

JACKSONVILLE

MAY 2025

# REAL PRODUCERS<sup>®</sup>

Shawn  
O'Neill



**Partner Spotlight**

Jamie Smith with  
Renovation Sells

**Rising Star**

Korey Nelson

CONNECTING. ELEVATING. INSPIRING.





**BUYERS TRUST US.  
REALTORS REFER US.**



Family-Owned & Operated



**Free 1-Year  
Termite Bond from  
Kingfish Pest Control  
With Every  
HOME INSPECTION  
PACKAGE**

**Bring Joy to Your Clients with Inspections They Can Trust!**

10,000+ Verified A+ Reviews from Satisfied Customers and Realtors  
WDO Inspections provided by our sister company, **Kingfish Pest Control**.



Proud Partner of the  
Jacksonville Jaguars



**904.249.6523 • Jax@LunsPro.com • LunsProFlorida.com**  

# PARTNERS *In Success*

At Milestone Title Services, we aim to deliver unparalleled service and customer satisfaction by providing our agents and clientele with valuable, innovative solutions and adhering to a customer-centric approach.

Contact us today and ensure YOUR real estate milestone is finalized with precision and professionalism!

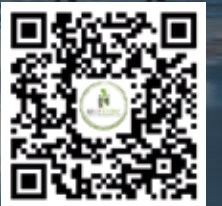
OUR JACKSONVILLE TEAM



Leighann Triplett



Paul Wagner



PROVIDING CLOSINGS THROUGHOUT  
THE STATE OF FLORIDA

12724 GRAN BAY PARKWAY W SUITE 410  
JACKSONVILLE FL 32258

**904-716-7285 | [www.MilestoneTitleSvc.com](http://www.MilestoneTitleSvc.com)**

**NEW CLIENTS SAVE \$100!**  
USE CODE "SAVE100"

HDR PHOTOS AERIALS VIDEOS	FLOOR PLANS TWILIGHTS 3D TOURS	AGENT BRANDING SOCIAL MEDIA EVENTS
---------------------------------	--------------------------------------	--

**CONTACT US**  
(904) 930-3756  
[realhomeimage@gmail.com](mailto:realhomeimage@gmail.com)  
[www.realhomeimage.com](http://www.realhomeimage.com)  
[@realhomeimage](https://www.instagram.com/realhomeimage)

**REALTOR  
PARTNERS:**

**ARE YOU WRITING  
CONTRACTS FOR  
21 DAY CLOSINGS?**

**WIN MORE** multiple-offer  
situations by partnering with  
North Florida Mortgage Brokers

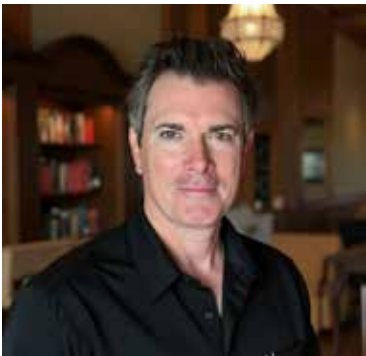
Now Offering New Construction Financing

**Tim Newman**  
President/ MLO • 904-755-0307  
[tim@nflmortgagebrokers.com](mailto:tim@nflmortgagebrokers.com)  
[www.northfloridamortgagebrokers.com](http://www.northfloridamortgagebrokers.com)  
NMLS: 1115753 • Company NMLS: 2091907  
[@nflmortgagebrokers](https://www.facebook.com/nflmortgagebrokers)



# Contents

## PROFILES



**12** Jamie Smith



**22** Korey Nelson

## IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet The Team
- 10 Publisher's Note
- 12 **Partner Spotlight:** Jamie Smith, Renovation Sells
- 16 **Cover:** Shawn O'Neill
- 22 **Rising Star:** Korey Nelson
- 26 **Giving Back:** Rethreaded Volunteer Day
- 28 **Question of the Month**
- 30 **From the Desk of the President**



**16** Shawn O'Neill  
COVER STORY

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [kristin.lunsford@n2co.com](mailto:kristin.lunsford@n2co.com).





MAKE MOVES THIS MAY –  
LET’S TALK MORTGAGES!



# 2025



## SEASON TICKETS

*TICKETS ON SALE NOW!*

VISIT [JAGUARS.COM/TICKETS](https://JAGUARS.COM/TICKETS) TODAY

Call **904.633.2000** to unlock special pricing  
for groups of **10 or more!**

*Denver!*



# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**HANDYMAN SERVICES**

**Fix-it Flamingo**  
(904) 474-1768  
fixitflamingo.com

**HOME BUILDER**

**Century Communities**  
(904) 618-3220  
centurycommunities.com

**HOME BUYER**

**Mac Home Development Inc**  
(904) 887-4015  
machomedevlopment.com

**HOME IMPROVEMENT**

**Design Works**  
(941) 355-2703  
hskindustries.com

**HOME WARRANTY**

**Fidelity National Home Warranty**  
**Trish Spivey**  
(904) 716-0819  
homewarranty.com

**First American Home Warranty**  
**Sierrah Stolte**  
(904) 718-3685  
firstamrealestate.com

**INSPECTIONS**

**LunsPro Inspections**  
(904) 249-6523  
LunsProFlorida.com

**River City Home Inspections**  
(904) 654-4732  
rivercityhomeinspect.com

**INSURANCE**

**Kilpatrick Agency Inc:**  
**Goosehead Insurance**  
(904) 420-7711  
goosehead.com/agents/  
carol-kilpatrick/

**MORTGAGE / LENDER**

**Atlantic Trust Mortgage**  
(904) 338-9356  
AtlanticTrustMortgage.com

**First Coast Mortgage**  
(703) 627-1775  
FirstCoastMortgageFunding.com

**Future Home Loans**  
(904) 887-7926  
future.loans

**Movement Mortgage**  
(404) 751-8463  
tylertatum.com

**North Florida Mortgage Brokers**  
**Timothy Newman**  
(904) 755-0307  
northfloridamortgage  
brokers.com

**Regions Bank - MacDonald Mortgage Team**  
**Ian MacDonald**  
(904) 998-4961  
regions.com/mlo/ianmacdonald

**OUTDOOR LIGHTING**

**JoyLights**  
(904) 474-1768  
WeBringTheJoy.com

**PEST CONTROL SERVICES**

**Kingfish Pest Control**  
(904) 595-5300  
KingfishPest.com

**PRIVATE SCHOOLS**

**Collage Day School**  
(904) 900-1439  
CollageDaySchool.org

**REAL ESTATE MEDIA**

**Real Home Image**  
**Michael Rowlette**  
(904) 930-3756  
realhomeimage.com

**REAL ESTATE PHOTOGRAPHY**

**The Real Estateographers**  
(904) 770-5262  
therealestateographers.com

**RENOVATIONS**

**Renovation Sells**  
(904) 655-2411  
renovationsells.com/jax

**ROOFING & EXTERIORS**

**Mighty Dog Roofing - Jacksonville FLA**  
(904) 867-7859  
mightydogroofing.com

**SPORTS TEAMS**

**Jacksonville Jaguars**  
(904) 633-3348  
Jaguars.com

**TITLE COMPANY**

**Atlantic Coast Title & Escrow**  
(904) 853-5591  
atlanticcoasttitleandescrow.com

**Cherry Title LLC**

**Angelique “Chrissy” Kirsch**  
(904) 300-3414  
cherrytitle.us

**Landmark Title**

(904) 367-2525  
LandmarkTitle.com

**Milestone Title Services**

(904) 716-7285  
milestonetitlesvcs.com

**Omega National Title Agency, LLC**

(904) 456-0858  
Omeganationaltitle.com

**Summit Title of North Florida**

**JC Palacios**  
(904) 800-3704

**Woods, Weidenmiller, Michetti & Rudnick, LLP**  
**Josh Rudnick**  
(239) 325-4070

**WEALTH MANAGEMENT**

**Whitacre Wealth Management**  
(410) 961-6548  
WhitacreWealth  
Management.com



**CHERRY TITLE LLC**  
NEVER TOO BUSY TO BE NICE!


Angelique "Chrissy" Kirsch  
*Owner and Licensed Title Agent*

904.300.3414

CherryTitle.us  
233 E Bay St Suite 920

*Transforming Homes,*  
**Impressing Clients**

Painting | Tile Repair | Flooring Repair  
Pressure Washing | Gutter Maintenance and more!



**FIX-IT Flamingo**  
HOME SERVICES

Brian & Kristin Lunsford  
Family Owned & Operated

904.474.1768  
FixItFlamingo.com

**THE SKY'S THE LIMIT!**

50+ Carriers for Every Unique Home and Situation





Secure the Right Policy for Every Home—Let's Work Together!

 **goosehead**  
INSURANCE

**Carol Kilpatrick** | License #A140903  
904.420.7711 Ext 2 | Carol.Kilpatrick@goosehead.com

 **Renovation Sells**

**While You Sell the Dream,**  
*Let Us Bring it to Life*

Elevate your client offering with trusted, stunning renovations that are on-time and on-budget, in just weeks.

**The Smart Way to Sell →**

Maximize your client's returns with turnkey renovations that sell for more, faster.



**\$128K Profit**

AS-IS PRICE	RENO. COST	SALE PRICE
\$775K	\$46.8K	\$950K

✓ 3 Week Renovation  
✓ Kitchen | Bathroom

**Shanna & Jamie Smith**  
Your Jacksonville Area Renovation Experts  
(904) 320-2250 | jamie@renovationsells.com







# Meet The Team



**Kristin and Brian  
Lunsford**  
*Owners/Publishers*



**Michele Jerrell**  
*Operations Manager*



**Jess Wellar**  
*Writer*



**Nancy White**  
*Writer*



**Nick Ingrisani**  
*Writer*



**Scott Golmic**  
*Photographer*



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

## Why Brokers are Better

### Streamline Application Process

Mortgage brokers simplify the loan process by handling paperwork, submitting applications, and liaising with lenders, reducing the borrower's workload. Banks, on the other hand, may have more bureaucratic steps and longer processing times.

### Access to Multiple Lenders

Mortgage brokers connect borrowers with multiple lenders, offering tailored options, while banks or direct lenders provide only their own products, limiting choices.

### Negotiation and Advocacy

Mortgage brokers negotiate with lenders on behalf of clients, securing better terms and navigating complex mortgage processes—offering expertise and advocacy that individual borrowers may lack when dealing directly with banks.

### Cost Saving & Competitive Rates

Mortgage brokers access wholesale rates unavailable to consumers, comparing multiple lenders to secure better terms and lower costs over the life of the loan.

### Personalized Service & Expertise

Mortgage brokers simplify the mortgage process with expert guidance, personalized service, and access to diverse loan options—offering a level of attention banks may not provide.



Phone: 904-338-9356  
[www.ATMLendingFL.com](http://www.ATMLendingFL.com)

Company NMLS #239592 [www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org) Atlantic Trust Mortgage Corporation subject to change without notice and may or may not be available at the time of mortgage commitment or at the time of rate lock.

Let the Kids Play,  
And Keep the Pests Away!

• WDO Inspections • Termite & Pest Control • Rodent & Wildlife Exclusion  
• Flea, German Roach & Bed Bug Treatments • Mosquito Treatment

Call Us Today To Take Advantage Of Our Limited Time Offer

**FREE TERMITE INSPECTIONS  
10% OFF ANY NEW SERVICE**

People and  
Pet Safe!

**904-595-5300**  
[kingfishpest.com](http://kingfishpest.com)

PROUD PARTNER OF THE JACKSONVILLE JAGUARS

Residential & Commercial Closings • Title Insurance • Escrow



## Real Estate Transactions Made Simple

Owned and operated by real estate lawyers that have a combined 100 years of experience, Sentinel Title & Trust offers property owners, prospective buyers, and real estate professionals the services of a traditional title company with the added benefit of having knowledgeable real estate lawyers on their side.



Ponte Vedra Beach

904.207.7757 | [sentineltitletrust.com](http://sentineltitletrust.com)  
[info@sentineltitletrust.com](mailto:info@sentineltitletrust.com)



# The Best Plans

Are Sometimes the Ones You Don’t Make

BY KRISTIN LUNSFORD

My husband (and kids) planned a surprise birthday trip for me—with just 36 hours’ notice. Yes. Thirty. Six. Hours. For some, that might sound dreamy. Spontaneous! Adventurous! Whisked away without a care! For me—a die-hard planner—it sounded like pure chaos. My reaction? Well, let’s just say it wasn’t the wide-eyed excitement they were hoping for. Brian and the kids immediately noticed. “You don’t seem excited,” they said. And honestly... I was speechless. Instead of cheering, I mentally spiraled. The calendar was full. Jake and Abby had activities. I hadn’t done laundry. I hadn’t made a list. *I always make a list.* School, dance practice, weekend sports... my brain was in overdrive. Who was going to pack for the kids? Who was going to notify coaches and teachers? My mind raced through all the “what abouts” while everyone else was busy smiling. But once the initial stress passed, and everyone had managed to pack themselves (miracle!), we hit the road—and I started to lighten up. They still wouldn’t tell me where we were going, so I turned my panic into playful guessing. Spirits lifted. Smiles returned. And when we pulled into 30A, where Brian had rented a beautiful house, I finally exhaled. We sat down for lunch—and in walked my sister and her family. Another surprise. Brian had arranged everything. It turned out



Brian, Kristin, Abby (11), and Jake (12) Lunsford vacationing in 30A for Kristin’s surprise birthday trip last month.

to be a wonderful weekend. Laughter, connection, and fun little moments reminded me: the best memories don’t always come from well-orchestrated plans. Sometimes, all it takes is a suitcase, a little trust, and a whole lot of love. So here’s to the messy, magical surprises—the ones we never saw coming but end up treasuring the most. The world didn’t fall apart because I didn’t plan it. In fact, it got a little brighter. And I think I might be ready for another surprise... Maybe just give me 48 hours next time. If you’re waiting for the “perfect plan” to make a memory—don’t. Just go. Say yes.

Embrace the mess. The best stories come from the moments you didn’t plan.



# MORTGAGES THAT MEAN *more*

As an Impact Lender Movement Mortgage donates nearly half of its profits to charity, our mortgages truly do mean MORE.

**Tyler Tatum**  
Branch Leader  
NMLS 791352  
TylerTatum.com  
404.751.8463

**Carlos Wilcox**  
Area Leader  
NMLS 740525  
904.253.0940

MOVEMENT MORTGAGE  
Movement Mortgage, LLC. NMLS 39179

## Need a Mother's Day Gift?

This year, give mom the gift of home warranty coverage! Our robust plans provide the budget protection and peace of mind she'll appreciate all year 'round.

Contact me for details.

firstamrealestate.com  
Phone Orders: 800.444.9030

First American Home Warranty

©2025 First American Home Warranty Corporation. All rights reserved. FA\_AD\_MAY\_SSTOLTE\_MRP\_5\_25

Your Local Resource  
**Sierrah Stolte**  
904-718-3685  
sstolte@firstam.com

"My goal is to bring value to your business."

## Do you have a customer with a problem home that won't sell?

CALL YOUR LOCAL DISTRESSED HOME BUYER TODAY!

- We buy distressed properties as-is, with no repairs required.
- We pay ALL of your sellers' closing costs.
- No inspections or appraisals are required.
- We can close on ANY timeline.

AND THE BEST PART? **WE PAY YOUR COMMISSION!**

BEFORE AFTER

MAC HOME DEVELOPMENT, INC.

Cindy Browning  
(904) 887-4015  
Cindy@MacHomeDevelopment.com



# JAMIE SMITH

*with Renovation Sells*

BY NICK INGRISANI

“For many people, their home is the biggest investment of their life. Why sell at a lower price when you could put some money in before listing to get a huge return on investment?”

Jamie grew up in Rockville Centre on Long Island as the oldest of four children. He spent years in TV news, moving across the country from Washington, D.C., to California, to Philadelphia, and eventually settling in Jacksonville in 2012. But despite his success in broadcasting, he found himself increasingly disillusioned with the industry and yearning for a new path—and

real estate had always been on his radar.

“I spent years covering people in the field on some of their worst days. I was attracted to real estate because I like dealing with people and being able to celebrate a happy closing—there’s nothing like that.”

He got his license a decade ago and began working primarily with new home builders. There, he developed a keen understanding of buyer psychology. He saw sellers struggle when their homes hadn’t been updated in decades and often had to advise them



## From TV Broadcasting to Success in Home Renovations



to either renovate or accept lower offers.

“I saw how buyers react to homes that need updates, and how much more satisfied they were seeing homes with all the updates that most buyers want.”

Seeing a need for a better solution, Jamie envisioned a business that would bridge this gap: a service dedicated to pre-sale home renovations. Since he’d never run a company before, he decided to buy a franchise location for Renovation Sells, which specializes in this service. In 2022, he launched his Jacksonville-based business, bringing

a streamlined, market-driven approach to pre-sale renovations to the area.

The core of Jamie’s business is simple but highly effective: update homes quickly and strategically to appeal to buyers, ensuring a faster sale and higher price. His team completes most renovations within a month, focusing on high-impact updates like kitchens and bathrooms while maintaining cohesive design throughout the home. A key differentiator is access to his design team which understands buyer preferences in the local market, allowing them to make selections that maximize appeal.





Jamie and his wife, Shanna

One of the biggest hurdles sellers face when considering renovations is financing. Jamie's company removes this obstacle by offering 0% with no payments for six months, allowing homeowners to pay only when they close on their sale. This model eliminates financial risk while ensuring that sellers walk away with significantly higher proceeds from their sale. The results speak for themselves.

"It's an investment to renovate, but the average return for sellers is 250% based on the original price and what they end up selling for. Plus, homes with updates sell 72% faster than homes without improvements. We only take on projects if they'll get a significant ROI."

For Jamie, one of the most rewarding aspects of his work is collaborating with REALTORS®. Unlike many



services in the real estate industry, his business doesn't cost agents anything—it simply enhances their listings, making their job easier and more lucrative.

It's a win-win: homeowners maximize their profits, buyers get move-in-ready homes, and REALTORS® benefit

from higher sales prices and quicker transactions.

"A lot of real estate agents know contractors, but as an agent you're already dealing with a whole host of things. So you don't want to manage a whole project involving multiple trades. We manage the whole thing

*"I was attracted to real estate because I like dealing with people and being able to celebrate a happy closing—there's nothing like that."*



for them, so it's another tool in their toolkit."

Beyond sellers looking to maximize their home's value, Jamie's services also appeal to buyers purchasing homes in need of updates. In some cases, his team works with buyers during the contract period to plan renovations, allowing work to begin as soon as they receive their keys. This seamless approach allows new homeowners to move into a freshly updated space without the hassle of managing a renovation themselves.

Despite his company's success, Jamie has no plans to scale beyond the Jacksonville market. He is committed to providing a high-quality, locally owned alternative to national competitors. Jamie prides himself on delivering a more personalized and hands-on experience for local homeowners and REALTORS®.

Outside of work, Jamie enjoys coaching his daughter's flag football team and playing golf. He also likes spending time at Ponte Vedra Beach with his wife and daughter, where they've put down deep roots in the community.

At the heart of Jamie's business is a passion for transformation — not just of homes, but of the real estate experience itself. Sellers often tell him that their renovated homes look so good they don't want to move anymore. But in the end, they do — and they walk away with a sale that far exceeds their expectations.



# Faith, Family, & Five-Star Real Estate

## SHAWN O'NEILL

Shawn O'Neill is the  
Founder and Operating  
Broker at JPAR® City  
and Beach / Expert  
Home Advisors

BY NANCY WHITE  
PHOTOS BY THE  
REAL ESTATEGRAPHERS



### FAMILY AND FAITH

While he is undeniably passionate about his team and the community they serve, Shawn is quick to tell you his first priority is his family. His wife, Tracey, is a licensed dietitian, functional nutrition practitioner and health coach, and the owner of Longevity Functional Wellness. They met while they were both students at Penn State. The couple lives in Ponte Vedra with their high school-aged children, Addison and Chase, and their Wheaton Terrier, Teddy.

“We have that Palm Valley home with water access that we always wanted,” Shawn shares. The O'Neills are members of The Church of Eleven22, and are active in community disciple groups there.

Staying physically active is important to Shawn as well. He works out three or more times per week and enjoys regular walks in nature with Tracey. He's also passionate about everything Philadelphia sports.

### FORGING A CAREER PATH

A graduate of Pennsylvania State University with a degree in accounting and emphasis in management information systems, Shawn's early career choices included computer consulting work at Deloitte and CSC.

As a consultant at Deloitte in the early 2000s, he saw some of his brilliant mentors in finance facing job insecurity and layoffs in the wake of 9-11 and subsequent economic instability. He quickly realized that to avoid that same vulnerability in his life he needed to figure out how to be in control of his own business fate.

Shawn became a licensed REALTOR® in 2002 while still working in finance, thinking it might be something he would try part-time, but in his first year his 1099 was bigger than his W2, so he decided to switch gears. His great aunt had a business in Flagler Beach, so Shawn moved to Florida, got licensed in the state and began working with her, ultimately heading out to build his own team from scratch. Working at Zip Realty, Shawn learned about helping

people hit their income goals, leveraging buyers and sellers searching online.

“I learned I was pretty good at development and training. I got ahead of the great recession, and I was able to open something and grow it,” Shawn recalls.

His passion was to help people create the life they truly want. He cultivated a team of dedicated Expert Home Advisors, with productivity and service as core values. In 2013, the original group became the number one team in Florida, with 394 transactions, according to the Wall Street Journal/Real Trends reports. Even with that early success, Shawn's vision of how a top real estate team could function led him to rethink priorities and rebuild the team from the ground up.

Five years ago, affiliating his Expert Home Advisors team with national brokerage network JPAR® afforded Shawn the opportunity to expand and improve on the concept of operating a brokerage as a service, 100% commission model, giving agents access to cutting-edge tools that make daily operations smoother and more efficient so they can focus on what they do best: engaging with clients.

### GROWING TOGETHER

Today JPAR® City and Beach/Expert Home Advisors comprises 105 agents working from three brick and mortar





offices, in Jacksonville’s Southside, Downtown St Augustine, and Fleming Island. They have garnered over 700 five-star reviews, and they continue to grow, looking to add brick-and-mortar hubs at Jacksonville Beaches, Downtown and Fernandina Beach. The team is dedicated to a set of core values and committed to a 5-Star experience for their clients. They welcome agents at any stage in their career whose passion is to be productive and of service to their customers. Their vision is to build a roster of 130 agents, each with the capacity and willingness to handle 10-12 or more transactions per year and invest at least 12-20 hours per week into building their business, improving their community and learning, staying on top of what it means to be experts in the industry.

“It’s a reality of our field that nationwide, 1.7 million agents generate about 4 million home sales in a year. In fact, 77% of agents do under 2 million in sales. If an agent is ready to level up, they can plug into a team that provides opportunities, accountability and love, giving them the support and structure they need as they build their own brand. We put them front and center, going right to where the buyer and seller start — online” Shawn says.

A servant leader, Shawn believes in giving back to the community. He is an officer on the St Augustine/St Johns County Board of REALTORS®, and a certified strategic advisor for the National Association of Expert Advisors, coaching other top real estate agents and teams.

While we’re seeing some increased optimism in the economy, interest rates aren’t likely to come down significantly any time soon. Noting the market conditions brought about by inflation, Shawn coaches his team to focus on nurturing successful agent/client relationships.

“You’ve got to make the calls, texts, pour love onto them. And we have to fill our own cups every day before we can help others. We’re blessed to walk alongside people during what we call the ‘Five Ds.’” Shawn suggests.



“Diamonds, or starting a life together with someone, Diapers, welcoming babies into the family, Diplomas, when the kids are graduating, folks are downsizing and maybe moving around the country, and we can help them figure out how to use their equity to follow their passions. Then there are the more challenging ones, Divorce, and Death. It’s a privilege to be a help in people’s lives through all of these stages,” Shawn concludes.

At this stage in his career, Shawn is a respected leader and pillar within his brokerage community. Citing his exemplary leadership, passion for the brand, and profound impact on his agents and the industry, JPAR® honored Shawn with their Legacy Affiliate of the Year Award in 2024.

JPAR® itself has been recognized for the past two years by Entrepreneur magazine as a Top Franchise for Diversity, Equity, and Inclusion, solidifying its position as a leader in fostering a diverse and inclusive environment within the real estate sector.

Shawn is grateful for the opportunity to make a meaningful difference in the lives of the agents and community served by JPAR® City and Beach/Expert Home Advisors.

FOR MORE INFORMATION  
VISIT [JPARFL.COM](https://JPARFL.COM).



Shawn attends The Church of Eleven22 with his family, and he is thankful for the disciple group he is part of that meets every week together.



Shawn and his wife, Tracey, have two children, Chase and Addison.

*“I got ahead of the great recession, & I was able to open something and grow it.”*





# The Omega National Concierge Level of Service

Attorneys on staff to help you with your legal needs



## We've Got Advice & Answers

Amy Williams | Licensed Title Agent | [AWilliams@OmegaNationalTitle.com](mailto:AWilliams@OmegaNationalTitle.com)

Justin Fransen | Business Development Manager | [JFransen@OmegaNationalTitle.com](mailto:JFransen@OmegaNationalTitle.com)

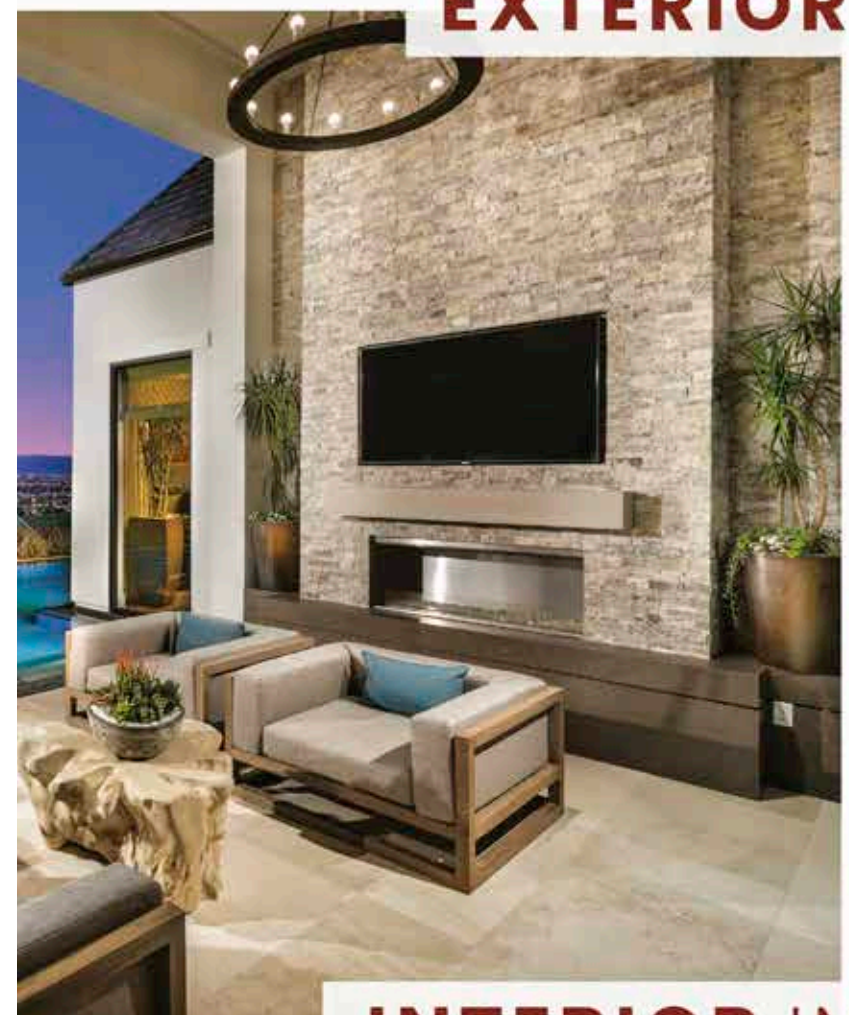
8761 Perimeter Park Blvd., Ste 200  
Jacksonville, FL 32216  
(904) 456-0858



INFINITE POSSIBILITIES. ONE SOURCE.™

WINDOWS & DOORS | PERGOLAS & VERANDAS | OUTDOOR KITCHENS

## EXTERIOR ELEMENTS



## INTERIOR INNOVATIONS

TILE & STONE | MOSAICS | CABINETRY | COUNTERTOPS | FLOORING

### JACKSONVILLE SHOWROOM

9093 Philips Hwy, Jacksonville, FL 32256

904.231.9497

[FLORIDADESIGNWORKS.COM](http://FLORIDADESIGNWORKS.COM)



## Discover Exciting Bonus Opportunities!

Find Your Client's Best Fit Today

Special incentives available for agents in communities from Kingsland, GA to Palm Coast, FL.

[CenturyCommunities.com/Jacksonville](http://CenturyCommunities.com/Jacksonville)

### Feel more at home with your mortgage decisions.

- Low or no down payment options
- Construction and renovation financing
- Doctor and Emerging Professional loan programs
- FHA, VA and USDA Loans
- Jumbo and Conforming loans

Contact Ian and his team right here in the Jacksonville, FL area today to learn more.

**IAN MACDONALD**  
NMLS #546443  
c - 904.626.0353  
[ian.macdonald@regions.com](mailto:ian.macdonald@regions.com)

© 2024 Regions Bank. Member FDIC. All loans subject to qualification, required documentation and credit approval. Certain exclusions may apply. Loan terms and availability subject to change. Regions and the Regions logo are registered trademarks of Regions Bank. The LifeGreen color is a trademark of Regions Bank. (07/24)



# Korey Nelson

## CHARTING HIS OWN COURSE

It was his mom, Sheryl “Sherri” Nelson, a 30-year Air Force veteran turned real estate powerhouse, who opened his eyes to a different path, one that allowed him to work alongside his family while making a real impact on people’s lives.

“I started in real estate primarily to reduce my mom’s workload. After learning more about the business, the reason I’m in real estate has changed. Now, I get a real sense of satisfaction helping people solve problems and find their forever homes,” Korey explains.

And he’s doing just that. As a buyer’s agent for the Sheryl Nelson Group at STA Realty, Korey has found his stride, combining his sharp eye for marketing with an obsession for details. In 2024 alone, Korey closed over \$4.5 million in sales across 11 transactions, and with his tireless work ethic, those numbers are steadily climbing.

**High Standards**

Being part of the Sheryl Nelson Group isn’t about getting to the closing table; according to Korey, it’s about building trust, particularly within the veteran and investment communities. With his mom handling listings, Korey focuses primarily on buyers. Their team also includes one agent in referral, a transaction coordinator, and Korey’s dad, Kerry, who lends a licensed hand wherever needed, whether that’s hosting an open house or rolling up his sleeves for a quick paint job before a listing goes live.

“We’re always open to growing the team, but we put a lot of energy into our recruits as well as our clients. We have high

For Korey Nelson, real estate wasn’t always the plan. While he may have started out pursuing a career in graphic design, Korey quickly realized that the corporate marketing world didn’t quite hold the appeal he had once imagined.

BY JESS WELLAR • PHOTOS BY THE REAL ESTATEOGRAPHERS





## “I AM VERY MUCH A DETAIL-ORIENTED INDIVIDUAL.”

standards, so the right fit is crucial,” Korey emphasizes.

That focus on quality over quantity has helped Korey quickly build a reputation for going above and beyond, a principle instilled in him by watching his mom navigate the industry with grace and professionalism.

“My mom mentored me and when I first joined, it was pretty much just the two of us in the office. Those first six months, I learned so much so quickly. We already had a great relationship, so that was a huge plus,” he adds.

### Getting Creative

In today’s competitive market, simply browsing the MLS isn’t enough. Korey has doubled down on cold calls, marketing campaigns, and door-knocking to uncover off-market opportunities for his buyers.

“For a lot of my clients, what’s currently listed doesn’t always fit the bill. I’ve had great success in finding off-market properties by writing letters, making calls, and just having meaningful conversations with homeowners,” Korey explains.

That proactive approach, combined with his natural eye for marketing and branding, has set him apart. With a background in graphic design and advertising from Flagler College, Korey understands how to effectively target the right audience and

communicate in a way that resonates — fundamentals that readily translate into real estate.

### Humble Hustle

Despite his success, Korey doesn’t love the spotlight. In fact, when he was awarded Keller Williams’ Rookie of the Year in 2023, his first thought was that someone else deserved it more.

Shying away from his achievements however, hasn’t stopped him from striving for more. Korey’s obsession with details, preparation, and knowledge ensures he’s always delivering the best possible service to his clients. That meticulous nature, combined with his ability to navigate complex transactions with a problem-solving mindset, makes Korey an invaluable asset to both his clients and his team.

“I am very much a detail-oriented individual. I often find myself concerned over details that most might find trivial,” he shares. “Some may see it as a weakness, but I’ve found my attention to detail has provided great results with clients.”

### Solitude In Nature

When he’s not working, Korey finds balance in the outdoors. Whether it’s kayaking, boating, wakeboarding (which he thinks is seriously underrated in Jacksonville), or just getting lost in the wilderness, he values time spent in nature.

“I used to do this hike in St. Augustine that resulted in some of the most introspective and rewarding experiences of my life. I would start at the St. Augustine Beach Pier and hike nearly all of Anastasia State Park. It took a few hours and totaled about eight miles,” he shares. “I love experiencing as much of the outdoors as I can when I’m not devoted to work.”

Recently, he’s also gotten back into running and will soon be competing in his first 5K in a while.

On the creative side, he’s also donated his graphic design talents to the Hamblen Foundation, a local non-profit focused on securing scholarships from donors for youth looking to enroll into trade schools.

### Bold Ambitions Ahead

As he looks to his future in the business, Korey has his sights set on development, particularly on the commercial side.

“I am very drawn to old buildings,” he smiles. “My real estate dream is to scoop up a bunch of old 2- or 3-story buildings and have a chain of boutique hotels around Florida.”

And while that dream is still in the works, there’s another that’s been brewing for years, too — setting sail on the high seas someday.

“For many years now, I’ve yearned to sail around the world in a sailboat; and in a couple of years, I don’t see what would stop me from achieving that goal,” he concludes. “I don’t know anything about sailing, but I follow it, and it’s on my bucket list!”





# Rethreaded Volunteer Day





SUMMIT TITLE  
OF NORTH FL

**AROUND THE CLOCK AGENT SUPPORT**

EXPERT TITLE & CLOSING SERVICES  
TRUSTED PARTNER FOR AGENTS  
FIRST FULLY BILINGUAL (SPANISH/ENGLISH)  
TITLE COMPANY IN N. FLORIDA

904.800.3704  
4940 Emerson St., Ste 105  
Jacksonville, FL 32207

12412 San Jose Blvd, Suite 101, Jacksonville, FL 32223

108 Central Ave., Jasper, FL 32052

2233 Park Ave., Ste 201A Orange Park, FL 32073

227 SE Hernando Ave., Lake City, FL 32025



# WHAT IS THE Best Advice YOU'VE EVER BEEN GIVEN?



**Tyler Tatum**  
*Movement Mortgage*  
“It’s easier for a camel to pass through the eye of a needle than a rich man make it to heaven.” Matthew 19:24



Latino community in Jacksonville. You know, for a long time, this community didn’t always get the attention it deserved. I’m from Chile, and I wanted to change that. I’ve spent time learning the ins and outs of loans that work for them, the types of homes they love, all of it! Because it’s not just about selling houses, it’s about helping families find their place, their home! And this has been the most rewarding part of my career.

**Daniella Ottone**  
*eXp Realty*  
If I had to pinpoint the best advice I ever received, it’s this: “Know your market, become the go-to expert.” And that’s what I’ve strived to do for the Spanish/



**Joy Doyle**  
*Hover Girl Properties*  
The best advice I have been given is. “Be quick to listen and slow to speak.” Also, “Be nice.....and if you can’t be nice.....be quiet.”



actually make it. But I showed up anyway. Over time, with the help of mentors, coaches, and a whole lot of grit, I found my rhythm and built my confidence. Now? I’m doing a new kind of scared — coaching and mentoring others to do the same. Growth doesn’t come from being fearless. It comes from taking action even when your voice shakes. And that’s where the real magic is.

**Angela”GiGi” Urbanski**  
*Real Broker LLC*  
“Do it scared.” I started real estate scared — zero experience, brand new to the industry, unsure if I could



**Ryan Proffitt**  
*Future Home Loans*  
“Focus on what you can control and let go of what you can’t.”



**Dawn Niermann**  
*Florida Life Realty And Investments*  
“Making no decisions is still a decision and you no longer have any control of the outcome.”



**Aaron Bacus**  
*First Coast Mortgage Funding*  
“Analysis paralysis kills your progress.”



**Helen Kizer**  
*Better Homes & Gardens Real Estate Lifestyles Realty*  
The best advice I was ever given, “Be true to who you are and everyone will see your heart.”



**Haley Sherman**  
*Berkshire Hathaway HomeServices Florida Network Realty*  
“Make each day better than the last!”



a young lady. It’s a testament to my mom as well because now she lives with us and has a wonderful secure life.

**Nancy Bass**  
*Bass Professional Realty*  
“Give back 10 percent of my gross income, to my place of worship.” I’ve always been successful the whole 27 years I’ve been in business. My mom taught me this as



**Delaney Henderson**  
*Momentum Realty*  
“You can be both kind and clever in the workplace, never forget why you’re in this industry and that’s to help as many people as you can while we can.”



generous because of all I have been blessed with.

**Jonathan Daugherty**  
*Future Home Realty Inc*  
A friend of mine once told me that “you don’t rob the poor”. Meaning that you don’t take advantage of those who can afford it least. A reminder to me to be



**Paul Wagner**  
*Milestone Title Services*  
“Answer your phone.” Such an easy thing to do but most people don’t do it.



**Elizabeth Taylor**  
*Keller Williams Atlantic Partners Southside*  
“Take risks in life” — You either win or learn. There is no lose.



**Andrea Richardson**  
*One Sotheby’s International Realty*  
“Trust God and keep moving forward.”



**Christina McIntosh**  
*Engel & Völkers First Coast*  
Best advice, “To always do what is right and to never take anyone’s hope, as that might be all they have left.”



**Michele Daly**  
*Keller Williams Atlantic Partners*  
“When you hit a rough patch in life, give it a few days before making a decision.”



professional, up, working and when you will get back to them.” Both of these were told to me by an international successful agent 20 years ago.

**Denise Demico**  
*Florida Homes Realty & Mortgage*  
“Let your business be one to enrich your life, not drain it.” And “Change your voicemail each day to set the expectations of those who call you know you are



**Taylor Kooiker**  
*Keller Williams Atlantic Partners Southside*  
The best advice I was ever given was “learn to be comfortable, by being uncomfortable, in order to grow”.

Personally I have found it’s the secret to living a successful, happy life.





# From the Desk of the President:

## “Florida and Florida’s Real Estate Market Remain a ‘Bright’ Spot in the USA”

BY TIM WEISHEYER, 2025 PRESIDENT OF FLORIDA REALTORS®

The spring housing market is in full swing and there are three things that continue to impact Florida’s residential real estate sector: Inventory, interest rates and life events. As we break down the status of the market, the future outlook is probably stronger than some of us think after the drop in sales during the first quarter compared to this time last year.

Inventory has finally rebounded in Florida, not since 2012 has there been so much product for our members to sell, according to Florida REALTORS® housing data. The condo market is now officially a buyer’s market and the single-family home market is close to it as well. Increased inventory means increased opportunities for buyers at all levels to analyze their needs and wants, and find the property that is right for their home.

Although many hoped for a decrease in interest rates, they are holding steady between 6% and 7%. We know that a large number of potential buyers are sitting on the fence with a 2% to 3% interest rate on their current home and are hesitant to make a move. However, with more choices out there, buyers are starting to pop up – it’s just taking a little longer than what we’ve seen previously.

One of the many benefits of being a Florida REALTOR® is having access to comprehensive market data and our renowned research department. Recently, Florida REALTORS® Chief Economist, Dr. Brad O’Connor, shared, “When rates do eventually fall, as they enter the 5% to 6% range, it’s likely that inventory will be absorbed fairly quickly and prices will start to get bid upward again. So, buyers who wait for lower rates may still face affordability challenges from higher prices, and on top of that, will have less selection available.” As real estate professionals our market knowledge and expertise will be invaluable to buyers as they seek to make these important home buying decisions.

Let’s also remember that even with higher interest rates and as some buyers sit on the fence, life happens: Babies are born, couples get married, job relocations occur, promotions and pay increases are earned, and sadly people pass away and relationships transition. These factors are life events that trigger a home sale or a purchase – and REALTORS® are always ready to help a family transition to the next stage in their lives.

According to the National Association of REALTORS® (NAR), in a two-year period there can be as many as 7 million newborn babies, 3 million marriages, 4 million net new jobs and 50 million job switches alone. As REALTORS® we have the honor of supporting Americans as they navigate all of these, and more, changes in life.

As we move through the Spring and Summer selling season, let’s always remember we do so much more than sell real estate - we help individuals and families with their largest investment, we guide them to building stability and long-term financial wellness and serve as cornerstones of our communities.

For more statistical information or access to Sun Stats – Florida REALTORS®’ proprietary tool designed to help REALTORS® better understand their markets and easily use their local data with their customers - please visit [www.floridarealtors.org](http://www.floridarealtors.org).



Tim Weisheyer is broker-owner of Dream Builders Realty and dbr Commercial Real Estate Services in Central Florida and is the 2025 president of Florida REALTORS®.

SCOTT GOLMIC  
Real Estate Photographer

904.604.7587

Install Permanent Lighting Today

JOYLIGHTS

Authorized Dealer of  
gemstone lights.

Kristin & Brian Lunsford  
FAMILY OWNED AND OPERATED

WeBringTheJoy.com | JoyLights@WeBringTheJoy.com | 904.474.1768

HIT THE BULLSEYE  
Integrity-Driven Wealth Management

Whitacre  
WEALTH MANAGEMENT

- RETIREMENT PLANNING
- INSURANCE PLANNING
- BUSINESS PLANNING
- LEGACY PLANNING

Ben Whitacre, CLU, ChFC

410-961-6548  
Ben.Whitacre@lpl.com  
whitacrewealthmanagement.com

The views and opinions expressed by LPL Financial Advisor(s) may not be representative of the views of other Financial Advisors and are not indicative of future performance or success. Neither LPL Financial nor the LPL Financial Advisor can be held responsible for any direct or incidental loss incurred by applying any of the information offered.

HOME INSPECTION SERVICES  
MADE EASY

Completed reports in 24 hours or less

- Comprehensive Home Inspection
- 4-Point Inspection
- Wind Mitigation Inspection

We inspect:  
Roof, Exterior Siding, Driveways, Garage, Plumbing, Windows, Electrical, HVAC, Kitchen, Bedrooms, Bathrooms, Appliances

FIRST TIME HOME BUYERS, FIRST RESPONDERS, TEACHERS, NURSES AND MILITARY MAY RECEIVE DISCOUNT

904-654-4732  
Rivercityhomeinspect.com  
info@rivercityhomeinspect.com





**MIGHTY DOG ROOFING**  
LOCALLY OWNED,  
NATIONALLY BACKED

## MIGHTY DOG TO THE RESCUE!

*Helping Realtors Close the Deal*

Realtor Priority Scheduling | Free, Non-Intrusive Drone Inspections  
Fast, Digitally Delivered Results | Quality Repairs and Upgrades  
Affordable Financing Available  
Annual Maintenance with 5-Year Workmanship Warranty



NEIL AND KYLA MAHONEY  
**904.867.7859**  
[MightyDogRoofing.com / Northeast-FL](http://MightyDogRoofing.com/Northeast-FL)



We help homeowners protect their most important investment.



Fidelity covers the repair and/or replacement of a home's major mechanical systems and appliances.

Give me a call today!



TRISH SPIVEY  
Senior Sales Executive  
904-716-0819  
[trish.spivey@fnf.com](mailto:trish.spivey@fnf.com)



homewarranty.com

## COLLAGE SUMMER PROGRAMS



Give your child the summer of a lifetime! Creative weekly themes, exciting off-site adventures, and programs tailored for ages 3-4 and 5-11, there's something unforgettable for every child. Plus, we offer before and after care to fit your schedule. Spots are filling fast!

Scan to Register Today



[CollageDaySchool.org](http://CollageDaySchool.org)  
904.900.1439 | 171 Canal Blvd, Ponte Vedra Beach



## REAL ESTATE DEALS Simplified


WE'RE ATTORNEYS DEDICATED TO YOUR SUCCESS



**ATLANTIC COAST**  
TITLE & ESCROW

1525-B The Greens Way Jacksonville Beach | (904) 853-5591  
[actitle.com](http://actitle.com) |  

# THE future OF MORTGAGES




**BRYAN LAKEY**  
904.566.6492

**CARA POTTER**  
904.535.1096

**RYAN PROFFITT**  
904.887.7926

FUTURE FINANCIAL LLC DBA FUTURE HOME LOANS | 224 3RD ST N JACKSONVILLE BEACH FL 32250 | NMLS #1821810 | NMLS 1080180 | NMLS 1013632 | NMLS 32464





# Who We Are



- Led by Landmark's experienced real estate attorneys who are also licensed F.R.E.C. Instructors.
- Providing the best Continuing Education courses for Real Estate Agents.
- Reach out to us for a list of approved courses.
- State-of-the-art training room that seats 80 people classroom style or 150 people theater style.



- Northeast Florida's #1 Market Share title company since 2013.
- Helping Real Estate Agents Succeed, & Buyers & Sellers *Close With Confidence!*
- 25 attorneys & closers on staff with a combined 350+ years of experience.
- 9 local offices in Northeast Florida and 14 offices throughout the state.



- A 501(c)(3) Public charity dedicated to enriching the lives of the citizens in the communities in which we operate.
- \$10 from every closing at Landmark Title is donated to the Foundation.
- Contact us about volunteer opportunities with your organization.



#### Our Attorneys Do More Than Closings!

- Estate Planning
- Probate
- Real Estate Litigation
- Eviction
- Partition
- Quiet Title
- Foreclosure/ Forclosure Defense



- Northeast Florida's #1 choice for surveys!
- Specializing in residential and commercial surveys that are ACCURATE, ON TIME, AFFORDABLE!
- 24-hour turnaround on residential surveys.