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COVER STORY

**Brian Burgett & Dustin
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RISING STAR

**Roshana Remo:
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**Katrina Holder, Northern
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at cindy.bell@realproducersmag.com.

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▶▶ publisher's note

Simple Gratitude

As we turn the pages of another issue of *Emerald Coast Real Producers*, I find myself reflecting on the journey that has brought us here. Each month, as we curate stories, insights, and achievements from our incredible local real estate community, I am filled with an overwhelming sense of gratitude.

I am profoundly grateful for the opportunity to shine a light on the talented individuals who make up our vibrant real estate community along the Emerald Coast. Each agent, broker, preferred partner, and support staff member contributes to a tapestry of excellence that not only drives our local

economy but also enriches our lives in countless ways. Your dedication, resilience, and unwavering commitment to service inspire me daily.

Furthermore, I want to express my gratitude to our readers and supporters. Your enthusiasm and engagement validate our mission and encourage us to strive for excellence. Each story we publish is not just about transactions; it's about the real people behind the numbers, their journeys, and the impact they have on our community.

This month, as we celebrate the achievements and milestones of our

fellow top producing agents, let us also take a moment to appreciate the beauty of collaboration. I am thankful for the partnerships we have developed, which allow us to amplify the voices of our real estate professionals.

In the spirit of gratitude, I encourage each of you to take a moment to reflect on what you are thankful for—be it the colleagues who support you, the clients who trust you, or the dreams you pursue.

Thank you for allowing me to be a part of your journey. I look forward to continuing to share our stories and successes as we grow together in this beautiful region we call home.

With heartfelt appreciation,

Cindy
Publisher,
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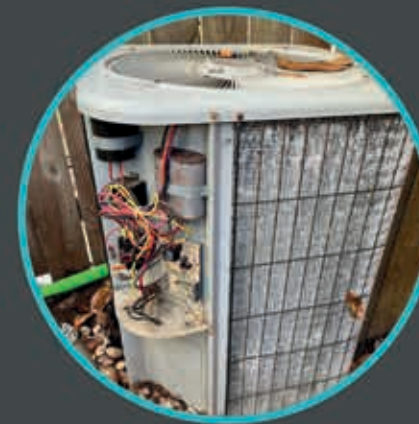

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SEPTEMBER EVENT RECAP

Photos by Faltisek & Gloria

And another *Emerald Coast Real Producers* social event is in the books! Local top producing agents and our preferred partners gathered at Causeway Coffee in September to celebrate their most recent successes.

Stay tuned... more details on future events coming soon! Can't wait to celebrate YOUR success!





OCTOBER EVENT RECAP

Photos by Faltisek & Gloria

Our amazing partners at **Community Bank** hosted our final Real Producers event of 2024! The weather cooperated, so fortunately we were able to hold this event in Community Bank's beautiful outdoor area. Nearly 100 top agents and preferred partners gathered for food,

drink, and a fabulous evening of socializing. Thank you Mendy Gregory and all the staff at Community Bank!

Our first event of 2025 will be happening before we know it! Mark your calendars-- this one will be epic!

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More details coming very soon!
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Northern Executive Assist

KATRINA HOLDER

Katrina Holder's Leap of Faith: The Birth of Northern Executive Assist

During the COVID-19 pandemic, Katrina Holder, a former REALTOR®, recognized an opportunity in the growing demand for specialized personal assistants as remote work became prevalent. Her entrepreneurial journey began when a friend sought her help with administrative tasks, sparking the realization of a broader need for such services.

Northern Executive Assist quickly evolved from a single client to a thriving enterprise, focusing on supporting real estate professionals and small businesses. Katrina offers a range of services including social media management, CRM optimization, website design, and training. Today, the company serves 15 retainer clients and handles various special projects.

A Focus on Real Estate: Northern Executive Assist's Unique Edge

Katrina's background as a REALTOR® provides her with invaluable insights into the real estate sector's ever-changing demands. This firsthand experience allows her to anticipate clients' needs more effectively than other virtual assistants. Her services extend beyond typical administrative tasks, encompassing the design of marketing materials, website and CRM management, and hands-on training for industry professionals.

Core Values Guiding the Business

Three fundamental values form the cornerstone of Katrina's business philosophy: integrity, vision, and follow-through. Integrity drives all operations, while vision plays a crucial role in bringing clients' ideas to life. Katrina's commitment to follow-through sets her apart, maintaining regular communication with clients through updates, monthly progress recaps, and consistent check-ins. She also sends handwritten notes to clients, strengthening relationships and demonstrating genuine care.

Milestones and Achievements

Reaching the three-year mark in business was a significant milestone for Katrina, surpassing her initial

goals. As a solo entrepreneur, she faces the ongoing challenge of staying motivated and continually raising standards. A personal highlight was expanding her home to create a dedicated office space. Another major achievement was being recognized as a finalist and securing third place in the "Best of the Valley" in Digital Services after just two years in business, and this year she exceeded that by being voted second place! However, Katrina values word-of-mouth referrals from satisfied clients as the ultimate validation of her work.

Building Meaningful Client Relationships

Katrina's approach to customer service is rooted in follow-up and fostering genuine connections. She maintains contact not just as a professional courtesy, but to build trust and demonstrate sincere interest in her clients' success. This approach has resulted in enduring friendships and business relationships. Reliability is another cornerstone of her philosophy, ensuring clients feel valued and well-supported through her unwavering commitment to responsiveness.

Overcoming Challenges Through Adaptation

Like any entrepreneur, Katrina has faced challenges in growing her

business. Initially offering a wide array of services, she soon realized the need to focus on those aligning with her interests and efficiency. The key to overcoming these obstacles was adaptability, reassessing her approach and making necessary adjustments to better serve clients. These experiences have taught her valuable lessons about what works best for her business.

Future Ventures and Growth

As Northern Executive Assist evolves, Katrina is exploring new avenues for growth, including the creation of digital courses and downloadable templates. This innovative direction allows her to offer more value to clients, providing easily accessible tools and training they can utilize at their own pace. While still in early stages, Katrina is enthusiastic about its potential to enhance support for REALTORS®, small businesses, and professionals looking to streamline their operations.

Advice for Building Successful Partnerships and Growing a Brand

Katrina advises businesses aiming to form successful partnerships and grow their brand to focus on building meaningful connections. She recommends starting with one's immediate circle and expanding outward, emphasizing the importance of being open about who you are and what you do. Equally crucial is understanding limits, stressing quality over quantity. Her guiding principle is simple yet powerful: "Just because you can do something doesn't mean you should." By focusing on delivering excellent service and building long-lasting relationships, Katrina believes that growth will naturally follow.



Contact Katrina!
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Brian & Dustin Burgett & Cornwell

A Dynamic Duo Building Dreams

One person who has a passion for their work can make a real impact. Two people pulling in the same direction can increase that positive effect exponentially.

That's the effect in play with Brian Burgett and Dustin Cornwell, Co-Owners of Dream Destin Realty.

In the Right Place at the Right Time
Brian Burgett's start in real estate was a journey that seems to have been meant to be. After earning his real

estate license in Iowa in September 2011, Brian began his career with RE/MAX, driven by a long-standing interest in the industry. His initial strategy involved buying leads and referrals, a decision that would later lead him to meeting a national marketing consultant at Realtor.com, Dustin Cornwell.

Dustin's Journey and a Rapid Partnership Evolution

Driven by a strong belief in their complementary skillsets and mutual dedication, they invested in their own success and moved forward with their vision. In June 2020, amidst the pandemic, Brian and Dustin relocated

to Destin to capitalize on this unique chance. Notably, Dustin had not even obtained his real estate license when they made the move, underscoring their commitment and the urgency they felt in seizing the moment.

Dustin, who obtained his real estate license in August 2020, recalls, "Brian was one of the top agents across the country that I worked with. I immediately saw an opportunity to collaborate with someone I respected and who was excelling in the field."

Creating a Thriving Business

In the middle of the pandemic, Brian and Dustin launched Dream Destin Realty. Despite the challenges that the global crisis brought on, their strategy was simple: build relationships and answer the phone.

"In real estate, success hinges on your ability to connect with people," Brian explains. "If you're dedicated and build genuine relationships, you'll succeed regardless of where you are."

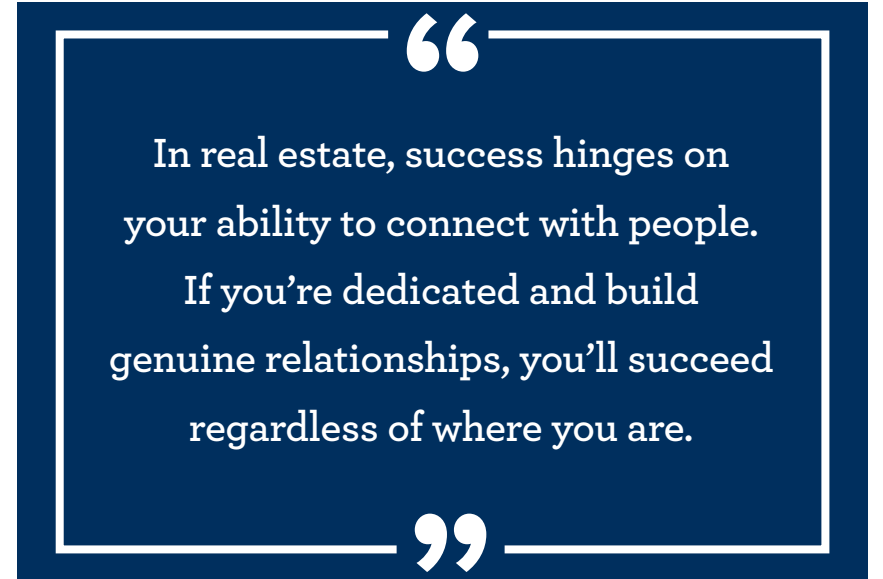
Their approach has proven successful. Over the past four years, they have closed over \$200 million in residential real estate sales volume. Their client focus evolved to meet the dynamic needs of the market.

"We're not just selling homes, we have the unique opportunity to sell paradise," Dustin says. "The market here is vibrant, and we've built a strong network that continuously brings us new opportunities."

The Power of Partnership

The bond between Brian and Dustin extends beyond business.

"I wouldn't want to do this alone," Brian admits. "Having Dustin as a



partner means I always have someone to share the highs and lows with. It's invaluable."

For Dustin, the partnership has been equally rewarding.

"We're not just business partners; we're like family," he explains. "We're both deeply invested in each other's success and in providing exceptional service to our clients."

Their collaborative spirit is evident in their day-to-day operations. They are grateful for the guidance and opportunities presented by the industry, with invaluable support from teams like Emerald Coast Title Services, The Spears Group, and many other



“Brian was one of the top agents across the country that I worked with. I immediately saw an opportunity to collaborate with someone I respected and who was excelling in the field.”



talented agents who have contributed to their success.

Personal Passions and Professional Insights

Beyond their professional achievements, both Brian and Dustin have vibrant personal lives that add depth to their work. Brian has been married to his high school sweetheart

Kimberley for years and is a proud father of five and 'Papa' of three beautiful grandchildren, with another on the way.

His passion for music, including performing with his band, adds a creative outlet to his busy life.

As Dustin explains, "My success in real estate is truly my second greatest accomplishment since moving to Destin. On October 27, 2023, I was

fortunate enough to marry my wife Alison, and the brotherhood and friendship formed with Brian led him to be my best man."

Authenticity and Dedication
What sets Brian and Dustin apart is their authenticity.

"We are real," Brian points out. "What you see is what you get with us."

Their honesty and dedication resonate with clients and colleagues alike. "Regardless of how things go, we're committed to doing everything in our power to deliver on our promises," Dustin says.

Congratulations to Brian and Dustin for their teamwork as a truly dynamic duo that makes a real positive impact on those around them each day.

“Having Dustin as a partner means I always have someone to share the highs and lows with. It's invaluable.”



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By Cindy Bell
Photos by Faltisek & Gloria

ROSHANA REMO

EPIQUE REALTY

From Nursing to Real Estate: A Journey of Heart and Hustle

A CAREER TRANSITION ROOTED IN COMPASSION

My journey into real estate is deeply personal, shaped by years as a dedicated nurse. The COVID-19 pandemic brought intense challenges, leaving me emotionally drained and in need of rediscovering my purpose. During this period, my husband and our friend Missy McDonald, a broker with Red Hot Realty, became pivotal figures in my life.

After purchasing our first home with Missy as our realtor, I was amazed by her support and guidance. This experience, contrasting with the emotional toll

of nursing, made me reflect on the impactful role a Realtor can play. The passing of my grandfather and the land he left me ignited a spark of curiosity about real estate. Encouraged by my husband and Missy, I decided to channel my passion for helping others into this new career.

Immersing myself in real estate studies, I completed the necessary coursework and exams. This new path allows me to bring the same care and compassion to clients that I once offered patients. Daily, I'm reminded of the importance of connection and

support, grateful to positively impact people's lives during their significant real estate journeys.

NAVIGATING CHALLENGES IN A NEW CAREER

As a new Realtor, my biggest challenge was establishing myself while acquiring vast industry knowledge. Through introspection, I realized that embracing my authentic self was key to standing out in a competitive market. This journey humbled me, forcing self-reflection and recognition of my strengths.



Initially, I felt pressured to know everything about real estate immediately. However, I learned to focus on being present at valuable events and opportunities, benefiting both myself and my clients. Managing expectations became crucial; I prioritize transparency, providing value and patience in every interaction, viewing each client relationship as a partnership.

STRATEGIES FOR SUCCESS IN REAL ESTATE

My approach to building a client base and closing deals revolves around five key principles:

1. Follow-Through: Keeping promises and commitments builds trust and demonstrates reliability, crucial for long-term client relationships.
2. Availability: Being accessible creates open communication, allowing quick issue resolution and strengthening client relationships.
3. Client Education: Providing insightful information empowers clients, fostering confidence and loyalty.
4. Consistency: Maintaining high standards in communication and service reinforces commitment to excellence, setting me apart in the market.
5. Commitment to Excellence: Striving for greatness enhances client satisfaction and increases referrals.

FINDING BALANCE AND STAYING GROUNDED

In this competitive industry, my motivation stems from faith and hard work. I view life and career as a series of seasons, believing everyone has

their time to shine. This perspective, coupled with seeking guidance, gives me strength to embrace challenges as growth opportunities.

My focus on hard work and excellence involves setting clear goals, maintaining discipline, and putting in consistent effort. Staying grounded in faith while working diligently allows me to navigate the competitive landscape with confidence.

CELEBRATING MILESTONES AND LOOKING FORWARD

A defining moment in my career came after two challenging years when I was nominated for the "Trailblazer of the Year" award. The nomination itself was a significant achievement, and to my astonishment, I won. This

tangible recognition, a first in my professional life, filled me with pride and validation.

The most heartwarming aspect was sharing this moment with my father. His pride in my achievement was the best moment of my life, reminding me that success is about sharing moments with loved ones as much as it is about accolades.

Looking ahead, I'm excited about the future in real estate. It's more than a career; it's a passion allowing me to impact others' lives meaningfully. With lessons learned and support from family, friends, and mentors, I'm confident this journey will continue to be rewarding.



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