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COVER STORY: Jessica Adair, Marcus & Company Realty

RISING STAR: Sabrina Ullmann

PARTNER PROFILE: Staging Life FL, Tracy Gibson & Ani Spay

FROM THE DESK OF THE PRESIDENT: Gia Arvin, 2024

President of Florida Realtors

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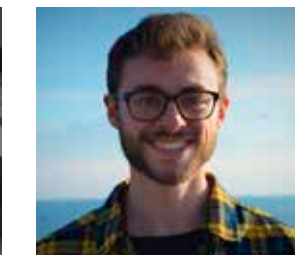

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MEET THE SARASOTA & MANATEE

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►► note from the publisher

We're glad that you're here

IF YOU'RE READING THIS, THEN CONGRATS!

How to Turn a Magazine Into A BADGE of HONOR?

Welcome to the 2024 Sarasota & Manatee Real Producers Community

We're pleased to bring you this edition of Sarasota & Manatee Real Producers. As always, this magazine is provided for free exclusively to the top 500 (traditional) residential real estate agents in Sarasota|Manatee.

If you're reading this, then CONGRATS!

Every February, we update our mailing list to include our estimated top 500 real estate agents in Sarasota|Manatee from the previous year based on sales volume. If you are receiving this publication for the first time, it's because you cracked the top 500 list for 2023, so congratulations! Last year was an absolutely record-breaking year in Sarasota & Manatee, and you were in the top 3% of agents.

Although our list is never perfect, we do our best to ensure accuracy and proper inclusion. If you think we've missed out on, or overlooked anything or anyone, feel free to e-mail us at Mary.Lobdell@RealProducersMag.com.

For those of you who have been receiving this publication for a while, it means you've consistently ranked within the top 3% of the Sarasota & Manatee real estate industry or run a top-notch brokerage in the area with agents in that percentile. We hope you'll be proud to receive this exclusive publication, attend our events, and connect with other top producers.

In case you're wondering, all of the agents featured are based solely on nominations and featured completely for free (there's no "pay to play" for articles).

This publication and community are being provided to you free of charge as a top producer in real estate. There's no cost of membership, no "catch", nor anything to sell you.....

The cost of producing, printing, and mailing each magazine is covered by the advertising partners, as well as our social events are not-for-profit either (we may charge a nominal entry if we are raising money for a charity).

If you're ever in need of top-notch services, we hope you'll turn to our partner index for recommendations, as each has

been thoroughly vetted and contributes significantly to help produce the Sarasota & Manatee Real Producers platform. Our partners can be found in the index of this magazine.

Again: All of our events and the publication would not be possible without the support of our amazing advertising partners who you'll find within these pages.

The events and publications are designed to increase social connections between top REALTORS® and top affiliates so that the best of the best can grow their businesses together. It is our goal that the events create a culture where there is no hard selling but a culture of relationship building on a more intimate level.

We run four social events annually as well as a few pop-up events sprinkled throughout the year. Keep your eyes out for emails and text invites to our events. You can also make sure to follow Sarasota MRP so you don't miss out on anything!

Connecting With Our FB Group:

If you are new to our community, please join our group on Facebook. It's called Sarasota & Manatee Real Producers. Here, we will be able to share ideas, updates, and invitations to our exclusive top agent events. You can find it at <https://www.facebook.com/sarasotarealproducers>

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We'd Love to Hear From You:

If you have any questions, suggestions, thoughts, ideas, or feedback or simply want to reach out, feel free to text us at 941-909-3345.



Yours in Success,

Mary Lobdell

Publisher/Area Director
Sarasota & Manatee Real Producers.



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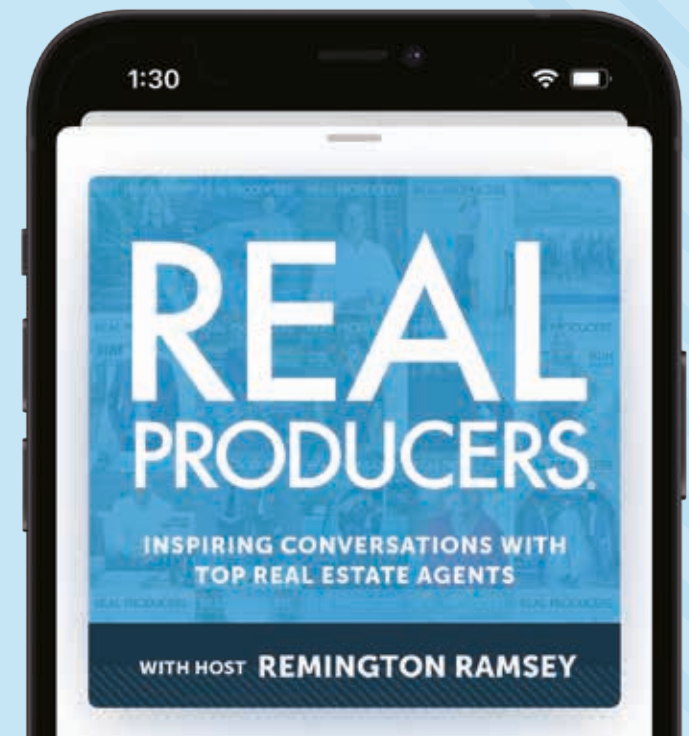
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Real Producers Podcast is hosted by Remington Ramsey, creator of the Real Producers brand that reaches more than 100 markets nationwide. He is a real estate investor as well as an avid reader and writer.

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“From the Desk of the President”

BY GIA ARVIN,
2024 President of Florida Realtors®



We enter 2024 at a time when our industry is facing challenges; however, successful professionals turn all challenges into opportunities. At Florida Realtors we are excited to begin this year reminding ourselves that Realtors in Florida enjoy the unique advantage of a state full of hometowns where new homeowners join our communities every day.

Each of our success begins and ends at home and our success is just that: homegrown. Florida Realtors is proud to advance our hometowns through advocacy, professionalism and ensuring that everyone has a place in our industry.

Advocacy is at the heart of what makes our industry successful, behind every successful real estate transaction are decades upon decades of critical advocacy work that made that deal possible.

Realtor advocacy efforts are also essential in blocking harmful laws and other measures that could threaten our profession, our livelihood and the growth of our communities.

As Realtors we understand the need to protect our businesses but also cherish the importance of our relationships with each other. We intentionally cooperate with our competitors and to do so successfully we must

adhere to our Code of Ethics and protect the professional environment we work together in. As your President, I am dedicated to promoting products and tools to increase our efforts as professionals.

Last month this magazine featured an introduction to a new product available to ALL Realtors: Forewarn. Forewarn is an intuitive, easy to use identity verification and risk assessment tool designed to enhance your safety. To take advantage of this new FREE product just visit Floridarealtors.org.

As we celebrate our hometowns we also remind ourselves that our real estate story does not end at our borders. The appeal of owning a piece of paradise extends far beyond. According to the National Association of Realtors' 2023 Profile of International transactions in the US 23% of all foreign buyers purchased property in Florida.

We are a global family and I am proud to lead an inclusive environment that includes all of our practitioners whether residential or commercial.

I encourage anyone with questions to reach out to us and let us know how we can further your business. Individually we are one voice – together we are a strong power of influence and progress.



Gia Arvin, the broker-owner with Matchmaker Realty in Gainesville, is the 2024 President of Florida Realtors®, the state's largest professional trade association. She is active in her residential brokerage as well as a leader in regional, state, and national real estate associations. Arvin was the 2011 President of the Gainesville-Alachua County Association of Realtors® and the 2017 Florida President of the Women's Council of Realtor® among multiple other previous leadership positions.

STAGING LIFE FL,

TRACY GIBSON &
ANI SPAY

A MOTHER-DAUGHTER DUO
BRINGING EXCEPTIONAL STAGING
TO MANATEE/SARASOTA COUNTY

“As soon as Ani said they’re moving to FL, I was ecstatic that we could put the skills and love we have into a business together. Staging Life FL was just a natural progression from there.”

Tracy grew up in Michigan but has now lived in Florida for more years than she lived in Michigan. She earned a degree in teaching from Florida State University and subsequently spent six years as an educator. After deciding to have children with her husband, she embraced the role of a stay-at-home mom while engaging in children’s ministry with her husband, a paramedic and captain. After he retired from EMS in 2003, they moved to Michigan for a full-time Ministry position. They returned to Florida in 2017 to continue in full-time ministry. Tracy, alongside Ani and her entrepreneurial son-in-law, ventured into the fix-and-flip business with their own company called Coastal Properties 360 in early 2023. This venture marked the beginning of their collaborative journey in real estate.

Tracy’s daughter, Ani, grew up in Florida and earned a degree in Interior Design from Olivette Nazarene University, where she found her passion in transforming spaces on a budget. She moved to Iowa with her husband and there they navigated the real estate market. After living there for nearly five years, she and her husband “felt like God was calling us back to Florida.” Tracy, Ani, and Ani’s husband had talked about going into business together and in 2023 their dream became a reality.



▶ partner profile

Written by Nick Ingrisani
Photography by Allie Serrano

“Didn’t know the specifics but we’d talked with Tracy about going into business together. My husband has an entrepreneurial mind so he’s helped with all that. It’s been a dream come true to do what we love and do it together.”

STARTING STAGING LIFE FL

After finding quick success with a couple of fix-and-flips with Coastal Properties 360, Tracy and Ani decided to combine their real estate expertise into a new venture. Ani has always loved taking a “rough” design and turning it into a budget-friendly masterpiece. Meanwhile, Tracy’s lifelong passion for real estate and her recent acquisition of a real estate license in Florida complemented the team’s skills, making them a formidable force in the industry.

In 2023, they officially launched Staging Life FL, a business born out of a shared love for transforming properties into inviting homes.

For Tracy and Ani, staging is more than just a business; it’s a mission to help buyers envision the true potential of a space. Tracy emphasizes the importance of making a difference in people’s lives and helping them effectively sell their homes. The duo aspires to not only tackle fix-and-flip projects but also become a key player in the early stages of a property listing, providing valuable insights to their clients on how to best present a property to buyers.

“Our goal with staging is to give potential buyers a feel for what a home could be like for them to move in. Not everyone can walk into a home and visualize how it could be. We give them a way to visualize themselves in that space.” – Ani



“Some of it is having a natural eye and talent. People can’t always visualize that, so for us, it’s fun to show people what their home could look like. We want people to come in and say ‘Wow I could really see myself in this space.’ We want to show people how you can do it on a budget and still have something that looks beautiful.” – Tracy

As they step into the next phase of their growth journey, Tracy and Ani are actively expanding



their inventory for staging purposes. Although they love starting from a blank slate, they also love helping homeowners redesign their existing spaces to sell their property more quickly.

When asked about the key to success in real estate, Tracy highlighted the significance of maintaining a positive, friendly demeanor and building trust with clients. She also stressed the importance of following through on commitments, establishing a solid reputation, and showcasing the tangible benefits of staging through reviews and testimonials.

“Your word is your word. We see a lot of businesses where people don’t follow through with what they say. You need to follow through and ensure that people trust you.” – Tracy

LIFE OUTSIDE OF REAL ESTATE

Beyond their professional endeavors, Ani and Tracy find joy in spending quality time with their family. Ani, along with her husband and daughter, enjoys outdoor adventures and walks, while Tracy cherishes time spent with

her grandchildren and relishes relaxing by her pool in the Florida sun.

The family’s entrepreneurial spirit also extends beyond real estate, with Ani’s husband now starting a cleaning business along with several other ventures. Ani has also started a cookie business too, reflecting that “any way I can be creative is a passion of mine.” Tracy proudly shared that their husbands are incredibly supportive of their diverse ventures, creating a collaborative and inspiring family dynamic.

Tracy and Ani’s story is one of passion, dedication, and the joy of turning dreams into reality. As they continue to grow and evolve in the real estate industry, their journey stands as a testament to the transformative power of family, shared dreams, and the unwavering pursuit of success.

“ WE WANT PEOPLE TO COME IN AND SAY ‘WOW I COULD REALLY SEE MYSELF IN THIS SPACE.’ WE WANT TO SHOW PEOPLE HOW YOU CAN DO IT ON A BUDGET AND STILL HAVE SOMETHING THAT LOOKS BEAUTIFUL. ”

HELPING PEOPLE FIND HOMES IN
FLORIDA'S PARADISE

Sabrina ULLMANN

▶ rising star

Written by Nick Ingrisani
Photography by Allie Serrano

“Where we live is truly paradise. My hashtag is always ‘love where you live.’”

Sabrina was born and raised in , Maine. She went to college in New Hampshire which is where she met her husband. They relocated down to Jacksonville where Sabrina went to culinary school and also built a catering and events design business. When they wanted to start a family, they decided to move to Connecticut to be closer to relatives. Then when their twins were 9 years old, a compelling job offer for her husband brought them to the West Coast of Florida. It was here where Sabrina immediately fell in love with Anna Maria Island.

Sabrina dedicated herself to raising her two young boys. It was during that time getting to know the area that real estate came on the radar as a potential career path.

“When we moved here, I dove into every aspect of the Bradenton area and quickly realized how much it offered. I’m truly passionate about it.

Getting Into Real Estate

Sabrina’s real estate career emerged from her personal experiences in the industry. After successfully staging and selling their Connecticut home, she recognized that she had a knack for real estate. This experience, combined with immersing herself in Bradenton and Anna Maria Island, led her to start taking real estate seriously. She got her license in 2021 and within two years,

her career in luxury real estate in Bradenton and Anna Maria Island skyrocketed.

“My success has come through mentorship and working with some fantastic teammates. I have the absolute pleasure of doing open houses in these exceptional luxury homes and meeting amazing people who turn into clients.”

A key aspect of Sabrina’s success is her commitment to community involvement. Early on she was dedicated to her sons’ school, where she served as the PTO president, met a lot of parents, and ran events for the school. This involvement fostered deep community ties which seamlessly translated into her real estate career.

Sabrina’s success story isn’t just about selling properties; it’s about selling experiences and lifestyles. Her slogan, “property under the palms,” encapsulates this ethos. She believes in showcasing not just the houses but the vibrant community and the serene environment that Bradenton area offers. This approach, combined with her passion for the community, has helped her carve a unique niche in the market.

“It’s been so satisfying to help people find their special place here, especially when you move somewhere you’ve never lived before. My goal is to help them find the gems that allow them to make it their own. I’m able to make sure that whoever comes here can check off all the boxes of what they’re looking for.”

📷 @realproducers





Her current affiliation with RE/MAX Alliance Group in a smaller boutique island office has broadened her opportunities, providing ongoing mentorship and increased exposure to luxury properties. Despite being a solo agent, she thrives in this environment, finding satisfaction in helping others discover paradise in Florida.

Sabrina's future plans are clear – to continue her successful trajectory, expanding her reach while staying true to her love for the island vibe and the Gulf proximity. She aspires to help more people find their dream homes, leveraging her extensive knowledge of the area.

According to Sabrina, the most crucial trait for success in real estate is mentorship. Learning from seasoned professionals and building commonality with clients have been pivotal in her journey. Her approach is personable and supportive, always willing to go the extra mile to find answers and solutions for her clients.

“I'm friendly and engaging and like to know as much about each person as I can. If you're going to work with people you have to be all in and ask as many questions as you can.”

Life Outside of Real Estate

“My love for real estate came from moving here and the almost 10 years we've spent exploring the area. I don't just load my business page with beautiful houses. It's really

about the beauty, the community, and everything this area has to offer.”

Beyond her professional life, Sabrina enjoys spending time with family and friends. Also, she is a true foodie who enjoys cooking and is never shy about trying new eateries in the area. Plus, Sabrina embraces her family's love for car shows and chasing sunsets over Anna Maria Island either on the beach or by boat.

Another fun fact about Sabrina is that she and her husband also own AGG Restoration, a business specializing in restoring historical and commemorative markers. They preserve and restore artifacts like statues, fountains, metal plaques and stone memorials to return them to their natural beauty. This endeavor reflects her love for history, further enriching her connection to the community.

Sabrina's story in real estate is more than just a career narrative; it's a journey of finding home and building community in her own slice of paradise in Florida.



“ MY LOVE FOR REAL ESTATE CAME FROM MOVING HERE AND THE ALMOST 10 YEARS WE'VE SPENT EXPLORING THE AREA. ”



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Jessica ADAIR



▶▶ cover story

EMBRACING THE ENTREPRENEURIAL SPIRIT IN REAL ESTATE

“It just really clicked for me. I enjoyed it and was willing to take any phone call at any time. I sacrificed everything to get the business going and in the long-run, it was worth it.”

Jessica was born and raised in Virginia Beach, where she grew up as the oldest of three siblings. After high school, she went to college at Old Dominion University, where she majored in communication. This foundation in communication led to her subsequent decade-long career in sales and marketing, covering a territory spanning three states. Her role involved interactions with a diverse range of clients, from high-level CEOs to front-desk secretaries, honing her skills in communication and client relations.

The turning point in Jessica’s career came unexpectedly when the company she worked for, Ricoh, underwent restructuring which led to a majority of the company getting laid off. Already residing in Florida with her husband and two children, Jessica took the opportunity to fuel her entrepreneurial spirit. She opened a clothing boutique, ran it for three years, and then acquired another boutique, Rusty Crickets, in Bradenton.

MAKING THE SWITCH TO REAL ESTATE

“Being an entrepreneur, I’ve owned different random companies since I was 18, from detailing boats to opening up an online clothing store before going brick and mortar. So being my own boss in real estate, and having to motivate myself and be in charge of my own income was natural for me.”

Jessica got her real estate license in January of 2018. Her husband, Stephen Adair, also a licensed real estate agent and experienced in construction,

had been working at Marcus & Co Realty. Real estate is something she’d always been passionate about, especially after working with her husband to renovate and flip homes in the past. Since they always worked well together, Jessica wanted to join him and become a dynamic real estate team. She also sold her clothing boutique to focus exclusively on real estate.

However, her husband got a position in property management on Anna Maria Island, so she took over all the clients they had together and hit the ground running.

Jessica’s transition into real estate was seamless, owing to her extensive experience in sales, marketing, and entrepreneurship. Her first full year was a resounding success, with \$10 million in sales, which was a significant achievement considering the average price point of \$225,000 at the time. She attributes this success to her willingness to be available at any time and her dedication to building her business from the ground up.

“
It just really clicked for me. I enjoyed it and was willing to take any phone call at any time.
”

Recently, Jessica returned to Marcus and Company Realty after running a successful brokerage on Anna Maria Island, where she managed nine agents. This experience enriched her skills in sales management and training. Currently, she is focused on rebuilding her business as a solo agent, alongside flipping houses with her husband.

For Jessica, the key traits for success in real estate are having thick skin and the ability to build relationships. The industry, often a roller coaster of emotions, requires agents to be a sounding board for clients’ feelings during significant life decisions. Being relatable to a diverse clientele, from luxury island homes to first-time buyers in town, is crucial.

“The easiest way to make it in this business is through referrals and relationships. It’s important to be relatable to all kinds of different clients, whether it’s the \$5M house on the island or someone’s first time home in town. You need to be relatable on all spectrums.”

FINDING BALANCE & JOY IN LIFE

When asked about success, Jessica defined it as being free with her time and having the ability to shape her days as she desires. For her, the real measure of success is not just financial gain but the liberty to travel and enjoy life on her terms. In 2021, she was the #1 agent in all of Manatee County in MLS volume, a testament to her continued pursuit of excellence in life and business.

When not immersed in the real estate world, Jessica dedicates herself to fitness, recently achieving her dream of participating in a bodybuilding competition. Balancing her career with family life, including her two teenage children, is paramount.

Her husband, Stephen, also plays a vital role in her story. Although he stepped away from real estate, he now focuses on home remodels through his company, Restore and Reform Building Group. Their combined experience in real estate and construction makes them a formidable husband-wife duo in the Florida property market.





“

The easiest way to make it in this business is through referrals and relationships ... You need to be relatable on all spectrums.

”

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