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MAY 2025

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## Bee Powell



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Stephanie Cathey  
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Expert Article:  
Boss Lady  
Women in the Workplace

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# Springing Forward

Growth, Connections, and Success in Real Estate

Spring is in full bloom here in Volusia and Flagler counties, and with it comes a season of growth, opportunity, and fresh perspectives. As we step into May, I’m reminded of the incredible resilience and passion that drive our local real estate professionals. Every transaction, every relationship, and every challenge overcome is a testament to the dedication that makes our community thrive.

This month, we shine a spotlight on the stories that define success in our industry. From agents who go the extra mile for their clients to partners who elevate the business with innovation and expertise, *Volusia Flagler Real Producers* is proud to share the journeys that inspire and motivate.

As we navigate the ever-evolving market, one thing remains constant—this community is built on connections. Whether it’s collaborating with industry peers, mentoring the next generation of leaders, or simply taking a moment to celebrate wins, the relationships we cultivate make all the difference.

Thank you for being part of this incredible network. Your passion and dedication continue to shape the future of real estate in Volusia and Flagler counties, and I’m honored to share this journey with you.

Here’s to a season of success and new possibilities!

**Jayne Dickey**  
Publisher,  
*Volusia Flagler Real Producers*

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**BEE POWELL:** A RELENTLESS PURSUIT OF EXCELLENCE IN REAL ESTATE

PHOTOS BY: XAVIER WALTON OF WALTONS PHOTOGRAPHY

For **Bee Powell**, real estate is more than just transactions — it's about people, problem-solving, and creating opportunities. Her path into the industry was anything but conventional, shaped by years of architectural expertise and an eye for investment. Today, she is a powerhouse in the Volusia-Flagler market, earning top accolades and setting the standard for what it means to be a high-performing real estate professional.

# Bee Powell





“  
That  
experience  
introduced me  
to real estate  
from a different  
perspective.”

**A Global Perspective: From  
Architecture to Real Estate**

Bee's career began in architecture, spanning over a decade in Australia and Germany, where she managed large-scale projects and honed her ability to juggle multiple moving parts. However, when she moved to the U.S. in 2004, she faced a challenge—her degree was not recognized, and the thought of restarting her education was not an option. Instead, she pivoted, seeing an opportunity in real estate.

“The market was down, and I saw a chance to purchase a couple of affordable rental properties,” Bee recalls. “That experience introduced me to real estate from a different perspective.”

Encouraged by her own agent, who saw her potential, Bee decided to take the leap, earning her license in 2012. “It was a perfect fit,” she says. “I was used to managing complex projects, coordinating moving pieces, working with people and staying calm under pressure.”

**Award-Winning Excellence**

Bee's relentless drive and strategic approach have earned her numerous awards and distinctions, including the prestigious Circle of Excellence, year after year. In 2024, she was named the Top Deland Agent, Top Listing Broker, and Top Negotiator by RealEstateAgents.com. Her ability to secure deals and advocate fiercely for







her customers sets her apart in a highly competitive industry.

Beyond awards, Bee holds several professional designations that speak to her expertise, including Certified International Property Specialist (CIPS), Military Relocation Professional (MRP), and Seller Representative Specialist (SRS). Each designation reflects her commitment to excellence and specialization in various aspects of real estate.

**“No Shortcuts—Just Doing It Right”**  
Bee’s approach to real estate is rooted in structure, strategy, and a strong work ethic. “I don’t believe in shortcuts,” she states. “I believe in doing it right, staying sharp, and relentlessly pushing forward. My drive to succeed is directly tied to delivering the best possible outcome for my customers.”

Her passion for the industry has also led her to develop specialized programs, including Bee’s Silver Keys Program, designed to assist homeowners navigating major life transitions. One of her most memorable experiences was helping a widow sell her home after 40 years.

“She was overwhelmed, unsure of where to start,” Bee recalls. “I took care of everything—curb appeal, painting, cleaning, staging, coordinating the move. At the closing table, she looked at me and said, ‘I could never have done this without you. Thank you.’ That’s why I do what I do.”

**A Vision for the Future**  
Looking ahead, Bee is focused on growing a company that sets the gold standard in real estate representation.

“I want to keep raising the bar—not just in how we market homes, but in how we support our customers through major life changes.”

Her ambition doesn’t stop at personal success. She is actively pouring into her team and looking for agents who share her high standards and work ethic. “I want professionals who understand that real estate is about trust, not just transactions.”

**Beyond Real Estate: A Life of Passion and Adventure**  
Outside of real estate, Bee is an avid equestrian, competing in jumper events. “Riding keeps me grounded,” she says. “It requires focus, discipline, and connection, which are all things I bring into my business.”

Her love for adventure doesn’t stop there—many would be surprised to learn that she was once part of Germany’s national 4-way formation skydiving team. “That experience shaped me,” she reflects. “It taught me to stay calm under pressure, make quick decisions, and trust my team—all skills that translate directly into real estate.”

Bee’s home life is equally full, shared with her family of four, along with five cats, a dog, and her beloved horses. “Our life is busy, but I wouldn’t have it any other way.”

Living by the motto, “Bite off more than you can chew and chew like crazy,” Bee Powell exemplifies what it means to push boundaries, challenge expectations, and redefine success in real estate. She is not just keeping up—she is setting the pace.

“  
I want to keep raising the bar—not just in how we market homes, but in how we support our customers through major life changes.”





# WOMEN IN THE WORKPLACE

BY TERESA RAND

Today’s workplace is undergoing massive shifts in everything from work-from-home and return-to-work policies to the impact of AI and the reduction of Diversity, Equity, and Inclusion initiatives.

As a working woman, I reference the annual Women in the Workplace report, a collaborative effort by LeanIn.Org and McKinsey & Company, to gauge our progress and identify areas we still need to improve. This tenth-anniversary edition sheds light on the progress made, the persistent challenges that remain, and the path forward toward achieving gender parity in the workplace. Research indicates that companies with a higher proportion of women in leadership positions tend to benefit from greater innovation, healthier cultures, and stronger performance. Is that not the end goal for everyone in business?

Women’s representation in corporate roles has seen notable improvements. In 2015, women held 17% of C-suite positions; by 2024, this figure had risen to 29%. Women’s representation

increased from 45% to 48% at the entry level and from 37% to 39% at the manager level. These gains underscore the impact of concerted efforts to promote gender diversity. These results also indicate that we must maintain our momentum.

Despite these advancements, the report highlights ongoing challenges that hinder sustained progress:

- **The Broken Rung:** A significant barrier identified is the “broken rung” at the first step up to management. For every 100 men promoted to manager, only 87 women receive the same promotion. This disparity is even more pronounced for women of color; for instance, for every 100 men promoted, only 54 Black women are promoted. This gap limits the pool of women eligible for higher leadership roles.
- **Microaggressions and Bias:** Women continue to face microaggressions that challenge their credibility and authority. They are more likely than men to have their judgment questioned, be mistaken for someone at a lower

level, or be subjected to comments about their emotional state. Such experiences can undermine confidence and impede career progression.

- **Workplace Perception Gaps:** There is a notable divergence in how men and women perceive progress toward achieving gender equality. While nearly 90% of senior-level men believe women’s opportunities have improved, only about 60% of senior-level women share this view. Additionally, a significant portion of men are unaware of the microaggressions women face, indicating a disconnect that can hinder collaborative efforts toward inclusivity.

Often, only men are around the table making the next hiring decisions. For this reason, men need to be included in the conversation and the research facts. In my experience, men are willing to be allies when invited to participate in the discussion.

The report emphasizes that women’s experiences in the workplace are not monolithic. Women of color, LGBTQ+ women, and women with disabilities often encounter compounded biases and barriers. For example, women of color hold just 7% of C-suite roles, compared to 22% held by white women, highlighting the need for intersectional approaches to address these disparities.

While many companies have implemented policies to support diversity and inclusion, there are signs of waning commitment. The percentage of companies that consider gender diversity a high priority has declined from 88% in 2017 to 78% in 2024. These numbers will continue declining with the elimination of Diversity, Equity, and Inclusion initiatives.

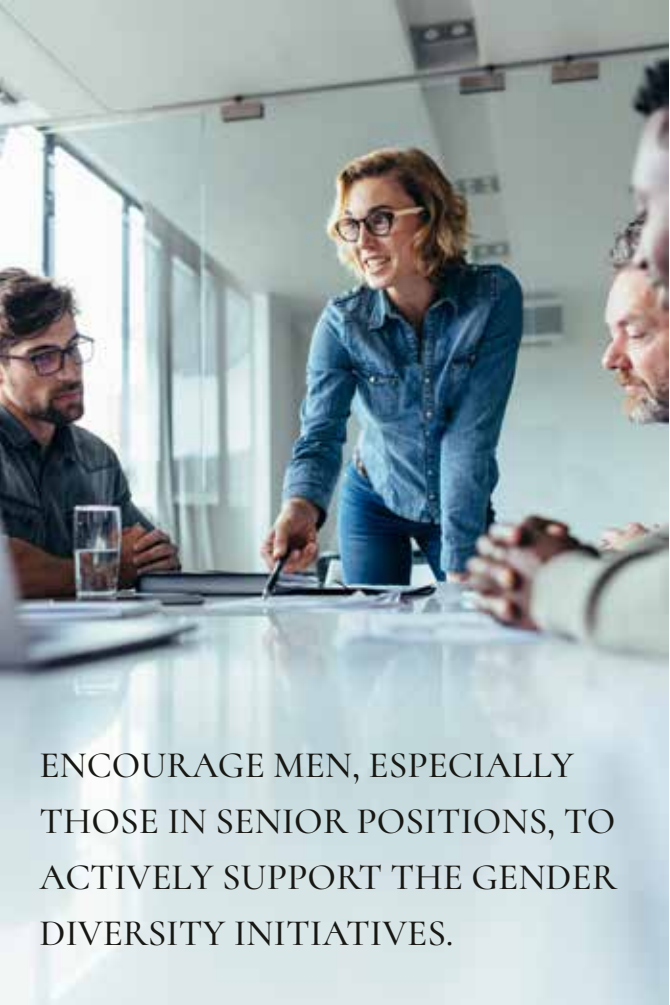
Below are recommendations from the 2024 report. This report was finalized prior to the current changes to DEI initiatives, and some of the recommendations may no longer be allowed in an organization. However, this does not mean that the focus on diversity should be ignored. In The Boss Lady Podcast, I discuss how we can reimagine DEI in the workplace.

The report offers several recommendations:

1. **Address the Broken Rung:** Companies should implement targeted programs to ensure equitable promotion practices at the entry-level management stage.
2. **Foster Inclusive Cultures:** Organizations must actively work to create environments where all employees feel valued and respected.
3. **Support Intersectional Initiatives:** Tailored programs that address the specific needs of women of color, LGBTQ+ women, and women with disabilities can help create equitable advancement opportunities.
4. **Sustain Corporate Commitment:** Leadership must reaffirm and demonstrate a genuine commitment to gender diversity by setting clear goals, regularly measuring progress, and holding leaders accountable for outcomes.

5. **Engage Men as Allies:** Encourage men, especially those in senior positions, to actively support the gender diversity initiatives.

The 2024 “Women in the Workplace” report provides a comprehensive overview of the strides made and the hurdles in achieving gender parity in corporate America. While the past decade has seen significant progress, the journey is far from complete. As the report emphasizes, achieving genuine gender parity necessitates sustained commitment, deliberate actions, and a collaborative effort from all corporate stakeholders.



ENCOURAGE MEN, ESPECIALLY THOSE IN SENIOR POSITIONS, TO ACTIVELY SUPPORT THE GENDER DIVERSITY INITIATIVES.

This commitment will ensure that we all feel a sense of belonging, enabling us to make changes that will positively impact us all.

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# Stephanie Cathey



## EMBRACING GROWTH

FAMILY, BUSINESS, AND THE JOURNEY AHEAD

It's been a few years since I was featured in the Mother's Day issue of *Volusia Real Producers Magazine*, and life has continued to evolve in the most beautiful ways. My sons, Lennon and Jagger, are growing up fast—now eight and six years old—and keeping me on my toes with their sports and adventures. Watching them grow has been a constant reminder of how precious time is. As they change, so have I, learning to better balance work and life while embracing every moment with my family.



My husband, Michael, and I will be celebrating a milestone this year—our 10-year wedding anniversary. Looking back, it's incredible to see how far we've come, both personally and professionally. Michael, who continues to excel with Rize Mortgage, has been my rock, and together, we have built not just a business, but a life filled with purpose, love, and growth. After Hurricane Milton caused our office to flood in 2024, we made the bold decision to move our office into our home. It has already proven to be one of the best decisions we could have made, allowing us to create a more flexible and efficient work environment. Over the past four years, we have experienced the most productive years of our careers, proving that success isn't just about the numbers—it's about creating a lifestyle that aligns with our values and priorities.

The Cathey Team at RE/MAX Signature has also seen some shifts. Over the past few years, our team has streamlined, and we are now a core four—small but mighty. Sometimes, growth isn't just about expansion; it's about refining, focusing, and ensuring that every member is in alignment with the vision and mission we hold dear. This shift has allowed

us to provide even more dedicated service to our clients while maintaining the family-first approach that has always been at the heart of our business.

One of our biggest goals as a family has been to travel more. The saying, "The days are long, but the years are short," has never felt truer than it does now. While we continue to pour our passion into our careers, we are also making sure to create unforgettable memories with our children. Whether it's a weekend getaway or a big adventure, these moments are shaping not just their childhoods, but our family's story.

Looking ahead, I am embracing the philosophy of "failing forward." Growth, in any area of life, comes from the willingness to take risks, learn from mistakes, and keep moving forward. As a Realtor, I am more committed than ever to refining my craft, deepening my relationships, and serving my clients with even greater passion. But beyond my career,





I am most excited about continuing to grow as a wife, mother, and friend.

Life isn't about reaching a destination—it's about the journey, the lessons, and the people we share it with. And as I look ahead to the future, I am filled with gratitude for where I am today and excitement for all that's still to come.

## “AS A REALTOR

I AM MORE COMMITTED THAN EVER TO REFINING MY CRAFT, DEEPENING MY RELATIONSHIPS, AND SERVING MY CLIENTS WITH EVEN GREATER PASSION.”





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# ROBIN WINKLER

*Robin Winkler's Journey of Joy, Resilience, and Impact in the Title Industry*

Robin Winkler is more than just a title professional; she's the face of Celebration Title Group, where each transaction is treated as a reason to celebrate. As the Lead Success Partner at the company since 2018, Robin has infused her vibrant, fun-loving personality into every aspect of her work, creating a culture where success is always met with confetti and joy. Whether it's helping realtors grow their businesses, guiding clients through their closings, or adding a touch of cheer to the title process, Robin's approach is all about making connections, delivering value, and ensuring that every milestone is celebrated.

Her journey to the title industry is an inspiring one, shaped by personal challenges and a determination to overcome them. At 19, Robin became a single mom to her son, Cooper, juggling two jobs while attending school and navigating the overwhelming responsibilities of motherhood. After enduring a painful and lengthy legal battle, she regained joint custody of Cooper, a triumph that fueled her drive to build a better life for herself and her son.

"Having to hit rock bottom made me realize that the only way forward was to keep going," Robin reflects. "I was determined to create a better life for Cooper, and that perseverance has carried me through every challenge since."

Her first step into the real estate world came when she worked as an assistant to a real estate agent. It wasn't long before she was drawn to the title side of the business, where she realized that helping clients close on their homes was something she truly loved. Watching people sign papers and embark on new chapters in their lives inspired her to pursue a career in title, and she's never looked back.

"It's not just about paperwork," Robin says. "It's about being part of a life-changing moment for people. That's what drew me to title, and that's why I'm still here—celebrating with people every day."

Since joining Celebration Title Group, Robin has become known for her ability to turn every closing into a celebratory event. With her signature confetti cannons, thoughtful client

gifts, and a welcoming atmosphere, Robin ensures that clients leave not just with a completed transaction but with a memorable experience they'll cherish for years. Her focus is always on the people—whether they're clients, realtors, or lenders—and how she can help them succeed.

"We don't just close deals; we create experiences," Robin explains. "From the moment someone walks into our office to the final signature, we make it all about celebrating their success."

Robin's unique approach to title has garnered recognition within the industry, and she's proud of the accolades that have come her way. She was named Top Celebrator of the Year at Celebration Title Group, and she received the "Most Likely to End Up in a Fist Fight with Another Title Company" award from her real estate team after a competitor tried to mimic their distinct energy. In addition, she has earned the title of Business Partner of the Year with the Women's Council of Realtors Daytona Beach and has been recognized as a major investor for RPAC for two years in a row.

"It's always nice to be recognized for your hard work, but at the end of the day, I love what I do," Robin says with a laugh. "Celebrating people's success, building relationships, and bringing a little joy to every closing—that's what really matters to me."

Looking to the future, Robin has plans to expand her impact within the industry. She hopes to mentor the next generation of real estate professionals, sharing her passion for helping





I've been fortunate enough to have amazing mentors in my life, and I want to pay that forward by helping others reach their full potential."

career, and she credits Amanda for helping her reach new heights in both her personal and professional life.

"Amanda is not just a mentor—she's a role model," Robin says with gratitude. "She's taught me so much, not just about business but about life. I wouldn't be where I am today without her."

As for her legacy, Robin hopes to be remembered as someone who made a difference in the lives of others—whether through her work in the title industry, her community involvement, or simply by being there for those who needed support. "I want to leave a legacy that reflects my passion for helping others succeed," she says. "Whether it's through my work or my family, I want to be remembered as someone who brought joy and positivity to every moment."

For Robin Winkler, every closing is a celebration, every connection is an opportunity to make a difference, and every day is a chance to bring a little more joy to the world. Through her work at Celebration Title Group, she's not just helping people buy and sell homes; she's creating experiences that will last a lifetime.



others grow and succeed. She also envisions creating more educational workshops and resources to elevate realtors' businesses and provide them with the tools they need to thrive. "I want to be a mentor, not just to my team but to other professionals in the industry," Robin says. "I've been fortunate enough to have amazing mentors in my life, and I want to pay that forward by helping others reach their full potential."

Despite her professional success, Robin remains deeply connected to her family and her community. She is passionate about giving back, particularly through her involvement with Bobby's Bandits, a 501c3 charity dedicated to raising money for children with type 1 diabetes. Founded by Amanda Douglas, the founder of Celebration Title Group, Bobby's Bandits holds a special place in Robin's heart, and she serves on the board, helping to make a difference in the lives of children and their families.

Outside of work, Robin enjoys spending time at the beach with her husband, Chris, and their two sons, Cooper and Ryder. The family enjoys traveling, boating, and simply spending time together, often sharing laughs and creating memories that will last a lifetime.

"Our family is all about adventure," Robin says. "Whether it's surfing, wakeboarding, or just enjoying the sunshine, we're always on the go. But we also make sure to take time to relax and enjoy each other's company."

When asked about her greatest source of inspiration, Robin points to Amanda Douglas, the founder of Celebration Title Group, whose own journey from single motherhood to business success mirrors Robin's in many ways. Amanda's mentorship and guidance have played a pivotal role in Robin's

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In a world where change is constant, we're proud to say: Nothing's changed since last year.

Well, almost nothing.

At our real estate company, we've always been about building something that lasts—something meaningful. And this past year, that mission has only sharpened. If there's one shift worth talking about, it's this: we've doubled down on our commitment to quality over quantity.

We're not interested in being the biggest anymore—we're focused on being the best. That starts with our agents.

This year, our leadership made the decision to invest heavily in our people. That means:

- Professional coaching for every agent who's ready to grow
- Cutting-edge technology to streamline business and boost productivity
- Company-paid lead generation so agents can focus on what matters most—serving clients

We're putting our time, energy, and resources into the people who are serious about building sustainable, long-term businesses—agents who are committed to this industry, not just testing the waters.

We also launched our own family podcast, giving us a space to share stories, tips, wins, and lessons. It's become more than just content—it's a way to stay connected, stay inspired, and keep our culture strong. We're proud of the community we've built, and the podcast gives our agents a voice in that story.

Marketing is evolving faster than ever, and we're not just keeping up—we're leading. That's why we're encouraging all of our agents to lean into video and new-age marketing strategies. From short-form video content to long-form educational clips, we're helping our agents build personal brands that stand out in a crowded space.

And the results of all this focus? They speak for themselves.

We are incredibly proud to be ranked second in the Daytona Beach Area Association of REALTORS® when it comes to sales per agent. We came in just behind RE/MAX Signature—an incredible company in its own right—but ahead of many large and well-known brokerages in our region.

This isn't just a feel-good stat. It's proof that our model works. It shows that when you support agents with the right tools, coaching, and mindset, they don't just survive—they thrive.

This ranking validates everything we've been working toward: that focusing on fewer agents and giving them more attention, more guidance, and more opportunity leads to stronger results across the board.

We're not just trying to recruit bodies—we're building a community of professionals who are in it for the long haul. That's the difference. And it's why we're selective about who we bring on board.

We want agents who are looking for more than a place to hang their license. We're looking for people who want to grow, challenge themselves, and be part of something bigger. If that's you, we'd love to talk.

And on the family side of things? For once, we're celebrating a little peace and quiet—and that's saying something.

We made it an entire year without welcoming a new baby into the family. Our most recent addition was born on May 14, 2024, and for the first time since 2019, there's no new baby on the horizon. It's a rare moment of calm, and we're enjoying every minute of it.

And if that wasn't enough, we also made it through the year without anyone moving into a new home—another miracle. If you know our crew, you know that's a big deal. Again, not something that's happened since 2019.

These moments may seem small, but to us, they're reminders of what matters. They represent a shift not only in business but in life—an intentional choice to focus, to grow deeper instead of wider, and to build stability both personally and professionally.

So yes, technically, nothing has changed—but in reality, everything has.

Our priorities are clearer than ever. Our mission is stronger. And our results speak for themselves.

If you're an agent looking for a brokerage that believes in you, invests in your growth, and is committed to helping you build something real—let's talk.

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