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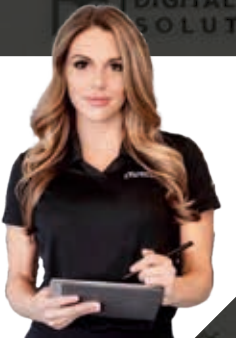
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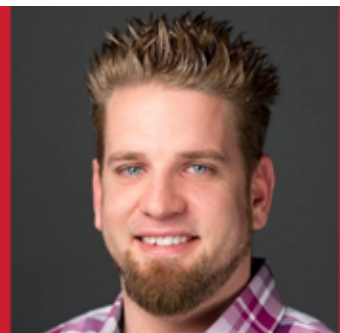
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2024 By The Numbers

Here's What Tampa Bay's Top 500 Agents Sold...

17,090
Total Transactions

\$11.7 Billion
Total Volume

**\$5.5
Billion**
Sold Volume

8132
of Buyers Served

6.2 Billion
Total Listings
Volume Sold

\$687K
Average Buyer

8958
Total Listings Sold

861K
Average Sales Price

11.2M
Average Buyer
Volume Per
Agent

12.3 Million
Average
Listing Volume
Per Agent

23.5M
Average Total
Volume Per Agent

34
Average # of Sides
per Agent

18
Average # of Listings
per Agent

16
Average # of Buyers
per Agent

meet Vanessa Charles



*Tampa Bay's
Real Estate
Trailblazer*

WRITTEN BY ELIZABETH MCCABE

Hustle & Heart in Every Home Sold



“Helping women and marginalized groups of people is my calling,” says Vanessa Charles, a powerhouse in the Tampa Bay real estate market. “Real estate is the vehicle to create change in the community.” With nearly a decade in the industry, Vanessa has built an impressive career rooted in leadership, innovation, and an unwavering commitment to empowering others.

Watching the emotions that people experience when making their next big investment is nothing short of priceless. “That really lights me up,” Vanessa shares. She understands the transformative power that real estate holds, particularly for women looking to build wealth and stability. Over the years, she has helped countless clients

navigate the market with confidence, ensuring they feel supported and informed throughout the process.

Interestingly, real estate was never on the radar for Vanessa. With a degree in Women’s and Gender Studies from the University of South Florida, along with a background in photography and graphic design, she initially worked as a graphic designer for a marketing company.

A unique opportunity arose when she was invited to teach at a school in Kenya for three months. Upon her return, she found herself without a job but newly inspired. It was through a friend of her now-husband that she was introduced to real estate. “I thought I’d do this until I figured out what

I really wanted to do,” she recalls. However, she quickly realized her passion for helping others through real estate, and nearly ten years later, she continues to inspire and innovate in the industry.

Empowering Women Through Real Estate

Determined to create a meaningful impact, Vanessa set out to redefine real estate for women. “When I first told my broker that I wanted to start a company focused on helping women buy and sell homes, I was advised against it. I was told that I’d be alienating half of my demographic,” Vanessa explains. She didn’t listen. Instead, she pursued her vision, and within two years, her initiative had taken off. “Ninety-two percent of real estate decisions are influenced by women.

If you’re not speaking to women, you’re missing the mark in residential real estate.”

Now, as the leader of The AMPLIFY Group, brokered by Real, Vanessa is a force in the industry. Her expertise extends beyond buying and selling homes—she is a mentor, a strategist, and a fierce advocate for those looking to build a legacy through real estate. Vanessa’s leadership has shaped a network of top-producing agents who are not just closing deals but making meaningful contributions to their communities.

Vanessa is also a strong advocate for authenticity in business. “There’s a lot of pressure to fit into a specific box in real estate, but I decided early on to be



“
I doubled
down on who
I am instead of
pretending to be
something I’m
not. That’s been
a game-changer.”
”

outspoken about politics and women’s rights. At first, I was warned that it would hurt my business, but the opposite happened—it connected me with the right people and helped my business grow.”

Beyond Real Estate: Championing Women and Community

Outside of real estate, Vanessa is passionate about empowering women beyond homeownership. She founded AMPLIFY, an organization that hosts

events for women in real estate. “We hold a two-day conference with 150 agents attending, along with networking events throughout the year. It’s my baby.” She is also deeply involved in Girls Rock St. Pete, an organization dedicated to amplifying the voices of girls and gender-expansive youth through music. Their week-long summer camp teaches participants how to perform in a band in front of an audience of 1,000 people.

“It’s all about empowerment and self-confidence, wrapped in music.”

Perseverance and Persistence Pay Off

Her key to success? “Never take no for an answer. If someone says no, someone else will say yes. I doubled down on who I am instead of pretending to be something I’m not. That’s been a game-changer.”

Relaxing and Recharging

When she’s not working, Vanessa enjoys playing ice hockey and traveling

to see Taylor Swift in concert, having seen her in Amsterdam, Switzerland, New Orleans, and Detroit. “We sit somewhere different each time and always look forward to the surprise songs!” She also makes time for family, including her husband, Randy, a music producer and DJ, and their four beloved cats—Mochi, Zane, Stanley, and John Lewis, whom she affectionately calls the “Director of OPurrations.”

Vanessa Charles continues to set the standard for excellence in real estate. Through her leadership, innovation, and dedication to empowering others, she is transforming the industry and inspiring the next generation of agents and homeowners. To learn more, visit AmplifyRealEstateGroup.com or AmplifyTheEvent.com.

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Meet REALTOR®

Kendra Fountain

WRITTEN BY ELIZABETH MCCABE
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**Consistent.
Disciplined.
Determined.**

Born and raised in St. Petersburg, Kendra Fountain is making waves in the Tampa Bay real estate market. With her eyes set on success, Kendra's journey into real estate was shaped by a unique blend of experiences, dedication, and a passion for helping others. Licensed in 2019, she balanced her real estate ambitions while working full-time in another career until she was ready to take the leap of faith and make real estate her sole focus.

"I got my license while I was working full-time in billboard advertising sales," Kendra recalls. "That experience gave me the confidence to pursue real estate." She credits her seven years at Clear

Channel for building a strong foundation and developing the skills to navigate any business situation with ease.

In March 2023, after juggling both her full-time job and part-time real estate for four years, Kendra made a bold move—she left her corporate job to pursue real estate full-time. In just a short period, from March to December, she closed nearly \$10 million in sales, a testament to her consistency and discipline.

Kendra attributes her success to three key principles: "Consistency, discipline, and always being willing to learn. "If there's a class offered, I'm taking it. Real estate is always evolving, and I want to stay ahead of the curve. I love learning and ensuring I'm doing everything right."

Her passion for real estate stems from a lifelong fascination with homes and helping people find their perfect space. "Real estate has always been part of my world. My ex-husband and his family were in the business, so I've been around it for years. I love touring homes and seeing how people transform them—it's something that has always intrigued me," she explains.

Kendra recently joined Coastal Properties, a team that specializes in luxury real estate through the Florida Luxury Collection. "I'm excited to break into the luxury market and elevate my





“Our team offers complimentary staging to our clients, and we have a warehouse full of furniture. It’s amazing to see the transformation when we bring our vision to life in a home.”



brand. Our team offers complimentary staging to our clients, and we have a warehouse full of furniture. It’s amazing to see the transformation when we bring our vision to life in a home,” Kendra shares with excitement.

Despite a cooling real estate market in 2024, Kendra’s drive remains stronger than ever. Her long-term goal is to become one of the top REALTORS® in Tampa Bay and eventually build her own team. She’s even considering bringing her son, who also has his license, on board to join her future ventures.

Outside of work, Kendra stays active and enjoys a balanced life. She starts each day with exercise, from yoga and Pilates to running outside to clear her mind. Recently, she’s become hooked on pickleball, a sport she enjoys playing with her daughter. “Pickleball is new to me, but I’m already addicted!” she says with a laugh.

Kendra and her husband, who hails from Michigan, also share a love for cooking and traveling. They recently visited the famed Napa and Sonoma Valley wine regions, indulging their passion for wine. “When we travel, I always bring my laptop to work, but we love exploring new places and learning about different wines.”

With two grown children, ages 24 and 22, Kendra is entering a new chapter of life. “I feel like I have a whole other life to live. I’m in my prime and ready to take on the world. I’m just getting started, and it’s going to be amazing.”

As Kendra Fountain continues to rise in the real estate world, her consistency, discipline, and determination are sure to propel her to new heights. With her sights set on success and her passion for helping others, there’s no doubt she’ll achieve her goal of becoming a top producer in Tampa Bay.



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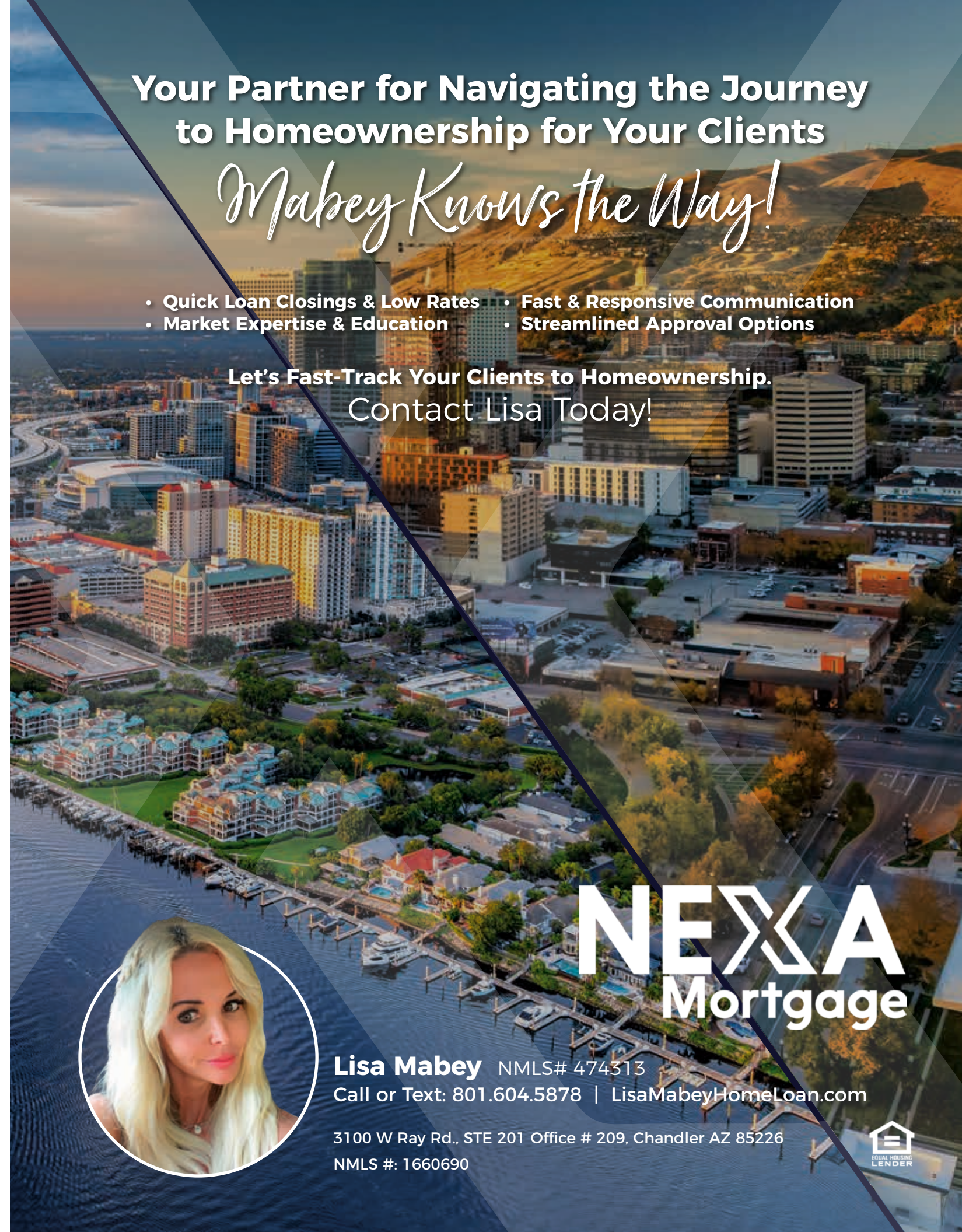


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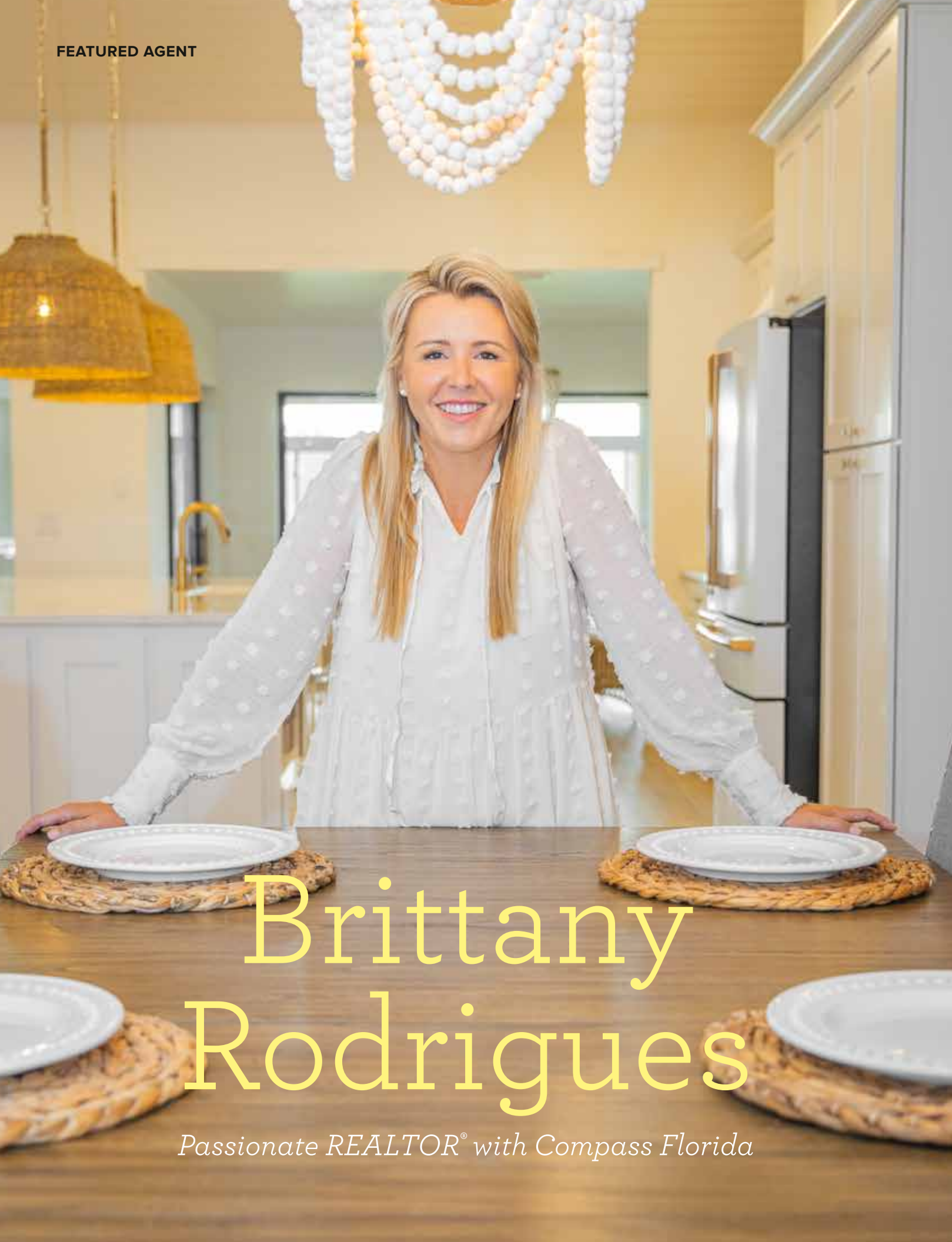
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Brittany Rodrigues

Passionate REALTOR® with Compass Florida

She Found Her Purpose in Residential Real Estate

WRITTEN BY ELIZABETH MCCABE

PHOTO CREDIT: ROB COX OF IMPRESSIVE PERSPECTIVE

Brittany Rodrigues' journey into real estate is deeply rooted in her family's history and her own personal experiences. Originally from Columbus, Ohio, Brittany moved to Florida with her family when she was just 12 years old. "I feel like I'm from here but not technically from here," she reflects, emphasizing the profound connection she feels to her adopted home.

Her parents' involvement in the boating industry brought them to Land O' Lakes, Florida, where they started a family-run business. It was here that Brittany's interest in real estate began to take shape. "I started going out to Tampa and Sarasota, getting a feel for the area," she recalls. The relationships she formed during these early years laid a solid foundation for her real estate career.

Road to Real Estate

Brittany attended college on a volleyball scholarship and later graduated from Florida State University. It is a milestone she holds in high regard, despite some suggesting she should have pursued real estate earlier. "Graduating from Florida State was a big milestone," she says. She studied business management and criminal justice, although she quickly realized her passion did not lie in criminal justice. Brittany graduated in 2009, eagerly awaiting to pass her real estate exam.

After college, she dabbled in various jobs but always had real estate in the back of her mind. Inspired by her grandmother, an interior designer with several rental properties, Brittany developed a love for interior design and homes. This inspiration eventually led her to fully commit to real estate between 2010 and 2012, starting with Berkshire Hathaway.

In her hometown of Land O' Lakes, Brittany worked at a small brokerage before making a significant career move to Compass five months ago. "I can't say enough good things about the company," she enthuses. "The tools and relationships they have provided have taken my business to another level. It continues to blow me away, and I know it was the right move for me."



Passionate about People

Brittany is driven by a passion for helping people. "Every day is different," she explains. "What you put into it is what you get out of it. The possibilities are really endless. I am super passionate about helping people, serving people, and guiding them to make one of the largest purchases in their lifetime." She goes above and beyond for her clients, eager to help them in any way that she can.

Family, Free Time, and Fun

Family is a cornerstone of Brittany's life. She is very close to her brother and sister, and her entrepreneurial parents have inspired her throughout her career. Now, as a mother of two children, ages six and eight, she strives to provide them with the best life possible. "They see I work hard, and that's super important to me," she says.

In her free time, Brittany loves to be outdoors with her family. They enjoy playing pickleball, surfing, and waterskiing on the lake they live on—the same lake she grew up on. "We just purchased a home on this lake two years ago, and I'm raising my kids the same way I was raised," she shares. Living just half a mile down the road from her parents, Brittany's family remains tightly knit, supporting each other in their endeavors.

Making Her Mark

Brittany Rodrigues' story is one of passion, dedication, and family. Her journey from Ohio to Florida, from volleyball scholarships to real estate success, is indicative of her hard work and love for the community she serves. As part of Compass



Florida, she continues to inspire and guide her clients, ensuring they have the best experience possible in their real estate journeys.



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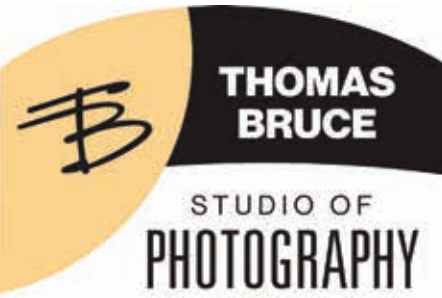
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A FOURTH GENERATION REALTOR® LEADING
THE WELCH FAMILY GROUP

“Sometimes your dream isn’t God’s dream for you,” says Courtney Welch, reflecting on her journey to real estate. “Growing up, I thought I was going to Broadway. I don’t think that was God’s goal for me. Once I started real estate, I never looked back.” It’s hard to imagine that Courtney, now a successful fourth-generation REALTOR® and team leader of the Welch Family Group at Keller Williams Realty, had once set her sights

on a career on stage. But life had other plans, and Courtney has embraced them wholeheartedly.

Rooted in Real Estate

Courtney’s real estate roots run deep. She comes from a long line of REALTORS®, beginning with her great-grandmother, who was the first female broker in Lexington, Kentucky. Her grandmother and mother followed



suit, and today, Courtney leads the family business alongside her brother, Ben, who broke the female-dominated tradition. “It’s a family affair,” she laughs. “Ben and I are co-team leads, and my mom, Betsie, works part-time. We also have my brother’s best friend, Juan, and our assistant, Leah, who is actually our aunt. We like to tell our clients we’re the four-for-one deal!”

While real estate may not have been Courtney’s original plan, she quickly found her passion for it. After college, she pursued opera for two years but realized that an opera salary wasn’t enough to support living on her own. That’s when her father suggested she give real estate a try. “My dad had been in real estate for a long time and thought it might be a good fit for me,” she recalls. “I’ve been with Keller Williams since day one, and my mom and I eventually started the Welch Family Group. I even made NAR’s 30 Under 30 list, which was really exciting!”

Courtney’s charisma and knack for connecting with people have been key to her success. As a fourth-generation REALTOR®, she has a natural talent for building relationships and maintaining them over time. “Ninety percent of our business is from past customers and



Family + Friends

When she’s not working, Courtney enjoys spending time with family and friends. “I feel like I work all the time, but I love people and being around people. My dream is to have all my friends in one neighborhood,” she shares. Whether it’s hosting brunches, happy hours, or even portrait painting parties, Courtney is always on the go. She also loves supporting her church and escaping to the family’s river house for some downtime.

“REAL ESTATE WAS IN MY BLOOD, BUT IT’S ALSO BECOME MY DREAM.”



referrals. We do a lot of door-knocking, sprinkle in some social media, and connect with clients in creative ways. It’s all about keeping in touch.”

The Welch Family Group keeps busy with client events year-round, from trivia nights to their highly anticipated fall carnival, complete with food trucks, live music, and bounce houses. “Our clients are our friends for life,” Courtney explains. “Some have even become best family friends.” A standout tradition is their annual Kentucky Derby event,

where they bake over 100 Derby pies for clients—a gesture that has become a beloved highlight for many.

Courtney’s close-knit relationship with her brother, Ben, is central to the success of their team. “Ben is my best friend, but we do bicker behind the scenes,” she says with a smile. “He’s the marketing guru and handles the operational side. I hate that side of it. I’m all about lead generation, building relationships (Ben is too), and negotiations. It’s been great, co-leading the team for three years.”

A Bright Future

Courtney Welch may not have ended up on Broadway, but she has certainly found her stage in real estate. With her family by her side, a thriving business, and a passion for helping clients, Courtney is a shining example of how life’s detours can lead to something even better than expected.

“I feel so lucky to be in a career I love,” Courtney says. “Real estate was in my blood, but it’s also become my dream.” Best of all, this is just the beginning.

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Chunhong Xiao

with TopSky Realty Inc.

From Chemistry to the Closing Table, She Reinvented Herself Through Real Estate!

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

“A leader is one who knows the way, goes the way, and shows the way.” – John Maxwell

Being a leader isn’t for the faint of heart. It takes courage, confidence, and conviction—a willingness to break out of the mold and venture into new opportunities. Chunhong Xiao with TopSky Realty Inc. is one such individual.

“I have a Ph.D. in Chemistry. I started real estate investment in 2017 and quit my professional job in 2019,” she explains. “I got my Illinois real estate license for my own investment purposes in 2019, then I got my Florida real estate license in January 2022. As I started investing in Florida myself, I started helping some other investors. My clients and I are both remote investors.”

From Chemistry to Real Estate

Chunhong worked in chemistry for 11 years, starting as a scientist in the lab and later becoming an application scientist, where she supported sales teams and customers. Her professional journey in chemistry was fulfilling, but it required extensive travel, leaving little time for her family. The turning point came when she realized that her investments in real estate, which she began locally in 2017, were yielding significant returns. By 2019, she had invested heavily and decided to quit her chemistry job to focus on real estate full-time.

The Move to Florida

Recently, Chunhong relocated from Illinois to South Tampa. Prior to the move, all her work was

done remotely, and she had not met many of her clients in person. “A lot of my clients haven’t met me. We are remote in Illinois. I have been to Orlando and Sarasota, but I moved to Tampa because of real estate and the weather,” she says. Chunhong got her Florida real estate license about 2 ½ years ago and started working more with clients as a full-time REALTOR® last year. This year, her business is thriving, with \$10 million in transactions so far.

Analytical Approach

Chunhong’s background in chemistry has given her an analytical mindset that she applies to real estate. She excels in analyzing data to find properties with good potential and returns for her clients. Her approach is meticulous, ensuring that her clients



are satisfied and continue to invest through her.

“In chemistry, I worked with analytical instrumentation to understand how consumer products behave. In real estate, I use data to find undervalued properties with good appreciation potential and great cash flow,” she explains. This analytical approach has helped her secure good deals and build a strong portfolio.

Real Estate Strategies and Success

Chunhong employs various strategies to maximize

returns, including the BRRRR strategy: Buy, Rehab, Rent, Refinance, Repeat. She purchases homes below market value, adds equity through improvements, and then refinances to pull out the initial investment, allowing her to reinvest in more properties.

Her clients benefit from her expertise and strategies. Many have purchased multiple properties through her, with some clients buying as many as six rentals in one year. “The key is to find a good deal and a good area, especially undervalued areas,” she says.

In real estate, I use data to find undervalued properties with good appreciation potential and great cash flow.”



Family and Future

Chunhong’s move to South Florida was also influenced by her family. She has two beautiful children—a 17-year-old daughter talented in arts and a 9-year-old son entering fifth grade. Her supportive husband helps manage their rental properties in both Chicago and Florida.

When not working, Chunhong enjoys cooking for her family, spending time with them, and jogging. She envisions a bright future in real estate, while anticipating more specialization and competitive market due to new policies in the industry.

Achievements and Community Involvement

Chunhong’s achievements in real estate are remarkable. With 30 contracts and \$10 million in transactions this year alone, she is poised for even greater success. Her transition from a chemist to a top REALTOR® showcases her versatility and determination.

Her path from chemistry to the closing table is inspirational with her courage in changing her career later in life. Through TopSky Realty Inc., she continues to make a significant impact in the real estate industry, helping others find their dream homes and investment properties.



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“Tiffany, Sandy and Mike are all amazing! They continue to supply great customer service and quick responses. They have been helping me and my family out almost 20 years now with all my insurance needs for home, auto and business..” – Johnny Appenzeller

“Tiffany has been our home and auto agent since we moved to Florida almost three years ago. She has ALWAYS been very responsive and thorough as we search for the most cost effective carriers, which is an ever-moving target!” – Cliff Boldt



A Family Business with Deep Industry Knowledge
Tiffany Firlik and her father, Mike Hills, launched Triton Insurance’s Tampa branch in 2009. Both had backgrounds in the mortgage industry, giving them a well-rounded understanding of real estate, home closings, and the intricacies of insurance.

Mike explains, “We understand what a real estate agent goes through from beginning to end—dealing with customers, getting new listings, handling buyers, inspections, and the mortgage process. We can sit in their shoes and know what they go through to get their deals done.”

Tiffany adds, “I love the daily challenge when it comes to insurance. For me, it’s not just about sales—it’s about understanding the client’s risks and matching them with a policy that fits their family’s specific needs. Insurance is not one-size-fits-all.”

The company offers policies from over **50 different carriers**, ensuring clients have access to a vast and diverse market of options, including top providers such as Geico, Cypress, Allstate, Progressive, Liberty Mutual, Travelers, Tower Hill, and Nationwide.

What Sets Triton Insurance Apart?
One of the key differentiators for Triton Insurance is their proactive approach. **Sandy Hills** plays a crucial role in client retention and quality control. Every day, she reviews reports, flags rate increases, and proactively contacts clients to ensure they’re getting the best possible coverage. “We take the time to explain why a rate increased and help clients find a better solution when necessary,” Tiffany explains.

Triton also benefits from a dedicated support team in the Philippines, handling behind-the-scenes tasks like auto quotes and mortgage-related paperwork. This allows Triton’s Florida-based team to focus on personalized client interactions.

Finding the Best Coverage in a Volatile Market
Florida’s insurance market has become increasingly volatile, with skyrocketing rates and homeowners often being pushed into Citizens Insurance, the state’s last-resort nonprofit insurer. Triton works diligently to find better alternatives, ensuring clients are placed with reliable carriers rather than being defaulted into limited-coverage policies.



Tiffany emphasizes the importance of proactive risk mitigation, saying, “A lot of agents won’t go through your house and tell you what can be retrofitted to lower your rates. We help clients make their homes more secure—whether it’s installing hurricane clips, updating water heaters, or improving supply lines—so they’re financially stable and not forced to shop for new rates each year.”

More Than Just Business
Beyond their commitment to insurance, **Mike and Tiffany are avid scuba divers**, a passion that runs in the family. Mike even ran a dive shop in Buffalo, New York, before transitioning into the insurance industry. **Tiffany’s 10-year-old son is already scuba certified**, carrying on the family tradition.



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FROM THE DESK OF THE PRESIDENT:

“Advancing The Florida Economy: Realtor Advocacy at its Best”



BY TIM WEISHEYER, 2025
PRESIDENT OF FLORIDA REALTORS®



2025 is in full swing and the real estate market is holding strong. In January we saw a 3.5% increase in home sales, and we anticipate a slight dip in interest rates to keep adding to the market strength. As the economy and market continue to realign Florida Realtors is making sure our state economy remains strong as we work to help incentivize businesses to thrive and relocate to the Sunshine state.

One of the best ways to encourage businesses to relocate to Florida is to create a healthy economic environment. Due to the advocacy of Florida Realtors the business environment has continually improved in substantial ways in the last decade. One of the many examples is our work on the reduction, and ultimate elimination, of the business rent tax (sales tax on commercial leases).

In Florida, the “business rent tax” refers to the state sales tax on the rental, lease, or license to use commercial real property. Florida Realtors has successfully advocated for incremental reductions since 2017 and Florida businesses have realized significant savings as we have worked

with the legislature and Governor’s office on this important initiative. Here’s a brief breakdown:

Tax Rate Reduction:

- Originally a 6% sales tax on commercial lease and now down to 2.0% with more reductions on the horizon.

Estimated Savings:

- More than \$2 billion in tax relief for businesses.

Impact:

- This reduction stimulates economic growth by lowering the financial burden on businesses.
- It’s make Florida more competitive in attracting new businesses and keeping existing businesses.
- Businesses can reinvest the money saved into their companies, employees and new products, services and innovations.

The reduction of the business rent tax has provided substantial financial relief to Florida businesses - fostering a more favorable business environment, bolstering economic expansion and has freed up significant operating revenue to invest in Florida’s workforce. Beyond the aforementioned benefits, we know

many of our members and brokerages lease commercial space for their real estate offices too. Florida Realtors and the Florida Realtors PAC have been championing this and many other legislative initiatives to protect our members and their businesses. Our work isn’t done and we are working to further reduce the business rent tax and provide more savings for you and your businesses.

We all know real estate is a vital part of the state’s economy and we are proud to be champions for it. Florida Realtors are zealous advocates for your profession because we know you depend on us and the Florida real estate industry represents 21% of the Florida Gross Product totaling more than 300 billion dollars.

The 2025 legislative session is ongoing, and we are proud to be in the halls of the state Capitol everyday working on your behalf. Florida Realtors’ full advocacy agenda may be viewed at www.floridarealtors.org. We invite you to attend a recap session at our annual convention in Orlando on Monday, August 25th -Friday, August 29th. More information may be found at www.floridarealtors.org.

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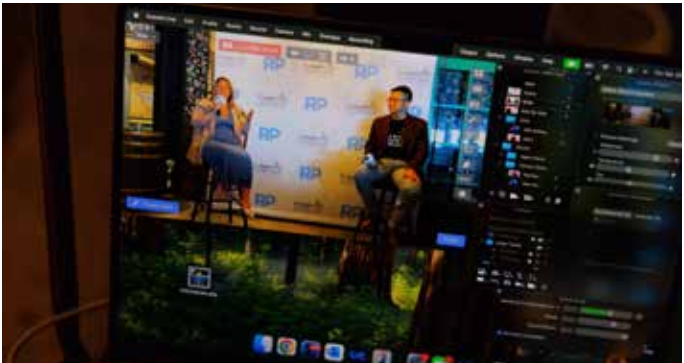
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Crushing it in New Construction on March 20

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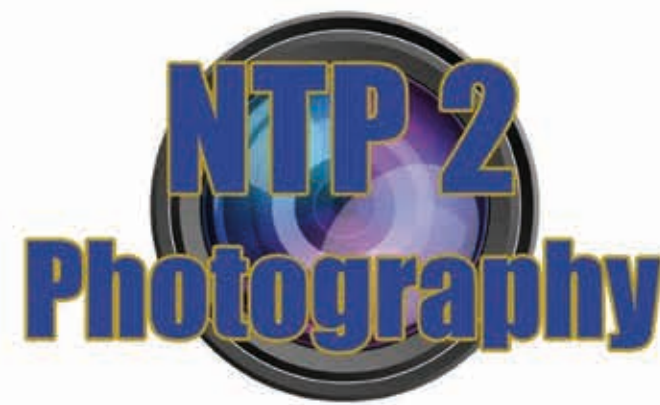


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