

EMERALD COAST

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

RISING STAR:

Jessica Mackrael,
Coldwell Banker Realty

PARTNER SPOTLIGHT:

Natalie Lirette, The
Art of Gathering

PARTNER SPOTLIGHT:

Tonya Klaudi, Sorted 30A

INSPECTOR INSIGHTS:

Mike McLendon, Pillar to
Post Home Inspectors

COVER STORY:

**MICHAELANNE
LAUDERDALE**

INLET BEACH REAL ESTATE

PUTTING RELATIONSHIPS IN REAL ESTATE

Photos by Faltisek & Gloria

OCTOBER 2024

The Ultimate Standard
**EXPERIENCED.
 RELIABLE.
 AUTHENTIC.**



Attorney-Run Title & Escrow Company Serving the Emerald Coast Since 1983


LET'S TALK TITLE™
 with
TITLE SERVICES™

CHECK OUT OUR PODCAST
 Listen in to Dion Moniz and Ashley Bowen discuss relevant real estate closing topics on the "Let's Talk Title Podcast". New episodes monthly!


 SCAN ME




ECTS.COM || 850.650.0077

Santa Rosa Beach Office 111 N. County Hwy 393 Suite 202 Santa Rosa Beach, FL 32459	Fort Walton Beach Office 158 N.E. Eglin Pkwy Suite 102 Fort Walton Beach, FL 32548	Destin Office 35008 Emerald Coast Pkwy Suite 500 Destin, FL 32541	Freeport Office 857 Highway 20 E Suite 3 Freeport, FL 32539
---	---	--	--

The Ultimate Home Inspection Experience™



Pillar To Post Home Inspection Packages include even more **exclusive and innovative** features than ever. These new services deliver speed, ease and convenience, getting you to closings faster, saving you time and delighting your clients.

Experience it today!



Standard with every Home Inspection:

PTP360*

Interactive 360° Visual Inspection Summary

- Brings the inspection report to life
- Includes every room and the exterior
- Accessible any time



PTPEstimates

Powered by BOSSCAT

Cost estimate for Inspection Summary items

- Learn what recommended repairs will cost
- Estimate based on local costs
- Request an estimate with just a click



Also included with Premium and Prestige Packages:

PTPFloorPlan

A measured floor plan of the entire home

- Use to determine furniture fit and placement
- Share dimensions with contractors for estimating



PTPHomeManual

Powered by Centriq

The digital owner's manual for the home

- Download user manuals/warranty information
- Find safety recalls on appliances
- Indicates age and useful remaining life of systems



The McLendon Team
 850-271-0501
 mclendonteam.pillartopost.com



Each office is independently owned and operated.



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

ATTORNEY/TITLE COMPANY

Trinity Title Boatman
Ricci Law Firm
(409) 779-4279
www.trinitytitlefla.com

**CAR RENTAL/
TRANSPORTATION**

Destin Cars
(314) 753-6555
www.destincars.com

**CATERING, CHARCUTERIE,
& MORE**

The Art of Gathering
by Natalie
Natalie Lirette
(850) 964-8489

CLOSING GIFTS

Dream in Color
(850) 902-9598
www.debiperkins.com

**CUSTOM HOMES/
NEW/REMODELS**

JP Carducci Inc.
(850) 699-1028
www.jpcarducciinc.com

HOME INSPECTION

Pillar to Post
(850) 271-0501
www.mclendonteam.
pillartopost.com

HOME ORGANIZATION

Sorted 30A Professional
Home Organizing
(850) 710-0213
www.sorted30a.com

HVAC

Gulfshore AC & Heating Inc
(850) 897-6540
gulfshoreair.com

INSURANCE

Defender Insurance
(850) 830-5955
www.defenderinsurance.rocks

INSURANCE AGENCY

Hassler & Associates
Insurance Agency
(850) 872-0711
www.hasslerinsurancepc.com

MORTGAGE / BANKING

Community Bank-
Mendy Gregory
(850) 502-1466
www.cbmortgage.
mymortgage-online.com/
mendygregory.html

MORTGAGE BROKER

1st Line Mortgage
(803) 306-0552
www.1stlinemortgage.com

Guild Mortgage

(850) 259-0979
www.guildmortgage.com/
rachaelspringfield

MORTGAGE LENDER

Epic Mortgage Team
powered by Umortgage
(904) 500-3742
www.epicmortgageteam.com

The Schutt Team at

Movement Mortgage
(850) 897-8971
www.theschuttteam.com

MORTGAGE SERVICES

Banking Door
Jojo Quiroz
(850) 634-4300
www.bankingdoor.com

PROPERTY MANAGEMENT

All County Diamond
Property Management
(850) 821-1223
www.allcountyprop.com

**REAL ESTATE VIDEO
& PHOTOGRAPHY**

Creative Crew Co.
(636) 328-4168

ROOFING PROFESSIONALS

Hammer Down
Development LLC
(850) 814-1958
www.hammerdown
group.com

Warren Roofing, LLC

(850) 642-6075
www.warrenroofingflorida.com

**SOCIAL MEDIA &
CONTENT CREATION**

Content Compounding
Kyle Draper
(405) 888-9119
www.kyledraper.com

SOCIAL MEDIA

**MARKETING/
MANAGEMENT**

Northern Executive Assist
(907) 354-7786
www.northernexecutive
assist.com

**SPEAKER /
BUSINESS COACH**

The Hero Nation
(469) 500-3642
www.theheronation.com

TITLE & ESCROW

East Coast Title & Escrow
Becca Jenkins
(386) 515-3277
www.eastcoasttitlefl.com

TITLE ATTORNEY

South Walton Law, PA.
(850) 837-0155
www.southwaltonlaw.com

TITLE COMPANY

Anchor Title
(850) 371-0696
www.anchortitle.co

Cherry Title, LLC

(904) 300-3414
www.cherrytitle.us

TITLE SERVICES

Emerald Coast Title Services
(850) 650-0077
www.ects.com

LET US PUT THE **HAMMER DOWN** ON YOUR NEXT PROJECT



We are your *local roofers*.
Call us for all
your roofing needs!



Residential
Commercial
Repairs



CONTACT US:

850-814-1958

hammerdownroofer@gmail.com
www.hammerdowngroup.com



TABLE OF CONTENTS



10
 Publisher's Note:
 Cindy Bell



12
 Rising Star:
 Jessica Mackrael



14
 Partner Spotlight:
 Natalie Lirette,
 The Art of Gathering



20
 Cover Story:
 Michaelanne Lauderdale



26
 Inspector's Insights:
 Mike McLendon,
 Pillar to Post Home Inspectors



28
 Partner Spotlight:
 Tonya Klaudi,
 Sorted 30A



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at cindy.bell@realproducersmag.com.

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



Amanda Pierrelouis
 Broker/Owner
 1st Line Mortgage
 VETERAN OWNED



www.1stLineMortgage.com
 803-306-0552 | Amanda@1stLineMortgage.com



Based in Santa Rosa Beach, Florida



Capturing stories,
 Crafting moments

Your journey, our lens



MEET THE EMERALD COAST REAL PRODUCERS TEAM



Cindy Bell
Owner | Publisher
"Chief Officer of Fun"



Katrina Holder
Executive Assistant
"Keeper of the Sanity"



Tyler Faltisek & Sarah Gloria
Photography Team
"Aesthetic Savants"



Dave Danielson
Writer
"Wordsmith"



Jeff Bell
Logistics
"Celebrity Lookalike"



Matthew Wright
Sales Manager
"Leads Ninja"



Andrea Hoffman
Ad Services
"The Client Whisperer"



Quality Craftsmanship Unmatched Service



Inspection



Repair



Replacement



850.706.1424
GulfshoreAir.com



ALL COUNTY®
Diamond Property Management

CARA GRIFFITH

LONG TERM RESIDENTIAL PROPERTY MANAGER
LICENSED COMMUNITY ASSOCIATION MANAGER

Trust your operations to an expert.

+850-821-1223

Exceptional
Property Management Solutions

www.allcountyprom.com



▶ publisher's note

NAR Settlement: Navigating Change Together



As the Publisher and Owner of *Emerald Coast Real Producers*, I've had the joy of witnessing firsthand how our local Realtor community truly supports one another.

At our Real Producers events, it's always heartwarming to see the genuine respect and kindness shared among Realtors within the ECAR community. This spirit of collaboration has been a cornerstone of our success, and it's something I know will carry us through the changes brought about by the recent NAR ruling on buyer compensation.

These changes are significant, and we're all going to have to adjust. But if there's one thing I'm sure of, it's that the Realtors here on the Emerald Coast are more than capable of rising to the occasion. You've already shown how well you work together, and I believe that same sense of unity will see us through whatever challenges come our way.

Of course, with change, there can be uncertainty—not just for us but for the public as well. Misunderstandings may arise, and there might be moments when it feels like the world doesn't

quite get what we do. But don't let that dampen your spirit. Remember why you do this work—the joy of helping people find their perfect home, the satisfaction of seeing dreams come to life. That's what really matters, and that's what will continue to drive us forward.

So, let's lean on each other as we navigate this new landscape. We're in this together, and together we'll keep delivering the excellent service that our clients have come to expect.

I'm so proud of this community, and I have no doubt that we'll continue to thrive—side by side, just as we always have.

With so much respect,

Cindy




Your trusted Emerald Coast lender

- Over 20 years experience
- Available 24/7, we work when you work
- Same day pre-approvals

Loans to fit your life

VA, FHA, USDA, Second Home, Investment, Condotels, Manufactured Homes, Jumbo, Downpayment Assistance, Medical Professionals, Home Equity, DSCR, Bank Statement

Rachael Springfield
Loan Officers | NMLS #1459912
850.259.0979
rspringfield@guildmortgage.net
guildmortgage.com/rachaelsspringfield



ACADEMY MORTGAGE
Powered by Guild Mortgage

I am licensed to do business in the state of Alabama and Florida. Guild Mortgage Company NMLS #3274; Equal Housing Opportunity. All loans subject to underwriter approval. Terms and conditions apply, subject to change without notice. Programs listed may have additional fees, participation and eligibility requirements. Guild's offices are not open to the public on weekends to carry out any substantial business functions. Turn times are estimates and cannot be guaranteed. A variety of issues or unforeseen circumstances beyond our control may extend turn times. Guild Mortgage is not affiliated with Emerald Coast Real Producers.

Turning cluttered spaces into ORGANIZED PLACES.



Sorted!
www.sorted30a.com
sorted30a@gmail.com // 850-710-0213

Tonya Klaudi
owner

LOCAL Artist

BRINGING THE ELEMENTS OF OUR BEAUTIFUL SURROUNDINGS TO YOUR HOMES AND BUSINESSES



DREAM in color

- commissions are OPEN
- originals and prints available
- designs for homes, offices and more
- custom FL signs with heart cutouts

(850) 902-9598
DEBIPERKIO@GMAIL.COM
INSTAGRAM: @DEBIPERKINS_ART
FACEBOOK: @DEBIPERKIO
WWW.DEBIPERKINS.COM



Debi Perkins

JESSICA

Mackrael FROM LOCAL ROOTS TO REAL ESTATE STAR

From Diverse Beginnings to Real Estate Success

Mackrael's path to real estate is a story of evolution and passion. Her entry into the industry began in 2018, but it wasn't until 2020 that she fully immersed herself in her new career. Before real estate, Jessica's professional life was a mix of roles—she worked as a full-time sales representative and also as a pharmacy technician. This diverse background equipped her

with a unique set of skills that she now applies to her real estate practice.

A Local's Deep Connection to the Emerald Coast

Jessica's connection to the Emerald Coast is deeply personal. Having grown up in Destin, Florida, she has a keen understanding of the local market. Her family's move to the area came when her dad retired from Eglin AFB in 1999, making Destin not just

a workplace, but home. This local knowledge gives Jessica an edge, allowing her to provide clients with insights that go beyond the typical market data.

Passion and Purpose: Finding Fulfillment in Real Estate

Jessica's transition into real estate was fueled by a longstanding interest in helping people and navigating the complexities of property markets. "I've always been fascinated by how people build their lives and memories in homes," Jessica shares. "Helping clients find their dream homes and guiding them through such significant decisions is incredibly rewarding."

Overcoming Challenges and Building a Reputation

Despite having experienced considerable success so far in her real estate career, Jessica's journey has not been without its challenges. Building a client base from scratch was a considerable hurdle, for example. To this end, networking and making connections within the community have been crucial. By engaging with local groups and participating in events, Jessica has built a reputation as a friendly, knowledgeable resource.

Embracing Innovation and Continuous Learning

To keep ahead in the competitive real estate market, Jessica relies on a mix of strategies.

Social media and digital marketing play a big role for her. She's active online, sharing tips and updates, and using targeted ads to connect with potential clients. Her website serves as a hub for showcasing listings and sharing client testimonials. Jessica's commitment to learning and staying updated on market trends is also part of her strategy for success. She's always looking to expand her knowledge, attend workshops, and stay informed about the latest in the industry. This dedication helps her offer the best advice and service to her clients.

Personal Passions and Surprising Facts

When she's not helping clients, Jessica loves exploring new places and trying out different foods with her boyfriend, Trey. Whether it's discovering a new restaurant or experiencing a new culture through cuisine, Jessica's passion for travel and food adds a fun, personal touch to her life.

Some interesting facts about Jessica is that before getting into real estate, she had dreams of becoming a lawyer, and was an exceptional athlete. Those early aspirations and experiences have shaped her approach to her current career. "I bring a strategic mindset and a lot of determination to real estate, just like I did with sports and school," she says.

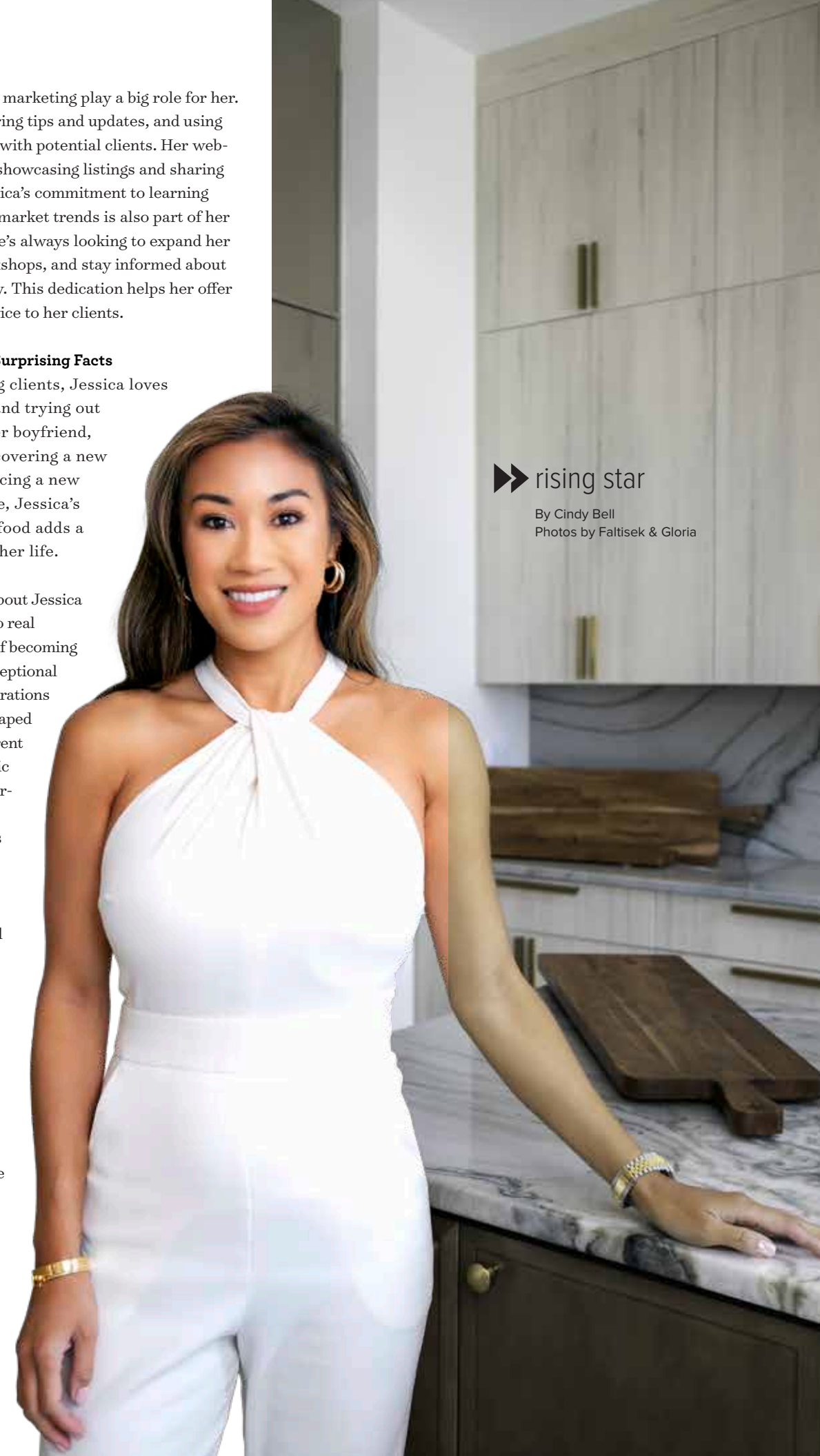
A Rising Star

Jessica's journey in real estate is a testament to what can be achieved with passion and persistence. Her local roots, combined with her diverse professional background and personal interests, make her the "Rising Star" that she is! As she continues to build her career, Jessica remains focused on what truly matters—making her clients feel valued, supported, and confident in their real estate decisions.



▶▶ rising star

By Cindy Bell
Photos by Faltisek & Gloria



TONYA KLAUDI

▶▶ partner spotlight

SORTED 30A

Photos by Faltisek & Gloria
By Cindy Bell



A Journey to Order: The story of sorted 30a professional home organizing

From World Traveler to Professional Organizer

In February 2021, as the world was still navigating the uncertainties of a global pandemic, one family was making their own significant transition. After spending 14 years living overseas in seven different countries across Europe, Southeast Asia, the Middle East, and Australia, Tonya Klaudi and her family returned to their roots on 30A. This journey wasn't just a geographical one; it was a journey of adaptability, resilience, and the pursuit of creating a home, no matter where life took them.

For Tonya, each international move was a lesson in the art of organization. Whether

settling into a small city apartment or sprawling suburban house, the challenge was always the same: how to make a new space feel like home while ensuring it functions seamlessly for their lifestyle. Packing all their belongings into a 40' container, unpacking in a new country, and transforming a foreign space into a familiar haven became a way of life.

When Tonya moved back to the area, it didn't take long to notice the massive influx of new residents. Many were struggling to make their previous homes' belongings fit into their new spaces. Drawing from her

own experiences and an engineering degree from Auburn University, she realized there was a unique opportunity to help these new neighbors. With guidance from a friend who was a professional home organizer, Sorted 30A was born.

Bringing Engineering Precision to Home Organizing

At Sorted 30A, organizing isn't just about tidying up; it's about engineering a space to function at its best. Tonya's background in engineering plays a significant role in their approach, allowing them to analyze spaces and create creative solutions to maximize space and optimize organization.

The mission of Sorted 30A is clear: to provide personalized, unique, and creative organizing solutions that enhance clients' living environments while helping them achieve a more organized, stress-free life.

The Emotional Side of Organizing

"We understand that parting with personal belongings can be difficult," says Tonya. "We strive to make the process as easy as possible, listening and acknowledging the impact each thing has had in our clients' lives, and guiding them to make their own decision on whether or not to keep each item."

This empathetic approach is what sets Sorted 30A apart. The company's partnership with Caring and Sharing of SoWal, a local charity, also helps ease the process for clients. Knowing that their belongings will find a new home with someone who will love and use them while benefiting the community makes it easier for clients to let go.



“

We strive to make the process as easy as possible, listening and acknowledging the impact each thing has had in our clients' lives, and guiding them to make their own decision on whether or not to keep each item.



A Personalized Approach to Every Home

Every home is different, and so is every client. That's why communication and listening are at the heart of Sorted 30A's approach. The company insists on a complimentary, in-home consultation with every client. This consultation allows the team to see the space, take measurements, and recommend any necessary products that complement the client's space, style, and budget.

But more importantly, it provides an opportunity to discuss how the client uses the space, what challenges they face, and how they'd ideally like it to function. This personalized approach ensures that the organizing plan is tailored specifically to each client's needs, allowing them to make the most of their space.

Overcoming Challenges and Expanding Horizons

Like any business, Sorted 30A faces its own set of challenges. Geographical limitations have been one of the biggest hurdles, with the company currently serving 30A and surrounding areas. However, as they continue to grow and add expert organizers to the team, Tonya has plans to expand the coverage area along the Emerald Coast.

To serve clients outside their service area, Sorted 30A has teamed up with a fellow organizer to create a step-by-step course, "The Sorted Method Organizing," which guides those who prefer to organize their own homes. The course covers everything from efficient decluttering and setting up spaces that work for the client's unique needs to choosing the best products and maintaining an organized home.

Exciting Collaborations and Future Plans

Sorted 30A's commitment to excellence extends beyond organizing individual homes. Tonya is excited



about several upcoming collaborations that will broaden its impact. Working alongside Realtors, Sorted 30A helps declutter and prepare homes for showings, ensuring that the properties are presented in their best light. They also collaborate with interior designers to provide clients with a seamless service, preparing their space for renovations and organizing their personal belongings post-renovation.

Additionally, Sorted 30A works with property management companies and homeowners to maximize valuable space in owners' closets and set up new vacation homes. This allows homeowners to simply relax and enjoy their time from their very first stay in their new home.

Leaning Into Uniqueness and Growing at Your Own Pace

For anyone considering starting a business or following their passion, Tonya offers this advice: "Follow your passion without comparing yourself to others. No one does what you do in the same way you do it, so lean into your uniqueness and grow at your own pace."

With this mindset, Sorted 30A has grown from a personal journey of creating order in the chaos of international moves to a thriving business that helps others find peace and functionality in their homes. As the company approaches its four-year anniversary, it continues to be a beacon of order and creativity on 30A, helping clients transform their homes and, in turn, their lives.

Contact Info:
Tonya Klaudi
Sorted 30A Professional
Home Organizing
sorted30a@gmail.com
www.sorted30a.com
850-710-0213



Boatman Ricci
Truth Guided, Relationship Driven.

Boatman Ricci is a full service law firm that provides skilled legal services to a broad range of clients across the state of Florida. Though Boatman Ricci originally built its reputation as a premier civil litigation firm in Florida, the Firm has expanded its practice to provide its clients exceptional legal services in areas including real estate, criminal defense, basic estate planning, corporate law and business transactions. With offices in Naples, Ft. Myers, Marco Island, Destin and Tallahassee, Boatman Ricci is able to provide its clients with legal services anywhere in the state.



Florida licensed, attorney & veteran-owned title agency. We seek to build relationships and provide consulting from award-winning attorneys to our local real estate professionals.

 **Trinity Title**

“My business has always been built on referrals and relationships.”

As co-owner of Inlet Beach Real Estate alongside Gordon Tarver, Michaelanne puts the word “relationships” in real estate ... supporting the needs of her colleagues and clients each day.

Getting Her Start

Michaelanne’s professional journey began far from the sandy shores of Inlet Beach. Originally from Nashville, she has worked in a variety of roles—from managing a pizza restaurant to nannying, and even working in a clothing store. Each job, she explains, was a piece of a larger puzzle that helped her discover her true calling: real estate.

Her path in real estate was initially sparked by her brother-in-law’s encouragement. Despite her initial reluctance, she decided to earn her license in September 2014. At the time, Michaelanne was juggling the startup of a bike rental business with her new pregnancy. Yet, real estate quickly became her primary focus, overtaking her other ventures within just two years.

“I always loved connecting people with experiences they love,” Michaelanne says. “Finding a house is like solving a puzzle. I want to understand what my clients truly want—whether it’s daily beach access, cooking dinner at home, or exploring local shops. My goal is to match them with their ideal lifestyle.”

Straight from the Heart

Her approach to real estate is distinctly relationship-based.

“My business has always been built on referrals and relationships,” Michaelanne explains. “I’m not about volume. I want to be hands-on and involved in every transaction. Having a smaller, dedicated

▶ cover story

By Dave Danielson
Photos by Faltisek & Gloria



Michaelanne



“
**FINDING A HOUSE IS
LIKE SOLVING A PUZZLE.**

I want to understand what my clients truly want—whether it’s daily beach access, cooking dinner at home, or exploring local shops. My goal is to match them with their ideal lifestyle.

LAUDERDALE

putting relationships in real estate

“
FOR ME, BEING RELATIONSHIP-BASED AND ORGANICALLY CONNECTING WITH PEOPLE HAS ALWAYS BEEN THE KEY TO SUCCESS.

There’s no single right way to do it, but being authentic and building long-term relationships has served me well.



team allows us to be deeply involved and curate each experience meticulously.”

Michaelanne’s real estate journey has been remarkably successful. To date, she has managed transactions totaling over \$400 million, but she will be the first to tell you she doesn’t really know or keep track of those milestones. Yet, despite this impressive figure, her focus remains firmly on quality rather than quantity.

The heart and soul of her operation is Nicole Johnson, a key team member who handles the intricate details of each deal. Michaelanne emphasizes that having a smaller, more personal team is one of the great advantages of working in real estate.

“There are so many different ways to do it well,” she says. “For me, being hands-on and involved in every aspect of a transaction is what I enjoy most. It’s about creating and maintaining relationships in a people-first way.”

Deep Commitment

Outside of her professional life, Michaelanne is deeply committed to her family and community. She shares her life with her husband, Matt, who owns Frankie’s Bike Shop and Salt Air 30A rental shop, and their daughter, Frankie, who is nine years old. The family has lived in Inlet Beach for 13 years and enjoys traveling and exploring the world together.

Community involvement is also a significant part of Michaelanne’s life. She is an active supporter of *The Neurodiversity Resource of the Panhandle*, an organization founded by Beth Roberts. The organization provides vital resources for families living with neurodiversity (ADHD, autism, dyslexia, sensory processing, and others), a cause close to Michaelanne’s heart due to her business partner Gordon Tarver’s involvement and personal connection.

Michaelanne’s advice for those entering the real estate field reflects her own journey and values.

“There’s so much noise in the industry now with different approaches and technologies,” she says. “For me, being relationship-based and organically connecting with people has always been the key to success. There’s no single right way to do it, but being authentic and building long-term relationships has served me well.”

Authentic Difference

Her authenticity is a cornerstone of her business philosophy.

“I hope people see that I’m not a salesperson or someone who wants to be pushy,” she says. “I genuinely share my love for our area and my life. I strive to be an example of living fully and authentically.”

Michaelanne also draws inspiration from the strong women in her life—her mother, grandmother, and sisters—who have shaped her values and work ethic.

“Being a full-time working mom and managing everything we do is challenging, but I couldn’t do it alone,” she says. “I come from a long line of

independent females, and that’s the person I aspire to be.”

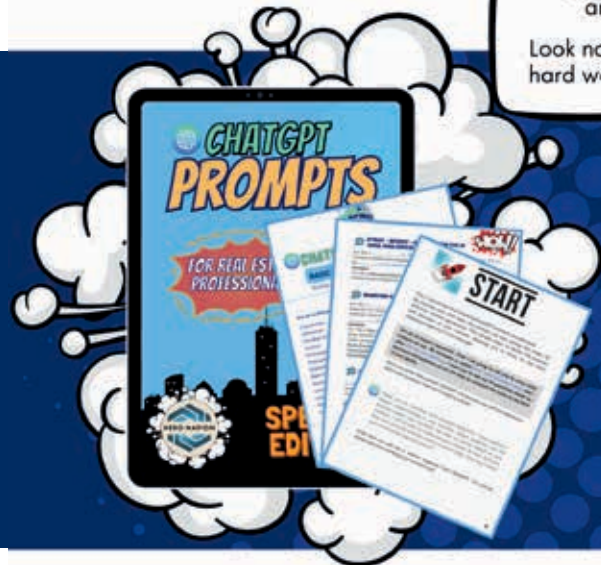
Congratulations to Michaelanne Lauderdale for landing our October cover spot! Yes, her overall production and ranking as one of the top-producing agents in the area made her a candidate for this honor, but what truly sets her apart is her deep commitment to fostering relationships with her clients. We expect to see more from Michaelanne and her team in the future, and wish them all the continued success!



REAL ESTATE SUPERPOWERS WITH CHATGPT PROMPTS

Are you tired of sifting through countless resources and searching for the perfect prompts?

Look no further! Let our prompt-packed PDF do the hard work. **Created for Real Estate Pros like you!**



SCAN THIS CODE TO DOWNLOAD A FREE PDF
www.TheHeroNation.com/chatgpt



Business Coaching for Real Estate Professionals
www.TheHeroNation.com
eHeroNationCoaching

PRINT IS STILL ALIVE.



Celebrating two decades of print excellence,
now 800 niche magazines strong (and counting).

NORTHERN EXECUTIVE ASSIST



The ULTIMATE virtual assistant!

- Social Media Management
- Website Management
- CRM Management
- CRM Training

"EMPOWERING REAL ESTATE AGENTS AND SMALL BUSINESS OWNERS TO OPTIMIZE THEIR OPERATIONS! WHETHER IT'S MANAGING YOUR SOCIAL MEDIA, ENHANCING YOUR WEBSITE, OR STREAMLINING YOUR CRM, I'M COMMITTED TO PROPELLING YOUR BUSINESS TO SUCCESS!"

- KATRINA HOLDER CEO/FOUNDER
(907) 354-7786
NorthernExecutiveAssist@gmail.com



Contact me for a FREE consultation!

EFFICIENCY UNLEASHED

Closing Deals at Warp Speed!

OUR PROCESS:

- 60 MINUTES
Initial Disclosures Sent
- 24 HOURS
Initial Underwriter Approval
- 7 DAYS
Clear To Close

EPIC
MORTGAGE TEAM
Powered by Mortgage

ANDREW CADY
Epic Mortgage Team Umortgage
850-500-EPIC (3742)
acady@umortgage.com
www.umortgage.com



THE N2 COMPANY.

STROLL. greet REAL PRODUCERS BELOCAL hyport



Mike McLendon with Pillar to Post Home Inspectors

MARKET-READY HOME INSPECTIONS BENEFIT EVERYONE

MARKET READY HOME INSPECTIONS BENEFIT EVERYONE

Having well-informed sellers and buyers alike works to everyone's advantage, including yours.

You spend a great deal of time, money and energy to market your listings, and of course you need to get a good return on that investment. Don't be caught unawares of problems that could seriously undermine your dedicated efforts to sell a home, or that could keep a property from selling at its highest potential price. One of the best steps you can take to avoid this is to recommend a professional home inspection prior to listing – as we like to call it, a market ready inspection.

A market ready inspection can uncover previously unknown problems – major and minor --allowing sellers the opportunity to make repairs, updates or replacements as needed or as they wish. By having the home inspected before listing, you can market the home with greater knowledge of its condition. The inspection report will also give you important information you can use to price the property correctly and maximize its value. A seller who understands any significant shortcomings the home has will likely be more amenable to your advice on which issues to address and how the results of the inspection may affect – positively or negatively – the home's price and marketability. Being aware of issues in advance helps avoid surprises during the transaction, which can mean cleaner offers and a smoother process for both parties.

Make sure that the home inspection offered is comprehensive and that the report will be delivered immediately upon completion of the inspection. This allows your sellers to get the information they need right away so they can decide on their next steps prior to having you list the home. Photos should always be part of a professional report so that full documentation of conditions is available to both the sellers and potential buyers, should the seller opt to share this information with them. This can be especially

important when it comes to identifying issues that will not be addressed or repaired prior to sale. It's especially beneficial for your sellers to attend the inspection, so they can get first-hand feedback and ask any questions of the inspector during the process. If the sellers decide to repair or otherwise address any issues noted in the report, they should provide receipts and any other relevant records to prove that the work was done. Buyers are more likely to feel positive about making a strong offer on a home that has had known problems addressed.

Additional inspection-related services outside the scope of a standard home inspection are also a good idea. These include pool inspections, wind mitigation inspections, four point inspections, and mold testing, giving your sellers and potential buyers even more information. It will also lessen the chance of more issues cropping up later in the homebuying process and possibly slowing a transaction already in progress.

With a professional and comprehensive market-ready inspection in hand, you can market your sellers' homes with increased confidence and a better outcome for everyone.



Mike McLendon is the owner of Pillar To Post Home Inspectors in the Florida Panhandle, working together with agents, home buyers and home sellers in the Panhandle area for more than 25 years.

CONTACT MIKE:
850-271-0501
mike.mclendon@pillartopost.com



Let us **MAGNIFY** your message!

Turn 4 videos a month into 40 pieces of social media content

Your people already know, like, and trust you...
now they need to SEE you.

www.contentcompounding.com
www.kyledraper.com | kyle@kyledraper.com



OUR TEAM IS *Committed* TO YOUR CLIENT'S HOME BUYING SUCCESS!

PORTFOLIO LOAN PROGRAM

- Primary, Second Home, Investment, Jumbo and Condos
- Loans Closed in a LLC and Trust
- Streamlined Condo Approval Process



MENDY GREGORY
MORTGAGE LOAN ORIGINATOR
mendy.gregory@communitybank.net
(O) 850.502.1466
(C) 850.499.7243
NMLS# 1039497



(904) 300-3414
Quick response. Even on Sunday!



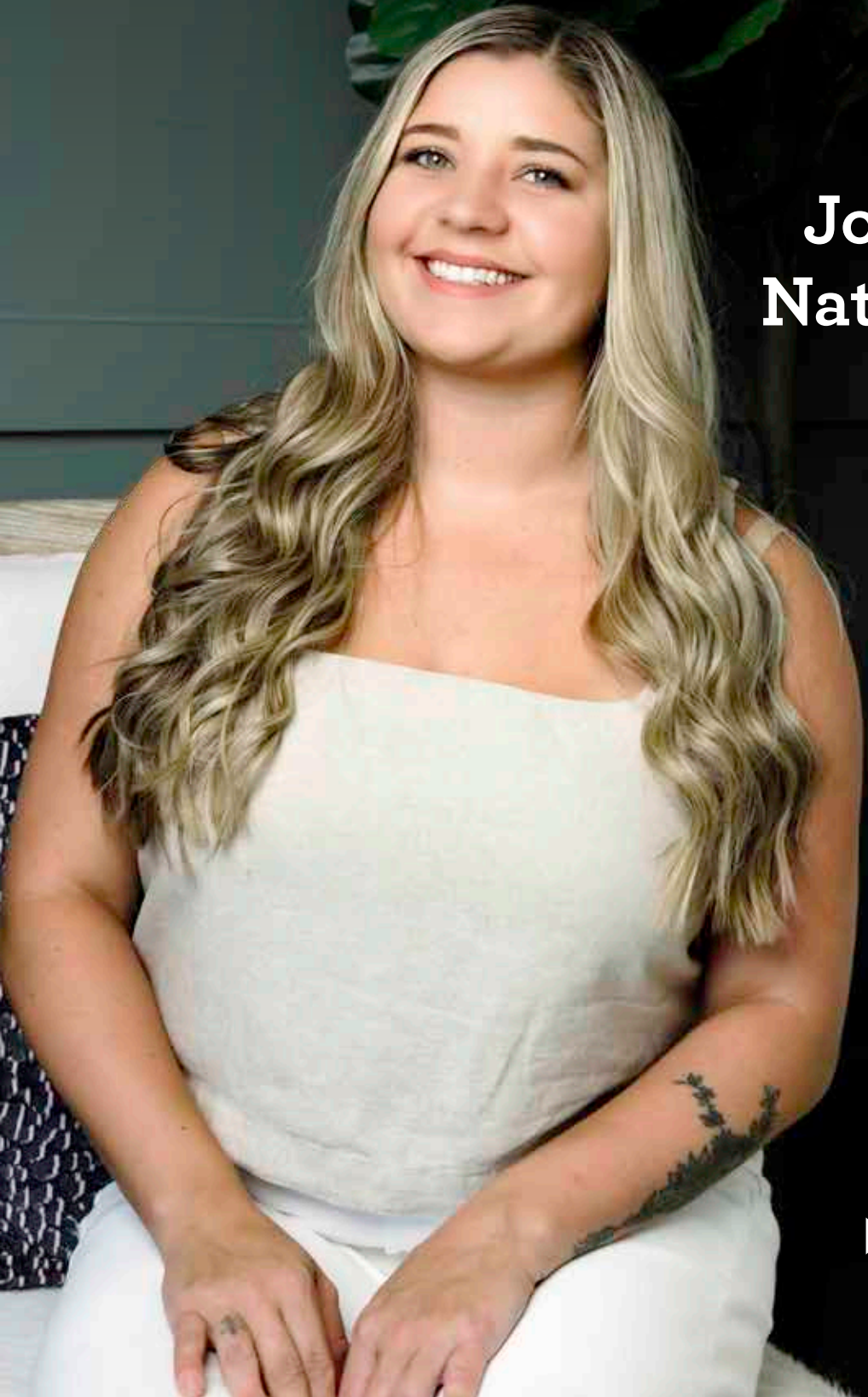
Angelique "Chrissy" Kirsch
Florida Licensed Title Agent



CherryTitle.us

The Art of GATHERING:

A Culinary Journey with Natalie Lirette



▶▶ partner spotlight

Photos by Faltisek & Gloria

A Lot Can Happen in a Year

In just one year's time, "The Art of Gathering" has become a recognized name in the world of charcuterie on the Emerald Coast, and it all began with Natalie Lirette's passion for art, food, and community. Natalie, a vibrant and creative soul, has always been deeply connected to the arts. With a background that includes ten years of ballet, a love for painting, and a passion for cooking, she was destined to bring beauty and creativity into the culinary world.

How It Started

Natalie's roots are a rich blend of Hispanic and Cajun cultures, both of which are known for their incredible culinary traditions. Growing up in families filled with great cooks, she developed a love for planning parties, making memories in the kitchen, and hosting gatherings. It was during these family and friend gatherings that Natalie discovered her talent for creating charcuterie boards. What started as a personal hobby quickly grew into something more significant when she began sharing her creations on social media.

"I was shocked by the outpouring of support," Natalie recalls. "When I posted my first boards on Facebook, I never expected the response I received. People were so supportive, sharing my posts, and most of my orders came from word of mouth."

Unexpected Inspiration

But it wasn't just her culinary skills that made Natalie take the leap into starting her business; it was also the inspiration she found in becoming a mother. This experience pushed her out of her comfort zone and made her realize the importance of



taking herself seriously as a business owner. "My goal is to one day be able to homeschool my son and have my business be my main source of income," she shares.

Giving Her All

Every charcuterie board that Natalie creates is a unique work of art. She puts her heart and soul into each one, focusing on every detail to ensure that it not only looks stunning but also tastes delicious. "I believe in putting my all into everything I do, no matter how small the order," Natalie says. "I want my customers to have an impressionable experience, from the planning process to the delivery and sharing their board with their guests."

This dedication to excellence has already led to some exciting opportunities for Natalie. One of her most memorable moments was receiving an order from UFC fighter Dustin Poirier, arranged by Duchess, a real estate agent Natalie met at an *Emerald Coast Real Producers* event.

This order was a significant milestone, showcasing the recognition and respect her work has garnered in just a short time.

Natalie's background in the service industry has been a considerable asset in building *The Art of Gathering*. She has a natural ability to connect with people, making them feel more like family than customers. Her approachable nature and commitment to excellent communication mean that she is always available to her clients, responding to messages at any time of day.

Details Matter

In a competitive market, Natalie sets herself apart by paying meticulous attention to detail and using only the best quality ingredients. She offers a variety of flavors to ensure that everyone can find something to enjoy. As she looks to the future, Natalie is excited to expand her offerings by adding mobile bartending to her business, further enhancing the experience she provides to her clients.



Simple Advice

Natalie's advice for aspiring entrepreneurs is simple yet profound: "Show up, stay consistent, and always research the best way to grow and improve your business." Her journey with The Art of Gathering is a testament to the power of passion, dedication, and the willingness to step out of one's comfort zone.

As Natalie continues to build her business, she remains focused on her ultimate goal: creating beautiful, memorable experiences for people, one charcuterie board at a time. For those in the real estate industry, partnering with Natalie and The Art of Gathering means more than just offering a culinary delight; it's about providing a unique, artistic touch to any gathering that will leave a lasting impression on your clients!

Contact Natalie!

Natalie Lirette
 850-964-8489
 theartofgathering
 bynat@gmail.com
 FB: The Art of Gathering
 Charcuterie Business

What We Bring to the Table

- ✓ Open House Baskets
- ✓ Tax Deed Certification Program
- ✓ Co-Branded Marketing Materials
- ✓ Quoting App
- ✓ Virtual / Live Brokers Open Program
- ✓ Breakthrough Broker Program For Realtors
- ✓ ECT Fetch Farming App for Realtors
- ✓ Ready to Close Program
- ✓ Close Anytime / Anywhere / Any Platform No Notary Fees
- ✓ ECT Butler Rebate Program
- ✓ Real Estate Investor Program



LET'S GROW TOGETHER

orders@eastcoasttitlefl.com · 850.409.7534

SCAN HERE FOR MORE INFO



Stormy Seas to
Smooth Sailing

Your Beacon Towards Success in a Hard Insurance Market

Home | Business | Flood

SECURING THE RIGHT COVERAGE AT THE RIGHT PRICE



Erica Turner
 Insurance Agent
 License # W884718



DEFENDER INSURANCE GROUP
 HELPING YOU DEFEND WHAT MATTERS MOST



Steve Fried
 Insurance Agent
 License # W818178

Info@DefenderInsurance.Rocks | www.defenderinsurance.rocks | 850.979.5225

charcuterie

The Art of Gathering
 by Natalie

Creating moments and celebrating togetherness with our handcrafted boards made to leave a lasting impression on both the palate and the eye.

theartofgatheringbynatalie.com

Our agency provides a **wide variety of Coverage**, such as:
*Specializing in Homeowner's | Flood | Auto
 Commercial Packages*



✉ Joe@hasslerinsurancepc.com
 ☎ **850-872-0711**
 🌐 hasslerinsurancepc.com
 📍 400 W 11th St, Suite A, Panama City, FL 32401



Committed to Top Quality Roofing

Personalized Approach | Knowledge and Professionalism
 Insured and Guaranteed | Family Owned and Operated

CALL NOW FOR A FREE ESTIMATE:

850-642-6075 | www.warrenroofingflorida.com



The REALTORS® Roofer

TITLE COMPANY  Anchor Title Co.
for LIFE Your coast to coast title company!



Jessica E. Bennett
 Owner | Title Agent
 jessica@anchortitle.co



Kathleen M. Headley
 Owner | Closing Agent
 katie@anchortitle.co

Anchor Title Co. takes the stress out of closings, creating a memorable closing experience for everyone!

We are a title company built on the foundation of Hope. Homeownership is the American dream, and we are here to make dreams reality. With over 20 years in combined knowledge, the owners understand what makes closings truly unique.

Our mission is to give exceptional, state-of-the-art service, combined with old-fashioned customer service. Knowledge, responsiveness, and the ability to accommodate are our top priorities to all of our customers, Realtors, and Lender partners. We go above and beyond to guarantee smooth, and efficient closings!

☎ (888)552-7636 📍 438 N. Cove Blvd. Panama City, FL 32401

LET US HELP YOUR CLIENTS
SCHUTT THE FRONT DOOR
 ON THEIR HOME LOAN



SCAN TO FIND OUT OUR WHY

Steve Schutt, Branch Leader
 Movement Mortgage | NMLS ID # 342876

850.897.8971 • TheSchuttTeam.com
 1054 John Sims Parkway • TheSchuttTeam@Movement.com

AL-84247, AR-128099, CO-100536605, FL-1085230, GA-342876, IL-0310076922, IA, MN-MLO-342876, NC-1-207795, OH-MLO-OH-342876, SC-MLO-342876, TN-342876, TX, VA-MLO-60872VA | Movement Mortgage LLC. All rights reserved. NMLS ID #39179 (For licensing information, go to: www.nmlsconsumeraccess.org). Additional information available at movement.com/legal. Interest rates and products are subject to change without notice and may or may not be available at the time of loan commitment or lock-in. Borrowers must qualify at closing for all benefits.



august agent mixer

recap

Photos by Faltisek & Gloria

The Emerald Coast Real Producers August Agent Mixer was a fantastic success! We had the privilege of hosting the event at one of Legendary Realty's stunning model homes in Regatta Bay, thanks to our brilliant August Cover Agent, Lindsey Lynch, and her team of affiliate partners. Lindsey and her team went above and beyond, treating us to top-notch service with an amazing staff of bartenders and caterers who delivered exceptional food and drinks!

If you haven't had a chance to attend one of our social events, you're definitely missing out! But don't worry—we have two exciting events coming up in September: "Coffee & Collab" on September 17 at Causeway Coffee in Destin, and "The Money Show" on September 19 at The Island in Fort Walton Beach. And for those who love to plan ahead, be sure to mark your calendars for our October event—the "Sweater Weather Social" on October 17 at Community Bank. We'd love to see you there!



HERE TO HELP GET YOUR CLIENTS THROUGH THE DOOR.

SOUTH WALTON LAW, P.A.
Attorney & Title Services

Contact Us
(850) 837-0155
www.SouthWaltonLaw.com

Cassie Long
Attorney at Law

Emily Rogers
Attorney at Law

DESTIN'S LARGEST PRIVATE LUXURY CAR RENTAL

DESTINCARS.COM

Discover Your Perfect Ride and Let Us Handle the Rest

www.destincars.com

REAL PRODUCERS PODCAST

Inspiring conversations with the nation's top real estate agents.

Same Brand, New Reach – Tune in for free today

Listen on **Apple Podcasts**

LISTEN ON **Spotify**

Listen on **amazon music**

podcast.realproducersmag.com



Veteran & locally Owned

NEW HOMES AND REMODELING SERVICES

20 YEARS EXPERIENCE

Parade of Homes winner | BIA's 2022 builder of the year



20 YEARS OF
THE N2 COMPANY

Realtor Loan Officer Class in Michigan

JOIN OUR TEAM!



NEWLY DUAL LICENSED
REALTORS AND LOAN OFFICERS



NADINE YATHALI

Realtor - EXP Realty LLC - SL3508938
Banking Door/NEXA NMLS# 2357436
"I added MORE...Income."



CHRISTINE LUNDY

Realtor- Key Connect Group #280316
Banking Door/NEXA NMLS# 185851
"I added MORE...control on my files."



SHANE WAGNER

Realtor- Realty Destination #3524362
Banking Door/NEXA NMLS# 2582218
"I added more...revenue streams."

FREE FLIGHT AND HOTEL

Email Us Jojo@bankingdoor.com For More Details.



Our Benefits:

- Payroll everyday / access to over 262 investors and banks
- Revenue share on your downline to 3 levels deep
- SBA and Commercial lending
- Restaurant merchant loans
- Control your Client's Home loan experience from start to finish.
- Benefits of a dually licensed realtor and loan officer (RELO)

OFF. 850-634-4300

NMLS ID# 342875/342874

CORPORATE NMLS1680690

maricel@bankingdoor.com

Corporate Address: 3100 W Ray Road #201
Office #209 Chandler, AZ 85226

www.bankingdoor.com

Branch Address: 543 harbor blvd. ste. 303 destin, fl 32541

