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Nominate Your Favorite Agents

▶ publisher's note

## TOP OF THE CLASS

Hello, high achievers!

As the Florida sun continues to shine brightly and the new school year kicks off, August presents a unique blend of continuity and change. The hustle and bustle of back-to-school season brings a renewed sense of energy, offering us an excellent opportunity to refocus and recalibrate our efforts in the Florida real estate market.

Learning and growing are key elements for thriving in our ever-evolving industry. Just as students across the state prepare for new challenges and adventures, you, too, can take this time to consider your goals. What new skills can you develop? How can you enhance your client relationships and provide even greater value? How will you leverage Florida's unique market opportunities to your advantage?

We hope that our feature stories this month inspire you and provide practical lessons that you can apply to your curriculum. As always, we encourage you to choose and

recommend vendors from among our loyal and trusted preferred partners. Each business with an ad in this issue is helping to bring you this magazine at no charge, ensuring you have the resources you need to stay ahead of the curve.

Thank you for being an integral part of the real estate community. Your outstanding achievements put you at the top of the class!



Warm regards,

**Joni Giordano-Bowling & Dave Bowling**  
Owners & Publishers,  
Sarasota & Manatee Real Producers  
757-348-7809  
joni@realproducersmag.com  
dave.bowling@n2co.com



If you are interested in contributing or nominating REALTORS® for feature stories, please e-mail us at [joni@n2co.com](mailto:joni@n2co.com).

Cover photo by Serhant Studios

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# MEET THE SARASOTA &

# MANATEE

REAL PRODUCERS TEAM



## Joni Giordano-Bowling

OWNER/PUBLISHER

757-348-7809 | joni@n2co.com

Joni boasts more than a decade of leadership in the magazine industry. Before publishing niche magazines like Stroll and Real Producers, Joni spent 10 years in the boating industry, helping large boat dealers market to their unique clients. Joni eagerly embraces her new position as Sarasota & Manatee Real Producers owner and publisher. Collaborating closely with her husband, Dave, Joni views Real Producers as an unparalleled avenue for fostering genuine connections among real estate professionals and preferred partners. Amidst her bustling schedule, Joni finds solace on a boat or near the water, where she unwinds and absorbs the tranquility.



## Dave Bowling

OWNER/PUBLISHER

757-450-2899 | dave.bowling@n2co.com

Dave dedicated most of his adult life to the dynamic world of radio, living in some 13 different states. Transitioning into the publishing realm alongside his wife, Joni, was a transformative venture as they jointly launched numerous now-thriving publications. During his leisure moments, Dave finds comfort in the rhythm of the surf and the thrill of offshore fishing. He enjoys honing his trap shooting skills and relishing the serenity of waterfront settings.



## Jacki Donaldson

MANAGING EDITOR

352-332-5171 | jacki.donaldson@n2co.com

Jacki's journalistic endeavors date back to college, when she dreamed of working for a glossy magazine. Today, she delights in her role as managing editor and ad strategist for multiple publications across the country. Her days are brimming with tasks, including orchestrating content and images, collaborating with preferred partners to craft captivating advertising campaigns, writing feature stories, editing for the most engaging messages and navigating tight deadlines. Outside the professional realm, Jacki treasures moments with her loved ones and people who make her laugh.



## Maddie Podish

SOCIAL MEDIA COORDINATOR

757-634-8998 | msparks7382@gmail.com

Maddie Podish, an experienced writer and content creator, shines in her passion for connecting and storytelling. With a keen eye for narratives that resonate, she serves as the vibrant online presence for numerous magazines nationwide. Through her craft, Maddie breathes life into diverse stories, weaving them into compelling tales that inform, educate and inspire audiences across various platforms. As a social media coordinator, she fosters meaningful connections with readers and contributors. Outside her professional life, Maddie values the simple joys of spending quality time with her family and exploring new hobbies.



## Misty Bailey

CONNECTIONS COORDINATOR

757-897-1283 | misty@imperialetiquette.com

Misty Bailey brings a unique blend of creativity and strategic thinking to her role. She shines at fostering relationships and excels at meeting with agents to understand their stories, ensuring everyone gets their moment in the spotlight. Her knack for connecting top producers with our vetted preferred partners fosters mutually beneficial partnerships. Behind the scenes, Misty is the driving force behind seamless and impactful events. Beyond her professional life, she is a proud dog mom and passionate advocate for building community everywhere she goes.



## Dan Clark

WRITER

757-206-4144 | dan@dandclark.realtor

Dan embodies versatility, balancing multiple roles with finesse. As a committed real estate agent, he navigates the market with diligence. His entrepreneurial spirit extends to diverse ventures, from his adeptness in photography and writing to his expertise in financial services. Alongside his professional commitments, Dan pours into his family, cherishing the harmonious chaos of life with three dogs, three children and three grandchildren. Amidst the whirlwind of responsibilities, he finds peace in cherished moments with his wife and relaxing in the glow of a backyard fire.



## Allie Serrano

PHOTOGRAPHER

813-501-7250 | allie@allieserranoportraits.com

Allie, the visionary behind Allie Serrano Portraits, a premier portrait photography studio, collaborates with top producers and preferred partners to capture stunning images for their feature stories. She also forges connections with community members, particularly local business owners, to elevate their brands and distinguish themselves. Recognizing the transformative power of fashion, Allie pioneered a sister venture, Styles with Allie, an online boutique dedicated to instilling confidence in women. Outside her bustling schedule, she prioritizes moments with her family and beloved pets, embracing the simple joys of life.



## Mindy & Cory Poff

PHOTOGRAPHERS

779-861-3739 | mindy@poffmedia.com

Cory and Mindy are a husband and wife photography duo specializing in all areas of real estate marketing. Cory began his photography career 14 years ago as a concert and wedding photographer, working his way through college. Upon receiving his MBA, he expanded his professional skills to other areas of photography, including real estate, branding and portrait. Mindy joined the business as marketing director and photographer after a 10-year career crafting public policy at the local, state and national levels. She specializes in real estate and interior design photography and loves helping small business owners grow their influence through marketing.



# Christy Peterson

SERHANT. REAL ESTATE

▶▶ real producer

Story by Dan Clark  
Photos by Mindy Poff, Poff Media Group







**I**n sun-drenched Sarasota, FL, a real estate powerhouse is making waves with her client-centric approach and passion for helping others find their dream homes. Christy Peterson, a seasoned real estate professional with SERHANT. Real Estate, has become a sought-after expert in the Sarasota and Manatee County markets, thanks to her genuine dedication to her clients and her unique ability to connect with people on a personal level.

Christy's love for real estate blossomed from her upbringing in Massachusetts, where her father worked as a builder. This early exposure to the housing industry sparked a lifelong interest that led her to a successful career in finance. However, the allure of real estate never faded, and after moving to Florida 11 years ago, she decided to embrace her passion and become a licensed real estate agent.

Married 24 years to her high school sweetheart, Noah, they have raised two wonderful children, Britney and Dylan. Christy laughs, "It's a tough year for mama because they both have big birthdays coming up, 16 and 21. And now my daughter's driving! It's just so bittersweet. My babies are all grown up."

As much as she takes her job seriously, Christy feels that time with her family is paramount and takes advantage of the opportunities for family getaways, even if only for a weekend jaunt to Miami or Daytona Beach or a week-long family vacation to another state, California being their most recent trip.

What sets Christy apart from other real estate agents is her unwavering commitment to building genuine relationships with her clients. "I consider them friends," she explains. "They're not just clients." This philosophy is evident in her annual Halloween extravaganza, a massive party that draws hundreds of clients, friends and family members to her home, a testament to the strong bonds she fosters with those she serves.

Christy's dedication to her clients extends beyond social gatherings. She consistently goes above and beyond to meet their needs, whether helping a first-time homebuyer navigate the process or assisting a seasoned investor in finding the next lucrative investment. Her willingness to work with clients from all walks of life, from mobile-home buyers to luxury-property seekers, speaks to her versatility and genuine desire to help people achieve their real estate goals.

As a modern professional, Christy recognizes the importance of social media in today's market. While she admits to having been "anti social media" in the past, she now embraces platforms like Facebook and Instagram to connect with clients and share her expertise. Her authentic and relatable videos have resonated with a growing audience, further solidifying her reputation as a trusted advisor in the Sarasota real estate community.

Despite her growing digital presence, Christy remains committed to her old-school values of honesty, integrity and personalized service. She avoids common tactics that some agents employ, preferring to maintain relationships through genuine communication and thoughtful gestures. Her clients appreciate this approach, often citing her non-intrusive style as a key reason for choosing her as their real estate agent. She demonstrates this with a recent closing where the young son's favorite toy was Legos. "I want the entire family to know they're important to me, so while the family was getting a closing gift, I bought a little Lego set for him, too," she recalls.

With her impressive track record, client-first philosophy and growing social media presence, Christy Peterson is poised for continued success. Her passion for helping people, combined with her expertise and authenticity, makes her a valuable asset to buyers and sellers alike. As she continues to build relationships and create memorable experiences for her clients, Christy Peterson will no doubt remain a shining star in the Sarasota real estate scene for years to come.

**“**  
**I CONSIDER**  
**THEM FRIENDS.**  
**THEY'RE NOT**  
**JUST CLIENTS.**  
**”**





▶▶ from the desk of the president

by Gia Arvin, 2024 President of Florida REALTORS®

# NEW RULES for Industry Effective in August

## KNOW WHERE TO ACCESS RESOURCES

As we rapidly approach the implementation of the industry settlement, all REALTORS® are changing their business practices when representing buyers and sellers. Under the new MLS rules, applicable to all MLS subscribers and participants, compensation may no longer be offered from listing brokers to cooperating brokers via the MLS system. Although we are no longer allowed to exchange compensation via the MLS, the listing broker or seller is allowed to offer compensation to the cooperating broker.

Buyers need representation, and REALTORS® are now required to enter into a written buyer representation agreement BEFORE they show

property to a buyer. Florida REALTORS® has released compensation agreements, buyer broker agreements and other tools to assist you in the process. You can access these agreements from [floridarealtors.org](http://floridarealtors.org) or by logging into Form Simplicity.

REALTORS® must communicate with their buyers and establish an understanding and agreement on how they will receive compensation. Under the new rules, you are precluded from being paid more than the amount you establish in your written buyer representation agreement. If you conclude the amount agreed

to is more or less than you are able to earn, you must amend your agreement with your buyer.

One thing that has not changed is the need for a REALTOR® to be the procuring cause to earn a commission. In the event of a dispute, REALTORS® are bound to arbitrate or mediate pursuant to Article 17 of the Code of Ethics, and MLS participants who are non-REALTORS® are bound to arbitrate or mediate pursuant to their MLS's local rules.

Change is complicated, and the new rules are sometimes confusing. Florida REALTORS® has extensive resources for your reference at [floridarealtors.org/settlement](http://floridarealtors.org/settlement), and all REALTORS® may contact the Florida REALTORS® legal hotline at 407-438-1409 Monday through Friday from 9:00 a.m. to 4:45 p.m.



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# ANDREA

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▶▶ on the rise

Story by Maddie Podish  
Photos by Mindy Poff, Poff Media Group

**BETTER HOMES &**

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**“Failure isn’t an option,” states Andrea Ortego, REALTOR® with Better Homes and Garden Real Estate Atchley Properties. Although born and raised during her younger years in upstate New York, Andrea has called Florida home since moving to the Sarasota/Bradenton area in the sixth grade in 1997. Looking back, she chuckles about how she initially refused to accept her fate and planned to return to New York. Swapping the cold mountain air for Florida’s endless summers, Andrea found that one constant remained: Hard work. From a very young age, early mornings on her family’s cattle farm instilled in her a relentless work ethic. Embracing her new Floridian home, she quickly fell in love with the vibrant**

**community, planted roots and built a life centered around family and perseverance.**

Andrea’s journey to real estate is anything but linear. Her parents, ever the advocates of higher education, nudged her toward college. As an ambitious young adult, she directed her attention to different interests. Yet, each academic and professional endeavor steered her back to her true passion: real estate.

Newly licensed in April 2016, Andrea’s entrance into real estate wasn’t easy. While juggling two jobs and raising her daughter as a single mom, to fully commit to real estate, she knew she had to let go of her security net. In the early

days of diving in head first, she faced financial hardships, often choosing between rent and food. Her parent’s support by inviting her over for meals during those tough times allowed her to hone in on her why—her daughter.

At that moment, she knew failure was not an option. This mindset propelled Andrea to overcome obstacles and continues to drive her to this day. Her personal life intertwined with her professional journey when she met her husband, Greg. Their relationship, strengthened over nine months of long distance, mirrored the resilience Andrea brought to her career. Her grandfather knew right away that Greg was “her person” and that they would tie the knot sooner rather than later.



The same broker who gave her a start in real estate also officiated her wedding, marking a significant chapter in her life in 2020.

Andrea's motivation for becoming a REALTOR® stems from a deep-seated desire to transform lives. Inspired by the women in her family, particularly her grandmother and her passion for gardening, Andrea learned the importance of making a house a home. This love for creating welcoming spaces inspired her to excel in helping clients prepare and stage their homes to sell quicker, a talent she hopes to expand one day.

Her passion for architecture fuels her business acumen, and

though she sometimes wishes she had pursued architecture academically, she channels that passion into her work. Social media platforms like Facebook, Instagram and LinkedIn have become crucial tools in her arsenal, helping her build a robust personal brand. Andrea's approach is rooted in honesty and delicate, personalized advice, which leads to faster home sales and also forges deep, trusting relationships with her clients. She firmly believes that "how you work is your reputation," and her work is nothing short of exceptional.

The most rewarding aspects of Andrea's career are the relationships she builds and the lives she

impacts. She especially enjoys helping single moms find homes and showing them they can do it on their own. Looking ahead, Andrea envisions new growth opportunities and continually surpassing her real estate goals. As a seasoned REALTOR®, she finds the key to success is always adapting. "Every transaction, every interaction is a learning experience," she asserts. "The moment you stop learning is the moment you stop growing."

Beyond her professional achievements, Andrea's life revolves around her family, and her first title will always be "MOM." She is incredibly close to her husband, Greg; her daughters Ariella and Eviana; and their extended

“ EVERY TRANSACTION, EVERY INTERACTION IS A **LEARNING EXPERIENCE**. THE MOMENT YOU STOP LEARNING IS THE MOMENT YOU STOP GROWING. ”

family. Ariella, a driven 15-year-old in the AICE program, mirrors her mother's relentless pursuit of excellence and excels in whatever she sets her mind to. Three-year-old Eviana is already interested in her mother's work, pretending to make deals alongside Andrea. The family enjoys boating, board games, miniature golf, theme parks, long-range shooting, traveling and hanging with friends and family. They are planning a trip to New York in December.

Smiling, Andrea shares that her children are her hobbies, and she cherishes every moment she spends making memories with them. Despite her busy schedule, she finds time for an annual spa day on her birthday, a personal tradition that keeps her grounded. Her friends and family often describe her life as living the American Dream. She beams, "I have two wonderful girls, a husband I love, a house I've turned into a home and a job that fuels my passion of changing people's lives for the better. I guess I am living MY American dream."





# CHRIS LISINSKI

## SOUTHPAW REMODELING & PROPERTY CONCIERGE

When Southpaw Remodeling owner Chris Lisinski describes himself as a white-glove contractor, he is not kidding. The proof is in his work. The ordinary bathroom turned into a serene personal spa, the stunning kitchen tailor-made for his clients and the awe-inspiring pool patio remodel that screams luxury at every turn are just three of the many projects that speak volumes about Chris' cutting-edge skill, meticulous attention to detail, exceptional care and personalized approach.

Chris' talent as a general contractor comes naturally. "My father and my uncle were contractors," shares Chris, who started in the industry as a laborer and grew into advanced roles for other companies. In 2021, he leveraged his entrepreneurial spirit and earned his contractor's license. In 2022, he launched Southpaw Remodeling, naming it to honor the left-handed men in his family, including his son, and Florida as a southern state.



Alongside Chris is his wife, Danielle, co-owner and CEO, who walks clients through the entire remodeling process, from consultation, concept and design to planning, construction and final hand-over. Chris and Danielle work with a high-achieving staff and a long list of trusted sub-contractors they can rely on to support their brand statement: When Exceptional Quality Matters. They also work with both sons. Sean works for Southpaw's pre-

ferred electrical company and is pursuing his electrical contractor's license. Seth is a recent graduate of drafting school.

Chris and his team are not everyday contractors. "We offer something different," Chris explains. The Southpaw Remodeling showroom, for example, is a haven for homeowners, real estate professionals and designers alike, offering a glimpse into the possibilities of exceptional home transformation. The modern and thoughtful flow guides visitors through





each curated area to show different styles and products to inspire every taste and preference. The space includes workstations for client meetings and 3D renderings and walk-throughs.

Southpaw Remodeling has swiftly established a strong market presence, and Chris is proud that 95% of his work is word of mouth. "I want to be the contractor clients work with and then call for their next projects and the contractor they refer to all their friends," he asserts.

Among his current projects are two remodels at the magnificent Quay Sarasota and 16 other active jobs on a busy schedule of 32 projects. One of Chris' favorite renovations was installing semi-precious amethyst and quartzite countertops from India. He is eager for an upcoming job covering a bathroom wall in crystal quartzite that will look like ice cubes flowing together with a slanted light to illuminate the masterpiece. For all projects, he uses software that allows homeowners to stay current on their renovations in real-time, even when they are not local. "People love it," Chris states. "They can check the remodel schedule, see what's going on each day and view photos."

Chris and Danielle can also monitor projects while they are away on their travels, which helps them relax and recharge. When they are home, though, they are hard at work. "If I am home, I obsessively work, and I think that's why I am where I am," Chris remarks, adding that he shows up when he says he will and promptly answers and returns phone calls. "I am committed to building and nourishing relationships."

A property's quality and appeal can make all the difference in the dynamic and competitive real estate market. Be sure to reach out to Chris and Danielle at Southpaw Remodeling so they can partner with you and your clients to transform homes into showstoppers.

**CHRIS & DANIELLE LISINSKI**  
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“ I want to be the contractor clients work with and then call for their next projects and the contractor they refer to all their friends. ”



# NOMINATE YOUR FAVORITE TOP AGENTS!

People often ask me, "How do you decide who you feature each month in Real Producers?" My answer: "Through our nomination system." Top real estate agents and the preferred partners who invest in this publication through advertising and sponsoring our events decide who we feature each month through their nominations. Additionally, we have multiple events throughout the year, and top agents with top numbers are present at these gatherings; we receive many nominations here among those who attend. **Please contact me at 757-348-7809 or joni@realproducersmag.com to nominate top agents.**

Of those nominated, our team meets with and gets to know each nominee in person or via Zoom. In this meeting, we collect all the cool facts about the agent at a very high level and gather nominations for other top agents and businesses we should consider for our vetted preferred partners' list.

Our selection team decides who gets into each issue. We use the "5 C" criteria below as a guide. An agent must meet the first three—the fourth and fifth items are not required; however, we love celebrating successes of a giving or victorious nature.

**Collaboration:** The number of nominations usually indicates that nominees are respected by their peers and work well with other agents and our preferred partners.

**Competition production numbers:** Let's face it—the name of the publication is Real Producers, so folks need to be top producers to get into the magazine

**Character:** While most in the industry have great character and integrity, we will not feature anyone—agent or business—who has not been recommended or nominated by top agents as a person or business operating with integrity.

**Contribution:** We adore inspiring stories about agents who give back to the real estate and local/global community.

**Compelling story/ Conquering a life challenge:** Who doesn't love an against-the-odds success story?

We also get to know the agents engaging in our private Facebook group for top REALTORS® and partners. Send me a private message if you would like an invitation to that page, as membership is limited to agents on our Real Producers list past and present, real estate brokers and current preferred business partners.

In planning each issue, we try to make sure we don't feature agents from the same brokerage or firm in the same issue. We also try to cover the territory geographically so that agents from each area we cover are featured proportionately. With so many wonderful nominated agents, the decision each month is difficult, so make sure we know who you are!

Remember, real estate agents and brokers do not pay anything for feature stories; everything we do for them is free. While other programs may look similar, we are not a pay-to-play model. We select most articles six to 12 months in advance (sometimes years in advance for cover agents) and notify folks one to two months before their feature appears that we have selected them. Please don't be discouraged if you have met with us and have not received the call to be featured. Keep those nominations coming.

We would love your feedback on how we are doing and what, if anything, we can do better to help everyone in the industry Collaborate, Elevate and Inspire each other. Please email, text or privately message all suggestions and feedback directly to me.

**Joni Giordano-Bowling | 757-348-7809 | joni@realproducersmag.com**

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# FAQ

## WHAT IS SARASOTA & MANATEE REAL PRODUCERS?

**RP** Real Producers magazine, started in Indianapolis in 2015, is now in more than 130 markets nationwide and continues to spread rapidly.

**Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?**

**A:** The Top 500+ real estate agents in Sarasota and Manatee Counties.

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

**A:** We believe that we are better together. We grow to new heights when we surround ourselves with other successful, like-minded people, and the Real Producers platform brings together the most elite real estate professionals in Sarasota and Manatee Counties.

We take the Top 500 real estate agents and preferred partners in every market and build an exclusive community around them. We share their stories, successes, market trends and upcoming events—anything that will connect, inform and inspire.

**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:** The process is straightforward. If you are on the Top 500 list, you can nominate other real estate agents, businesses, brokers, owners or yourself. Office leaders can also nominate real estate agents. We consider everyone in the Top 500 who comes to our attention because we don't know everyone's story, and 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 A FEATURE STORY COST?**

**A:** Zero, zilch, zippo, nada, nil. Feature stories do not cost anything, so nominate away. We are not a pay-to-play model. We share real stories of Real Producers.

**Q: WHO ARE THE PREFERRED PARTNERS?**

**A:** They are the best businesses in Sarasota and Manatee Counties in their category, and you can find them on our index. We don't just find these businesses off the street, nor do we work with all businesses that approach us. Top agents have recommended every business you see in this publication. In a sense, we won't even meet with a business that has not been vetted by one of you and "stamped for approval." Our team will further vet every business to ensure they are a good fit and bring value to our community. We aim to create a powerhouse network for the best real estate agents in the area and 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 [joni@realproducersmag.com](mailto:joni@realproducersmag.com).

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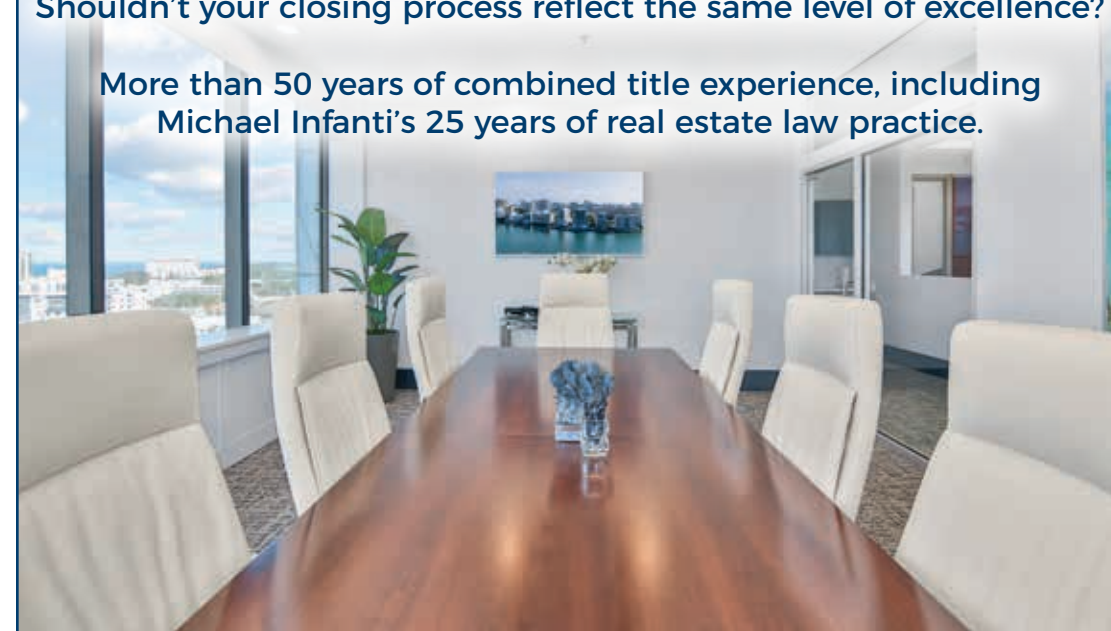
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