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The
Megan
Farrell
Team

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TABLE OF CONTENTS




10
Feature:
The Megan
Farrell
Team



14
Charity
Spotlight:
Matthew's
Gift




17
Jamie
& Susan
Barkley



18
Expert
Corner:
Volusia,
Flagler
Counties



20
The
Matacale
Team




23
Partner
Spotlight:
Install
Don't Fall



24
Rob West
& Jayme
Stenger



27
Wayne &
Debbie
Carter



28
Patton
Group



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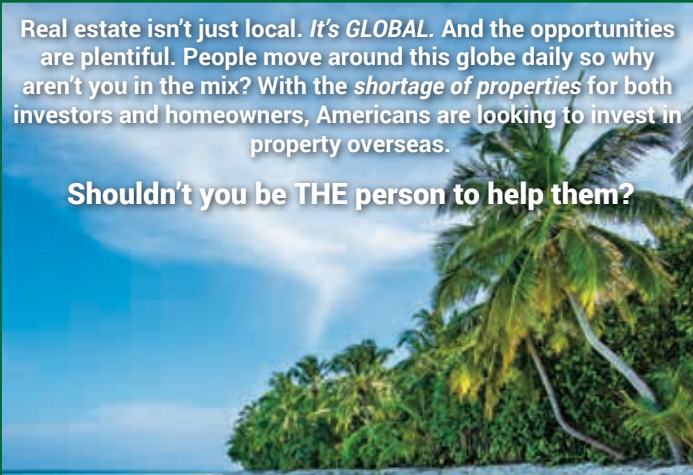



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note

I hope you enjoy this "Love Stories in Real Estate" issue. It was a fun one to put together. Thank you to everyone who responded to the request for nominations of couples in real estate. Your nominations play a very important part in putting together the magazine every month. We are approaching 1yr in print and I have yet to hit the tip of the iceberg in meeting all these amazing top producers. As we move into 2024, we have a lot of great additions to our VFRP community. More content, more events and I'm excited to announce the Ladies of

VFRP group and BeWell VFRP! We are also working on a centralized communication platform where Agents and Partners can stay up to date with all the events, sponsorships and monthly issues. We want to make it as easy as possible to be a part of the best relationship-building platform in Volusia Flagler County! Don't forget to check out our Partner Index page the next time you are looking for a vetted referral for services. Our Partners are what make our events and monthly issues possible.



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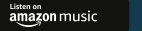

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THE Megan Farrell TEAM

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Boy meets girl.
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Megan and Brady met in the spring of 2015 when he was looking for a new home. He quickly knew that the home wasn't the only love interest he had. Over the next several weeks, the relationship grew and soon enough the two were dating. A little over a year later, there were wedding bells. It only took a few months after that until Brady caught the real estate bug and was licensed.

Their ultimate goal in going into business together is to create a life together beyond their wildest dream.

The only catch: They wouldn't let it be run by this business.

Before getting into real estate, Brady worked in finance. The two experienced just how the demands of growing successful businesses could pull away from family time. They did not want that to be their life. They knew they needed to work smarter, not harder, and figure out what was the best use of their time, especially as their family began to grow.

In 2019, they welcomed their son Elijah. The team was selling at a high level. Megan was serving as president of the local board, chair for a state committee, and on multiple local charity boards. Brady was running his finance business, a partner in the real estate team, and they had just opened their first office. The business was running their life. They knew something needed to change.

In 2020, they took a step back and reevaluated what they wanted their business to look like. They dialed in their roles; Brady ran the data side of the business and Megan focused on marketing and building and maintaining relationships. They switched brokerages to one that aligns deeply with who they are as not only business professionals but also human beings. They removed alcohol from their lives, hired a couples business coach, scheduled time in their calendars for each other, and focused on intentionality. They changed how they ran their business and their business stopped running their lives.

The Megan Farrell Team brokered by REAL Broker has sold nearly \$100,000,000 in real estate. They pride themselves on using social media marketing, community involvement, and relationship building to support their growing business. Brady's understanding of the ins and outs of the market has allowed them to expand way further than Megan ever could have on her own. The real power comes when the two work together as a team.

Brady and Megan manage the only REAL Broker branch office in Flagler County, home to 20+ agents. Their tagline is "Work hard. Be kind." which the group truly embodies. Being past educators engrained the value of education and mentorship in both Brady and Megan. These two principles are used in their office to help agents

grow, both personally and professionally. The group at REAL is the collaborative community the two dreamed about when they first opened 4 years ago.

The value of being involved in your professional organization is not something that these two overlook. Currently, Brady is serving as Chair of the Investment Committee and Megan is a director for Flagler REALTORS. Being involved with the REALTOR organization has allowed them to stay informed of changes to laws/contracts, improve their skill set as agents, and continue to build relationships with REALTORS across the country. The direct impact on their income has come in the form of REALTOR to REALTOR referrals, which is consistently ~30% of their business each year.

These two envision a future of continued growth and expansion, both personally and professionally. Their journey now aims to transcend geographical boundaries. Currently, their REAL Broker group is in 7 states across the country with no plans of stopping. The couple aspires to own multiple properties across different states. They plan to continue leveraging technology and their amazing team for continued growth. The dream involves not only financial success but the freedom to travel with their now two boys, savoring the fruits of their labor while exploring new horizons.

The story that began with a boy needing a house and a girl being the key to that home has evolved into a real-life narrative of true partnership, resilience, and the value of family in business. It's a testament to the extraordinary possibilities that unfold when love and business intertwine, creating a narrative that defies the conventional boundaries of both real estate and romance.

The legacy they are building extends beyond property transactions; it is a legacy of mentorship, collaboration, and a genuine passion for the industry. Brady and Megan are not just building a team or business. They're creating a life... One that is beyond their wildest dreams, supported by the incredible industry that brought them together.



*Work hard.
Be kind.*

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Matthew's Gift charity spotlight

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- 6:30-7:30p - Dinner & Drinks
- 7:30p - Program Begins
- 8:00p - Live Auction Begins
- 8:30p - Silent Auction Closes
- 9:00p - Dancing & Drinks
- 9:30 - Check-out Begins
- 10:30p - Program Ends

What is the attire for the event? We have affectionately titled our event Boots & Bling! Come dressed in your best, most flashy western wear and boots, and get ready to have a boot scootin' good time.

What do I need to do before the event? Purchase tickets or a sponsorship package

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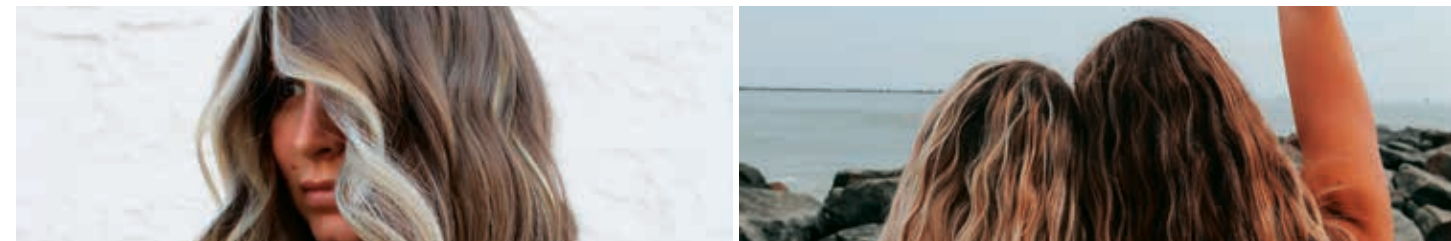
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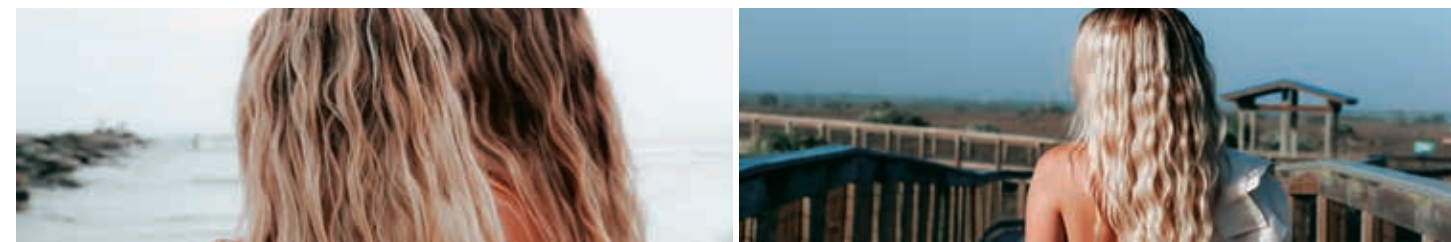


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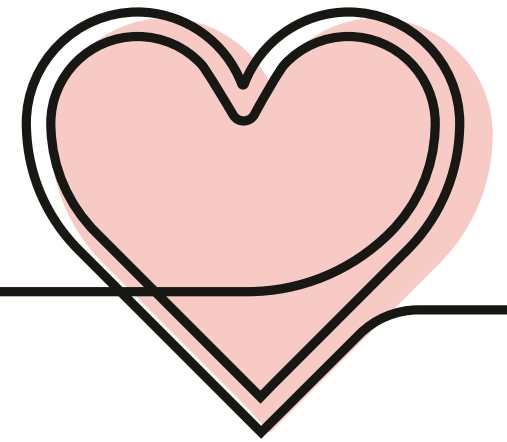
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The People's Realtors



Jamie & Susan BARKLEY

Four Years of Love, Partnership, and Real Estate Mastery

In a world where partnerships are tested by time and challenges, the marriage of Jamie and Susan Barkley, spanning 25 years, stands as a testament to enduring love, shared dreams, and a mutual passion for real estate. Affectionately known as "The People's Realtors," the Barkleys have not only built a successful career as a dynamic husband-and-wife real estate team but have also created a legacy of service and dedication to their customers over the past four years in the industry.

Four years ago, Jamie and Susan embarked on a journey that combined their love for each other with a shared vision for real estate. Jamie's keen eye for property value and market trends complements Susan's flair for interior design and client relations, forming a formidable team that blends business acumen with a personal touch.

The Barkleys credit their success to their unwavering commitment to each other and their shared

passion for real estate. "Our love is the foundation of everything we do," Jamie remarks, echoed by Susan, who adds, "It's the glue that holds our professional and personal lives together."

The People's Realtors go beyond just selling houses; they create lasting connections and transform customers' dreams into reality. Every transaction is an opportunity to shape futures and make homes where memories are crafted. Jamie and Susan take pride in understanding each customer's unique needs, ensuring that every property they represent becomes a place of joy and fulfillment.

Their dedication extends beyond the closing table, earning The People's Realtors a loyal clientele. Customers see them not merely as agents but as trusted partners in their real estate journey. As Jamie and Susan celebrate four years in the industry and 25 years of marriage, they reflect on the countless homes sold and lives touched.

"We never set out to be just real estate agents; we wanted

to be advocates for our customers, helping them find not just a house, but a home," Jamie muses. Susan adds, "Our joy comes from seeing the happiness in our customers' eyes when they walk into a property and know it's the one."

Looking ahead, Jamie and Susan remain as passionate as ever about real estate. With four years of experience, they embrace new challenges, trends, and technologies. "Adaptability is key in this business," Jamie notes. "But no matter how much changes around us, our commitment to our customers and each other remains steadfast."

The People's Realtors, led by Jamie and Susan Barkley, thrive in an industry known for its competitiveness while upholding the values of love, integrity, and service. Their story is a celebration of four years in real estate and 25 years of marriage—a testament to the power of partnership and the enduring magic when love and real estate converge. With a steadfast commitment to their customers and a passion for turning houses into homes, Jamie and Susan Barkley continue to leave an indelible mark on the real estate landscape, creating a legacy built on love, professionalism, and a genuine connection with those they serve.





Volusia, Flagler Counties: *living in the fun coast*

In recent years, the spotlight has shifted to Volusia and Flagler Counties, nestled along the picturesque coastline of Florida. These counties have become sought-after destinations, attracting individuals and families eager to experience the unique blend of lifestyle, culture, and opportunities that this region offers. Let's explore the reasons why people are increasingly choosing Volusia and Flagler Counties as their new home.

Breathtaking Beaches and Coastal Living: Volusia and Flagler Counties are renowned for their pristine beaches, offering residents a chance to embrace coastal living at its finest. From the bustling Daytona Beach to the tranquil shores of Flagler Beach, the coastline provides a backdrop for a relaxed and sun-soaked lifestyle.

Retirement Oasis: With a wealth of 55+ communities and a serene atmosphere, Volusia and Flagler Counties have become popular choices for retirees. The absence of a state income tax, combined with the laid-back coastal vibe, makes this region an ideal retirement oasis.

Thriving Job Market: The local economy in Volusia and Flagler Counties has experienced steady growth. While tourism plays a significant role, the region has diversified into industries such as healthcare, technology, and aerospace. Cities like Daytona Beach and Palm Coast offer job opportunities and a vibrant professional landscape.

Affordable Coastal Living: While coastal living often conjures images of high costs, Volusia and Flagler

Counties offer a more affordable alternative. Housing options are diverse, providing residents with choices ranging from beachfront condos to family-friendly suburban neighborhoods.

Outdoor Paradise: Beyond the beaches, Volusia and Flagler Counties are a haven for outdoor enthusiasts. With numerous parks, nature preserves, and waterways, residents can enjoy activities such as hiking, kayaking, and birdwatching in a year-round outdoor paradise.

Rich Cultural Tapestry: These counties embrace a rich cultural diversity, evident in their events, festivals, and local cuisine. From the historic charm of St. Augustine to the vibrant arts scene in Daytona Beach, residents experience a blend of cultures that adds depth and character to the community.



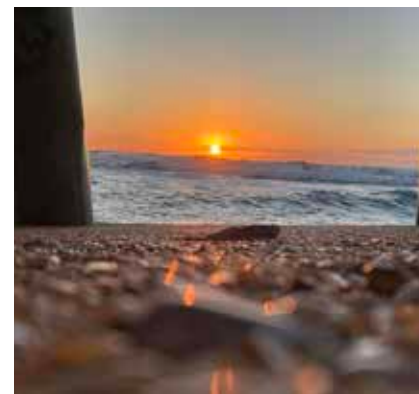
Quality Education Options: Families are drawn to Volusia and Flagler Counties for their commitment to education. The region offers quality schools, and institutions like Embry-Riddle Aeronautical University in Daytona Beach contribute to the educational appeal of the area.

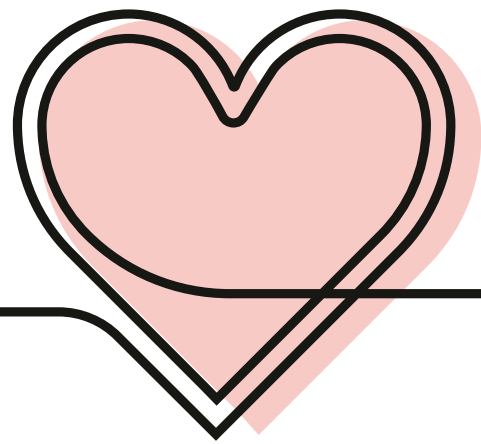
Wellness Lifestyle: Volusia and Flagler Counties place a strong emphasis on health and wellness. Residents can engage in a variety of fitness activities, take advantage of wellness programs, and enjoy fresh and locally sourced cuisine that promotes a healthy lifestyle.

Volusia and Flagler Counties stand out as vibrant and attractive destinations within Florida. With their coastal charm, economic opportunities, outdoor offerings, and cultural richness, these counties provide a unique and compelling lifestyle. For those seeking not just a change in location but a change in the way of life, Volusia and Flagler Counties offer a sun-soaked and culturally diverse haven on Florida's enchanting east coast.



Photos courtesy of Joe Santin, Carly Williams Krajewski, Crystal Nobre, Vanessa Barber, Jennifer James, Tiffany Joubert, Raina Cronin, Lauren La Brie, Joshua Melton, Kristen Abbate, Chris Winkler, Jessica Wheeler Jackson.





Strength In Unity

The Matacale Team

As born and raised Daytona Beach natives, Todd and Jennifer met in the summer of 1986 at a mutual friend's house where as time would have it, led to a desire to get to know each other better. Todd and Jennifer wed in the spring of 1993.

While Todd excelled in graphic design and the printing industry, Jennifer found that after the birth of their first child Joshua, she wanted a flexible schedule and thus began her real estate career.

Within several years, Jennifer found that mortgage lending could be the next big step in her career and went to work for a local mortgage brokerage which ultimately led to her working with Countrywide KBHome Loans Division for Volusia and Orange Counties. Meanwhile, Todd continued to excel in advertising and marketing where he led advertising efforts for many well-known companies like NASCAR, multiple professional-level sports teams and multinational automotive manufacturer companies across the country ultimately landing with Ford Automotive in 2017.

At this time, Jennifer was missing the excitement of the real estate business and signed on with RE/MAX Signature at the Daytona Beach Shores office location where she could sell the beach lifestyle she and Todd loved so much!

With sales growing quickly and the real estate market rising locally and nationally, Todd and Jennifer decided it was time to combine efforts and take the Matacale brand to the next level. With a "dinner table" plan and a prayer, Todd left Ford to join Jennifer at RE/MAX.

As Todd would explain it: "The decision to venture into real estate was a natural progression for us, fueled by

Jennifer's years of expertise in real estate and mortgage lending. Building a business from the ground up was no easy feat, but the challenges only strengthened our bond. Through market fluctuations, economic downturns, and unpredictable twists, our love and partnership remained unwavering."

The Matacale Team's success in both love and business can be attributed to the synergy they discovered early on. While Jennifer excelled in all things real estate like contracts, listing and selling and negotiations; Todd handled the advertising, business operations and CRM development. Together, they forged a formidable team that could navigate the complexities of the real estate landscape with finesse all while providing the best service possible to their customers as a married team that time has proven is very desirable by buyers and sellers alike!

Jennifer states their relationship both personal and professional as this: "The secret to our enduring partnership lies in mutual respect, effective communication, and a shared commitment to adapt and grow. We faced the inevitable ups and downs of life and business, but our love provided a steady anchor. Celebrating victories and supporting each other through challenges, we found strength in unity."



▶▶ partner spotlight

INSTALL DON'T FALL

The experts at Install Don't Fall know what it takes to make a residence "senior safe" and we are willing to help you achieve this status for the elderly loved one in your life. Install Don't Fall was established in 2003. We are family-owned and operated. Our goal from our first day in business was to help the elderly and those in Central Florida with mobility challenges lead a safe, independent lifestyle. We are your one-stop company for all of your home and bath safety needs. Customer satisfaction has always been our number one priority and we will work with you to ensure your satisfaction. One area often overlooked in the quest for a dream home is the bathroom, specifically the shower space. Showers can pose significant risks, especially for individuals with limited mobility, disabilities, or older adults. Accidents in the bathroom, including slips and falls, are unfortunately common and can lead to severe injuries. However, integrating safety grab rails in the shower area can significantly reduce these risks and enhance your client's overall bathing experience. Here's why you should consider suggesting this essential addition to your clients:

1. Preventing Accidents:

Safety grab rails provide crucial support for individuals while entering, exiting, or standing in the shower. By having a stable grip, the chances of slips and falls are significantly reduced, promoting a safer bathing environment.

2. Independence and Confidence:

For clients with limited mobility, safety grab rails offer a sense of independence. They enable individuals to shower without constant assistance, enhancing their confidence and self-reliance in their daily routines.

3. Universally Accessible Homes:

Incorporating safety features like grab rails makes homes more universally accessible. This not only caters to the current needs of your clients but also ensures that their homes remain functional if their



mobility changes in the future or if they have elderly visitors.

4. Property Value and Market Appeal:

Homes equipped with safety features are increasingly attractive to a wider range of buyers. By promoting these features, you not only enhance the property's value but also broaden its market appeal, making it more desirable to potential buyers.

5. Legal Compliance:

In many regions, there are building codes and regulations that mandate safety features in homes, especially for public buildings and accommodations. Ensuring compliance with these standards is not just a legal requirement but also an ethical responsibility.

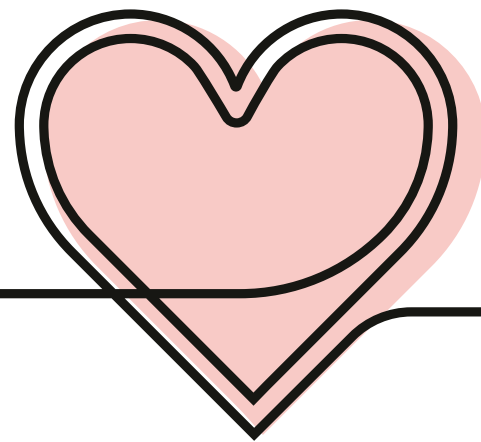
A lifelong resident of Volusia County, Jacob Wilkerson, attended local schools. Joining

the Deland Fire Department in 1990. During his tenure there he was on a constant learning path which led him to become an instructor at several colleges and a member of special teams locally. In 2020, Jacob and his family decided to reinvigorate a former business his dad owned called, Install Don't Fall. Today Jacob serves residents throughout Central Florida providing safety and mobility equipment for seniors and the disabled. Jacob has been married to his wife Teresa for 20 years and they have a 16-year-old son, Zachary. Jacob is very active in community events and is a member of the board of Directors for the House Next Door, a non-profit counseling center.

Jacob Wilkerson
- President/Owner

Ron Wilkerson
- Founder/Consultant

A Match Made In Realty



Rob WEST & Jayme STENGER

A Match Made in Realty: The Love Story of Rob West and Jayme Stenger.



In the world of real estate, success is often measured in sales, listings, and hard-earned reputation. But for Rob West and Jayme Stenger, two seasoned veterans with over two decades of experience each, success found an unexpected, yet charming dimension – love.

Their story is not just about real estate acumen; it's a tale of two souls finding harmony in both business and life. Rob and Jayme first met at their previous brokerage, where their paths crossed amidst the maze of property listings and client meetings. It was in this high-stakes environment that they discovered a kindred spirit in each other.

Initially, their relationship was purely professional, marked by a deep respect for each other's expertise. As they collaborated on various projects, they found themselves bonding over the intricacies of real estate deals. This fond friendship, forged in the fires of a demanding career, slowly revealed a connection that was hard to ignore. Their interactions, though work-related, began to exhibit a warmth that went beyond the usual office camaraderie.

The turning point came when this undeniable connection blossomed into romance. Their story is a testament to the idea that sometimes, the most profound relationships are the ones that take us by surprise. For Rob and Jayme, love wasn't found in a chance meeting or a set-up date; it was right there in the conference rooms and client negotiations they navigated daily.

Their shared love for New Smyrna Beach, a stunning coastal gem, only added to their bond. It was as if their passion for real estate was complemented by a mutual adoration for the beauty and tranquility of this place they both cherished.

Recognizing the strength they found in each other, Jayme decided to join Rob at Engel & Völkers. Here, they combined their businesses, creating a formidable partnership. This move was more than a career decision; it was a commitment to each other. They realized that their individual strengths, when woven together, created a tapestry of professional expertise and personal understanding that was unparalleled.

Today, Rob and Jayme are more than just partners in business; they are a power couple in the truest sense. Their collaboration in the world of high-stakes real estate – dealing with multi-million dollar homes – is a beautiful symphony of mutual respect, shared goals, and unwavering support.

Away from the hustle of real estate, Rob and Jayme embrace the joys of life at New Smyrna Beach. They can often be found exploring the local scene on their e-bikes, relishing the culinary delights of their favorite restaurants, and unwinding in the relaxed ambiance of the local bars.

Their love story, culminating later in life, is a reminder that sometimes, the best chapters of our lives are written when we least expect them. Rob and Jayme, with their shared journey in love and real estate, are not just a power couple; they are a symbol of hope, a narrative that love and success can indeed walk hand in hand, creating a legacy that goes beyond property deals and into the realms of heartwarming human connection.

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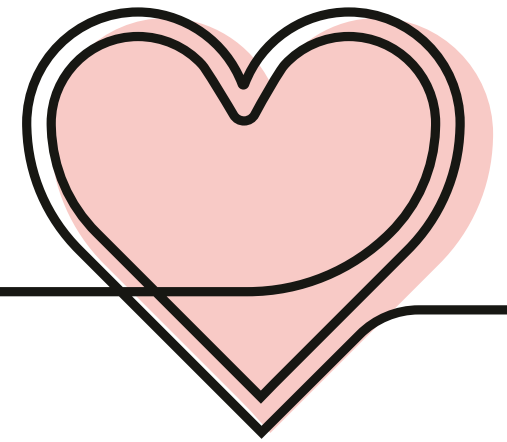


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For The Love of Real Estate

Wayne & Debbie CARTER

From the day we met in 1997, we have spent nearly every day together. We began working side by side less than 6 months into our relationship. As we ventured into real estate, it allowed us to balance work and family time. We feel the attention we can dedicate to each transaction is doubled by there being two of us. It also allows us to spend quality time with our 4 grandchildren who live in Colorado and Maryland. Working together as a husband and wife team may not work for every couple, but we can't imagine doing it any other way. We allow each other to focus on our strengths, which we feel benefits our customers and leads us to successful closings. We actually like spending time together, helping each other navigate tricky situations and celebrating hard work. We truly care about all of our customers, wanting them to be happy moving into the next chapter of their lives. Buying and selling a home is a very personal experience and even in the best of circumstances can be stressful. Helping a first-time homebuyer be handed the keys to their first house is a wonderful feeling. We want to ease the uncertainty of empty nesters deciding to downsize. Sharing our knowledge of the area with those located from out of state is equally as important as the property they choose to call home. Our mission is to provide the same care and quality service to all of our customers, whether it is a \$50,000 listing or a multi-million dollar sale. We take pride in knowing that a large portion of our business comes from past customers referring us to their friends and family.

We have met some fabulous and interesting people who have become our friends and in some cases extended family. Each listing and sale is different, we learn and grow along the way. We have built strong relationships with other professionals that are necessary in the real estate process. Having trusted inspectors, attorneys, title companies, surveyors, appraisers and lenders are important asset to our success and longevity in this business. Choosing a brokerage to associate with is also important. We chose Realty Pros Assured for several reasons: community involvement, pertinent training and a stellar reputation. Being a realtor is hard work and doesn't happen by accident. Being a realtor is also extremely rewarding. We enjoy what we do, we learn and grow and we strive that this shines through to our customers.



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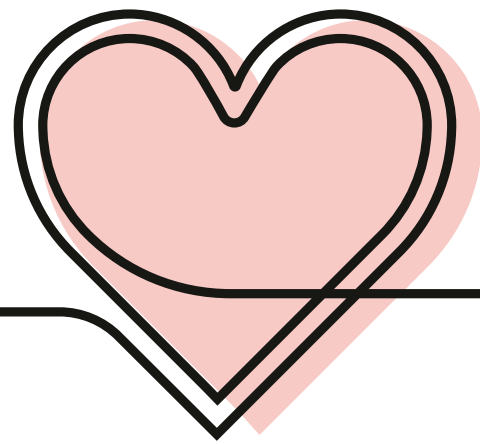
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Love, Laughter,
Adventures & Real Estate

Patton Group

BJ & Kelli have been married since October 2010. BJ had been living here in the area for a few years after relocating from the South Shore area of Massachusetts. They met in Daytona Beach in 2007 through their mutual friend, Matt. The first time they met, an evening on the town with a group of mutual friends, they connected instantly and talked the entire night to each other. So natural and like they had known each other all along. 'We exchanged numbers that night (BJ ran out after Kelli in the pouring rain after parting ways to be sure she didn't leave without his number and she still has the sugar packet he wrote it on!) and though we didn't speak for the next 6 months when we did connect again, it was the last day we ever went not speaking to each other and here we are 16 years later.. husband & wife, best of friends, partners in crime, love of each other's lives and partners in their real estate business.' Enjoying a life together full of love, laughter and adventures!

They love the full circle moments where they reflect on the privilege of guiding their friends and family like Matt who introduced them, Matt's parents, etc. buy and sell real estate in the area. It's special. Kelli's hometown is Ormond Beach and is a special place to both her and BJ. (their actual first date location). Kelli became licensed in 2003 after 4 years in the industry in administrative services. Kelli spent many years in operations & management as COO with Keller Williams Realty Florida Partners before joining her husband BJ full-time, leading their real estate team.

BJ joined Keller Williams as a Realtor in 2015.

Without a doubt, their favorite thing about operating their real estate business - the PEOPLE! 'We've met so many incredible families along the way, who we've had the honor and privilege to assist with their real estate goals here in the Flagler/ Volusia County area, became friends and love that we get to stay in touch as their families have new adventures. One of the things that mean the most is that our customers know without a doubt they matter to us! Everyone has a story, and their own life circumstances and goals that are important to the future of their family and so it is imperative that we LISTEN first, and ask lots of great questions during our consultations with our sellers & buyers. So that we can get to the heart of what matters most, for without that we can't help guide them to make the best decision for them. We also lead with integrity first.. always! Clear and honest communication before, during and after the transaction and even outside of any active transactions. Always be a resource for information about the latest market trends and investment opportunities. We will always put the best interests of those customers we serve above all else. It's a pleasure to do so.



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