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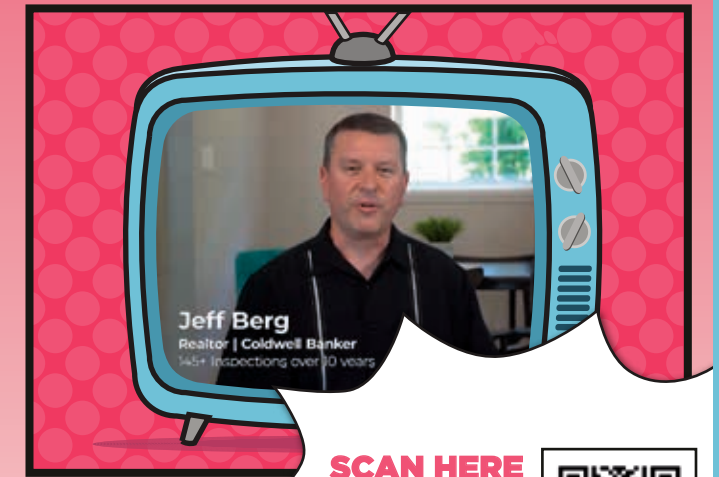
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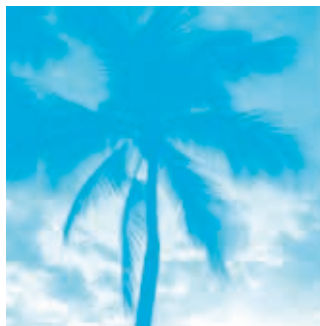
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# MEET THE SARASOTA & MANATEE

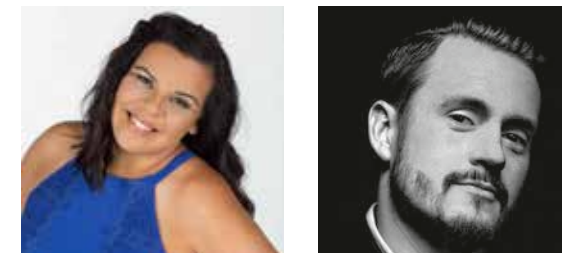
## REAL PRODUCERS TEAM



**Mary Lobdell**  
Area Director

**Allie Serrano**  
Photographer

**Nick Ingrisani**  
Writer



**Tanya Runyan**  
Ad Strategist

**Rob Cox**  
Videographer



If you are interested in contributing or nominating REALTORS® for specific stories, please e-mail us at [Marylobdell35@gmail.com](mailto:Marylobdell35@gmail.com)

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▶ from the desk of the president

REALTOR VOICES

# MAKE A DIFFERENCE

by Gia Arvin, 2024 President of Florida REALTORS®

As you read this the 2024 Florida Legislative Session is wrapping up and Realtor priorities are being received very well by your elected officials. Realtors are advocates – for their families, for their communities and for their businesses. Your efforts in Tallahassee underscore your incredible impact on the quality of life in Florida.

If lawmakers approve SB 328 and HB 1239, an additional \$100 million will be available to first-time homebuyers for downpayment assistance through the Hometown Heroes Housing Program (HHHP). This is the third year in a row that lawmakers are funding this successful homeownership program championed by Florida Realtors. Since 2022, more than 14,000 families have benefited from the HHHP program, and this additional funding will help thousands more.

Condominium buyers and their real estate agents may also benefit from this session. SB 1178 and HB 1021 requires all community associations with 25 or more units to put official records such as association bylaws, contracts, budgets, and other financial records online for unit owners. Current law imposes such requirements on associations with 150 units, which means most of Florida's condo associations do not have to provide this level of transparency. Raise your hand if you'd like a more straightforward job helping condo buyers obtain important association documents.

And let's not forget about the difficulty of working with Homeowners Associations (HOAs) and the fees they charge for some of their documents. Florida Realtors supports SB 278, which caps estoppel certificate fees at \$250, speeds up the delivery of the certificates from 10 days to 5 days and requires the HOA board, not the HOA manager, to receive the fee. This legislation will help speed up access to these essential documents and prevent the outlandish fees that some associations are charging for them.

As budget talks wrap up and the legislature Sine Dies Florida Realtors will celebrate the historic funding for our waterways and environment, further reductions in the Business Rent Tax, and other tax cuts.

Florida takes pride in advocating for all of our members and celebrating your success. We are homegrown advocates and proudly protect private property rights and the American Dream.

Stay current on our advocacy efforts the whole way through the session by visiting <https://www.floridarealtors.org/advocacy>.



Gia Arvin  
2024 President of  
Florida REALTORS®

# NOTE FROM THE PUBLISHER



Dear Readers,

As I reflect on my journey as the Area Director of Sarasota & Manatee Real Producers, I've come to a profound realization—one that I believe holds value not just for me, but for each of you who have dedicated yourselves to your careers.

In this fast-paced world, it's easy to get caught up in the hustle and bustle of our daily responsibilities, striving tirelessly towards our professional goals. Yet amidst the flurry of tasks and objectives, it's crucial to pause and assess whether we're truly finding joy in what we do.

I must confess that in my pursuit of excellence in my role, I found myself lacking in activities that truly brought me joy. I yearned for that spark, that sense of fulfillment that comes from doing what you love. It's a feeling I hope each of you is experiencing in your careers.

For what is success without joy? What are accomplishments without the satisfaction of knowing that you're doing what truly resonates with your passions and aspirations?

As I reflect on what truly brings me joy in life, I am reminded that it is the simple pleasures – working alongside my husband, cherishing moments with our family, delighting in the laughter of our grandchildren, exploring the wonders of the world through travel and spending time enriching the lives of those around me.

So, as we turn the pages of this magazine, filled with stories of achievement and dedication, let us also remember the importance of finding joy in our work. Let's seek out those activities, those moments that light up our souls and invigorate our spirits.

In the pages ahead, may you find inspiration, enjoyment, and perhaps even a touch of that same joy that fuels our passion for bringing this magazine to life. Thank you for allowing us to be a part of your journey.

With warm regards,

**Mary Lobdell**  
*Sarasota & Manatee Real Producers*  
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# DANIEL PETRILLA



▶ rising star

Written by: Nick Ingrisani  
Photography by: Allie Serrano



## A Real Estate Business Built on Commitment, Work Ethic, & Faith

“In business success and in life, my goal is to be the best version of myself that I can be, and to maintain good character in every business deal or opportunity that comes my way.”

Daniel was born and raised in Northeast Pennsylvania with an early life framed by the beauty of nature and a close-knit family and community feel. After graduating from St. Joseph’s University with a degree in Finance and Economics, he joined PNC Bank. He spent 5 years working for the bank in Philadelphia before relocating to Tampa, Florida in 2012.

“Initially I planned to spend 2 or 3 years in Florida with PNC Bank and then move to another city to help the bank expand its presence in the southeast. But I fell in love with the Florida lifestyle—especially the laid-back vibe of West Florida.”

A few years later, Daniel met his wife at church while they were building a singles ministry together in Tampa, and they continue to build and grow relationships together to this day

through a young families group at Bayside community church in Bradenton.

“God’s timing is always perfect and faith is everything to our family.”

### Building His Real Estate Business

Daniel’s foray into real estate was born from a long-held passion for architecture and design. He “felt drawn to real estate for a long time,” and began his journey in the industry when he purchased his first home. He aimed for a project that needed work but had a lot of character and potential. Ultimately, Daniel turned it into a modern farmhouse masterpiece with a tropical paradise in the backyard and spent four amazing years living there with his family.

Intending to get more involved with home renovation projects and investing, Daniel got his real estate license in January 2022. But the more he thought about it and considered his long history in sales from the corporate banking world, the more intrigued he became

about helping buyers and sellers navigate real estate.

Daniel joined Keller Williams Sarasota and has been with them since the jump. With a strong network from living in Florida for over 15 years and a relentless work ethic, he's been able to quickly ramp up and gain success in the industry. He does a lot of work with investors, working on multi-family projects like apartment buildings and commercial properties. Although these are longer-term deals, it's a niche market that Daniel has come to enjoy because of the great relationships he's able to form in the process.

"I'm a strong believer that you need to collaborate and not compete. Fending for yourself limits your ability to grow, and making enemies is not a good business strategy. You can stay in your own lane and still collaborate for success."

Outside of work, Daniel cherishes nothing more than spending time with his family.

"It doesn't matter what we do as long as we're together. My wife and I have a two-year-old son named Cohen, and he is our world right now. And we are having our second son in March 2024. Family is everything to us. Business success means nothing if we aren't successful at home in our marriage and in raising our kids."

Looking to the future, Daniel and his family like to dream big. He's not content to just go with the flow, but rather to dive fully into his real estate business and give it all of his time, energy, and effort. He'd love to get more into the developmental side of real estate and even expand his business to Europe as well. Yet, at the core of his aspirations lies a simple truth: success is not measured by transactions but by the lives touched and the communities transformed through his work.

"Our faith in God is directly tied into the spirit of this message as well - as your faith grows, so do your dreams, your visions, your aspirations & your goals - and in turn so does your business."



**GOD'S TIMING IS ALWAYS PERFECT AND FAITH IS EVERYTHING TO OUR FAMILY.**



# ALLIE SERRANO

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# JENNIFER

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## cover story

Written By: Nick Ingrisani  
Photography By: Allie Serrano

## REVOLUTIONIZING THE REAL ESTATE INDUSTRY

**“We want to have a bigger impact, improve the industry, and raise the standard. To do that we have to have a larger reach and touch more people.”**

Jennifer grew up in a small town on Florida’s east coast with her parents working for NASA. Her early career took her into the healthcare industry and became an innovator for an international company. Through traveling to countries like China, Korea, and Thailand, Jennifer grew that company from 4 employees to around 80 by the time she left. However, despite her success, Jennifer longed for stability and closer connection with friends and family, prompting her to return to her Florida roots after a stint in England.

Meanwhile, Jennifer’s dad is a home flipper and investor. In wondering what to do next, Jennifer decided to get her real estate license and help out her dad on a part-time basis. But it wasn’t long before she fell in love with the process and felt she could really make a difference in this industry. Jennifer got her license in 2012 and hasn’t looked back since. Her journey took an unexpected turn when she met her husband on a cruise, leading her to relocate to the west coast of Florida. Starting over in a new location meant rebuilding her sphere of influence from scratch, a challenge Jennifer embraced wholeheartedly.

### CARVING A UNIQUE NICHE

Once she was living in Bradenton, Jennifer set out to find a real estate company to work with. But despite interviewing with the top companies in the area she didn’t find what she was looking for. Jennifer decided to take matters into her own hands and started her own independent brokerage.

“At first, I was fighting to sell 10 homes a year, marketing myself, buying internet leads, trying to juggle lots of clients without any support. I found a real estate coach to learn how to separate myself from other agents, how to improve value for the client, and raise the professionalism to seamlessly provide 5 star service. After 3 years, I became a coach myself mentoring realtors from all of the US and Canada. That coaching program brought me up to sell 150 homes in 3 years in a completely new marketplace.”

Jennifer runs her brokerage like a business. There’s a systematic structure where people can learn, grow and rise up the ranks quickly, rather than



just working at the same brokerage and calling it a “team.” High-level training is a core element that allows everyone on the team to offer a consistent level of client advantages and service. Team members are required to commit to full-time work and they have access to top coaches and hands-on mentors ready to help everyone take their business to the next level.

“If our agents are treated well and have job satisfaction, that’s going to come across in interactions with the customers. That’ll reflect on the service. We try to make our agents happy here.”

Every new agent that joins the team goes through a 4-week bootcamp. They also have ongoing training for specific aspects of real estate including a series each on leadership, buyers, sellers, and luxury properties. With 30 agents on the team and 6 full-time employees dedicated to streamlining their service, Jennifer and her team effectively maintain consistency in every client interaction.

“The #1 focus for us is the customer experience. It has to be 5-star service. Just because you close a deal doesn’t mean it’s a successful transaction. We’re focused on accountability and building

long-term relationships with our clients, and that all comes down to professionalism and service.”

Jennifer’s brokerage is also an exclusive partner for Zillow in the Manatee, Sarasota & Tampa areas. Zillow has chosen to partner with 500 teams across the country, but Jennifer’s team sits firmly at the top of the list.

“I work on Zillow’s advisory boards and we’re a really big partner with them. I’m starting to coach some of their other teams around the country. We’re the #1 seller converter in the country for Zillow.”

Looking into the future, Jennifer plans to double her business in size and agent count—always ensuring that whoever they bring on is the right culture fit and believes in their overall mission. However, their most important goal is to raise the standard of the real estate industry and continue to have a bigger impact. They’re also opening a 7,000-square-foot building in Downtown Bradenton in the near future for networking events, daily training, and seminars with industry leaders to create a wider ecosystem of change and growth.

“We’re really focused on collaboration, not competition. I think that’s the only way we compete with some of these big companies. If I want to make a big impact I can’t do that by myself. So we’re always looking for like-minded agents and brokerages who want to see similar change.”

Outside of real estate, Jennifer loves to travel and spend time with her husband and three step-daughters. Whether attending seminars or engaging in coaching programs, Jennifer embodies a holistic approach to success—one that prioritizes continuous learning, work-life balance, and building lasting relationships. Her steadfast commitment is well on the way to creating lasting change in the real estate industry and beyond.



“

**WE’RE REALLY FOCUSED ON COLLABORATION, NOT COMPETITION. I THINK THAT’S THE ONLY WAY WE COMPETE WITH SOME OF THESE BIG COMPANIES. IF I WANT TO MAKE A BIG IMPACT I CAN’T DO THAT BY MYSELF.**

”

# FAQ

## ALL ABOUT SARASOTA & MANATEE 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 500+ real estate agents in Sarasota & Manatee 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 Sarasota & Manatee Counties in the real estate industry.

We take the top 500 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 500 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 500 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 Sarasota & Manatee 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!

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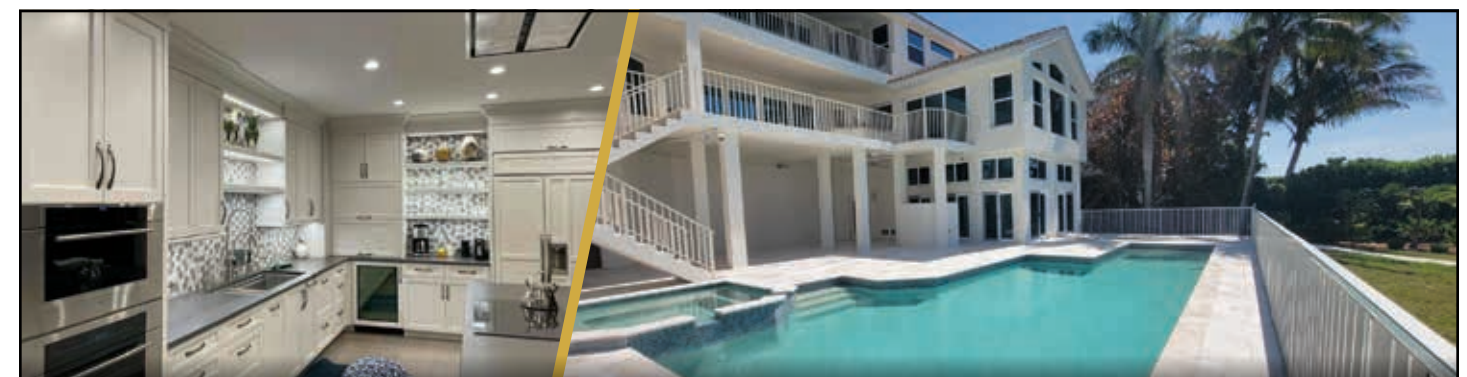
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▶ partner feature

Written by: Nick Ingrisani  
Photography by: Allie Serrano

# UTILITY HELPERS

RIGHT PLACE, RIGHT TIME, AND SO SIMPLE

“Once we got launched and built a presence, we’ve safely been the fastest-growing real estate-related company. We believe the #1 reason for our growth is our obsession with the customer experience, and our commitment to doing the best thing for our customers and agents. Once real estate professionals realize that there’s no catch to our service—no cost to the buyer or real estate agent—it’s truly a no-brainer.”

Jonathan, a self-described “army brat,” spent his childhood moving across the country and even lived in Germany for several years. Landing in Florida in 2001, he worked in the telecommunications industry for 16 years before venturing into the world of real estate with Elijah.

Elijah also comes from a military family and moved around a lot when he was growing up. He found his calling in real estate and worked as an agent and broker for 20 years. It was during that time that he saw a gap in the market for a service that could streamline the utility setup process for people moving.

“Growing up moving probably fed both of our desires to make that an easier process for people.” – Elijah

Elijah and Jonathan met through a mutual friend and started discussing what changes could be made in the utility industry. With Jonathan’s background in telecommunications and Elijah’s extensive real estate experience uniquely positioned them to create a standout service.



“Anytime you move, figuring out who provides utility services to that address is a challenge. There’s no central database, making the process tedious and time-consuming. Jonathan had been working on a similar model with the service provider angle. I came to him to ask some questions and figure out how to position it in the provider space, we discussed our ideas and found out that our ideas had more in common than different. Right place, right time.” – Elijah

Their idea was simple yet revolutionary: create a one-stop service that handles all the details of utility setup, making their clients’ moves smoother and less stressful.

#### CREATING A WIN-WIN FOR EVERYONE INVOLVED

Elijah and Jonathan officially launched Utility Helpers in 2017. They faced some early challenges, particularly in mapping out utilities across different regions and educating real estate professionals about the benefits of their service. “It was a slow roll at first, but once we got traction, we quickly became the fastest-growing real estate-related company,” Jonathan recalls.

Their business model is a win-win for all parties involved. Buyers enjoy a hassle-free experience, agents avoid the nightmare of coordinating utility setups for their clients, and providers benefit from streamlined customer acquisition. All in all, they offer incredibly streamlined utility setups that take all the stress out of the process for everyone involved.

For agents, it’s an incredible added value they can offer their clients without having to pay a dime for their service. They’re also able to secure new customer rates for people moving locally, even if they’re keeping the same provider. Their service

is all about saving people money and ensuring that they get the best possible deal.

“Our goal is to add value for real estate professionals and their clients, saving everyone involved time and money in the process.” – Jonathan

Their hard work has truly paid off. In 2023 they won the Real Producers Tampa Bay Agent Choice Awards for Partner of the Year. Utility Helpers has grown tremendously since they launched. They now have a dynamic team of 12 people and have expanded their services to the entire United States (excluding Hawaii and Puerto Rico) and have amassed over 1,500 Google reviews, averaging 5 stars.

Looking to the future, Elijah and Jonathan are committed to continuous improvement and expansion of their services. After carefully considering customer feedback, they’ve added professional moving services to their service offerings.

“We’re constantly developing and adding new things based on customer needs. As we’ve grown, we’ve been very cautious in adding new verticals to what we do and making sure we can provide an exceptional customer experience.” – Elijah

Outside of work, Jonathan dedicates his time to his family, including three children. Meanwhile, Elijah is actively involved in various organizations including serving on the Board of Directors of the Pinellas REALTOR® Organization Affiliate Program, and the Shore Acres Civic Association in St Petersburg. He also enjoys spending time with his dog Elroy, traveling, hiking, biking, and sailing.

Both are deeply committed to giving back to their community and making a positive impact.

“ WE’RE CONSTANTLY DEVELOPING AND ADDING NEW THINGS BASED ON CUSTOMER NEEDS. AS WE’VE GROWN, WE’VE BEEN VERY CAUTIOUS IN ADDING NEW VERTICALS TO WHAT WE DO AND MAKING SURE WE CAN PROVIDE AN EXCEPTIONAL CUSTOMER EXPERIENCE. ”





» what is this thing?

Mary Lobdell

# welcome to the SARASOTA & MANATEE REAL PRODUCERS COMMUNITY!

### WHAT IS SARASOTA & MANATEE REAL PRODUCERS?

This magazine may be completely new to you, but I've been working on this launch for several months and I firmly believe in the mission of this publication. Real Producers is in over 120 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 Sarasota & Manatee community!

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

It's simple. You've earned it!

You are one of the top 500 REALTORS® in Sarasota and Manatee counties by sales volume, and only the top 500 will receive this for free every month moving forward.

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- You can't buy this magazine.
- You can't pay to be featured.
- You can't pay to attend our social events.

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 real estate agents 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 vetted, so you can trust they're doing good work! If you are looking for a great business to try or to use, I strongly suggest our preferred partners.

### WHAT CONTENT WILL BE FEATURED EACH MONTH?

- Cover Story
- Featured Agent
- Partner Spotlight featuring a Preferred Partner
- Social event recaps
- Other content will be added as we continue to grow our publication

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