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Cover photo by Allie Serrano, Allie Serrano Portraits

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

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▶ publisher's note

HELLO, June!

Hello!

We hope you had the chance to savor every moment of the May issue as we looked back at the remarkable individuals who graced the pages of our publication during its inaugural year. As we usher in June, we invite you to take a well-deserved break, find a cozy spot and immerse yourself in the captivating stories in this month's edition.

Prepare to be enchanted by the tale of a golf pro turned real estate expert and a rising star who turns challenges into opportunities for peace. Get ready to elevate your closing-gift game with one of our loyal and trusted partners who creates works of art that mark moments that matter. And take a peek at the festivities of our magazine celebration party that honored featured agents and partners and sparked connections and creativity.

As you flip through the pages of this issue, may you find joy in each story, wisdom in every insight and

inspiration in the accomplished individuals who make up our community.

As always, we are grateful for our preferred partners, who allow us to publish Sarasota & Manatee Real Producers and share it with you at no cost. Please show them some love by allowing them to earn your business.

We wish you a season of sunshine and success. And Happy Father's Day to all the dads and dad figures in our real estate community.

Warm regards,



**Joni Giordano-Bowling
& Dave Bowling**

Owners & Publishers, Sarasota
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meet the
SARASOTA & MANATEE
 REAL PRODUCERS TEAM



Joni Giordano-Bowling
 OWNER/PUBLISHER
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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
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Dave dedicated most of his adult life to the dynamic world of radio, living in some 13 different states. Transitioning into publishing alongside his wife, Joni, was a transformative venture as they jointly launched numerous now-thriving publications. During his leisure moments, Dave finds peace 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
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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 of the professional realm, Jacki treasures moments with her loved ones and people who make her laugh.

Mary Lobdell
 RELATIONSHIP MANAGER
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Mary is thrilled to step into her new role as relationship manager. As the original owner and publisher, Mary brings a year-long legacy of educating, inspiring and adding value to the real estate industry and collaborating with Sarasota and Manatee Counties' top industry players.

As an entrepreneur who operates businesses locally and internationally, from Commercial Engineering and Environmental (CEE) to home, property and pest inspection services in Florida and Aruba, Mary delivers the best solutions and education for her clients. Treasuring the moments when her family is all together, her favorite time is hearing the sweet sound of her grandson saying, "Hi, Mimi." And hanging out in the "ABC islands" isn't bad either.

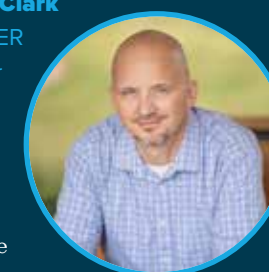


Maddie Podish
 SOCIAL MEDIA COORDINATOR
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Maddie Podish, an experienced writer and content creator, shines in her passion for connecting and storytelling. With a keen eye for narratives that resonate, she serves as the vibrant online presence for numerous 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 of her professional life, Maddie values the simple joys of spending quality time with her family and exploring new hobbies.

Dan Clark
 WRITER

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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 comfort in cherished moments with his wife and relaxing in the glow of a backyard fire.

Allie Serrano
 PHOTOGRAPHER

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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 help them 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.



►► real producer

Story by Jacki Donaldson
Photos by Allie Serrano, Allie Serrano Portraits

JOEY LAMIELLE

THE LAMIELLE GROUP, RE/MAX ALLIANCE GROUP

Like many agents, licensed real estate advisor and RE/MAX Hall of Famer Joey Lamielle arrived in the industry by way of a first career. Unlike many others, he started practicing his craft as a child, and his eventual workplace was the golf course. As a professional golfer for seven years, Joey went head to head against the best golfers in the world and competed in two U.S. Opens. His key to success was managing the game with ease, calmness and a level head. In real estate, he employs the same strategy.

Joey had a penchant for real estate during his golf years. While competing, he managed a real estate venture, overseeing a team focused on purchasing and renovating properties. At the end of his golf run, he sought guidance from a longtime tour companion who had transitioned into a seasoned real estate agent, tapping into his expertise in the business. “He said real estate was great avenue to explore and would be a natural progression given my past,” Joey shares. “The very next day, I signed up for school, went through the testing and never looked back.”

Armed with his new license in 2012, Joey made a home at RE/MAX, where he has been ever since. In 2021, he launched The Lamielle Group and recruited two other agents and support staff. “We are small but mighty, which gives me the opportunity to be nimble and make changes quickly, when necessary,” he remarks. Joey is involved in every aspect of the real estate business, including residential, commercial and investment sectors. His portfolio ranges from small condos to luxury waterfront properties, showcasing

his versatility across the entire market. His track record for repeat business is remarkable, and he proudly mentions having sold 48 properties to one client alone. Joey treats every client with the same level of dedication, vividly remembering a lead from 2013 in which a \$25,000 buyer expressed astonishment at the exceptional service Joey provided for such a small property. This initial transaction blossomed into a long-term relationship, with the client eventually purchasing multiple properties totaling more than \$11 million through Joey’s guidance.

Part of Joey’s charm lies in his business and real estate know-how. He personally carries a portfolio of rental properties that he maintains and owns a few businesses in town, all while growing his clientele and team at RE/MAX each year. “I consider myself an opportunist,” he elaborates. “With an open mind, I understand not only the real estate market, but also the luxury sector, crypto market, commodities market and more.” His rapport with investors and buyers stems from firsthand experience. “I’ve been



in the trenches, gutting and renovating homes for years,” he affirms. “Having immersed myself in the intricacies of renovations and their associated costs, I’ve tackled what many aspire to achieve in this market. This hands-on experience gives me a distinct advantage.”

Joey finds joy in spearheading the purchase or sale of his clients’ most significant investments. Having closed more than 1,000 transactions in his career, he prides himself on delivering a cool and calm process and smoothly wrapping everything up at the closing table. “At every point in the deal, I prioritize education, explain the course of action and address how we are going to conquer any problems,” he notes. “I always have a well-thought-out plan of action and don’t ever take the client relationship for granted. I keep it in the forefront of my mind before, during and after each deal.”

Joey’s approach to both his careers is rooted in systematic methods. “I transitioned the principles I honed during 20 years in golf to my real estate endeavors,” he explains. “My ability to manage a high capacity of tasks stems from the battle-tested processes I’ve implemented over time. These systems ensure nothing slips through the cracks, enabling me to focus on delivering a seamless experience for my clients.”

The rewards of Joey’s systematic business extend to the freedom to pour into his family, which includes his wife, Jessica, whom he met in the realm of property management; their 2-year-old daughter, Ayla; and their 4-year-old pup, Kali. “My favorite time is taking the family out on the boat and watching them play and run amok with the dog,” Joey smiles. He is grateful to Jessica, who stays home to raise Ayla, for giving him the power to do what he does best. “Having such a strong and capable woman manning the homefront



while I handle all our endeavors is the perfect team,” he says. “My business has soared since we’ve been together, and I’m forever grateful for her dedication to our family.”

When Joey was soaring in golf, another vital person was by his side: his father, also his caddie for quite a while, who passed away six years ago. Joey’s dad bought him a 5 Iron on his 5th birthday while they were living in Louisville, OH. “He sent me in the backyard and said, ‘Go have fun,’” Joey recounts. “After a few broken windows, he started taking me to the driving range.” By age 12, Joey started playing some local tournaments. The rest is history. “My dad stopped playing with me when I was 13 because he couldn’t beat me anymore,” Joey laughs. “He transitioned to being my #1 fan.” Again, he had a great support system to chase his dream of playing on Tour. His mother was the nucleus of that support as she drove him every day to and from the golf course. “The game of golf gave me so many great memories with my parents by my side cheering me on,” Joey highlights.

Joey played golf throughout high school and decided to turn pro after graduating from Florida Gulf Coast University (FGCU) on a full-ride scholarship, ranking fourth in the country during his junior year. The day after receiving his business management degree, Joey flew to Brazil to start playing the South American PGA Tour. Fast

forward a few years, and he qualified for his first U.S. Open in 2008. “That tournament will always hold a special place in my heart as I remember my dad having the time of his life,” Joey specifies. “He was able to eat breakfast and hang out next to the best players in the world, including Tiger Woods, Phil Mickelson and many more. The final day of the U.S. Open, always on Father’s Day, my dad turned to me and said, ‘Joey, you have given me the best Father’s Day a guy can ask for; I’m so proud of you.’” Having a child of his own now brings new meaning to that memory for Joey.

Joey sees hints of an accomplished athlete in his daughter, who is already swimming, doing gymnastics and beginning to understand the game of golf. Will Joey gift his daughter a 5 Iron when she turns 5? No question, he states. “I will definitely continue the tradition.”

From his humble beginnings on the golf course to his current stature as a respected real estate advisor, Joey’s pursuit of excellence illuminates his journey. With a steadfast resolve to overcome obstacles and an unwavering devotion to his clients, he has forged a path of success and garnered a wonderful reputation in the real estate industry. As he sets his sights on the horizon, Joey stands ready to reach even greater heights.

Arlene BUCKMASTER

HouseMax Realty

▶▶ on the rise

Story by Jacki
Donaldson
Photos by Allie
Serrano, Allie
Serrano Portraits



Anyone who has even dabbled in real estate knows that the industry can be fraught with challenges. Whether searching for the perfect home in a competitive market or meticulously preparing a home for sale, each step can feel overwhelming. Add the significant financial commitment of purchasing a home, the uncertainty of finding the right buyer with the best offer, the stress of economic fluctuations and the unexpected complications that can arise at any stage of the transaction, and one might summarize the process as daunting.

REALTOR® Arlene Buckmaster is no stranger to the storms that can bubble up in real estate. She also knows with certainty that each journey to the closing table can be peaceful. Peace, she shares, does not mean the absence of noise, trouble or hard work but, instead, being in the midst of these things and still having calm in your heart. Leveraging her Bachelor of Science in Business Management from the University of South Florida and her expansive real estate experience in Chicago and Florida, Arlene alleviates pressure for her clients to ensure a smooth, manageable experience. Her overriding goal is to find beauty in the chaos.

Arlene's strategy for delivering peace is strategic and systematic, starting with her client-centered approach. "My clients are at the heart of everything I do," shares the second-generation Sarasotan and Spanish-bilingual agent. "I take the time to get to know them and understand their unique needs, preferences and goals. Building strong relationships based on trust and communication allows me to tailor every transaction to meet their specific requirements in a low-stress environment."

Staying current in the ever-evolving real estate market, Arlene deeply understands local trends, pricing dynamics and neighborhood nuances. "I invest time and resources into continual education and market research to provide my clients with accurate, up-to-date information and strategic insights," she remarks, adding that she is always exploring the area she serves. "Sometimes, I'll just get in the car and drive around and see what's new because the area is changing so rapidly," she explains. "I often joke with my clients that I work from Exit 164 to Exit 224." Passionate about using data and analytics to inspire informed decision-making and empower clients with actionable insights, Arlene imparts valuable market



intelligence, pricing strategies and investment opportunities to help clients achieve their real estate goals.

Fully embracing cutting-edge technology, Arlene also shines in social media, digital advertising and virtual tours to maximize exposure and generate results for her clients, and her strong negotiation skills have consistently yielded favorable outcomes. “Whether representing buyers or sellers, I advocate tirelessly on their behalf to secure the best possible terms and conditions,” she reveals.

Arlene credits transparency and integrity, the cornerstones of her business practices, for earning the trust and respect of her clients and colleagues, and her honors and awards, more than \$25 million in sales volume and status in the top 3% in SRQ are a testament to the fact that this top producer is doing something right. Devoted to her professional development, Arlene is working on expanding her client base, increasing her sales volume, building her skills and knowledge, continuing to specialize in the hyper-local market and giving back to the community.

Engaging in the community is a priority for Arlene, who is an active member of multiple REALTOR® associations, the Young Leaders Alliance at the Lakewood Ranch Business Alliance, the Sarasota Young Professionals Group (YPG), the Commercial Real Estate Alliance and the Florida Commercial Real Estate Exchange. She is also a board member at the Safe Children’s Coalition, a sustaining member of the Junior League of Sarasota and a member at The Ringling. When she carves out time to reset and refresh, Arlene loves to try new bars and restaurants — Fins At Sharky’s is a favorite — and check out local music and neighborhood festivals.

“Sometimes, I’ll just get in the car and drive around and see what’s new because the area is changing so rapidly. I often joke with my clients that I work from Exit 164 to Exit 224.”

In real estate, where obstacles abound and uncertainties loom, Arlene stands as a beacon of tranquility. Through her unwavering dedication to her clients and her strategic approach grounded in knowledge and experience, Arlene excels at understanding her clients’ needs, staying ahead of market trends and leveraging technology and her negotiation prowess. As Arlene continues to excel and expand her horizons, she remains steadfast in her mission to find joy in the whirlwind of real estate, leaving a lasting impact on her clients, her community and the industry.



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 Story by Jacki Donaldson
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If you've ever felt anxious about finding unique and unforgettable gifts to commemorate your clients' closing-day accomplishments, you need Hope Yoder in your life. If you are a seasoned gift-giver with never a speck of overwhelm, you also need Hope Yoder. As the proud owner of Designs by Hope Yoder, Hope creates exquisitely laser-engraved and thoughtfully curated treasures that help real estate professionals mark moments that matter.

In her 2,000-square-foot working studio on Porter Rd. in Sarasota, Hope designs, hand draws, engraves, brands and assembles her masterpieces. She works with two staff members and her husband, Marv, a behind-the-scenes guy. What this team of four produces — much of it on display in the studio showroom — is nothing short of remarkable. Accommodating folks who want to order one item to those ordering in bulk, Designs by Hope Yoder is your one-of-a-kind, local gift concierge ensuring that you wow your clients and elevate your business. Bonus: Everything you purchase that Hope engraves with your logo or contact information (at no additional charge) is 100% deductible as marketing.

While Hope's inventory is continually evolving, her tried-and-true engravable, personalized, handmade goodness includes the following:

- Pizza peels.
- Key rings.
- Family meal planner with whiteboard.
- Tumblers in various sizes, shapes and colors.
- Cutting boards of olive wood with blue or white resin.
- Hand drawing of a client's home with family name, latitude and longitude.
- Greenery wreaths with decorative wood details, slogans and handmade ribbons.
- Themed curated, reusable baskets, including "Bento for Two" with two Bento boxes, spoons, slate coasters, glasses and bamboo straws; "Man Central BBQ" with beer can koozies, a burger smasher and Richardson 112 trucker hat; and "Squeeze the Day," the ever-popular lemon-themed beauty.

Hope's studio, a bright and airy space resembling a colorful classroom with a signature sign on a media wall, welcomes guests who usually visit Hope once, become fast friends and then order from her via texts. "The process is super easy, and I become your laser fairy godmother," Hope smiles.

Most people who visit Hope respond similarly: "Oh my gosh, I had no idea!" Hope remarks, "Even people I've networked with in BNI every week for a year are dumbfounded when they see what I do. I think many of them imagine that I do promotional products." Not even close. Promotional companies mostly sub out to vendors (sometimes, Hope is one of them), while Hope does everything 100% on her premises. "We have three of the most versatile CO2 lasers, which work on wood, cork, glass and tumblers, and I even do my Apple Watch bands," she says. "We also have a fiber laser for metal." No hand engraving or branding irons at Designs by Hope Yoder.

Hope's magic also includes methodically creating digital and paper profiles to note preferences and budgets so she can quickly reproduce orders for her customers, who pick them up during a scheduled time or from an after-hours drop-box. For non-locals, she ships all over the continental United States. Hope offers a one- to two-week turnaround, depending on the time of year.

Hope's most notable accolade is that she is one of the most trusted names in the industry. She's so skilled that she hosts three-day, 12-person workshops to teach others how to use their laser engraving machines and the accompanying software. "The workshop is a big jumpstart into their careers," she notes. Hope's most significant accomplishment this year was serving as the keynote speaker for The Sewing and Vacuum Dealers Trade Association trade show. "It was such a huge honor to talk to store owners and encourage them to get outside of what they've always been doing and give actionable tips on how to become the 'it' place."

“
**THE PROCESS
 IS SUPER EASY,
 AND I BECOME
 YOUR LASER
 FAIRY
 GODMOTHER.**



Hope's success flows from her 30 years in crafting, working with large companies like Brother USA and Baby Lock to create curricula and programs. As a result, she has built a portfolio of her artwork, including thousands of machine embroidery and fabric designs that she sells through distributing companies. She has written hundreds of magazine articles for sewing, quilting and embroidery publications, and if you Google her name, you'll find that she is quite famous in the sewing world.

Pivoting into full-time engraving after embracing the practice as a side hustle for years, Hope has beautifully transitioned into her role as the local go-to for gifting. She also loves to educate her customers. "They just need to tell me a couple things about their clients, and I can point out several options that they may not have thought of," she advises. Because of her strong Sarasota roots and extensive customer relationships, she has also become a connector for agents. If you need a fence person, for example, she likely knows several, and she does not hesitate to promote her real estate partners by posting their photos in front of her media wall and sharing reels of her making their products. "If you follow me on Instagram, you'll find that my account is like a cool look book," she mentions.

On April 30, real estate professionals and Sarasota & Manatee Real Producers partners gathered at Hope's studio for a mixer. Hope was in heaven, giving studio tours, networking and selling her handcrafted gems. "The baskets were a huge hit," she reveals, adding that some people ordered the pizza peel, and one person ordered 22 olive wood resin cutting boards.

Why spend hours driving around town piecing together closing gifts, most of which are non-deductible, when you can make one stop (or send one text) and have Hope help you mark the moments that matter, creating beautiful products that lead to referrals?

DESIGNS BY HOPE YODER

Office: 941-877-1194 | Cell: 941-780-8013
 Hope@HopeYoder.com | www.HopeYoder.com

Studio Location (by appointment):

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Instagram (see how it's made):

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» from the desk of the president

By Gia Arvin, 2024 President of Florida REALTORS®

ADVANTAGES TO A BUYER REPRESENTATION AGREEMENT

All REALTORS® need to know that effective the end of July 2024, we are required to use written buyer representation agreements before touring properties with buyers. Many REALTORS®, however, are new to using these agreements and might not be aware of the incredible advantages that accompany them.

COMPLIANCE PROTECTION:

Buyer representation agreements are meticulously crafted to protect both the buyer and the REALTOR®.

PROFESSIONALISM:

Utilizing buyer representation agreements demonstrates professionalism to clients, customers and other parties involved in the real estate transaction. They show that you operate under clear guidelines and standards.

CLARITY IN EXPECTATIONS:

These agreements establish clear expectations regarding commission rates, client or customer representation and other crucial aspects of the real estate process. This clarity helps avoid confusion and ensures everyone is on the same page.

STREAMLINED PROCESSES:

By using written buyer representation agreements, REALTORS® can streamline their workflow and focus more on serving their customers and clients effectively.

RISK MITIGATION:

Most buyer representation agreements include clauses that address various potential risks in real estate transactions, such as liabilities, disclosures and confidentiality. By adhering to these agreements, REALTORS® can minimize their exposure to legal and financial risks.

SUPPORT AND GUIDANCE:

Florida REALTORS® provides support and guidance to REALTORS® throughout the transaction process. Our agreements serve as a framework for conducting business ethically and efficiently, with access to resources and expertise whenever needed.

By utilizing buyer representation agreements, REALTORS® can enhance their professionalism, mitigate risks and streamline their business operations, leading to greater success in the competitive real estate market.



FAQ

WHAT IS SARASOTA & MANATEE REAL PRODUCERS?



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 & 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 & 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 & 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.

NOMINATE YOUR FAVORITE TOP AGENTS!

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

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

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

Collaboration: The number of nominations is usually an indicator 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 who are engaging in our private Facebook group for top REALTORS® and partners. Send me a PM 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 out there 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 they have been selected. 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, email or PM all suggestions and feedback directly to me.

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

Please contact Joni Giordano-Bowling at **757-348-7809** or **joni@realproducersmag.com** to nominate top agents.

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Real Producers Meet-Up Honors Featured Agents, SPARKS CONNECTION & CREATIVITY

Hosted by Hope Yoder, Designs by Hope Yoder

On April 30, the ambiance at Designs by Hope Yoder studio was electric as accomplished real estate agents and esteemed partners from Sarasota & Manatee Real Producers magazine gathered for an unforgettable event.

The studio buzzed with energy and enthusiasm as Publisher Joni Giordano-Bowling took the floor, delivering insights and wisdom to the attentive audience. Then, event host Hope Yoder stepped forward to showcase her stunning studio space and brilliant, handmade personalized closing gifts, demonstrating her unrivaled creativity and dedication to excellence.

To celebrate the publication's first year in print, featured agents and partners who graced the pages of the previous 12 issues received beautifully framed articles, symbolizing the enduring partnership between Real Producers and the real estate community.

Amidst laughter and conversation, guests savored delectable bites and refreshing beverages, further enhancing the atmosphere of camaraderie and celebration. Perhaps the most cherished takeaway from the event was the palpable spark of connection and inspiration that lingered long after the last guest departed.

With hearts full and minds buzzing with newfound ideas, attendees eagerly await the next opportunity to come together, knowing that each gathering promises to connect, elevate and inspire. Until then, the memories of this extraordinary evening will serve as a reminder of the power of community and collaboration in fueling success.

Many thanks to Hope Yoder for hosting this amazing event!





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