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FEBRUARY 2025

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**VALENTINE'S
DAY EDITION:**

Power Couples
of Real Estate!

RISING STAR COUPLE:

Shaunice Clay
& Josh LeGare

**PARTNER SPOTLIGHT
COUPLE:**

Joe & Kathy Hassler
Hassler & Associates
Insurance Agency

**FEATURED AGENT
COUPLE:**

Jutta & Jamie Schneider

Jay & Julia
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Jay & Julia Johnson

If you are interested in nominating people for certain stories, please email us at: cindy.bell@realproducersmag.com.

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VALENTINE'S DAY ISSUE LOVE IS IN THE AIR!

Welcome to the February issue of *Emerald Coast Real Producers!*

LOVE is in the air, and so is this month's issue! As we roll into February, we're spreading the love in the best way we know how—by celebrating some of the most inspiring and successful Power Couples in real estate along the Emerald Coast.

This Valentine's Day edition is all about couples who have a deep love for each other, who love what they do, and truly love the communities they serve. They are not only crushing it in the real estate world, but they're successfully navigating life together, bringing a whole new meaning to the term "Power Couple."

What's their secret? It's a recipe of passion, partnership, and perseverance, all wrapped up with a big bow! These couples don't just share a life; they share a purpose.

Let these incredible stories fill your heart and remind you that love—whether it's for a partner, a career, or a community—is the most powerful force of all.

Thank you for being a part of the *Emerald Coast Real Producers* community. May this issue fill your heart with inspiration and remind you of the power of love in all its forms. Here's to a February filled with passion, purpose, and partnership!

And don't forget to check out our website!

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We can't wait to see YOU at our next event!
XOXO,

Cindy



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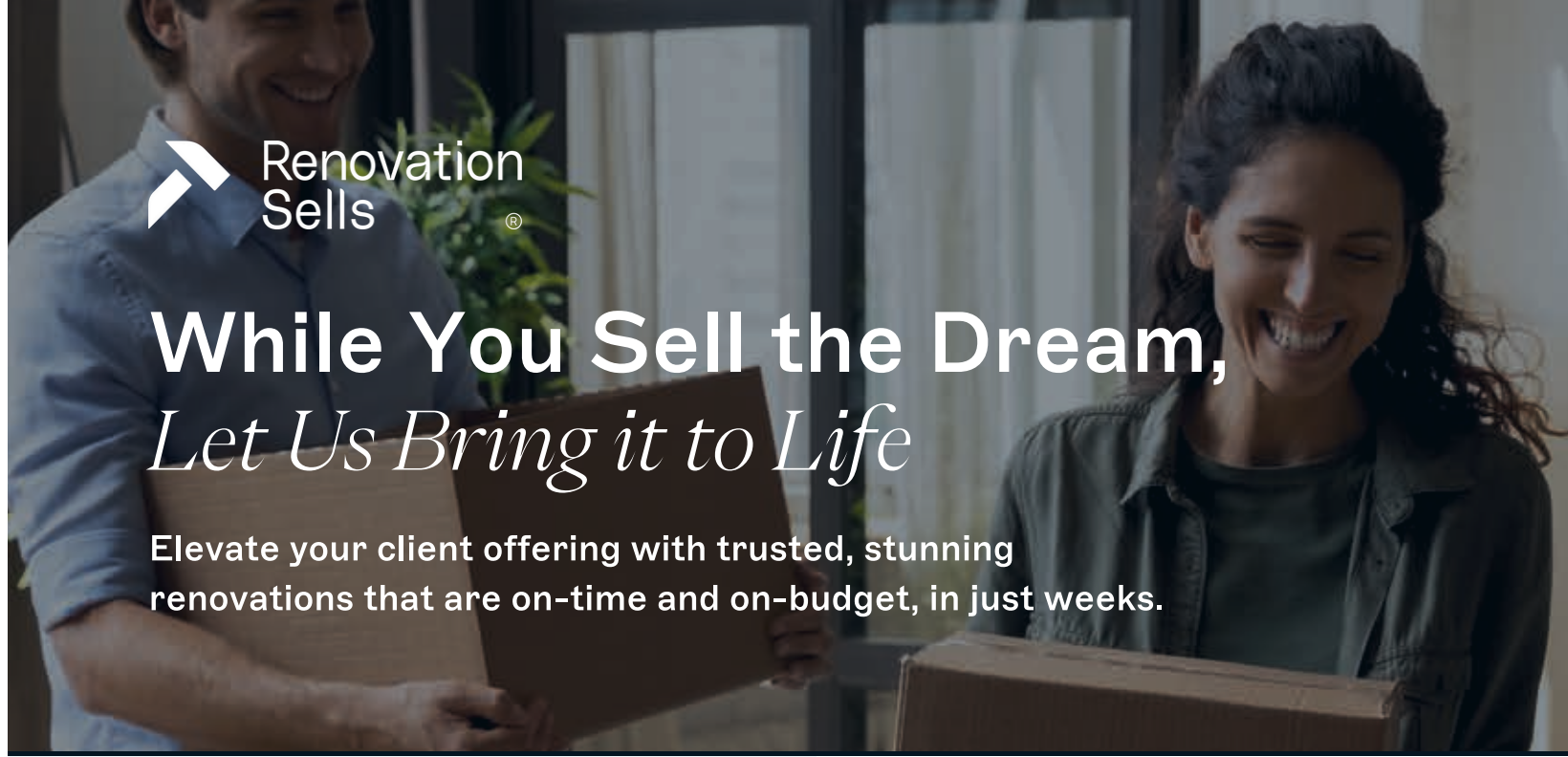
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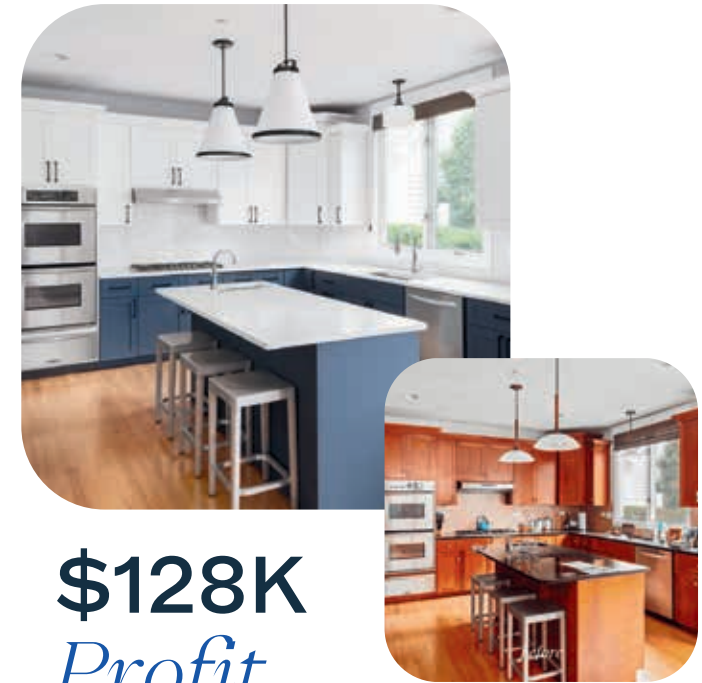
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POWER COUPLE

JAY & JULIA Johnson

BY DAVE DANIELSON
PHOTOS BY FALTISEK & GLORIA

Passion, Persistence and Personal Growth

In the ever-competitive world of real estate, standing out requires more than just industry knowledge—it requires an authentic connection with clients, a unique approach to marketing, and a deep understanding of the local community.

For Jay and Julia Johnson, Global Real Estate Advisors at Scenic Sotheby's International Realty, their success is built on just that. Their journey in real estate is a testament to the power of persistence, leveraging each other's strengths, and a shared commitment to building meaningful relationships.

A Shared Beginning

Although Jay & Julia are formally trained as a lawyer & engineer, respectively, real estate sales on 30A was a natural transition for the couple. They each have generational roots in the area. Jay's Great Aunt Lola built a house on 30A, next to Seaside, in 1954. Growing up in Opp, Alabama Jay spent a lot of time on the beaches of 30A. Julia's family purchased one of the first cottages in Watercolor in 2001, which was a catalyst for each member's permanent move to 30A throughout the early 2000s.

A true 30A love story, Jay & Julia met in Seagrove Beach in 2012.





Making the Leap

In 2014, while engaged, due to their mutual roots on 30A, the couple decided to study for the Florida real estate exam together.

Another goal they set together was becoming Maxwell Leadership certified coaches. They attribute much of their success to the personal development & skills they learned through the certification process.

Jay shares, “We learned that in sales, it’s all about relationships. When you focus on building genuine connections, success follows.”

The pair attributes much of their early success to their focus on relationships and leaning on & leveraging each other’s strengths. “Jay is the extrovert of the two of us,” Julia smiles. “He loves meeting new people and making connections. As a lawyer, he is a great negotiator. As an engineer, I’ve always been more data-driven, so I mostly focus on the analytical side. Together, we make a great team.”

Leveraging Strengths for Success

For the Johnsons, their success is also due in large part to their commitment to consistently showing up every day—sometimes in unexpected ways.

“Jay started posting Friday Find videos a couple of years ago,” Julia explains. “Every Friday he highlights a property along 30A in a fun and informative way. It’s part entertainment, part education. We attribute that half of our business comes from these videos.”

Jay agrees, adding, “We also make sure to consistently be present in our community. I run open houses frequently to meet new people and connect with the neighbors. And Julia does daily social media highlighting our daily beach walks. We live on 30A, so we truly know the area. It’s a great way to keep people engaged and showcase what makes our community so special. We share our experience with others, which helps our clients feel connected to the area before they even set foot here.”

Their commitment to content creation is paying off. In 2023, they achieved \$25 million in sales volume, focusing their efforts on the 20-mile stretch of beach they call home.

Balancing Family and Work

In addition to their thriving real estate business, the Johnsons are also dedicated parents. They have two sons: Hank, 19, who is studying engineering at Auburn University, and Gip, a high

school senior and competitive swimmer. “We are often traveling to swim meets or to visit Hank in Auburn,” Julia says. “It keeps us busy, but we love being present for all of the moments.”

The Johnsons also enjoy their beach walks, which have become a cherished part of their routine. “Our daily beach walks are non-negotiable,” Jay says with a smile. “It’s a dream for so many people to live here, and we are lucky to call this place home. It’s our time to unwind, connect and enjoy the beauty of the coast.”

Giving Back

Beyond their business, Jay and Julia are also involved in their community. Julia became involved with 30A Cats as a caretaker for local feline celebrity, Carrot the Seagrove cat.

Julia shares, “Our boys attended the Seaside Neighborhood School & Seacoast Collegiate High School. We cannot express enough gratitude for the opportunities it provided. The Seaside School Foundation is the basis for making these opportunities possible. Volunteering during the annual Race Weekend is always a fun time.”

Their commitment to philanthropy is part of what makes them stand out in the competitive world of real estate. “We want to make a difference, not just in real estate but in the community we love,” Jay adds.



“WE LEARNED THAT IN SALES, IT'S ALL ABOUT RELATIONSHIPS. WHEN YOU FOCUS ON BUILDING GENUINE CONNECTIONS, success follows.”



Advice for Aspiring Realtors

For those looking to break into the real estate business, Jay and Julia have some valuable advice. “A lot of people think they’ll get business right away, but it’s all about setting realistic expectations,” Julia says. “Success doesn’t happen overnight.” Jay agrees, emphasizing the importance of personal development. “Books are a powerful tool. Find mentors, and don’t be afraid to learn. Real estate is a long game. It might take five years to really

see the fruits of your labor. But if you focus on income-producing activities and stay consistent, you’ll build a successful business.”

Jay’s advice extends to building relationships, which he sees as the foundation of their work. “We always ask our clients what they look for in a real estate agent. Responsiveness, a good negotiator, and hustle are key. But the biggest thing is to care about your clients. People don’t care how much you know until they know how much you care.”

A Vision for the Future

As they continue to grow their business and foster relationships, Jay and Julia are committed to maintaining their focus on what matters most—community, family, and personal growth. “We’re excited for what the future holds,” says Jay. “30A has a special meaning for us; it’s what brought us together, where we raised our boys, and we are blessed to have the opportunity to share this piece of paradise with our clients.”

POWER COUPLE

JOE & KATHY

Hassler

HASSLER & ASSOCIATES
INSURANCE AGENCY

BY CINDY BELL • PHOTOS BY FALTISEK & GLORIA

Celebrating Over 25 Years of Excellence: Hassler & Associates Insurance Agency

In a world where trust and reliability can be hard to come by, Hassler & Associates Insurance Agency, founded by Joe and Kathy Hassler, has built its reputation on two essential pillars: Paper and Promises.

For over 25 years, this family-owned business has been a cornerstone of the Florida insurance market, providing top-tier service and unparalleled expertise to clients navigating the complexities of property insurance. With roots in the industry stretching

back to the 1950s, Hassler & Associates is a testament to the enduring value of dedication, knowledge, and customer-first principles.

A Legacy Built on Expertise

The story of Hassler & Associates Insurance Agency began with a family deeply embedded in the insurance world. Inspired by a need for competent professionalism in Florida's intricate insurance market, Joe and Kathy Hassler founded the agency with a clear mission: to provide clients with the expertise and care they deserve. "Our family has been involved in the insurance industry since

the 1950s," Joe Hassler shares. "We saw a need for competent professionalism in a very complex Florida market."

This generational experience has shaped the agency's approach, ensuring clients receive not just policies but tailored solutions that safeguard their homes, businesses, and peace of mind. Over the years, Hassler & Associates has become synonymous with excellence, earning the trust of countless Floridians.

What Sets Hassler & Associates Apart?

In an industry where competition is fierce, Hassler & Associates stands out for its product knowledge, strong



relationships with major carriers, and unwavering commitment to customer service. The agency's unique ability to combine these elements has set a high standard for others in the field.

"We sell paper and promises," Kathy Hassler explains. "The coverage is on paper; our promise is attentive,

above-average customer service for all accounts." This philosophy is not just a tagline, but a daily practice that ensures every client interaction is meaningful and effective.

Moreover, their relationships with top-tier carriers give clients access to multiple options and competitive price

points. This commitment to choice and value underscores their dedication to putting the customer first.

Navigating Challenges with Grace

The Florida property insurance sector is notoriously volatile, and Hassler & Associates has faced its share of challenges. From staffing hurdles to the insolvency of several carriers, the agency has weathered many storms. Yet, they have emerged stronger, thanks to their proactive approach and steadfast commitment to clients.

"The majority of our staff have been 'organically grown,'" Joe Hassler notes, emphasizing the importance of cultivating a dedicated and knowledgeable team. Even in the face of carrier insolvencies, Hassler & Associates has ensured uninterrupted coverage for clients by leveraging relationships with financially sound companies.

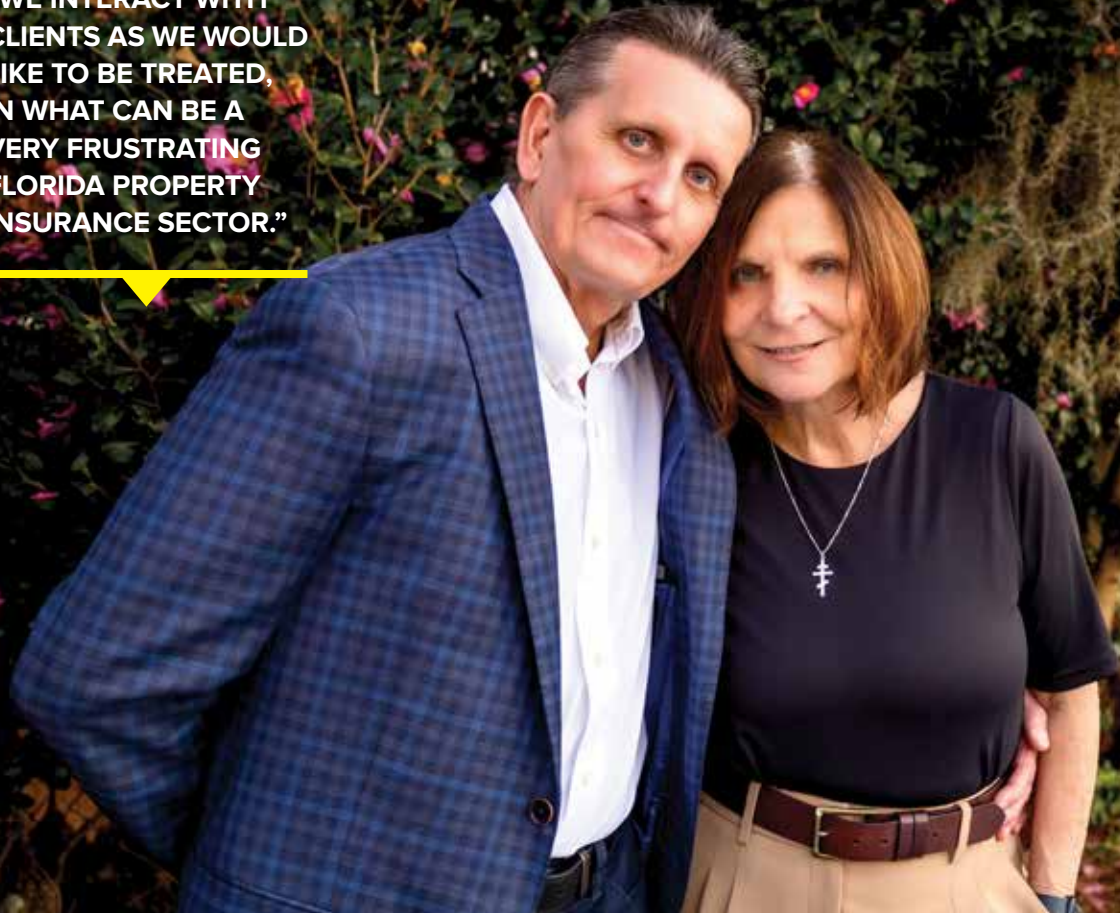
Their resilience was put to the ultimate test during Hurricane Michael, a devastating event that saw the agency handling over \$50 million in claims while simultaneously experiencing personal loss. "Our agency was responsible for \$50 million+ in claims paid as the result of Hurricane Michael," Kathy Hassler recalls. "We had exactly ZERO errors and omission claims or formal complaints. All administered while personally losing our home, office, vehicles, boat, and a dog."

Celebrating Milestones and Achievements

Joe and Kathy Hassler's dedication to excellence has not gone unnoticed.



“WE INTERACT WITH CLIENTS AS WE WOULD LIKE TO BE TREATED, IN WHAT CAN BE A VERY FRUSTRATING FLORIDA PROPERTY INSURANCE SECTOR.”



Over the years, Hassler & Associates has received multiple “elite” production and profitability awards, further cementing their status as leaders in the industry. However, their greatest achievement lies in the trust and satisfaction of their clients.

“We take the Paper and the Promise very seriously,” Joe Hassler states. “We interact with clients as we would like to be treated, in what can be a very frustrating Florida property insurance sector.”

Looking Ahead: New Developments

The agency’s commitment to growth and innovation remains as strong as ever.

Joe and Kathy Hassler are continually forging new relationships with insurance carriers, providing clients with more choices and price points. This forward-thinking approach ensures Hassler & Associates stays ahead of the curve in an ever-changing market.

Beyond Business: A Passion for Family and Health

While Joe and Kathy Hassler’s professional achievements are remarkable, their passions extend beyond the business. Family, fitness, and health are central to their lives, reflecting a well-rounded approach to success. This balance between personal and professional priorities is yet another example of the values that drive Hassler & Associates.

A Trusted Partner in Uncertain Times

For over 25 years, Hassler & Associates Insurance Agency has been a beacon of reliability and expertise in Florida’s insurance market. Joe and Kathy Hassler’s legacy of product knowledge, exceptional customer service, and

resilience in the face of challenges sets them apart as trusted partners for clients across the state. As they continue to grow and adapt, one thing remains constant: their unwavering promise to deliver excellence, one client at a time.

Whether you’re seeking insurance solutions or simply a team you can trust, Joe and Kathy Hassler’s agency is the name to know. With decades of experience and a proven track record of success, they are ready to help you navigate the complexities of insurance with confidence and care.

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How to Spot the Right Hire: The 5 Traits That Matter Most

Hiring the right people is the ultimate business hack. As business owners, we often hesitate to pull the trigger when it comes to hiring—and for good reason. The cost of a bad hire is astronomical, not just financially, but in energy, momentum, and team morale.

BY WAYNE SALMANS

Let's put it into perspective:

- The U.S. Department of Labor estimates that a bad hire can cost up to 30% of the employee's first-year earnings.
- The Undercover Recruiter reports that the total expenses of a poor hire can soar to **\$240,000** when you consider hiring, training, and retention costs.
- CareerBuilder found that **74% of companies** who made a poor hire lost an average of \$14,900 per bad hire (Source: HR Exchange Network).

No wonder so many leaders delay or dread the hiring process! But here's the truth: **a strong team isn't built on chance—it's built with intention.**

While Patrick Lencioni's *"The Ideal Team Player"* highlights three key virtues of a great hire—**Hungry, Humble, and Smart**—I believe there are **five indispensable virtues** every business owner must look for.

The 5 Traits That Matter Most

1. Hungry

A hungry hire has an insatiable desire to grow, achieve, and contribute more. You can teach skills, but you can't teach someone to *want it*. Trying to motivate an unmotivated team member is exhausting—and unsustainable. On the flip side, someone with innate

drive and ambition keeps the business in momentum and raises the bar for everyone.

Key question: Do they have a fire in their belly that fuels them?

2. Humble

Humility is not about a lack of confidence—it's about having **confidence without ego**. A humble hire is coachable, self-aware, and ready to learn. They own their mistakes, value collaboration, and strive to elevate those around them.

My father always said, *"High confidence, low ego—that's the magic mix."*

Key question: Are they open to feedback and growth?

3. Smart

This isn't just about book smarts—it's about **emotional intelligence**. A smart hire understands how to manage emotions, build strong relationships, and navigate interpersonal dynamics with empathy and grace. Emotional intelligence, as Oxford defines it, is *"the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically."* No matter how talented someone is, if they lack emotional intelligence, they'll drag the team down.

Key question: Do they have the emotional maturity to thrive in a team setting?

4. Cultural Fit

Your ideal hire must align with the **values, beliefs, and vision** of your organization. Skills can be taught; culture cannot. The best hires don't just perform well—they elevate the culture, amplify your mission, and feel like a natural extension of the team.

Key question: Do they align with "who we are" and "what we stand for"?

5. Role Alignment

It's not just about getting the *right person*—it's about putting them in the **right seat**. Their natural talents, behaviors, and strengths must align with the specific demands of the role. For example, hiring a sales rockstar to handle paperwork is a recipe for frustration—on both sides.

Key question: Are their natural gifts aligned with the role's requirements?

Three Keys to Remember

- **Hire slow, fire fast.** Even with the best hiring process, you won't truly know someone until they're on the team. If, after 30 days, they prove they aren't who you thought they were, have the courage to part ways quickly.
- **Culture beats strategy.** As Keith Cunningham says, *"Culture eats strategy for*

breakfast." A bad hire can poison even the best strategy, but a great culture can overcome almost anything.

- **Leadership requires courage.**

At the root of every leadership failure is a lack of courage—courage to hire, fire, and hold the line for the standard you expect.

Become Unstoppable

When you hire team members who embody the five indispensable virtues—**Hungry, Humble, Smart, Cultural Fit, and Role Alignment**—you create unstoppable momentum.

It's not just about building a team—it's about building a **legacy**.

PS: As my coach says, *"Your first hire should be a great coach to make sure you make the right hires."*



Wayne Salmans is an author, speaker, and business coach. Over the past decade, he has trained and coached more than 7,000 entrepreneurs. Wayne was recognized as a "30 Under 30" honoree by Realtor Magazine and is ranked among the top coaches in the world. His passion is helping real estate business owners build, grow, and scale their businesses—faster and with fewer bruises. Learn more at www.TheHeroNation.com.

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SHAUNICE CLAY
 &
 JOSH LEGARE

BY CINDY BELL
 PHOTOS BY FALTISEK & GLORIA



Dynamic Duo: Rising Stars

In the ever-evolving world of real estate, Shaunice Clay and Josh LeGare have emerged as a dynamic duo, seamlessly blending their unique backgrounds and shared passion for helping others into a thriving partnership. Together, they are not only making waves in the industry but also inspiring others with their journey of resilience, growth, and teamwork.

From Diverse Beginnings to a Unified Vision

Shaunice Clay, a Fort Walton Beach native, was born at Eglin Air Force Base and raised in the heart of the Florida Panhandle. A proud graduate of Choctawhatchee High School, Shaunice was part of the back-to-back national and state championship cheer teams. Her outgoing personality and love for connecting with others naturally led her to customer service roles, from restaurant service, coaching competitive cheer and real estate. As a dedicated mother of two—a teenage daughter following in her footsteps as a cheerleader at Choctaw and a seven-year-old son immersed in sports—Shaunice exemplifies the balance of career ambition and family devotion.

Josh LeGare's story begins in Glen Burnie, Maryland, where he grew up alongside his twin brother under modest circumstances. With a Marine Corps Veteran father and a hardworking mother, Josh's early life instilled values of perseverance and discipline. A graduate of Bowie State University, Josh served as an Airborne Ranger and Infantry Officer in the U.S. Army for 11 years. His military career took him across the globe, from South Korea to Italy, and eventually brought him to Florida, where he began his real estate journey. As a father to his daughter Maia, Josh's drive to create a stable and fulfilling life has been a cornerstone of his transition from military service to civilian success.

Their Journey into Real Estate

Shaunice's entry into real estate was serendipitous. Initially licensed for timeshare sales, she quickly realized her passion lay elsewhere. Encouraged

by a coworker, she ventured into real estate part-time while balancing single motherhood. By 2020, Shaunice fully committed to the industry, focusing on helping clients achieve their dreams. Her consistent growth and dedication to improvement have made her a standout in the field.

Josh's path to real estate was sparked by his experiences in Europe, staying in Airbnbs and exploring investment opportunities. Inspired by resources like *Rich Dad, Poor Dad* and *BiggerPockets*, Josh began investing in properties, starting with his own home in Florida. His innovative approach to real estate, including creative financing and room hacking, quickly evolved into a successful career as both an agent and an investor. Today, he owns multiple properties and manages short-term rentals through his business, *Ronin Stays*.

The Power of Partnership

Shaunice and Josh's professional and personal partnership is the foundation of their success. Over the past year, they have cultivated a dynamic relationship that blends their individual strengths and experiences.

"Josh has a deep understanding of real estate and investing, and I've learned so much from him," Shaunice shares. "We're a great team at home and at work, supporting each other's goals and making time for our relationship." Josh echoes this sentiment, praising Shaunice's selflessness and ability to keep him grounded. "She reminds me that there's more to life than real estate and helps me stay balanced. Whether it's tackling obstacles or enjoying a football game together, we're always in sync."

The couple's decision to join eXP Realty and form the Legacy Group alongside Steve Philpot reflects their shared vision for the future. As part of a cloud-based brokerage, they are leveraging innovative tools and building a team inspired by their collaborative ethos.

Overcoming Challenges and Embracing Growth

Both Shaunice and Josh acknowledge the challenges inherent in real estate.

“WE’RE A GREAT TEAM AT HOME AND AT WORK, SUPPORTING EACH OTHER’S GOALS AND MAKING TIME FOR OUR RELATIONSHIP.”



For Shaunice, maintaining consistency and avoiding procrastination are ongoing hurdles. Weekly team meetings and accountability from colleagues help her stay on track. Josh highlights lead generation as a common struggle, particularly in the post-COVID market. His solution? Investing significantly in marketing and leveraging social

media to stay top-of-mind with clients. Partnering with Real Grader, a social media content company, has further enhanced his online presence.

Despite these challenges, the couple’s resilience and determination shine through. From Shaunice’s commitment to financial freedom for her children to Josh’s journey of overcoming personal and professional obstacles, their stories are a testament to the power of perseverance.

Looking Ahead

As they approach 2025, Shaunice and Josh are excited about the opportunities that lie ahead. Their shared commitment to growth and innovation is driving their team’s success at eXp Realty.

“Real estate isn’t going anywhere,” Shaunice says. “It’s one of the few paths to financial freedom, and we’re dedicated to helping our clients achieve their goals.” Josh adds, “Real estate has opened so many doors for us, and it’s a privilege to share this journey with someone who inspires and supports me every day.”

Inspiring Others

Shaunice Clay and Josh LeGare exemplify what it means to thrive both individually and as a team. Through hard work, shared values, and a commitment to excellence, they are not only achieving their own dreams but also paving the way for others to succeed. Whether navigating the complexities of the real estate market or creating cherished moments with their family, this power couple proves that anything is possible with the right partner by your side.

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POWER COUPLE



JUTTA & JAMIE *Schneider*

BY CINDY BELL PHOTOS BY FALTISEK & GLORIA

Jutta and Jamie Schneider: The Heart Behind Lucky Palms Realty

In the world of real estate, a successful partnership often requires more than complementary skills—it demands shared values, mutual respect, and a deep understanding of one another. Jutta and Jamie Schneider exemplify this perfectly. Together, they’ve built not only a thriving business but also a life rooted in love, hard work, and the belief that the right home can change everything.

Unique Paths to a Shared Dream

Jutta and Jamie’s backgrounds couldn’t be more distinct, yet their journeys complement each other beautifully.

Jutta grew up in the northwest suburbs of Chicago in a family where entrepreneurship and family values went hand in hand. “Travel was important to my parents—not just for work but for exposing us kids to the world,” she recalls. After getting her degree in Fire Science Management from Southern Illinois University-Carbondale, she held various roles, including office manager for a fire department and a sales manager for a five-state region on the East Coast. When a close friend suggested she’d excel

as a Realtor, Jutta hesitated. “I asked why,” she says. “She told me, ‘You truly care about people and can make their biggest purchase feel light, fun, and professional.’ Turns out, she was right!”

Jamie’s roots are in a small Louisiana town near Baton Rouge. Growing up with three siblings, she admired her father’s work at a chemical plant and her mother’s dedication as a stay-at-home parent. Jamie’s career began in property management, a field she found by chance but embraced wholeheartedly. “If you love property management, it sucks you in, and it did for 18 years,” Jamie shares.

After meeting Jutta online and marrying her in 2011, Jamie eventually shifted gears to join her wife in real estate, earning her license in 2018. “I was lucky to learn from the best,” Jamie says of Jutta.

In October 2022, after a pivotal life event, the couple took a leap



of faith and founded Lucky Palms Realty. “We wanted to provide the unmatched support to agents that we felt was missing in previous brokerage relationships,” Jamie explains.

A Marriage Built on Teamwork

Jutta and Jamie’s dynamic shines brightest in how they approach both business and marriage. “We love working together,” they agree. “But



“ WE SIMPLY EMBRACE EACH OTHER’S STRENGTHS, STUBBORNNESS, AND INDIVIDUALITY WHILE STANDING SHOULDER TO SHOULDER AS A UNITED FRONT.”

seeing your spouse all the time can get tricky. Don’t get us wrong—there are days we’d like to smack each other!”

Their secret to success lies in acceptance and balance. “We don’t see ourselves as a power couple,” Jutta says. “We simply embrace each other’s strengths, stubbornness, and individuality while standing shoulder to shoulder as a united front.” Jamie adds, “We take our profession seriously, but we don’t take ourselves too seriously.”

Staying Motivated

For Jutta, understanding her “why” is key. “Jamie is my personal ‘why,’ and professionally, it’s about serving my clients and community,” she shares. Jamie echoes this sentiment, finding inspiration in the transformative nature of real estate. “Helping people take their next big step, whatever it may be, is incredibly rewarding,” she says.

Facing Challenges Together

Like any entrepreneurial journey, theirs hasn’t been without hurdles. “Building a business is hard work,” Jutta admits. “The hardest part is keeping business separate from personal life—knowing when to turn the systems off and let the living begin.” Jamie agrees, adding that they’ve found success by intentionally stepping away. “Sometimes we have to run away from home to fully appreciate what we’ve built together and enjoy it.”

A Bright Future

For Jutta and Jamie Schneider, real estate is more than a career—it’s a calling. Their passion for helping others and their commitment to each other have made Lucky Palms Realty a beacon of professionalism and heart in their community. “At the end of the day, it’s about making a positive impact,” Jutta says. Together, they’re doing just that—one client, one home, and one dream at a time.



Modified Cabinet Refacing

Minimal Investment in Time and Money for Maximum Return of Value

BY PHIL CRESCIMANNO, CANDLE CABINETS



BEFORE



AFTER

Transforming Kitchens with Modified Cabinet Refacing: Maximum Value, Minimal Investment

When it comes to selling a home, the kitchen is undeniably one of the most critical spaces that buyers scrutinize. As a Realtor, you're likely familiar with this pivotal truth. However, convincing sellers to invest a hefty \$60,000 for a complete kitchen remodel—especially when the return on investment may not exceed the cost—can be a tough sell. So, how can you guide your clients toward making impactful updates without breaking the bank?

The answer: **Modified Cabinet Refacing.**

This cost-effective approach combines the benefits of cabinet refacing with strategic modifications. It involves upgrading the majority of existing cabinetry while replacing or modifying select elements to deliver a high-end look for a fraction of the cost.

Case Study: A Kitchen Transformation

Take, for example, the kitchen renovation featured here. Originally quoted at over \$60,000 for a complete replacement, the homeowners opted for a modified cabinet refacing approach. The final cost? Just under \$25,000. The result? The home sold on the **first day** of listing with an impressive added value of over \$50,000.

Key Goals of the Renovation:

- Expand the island to better utilize the space and create a centerpiece.
- Add a second row of cabinets to eliminate the void above the existing cabinetry, creating a more luxurious and spacious aesthetic.
- Enhance the overall design to reflect the home's high market value, choosing a bold blue island paired with driftwood-inspired white oak base cabinets.

The Process:

To maximize the budget, the existing base and upper cabinets were retained and refaced with new doors and soft-close hinges. The island, on the other hand, was completely replaced, with new wood veneer applied to the base cabinets and stunning white oak doors added throughout. Additional features, including pull-out trash cans, pull-out trays, and soft-close drawers, elevated both the functionality and appeal of the space.

The Results:

In just three weeks of planning and a mere three days of installation, the transformation was complete. The kitchen now exudes a refined, brand-new look that utilizes existing elements wherever possible to keep costs in check. The finished space highlights the power of modified cabinet refacing: a strategic, time-efficient, and budget-friendly solution for homeowners looking to maximize their return on investment.

The Bottom Line:

For sellers hesitant to commit to a full-scale remodel, modified cabinet refacing offers a compelling alternative. This approach delivers a visually stunning kitchen upgrade with minimal investment, ensuring homes attract buyers and secure higher offers.

For tools, training, estimates, and samples, please contact us at phil@beelinecabinets.com or call (850) 328-5458.

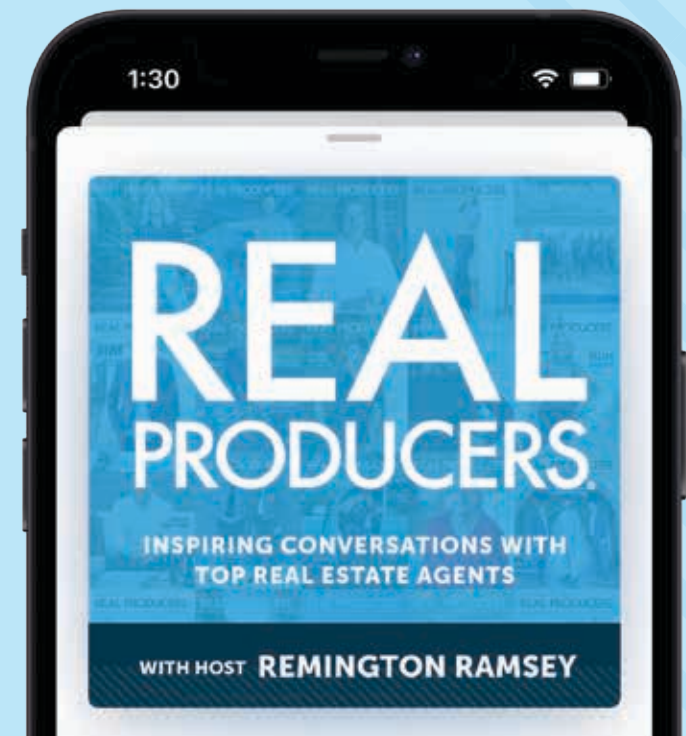


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