

VOLUSIA FLAGLER

# REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.



— THE —  
*MELTON*  
— TEAM —

Agent Feature  
**PW Mabry**  
**Tawanda Purdie**

Partner Spotlight  
**Back2Balance**

Charity Spotlight  
**Great Daytona Beach**  
**Kiwanis Duck Race**

Photography by: Waltons Photography

SEPTEMBER 2024



*We make insurance Simple*

**Having troubles getting affordable Insurance?**

**We Can help! We work with over 90% of the home insurance carriers in the Florida Market so we have options for your customers.**

We have 30 team members, so you can get quotes fast from a knowledgeable team!

We have been in business for over 45 years and we are local, all of our team is here in Volusia and Flagler county.



*Brent O'Quinn*

BRENT@OQUINNAGENCY.COM • 386-735-5550

# Waterstone<sup>®</sup> MORTGAGE

FHA/VA/USDA  
CONVENTIONAL

0% AND LOW DOWN  
PAYMENT OPTIONS

CONDOS/CONDOTELS

LOW DOWN  
PAYMENT  
CONSTRUCTION  
LOANS

UNIQUE LOAN  
PROGRAMS

LICENSED IN  
48 STATES



Give your clients a VIP lending experience with our custom tailored loan programs. We help your buyers live their dream to homeownership.



**Chris Wolf**

BRANCH  
MANAGER

**321.278.9930**

NMLS #1626538

[cwolf@waterstonemortgage.com](mailto:cwolf@waterstonemortgage.com)



**Britini Patterson**

LOAN  
ORIGNATOR

**386.237.1113**

NMLS # 1750248

[bpatterson@waterstonemortgage.com](mailto:bpatterson@waterstonemortgage.com)



**Danny Gilbert**

PRODUCING  
SALES MANAGER

**386.871.7248**

NMLS #1975031

[Dgilbert@waterstonemortgage.com](mailto:Dgilbert@waterstonemortgage.com)



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

**ATTORNEY/  
LEGAL SERVICES**

**Reid Legal Solutions P. A**  
(954) 873-3013

**CARPET, TILE,  
WOOD & VINYL**

**Rod's Carpet, Tile & Wood**  
(386) 677-8721

**CHARCUTERIE BOARDS  
& GRAZING TABLES**

**Salty Beach**  
Charcuterie Boards  
(517) 285-6493  
saltybeach  
charcuterieboards.com

**ESTATE SALES & AUCTIONS**

**Seaside Estate Sales**  
(386) 299-1588  
www.seasideestatesales.net

**EVENT DESIGNS**

**Barrie Good Balloons**  
(386) 299-3488

**EXTERIOR CLEANING /  
PRESSURE WASHING**

**Del Flow Power Washing**  
(386) 479-9049  
www.del-flowpower  
washing.com

**HAIR STYLIST / SALON**

**Canvas Hair Design Studio**  
(386) 576-6410  
canvashairdesignstudio.com

**HOME INSPECTION**

**5 Star Building Inspections**  
(407) 567-7780  
www.5starinspect.com

**INSPECTIONS -  
RESIDENTIAL  
AND COMMERCIAL**

**Dream Home Inspections**  
(386) 383-3270  
www.dreamhomeinsp.com

**INSURANCE**

**O'Quinn Insurance  
Services Inc.**  
**Brent O'Quinn**  
(386) 735-5550

**INSURANCE  
- SUPPLEMENTAL**

**AFLAC Giana Court**  
(407) 616-7702

**INTERIOR DESIGN/  
HOME STAGING**

**Steel Magnolias  
Staging & Interiors**  
(386) 898-5615

**MASSAGE THERAPY/  
MEDICAL MASSAGE**

**Back 2 Balance**  
(386) 898-4967  
back2balanceportorange.com

**MASSAGE/WELLNESS**

**Pressure with a  
Purpose LLC**  
**Stormi Walker**  
**LMT, MA100931**  
(386) 286-7724  
www.pressurewith  
apurpose.com

**MOLD AND ODOR  
REMEDICATION**

**O2 Wizard-Mold & Odors**  
(386) 689-4563  
O2wizard.com

**MORTGAGE / LENDER**

**First Coast Mortgage**  
(703) 627-1775  
FirstCoastMortgage  
Funding.com

**MORTGAGE COMPANY**

**Waterstone Mortgage**  
(386) 401-7255  
www.waterstone  
mortgage.com/branches/  
ormond-beach-fl

**MORTGAGE  
PROFESSIONAL**

**Rize Mortgage**  
**Michael Cathey**  
(386) 316-7716

**MORTGAGE SPECIALIST**

**Rachael Gilbert/Ameris  
Bank Mortgage Services**  
(386) 547-8401

**OUTDOOR LIVING/  
OUTDOOR FURNITURE**

**Moore Outdoor Living**  
(386) 281-3441  
myflpools.com

**POOL SERVICES  
& CONSTRUCTION**

**C M Custom Pool Design**  
(386) 281-3441  
myflpools.com

**POOLS & CONSTRUCTION**

**East Coast Pools & Spas**  
(386) 451-2445  
www.eastcoast  
poolsandspas.com

**SUCCESS COACHING**

**Billy Reuter's Coaching**  
(516) 551-8844  
billyreuter.com

**TITLE COMPANY**

**Celebration Title Group**  
**Robin Winkler**  
(407) 619-4009  
www.Celebration  
TitleGroup.com

**East Coast Title & Escrow**

**Becca Jenkins**  
(386) 515-3277  
www.eastcoasttitlefl.com

**Landmark Title**

(904) 367-2525  
LandmarkTitle.com

**Realty Pro Title**

**Billie Jo Kaler**  
(386) 672-3840

**TRAVEL AGENCY/  
TRAVEL ADVISOR**

**Travelmation GG Mack**  
(404) 242-9334  
www.ggmacktravel.com

**POOL INDUSTRY EXCELLENCE SINCE 1994!**  
*Proudly building, renovating and servicing local residents for over 20 years!*

**C.M. CUSTOM POOL DESIGNS**

**Pool Design - Pool Construction - Pool Renovations**  
C.M. Custom Pool Designs is a family-owned and operated business that takes pride in the quality of our pools and in keeping our customers satisfied.

**myflpools.com**  
1133 N US Highway 1, Ormond Beach, FL 32174 - (386) 615-7425

**AMERIS BANK**  
MORTGAGE SERVICES

**23 YEARS OF BANKING & FINANCIAL EXPERIENCE**

Rachael has the knowledge and experience to get things done.

**HOW CAN Rachael Gilbert HELP YOU?**

**386.547.8401**  
amerisbank.com/rachaelgilbert  
NMLS # 737430

All loans subject to credit approval. **Member FDIC**

**Seaside Estate Sales**  
386.299.1588

*Our Family Helping Yours.*

*We offer more than 3 decades of experience with Estate Sales, Antiques, and Collectibles. Proudly serving the Ormond & surrounding areas with Professional Estate Liquidation Solutions.*

**Call TODAY for a free consultation.**

**Chrisann Josen, Owner**  
386-299-1588  
Info@seasideestatesales.net  
www.seasideestatesales.net



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [jayme@n2co.com](mailto:jayme@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.

# PWMABRY

**In the realm of** Volusia-Flagler real estate, PW Mabry stands as a testament to resilience, dedication, and a relentless pursuit of excellence. His journey into real estate began during a challenging period in American history—the aftermath of the 9/11 crisis, which abruptly ended his career as a network engineer in the hospitality industry. Faced with uncertainty, Mabry turned a long-held aspiration into reality by obtaining his real estate license. “Taking the plunge into real estate was a pivotal decision, allowing me to channel my passion for helping others into a rewarding career,” he reflects.

For Mabry, the transition from network engineering to real estate wasn’t just about a change in profession but a profound shift towards leveraging his talents in navigating complex systems to benefit his clients. “I saw an opportunity to make a meaningful impact in people’s lives through real estate,” he affirms.

His journey was shaped by pivotal life events, including the challenges of finding work during the 9/11 aftermath and the responsibility of caring for his young daughter. “Having a child to care for compelled me to find a stable career, and real estate proved to be the right choice,” he recalls. Alongside a friend, Mabry studied diligently and earned his real estate license, marking the beginning of a successful career path.

Mabry’s achievements extend beyond real estate, reflecting his diverse talents and competitive spirit. From winning county and state-level art contests in his youth to excelling in sports like racquetball and pickleball, he embodies a commitment to excellence in all endeavors. “My artistic and athletic achievements have shaped my journey and underscored my dedication to achieving success in every pursuit,” Mabry remarks proudly.



▶ feature

## A Journey of Resilience and Excellence in Real Estate

Photography by: Waltons Photography

In addition to his personal and professional accomplishments, Mabry has recently taken on a prominent leadership role as the 102nd President of the Daytona Beach Area Association of Realtors®. “Leading the Daytona Beach Area Association of Realtors® is a tremendous honor and responsibility. I am committed to enhancing the real estate profession in our region and advocating for the needs of both our members and the community,” Mabry says. This role highlights his dedication not only to his clients but also to advancing the industry as a whole.

Throughout his career, Mabry has garnered recognition not only for his exceptional client service but also for his resilience in navigating complex real estate transactions. One memorable experience involved handling the sale of a property amidst legal battles and tenant issues that spanned nearly two years. “It was a challenging process, but my dedication to my client and problem-solving skills ensured a successful outcome,” he shares.

What sets Mabry apart in the competitive real estate landscape is his unwavering commitment to building lasting relationships with clients. “Beyond transactions, I strive to understand my clients’ unique needs and dreams, fostering trust and creating lifelong friendships,” he emphasizes. Mabry’s clients aren’t just satisfied customers—they become part of his extended network, a testament to genuine care and personalized service he provides.

“**My family and faith are my pillars of strength, guiding my commitment to integrity and compassion in everything I do.**”



Looking ahead, Mabry envisions leveraging advanced technology and digital tools to enhance client experiences and streamline operations in real estate. “Integrating AI for market analysis and virtual reality for property tours will revolutionize client engagement,” he predicts. His future goals also include mentoring a new generation of real estate professionals and promoting sustainable practices in the industry.

Outside of real estate, Mabry finds fulfillment in his family and faith. His daughter remains a source of pride, and together, they enjoy exploring Florida’s natural beauty. “My family and faith are my pillars of strength, guiding my commitment to integrity and compassion in everything I do,” he shares.

Mabry draws inspiration from his late father, whose hard work and dedication instilled in him valuable life lessons and a deep appreciation for resilience. “My

father’s legacy continues to shape my approach to business and life,” he reflects, emphasizing the importance of integrity and perseverance.

In conclusion, PW Mabry’s journey from adversity to accomplishment exemplifies the transformative power of passion and perseverance in real estate. Through his unwavering dedication to client success, commitment to excellence, and genuine care for those he serves, Mabry embodies the finest qualities of a real estate professional. As the 102nd President of the Daytona Beach Area Association of Realtors®, he continues to make a significant impact on the industry, navigating and innovating within the ever-evolving real estate landscape. His influence extends beyond transactions—he is a beacon of success and inspiration in the Volusia-Flagler region and beyond.

Brokerage: ReMAX Signature

# Why Creating a High-Performance Life is Your Path to **BREAKTHROUGH SUCCESS**

**IN TODAY'S FAST-PACED WORLD**, it's not uncommon to feel overwhelmed by the sheer volume of responsibilities, goals, and expectations we face.

For ambitious individuals, the desire to excel and make significant strides in life can sometimes feel like a double-edged sword. You have big dreams and a clear vision, yet making substantial progress can often seem elusive.

This is where the concept of a high-performance life comes into play.

## Understanding High-Performance Life

A high-performance life is more than just achieving goals; it's about creating a holistic approach that integrates your personal and professional aspirations seamlessly. It involves optimizing every aspect of your life to ensure that you're operating at your peak potential.

## Clarity and Vision Setting

One of the first steps in creating a high-performance life is developing a clear, compelling vision for your future. This vision acts as your North Star, guiding your decisions and keeping

you focused on what truly matters. Many people struggle with feeling stuck because they lack this clarity. This vision will give you purpose each and every day and give you the power to endure life's obstacles.

**ACTION STEP:** Invest some time to craft a vision that aligns with your highest aspirations, providing a roadmap for your journey ahead.

## Optimizing Daily Routines

Another critical aspect is the optimization of your daily routines. Time management is a common frustration among high achievers. Your days can feel chaotic, with too many tasks pulling you in different directions. By integrating effective time management strategies such as time-blocking and prioritization techniques, you can transform your daily routine into a structured, productive schedule. This not only reduces stress but also ensures that you're making consistent progress toward your goals.

"YOU CREATE A COMPELLING FUTURE, ONE DAY AT A TIME."

## Health and Wellness

Physical and mental well-being are foundational to high performance. Many ambitious individuals experience burnout because they neglect their health. Your body truly is your vehicle to fulfill your goals and aspirations. Learn to prioritize the importance of a healthy lifestyle, including exercise, nutrition, and mindfulness practices. These elements are crucial for maintaining the energy and focus needed to perform at your best consistently.

## Personal Growth and Continuous Improvement

High-performance life is also about continuous personal growth. It's not enough to achieve your goals; you must keep evolving. This mindset allows you to see challenges as opportunities and fosters resilience, enabling you to bounce back from setbacks stronger than before.

## Community and Support

Lastly, surrounding yourself with a supportive community of like-minded individuals can significantly enhance your journey. Being part of a community provides

accountability, encouragement, and diverse perspectives that can propel you forward. As a driven entrepreneur myself, I ensure that I'm always enrolling in masterminds, local meet-ups, collaborative meetings etc... Your environment matters and building / joining a great community can make all the difference.

Remember...

Creating a high-performance life is not a luxury; it's a necessity for anyone serious about achieving their big goals.

By focusing on clarity, optimizing daily routines, prioritizing health, fostering personal growth, and leveraging community support, you can unlock your highest potential.

Remember, it's about *mastering the micro decisions that lead to manifesting your macro vision.*

**BILLY REUTER**  
High-Performance Coach and Speaker  
Founder Power Producer Academy  
(516) 551-8844



# Dream Home INSPECTION

**MILITARY DISCOUNT**




**THANK YOU FOR YOUR SERVICE**

NEW CONSTRUCTION | PRE-DRYWALL  
11 MONTH WARRANTY SPECIALIST | INSURANCE INSPECTIONS  
RESIDENTIAL & COMMERCIAL INSPECTIONS BY CMI (CERTIFIED MASTER INSPECTOR)

**WWW.DREAMHOMEINSP.COM • INFO@DREAMHOMEINSP.COM • 386-383-3270**

**LICENSED AND INSURED**




FRESHEN UP YOUR HOME WITH OUR  
**PROFESSIONAL PRESSURE WASHING**  
Residential and Commercial

Roofs - Gutters - Windows - Patios - Decks

**CALL NOW** (386) 479-9049

[Del-flowpowerwashing.com](http://Del-flowpowerwashing.com)



## WHAT SETS *Us Apart?*

**Landmark Title is Northeast Florida's #1 market share title company since 2013. We are Attorney-owned and operated, with 8 locations in Northeast Florida. We have 20+ attorneys/closers on staff with a combined 350+ years of experience, helping you**

*Close with Confidence!*



**Brandy Hyder**  
CLOSER & LICENSED TITLE AGENT

**LANDMARK TITLE**

17 Old Kings Rd N, Suite F  
Palm Coast FL 32137  
(386)-302-4131 ext. 1030

▶▶ cover story

# THE MELTON TEAM



## BRAD AND JESSICA MELTON'S JOURNEY FROM MUSIC AND CLEANING TO REAL ESTATE SUCCESS

Photography by: Walton's Photography

In the competitive world of real estate, few stories are as compelling as that of Brad and Jessica Melton, known collectively as “The Melton Team.” Their journey from diverse backgrounds into real estate stardom is a testament to passion, perseverance, and the power of family.

Jessica Melton's journey to becoming a real estate agent began at a young age. She was born and raised in Ormond Beach. As a teenager, she harbored aspirations of entering the real estate field. However, life had other plans. After attending Daytona State University for surgical technology, Jessica initially pursued a successful career in the cleaning business. Her entrepreneurial spirit and dedication earned her respect and success in

that field. But her dream of becoming a realtor never faded. When Jessica became a mother, she decided it was time to make a change. In 2012, she obtained her real estate license, seeking a profession that would offer more flexibility to balance her family life.

The decision proved to be transformative. Jessica's real estate career soared, and she earned the prestigious “Rookie of the Year” award with Realty Pros Assured. Her success in the industry was not just a personal achievement but also a significant milestone for her growing family.

Brad Melton, Jessica's husband, after attending FSU for criminology, was initially a musician. He observed Jessica's passion for real estate and how it positively impacted their lives.

The demanding hours of the music industry were challenging for family life, leading Brad to reconsider his career path. Inspired by Jessica's success, Brad decided to obtain his real estate license a few years after her. Their decision to work together as a team marked the beginning of a successful partnership in the real estate world.

Their journey into real estate was influenced by significant life events and individuals. Jessica credits a close friend in Miami from her twenties as a pivotal influence. This friend, a mentor in real estate, ignited Jessica's passion and guided her toward her career. For Brad, witnessing Jessica's success and witnessing firsthand the joy she derived from helping clients were major sources of inspiration.

---

## BRAD AND JESSICA MELTON'S JOURNEY FROM DIFFERENT BACKGROUNDS TO BECOMING SUCCESSFUL REAL ESTATE PROFESSIONALS IS A STORY OF PASSION, DEDICATION, AND FAMILY VALUES.

---

Together, Brad and Jessica Melton have accumulated numerous accolades and awards. Jessica boasts multiple Top Gun Awards from the Women's Council of Realtors, along with numerous top team and individual sales awards. Brad and Jessica's combined achievements reflect their dedication and excellence in their field.

Despite their impressive track record, both Brad and Jessica have reflected on their experiences and identified areas they would approach differently. In the early days of their careers, they were focused on building a larger team, which ultimately added complexity to their business but they wish they would have gained more experience before building a larger team. They now appreciate the value of maintaining a more experienced and streamlined approach, which has contributed to their current success.

Looking toward the future, Jessica envisions a potential shift in her career. She dreams of managing a brokerage or even starting their own, a goal that reflects her ongoing ambition and dedication to the industry.

One of the most rewarding aspects of their work is the opportunity to make a positive impact on their

clients' lives. Jessica fondly recalls working with first-time homebuyers and single mothers who had worked tirelessly to achieve homeownership. One particularly memorable experience involved helping a single mother purchase her first home. The gratitude expressed by this client during every major holiday was a poignant reminder of the significance of their work. Jessica also highlights the joy of assisting retiring couples and navigating challenging situations, such as securing a listing against stiff competition. The heartfelt feedback and appreciation from clients reinforce the importance of their work.

What sets The Melton Team apart from their peers is their unwavering commitment to customer service. Unlike many agents, they stage their listings themselves, a service they offer without extra charges. The involvement of their family in this process adds a personal touch and reflects their commitment to excellence.

The Melton Team's work is deeply fulfilling because it involves helping clients find their homes—places where they will create lasting memories and find peace. Brad and Jessica take great pride in being a part of this important journey.

They are incredibly grateful to be part of Realty Pros Assured! Jessica still vividly remembers walking into Realty Pros for the first time, inquiring about the brokerage, and having Buzzy Porter insist she should join the team. Meeting Bill Navarra was equally inspiring; his confidence, success, and positivity made it clear this was where Jessica belonged. She loves this company and the agents, who feel like family. In fact, when she asked their daughter about her favorite family tradition, she mentioned their annual anniversary party with Realty Pros. The impact on the whole community is truly remarkable, and they are both honored to be part of such a wonderful organization.

Outside of real estate, Brad and Jessica have diverse passions. Jessica's life revolves around her family, including her 2 children, six dogs and two cats. She is passionate about animal rescue, having fostered and found homes for over 42 dogs. Her love for decorating, gardening, and history also plays a significant role in her life. As a board member of the Ormond Beach Historical Society, Jessica remains actively engaged in preserving and celebrating local history.





RESIDENTIAL • COMMERCIAL • REFINANCES



# REALTY PRO TITLE

[www.Realtyprotitle.com](http://www.Realtyprotitle.com)

Call A Title Pro For All Your Title Needs  
**386-672-3840**

**900 W. Granada Blvd, Ste 2, Ormond Beach, FL 32174**



Brad, on the other hand, continues to nurture his love for music. An accomplished musician, he enjoys singing, playing guitar and bass, coaching soccer, and RVing with his family. His passion for travel and family time complements Jessica's interests, creating a well-rounded and fulfilling life outside of real estate.

The Melton Team's positive outlook and belief in the Law of Attraction drive their success. Their favorite quotes reflect their mindset: Jessica's favorite is, "The best way to predict the future is to create it," by Abraham Lincoln, while Brad's is, "Either you run the day or the day runs you." Their family includes two children, Aleah and Elijah, both 12 years old, and a host of pets. They have kept up their successful business while adopting Elijah in 2023 and the challenges that come with adopting an older child. They cherish family activities such as traveling, going to the beach, kayaking, and attending concerts. Their close-knit family dynamic and shared passions contribute to their overall happiness and success.

In a playful nod to their daily routines, Jessica proudly mentions her Wordle victories over Buzzy Porter, adding a touch of humor to their professional story. This lighthearted moment exemplifies the joy and camaraderie that define The Melton Team's approach to both work and life.

Brad and Jessica Melton's journey from different backgrounds to becoming successful real estate professionals is a story of passion, dedication, and family values. Their commitment to their family, clients and their personal interests reflect a harmonious balance that drives their continued success in the industry.

Brokerage: Realty Pros Assured

THE MELTON TEAM'S  
WORK IS DEEPLY  
FULFILLING BECAUSE  
IT INVOLVES HELPING  
CLIENTS FIND THEIR  
HOMES—PLACES WHERE  
THEY WILL CREATE  
LASTING MEMORIES  
AND FIND PEACE.

- VACANT HOME STAGINGS • REDESIGN
- OCCUPIED HOME CONSULTATIONS



Transforming Spaces to Maximize Property Value  
in the Real Estate Market

We specialize in enhancing properties to help  
realtors, sellers, and investors  
achieve top dollar for their listings.

[www.SteelMagnoliasStaging.com](http://www.SteelMagnoliasStaging.com)  
386-898-5615

**Aflac**®

AFLAC CAN HELP YOU TACKLE THE THINGS THAT HEALTH INSURANCE DOESN'T COVER LIKE PAYCHECK PROTECTION AND ACCIDENT INSURANCE.

**Giana Court**  
407.616.7702 | [giana\\_court@aflac.com](mailto:giana_court@aflac.com)

**Rize** MORTGAGE  
Company NMLS #1604663

Welcomes



- Broker Pricing but with Local Lender Service!
- Nights, Weekends, Holidays, we work!
- Let's **Rize** together!

**Michael Cathey**  
LICENSED LOAN ORIGINATOR  
NMLS#1221899  
386.316.7716



- Conv, FHA, VA, USDA
- Purchases Et Refinances
- Dedicated service from a seasoned team of mortgage experts




Full-service boutique law firm and title company providing services in business law, trademarks, real estate law, and title/real estate closings.

**NICOLE REID, ESQ.**  
Managing Attorney  
321.234.2478  
Admin@ReidLegalSolutions.com  
Reidlegalsolutions.com



Office: Daytona Beach. Serving all of Central Florida



**5★**  
**FIVE STAR**  
BUILDING INSPECTIONS

Info@5starinspect.com  
**(407) 567- 7780**

- Inspections
- Experience You Can Trust
- Covering All Central Florida

**Five Star Service and the Best Inspection**  
5 Star Building Inspections was established to provide buyer and sellers with inspection reports that exceed industry standards. Our reports present the most professional and comprehensive format available to provide value and clarity to the decision process. We pride ourselves on superior customer service and quality.

Value.  
Commitment.  
**Celebration.**

Every interaction, every transaction, every single action is a *celebration*.



CELEBRATE WITH US!

Home of the original *Confetti Cannon Closing Experience™*

Targeted Farming Opportunities | Branded Marketing Materials | Educational Workshops | Networking Events



**Robin Winkler**  
LEAD SUCCESS PARTNER  
(407) 619-4009 | Robin@CelebrationTitleGroup.com  
CelebrationTitleGroup.com/robin




*We Go Beyond Your Expectations!*  
Pools • Spas • Water Features • Installed & Repaired

**386-451-2445**  
Ormond Beach, Florida  
EastCoastPoolsandSpas.com

License CPC1457246

# Cathleen Bellerose

▶ partner spotlight



## Transforming Lives Through Massage Therapy

Cathleen Bellerose, the dynamic force behind Back 2 Balance Massage & Wellness, has dedicated her life to alleviating pain and enhancing the well-being of her clients. With a career that began later in life, Cathleen has proven that passion and perseverance can lead to remarkable success. Her journey from nursing to massage therapy is both inspiring and transformative, illustrating a deep commitment to improving others' lives.

Cathleen's career trajectory was significantly shaped by her experiences as a nurse. With a 26-year tenure in nursing, she was well-acquainted with the healthcare system, but she found herself disheartened by the limitations of traditional medicine, which often relied on medication rather than addressing the root causes of pain. A series of budget cuts eventually led to her layoff, a pivotal moment that steered her towards a new path.

"I've always been a giver," Cathleen explains. "As a nurse, I was often just pushing pills without truly addressing the pain my patients were experiencing. When I was laid off, I saw it as an opportunity to pursue something I had always been passionate about—massage therapy."

“WHEN SOMEONE

THANKS ME FOR

SAVING THEIR

ACTIVE LIFE,

IT BRINGS ME

IMMENSE JOY.

“AS A NURSE, I WAS OFTEN JUST PUSHING PILLS WITHOUT TRULY ADDRESSING THE PAIN MY PATIENTS WERE EXPERIENCING. WHEN I WAS LAID OFF, I SAW IT AS AN OPPORTUNITY TO PURSUE SOMETHING I HAD ALWAYS BEEN PASSIONATE ABOUT—MASSAGE THERAPY.”

From a young age, Cathleen had a natural talent for alleviating pain through touch. Her colleagues in the medical field recognized her potential and encouraged her to enroll in massage school. This advice set her on a path that would redefine her professional life.

Starting her massage therapy career at the age of 50, Cathleen faced the challenge of establishing herself in a new field. However, her dedication and hard work quickly paid off. Over the past five years, she has earned the title of “Best Massage in Daytona” not once, but consistently, demonstrating her exceptional skills and client satisfaction.

Cathleen's resilience is evident in her work ethic. “I work harder than any 30-year-old,” she proudly asserts. “Even with a dislocated shoulder, I was out there at Biketoberfest, setting up and working hard for my clients.” Her tough upbringing in New York and her determination have undoubtedly contributed to her success.

One of the most memorable experiences in Cathleen's career involves a client named Debra. After undergoing shoulder surgery, Debra struggled with severe pain and limited range of motion. Cathleen took on the challenge, utilizing her expertise in passive motion and clinical massage techniques over several sessions. The results were transformative—Debra regained full range of motion and experienced significant pain relief. Cathleen captured this success in pictures and a video testimony, highlighting the profound impact of her work.





PETER AND I LOVE  
SPENDING TIME  
IN OUR POOL  
OR ATTENDING  
EVENTS  
TOGETHER. WE  
LEAD A QUIET  
LIFE, BUT IT'S  
FULFILLING.

What sets Cathleen apart from her peers is her clinically based approach to massage therapy. Unlike traditional spas, Back 2 Balance operates as a clinic focused on evidence-based practices. Cathleen's background in nursing, particularly in orthopedics, enhances her ability to address her clients' specific needs and help them achieve their goals of improved movement and reduced pain.

In addition to her individual work, Cathleen extends her expertise into corporate settings, helping businesses enhance employee wellness. According to the Mayo Clinic, a 15-minute chair massage can significantly boost productivity, reduce stress, and decrease sick days. This approach aligns perfectly with Cathleen's commitment to improving overall well-being, making her services highly beneficial for companies looking to invest in their employees' health and efficiency.



Her favorite quote, "Helping you move better and live life exceptionally with less pain," encapsulates her mission and passion. It reflects her dedication to making a meaningful difference in her clients' lives.

As she looks to the future, Cathleen envisions expanding her massage clinic to reach even more people in need of her expertise. Her journey from nursing to massage therapy has

been marked by resilience, dedication, and an unwavering commitment to improving others' lives. Cathleen Bellerose's story is a testament to the power of following one's passion and the profound impact one individual can make in the world of wellness.



For Cathleen, the most fulfilling aspect of her work is witnessing the positive changes in her clients' lives. "When someone thanks me for saving their active life, it brings me immense joy," she says. "Seeing their smiles when they no longer have pain is incredibly rewarding."

Outside of her professional life, Cathleen is deeply passionate about her family. She cherishes her five grandchildren, enjoys spending time with her friends, and finds joy in shopping for bargains. Her fiancé, Peter, and her sons, Jon, James, and Mike, are her pillars of support. Cathleen's granddaughter, Myella, who has always confided in her, shares a special bond with her grandmother.

"Peter and I love spending time in our pool or attending events together. We lead a quiet life, but it's fulfilling," Cathleen reflects. Her strong family ties and supportive relationships play a crucial role in her personal and professional satisfaction.

Cathleen draws inspiration from her 96-year-old mother, whose resilience and self-care have been a lifelong source of motivation. Despite the challenges with ADHD, Cathleen has embraced meditation to manage her condition, demonstrating her commitment to personal growth and well-being.

## MOLD, ODORS, TESTING & WATER DAMAGE



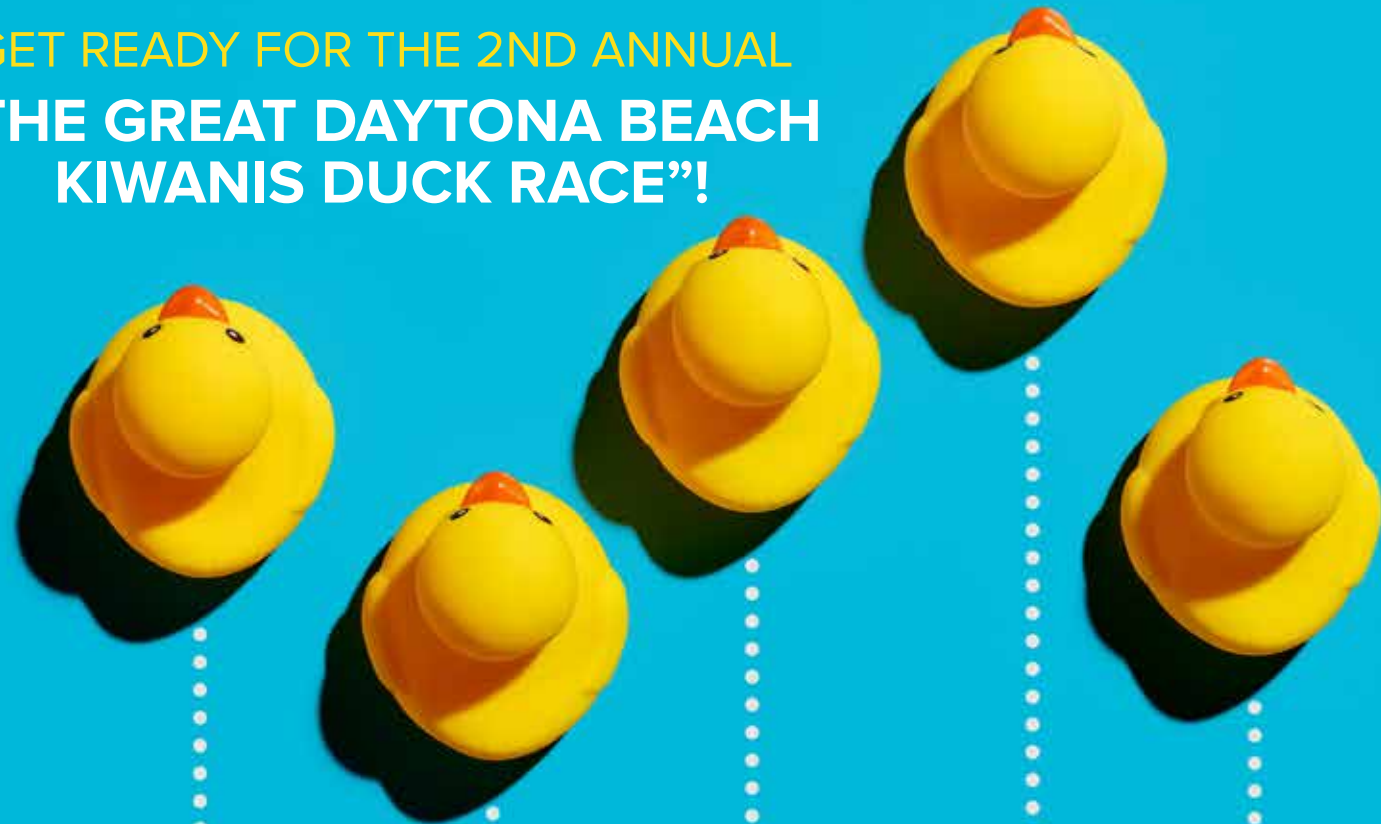
- 80 Odor & 100's of health altering contaminants killed organically – usually in 20 hrs with one-of-a-kind NASA Technology
- A top reputable company with 10,000+ happy clients!
- 75% Saving from traditional mold remediation in most cases and much more effective – especially in A/C, duct work, & furnishings.

SEE [o2wizrd.com](https://o2wizrd.com) FOR HEALTH QUIZ, TESTIMONIALS, PICS & MORE DETAILS.

**386-689-4563**

▶▶ charity spotlight

# 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 nonprofits, it was an unforgettable day! Realty Pros Assured took home the coveted title and trophy for being the “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 day of the race). 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/daytonabeach](http://duckrace.com/daytonabeach) 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! Register by emailing [jayme@n2co.com](mailto:jayme@n2co.com) TODAY!

Happy Ducking!

## 2nd Annual



Date: October 26th, 2024

Time: 11-4pm

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

Join us for the “Largest Duck Race” in Central Florida.

Scan QR code to Adopt a duck, sign up your team, become a sponsor or vendor.



# GG Mack



**Certified Cruise Specialist, Certified Luxury Specialist**  
Specializing in Cruises, All Inclusive Resorts



## Your Premier Full Service Florida Title Partner in Home Ownership & Real Estate Investment

**BECCA JENKINS**

Agency Manager & Co-Owner

- M.(386) 282-1055
- O.(386)-515-3277
- [becca@eastcoasttitlefl.com](mailto:becca@eastcoasttitlefl.com)
- [www.eastcoasttitlefl.com](http://www.eastcoasttitlefl.com)





▶▶ rising star

# TAWANDA PURDIE

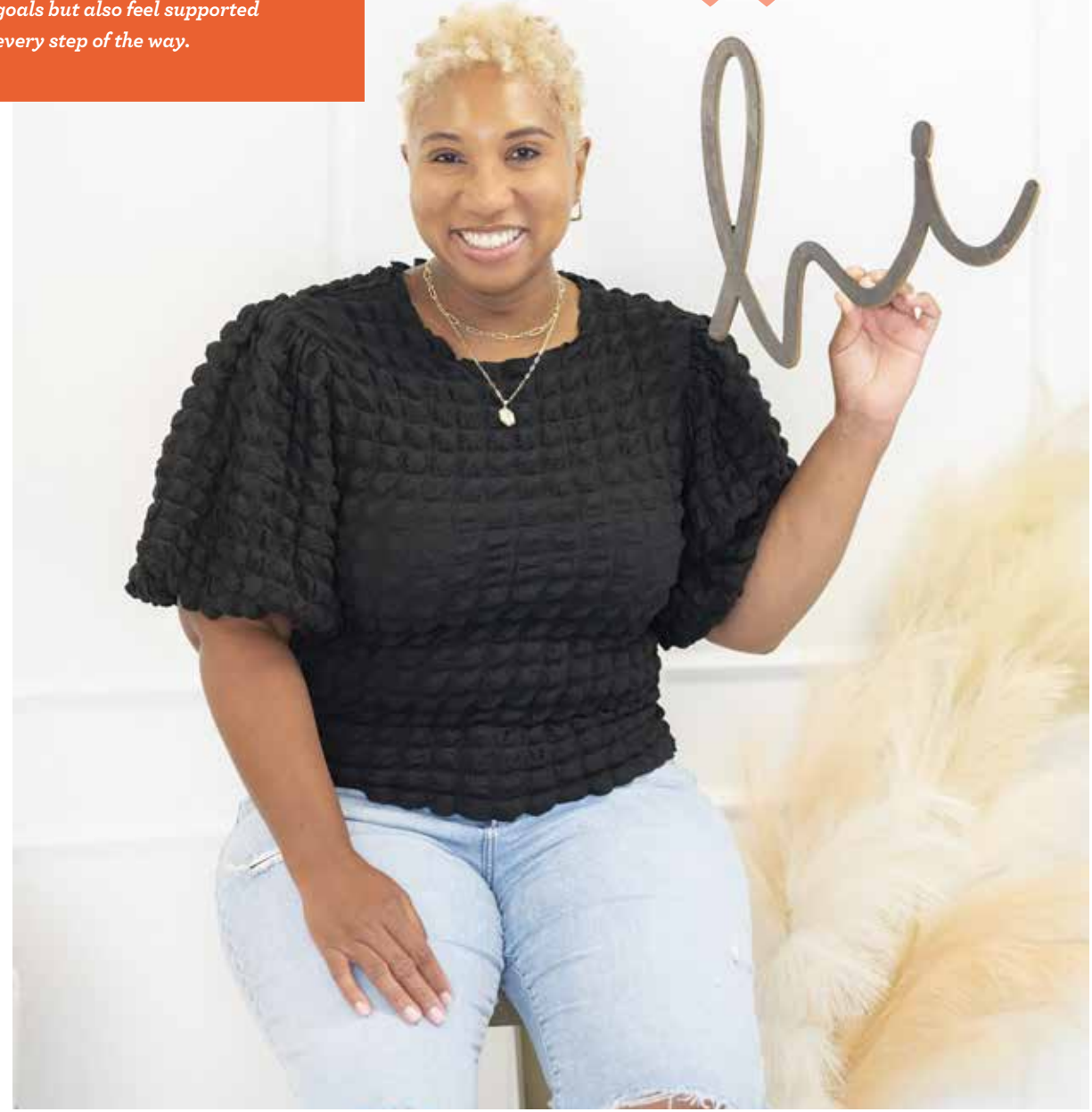
**EMPOWERING DREAMS:**  
A Journey into  
Real Estate Excellence

*IN THE BUSTLING WORLD OF real estate, where trust and expertise are paramount, few embody these qualities as profoundly as Tawanda Purdie, a seasoned professional with a passion for both business acumen and personal connection. With a career spanning corporate sales and now thriving in real estate, Tawanda brings a unique blend of skills and dedication to every transaction, ensuring that clients not only achieve their goals but also feel supported every step of the way.*

“

All of my relationship building, negotiation skills, and problem-solving from my 16 years in corporate sales led me to fulfilling my purpose in life.

”





I strive to build lasting connections, checking in with clients long after the deal is done and surprising them with thoughtful gestures throughout the year.



Born and raised in Philadelphia, Tawanda credits her entrepreneurial spirit to her parents, who immersed her in the world of business from a young age. This upbringing instilled in her a drive to excel and a commitment to integrity—values that continue to define her approach to real estate today.

Transitioning from a successful corporate sales career to real estate was a natural evolution for Tawanda. “All of my relationship building, negotiation skills, and problem-solving from my 16 years in corporate sales led me to fulfilling my purpose in life,” she explains. However, the journey wasn’t without its challenges. The pivotal moment came during the COVID-19 pandemic when a prophetic encounter during a pedicure session in Orange City nudged her towards real estate. This serendipitous moment, coupled with her unwavering determination, propelled her into a new chapter with remarkable success.

Since entering the real estate arena, Tawanda Purdie has garnered numerous accolades, including the prestigious Million Dollar Producer award from the Orlando Regional Realtor Association and the top producer spot in Volusia County by Rate My Agent—an affirmation of her exceptional client dedication and results-driven approach.

One of Tawanda’s defining attributes is her commitment to going above and beyond for her clients. Whether it’s navigating complex negotiations or resolving last-minute hurdles to ensure a seamless closing, she stands out by making her clients’ needs her top priority. A standout example of her dedication was a critical situation with a listing in Maitland, where her swift action and resourcefulness saved the day, securing a closing that seemed at risk just days earlier.

What sets Tawanda apart is her holistic approach to client relationships. “This is not just a transaction for me,” she emphasizes. “I strive to build lasting connections, checking in with clients long after the deal is done and surprising them with thoughtful gestures throughout the year.” This personal touch is rooted in her belief that real estate is about more than buying or selling—it’s about transforming lives through homeownership.

Beyond her professional achievements, Tawanda Purdie is deeply passionate about mental health advocacy, inspired by her own experiences navigating challenges with her youngest child. She also finds joy in global travel, a passion that led her to join the Global Committee with the Orlando Realtor Association, where she contributes to international real estate initiatives.

Family plays a central role in Tawanda’s life. With a son, Ty, and daughter, Saniyyah, both adults now, and their beloved giant Yorkie, Prince, they cherish moments together, whether sharing meals or enjoying the latest movies—a testament to the strong bonds that anchor her busy professional life.

In the words of Maya Angelou, Tawanda Purdie lives by the belief that “people will never forget how you made them feel.” For her clients and colleagues alike, she leaves an indelible impression of competence, care, and unwavering commitment. Looking ahead, Tawanda is focused on expanding her team and venturing into real estate investment, driven by a vision to continue empowering dreams and making a meaningful impact in the lives of those she serves.

In conclusion, Tawanda Purdie exemplifies the essence of a true real estate professional—someone who not only achieves outstanding results but also leaves a lasting legacy of trust, integrity, and genuine care. Her journey from corporate sales to real estate is a testament to resilience, passion, and the transformative power of following one’s true calling. As she continues to inspire and lead, Tawanda Purdie remains a beacon of excellence in the Volusia-Flagler real estate community and beyond.



**Salty Beach**  
CHARCUTERIE BOARDS  
(517)285-6493  
Saltybeachcharcuterieboards.com  
Find us on Facebook & Instagram

**FREE**  
"BUSINESS BREAKTHROUGH"  
SESSION

- ✓ 45 Min PRIVATE COACHING CALL
- ✓ 90 DAY ROADMAP SUCCESS GUIDE
- ✓ DAILY ROUTINE TEMPLATE

**Billy Reuter**  
High-Performance Coach

**TEXT ME "BUSINESS BREAKTHROUGH"**  
(516) 551-8844 TO SCHEDULE

**BALLOONS & BACKDROPS**  
FOR EVERY NEED...  
OPEN HOUSES, CLOSINGS,  
& LARGE SCALE EVENTS

@BARRIEGOODBALLOONS

**Pressure With a Purpose**  
**Stormi Walker LMT**

Specializing in  
Ashitsu  
Deep Tissue  
Massage  
and Body Work

**(386)286-7724**  
By Appointment Only

**Bringing the Best to Your Outdoor Space!**

Proud Dealers of Caldera Spas, Fantasy Spas, Spa Retail, Ledge Lounger, Outdoor Kitchens and More!

**Spruce Up Your Property**  
with an Outdoor Kitchen and/or  
some Ledge Lounger Furniture!

1141 N US Highway 1 Ormond Beach, FL 32174 · (386) 281-3441  
myflpools.com | mooreoutdoorliving.com

We are proud to introduce ourselves...

...as a new Real Producers Partner

Let's turn houses into dream homes!  
WWW.RODSCARPESHOP.COM | 386-677-8721

IT MATTERS  
WHERE YOU  
BUY FLOORING

**MASSAGE**  
*Clinic*

Get Back to Your Active Lifestyle with  
Our Expert Massage therapy Services

Accepting VA Community Care

- Corporate events
- Clinical Massage
- Deep Tissue Massage
- Certified Lymphatic Massage with a focus on Post-op care

**Back 2 Balance**  
Massage & Wellness  
MM38144

386-898-4967  
back2balanceportorange.com  
cathleen@back2balanceportorange.com





**20** YEARS OF THE N2 COMPANY



**CONTACT US TODAY!**

904.217.5450

FIRSTCOASTMORTGAGEFUNDING.COM



Visit us at our New Location!

11363-200 San Jose Blvd | Jacksonville

NMLS:1953441

# TOUCHDOWN WITH FIRST COAST MORTGAGE FUNDING



*Your Home Field Advantage!*



## Lived-in Hair & Hand-tied Extension Specialists

386-576-6410

canvashairdesignsstudio.com

302 Flagler Ave. NSB

