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Contents

PROFILES



20 Rising Star

IN THIS ISSUE

- 3 Preferred Partners
- 6 Publisher's Note
- 8 2024 Success Stories
- 16 Cover story: Shannon FitzPatrick
- 20 Rising Star: Matt Miller
- 24 Jeep Beach: Daytona's Epic Gathering of Jeeps, Community, and Adventure



16 Shannon
COVER STORY FitzPatrick

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PUBLISHER'S NOTE



THE POWER OF CONNECTION

As we dive into another exciting month with *Volusia Flagler Real Producers*, I'm reminded of the incredible community that makes this publication possible. This isn't just a magazine—it's a platform where top agents, industry leaders, and local businesses come together to share stories, celebrate success, and build meaningful relationships.

Real estate is more than transactions; it's about trust, dedication, and the relentless pursuit of excellence. Each month, we highlight those who go above and beyond—not just in sales, but in service to their clients and communities. The

impact you make extends far beyond the closing table, shaping the future of our industry in powerful ways.

As we move forward, I encourage you to lean into the connections you've built, engage with the stories in these pages, and continue striving for greatness. *Volusia Flagler Real Producers* is here to celebrate you, connect you, and inspire you—because together, we're stronger.

Here's to another month of growth, collaboration, and success!

Jayne Dickey

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Jacobs Rodriguez

WITH LPT REALTY



I take pride in being a solo agent, independent from any team. Alongside my achievements in the retail sector, I generated \$130,000 in the first quarter of 2024 by helping investors discover off-market properties. I attribute my success to my commitment to outreach and my focus on adding value to others' lives. I come from a challenging background, having raised two children at the age of 16. Despite these struggles, I found my path in real estate and feel blessed to have been a part of this industry for nearly nine years.

“

Despite these struggles, I found my path in real estate and feel blessed to have been a part of this industry for nearly nine years.”



Bogdana Subachev

WITH ONE SOTHEBY'S INTERNATIONAL REALTY

“

As I look ahead, I am excited to build upon this year's successes, leveraging market insights and trends to better serve my clients.”

In 2024, I proudly celebrated my third year in the real estate industry and my second year as a global real estate advisor with ONE Sotheby's International Realty. During this time, I surpassed my \$5 million sales goal, a milestone made possible by the unwavering support of my loyal clients who referred their friends and family to me. Each transaction was an opportunity to help individuals achieve their dreams, and I felt honored to be part of these significant moments. I am grateful to be appreciated not only as a professional but also as a person. This year has highlighted the value of dedication and genuine connections.

Working closely with other real estate professionals was key to achieving the best results for both me and my clients. Collaborating with agents, lenders, inspectors, and legal experts ensured smooth transactions and helped build trust. This teamwork allowed me to provide seamless service, effectively meeting my clients' needs and helping them reach their real estate goals.

At ONE Sotheby's International Realty, we celebrated numerous achievements in 2024, including being recognized as the leading luxury real estate firm along Florida's East Coast, with 31 offices spanning from Miami to Jacksonville. Our commitment to excellence was

further demonstrated by the recognition of our sales associates and teams in prestigious industry rankings.

As I look ahead, I am excited to build upon this year's successes, leveraging market insights and trends to better serve my clients. The real estate landscape is ever-evolving, and staying informed about market dynamics is crucial. I remain dedicated to providing exceptional service, guided by the principles of integrity, professionalism, and a deep commitment to my clients' needs.

I look forward to continuing to serve my clients with passion and commitment in the future.

Crystal Anderson

WITH OCEANS LUXURY REALTY

Crystal Anderson is a distinguished businesswoman and the Owner and CEO of Oceans Luxury Realty, along with its affiliated companies. Her entrepreneurial journey began with the founding of Oceans Maintenance Group in 2004, a company that has since earned a reputation for providing top-tier residential and commercial cleaning services. She further expanded her business portfolio by establishing Oceans Luxury Realty in 2014, which has become a leading real estate company in Daytona Beach Shores, Florida.



Under Crystal's leadership, Oceans Luxury Realty has garnered recognition for its comprehensive real estate services, including residential and condominium sales, commercial properties, multi-family units, and investment properties. The company is celebrated for its meticulous attention to detail and exceptional customer service, earning it the "Best of the Best" award in Volusia County for real estate, property management, and condo sales.

Crystal's vision extended to property management with the formation of Oceans Managing Group in 2004, which offers full-service management for both residential and commercial properties. The group's services encompass tenant placement, rent collection, property

maintenance, and investment property management. In 2015, the company expanded to include real estate sales, further enhancing its service offerings.

Additionally, Crystal launched Oceans Luxury Vacations in 2012, a premier vacation rental management company known for its high-quality service and diverse portfolio of properties in desirable areas along Florida's east coast. This venture has solidified her presence in the hospitality industry.

Crystal currently oversees an umbrella management firm that serves over 500 properties in the Daytona Beach area. Her luxury team's impressive sales record totals over \$200 million yearly, specializing in property flips,

In 2015, the company expanded to include real estate sales, further enhancing its service offerings.

renovations, full construction, and luxury condominium developments. Her dedication to excellence and community growth has significantly impacted the real estate market in Volusia County and the Daytona Beach area, making her a respected leader in the industry.

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Jason Frederick WITH EDWARD JONES

Jason Frederick: A Transformative Year in Financial Advisory

2024 marked a defining chapter in the career of Jason Frederick, a dedicated financial advisor with Edward Jones. With a commitment to providing personalized and impactful financial guidance, Jason achieved remarkable milestones that solidified his position as a trusted expert in the financial industry.

One of the most significant accomplishments of the year was adding an additional \$15,000,000 in assets under management. This impressive achievement reflects Jason's ability to forge deep connections with his clients, understand their unique financial goals, and craft strategies that deliver long-term success. Whether helping a family save for college, guiding a retiree through income planning, or assisting business owners with investment growth, Jason's client-first approach has consistently produced outstanding results.

In addition to this financial milestone, Jason earned his Accredited Asset Management Specialist (AAMS®) certification in 2024. This designation represents advanced knowledge and expertise in asset management, enabling Jason to provide even more comprehensive advice tailored to the needs of his clients. The certification underscores his dedication to continuous learning and professional growth—qualities that resonate deeply with those seeking a reliable financial partner.



As Jason reflects on 2024, he views these milestones as stepping stones toward an even brighter future.

Beyond his professional achievements, Jason's impact extends into the community. Based in Ormond Beach, he serves on local non-profit boards, including the Kiwanis Club of Daytona and the Riverside Arts District. He was also selected to serve on the Ormond Beach police pension committee. His leadership and service reflect his core values of honesty, loyalty, and trust,

making him a respected figure both in and outside the financial sector.

As Jason reflects on 2024, he views these milestones as stepping stones toward an even brighter future. With a passion for helping others achieve their financial aspirations, he continues to set new benchmarks for success in his career and community.

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Gernelle Bokuniewicz

WITH LIVELY REAL ESTATE

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From Stale to Sold: The Success Story of Glen Club

When I first encountered Glen Club, it was a home with potential hidden beneath the weight of market stagnation. After 128 days on the market and just five showings, it was clear the property needed more than the traditional approach. With the market shifting, I knew it was time for a bold strategy to bring this listing to life.

The challenge was clear: how could we refresh this property without burdening the sellers with upfront costs? After thorough research, I partnered with a

few companies that allowed payment for updates to be deferred until closing. With the green light from the sellers, we rolled up our sleeves and got to work.

The home underwent a remarkable transformation. Fresh paint and brand-new floors gave it a modern, inviting feel, while professional staging added that extra spark of charm. These changes weren't just surface-level; they created an environment where buyers could envision their future.

The results were nothing short of spectacular. Once the updates were

complete, we reintroduced Glen Club to the market. The difference was immediate—traffic poured in, and in just seven days, we secured an offer and went under contract shortly after.

This story serves as a powerful reminder: the right agent and a tailored approach can make all the difference. It's not just about selling a house; it's about understanding the unique needs of a property and its sellers and crafting a plan that works. Whether it's strategic updates, staging, or creative problem-solving, I'm here to ensure every home shines and every client succeeds.

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Shannon FitzPatrick

**FROM BREAKING NEWS TO BUILDING DREAMS:
THE INSPIRING JOURNEY OF SHANNON FITZPATRICK**

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

Shannon FitzPatrick's journey into real estate began with a dramatic career shift, transitioning from nearly two decades as a television news reporter to becoming one of Volusia County's most respected realtors. Her path was anything but conventional, filled with challenges, resilience, and a relentless drive to help others. "I spent 17 years in the television news industry," Shannon shared. "It was an amazing career that took me from California to Florida and several cities in between. I worked at WESH-2 News for nine years, covering everything from hurricanes to human interest stories. But by 2005, I knew I wanted a change."

That change came in the form of an opportunity from a Realtor friend, who introduced her to a developer in Daytona Beach. Intrigued by real estate and seeking a fresh start, Shannon jumped at the chance. "I worked as a Public Relations Director for six months while taking an online real estate course," she recalled. "Once I got my license, I joined RE/MAX Realty, not realizing I was diving into what would soon become one of the most challenging markets of my lifetime."

The challenges came swiftly. Within a year, the brokerage where Shannon worked shut down. Determined to persevere, she sought a new workplace that aligned with her goals. Her search ended at RE/MAX Signature, under the leadership of Walter Borgen. "When I met Walter, I knew I had found a home," Shannon said. "Sixteen-plus years later, I'm still here, loving my career despite its ups and downs."

Shannon's decision to leave the television news industry wasn't just about career fulfillment; it was also deeply personal. "After 17 years of covering 'so many sad and negative news stories,' I was ready for a change," she admitted. "I missed out on a lot of precious moments with our first child and knew I wanted to spend more time with my family. Real estate offered me the chance to help people while creating a better work-life balance."

Her transition to real estate was seamless in part due to her journalism background. "My journalism career prepared me well," she explained. "The skills I developed—listening, storytelling, and understanding people—translate



“I believe in giving back.
Whether it’s time, talent, or treasure,
I’M ALL IN.”



perfectly into real estate.” Shannon’s hard work hasn’t gone unnoticed. Over the years, she’s earned numerous accolades, including the RE/MAX Lifetime Achievement Award, RE/MAX Hall of Fame Award, and the Daytona Beach Association of Realtors Rising Star Award. Her dedication and expertise even extend beyond real estate, as she’s also an Emmy-Award winning journalist.

Looking back, Shannon wishes she had started in real estate sooner but believes everything happens for a reason. “I loved my Television-News career,” she said. “It gave me skills and experiences that have been invaluable in real estate...I also had the opportunity to work and learn from some of the best in the TV-News business, several who are now my clients.”

In her current stage of life and career, Shannon’s focus has shifted from the chase to be number one to finding balance. “Now that I’m in my 50s, it’s about creating a balance that allows me to give my clients the best experience while enjoying time with my family and friends.”

One of Shannon’s most memorable experiences came in 2020 when her husband, Tom, was diagnosed with Stage Three Renal Cell Carcinoma. “He underwent life-saving surgery at the Mayo Clinic, removing a ten-pound tumor, his left kidney, and his adrenal gland,” she recounted. “It was a life-altering time for our family, but the support from friends, community, and our faith in God got us through.”

Today, Tom is in remission and has become an integral part of Shannon’s business. “Since his retirement from law enforcement, he’s been incredible,” Shannon said. “He helps with everything from installing signs to sitting at open houses for safety. His journey has also inspired me to become a strong advocate for cancer awareness and fighting this horrific disease.”

Shannon’s commitment to her clients is what sets her apart. “I believe in giving back,” she emphasized. “Whether it’s time, talent, or treasure, I’m all in. My favorite part of a transaction is the closing gift. I’ve put together hundreds of baskets over the years for clients and charitable donations. It’s a small way to show my gratitude.”

Her approach to real estate goes beyond transactions. “I strive to go the extra mile for every client,” Shannon said. “From staging and photography to marketing extras like lifestyle videos, I tailor my services to meet each client’s unique needs. And as my business partner, Tammy Holloway, says, don’t mistake our kindness for weakness. We’re not afraid to negotiate hard when it counts.”

Tammy and Shannon have been a powerful Real Estate force with The Shannon Sells Property Team at RE/MAX Signature for nearly three years, but their friendship goes back more than 15-years, after their families met at church. “Tammy is an invaluable part of our Team... Working as a Registered Nurse for more than 30-years, she brings a wealth of patience and determination to help others in Real Estate, and I am truly grateful to call her my friend and Teammate.”

Outside of work, Shannon is deeply involved in her community. She serves on several boards, including the Port Orange Community Trust and Simon’s Angels, and has been a business partner with Volusia County Schools for over 15 years. “I’m passionate about giving back,” she said. “It’s a big part of who I am.”

When she’s not working or volunteering, Shannon enjoys running, healthy cooking, listening to country music and planning special events. She cherishes time with her family, including her husband, Tom, their two children, Caitlyn and Riley, and their rescue dog, Tipper. “We love traveling and watching football together,” she said. “Our trip to Maui last summer was unforgettable, and we’re looking forward to a trip to Sweden and Ireland this summer to visit family and trace my family roots.”

Shannon’s story is one of resilience, passion, and dedication to making a difference. Her mantra, “Live to Give,” reflects her commitment to her clients and community. Whether it’s helping a first-time homebuyer achieve the American Dream or advocating for cancer awareness, Shannon FitzPatrick continues to inspire those around her.

“TAMMY
IS AN
INVALUABLE
PART
OF OUR
TEAM...”



Matt Miller

A Passion for People and Real Estate



Matt Miller’s journey into real estate is a testament to his drive to help others and build meaningful connections. His path began in the world of banking, where he spent several years helping people manage their finances. “I loved helping people,” Matt recalls, reflecting on his time working in collections, where he assisted clients in avoiding financial hardships such as losing their homes or cars. But despite his passion for helping others, the corporate world came with limitations that eventually pushed him toward a new career.

The tipping point came during the pandemic in 2020. Matt was managing a branch bank in Orange City when the bank shut down in July of that year. “That was the final push I needed,” he says. “Real estate had always been in the back of my mind, but I hadn’t pursued it seriously until then.” After getting his license in November 2020, Matt made the transition into real estate, where he could continue helping people, but with more flexibility and independence.

In a short amount of time, Matt found success in the industry. His accolades include multiple ORRA Bronze Awards from 2022 to 2024, the ORRA Silver Award in 2021, and being named a Zillow Premier Agent. He has also become an Ambassador with the Southeast Volusia Chamber of Commerce and will be inducted into the 2025 West Volusia Circle of Excellence. But for Matt, the recognition isn’t the end goal. “These awards mean a lot to me,” he says, “but they’re not just about recognition; they reflect the trust that clients place in me, and that’s the most fulfilling part of this career.”

Reflecting on his career path, Matt acknowledges that he could have reached his current level of success more quickly if he had sought out mentorship earlier. “If I were starting over, I’d join a team right away,” he admits. “I didn’t fully realize the value of collaborating with a team until about two years into my career. It really changed the way I serve my clients and how much I can accomplish.” His goal for the future is to continue growing his business while maintaining the personal



touch that has become his trademark. In the next three years, Matt aims to help at least 50 families per year, and long-term, he hopes to bring his wife, Paige, into the business. “We’d love to serve the community together,” he says. “It’s all about helping people achieve their real estate goals and being there for them every step of the way.”

One of Matt’s most memorable experiences in real estate came when he helped a couple navigate a challenging series of transactions. The couple had been selling two investment condos and their primary townhome with plans to purchase their dream home in Margaritaville. But during the third sale, they encountered an unexpected obstacle: ongoing litigation between the condo association and the builder, which was preventing financing for any buyers.

As a licensed loan originator, Matt was able to leverage his industry connections to find a lender willing to finance the condo despite the pending litigation. “I knew this could derail the entire deal, but I also knew I had the resources to fix it,” he recalls. “We worked with a lender who was willing to finance the condo, and in the end, they secured their dream home. They’re living the ‘5 o’clock somewhere’ lifestyle now, and I’m always invited to their pool parties!” he adds with a smile.

Matt’s dedication to his clients and his relentless communication set him apart from many of his peers. “I always answer my phone and respond to messages the same day,” he says. “I’ve been surprised by how many agents just don’t answer calls. Communication is key in this business, and I want my clients to know I’m there for them.” He also takes a proactive approach to marketing, going above and beyond to ensure his sellers’ properties get the exposure they deserve. “The days of just putting a sign in the yard and listing in the MLS are over,” he explains. “At LPT Realty, we go above and beyond to ensure our sellers get the best possible outcome.”

Outside of his career, Matt is passionate about a variety of interests, including Penn State football, boating, and

traveling. He cherishes time spent with his wife, Paige, their three daughters, two grandchildren, and their pit bull, Zoey. Together, the family enjoys hitting the local waterways or traveling to new destinations. “We also love listening to live music,” Matt adds, noting that his deep connection to music is another key part of his life. Having played drums since the fourth grade, he has had the opportunity to meet notable artists like Jake Owen, Tyler Rich, Kristian Bush, and Russell Dickerson in Nashville.

Matt also draws much of his inspiration from his parents. “They’re the best role models I could ask for,” he says. “If I can do half the good they’ve done, I’ll feel



“If you want the rainbow, you have to put up with the rain.”

accomplished.” When he first entered real estate, Matt was fortunate to have a mentor in Carmell Patterson, a realtor who guided him through his first deals and beyond. “She took me under her wing, showed me what they don’t teach you in real estate school, and has been a constant source of support,” Matt says.

For Matt, real estate isn’t just a career—it’s a way to build lasting relationships and help others achieve their dreams. Whether he’s navigating complex transactions, answering a late-night call, or celebrating with clients at pool parties, he remains dedicated to providing the highest level of service. In his words, “If you want the rainbow, you have to put up with the rain.” For Matt Miller, the rewards are more than worth the effort, and his journey has only just begun.

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JEEP BEACH



DAYTONA'S EPIC GATHERING OF JEEPS, COMMUNITY, AND ADVENTURE



PHOTOGRAPHY BY:
JONNY NOMAD MEDIA

Jeep Beach

For over 21 years, Jeeps from all over have descended upon Daytona Beach, Florida, for Jeep Beach® during the last week of April. What started as a small gathering with a handful of Jeeps and picnic in a park has now turned into the World's largest single vehicle event gathering vendors and participants from not only the United States and Canada but all over the world. There were over 15 countries represented at the 2024 event, including Japan, Italy, the Philippines, Canada, and a large contingent from Puerto Rico.



With a total economic impact of 499 million dollars, it's easy to see why Daytona Beach area locals and officials love Jeep Beach and the people who come to enjoy it.

Jeep Beach 2024 brought over 225,000 people to Daytona Beach with over 25,000 Jeeps. Over 10,000 Jeeps were at the main event in the Daytona International Speedway, with over 120,000 spectators coming through during the weekend. Spectators are welcome to show up in whatever they've got, but always true to its roots, Jeep Beach says vehicle registration is open to Jeep grills only, but all are welcome to enjoy the Jeep Life through our spectator entrance.

Jeep Beach 2024 brought
over **225,000** people to
Daytona Beach with
over *25,000*
Jeeps.

There are so many activities available to visitors and participants that it is almost impossible to knock them all out in one week, and that's part of the reason Jeep Beach sees so many returning visitors annually.





Since its inception in 2012, Jeep Beach has raised a whopping

\$4,800,000

to benefit amazing local charities...

What makes this event so special is that it is mostly volunteer-based, and proceeds go to local charities in Volusia and Flagler Counties. Over 500 participating volunteers logged over 7,500 volunteer hours in 2024. Since its inception in 2012, Jeep Beach has raised a whopping \$4,800,000 to benefit amazing local charities focusing on childhood development, military, Veterans, first responders, coastal and environmental initiatives, and mental health.

There are so many activities available to visitors and participants that it is almost impossible to knock them all out in one week, and that's part of the reason Jeep Beach sees so many returning visitors annually. There's a Scavenger hunt that will take you through the backroads and scenic byways to hidden gems in the community, official daily and nightly events, also numerous vendor parties during the week at various venues across the city and, of course, just hanging out with thousands of other "Jeepers" on the World's Most Famous Beach".

Even though the top brass at Jeep Beach is quick to point out that this is not a 4-wheeling show, there are off-road experiences where you can test your and your machine's limitations. The construction of the obstacle course built inside the Daytona International Speedway utilizes 3650 cubic yards of dirt, 30 concrete walls, 15 loads of broken concrete for the "Rock Garden", 50 telephone poles, and 12 tractor tires all coming together to create a unique experience. Whether you are a brand new "Jeep" with a bone stock jeep, or a seasoned "trail rated" pro with years of experience and a "built" Jeep, you will have a blast on the obstacles. Of course, there's also the fan-favorite Cracker Ranch Off Road Experience for some more fun in the mud!

Want to help Jeep Beach with its mission? Head to www.jeepbeach.com/jb25-giveaway-jeep/ and get your Jeep giveaway ticket today! For only \$50 per ticket, you could drive away from Jeep Beach with a one-of-a-kind 2025 Jeep Beach Edition 392 Wrangler in Mojito Green!

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