

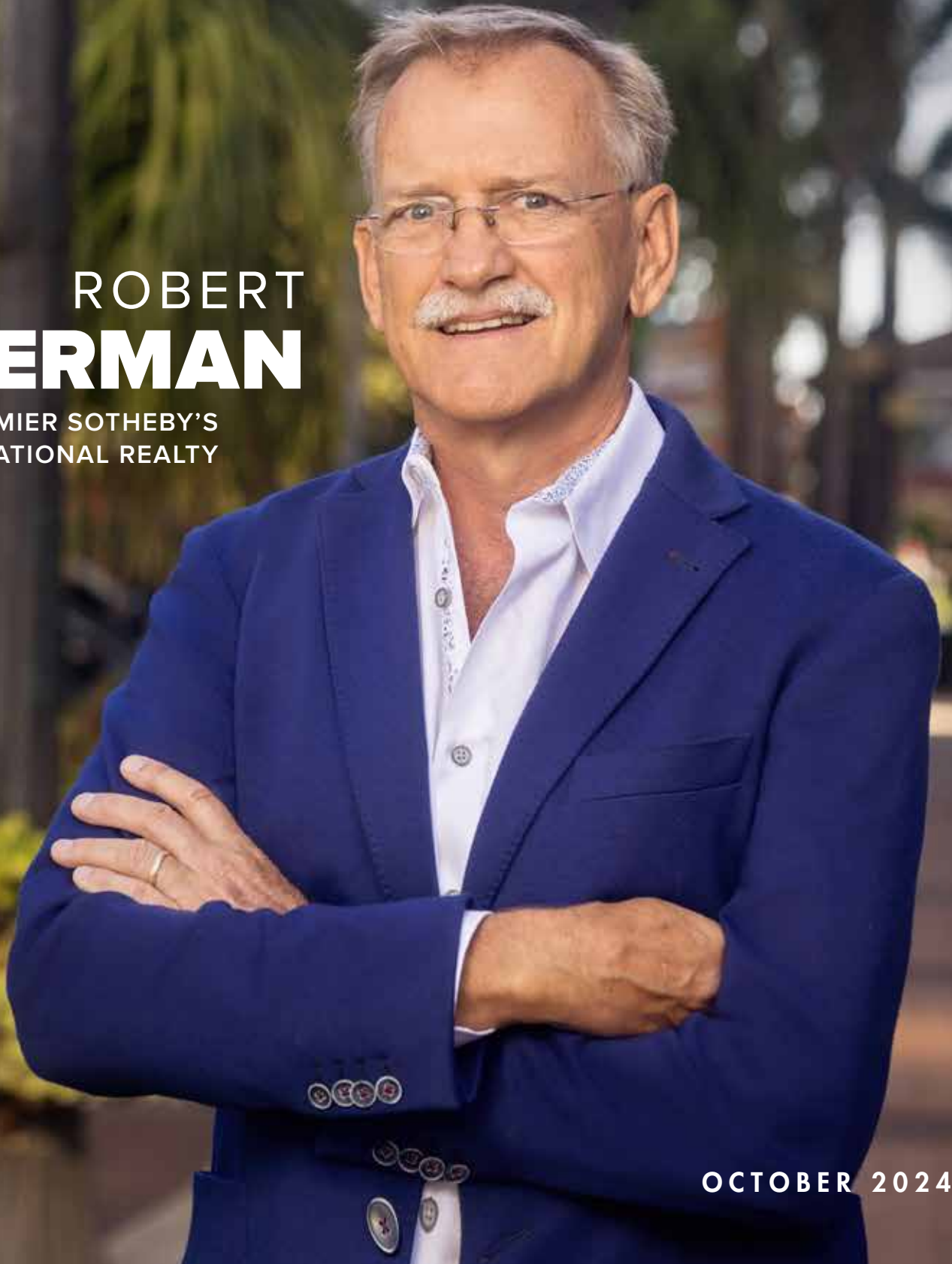
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Cover photo by Allie Serrano, Allie Serrano Portraits



If you are interested in contributing or nominating REALTORS® for feature stories, please e-mail us at joni@n2co.com.

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HAPPY FALL-OWEEN!

publisher's note

Greetings!

October effortlessly blends the cozy with the creepy, making it one of the most exciting times of the year. Chunky knit sweaters, plaid scarves, and boots fly off the shelves as people prep their wardrobes for cooler days and embrace the season's vibes. Comfort foods and flavors emerge, with pumpkin spice permeating everything from coffees to candles and hearty soups and stews warming us from the inside out.

October's Halloween hype is real with elaborate costumes, creative home decorations, and scary movie binge-watching. And let's not forget the growing trend of FALL-oween—a blend of fall and Halloween, where people combine the best of both worlds.

This season also offers a unique opportunity for top real estate agents as they highlight properties that shine in autumn's golden light. Whether showcasing a home's inviting fireplace, a beautifully landscaped yard with a smattering of leaves, or a cozy kitchen ready for seasonal cooking, agents can capture the essence of comfort as they serve their buyers and sellers. We'd

love to hear about your favorite fall traditions in the workplace: **Do you curate seasonal closing gifts, meet with your clients over pumpkin-spice treats, or curate autumn-inspired closing gifts? Do you gift pumpkin pies, host a festive event, or dress up for Halloween?**

One final question: **Have you checked out the preferred partners who make this complimentary magazine possible?** During all seasons, we encourage you to get to know these loyal and trusted businesses and allow them to earn your business.



We wish you a wonderful October!

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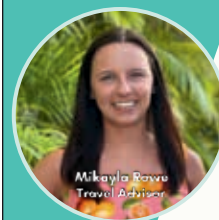
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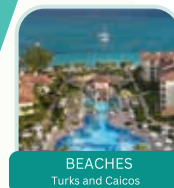
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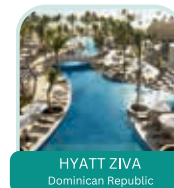
Give the gift of adventure this Christmas!



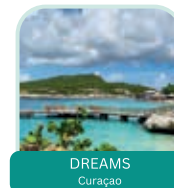
It's not too late to start planning for Christmas! Picture your family enjoying the holidays under sunny skies, with turquoise waters and sandy beaches as your backdrop. Let us craft the perfect Caribbean escape for your family to celebrate together, away from the winter chill. From family-friendly resorts to beachfront retreats, we'll take care of all the details so you can focus on making magical memories. Start planning now and give your family the gift of a tropical Christmas!



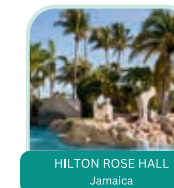
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ROBERT SHERMAN NANAWAN

► real producer

Story by Dan Clark
Photos by Allie Serrano, Allie Serrano Portraits

PREMIER SOTHEBY'S INTERNATIONAL REALTY

Real estate agents often have diverse reasons for starting in the industry. Robert Sherman with Premier Sotheby's in the heart of downtown Sarasota is no different. With a warm smile, a wild passion for woodworking, and a history in ministry, Robert brings a unique blend of compassion and practicality to his 20-year real estate career.

"It's really not that different than ministry," Robert reflects. "People die, families expand, people get moved for jobs. There's divorces, there's death. There's just so many things." As a result, Robert feels his journey into real estate was a fairly simple transition—all the while being less about chasing commissions and more about continuing a life of service, just in a different arena.

Robert's path wasn't what one would call conventional. After serving as a clergy

member in a large Dallas church, he and his wife, Marie, decided to return to their roots in Sarasota. With limited opportunities in ministry, Robert drew upon his love for real estate and experience managing multiple properties. He took the leap into the housing industry and hasn't looked back.

His steadfast dedication to his clients sets Robert apart in the crowded Sarasota real estate market. "I'll do whatever it takes," he emphasizes, recounting a recent Sunday afternoon he spent gutting a mold-infested house for a client living in Sweden. From fixing leaky faucets to building added value, he's more than happy to step in and do what it takes to ensure the best possible outcome for his clients.

His personal touch extends beyond the closing table. Robert maintains relationships with past clients through handwritten notes, a monthly digital magazine, and even a yearly tradition of singing Happy Birthday—admittedly not the most conventional rendition—to each of them. "It just makes them smile," he says with a chuckle. "Makes the day a little better, that's all." Those little things make Robert likeable and endearing to those he serves.

Robert's commitment to service stems from a deep sense of gratitude. In April 2024, he narrowly escaped a life-threatening accident while riding his scooter. The experience left him with a renewed appreciation for life and a determination to make the most of every moment. "I try not to take my family for granted," he shares, his voice softening. "I try not to take my time for granted. I try not to take anything anymore for granted. I'm lucky to even be here."





“

REAL ESTATE IS A GREAT BUSINESS. IT TAKES A LOT OF HARD WORK, BUT WHEN YOU FULFILL SOMEBODY'S DREAM OF PURCHASING A HOUSE, THAT'S A PRETTY AWESOME FEELING. IT'S WORTH MORE THAN THE MONEY YOU GET, FOR SURE.

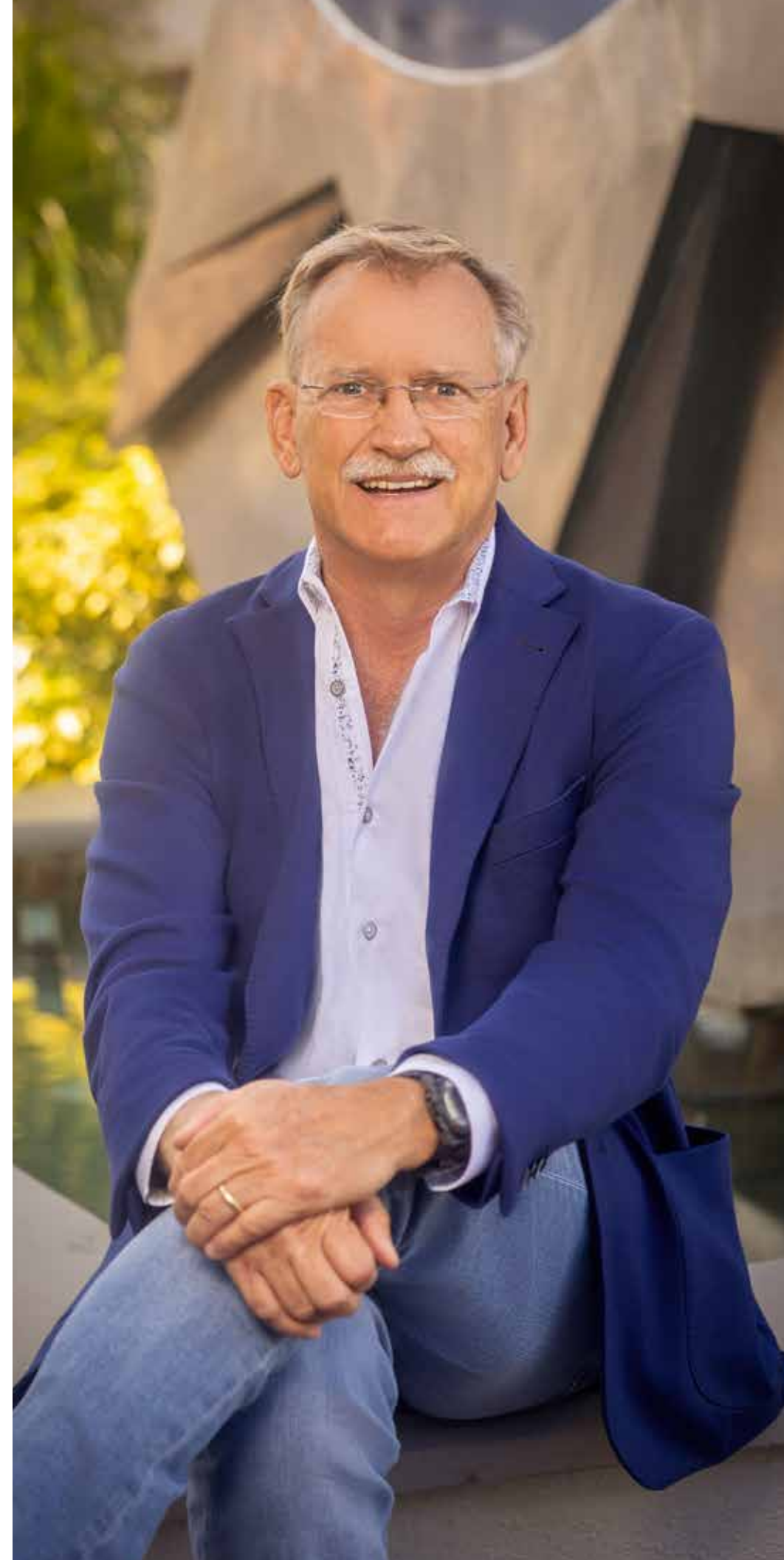
”

This brush with mortality deepened his resolve to live a life filled with purpose and joy in his career and personal pursuits. When he's not busy helping clients find their dream homes, Robert indulges his passion for woodworking, creating custom pieces for his family's home in Maine and unique pieces to gift to his clients at closing. He's also an avid hiker, having recently completed the 100-mile wilderness trek on the Appalachian Trail in Maine. His next adventure? Conquering Mont Blanc in Switzerland.

Robert's definition of success is simple: "One closing at a time, and doing a really good job." For him, it's about more than the number of transactions but the quality of service he provides. He wants to be remembered for caring about his clients and doing things the right way, even if it means walking away from a deal.

"Real estate is a great business," Robert concludes, gazing out the window at the bustling Sarasota street outside his office window. "It takes a lot of hard work, but when you fulfill somebody's dream of purchasing a house, that's a pretty awesome feeling. It's worth more than the money you get, for sure."

Robert Sherman's story is a testament to the power of service, gratitude, and a genuine love for what he does. He may have traded the pulpit for property listings, but his commitment to helping others remains unwavering. And in the competitive world of Sarasota real estate, that quality truly sets him apart.





▶ featured REALTOR®

Story by Jacki Donaldson
Photos by Mindy & Cory Poff, Poff Media Group

Rachel

TRITSCHLER

RE/MAX ALLIANCE GROUP

Real estate was always in the cards for Rachel Tritschler. The Sarasota native who grew up observing her father, Rick, soar in the local market may not have known early in her life that she would become a top-producing REALTOR®, but for the past eight years, she has excelled in the industry alongside her dad, whose father was a REALTOR® before him.

Rachel is a proud member of Team Tritschler, which also includes her sister, Caroline. “Working with my sister and my dad is the greatest gift in the world,” she says, adding that her sister-in-law, Veronica, is also on the team. Two of Rachel’s brothers, Frank and Shawn, are handymen who do work for her, and Rachel would love to see her daughters, Ariana and Brynleigh, follow in her footsteps.

The Tritschler name has been a force in Sarasota real estate for the past 40 years,

and Rachel credits her dad for mentoring her and his reputation for paving the way for her success. “Most of the agents I meet know my father from a past transaction, and many share that they have learned the most from him,” says Rachel, whose name badge is her No. 1 marketing tool.

Marketing is one of Rachel’s favorite endeavors. She pours herself into authentically representing properties, advising clients preparing their homes for sale, staging their spaces, promoting pre-home

inspections, investing in professional photography and videography, posting across social media platforms, and more. She recently helped a 94-year-old client declutter, and she commits to appropriately pricing her listings. She explains, “Does the seller need to replace the mermaid tile in the bathroom because buyers may not like it? No, but the price will align with a potential renovation.”

For buyers, Rachel shines at adding value. “I get involved in knowing what they like

to do and where they envision their home to be,” she remarks. “I ask about school districts and churches and how often they go to the dry cleaner. I’m not trying to sell them the pretty house. I’m telling them everything and anything they want to know about a specific area and what life would look like there.” Rachel is not selling homes; she is matching clients with their desired lifestyles. As a result, her clients keep coming back. Other REALTORS® also seek her guidance. She recently advised someone from California about living in Sarasota and how to purchase a luxury home virtually. Well-versed in investment properties, Rachel is a trusted advisor for investors.

Leveraging her sociology degree from Ontario’s Laurentian University and her previous experience in the restaurant industry, Rachel partners with all clients and real estate professionals from a place of care, compassion, and service, with one of her hallmark skills being a quick response time. With dual citizenship in the United States and Canada, Rachel enjoys the Canadian snowbirds and relates to them from attending

university and spending summers in Canada. One Canadian couple bought a \$3.8 million home on Bird Key with Rachel that the wife had not seen because of the confidence behind the transaction. Rachel worked with other Canadian clients to sell their Lido Gulf of Mexico ocean-view condo. “Being able to handle foreign transactions helps put clients at ease, whether buying or selling,” she asserts.

Rachel’s real estate prowess extends to all facets of her life. She excitedly speaks of her youngest daughter’s school across the street from her RE/MAX Alliance office, which serves as her runway. Dressed in floral dresses and bright power suits, she mingles at school pick-up with crossing guards, teachers, parents, and anyone she might represent as a buyer, seller, or investor. Her mission is to network and champion her brand while having fun. She volunteered at one school Halloween function, dressing as Western Barbie and receiving rave reviews. One little boy was sure she was the *real* Barbie. She had a ball being Barbie for a few hours but is proud to be Rachel Tritschler every day.



“ Rachel goes above and beyond to provide quality service to her customers. Her professionalism and hard work deliver impressive results for the customers she serves. —PETER CROWLEY, BROKER AND CO-OWNER OF RE/MAX ALLIANCE GROUP



Photo by Riant Photography



Photo by Jola Bremer, Evoke Studio SRQ

The award-winning Team Tritschler at the family-owned RE/MAX Alliance Group does not feel entitled to commissions. “We focus on the opportunity to earn clients’ business,” Rachel comments, adding that the team rarely speaks the four-letter word SOLD. The team also seeks opportunities to give back and has received the Biggest Heart Award for supporting the Children’s Miracle Network. Rachel also supports the school system and has participated in

fundraisers for those who have lost everything in fires.

If she were to do anything differently in her career, Rachel would have started sooner, and as she looks ahead, she strives for a new official title: Lido Beach Princess. “I grew up close to Siesta Key and worked just about everywhere there, often rollerblading to work because it was quicker than driving,” she reflects. “My goal is to eventually live on Lido

Beach.” Rachel has a track record of achieving her goals. She has checked the boxes on buying a pool home, a Boston Whaler, and an investment property, so securing her Lido Beach Princess title seems highly likely.

As Rachel continues to build on her family’s legacy in Sarasota real estate, she is poised to reach new milestones and leave an enduring mark on the industry she was born to excel in.

» from the desk of the president

by Gia Arvin, 2024 President of Florida REALTORS®

COUPLED VS. UNCOUPLED COMPENSATION IN A POST-SETTLEMENT WORLD



The REALTOR® universe is now two months into the landmark settlement that saw the removal of compensation in the MLS, the mandate of written agreements with buyers before touring properties, and the need to ensure a contract for compensation exists in each transaction to ensure a buyer representative is paid for their work in procuring a residential property for a buyer. As we all learn a new normal, we are encountering several terms we did not use before. Two that specifically keep popping up are *coupled* and *uncoupled*.

Coupled commission is when the seller typically pays a commission to their listing broker upon the successful sale of their home. The listing broker then shares this commission with the buyer's broker who represented the buyer in the transaction. This offer of compensation used to appear in the MLS; now, we must contact the listing broker for details on the offer of compensation if you bring a buyer and successfully close a transaction. Under the settlement terms, a buyer representative may only collect the amount agreed to by the buyer in the previously executed buyer representative agreement.

In the uncoupled commission model, the seller and buyer negotiate and pay their respective agent's commissions separately. In most residential sales, the buyer will incorporate the payment to their buyer representative into their transaction by asking the seller to pay their buyer representative directly, either by a term of the sale or via a separately executed compensation agreement between the seller and the buyer's brokers.

Florida REALTORS® has released a menu of forms to help REALTORS® navigate this new space, and free classes are available online for anyone needing more information. If you encounter a transaction-specific question, the Florida REALTORS® legal hotline is available Monday through Friday until 4:45 p.m. at 407-438-1409; you just need your license number.

We are proud of our industry's professionalism as we navigate our transactions following the settlement implementation. We urge all REALTORS® to continue to cooperate professionally and remember to always conduct business in a manner that keeps the Florida real estate industry thriving.



NOMINATE YOUR FAVORITE TOP AGENTS!

How do we decide who to feature each month in Real Producers? Through our nomination system. Top real estate agents and the preferred partners who invest in this publication through advertising and sponsoring our events decide who we feature through their nominations. Additionally, we have multiple events throughout the year, and top agents with top numbers are present at these gatherings; we receive many nominations from those who attend.

Of those nominated, our team meets with and gets to know each nominee. We collect all the cool facts about the agent and gather nominations for other top agents and businesses we should consider for our vetted preferred partners' list.

Our selection team decides who gets into each issue. We use the "5 C" criteria below as a guide. An agent must meet the first three criteria; the fourth and fifth items are not required; however, we love celebrating successes of a giving or victorious nature.

- **Collaboration:** The number of nominations usually indicates that nominees are respected by their peers and work well with other agents and our preferred partners.
- **Competition Production Numbers:** Let's face it—the name of the publication is Real Producers, so folks need to be top producers to get into the magazine.
- **Character:** While most in the industry have great character and integrity, we will not feature anyone—agent or business—who has not been recommended or nominated by top agents as a person or business operating with integrity.
- **Contribution:** We adore inspiring stories about agents who give back to the real estate and local/global community.
- **Compelling Story/Conquering a Life Challenge:** Who doesn't love an against-the-odds success story?

We also get to know the agents engaging in our private Facebook group for top REALTORS® and partners. Send me a private message if you would like an invitation to that page, as membership is limited to agents, brokers, and current preferred business partners.

We aim to not feature agents from the same brokerage or firm in the same issue and try to cover the territory

geographically so we feature agents proportionately. With so many excellent nominated agents, the monthly decision is difficult, so ensure we know who you are.

Remember, real estate agents and brokers do not pay anything for feature stories; everything we do for them is free. While other programs may look similar, we are not a pay-to-play model. We select most articles six to 12 months in advance (sometimes years in advance for cover agents) and notify folks one to two months before their feature appears that we have selected them.

We would love your feedback on how we are doing and what we can do better to help everyone in the industry collaborate, elevate, and inspire each other. Please email, text, or privately message all suggestions and feedback directly to me.

Joni Giordano-Bowling

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STRONGER MOVING &
DELIVERY SERVICE INC.



▶▶ partner spotlight

Story by Dan Clark
Photos by Allie Serrano, Allie Serrano Portraits

Baseball is America's pastime, and the Sarasota/Manatee market houses facilities for several Major League Baseball teams. Located about midway between the Baltimore Orioles' Ed Smith Stadium in Sarasota and the Pittsburgh Pirates LECOM Park in Bradenton is home to another installation that knows the importance of teamwork, precision, and a strong work ethic—Stronger Moving & Delivery Service.

Founded by Venezuelan transplants (and former professional baseball players) Ruben Ferrer and Gonzalo Vargas, Stronger Moving has been providing excellent service in the moving and storage industry for 16 years and counting.

Faced with the uncertainty of employment prospects during the economic downturn in 2008, Ruben and Gonzalo decided to take a leap of faith. Armed with a box truck and their resolve, they embarked on a venture that would transform their lives and make moving easier for countless Floridians.

Ruben's wife, Catherine, is an enthusiastic spokesperson for the company. She recalls, "Things were not looking great for our jobs at the time. They bought a truck and said, 'What's the worst that could happen?'"

What really sets Stronger Moving apart from other moving companies is its commitment to accuracy and attention to detail. "They bring that careful approach to everything they do, with every piece of furniture in every home, every day, all year long," Catherine explains. "It's just like baseball—if you skip a base, you don't get the run. We do not cut corners at any point in our move."

This dedication has earned Stronger Moving a loyal client base and fostered a positive relationship within the moving community. "There's a friendly atmosphere among all the other companies," Catherine notes. "We have a great camaraderie with the other moving companies in the area."



Although Stronger Moving's presence is primarily noted by the trucks and their workers on the job, they also offer a 12,000-square-foot climate-controlled, secure storage, providing receiving services for interior designers. In addition, through a partnership with Dorm Room Movers, they offer specialized moving and storage services for students at institutions such as the University of Tampa and IMG Academy.

Stronger Moving is more than just a business; it's a family. The company possesses an impressive employee retention rate, with the average team member having been with the company for six years, a testament to the supportive and family-friendly environment. "We see the success of our team members and the company as intertwined," Catherine shares. "We want our company to be a place where team members can feel secure, pursue their goals, and be a great place for their families."

Success can be defined in many ways, and for Stronger Moving, many signs pointing to their pursuit of it. Last year, the company was recognized as the Small Business of the Year in its category by the Manatee Chamber of Commerce. However, true success lies in its clients' satisfaction and their team members' fulfillment. "We define success as team members being able to pursue and reach their goals while the company grows and pursues and reaches its goals," Catherine explains.



Stronger Moving co-founder Gonzalo Vargas played professional baseball with the Cleveland Indians and Toronto Blues Jays. In Venezuela, Gonzalo played with Los Tigres de Aragua, Los Cardenales de Lara, and Los Caribes del Oriente. Gonzalo also traveled to places like Holland and Taiwan, where he played for the Chinese Professional Baseball League with the "Brother Elephants" team in 1999.

"We want to be remembered for walking the walk and not just talking the talk."

As Stronger Moving celebrates its 16th anniversary, it continues to uphold the values that have been its foundation from the start: meticulousness, teamwork, and a genuine desire to serve its community. They also offer special promotions—like their anniversary packing special—and consistently strive to exceed expectations.

What advice would Catherine offer those in the real estate industry? Her response is humble and insightful. "Under promise and over deliver," she suggests. "We almost prefer to overestimate and come in under budget."

In a world where moving can often be stressful and overwhelming experience, Stronger Moving offers a refreshing alternative rooted in precision, care, and a touch of baseball magic. As they continue to grow and evolve, one thing remains certain: Stronger Moving is here to stay, and they're ready to help you hit a home run with your next move.

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REAL PRODUCERS FAQs

RP Real Producers magazine, started in Indianapolis in 2015, is now in more than 130 markets nationwide and continues to spread rapidly.

Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?

A: The Top 500+ real estate agents in Sarasota and Manatee Counties.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. We grow to new

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heights when we surround ourselves with other successful, like-minded people, and the Real Producers platform brings together the most elite real estate professionals in Sarasota and Manatee Counties.

We take the Top 500 real estate agents and preferred partners in every market and build an exclusive community around them. We share their stories, successes, market trends, and upcoming events—anything that will connect, inform, and inspire.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is straightforward. If you are on the Top 500 list, you can nominate other real estate agents, businesses, brokers, owners, or yourself. Office leaders can also nominate real estate agents. We consider everyone in the Top 500 who comes to our attention because we don't know everyone's story, and we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers, and attend our private events to increase your chances.

Q: WHAT DOES A FEATURE STORY COST?

A: Zero, zilch, zippo, nada, nil. Feature stories do not cost anything, so nominate away. We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: They are the best businesses in Sarasota and Manatee Counties in their category, and you can find them on our index. We don't just find these businesses off the street, nor do we work with all businesses that approach us. Top agents have recommended every business you see in this publication. In a sense, we won't even meet with a business that has not been vetted by one of you and "stamped for approval." Our team will further vet every business to ensure they are a good fit and bring value to our community. We aim to create a powerhouse network for the best real estate agents in the area and the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email joni@realproducersmag.com.



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