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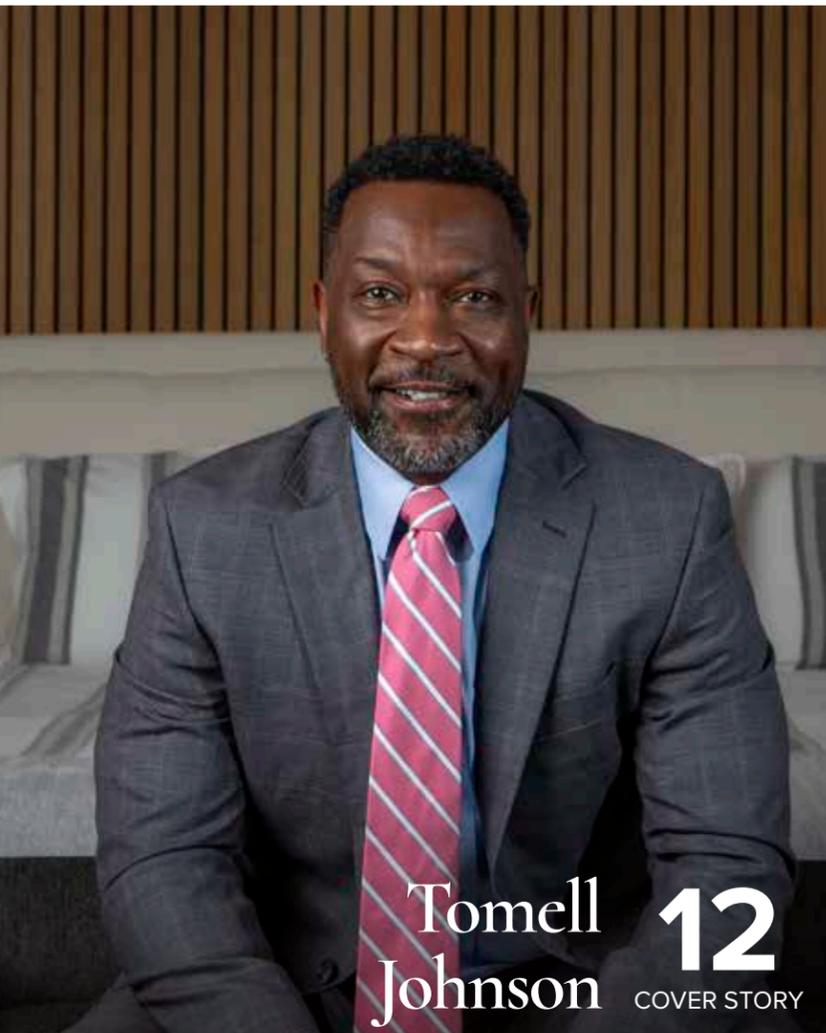





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Taylor Labno
Owner/Publisher



Phylicia Bova
Editor



Katrina Coker
Operations Director



Ashliegh Harsh
Events Coordinator



Ethan Hamilton
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Podcast Producer



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Luxury Is More Than A Mindset

When people hear the word luxury, they often think of price point. Waterfront estates. Designer finishes. Gulf-front views.

But true luxury isn't defined by square footage or sales volume.

Luxury is a mindset.

It's how you show up. It's how you communicate. It's how you prepare when no one is watching.

A luxury mindset means operating at a higher standard—regardless of the price range you serve. It's anticipating needs before they're spoken. It's mastering your craft so thoroughly that confidence becomes quiet, not loud. It's understanding that discretion, strategy, and relationship capital matter just as much as marketing.

On the Emerald Coast, we are blessed to serve in one of the most desirable

markets in the country. But market conditions alone do not create excellence. People do.

The agents highlighted in this issue understand that luxury is about experience. It's about delivering white-glove service in every interaction. It's about mindset over ego, preparation over assumption, and long-term reputation over short-term gain.

As we move deeper into 2026, I challenge each of us to ask:

- Are we operating reactively or intentionally?
- Are we investing in growth or relying on momentum?
- Are we building brands that reflect excellence at every level?

Luxury isn't reserved for a select few. It's built through discipline, detail, and decision-making.

This month, may we elevate our standards, refine our systems, and commit to the mindset that separates good from exceptional.

Because on the Emerald Coast, luxury isn't just what we sell. It's how we lead.

Thank you to Brian Clowdus with Christie's International for letting us use his listing at 5914 Sunset Ave., Panama City Beach, FL. Contact him at (256) 504-3799.

With intention,

Taylor Labno
Publisher,
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ELEVATING YOUR STANDARD IN A COMPETITIVE MARKET

Every market cycle has its defining characteristic. Some are driven by velocity, others by scarcity, others by volatility. What defines this one is expectation, particularly in a destination market like the Emerald Coast.

Buyers are more informed, sellers are more selective, and competition among agents is more sophisticated. Regardless of price point, consumers increasingly expect a level of service and strategic guidance that feels refined, intentional, and trustworthy.

That's why conversations about a "luxury mindset" are gaining traction. Not because every transaction is multimillion-dollar, but because elevated experience has become the new baseline. The most successful agents understand that luxury is less about price and more about standard. It is a way of operating.

In today's environment, growth does not come from doing more. It comes from doing better. Here's what that looks like in practice.

Operate Like an Advisor, Not a Salesperson

Top-producing agents understand that transactions are tactical, but trust is strategic. Today's buyers have access to data before they ever step into a showing. What they are looking for is interpretation for context, insight, and foresight. They want someone who can connect the dots between pricing trends, development

patterns, economic shifts, and long-term value.

- To operate at a higher level:
- Study absorption rates, not just list prices.
 - Understand development pipelines and infrastructure changes.
 - Articulate how broader economic trends impact local values.
 - Frame decisions in terms of long-term positioning and wealth creation.

When you move from simply presenting options to providing perspective, you shift your role entirely. That shift is where elevation begins.

Precision Creates Confidence

High-performing professionals in any industry are precise. They prepare thoroughly, communicate clearly, anticipate obstacles before they surface, and execute consistently. Clients feel your confidence when they sense control and clarity. Precision is what creates that sense of control.

If you want to elevate your production, begin by tightening your process. Excellence rarely requires reinvention. It usually requires refinement.

Your Brand Is Your Leverage

The Emerald Coast attracts sophisticated buyers, many of whom have worked with advisors across multiple markets. They recognize professionalism quickly.

Your brand is not your logo or color palette. It is the reputation that precedes you and the consistency that follows you.

- Ask yourself:
- What are you known for?
 - Do peers describe you as knowledgeable, professional, and strategic?
 - Are you known for negotiation strength?
 - Do clients feel guided and protected?

If you intend to grow into higher price points or more complex transactions, your brand must communicate stability, depth, and discretion. That level of positioning is built over time through consistency, not through a single marketing push. Trust compounds only if consistently reinforced.

Elevation Requires Internal Discipline

There is a misconception that moving into more premium markets requires dramatic reinvention. In reality, it requires discipline.

Do you invest in education beyond what is required? Do you surround yourself with professionals who elevate your thinking? Do you track your numbers and refine your systems? Do you protect your time as carefully as you protect your clients' investments?

Top producers are intentional about how they spend their time, who they align with, and how they show up in the marketplace. The luxury mindset, when



BY TIM WEISHEYER

stripped of surface signals, is simply a commitment to higher standards regardless of price point.

5 Action Steps to Raise Your Standard This Quarter

- If you are looking for practical next steps, begin here:
- Refine Your Client Journey
 - Upgrade One Core System
 - Deepen Market Mastery
 - Strengthen Strategic Relationships
 - Protect and Build Your Reputation

Get your free 5 Actions Steps to Raise Your Standard Tip Sheet by scanning below!



The Emerald Coast continues to attract buyers who value lifestyle, stability, and long-term opportunity. As the market matures, expectations will only rise. The agents who thrive will not be those who simply work harder or market louder, but those who operate with greater clarity, discipline, and intention.

Elevation is not about chasing a new identity. It is about refining the one you already have and committing to a higher standard of execution. When you raise your standard, your business rises with it, and in a market as dynamic and opportunity-rich as ours, that distinction matters more than ever.

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For Tomell Johnson, real estate is not about transactions. It is about service. It is about showing up consistently, doing the right thing when no one is watching, and building a reputation that lasts longer than any single deal.

Born and raised in Tallahassee, Tomell graduated from Lincoln High School and attended Florida A&M University before making a move that would shape the rest of his life. In 2002, Publix Super Markets expanded into the Panhandle, and Tomell relocated to the Emerald Coast. What started as a career move quickly became home.

Today, he is a husband and father first. He and his wife Michelle have built their life here, raising their children, Kobe and Kyndall. His faith keeps him grounded, and his family fuels his purpose. Much of what drives him professionally comes from the desire to build something meaningful for the people he loves and the community he serves.

From Bagging Groceries to Store Manager

Tomell's professional journey began at 16 years old, bagging groceries at Publix. Over nearly 25 years, he

worked his way up to Store Manager, eventually retiring in 2016. That time shaped him in profound ways.

"Publix gave me a front row seat to what consistency, service, and leadership look like at a high level," he says.

Retail management is demanding. Long hours. Nights. Weekends. Holidays. Accountability to hundreds of associates and thousands of customers. For years, he embraced that challenge. But as the demands grew heavier and the balance shifted, he began to feel called toward something different. Something that offered greater control of his time and a deeper sense of purpose.

That spark came unexpectedly when he and Michelle decided to rent out their previous home. Tomell self managed the property and found he genuinely enjoyed every part of the process. Preparing it for the market. Fielding calls. Scheduling showings. Understanding what buyers and tenants truly value.

"That's when it clicked," he says.

He earned his real estate license in 2018, and it felt like a natural fit from day one.

Strategy Meets Service

Tomell was drawn to the balance real estate offers. Strategy paired with service. Helping people make major life decisions with clarity and confidence. Advocating for them. Protecting them. Guiding them forward.

Whether it is a first time buyer, a military relocation, or a family selling a home filled with memories, he approaches every client relationship with steady leadership and honest advice.

"I wanted a career where integrity matters, relationships matter, and results matter," he explains. "That's exactly what this has become for me."

Pushing Through the Early Stage

Like most new agents, Tomell's biggest challenge early on was simply getting started. Building confidence. Creating momentum. Learning the business while trying to grow the business. He often tells new agents the hardest part is staying consistent long enough for the momentum to build.

Today, his challenges look different. He focuses on balancing active clients with consistent lead generation,





**“RESPECT OPENS THE DOOR.
TRUST KEEPS IT OPEN.”** - TOMELL JOHNSON



understanding that real estate rewards discipline. You cannot turn prospecting on and off like a switch.

Competition is another constant. There are many talented agents in the market, and consumers have options. Tomell believes the key is clearly communicating why someone should choose him in a way that feels authentic and relatable.

His strategy is simple but powerful. Consistent follow up. Clear expectations from the beginning. Calm, steady communication. No surprises.

“I focus on being the calm guide,” he says. “Strong plan. Honest advice. Steady communication.”

Over time, that approach builds trust. And trust builds repeat business and referrals.

When the Sun Comes Up, You Better Be Running

Tomell stays motivated by discipline.

He often references a parable about the lion and the gazelle. Each morning, the gazelle must outrun the fastest lion to survive, and the lion must outrun the slowest gazelle to eat. Either way, when the sun comes up, it is time to run.

“That mindset reminds me I can’t rely on yesterday’s wins,” he says. “I have to do the work daily.”

For Tomell, that means consistent lead generation, follow up, market study, and refining systems as technology evolves. Growth is not a mood. It is a habit.

A Full Circle Moment

One of Tomell’s proudest moments came during a recent closing with a young family purchasing their first home. One of the buyers had once worked for him at Publix. Tomell had hired her as a teenager years earlier when he was Store Manager.

When that former employee was ready to buy her first home, she called Tomell.

“That trust meant everything,” Tomell reflects.

Helping them reach the closing table was special, but what mattered most was knowing that the way he treated people years ago still mattered. Leadership leaves an impression.

“That one hit different,” he says.

Relationships That Matter

Mentorship and networking have shaped Tomell’s growth, though often informally. He believes there is something to learn from nearly everyone in the business. Sometimes it is a best practice to adopt. Sometimes it is a lesson on what not to do.

The common thread is respect.

“Respect opens the door. Trust keeps it open,” he says.

Networking also strengthens transactions. Real estate is a relationship business. Agents, like clients, want to work with professionals they know, like, and trust. Tomell strives to ensure that when his name is on a deal, it makes the process smoother, not harder.

He frequently shares advice with newer agents, remembering what those early days felt like. For him, long term success is rooted in relationships with clients, partners, and fellow agents.

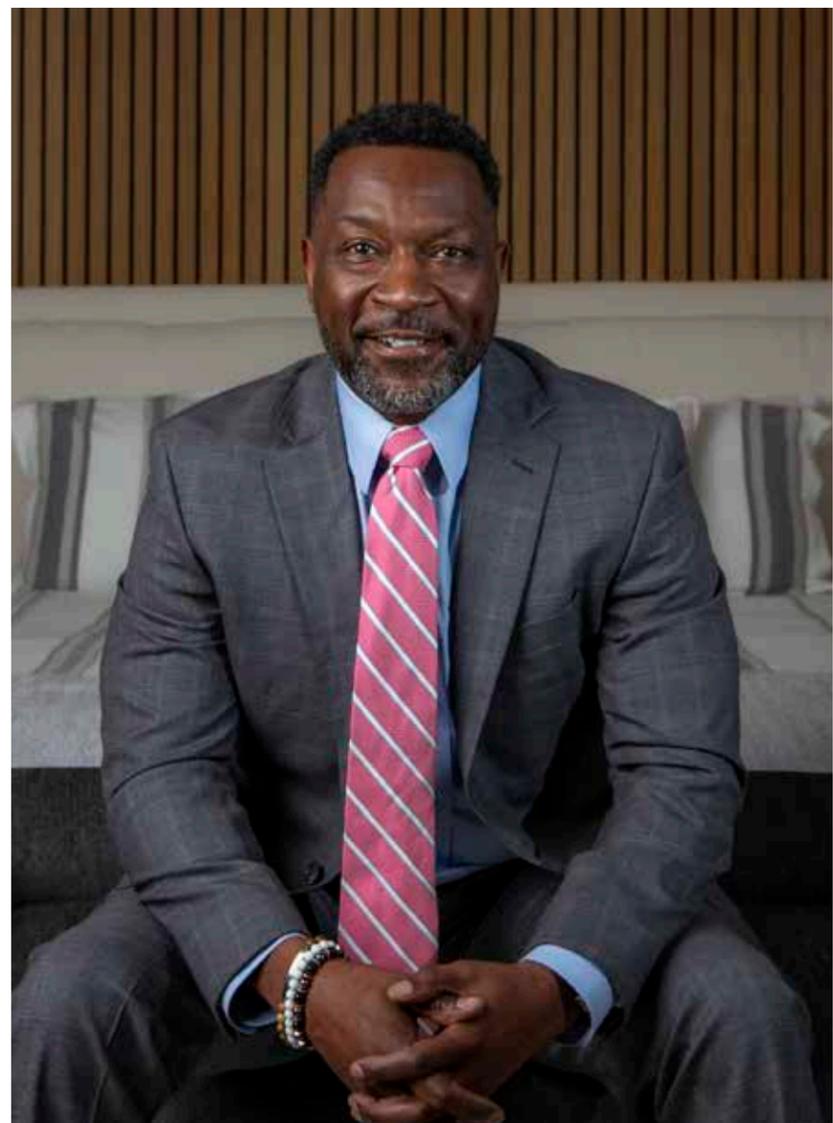
Intention at Home

Balancing work and family requires intention. Real estate will take as much time as you give it. The market does not operate on a schedule.

It helps that Michelle owns an insurance agency. She understands the pace and unpredictability. But even with that shared understanding, they intentionally draw boundaries.

“If you don’t draw lines, the lines won’t draw themselves,” Tomell says.

He builds systems that keep his business organized and creates purposeful time for family. He remains responsive



but protects certain windows to be fully present at home.

“Balance isn’t about perfect hours,” he explains. “It’s about discipline, clear communication, and making sure the people who matter most don’t only get what’s left over.”

A Service Business

If there is one thing Tomell wants people to know, it is this. He does not treat real estate like a transaction business. He treats it like a service business.

He is especially grateful for the trust of military families and out of state clients making high pressure decisions, sometimes sight unseen.

He takes pride in being steady, proactive, and honest so they feel supported from start to finish.

The Emerald Coast has been home to his family since 2002, and he remains committed to giving back and staying involved in the community.

At the end of the day, his goal is simple. To be the kind of agent people feel comfortable calling anytime they need real guidance.

That is what his tagline represents.

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And for Tomell Johnson, those are not just words. They are the standard.

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- May 14 EVENT: Purse Bingo | 5:30pm | TBA
- May 09 Diane Keller Kiwanis 5k Run | Walk | Buffalo Wild Wings
- June 11 Member Appreciation & 2027 Elections | 12p | Regatta
- Sept 10 Leading with Purpose | 10 am | Shoreline
- Oct 08 Tech or Treat: Spooky Good Tools for Lead Generation | 10am | Shoreline
- Oct 14 SP Appreciation Event | Regatta Bay | 10:00 - 12:00
- Nov 12 Business Planning | 10 am | Shoreline
- Dec. 04 Installation | 6:00-10:00 | Emerald Grande

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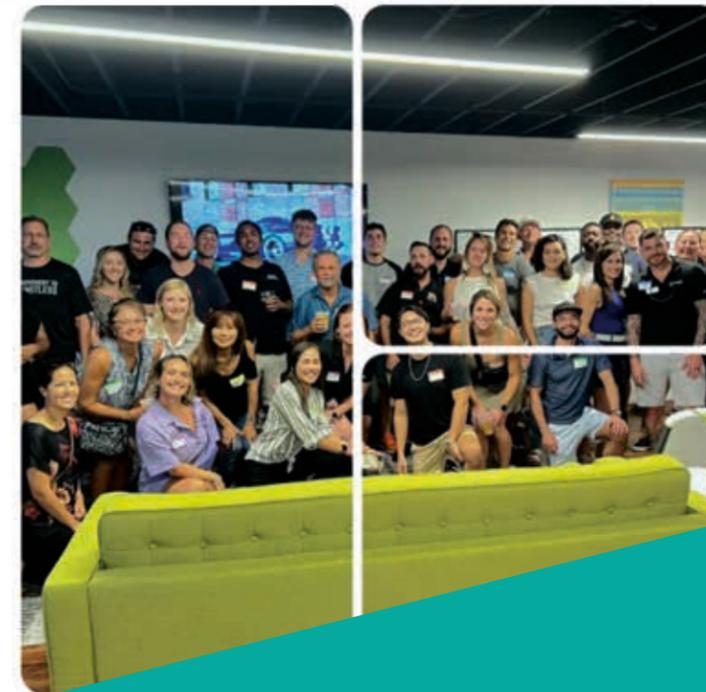
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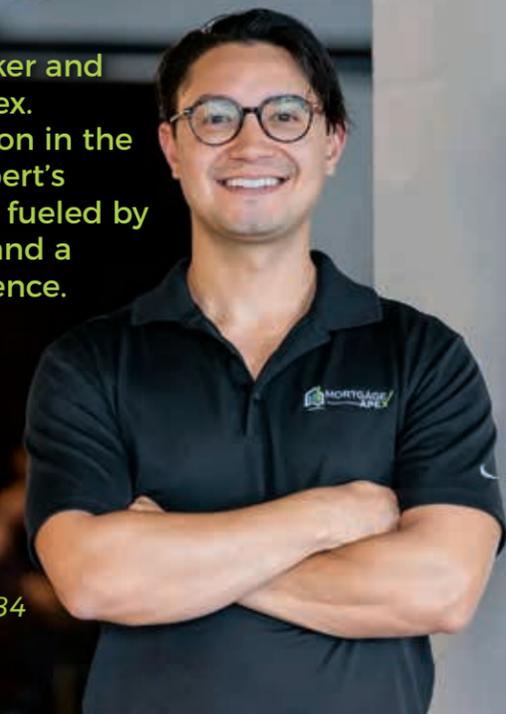
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Mallory Fotiades

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PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

Mallory Fotiades does not approach lending as a numbers game. She approaches it as a calling.

As a producing Branch Manager with LendSmart, Mallory serves clients across Florida, Alabama, Arizona, Alaska, Colorado, North Carolina, and Georgia. She runs a high-touch, strategy-driven mortgage practice built on clarity, communication, and execution. When you work with Mallory, you work directly with the decision-maker. There are no layers, no hand-offs, and no confusion about who is structuring the file. Realtors and clients have direct access to the person analyzing guidelines, protecting the contract, and ensuring the deal is built correctly from the start.

Her leadership style is intentional, but her inspiration is deeply personal.

Mallory grew up in a home where financial instability created stress and uncertainty. She witnessed firsthand how money impacts families, not just financially, but emotionally. That experience shaped her work ethic, strengthened her faith, and fueled her desire to help families build stability through homeownership.

Today, she specializes in first-time homebuyers, military families near Eglin Air Force Base, Hurlburt Field, Duke Field, and 7th Group, as well as clients who need creative financing strategies. Her mission is simple: lead with integrity and bring calm, strategic guidance into what can otherwise feel like a chaotic process.

Lending as Strategy, Not Just Rate

Mallory is clear about one thing: she does not build her business on being the lowest rate. “I don’t approach lending as rate-quoting,” she explains. “I approach it as strategy.”

That strategy begins long before underwriting. She proactively anticipates concerns, structures clean approvals upfront, and communicates consistently from contract to close. She does not submit what she calls “hope files.” Preparation is thorough. Expectations are clear.

Because she personally manages her files, there is no confusion about accountability. Clients feel supported. Realtors feel protected. Contracts stay intact.



In a strong military community, her extensive VA lending knowledge is especially valuable. She understands the urgency and complexity of PCS timelines and the responsibility that comes with serving those who serve. If a client is not ready, she will say so. Then she will create a plan to get them ready.

That level of honesty is part of her foundation.

A Reputation Built on Integrity

Mallory’s core values are simple: integrity, preparation, communication, and dedication.

Integrity means doing the right thing even when it costs her in the short term. Preparation means structuring files thoroughly before they ever reach underwriting. Communication means proactive updates so Realtors are never left guessing. Dedication means every client receives personal accountability, not a system.

Her faith underpins all of it. She believes leadership is demonstrated through service, excellence, and consistency.

Over the past five consecutive years, Mallory has consistently ranked among the Top 5 in production within her company. In 2024 and 2025, she was honored as ECAR Affiliate of the Year, a recognition reflecting both production and meaningful partnership within the Realtor community.

But ask her what she is most proud of, and it is not the accolades.

“I’m most proud of my reputation among Realtors as a problem-solver and closer,” she says. She is often brought in on files other lenders could not structure. She protects contracts. She communicates clearly. She closes on time.

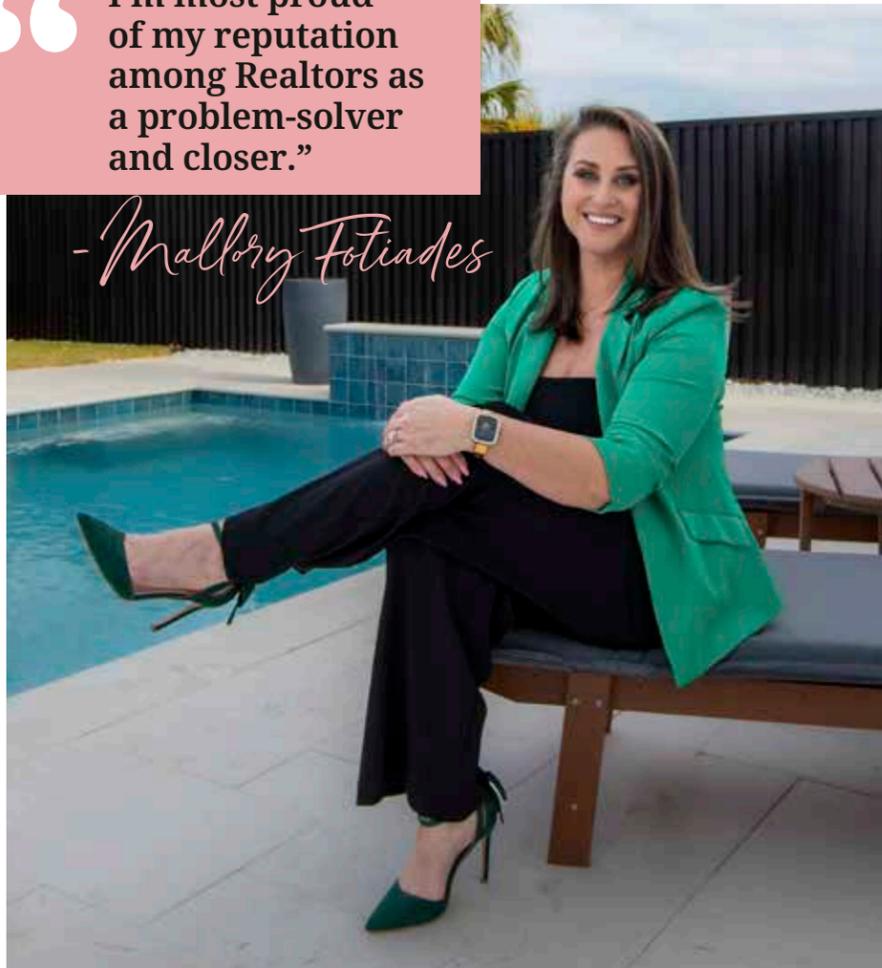
That consistency is her competitive advantage.

Moments Over Metrics

While production milestones matter, Mallory measures success in moments. One of the most meaningful experiences in her career involved a buyer who had been turned down multiple times due to credit challenges.

“I’m most proud of my reputation among Realtors as a problem-solver and closer.”

-Mallory Fotiades



Instead of saying no, Mallory created a plan. Months later, that same buyer held the keys to their first home. “That moment reminded me why I do this,” she says.

Building a multi-state, referral-based practice while serving as a producing Branch Manager is another milestone she holds close. Her business is fueled primarily by referrals, a testament to relationships built on trust.

Community and Impact

Beyond lending, Mallory is deeply rooted in the community. She actively supports organizations such as Hope House, Soldiers on the Water, Children’s Volunteer Health Network, and Building Homes for Heroes. Giving back is not an afterthought; it is part of who she is.

She describes it as being the hands and feet of Jesus in a tangible way, serving families not only financially but personally.

That commitment extends to Realtor education. Mallory is expanding initiatives focused on buyer consultation strategy, competitive offer positioning, and navigating underwriting myths that often derail contracts. With the Emerald Coast’s strong military presence, she is also deepening her VA education efforts to better serve service members and their families.

Her focus is growth with structure. Speed with precision. Systems that support scale without sacrificing the personal experience her clients value.

Success at Home

Outside of business, Mallory’s greatest passion is her family. She and her husband are raising four children, and building a strong, faith-centered home is her highest priority.

She is passionate about leadership development, personal growth, and helping people overcome both financial and emotional obstacles. For her, success is not simply production volume.

“Success is impact,” she says.

Mallory Fotiades has built her career on preparation, partnership, and purpose. In an industry where noise can easily overshadow substance, she has chosen a different path: strategic, disciplined, and deeply rooted in service.

And that foundation continues to close loans, protect contracts, and change lives one family at a time.

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Alexandria Botelho

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

Serving Families with Faith, Structure, and Heart

Alexandria Botelho did not enter real estate chasing a title or a trend. She stepped into it out of obedience, faith, and a deep understanding of what “home” truly means.

Originally from a small town in Washington State, Alexandria married her high school sweetheart and began building a life together long before the military became part of their story. Four years into their marriage, he enlisted, and her world shifted into one marked by relocations, deployments, and constant transition. She spent five years as a stay-at-home mom to her four sweet children navigating the unpredictability that comes with serving families.

That season shaped her.

“It taught me resilience, adaptability, and just how significant ‘home’ really is,” she says.

For military families, home is not just an address. It is stability in uncertainty. It is comfort in change. It is where milestones happen between duty stations.

Alexandria felt a clear calling toward real estate. At the same time, she recognized a gap in how military families were being supported during PCS moves. She had lived that experience personally and knew it could be better.

“I wanted to be the kind of agent who understands both the logistics and the emotions behind those transitions,” she explains. “Not just someone opening doors, but someone advocating well.”

With four children and an active-duty husband,

building a business has not been simple. But it has been purposeful.

“This career allows me to serve other families while still honoring my own,” she says. “And I’m incredibly grateful for that.”

Systems Create Clarity. Connection Builds Loyalty.

One of the biggest lessons Alexandria has learned is that real estate is both fast-paced and deeply emotional. Managing client expectations around timelines and communication can make or break an experience.

What may feel routine to an agent can feel uncertain to a client.

Because of that, Alexandria operates proactively rather than reactively. She sets written expectations at the beginning of every client relationship, outlining response times, negotiation strategy, document timelines, and what each phase of the transaction will look like. She implements weekly check-ins, even when there is no major update, so clients never feel left wondering.

“Systems create clarity,” she says. “Connection builds loyalty.”

Balancing growth with integrity has also been a defining challenge. In an industry that often rewards volume, Alexandria has intentionally built a referral-based business rooted in trust, education, and service over pressure.

The result is steady, long-term relationships rather than short-term wins.

Discipline Over Motivation
Alexandria is quick to say she does not rely on motivation.

“Motivation comes and goes,” she explains. “Discipline is what carries you.”

Her schedule includes non-negotiables: lead generation, follow-up, continued education, and intentional client care. She treats her business like a business, not a hobby. That structure creates momentum, and momentum builds confidence.

But her true anchor is her faith.

She does not view success as something achieved through striving or outcompeting others. She views it as stewardship. Serving well.

Showing up consistently. Trusting God with the outcome.

“When you operate from stewardship instead of scarcity, it changes how you show up,” she says. “You’re not chasing. You’re serving.”

A Moment That Defined Success

One of Alexandria’s most meaningful milestones came when she helped her first military family purchase their first home.

They were already friends, which made the experience even more personal. During their first showing, Alexandria casually mentioned that if they planned to grow their family, the home might not offer enough room.



I didn't step into real estate with everything figured out.

I stepped into it because I felt the Lord leading me here.

- Alexandria Botelho



They laughed and responded, "Funny you say that... we just found out we're pregnant."

From that moment, the search took on deeper meaning. This was not just about bedrooms and square footage. It was about where they would bring their first child home.

When they found "the" house, the listing agent sent over a letter from the seller describing their time in the home. In it, the seller shared that they had brought their first baby home there as well and spoke about feeling safe walking the neighborhood as a new mother. "Talk about divine intervention," Alexandria says.

Today, that family has been in the home for over a year and recently welcomed a baby boy. They painted a mountain and jungle-themed mural in his nursery.

"That's success to me," she says. "Finding home."

Community and Mentorship

Mentorship has played a significant role in Alexandria's growth. She intentionally surrounds herself with people aligned in values and vision, investing time in authentic community-building.

"You are the sum of the five people you spend the most time with," she says. "That's absolutely true."

She believes real estate was never meant to be done alone.

Balance, or Something Like It

When asked about work-life balance, Alexandria laughs.

"I think balance is a lie," she says.

Some days include multiple closings, inspections, and a sick child all at once. Military life has taught her flexibility, and she is grateful for a husband who steps in when needed and family nearby who supports them.

For her, success is not perfection. It is showing up faithfully in both business and family.

Rooted in Obedience

At the heart of Alexandria's story is obedience and trust.

"I didn't step into real estate with everything figured out," she says. "I stepped into it because I felt the Lord leading me here."

Military life has given her resilience and perspective. It has taught her to stay grounded in uncertainty and to serve families navigating significant life transitions with empathy and steadiness.

She does not view her growth as something she built alone. She sees it as the fruit of faith, hard work, and genuinely caring about the people in front of her.

Alexandria Botelho is not just helping clients buy and sell homes. She is helping families find stability in transition, clarity in complexity, and peace in the middle of change.

And for her, that is the true definition of success.

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Sources: 1. National Association of REALTORS® Confidence Index Survey (July 2024) 2. National Association of Expert Advisors (NAEA) (2014) Each office is independently owned and operated.

CHRIS IMEL

REBUILDING WITH DISCIPLINE, SERVING WITH PURPOSE

PHOTOS BY ETHAN HAMILTON WITH MADHOUSE MEDIA



Chris Imel's story in real estate is not one of overnight success. It is a story of rebuilding, resilience, and long-term discipline.

Originally from Indiana, Chris spent much of his early career serving his community. Before real estate, he was involved in public service, volunteering with the local fire department and working alongside the county coroner's office. Those roles shaped his character. They taught him responsibility, steadiness under pressure, and the importance of showing up for people during life's most critical moments.

He first entered real estate in 2009. Like many agents who launched during that challenging market, he struggled and eventually stepped away. But in 2020, he made a decision that would redefine his trajectory.

He came back.

Not long after restarting his career, Chris and his family made another bold move: relocating to Florida. That meant starting over completely in a new market without a local network, past clients, or name recognition.

"I understand what it feels like to relocate, rebuild, and start fresh," Chris says. "That's exactly what many of my clients are doing."

Today, he primarily serves relocation buyers, military families, second-home buyers, and investors across the Florida Panhandle. His personal experience navigating major transitions gives him a perspective that

resonates deeply with the clients he represents.

He and his wife, Liz, who owns a mobile dog grooming business they also launched from scratch in Florida, have built their life around growth, faith, and family. Real estate is not just a career for Chris. It is the vehicle that supports their vision for stability and long-term opportunity.

Rebuilding the Right Way

One of the smartest decisions Chris made after relocating was plugging into a strong local team, The Hiller Group. Instead of attempting to build everything alone, he stepped into proven systems and leadership.

That move accelerated his growth.

"Success in real estate isn't about doing everything yourself," he explains. "It's about having the right systems and the discipline to execute."

Daily prospecting, consistent follow-up, and structured routines became his foundation. He leverages virtual assistants and clear operational systems to handle administrative tasks so he can focus on high-value activities that drive growth.

Authenticity has also been key. Rather than presenting a polished, perfect image, Chris focuses on showing up consistently and delivering real, helpful information. Trust, he believes, is built over time through steady action.

The lesson he carries forward is simple: this business rewards

persistence, systems, and a long-term mindset.

Growth Over Hype

Chris stays motivated by focusing on daily activities rather than monthly results. Real estate, he knows, can feel like a roller coaster if you tie your mindset to individual deals.

His mornings begin around 4:00 AM. That early quiet time is dedicated to prospecting, follow-up, and lead generation before the day pulls him in different directions. Protecting that window has strengthened his pipeline and removed much of the uncertainty agents often feel.

Being surrounded by high-performing professionals also fuels his growth. Mentorship through The Hiller Group, particularly from Mark Hiller, has influenced both his business and personal habits. Discipline, consistency, and mindset are recurring themes in his journey.

Today, Chris is focused on generating more of his own leads, strengthening his database, and building long-term referral relationships. He is not chasing quick wins. He is building infrastructure.

Meaningful Moments

One of Chris's proudest accomplishments was rebuilding his business after relocating to Florida. Establishing momentum in a new market reinforced his belief that strong systems and consistency can overcome nearly any obstacle.

But the moments that matter most are client-centered.

He recently worked with a military family relocating under tight orders and significant pressure. From navigating the market remotely to ensuring a smooth closing before their reporting date, Chris became their local advocate. After closing, they shared how much less stressful the experience felt knowing someone steady was guiding them.

"That's what I'm most proud of," he says. "Helping people through major transitions with confidence."

Discipline and Balance

Balance is something Chris continues to refine. He admits he is naturally all in, and real estate can easily consume every hour if allowed.

He relies on structured systems and leverage to protect his time. Sundays are reserved for family, rest, and resetting for the week. Living in Florida was a lifestyle decision, and he and Liz make it a priority to enjoy it.

For Chris, balance is not about perfection. It is about intention.

A Defining Decision

Perhaps the most transformative milestone in Chris's life has nothing to do with transactions.

Today, he has 870 days sober. And yes, he is counting.

That decision brought clarity, discipline, and alignment into every area of his life. Sobriety sharpened his focus and reinforced his commitment

to long-term growth, strong relationships, and doing the right thing every time.

"It changed my perspective," he says. "I'm not focused on shortcuts. I'm focused on consistent effort."

That same mindset defines his business. No gimmicks.

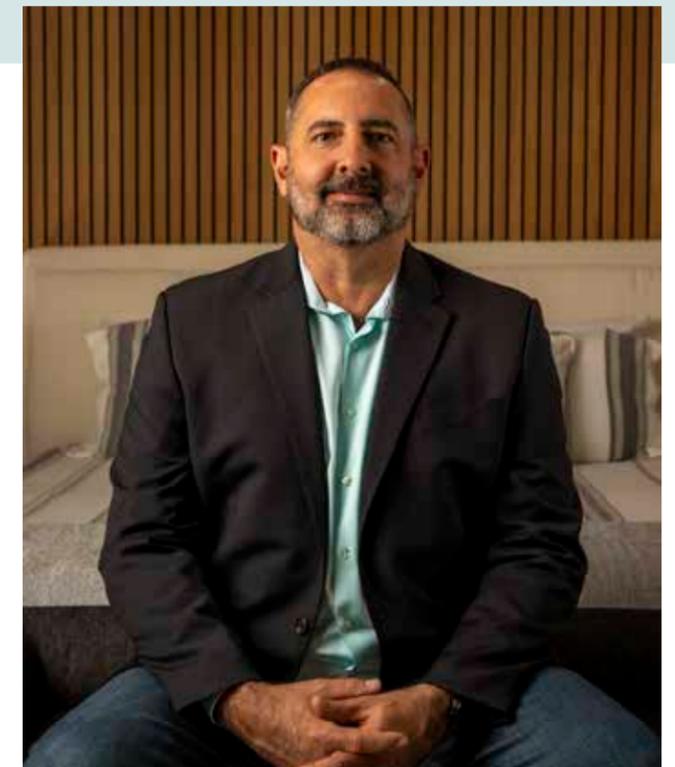
No quick wins. Just discipline, service, and long-term impact.

Chris Imel is building more than a sales record. He is building systems. He is building community. He is building a life rooted in growth and purpose.

And he is just getting started.



"SUCCESS IN REAL ESTATE ISN'T ABOUT DOING EVERYTHING YOURSELF. IT'S ABOUT HAVING THE RIGHT SYSTEMS AND THE DISCIPLINE TO EXECUTE." -CHRIS IMEL



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