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MAY 2023 to APRIL 2024



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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

HAPPY TO BE HERE!

GREETINGS TO THE BEST OF THE BEST IN SARASOTA AND MANATEE COUNTY REAL ESTATE!

As we celebrate the first anniversary of the Sarasota & Manatee Real Producers magazine, my husband, Dave, and I are thrilled to introduce ourselves as the new owners of this esteemed publication. We are truly excited to embark on this journey and are deeply grateful for the warm welcome we have received from so many of you. We can't wait to connect with each one of you!



We are able to provide this valuable resource to real estate agents for free because of our vetted preferred partners whose ads appear throughout these pages and who are listed in our partner index. These businesses, recommended by top-performing REALTORS® in the market, are indeed the best.

Please extend your gratitude when you encounter them around town and consider them when looking for services and products to elevate your business.



We value your input about who we should consider for articles and recognition as outstanding businesses that contribute to your success. Follow us on [Facebook.com/sarasotamanateerp](https://www.facebook.com/sarasotamanateerp) for a link to our nominations page.

We would be remiss if we didn't extend a heartfelt thank you to Mary Lobdell for her outstanding dedication in getting this publication off the ground. This issue marks a celebration of the first year in print, a testament to Mary's hard work and vision. We are delighted to announce that Mary will continue with us in a new role as our relationship manager. You can expect to see her at networking events and conducting REALTOR® interviews, helping us select the next features for the magazine.

In the meantime, we eagerly anticipate meeting you, and we have some exciting events planned throughout the year to honor your accomplishments. If we can do anything for you, please contact us directly.

Warm regards,
Joni Giordano-Bowling & Dave Bowling

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

Please take a moment to delve into the article in this issue about how agents are nominated and selected to be featured in Real Producers, along with our FAQ page, which offers insights into our operations. We encourage you to nominate as many of your peers as you like as we strive to spotlight more stories about top REALTORS®, brokers, agents and partners in the market.



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



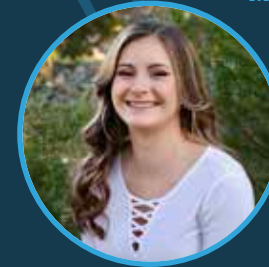
Jacki's journalistic endeavors date back to college when she dreamed of working for a glossy magazine. Today, she delights in her role as managing editor and ad strategist for multiple publications across the country. Her days are brimming with tasks, including orchestrating content and images, collaborating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

Mary Lobdell
RELATIONSHIP MANAGER
919-608-2811 | mary.lobdell@n2co.com



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.

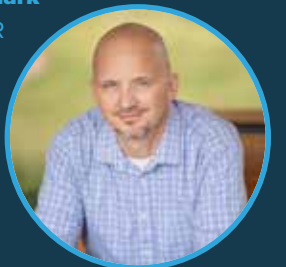
As an entrepreneur who operates businesses locally and internationally, from Commercial Engineering and Environmental (CEE) to home, property and pest inspection services in Florida and Aruba, Mary delivers the best solutions and education for her clients. Treasuring the moments when her family is all 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
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 of her professional life, Maddie values the simple joys of spending quality time with her family and exploring new hobbies.

Dan Clark
WRITER
757-206-4144 | dan@danclark.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 comfort in cherished moments with his wife and relaxing in the glow of a backyard fire.

Allie Serrano
PHOTOGRAPHER
813-501-7250 | allie@allieserranoportraits.com

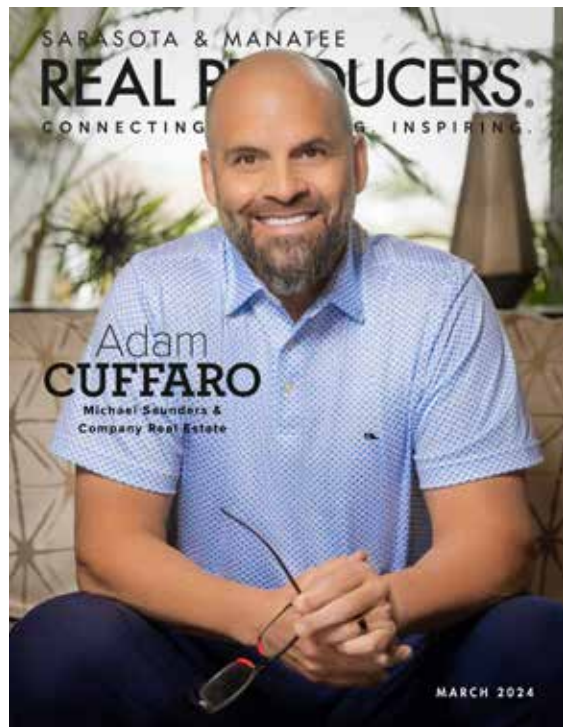


Allie, the visionary behind Allie Serrano Portraits, a premier portrait photography studio, collaborates with top producers and preferred partners to capture stunning images for their feature stories. She also forges connections with community members, particularly local business owners, to elevate their brands and 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.



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- Ronald Reagan

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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.**

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.

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.

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!

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.

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.

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.

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.

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

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

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.

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

» MAY 2023

1. Cover Story | Katy McBrayer-Lynch

“Resilience builds confidence. And if you have real confidence — being knowledgeable about what you do — people can sense that, even through the phone.”

2. Rising Star | Judy Athari

“I’m happy to put on my boots and trek through the mud to find the perfect home for my clients. I love people and getting to know them, so when we hit that goal together, it’s perfect.”

3. Partner Spotlight | Phoenix Loan Solutions: John Rendeiro & Tim Cossey

“We look at everybody as a family and a team. You rely on everyone’s edge and expertise, a group of people with unique experience and knowledge, put it all together in one room, and you’ve got a powerhouse.” —Tim

“You learn a lot about each other, and people really learn how to work together by socializing, so it’s a big part of what we do.” —John



Photo by Allie Serrano

» JUNE 2023

1. Cover Story | Moriah Taliaferro

“My mission is to offer clients a great experience, so I’ll do whatever I can to ensure that buying or selling a home is smooth, fun and stress-free.”

2. Rising Star | Meghan Keever

“Real estate is an industry where you can be so creative, and there are endless possibilities. The more you put in, the more you learn and the more opportunities you have for success.”

3. Partner Spotlight | DutchCrafters Amish Furniture: Jim & Linse Miller

“We have been a resource for many new homeowners in the area, and we want to continue to make that connection.”

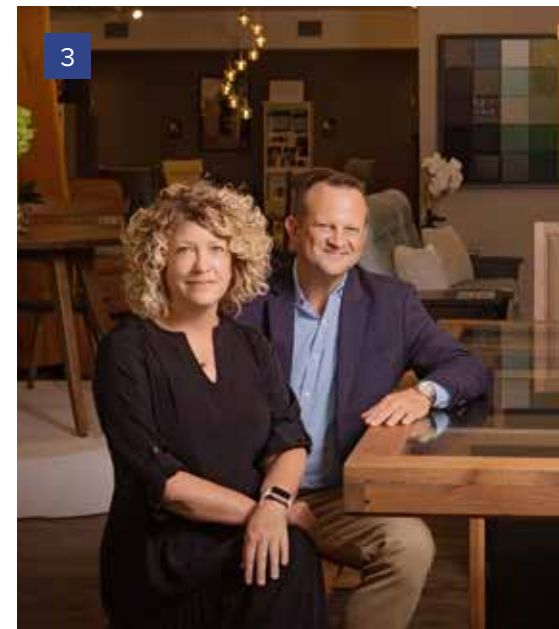


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► JULY 2023

Issue 3

1. Cover Story | Ray Collins

"It's nice to have an impact on people and help them with such a huge life transition. It's one thing to be on TV and do a news story, but that's often forgotten the next day. So, to help someone with this huge emotional and financial decision feels incredibly satisfying."

2. Rising Star | Becky Hayden

"Faith is a huge part of my life. So, I always put faith first in everything I do, no matter what it is. I wear

my faith on my sleeve, and without that, it's hard to do anything."

3. Partner Spotlight | A Radiant Property

Inspection: Hank Lobdell

"Radiant is an aura around you. You're bright, smiling and happy. You just want to be around a radiant person. And that's what we want to project when we're out on site in front of people."



Photo by Allie Serrano

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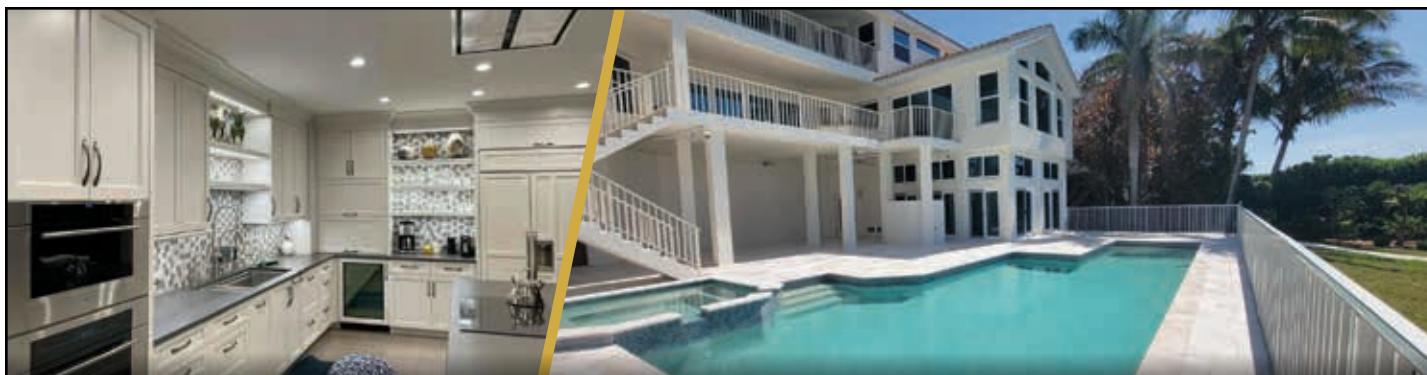
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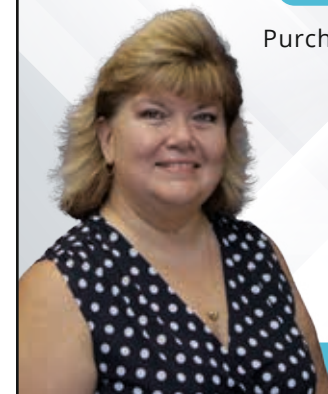
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» AUGUST 2023

Issue 4 1. Cover Story | Toni & David Zarghami

"We're on a growth journey and are here to make as big an impact as possible. And we'll only go as far as our personal growth will take us." —David

"We wake up every day wanting to do good in the world and make the world a better place — through real estate and every interaction we have with others." —Toni

2. Rising Star | Andrew Reese

"I was successful in my role as COO because I could market and sell well. So, real estate is a great natural fit for me from a sales perspective. It's an industry where you constantly need to connect with people and build trust quickly. And since I grew up here, I know the area really well. So, it all just married up perfectly for me."

3. Partner Spotlight | Movement Mortgage: Jason Schneider

"I've been at every part of life. I know what it is to come up, I know what it is to be on top, I know what it is to go down, so I can relate to almost everybody."



Photo by Allie Serrano

» SEPTEMBER 2023

Issue 5

1. Cover Story | Shayla Twit

"No matter what, you always have to remain professional with whomever you're dealing with. Issues are bound to happen, but how those hurdles are dealt with is very important. Doing what's right when it's difficult has elevated me to a high level of respect within the community and among my peers."

2. Rising Star | Robert Hanna

"We get a lot of repeat business for the way we handle our clients; there's a lot of referrals, and people come back because they can trust us. Essentially, that's our goal — a long-term relationship built on trust."

3. Partner Spotlight | HomeTeam

Inspection Services: Richard Carroll
"It's the old adage that two heads are better than one. We'll have one person start on the interior and one on the exterior, which includes the roof, AC and insurance inspections (wind mitigation/four point). After inspecting more than 1,000 houses, you gain a lot of expertise in that process."



Photo by Allie Serrano

▶ OCTOBER 2023

Issue 6

1. Cover Story | Jessica Peterson

"I'm just one person, and in order to touch more lives, I've got to take that knowledge and help more good agents. I'm trying to find the gold right now. I want to help more agents change lives."

2. Rising Star | Vincent Diorides

"The relationships we make within the industry are just as important as the ones we build with those we get the opportunity to work with. A big aspect of those partnerships is communication and never leaving a client in the unknown."

3. Partner Spotlight | Florida Building Inspection Group: Tom Frey

"All of our guys are trained by a licensed general contractor, so relaying the details and providing high-quality reports to the consumer is where we excel. We have some of the most highly skilled inspectors in the state."



Photo by Allie Serrano

▶ NOVEMBER 2023

Issue 7

1. Cover Story | David Halligan

"I'm only where I am today because of my wife. And my whole family and friends are supportive of what I do, too. They get that I may have to leave early or show up late because that's my job, to provide a service for my clients. I get as much satisfaction out of selling a \$100K house as I do a \$10M mansion. Nothing changes for me because I don't care about the money. I found these people a house. It's a great feeling."

2. Rising Star | Johnny Hopper

"The desire to actually help people is one of the best traits to have in this industry. Without that, you're just seeing people with dollar signs on their foreheads, and there's no longevity in that. I can't tell you how much repeat business I've gotten from people just

because I treated them right and listened to their wants and needs."

3. Partner Spotlight | Celia Merritt, Mortgage Broker

"I grew up with refrigerator-sized firemen around me, keeping up with them, and there's no quit in you when you're in there. If you aren't going to do the job, somebody is going to die. So, bringing that over into the mortgage process, mentality of my team and leadership ... there's no quit in this. If it doesn't work, there has to be a way to get this person into a house, and we can figure it out."

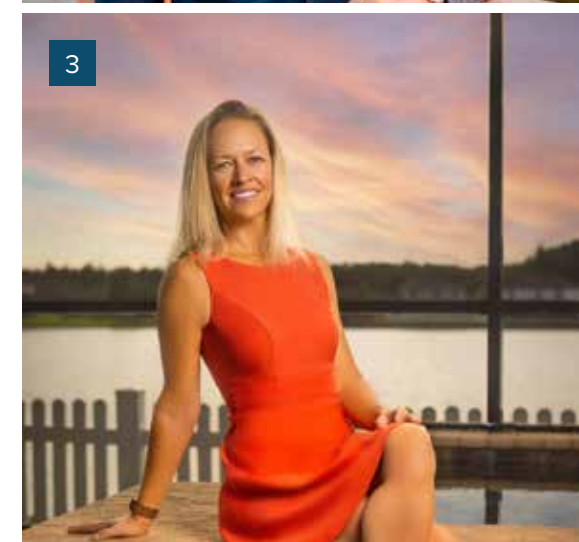
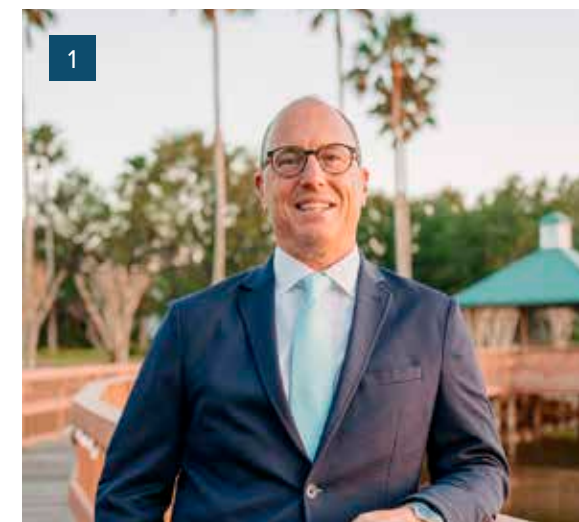


Photo by Allie Serrano

» DECEMBER 2023

1. Cover Story | Michelle Ward

"I'm not a salesperson. What I do is provide the knowledge that somebody else needs to make the biggest decision of their life."

2. Rising Star | Brian Wacnik

"It was fun getting into real estate. This was the first time professionally in my life that I bet on myself, and that was really cool."

3. Partner Spotlight | Designs by Hope Yoder

"I'm a connector. I'm very active in our local BNI chapter and do a lot of networking in women's groups, as well. I've grown this business primarily from referrals, relationships and word of mouth."



Issue 8

Photo by Allie Serrano

» JANUARY 2024

1. Cover Story | Megan Finke

"The gratification of helping someone find their dream home is very rewarding. Every transaction is different. Every client is different. All have different needs. So it's not a mundane task; you really have to adapt to each individual situation, so I enjoy that process of it. In the end, I just love seeing my clients happy."

2. Rising Star | John Schafer

"The relationships I foster and develop are everything to me. You never know who you're going to meet and what they bring to the table. Helping sellers and buyers get what they want is very gratifying to me, and this is why I seek out win-wins. To me, that's how I get deals done."

3. Partner Spotlight | Simply Travel: Michele Wirth

"Sometimes clients ask for something they think they want based on what a friend of theirs did only to find out through our questioning that maybe it wouldn't suit them well. Maybe something they haven't considered is a better fit. So the better we get to know our clients, the more intuitive we become at helping them plan their travel."

Issue 9

Photo by Allie Serrano



» FEBRUARY 2024

1. Cover Story | Jessica Adair

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

2. Rising Star | Sabrina Ullmann

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

3. Partner Spotlight | Staging Life FL: Tracy Gibson and Ani Spay

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

"We want people to come in and say, 'Wow I could really see myself in this space.' We want to show people how you can do it on a budget and still have something that looks beautiful." —Tracy



Issue 10

Photo by Allie Serrano

» MARCH 2024

1. Cover Story | Adam Cuffaro

"I've seen a lot in my 20 years of experience. If you've seen a lot, you know how to prepare, and preparation reduces stress. So why not work with a REALTOR® who's done it this long with so much experience?"

2. Rising Star | Lisa Tarjanyi

Lisa's passion for educating and guiding her clients through the intimidating homebuying process is a cornerstone of her success. "I'm very open with the process," she says. "I give people clear expectations of what's going to happen."

3. Partner Spotlight | Hope Home Inspection: Theresa Guest & Robert Seth-Ward

It's not just about providing a good inspection,

but knowing how to communicate the issues our team finds to the customer without over-communicating. We're not here to tell our clients about every component of the house. We educate them on the condition of their home with straightforward, simple terminology."



Issue 11

Photo by Allie Serrano

▶▶ APRIL 2024

1. Cover Story | Daniel Petrilla

"In business success and in life, my goal is to be the best version of myself that I can be and to maintain good character in every business deal or opportunity that comes my way."

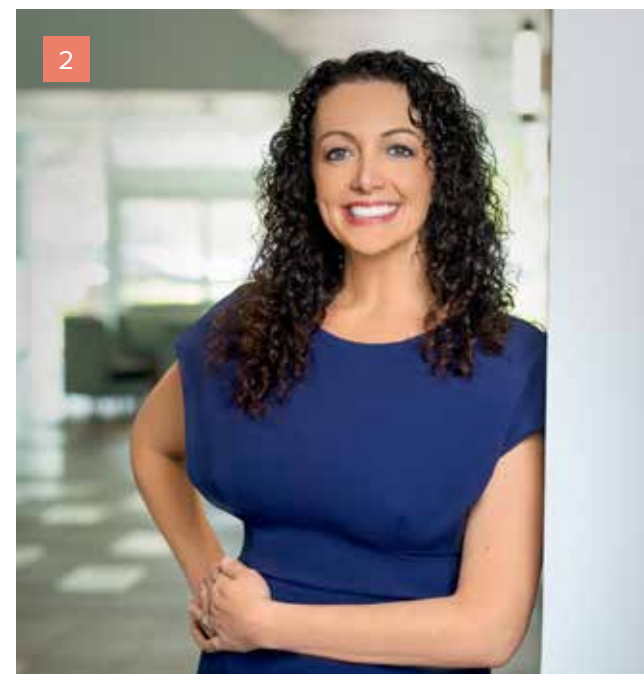
2. Rising Star | Jennifer Kenna

"The #1 focus for us is the customer experience. It has to be five-star service. Just because you close a deal doesn't mean it's a successful transaction. We're focused on accountability and building long-term relationships with our clients, and that all comes down to professionalism and service."

3. Partner Spotlight | Utility Helpers: Jonathan Brown & Elijah Ramsey

"Our goal is to add value for real estate professionals and their clients, saving everyone involved time and money in the process." —Jonathan

"We're constantly developing and adding new things based on customer needs. As we've grown, we've been very cautious in adding new verticals to what we do and making sure we can provide an exceptional customer experience." —Elijah



Issue 12

Photo by Allie Serrano



▶▶ from the desk of the president

"National Association of REALTORS® Reaches Agreement to Resolve Nationwide Claims"

The National Association of REALTORS® (NAR) announced an agreement that would end litigation of claims brought on behalf of home sellers related to broker commissions.

Two major components of the proposed settlement impact you: the release of liability and industry changes on how practitioners communicate compensation with each other and how we work with buyers.

The proposed settlement, subject to court approval, releases most NAR members and many industry stakeholders from liability in these matters and the fact that cooperative compensation remains a choice for consumers when buying or selling a home. NAR also secured in the agreement a mechanism for nearly all brokerage entities that had a residential transaction volume in 2022 that exceeded \$2 billion and MLSs not wholly owned by REALTOR® associations to obtain releases efficiently if they choose to use it.

Despite NAR's efforts, agents affiliated with HomeServices of America and its related companies — the last corporate defendant still litigating the Sitzer-Burnett case — are not released under the settlement, nor are employees of the remaining corporate defendants named in the cases covered by this settlement.

The second major change is the agreement to put in place a new MLS rule prohibiting offers of broker compensation on the MLS, which would mean that offers of broker compensation could not be communicated via the MLS, but they could continue to be an option consumers can pursue off MLS through negotiation and consultation with real estate professionals.

Offers of compensation help make professional representation more accessible, decrease costs for home buyers to secure these services, increase fair housing opportunities and increase the potential buyer pool for sellers.

Further, NAR has agreed to enact a new rule that would require MLS participants working with buyers to enter into written agreements with their buyers.

These changes will go into effect in mid-July 2024 unless your MLS makes changes sooner. Questions on your new requirements may be posed to the Florida REALTORS® legal hotline at 407-438-1409.

To prepare for these new rules, we all need to make sure we are up to speed with using buyer-broker agreements and understanding the ways to receive compensation when working with buyers.

Florida REALTORS® has offered, and continues to offer, buyer representation CE classes free of charge. Florida REALTORS® will roll out additional tools, such as forms and other information, to help all members adjust and comply to these new rules.

For more information, please visit <https://www.floridarealtors.org/law-ethics/nar-settlement-sitzer-burnett-lawsuit>.



Gia Arvin
2024 President of
Florida REALTORS®



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TO OUR FIRST EVENT

Photos by Allie Serrano

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GLIMPSES OF OUR GRATITUDE GALA

We take our time creating events that foster connections and inspire and elevate our esteemed real estate community. Our exclusive gatherings are a testament to our commitment to bringing together the Top 500 agents and their dedicated teams and accomplished managing brokers. We are grateful for our valued preferred partners and affiliates, who make our events possible.

This past year, agents nominated non-profits, and we celebrated FELT, SRQ Community, Mothers Helping Mothers and Selah of Freedom at our Gratitude Gala. Many thanks to Southpaw Remodeling, A Radiant Property Inspection and Sarasota & Manatee Real Producers for providing our bar and a signature smoked apple cider cocktail by the lovely Skye Mobile Bar and Edge Home Finance for providing the fun and funny 360 photo booth and fantastic DJ Jamin' George Rubio.

We sincerely thank you for joining us at Clive Daniel Home, making our event so memorable.



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.

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