

SARASOTA & MANATEE

# REAL PRODUCERS<sup>®</sup>

CONNECTING. ELEVATING. INSPIRING.

JOHN  
FEVRIER

RE/MAX  
ALLIANCE  
GROUP

JULY 2024



SIMPLIFYING **Mortgages.**  
**Maximizing Your Sales.**

**Jason Schneider**  
 LOAN OFFICER

**(347) 277-5422**  
 NMLS # 1849287



# WOMEN OVER 40 PHOTOSHOOT

Mothers and Women over 40 also deserve to be celebrated and photographed

Book your photoshoot Today

**Allie Serrano**  
 PORTRAITS

f Instagram AllieSerranoPortraits (813) 501-7250 AllieSerranoPortraits.com

## LET'S ORGANIZE

*Everything Has A Place*

Residential + Commercial Organizing | Decluttering | Unpacking




**Tiffany Sommers** Owner + Organizer  
 (941) 557-9577 | www.letsorganize.biz  
 tiffany@letsgetorganized.com

## A TEAM OF HOME INSPECTORS YOU CAN TRUST.

HomeTeam of Sarasota  
 (941) 259-4477  
 sarasota@hometeam.com  
 www.hometeam.com/sarasota




Each office is independently owned and operated. ©2023 The HomeTeam Inspection Service, Inc. All rights reserved.

# PREFERRED PARTNERS



The following companies represent some of the best affiliates in the industry. The Top 500 ranking agents personally recommend them all, we vet each one, and they commit to supporting this platform long-term. They are passionate about building relationships with and serving YOU, so we hope you'll give them a change to earn our business. If you'd like an introduction to any of these companies, e-mail [joni@n2co.com](mailto:joni@n2co.com).

## ATTORNEY/ TITLE COMPANY

Preferred Settlement  
(941) 376-9551  
[preferredsettlement.com](http://preferredsettlement.com)

## CLOSING GIFTS

Designs By Hope Yoder  
(941) 877-1194  
[Hopeyoder.com](http://Hopeyoder.com)

Metal Latitude Designs  
(941) 479-2096  
[metallatitudedesigns.com](http://metallatitudedesigns.com)

## CONCIERGE SERVICES

Utility Helpers, LLC  
(813) 291-3600  
[utilityhelpers.com](http://utilityhelpers.com)

## CRM

Bonzo  
(614) 357-2367  
[getbonzo.com](http://getbonzo.com)

## ENTERTAINMENT / EVENTS

Designs By Hope Yoder  
(941) 877-1194  
[Hopeyoder.com](http://Hopeyoder.com)

## FURNITURE

DutchCrafters  
(941) 893-4627  
[Dutchcrafters.com](http://Dutchcrafters.com)

## HOME INSPECTION

A Radiant  
Property Inspection  
(813) 957-8070  
[Radiantinspect.com](http://Radiantinspect.com)

Florida Building  
Inspections Group, LLC  
(813) 409-3249  
[FLbigroup.com](http://FLbigroup.com)

Home Team Inspection  
(941) 259-4477  
[Hometeam.com/sarasota](http://Hometeam.com/sarasota)

Hope Home Inspections  
(941) 773-1144  
[hopehomeinspections.com](http://hopehomeinspections.com)

## HOME STAGING SERVICE

Staging Life FL  
(810) 265-5541  
[staginglifefl@gmail.com](mailto:staginglifefl@gmail.com)

## HOUSE CLEANING SERVICES

Manatee Ladies Cleaning  
(941) 212-9739  
[manateeladiescleaning.com](http://manateeladiescleaning.com)

## MORTGAGE BROKER

Core Financial Home Loans  
(941) 524-7894  
[homeloansbycore.com](http://homeloansbycore.com)

Phoenix Loan Solutions Inc  
(941) 539-6112  
[Applyphoenix.com](http://Applyphoenix.com)

## MORTGAGE LENDER

Edge Home  
Finance Corporation  
(813) 957-2080  
[celiamortgageteam.com](http://celiamortgageteam.com)

Movement Mortgage  
(908) 378-9310  
[Lo.movement.com/jason-schneider/home](http://Lo.movement.com/jason-schneider/home)

## MOVING COMPANY

Stronger Moving  
Delivery Service  
(941) 447-9715  
[strongermoving.com](http://strongermoving.com)

Sunshine Movers  
(941) 447-1719  
[sunshinemovers.com](http://sunshinemovers.com)

## PHOTOGRAPHY

Allie Serrano Portraits, LLC  
(813) 501-7250  
[AllieSerranoPortraits.com](http://AllieSerranoPortraits.com)

Poff Media Group  
(779) 861-3739  
[poffmedia.com](http://poffmedia.com)

## PROFESSIONAL ORGANIZER, HOME & OFFICE

Let's Organize  
(720) 308-3051  
[letsorganize.biz](http://letsorganize.biz)

## REMODELING

Southpaw Remodeling  
& Property Concierge  
(239) 895-4110  
[southpawremodeling.com](http://southpawremodeling.com)

## TITLE & ESCROW

Legacy Title & Escrow  
(941) 909-7599  
[Legacytitleusa.com](http://Legacytitleusa.com)

## TRAVEL ADVISOR

Simply Travel  
(813) 230-1158  
[Simplytravelplanning.com](http://Simplytravelplanning.com)

## WATER SOFTENING/ FILTRATION/DRINKING

H2O Heroes  
(877) 247-0624  
[TheH2OHeroes.com](http://TheH2OHeroes.com)

**Your Trusted Mortgage Experts**

**Phoenix Loan Solutions Inc.**  
365 Interstate Blvd Sarasota, FL 34240  
NMLS #1996635

**VETERAN OWNED BUSINESS**

We Have access to over 50 Wholesale Lenders.  
We have unique programs for most people's situations.  
We can work with borrowers who have credit scores as low as 500.

Partner With Us Today To See What We Can Do For Your Clients

[ApplyPhoenix.com](http://ApplyPhoenix.com) | 941-259-0167  
[info@applyphoenix.com](mailto:info@applyphoenix.com)

**Exceeding Expectations, Enhancing Value**

Home Additions | Painting & Drywall  
Interior & Exterior Remodeling  
Kitchen & Bathroom Renovations  
Electrical & Plumbing Upgrades  
Custom Builds

**SOUTHPAW REMODELING**  
WHEN EXCEPTIONAL QUALITY MATTERS

(239) 895-4110  
[gc@southpawremodeling.com](mailto:gc@southpawremodeling.com)  
[southpawremodeling.com](http://southpawremodeling.com)

We'll Make Your House Market Ready

**Staging Life FL**

Ani Spay  
Tracy Gibson  
[staginglifefl@gmail.com](mailto:staginglifefl@gmail.com)  
810.265.5541

Contact Us Today To See How We Can Help You!

@staginglifefl

METAL LATITUDE° DESIGNS


**GIVE THEM A GIFT THAT WILL WELCOME THEM HOME**

Partner With Us Today To Spoil Your Clients!

Metal Latitude Designs, LLC  
[jill@metallatitudedesigns.com](mailto:jill@metallatitudedesigns.com)  
(941) 479-2096 | [metallatitudedesigns.com](http://metallatitudedesigns.com)

@Metal.Latitude.Designs @metal\_latitude\_designs

# TABLE OF CONTENTS



**07**  
Publisher's Note




**08**  
Meet the Team



**10**  
Cover Story:  
John Fevrier



**14**  
Featured Team:  
Team Cashi



**18**  
Partner Spotlight:  
Renata Zerbinatti,  
Manatee Ladies Cleaning



**24**  
Nominate Your Favorite Agent

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

**RP** DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

## Custom Closing Gifts - Branded



[HopeYoderDesigns](#) [TheHopeYoder](#)

941-877-1194 | [HopeYoder.com](http://HopeYoder.com)



► publisher's note

# SUNNY DAYS, BRIGHT FUTURES:

CELEBRATING  
OUR REAL ESTATE  
COMMUNITY

As the summer sun shines brightly over our beautiful coastal communities, we welcome you to the July edition of Sarasota & Manatee Real Producers. This time of year always brings a unique energy to our real estate market, with families relocating before the new school year and vacationers falling in love with our stunning scenery.

In this edition, we celebrate the fierce dedication and hard work of our local real estate professionals who continue to set remarkable standards in the industry. Despite the ever-evolving market conditions, you have demonstrated resilience, adaptability and an unwavering commitment to excellence. Your ability to navigate challenges and capitalize on opportunities makes our region thrive.

This month, we feature inspiring stories of top producers and their innovative strategies, client-first philosophies and community involvement. We also highlight the vital role of our business partners, whose support and collaboration are indispensable to the publication and your success. Each partnership contributes to the seamless and successful transactions that define our market, from mortgage lenders to home inspectors.

As we enjoy the warmth and vibrancy of July, let's also take a moment to appreciate the community we are building together. Every home sold is a story of dreams realized and futures secured. Thank you for your continued dedication.



Here's to a successful and sunny July!

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

**YOU'VE WORKED HARD TO BE AT THE TOP... SO HAVE WE!**

The BEST Agents deserve the BEST Home Inspectors!



941-773-1144

[info@hopehomeinspections.com](mailto:info@hopehomeinspections.com)

# 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.

# JOHN FEVRIER

A series of brutal ice storms left Baltimore completely frozen in the winter of 1993. It was the kind of bone-chilling miserable weather that makes you reconsider all your life's decisions, which is what happened with John Fevrier. After slipping and falling on the ice on the way to work to catch a bus in the pitch dark, divine inspiration overcame him. He recalls, "I was lying on the ground — dazed and confused — and it hit me all at once. There is a better life waiting for me in Florida."

"The palm trees, beaches, sunshine and warm breezes felt like magic to me when I would visit my grandmother in Florida when I was a young boy," John says with a big smile. "I had no money, no job and didn't know anyone. I packed everything I owned in my Honda Civic and drove down to Key Largo and slept in a supermarket parking lot for three days until I found a place to stay." And just like that, the adventure of a lifetime began.

Little did he know that his spontaneous decision would lead him to a 30-year career in real estate, a family of his own, lifelong friends, treasured colleagues and a warm place to call home. Despite the triumphs and tribulations, one thing has

RE/MAX ALLIANCE GROUP



real producer

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



remained constant — John’s willingness to take risks and look for the road less traveled. After all, you never know where that road may lead you.

Following his return to Florida, John’s unwavering determination and enterprising spirit led him to RE/MAX, where he found the platform he wanted to grow his business. John credits his “client-first” approach to real estate as the key ingredient to his success over the past three decades. He

aims to eliminate all the “unknown unknowns” from each transaction for his buyers and sellers, ensuring his clients feel informed and empowered every step of the way. This commitment to service has earned him the trust and loyalty of his clients and propelled him to sell 1,000+ homes since entering the business in 1995. Last year, John’s team finished with 74 transactions totaling nearly \$50,000,000 in volume, placing him in an elite class of REALTORS® in the Sarasota-Manatee market.

John quickly learned that real estate is about more than just transactions; it is about connecting with people at a pivotal moment in their lives and guiding them through the emotional rollercoaster of buying or selling a home. “I meet people at a very strange time in their lives,” John explains. “Helping people make that transition is really interesting and fun for me.”

But his dedication to clients goes beyond closing deals. He



“  
**I FEEL FOREVER GRATEFUL TO HAVE FOUND MY CALLING IN LIFE.**  
”



understands the importance of building genuine relationships and shows appreciation for clients’ continued support, evident in his unique client appreciation events, where he invites past clients and their families to enjoy an evening of festive cheer and camaraderie. These events are not just a way to give back; they are a reflection of John’s philosophy that you can only have what you want if you help everyone around you get what they want first. This principle extends to his team of seven agents and a full-time assistant, whom he credits for much of his success. He proclaims, “If I had to start over, I would look for a highly successful team and learn the business from the ground up. I would find someone who was willing to mentor me and do everything I could to add value to their business while learning everything I could.”

“I’m really, really lucky,” John acknowledges. “I feel forever grateful to have found my calling in life.” Despite his accomplishments, John remains grounded and humble. He attributes his 30-year tenure in the industry to his relentless pursuit of learning, improvement and embracing failure as a necessary stepping stone to success. He also credits the unwavering support of his wife, Jen, a wildlife biologist and bear researcher by trade. Together, they have raised their 9-year-old daughter, Raquella, to share their love of nature and all things wild.

# TEAM CASHI:

## Paula, Tami & Lori

Coldwell Banker Realty



### ▶▶ team spotlight

Story by JACKI DONALDSON  
Photos by Mindy Poff, Poff Media Group

Paula Cashi has been a force in real estate since 1982, her first year in the industry. The Pittsburgh, PA, native sold \$1,000,000 during her inaugural 365 days. The average sales price of the properties was \$35,000. She was a solo agent without an assistant and closed roughly 28 properties to reach such a milestone. Now, 42 years later, Paula closes a combined 45 luxury properties annually on a team with her two favorite people: her daughters, Tami and Lori Cashi.

Although Tami and Lori grew up witnessing Paula's heart and hustle for real estate, they were certain they would never follow in their mom's footsteps. Still, they got their licenses after graduating from high school. "Before she would pay for college, we had to get our real estate licenses so that if things didn't work out, we'd have something to fall back on," Lori shares. The sisters went off to college, Tami studying finance and Lori pursuing journalism, and they put their degrees to work for a short time before looking at real estate through a different lens. The flexible hours, celebratory closings and financial freedom intrigued them, and before long, they altered their course and embarked on their real estate careers.

Paula left Pittsburgh for Sarasota in 2001, and her mission at the time was singular. "I was determined to get the two of them here," she states. Her tenacity paid off. Lori moved to the

Sunshine State in 2003 and Tami in 2005. While Paula managed a Prudential office, Lori and Tami launched Team Cashi. "We had a couple of easy sales, and then the market crashed," Tami says. "It was not a great time to be in real estate, but we persevered, and we are still here." In 2020, Paula brought her management, recruiting and training skills and joined the team. Paula, Lori and Tami are now producing Global Luxury Real Estate Specialists with Coldwell Banker Realty, and they are thrilled to have their amazing assistant, John Gahan, on board.

Team Cashi has grown to become one of the top Coldwell Banker teams in Florida for several years running, and Paula, Tami and Lori are proud that their business is 100% repeat and referral. Their success flows from how much they care about people. "We are always doing the next right thing, and we follow through with what we say we're going to do with a level of sincerity and integrity," Tami explains. "Bearing witness to people moving on, moving up and moving around to get to that next phase, whatever it is, is pretty cool." Lori adds, "Helping people with their biggest financial investments is extremely rewarding."

Clients adore working with Paula, Lori and Tami and are all smiles at closing because of the strong relationships they've built. The smiles continue when they receive their beautiful,







the kids met us in Barcelona for a cruise,” the ladies report. Tami and Lori cherish making memories with their teen/young adult children, some of whom will likely become the third generation of family agents, and Paula knows just how they feel. She lives just five miles from her girls, with whom she walks most evenings, and spending her days with them is always a joyous occasion. “I am very proud of them, and watching how they’ve developed their interest in real estate is so gratifying,” Paula beams.

Paula calls real estate a wonderful place to be. “If I didn’t love it, I wouldn’t still be doing it,” she reveals. Tami and Lori agree and are grateful for their mother’s tutelage. “We always say, ‘Our mother never taught us the ABCs — she taught us FHA and VA,’” they smile.



customized closing gifts that the Cashi trio purchases from Designs by Hope Yoder. “She’s done amazing work for us,” they report. “We love the cute coasters and gifts with the longitude and latitude of the new home, the beautiful olive wood cutting boards and baskets for our high-end clients.”

In addition to their local work with buyers and sellers, Paula, Lori and Tami are also involved in the local, state and national associations. They recently traveled to Spain with the Florida Association of REALTORS® to promote properties in the state. They are equity owners of Global Opportunities, a real estate brokerage headquartered in Dubai that provides a platform for global real estate enthusiasts to connect, learn, grow and sell, and they partner with *A Place in the Sun*, a British lifestyle television series about finding perfect properties on the market in the United Kingdom and overseas, including Florida. The series has taken them to London and Ireland for expos.

The Team Cashi mother and daughters often extend their business trips for personal travel and vice versa. During their visit to Spain, for example, they met with a developer to learn about his new construction products that they brought back to Florida for their clients and associates. “After that,

@realproducers

New or Old Before You BUY...  
Call the FBI 813-409-3249

Over 4,000 5 Star Reviews  
Can't Be Wrong!

Experience a thorough, professional, and knowledgeable home inspection with us.  
Our team has earned rave reviews for our attention to detail and expertise.

Join thousands of satisfied clients and experience the difference with  
**FBI "FLORIDA BUILDING INSPECTION GROUP"**

(813) 409-3249 | clientcare@fbigroup.com | www.fbigroup.com

**THE H2O HEROES**

**THE H2O HEROES: YOUR GO-TO WATER TREATMENT EXPERTS**

GIVE YOUR CLIENTS PEACE OF MIND WITH WATER FILTRATION AND REVERSE OSMOSIS SYSTEMS FOR CLEAN DRINKING WATER!

**PARTNER WITH US**

(866) H2O-HERO  
THEH2OHEROES.COM

**Get a Great Mortgage with Core Financial Home Loans**

*We Put the Mission Before the Commission*

Purchase & Refinance | Conventional | FHA | VA | USDA | 203K Rehab  
Down Payment Assistance | Investment - Low Doc Loans  
A Loan Program to fit every budget

**Melissa Lilly**  
NMLS 1508870  
941-524-7894  
Melissa@corefinancialinc.com

**Core FINANCIAL**  
NMLS #252580

Locally owned & operated since 2006

4012 Cortez Road W Ste 2202 | Bradenton FL 34210 | NMLS #252580

# Renata

## ZERBINATTI

### *Manatee Ladies Cleaning Inc.*

*Renata Zerbinatti is an extraordinary woman and entrepreneur who immigrated to the United States from Brazil seven years ago, following the dreams of her 11-year-old daughter who aspired to be a professional tennis player. Renata has built a thriving business called Manatee Ladies Cleaning Inc. that serves Bradenton, FL, and the surrounding areas.*

She had no idea what was in the cards for her when she arrived, though. Her daughter started playing tennis at 10 years old in Brazil. When she turned 11, she wanted to become a professional tennis player. Through research, Renata and her former husband discovered IMG Academy Girls' Tennis Boarding School in Bradenton for their daughter to attend. Three months later, Renata found herself living in Florida and trying to determine her next step.

Renata's path to creating a successful cleaning company was unconventional. Divorced and without her former lifestyle in a new country, Renata took an unusual step — she began cleaning houses. Despite lacking prior experience, Renata focused on delivering exceptional quality, quickly earning a reputation for excellence. Her determination paid off, and Manatee Ladies Cleaning was born within just a few years. She remembers, "I saw that a lot of immigrants start doing cleaning here, and Brazilian cleaning is very different, more detailed. So, I started by myself. My priority was quality."

Renata's success story is more than just a business endeavor. It's a triumph of persistence and ambition. What defines her success? After a difficult divorce left her with little, Renata channeled her energies into supporting her daughter and building a new life. With perseverance, she found opportunity in unlikely places and transformed it through hard work and focus. She continually learns about business, leadership



▶▶ partner spotlight

### *Cleaning With Purpose*

Story by Dan Clark  
Photos by Mindy Poff, Poff Studios



I SAW THAT A LOT OF IMMIGRANTS START DOING CLEANING HERE, AND BRAZILIAN CLEANING IS VERY DIFFERENT, MORE DETAILED. SO, I STARTED BY MYSELF. MY PRIORITY WAS QUALITY.

and even English to further herself and her company.

Today, Manatee Ladies Cleaning employs 30 employees and services 500 customers, and Renata proudly boasts more than 400 positive reviews. Her success is due in no small part to her meticulous organization. She focuses on maintaining specific processes in her business, such as personally meeting with each new client to establish expectations, pricing and services. As a result, clients trust her and feel she understands them throughout the process. Subsequently, they receive consistent, top-quality service.

While driven and ambitious, Renata never loses sight of all the blessings she has received. She credits her faith with bringing her this far. Her greatest joy comes from seeing clients happy with the service Manatee Ladies Cleaning provides. Despite her achievements, Renata never forgets the generosity of her clients and uses it to give back to her church and the wider community.

Renata reflects on the difference between her life in Brazil and Florida. "In Brazil, I used to be

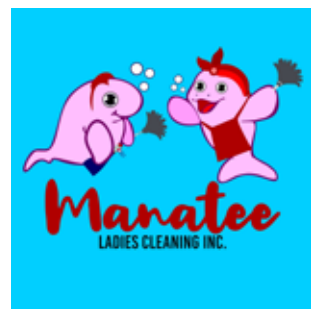


Renata also brings enthusiasm to everything she does. Though she started independently, she now manages the office and hires and trains staff to ensure quality control. But her true passion lies in the details of her business and growing Manatee Ladies. "My degree in Brazil was economical, so I like to work with the financials of the business," she adds. She recently expanded the company to offer services in Shreveport, LA, and is trying to open another office near Orlando to serve the vacation home industry.

Catholic, but here in the United States, I'm Christian," she remarks. "I got baptized, and it was like a hurricane. My life wasn't easy before. It's still not easy but way more so now than in the beginning." Her dream is to be remembered as a successful woman. She wants her story to inspire others to never give up and always pursue their ambitions, regardless of life's challenges.

If you're looking for meticulous cleaning services from a company that values quality and customer satisfaction, look no further than Manatee Ladies Cleaning. Contact Renata and her team today to experience the difference a passionate and dedicated business can make.

**Renata Zerbinatti**  
**Manatee Ladies Cleaning**  
 (941) 212-9739  
 contact@manateeladiescleaning.com  
 manateeladiescleaning.com



## Protect Your Clients' Investments: Expert Inspections for New Construction Homes

*Has it been done right? Inspections at Pre-Slab, Pre-Drywall, Final Inspection, 11-Month Warranty*

Home Inspections • Pool & Spa • Drone Services • Air Quality/Mold testing • Radon • Sewer Scope



**CONTACT US TODAY!**

**941-462-1897**

RadiantInspect.com Info@RadiantInspect.com





## SPOTLESS HOMES SELL FASTER

Home Cleaning | Commercial Cleaning  
 Office Cleaning | Deep Cleaning  
 Move-In & Move-Out Cleaning

941-212-9739

manateeladiescleaning.com




MAKE MONEY.  
SAVE MONEY.  
SAVE TIME.

What Can Bonzo Do  
For Your Business?

- Connect
- Converse
- Convert


**BONZO!**

GetBonzo.com

Scan to earn more and work less!



▶▶ from the desk of the president

# REALTORS® THRIVE in Changing Times

by Gia Arvin, 2024 President of Florida REALTORS®

As the summer continues to heat up, the Florida real estate market continues to thrive. Home sales remain strong, and prices are beginning to moderate. Inventory is climbing, presenting a huge opportunity to bring more homebuyers to their forever homes in the Sunshine State. As the summer progresses, however, practitioners are preparing for major changes in how we do business in Florida.

Nearly everyone knows of the landmark legal settlement reached on the national level that changes how we practice real estate in August. If this topic is unfamiliar to you, here is a great resource to quickly get up to speed: <https://floridarealtors.org/NAR-Settlement>

Three significant changes affect transactions: Before touring a property, (1) you must enter into a buyer representation agreement with your buyers, which must (2) spell out how much you will be paid, and (3) we will no longer utilize the MLS for offers of compensation in a cooperative transaction. While these changes may seem daunting, we know that communication is the key to any successful real estate transaction. Great communication between yourself, the buyer and the listing agent will lead to successful closings as the new process starts to take place — just the same as it does now.

REALTORS® are doers. We are advocates. We are always learning, growing and adapting to remain successful. We know buyers need us to guide them through real estate transactions now more than ever. We will need to communicate continually so everyone knows what services we provide and how we get paid.

I know some of us are wary of these changes. However, Florida REALTORS® has a menu of tools and services to assist you through these changing times. Florida REALTORS® has released a list of new buyer representation forms to empower you to succeed within this new framework. In addition, you may access free buyer representation CE classes, our Legal Hotline and updated forms to guide you — Florida REALTORS® is here as your business partner. Your success is our business.



**UTILITY HELPERS** makes moving easy as...

- 1 ENROLL IN OUR EASY ORDER PROGRAM
- 2 YOUR BUYER GOES UNDER CONTRACT
- 3 LET US DO THE REST!

Simplify the activation of utilities and home services for your buyers! Our concierge service is THE one-stop source for coordinating, activating and educating your buyer on all their utility & home service needs!

Over 20,000 home buyers assisted! 5 Star Google Rating!

**POFF MEDIA GROUP**

**YOUR REAL ESTATE MARKETING EXPERTS...**

- PHOTO AND VIDEO
- DRONE
- FLOOR PLANS
- TWILIGHT PHOTOS
- VIRUTAL STAGING
- HOME STAGING
- 360 VIRTUAL TOUR

SCAN ME

MINDY@POFFMEDIA.COM WWW.POFFMEDIA.COM

**Celia Merritt**  
HOMETRACK TEAM

**We express our gratitude to all those who have served in defense of our freedom in this remarkable nation. Wishing you a joyful and secure July 4th.**

**EXCEPTIONAL REALTORS WITH EXCEPTIONAL CLIENTS DESERVE EXCEPTIONAL MOVES**

**STRONGER**  
Moving & Delivery Service, Inc.

★★★★★

SMALL BUSINESS OF THE YEAR  
Manatee CHAMBER OF COMMERCE  
2023 WINNER

Neighborhood FAVE

941-447-9715

STRONGERMIVING.COM

**EDGE**  
HOMEFINANCE

SCAN ME

**Celia Merritt, Loan Officer**  
Licensed in FL, NC, SC, VA, PA, MI, GA, KY, CO, CA, TX  
NMLS# 1770000

# NOMINATE YOUR FAVORITE TOP AGENTS!

By Publisher Joni Giordano-Bowling

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](mailto: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](mailto:joni@realproducersmag.com)

**Legacy**  
Title & Escrow, LLC

*Unlocking Doors, Securing Dreams:*  
**YOUR TITLE, YOUR TRUST**

Offering our agents and clientele personalized, valuable and innovative solutions for more than 30 years.  
(941) 909-7599 • [admin@legacytileusa.com](mailto:admin@legacytileusa.com)  
[legacytileusa.com](http://legacytileusa.com) •

227 Central Ave., Suite 205, Sarasota, FL

Angie Valderrama  
Kathy Morgan

Discover the World with  
**Simply Inspired Travel**

**Why Simply Inspired Travel?**

- Free Consultations
- Specialized Advisors
- Seamless Booking and Support

**What Sets Us Apart**

- Client Focused
- 1:1 support
- Full Concierge Options

**Our Core Values**

- Passion for Travel
- Personalized Service
- Integrity and Trust
- Sustainability

We don't want to just help you book a trip, we want to help see the world, one vacation at a time!

813-833-8494 | [travelsimplyinspired.com](http://travelsimplyinspired.com)

SCAN ME

**PARTNER WITH US TODAY AND WE'LL GET YOUR CLIENTS SETTLED IN SMOOTHLY!**

Realtor-referred clients receive exclusive rates, free materials, and priority scheduling with our top-tier team assigned to the move to guarantee the best moving experience possible.

**PACKING & MOVING**  
**LONG DISTANCE MOVING**  
**SHORT-TERM & LONG-TERM STORAGE**  
**PORTABLE STORAGE**  
**WHITE GLOVE MOVING SERVICES**  
**PIANO & ANTIQUE MOVES**

941.447.1719

# 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 individuals in Sarasota and Manatee Counties in the real estate industry.

We take the Top 500 real estate agents and preferred partners in every market and build an exclusive community around that group. 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. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to 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).



**dutchcrafters**  
Amish Handcrafted in America  
20  
YEARS



## INTRODUCING OUR REAL ESTATE REWARDS PROGRAM

Your clients will love our furniture. You'll love the rewards for referring them.

Learn more at [www.dutchcrafters.com/content/rewards](http://www.dutchcrafters.com/content/rewards)

Amish and American Made Furniture, Décor & Accessories  
Showroom and Design Center | 3709 N. Lockwood Ridge Road, Sarasota | 941.894.6747 | [dutchcrafters.com](http://dutchcrafters.com)



**20** YEARS OF  
THE N2 COMPANY

## Elevate Your Business With Preferred Settlement Services

You curate exceptional experiences for your discerning clientele. Shouldn't your closing process reflect the same level of excellence?

More than 50 years of combined title experience, including Michael Infanti's 25 years of real estate law practice.

- Secure cutting-edge technology
- 5-star rated closers and attorney title services
- Marketing support & real estate education
- Tailored service for high-volume agents
- Beautiful downtown office
- Remote closings



Preferred Settlement Services  
941-376-9551 • [orders@preferredsettlement.com](mailto:orders@preferredsettlement.com)  
[www.preferredsettlement.com](http://www.preferredsettlement.com)

1605 Main Street, Suite 1112 • Sarasota, FL 34236

