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If you are interested in contributing or nominating REALTORS® for feature stories, please e-mail us at joni@n2co.com.

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Meet The Team

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From Sarasota to Middle-earth: A Realtor's New Zealand Escape!

When Sarasota realtor Anne Friedland took a vacation from the real estate market, she went all in—exploring the stunning landscapes of New Zealand, stepping inside the real-life Hobbit houses, and immersing herself in the magic of Middle-earth.

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From Ringling to REAL PRODUCERS

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Hello, Real Producers!

While writing this publisher's note, I found myself immersed in the captivating history of Sarasota, especially the rich legacy of the Ringling Brothers. What struck me most was their role in bringing world-class entertainment to the area and how visionary they were as early adopters of Sarasota real estate. Their belief in this community, investment in the arts, and influence on the cultural landscape still resonate today.

It reminded me of something important: Sarasota and Manatee have always attracted the extraordinary.

One year ago, my husband, Dave, and I took ownership of Sarasota & Manatee Real Producers, and we're humbled and proud to be continuing that legacy of excellence—this time through the stories of real estate professionals like you. This magazine exists for one purpose: to recognize the very best. If you're holding this publication in your hands or reading these words, you are part of a rare group—the ones who don't just work in real estate but

who help shape the very fabric of this incredible community.

You are not here by chance. You are here because of your achievements, consistency, hustle, and heart. You are a Real Producer.

This past year, we've done more than share your stories—we've built platforms for connection. Our new website, **sarasotarealproducers.com**, now features private portals for top-performing agents and our trusted, vetted preferred business partners. We handpick these partners—whom you'll see throughout the magazine and at our events—to align with your level of professionalism and success.

And speaking of events, we've hosted four incredible gatherings filled with the best of the best. These gatherings aren't your average mixers—when you walk into a Real Producers event, you're stepping into a room filled with elite-level talent. Iron sharpens iron, and these moments of connection elevate everyone who attends. We hope to see you at the next one.

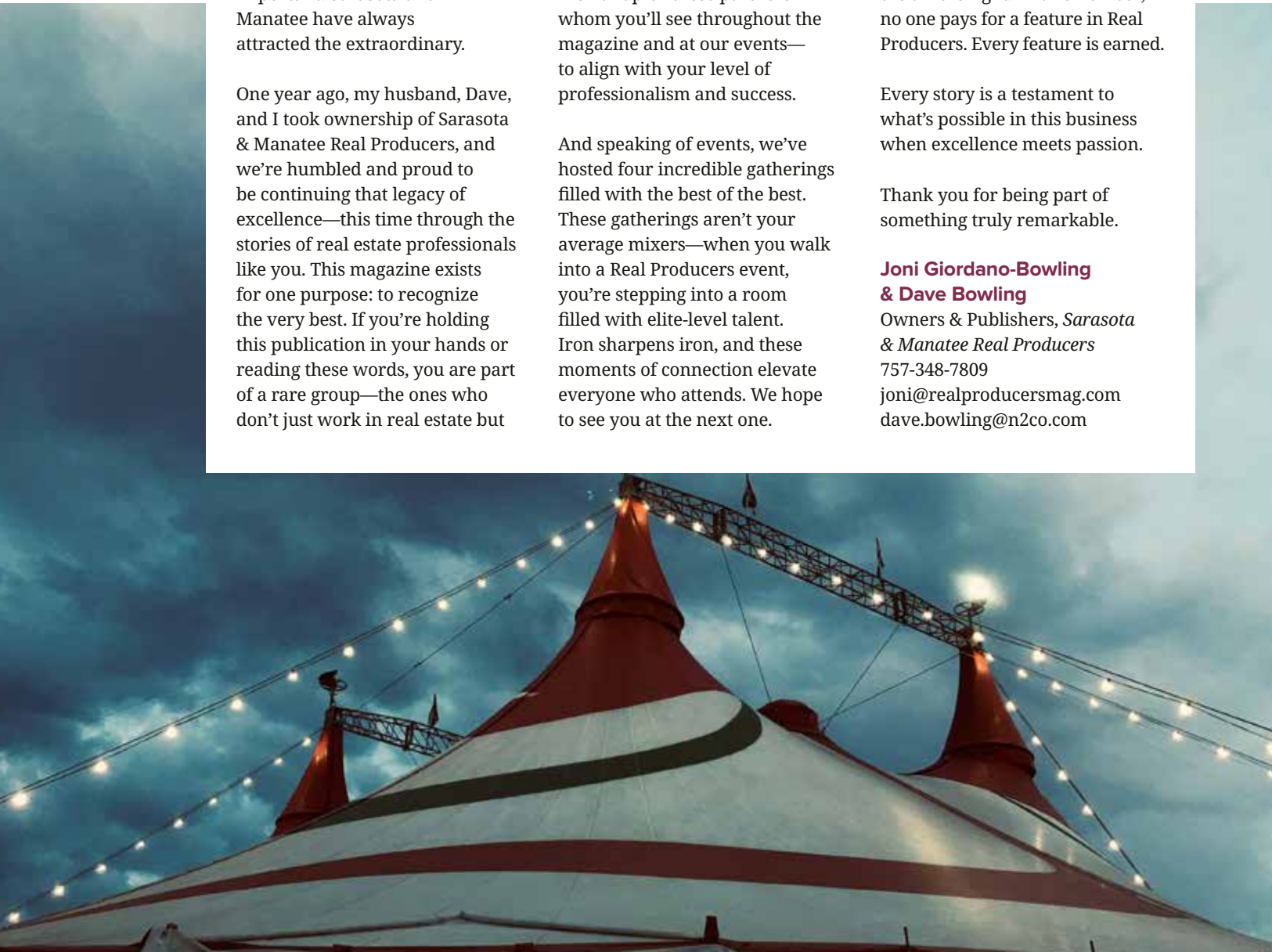
From day one, we've held tight to a simple but powerful vision: *"The heartbeat of Real Producers is to elevate the culture of our real estate community by inspiring us to know one another better. When we know one another better, we treat each other better. When we treat each other better, we build trust. And when trust is present, doing business becomes not just a transaction—but an honor."*

We're excited for what's ahead. We want to meet with every one of you—to hear your story, celebrate your journey, and share it with this fantastic community when the time is right. And remember, no one pays for a feature in Real Producers. Every feature is earned.

Every story is a testament to what's possible in this business when excellence meets passion.

Thank you for being part of something truly remarkable.

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Preferred SHORE Real Estate

With so many agents vying for attention in the competitive real estate market, simply having a license isn't enough. REALTORS® must actively build a stand-out presence that resonates with clients. To set themselves apart, top producers leverage strategies like in-depth local expertise, personal branding, and innovative marketing to create lasting impressions—case in point: 20-year industry veteran Greg Claxton.

Greg is a Sarasota original. His family came here via his grandmother, who worked with the Allen C. Hill Circus, and his entertainment roots have informed his journey. “Being deeply rooted here in Sarasota with a circus background, I’m an example of how a local guy can do some good,” shares Greg, who has closed more than \$60 million in sales over his two-decade career and is raising his family in the city that has treated him so well.

Real estate was not Greg’s first career step. Inspired by his hard-working father, a Vietnam Air Force veteran turned family man and mechanic after his service, Greg mowed lawns as a teen to earn money. After graduating from the University of South Florida (Sarasota campus) in 1996 with a business degree, he worked a 9-to-5 job in sales for many years. Then, he encountered an agent who didn’t serve him well while purchasing a rental property. “I decided to get my license for buying and selling my properties and helping others,” Greg reflects. In 2003, he got his real estate license and started helping his circle. “I was able to



keep my full-time job and work real estate part-time; then, my business was doing so well, I had to choose one of the jobs,” Greg explains. He chose real estate.

Powered by the core values of integrity, going above and beyond, serving clients and the community, and finishing the job, Greg excelled at several brokerages before landing at Preferred SHORE Real Estate, the second-largest boutique firm in Sarasota. Currently a solo REALTOR® serving referrals and leads from his stellar Google reviews, Greg is in the process of building a team. “I love mentoring,” he reveals. While serving on a panel recently, someone asked him what he would change if he were starting over in real estate. “I said I would have found a mentor or a coach,” he comments. “I didn’t have one, and the fastest way to get better is to have someone show you the way.”

Clearly, Greg has found his way. “Because I was born here, I have a natural sphere of influence,” he notes. His community

involvement has also garnered him contacts and connections. A lifelong church-goer and member of several networking groups, Greg often spearheads fundraising events, which double as client gatherings. As part of the Kingdom Business Alliance (KBA) last year, he helped create Christmas Party With a Cause to benefit the Child Evangelism Fellowship’s® (CEF) Good News Club, a free after-school program.

Greg has also built an online presence on YouTube, a platform he uses for marketing and fostering community connections. “I self-produce my pieces,” he proudly states, reflecting his commitment to showcasing properties while engaging with potential clients. Greg’s unique brand is evident in his nickname, “The Greg,” and his signature fedora hat, which makes him easy to recognize in the Sarasota market.

Some may also know Greg, a self-proclaimed foodie, as a restaurant reviewer on Google and a thrill-seeker. “I love adventure,” he declares, recounting exciting



endeavors like skydiving over the Pyramids of Giza in Egypt, diving with great white sharks, driving fast cars, and flying fighter jets. He brings this daring spirit to his work, which carries over to his family. “I’m out here earning a living so I can spend time with my kids and have experiences with them while I’m here,” he emphasizes.

As a father of six—ages ranging from 27 to newborn—Greg embraces his title of husband to Rebecca and “super dad” to his children. “I love being a dad,” he beams. “When I’m not selling real estate, I’m spending time with my family.” Greg’s other favorite non-work activities include golfing, fishing, tennis, and pickleball. He was especially thrilled to attend the U.S. Open semifinals last year.

Greg is quick to name his most gratifying moments in real estate. “Seeing people make these big decisions and knowing that I brought them comfort and peace in the process and got them across the finish line brings me joy,” he says. “Ultimately, if you’re not giving your clients value for what you bring to the table, you’re not serving them.”

Greg Claxton’s journey from Sarasota local to trusted real estate professional showcases his dedication to his clients and community. With a fearless outlook and a solid commitment to service, Greg focuses on delivering real value and curating lasting connections. For him, real estate is more than a career—it’s a way to make a difference in the place he calls home.

“Greg Claxton is a devoted family man and a dynamic professional who goes above and beyond to understand and fulfill his clients’ unique needs. While he’s known for his warm personality and exceptional service, Greg is sure to leave a lasting impression—not just through his expertise, but also with his signature style, a snazzy hat. Greg’s track record of proven results have earned him a standout reputation in the region, and we are delighted to have him be a member of our firm.”

—Robert Milligan, President, Preferred SHORE Real Estate



Photo provided by Greg Claxton

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ANDREW HADDAD

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STORY BY MADDIE PODISH
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Andrew Haddad has always believed in the power of choice. Every day, he chooses empowerment over victimhood, service over self-interest, and joy over despair. As a Broker-Associate with Compass, licensed real estate instructor, professionally certified IPEC business coach, and mental health advocate, Andrew embodies his belief that the best way to find oneself is through serving others.

Quoting Gandhi, Andrew shares, “The best way to find yourself is to lose yourself in the service of others,” a mantra that defines his professional and personal journey. Having struggled with anxiety and depression his entire life—an experience deeply rooted in his family—he understands the weight of mental health challenges. The unpredictable highs and lows of the real estate industry intensify these

struggles; therefore, Andrew commits to a mindset of resilience and positivity.

While he’s not a clinical psychologist, Andrew sees his role as a guide for those who need support. “Mental health awareness is one of the most important topics that people should be discussing today, especially in real estate,” he asserts. His mission is to serve at a higher level, providing mentorship and empowerment to those who need it most.

Before entering real estate in 2005, Andrew spent nine years waiting tables through high school and while attending the University of Florida. His love for communication began there, realizing that the ability to connect with people is a skill that he could hone. “As a real estate agent, we’re constantly communicating,” he explains. “Being able to



connect with people at a deep level and understand their needs and how to best serve them sets apart the great from the good," he explains.

For the past 15 years, Andrew has dedicated himself to education and coaching. He has developed and published coaching programs and produces online educational programs, including collaborating on a top-selling, 45-hour post-licensing course. His passion for mentoring others started early in his career, thanks to a personal mentor who inspired him. "I'm a huge empowerment fan," he reveals. "I love helping people realize their potential, and that philosophy aligns with how I run my real estate business—serving at the highest level."

Currently, Andrew is working toward his Ph.D. in psychology and counseling to deepen his understanding of the neuroscience behind coaching and mindset development. With two years left in the program, his commitment to learning and growth remains unwavering. "I'm a big believer that your life expands to the extent that you do," he says.

Andrew's journey into real estate began with new home sales, inspired by his brother's success in the field. His career truly took off in 2009-2010, during one of the most challenging real estate markets in history. During the next decade, he became a co-owner of a Keller Williams Realty franchise, launching and co-owning multiple businesses.



Then, nearly four years ago, Compass arrived in Sarasota. Drawn to the company's elite culture and nationwide luxury reputation, Andrew became one of its original members in the region. "I wanted to be a part of Compass, and I was fortunate enough to help grow and establish it in Sarasota," he shares. He credits the move with transforming his

professional trajectory and his personal relationships and spiritual growth. "I believe you become who you surround yourself with," he remarks.

Beyond real estate, Andrew finds fulfillment in his family and personal passions. Married for 13 years, he and his wife met on a blind date, only to discover they had lived in the same neighborhood and shared mutual friends for years. "God didn't introduce us until we were ready," he says. Nine months later, they were engaged, and within two years, they welcomed their first child. Today, they have two daughters, ages 8 and 11, and love spending time traveling, boating, and fishing as a family.

Fitness is another cornerstone of Andrew's life.

A black belt in Okinawan Shuri-ryu Karatedo, he has spent the last several years immersed in boxing at Jacos Boxing Club, where he has built a tight-knit community. "Getting buried in your work can be so easy, and establishing something else that you enjoy doing is critical," he notes.

Through his struggles with anxiety and depression, Andrew has found an unexpected gift—the ability to connect with others on a profound level. He believes his challenges have given him the insight and empathy to inspire people to shift their perspectives. Rather than seeing his mental health struggles as a weakness, he has reframed them as one of his greatest assets, allowing him to uplift others in both real estate and life.



"I'M A BIG BELIEVER THAT YOUR LIFE **EXPANDS** TO THE EXTENT THAT YOU DO."



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Jason Schneider joined The Federal Savings Bank in 2024 as a market leader and seasoned professional with over 5 years of experience in the mortgage industry. He actively finds the best lending solutions for all his clients.

Customer service and communications are the focal point of each of his relationships. With his extensive knowledge and lending experience, he makes sure his clients' financial goals are adhered to. Having closed loans in many states with a multitude of programs with everyone from first time home buyers to experienced investors, Jason will find the right solution. Making sure his clients have a precise understanding of how the home buying process works and setting expectations from beginning to end is a must for all buyers, new and experienced, in this ever-changing real estate market.

Over the years, Jason has spent most of his time in NY and now splits his time in Florida as well. With his wife of over 25 years and children from teenagers to adults, he remains very active in his community. Staying in shape mentally and physically is one of his favorite ways to spend his free time.

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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, with three key factors shaping Florida's residential real estate sector: inventory, interest rates, and life events. As we break down the status of the market, the future outlook may be stronger than some of us think, despite the drop in sales during the first quarter compared to this time last year.

Inventory has finally rebounded in Florida. Not since 2012 have we seen 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 not far behind. Increased inventory means greater opportunities for buyers at all levels to analyze their needs and wants and find the right property for their homes.

Although many hoped for a decrease in interest rates, they are holding steady between 6% and 7% for now. Many potential buyers remain hesitant to move because they currently have a 2% to 3% interest rate on their homes. As a result, they are sitting on the fence, weighing their options. However, with more choices available, buyers are beginning to emerge—the process is just taking a little longer than before.

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, inventory will likely 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, 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 life events often trigger a home sale or a purchase, and REALTORS® are always ready to help families navigate these transitions.

According to the National Association of REALTORS® (NAR), in a two-year period, we will see 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 these significant life changes and more.

As we move through the spring and summer selling season, let's remember that we do far more than sell real estate—we guide individuals and families through their most significant investments, help them build financial stability, 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.



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

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Meet Nigel Jackson of Kirkplan Kitchen & Bath

STORY BY JACKI DONALDSON • PHOTOS BY MINDY AND CORY POFF, POFF MEDIA GROUP

For more than 25 years, Kirkplan Kitchen & Bath has been transforming homes, one kitchen and bathroom at a time. With over 17,000 completed projects, the company has built its reputation on trust, quality craftsmanship, and personal relationships with clients. Leading the mission is Nigel Jackson, a man whose passion for design, dedication to customer service, and unmistakable sense of humor make him a standout leader in the remodeling industry.

Born and raised in London, England, Nigel's journey into kitchen and bath remodeling began in 1997 when he joined the largest national company in the UK as a kitchen design sales consultant. His career took a pivotal turn when he moved to Florida—not for the business, but for the sunshine. “I left the UK because of the weather,” he says with a smile.

In 2001, Nigel joined Kirkplan, running the Port Charlotte office before relocating to Sarasota in 2007 to take on the sales manager role. His leadership and expertise led him to become the general manager of Kirkplan in 2018. In January 2025, he took on the role of overseeing sales operations for both Kirkplan and Florida Design Works.

Nigel shares that Kirkplan's ability to fabricate cabinetry and countertops in-house distinguishes it from other remodeling companies. “Most companies have to outsource that kind



The most fulfilling part of Nigel's job is the design aspect—creating that **“WOW”** factor for clients.

of work, which increases the time the home is under renovation,” he explains. In addition, Kirkplan is a one-stop shop for remodeling and new builds. Unlike many companies focusing solely on cabinetry or countertops, Kirkplan handles everything—from electrical and plumbing to fabrication, demo, wall removal, and installation.

For real estate professionals looking to boost home value, Nigel emphasizes that open floor plans are king in Florida. “The home should always have good bones,” he notes. “In Florida, an open-plan concept is more appealing to clients and allows for more freedom of scope of work. Remodeling a home with load-bearing walls is difficult, but we can do it. High ceilings are also an advantage.”

Currently, Kirkplan Kitchen & Bath is offering unbeatable deals for homeowners looking to refresh their space:

- **50% off all cabinets** when you replace or reface
- **Free kitchen sink** with the purchase of a quartz countertop
- **Free cabinet hardware** with the purchase of a cabinet replacement or refacing
- **One free trash rollout** with the purchase of a kitchen replacement or refacing
- **Free installation** on cabinet replacements or refacing
- **Extra 10% off**





Nigel defines success as being honest and true to himself while sharing his passion with others.

The most fulfilling part of Nigel's job is the design aspect—creating that “wow” factor for clients. Outside of work, his life revolves around his wife—his best friend—with whom he's shared 18 years, and his family. “My parents live locally, but they're always off enjoying retirement, so I have to catch them between their vacations,” he laughs. Nigel also enjoys camping, fishing, and golfing.

Nigel defines success as being honest and true to himself while sharing his passion with others. He values opportunities to meet new people and get to know them personally. He hopes people remember him for being funny and an upstanding citizen. “I love to make people laugh and joke with them,” he notes.

If you're looking for a trusted expert in home remodeling, Nigel Jackson and Kirkplan Kitchen & Bath are ready to bring your dream space to life.

Contact Nigel Jackson:
2015 Cattlemen Rd., Sarasota, FL 34232
941-341-0401
nigel.jackson@kirkplankitchens.com
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Real Producers FAQs

➤ *Real Producers* magazine, started in Indianapolis in 2015, is now in more than 130 markets nationwide and continues to expand rapidly.

Q: Who receives *Real Producers* magazines?

A: The Top 500 real estate agents in Sarasota and Manatee Counties.

Q: What is the goal of this magazine?

A: We believe in the power of collaboration and growth through a strong professional network. We bring together the Top 500 real estate agents and preferred partners in each market to form an exclusive, high-achieving community. We share their stories, successes, market trends, and upcoming events—anything that will connect, inform, and inspire.

Q: Does *Real Producers* have events?

A: Yes! We host exclusive networking events throughout the year.

Q: What is the process for being featured in this magazine?

A: Anyone on the Top 500 list can nominate other real estate agents, businesses, brokers, owners, or themselves. Office leaders can also submit nominations. We review all agents who come to our attention. Since we don't know everyone's story,

we rely on your nominations to highlight deserving candidates. While we cannot guarantee a feature, we encourage you to meet with one of our team members, support *Real Producers*, and attend our private events to increase your chances.

Q: What does a feature story cost?

A: Feature stories are entirely free, so we encourage nominations.

Q: Who are the preferred partners?

A: They are the best businesses in Sarasota and Manatee Counties in their category, and you can find them in our index at the front of the magazine. We do not select businesses at random or accept all who approach us. Every business featured has been recommended, ensuring credibility and quality. Our team conducts additional vetting to ensure businesses align with our standards and add value to our network. We aim to create a powerhouse network of top real estate agents and trusted companies to strengthen our community.

Q: How can I recommend a business?

A: To recommend a business that collaborates with top real estate agents, email joni@realproducersmag.com.



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