

SARASOTA & MANATEE

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

DARREN DOWLING

THE DOWLING GROUP
BEYOND REALTY



SEPTEMBER 2024



THE FEDERAL SAVINGS BANK

WELCOME

The Federal Savings Bank welcomes Jason Schneider to the team.

JASON SCHNEIDER
Mortgage Banker

(347) 277-5422
NMLS# 1849287
New York, NY



Elevate Your Business With Preferred Settlement Services
You curate exceptional experiences for your discerning clientele. Shouldn't your closing process reflect the same level of excellence?

More than 50 years of combined title experience, including Michael Infanti's 25 years of real estate law practice.



- Secure cutting-edge technology
- 5-star rated closers and attorney title services
- Marketing support & real estate education
- Tailored service for high-volume agents
- Beautiful downtown office
- Remote closings



Preferred Settlement Services
941-376-9551 • orders@preferredsettlement.com
www.preferredsettlement.com

1605 Main Street, Suite 1112 • Sarasota, FL 34236



See How the Radiant Team *Dives* Into Waterfront Inspections

Luxury Home Services • Pool & Spa Drone Services • Thermal Imaging • Air Quality Testing
Outdoor Kitchens • Guest House Additions • Dock & Seawall Specialty: Underwater Inspection



Contact Us Today!

941-462-1897
radiantinspect.com info@radiantinspect.com



TABLE OF CONTENTS



07
Meet the Team



08
Publisher's Note



10
Cover Story: Darren Dowling



14
Featured Agent: Brian Wood



18
Partner Spotlight: Blake & Ashley Fitzpatrick, Sunshine Movers



24
Sparkle & Shine: Top Agents & Partners Celebrate at Summer Social

Cover photo by Mindy Poff, Poff Media Group



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

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



THE H2O HEROES

THE H2O HEROES: YOUR GO-TO WATER TREATMENT EXPERTS

GIVE YOUR CLIENTS PEACE OF MIND WITH WATER FILTRATION AND REVERSE OSMOSIS SYSTEMS FOR CLEAN DRINKING WATER!

PARTNER WITH US

(866) H2O-HERO
THEH2OHEROES.COM



Manatee
LADIES CLEANING INC.
Professional Cleaning Services

Spotless Homes Sell Faster

Home
Commercial
Office
Deep
Move-In
Move-Out

941-212-9739
manateeladiescleaning.com

f ★★★★★ i



METAL LATITUDE° DESIGNS

GIVE THEM A GIFT THAT WILL WELCOME THEM HOME

Partner With Us Today To Spoil Your Clients!

4712 Spinnaker Drive

METAL LATITUDE° DESIGNS

27° 33' 24" W 82° 44' 36" BRADENTON, FL
SET SAIL 2021

21671

Metal Latitude Designs, LLC
jill@metallatitudedesigns.com
(941) 479-2096 | metallatitudedesigns.com

f @Metal.Latitude.Designs i @metal_latitude_designs



Home Sweet Home This Labor Day!

★ ★ ★ ★ ★

Don't miss out on your chance to wow your clients with our home loans before summer ends.

EDGE
HOME FINANCE

Celia Merritt, Loan Officer
Licensed in FL, NC, SC, VA, PA, MI, GA, KY, CO, CA, TX
NMLS# 1770000

SCAN ME

PREFERRED PARTNERS



The following companies represent some of the best affiliates in the industry. The Top 500 ranking agents personally recommend them all, we vet each one, and they commit to supporting this platform long-term. They are passionate about building relationships with and serving YOU, so we hope you'll give them a change to earn our business. If you'd like an introduction to any of these companies, e-mail joni@n2co.com.

ATTORNEY/TITLE COMPANY

Preferred Settlement
(941) 376-9551
preferredsettlement.com

CLOSING GIFTS

Designs By Hope Yoder
(941) 877-1194
Hopeyoder.com

Metal Latitude Designs
(941) 479-2096
metallatitudedesigns.com

CONCIERGE SERVICES

Utility Helpers, LLC
(813) 291-3600
utilityhelpers.com

END HUMAN TRAFFICKING

Selah Freedom
(888) 837-3363
www.selahfreedom.com

ENTERTAINMENT / EVENTS

Designs By Hope Yoder
(941) 877-1194
Hopeyoder.com

FURNITURE

DutchCrafters
(941) 893-4627
Dutchcrafters.com

HOME INSPECTION

A Radiant Property Inspection
(813) 957-8070
Radiantinspect.com

Florida Building Inspections Group, LLC
(813) 409-3249
FLbigroup.com

Home Team Inspection
(941) 259-4477
Hometeam.com/sarasota

Hope Home Inspections
(941) 773-1144
hopehomeinspections.com

HOUSE CLEANING SERVICES

Manatee Ladies Cleaning
(941) 212-9739
maniteeladiescleaning.com

MORTGAGE BROKER

Core Financial Home Loans
(941) 524-7894
homeloansbycore.com

Phoenix Loan Solutions Inc
(941) 539-6112
Applyphoenix.com

MORTGAGE LENDER

Edge Home Finance Corporation
(813) 957-2080
celiamortgageteam.com

Jason Schneider - The Federal Savings Bank
(908) 378-9310
www.thefederalsavingsbank.com/bankers/jason-schneider/

MOVING COMPANY

Stronger Moving Delivery Service
(941) 447-9715
strongermoving.com

Sunshine Movers
(941) 447-1719
sunshinemovers.com

PHOTOGRAPHY

Allie Serrano Portraits, LLC
(813) 501-7250
AllieSerranoPortraits.com

Poff Media Group
(779) 861-3739
poffmedia.com

REMODELING

Southpaw Remodeling & Property Concierge
(239) 895-4110
southpawremodeling.com

TITLE & ESCROW

Legacy Title & Escrow
(941) 909-7599
Legacytitleusa.com

TRAVEL ADVISOR

Simply Travel
(813) 230-1158
Simplytravelplanning.com

WATER SOFTENING/ FILTRATION/DRINKING

H2O Heroes
(877) 247-0624
TheH2OHeroes.com

MEET THE SARASOTA & MANATEE REAL PRODUCERS TEAM



Joni Giordano-Bowling
Owner/Publisher
757-348-7809
joni@n2co.com



Dave Bowling
Owner/Publisher
757-450-2899
dave.bowling@n2co.com



Jacki Donaldson
Managing Editor
352-332-5171
jacki.donaldson@n2co.com



Maddie Podish
Social Media Coordinator
757-634-8998
msparks7382@gmail.com



Misty Bailey
Connections Coordinator
757-897-1283
misty@imperialetiquette.com



Dan Clark
Writer
757-206-4144
dan@danclark.realtor



Allie Serrano
Photographer
813-501-7250
allie@allieserranoportraits.com



Mindy & Cory Poff
Photographers
779-861-3739
mindy@poffmedia.com

Custom Closing Gifts - Branded



[f HopeYoderDesigns](https://www.facebook.com/HopeYoderDesigns) [i TheHopeYoder](https://www.instagram.com/TheHopeYoder)

941-877-1194 | HopeYoder.com



ALLIE SERRANO

PORTRAITS

Branding · Boudoir · Heritage

YOU ARE TOO IMPORTANT

You and your business are too important. You deserve a quality headshot and magazine-style branding images worthy the best in YOU

I am excited to capture your next portrait!
Allie Serrano

(813) 501-7250
AllieSerranoPortraits.com

FROM SUMMER TO SEPTEMBER

publisher's note

Hello,

As summer's warmth lingers into September here in Sarasota, we're embracing a unique moment of transition. The days may be getting shorter, but we still have plenty of time to savor those long, sun-soaked evenings. This season welcomes the opportunity to enjoy late-night strolls along our beautiful coastlines, host outdoor gatherings, or simply bask in the golden light as we approach autumn.

This month, we also celebrate Labor Day—a tribute to the hard work and dedication that drive our local real estate market and our community. This holiday is more than just a long weekend; it's a chance to recognize the commitment of professionals who help make Sarasota a vibrant and thriving place. We also pause to remember September 11, honoring the bravery and sacrifice of those who lost their lives and paying tribute to the heroes who emerged during a time of crisis.

We extend our heartfelt thanks to all our partners and readers. Your support and dedication are what make this magazine a true reflection of the Sarasota real estate scene. Your stories and insights are invaluable to us, and we are privileged to be part of this dynamic community with you.

Here's to a productive and inspiring September in beautiful Sarasota!



Warm regards,

**Joni Giordano-Bowling
& Dave Bowling**
Owners & Publishers, *Sarasota
& Manatee Real Producers*
757-348-7809
joni@realproducersmag.com
dave.bowling@n2co.com



**New or Old Before You BUY...
Call the FBI 813-409-3249**

**Over 4,000 5 Star Reviews
Can't Be Wrong!**

Experience a thorough, professional, and knowledgeable home inspection with us.
Our team has earned rave reviews for our attention to detail and expertise.

**Join thousands of satisfied clients and
experience the difference with
FBI "FLORIDA BUILDING INSPECTION GROUP"**

FBI Group

(813) 409-3249 clientcare@flbigroup.com www.flbigroup.com

Legacy
Title & Escrow, LLC

Unlocking Doors, Securing Dreams:
YOUR TITLE, YOUR TRUST

Offering our agents and clientele personalized, valuable and innovative solutions for more than 30 years.
(941) 909-7599 • admin@legacytittleusa.com
legacytittleusa.com •

227 Central Ave., Suite 205, Sarasota, FL

Angie Valderrama Kathy Morgan

Our travel advisors make Simply Inspired Travel special!

Meet the specialists behind your dream vacations!

813-833-8494 travelsimplyinspired.com

QR Code: SCAN ME

F.I.A. Seller of Travel #14409

**EXCEPTIONAL REALTORS
WITH EXCEPTIONAL CLIENTS
DESERVE EXCEPTIONAL MOVES**

STRONGER
Moving & Delivery Service, Inc.

★★★★★

2023 Best of SRO Manatee Chamber of Commerce 2023 Winner Neighborhood FAVE

941-447-9715

STRONGERMoving.com Instagram Facebook Twitter

DARREN DOWLING

THE DOWLING GROUP
BEYOND REALTY



Although competitive cycling and real estate do not immediately emerge as complementary career paths, their similarities are striking for someone who has mastered both. Both require strategic planning, specialized training, a keen sense of direction, the ability to navigate unexpected challenges, and teamwork. According to U.K. native Darren Dowling, three-time British national champion in cycling and top-producing real estate professional, each also requires the critical elements of mentorship and coaching.

“I have always been coached,” Darren shares about his cycling background. “Technically, I didn’t always need a coach, but I needed accountability.” As the owner of Beyond Realty and team lead of The Dowling Group, Darren provides accountability for his team members and solo agents within his brokerage. His mission is to serve his personal referrals and past clients while growing his real estate team and solo agents within Beyond Realty.

Currently, Darren is engaging in a deep dive with his agents, identifying whether they are ahead or behind with their goals. “If an agent is more than halfway to a goal, then we need to increase the goal,” Darren adds. “If an agent is struggling, which is rare, we focus on getting back up and running as quickly as possible.” Every agent has a quarterly roadmap to keep them from falling off the tracks, and the coaching doesn’t stop, even in the best of markets. “Good markets create bad agents,” Darren imparts.

Darren’s systems-based approach keeps The Dowling Team’s skills sharp. Every weekday morning, he leads an educational 9:00 a.m. team huddle. On Monday, agents celebrate everyone’s wins from the previous week. On Tuesday, they discuss issues they have encountered, and on Wednesday, they role-play the various scenarios. Thursday’s agenda includes reviewing leads, sales data, the pipeline, and monthly Tom Ferry coaching, and Friday is when they look at the local market’s sales trends to stay current. “We are a skills-based team and brokerage,” Darren states. “We differentiate in our in-house training, support, and coaching, and new agents will, on average, close their first transaction in fewer than 70 days if they go by the playbook.”

The Dowling team just finished in Real Trends’ Top 25 for large team units sold (187) for Florida. In 2023, one agent closed just shy of \$8 million (increasing her business by 23%) in a down market and year-to-date has closed 14 units and has 10 active listings. Another agent closed 42 units (an increase of 40% from 2022) in a slow market last year, grew his business, and won a national award.

Darren thrives on systems and processes. “I didn’t realize until I was working in real estate how analytical I am, which comes from cycling,” he explains. “I tracked data on every ride, race, and training. I tracked my heart rate, speed, and cadence. Certain metrics are a recipe for success in cycling and real estate.”

A Florida resident since 2003 and agent since 2015, Darren grew up watching his mother excel in real estate in the U.K. and then Florida. His





early real estate experience included buying bulk investment properties for a company in England before he expanded into buying and selling international property and land. The college graduate with a degree in multimedia graphics and business has also run an online cycling magazine, worked for a prestigious large Italian manufacturer, and owned an outdoor sporting goods sales company. Leveraging the lessons he's learned from his varied endeavors, he strives to ensure that everyone on the team, which includes his mother, Wendy, receives personalized attention and the resources they need to succeed. For instance, he has a transaction coordinator to keep agents from getting lost in the paperwork weeds. "One of the hardest things agents struggle with is giving up control of paperwork," he remarks. "One agent asked me, 'If I'm

not doing the paperwork, what do I do now?'" I told her, "Go get another deal." That agent took Darren's advice and has produced more in six months than she did for the entire previous year. "Seeing people thrive and do better than they ever have, especially inspiring agents to greatness and serving our community, is extremely rewarding," Darren smiles.

Darren no longer cycles competitively but will forever draw from his training and triumphs in the sport as he soars in real estate. While he still rides for leisure, he has recently taken up golf. "I suffer a lot less physically than going hard and fast on a bike," he reveals. The self-described tech nerd also enjoys watching sports with friends, grilling out, and supporting local animal shelters.

“
I HAVE ALWAYS BEEN COACHED.
TECHNICALLY, I DIDN'T ALWAYS NEED
A COACH, BUT I NEEDED
ACCOUNTABILITY.
”

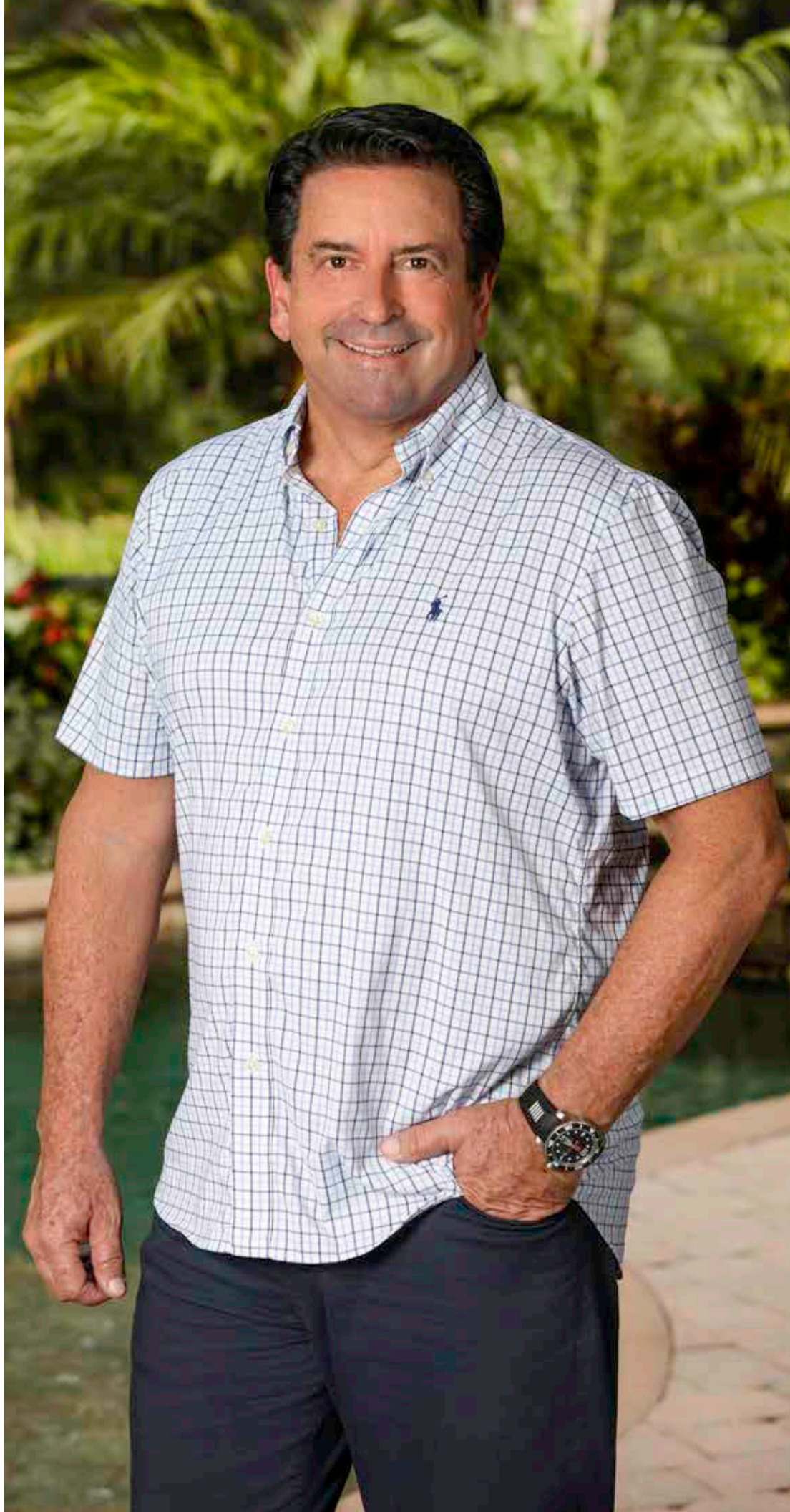


▶ featured agent

Story by Maddie Podish
Photos by Mindy Poff, Poff Media Group

BRIAN WOOD

SUNCOAST
GROUP—
COMPASS
REALTY



Brian Wood, a seasoned REALTOR® at Suncoast Group—Compass Realty, has been shaping the real estate landscape for 21 years. Originally from Boca Raton, FL, Brian moved to Sarasota in 1986 after attending college in Tallahassee. His early days in Sarasota were marked by memorable fishing trips and bonding with local outdoorsmen. “During one of the first fishing trips I went on in Sarasota, we were wade fishing in the bay,” he recalls. “I had just caught the biggest fish of my life, and I looked up and saw downtown Sarasota right across the bay. I just couldn’t wrap my head around how such a big fish was so close to the city. After that, I was hooked.”

Before embarking on his real estate journey, Brian was a manufacturing representative for several large companies.

However, the career didn’t ignite his passion. The constant traveling across the country and the corporate shuffle wore him down, despite the irony that he still travels for real estate. “The difference is I get to come home every night,” he explains. “I would rather eat a PB&J at home with my family than at a five-star restaurant with strangers.” His early exposure to construction, thanks to his father, a professional glazier in stained glass, also played a significant role in his career choice.

Brian’s experience in buying, selling, and renovating homes sparked his interest in real estate. This hands-on involvement made his transition into real estate seamless. “I liked the idea of learning more about the sales process and how it all worked,” he says. Working alongside a custom home builder

in Sarasota for five years further enriched his understanding of the buyer and seller experience.

Brian’s dedication to sharing knowledge and mentoring new agents is evident in his willingness to step up when needed. “Real estate is not a sprint; it’s a cross-country marathon of continual learning and wanting to be better,” he states. His advice to aspiring REALTORS® is grounded in realism: “Real estate will always have its ups and downs,” he imparts. “A roller-coaster of emotion comes along with it, and you have to be in the right mindset to handle that.” He also cautions against the filtered realities of social media, emphasizing authenticity and relationship-building. “Be a human being, don’t be a salesperson,” he recommends. “No one wants to be sold on something; this business is truly relationship-based.”





Trust and clarity are the focus of Brian's work. He prides himself on being a reliable advisor, helping clients understand every aspect of their transactions. "I believe I have such a solid following throughout my career because people rely on me, and I prove to them every time that they—not the sale—are my priority," he comments. Treating clients like family holds a different meaning to Brian, as he ensures they receive honest feedback without cutting corners. Educating clients on long-term implications through the process, such as hurricane codes and insurance impacts, is one of the pillars of his business.

His career has come full circle as he now assists the next generation of his original clients. "I had a client who had built a home when I was working with the custom builder back in 2006," he reflects. "This past year, their daughter, who's been living in Bermuda, decided she and her husband wanted to put down roots in Sarasota. It really all comes full circle." Brian views this trust as the greatest compliment. With his background in the early development of The Forest at Hi Hat Ranch, an East County

development with three- to six-acre estate lots, he continues to list and sell homes and represent lots for future custom homes.

Brian's personal life is equally fulfilling. He and his wife recently celebrated 24 years of marriage, and he attributes much of his success to her support. They met through a mutual friend and have since built a blended family with two adult children, Joey and Haley. Recently, Brian took on the new title of "grandpa" when Joey and his wife welcomed their first child earlier this year. The family enjoys boating and fishing trips, with memorable adventures like their four-hour boat trip to Boca Raton. Brian also loves cooking, a passion from his days in the restaurant business. He even

tried out for a Food Network show with Bobby Flay, an experience he found immensely fun despite not being selected.

In addition to his real estate career, Brian co-hosts a monthly news program on a local channel, providing market updates and showcasing luxury properties. He cherishes his opportunities and looks forward to continuing his work with custom builders and clients and contributing to the real estate industry's strength and integrity. Though real estate encompasses highs and lows, one thing doesn't change in Brian's mind: "Every individual in this business has a commitment to serving their clients ethically and with integrity because what we do as individuals reflects the industry as a whole," he remarks.

YOUR REAL ESTATE MARKETING EXPERTS...

- PHOTO AND VIDEO
- DRONE
- FLOOR PLANS
- TWILIGHT PHOTOS
- VIRUTAL STAGING
- 360 VIRTUAL TOUR

MINDY@POFFMEDIA.COM WWW.POFFMEDIA.COM

UTILITY HELPERS makes moving easy as...

- 1 ENROLL IN OUR EASY ORDER PROGRAM
- 2 YOUR BUYER GOES UNDER CONTRACT
- 3 LET US DO THE REST!

Simplify the activation of utilities and home services for your buyers! Our concierge service is THE one-stop source for coordinating, activating and educating your buyer on all their utility & home service needs!

Over 20,000 home buyers assisted! **5 Star Google Rating!**

A TEAM OF HOME INSPECTORS YOU CAN TRUST.

HomeTeam of Sarasota
 (941) 259-4477
 sarasota@hometeam.com
 www.hometeam.com/sarasota

HomeTeam INSPECTION SERVICE

Each office is independently owned and operated. ©2023 The HomeTeam Inspection Service, Inc. All rights reserved.



▶ partner spotlight

Story by Dan Clark
Photos by Mindy Poff, Poff Media Group

BLAKE & ASHLEY FITZPATRICK

SUNSHINE MOVERS

Blake and Ashley Fitzpatrick are not just climbing the ladder of success in Sarasota; they're building a whole new staircase. After helping a friend move furniture for his small moving company, Blake was asked to assist with a few other upcoming moves. Thirty days later, at the young age of 26, he bought his first truck, and Sunshine Movers was born.



Sunshine Movers offers various moving services, including some that require special care. With the ability to perform local and cross-country moves, the team also offers packing, unpacking, storage, and senior relocation. One of the few companies in the area capable of handling moves for high-end homes, clients, and furniture, the team's special services range from moving pianos and grandfather clocks to crating art and delicate items, even using crane assistance where necessary. With 12 trucks and 35 employees, you'd be hard-pressed to find anything they can't handle.

"We take care of our crew, so they take care of you" is the Sunshine Movers motto, and the employees testify to this fact. Operations Manager Ron Niemi declares, "I have never met a man more passionate about his

company, his people, and the industry he's part of. I am very excited to be the newest member of the Sunshine Movers family."

Blake and Ashley ensure their team does an excellent job, has a good time, and looks forward to coming to work each day. Blake explains, "We cook breakfast for them on occasion, have block parties, and take them to sporting events like Lightning hockey and Bucs games." By doing so, Blake

feels they can hire the best people for the job, allowing them to offer the best services to their customers.



He doesn't just take care of his crews, though. Catering to referral partners is a significant part of Blake's business. By offering incentives their referral partners can pass on to



clients, Blake provides additional value for all parties. He beams, “REALTOR®-referred clients will always get our BEST crew, discounted rates, and priority scheduling—among other things.”

When you have a successful business model, you must find ways to wind down and enjoy time with family. Along with their three children (Amelia, Colten, and Truce), Blake and Ashley love escaping for family trips to unknown locations. He recalls, “Our most memorable trip was when we took an RV across the country. I highly recommend it. I have tips if that’s something you want to do!” Additionally, they are passionate about playing pickleball, boating, and teaching their children life lessons.

The Fitzpatrick family participates in altruistic endeavors around town, too. They have volunteered with several organizations to benefit the causes of each entity. Distributing Girl Scout cookies, assisting with facilitating Thanksgiving meals for Tanner’s Turkeys, and moving furniture for The Haven are just a few of Sunshine Movers’ philanthropic endeavors.

Blake strives to be the best person he can be for his family and employees and is grateful for the fruits of his labors. “I still have no idea how I found such amazing people who enjoy working with me,” he says, clearly in awe. Because Blake ensures everyone he is responsible for is winning and happy, it’s easy to see why they are content being in his employ.

The accolades Sunshine Movers receives further demonstrate that the company is doing something right. In June, they were recognized as one of the top 50 fastest-growing companies in the Bay Area. They also recently received an award for being one of the Sarasota’s best places to work.



I still have no idea how I found such amazing people who enjoy working with me.

Blake notes that, hand-in-hand with real estate, moving is one of the most stressful events anyone can endure. Sunshine Movers works to alleviate the anxiety associated with moving and feels that helping people through this season makes a difference for their clients. As they continue to elevate the moving experience in Sarasota and beyond, one thing is certain: Blake and Ashley Fitzpatrick aren’t just changing addresses; they’re changing lives. The future is bright for Sunshine Movers, a company that embodies the heart and soul of Sarasota.



Blake & Ashley Fitzpatrick
Sunshine Movers
 (941) 447-1719
 blakef@sunshinemovers.com
 ashley@sunshinemovers.com
 sunshinemovers.com

@realproducers

Exceeding Expectations, Enhancing Value

Home Additions | Painting & Drywall
 Interior & Exterior Remodeling
 Kitchen & Bathroom Renovations
 Electrical & Plumbing Upgrades
 Custom Builds

SOUTHPAW REMODELING
 WHEN EXCEPTIONAL QUALITY MATTERS

(239) 895-4110
 gc@southpawremodeling.com
 southpawremodeling.com

PARTNER WITH US TODAY AND WE'LL GET YOUR CLIENTS SETTLED IN SMOOTHLY!

Realtor-referred clients receive exclusive rates, free materials, and priority scheduling with our top-tier team assigned to the move to guarantee the best moving experience possible.

- PACKING & MOVING
- LONG DISTANCE MOVING
- SHORT-TERM & LONG-TERM STORAGE
- PORTABLE STORAGE
- WHITE GLOVE MOVING SERVICES
- PIANO & ANTIQUE MOVES

941.447.1719

FAMILY OWNED & OPERATED | LOCALLY OWNED & OPERATED | 9 YEARS IN BUSINESS | 10 TRUCKS | 25 EMPLOYEES

Get a Great Mortgage with Core Financial Home Loans

We Put the Mission Before the Commission

Purchase & Refinance | Conventional | FHA | VA | USDA | 203K Rehab
 Down Payment Assistance | Investment - Low Doc Loans
 A Loan Program to fit every budget

Melissa Lilly
 NMLS 1508870
 941-524-7894
 Melissa@corefinancialinc.com

Core FINANCIAL
 NMLS #252580

Locally owned & operated since 2006

4012 Cortez Road W Ste 2202 | Bradenton FL 34210 | NMLS #252580

▶▶ from the desk of the president

by Gia Arvin, 2024 President of Florida REALTORS®



Why Florida Is the Best Economy for a Home Purchase



The National Settlement has gone into effect, and the good news is that real estate continues to fly off the shelves here in Florida. As the market adjusts and we see more inventory amidst continued higher interest rates, National

Economist Dr. Lawrence Yuen reminds us that a lot of life happens over two years:

- 7 million babies will be born.
- 3 million marriages will take place.
- 1.5 million divorces will occur.
- 4 million net new jobs will be created.
- 50 million people will change jobs.
- 7 million people will turn 65 years old.
- And 4 million will die.

All these matters influence decisions about where and how people will live and call for new and different housing options and homeownership opportunities.

What about Florida? Here are a few factors to consider regarding the state's thriving economy and future forecast, according to our Chief Economist, Dr. Brad O'Connor, and his research department.

Florida ranks No. 1 in the U.S. for new business applications in a given month. (Source: April 2024, U.S. Census Bureau, Business Formation Statistics)

Florida ranks 2nd by Chief Executive Magazine's Best States to Do Business Survey for the past 11 years straight. (Source: Chief Executive Magazine, 2023)

The state's business tax climate ranks 4th in the U.S. (Source: 2024, The Tax Foundation)

Florida's Gross Domestic Product (GDP) reached \$1.62 trillion as of the fourth quarter of 2023—our economy grew 5% from 2022 to 2023, compared to 2.1% in California and New York's 0.7%. (Source: Bureau of Economic Analysis)

Florida ranks as the No. 1 economy in the U.S., according to the 2024 Best States Rankings by U.S. News and World Report. The state is also ranked No. 2 in growth and No. 7 in employment. (Source: 2024, U.S. News & World Report, Best States Ranking)

Florida's job growth in 2023 averaged 1.1% higher than the U.S. The state gained 222,200 jobs over the year as of May 2024, an increase of 2.2%. (Source: U.S. Bureau of Labor Statistics)

Florida's statewide unemployment rate was 3.3% in May, better than the U.S. unemployment rate of 4%. (Source U.S. Bureau of Labor Statistics)

When speaking to your friends and neighbors, take time to tout the incredible success of our home state. As you greet buyers from outside of Florida, use this information to share why the Sunshine State is the place to buy today.

Want more up-to-date research or local real estate market statistics? Visit floridarealtors.org/research for various tools, including interactive market data, market statistics (PDF reports), home buyer and seller profiles, and much more. As a Florida REALTOR® member, you have exclusive access to the country's most innovative and effective research databases.

SWING INTO ACTION!

CHARITY GOLF TOURNAMENT

Benefitting
Selah Freedom
Organized by
Drew and Pamela Lalor

September 28
at 8:30 a.m.

Registration and Breakfast 7:30 a.m.

Golf Foursome \$500
Individual \$125
All golfers receive golf tote,
breakfast and lunch.



ABOUT SELAH FREEDOM

Selah Freedom is a faith-based anti-human trafficking non-profit organization with the mission to end trafficking and bring freedom to the exploited.



arco.de/fairwaystofreedom



PRINT IS STILL ALIVE.



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



STROLL greet REAL PRODUCERS BELOCAL hyport

YOU'VE
WORKED
HARD TO BE
AT THE TOP...
SO HAVE WE!

The BEST Agents deserve
the BEST Home Inspectors!



941-773-1144

info@hopehomeinspections.com



▶ sparke & shine

Photos by Mindy Poff, Poff Media Group

Top Agents & Partners Celebrate at Summer Social



What an incredible time connecting with so many fantastic top producers and preferred partners at our summer social on Thursday, July 25, at Gold Coast Eagle Distillery. The energy was electric as we came together to connect, inspire, and elevate the Sarasota & Manatee Real Producers community while supporting the important work of Selah Freedom, a non-profit, anti-human trafficking organization striving to end sex trafficking and bring freedom to individuals who have been exploited. We are thrilled to have been able to give 100% of attendee donations to benefit Selah Freedom. We look forward to seeing everyone at future events.



Gabrielle Triplett with Selah Freedom shared her story

with us which is a very powerful testimony to the amazing work Selah Freedom is doing in the fight against sex trafficking. Gabby is not only a survivor of sex trafficking, but also a Selah Freedom Graduate. Upon graduating the program in 2019, she continued to grow and flourish in all areas of her life. While working in the private sector, she realized her heart had never left Selah Freedom. Grateful for the transformative impact the organization had on her, Gabrielle eagerly returned to contribute her expertise. Equipped with an Associates in Arts Degree and accreditation in Volunteer Management, she serves as a valuable asset to Selah Freedom's Awareness Team.



If you missed the opportunity to support this very worthy organization, please use the QR code on the left to place your donation or go directly to <https://qrco.de/SummerSocial>



NOMINATE YOUR FAVORITE TOP AGENTS!

People often ask me, "How do you decide who you feature each month in Real Producers?" My answer: "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 each month 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 here from those who attend. Please contact Joni Giordano-Bowling at 757-348-7809 or joni@realproducersmag.com to nominate top agents.

Of those nominated, our team meets with and gets to know each nominee in person or via Zoom. In these meetings, we collect all the cool facts about the agent at a very high level 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.

- 1. Collaboration:** The number of nominations usually indicates that nominees are respected by their peers and work well with other agents and our preferred partners.
- 2. 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.
- 3. 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.
- 4. Contribution:** We adore inspiring stories about agents who give back to the real estate and local/global community.
- 5. 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 on our Real Producers list (past and present), real estate brokers, and current preferred business partners.

In planning each issue, we try to ensure that we don't feature agents from the same brokerage or firm in the same issue. We also try to cover the territory geographically so that agents from each area we cover are featured proportionately. With so many wonderful nominated agents, the decision each month is difficult, so make sure 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 6 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. Please don't be discouraged if you have met with us and have not received the call to be featured. Keep those nominations coming.

We would love your feedback on how we are doing and what, if anything, 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
757-348-7809
joni@realproducersmag.com

REAL PRODUCERS

FAQS



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 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.



INTRODUCING OUR REAL ESTATE REWARDS PROGRAM

Your clients will love our furniture. You'll love the rewards for referring them.

Learn more at www.dutchcrafters.com/content/rewards

Amish and American Made Furniture, Décor & Accessories
Showroom and Design Center | 3709 N. Lockwood Ridge Road, Sarasota | 941.894.6747 | dutchcrafters.com



20 YEARS OF
THE N2 COMPANY

Your Trusted Mortgage Experts



VETERAN
OWNED BUSINESS

Phoenix Loan Solutions Inc.

365 Interstate Blvd
Sarasota, FL 34240

NMLS #1996635

We Have access to over 50 Wholesale Lenders.
We have unique programs for most people's situations.
We can work with borrowers who have credit scores as low as 500.



Partner With Us Today To See
What We Can Do For Your Clients

ApplyPhoenix.com | 941-259-0167
info@applyphoenix.com

