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# TABLE OF CONTENTS



**08**  
The Real Update: Welcome to Volusia-Flagler Real Producers Community!



**10**  
Cover Story: Ashley Garrett



**14**  
Rising Star: Norina Burt



**18**  
Agent To Watch: Tom Foster



**22**  
Hawaiian Tropic Nights



**26**  
FAQ: All About Volusia-Flagler Real Producers



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [jayme@n2co.com](mailto:jayme@n2co.com).

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expert corner

By Krista Goodrich



# UNDERSTANDING THE VACATION RENTAL LANDSCAPE

Buying or investing in a vacation rental can be a fun, exciting and lucrative experience. This is one of the fastest growing segments in real estate with sites like VRBO and Airbnb making the experience seamless. The central coast of Florida is a hot spot for new and seasoned investors based on our excellent track record in tourism, affordability of homes compared to other beach areas and phenomenal year-round weather.

There is a lot to learn to find, buy and operate a successful vacation rental. Key things to think about when identifying your vacation home are:

1. Is the property zoned properly for vacation rental?
2. Will I want to use the home and am I willing to forego peak tourism seasons and events to maximize revenue?
3. Do I want to self-manage or use a property manager?
4. What is the earnings potential?
5. How will I set up the property with decor, furniture and uniqueness to make it pop?

As with all real estate, location is key in how well your vacation rental will book, but with more and more people wanting a “localized” experience, vacation rental investing is not reserved just for beachfront or the wealthy. In fact, unique properties all over our area do exceptionally well in occupancy in revenue.

For your vacation rental to perform well, there are a few tricks that help you get great occupancy and higher prices.

Vacation rental guests usually fall into one of four categories:

1. Large groups that can share gathering spaces of a home.
2. Pet owners
3. Guests that want to “live like a local”
4. Guests that want privacy

Additionally, with competition getting stronger, having a unit that pops and has unique features will help you attract guests as online pictures are truly all they will see until check-in day.

Knowing this, some great ideas for your vacation rental to make it stand out:

1. Pools are huge for Florida travelers
2. Consider allowing pets. There are plenty of programs to protect you from pet damage and most pet-owner travelers take great care of their animals.
3. Make sure to decorate well. Use cheap decor and you will get cheap bookings. Make your unit somewhere that you would want to stay and take care in making it look cute.
4. Add a “fun” factor-fire pits, ping pong tables and arcade games are great ways to add an extra touch to your rental.

If you or your clients are considering a vacation rental, check out this rental income estimator at <https://owners.mysaltydogvacation.com/> to see your potential earnings.

And just remember, vacation rental investing is a lot of work but can be super fun and extremely rewarding if you go in understanding the process and wanting to give guests a 5-star experience. Stay salty!

# WELCOME TO VOLUSIA-FLAGLER REAL PRODUCERS COMMUNITY!

Publisher's Note



## What is Volusia-Flagler Real Producers?

This magazine may be completely new to you, but I've been working on this launch for six months. I was born and raised in Kansas City, MO, GO CHIEFS, and firmly believe in the mission of this publication. Real Producers is in over 130 markets in the U.S., where each city has its own version of Real Producers. I'm very excited to bring this magazine to our Volusia-Flagler community!

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

It's simple. 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 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.

## What does this magazine mean to our Partners?

Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication.

Without them, we wouldn't be able to feature our top agents or host our social events. Each business in our magazine has been recommended by a top agent, and we take their word seriously! If you are looking for a great business to try or to use, I strongly suggest our preferred partners.

## Content we may feature each month

- Top Agent / Cover Story
- Rising Star
- Partner Spotlight featuring a preferred business
- Social event recaps
- Other content will be added as we continue to grow our publication

## Meet the Publisher:

I am happy to introduce myself to you and am extremely proud of our first issue. It has been a half year in the making, and there are so many people who helped support my vision and helped us reach this launch!

I have 2 kids, 19 & 17 and 1 fur baby Winni P the Frenchie. My Partner Mike and I have been together for 4yrs and he is involved with helping run my Companies.

I love adventure, traveling, cooking and entertaining. I believe so much of who we are is from where we've been and our experiences in life.

I have been in the Real Estate Industry for over 25yrs. About 6 years ago Real Producers entered



the Kansas City Market. As a Business Owner, this platform made complete sense and I immediately signed up. It has helped me to grow my referral network with all the Top Producers in that market. This is why I am so passionate about Real Producers. It is a very unique platform and the only one of its kind. My family and I recently relocated to Daytona Beach and an opportunity to launch here presented itself. I have always been in the business of connecting like-minded people and creating a supportive community so it was a no-brainer for me. I have experienced first-hand what this network can do for business.

I want to take this time to thank each agent and sponsor who has met with me over these last few months and welcomed me with open arms. It has been a pleasure working with you thus far, and I can't wait to continue this journey as our publication expands.

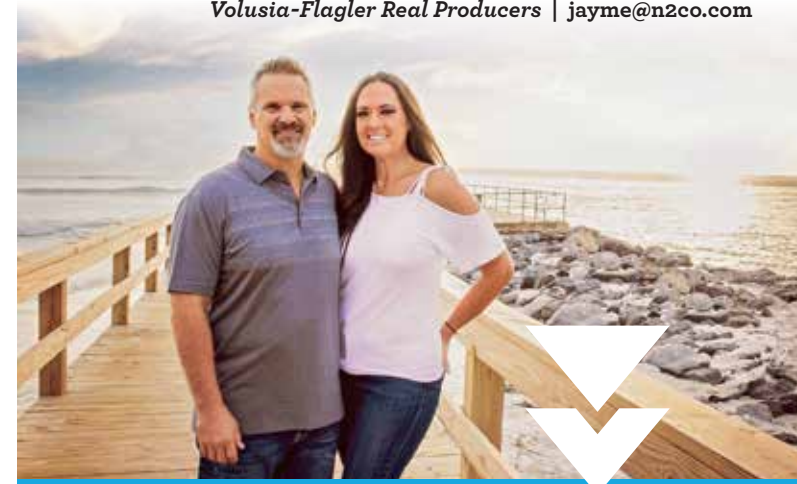
I will be implementing recommendations one by one and will continue to connect with agents and local businesses to bring you the best content and community possible.

This is just the beginning of something very special for our top producers and our preferred businesses. THANK YOU for bringing this to life, for letting me be a part of it, and for showing Volusia-Flagler our amazing real estate community.

I can't wait to connect with more of you through meetings, our events, and through this publication. Let's ROCK 2023 Together!

Jayme Dickey

Volusia-Flagler Real Producers | jayme@n2co.com



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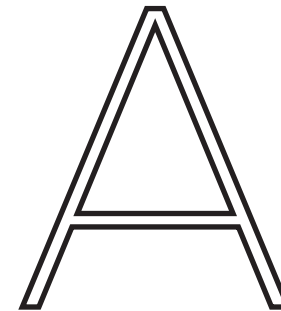
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# ASHLEY — GARRETT —

## A LEGACY TO UPHOLD

Photos by: **Scott Thomas Photography**



Ashley Garrett of Hometown Realty shares her journey, from hitting rock bottom with grief and depression after losing both her parents and an unborn child, to launching a thriving real estate brokerage. A real estate trail-blazer and multi-million dollar-producing real estate broker, Ashley Garrett is a leading force behind Hometown Realty, a women-empowered real estate firm in Daytona Beach, Florida, specializing in luxury real estate, waterfront estates, investment properties and commercial properties.

As president and founder of Hometown Realty, Garrett has proven herself and her

team indispensable in the refined world of luxury real estate. With an impressive list of accolades, awards and sales, she is known, most of all, for her incomparable and extensive knowledge of the marketplace and her passion, love and dedication to her community. Following the loss of her parents at the age of 28, she committed to a mission of creating lasting legacies for future generations, building generational wealth, shattering glass ceilings, investing in her community, and being an impactful leader within the real estate industry. “My family is my absolute world,” she said. “I had to learn how to navigate life at an early age without my biggest support system, and I had to learn how to exist in the world of business without their guidance. Since my mother’s passing, I have had a mission to become the woman she raised me to be and that I knew I could become.”

Garrett grew up on her grandparent’s farm in the small rural town

...



...

Walterboro, South Carolina, where she first learned the value of family. Despite being raised in a low-income, working-class family, it was the lessons passed down by her grandparents and the unconditional love that she received from her mother that Garrett most remembers from her childhood. She credits her family for instilling in her a strong work ethic and compassion for friends, strangers and animals alike.

While pursuing a degree in business administration, Garrett made the difficult decision to leave college in her junior year in order to assist her mother financially. She began her professional career by serving veterans diagnosed with Alzheimer's disease and later managed multi-family apartment communities, a position that introduced her to the world of real estate. Within realty, she saw the opportunity to help families from all backgrounds and demographics overcome barriers to sustainable homeownership, and ultimately found her purpose. "My mother was never able to obtain homeownership while she was alive, and it was always one of her life dreams," Garrett said. "Real estate is extremely personal for me. I keep her legacy alive by waking up every day, assisting others with their dreams of homeownership and guiding them through the process."

One of the youngest brokers in Florida, Garrett established Hometown Realty at the age of 31. With innovative technology, as well as automation systems and infrastructure, the Hometown Realty team has found new ways to provide quality service to their clients. For Garrett, success not only centers around having the freedom to create a business she believes in but doing meaningful work and living life at her highest potential. By continuing to break into the investment industry and expanding her brokerage, real estate serves as her future. "The most rewarding part about my business has been helping other agents accomplish their real estate goals and building a company with a model that is structured as a team—one that values collaboration over competition," Garrett said. "I truly believe we can go so much further in business and in life if we go together."

As a mother-to-be, Garrett now hopes to pass on the values she learned from her family to her daughter—a foundation that centers on adding value to the world around her.



Hometown Realty not only helps families buy and sell homes, but also strives to be a part of the decision-making that affects Daytona Beach and its residents—from participating in commission meetings to attending events with local city officials, politicians and business owners. Dedicated to ensuring people have a better and brighter future, Garrett and her team seek to plant deep roots in the local community while serving as a strong voice for their clients. "I love the astronomical growth we are seeing in our city," she said. "I'm extremely passionate about staying on top of local trends in our market, to know where our clients are relocating from, and what is bringing them to our area. We are very passionate about welcoming new business owners to our community, growing our roots locally and being 100 percent invested in our community and its future."

Honored as one of the top influential women in business by the Daytona Beach News-Journal in 2018, 2019 and 2020, Garrett is on a mission to provide the highest level of real estate service to her clients, while



I'm extremely passionate about staying on top of local trends in our market to know where our clients are relocating from and what is bringing them to our area.



making a positive impact on her community by enhancing the quality of life for all of the city's residents. She has appeared on industry magazine covers, panel forums, podcasts and is a highly sought-after industry motivational speaker. In addition to her passion for real estate, Garrett created Spotlight Daytona, a local television program spotlighting businesses where she volunteers more than 200 hours per year to help promote, including non-profits such as the Museum of Arts and Sciences, the Arc of Volusia, Provision Packs, the Chiles Academy and the Pace Center for Girls. Through her efforts, Spotlight Daytona has reached more than 100,000 viewers, making a monumental economic impact on local businesses and non-profits. Garrett is an active member of the Daytona Beach Area Association of Realtors, and she has served on executive boards for local community non-profits including the Arc of Volusia and the Daytona Playhouse.

As she reflects on her life and her career, one of Garrett's biggest passions has been combining real estate with her love for the Daytona Beach community. Through philanthropy, volunteering and civic participation, she takes pride in having a voice within the community she serves.

Writer: **Manuela Nivia**  
Photography by: **Cld-photography**

» rising star

# N O R I N A B U R T



## *Unabashedly Authentic*

Growing up, Norina Burt split her childhood between Florida and New Jersey but ultimately found her forever home in Ormond Beach. Now both a neighbor as well as a real estate agent, she is dedicated to helping guide local families through the changing real estate market. Prior to joining the industry, Norina enrolled in interior and graphic design courses with the hope of pursuing a career in historical preservation. It was a single real estate class, however, that unexpectedly changed the course of her entire career.



“Interior design is something I’ve always been interested in,” Norina described. “It’s easy for me to see a vision and bring it to life. This has linked to houses really well, and when I took my real estate course, I realized this is exactly what I wanted to do.”

Despite jumping feet first into real estate, Norina made the difficult decision to leave the business in 2005 with the goal of prioritizing her family’s needs. As a mother of two children with significant developmental disabilities, Norina found the usual challenges of parenting were compounded. While she was pregnant with her youngest son, Devin, she focused on securing a liver transplant operation for Brian, her oldest. Nevertheless, she kept her license in hopes that she could return to real estate in the future. During that time, Norina resiliently served as a full-time caregiver for her children while working nights as a bartender.

“I’m a very positive person, I don’t see the bad in everything,” Norina shared. “My youngest is in a wheelchair and nonverbal so he needs full-time care, but he’s so freaking smart and

amazing. I have the most amazing kids ever—they give me back so much. My main motivation is doing what is best for them.”

Upon returning to real estate, Norina found at RE/MAX the critical guidance and support that she needed for her business to thrive. Through the mentorship of Amy Myers, Director of Development at RE/MAX Signature, Norina has not only acquired the necessary training and skills to take her career to the next level but also received opportunities for complete professional development. With access to top listings, exceptional marketing strategies, and cutting-edge







technology, Norina's success in the industry has been recognized with three consecutive RE/MAX 100% Club awards.

"It wasn't until I moved over to RE/MAX that my business started picking up significantly," Norina explained. "When I came back into real estate, there was a whole world of technology that I missed out on because I was busy taking care of my kids. I had to learn everything all over again, which was kind of overwhelming. When I got proper training at RE/MAX, something clicked, and it just worked."

Outside of her business, Norina and her sons participate in Special Olympics, including bocce ball and bowling events. For the past 14 years, she has also found in Muay Thai a powerful character-building sport, which has strengthened her confidence and encouraged her to continue persevering through life's adversities. Despite the many responsibilities Norina balances in both her personal and professional life, she is known for her positive attitude, tenacity, and genuine care for her clients.

"I'm a little different," Norina described. "I have tattoos and I train martial arts and I'm not your typical real estate agent. In the beginning when I first started, I was super young and that was challenging because many clients thought I didn't have the necessary experience. Now I possess a certain sense of confidence. There are many people that see me and think 'she's just like me, she's down to earth, and I can relate to her.'"

Since her rise in the industry, Norina has put her design skills to use by renovating local properties. It's the opportunity to breathe new life into an old home or rescuing a neglected gem from potential demolition that she has found most rewarding. With this newly

discovered passion, Norina hopes to build out her portfolio and provide greater financial security for her family. Above all, however, real estate has given her the opportunity to build a personal legacy while helping local families obtain theirs.

"I'm always striving for the next deal because I really enjoy helping people and getting them into a home," Norina shared. "Making people happy makes me happy."

“ I’m always striving for the next deal because I really enjoy helping people and getting them into a home. ”



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▶ agent to watch

Writer: Manuela Nivia  
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# TOM FOSTER

## CARVING A NEW PATH

Seeking out sunshine, adventure, and a greater sense of community, Tom Foster packed up his Chevy Monte Carlo upon graduating from high school and drove the thousand miles from New York to Daytona Beach, Florida. Without a job prospect or a soft place to land, he arbitrarily began his career as a car salesman at the Daytona Auto Mall. While learning the ins and outs of the world of sales, Tom was exposed to real estate by happenstance through his clients at the dealership. With every interaction, he quickly grew to admire their professional freedom, financial security, and purpose most of all.

“When I first got the idea to get my [real estate] license, I just happened to sell cars to six REALTORS® in the same month,” Tom recalled. “They all told me how much they loved their freedom and their work. That feeling made me take the leap to get my license. I didn’t want to feel like I had to sell people on something, it never sat right with me. I’d much rather feel and know that I get to help them through a transaction. It just makes me feel way better about the end result.”

Without family members or a close network in the area, Tom found his first year in the real estate industry to be an unexpected uphill battle. Nevertheless, at Realty Pros Assured, Tom found the support and motivation he needed to rise above the challenges. In an environment that he described as “very warm and welcoming,” Tom found it easy to surround himself with top-level REALTORS® producing at the highest levels who positively impacted both his work style and his mindset. With their support, he stepped out of his comfort zone and completed 168 open houses by the end of his first year. Then, he watched as his business flourished.

“At first I felt like I was doing all this work, my wheels were spinning, but nothing was happening,” Tom shared. “I just kept my head down and kept going. My second year

somehow everything erupted. I ended up doing eight deals in one month and everything just took off from there. Even though I stumbled my way through getting to where I am, my business ultimately collapsed into itself and kept multiplying, which was awesome.”

It’s the opportunity to connect with people in genuine and direct ways that Tom considers to be among the most rewarding aspects of his real estate career. His values rest on the principle of treating every client with the highest level of dedication regardless of transaction size. Known for his affable and gregarious character, Tom has the unique ability to provide personalized a service experience for each of his clients and always seeks to make them feel like family.



“

**I WANT TO ONE DAY BE A BUSINESS MOGUL THAT HAS THE REACH TO BE ABLE TO HELP OTHERS IN A BIG WAY.**



“Every day it’s a new customer and a new house,” Tom explained. “The thrill of guiding a client through the process is something that genuinely excites me. Some of my co-workers make fun of me at times and say I act like a little kid when I get a new customer or a new contract and that’s exactly how I am—I always get really excited.”

For two consecutive years, Tom has been named the top agent at Realty Pros Assured’s Port Orange office. Every day he is committed to continuing to grow his brand and rapidly doubling his business. As he continues to tap into his entrepreneurial drive, Tom has found unlikely inspiration in Dwayne “The Rock” Johnson, who with 150 million followers across social media platforms, has been named one of the world’s most influential people. Between his global reach, unstoppable positive attitude, and dedication to his craft, The Rock serves the type of role model that Tom hopes to emulate.



“I want to one day be a business mogul that has the reach to be able to help others in a big way,” Tom shared. “Hoping to one day open my own brokerage and build a team with the goal of changing somebody’s life little by little, just like I did for myself—it’s hard to explain and put it into words, but I see it.”

Growing up in a sports family, Tom spends much of his free time participating in recreational sports. It was at just three years of age that he first held a baseball in his hand—a sport that later helped to shape much of his childhood and young adulthood. With a desire to give back to local youth through the power of sports, Tom is passionate about sponsoring children’s teams and donating to local schools.

“Success for me is being able to live a wholesome life where not one person is dictating it for you,” Tom shared. “It’s being able to take a step back and every-day smile at your achievements and everything you went through because it’s gotten you to this point.”

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# FAQ

## 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 real estate.

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.

**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 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 that works with top real estate agents, please email or message us!  
**Email: jayme@n2co.com**

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