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Sherrie & Nathan  
Salas & Abbott



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Derrick &  
Emily Sumner

SUPER  
CONNECTOR:  
McKayla Hale

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Sources: 1. National Association of REALTORS® Confidence Index Survey (July 2024) 2. National Association of Expert Advisors (NAEA) (2014)  
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Everything You Need to Know about

# Cabinet Refacing!

BY PHIL CRESCIMANNO,  
BEELINE  
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**Everything You Need to Know About Refacing Kitchen Cabinets**

If your kitchen needs an update but you don't want to undergo a costly (and time-consuming) remodel, cabinet refacing adds an entirely new look.

Kitchen cabinets are both functional and key to a home's overall aesthetic. If your cabinets have fallen into disrepair over the years, refacing kitchen cabinets may be a way to update faded colors or malfunctioning handles and hinges and avoid a complicated remodel.

Refacing your cabinets is a low-cost upgrade that can refresh your entire space. Materials used for refacing can include surface wood, veneers, or laminate. Once you're finished refacing kitchen cabinets, new hardware will add the final touch to make everything look brand new.

**What Does Refacing Kitchen Cabinets Involve?**

Refacing kitchen cabinets refinishes the cabinet exterior surfaces to give your kitchen a new look. It entails removing cabinet doors and drawer fronts. Refacing can also involve replacing hardware such as hinges, handles, and drawer pulls. The upside is that the old cabinet boxes stay in place, so there's no need to worry about building time. Instead, they're

repaired to match the new doors or surface material. Refaced cabinets look brand new and give your space a completely fresh look and feel.

**How Much Does Refacing Kitchen Cabinets Cost?**

There's a wide price range for refacing kitchen cabinets because there are many



factors to consider. The final cost of refacing kitchen cabinets depends on the materials used, the quantity and layout of the original cabinets, and the amount of labor needed. Refacing starts around \$5,600, but a major cabinet makeover could reach as much as \$23,310.

**Pros of Refacing Kitchen Cabinets**

**Less expensive, time-consuming, and disruptive.** Rebuilding cabinetry is costly and time-intensive, so refacing kitchen cabinets is a cost-effective alternative. A total kitchen renovation can also be very disruptive. However, refacing allows you to continue using your kitchen throughout the upgrade process. Cabinet refacing takes precision, time, and know-how, that is why it is important to hire a company that specializes in refacing.

**A wide variety of styles.**

Cabinet refacing includes a variety of styles, colors and veneer which are made of natural woods.

**No major construction and added home value.**

It's also ideal if you have no desire to change your kitchen layout and just want to spruce up the room to make it more functional or attractive. Not to mention, refacing can quickly pay for itself in increased home value.

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# WHO NOT HOW

BY WAYNE SALMANS

**Who Not How: The One Question That Will Change Your Business Forever**

High achievers have a superpower. They're willing to do whatever it takes. There's no job they consider beneath them, and they're willing to put in the work. But that same superpower—the drive to do everything themselves—is also their greatest weakness.

If you're a top real estate professional, you've likely built your success by being relentless, resourceful, and willing to grind harder than most. But here's the hard truth: if you want to reach the next level, you can't do it alone. The difference between those who struggle and those who scale isn't about working harder—it's about asking a better question.

**Stop Asking "How?"—Start Asking "Who?"**  
Most people, when faced with a challenge, ask: *"How can I get this done?"* But that question locks you into doing everything yourself. It leads to burnout, slower progress, and wasted potential.

Instead, the most successful people ask:

*"Who can help me get this done?"*  
This one shift in thinking changes everything. It forces you to stop being the bottleneck in your business and start leveraging the strengths of others.

**Why This Matters More Than Ever**

- **Self-made is a myth.** Every successful person has had mentors, coaches, and teams behind them.
- **Every time you ask 'How?' instead of 'Who?' you're procrastinating.** Figuring it out yourself is slow. Finding the right person is fast.
- **When you try to do everything, you limit what's possible.** The right "Who" removes limits.
- **You don't need to know how to do everything—you just need to know who can.**

**How I Stopped Wasting Hours and Scaled Faster**

A great example of this in my own business was hiring a **video editor**. For years, I struggled with editing videos—cutting clips, adding captions, uploading content. It took **hours** of my time every week. Hours that could have been spent coaching my clients, building my business, or making memories with my kids.



Then, I found the right "Who." I hired a full-time video editor in the Philippines for **\$700 a month**. He works **40 hours a week** creating an **endless amount of high-quality videos** for me.

Not only did this give me an enormous amount of time back, but it also changed his life. That wage provides a great **median income in the Philippines**, and he's making enough excess to **put his brother through college**.

Because I hired him, he gets to do what he loves, make a great income, and grow in his career. Meanwhile, I get back **time, energy, and focus** to do what I do best—coaching and leading.

- How to Know When to Hire Help**  
One of the biggest questions I get is, *"When should I delegate?"* Here's a simple formula:
1. **Determine Your Hourly Rate** – Take your annual income goal and divide

- it by the total hours you want to work in a year.
2. **Compare It to Outsourcing Costs** – If you can hire someone for a task at 1/4 of your hourly rate, delegate it.
  3. **Prioritize High-Impact Work** – Focus your time on tasks that move your business forward and generate income.

For example, if your goal is to make \$500,000 per year and you work 2,000 hours, your hourly rate is **\$250/hr**. Should you really be spending time editing videos or managing your inbox? Or should you hire someone at \$10-\$30/hr to handle those tasks while you focus on closing deals and growing your brand?

- Stop Seeing Delegation as a Cost—It's an Investment**  
Every hour you spend doing low-value work is an hour you're NOT doing high-value work. Delegation doesn't cost you money—it **freed up your time to make more of it**.
4. **Help at Home** – A cleaner, meal prep service, or childcare can free up time and energy for what matters most.

- Your Next Hire**  
If you're serious about growing, here's where to start:
1. **Your First Hire: A Coach** – Your first investment should be in a coach who can help you avoid hiring mistakes, accelerate your progress, and create a clear plan.
  2. **A Virtual Assistant (VA)** – A VA can handle repetitive tasks like:
    - Video editing
    - Social media management
    - Data entry
    - Lead creation
    - Calendar management
    - Client communication
    - And more
  3. **A Transaction Coordinator** – The average transaction requires 13-16 hours of administrative work. Hiring a transaction coordinator frees you up to focus on prospecting and sales.
  4. **Help at Home** – A cleaner, meal prep service, or childcare can free up time and energy for what matters most.

**Your Next Move**  
If you're still trying to do everything yourself, stop. **Ask yourself: Who can help me get to the next level?**

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# Derrick & Emily Sumner

BY CINDY BELL  
PHOTOS BY FALTISEK & GLORIA

For Derrick and Emily Sumner, real estate is more than a career—it’s a calling rooted in service, family, and community. As a dynamic husband-and-wife duo, they bring their shared passion, military experience, and entrepreneurial drive to help clients find not just houses, but homes where they can build their futures.

### A Journey Fueled by Family and Service

Derrick, a self-proclaimed “military brat,” spent much of his childhood moving with his Army family, but it was in Kansas that he put down his first roots. Emily, originally from Southwest Missouri, had spent many summers along the Emerald Coast, a place that always felt like home. The two met in a college dance class, a serendipitous moment that led not only to marriage but also to a thriving business partnership.

Derrick recently transitioned out of active-duty military service and now serves in the Army Reserves as an ROTC professor at the University of West Florida. Emily’s background in sales, entrepreneurship, and residential insurance made real estate a natural fit when they decided to build something of their own.



Their journey into real estate began with their own home-buying experience at ages 21 and 23, where they oversaw the build process from start to finish. That moment ignited Derrick’s passion, leading him to study for his real estate license while stationed in Alaska.

After becoming landlords and later selling their first home at a profit, they saw firsthand how transformative real estate could be—not just for them but for others. Recognizing an opportunity to help military families navigate VA loans and homeownership, Derrick took the leap into real estate full-time. When they moved to the Emerald Coast to be closer to Emily’s family, she joined him in the business. Together, they discovered that their individual strengths made them an unstoppable team.

### Overcoming Challenges and Leading with Integrity

Like many new agents, Derrick and Emily faced the challenge of breaking into the industry and overcoming misconceptions about real estate professionals. “Some people think agents are only in it for themselves, but it’s the opposite,” they explain. “Our job is to be advocates and guides, helping people navigate one of the biggest decisions of their lives.”

Their strategy? Leading with care, empathy, and genuine service. By prioritizing their clients’ needs above all else, they’ve built a business rooted in trust. They also stay motivated by focusing on the success stories—the newlyweds buying their first home, the retirees settling into paradise, and the military families making their transitions smoother.

One particularly special moment was helping their former neighbors in Alaska relocate to the Emerald Coast. “They were literally next door to us in our first home,” Derrick says. “They saw our journey into real estate firsthand, and when they decided to move, they trusted us to help them find their perfect home here. It was such a full-circle moment.”

**Building a Supportive Network**

The Sumners credit much of their growth to the support they’ve received from mentors and colleagues. Their broker, Tony DeRosa at All American Realty & Investment Group, has played a key role in encouraging their success. They’ve also found inspiration within ECAR, where they’ve joined three committees to deepen their industry involvement and give back to the real estate community.

“Real estate is so much more than sales—it’s about relationships,” Emily shares. “We’re grateful to be surrounded by professionals who are willing to collaborate, share advice, and lift each other up.”

**Balancing Work, Life, and Giving Back**

Running a business together comes with its own challenges—particularly when it comes to separating work from personal time. “It’s hard not to talk about real estate all the time,” they laugh. “But thankfully, much of it is fun for us and doesn’t always feel like a job.” They make a conscious effort to recharge through fitness, volunteer work, and spending time with family, including their weekly dinners to reconnect outside of work.

Giving back is at the heart of everything they do. Derrick

volunteers by offering free CrossFit training to service members and military spouses at Hurlburt Field, while Emily dedicates her time to rehabilitating sea turtles at the Gulfarium CARE Center.

**A Bright Future on the Emerald Coast**

For the Sumners, real estate isn’t just a business—it’s an opportunity to make a meaningful impact. With their deep understanding of the challenges that military families face, they’re committed to making each transition as seamless as possible. Whether it’s helping

“

**Some people think agents are only in it for themselves, but it’s the opposite. Our job is to be advocates and guides, helping people navigate one of the biggest decisions of their lives.”**

first-time buyers, seasoned investors, or fellow service members, Derrick and Emily approach every transaction with dedication, professionalism, and a servant’s heart.

As rising stars in the Emerald Coast real estate market, Derrick and Emily Sumner are proving that success isn’t just measured in sales, but in the lives they touch along the way.



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# NATHAN ABBOTT

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**Male Agent of the Year**  
**#1 Producing Team for eXp Florida in 2023 and 2024**

## A Legacy of Excellence Along the Emerald Coast

Some people are born to follow a path, while others create their own. For Nathan Abbott, real estate is both a legacy and a personal passion. A third-generation real estate agent, Nathan was born and raised along the Emerald Coast, deeply ingrained in the rhythms of this stunning region. His roots in real estate run deep, shaped by a family that has long served as a cornerstone of the industry.

After graduating from Florida State University in 2000, Nathan returned home in 2001 to embark on his own real estate journey. From the start, he embraced the entrepreneurial spirit and a genuine love for people that has become the hallmark of his career. “There is nothing I enjoy more than introducing people for the first time to my native home,” Nathan shares. “The Emerald Coast is a healing place for the soul.”

## Navigating the Cycles of Real Estate

Like any seasoned agent, Nathan understands that real estate is an industry of constant change. Market cycles shift, trends evolve, and client emotions can swing between highs and lows. For him, success is about adaptation. “You have to always be focused on learning and surrounding yourself with new opportunities,” he explains. “Over time, you learn to navigate challenges while being the calmest one in the room.” His resilience and steady presence have made him a trusted advisor to both clients and colleagues alike.

## A Passion for Growth and Connection

For Nathan, motivation comes from the limitless opportunities each new day brings. He is passionate about helping agents and clients navigate the journey to success, forming deep relationships along the way. “Many of the closest people in my life were built through this industry,” he says. “I love learning new things, sharing knowledge, and building community.”



One of his most memorable experiences as a real estate professional was a heli-snowboarding trip to Bella Coola, British Columbia, where he joined three of his clients for an adventure of a lifetime. “We rode down 40+ peaks in five days—it was incredible,” he recalls. “This is a perfect example of how real estate creates amazing experiences and friendships.”

## The Power of Networking and Mentorship

Nathan firmly believes in the power of surrounding yourself with the right people. “The rooms you are in matter,” he emphasizes. “Networking plays an incredible role in building strategic communities, both locally and nationally. The key to this business is learning from others and paying it forward. I want everyone to win.” His commitment to mentorship and collaboration has positioned him as a leader in the industry, inspiring others to elevate their own careers.



“NETWORKING PLAYS AN INCREDIBLE ROLE IN BUILDING STRATEGIC COMMUNITIES, BOTH LOCALLY AND NATIONALLY. THE KEY TO THIS BUSINESS IS LEARNING FROM OTHERS AND PAYING IT FORWARD. I WANT EVERYONE TO WIN.”



#### Finding Balance Amidst the Hustle

In an industry known for its relentless pace, Nathan has learned the importance of maintaining congruency between his work life and his personal life. His approach is to blend his lifestyle seamlessly with his work while also carving out personal time for himself. “My escape is through nature and prayer,” he says. This philosophy helps him stay grounded, ensuring that he can bring his best self to every aspect of his life.

#### A Legacy of Achievement

Nathan’s dedication and hard work have led to remarkable achievements. His team was ranked in the Inc. 5000 list for two consecutive years as one of the country’s fastest-growing companies across all industries. In both 2024 and 2025, his team was recognized as eXp Realty’s top-performing team in Florida for closed sales. They’ve also earned national recognition from Real Trends, further solidifying their reputation as industry leaders.

As Nathan continues to forge ahead, his mission remains clear: To connect people with their dream homes while fostering lifelong relationships. With a legacy built on excellence, resilience, and community, he is not only shaping the future of real estate along the Emerald Coast—he’s inspiring the next generation to do the same.

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# Sherrie Salas

BY CINDY BELL  
PHOTOS BY FALTISEK & GLORIA



## Leading with Purpose and Passion

Some paths in life are chosen, while others seem destined. For Sherrie Salas, real estate became more than a career—it became a calling. From her early days growing up in Lawn, Texas, to her journey through business ownership and leadership roles, Sherrie's story is one of resilience, faith, and a passion for helping others find success.

Sherrie's professional journey started in an unexpected place—court reporting. After completing her studies, she took a leap into business ownership, purchasing a Gold's Gym in Abilene, Texas, with her ex-husband. There, she gained invaluable

experience managing operations, leading a team, and inspiring clients to reach their personal fitness goals. The gym became more than just a business; it was where she cultivated her skills in leadership, organization, and motivation.

Her next venture led her into the world of multifamily real estate, where she served as an Executive Assistant to a major investor. Managing over 1,200 doors across multiple apartment complexes, Sherrie oversaw acquisitions, renovations, payroll, human resources, and corporate operations. This role ultimately brought her to Destin, Florida—a place she would soon call home.

Three years later, when her employer relocated back to Texas, Sherrie had a decision to make. She had already obtained her real estate license with the intent of flipping homes, but as a single mother and sole provider, she needed more than just a side project—she needed a career. She chose to pursue real estate full-time, pouring every ounce of determination into her new path. With no option but success, she hit the ground running and never looked back.

## Overcoming Challenges with Faith and Focus

Like many successful agents, Sherrie faced challenges in real estate—not from external obstacles, but from within. “The most challenging part of real estate for me has been staying out of my own way and out of my head,” she admits. Staying focused on daily tasks, avoiding distractions from the news and social media, and remembering to be grateful for life's blessings have been key to maintaining her mindset. “Keeping my mind in the right place allows me to be the best real estate agent, mother, and friend to those around me.”

## A Commitment to Growth and Leadership

Sherrie's drive for excellence is fueled by continuous learning and leadership. She actively engages in classes, workshops, and networking, ensuring she stays at the forefront of the industry. “Real estate is constantly evolving, and it's vital we stay informed on issues affecting us as Realtors,” she explains. Her dedication to advocacy is evident in her involvement with the REALTOR® community—serving as Assistant Treasurer for the local association and participating in key committees such as RPAC, Finance, the Global Committee, and Public Policy.

Her commitment to leadership extends beyond local involvement. Sherrie was recently selected as one of only 15 REALTORS® across Florida to participate in the 2025 Florida REALTORS® Leadership Academy, an honor that reflects her dedication to the industry and her passion for making a difference at both state and national levels.

## The Power of Mentorship and Community

Sherrie's journey in real estate was profoundly

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**Taking the focus off production and placing it on purpose keeps me grounded and happy.”**



shaped by mentorship and networking. “When I first entered the industry, I joined the Women’s Council of REALTORS®, where I found an incredible network of supportive professionals,” she shares. Rising through the ranks, she served as Secretary, Treasurer, President-Elect, and eventually President in 2023. This experience not only sharpened her leadership skills but also reinforced her belief in lifting others up.

One of her proudest moments came during the 2025 Florida State Women’s Council of REALTORS® Installation, where her former Vice President,

Joyce Serina, delivered the invocation on a state stage. “To see her up there, poised and capturing the attention of hundreds, brought tears to my eyes,” Sherrie recalls. “It was a testament to the power of mentorship—leaders are truly made here.”

#### **Faith, Family, and Purpose**

For Sherrie, balancing work and personal life comes down to faith. “I prioritize everything as God-first, Family-second, Work-third, and everything flows from there,” she says. Recognizing when stress creeps in, she turns to prayer and reflection, reminding herself that all success comes through Him.

Beyond real estate, Sherrie finds fulfillment in service. Whether traveling to Peru annually with *Reimagine Ministry* to build homes, serving at her local church, hosting Bible studies, or volunteering with local organizations, she believes giving back is essential. “Taking the focus off production and placing it on purpose keeps me grounded and happy.”

#### **A Legacy of Excellence**

Sherrie’s dedication and hard work have not gone unnoticed. She was recently honored with the Destin REALTOR® of the Year award by the Emerald Coast Association of

REALTORS® and received the Entrepreneurial Award from the Women’s Council of REALTORS®. These accolades highlight her unwavering commitment to professionalism, leadership, and service. As Sherrie continues to grow her business and impact the real estate community, her mission remains clear: To serve with integrity, to lead with passion, and to uplift those around her.

With a heart full of faith and a relentless drive for excellence, she is not only shaping her own success—she is inspiring the next generation of leaders in real estate.



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# McKayla HALE



## Empowered by Connection

BY CINDY BELL • PHOTOS BY MADDIE NICHOLE AND MICHELLE HOWARD

### Empowered by Connection

McKayla Hale’s journey into real estate wasn’t conventional, but it was deeply intentional. Raised in Denver, Colorado, and later building her career in the San Francisco Bay Area,

McKayla’s background is rooted in corporate leadership, community engagement, and entrepreneurship. Working with Lululemon Athletica, she spearheaded community collaborations, bringing together fitness influencers and local entrepreneurs. It was here that she first witnessed the power of strategic connections and the magic that happens when like-minded professionals join forces.

Her transition into real estate began as an investor, curating a portfolio of both long-term and short-term rental properties. It didn’t take long for her to notice a gap in the industry—many REALTORS lacked the financial knowledge and analytical skills to help investors truly evaluate opportunities. This realization led her to obtain her license, not only to manage her own deals but also to educate and support others in making informed investment decisions.

However, her entrance into the real estate world wasn’t entirely welcoming. Traditional networking events often felt exclusive—either tied to a brokerage, a paid coaching program, or a closed circle where relationships were transactional. Seeing a need for a more inclusive and supportive space for women in real estate, McKayla launched *Empowered by Connection*, a community-driven initiative designed to foster authentic relationships and professional growth.

### Networking with Purpose

McKayla’s networking philosophy is simple: create spaces that foster connection, education, and empowerment. Her innovative approach to networking ensures that every event provides tangible value to its participants.

- **Coffee + Co-Working Sessions:** These weekly gatherings offer a relaxed yet productive setting for agents and local professionals to connect, collaborate, and get work done in a supportive environment.
- **Monthly Social Content Creation Meet-Ups:** Held at stunning Emerald Coast locations, these meet-ups help real estate professionals boost their online presence with trending social media content. Partnering with professional photographer Maddie Nichole and sponsored by Setco Services, these events leave attendees with high-quality marketing assets.
- **Short-Term Rental & Investor Meet-Ups:** Designed specifically for women investors, these meet-ups provide insights into market trends, financial strategies, and investment opportunities, often featuring guest speakers with specialized expertise.



- **Workshops & Virtual Marketing Meet-Ups:** Covering crucial topics such as LinkedIn mastery, digital product creation, and email marketing, these workshops help REALTORS stand out in a competitive market while expanding their reach.

Through these initiatives, McKayla ensures that networking is not just about exchanging business cards—it’s about building a community where learning, collaboration, and success go hand in hand.

#### A Culture of Collaboration

In an industry that can sometimes feel fiercely competitive, McKayla embraces a mindset of abundance. She believes in lifting others up by sharing knowledge, experiences, and strategies that contribute to everyone’s success. “I want everyone in my circle to win,” she says. “By being open about our successes, our mistakes, and what we’ve learned, we elevate not just ourselves but the entire industry.”

One of her most rewarding moments was mentoring a fellow female REALTOR who was struggling with social media. By guiding her through content strategies and confidence-building techniques, McKayla helped her transform her online presence—ultimately leading to her landing the biggest client contract of her career. It was a powerful reminder of why mentorship and community matter.

#### The Power of Mentorship

McKayla’s rise in real estate has been shaped by both giving and receiving mentorship. She firmly believes that success is never



achieved in isolation. “The mentors who have guided me have played a crucial role in my growth,” she shares. “Now, it’s my turn to do the same for others.” Her commitment to mentorship extends through her networking events, where she provides a platform for women to share, learn, and grow together.

#### Balancing Business and Family

As a mother of boys with a packed schedule of lacrosse practices and school events, McKayla understands that work-life balance is an ever-evolving challenge. For her, the key lies in strategic delegation. By implementing detailed Standard Operating Procedures (SOPs) and relying on a trusted team of virtual and in-person assistants, she ensures her business runs smoothly while still making time for family.

“I don’t believe in perfect balance,” she admits. “But I do believe in prioritizing what matters most and creating systems that support both my business and my personal life.”

#### A Seat at the Table

At the heart of McKayla’s mission is inclusivity. She wants every woman in real estate to feel seen, valued, and empowered—regardless of brokerage affiliation or background. “There’s always a seat at my table,” she says. *Empowered by Connection* is more than just an initiative; it’s a movement that’s reshaping the way women in real estate network, learn, and succeed together.

Through her innovative networking events, mentorship, and unwavering commitment to community, McKayla Hale is not just building a business—she’s creating a legacy of empowerment in the Emerald Coast real estate industry.



**“I WANT EVERYONE IN MY CIRCLE TO WIN. BY BEING OPEN ABOUT OUR SUCCESSES, OUR MISTAKES, AND WHAT WE’VE LEARNED, WE ELEVATE NOT JUST OURSELVES BUT THE ENTIRE INDUSTRY.”**

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