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BRANNON OWNES "Success in life"

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### **WELCOME TO VOLUSIA FLAGLER REAL PRODUCERS** COMMUNITY! —



Publishers Note: Our May issue was a huge hit so I thought why not continue and celebrate those Rock Star Dads for our June issue! What a great way to kick off the summer. I say that because coming from the Midwest where we have all 4 seasons,

summer is one of my favorites. This is why I absolutely love living the dream in Florida where the weather to me is always like summer. Thank you to everyone who has joined my journey and supports Volusia Flagler Real Producers. I couldn't do what I do without all of you.

If we haven't met, you might be wondering, "What is Volusia Flagler Real Producers, and why am I receiving this magazine?"

You've earned it!

You are one of the top 300 REALTORS® in Volusia Flagler Counties by sales volume, and only the top 300 will receive this for free every month moving forward. If you are reading this now, you should be incredibly proud!

I like to think of it as "The Country Club of Real Estate"

You must be nominated to be featured in this magazine. We want to highlight you and all your hard work!

#### What can you do to help Volusia Flagler Real Producers community grow?

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the real update Jayme Dickey

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This is an amazing opportunity to build a strong referral base with people who do a majority of business in our local area. Sharing is caring.

#### What does this magazine mean to the REALTOR®?

It is a badge of honor to be receiving this magazine out of the thousands of agents in our area. We want to validate your business and achievements! There are so many incredible producers who don't get the opportunity to be in the spotlight as they should. We will celebrate our local legends each month and the success they've created.

We have a lot of great events planned for the year so make sure to keep an eye out for your personal invite.

Do you need to update your email or mailing address on file? Please send an email to vfrpassist@gmail.com.

Let's ROCK 2023 together!

#### **Jayme Dickey** Volusia Flagler Real Producers iavme@n2co.com

#### If you are interested in contributing or nominating REALTORS® for certain stories,



Written by: Jessica Stipanovic | Photos by: Cld Photography

In this June edition, meet Brannon Owens, a top-performing real estate agent with an exceptional ability to succeed in his roles as both a dedicated father and a Florida real estate agent. Brannon's commitment to his family has inspired him to create a work-life balance that allows him to excel in both his personal and professional life. A true asset to Florida real estate, Brannon's story is a testament to the fact that being a top- producing real estate agent and an incredible dad can go hand-in-hand. Brannon was born in Jonesboro, Arkansas. He was raised in Commerce, Georgia.

Coming from a family of musicians, at the age of fifteen, Brannon began playing acoustic guitar. With his talent for music and ability to sing, he started playing in small bars, clubs, and weddings. He worked hard through his twenties, and at the age of thirty, took a leap of faith and relocated





to Florida to start a new life and begin a new career path. In 2014, Brannon married his wife, Melissa. They began Allied Search Partners, a nationwide healthcare recruiter and advisory firm. Together, they would run and grow this company for the next eight years.

After deciding they wanted two streams of income, Brannon branched off and began his career in real estate. To this day, Brannon and Melissa are a powerful couple who support one another's careers while also raising two beautiful girls together.

"We thrive off of one another's successes," said Brannon. "While other couples might sit and talk about the bills, we talk about building a legacy." Despite their busy schedules, Brannon and Melissa make time for their two daughters and take pride in being role models for the girls. Their oldest daughter is named Cora, age 7, and is an avid reader and gymnast. Their youngest daughter Clara, 1, has a glowing personality with a smile to match. On most weekends, you can find the Owens family of four out on the Atlantic, enjoying their twenty-five-foot walkaround or taking annual excursions to

> Crystal River to scallop. Despite being mostly a water enthusiast, Brannon also enjoys reading, fishing, working out, and jiu-jitsu.

He believes that his success in real estate is directly related to his ability to maintain a healthy worklife balance and prioritize his family. "Success to me is when all areas of your life are elevated. Your spirituality, physical health, business, finances, and personal life are all a part of your focus," said Brannon.

In 2019, Brannon began as a solo agent at Keller Williams and has been there ever since.

He finished his first year with twelve transactions, his second year with twenty- six transactions, and in October of 2021 reached thirty-six deals for the year before deciding to launch a team of his own.

When asked about his plans, Brannon hopes to continue to grow his business and mentor other agents who are just starting in the industry. He is dedicated to seeing his agents, team, and his own skill set grow year after year. Throughout his real estate career, Brannon stays dedicated to the habits necessary for growing his business on a daily basis. He removed limiting beliefs early on, a strategy taught to him at the Keller Williams Training.

"One of my favorite ideas that came from Keller Williams training is to remove your own limiting beliefs. We are all programmed through childhood and life experiences to believe that certain things are either possible or are not possible for our own lives. My top tip is that once you remove these limiting beliefs, you can achieve anything you set your mind to," said Brannon. Early on, Brannon viewed real estate as a market where potential

when all areas

of your life are

finances, and

success is unlimited. This year he is seeing that idea come into reality for himself. Additionally, he adds that what has been more rewarding than business success has been the personal success and growth that has come along with

He is now in a position to be able to give back and he does this by donating to the local youth sports organization called the 123 Club and through sponsoring UCF athletic scholarships to students. "Top producers and dads go hand in hand. You should want to provide for your family's success, and in turn, you are more likely to be a success for yourself," said Brannon.

In a world where work and personal life can often collide, Brannon has shown that it is possible to excel in both without compromising on either. His story stands as an example that with hard work, determination, and a focus on what truly matters in life, anyone can achieve success in their chosen profession and be an amazing parent at the same time.





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living the dream -----

TRAVIS

Written by: Manuela Nivia Photos by: Cld Photography

or Travis Ford, "Living the Dream" is more than a business slogan—it's a genuine reflection of his life. As one of Florida's most accomplished real estate agents, Travis is proud to live out his passion of helping local families find their dream homes. With an unwavering commitment to excellence, he has secured a reputation as an affable real estate professional that approaches every challenge with tenacity and a positive attitude.



While his nose-to-the-grindstone determination has ensured his success, Travis is determined never to lose sight of what matters most-his family. Since his start in the real estate industry, Travis has found the perfect vehicle to balance both the demands of work and the joys of family life. "Coming into real estate, I really wanted to put my family first," Travis shared. "Each year when I make my goals, they're structured around my family, and I feel really good about how I've raised my son, Aidan, as a result of that." A native of Florida with a love for the ocean, it's no surprise that Travis began his career in the surf industry.

FORD

His exceptional leadership skills and sales acumen quickly earned him the title of Billabong's Vice President of Retail. This role provided him and his family the unique opportunity to experience life in a myriad of cities across the United States—from New York City to Newport Beach, Californiawhile sharing his love of surf culture at every turn. "I was 10 [years old] when I started surfing," Travis recalled. "My best friend's older brother surfed, and we thought he was so cool. Eventually he taught us how to surf. It was a great way to grow up-having the beach right there.



I BELIEVE THAT BEING INVOLVED IN MY COMMUNITY HAS MADE ME SUCCESSFUL BECAUSE WHEN IT COMES DOWN TO IT, PEOPLE WANT TO WORK WITH SOMEONE THEY KNOW, LIKE, AND TRUST.

> I feel it kept us out of trouble. Instead of partying, we wanted to get up at four in the morning to go surfing." At the start of his career, Travis kept his laser focus on moving up the corporate ladder. However, after the birth of his son, Aidan, he re-centered his priorities to ensure a greater emphasis on work-family balance.

Eventually, this shift in perspective led to a life-altering pivot into the real estate industry and a new way to achieve success on his own terms. After a decadeslong career as an executive, Travis was seamlessly able to parlay his success into real estate. "Sales are sales whether I'm selling sunglasses and t-shirts, or whether I'm selling houses," Travis explained. "You can apply similar principles to both, but I honestly think selling houses is the easiest part of my job. It's really about getting to the closing table and being a partner to people when they need someone to guide them through the process."

Dedicated to giving back to the community that raised him, Travis sits on the board of Habitat for Humanity and on various committees at the Southeast Volusia Chamber of Commerce, where his wife, Stephanie, is the Executive Director. Taking inspiration from his father, Aidan has followed in Travis' footsteps and worked as a volunteer at the Alonzo "Babe" James Community Center, which assists at-risk youth from low-income families.

In 2022, Travis also served as the President of the New Smyrna Beach Board of REALTORS<sup>®</sup>, further cementing his connection to the local real estate industry and securing his role as a trusted

agent in the area. "A lot of people want instant gratification in his business, but it takes time to plant the seeds," Travis explained. "You have to be proud of being an agent and wear that everywhere you go. I believe that being involved in my community has made me successful because when it comes down to it, people want to work with someone they know, like, and trust. Those are the three pillars I'm building my business on."

A career in real estate has not only allowed Travis to support local families but has also helped to ensure his own family's future. While Travis was unable to attend college himself, he made it his mission to provide his son with the opportunity. Now a first-year student at the University of Central

Florida, Aidan is obtaining a degree in business marketing. Together, the duo has enjoyed attending UCF football games over the past year. While Travis hopes his Aidan will spread his wings upon his college graduation, he doesn't discount the possibility that Aidan will later join him in the business. "I think we need more young blood in real estate," Travis said. "There are so many aspects to running a real estate business that do not include selling houses. The marketing and business education that kids coming out of college are getting when applied to real estate, I think will make a big difference."



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# ASSURE Home Funding

#### Photos by: Waltons Photography

ather's Day is a time to celebrate the special bond between fathers and their children, and in the real estate industry, there are plenty of father-son duos who are making a name for themselves. One such pair is Kerry and Aiden Collins, who own and operate Assure Home Funding, a mortgage brokerage firm based in Lake Mary, Florida.

Kerry started his career in the mortgage industry back in 2014, working for another company until 2018 when he decided to venture out on his own and open Assure Home Funding in May 2019. With his extensive experience and knowledge of the industry, Kerry quickly established himself as a top mortgage professional and has been recognized as such by Orlando Magazine in both 2021 and 2022.

Since opening its doors, Assure Home Funding has garnered an impressive collection of unsolicited five-star client reviews, a testament to Kerry's commitment to educating clients and helping them make the best decisions for their financial futures. Kerry has helped secure over 500 loans and \$150 million in loan volume since starting his career, a testament to his skill and expertise in the field. For both Kerry and Aiden, Assure Home Funding is more than just a business; it's a way to help people achieve their dreams of homeownership and financial stability.



But Kerry's success is not the only reason to celebrate this Father's Day. In 2021, Aiden decided to join the family business, leaving his job in commercial real estate to work alongside his father. Despite being new to the industry, Aiden has already made an impact, securing over \$10 million in loan volume in a short period of time.

For both Kerry and Aiden, Assure Home Funding is more than just a business; it's a way to help people achieve their dreams of homeownership and financial stability. They take pride in educating their clients and providing personalized service that is tailored to each individual's unique needs and goals.

Kerry's ultimate dream is for Aiden to take over a thriving business one day, and with his passion and dedication to the industry, there's no doubt that Aiden is well on his way to making that dream a reality.

As we celebrate Father's Day, it's important to remember the important role that fathers play in shaping the future of their children. For Kerry and Aiden, that future is a bright one, filled with success, hard work, and the satisfaction of helping others achieve their dreams.

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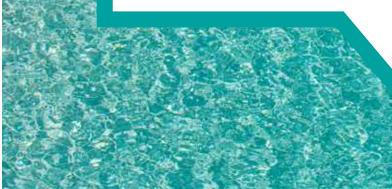
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Hi, I'm Cydney Reagan, I have been a resident of Volusia County since 1996. My passion and reason to give back to the community come from my first career in emergency medicine and seeing how much of a difference one person can make.

I am blessed and so thankful to have a loving husband and 3 healthy children. I may be a Real Estate Broker by profession however I have a passion for bringing our community together and want to show what we can do together as a team to influence a change for the better for those in need.

Our Mission for Community for a Cause, Inc. supports a broad mission to bring our local community together and to continually improve outreach in the Volusia County area.

We work hand in hand with local small businesses to gain trust and show support for community-based causes in need. We are a vehicle for the community to thrive.



# Community for a Cause

Some examples of what we have paid special attention to in the past include beach clean-ups, COVID food drives, backpack and school supply drives, Thanksgiving meals for families in need, toys and comfort items for the hospital's pediatric units during the holidays

Our vision for the future includes utilizing this 501c3 as the vehicle for community members to bring forward their cause and what sets their souls on fire. We want to help. We want to be known as the organization people can come to and have a tribe standing behind them to make a difference in our community as a whole.

Our board of directors will take your idea and expand on how we can potentially fit this into our mission! Please send us a message and we will be sure to reach out directly! www.community4acause.org

# **RENT CONTROL**

is No Longer an Option in Florida!



From the desk of the president By Michael McGraw, 2023 President of Florida Realtors®

As community advocates, REALTORS® are on the front lines every day as municipalities propose ordinances and regulations that impact our local economies. In recent years, several communities in Florida began discussing how rising rents negatively impacted their citizens. Unfortunately, in their haste to enact solutions, they failed to properly educate themselves and their citizens on the proposed changes they were considering. In this case, those changes focused entirely on new "rent stabilization" measures.

What is even worse is that Orange County ultimately decided to go further than just discussing the matter and actually voted to put a rent control measure on their November 2022 ballot. This decision was made against the advice of their own consultant that they hired to study if rent control would help with their affordable housing situation. Despite the conclusions of their consultant, despite their proposal not meeting the strict requirements in Florida law to enact rent control, and despite their ballot language for the ordinance being flawed and misleading, they still pushed forward.

Make no mistake, rent stabilization is just the lipstick on the rent control pig. It's a rebrand of a failed policy that has caused serious economic harm in the places it has been tried. Less affordable housing inventory, lost jobs, lost local GDP, the list of negatives from this "solution" goes on and on. Here in Florida, the municipalities in question believed that preventing a landlord from raising rents more than they think appropriate would solve their affordable housing woes. This is quite possibly the worst thing a community can do to help address a shortage of workforce housing. Orange County's antics even drew the attention of the Wall Street Journal, which published an editorial called "Florida Toys with Housing Suicide." In this column, the author explained that "The problem is that restricting prices would distort rental markets without providing much relief. Price controls on rent discourage builders from adding supply and deprive landlords of any benefit from refurbishing their properties. Existing tenants often see their neighborhoods



deteriorate." This is the same conclusion just about every study on rent control finds. It is just the wrong answer.

Thankfully, Florida Realtors® and the Orlando Regional Realtor® Association, in partnership with the Florida Apartment Association, filed a lawsuit challenging the legality of the ordinance. Ultimately, the appeals court agreed that this ordinance was not lawful and struck it down. But even the intervention of the courts didn't stop other local governments from continuing to discuss rent control proposals.

Florida Realtors<sup>®</sup> said enough is enough and brought the issue to the attention of state lawmakers. After educating them on the issue, they quickly realized that the current laws did not go far enough to protect private property owners. In response, they passed a state-wide ban on rent control this year as a part of a ground-breaking affordable housing package that has already been signed by the governor.

All of this incredible work to end rent control in Florida is a direct result of the decades of Realtor<sup>®</sup> advocacy and your participation in the process. The 2023 legislative session ended the first week in May and Realtors<sup>®</sup> saw so much support for our industry from the legislature.

We invite you to visit www.floridarealtors. org to read the full recap. Reduction of harmful taxes, protection of property owners' rights, historic funding for housing, and much more came out of this session. There are over 225,000 Realtors® in Florida and we stand together and speak with one voice as the Realtor® party.

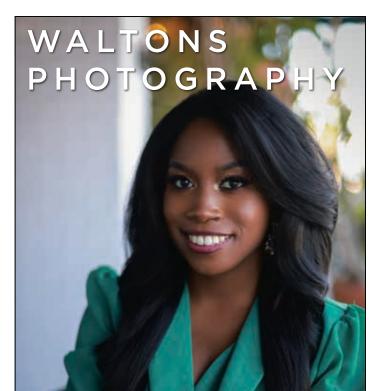
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# **GARRETT DECKER**

#### **REAL ESTATE WITH A PURPOSE**

Local REALTOR® Garrett Decker believes in treating every one of his clients like family. Guided by values of compassion and respect, he strives to provide each customer with the highest level of customer service available in the real estate industry. A veteran, Garrett served his country in the United States Marine Corps, worked as a firefighter and a Sheriff's Deputy, and now employs his work ethic and unique experience to serve his community as a real estate professional. "In the military, you communicate with people from different cultures throughout the world," Garrett described.

"I served two deployments in two different continents and that showed me how to build rapport with people even during stressful situations. I learned how to communicate with people on a number of different levels and that experience gave me the skills I needed to become a successful agent."

In real estate, Garrett has discovered a passion for helping his clients achieve the American dream. He has found most rewarding the opportunity to support families who never thought homeownership was possible. Being a real estate professional has also allowed him to advocate for homeowner rights, especially for veterans, law enforcement officers, and essential workers. However, what has made his career most fulfilling is the flexibility it has provided him to be a more present husband and father for his own family. "I miss law enforcement every day, but I like the freedom that the schedule gives me to be able to spend time with my family," Garrett explained.

"Working graveyard shifts I was missing out on family time and events that were important to my children. I wanted to be able to provide myself the chance to be the father I wanted to be, as well as still being able to help others." A dedicated advocate for homeowners, Garrett utilizes his real estate platform to educate families as well as improve the local community for future generations.

Written by: Manuela Nivia • Photos by: Waltons Photography



Life can get crazy and super busy at times but in the end, your family needs to be the root of your existence.



Committed to living out this philosophy, Garrett is deeply involved in giving back to various community service initiatives, including Operation 22 and Canine Companions. He also serves on the Board of Directors for the local Women's Council of REALTORS® Network, which recognized him with the 2022 Member of the Year Award. Looking into the future, Garrett hopes to build a team whose common vision is to give back. "I firmly believe that what we do in real estate is more than just selling and buying properties," Garrett said. "I believe that we should be using our voices to help others, not just make a dime."

For Garrett, success is not a solitary pursuit, but something that involves a broader vision and purpose. True fulfillment is not found in his financial gain, but rather in his ability to provide for his family's needs, create memorable experiences with them, and contribute positively to the community around him. This work-life balance is something he strives to achieve daily. "I used to have a mindset that if I'm not answering calls and meeting customers all the time, then I can't be successful," Garrett shared. "At one point I was answering phones 24/7 and working on the weekends and putting everything into it, but my kids started to notice.

I realized that when the kids notice, it's time to put down the phone." By employing clear communication with his clients and colleagues alike, Garrett has been able to set boundaries to better prioritize time with his family. Alongside his wife Angel, Garrett enjoys riding motorcycles and visiting amusement parks with their four children—Jayden, Brendan, Grayson, and Hudson.

Following in their father's footsteps, Jayden is interested in the Junior Firefighters and in real estate investing, while Brendan is a proud private in the Volusia Young Marines. Along with Grayson and Hudson, they enjoy visiting their dad at the office and participating in his open houses. "Life can get crazy and super busy at times but in the end, your family needs to be the root of your existence," Garrett believes. I believe that we should be using our voices to help others, not just make a dime.





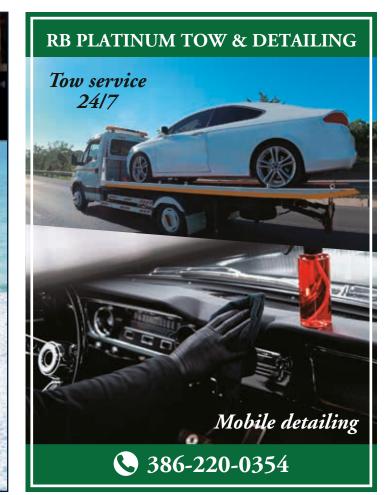


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#### **ALL ABOUT VOLUSIA FLAGLER REAL PRODUCERS**



*Real Producers* magazine started in Indianapolis in 2015 and is now in over 130 markets across the nation and continues to spread rapidly.

**Q: WHO RECEIVES** *Real Producers* MAGAZINES? **A:** The top 300+ real estate agents in the Volusia Flagler Counties.

#### Q: WHAT IS THE GOAL OF THIS MAGAZINE?

**A:** We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. *Real Producers* is a platform that brings together the most elite individuals in Volusia Flagler Counties.

We take the top 300+ real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

#### **Q: DOES Real Producers HAVE EVENTS?**

**A**: Yes! We will have specific networking events throughout the year for real estate agents and only our VFRP Partners.

#### Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

**A:** It's really simple. You have to be on the top 300+ list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 300+ because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support *Real Producers* and attend our private events to increase your chances.

#### Q: WHAT DOES IT COST A REAL ESTATE AGENT/ TEAM TO BE FEATURED?

**A**: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share **real** stories of Real Producers.

#### **Q: WHO ARE THE RP-VETTED BUSINESSES?**

A: They are one of the best businesses in Volusia Flagler Counties in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We won't even meet with a business that has not been vetted or referred by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

#### **Q: HOW CAN I RECOMMEND A BUSINESS?**

A: If you want to recommend a business, please email, message us on FB or share my contact info with them directly. Email:jayme@realproducersmag.com Ph: 816-642-6800

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