>40</b> Featured Agent: Melanie Atkinson
	<b>46</b> Making A Difference: Conor J. Green Gives Back		<b>50</b> Sponsor Spotlight: Radiant Property Inspections		<b>55</b> Letter from Mike McGraw, President at Florida REALTORS®



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



MEET THE  
**TAMPA BAY**  
 REAL PRODUCERS TEAM



**Don Hill**  
 Area Director



**Elizabeth McCabe**  
 Director of Business  
 Development



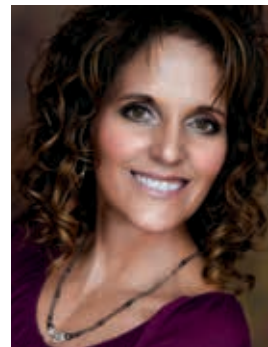
**Dave Danielson**  
 Writer



**Gillian Kirsch**  
 Ad Manager



**Tara Terhune**  
 Client Experience Director



**Carol Walker**  
 Professional Photographer  
 Thomas Bruce Studio



**Allie Serrano**  
 Professional Photographer  
 Allie Serrano Portraits, LLC



**Lisbet Alvarez**  
 Event Coordinator



**Barry Lively**  
 Professional Photographer  
 B. Lively Images



**Ryan Justice**  
 Videographer



**Gerardo Luna**  
 Event Photographer



**Rob Horne**  
 Videographer



**-RESIDENTIAL & COMMERCIAL-**

AERIAL      3-D VIRTUAL TOURS      VIDEO TOURS

FLOOR PLANS      CUSTOMIZED WEBSITES

Next day      **813-477-3398**      LivelyListings.com





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!

**CLOSING/LISTING SERVICES**

List 2 Close  
Mandy Riedinger  
(727) 262-4004  
list2closemgt.com

Pineapple Closings  
(727) 644-2972  
pineappleclosings.com

**ELECTRICIAN**

Florida Electric Partnership, LLC  
(727) 483-2808

**ESTATE LIQUIDATION & DOWNSIZING**

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

**GENERAL CONTRACTOR**

RJB Construction  
(813) 735-7179  
rjbconstructioninc.com

**HOME INSPECTION**

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

BPG Inspections  
(800) 285-3001  
BPGInspections.com

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

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

Gulf Shores Home Inspections  
(727) 307-1339  
gulfhomeinspections.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  
nationwidehomesolutions.com

**INSURANCE**

Brightway Insurance  
(727) 493-0918  
brightway.com

**MORTGAGE BROKER**

K2K Mortgage  
Kris Radermacher  
(757) 450-0052  
klear2kclosewithkris.com

**MORTGAGE LENDER**

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

**Change Home Mortgage**

Jeannine Smith  
(727) 772-3459  
jsmithmortgage.com

Cross Country Mortgage  
(727) 742-5893  
ccm.com/Steve-Robertson

Edge Home Finance  
(813) 957-2080  
celiamerritt.com

Guild Mortgage  
(813) 767-1887  
Applywithcarlos.com

Lincoln Lending Group  
Frank Coto  
(813) 765-1239  
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

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  
gerardolunaphotographs.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

Magnum Restoration  
(813) 606-4414  
magnumrestoration.com

Perimeter Roofing  
(678) 948-7663  
perimeterroofing.com

SCM Roofing  
Shawn Alverson  
(239) 339-7756  
scmroofingfl.com

Tactical Roofing Company  
(727) 404-8989  
gettheroof.com

**TITLE AGENCY**  
Celebration Title Group  
Rob Modesto  
(407) 489-1542  
www.CelebrationTitleGroup.com

**TITLE COMPANY**

Assurity Title  
(813) 556-7501  
AssurityTitle.com

Marlin Title  
(727) 791-7000  
marlintitle.com

Milestone Title Services, LLC  
(813) 422-1328  
Milestonetitlesvcs.com

Red Door Title  
(843) 324-2420  
reddoortitlegroup.com

**UTILITY CONCIERGE**

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

**VIDEO PRODUCTION**

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

**SCM ROOFING** Master Elite

**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

“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



# PUBLISHER'S NOTE

**“Being deeply loved by someone gives you strength, while loving someone deeply gives you courage.” — Lao Tzu**

Hello, Top Producers!

Happy Valentine's Day to each and every one of you. It's a month to spread the love!

Take time to cherish those closest to you, whether friends, family, or clients. A heartfelt note of gratitude or a small gift can go a long way in a digital age.

Investing in others makes the world a smaller place as we put people first. In a service-driven industry, real estate is all about helping others and being a bridge to help them achieve their goals, whether securing investment property or their dream home.

We're midway through the first quarter of the year. I hope you have started the year strong, set some new goals, and are ready

to crush them. With positivity and hard work, anything is possible. Make new connections this year! That's what *Tampa Bay Real Producers* is all about.

This month, we have another packed issue for you. I want to thank all of our contributors, our photographers, and our writers for their hard work every month. I also want to thank everyone for attending our most recent event, where people showcased their ugly sweaters. It was a ton of fun. Check out our photos on pages 28-31.

Make it the best February ever!

Until next month!



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

**NATIONWIDE HOME SOLUTIONS**

**WINTER IS HERE!**

Florida may not have **WHITE** stuff falling from the sky, but there may be **GREEN** stuff falling from your wallet if you forget your HVAC tune up!

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.

**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

**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**

PEOPLE LOVE US on yelp

**HOME INSPECTIONS**

**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

FREE WDO MENTION CODE LABOR4U

**SECINSPECTION.COM**

**813-657-HOME**

**SEC Inspection Services**  
"Where All of Our Inspectors are GOOD LOOKERS"



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](http://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](mailto: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.

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.

2023  
HAPPY NEW YEAR

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

\*Licensed agents only



**Rebecca Vazquez**  
813-810-0807  
[homeriver.com](http://homeriver.com)

@HRGTampa

12906 Tampa Oaks Blvd  
Suite 100, Temple Terrace FL 33637





cover story

Written by Elizabeth McCabe  
Photo Credit: B. Lively Images



I CAN'T IMAGINE DOING REAL ESTATE ON MY OWN. I WOULDN'T WANT TO. IT'S TOO MUCH FUN NOT TO DO IT WITH OTHERS. ”



Left to Right: Britany, Mike, Thomas, Keegan, Wallas, Anna, Richard

# KEEGAN SIEGFRIED

Learn from the best. That's exactly what Keegan Siegfried did in real estate, making him into the real estate professional that he is today.

"I had the best mentor I've ever found," he comments. Keegan learned from REALTOR® Stuart Hurry, who has been in real

estate for almost 5 decades and has stood the test of time.

Keegan explains, "He was a billion-dollar producer and took me under his wing. He had been a broker,

developer, builder, and landlord working in two different countries and servicing all of Florida. He had been in real estate for 45 years when I met him. He was a complete real estate guru, and I still haven't found anyone who matches him. I've got a lot of love for that guy."

In April 2017, Keegan went to a different real estate company and started everything with his best friend, Richard Stahl. "Richard worked his tail off with my mentorship to become an expert agent and is now Paramount Home Group's head trainer for our entire group, which is pretty awesome," says Keegan.

Keegan is now working as the team leader at Paramount Home Group, which now has 18 full-time agents. He says, "I have stepped away from production and now focus fully on providing value to the agents at Paramount Home Group, continuing to grow their careers." A successful entrepreneur, Keegan also runs a mortgage brokerage named Motto Mortgage Group and an insurance group.

As a team leader, Keegan acts as an overseer and more of a visionary than an executor. He comments, "I make sure that everything continues growth. I'm big on training, helping agents and making them grow. Training is our No. 1 thing. I

train agents the way I was trained, offering them the best training in the entire real estate community."

### HIRING THE BEST

In building the team, Keegan wants to hire the best potential. He evaluates possible REALTORS® to join the team based on their ability to succeed and if they are willing to meet him halfway from a work ethic standpoint. As Keegan says, "Do they deserve the chance?" He acknowledges that real estate is a hard business, and if REALTORS® don't find the right direction, they don't meet their potential. Finding the right mentor to show them the way is critical. That's what Keegan does for his agents, giving them the best practices to ensure their success in today's industry.

"It takes the right team members to succeed," says Keegan. "I can't imagine doing real estate on my own. I wouldn't want to. It's too much fun not to do it with others."

With top training, agents do remarkably well on the team. "We train agents at a higher level and a faster pace than anyone else out there. That's what I really care about ... it's satisfying to change lives for the better. That's why it's not the Keegan Group. It's not about me. I would prefer to be in the background and let them take all the credit. I'll be the first to take the fall, though," says Keegan.

### OPTIMISTIC OUTLOOK

"I'm a glass-half-full kind of guy," says Keegan. He's motivated to set an example for the agents. As he says, "If I can do it, they can do it."







**I WORK TO LIVE. I DON'T LIVE TO WORK. I HAVE CREATED SO MANY RELATIONSHIPS THROUGH REAL ESTATE.**



...

The team is collaborative, supportive, and unified. Keegan comments, "We're one big family." Everyone helps everyone else, just as iron sharpens iron. Their unique culture and top-notch training help agents be the best that they can be.

They also deliver real results.

Last year, they did 63 million dollars in production with 26 million dollars on the mortgage side. This year, they are on pace to top 84 million dollars.

In the process, they have lots of team bonding, team organized group events, and everyone has become really good friends with one another. Whether that is group workout classes, boat trips, fantasy football, dinners, or Super Bowl

parties, Keegan is determined to keep the unity and camaraderie of the team as they continue to grow.

"I won't have it any other way," he says. "If someone doesn't fit our culture — working hard and doing it together — they aren't the right fit for us."

**KEEGAN'S BACKGROUND**

Originally from Kansas City, Keegan

has been in Florida for just over 10 years now. He worked in the customer service industry before real estate.

"I had a couple of job opportunities while at Nordstrom with people who tried to recruit me for real estate," he says. Initially, Keegan worked for a real estate investment trust in Pinellas in 2013, falling in love with the real estate side of the business. However, Keegan says, "I hated sitting in a cubicle for 75% of my day. I wanted to be with people."

**FAMILY FOCUSED**

When not working, Keegan treasures time with his family. He and his beloved, Nicole, just had their firstborn child, a baby girl named Emmy.

To relax, Keegan loves sporting events when he's not working. "I work to live. I don't live to work," he says. "I have created so many relationships through real estate." He has also created a lot of friends.

**FINAL THOUGHTS**

"I got really lucky," concludes Keegan. "I fell into the arms of



someone who was willing to show me the way, take the time and take me under his wing. That's the massive reason why I am where I am today."

Now, Keegan is doing the same thing for the team — helping them excel and support their families and changing their lives in the process. This team leader wouldn't have it any other way.

Paramount Home Group's Eminent Mentions

- Richard Stahl, Cofounder & Head Mentor
- Britany Hannaman, Top Agent
- Thomas Flannery, Top Agent & Mentor
- Mike Davis, Top Agent & Mentor
- Anna Chiacchio, Top Agent
- Wallas Silva, Top Agent & Mentor





Let Your Clients Know

# How Much You Love Them

By Suggesting Kaizen



CONSTRUCTION GROUP

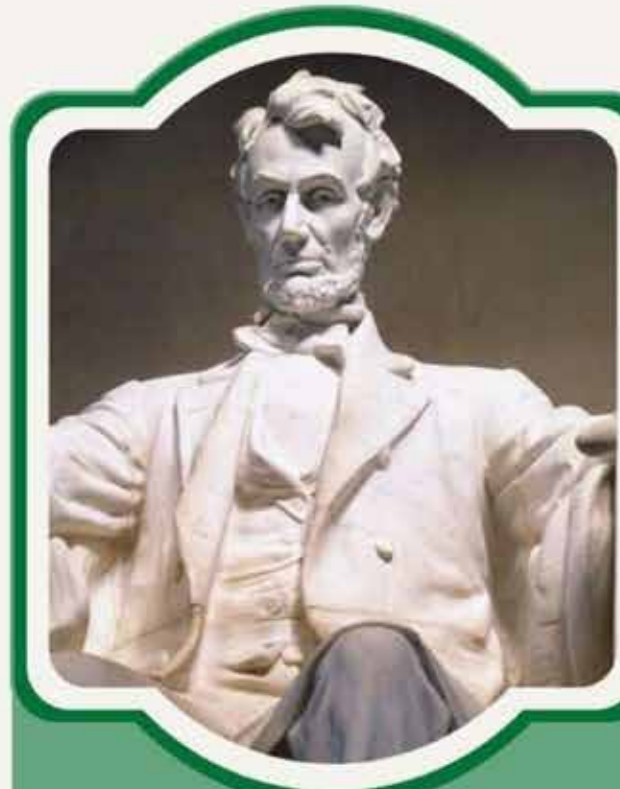
813.518.5248

kaizenconstructiongroup.com

Contact John and Jacob anytime!



NMLS 355238



NEED A LOAN THAT DOESN'T TAKE FOUR SCORE AND SEVEN YEARS TO CLOSE?

Think Lincoln Lending Group!



LIGHTNING FAST PRE-APPROVALS

NO APPLICATION FEES  
NO BROKER FEES

12-DAY AVERAGE CLEAR-TO-CLOSE!

LOWEST RATES IN THE INDUSTRY

LOAN PROGRAMS FOR PRIMARY, SECOND, & INVESTMENT PROPERTIES

- Bank Statement Program
- 1099 only Program
- Stated Income Program
- Investor Cash-Flow Program
- Foreign National & ITIN Program
- Bridge Loans
- Commercial & Private Money Loans



WE WORK NIGHTS & WEEKENDS



We beat any competitors written estimate. No application needed!

(loan amounts over \$250K)



24 Hour Underwriting!



(813) 765-1239



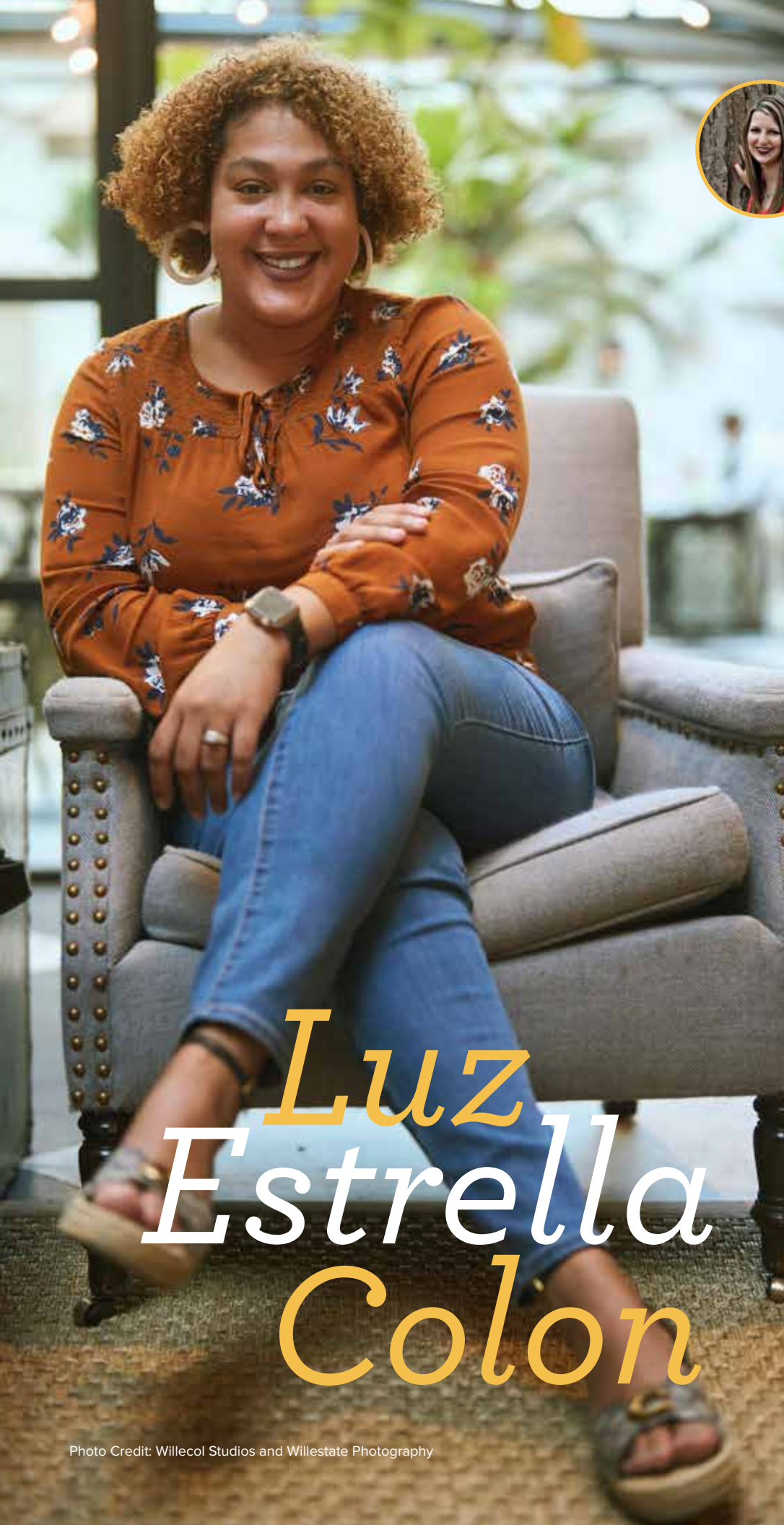
Bev@Lincolnlend.com



6944 W. Linebaugh Ave, Ste. 101, Tampa, FL 33625

Restrictions Apply. Subject to Credit Approval. Call for Details.





## » rising star

By Elizabeth McCabe

“I love what I do,” says REALTOR® Luz Estrella Colon with Berkshire Hathaway HomeServices Florida Properties Group. She does remarkably well, giving her career 110 %, along with her transaction coordinator.

“Not being on a team scale, I did \$17 million by myself last year,” she adds. Her father works as an appraiser, and Luz found real estate to be a “really good fit” for her. She earned Rookie of the Year, and her talent has been recognized by others.

Luz has been in real estate for over three years and has found her niche. She’s part of the top 250 of the National Association of Hispanic Real Estate Professionals (NAHREP)

### *From Banking to Real Estate*

“I did banking for 15 years ever since I was 18,” comments Luz. She worked in banking in personal accounts and did mortgages. Interestingly, her initial plan was to be a nurse or a doctor but decided to be a teacher instead. “I’ve always wanted to do that,” she reflects. She worked as a language arts teacher



Photo Credit: Willecol Studios and Willestate Photography

for one year for Marshall Middle School and two additional as a teacher and tutor for a homeschool group and founded Starlight Tutors.

When she got injured in a car accident, she decided to homeschool her kids and stay home with them. She comments, “I joined homeschool groups and taught Spanish along with other subjects.” Luz’s heart was calling her to something more.

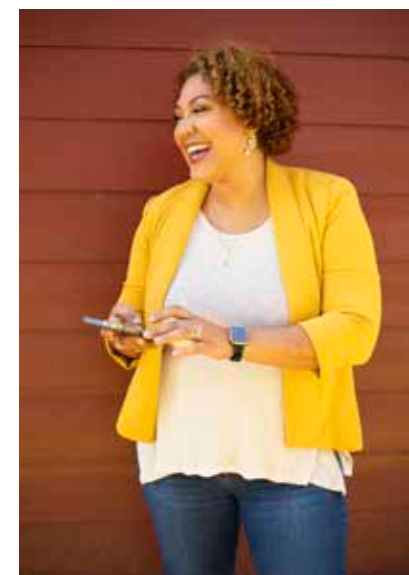


Photo Credit: Bethany May Photography

She says, “I wanted to help people.” Longing for a flexible schedule, she set her sights on real estate. “I’ve always liked houses,” she comments. “I was the first person in my family to get a house.” She came from poverty, lived in trailer parks, and came from a bad home. “I was in foster care, and I just never thought I would be a homeowner and ever be able to help people.”

Becoming a homeowner was a life-changing moment for Luz. She explains, “It broke the stigma of people.” She saw real estate as a way to help make a difference in the housing market. With her skills as a teacher, especially with her organization and understanding, she knew she would be an asset to her clients and listen to their concerns, even acting as a counselor when necessary.

“I want to thank my dad for believing in me,” smiles Luz. “He brought real estate up to me a year prior to when I joined [my brokerage]. I’ve been doing real estate for 3 years and a few months now.”

Luz started off with 60 percent commission and hustled to build a higher split. She comments, “I needed the skills, the education, and people to have my back.” She has since become a solo agent.

### *Making Dreams Come True*

Now Luz has the opportunity to make other people’s dreams come true. When kids come up to her and hug her when their family purchases a home, that means the world to her. Homeownership makes a difference for families and transforms people’s financial situations.

To Luz, the price of a house does not matter. “I can sell a \$100,000 home to a \$1 million home,” she comments. Luz doesn’t do her job for the money; it’s about changing lives for her.

Her slogan is simple, “Relax and let LUZ.” She takes the time to get to know her clients. Luz explains, “When I do something, I give it 100% — my all.” She sits down with her buyers and asks them what they are trying to accomplish and what they





Photo Credit: Willecol Studios and Willestate Photography

want. For sellers, she asks them why they are selling.

**A Heart of Gratitude**

Luz couldn't be happier to be where she is today. She has a daily affirmation of gratitude and reads devotionals in the Bible. She's also a fan of Mitch Albom.

"Reading has helped me appreciate life," she comments. She is also a part of a book club and reads real estate books and is part of a mastermind group. "I also like to read inspiring biographies of other people," she

adds. Luz has liked *Think Like a Monk* and *Greenlights*.

**Helping Others**

When Luz isn't working, you can find her with her husband of 14 years, who is a professional photographer, and their four children, including one set of twins. Their niece, 19, has also lived with them for five years, along with her mother-in-law. Their toy Yorkie and Shih Tzu make their house a home.

With her heart for others, Luz has a company called Starlight Tutors, and her heart is drawn to teaching



Photo Credit: Bethany May Photography



Photo Credit: Willecol Studios and Willestate Photography

and children. She also likes to serve in her church, do outreaches, volunteer for foster care and Habitat for Humanity, and give back to the community.

To relax, you can find her hiking, kayaking, and traveling to Georgia and North Carolina. "I also like anything with the performing arts," she adds.

From living in poverty to breaking the back of poverty as a successful REALTOR®, Luz is an inspiration. We are honored to feature her as this month's Rising Star and can't wait to see what the world has to offer this talented agent!

**lumio\***

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**

**OLD REPUBLIC HOME PROTECTION**

**Be a super star to your clients!**

**Offer home warranty coverage from Old Republic Home Protection.**

- NEW! Appliance Limit Upgrade option - doubles the coverage limit per covered appliance
- No age limit on covered systems and appliances
- Call centers located in the US

**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

Terms and conditions apply. See current state plan for complete coverage and exclusion details.

*People Helping People*

This is a paid advertisement.

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

**727-386-8627 www.SolidRockHI.com**

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



# Tampa Bay's MOST TRUSTED TITLE Company

Here at **Assurity Title** we offer competitive closing fees, along with providing services across the state of Florida. We waive notary fees for sellers, offer rebates through our Hometown Heroes Program, and value the clients we do business with.

**Get Your  
FREE Agent  
Net Sheet  
Calculator:**



- Easy estimates 24/7.
- Side-by-side scenarios.
- Save, edit and share.
- Individualized branding.



**To KNOW us, is to TRUST us!**



Contact us today:

813.556.7501 ☎

10129 Gallant Lane  
Tampa, Florida 33626 📍

closing@assuritytitle.com ✉

[www.assuritytitle.com](http://www.assuritytitle.com)

**RJB Construction**

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

CBC1260962

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

**813-735-7179**  
rjbconstructioninc.com

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

**FBI Group**  
Florida Building Inspection Group

**HOME  
INSPECTION  
REPORT**

★ OVER 2,000 5-STAR REVIEWS ★

[www.FLBIGroup.com](http://www.FLBIGroup.com)  
NEW OR OLD, BEFORE YOU BUY... CALL THE FBI  
**813-409-3249 | 727-822-8014**

*Allie Serrano*  
**PORTRAITS**  
LUXURY PORTRAIT  
PHOTOGRAPHY  
STUDIO

♥  
**Boudoir  
VALENTINE'S DAY  
PHOTOSHOOT**  
for couples

Not just for  
Valentine's Day ♥

Call/Text  
(813) 501-7250  
[AllieSerranoPortraits.com](http://AllieSerranoPortraits.com)



# Ugly Holiday Sweater Party

AT COASTAL CREATIVE IN ST. PETE ON DEC. 7

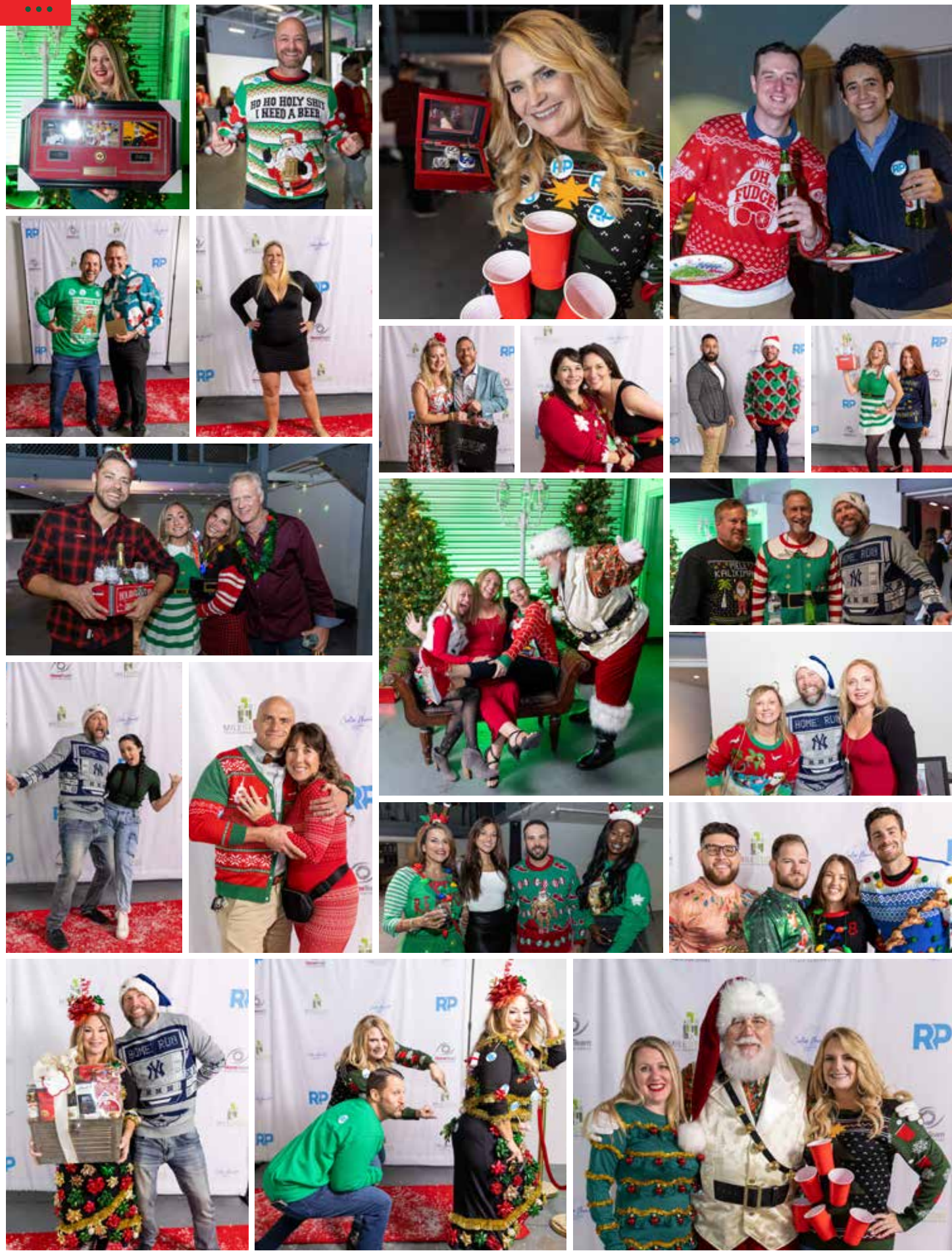
Photo Credit: Rob Cox with Impressive Perspective

**SPONSORED BY:**

- Milestone Title
- Hometeam Inspections
- Celia Merritt with Edge Home Finance
- SEC Inspections
- Homeriver Group
- Assurity Title Group
- Simple Photo
- Red Door Title
- K2K Mortgage with Kris Radermacher
- Pics from Rob Cox with Impressive Perspective









# Value. Commitment. **Celebration.**

Every interaction, every transaction, every single action is a *celebration*.  
CELEBRATE WITH US!

Home of the original Confetti Cannon Closing Experience™ | Targeted Community Farming Opportunities | Branded Marketing Materials | Online Learning Platform | Networking Events



**Rob Modeszto**  
LEAD SUCCESS PARTNER  
(407) 489-1542 | Rob@CelebrationTitleGroup.com  
CelebrationTitleGroup.com/Rob



## 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



"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
- Mold Testing



www.MomentumHomeInspections.com

**863-600-6949**

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.



*No time to update your team photo  
or individual headshots?*

No problem! Let us come to you!



On location - your office or other locale  
Studio set up or environmental background  
Group rates available



(727) 577-5626 • www.thomasbruce.com

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







MEET

# Bill & Teresa YINGLING

OF THE YINGLING TEAM



▶▶ team leaders

Written by Elizabeth McCabe  
Photo Credit: Allie Serrano of  
Allie Serrano Portraits LLC

## LEADING THE WAY

Two REALTORS® are always better than one. Bill and Teresa Yingling of The Yingling Team at Berkshire Hathaway HomeServices Florida Properties Group are no exception. They celebrated their 20th wedding anniversary in February 2022 and complement each other beautifully in work and in life.

Bill is the team leader, and Teresa functions as the operations manager. Teresa jokes, “As the operations manager, it’s kind of like herding cats.” Nonetheless, she loves her job. She comments, “This doesn’t seem like work.” Helping their clients and the agents on their team is what it is all about for them.

### ROAD TO REAL ESTATE

Interestingly, Bill’s involvement in real estate dates back decades. He comments, “I actually started in the business in the mid-‘80s with my father in Orlando. I did commercial real estate over there and got out of the business in the ‘90s.”

In 1996, he got into the boat business and worked for dealerships and did yacht brokerage for a total of 22 years. On May 21, 2017, he had his first heart attack, which happened to be Teresa’s 50th birthday.

Eager for a change of pace, Bill went back into real estate in 2018. Gone were the days of traveling four hours a day to Lakeland and Wildwood from Gulf Harbors, Florida. The long commutes took a toll on him, and Bill found a better way of life with his wife’s support.

As Bill says, “I had this ‘life is too short’ moment. I didn’t want to travel that much anymore, and I got my real estate license. I joined Keller Williams on The Myers Home Team and took 43 listings my first year and became the team’s lead listing specialist. Teresa would help me with open houses.” That’s when he asked Teresa, “Why don’t you get your real estate license?” Although Bill



was kind of joking, Teresa took his question to heart and got her license in December 2019, right before the pandemic. Previously, she worked in health care for 35 years in home health physical therapy before transitioning to real estate.







During the pandemic, Bill had an “aha moment.” He explains, “We needed to do something for us, so we made the jump to Berkshire Hathaway HomeServices Florida Properties Group on May 8, 2020.” Although he lost all his Keller Williams listings, Bill wouldn’t be deterred from real estate.

**DRIVEN AND DETERMINED**

“We started at ground zero in the middle of the pandemic,” he says. Teresa comments, “We were the only ones in the Berkshire Hathaway office, other than the broker, title person, and admin.”



Bill and Teresa were determined to make real estate work. Teresa had left a career in health care to go into real estate. “We had no safety net or side hustle, and we were going to make it work,” says Bill. “We had no choice,” says Teresa.

Bill, being the “extremely goal-oriented individual” that he is, printed off a big number 10 and put it in front of his computer, aiming for ten transactions. “I had seven transactions that month, and we hit the ground running,” he says.

Their team grew organically from there. Agents from their previous team kept asking Bill questions about contracts and what to do, and soon they joined their team. “We now have six agents on our team, and we have gone through a huge learning curve to get here. We have learned how to grow the right way and are now attracting experienced agents who want to share in our success and growth and culture.”

“We just took off from there, just as the market started taking off,” says Bill. In 2021, their business grew over

400% and is now in the top 1% for Berkshire Hathaway nationally. As a team, they did 23 million dollars in sales volume with 80 transactions, some of which were off the market.

“At the time we started, we built a relationship with a developer and have represented him on the homes that he builds in several projects,” says Bill. The business only grew from there through lead generation and being client-centered (as opposed to agent-centered).

“It’s not about us; it’s about the clients. We are very customer focused and get the job done,” says Teresa. “We also receive a lot of referrals.”

Bill adds, “We’ve been blessed through a lot of hard work. It’s not like we sit and wait for the phone to ring. We’re very proactive and like to service our clients and build relationships. That’s how we’ve built the business by focusing on our clients.”

**COMPLEMENTING ONE ANOTHER**

As a couple, Bill and Teresa complement each other. As Teresa says, “It’s good. We have our boundaries and make sure work is not 24/7. We make sure that we take time for ourselves as a couple.”

Bill comments, “It’s worked out really well. We have different personality types.” Bill might be blunt at times while Teresa smooths things over. Bill likes answers “right now,” while Teresa is more of a “steady person.” As Bill says, “We complement each other.” Working together is getting “better and better.”

Teresa calls Bill the “Negotiating Bulldog.” She says, “He will fight for his customers, and he won’t give up.



All the real estate business processes and systems, such as lead generation and negotiation, that’s his lane.” Bill excels in teaching and education, which is one of his passions, leading the team in their day-to-day lives as busy REALTORS®.

As for Teresa, she excels in social media, working behind the scenes and making sure that the team is taken care of. She is happy that working together has worked very well. “We are so blessed,” she comments.

They make sure to always answer their phone. As Teresa notes, “It’s important that our team knows that they are supported. There are a few

new agents on our team.” He works on tightening up systems and processes and being the best team leader he can be.

**OUTSIDE INTERESTS**

When they aren’t working, Bill and Teresa enjoy boating, fishing, traveling, snorkeling, and scalloping. They live on the water with a private beach in their neighborhood. They have a boat docked outside their back door, which is convenient for boating. They also like motorcycle riding, where they get their “wind therapy.”

“We love giving back,” says Bill. He and Teresa started their own 501(c)(3) nonprofit, Yingling Gives

Sunshine. Each year, they choose a nonprofit and donate a portion of a commission to this worthy cause. In 2022, they gave back to Metropolitan Ministries. Helping others is near and dear to their hearts. They also donate nonperishable items to Metropolitan Ministries, where Teresa serves as a Pasco Ambassador. They are also involved with Holiday Rotary, West Pasco/Pinellas Business Association, and Suncoast NPI in Palm Harbor.

**FINAL THOUGHTS**

Bill and Teresa are a dynamic duo in real estate. They are an asset to their clients, their team, and the community. We can’t wait to see what The Yingling Team does next!



let me show how much I **LOAN** you this Valentines day



*Celia Merritt*  
MORTGAGE TEAM

GET IN CONTACT WITH ME



SCAN ME



**Celia Merritt**, Loan Officer  
Licensed in FL, NC, SC, VA, PA, MI, KY, CO, CA, TX  
NMLS# 1770000

**BPG Inspections**  
Tampa's Best! Home Inspections Made Easy for YOU.  
Our team makes the inspection process quick, easy, and hassle-free, so you can worry less and close the deal faster!

**OUR SERVICES INCLUDE:**

- Home Inspections - pools and sprinkler included
- New Construction - pre-slab, framing, pre-closing
- One Year Builder Warranty Inspections
- WDO/Termite
- Wind Mitigation Reports
- 4 Point Inspections
- Air Quality Testing
- Water Quality Testing
- Sewer Scope Inspections
- Pre-Listing Inspections
- Commercial Inspections

Call Us Today at 800-285-3001  
100+ YEARS OF TEAM EXPERIENCE  
Serving the entire Tampa Bay Area

scan to make an appointment today.

**Home insurance that's built for your client**

Text us for fast turnaround home quotes.



**Danny Knoblock**  
727-877-8099



**Jake Trimble**  
727-478-2021

The Dittman Agency



HAVE YOU EVER THOUGHT ABOUT INVESTING INTO MOVIES?



New Movie The Wild Man releases 9/30 and filmed around the Tampa Bay Area



**Ryan Justice**  
813-843-3475  
justifiedfilms@gmail.com  
justifiedfilms.net





# MELANIE ATKINSON



▶▶ featured agent

Written by Elizabeth McCabe  
Photo Credit: Allie Serrano of  
Allie Serrano Portraits LLC



**M**“My life didn’t unfold the way I planned, but I couldn’t be happier with where I am now,” says REALTOR® Melanie Atkinson with Smith & Associates Real Estate.

Prior to entering real estate in September 2007, Melanie attended the University of Florida and earned her degree in psychology. She says, “I use that every day in this business.” She went to graduate school for human resource management and industrial relations, and that’s the industry she planned on working in. “I did that because my parents are business owners, and they taught me that the hardest part of running any business is dealing with people. But, the universe had a different plan for me, and I became a mother at 23 years old.”

Her son had special needs as an infant and couldn’t be left in daycare. Soon she had two children and settled in

the suburbs at a young age. When her neighbor needed help with real estate in 2005, Melanie jumped in to help.

“I had a strong desire to work,” she says. “While working with my neighbor, I realized real estate was in my wheelhouse in so many ways. My parents owned an appliance and air conditioning company, and I grew up around construction.” Another component of their business was working with people, which Melanie liked as well.

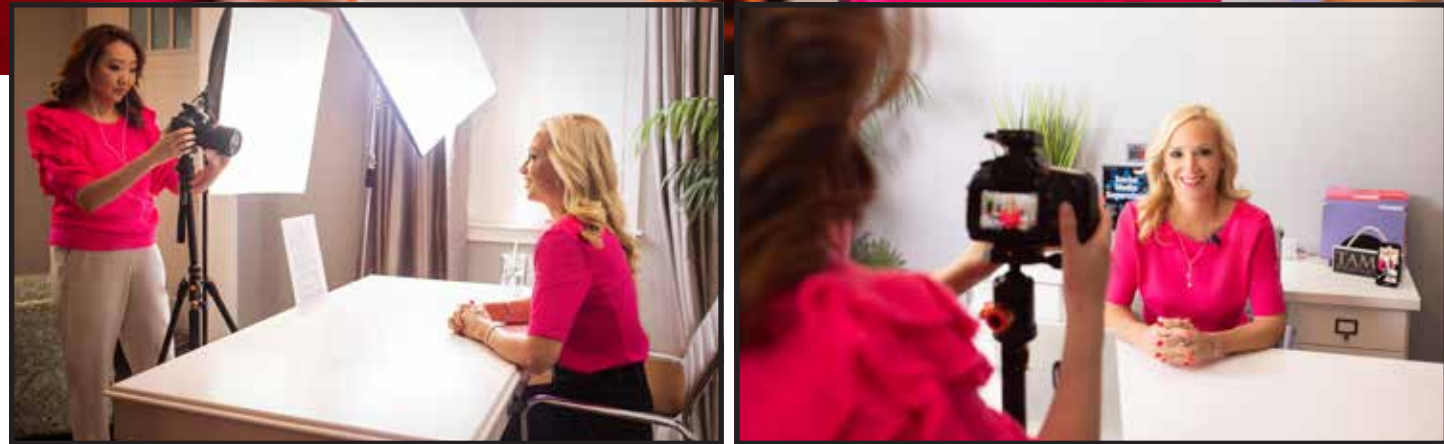
Real estate was a marriage of everything that Melanie liked. Her only goal was not to be salesy. She says, “I didn’t know I could do a sales job without being salesy.” It turned out she was a natural in real estate. She has worked in new construction and on a team and has been at three brokerages.

She has a heart of gratitude for the hard times, especially starting

during the Great Recession. Melanie explains, “I got my license in the worst housing downturn that we have ever seen. The challenge of that was enormous. One year, I made \$11,000. I worked all the time while having three little kids, but those years, the things I learned and the contacts that I made in real estate — those are the best things that I could have ever received. The friends that I have and the business contacts that I made have been wonderful.” She wears the early years of her real estate career as a badge of honor. “I learned so much about how to be resilient in an industry that tends to have its ups and downs,” she comments.

Now she is making her mark with Smith & Associates Real Estate. Her volume last year was just under 29 million dollars and this year, she already has 36.5 million dollars in sales. Melanie has a full-time





assistant as well as two people on her team who function more as buyers' agents.

#### BUILDING HER BRAND

Melanie has created a name for herself through her YouTube channel, *Melanie Loves Tampa Bay*. The idea came from a former client of hers who was a television producer locally and then worked for CNN. When she came back to town, she mentioned to Melanie that she should be on YouTube as another avenue of marketing.

"I didn't have a reason to say 'no' to her," says Melanie. That was in 2018. Four years and 92 videos later, Melanie has a total of 25,701 subscribers and growing with 2.6 million views.

Her YouTube channel was meant to be all about life in Tampa Bay and real estate. Melanie explains, "I wanted my channel to be informative for people moving to the area. What I didn't know in 2018 was that COVID-19 would happen and that my channel would be something that people really used to learn about the area."

What happened next was overwhelming. An amazing pipeline of business opened up to her, and people reached out to her. With professional videos, people took notice. Melanie has now been featured on Yahoo Finance, the *Florida REALTOR® Magazine* (twice), and even had an interview with the *Washington Post*.

"When you Google me, you find me," she says. Her online presence has made her who she is today. A sought-after real estate professional,

Melanie has also been featured on a local news channel.

"The return on investment from my YouTube channel has been insane," she admits. "Modern ways of marketing are more important than old ways of doing things." She sees the quality of buyers that YouTube attracts, which isn't just younger people. "Very high-end buyers watch the channel," she says.

#### ADVICE FOR NEW AGENTS

For those looking to enter real estate, Melanie notes that appearances can be deceptive. She explains, "People don't anticipate the business being as hard as it is. You have to constantly learn. You have to be working with both your fellow professionals and buyers and sellers."

Fortunately, real estate is a perfect profession for those who are looking for variety. "No day is ever the same," she says. "Every transaction is different."

Nothing worth doing is easy. As Melanie says, "It takes a long time to be really good in this business. You have to work really hard. There are so many shows out there that make real estate look glamorous and easy. None of my high heels look like they do on reality TV. Mine are all covered in dirt from construction sites."

Real estate is a very rewarding profession and people can make as much money as they desire. With no cap, the sky's the limit in this profession. "You don't have a cap; you can make as much money as possible, which is fantastic."

#### FAMILY FIRST

Melanie is the mother of three boys, ages 22, 20 and 16. "Two are at the University of Florida, just like me," she smiles. "One is in high school."



When Melanie isn't working, she loves sports. "I've been a half season ticket holder to the Lightning since 2002. I love concerts and go to them all the time. That's my favorite thing to do."

You can also find Melanie exercising. "I do Jazzercise at a Jazzercise facility, and no, we do not wear leg warmers," she explains. She jokes,

"I have a potato obsession, and that's why I have to Jazzercise."

#### FINAL THOUGHTS

Melanie took a chance in real estate, and it has paid off more than she ever imagined. Her dedication and determination have made her who she is today. Launching into social media has helped her build her brand, making her a game changer in Tampa Bay real estate.





Don't lose another deal because of the age of the roof...  
**ASK US HOW WE CAN HELP**



**LOCAL ROOFING EXPERT**

Specialize in re-roofing  
Tile, Metal, and Shingle Roofs  
Storm Restoration



21129 Leonard Road | Lutz, FL 33558  
tel 813-606-4414 | fax 888-773-4346  
www.MagnumRestoration.com

CCC1331334



TOP-RATED ROOFING CONTRACTOR | TOP RATED ON GOOGLE



**SIMPLE PHOTO**

3D IMAGING - PHOTOGRAPHY - VIDEOGRAPHY - AERIALS



**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**



**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



**MAKE YOUR MOTHER PROUD.**

Contact us today!



We work with local businesses to collect essential care items for women's shelters to make Mother's Day special for all moms.

813.988.7388    TWOMEN.COM    727.847.6683

Each franchise is independently owned and operated. | U.S. DOT No. 1586099 | MC 587205 | FL IM 64





▶ making a difference

Written by **Elizabeth McCabe**  
Photo Credit: **Allie Serrano** of  
Allie Serrano Portraits LLC



# CONOR J. GREEN

GIVES BACK THROUGH BIG BROTHERS BIG SISTERS



**C**onor J. Green with Charles Rutenberg Realty likes giving back to the next generation. He is involved with Big Brothers Big Sisters of Tampa Bay.

Even with his busy schedule as a bustling REALTOR®, he makes time to give back.

“I’ve got a ‘Little’ named Troy in St. Pete,” he says. “He loves anything outdoors. We go to parks, play flag football, and go to the movies.” Not only is it a lot of fun, but it’s all for a good purpose. Big Brothers Big Sisters of America “develops positive relationships that have a direct and lasting effect on the lives of young people.”

Starting in 1904, Big Brothers Big Sisters has “operated under the belief that inherent in every child is incredible potential.” Meaningful,

monitored matches are made between adult volunteers (“Bigs”) and children (“Littles”) across the country. Adults are paired with children ages 5 and up, making an impact in the process.

Conor, who is cognizant of his blessings, feels the need to focus on others and help them out. He seeks to make an impact on others. He comments, “Even if you feel like you don’t have the time, you make it a priority to make the time.”

Shaping a child’s future, giving them possibilities, and empowering them to achieve is rewarding. A little time and attention can make a world of difference for a child.

#### **RUNNING A BOOK DRIVE**

Conor also runs a book drive for Big Brothers Big Sisters, collecting 600

books for ages 4 to 17 of new and used books. Children get books for free.

He says, “Reading is something that I’ve gotten into the past couple of years. Reading gives children more perspective. Books are powerful. Every time I read, I read about people with different perspectives.” Reading broadens children’s horizons, expands their imaginations, and also helps them with concentration and cognitive development.

We want to thank Conor for investing in the next generation, giving them a future and hope. Mentoring through Big Brothers Big Sisters makes a tangible difference for children and can positively affect their future in the process.

*For more information on Big Brothers Big Sisters, check out their website, <https://bbbstampabay.org>.*



Refer Your Clients  
– to A –  
Roofing Company  
*They Will LOVE!*

*Dedicated to our Tampa Bay  
Agent Partnerships for Over  
Two Decades!*

**Residential Roofing**  
**Residential Roof Repair**  
**Flat Roofing | Commercial Roofing**



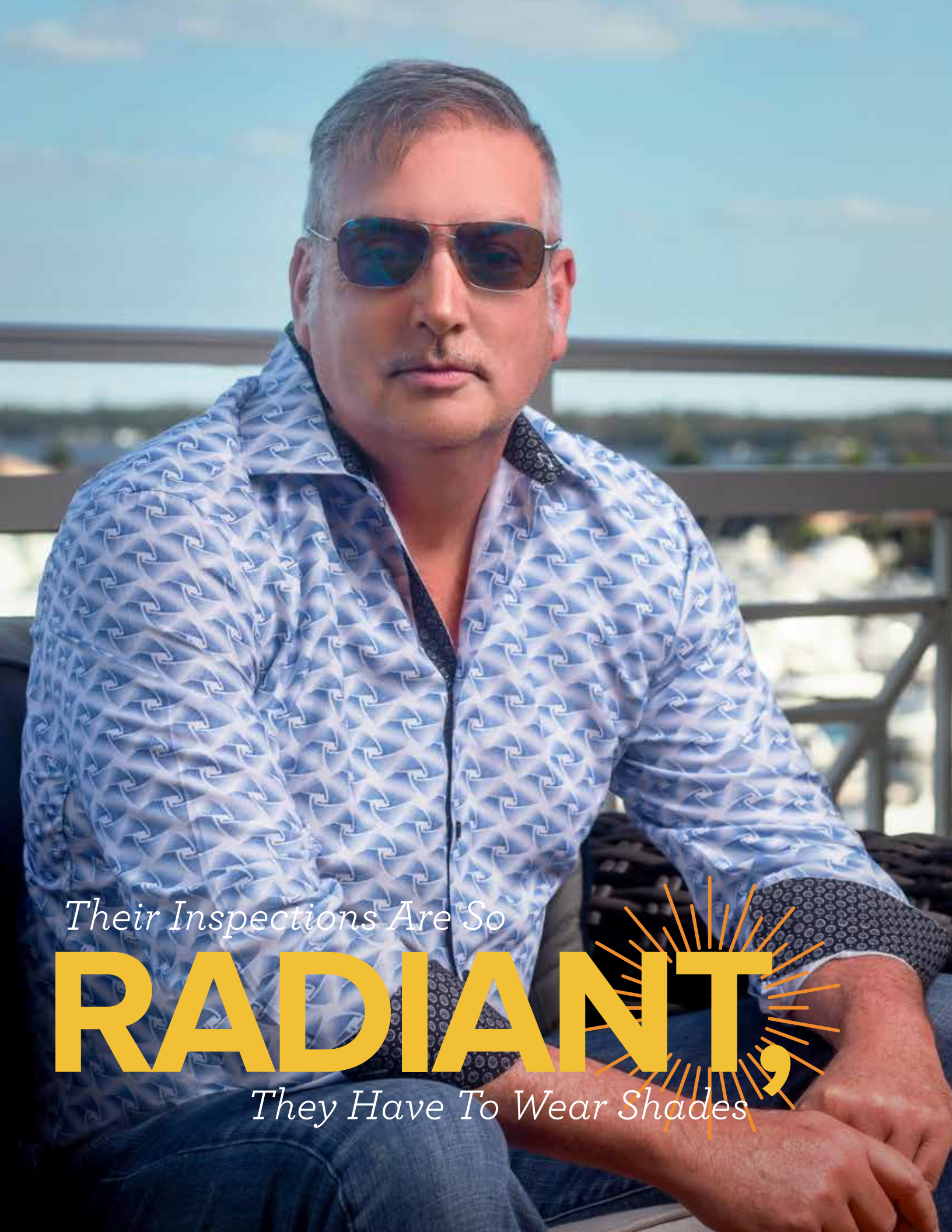
*We offer a **FREE**  
quality Roof Inspection  
with quick turnaround to  
help you close *faster*.*

**407.537.5640**  
**PerimeterRoofing.com**



**@PerimeterRoofing\_GA**  
**Facebook.com/PerimeterRoofingLLC**





*Their Inspections Are So*  
**RADIANT,**  
*They Have To Wear Shades*



“For 20 years, I did property management for large apartment communities,” says Hank. Although he enjoyed walking the properties and inspecting them, he was looking for the next chapter in his life after two decades and serving as the vice president of five states.

**A Customer-Service-Focused Team**

Although Hank no longer does inspections, he is growing the business by helping people. When reflecting upon success, he attributes it to his team. He comments, “The team is why we’ve grown. We’re focused on bringing in the right people who are customer-service focused.” Hank only hires people who fit the values of A Radiant Property Inspection.

“We hire people with the right attitude, who want to work, and will take care of customers and do the right thing,” says Hank. His team is what allows A Radiant Property Inspection to shine above its competition. As the saying on his office wall reads, “The companies with the best teams win.” Building the right team has been foundational for his success.

“There are plenty of great companies who do really great inspections,” notes Hank. What sets his company apart is his team putting customers first, doing what is best for them, and taking care of them.

“We give them what the facts are and allow them to make the best decisions for themselves,” says Hank.

**Rave Reviews**

Here are a few rave reviews from recent clients:



▶▶ **sponsor spotlight**

Written by **Elizabeth McCabe**  
Photo Credit: **Allie Serrano** of **Allie Serrano Portraits LLC**

Professional. Prompt. Friendly. Those descriptions are the standard for the professionals at A Radiant Property Inspection. With 4.9 stars out of 906 Google reviews, this local company has been warmly welcomed by the community and is proud to have won the “Best of St. Pete” in 2022.

This past December, A Radiant Property Inspection celebrated six years of business. Hank Lobbell, owner of the business, has grown his business from two inspectors and one administrative professional to nine inspectors. Five inspectors are certified master inspectors.

The people who work for Radiant Property Inspections exemplify exactly how human beings should relate to one another and they are also a sparkling example of a very successfully-run business! I would like to take this opportunity to spotlight the excellence as personified by both Jason and William. I am honored to have made their acquaintance and am very grateful for all of their efforts on my behalf! — Lisa H.

“The team at Radiant exceeded all expectations for our company. They worked around my packed schedule to set a time to fit my needs, and their inspection was thorough and detailed. I would recommend Radiant to anyone looking to have an inspection done.



...

Hank and Steve, and the entire team, were professional and made the whole process easy. Any questions we had along the way were met with detailed answers.” — Tiffani Martinez

“Both Eileen and Hannah were extremely thorough! I had a seller not disclose pertinent information about the home, and because of this inspection, we uncovered this! Had we moved forward without an inspection, we would have been in a world of hurt! I will FOREVER use them! Honestly, they are the best inspector duo I’ve ever met! ... and I’ve worked with plenty (in other states). This was my first Florida home, and I will call them for every home to come!” — The Everley Hills Team



**“ WE WILL ALWAYS HELP EDUCATE — NOT JUST OUR AGENTS BUT OUR CLIENTS AS WELL. ”**



**Catering to Top Producers**

When it comes to inspections, A Radiant Property Inspections simplifies the process by offering more services than other companies, making it easier for Tampa Bay’s Top Producers. Hank comments, “We started our own pest control company, Glow Pest Solutions, so we don’t have to use a third-party company to do termite inspections.”

If you are looking for water dock and seawall inspections, A Radiant Property Inspection also does those. “Three of our inspectors are scuba-certified,” explains Hank. “We are the only property inspection company in Tampa Bay that does in-the-water dock and seawall inspections.”

Not only does A Radiant Property Inspections offer services that others don’t, but they also take the

time to add value to REALTORS® by offering classes.

“We love to give back to the agents through education,” comments Hank. “We will always help educate — not just our agents but our clients as well.”

The professionals at A Radiant Property Inspection also give back to the community through volunteering at Help Us Gather (HUG). “It’s a



Hank Lobdell and his friends with HUG. They were painting pictures for Radiant Property Inspection’s thank you cards.

charity that helps adults with special needs,” explains Hank. Through social events, special needs adults are able to make friends and get into the community more. One man who has Down’s Syndrome is now a model and has been in commercials. Another lady with Down’s Syndrome was able to start her own business because of HUG. “The amount of things that they do is incredible,” says Hank.

**For More Information**

If you’re looking for radiant inspections from qualified professionals, be sure to contact A Radiant Property Inspection. Hank and his dedicated team are eager to exceed your expectations from start to finish.

**A Radiant Property Inspection**  
1700 66th St. N., Suite 406  
St. Petersburg, FL 33710  
813-839-8416  
radiantinspect.com

**Discover the Radiant Experience**  
**Inspections Booked within 48 Hours**  
**Your Resource For Life**

**RADIANT**  
 PROPERTY INSPECTION  
 FAMILY OWNED & OPERATED

**813.839.8416**  
 Visit Our Website [RadiantInspect.com](http://RadiantInspect.com) or *Scan Here!*

**Asphalt Shingle, Tile and Metal residential roofing experts, serving the entire Tampa Bay Area**

**TACTICAL ROOFING COMPANY**

FREE ESTIMATES  
 Most installations are completed within two weeks  
 Info@GetTheRoof.com

**727-404-8989**  
**GetTheRoof.com**  
 CGC1526851 CCC1332978

**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**





## Want a copy of your article or full magazines that you were featured in?

### REPRINTS!

What the heck is a reprint? A reprint is a four or eight-page, magazine-quality grade paper with your full article and photos and you on the COVER of the publication.

### WHY DO I NEED THOSE?

These reprints are a professional marketing tool that can help brand you, your team and/or your business.

- Use on listing appointments
- Send out to friends and family
- Send to clients with your holiday greetings
- Brokers, use as recruiting tools for capturing new talent.
- Use when farming your favorite neighborhood

### WHAT IF I CHANGED COMPANIES OR NEED SOMETHING CORRECTED ON MY ARTICLE?

No worries! We can make any changes needed. We send you a proof, you approve, and then they are sent to you via FedEx.

### WHO CAN BUY THESE?

The REALTOR® that was featured, the Broker, our Partner, or family. Anyone that wants to promote you.

### HOW DO I ORDER?

Email [don.hill@RealProducersmag.com](mailto:don.hill@RealProducersmag.com) or give us a call, 813-433-1776.

print me more! ◀◀

# Were you, your broker, or the team featured in an issue of Real Producers?

FROM THE DESK OF THE PRESIDENT

# YOUR BUSINESS PARTNER IN 2023



By Mike McGraw, President at Florida REALTORS®

As the voice for real estate in Florida, Florida REALTORS® knows that business owners, entrepreneurs and REALTORS® are doers — they get the job done. As your professional trade association, our commitment is to support the American dream of homeownership, build strong communities and shape public policy on real property issues. Through it all, we are here to make you successful. Florida REALTORS® is your business partner.

In 2023, we'll focus on four foundational areas: advocacy, professionalism, the REALTOR® heart and protecting our environment. These four areas highlight the spectrum of our profession and collectively will move us forward.

As your advocate, Florida REALTORS® is committed to advocating for insurance reform, attainable workforce housing, policies that safeguard Florida's waterways and our unique and amazing environment, and the protection of private property rights. We know these issues are important to you, and we want to hear from you in 2023. Please join us for a cup of coffee and some cool cars during our Coffee, Cars and RPAC tour. Details are being finalized, and you will find all information at [www.floridarealtors.org](http://www.floridarealtors.org).

Successful REALTORS® are educated REALTORS®. To maintain and build on your success, Florida REALTORS® provides products, tools and services to support you and your business. These efforts work to advance increased professionalism in all sectors of our industry.

Florida REALTORS® offers a FREE legal hotline where you may call and speak to a real estate attorney about industry- and transaction-related questions. All you need is your license number. The Florida REALTORS® Tech Helpline is available seven days a week to assist in all of your tech needs and emergencies, including smart home

technology, product recommendations, Wi-Fi security and more. Trained experts are standing by to take your call. For more information on either of these services, just visit [www.floridarealtors.org](http://www.floridarealtors.org).

Florida REALTORS® offers a range of education programs. However, we realize that some practitioners lead the way in education, innovation and successful businesses. To recognize these distinguished individuals, Florida REALTORS® is launching the Florida REALTORS® Board Certified REALTOR® program in January of 2023. Keep an eye out for exciting details about this new program.

Florida REALTORS® are the heart of their communities, and the association wants to tell your story. Thousands of REALTORS® offered their services or their funds when hurricane Ian struck, and the Florida REALTORS® Disaster Relief fund has paid out over \$700,000 to families who needed support following the storm. In 2023 we look forward to celebrating the REALTOR® heart with the entire industry.

Finally, in 2023 Florida REALTORS®' new community engagement committee will build on the strength of our annual Cleanup Florida Waters campaign. The event runs the entire month of July. This year's cleanup effort was incredibly successful, with 40 participating boards/associations. Nearly 2,000 REALTORS® and volunteers were involved in clearing 8.185 tons of trash and debris from Florida's beaches, canals and waterways. Want to join us this year? Visit [www.floridarealtors.org/events](http://www.floridarealtors.org/events) for more information.

Florida REALTORS® is your business partner, and we celebrate your success, your advocacy for your industry and your critical role in your community.





**RED DOOR TITLE**  
Powered by Nona Title

RED DOOR TITLE IS PROUD TO BE PART OF BRINGING YOUR CLIENTS *home!*

RedDoorTitleGroup.com



**WHAT sets us apart?**

- No Wire Fees
- No Mobile Closer Fees
- Emergency Access on Nights and Weekends
- Proactive Communication
- Secure Portal
- Attorney on Standby
- Attractive Closing Fee
- Green Light Listing Program



**KARI CLAGETT**  
BUSINESS DEVELOPMENT

843-324-2420  
kari@reddoortitlegroup.com  
RedDoorTitleGroup.com

TAKE ADVANTAGE OF OUR *free!* **AGENT ONE APP AND L2L**  
LISTINGS TO LEADS

601 5 Harbour Island Blvd, Suite 109, Tampa, FL 33602

STAY CONNECTED ON SOCIAL MEDIA

Like our *Tampa Bay Real Producers* Facebook Page.  
Follow us on Instagram.





Making client's dreams come true one home at a time!

WE'RE KNOWN FOR:

- CLEAR & CONSISTENT COMMUNICATION
- ON TIME CLOSINGS
- BEST IN THE INDUSTRY PRICING
- TRUE TO OUR NAME SAVVY

WHAT CLIENTS ARE SAYING:

Tracie and her team at Savvy Mortgage were extremely helpful, efficient, patient (with me!), and results-oriented. We closed quickly (fewer than 30 days) with a rate and terms that worked well for me. Tracie is quick to jump on a call anytime you need to check in. I recommend Tracie and the Savvy team very highly and without reservation.  
-John F



Tracie Mayo  
Broker/Owner | NMLS #1049924

tracie@savvymortgage.com  
Office 727-877-5684  
Text 727-877-5684

2435 Central Ave, Suite B  
St. Petersburg, FL 33713



SCAN ME



Not a commitment to lend; not all borrowers will qualify. Equal Housing Opportunity | NMLS #1663584 | a dba of Mayo Mortgage Group, LLC.



TRANSACTION MANAGEMENT  
**Pineapple Closings**  
EST. 2018  
SERVICES & SOLUTIONS



**William Owens**  
Owner/Licensed Transaction Manager  
m: 727-644-2972  
will@pineappleclosings.com

We save you time and headaches by making your real estate transactions a breeze! Helping others succeed is what we do!

- Listing to Closing Transaction Management
- Contract to Close Transaction Management
- Broker Compliance
- Listing & Contract paperwork assistance
- Al la Carte Real Estate Services
- Pay as you go, per transaction and no upfront costs



Put Those Safety Concerns To Rest And  
**Schedule An Inspection Now**

General Home Inspection | Pre-Buy Home Inspection  
4-Point Inspection | Wind Mitigation



Gulf Shores Home Inspections, Lic. #HI9920  
www.gulphomeinspections.com  
gulphomeinspections@gmail.com **(727) 307-1339**

Setting Your **2023** Goals?

Now's a great time to jumpstart your business and get a fresh start in the new year! I'll show you how to boost your production and reduce your marketing costs.  
**Contact me for details.**




Your Local Resource  
**April Carpenter**  
813.344.7525  
apcarpenter@firstam.com



*"Protecting Client Relationships, Budget and Time"*

firstamrealestate.com | Phone Orders: 800.444.9030



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

www.Klear2KloseWithKris.com

**KLEAR KLOSE With Kris**

We'll beat a competitor's estimate in 15 minutes!  
No new application required!

**No Lender Fees!**

NO APPLICATION FEES, UNDERWRITING FEES OR BANK FEES

- Klose in 15-25 days, just ask how!
- FHA, VA, CONVENTIONAL, and NON-TRADITIONAL LOANS  
Primary, Second Home, and Investment property  
Single Family, 2-4 Unit, and Manufactured Homes
- No minimum credit score on VA Loans! 500 minimum FHA!
- Bank statement and 1099 Loans (No paystubs, W-2 or taxes)
- Buy or Refinance just 1 Day out of:  
Foreclosure, Bankruptcy or Short Sale!
- Home Equity Line of Credit and Land Loans
- No Income Document - Primary, Second Home, Investment (Klose in on 1:1)
- Private 55 and Commercial Connections for outside the box deals
- Fix N' Flip Loans, Renovation loans, and 203K Loans

**KRIS RADERMACHER**  
BROKER OWNER/LOAN OFFICER  
NMLS #2381850 / #1071257  
CONTACT ME TODAY:  
TEXT 757.450.0052  
EMAIL KRIS@K2KMORTGAGE.COM

**K2K Mortgage**

**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!**

**UTILITY HELPERS .COM**

**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](http://www.UtilityHelpers.com/agentvideo)  
(813) 291-3600

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](mailto:don.hill@realproducersmag.com).

**RP**





**IMPRESSIVE**  
PERSPECTIVE

## Real Estate Video Walkthroughs

2-4 minute professionally edited video, including interior, exterior spaces, and drone aerial coverage

### Square Footage Pricing:

0001-3000 ft<sup>2</sup> - 300\$

3001-6000 ft<sup>2</sup> - 350\$

6001-9000 ft<sup>2</sup> - 400\$

9001-12,000 ft<sup>2</sup> - 450\$

### Add-Ons:

Agent in Video: 75\$

Twilight Exterior: 100\$

3D Exterior Model: 150\$

4K Video Upgrade: 50\$

Social Media Teaser: 50\$



Contact: Rob Cox

P: (813)842-4597

E: [rob@impressivperspective.com](mailto:rob@impressivperspective.com)

# When Only The Best Will Do...



*I can offer the fast, personalized service clients deserve when purchasing or refinancing a home.*

Clients can submit their profiles and financials in minutes from any device, and communication is streamlined so clients and I can share information quickly and easily throughout the lending process.



**CROSSCOUNTRY**  
**MORTGAGE™**

**Steve Robertson** *Senior Loan Advisor*

O: 813-286-9090 | M: 727-742-5893

[steven.robertson@ccm.com](mailto:steven.robertson@ccm.com) | [ccm.com/Steve-Robertson](http://ccm.com/Steve-Robertson)

600 N Westshore Blvd Suite 200 | Tampa, FL 33609





## when you choose us, you're choosing:

### 1. Hyper secure

We're great at locking loans. Also, your private info in Octane, our custom-built home loan platform.

### 2. Super detailed

Traditional mortgage comes with a lot of "huh?" moments. We explain every fee, step, and acronym clearly.

### 3. Mortgage lending

Some lenders do it fast. Others, flashy. At Cardinal Financial, we just focus on doing it right. Every single time.



**JC Sommer**, Producing Branch Manager Retail

Call or Text: 727.244.1278 • Email: [jc.sommer@cardinalfinancial.com](mailto:jc.sommer@cardinalfinancial.com)

We're the type of lender that talks to you like a human. That empowers you with access, insight, and knowledge for a lifetime of home loan confidence.