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THANK YOU BOBBY AND SARAH GUIDOTTI WITH MAIN STREET TATTOO

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# Ink That *Speaks*

**T**attoos tell stories—of resilience, passion, and personal journeys. In real estate, those same qualities define the best in the business. This special edition of *Volusia Flagler Real Producers* is dedicated to the agents whose ink is as bold as their impact.

From Jani Chahal's determination to Joy Pratt's drive, Tom Lawrence Jr.'s experience to Candace Cecil's expertise—each tattoo represents a chapter in their success stories. Katelin Mathis, Cooper Engler, and Norina Burt bring their own unique artistry to the industry, proving that authenticity is a

powerful asset. We cannot forget our featured Partners, Samantha Burnell and Kurtis Lay with Cross Country Mortgage and Jason Frederick with Edward Jones.

Tattoos aren't just art; they're expressions of who we are. And in real estate, being true to yourself is the key to standing out. Cheers to those who wear their stories with pride—on their skin and in their work.

**Jayme Dickey**  
*Volusia Flagler Real Producers*





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# Candace Cecil

at Local Living Realty Group

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“  
**I have met some of the hardest working individuals who have many tattoos that are hard, honest and driven business professionals.”**

**How many tattoos do you have?**

7

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**

42

**Describe the feeling when you get a new tattoo**

It was an exciting event as I did it with my oldest son while he was on leave from the military. I was thinking it was not as painful as I thought it would be.

**Do you have any funny stories on how/why you got any of your tattoos?**

I was really thinking it was going to hurt more than it did since it was on my wrist. I was sweating (even though it was really small) but once it was over, I was thinking that wasn't bad at all.

**What's a myth you want to dispel about tattoos and business?**

Tattoos do not make you unprofessional. I have met some of the hardest working individuals who have many tattoos that are hard, honest and driven business professionals.

**What's your favorite tattoo and why?**

That is a tough one. I have a few ones I really love. I would say it is my first tattoo with my kid's names on it "Taylor, Kendall, Carter Loves of my life" and my faith tattooed on my hand.

**What's one piece of advice that has served you well in the industry?**

Treat your business like a business not a hobby.

**What else should we know about you?**

I love leadership and giving back to our industry and community.





# Jami Chahal

with Team Whitesell at Keller Williams Realty Florida Partners

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

“

**People are going to judge no matter what if it isn't my tattoos it will be something else ALWAYS STAY TRUE TO YOURSELF and the rest will fall into place!!!!”**

**How many tattoos do you have?**  
Over 50

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**

A Dolphin that looks like a butterfly on my lower back never regret any of my tattoos they all have a story I was 16 when I got it.

**Describe the feeling when you get a new tattoo**

Like I just bought a piece of art that no one else will ever have.

**Do you have any funny stories on how/why you got any of your tattoos?**

I have a word search puzzle on the back of both my legs people always ask what words are in there and I honestly can't even remember them all.

**What's a myth you want to dispel about tattoos and business?**

that tattoos negatively impact your professionalism in business. Many people still believe that tattoos make individuals appear less serious or less trustworthy, especially in industries like

Real Estate. In reality, tattoos can be a form of personal expression that doesn't hinder your ability to excel in business. In fact, embracing individuality can help you connect with a broader range of clients, making you more approachable and relatable. Success in business is about knowledge, dedication, and integrity—attributes that have nothing to do with the ink on your skin.

**What's your favorite tattoo and why?**

I don't really have a favorite at one point they were all my Favorites they all having a different meaning and I got them at different stages in my life I LOVE them all it's what makes me ME.

**What's one piece of advice that has served you well in the industry?**

People are going to judge no matter what if it isn't my tattoos it will be something else ALWAYS STAY TRUE TO YOURSELF and the rest will fall into place!!!!

**What else should we know about you?**

I am a WIFE, a MOTHER, a GRANDMA (yAyA) THEY ARE MY WHY!!!!



“  
The funny part is I really don't care for tattoos in general and I now have a beautiful full sleeve.”



# Joy Pratt-Martin

with The Trinity Home Team at LPT Realty, LLC

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

**How many tattoos do you have?**  
a full sleeve and 5 others

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**

18, it was a rose and a yin yang symbol I placed on my ankle in the 90's. No regrets but its covered with a beautiful feathered arrow pointing down to my toes on my foot with the words follow your bliss which suits me.

**Describe the feeling when you get a new tattoo**

Excited misery knowing the next 2 weeks are going to be uncomfortable

**Do you have any funny stories on how/why you got any of your tattoos?**

Yes actually. My sleeve started out as just one tattoo inside my arm. Being that I have to have things symmetrical and I'm a little bit OCD I decided I didn't like the way it looked like a sticker on my arm so I added a few more around it. Then I thought maybe go up to my shoulder which led me to end up with a half sleeve. Thinking yes this is it! But it wasn't. I couldn't walk around with half an arm done so I had to finish it.

The funny part is I really don't care for tattoos in general and I now have a beautiful full sleeve. My artist used to always joke and say I thought we weren't doing a sleeve?

**What's a myth you want to dispel about tattoos and business?**

I would say it would be more of a stigma following people with tattoos and business. I would just say it is simple, people will like you and trust you and want to work with you or they won't, regardless of tattoos. Ive heard many people in my life say they feel it's unprofessional to have tattoos and have them exposed. I would say that for me it would be inauthentic to hide who you are and pretend to be someone you're not. My business has done exceptionally well and people know I have tattoos and for the most part I get compliments on them. You can still be very professional and have some art work on your body at the same time.

**What's your favorite tattoo and why?**

I have a mandala of dragonflies and one of them is taking flight and leaving the group. It's my favorite because it represents a lot about life and my life.

I enjoy being a part of the group, but I love flying solo. The dragonfly has a significant meaning symbolizing transformation and renewal. Being a Christian these dragonflies symbolize to me how I experienced a spiritual rebirth through my faith in Jesus and His love for me.

**What's one piece of advice that has served you well in the industry?**

Be unapologetically and authentically you. People are going to like you or they are not and I have found the more real and authentic I am the better my personal and business relationships are.

**What else should we know about you?**

I love the beach, the mountains, camping, cruising, spending time with my family as much as possible. I love being a grandma, a dog mom to 2 frenchies, a doodle and 2 cats, and spending as much time as possible with my husband who keeps me constantly laughing.



# Katelin Mathis

## at RE/MAX Signature

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

**How many tattoos do you have?**  
12

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**

My first tattoo experience was as bold as it was unconventional. At 17, I decided to get angel wings down my back—a design that held deep personal meaning for me. The setting? A friend's trailer, with 'Jay and Silent Bob Strike Back' playing in the background. The artist had a decent reputation from a well-known shop in my hometown, but what I didn't know was that he'd recently been fired. He'd done a great job on a friend's tattoo, so I figured, how hard could wings be? Turns out, pretty hard—especially when the outline ends up lopsided, with one wing soaring higher than the other. Since I was underage, I had to wait until my 18th birthday to have them professionally fixed at a reputable shop. Lesson learned: always vet your artist's portfolio and their story. Do I regret it? Not one bit. It's a reminder of my teenage spontaneity and the value of a good decision-making process—something I carry with me, both in tattoos and in life!

**Describe the feeling when you get a new tattoo**

Getting a tattoo is like riding a rollercoaster of adrenaline and introspection. The buzz of the needle is oddly soothing, and there's this primal energy in the

air—the kind that makes you hyper-aware of every detail, from the hum of the machine to the faint smell of green soap. There's a pinch of discomfort, sure, but it's almost meditative, like you're channeling all your focus into this one transformative moment. It's a mix of nerves, excitement, and a strange sense of calm. For me, it's also deeply symbolic. Each session feels like a chapter being written on my skin—proof of my resilience, growth, or a story I just had to tell. And when it's done, there's this rush of accomplishment. You walk out with more than just ink—you leave with a piece of your journey permanently etched into who you are.

**Do you have any funny stories on how/why you got any of your tattoos?**

Almost a decade ago, I decided to celebrate my birthday with a bang—or rather, a buzz—at Earth Day Birthday in Orlando. My boyfriend and I had a hotel booked and a whole day ahead of us filled with live music, great friends, and maybe a drink or two (or ten). Sublime with Rome was headlining, so the vibes were immaculate. As we wandered the fairgrounds, soaking in the festival energy, we stumbled upon a tattoo tent. Now, I've always been one to lean into spontaneity, so I turned to my boyfriend and said, 'Want to get tattoos?' To my delight, he was game. The only thing left was choosing the design. That's when inspiration struck. I rummaged through my purse, grabbed a tube of lipstick, and made him kiss a piece of paper about a

million times until I found the perfect lip print. Those lips, his lips, were going on my derriere. And so, amid the music and festival chaos, I became the proud owner of a truly unique butt tattoo. Fast forward eight years, we're now happily married and just celebrated the birth of our first child. I guess you could say the tattoo has stood the test of time—just like us.

**What's a myth you want to dispel about tattoos and business?**

A big myth I'd love to dispel is that tattoos and professionalism don't mix. For a long time, I believed I had to hide my tattoos to be taken seriously in business. But over time, I realized that my tattoos are part of who I am—and they actually help me connect with clients. I've had clients choose to work with me specifically because I came across as authentic and approachable, not some cookie-cutter image of a professional. My tattoos are often conversation starters, and they show that I value individuality and self-expression, which resonates with people who want to work with someone real. The truth is, professionalism isn't about what's on your skin; it's about your knowledge, work ethic, and how you treat people. And if someone judges me for my tattoos, they're probably not the right fit for me anyway.

**What's your favorite tattoo and why?**

My favorite tattoo is the one that stretches from my rib cage, near my armpit, all the way to my thigh. It was designed by a Cherokee Native artist



in Cherokee, North Carolina, which is especially meaningful to me as a native of North Carolina with Cherokee Indian heritage through my grandparents. When I went for the consultation, I didn't have a specific design in mind—I just knew I wanted something authentic. The artist explained that Cherokee tattoos are meant to tell a story and asked me to share mine. From there, she interpreted my journey into a series of authentic Cherokee symbols. This tattoo means the world to me because it encapsulates so much of my life, family, and mindset at that time. It's deeply personal and carries my heritage in a way that feels both timeless and unique. It's also a work in progress that will eventually continue down my leg, but every piece of it so far has been worth the pain—even though it's easily the most painful tattoo I've ever gotten!

**What's one piece of advice that has served you well in the industry?**

One piece of advice that's always served me well in this industry is to show up authentically. People can sense when you're being genuine, and authenticity builds trust faster than any polished script or perfectly curated image ever could. I've learned that being myself—tattoos, quirks, and all—helps me attract clients who genuinely connect with me. Those connections make for stronger relationships and smoother transactions because the trust is already there. So, whether it's embracing who you are, listening more than you speak, or staying true to your word, authenticity is the secret ingredient to success. It's what keeps clients coming back and sending referrals your way

**What else should we know about you?**

What sets me apart in this industry is the trust my clients place in me. I've had multiple months where I've sold over a million dollars in real estate, but what means the most to me is that my business is almost entirely built on word-of-mouth and referrals. My clients know I'll go the extra mile to secure the best deal for them, whether they're buying their dream home or selling a cherished property. Beyond the transactions, I value the relationships I build. It's rare for a client not to become a friend, and that's what fuels my passion for what I do. Helping people navigate one of the biggest decisions of their lives isn't just a job—it's a privilege, and I wouldn't trade it for anything.





# Morina Burt

with RE/MAX Signature Sales Team  
at RE/MAX Signature

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

“  
**I recently got a tattoo matching my fiancé. It is a bird on my hand. He recently passed away, so I will always cherish this tattoo in his memory.**”

**How many tattoos do you have?**

Lots

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**

16 years old. Yes, of course. Makes a great memory.

**Describe the feeling when you get a new tattoo**

Excited

**Do you have any funny stories on how/why you got any of your tattoos?**

Well, I got a tattoo for my birthday one year, and my friend bought it for me as a surprise. She brought this girl up to me as I had a few birthday drinks already. She says here is your present! So, I said oh you got me a stripper? She was like no she is your tattoo artist. Ya I was embarrassed as well as no idea of what to get, so I gave her full reign.

**What's a myth you want to dispel about tattoos and business?**

It should not matter, and if it does then I would not want to work with someone that thought it did.

**What's your favorite tattoo and why?**

I recently got a tattoo matching my fiancé. It is a bird on my hand. He recently passed away, so I will always cherish this tattoo in his memory.

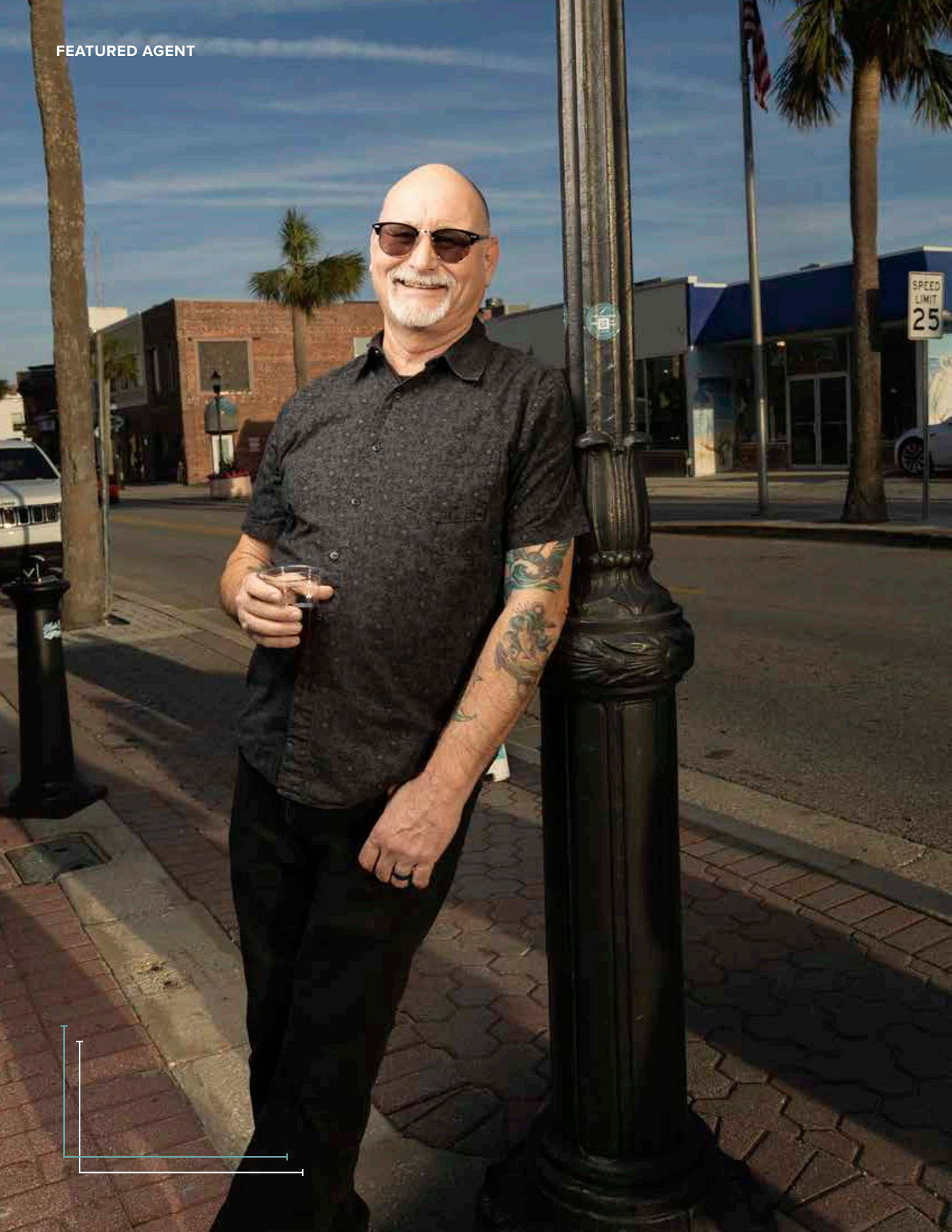
**What's one piece of advice that has served you well in the industry?**

Real estate is all about relationships. Building strong relationships with clients making it personal not transactional.

**What else should we know about you?**

Well, let's see. I am a mom of two special needs children. I participated in the Special Olympics with my son. I love my job. I particularly love to flip and remodel homes, decorating, and staging.





# Tom Lawrence Jr.

at Bee Realty Corp

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

“ I find that folks with tattoos tend to be some of the most down to earth people you’ll ever meet and run their businesses accordingly. ”

**How many tattoos do you have?**  
Four

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**  
It is a mermaid, a nod to my wife. I was 56 and yes, I still love it.

**Describe the feeling when you get a new tattoo**  
I look at them as living art. I’m glad to support my local tattoo artist and enjoy every one of mine. I’m ready for another!

**Do you have any funny stories on how/why you got any of your tattoos?**  
Not particularly, no.

**What’s a myth you want to dispel about tattoos and business?**  
That if you have tattoos that you might be considered unprofessional, when in

fact, I find that folks with tattoos tend to be some of the most down to earth people you’ll ever meet and run their businesses accordingly.

**What’s your favorite tattoo and why?**  
I like them all for varying reasons, so it’s hard to consider one over the others. I do favor my most recent though, another mermaid sitting on an anchor.

**What’s one piece of advice that has served you well in the industry?**  
Never stop learning and honing your craft. Treat others well and take care of folks.

**What else should we know about you?**  
I enjoy meaningful conversations over good wine.



# Jason Frederick

with Edward Jones Investment

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

**How many tattoos do you have?**

11

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**

I was 18 years old and about to graduate high school. I literally went into tropical tattoo with a Sean John ad from a GQ magazine. The model in the magazine had a tattoo of a sun on his arm similar to the sun from the 40 oz to freedom album cover. I asked the artist to recreate the tattoo with a few tweaks. Probably not the best idea I ever had, but I do not regret it. Tattoos to me are a time capsule of where I was at that moment in my life. That tattoo to me meant freedom, I was 18 and my father hated it.

**Describe the feeling when you get a new tattoo**

Prior to getting a new tattoo there is a lot of excitement, the thought process, what does it mean to me, and the anticipation of the upcoming pain, yes, they hurt. After I

always have this since relaxation, the adrenaline starts to wear off, and the quick reminder that I just brutalized my body, but I love the results.

**Do you have any funny stories on how/why you got any of your tattoos?**

Growing up in my parents house, Jimmy Buffet would be on the stereo every weekend, to say my parents where parrot heads would be an understatement. So naturally we all grew to love the margaritaville lifestyle, and if you know anything about the song, you would know Jimmy is looking for his lost shaker of salt. Well one trip to key west to go see a concert, I had the bright ides to get a tattoo, so I went down to the tattoo parlor and got a tattoo of a salt shaker and lime wedge with the words Found Key West, FL inked below it.

**What's a myth you want to dispel about tattoos and business?**

No one really cares anymore, the fact is most everyone i know has a tattoo. As long as you can conceal them if need be.

**What's your favorite tattoo and why?**

My tattoo on the upper part of my right arm is my favorite. It is an aqua lion with three cubs crawling all over it. It represents my kids and me going through life. And a constant reminder that I am the protector of my tribe.

**What's one piece of advice that has served you well in the industry?**

Stay humble and make sure you are doing what you absolutely love to do. That old saying is so true, find something you love and you will never work a day in your life. Everyday I wake up and go to the office ready to face the day and everything it has to offer, live life with no regrets.

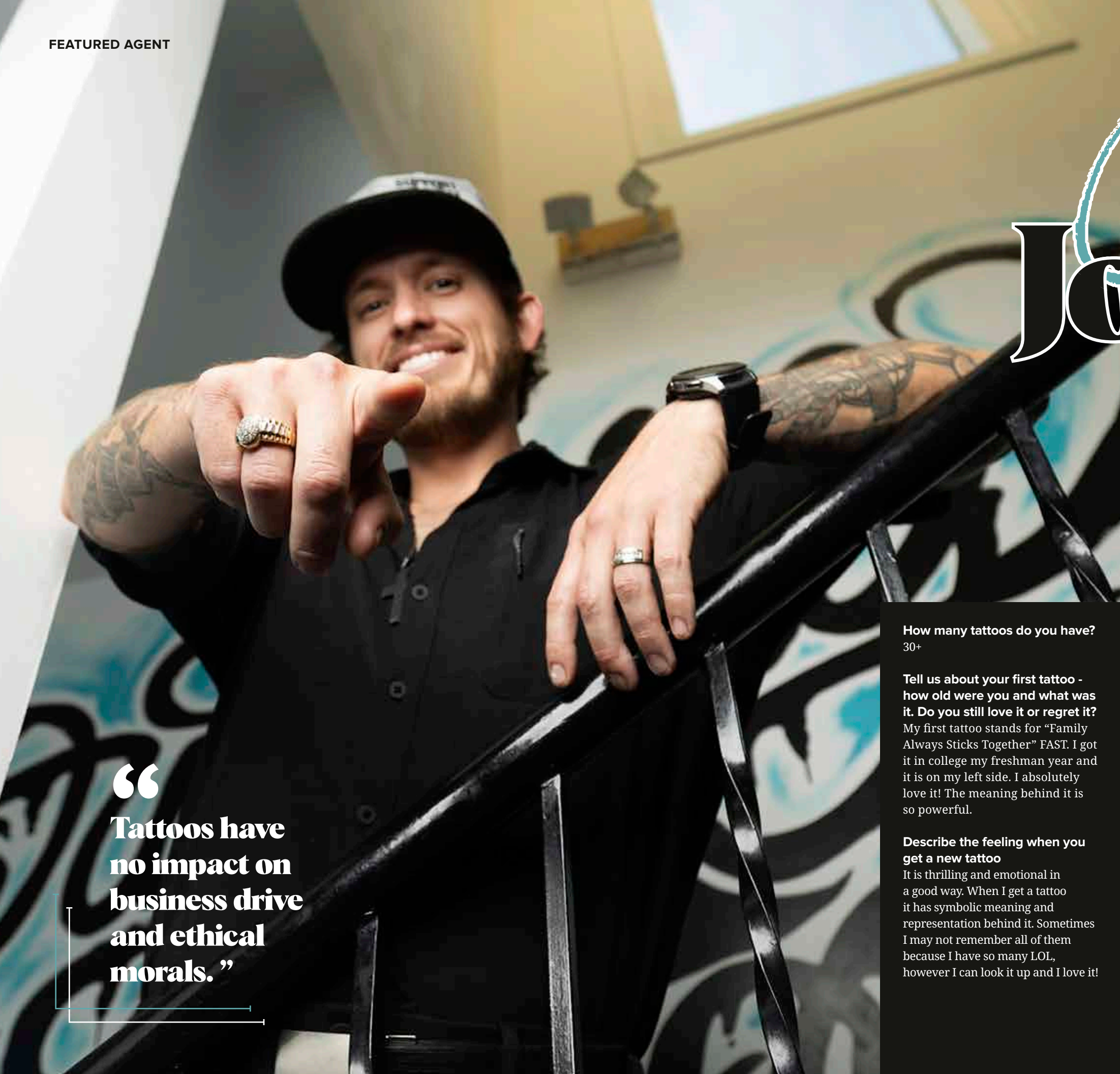
**What else should we know about you?**

My favorite place in the world is to be on or in saltwater. When I do decide that I am ready to hang my hat, that's where you will find me. Cruising in an ocean worthy trawler bouncing around the Caribbean islands.

“Tattoos to me are a time capsule of where I was at that moment in my life.”







# Cooper Joseph Engler

**with Engler Paradise Homes  
at EXP Realty**

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

“**Tattoos have no impact on business drive and ethical morals.**”

**How many tattoos do you have?**  
30+

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**  
My first tattoo stands for “Family Always Sticks Together” FAST. I got it in college my freshman year and it is on my left side. I absolutely love it! The meaning behind it is so powerful.

**Describe the feeling when you get a new tattoo**  
It is thrilling and emotional in a good way. When I get a tattoo it has symbolic meaning and representation behind it. Sometimes I may not remember all of them because I have so many LOL, however I can look it up and I love it!

**Do you have any funny stories on how/why you got any of your tattoos?**  
My Tattoos all represent either heritage, memories, principles, commitments and/or experiences!

**What’s a myth you want to dispel about tattoos and business?**  
Tattoos have no impact on business drive and ethical morals. They are a representation just like a beautiful painting, no one should or should not work with someone simply because of tattoos. They are personal to that individual and we are to respect and honor that.

**What’s your favorite tattoo and why?**  
My chest piece. Just like the old cartoons when you had the angel on your right shoulder and the devil on your left shoulder trying to convince you one way

or another, I have Jesus on my right chest and the devil on my left chest. We all struggled daily with temptations however you want to look at it and my tattoo is a true reminder to myself that I live for God everyday.

**What’s one piece of advice that has served you well in the industry?**  
Truly care about every person you speak with. We are all human, living in the same world trying to provide for our families. Build relationships, meaningful relationships.

**What else should we know about you?**  
I am born and raised in New Smyrna Beach and have an amazing and beautiful wife along with our incredible daughter! We have 4 dogs, 2 bunnies and 11 chickens. I am also proud to have earned five black belts in martial arts.





“  
**Don't focus on the masses; focus on the individuals and you will reach your goal.**”

# Samantha Burnell & Kurtis Lay

## with Cross Country Mortgage

PHOTOS BY: XAVIER WALTON  
OF WALTONS PHOTOGRAPHY

**Samantha Burnell with The Kurtis Lay Team at CrossCountry Mortgage**

**How many tattoos do you have?**

7

**Tell us about your first tattoo - how old were you and what was it. Do you still love it or regret it?**

18 - still love it

**Describe the feeling when you get a new tattoo**

Adrenaline rush I love the anticipation of seeing how it's going to turn out

**Do you have any funny stories on how/why you got any of your tattoos?**

Not really; all are symbolic of something in my life or someone important to me

**What's a myth you want to dispel about tattoos and business?**

People with tattoos can't be professional.

**What's your favorite tattoo and why?**

The deer on my left upper thigh. It's the most meaningful because it symbolizes my person who passed and represents him.

**What's one piece of advice that has served you well in the industry?**

Don't focus on the masses; focus on the individuals and you will reach your goal.

**What else should we know about you?**

I plan on sleeving the rest of my leg and arm with money I make working at CCM.



# How to Stay Resilient Through the Adversities of Building a Successful Career

Building a successful career isn't for the faint of heart. It requires grit, vision, and the ability to weather challenges most people would crumble under. If you're an ambitious professional, you've likely experienced moments of doubt, frustration, and even exhaustion as you pursue your goals.

**But here's the truth:** adversity isn't a roadblock—it's a training ground.

Resilience isn't just a trait; it's a skill you can cultivate.

Here's how to do it.

## 1. Own Your Perspective

In my coaching, I teach that resilience starts with your perspective. Challenges aren't happening to you—they're happening for you. Adversity is where growth happens. For example, when you're overlooked for a promotion, instead of spiraling into self-doubt, ask, "What skill do I need to develop to make myself undeniable next time?" This shift transforms setbacks into stepping stones.

**ACTION STEP:** Practice gratitude daily. Every morning, write down three things you're grateful for, even if they're small. Gratitude rewires your brain to focus on opportunities instead of obstacles.

## 2. Anchor Yourself with a Clear Vision

Without clarity, adversity feels like quicksand. That's why I emphasize the importance of crafting a compelling vision for your career and life. Know where you're going and why it matters. When the storms hit, your vision becomes your anchor.

One client I worked with was ready to quit a demanding job that aligned with her long-term goals because of temporary frustrations. We revisited her vision, breaking it down into smaller milestones. This clarity reignited her focus, and within six months, she landed the promotion she had been striving for.

**ACTION STEP:** Write your 12-Month vision statement and revisit it daily. Ask yourself: "Are my daily actions moving me closer to or further from this vision?"

## 3. Build Systems That Create Stability

Adversity feels heavier when you're already stretched thin. High performers don't leave resilience to chance—they build systems that make life manageable even when chaos strikes.

I call this the "Power Plan," where you focus on the non-negotiables: health, career building tasks, and fully present family time. For instance, maintaining a daily workout routine isn't just about physical health—it's about mental clarity. The same goes for planning your day with intention.

**ACTION STEP:** Plan your day the night before by first re-reading your 12-Month Vision. Then you literally become the architect to your future by building the blueprint one day at a time.

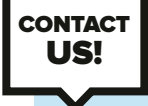
## 4. Surround Yourself with Resilient People

There is power in proximity. Resilient people surround themselves with those who challenge and inspire them. If your current circle feeds into negativity, it's time to expand it.

**ACTION STEP:** Join communities of driven professionals who understand what it takes to succeed. Whether it's networking groups or mentorship programs, invest in relationships that elevate you.

Resilience isn't about avoiding adversity—it's about thriving in spite of it. The ambitious professional knows that every challenge is a chance to become stronger, more skilled, and more prepared for the next opportunity.

Commit to building your resilience daily, and you'll find that success isn't just a destination; it's a byproduct of who you become in the process.



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