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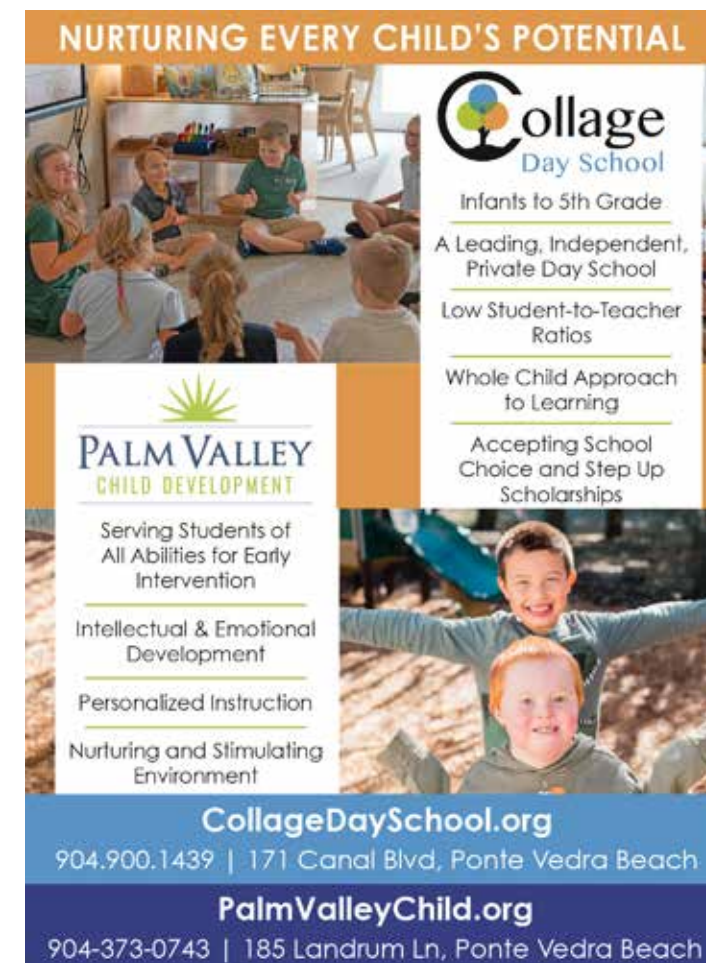
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► publisher's note • By Kristin Lunsford

A Life Well-Lived



Growing up as a PK (preacher's kid), I've attended more funerals than most people my age. Even as a child, I often found myself wondering: What will people say about me at my funeral?

As I've gotten older and attended even more funerals and celebrations of life, those thoughts about how I'll be remembered have stayed with me. I try to live in a way that inspires kind words when people reflect on my life. But I hope it's more than just "nice things" that they remember about me. I want to know that I've made a genuine impact on those around me and left the world a little better than I found it. I realize, though, that this isn't something I can merely hope for—I have to live intentionally, striving every day to make a positive difference.

Recently, I attended the celebration of life for Sarah Rocco. It was a bittersweet experience. While the sadness was undeniable, the service was also deeply moving and inspirational. The sheer number of people who gathered—many from across the country—was a testament to how many lives Sarah had touched.

What stood out most was the diversity of voices who spoke. Each person represented a different part of her life: work, home, community, and even connections from around the country and world. Sarah lived

authentically in every aspect of her life, and her ability to touch people in so many ways was remarkable. She didn't just know a lot of people—she had a rare gift for making everyone feel special. I even remember a lady from a store Sarah frequented who told me after Sarah's passing, how wonderful she was every time she came in and just made everyone smile.

Whenever I spoke with Sarah, whether in person or through messages, her children were always a central topic of conversation. They were, without question, her greatest pride and joy. She would say that "mom" was the best title she could ever have, and they were her "why" behind everything she did. At her service, her children spoke, and their words were powerful. It was clear she had done an incredible job raising them, instilling in them the values and strength she carried herself. No doubt she has left quite a legacy behind.

Sarah's life reminds us all of a vital truth: we don't know how long we have on this earth. But we can make the most of every day by being a positive force in the lives of others. Let us strive to leave a lasting impact on everyone we meet, ensuring that, in some small way, we've made the world a better place—just like Sarah did.




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Jay Rocco

LANDMARK TITLE



▶▶ partner spotlight

Jay enjoyed working real estate transactions with his sister, Sarah.

It's All for Love

"I want people to remember me for being fearless — someone who influenced them to think differently and taught them to bet on themselves, believe in themselves, seek greatness, and take chances."

- SARAH ROCCO

By Zachary Cohen
Photos By The Real Estateographers

Born in Montana and raised in Lake City, Florida, Jay Rocco is the youngest of five siblings. One of those siblings is Sarah Rocco, who followed Jay into the real estate business and became one of Jacksonville's most beloved real estate agents, but tragically passed away in a car accident in December 2023. We had the honor of sitting down with Jay to hear his story on how he got into the title business, his relationship with his sister, and what it means to have lost someone so close to him.

Above all, Jay remembers Sarah as a loving human being.

"If Sarah were here, she would be saying how much she loves each one of us, how much she loves her children," Jay offers. "Everything with her revolved around love. She was a go-getter, and her #1 focus was loving on people. Anyone who came in contact with her would say, 'Man, that was one of the nicest people I've met.'"

THE EARLY YEARS

Jay has fond memories of growing up alongside his siblings, who were all close in age. They spent a ton of time outside playing games and exploring nature. Their mom passed away at just 37, and Jay was raised by his father and stepmom.

Jay's stepmom owned an ice cream shop, and although his family wasn't wealthy, he was exposed to an entrepreneurial venture at a young age. By 16, he was managing the store, interacting with clients, and taking on more responsibility.

"My parents didn't save any money for us to go to college. That just wasn't an option for us. All we knew from a young age was to work hard. We bought our own vehicles and took on a lot of self-responsibility at a young age," Jay explains.

If Sarah were here, she would be saying how much she loves each one of us, how much she loves her children.



Jay remembers Sarah as someone who was always up for a good time but equally responsible. She was joyful and diligent, taking pride in getting good grades and having a rich social life.

As Jay recalls, “She excelled in everything she did. In everything she would do, she’d always give it her all. She wanted to be the best she could be.”

ENTERING REAL ESTATE

At 18, Jay decided to follow in his older brother’s footsteps and get his mortgage broker’s license. After a year, he moved into the title business. Jay has now been thriving in the title industry for nearly 20 years.

“What keeps me in it is having a passion to help people and see their dreams being fulfilled. That’s the most rewarding thing I do,” he shares.

Jay also had the gift of watching Sarah become a REALTOR® after over a decade as a stay-at-home mom. After a divorce, Sarah got her real estate license and quickly ascended to become one of North Florida’s best.

“Before you know it, she ends up building up the number one brand in Jacksonville in a few short years. It was neat to see her go from one transaction to hundreds in a short amount of time. That shows the kind of person she is. She’s a hustler. She sets her mind to something, and she wins,” Jay shares.

IT’S ALL FOR LOVE

Outside work, you’ll find Jay spending time with his wife and two sons. His faith remains at the center of everything he does — in success and tragedy.

“Throughout everything we’ve experienced as children, the hardship,

losing people, through it all, at the end of the day, we are rooted and grounded in the faith of Jesus Christ. He has always been our center, and at the end of the day, that is what carries us through, our love relationship with our heavenly Father,” Jay expresses.

Jay reminds us that Sarah, too, put her family and her love for others at the forefront. Jay wants Sarah to be remembered for her generous love and the encouragement she offered others.



The Rocco 5... Jay and Sarah with their siblings.



What keeps me in it is having a passion to help people and see their dreams being fulfilled. That’s the most rewarding thing I do.



“She loved helping people, seeing people excel, and coaching them to the same level she had reached. She felt what she had achieved was something anybody could achieve, so that was her focus. She loved passionately. She was the best mother. She put her family first. They were everything to her,” Jay says. “Losing her — it doesn’t feel real. I still feel like, at any moment, I could see her walking into the room for a closing. I feel at any moment, she could be walking through those doors.”

For more information on Jay Rocco and Landmark Title, please visit landmarktitle.com.



Jay and his wife, Naomi, have two sons.



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COMPASSION
MEETS MOTIVATION
UNLEASHED

► rising star | By Jess Wellar | Photos By The Real Estateographers

“I’ve always loved helping others; it’s who I am. But I couldn’t get past being inside four white walls all day long,” explains Taylor Diaz.

As a former medical assistant, Taylor’s love for helping others guided her toward becoming a REALTOR®, a role where she continues to thrive as Executive Vice President and Senior Listing Specialist of The Rocco Group (TRG) at Keller Williams Realty Atlantic Partners Southside.

EARLY YEARS

Originally from New York, Taylor’s early childhood was filled with horseback riding on her maternal

grandparents’ 350-acre farm, hiking in the mountains, and a love for the great outdoors.

“I am a country girl at heart,” Taylor says with a smile.

Her family moved to the East Coast of Florida to be closer to her paternal grandparents when Taylor was 5. After high school, Taylor attended the University of North Florida; initially, she studied nursing but eventually graduated with a bachelor’s degree in Abnormal Psychology.

“I was debating between working in mental health or going back to school to be a physician’s assistant or doctor,” Taylor recalls.

However, the confines of a dermatologist office ultimately didn’t suit Taylor’s vibrant, outgoing personality.

“The relationships I created with patients were great but fleeting,” she adds.

After almost four years of feeling unfilled, Taylor decided to explore other avenues where she could make a lasting impact. Since she always loved architecture, interior design, and house hunting, she decided to obtain her real estate license, much to her real estate veteran father’s delight.

“My dad was absolutely thrilled to have someone to talk business to,” Taylor laughs.

LIGHTING THE FIRE

Taylor started 2020 as a solo agent, juggling her full-time job as a medical assistant for nine months while dabbling in real estate part-time. The turning point came in the midst of the global pandemic when a friend invited her to a Zoom presentation by Sarah Rocco, the founder of The Rocco Group.

“It was such a powerful presentation, and I knew I wanted to work with this amazing woman,” Taylor recalls.

Joining TRG in March 2021, she quickly found her stride, guided by her late mentor’s encouragement and influence.

“Sarah was a great inspiration to me,” Taylor shares. “There were over 700





people at her celebration of life this past spring — she touched so many lives, including my own.”

Since joining TRG, Taylor has been crushing expectations with astounding success. In 2023 alone, she helped 38 families with a total volume of over \$13.2 million. This year, she’s projected to reach around \$30 million and was nominated by the Jacksonville community as the winner of the Bold City’s Best Award, while TRG took top honors in the team category.

A self-motivated personality, Taylor also attributes her achievements to the supportive environment at TRG and the connections she has cultivated along the way.

“A lot of my business comes from past customer referrals, my sphere, and our incredible referral partners, and that is only continuing to grow as I focus on

my relationships instead of just being a salesperson,” she affirms. “I am also grateful for the invaluable training and opportunities I have received since joining Sarah’s team — she has played a big part in my success.”

SIMILAR VALUES

For Taylor, real estate is about building genuine relationships while maintaining her compassion and integrity with customers at all times. She notes The Rocco Group’s cohesive culture, centered on integrity, humility, purpose, passion, results, and personal development aligns perfectly with her own, closely-held beliefs.

“Our values at TRG are what set us apart. It’s not about the numbers; it’s about the relationship that we create with our customers and the transparency that we have from start to finish,” she emphasizes. “Our strengths lie in a strong culture, fostering



AS SARAH USED TO SAY,
‘YOU CAN DO ANYTHING,
BUT YOU CAN’T DO EVERYTHING.’



collaboration among our four agents and four operations employees.”

Taylor’s advice to new agents is straightforward and heartfelt: “It’s a marathon, not a sprint. As Sarah used to say, ‘You can do anything, but you can’t do everything.’ The burnout is real, so new agents must identify their ‘WHY.’ Then work hard, be hungry, pick up that phone, and be OK with hearing ‘No!’ 100 times before you get a single ‘Yes’.”

BEYOND THE OFFICE

Outside of her busy work calendar, Taylor enjoys a rich life with her new husband, Daniel, whom she has been with for nine years.

“I also have one younger brother, Connor, and my parents, Kevin and Lisa, who are soon to be celebrating their 30th wedding anniversary,” she shares.

The family-oriented REALTOR® is also an avid animal lover, with two Siamese-mix cats, Atlas and Levi, and a two-year-old Aussiedoodle named Beauford.

“Atlas is a whopping 23 pounds! Not necessarily fat, just a very big house cat as he is mixed with a Maine Coon,” Taylor says with a laugh.

Taylor has plenty of hobbies to indulge in when time allows, including drawing, painting, and anything that lets her creative juices flow. Of course she also enjoys being outdoors when the Florida sun isn’t too oppressive, and traveling. Giving back is another passion of hers as well; through TRG, Taylor is involved with HungerFight and the Jacksonville Speech and Hearing Center, and she also serves as a trustee with the Jacksonville Chamber of Commerce.

Looking ahead, Taylor certainly has no plans to slow down — she is fixated on development in all areas of her life.

“I want to travel to Europe for the first time, start a family, and purchase some investment properties to focus on long-term wealth,” she elaborates.

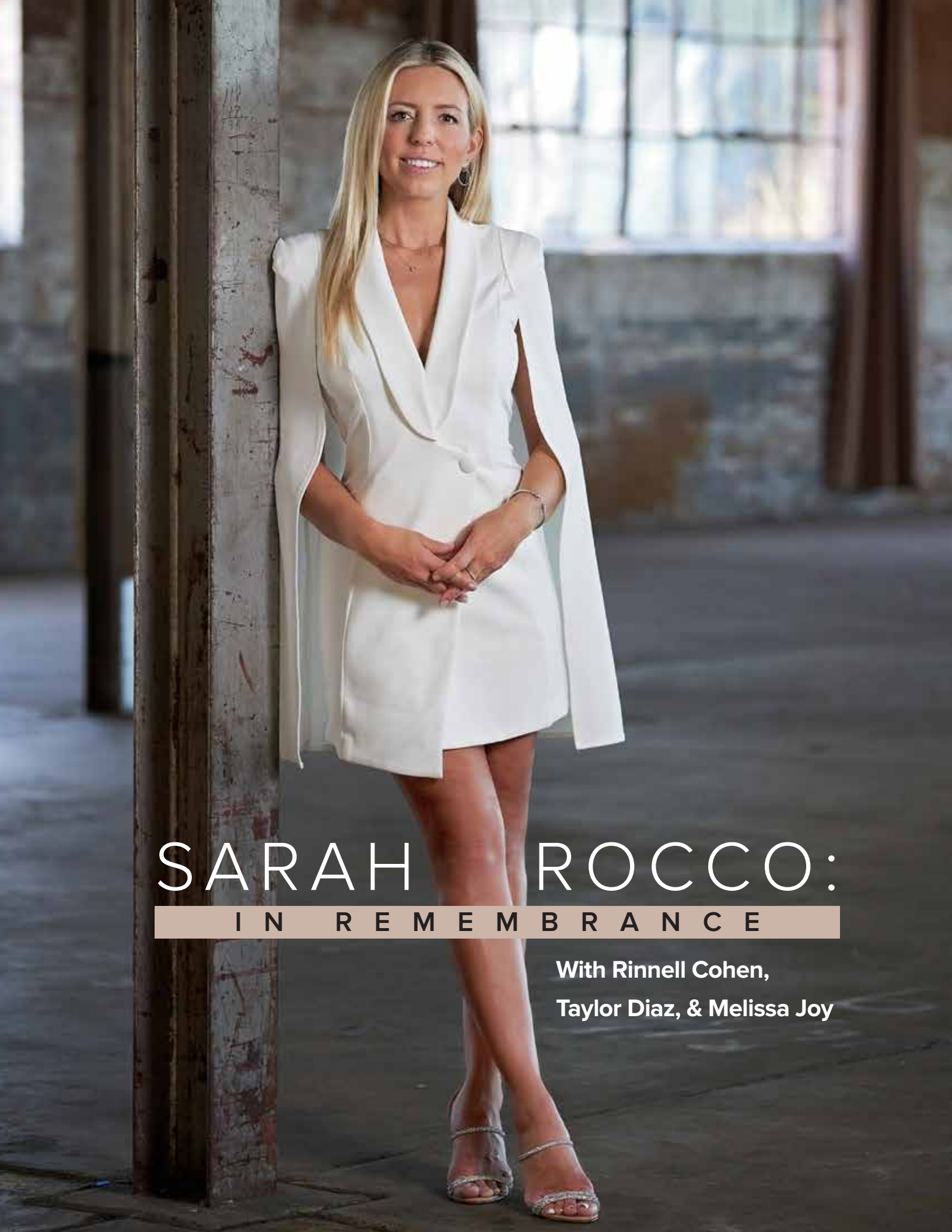
On the professional front, Taylor’s short-term goal is to help 50 families this year, while her long-term vision includes mentoring and always remaining deeply committed to continuing Sarah’s legacy.

“I want to really hone in on all of our TRG agents to help them not only master their craft but help them recognize their true capabilities. Not just with real estate, but in life!” she concludes.

“I also look forward to continuing to develop the team with my managing partner, Rinnell Cohen, and continue to build upon Sarah’s legacy, always keeping the relationship in front of the transaction.”



Taylor and her husband, Daniel, were married on April 22, 2023



SARAH ROCCO: IN REMEMBRANCE

With Rinnell Cohen,
Taylor Diaz, & Melissa Joy

REMEMBERING SARAH ROCCO

By Zachary Cohen

"I want people and my family to remember me for being fearless. Someone who influenced them to think differently and taught them to bet on themselves, believe in themselves, seek greatness, and take chances."
- SARAH ROCCO

When we sat down with Sarah Rocco in 2021, she was at the height of her real estate career. After a difficult divorce in 2013, Sarah reinvented herself, becoming one of Jacksonville's best real estate agents and team leaders. Even more impressively, she did so while keeping family life at the forefront.

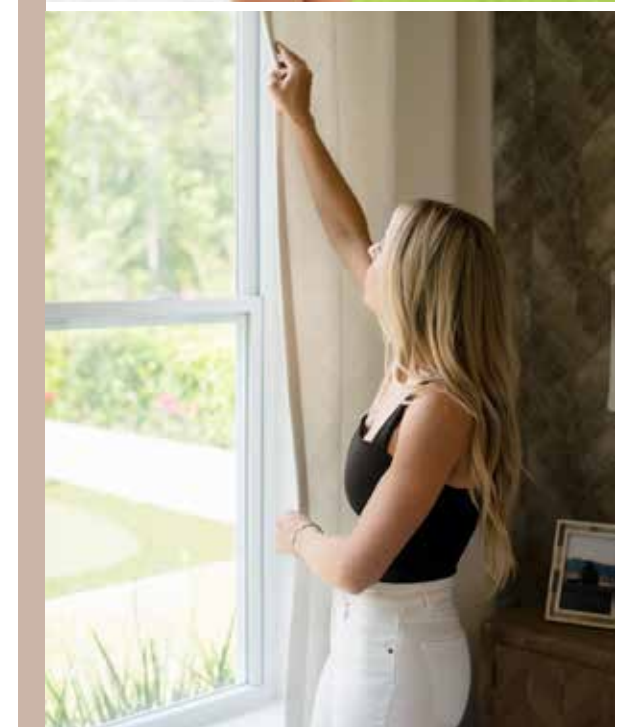
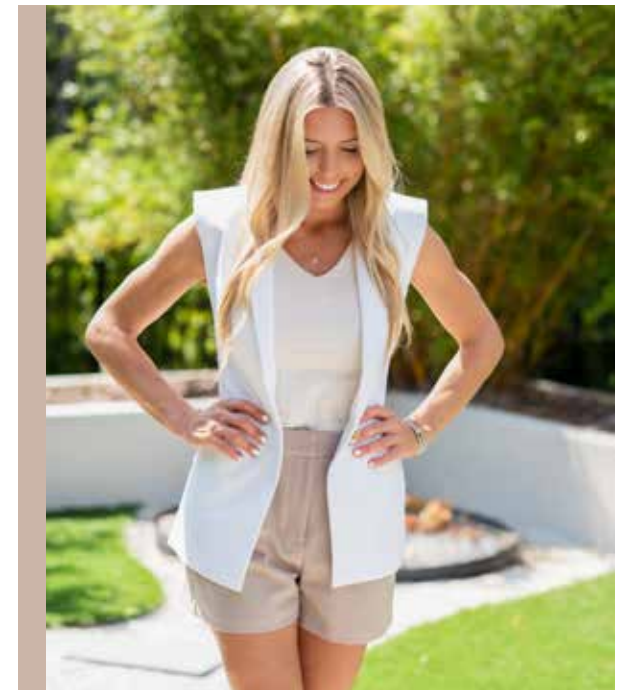
Tragically, her bright spirit and never-ending quest to serve were lost in a car accident in December 2023. Sarah's legacy lives on through her family and through her real estate business, which is now led by Rinnell Cohen, Taylor Diaz, and Melissa Joy.

Melissa, Sarah's best friend for the past decade, has been left in charge of the business. Although she doesn't have a background in real estate, Sarah appointed her as the owner of the company and the trustee for Sarah's estate. It's a great responsibility, but one Melissa is proud to take on.

"I sat in the hospital the day after her accident, and along with Sarah's mentor, Peter Darbee, we knew we had to keep this going. It's bigger than us. It's her legacy. It's her children's financial future," Melissa explains. "Sarah walked into real estate as a way to provide for her children. That's why she chose this career. At the core, what she did was for her kids. That drove everything. They were always part of the journey with her. For me, as a best friend, having the responsibility of being her trustee, I knew we had to come together as a team to move this forward."

THE ROCCO GROUP

Since Sarah's accident, many individuals have stepped up to continue her legacy. The Rocco Group is now led by Rinnell Cohen (Director of





The Rocco Group is working hard to carry on Sarah's legacy!



“
WE ALL
HAVE A
COLLECTIVE
GOAL IN
MIND — TO
CONTINUE
SARAH'S
LEGACY.”

-TAYLOR

Operations and President) and Taylor Diaz (Lead Listing Agent, Team Leader, and Vice President). Peter Darbee, Sarah's former client and mentor, who is also the former CEO of PG&E and former CFO of Goldman Sachs, has stepped in to become the team's senior advisor. Melissa also has her hands in the real estate business, ensuring everything stays connected to Sarah's dreams and legacy.

Today, The Rocco Group is a team of four agents and four operations team members.

“We are sticking with Sarah's values,” Rinnell shares. “We are dedicated to carrying her vision forward. Our company values are something we repeat as a mantra: Integrity and humility, results-driven, passion, personal development, and purpose. Putting those together, we understand that people are holistic by design. You have to see not just the numbers but the whole person. We take the time to value the human beings we are working with, with the goal of getting them where they want to be. We are a supportive and familial team, and we care about driving results and being a leader in our community.”

“Sarah was very focused on growing individuals in any way possible,” Taylor adds. “Not just within sales or production but also in areas like personal life and faith. She always wanted to help people grow.”

GRIEVING TOGETHER

As The Rocco Group moves ahead, there is still tremendous grieving to be done. As Keanu Reeves said, “Grief changes shape, but it never ends.”

“It does get easier with time,” Rinnell shares. “Initially, it was devastatingly hard, but what helped us was that everyone was grieving together with a common goal. All of us want to carry on her legacy. It is powerful and motivating but also emotionally taxing. It's been difficult but deeply rewarding.”

“We all have a collective goal in mind — to continue Sarah's legacy,” Taylor explains. “She worked so hard to get the team to where it was. She cared deeply about the growth of those on her team. And so do we.”



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▶▶ in memoriam

CELEBRATING
THE LIFE OF

Sarah Rocco

We asked those in our community to share stories, memories, and photos in remembrance of Sarah Rocco.

Sarah was not only an incredible business-woman and mentor to so many, including me, she quickly became one of my closest friends. I am so grateful to of had a friendship with her that extended beyond business. Sarah was full of life; she was passionate, fearless, kind, and loyal. The love she had for her friends and family knew no bounds. I'm so glad I got to experience that. There are too many moments to count on this past year where I would've done anything to call her - I miss you so much my girl! Keep dancing with the angels!

— **Katie Jervis**

I've thought about Sarah so much, and tried to think of some of the amazing memories I have had knowing her in my short 3 year stint in real estate here in Jax. She was the ultimate sisterhood gal. Like you wanted her on your team, and she was, you didn't even have to ask. Our life paths were very similar in some ways and we always talked about our kids being our drive, and thinking we were the "cool" moms. Lol. So from across the room at events, in the halls of Landmark, and side chats we always cheered each other on, as she did so many other gals. She was the ultimate



“

The mind is so powerful. What we believe is what we manifest in our lives. So believe that you are valuable, worthy, strong, loved, joyful, brave, unique, and powerful beyond measure. Believe that you are a magnet for all good things to enter your life.

- SARAH



“

There are always going to be reasons why you shouldn't experience something outside of your comfort zone... but what is found on the other side of comfortability, is transformative!

Life is short and life is meant to be lived fully, throughout your time here.

- SARAH

hype girl, you just always felt like you could conquer mountains in her presence, she was just so driven and I loved chatting about biz and all the things with her. Infectious and so dang smart. I'd always leave and be like okay I can do this. (Being a single mom ain't always easy.)

This night in particular is a favorite memory I thought I'd share. She gave out my friend Amy's books to her clients, and was a big fan of her book which was basically about all the things you need to do in Jacksonville. Anyways, Sarah really wanted to meet Amy, and I was like uh yea, she's a friend of mine. Amy was so awesome drove up to Jax, joined us for girls night and drinks, and that was this night in the Instagram pic. We were there for hours. Talking about all the things, life, love, and real estate — of course. Thank you @amywest-travel. One of my favorite memories of her. She was over the moon and gracious and it was so easy for me to set up.

I encourage everyone to continue to think about all those amazing memories with her, and what she stood for. Pay it forward — check on your peeps and squeeze them tight — love one another — and schedule those girls nights!!! Prayers up for the entire Rocco Family especially those kiddos of hers, she loved you something fierce.

— **Brit O'Donoghue**

Sarah was the epitome of a Wonder Woman! I was always so impressed by her and best of all, she was always SO kind and encouraging. Our community misses her so much, but I



*I felt an overwhelming feeling of
gratiosity- which is the ability
to find gratitude in your
path, and experiences,
even if maybe you
wouldn't have chosen
them or would do it
differently now.*

~ SARAH

know she is
watching over
us and continues
to inspire others in
the industry.

— **Allison Chance**

Sarah was an individual who
just illuminated joy, happiness,
and a care for others. When she
spoke to you, she always made you
feel important, special, and loved. She
was ALL IN, in on life. She has left a pro-
found impact on me, wanting me to ensure I
make the most of each day, loving others, and
striving for excellence in all.

— **Bailey Jordan**

When I was just a “baby agent”, starting out
with maybe only 15 deals under my belt I
interviewed with Sarah and her team. Even
though we didn't end up working together she
was one of the most encouraging people and
always made me feel like I could be a success
in real estate as well! Four years and over 100
deals later her words of encouragement when
I needed it most have made a huge impact on
my story and have been a continued touchstone
when I need it! Honored to know her and be
blessed with her friendship.

— **Lance Barnett**

Sarah was ethical, patient and kind, a real
pleasure to do business with.

— **Cyndy Tomassetti**

Sarah and I had a cross sale together shortly
after she arrived in Jacksonville. She was a
very good REALTOR® as well as a beautiful
and sweet lady! A positive work memory and
a loss to our industry as she was a true pro-
fessional. Her accident was tragic and made



*No regrets. If I could go back and
talk to my younger self, I would
tell her that she's brave and
her life will unfold just
the way it's supposed
to, so take it all in,
and enjoy
the chapters.*

~ SARAH

me sad
to hear
the story.
“God must have
needed an angel”...
A sentiment shared
with me from a friend
a while ago and I truly
believe it.

— **Anita Vining**

I had the opportunity of being a
buying agent on a listing she was
representing. I was in real estate for a
few months at that time and she was really
sweet and nice. I recall seeing all her signs at
a ton of listings in the Orange Park and Clay
area and thought, man she is amazing and I
cannot wait to reach that level of business.

-- **Jan Rice**

I worked at KW for six years in PSL before mov-
ing here, and heard about her incredible path
and resilience professionally, and personally. An
inspiration to women and myself on many levels.

May we strive to keep her presence alive
through our work on the highest level of
Integrity, Honor and Love.

-- **Caitlin Daugherty**

A few years ago, Sarah gave a 24-year-old kid
with little to no sales experience a chance.
Little did I know the incredible journey we
were starting. The first six months were the
hardest of my life, and she stayed by me,
pushing me to my limits and encouraging me.
When it came down to a time of desperation,
she quite literally put food on my table and
picked me up when I was broken. Not only did
she give me a dream that I could never imag-
ine, but she was the reason I achieved it.



Working with people is the most challenging and rewarding part of being a leader. We can never shirk the responsibility. It comes with the job. If we push off our people responsibilities, we forfeit our leadership.

For the rest of my life, when I look around at what I have, I will think of her and thank her for giving that silly kid a shot. Through these years, she became so much more than a boss. She was my fearless leader, mentor, and, most of all, my friend. And above everything, she pushed me to lean into Christ before anything else. I will never forget what she had done for me and my family, and I promise to pay it forward.

She inspired me to touch the lives of everyone I come in contact with and to live every day to the fullest. I can't wait to see her again one day and reminisce about the good old times that I will hold in my heart for the rest of my life.

Rest easy, my dear friend; your legacy will forever live on through the lives you changed.
-- **Luke Christmas**

Sarah touched lives, she changed lives. I always admired her drive, her passion, her work ethic, her mom-work balance and I'm still not sure how she did it all... she accomplished her goals, every single one of them; health, personal and business. Let's be honest, she is gone too soon, but the impact she made on those around her is everlasting. You are missed, Sarah Rocco. An incredible mom, a leader of our community, a role model to so many, and forever a Rocstar!

-- **Kelly Bello**

Sarah was good at EVERYTHING. She was an absolute powerhouse. Not only was she

People must always be our top priority.

~ SARAH



More than vision, strategy, creativity, marketing, finance, or even technology. It's ultimately people that determine the success of our organization. Pour into them. Fuel their growth.

Watch them soar!

~ SARAH

beautiful, but she was so kind and had a heart for Jesus. I never heard her say anything bad about a single person. Extremely intentional with her work and life which I greatly admired. She was an athlete and thrived on challenging herself. She would always say we have to charge the storm! An amazing public speaker, and so many things that I looked up to. Her greatest title though was being a mom and she loved her kids so much and was always raving about them. I always looked forward to seeing her and she was always telling me how proud she was of me and Jordan Feria. It makes no sense why she had to leave this earth so early, but I know she is in heaven with Jesus and in such a better place. I know I will see her again someday!

Our time on earth is but a vapor. Tell someone you love them today! Tomorrow isn't promised. Do it today!

-- **Lindsey O'Steen**

Sarah Rocco's untimely departure has left an indelible mark on us. Her life story, a remarkable ascent from humble beginnings, was not just inspiring but a testament to her resilience and strength. What set Sarah apart was her extraordinary ability to make everyone feel deeply seen and valued, transforming even the simplest interactions into moments of genuine connection.

Our bond was built on spontaneous messages and lighthearted banter, reflecting her vibrant and caring personality. Sarah's successes



I wish I would have slept in, instead of working out this morning.

-Said no one.

brought joy not only to herself but to those around her, as she embodied the belief that we too could achieve great things.

Her legacy is one of hope and determination, a reminder that our origins do not define our destinations. Sarah, your spirit of possibility and encouragement will forever resonate with us. You are deeply missed but eternally remembered for the light you brought into our lives. Rest in peace, dear friend, your journey continues to inspire.

-- Roberto Paredes

I had the chance to meet her just once, during a real estate discussion in Nocatee. It's rare for someone to truly impress me upon entering a room, but Sarah Rocco was an exception. Her humility, sincerity, and ease struck me immediately as she walked in wearing a cute white dress. I couldn't help but wonder how she achieved such influence in real estate—until I realized it was her faith in Jesus that guided her.

Learning about her passing has deeply affected me, despite not having engaged in personal or any business transactions with her. She left a lasting impact on me with her radiance. It's comforting to know she's in a better place with Jesus.

-- Liliya Dudenkov

Sarah Rocco was a rare soul that lit this world on fire. Losing Sarah really hurt. I promise to check on Cason, Lilly, and Parker the way she checked on me when Shaun passed. We will meet again and until then,



Some people ask, "How do you do it all?"

Well, as of late, I get up at 4:00am - meditate, read my devotional and hit the gym. Then I live by my calendar, which is time blocked from most important, to least important and non negotiable time (family time).

So my answer is: you don't. You don't do it all. You just prioritize what's most important.

-- SARAH

keep challenging the normal. We can make people better and we will continue to do so.

Sarah filled incredibly big shoes in my life when I needed someone the most, I love you Sarah and you'll always have a special place in my heart. I'm thankful for her friendship, I'm thankful we got to do business together, and more importantly I'm just thankful for her.

She wanted more for everyone in her life and that is what made her so special.

-- Russell Nicholson

To say you've impacted our community would be an understatement. I've received calls from all over the country from people who love you and have been inspired by you both personally and professionally. Your tenacity, determination, and legacy will live on through all the lives you have touched. Sarah, it was an honor to have you as part of our Keller Williams Southside family. Thanks for taking a chance on me all those years ago. I wouldn't be who or where I am today without you. As anyone who has been a part of The Rocco Group knows, once a Rocco, always a Rocco.

-- Amanda Trahan

I didn't know Sarah well, but she was always positive, happy, and kind. We taught a class together at Keller Williams and she was full of new exciting ideas and had boundless energy. Her death was such a tragedy. We all miss her.

-- Lisa Barton



I have come to realize, it's not about being number 1 in your office or about closing the most deals. It's about waking up every day and running toward becoming your best self and living your best life, whatever that looks like for you!!

~ SARAH

When I first told Sarah she had been nominated to be featured on the cover of Jax Real Producers, she was very gracious and excited and then the planning began! She would text me ideas for what she was thinking for the photoshoot. The day of the photoshoot, I went to her house and she had everything just perfect and ready to go. She was such a planner! It was a fun day!

One of the last conversations I had with Sarah was about her solo camping trip. I was enamored by her bravery (and also questioned her on how safe that idea was)! I remember her giving me the details of that trip and she just lit up. I admired how when she put her mind to something she accomplished it.

The last texts I had with Sarah were us trying to plan a time to get together again. I did see her at our Jax Real Producers End-of-Year celebration just a week before she passed, but oh how I wish I could have had just one more chance to spend one-on-one time with her. I wish we had scheduled that time together instead of just talking about it. I am comforted knowing that I will get to see Sarah again one day in Heaven.

-- Kristin Lunsford

The first time I ever spoke with her it was because she reached out to me during my cancer journey to encourage me and to tell me she was praying for me. The last time I spoke to her she looked me dead in the eyes and said "I just love what you're doing. Keep doing it." She pulled off "power woman" like few can... with a gentle classiness that felt like



Life is short, time is fast, no replay, no rewind, so enjoy every moment as it comes!

~ SARAH

nothing less than 100% authentic.

Sarah Rocco, you will be remembered for the selfless way that you showed up for others. Thank you for your life of impact. It will live on in your legacy.

-- Jennifer Henry

Some people come into your life and leave an impact that will last a lifetime. Sarah, you were a person that did that for me and everyone you touched. You and I could openly share about our business life and personal life and you always gave me honest advice and feedback. Some of our business practices and ideas at First Coast Mortgage Funding were your ideas that you came up with at our strategy meetings. You were an innovator, a mentor to me, and someone I looked up to. But most importantly you were a friend to me.

-- Jason Kindler

Sarah was a force to be reckoned with: her faith in God, her mom skills, her fitness, her friendships, her work ethic... the list goes on and on. She was even a solid golfer.

I'm grateful to have known her, even for a short amount of time.

Sarah is not gone, only gone ahead.

-- Brian Lunsford

I met Sarah a few times at the KW office. She was an agent I admired and definitely wanted to be as successful as her. She always had a smile when we crossed paths and gave off wonderful energy.

-- Chris Moore

12 LIFE LESSONS

from Sunshine Sarah

Sarah would have celebrated her 40th birthday this month. She loved taking time to reflect each year around her birthday. Here are 12 life lessons Sarah shared last year for everyone to remember.

12 Life Lessons I've Learned This Past Year:

- 1 Be ok with genuinely sharing what you want in life. Manifest it and get your hopes up.
- 2 Be vulnerable and open with the right people in your life. This is what brings authentic connection. The right ones will always stay.
- 3 You will have to make sacrifices, but don't sacrifice who you are. Get to know yourself, love yourself, take care of yourself and then don't compromise.
- 4 Everyday routines can make life more meaningful. It's the daily small wins, over the big wins that bring the most fulfillment and growth.
- 5 Small steps, big priorities. Be patient about the big things and impatient about the small things.
- 6 Everything is built around good health. (Healthy Mind, Exercise, Diet, Sleep.)
- 7 To think outside the box, get in your zone/flow state alone vs seeking chaos (events, people, things) thinking that's where you'll find brilliance.
- 8 Live life with open hands. Be brave. Open your clenched fists and live like a child. Faith. Hope. Love. Kindness. All like a child.
- 9 Growing doesn't feel how we think it should. It feels like purification and cleansing. All the challenges, all the setbacks, the resistance, all the "work" - that's growth.
- 10 To be successful and happy, you must serve. Serve others. Generous leaders are servant leaders. They always come with open hands and an open heart.
- 11 Good times will show you who cares, bad times will show you who really cares.
- 12 No one will change your life other than you.



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