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COVER STORY

LINDSEY LYNCH

Legendary Realty LLC

RISING STAR:

Isaiah Denman, Spears Group

PARTNER SPOTLIGHT:

Faltisek & Gloria

Photos by Faltisek & Gloria

AUGUST 2024

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▶▶ publisher's note

Your Story Matters



by Cindy Bell

In the fast-paced world of real estate, numbers and statistics often take center stage. Market trends, property values, and sales figures are crucial, but they only tell part of the story. Behind every transaction, there is a narrative—**your narrative**—that sets you apart and drives your success.

As top real estate professionals, you understand that **building relationships** is at the heart of our business. Your clients don't just want a transaction; they seek a trusted advisor who understands their dreams, fears, and aspirations. Your personal story is the bridge that connects you to your clients on a deeper level, creating bonds that go beyond contracts and commissions.

Your journey into real estate is unique. Perhaps you were inspired by a mentor, driven by a passion for architecture, or motivated by a desire to help families find their dream homes. Whatever your path, it has shaped your approach, values, and

expertise. Sharing this journey with your clients humanizes you and builds trust, making you more than just an agent—they see you as a partner in their real estate journey.

In an industry that is increasingly digital, your story becomes even more vital. Technology can streamline processes and provide valuable data, but it cannot replicate the human touch that you bring to the table. **Your story adds authenticity and personality to your brand**, setting you apart in a crowded marketplace. It's the reason why clients choose you over others, and why they refer you to their friends and family.

Storytelling also plays a critical role in marketing and branding. **The most effective marketing campaigns are those that tell a compelling story.** When you share your experiences, successes, and even challenges, you create a narrative that resonates with potential clients. They see the passion and dedication behind your work, which can be far more persuasive than any listing or advertisement.

Moreover, **your story has the power to inspire others in the industry.** As top agents, you are role models and leaders. By sharing your journey, you provide valuable insights and motivation to those who aspire to reach your level of success. Your story can guide new agents, help them navigate challenges, and encourage them to persevere.

At *Emerald Coast Real Producers*, we are committed to highlighting the stories that make our industry vibrant and dynamic. In each issue, you will find profiles of exceptional agents who have leveraged their personal narratives to achieve remarkable success. Their stories are diverse, but they all share a common thread: **the belief that who they are and what they stand for matters.**

As you read through these inspiring stories, I encourage you to reflect on your own journey. Think about what makes your story unique and how you can share it more effectively with your clients and peers. **Your story is not just a background detail; it is a powerful tool that can enhance your business and enrich your professional relationships.**

Thank you for being a part of our community at *Emerald Coast Real Producers*. Your story matters, and we are honored to share in your journey!

Keep up the great work!



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► cover story By Dave Danielson • Photography by Faltisek & Gloria

LINDSEY

ACTIVE ADVOCATE

When Lindsey Lynch talks about her role as Vice President of Sales and Marketing with Legendary Realty, you can see the smile on her face.

That expression comes from the knowledge that she is helping others achieve their dreams in the community she loves.

“I really enjoy connecting people with the area. I grew up here in Destin. Being a native I’ve watched it grow. Most of the buyers I work with are moving here from out of state,” Lindsey says.

“Being able to connect them to the area I love and helping them find a place where they will build memories for their family is very satisfying.”

CRUCIAL CONVERSATIONS

Lindsey got her start in the business in 2003, earning her license in 2005.

Her father is a developer who was working on Emerald Grande and Harbor Walk Village when she started her journey in the business.

“There was an opening on the sales team and he thought I would be good for it. I accepted the position and found that it was truly something I loved,” she points out.

“God blesses us all with gifts, one of mine happens to be closing deals and making sales. I remember going through extensive training with Terry Weaver, who was a really good sales trainer. I learned how to connect with people. I’ve been doing sales ever since.”

WORKING HER WAY UP

In 2008, she was promoted to Listing Manager for the Emerald Grande and managed more than 50 retail listings. As she remembers, her job morphed into dealing with customers who were navigating their way through a challenging market.

“Building relationships was really important during that time. As the market recovered, I started working with investors helping them find land that was able to be developed from Inlet Beach to Destin and Niceville,” she remembers.

LINDSEY LYNCH



“At that point, my job turned more into development. I helped them with floor plans, price points and had the opportunity to make the sale.”

MAKING GOOD THINGS HAPPEN

As Lindsey delved deeper into development, she worked with Legendary in Regatta Bay and Destin Pointe. Through that process, she interviewed architects and designers, and helped to develop and sell several homes in Destin Pointe, as well as in one of Regatta Bay’s newest neighborhoods, The Preserve. She also represents the same developer in TradeWinds (also in Regatta Bay) consisting of 54 home sites.

Lindsey has consistently sold the most inventory in Regatta Bay every year since 2015, with more than 80 homes sold.

Lindsey also sells homes throughout the Destin area and is consistently ranked among the top 10 agents for highest sales volume.

Away from work, Lindsey’s world is made even more rewarding by her family, including her husband, Sean who is in ministry at Destiny Worship Center. They treasure time with their two sons—17-year-old, Noah, and 14-year-old, Luke, who are both students at Rocky Bayou Christian School.

In their free time, Lindsey and her family have a passion for hiking in the mountains, catching a great Destin sunset and watching movies as a family. They also like to explore local restaurants and exercise together.

Lindsey also stays very active through their church, hosting a bible study at her home every Wednesday with her husband hosting one at their Sales Center every Saturday morning.

HELPFUL ADVICE

As Lindsey reflects on her past and continues to build for the future, she offers advice for others who are just getting into the business.



“*God blesses us all with gifts, one of mine happens to be closing deals and making sales.*”



“

I love connecting people to the next steps in their lives.



“First thing I would say is that this isn’t a part-time job. You’ve got to be fully committed,” she says. “It’s about building relationships and personal growth.”

She is a big advocate for taking time to really get to know your clients and asking them a lot of questions about their interests, their family and their needs.

“That all helps me find a neighborhood for a family and then we can narrow down to a home. Sales discovery helps them find what’s important to them and connect them with what works for them. Also, don’t be afraid to take sales training and other course to further your education.”

With professionalism, integrity and care, Lindsey commits herself fully to the needs of those she serves.

“As I think about what I do, it’s hard to believe I’ve been doing this for over 20 years,” she says with a smile. “I love connecting people to the next steps in their lives.”

In the process, she guides them closer to reaching their dreams as an active advocate.

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▶▶ rising star

By Dave Danielson
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Isaiah Denman

SCORING NEW WINS

Positive habits create positive results. And the underlying character traits that put those fundamentals in place carry over throughout life.

Isaiah Denman is a perfect example of that truth.

As a Real Estate Advisor with Compass, Isaiah continues scoring new wins for those he serves.

Talent on the Rise

Isaiah spent his early childhood in the Atlanta, Georgia, area before moving to the Emerald Coast in fifth grade. Growing up, Isaiah established himself as a premier football player, scoring touchdowns as a wide receiver. He also let his athletic skills shine in basketball and track.

He was so good in football, in fact, that he walked on and became part of the

storied football program at Florida State University.

“At the time, Jimbo Fisher was our Head Coach. I had a great experience being part of the team,” Isaiah remembers with a smile. “In the process, we always had outstanding guest speakers who would come in and address the team, including people like Deion Sanders, Dr. Kevin Elko and former Boston Celtic Chris Herren.”

As he made his way through school and college, he changed his mind about what he wanted to do professionally. At one point, he had his eyes set on practicing law. With that in mind, he had planned what he felt would be the best route for him to take to prepare for law school.

“At first, I thought about philosophy, but I quickly moved to economics, which was more of a

natural for me, with my love of math and science,” Isaiah says. “I did that and also got a minor in Business and Entrepreneurship, as well.

Finding His Real Estate Career

As he considered his next steps, real estate seemed to call to him. He had always been interested in the business.

“It’s funny but true that, as a kid, I was obsessed with playing the game Monopoly ... and I got my feelings hurt if I lost,” he laughs. “Also, through time I learned the power of real estate investing. I always wanted to be an investor.”

Through the years growing up, Isaiah had learned a lot about condos, vacation rentals and tourism. Each summer before his family moved from Atlanta, he would come to the Emerald Coast and spend time with his

grandfather, Barry Denman, who had moved here in 1998.

“My grandfather had rentals in the area, and I always wanted to do that, as well,” he remembers. “My plans had always been to be an investor and not sell real estate.”

In time, after he graduated from college, Isaiah reached out to successful REALTOR® and mentor Zee White.

“Zee took me under her wing in 2020 at ERA Realty. I got my license and immediately had a buyer. When that first buyer came so quickly I thought this might be easy. But I learned differently with COVID hit a short time later. When that happened, my buyer, who worked in the oil and gas industry, pulled out of the deal.”

Undaunted, Isaiah kept learning and growing in the business ... learning more from Zee and completing a few deals during his first year. He kept building step by step. Last year, Isaiah joined the Spears Group.

As he says, “I always knew I wanted to be on this team. It has been a fantastic experience. Jonathan Spears is a great mentor for me, as well.”

Passion for the Profession

The love Isaiah has for his work is easy to spot.

“I enjoy that process of helping my clients navigate a transaction. I’m blessed to help ease their mind and communicate ... to be that rock they can lean on through time,” he emphasizes. “They know I’m going to go to bat for them and make sure this process goes smoothly.”

As he considers his life, Isaiah is thankful for the positive influences in his life that started with his grandfather, Fred Kilgore.

“As I think about what I’m doing now, he probably had the biggest impact on my direction. He was in construction. I grew up on cement construction sites,” Isaiah explains. “He’s an awesome guy who would give the shirt off his back. If he had a dollar left, he would give you 50 cents. He’s a big part of the person I am ... to be a helping hand to other people.”

In his free time, Isaiah enjoys playing golf and snowboarding. A couple favorite getaway locations include Colorado or Montana. Time at the beach is something he looks forward to, as well, along with going on walks, playing pickup games of basketball, and riding his bike.

When it comes to the community, Isaiah has a big place in his heart for the Destin Community Center.

“I spent a lot of my days in middle school and high school there, along with Destin United Methodist Church,” he smiles. “I grew up playing basketball with friends for countless hours.”

Leading by Example

Isaiah offers helpful advice for others who are getting their own start in the business.

“It’s really all about relationships and about helping others and understanding their situation and adding value to them. Real estate transactions come with a lot of emotions,” Isaiah says. “You have to have a certain level of empathy to put yourself in buyer’ and sellers’ shoes... being there for them in their time of need whether it be real estate or not.”

At the end of the day, Isaiah feels blessed to be doing what he does in the area he loves.

“I love this region and being an advocate for it. I think sometimes it’s easy for

people to overlook what a blessing it is to live here,” he says. “We have a very low crime rate and it’s an outstanding place to raise children in a tight-knit community with some of the most beautiful beaches in the world and warm, southern hospitality.”

Congratulations to Isaiah Denman for scoring new wins for those around him each day.





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Luckily, you have the husband-and-wife team of Tyler Faltisek and Sarah Gloria at Faltisek & Gloria to handle it all for you.

Dynamic Duo

Sarah handles the majority of photography, while Tyler covers all things having to do with videography and cinematography. You can see samples of their work continuously in the pages of this magazine, since Sarah handles Real Producers photography.

“I think one of the biggest parts that we love about what we do is being able to help tell people’s stories visually,” Sarah says. “I’m always so happy that when we return that product to them when they say this is better than I expected.”



By Dave Danielson
Photography by Faltisek & Gloria



Loving What They Do

The passion they have for the profession is easy to see.

“I love that we don’t have a mundane career. We work way more than 40 hours a week, but we schedule things. I like that every day is something different and that keeps my creative side really flowing.”

Those who work with Tyler and Sarah appreciate the way the dynamic duo takes on a full range of visual projects.

“We literally do everything. Anyone who has a story, our main goal is telling that story with our lenses. With that in mind, we don’t see a home as a building. We see it as a place for a family,” Tyler points out.

“We want to make it visually pleasing for the people who will be living there. We want to help sell that home visually ... whether Sarah is doing architectural photography or we are capturing a beautiful story with a walk-through video.”



Genuine Drive

At the heart of it all is a genuine drive to deliver an exceptional experience and product that you can be proud of.

As Sarah says, “We are here to highlight people and capture them the way they are. I always want to make everyone comfortable and better than when they showed up.”

Tyler and Sarah are happy to share the same path in life and business. That journey together started when the two met during a film class in college in 2013.

“We worked on a lot of projects together. At the time, we were just friends,” Tyler remembers. “After college we stuck together and decided to work together.”

After college, Tyler and Sarah started in their respective careers, working with clients, and referring business back and forth. Through time, their bond grew stronger. They were married in 2023 and, at the start of 2024, formally launched their joint business together—Faltisek & Gloria.

“We love working together,” Sarah says. “I think it helps that we are both

creatives because we understand each other. It’s a passion and we love what we do.”

Family Time

Away from work, Tyler and Sarah enjoy time with their kitten, Lily. They also look forward to times traveling together, including trips to Disney World® as well as other, short road trips. Time at the beach is always a favorite, as well as time at the disc golf course together.

When you talk with Tyler and Sarah, it’s clear that they have an all-in mindset when it comes to providing their clients with the highest level of service and quality.

“We always want people to trust us and feel comfortable. We want to make them feel like we’ve known them forever.”

As Tyler adds, “We want to build long-term relationships with people. We don’t want to do just one project. We want to be here for the long-run.”

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▶▶ june 2024 event

SUMMER KICK-OFF!

Another *Emerald Coast Real Producers* event is in the books! We held our 4th event at the Mezcal Mexican Grill at the Seascape Towne Centre, where we not only celebrated our recently featured agents by gifting them with their framed articles, but everyone filled up on chips, salsa, guac, tacos, margs and more!

Let's give a huge shout out to our event sponsor **Mike McLendon of Pillar to Post Home Inspectors!**
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