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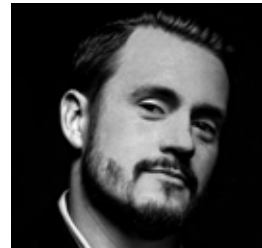
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meet TEAM BARONE

Going the Extra Mile for Clients, Each and Every Time!

WRITTEN BY ELIZABETH MCCABE
PHOTO CREDIT: ALLIE SERRANO OF ALLIE SERRANO PORTRAITS, LLC

Christina and Vincent Barone, founders of Team Barone, have been a dynamic force in the real estate industry for over two decades. Their journey, built on a foundation of hard work, integrity, and a deep commitment to client satisfaction, has led them to become one of the most trusted names in the business.

Christina began her real estate career in New York in 1992, inspired by her family's long-standing involvement in the industry. "My grandfather owned a firm in New York, and my family were agents, so real estate was in my blood," she recalls.

Vincent started his career in mortgages 27 years ago in New York. When they moved to Florida 22 years ago, the couple saw an opportunity to combine their expertise and started Team Barone. "We began from scratch,

doing a lot of open houses," Christina remembers.

Their dedication paid off as they built a reputable business. Christina got her real estate license in Florida, and they started anew, establishing a solid presence in the local market.



Family and Team Dynamics

The Barones have three children in their 20s, with their oldest son, Vincent Barone Jr., joining the family business four years ago. “He’s doing really well,” Christina beams. “Jill Barnes is our buyer’s agent and Denise Casey is our transaction coordinator.”

Vincent’s mortgage background has been invaluable in their real estate operations. “Buyers and sellers often don’t understand mortgages well. When we get offers in, it helps to dig deeper into the pre-qualifications to ensure they are truly qualified to buy a house,” Vincent explains.



A Unique Partnership

The couple’s partnership in business is unique. “I handle the people side,” Christina says, “while Vincent focuses on marketing, numbers, and CMAs. We go to presentations together and complement each other perfectly. Some clients prefer dealing with a man, others with a woman, and we can offer both.”

Christina adds, “People like to see that it’s a family-operated business. We see who the person gravitates to and work from there.”



Their passion for real estate is evident. “We love helping people’s dreams come true, whether buying their first home or securing a million-dollar property,”

Vincent says. Christina adds, “We treat them like family, not just a number.”

The Barones attribute their success to hard work, integrity, and genuine care for their

clients. “We always try to do our best and are honest with our clients, even if it means not getting the listing,” Vincent says. Christina emphasizes, “Honesty, integrity, and



customer service are our core values.”

For Vincent, the most rewarding part of the job is helping people. Christina finds joy in reading customer testimonials, saying, “I love knowing our clients had a great experience with us.”

Future Aspirations

Looking ahead, the Barones are excited about continuing to adapt and grow their business. “We started many years ago in a tough market with short sales. We always adapt, getting better numbers and going after listings,” Christina explains. They are passionate about getting listings and love the challenge of staging homes to make them presentable.

Life Beyond Real Estate

When not working, the Barones enjoy working

out, walking in nature, and spending time with family. “We love going on family vacations, trying new restaurants, and enjoying a glass of wine while cooking,” Vincent says.

The Barones have a close-knit family of five. Their eldest son, Vincent Jr., was an in-vitro baby, and they feel extremely grateful. “He’s 24 now and was our miracle baby,” Christina shares. They also have two other children, Teresa, 20, who is at St. Leo College, and Matthew, 18.

They have a heart of gratitude and have overcome obstacles along the road of life. Christina has faced personal challenges, including an autoimmune condition diagnosed in 2021. “The doctor said there was no cure, but I dug deep into



health and fitness and healed naturally,” she shares proudly.

Finding Joy in Life

Balancing a successful business and family life, the Barones believe in finding joy in everything they do. “If you find joy in things, it helps you overcome all challenges,” Christina concludes.

Team Barone exemplifies dedication, passion, and family values, consistently going the extra mile for their clients. With their unique blend of skills and unwavering commitment to excellence, they continue to make dreams come true, one home at a time.

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Christine Mitchell

Loves Helping Others in Real Estate

WRITTEN BY ELIZABETH MCCABE
 PHOTO CREDIT: CAROL WALKER/
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“My first deal in real estate was 2.2 million dollars for a new construction project,” shares REALTOR® Christine Mitchell. She got her license in August 2017 and immediately joined the Lockhart Walseth Team at Keller Williams Realty. Real estate was simply meant to be for this go-getter.

When Christine started real estate, Christine was the mother of two girls, and her two girls were 1 and 3. “They grew up in real estate,” she jokes. “They are learning more and more. I’m really fortunate to teach them things I didn’t grow up learning in real estate.”

Christine, who has always wanted to be in real estate, discovered her passion back in her childhood days. “My family was in the construction industry,” she explains. Her maiden name is Joyner, a name attributed to “carpenters.” Christine comes from a family lineage of carpenters.

Christine has fond memories of going on construction sites with her father and her two siblings for fun. “We would run around and see the framework as the homes were being built,” she shares. It left an impression on her as a child. Little did she know that she would go into real estate decades later.

Blazing Her Own Trail

Prior to real estate, Christine worked in the jewelry industry for 13 years in sales and marketing.



“I got as high as I could,” she shares. She climbed the ladder in the jewelry industry before her heart was calling her to something more. “I then got my MBA,” she says.

After she took a few years off to have her children, she knew she wanted to enter the workforce again. “I’ve been in sales my entire life,” she shares. If she could sell jewelry, she could sell houses. Christine decided to go into real estate. “It’s something I always wanted to do.”

Real estate also works well as a mother of two girls. “I can go to swim meets, judo practices, and still have a career,” she points out. Real estate is a rewarding profession for Christine, who has built her business on relationships.

Rooted in Relationships

“One thing I loved about real estate is that I get to work with people in their most stressful moments in life. I help them along the process,” she says. “It’s been a really fun and heartwarming career, which I saw in jewelry too.” Just as Christine celebrated when people got engaged or their first anniversary, now she is celebrating another milestone for them – their first house.

“I like to keep people calm throughout the process to make it easy for them,” she says.

Christine knows that real estate is a relationship-based business and is there to help her clients every step of the way. "It's been a really fun industry to be in," she says, "although it can be stressful."

A Family Affair

Christine's husband, Ryan Mitchell, is also involved in real estate. "He focuses solely on commercial real estate," says Christine. "I do residential sales and help with property management." Her clients had a lot of vacation rentals and needed someone to manage their properties when they weren't there. Christine used to refer clients to a property management company. However, when the customer service wasn't there for her clients, Christine decided to take charge and do it herself. In the process, she opened up a new door to her career.

Now she services customers who are looking for long-term rentals. "I started that 2 ½ years ago," she explains. Although it's still in its beginning stages, Christine provides a valuable service for them. "It's a different industry than it was 2 years ago," she points out. Every day is different, but she wouldn't have it any other way."

Relaxing + Recharging

When Christine isn't working, she is busy with her kids' schedules. "I don't have a lot of extra time," she laughs. With judo, karate, swim team, and hanging out with girlfriends, Christine has a full plate.

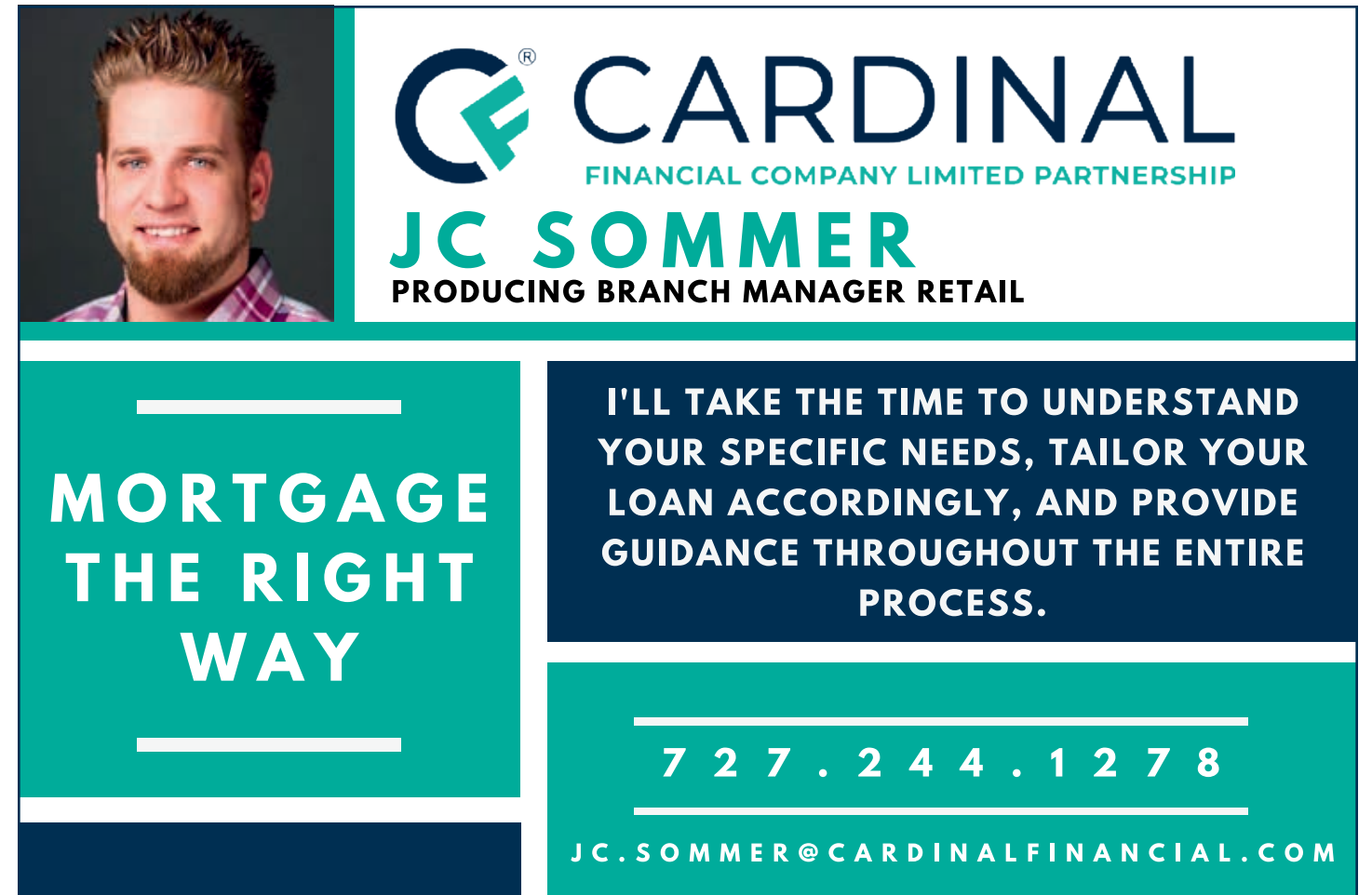
She also walks her Cavalier King Charles dog every morning, which gets her day started on the right foot. Other pastimes include traveling. Last summer, she and her family visited Colorado, which was fun for everyone.

This year, Christine visited Ireland with her husband to celebrate their 11th wedding anniversary. "We never had a honeymoon," says Christine. They had a wonderful time, even seeing where Game of Thrones was filmed in Ireland.

What's next? "We want to take kids to local places and travel in the United States," she says. A trip to Greece is also in their future, especially since the girls have been learning Greek since kindergarten.

A Bright Future

Christine is an inspiration. She successfully reinvented herself with a second career in life, achieving more success than she ever thought possible. Life looks bright for her as she continues to make her mark in Tampa Bay real estate.





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A Tradition of Trust at Work

BY DAVE DANIELSON

One of the most powerful tools you have at your disposal when you work with your clients is their trust in you. It's great to know that you have a partner on your side who approaches business with the same level of respect.

That's what you find when you and your clients work with President Gil McWilliams and the team at McWilliams & Son AC, Electrical and Generac ... a tradition of trust at work that began locally in 1981 and stretches across three generations.

A Legacy Built on Service and Experience

Gil's journey with the company is a reflection of its deep-rooted family tradition. "I grew up into the company since I was a kid," McWilliams shares. "It's been a part of my life for as long as I can remember. We're a three-

generation company, and we've been serving Florida since 1981, providing quality service every step of the way."

The company's foundation was built on trust, dedication, and a commitment to excellence, values that still guide its operations today. Over the decades, McWilliams & Son AC, Electrical, and Generac has become a go-to for homeowners and businesses alike, thanks to its reputation for reliable service and its focus on customer care.

The Passion for Problem-Solving

For Gil McWilliams, the true reward of his work lies in solving problems and providing his clients with lasting solutions. "I love going in and solving a problem to give a client a professional and quality result," he says. Whether it's a routine service call or an emergency situation, McWilliams approaches each task with the same goal in mind: ensuring that the customer is satisfied with the work performed. This dedication to problem-solving has earned the company a loyal customer base, many of whom refer McWilliams & Son to their friends, family, and neighbors.

The Power of Teamwork

A key aspect of McWilliams & Son's success is its team. The company prides itself on its diverse, experienced workforce, many of whom come from military backgrounds. "We have a lot of military people, and we're all about teamwork," McWilliams explains. "With many years of experience, our team knows how to work together efficiently and deliver the best service possible."

The team includes in-house maintenance personnel, as well as service technicians and installers who specialize in residential and commercial needs. This well-rounded staff ensures that no matter the size or complexity of the job, McWilliams & Son can provide the expertise necessary to get the job done right.

Dependability and Trust

What sets McWilliams & Son apart in an industry full of competitors is its unwavering commitment to dependability. McWilliams points out, "We're dependable. Our customers know that when they call us, we'll show up on time and provide high-quality service." This reliability is a cornerstone of the company's success, and it has made McWilliams & Son one of the most trusted names in Florida for HVAC, electrical, and generator services.

Additionally, McWilliams & Son offers serviceability and warranties on products, even for those systems that weren't originally installed by them. This dedication to protecting the customer's investment and ensuring peace of mind is what makes McWilliams & Son a standout in the industry. "We

work to protect people on things like their warranties," says McWilliams. "We provide care to our clients, no matter what."

Community Leadership and Long-Term Relationships

The company's reputation in the Florida community speaks for itself. McWilliams & Son has built long-lasting relationships with its clients, many of whom have returned for years and referred friends and family. "We're community leaders, and at the same time, I make sure that what we do for repair is worth it," McWilliams explains. "Our customers refer us, and that's something we really appreciate because it speaks volumes about the trust they have in us."

This sense of community extends beyond just the customers. McWilliams & Son treats every job with a personal touch, ensuring that families are cared for, often across multiple generations. "I take care of them and also work with other generations in their family," McWilliams says. "We don't really advertise. When you get a referral, it means a lot to us."

A Commitment to Continuous Improvement

In addition to leading McWilliams & Son, McWilliams is passionate about personal growth, health, and fitness. "I'm focused on health and fitness, going to the gym," he shares. "I believe in continuous improvement. That's the way we've done business—we stay current with what is happening in the business."

This commitment to staying up-to-date with industry trends and advancements ensures that McWilliams & Son remains at the cutting edge of the HVAC, electrical, and generator industries, always offering the best products and services to its customers.

Looking Ahead

As McWilliams & Son AC, Electrical, and Generac continues to grow, the company remains committed to its core values: providing reliable service, building strong relationships, and solving problems for its clients ... in turn, continuing the tradition of trust.

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WRITTEN BY ELIZABETH MCCABE
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Growing up in a close-knit family in Spring, Texas, Sunny had a happy and active childhood. By the age of eight, she was excelling on the soccer field, learning life lessons along the way.

Her competitive drive was evident at a young age and she learned the importance of preparation, teamwork, and goal setting. Little did she know that these qualities would take her far in life.

Soccer was her ticket to a brighter future. Sunny says, "I knew that was my way to get into a college." When she was a junior in high school, colleges and military academies were actively

recruiting this talented athlete on a team, which was ranked number four in the nation. West Point captivated her, especially with its motto, "Duty, Honor, and Country," which resonated deeply within Sunny.

Recruited to play soccer, she embraced the challenge, becoming part of an elite institution where less than 10% of the population were women. The discipline, grit, and resilience she developed at West Point would prove invaluable in the years to come. Sunny was the first person in her family to graduate from college, which is quite an accomplishment.

Upon graduation, Sunny served six years in the military. This included serving as an Operations Officer at the Casualty Memorial and Affairs Operations Center for a year, where she helped families of wounded and fallen soldiers. While being stationed at Fort Bragg, she met her husband, and together, they navigated the demands of military life.

Transitioning to Real Estate
After fulfilling her military commitment, Sunny faced the daunting task of transitioning to civilian life. "It was a struggle after six years of service," she recalls. "You lose a bit of your identity, and then you have to reinvent yourself."

Sunny's reinvention came in the form of real estate. She obtained her license in Tennessee and quickly became a top producer in Clarksville, achieving this distinction within her first four to five months. "I hit the ground running," she says, reflecting on the urgency she



reputation as a dedicated and trustworthy professional in the industry.

Navigating Change in Real Estate

Sunny's journey in real estate has not been without its challenges. The recent changes in the real estate industry, including the NAR settlement, have prompted her to take a step back and reassess her approach. "My primary job is to educate and protect the customer," she emphasizes.

Her focus on systems and processes, coupled with her desire to protect consumers, sets her apart in a rapidly evolving market. "The best compliment I get is that it was a super easy process,"

she says. Her clients like her, which leads to repeat and referral business.

Life Beyond Real Estate

Sunny's life is a delicate balance between her thriving career and her role as a wife and mother. Married for 21 years to her best friend, a retired Special Forces Green Beret, Sunny cherishes her family time, whether it's hanging out with her husband, going shopping, or enjoying meals together.

Their 16-year-old daughter, whom Sunny describes as "wicked smart" and a great communicator, is a source of pride. "She's a lot more mature than her friends," Sunny notes, clearly

in awe of the young woman her daughter is becoming.

When she's not working, Sunny co-owns Property Management Company with her husband, Jordan. "Work-life balance is out of kilter right now," she admits with a smile, "but I don't mind it. Work is always here, and I'm at my happy place when I'm at a desk." She excels in everything she does.



felt to succeed, driven by the need to support her family.

However, life took a turn when Sunny became a mother. She decided to step back from her booming real estate career, focusing on her family and pursuing a master's degree in corporate communications. This hiatus, though brief, was a pivotal moment in her journey.

A New Chapter in Tampa

Sunny's return to real estate was sparked by a move to Tampa, Florida, where her husband was stationed at MacDill Air Force Base. After his retirement from the military, Sunny felt the pull to dive back into real estate, this time with a new sense of purpose and vision.

In 2019, she joined Tomlin St Cyr in South Tampa, but her ambition soon led her to Coastal Christie's and later Broker in Charge of the state of Florida for Sentry Residential. When Sentry Residential sold to REAL, Sunny and her business partner, Mike Beum, saw an opportunity. Together, they decided to launch Red Sash Realty, a company built on the values of faith, family, and community.

"We made some strategic changes to our marketing," Sunny shares, highlighting the growth and success that followed. "When you do the right thing, you are going to get paid for it." This ethos has guided Sunny throughout her career, earning her a



The Road Ahead

Looking to the future, Sunny remains excited about the opportunities that lie ahead, despite the challenges. "Real estate has been phenomenally easy for agents in the past, but with the changes in the industry, it's a good opportunity for those who are in it for the long haul," she says.

As Sunny continues to build her business and contribute to her community, her story is a powerful reminder of what can be achieved with dedication, drive, and a clear sense of purpose. From the soccer fields of West Point to the real estate market in Tampa, Sunny Alexander is a top producer destined for continued success.



“When you do the right thing, you are going to get paid for it.”



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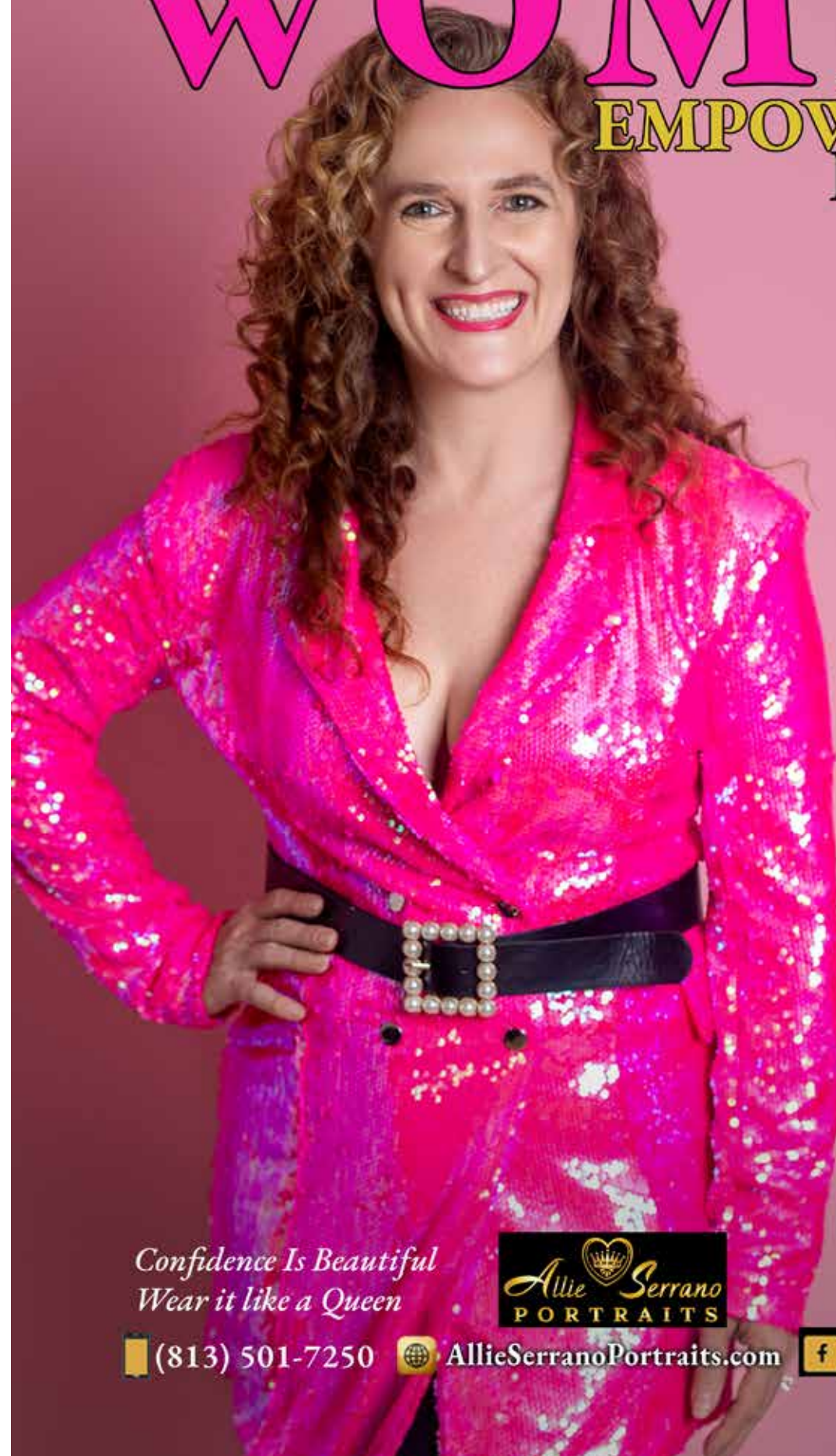


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meet
HEATHER
Cameron

Team Leader of Tampa Luxury Homes at Compass

WRITTEN BY ELIZABETH MCCABE
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“What I love about real estate is how real it is. It impacts people’s lives. It’s never boring; it’s always changing. There’s always something new to learn, and there are so many different ways to succeed in this business.” These are the words that define Heather Cameron’s approach to real estate. As the leader of Tampa Luxury Homes at Compass, Heather brings a wealth of experience and a passion for the ever-evolving world of real estate to her clients and team.

A Real Estate Legacy

Heather’s journey into the real estate industry began in an unexpected place: her family’s garage in Orlando. Originally from Orlando, Heather grew up near all the attractions, with Disney practically in her backyard. Her mother, who started selling timeshares while Heather was in high school, eventually grew tired of that business and decided to start a real estate school. Together, they launched Cameron Academy, which began with just a few students in their garage and has since grown into a well-established institution with a location in a shopping center. “We’ve been in Orlando for the past 22 years,” Heather shares. Today, her brother runs the real estate school, while their mother occasionally teaches classes.

Despite her family’s deep roots in real estate, Heather initially decided to pursue a different path. After

graduating from college in 2009, during a challenging time for the market, she sought a career in corporate America. “I got bored,” she admits. It wasn’t long before she found herself drawn back to real estate. In 2009, she obtained her real estate license and started an eCommerce business on the side while continuing to work in the corporate world. Once her entrepreneurial endeavors began to match her salary, she fully embraced the world of real estate.

From Corporate to Compass

Heather’s real estate journey has taken her across the country, from Orlando to Charlotte, Dallas, and back to Orlando. In 2020, she returned to Orlando’s Winter Park area just as the COVID-19 pandemic hit. “I was doing my eCommerce business and consulting for online sellers on Shopify and Amazon,” she recalls. Around this time, her brother approached her with an opportunity to help grow their brokerage. “We got to work. It was great timing, and I got a quick education in every type of transaction and client. It was really fun, and we built up the business quickly.”

By the end of 2021, Heather made the decision to switch to Compass, drawn by the exciting developments happening in Tampa. “It was a very exciting time for the city, and I wanted to be a part of that,” she says. She began shifting her business from Orlando to Tampa, eventually

phasing out her Orlando operations and establishing herself in Tampa’s dynamic real estate market.

Tampa Luxury Homes at Compass

Heather’s move to Tampa marked the beginning of Tampa Luxury Homes at Compass. Initially starting solo, Heather quickly set her sights on growing her team and expanding her presence in the Tampa area. “Growing my business in Orlando and then pivoting to Tampa, I really networked a ton with other agents in other markets and got involved

in the community here in Tampa,” she explains.

Heather’s commitment to community involvement is evident through her work with organizations like On Bikes, a Tampa-based philanthropic group. “Tampa is a city where people give so much back, and that’s the culture of Tampa. It’s a big city with a small-town feel where people help each other, and I love that,” she says.

As a team leader, Heather is deeply involved with Compass, having launched the Young Professionals in Tampa last year. She also





who move here from out of state. I love helping them discover Tampa," she says.

When it comes to success, Heather believes in the power of hard work and doing the things others might shy away from. "Hard work is key. I will do things other people don't want to do," she emphasizes.

Family and Future Plans

Family plays a significant role in Heather's life. Her brother, who runs the family's real estate school, is married with two children, and they live in Winter Park, Florida. Her mother is also in Orlando, while her father resides in Raleigh, North Carolina. Heather is also a proud dog mom to Kingsley, her 9 1/2-year-old Labradoodle, whom she describes as friendly and sweet.

In her free time, Heather enjoys traveling, hanging out with friends, and working on her newly purchased Mediterranean Spanish-style home in Seminole Heights. "It's a 1945 home with a ton of character, but it needs work. I'm excited to continue buying Spanish Mediterranean gems and

renovating them to bring them to life," she shares. Heather's passion for renovation began two years ago when she flipped her first house in Orlando, and she has since caught the bug, aiming to purchase and renovate a property each year.

Looking ahead, Heather is excited to continue expanding her knowledge in multi-family and new development areas within the real estate business. She remains focused on growing her team and business in Tampa while continuing to help people find their dream homes in this vibrant city.

Heather Cameron's path from corporate America to leading Tampa Luxury Homes at Compass showcases her determination, passion, and commitment to making a difference in the lives of her clients and her community. As she continues to grow and evolve in the ever-changing world of real estate, one thing is clear: Heather is here to stay, making her mark on Tampa, one luxury home at a time.



"I'M PASSIONATE ABOUT BEING A PART OF TAMPA AS IT GROWS, AND I HAVE A LOT OF CLIENTS WHO MOVE HERE FROM OUT OF STATE. I LOVE HELPING THEM DISCOVER TAMPA."

serves on the national board for Young Professionals at Compass as the membership chair and is part of the Women of Compass and East Coast Network. "I love the culture of Compass; it's very collaborative. I've made some really good friends, and on top of that, we make money and send business to each other. The culture is the number one thing."

A Passion for Real Estate and Tampa

Heather's passion for real estate is matched only by her love for Tampa and its vibrant community. She finds great satisfaction in introducing newcomers to the city and helping them find their place in this unique corner of the state. "I'm passionate about being a part of Tampa as it grows, and I have a lot of clients

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MEET MICHAEL CINQUEMANO

WRITTEN BY ELIZABETH MCCABE
PHOTO CREDIT: ALLIE SERRANO OF ALLIE SERRANO PORTRAITS

Dream it. Do it.

Michael and his family's leap from Louisiana to the Tampa Bay area is a story of bold decisions, shared dreams, and a passion for real estate that drives both their professional and personal lives. Michael and his wife Candace decided to take on the challenge of opening a brand new brokerage in an area where they knew no one.

A Leap of Faith

Michael Cinquemano began his career in real estate eight years ago, selling homes in his hometown just outside of New Orleans, Louisiana. He joined a Mega Team for Keller Williams that sold over 250 homes a year. "I learned from one of the best Team leaders in the Greater New Orleans Area. My time spent honing my skillset of evaluating property values, handling the many different obstacles a transaction can throw at you, and communicating effectively which was invaluable." After his time at Keller Williams, Michael worked as the sole Realtor for JW Property Services, a company mainly focused on property management.

While there, he learned from his friend and mentor, much about investment real estate. He helped identify, analyze, purchase, and sell investment opportunities for the owner of the company, along with many other clients.

When the COVID-19 pandemic hit, everything changed. Michael and his wife, Candace, suddenly found themselves spending more time together. They realized how much they missed being with each other amidst their daily grind. This time together sparked a significant change in their lives.

"During COVID, we got to spend more time together," Michael shared. "Candace took an interest in real estate, and by the end of 2020, we decided to make a move."

A New Beginning in Tampa Bay

Michael and his family set their sights on the Tampa Bay area, making several trips to ensure it was the right move for their family and business. In a bold and calculated move, they sold their newly renovated home in Louisiana and relocated to





Florida, where they opened their brokerage, 1 Percent Lists Suncoast.

"We charge less but still offer full service to our clients," Michael explained. "Instead of spending money on traditional advertising, we let our clients keep more money in their pockets. This factor, combined with top-notch service, lets our business grow organically through repeat clients and referrals."

The decision wasn't without its challenges. Friends and family thought they were crazy for leaving behind everything they'd built. Michael had an established real estate clientele that he had worked so diligently to obtain. But the Cinquemanos were

determined to make their new venture work.

"There was no going back," Michael emphasized. "We knew with our drive, we could make it work. It wasn't going to be easy, but we're thankful for the business we've continued to grow."

Family First

For Michael, family is everything. Their 15-year-old daughter, Madisyn, who recently started her sophomore year in high school, and their 5-year-old pit mix, Yoshi, are their whole world. Candace's parents, Lisa and Joe, also made the move to Tampa Bay to help with their daughter, allowing the couple to focus on growing their business.



"THE QUALITY OF LIFE HERE IS AMAZING. ONCE WE STARTED EXPLORING TAMPA BAY, WE KEPT HITTING BENCHMARKS THAT CONFIRMED WE WERE ON THE RIGHT PATH."

Their daughter is blossoming into a confident young woman with a beautiful heart and a love for singing. The family enjoys spending time together, whether it's exploring the beautiful Tampa Bay area, trying out new restaurants, or simply relaxing at home.

Building a Business From Scratch

Moving to Tampa Bay wasn't without its challenges. "We didn't know a single person when we moved here. We had to literally start from the ground up and build something from nothing. We're so grateful for the clients who took a chance on us from the beginning, so that we could be the successful brokerage that we are today."

Michael's commitment to his clients has paid off. He's built a successful brokerage during a challenging time,

proving that with the right mindset, anything is possible.

Looking Ahead

Moving to Tampa Bay was initially part of their retirement plan, but the pandemic accelerated their timeline. Now, they can't imagine living anywhere else.

"Florida was always a goal; it just came sooner than we thought," Michael reflected. "The quality of life here is amazing. Once we started exploring Tampa Bay, we kept hitting benchmarks that confirmed we were on the right path."

As the business continues to grow, Michael remains grateful for the opportunities Tampa Bay has provided. He's built a life and business that he loves, with no regrets.

With his vision and dedication, Michael Cinquemano is well on his way to creating a lasting legacy in the Tampa Bay real estate market.



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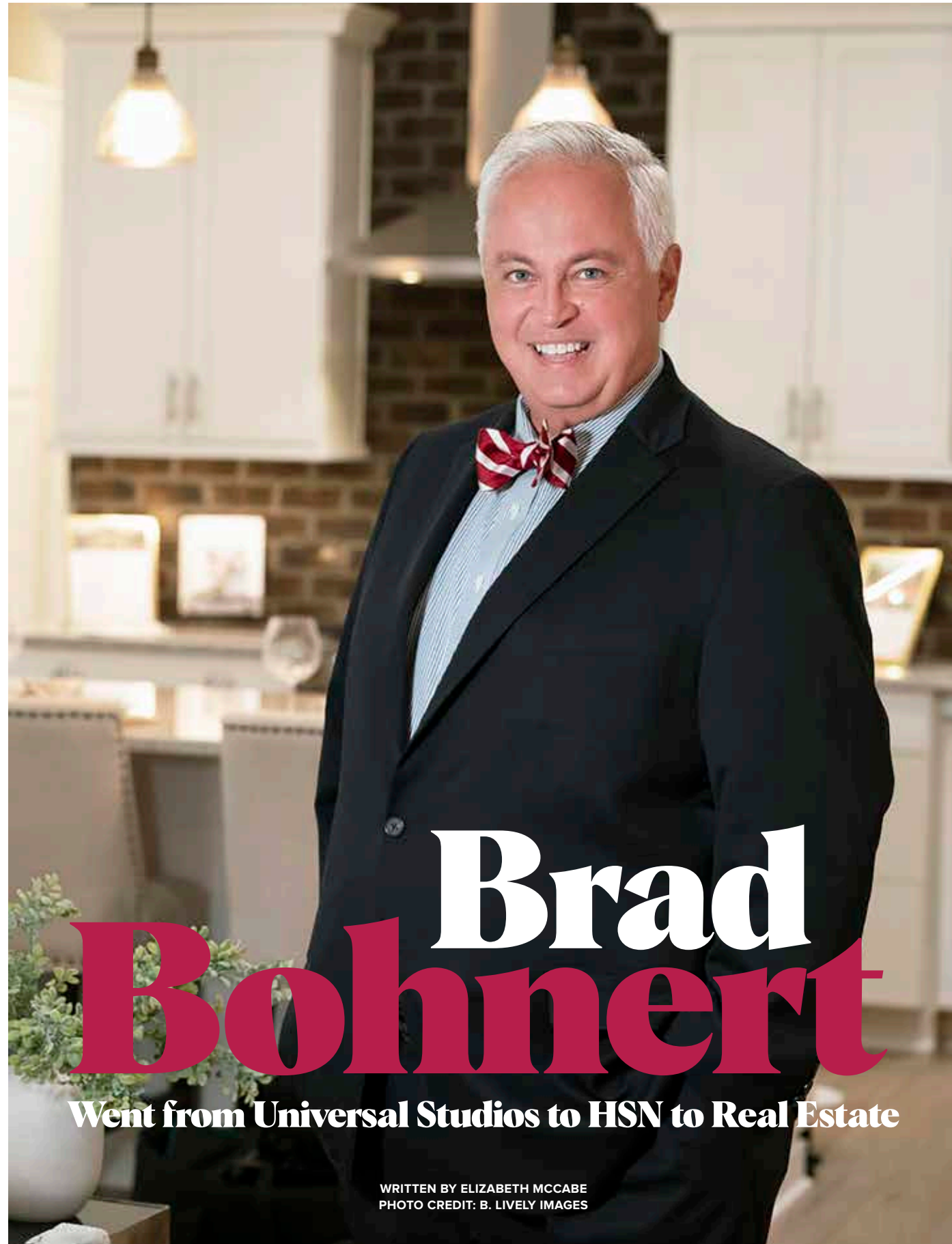
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Brad Bohnert

Went from Universal Studios to HSN to Real Estate

WRITTEN BY ELIZABETH MCCABE
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Blazing His Own Trail of Success!

“Going into real estate was the best decision that I ever made,” says REALTOR® Brad Bohnert with Keller Williams Realty St Pete.

Brad’s career has been a fascinating journey, marked by notable achievements in public relations and marketing before he found his true calling in real estate. His story is one of passion, hard work, and an unwavering commitment to serving his clients and community.

Brad’s professional life began with a unique opportunity during his college years when he participated in the Disney College Program. This experience, which allowed him to work at Disney World for a semester, led to his involvement in the grand opening of Disney/MGM Studios (now Hollywood Studios). The experience was nothing short of magical, and it set the stage for Brad’s future career in the entertainment industry.

After finishing college, Brad’s ambition and dedication led him to Universal Studios, where he became part of the grand opening team for Universal Studios Florida. His work ethic and ability to seize opportunities allowed him to transition from a temporary role into a permanent position on Universal’s PR team. Brad didn’t just work at Universal; he thrived there, eventually becoming a key player in the expansion team that worked on the grand opening of Universal Studios Japan. “Being there, being present, and fulfilling the needs of the time was crucial,” Brad recalls. His success was driven by a willingness to do whatever it took to set his team up for success and a deep understanding of what was required to meet the company’s goals.

After his time at Universal, Brad transitioned into a role at the Home Shopping Network (HSN) that lasted 16 years, last serving as the head of



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consumer public relations. His work at HSN involved managing media relations and overseeing numerous national product launches and contributing to the network's growth and success. During this time, Brad honed his skills in marketing and PR, working within the tight-knit network of HSN, which contrasted with the more widespread reach of competitors like QVC.

Despite his success at HSN, Brad never lost sight of his interest in real estate. His passion for homes began early, inspired by his father, who was a carpenter. Brad spent his childhood helping his father with various projects around the house, and this hands-on experience ignited his interest in homes and their transformation. When the opportunity to enter real estate finally presented itself, Brad was ready.

Finding His Passion

Brad's first foray into real estate was sparked by his personal experiences with home renovation. He and his wife live in a 1960s ranch-style home in Allendale, a property they've lovingly restored over the years. "Home has always been a key point for me," Brad says. The process of transforming their

home deepened his appreciation for the real estate industry and solidified his desire to help others find and create their dream homes.

In 2018, after HSN was acquired by QVC and many of the executives Brad had worked with left the company, he saw his chance to make the leap into real estate. "It was the best professional decision that I ever made in my entire life," Brad says. The first few years were challenging as he got his footing in a highly competitive industry, but his background in PR and marketing gave him a unique advantage. Brad approached real estate with the same determination and work ethic that had served him well at Universal and HSN.

Brad quickly established his real estate business on four foundational pillars: honesty, dependability, trust, and service. These values guide every interaction he has with clients, and they have become the cornerstone of his success.

Now, six years into his real estate career, Brad is experiencing unprecedented success. He's on track for his biggest year yet, with over \$3 million in closings expected in the next month and a half. Brad attributes much

of his success to his win-win approach to business, a principle he adopted from the Keller Williams playbook. "It's not about win-lose; it's about finding a solution that benefits everyone involved," he says. This collaborative mindset has helped Brad build lasting relationships with his clients, who appreciate his dedication to their needs.

Brad's marketing and PR expertise has also played a crucial role in his success. He leverages his background to create standout marketing campaigns for his listings, including engaging video content that has garnered significant interest on social media. "How can I make a home stand out? What can I do that is different from an ordinary REALTOR®?" Brad asks. His ability to think creatively and authentically present his listings has set him apart in a crowded market.

Brad's dedication to his clients extends beyond the sale. He understands that real estate transactions often coincide with major life events, whether it's marriage, a new job, or downsizing after children have left home. Brad approaches each situation with empathy and a focus on making the process as smooth and positive as possible. "I look

at challenges as opportunities. How does an obstacle present itself, and how can we overcome it? Our job is to be problem solvers," Brad explains.

Loving St. Pete

Brad's love for St. Pete is evident in everything he does. Having lived in the city for almost 25 years, he has witnessed its remarkable transformation. "The restaurants, the art scene, everything has been transformed," he comments. It's great to showcase that to people who are out of state. He is particularly proud of his role as a top-selling REALTOR® in Allendale, the neighborhood he calls home. "No one sells more real estate in Allendale than me," Brad notes with gratitude for the trust his neighbors have placed in him.

Brad is also committed to giving back to the community. He has previously partnered with organizations like Habitat for Humanity and is currently focused on supporting Feeding Tampa Bay, a wonderful organization dedicated to addressing food scarcity and providing social services. "Having an impact is important to me, and that's why I work with them going forward," Brad says.

Family First

When he's not working, Brad enjoys spending time with his family. He and his wife have been married for 25 years, and they are blessed with one child, who is the main focus of their lives. They love to travel and see the world, which helps open up their minds and provides new perspectives. Brad's immediate goals include continuing to grow his business and exploring new opportunities in real estate.

Brad Bohnert's story is one of passion, dedication, and a relentless pursuit of excellence. His unique blend of PR and marketing expertise, combined with his genuine love for real estate and his community, makes him One to Watch. As he continues to make his mark on the St. Pete real estate scene, there's no doubt that Brad's future is as bright as the city he proudly calls home.

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GET THE FACTS HOME INSPECTION

BY DAVE DANIELSON

A RESOURCE YOU CAN RELY ON

When Joe Svehla moved to Florida from the Chicago area in 2006, he brought with him a passion for homes and a curiosity about real estate that would eventually evolve into a thriving business. As the owner of Get the Facts Home Inspection, Joe has built a successful company that prides itself on educating home buyers, offering comprehensive inspection services, and creating long-lasting relationships with clients and agents alike.

Joe's journey to the home inspection business wasn't a direct path, but his deep-rooted interest in real estate and home improvement made the transition a natural one. Having always worked on homes in some capacity, Joe's move to Florida in 2006 provided the perfect opportunity to pursue his interest in real estate and inspections more seriously. "I've always liked real estate and had a

passion for working on homes," he says. "When we moved here, I saw an opportunity to merge those passions into something that could benefit the community."

From that moment, Joe set out to build a business that would not only meet the growing demand for home inspections in Florida but also provide value through education, integrity, and a personal touch that's often missing in larger corporations.

Educating Clients and Empowering Them to Make Informed Decisions

One of the things Joe loves most about his business is the ability to educate his clients about what they're truly buying.

"I love telling people what they're buying, and then it's up to them to make the decision," Joe explains.

This dedication to transparency and customer education sets Get the Facts Home Inspection apart from competitors. Rather than simply providing a checklist of potential issues, Joe and his team take the time to explain the intricacies of a home inspection, empowering clients to make informed decisions about one of the most significant investments of their lives.

"I enjoy educating our customers on what they're purchasing," Joe says. "Home buying can be stressful, and often people don't know what to look for or what could go wrong down the line. That's where we come in, to give them the information they need to make the best decision possible."

The Team Behind the Business

As the owner of Get the Facts Home Inspection, Joe is proud of the team he has assembled over the years. While Joe handles the day-to-day operations, he has hired skilled inspectors who share his passion for educating clients and delivering thorough, reliable inspections. Together, they can cover calls seven days a week, ensuring that clients have the flexibility they need, whether it's for last-minute inspections or tight timelines.

"I'm not alone in this," Joe emphasizes. "I have a great team of inspectors who work with me, and we can always be there for our clients. We want to be a resource that people can count on, no matter when they need us."

Comprehensive Services Backed by Warranties

Get the Facts Home Inspection offers a wide range of services that extend far beyond traditional home inspections. Joe and his team specialize in full home inspections, sewer scoping, pool inspections, and insurance reports. In addition, the company backs all of its inspections with a warranty, providing clients with added peace of mind. "At a minimum, every client gets a 125-day warranty," Joe explains. This added protection is just one of the ways the business stands out in a crowded marketplace.

As the business has grown, Joe has continued to expand the services offered. "Each year, I've added more to our capabilities," he says. Whether it's a new inspection tool or an additional service, Joe is committed to ensuring that his team can meet the evolving needs of the Florida real estate market.

Innovative Tools for Agents and Clients

At Get the Facts Home Inspection, Joe has implemented a number of tools designed to make the inspection process as seamless and efficient as possible. One of the most popular offerings is the company's dashboard, which allows clients and

partners to track inspections, view reports, and manage payments with ease. The payment-at-closing option is another feature that has garnered positive feedback, making it easier for homebuyers to manage financial logistics during the often chaotic process of closing on a property.

"We've found that our agents and clients really appreciate the convenience of being able to pay at closing," Joe says. "It's a small thing, but it's one less stressor in an already stressful process."

Looking Ahead: Expanding Education for Real Estate Agents

Looking toward the future, Joe has big plans for the business. One of his key goals for 2025 is to develop an educational program for real estate agents. He hopes to offer classes where agents can earn continuing education credits, which would further establish Get the Facts Home Inspection as a trusted leader in the Florida real estate community.

"I think it's important to be a resource for agents as well," Joe explains. "We want to help them stay informed and up-to-date on the latest trends and best practices in home inspections."

A Family-Focused Business

Outside of work, Joe enjoys spending time with his family, which includes his wife and two adult children. The family lives in Brandon, Florida, and when not working, Joe enjoys spending time on the water or grilling at home. "We love getting out on the bay and enjoying the outdoors," he says. "It's a great way to unwind and enjoy Florida life."

A Philosophy of Honesty

At the core of Get the Facts Home Inspection is a commitment to honesty. "I don't sugarcoat things," Joe says. "I share things the way they are. People need to know the truth, even if it's hard to hear." This philosophy of transparency has built a reputation of trust with clients and partners alike. "Our clients appreciate that we don't just tell them what they want to hear. We give them the full picture, so they can make the best decision for themselves."

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