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## SARAH AND TIM CAUDILL

**COVER STORY:**

Sarah & Tim Caudill

**FEATURED AGENT:**

Samantha McHugh

**RISING STAR:**

Heather Mackersie

**PARTNER SPOTLIGHT:**

Casey Epton Roush with  
CM Custom Pools &  
Moore Outdoor Living

**COMMUNITY SPOTLIGHT:**

Daytona Beach Kiwanis Club

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OCTOBER 2024

# PUBLISHER'S NOTE

**A**s the crisp autumn air begins to sweep through Volusia and Flagler, we welcome the month of October with excitement and a deep sense of community. This time of year always reminds us of the importance of coming together, supporting one another, and making a positive impact in the neighborhoods we serve.

This month, we are especially thrilled to highlight an event close to our hearts—the **Daytona Beach Duck Race**. As many of you know, this annual event brings our community together in a fun and meaningful way, all for a great cause. I am proud to be personally involved in this event, which benefits several local charities, helping to make a difference in the lives of those who need it most.

The Daytona Beach Duck Race is more than just a quirky tradition—it's a testament to the power of community spirit. Each rubber duck purchased symbolizes a shared commitment to supporting our local organizations and enhancing the quality of life in our area. I encourage everyone to get involved, whether by sponsoring a duck, attending the event, or simply spreading the word.

In this issue of *Volusia Flagler Real Producers*, we continue to celebrate the outstanding real estate professionals who make our region thrive. Their dedication, innovation, and passion are what keep our market strong and our communities vibrant. As you browse through these pages, I hope you feel as inspired as I do by the stories of success, perseverance, and generosity.

Thank you for being a part of the *Volusia Flagler Real Producers* family. Here's to a fantastic October filled with opportunity, growth, and community spirit!

Warm regards,

**JAYME DICKEY**  
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*Volusia Flagler Real Producers*

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▶ cover story

# SARAH AND TIM CAUDILL

A JOURNEY OF SERVICE, SUCCESS,  
AND INTEGRITY IN REAL ESTATE

**I**n the ever-evolving landscape of real estate, few stories are as compelling and inspiring as that of Sarah and Tim Caudill. This

husband-and-wife team has carved out a niche for themselves through an unwavering commitment to service, a deep sense of integrity, and a shared passion for helping others achieve their dreams.

## A Leap of Faith into Real Estate

Sarah's journey into real estate was born out of a deep-seated curiosity and passion that defied conventional expectations. Despite the pressures from her family to pursue a more traditional career in law or medicine, Sarah's heart was set on real estate. "I always felt drawn to real estate, even when everyone else thought I should be something else," Sarah reflects. Her decision to leave a stable corporate job and dive headfirst into the world of real estate was a bold move, one that took even her husband, Tim, by surprise.

Tim, on the other hand, approached real estate with skepticism, shaped by his own frustrating experiences with agents in the past. "I wasn't a fan of real estate agents," Tim admits. "So when Sarah told me she wanted to start a real estate business, I was hesitant. But I saw her passion and knew I had to support her."

This support became the foundation of a thriving partnership. Together, they channeled their shared love for homes and the Florida lifestyle into a business that would eventually make them one of the top-performing teams in the nation.

## Building Success with Integrity and Innovation

The Caudills' success didn't come overnight. It was built on perseverance, innovation, and a commitment to doing things differently. Their rise to the top, marked by their recognition as one of the leading Zillow teams in the country and features on prestigious TV shows like Fox Business's *The American Dream Home* and Bravo's *How Close Can I Beach*, is a testament to their hard work and dedication.



“Being featured on these shows has been an incredible experience,” Tim notes. “It’s validation of the effort we’ve put into building something meaningful, not just for ourselves but for our clients.”

What truly sets Sarah and Tim apart is their dedication to their clients’ success. “We operate with absolute integrity,” Sarah emphasizes. “Our clients’ best interests are at the heart of everything we do. Whether it’s helping someone purchase a modest mobile home or advising against a potentially bad investment, our focus is always on what’s best for our clients.”

**Empowering the Next Generation**

As they look to the future, Sarah and Tim are committed to giving back to the real estate community. They are passionate about mentoring the next generation of agents, helping them build sustainable, successful careers. “Our goal is to help new or struggling agents find consistency in their income and achieve a six-figure career,” Sarah explains. “We want to share the knowledge and systems that have worked for us so that others can succeed too.”

**A Life Beyond Real Estate**

While their professional achievements are impressive, the Caudills are also dedicated to leading a fulfilling personal life. They share a love of flying, often taking trips in their 2024 Cirrus SR22T to destinations like the Turks and Caicos. “Flying is our way of unwinding and exploring the world together,” says Sarah.



Their inspiration comes from a blend of financial wisdom, faith, and family. “We’ve been fortunate to have mentors and loved ones who have invested in us,” Tim says. “It’s something we strive to honor in our daily lives.”

Sarah’s competitive spirit is another driving force behind their success. “She’s incredibly driven,” Tim shares. “Even though she wasn’t an athlete growing up, she approaches every challenge with determination and a quiet, fierce competitiveness.”

Their guiding principles, rooted in the belief of giving and serving others, reflect their philosophy on life and business. Tim’s favorite quote, “Winners make a way, and losers make excuses,” and Sarah’s mantra, “Give, and it shall be given unto you,” serve as daily reminders of their commitment to excellence and service.

**A Journey of Impact**

The Caudills’ journey is more than a story of business success; it’s a testament to the impact that integrity, perseverance, and a genuine desire to serve others can have in the world of real estate. Their milestone of reaching

“

**We operate with absolute integrity. Our clients’ best interests are at the heart of everything we do.**

\$100 million in sales annually and over 1,100 plus families generating over \$1 Billion in Equity through strategic negotiations and skilled preparation is not just a financial achievement but a symbol of their dedication to helping others achieve their dreams.

As they continue to shape the future of real estate, Sarah and Tim Caudill stand as an inspiring example for their peers, a beacon of what is possible when passion meets purpose. Their journey is a reminder that true success lies not just in the numbers but in the lives they’ve touched along the way.

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# CASEY EPTON ROUSH



## TRANSFORMING OUTDOOR LIVING AND EMBRACING COMMUNITY CONNECTIONS

Casey Epton Roush is more than just a name behind Moore Outdoor Living; she is the driving force that blends professional excellence with heartfelt community service. Her journey, characterized by resilience and a deep-seated passion for enhancing the lives of others, reflects a commitment to both her business and her community.

Moore Outdoor Living, under Casey's leadership, stands out as a premier provider of outdoor enhancements. From Caldera and Fantasy Spas to Ledge Lounger Furniture and Covana Automatic Hot Tub Covers, the business excels in offering products designed to elevate outdoor experiences. Casey describes their mission succinctly: "We are your go-to for bringing the best to your outdoor space. Whether it's hot tub water care, pool chemicals, or outdoor kitchens, we handle it all with a personal touch that ensures lasting enjoyment."

The dedication of Moore Outdoor Living extends beyond mere sales. Casey emphasizes their comprehensive customer service, stating, "From the moment you walk in the door to years after, we are here to service, guide, maintain, and help you in any way we can to keep you enjoying that hot tub every day!" This approach, marked by a robust service department and a valet program, distinguishes them from larger competitors who may lack the same level of personalized care.

Casey's contributions to her community are noteworthy, with her roles including Events Director on the Provision Packs Executive Board, a Board Member for Women United Volusia, and an Ambassador for the Ormond Beach Chamber of Commerce. Her involvement extends to her side venture, Rising Lotus Marketing & Event Management, where she leverages her expertise in social media and event planning to benefit various local initiatives.

Reflecting on her professional journey, Casey reveals, "Every moment, good, bad or indifferent has brought me to exactly where I am today!" Her resilience and adaptability, particularly after facing a challenging battle with Stage 2 Breast Cancer in 2022, are evident. The support she received from her community during this time was profound and played a significant role in her transition to Moore Outdoor Living. Casey shares, "Going through something so personal, in my heart, I knew it was time for a change for me. A time to expand my career, learn a new profession, new mission, and whole new life."

This transition marked a new chapter in Casey's career, one where she embraced a new mission with a renewed sense of purpose. "January 2 was my first day, and Moore Outdoor Living opened our doors around February 1. It has been a wonderful first year working together," she notes. This fresh start has been both



“  
The comeback is  
always greater than  
the setback!  
”

professionally and personally rewarding, allowing her to channel her energies into growing the business and deepening her community ties.

Casey's dedication to her clients often results in lasting relationships. "Every client has its own special story," she reflects. "I talk to them often, visit their homes, enjoy lunches together, and have become part of their family!" This personal connection underscores the value she places on client relationships and community integration.

Despite her professional success and extensive community involvement, Casey remains grounded and values the time spent with loved ones. She says, "Spending time with the people I love is incredibly important. I have learned that time is a gift, and I want to constantly be surrounded by those who love me and whom I love."

Her greatest inspiration comes from her daughter, Hailey Jo. Casey describes her daughter as a daily source of learning and joy. "Her way of taking a new day different from the one before is incredible. Her heart is huge, her love is bigger," Casey says with admiration. "Spend five minutes with her, and you'll get it!"

Amid her achievements and community work, Casey also reveals a personal challenge: she experiences anxiety before events and gatherings. This vulnerability is a testament to her authenticity and resilience.

The quote that resonates most with her is, "The comeback is always greater than the setback!" This mindset has clearly influenced her approach to both personal and professional challenges, guiding her through difficult times and inspiring her ongoing efforts.

Casey's family life, marked by the recent tragic loss of her husband Casey Boy in a motorcycle accident, remains a cornerstone of her strength. "His smile was contagious, his wit could be nerve-wracking, but if you were one of his people, you knew it," she reflects poignantly. Alongside her daughter Hailey Jo and their goldendoodle Abby, Casey continues to cherish the memories and lessons shared with her late husband.

In conclusion, Casey exemplifies how personal passion and professional dedication can intertwine to make a meaningful impact. Through Moore Outdoor Living, her community involvement, and her personal resilience, Casey not only transforms outdoor spaces but also enriches the lives of those around her. Her journey is a testament to the power of community, personal growth, and the enduring strength of human connection.





▶▶ rising star

# HEATHER MACKERSIE

## A Passion for Real Estate and Family

Heather Mackersie's journey into the world of real estate is as vibrant and multi-faceted as her personality. From a young age, Heather was surrounded by the complexities and rewards of real estate, thanks to her grandparents, who were active investors. "Watching my grandparents close deals and manage properties from a young age was my introduction to real estate. It was like a second home for me," Heather reflects.

Growing up with such a foundational influence, it was natural for Heather to develop a passion for real estate. "I didn't realize it at the time, but I was learning the power of real estate as a tool for building generational wealth," she says. This early exposure was instrumental in shaping her career path. Initially, Heather entered the real estate world as an investor and owner. Her hands-on experiences provided a solid base, and she soon transitioned into real estate sales, using her practical knowledge to benefit her clients.

Heather's family legacy in real estate was a significant driving force behind her career. "Managing family trusts and dealing with properties across several states exposed me to a variety of challenges and learning opportunities. It was these experiences that truly ignited my interest in both investing and real estate sales," she explains. The lessons learned from her grandparents, coupled with her own experiences, laid a strong foundation for her success.

Since embarking on her professional journey, Heather has garnered impressive accolades. One notable achievement is receiving the Rookie of the Year award from her brokerage. "Being recognized in a brokerage full of incredible agents was an amazing feeling. It's a testament to the hard work and dedication I've put into my career," she beams. For Heather, this recognition is not just a personal victory but a reflection of the support and collaboration she has experienced within her professional community.

Reflecting on her career thus far, Heather acknowledges that if she were to start over, she would approach things differently. "I would definitely stress less and trust the process more. Believing in myself from the start would have made a big difference," she admits. Despite any initial challenges, Heather's commitment to her clients and her profession has been unwavering.



I always try to understand all sides of a situation and give grace where it's due.

Looking ahead, Heather is excited about the future of her real estate career. "I want to continue advocating for homeownership and helping families and individuals start their real estate journeys. Every transaction is an opportunity to make a positive impact on someone's life," she says. Her passion for real estate investing drives her to teach others about its potential benefits, and she embraces every chance to share her knowledge.

One particularly memorable experience for Heather was assisting first-time homebuyers in overcoming significant obstacles to secure their dream home. "We faced every obstacle imaginable, but with the support of an incredible team and the best vendors, we managed to get them into a beautiful home with minimal out-of-pocket costs," Heather recalls. The deal included over \$20,000 in seller-paid updates and closing costs, showcasing Heather's determination and resourcefulness.



“My grandmother was a true trailblazer. She instilled in me not just a love for real estate, but also the knowledge of how to use it for generational wealth building.”

What sets Heather apart from her peers is her empathetic approach and proactive mindset. “I always try to understand all sides of a situation and give grace where it’s due. My experience as an investor and Realtor helps me anticipate and address potential problems before they arise,” she explains. Her deep roots in Volusia County and her extensive local knowledge contribute to her ability to facilitate smooth transactions for her clients.

Beyond her professional accomplishments, Heather finds immense fulfillment in meeting new people and building relationships. “The most rewarding part of my work is the opportunity to connect with new individuals and make a positive impact on their lives,” she says. Her dedication extends beyond real estate, as she balances her career with family life and personal passions.

Heather is a devoted mother to Bella and Cami, her two daughters. Bella, 13, is a standout student and performer, while Cami, 10, excels in sports, particularly soccer. “Bella and Cami keep me busy and bring so much joy into my life. Seeing them pursue their passions is incredibly fulfilling,” Heather shares. The family enjoys spending time together, whether boating, paddleboarding, or hiking in Blue Ridge, GA—a favorite spot for Heather.



In addition to her family life, Heather has an unexpected talent for horticulture. “I took four years of horticulture in high school, which surprisingly comes in handy now. I can identify a surprising number of plants, and it’s a fun skill to share with my family,” she laughs.

Heather’s role model is her grandmother, who was a pioneering figure in real estate and business. “My grandmother was a true trailblazer. She instilled in me not just a love for real estate, but also the knowledge of how to use it for generational wealth building,” Heather reflects. This legacy continues to inspire her as she strives to share her expertise and passion with others.

In essence, Heather Mackersie’s journey is a testament to the power of family influence, personal dedication, and a passion for real estate. Her commitment to her clients, her family, and her personal interests makes her a standout figure in the industry. Whether she’s navigating real estate transactions or enjoying time with her loved ones, Heather’s vibrant spirit and unwavering drive shine through.

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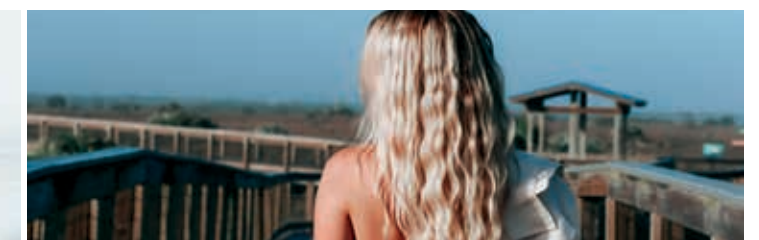
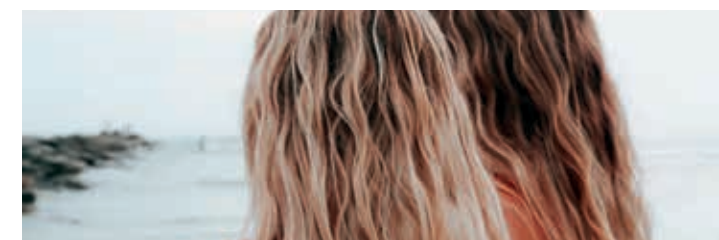


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▶ community spotlight

# DAYTONA BEACH KIWANIS CLUB

Get Ready for the 2nd Annual “The Great Daytona Beach Kiwanis Duck Race”!



Get Ready for the 2nd Annual “The Great Daytona Beach Kiwanis Duck Race”!

Last year, the Daytona Beach Kiwanis Club made waves with our inaugural “The Great Daytona Beach Kiwanis Duck Race.” With 5,000 ducks, over 350 attendees, and more than \$40,000 raised for local non-profits, it was an unforgettable day! Realty Pros Assured took home the coveted title of “Biggest Duck in Real Estate” for 2023.

This year, we’re going even bigger and better! Join us on October 26th from 11 AM to 4 PM at the Jackie Robinson Ballpark for a day packed with fun for the whole community. Expect vendors, delicious food, family-friendly activities, a Jeep Show & Shine, Designer Duck Contests, live music, and of course, the thrilling Duck Race where we’ll drop 10,000

ducks into the Halifax River. Watch them race to the finish line for a chance to win exciting cash prizes!

We have amazing sponsorship opportunities and vendor spaces available for just a \$50 donation (10x10 vendor space). Don’t miss out—email Jayme at [jayme@n2co.com](mailto:jayme@n2co.com) to secure your spot today! We have a lot of space to fill and all businesses are welcome.

### WHO WILL BE CROWNED “THE BIGGEST DUCK IN REAL ESTATE” FOR 2024?

**Who Qualifies?** Any licensed agent!

**Who Can Form a Team?** Broker offices, individual real estate agents, and real estate teams.

**How Do We Win?** Simple... Get the most ducks adopted under your team name!

**How Can People Purchase Ducks?** Online at [duckrace.com/daytona](http://duckrace.com/daytona) or by scanning your team’s unique QR code (provided once you are set up).

**Who Does This Benefit?** 40% of your sales will be given back to the charity of your choice (must be 501(c)3).

### PLUS, A CHANCE TO BE CROWNED “THE BIGGEST DUCK IN REAL ESTATE”!

**What Do We Get If We Win?** Bragging rights!

The chance to win cash prizes if your duck places 1st, 2nd, or 3rd!

A feature in the January issue of *Volusia Flagler Real Producers Magazine!* (\$500 value)

**Is There a Cost to Set Up a Team?** Zip, zilch, nada!

Register your team today by sending your request to [jayme@n2co.com](mailto:jayme@n2co.com).

Don’t miss this quack-tastic opportunity to support our local community and have a blast doing it. We can’t wait to see you there! Secure your sponsorship, vendor space, and team by emailing [jayme@n2co.com](mailto:jayme@n2co.com) TODAY!

Happy Ducking!

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Location: Jackie Robinson Ballpark | 105 E Orange Ave Daytona Beach, FL 32118

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# MEET SAMANTHA MCHUGH



## A STELLAR FORCE AT KINCAID REALTY



▶ feature

Photography by: Waltons Photography

Say hello to Samantha McHugh, a REALTOR® with Kincaid Realty, the powerhouse boutique office with 24 top-tier agents on Canal Street in the heart of New Smyrna Beach. Under the dynamic leadership of our rockstar broker, Roger Kincaid, Kincaid Realty has become synonymous with excellence.

Samantha has been a dedicated residential real estate professional for over 18 years, specializing in Volusia County, particularly in New Smyrna Beach, Port Orange, and Edgewater. But her journey began far from here, in the charming town of Sligo, Ireland. As the eldest of seven children, Samantha grew up helping her hard-working mother take care of her siblings and local kids, all while saving money for her dream of coming to the USA—a land she was endlessly fascinated by. She arrived at JFK Airport, where a family welcomed her she would stay with for 10 years, helping them raise five wonderful children.

After spending time in the restaurant business and working at Disney, Samantha moved south to Florida, where she discovered her true passion in real estate. “I remember my first

deal like it was yesterday,” she recalls. “I knocked on a For Sale By Owner’s door in my neighborhood, scared to death, and the sellers were skeptical too. But they began to trust me, and I listed their property. I brought in the buyer who fell in love with the home, and we became instant, lifelong friends. Just this year, in 2024, I had the privilege of selling that same home again.”

Samantha is also a proud mother of two sons, Michael and Sean, aged 25 and 24 and is engaged to Tommy, a fantastic guy who owns and runs his own landscaping business. “I now know what it feels like to be a first-time homebuyer after doing that myself seven years ago. There’s no feeling like owning your home, building equity, and knowing there is no place like home!”

Known for her genuine honesty and unwavering commitment to her clients, Samantha’s approach to real estate sets her apart. “I don’t believe in the hard sell,” she explains. “It’s about building strong, lasting relationships with my clients. Real estate is more than just a transaction; it’s about being in the people business and making connections that matter.”



“

**I now know what it feels like to be a first-time homebuyer after doing that myself seven years ago. There's no feeling like owning your home, building equity, and knowing there is no place like home!**

Samantha's dedication hasn't gone unnoticed. She was awarded REALTOR® of the Year by the New Smyrna Beach Board of Realtors and has earned her CRS, GRI, ABR, C2EX, e-Pro, and AHWD designations. "Winning the Heart & Hustle Award from Volusia Real Producers was like my Oscar moment," she jokes.

Beyond her professional achievements, Samantha is deeply involved in the community. She volunteers at her church's pantry, supports local classic car shows right outside the Kincaid office, and actively participates in many fantastic local events that make New Smyrna Beach such a special place. Samantha is an

active member with the membership committee in the New Smyrna Beach BNI Chapter, which boasts 30 fantastic local vendors and is growing steadily. Her efforts were recognized when she was named BNI Member of the Year in her first year with the organization in 2023. Samantha has been recently nominated to be a Director for 2025 for The New Smyrna Beach Board Of Realtors!

Samantha emphasizes that, with all the recent changes in real estate, this profession isn't for the faint of heart. "We'll be stronger and better as long as we all stick together," she says.

From the cobblestones of Ireland to the sunny streets of New Smyrna Beach, Samantha carries with her a dedication to authenticity and relationship-building. Whether navigating the charming alleys of a historic town or the vibrant avenues of a coastal city, her approach remains the same: prioritize genuine connections and always put people first. "Most of my business comes from past clients and referrals, so nurturing your database is key," she adds. "Clients become friends, and when they refer me to their friends and family, it's the ultimate compliment."

Samantha continues her journey with her favorite poet Robert Frost by Taking The Road Less Traveled and that has made all the difference!

True Story!

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# Discover The Power of Applying These 9 PILLARS OF SUCCESS As You Create a Wildly Successful Career!



By Billy Reuter

## ▶ expert corner

In today's competitive business world, ambitious professionals like you are constantly seeking that edge—the strategies, tools, and mindset shifts that can propel your career to the next level.

The truth is, achieving extraordinary success isn't just about working harder; it's about working smarter and embodying a set of principles that transform how you approach your career.

These principles, which I call the 9 Pillars Of A High-Performance Life, are designed to help you unlock your full potential and create a pathway to remarkable achievements.

### 1. POWER PERSPECTIVE

How you view challenges can make or break your success. Instead of seeing obstacles as roadblocks, what if you saw them as opportunities?

Shifting your perspective to embrace challenges with a "SOLUTION-FOCUSED MINDSET" will foster a work environment where growth and innovation thrive. When you master this pillar, setbacks become stepping stones, and your career begins to accelerate.

### 2. POWER STORY

Your internal narrative shapes your actions and, ultimately, your results. By rewriting your story to align with your goals and aspirations, you can ignite a level of motivation and drive that pushes you beyond your limits.



This pillar is about crafting a story that fuels your ambition and keeps you moving forward, no matter what.

### 3. POWER VISION

Every successful professional has a clear vision of where they're headed. This pillar is about developing that vision—both for yourself and for how you contribute to your organization.

A powerful vision gives your career a sense of purpose and direction, making your journey not just productive but meaningful.

### 4. POWER HEALTH

Let's not forget the foundation of all success—your well-being. High achievers understand that their physical and mental health directly impact their productivity.

This pillar emphasizes the importance of well-being strategies that reduce stress, increase energy levels, and keep you performing at your best.

### 5. POWER RELATIONSHIPS

No one climbs the ladder of success alone. Building strong, positive relationships within your network is crucial for your career growth.

This pillar focuses on enhancing your communication and collaboration skills, enabling you to create a supportive environment where everyone thrives.

### 6. POWER PROFITS

You're in your career to make an impact, but let's be honest—financial success matters too. This pillar is about understanding how your role contributes to the financial success of your organization.

### 7. POWER PRIORITIES

With endless to-do lists, it's easy to get lost in the noise. The key to breaking through is mastering the art of prioritization.

This pillar teaches you to identify and focus on the high-impact tasks that align with your most critical goals.

### 8. POWER PLAN

High performers don't leave their success to chance—they plan for it. This pillar is about creating structured daily plans that guide your actions and ensure consistent progress. With a clear plan in place, you turn your ambitions into reality, one day at a time.

### 9. POWER PERFORMANCE

Finally, let's talk about sustaining your success. Peak performance isn't a one-time event; it's a habit. This pillar focuses on optimizing your work routines and habits so you can maintain a high level of performance consistently.

It's about creating a commitment to excellence that leads to sustained success and long-term career growth.

As you master each of these pillars, you'll find that your career begins to take on a momentum of its own, propelling you toward the extraordinary achievements you've always envisioned.

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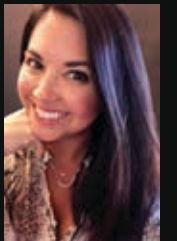
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