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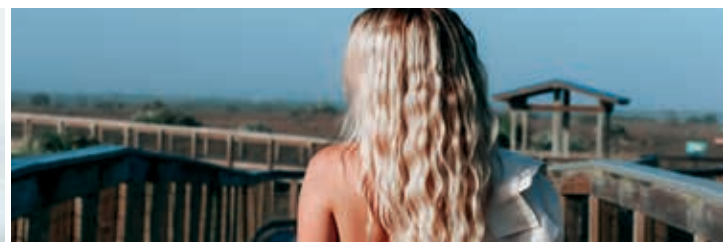


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PUBLISHERS NOTE

Raising a family amidst the demands of the Real Estate world is no small feat. Yet, with the challenges, it offers a unique flexibility. As a single parent raising two children, I strived to be as involved as possible in their lives—whether it was PTA meetings, sports events, or clubs. My work was not confined to a traditional 9-5; it was a constant, 24/7 commitment.

Reflecting on my upbringing on a farm in Missouri, where my parents ran an electrical contracting business, I am reminded of the importance of family involvement. My mother played a pivotal role in our lives, instilling in us cherished traditions that I, in turn, passed down to my own children. Even now, with my kids in college, the essence of parenthood never fades.

As my daughter Tylin put it, “You’re never too old for an Easter basket.” It’s a sentiment that underscores the enduring nature of parental love and care. I’m grateful for the values my mother instilled in me, recognizing that parenthood takes on different forms for everyone.



In this special issue, we celebrate just a few remarkable moms who enrich lives in countless ways. Whether you’re a mom to humans, fur babies, partners, or playing the role of Mr. Mom, I extend my warmest wishes to you this Mother’s Day.



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UNLOCK YOUR HAPPY

Mark Twain said, "Find a job you love, and you will never have to work a day in your life." Geri Westfall and her daughters contend that "The only thing better than finding a job you love, is being able to find a job you love, working beside the people you love most in the world," and The Westfall Girls, as they have so often been referred to, have been very lucky in that regard. Each day, the four Westfall girls get to work together, three of them side by side, one remotely, sharing experiences, supporting one another, and lending each other a hand.

While Geri is the Acting Broker of Simply Real Estate, formerly Geri Westfall Real Estate, Taylor Westfall is the Sales Manager of both Ormond Beach offices, a licensed attorney, and a Realtor. Amanda Merry acts as Geri's transaction coordinator & buyer's agent, and also a Realtor for her own customers, and Brittany Raia works remotely as an independent Realtor servicing Volusia, Flagler, St John's and Duval counties.

Geri fondly recalls a day when the girls were in high school. She was driving them all to school and she asked them, "What do you guys want to be when you grow up?" They replied, in stereo, "Anything but a Realtor!" Laughing, she asked them why, and they said, "You work too much!" Ahh, but is it really work, when you love what you do? Fast forward 18 incredibly quick years, and the Westfall girls have high school, college, and one law school degree under their belts, and they all chose a life of real estate. And they wouldn't have it any other way!

Working with family has really never had its challenges for the Westfall girls.

They work & play together. They share their accomplishments and their trials. They seek each others' advice and cover for each other whenever necessary. But this is not just a family thing, it's a brokerage-wide thing. At Simply Real Estate, "family" may start at the top but it carries down to each and every agent and all our support staff," Taylor Westfall contends. "Our culture is everything to us!"

With that being said, there have been some big changes to Simply Real Estate, starting with the whole rebranding. "We are super excited about the growth and changes coming to the company. We are driven to be the best in all we do, working as a team to motivate and support each other-never settling for less than extraordinary," says Amanda Merry. Brittany adds, "We have always been committed to forward-thinking, continued education, and change when it is warranted!" "As a boutique brokerage, our customers are everything to us. We never forget that we owe everything to the efforts of each team member, our customers, and our families, who allow us the privilege to do what we love!"

Taylor Westfall Gillette

Taylor graduated from Seabreeze High School in 2011 and then went on to get her undergraduate degree from the University of Florida. She completed her law degree at Florida State University College of Law, proving that you can be a Gator AND a Nole. She worked as a real estate attorney for several years before deciding to come back to help run the family business. At Simply Real Estate, she found her passion in not just assisting buyers and sellers in some of the biggest decisions of their lives, but in helping her agents learn to run successful businesses. In 2022, she married her best friend and went on to give birth to her two favorite people in the world, her daughter, Millie, and her son, Augie.





Amanda Merry

Amanda graduated from Seabreeze High School in 2010 and went on to get her Bachelor's Degree in Business Management from Daytona State College. Right after college, Amanda and her then fiancé, purchased their first home- a fixer-upper. They did a small renovation on that home and sold it a few years later for more than double what they paid. She was hooked! Amanda decided right then, that this is what she wanted to do-help other people be able to make their dreams a reality. Make smart investments, and help guide them to freedom from renting. Amanda married her fiancé in 2017 and spends her free time enjoying their two little boys, Hudson, 4 years old, and Carson, almost 3 years old.



Geri

Geri prides herself on building a successful boutique real estate company in just a few short years, but she is most proud of the fact that she raised three really great daughters who love this career as much as she does! The fact that they all get to work together is just icing on the cake. "Real Estate is a very rewarding career and I have been very blessed these past 25 years," says Geri. "Nothing feels as good as helping someone buy a home, and maybe provide a lifestyle for their family, that they never thought possible. To be able to help people change their lives, starting at home, is a huge privilege." Although Geri still runs her own successful sales business, it's the newer agents and their accomplishments that fill her with pride!

Brittany Raia

Brittany graduated from Seabreeze High School in 2010 and went on to get her Bachelor's Degree in Business Administration from the University of North Florida. While there, Brittany fell in love with north Florida and all a more urban environment has to offer. Currently, she & her husband reside in St. John's, Florida where she still works for Simply Real Estate and focuses on both buyers and sellers. Like her mom and sisters, Brittany specializes in cost-effective renovations and diligently works to always maximize her customers' investments. In 2018, Brittany married her college sweetheart and very recently had to their first child, a baby boy, Jack. This will be Brittany's first Mother's Day!



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Bobbie Haynes & Kayla Shank

▶▶ partner spotlight

East Coast Title & Escrow



My name is Bobbie Haynes, Co-Owner of East Coast Title & Escrow. I was born in Daytona Beach and have lived in New Smyrna Beach all of my life. I am a true Florida native, with my family going back several generations here in Florida. I have been in the title industry for roughly 20 years, right here in New Smyrna Beach. I am married to my very supportive husband Rick, of almost 33 years. We have one daughter, Kayla Shank. We also have 2 horses and 2 labradors (my mini horses). I attended Daytona State College and then completed my degree at the University of Central Florida earning a Bachelor of Science in Business Administration. When I finished school, I started right into a management position in retail. From there I worked in banking and then in the title industry. Last year, my business partner, Becca Jenkins, and I had an opportunity to make our dreams come true and open a title company that we can be proud of and call our own. We are a boutique woman-owned title insurance company with a heart of gold. We currently have two offices, one in New Smyrna Beach and one in Winter Park.

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My daughter, Kayla Shank, joined me in the title industry a few years ago. I am so very proud of her and my son-in-law, Ryan. They were married in 2021 and built their first home, all while finishing her degree at the University of Central Florida. She earned her Bachelor of Science in Clinical Psychology. It is very exciting to have my daughter earn her degree at the same college I earned mine. My daughter is not only my one and only child, but she is also my best friend. I cannot express the excitement of having my daughter work with me. I am now going to be a grandmother for the first time and am so very excited for our little grandson to arrive.

I have seen many changes over the last several years in the title industry. The one thing that makes me love what I do is, I get to help make people's dreams come true. This is a true passion of all of us at East Coast Title & Escrow. The real estate and title industry are not professions that you can ease through and do minimal work. It takes a lot of blood, sweat, and tears, dedication, and a love for the job.

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“ I have seen many changes over the last several years in the title industry. The one thing that makes me love what I do is, **I get to help make people's dreams come true.** ”



DIDIAYER SNYDER

Photography By: Waltons Photography

From designing rooms for the Emmy award-winning television program *Extreme Makeover Home Edition* to the heartfelt moments shared on *Home Made Simple* for the Oprah Winfrey Network, TV celebrity Didiayer Snyder has left an indelible mark on the world of home design and real estate. But beyond the bright lights of television, Didiayer's journey is one of passion, dedication, and a profound commitment to her community.

Born and raised in Australia, Didiayer's fascination with culture, cuisine, and architecture fueled her desire to explore the world. Her travels not only broadened her horizons but also ignited a life-long passion for storytelling. Together with her husband, singer-songwriter Christopher Snyder, and longtime friend, music producer Michael Edwards, she embarked on a journey to share the stories of people and places through two television series: *At Home With Didiayer* and *Travel With Didiayer*.

"It's been an incredible journey, exploring the diverse tapestry of homes and cultures around the world," says Didiayer, affectionately known as Dee Dee. *"Every new country and city I experienced led me further into wanting to know how people lived and what inspires them."*

It was during their travels that fate led the Snyder family to the picturesque coastline of Daytona Beach, Florida. Captivated by the locale, Didiayer knew she had found a place to call home for her family. *"This region reminds me so much of where I grew up,"* says Didiayer. *"The endless beaches, beautiful weather, and lush green environment - I knew this was the place I wanted to raise my daughters. Our county has so much to offer young families, and we feel blessed to call it home."*

Didiayer's passion for her community and what she likes to call *"the hidden gem of the East Coast"* is what makes her real estate career seem so natural. *"I don't sell real estate, I share and inspire people to discover the best destination to*

live, work, and play. It's all about lifestyle and how purchasing and selling property plays a role in one's life."

As Partner at Lifestyle Group at Oceans Luxury Realty, Didiayer's civic mindfulness met its match when Managing Partner, Frank Molnar, sought Didiayer out to join the team. *"Frank's vision and passion for seeing our city grow healthfully is what inspired me to become his business partner. We are on a mission to see families prosper and watch our city grow."*

In 2023, the Lifestyle Group sold over 35 million dollars in real estate, which landed them the sales team of the year at their brokerage, Oceans Luxury Realty. Didiayer was also awarded Top Gun winner by the Women's Real Estate Council. *"This is just the beginning of a great partnership and business adventure,"* says Didiayer.

The Lifestyle Group at Oceans Luxury Realty focuses on four main areas of real estate: residential, commercial, land, and community development. Didiayer leads the residential division, and her sales have garnered record-breaking achievements. She recently represented her sellers in the highest-yielding oceanfront property sold in Wilbur-by-the-Sea per sq ft, closing at 4.4 million dollars, making it the second-highest real estate transaction in Volusia County for 2023. She also closed a record sale again, this time along the Spruce Creek River, a 1.9 million dollar 2.17 acreage estate in March of 2024. While she leads the residential division, she also supports Molnar in their commercial and land development acquisitions.

"Didiayer's extensive education and marketing background have advanced our team in many ways. I'm honored to call her my partner," says Molnar. Didiayer's background and marketing skills are what sets this Aussie apart. Through her dedication, passion, and

work ethic, she's learned how to balance the art of work and home life.

"My family are my biggest supporters and are what makes this all possible. They are my fuel and daily motivation," says Didiayer. And that includes Crystal Anderson, owner and CEO of Oceans Luxury Realty, one of Didiayer's close mentors and advisers. *"Crystal was one of my first marketing clients when we opened up our production company, UpLevel Collective back in 2019 here in Florida. She is a daily inspiration and the one who said, 'Go get your license girl.' I'm so deeply grateful for the relationship we have created and the work we do in our community together."* says Snyder.

Crystal states, *"Didiayer is a phenomenal woman and mother. She is dedicated to everything she does, and I'm so proud of her successes. We are honored to have her here with us at Oceans, and to see her grow just makes me smile. She has become a leading force in the luxury real estate market. There's no stopping her, and*

I have no doubt she will be breaking some new records in 2024."

Coined the Luxury Real Estate Agent, Didiayer specializes in waterfront properties and all things home!

"Home, it's a word that draws us all together," says Snyder. *"It is the one word that inspires me to this day and what connects me to all my clients. It doesn't matter if I'm selling a modest home or a multi-million-dollar property, my clients know and receive the same dedication and energy from me every time. I'm super passionate about real estate and what home means to people. I often say if walls could talk... every home and vacant property has a story to share, and I believe that's where I make a difference in what I do - I'm here to share stories. But today, I'm just 'muma', making cupcakes with these little storytellers! The ones that inspire me daily to rise with love and gratitude in my heart. In celebration of Mother's Day, I couldn't think of a better way to celebrate life's successes than with these two beautiful girls and my family and friends,"* says Didiayer.

“ “ We are on a mission to see families prosper and watch our city grow.



Building an Unbreakable Mindset for

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In today's fast-paced and competitive business world, success often hinges on more than just skills and qualifications. It's your mindset that can make all the difference, shaping your actions, decisions, and ultimately, your outcomes. Building an *unbreakable* mindset is not just about staying positive; it's about developing the mental resilience to overcome challenges, navigate setbacks, and seize opportunities with confidence.

Why an Unbreakable Mindset Matters:

Imagine facing a major project deadline or pitching a game-changing idea to investors. With an unbreakable mindset, you approach these challenges with unwavering determination, which in business makes all the difference. Instead of succumbing to doubt or fear of failure, you embrace these moments as opportunities for growth and learning.

Take a moment and reflect on your career so far. Remember a time in which you were faced with a challenge, obstacle, or even worse a complete disaster. (We've all had them) Now, lean into how you felt, how you anchored into your strength and got through it. Whether it's bouncing back from a failed business venture or navigating through economic downturns, your resilience and determination will be the key drivers of your success.

Action Steps to Cultivate an Unbreakable Mindset:

1. Power Perspective: Start each day with a positive affirmation or mantra that reinforces your belief in yourself and your abilities. Visualize your goals and envision yourself achieving them, no matter the obstacles.

2. Power Story: Reframe setbacks and failures as valuable learning experiences rather than insurmountable obstacles. Embrace a growth mindset that sees challenges as opportunities for growth and development.

3. Power Vision: Define your long-term career goals and create a clear vision of the future you want to create. Break down these goals into actionable steps and commit to taking consistent action toward realizing your vision.

By implementing these action steps and embracing the principles of an unbreakable mindset, you can position yourself for greater success in your career. Remember, success is not just about what you achieve; it's also about who you become in the process. Cultivating an unbreakable mindset will not only help you achieve your career goals but also empower you to thrive in the face of adversity and uncertainty.

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For Kandi, the flexibility that comes with a successful career in real estate isn't just about scheduling closings, showings, and open houses—it's about being there for her loved ones when they need her most. Since her father's passing in 2020, Kandi has stepped up to provide support to her mother, Nancy, whose health needs have increased over time. In the face of personal challenges, Kandi remains a pillar of strength, balancing her professional commitments and her family responsibilities with grace and resilience.

KANDI SCHROMM

A HEART FOR SERVICE AND FAMILY

In the realm of real estate, where transactions are often measured in contracts and commissions, Kandi Schromm stands out as more than just a top producer. For Kandi, being a REALTOR® with RE/MAX Signature isn't merely about helping people buy and sell properties; it's about making customers for life by consistently delivering award-winning, concierge-level service; it's about serving her clients & community with a heart full of compassion and dedication as well as a focus on integrity.

As Mother's Day approaches, Kandi takes a moment to reflect on the lessons she's learned from her own mother, whose unwavering support and love have shaped her into the woman she is today. "My mother has always been my rock," Kandi shares. "She taught me the importance of empathy, resilience, and above all, the value of service to others."

Since 2004, Kandi has been a fixture in the Daytona Beach real estate scene, offering full-time, full-service assistance to her clients. But her

journey of service began long before her professional career took off. Kandi's mother, Nancy Schromm, reminisces about Kandi's early years, describing her daughter as having "a servant's heart from a very young age." It's a trait that manifested in remarkable ways, like Kandi's annual fundraising efforts for the Muscular Dystrophy Association, which she initiated at the tender age of eight.

Today, Kandi channels that same spirit of service into her real estate endeavors, helping countless individuals and families achieve their homeownership dreams. But her commitment to community extends beyond the realm of property transactions. Kandi is deeply involved in various volunteer roles, including serving on the Board of Volusia County Women Who Care, the Daytona Playhouse, and lending her support to the Museum of Arts & Sciences fundraising GUILD. She has also held many past volunteer positions with the American Cancer Society, both in local & state-wide capacities, and served on the Women's United Board of the United Way &

"Being able to be present for my mother during this difficult time has been a true blessing," Kandi reflects. "I'm grateful for the flexibility that my career & my clients afford me, allowing me to prioritize what truly matters in life."

Kandi's ability to navigate the complexities of her personal and professional life with such poise is a testament to her character and values. She approaches each interaction with empathy and understanding, whether she's guiding a first-time homebuyer through the purchasing process, directing a seller through the challenges of selling a beloved home-stead, or lending a helping hand to a community organization in need.

In the world of real estate, where success is often measured in transactions closed and deals sealed, Kandi Schromm stands out not just for her professional achievements, like being inducted into the RE/MAX Hall of Fame in 2019, but for the depth of her compassion and the sincerity of her commitment to serving others. As she continues to make her mark on the Daytona Beach community, Kandi remains a shining example of what it means to lead with a heart full of love and a spirit of service.

DEANA & SOPHIE FRECHETTE

Photography By: Kyndall Brooke Photography



Deana Frechette and her daughter Sophie Frechette are a mother-daughter real estate duo who are navigating the market and every change it brings with ease and confidence. Equipped with experience from two generations, they offer the benefits you wouldn't get in just one person; they embody wisdom gained from nearly a decade of Deana's direct real estate experience, cutting-edge marketing skills obtained by Sophie's communications degree, knowledge of the latest and greatest technologies, and decades of living the local life! Both Deana and Sophie bring unique and different backgrounds to the table while holding the same deep-rooted passion for delivering top-of-the-line results for their clients.

Along with being known for record response times, their dedication to consistent integrity, a relentless work ethic, and always working for their client's best interests sets them apart from the rest. Knowing they've made a positive impact in their clients' lives and cleared the path for a seamless home-buying, selling, or building experience is incredibly humbling and rewarding. Helping their clients navigate such big decisions is an honor and not one they take lightly! It's the reason why they do what they do, and client happiness, protection, and satisfaction is always their top priority.

They've been asked many times what it is like working together as mother and daughter, and this is how it can be best described: Imagine falling backward and having full confidence that the person standing behind you will never let you fall. That is what they experience every single day working side by side.



Imagine falling backward and having full confidence that the person standing behind you will never let you fall. That is what they experience every single day working side by side.

Bouncing ideas and thoughts off each other, discussing new laws and regulations, and advancing their expertise is all the more simple knowing they've always got each other's backs! They're beyond appreciative of the trust that their clients put in them and are so excited to continue to give 110%, no matter what.





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Carrie Hinkson & Jane Bossie

Coastal Partners Real Estate

The year is 1970 and my mother, Jane Bossie, took on the incredible challenge of running my father's local business while being a full-time mother, and homeschool teacher to her children. Growing up, The Bossie children were instilled with the values of hard work and perseverance from a young age. We witnessed Mom juggle multiple roles with grace and determination. It was truly an honor to be taught by my mother, as it provided a unique and personalized educational experience I will never forget.

At the young age of 16, my mother encouraged me to venture into entrepreneurship. I



successfully opened a babysitting & cleaning company, called "Dirt Detectives." Little did I know, the cleaning aspect of the businesses I created would soar to a different level. By the age of 19, Dirt Detectives was a full-time endeavor working alongside my mother who provided invaluable guidance and support.

After several years of successfully running Dirt Detectives, my mother and I decided to venture into property management. In 2009, we established Plaza Vacations LLC. A local property management company in the beautiful city of Daytona Beach Shores.

However, Plaza Vacations was not just any business, it is a family legacy that my mother and I proudly share.

In the realm of property management, my mother and I utilize our combined skills and expertise to efficiently oversee and maintain properties. Attention to detail, excellent communication, and problem-solving abilities make us a reliable team in the property management field.

Then to our next journey...we both decided to get our real estate license. This is yet another area where we shine. Working together to research the market, analyze property values, and negotiate deals. We complement each other's skills, with my mother doing the complementary skills, and my experience in sales! With these combined skills, we became a formidable team in the competitive world of real estate. Whether it's listing properties, conducting showings, or closing deals we work seamlessly together to meet the needs of our clients as real estate agents with Coastal Partners Real Estate, in Daytona Beach Shores.

At home, my husband and I are busy raising three children. A.J. who is eight, Schyler who is six, and Kaleb who is one! This is no easy task, but our family is deeply involved in the business, with the children often preparing "Welcome" baskets, helping with showings and even delivering treats to new guests!

Looking back on our journey, I am so grateful for the opportunities and experiences that have shaped me



into the person I am today. Each step has taught me valuable lessons and allowed me to grow both personally and professionally. I am proud to carry on the legacy of hard work and entrepreneurship that my mother has instilled in me. I look forward to the future with excitement and determination.

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Deborah Moran & Diane Ward

MAMA KNOWS BEST, DAUGHTER DOES THE REST



Meet, **Deborah Moran**, Residential & Commercial Real Estate Advisor with ERA Grizzard Real Estate (Deland) & her mother, **Diane Ward** – Customer Care Coordinator. As they say, Mama knows Best, Daughter does the Rest!

As a Nationally, award-winning, Full-Time realtor & Top Producer, Deborah has 34 years of General Real Estate experience with appraisal & financial backgrounds. With a proven track record, she is results-driven & has great negotiating skills. Real Estate is the only career she has known since college. She has a double major in Real Estate & Finance.

Her passion for people, energetic personality, performance-driven work

ethic & commitment to customers has led to her successful Real Estate career. She specializes in Residential & Commercial Real Estate. She is a listing specialist expert in the real estate community. Also, she services all Commercial needs (Selling, Buying or Leasing)... & Land too. She loves to help others achieve Business Success! She has been a Commercial Real Estate Appraiser since 1990.

Deborah has won many awards including, 2019 ERA Top Producer Volume & Units Sold – Lake Mary office, Best of Sanford-Realtor 2019 & 2023 – Award Winner, Best of Sanford 2021/22 Award Top 3, Seminole/Volusia Counties ERA Top Producer 2022, W. Volusia – Circle of Excellence 2022/23/24 & Awarded



DIANE & DEBORAH
ARE AFFECTIONATELY
KNOWN AS THE
DYNAMIC DUO.

by the Orlando Regional Realtors Association – Top Producer 2022 and 2023 Agent of the Year ERA Grizzard Real Estate. Also, recognized in 2018-2023 as achieving ERA's National Circle of Honor status.

Deborah is very detail-oriented with being customer-centered. She is a local charity sponsor & loves Giving Back to our Military, Police Officers, 1st Responders & Medical Professionals. She is also blessed to be a Founding Sponsor of Ladies 327, a 501c3 non-profit organization.

Diane & Deborah are affectionately known as the Dynamic Duo. Diane, Deborah's mother, is her Customer Care Coordinator for the business. Diane has always loved people with her energetic personality & bubbly smile, so it only seemed fitting, to bring her on board. Plus, it allowed Deborah to spend more cherished time with her mother. This was perfect as Deborah's style of business is to lead with Trust, Knowledge of Real Estate & Authenticity.

Diane is a vital & instrumental part of the operation. She is the relationship side of this challenging business & both always offer positivity, smiles & love. This combination has strengthened our business model & gratitude for all.



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JEAN

Jean Ivis, originally from Americus, Georgia, made a life-changing move to the vibrant Daytona Beach area in 1988 after getting married. Initially employed as a public representative for a local beachside hospital, Jean quickly established herself as a pivotal figure within the community, forging invaluable relationships with key influencers. However, Jean yearned for a career path that would offer both flexibility and the opportunity to positively impact people's lives on a more personal level.



double majored at USEF, followed by the completion of her master's degree at Yale University. Natalie is currently teaching at Yale in their Fellowship program. Her photography has been featured in the New York Times Magazine and recently on the cover of MATT.

While juggling the demands of raising Natalie and excelling in her real estate career, Jean discovered a remarkable ability to find harmony amidst the chaos. Along the way, she cultivated

enduring friendships that evolved into a chosen family, enriching her life beyond measure. Now, after over 26 years in the real estate industry, Jean finds herself deeply fulfilled by her chosen profession.

Jean remains deeply invested in the Daytona Beach community, exemplified by her longstanding membership in the Daytona Beach Kiwanis Club and her role as Chair of Member Engagement. A dedicated advocate for community involvement and enrichment, Jean embodies a dedicated spirit, leaving an indelible mark on all those fortunate enough to cross her path.

Driven by her passion for aiding others and intrigued by the dynamic nature of the real estate industry, Jean transitioned into the realm of property sales. As a single mom, Jean valued the flexibility that real estate offered, allowing her to balance her career aspirations with the responsibilities of motherhood. Natalie, her daughter, showing an early aptitude for the arts, embarked on her creative journey from a tender age and started art school at five years old. Her innate talent blossomed over the years, she graduated from Sea Breeze High School in 2008, and

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