

EMERALD COAST

AUGUST 2026

REAL PRODUCERS[®]

Jessica
Drew

WHEN PASSION
LEADS THE WAY

COVER PHOTO BY ETHAN HAMILTON, MADHOUSE MEDIA



At Mortgage Apex, we simplify the homebuying process with transparency and honesty—while striving to be the most trusted mortgage broker in downtown Fort Walton Beach.

OUR SERVICES:

➡ CONVENTIONAL

➡ FHA | VA | USDA

➡ AND MORE!



ALBERT SOUSA
PRESIDENT | NMLS#1676384

Meet Albert Sousa, the visionary principal broker and owner of Mortgage Apex. Albert's journey began in 2017, fueled by a passion for learning and a commitment to excellence. Having trained loan officers nationally, he distilled his extensive experience to launch Mortgage Apex in 2020.

TAKE THE APEX!

📞 850.974.2048

✉️ INFO@MORTGAGEAPEX.COM

🌐 WWW.MORTGAGEAPEX.COM

📍 196 MIRACLE STRIP PKWY SE
UNIT I, FT. WALTON BEACH,
FL 32548

Your Clients Deserve More Than a Builder.

They deserve a trusted partner who guides them from lot selection to move in with stronger construction, concierge service, and a home building experience *they will rave about.*



BUILT BETTER. EXPERIENCE THE DIFFERENCE.



Custom
Semi-Custom
Full Home Renovation



STEEL FRAME
CONSTRUCTION



STORM-READY
FOR 140+ MPH
WINDS



CONCIERGE SERVICE
FROM LOT SELECTION
TO TURNKEY
FURNISHINGS



LOWER INSURANCE
COSTS



A PARTNERSHIP THAT HELPS YOU SERVE MORE.

- ✓ Early Commission Program
- ✓ Exclusive Lot Sign Program
- ✓ Dedicated Realtor Relationships
- ✓ A Building Experience That Makes You Look Great



On-Your-Lot Builder
Across Florida's
Emerald Coast

CUSTOM HOMES | RENOVATIONS
SEMI-CUSTOM CURATED PLANS



📞 (850) 632-0102
🌐 tracewaterhomesfl.com
📱 @tracewaterhomes

Contents



Jessica Drew **28**
COVER STORY

PROFILES



14 Aidan Harris



24 Michele Bailey



Cassie Long of South Walton Law P.A.

IN THIS ISSUE

- 8 Preferred Partners Index**
- 10 Publisher's Note**
- 12 Expert Article:** Built To Run Without You, By Tim Weisheyer
- 14 Rising Star:** Aidan Harris
- 16 Nonprofit:** Bailey Brigade
- 20 Partner Spotlight:** Cassie Long, South Walton Law P.A.
- 24 Featured Agent:** Michele Bailey
- 28 Cover Story:** Jessica Drew

If you are interested in nominating people for certain stories, please email us at: Taylor.labno@n2co.com.



YOUR MORTGAGE PARTNER FOR Every Buyer



- Diverse Loan Products: First-Time Buyers to Investors
- Exceptional VA Program for Military & Veterans
- Fast Pre-Approvals & Smooth Closings
- Dedicated, Personalized Service



Serve your clients better—partner with Chris *Today!*

Chris Carter
Military Lending Specialist | Mortgage Broker, MLO

850.764.8164
(cell) 904.403.4030
ccarter@baywaymtg.com
www.chriscarterbroker.com

NMLS #365658 | COMPANY NMLS #1057426

2026 **Events**

Women's Council of REALTORS®
Emerald Coast

Sept 10 *Leading with Purpose | 10 am | Shoreline*

Oct 08 *Power Panel: taking your business to the next level. 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*

Register for Events



HIGH-PERFORMANCE COACHING

MOMENTUM CHECK. MIDYEAR REALITY.

We're halfway through the year. Some businesses are coasting on momentum they built back in January. Others are still waiting for that momentum to show up.

Which one is yours?

Set yourself up to end the year strong with personalized coaching.

Limited Enrollment
Elite Coaching



www.gostrategicadv.com

STRATEGIC ADVANTAGE CONSULTING

Tim Weisheyer, Elite Coach
2025 President, Florida Realtors



Meet The Team



Taylor Labno
Owner/Publisher



Phylicia Bova
Editor



Dan Allsup
Partner Ad Support



Ethan Hamilton
Videographer/
Podcast Producer



Follow us on our social channels for the latest info on exclusive events, newsmakers and more.



DISCLAIMER: The articles and opinions expressed in this publication are those of the respective authors and do not necessarily reflect the views of The N2 Company d/b/a Real Producers ("N2"). Advertisements appearing in this publication are paid placements and are not endorsed or recommended by N2. N2 is not responsible for the statements, opinions, or business practices of any authors, contributors, or advertisers featured herein. Portions of this publication may include content created with the assistance of artificial intelligence (AI) tools by authors or contributors and may not be independently verified by N2.

UNITED DIRECT
LENDING
Erica Davis
EMERALD COAST LENDER
850-590-8992
SHINEWITHERICA.COM

HOME
LOANS

TRUSTED
GUIDANCE

SOLUTIONS
FOR YOUR
FUTURE

LOCAL.
RELIABLE.
PERSONAL.

— Opening Doors. Building Futures. —

Full Heart Rentals
A Property Management Company With Heart

We put relationships first, and we will put our **full heart** into taking care of your client!

Brittni Shisler-Smith, Property Manager/Realtor®
Britt Matthews, Broker/Owner

Contact the Full Heart Rentals Team
850-832-5558 | team@fullheartrentals.com
17651 Panama City Beach Pkwy #7 Panama City Beach, FL 32413

Ensuring Homes Are Market-Ready!

TruNorth
PEST CONTROL

Your Pest Control Heroes



- PREVENTION OPTIONS
- PRE-SALE INSPECTIONS
- FAST & RELIABLE TREATMENT SOLUTIONS
- EASY-TO-USE CUSTOMER PORTAL
- SEAMLESS SCHEDULING & FREE QUOTE!

Cody Carder
cody.carder@trunorthpest.com
850.988.1852



Preferred Partners

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

BUILDERS

JP Carducci Inc
(850) 699-1028
www.jpcarducciinc.com

Tracewater Homes
(850) 632-0102
tracewaterhomes.com

CLEANING

Bristles and Broomsticks
(850) 598-7500

J&V Cleaning Services LLC
(448) 218-9446
www.jvcleaningservicesllc.com

CONSULTING

Strategic Advantage Consulting
(407) 753-7523
www.gostrategicadv.com

CONSTRUCTION / HANDYMAN / WOOD ROT

Destin Remodeling
(205) 532-8953

HOME WARRANTY

Fidelity National Home Warranty
(850) 543-1512
www.homewarranty.com

HOUSE FLIPPING

House Pickle
(850) 276-1957
Www.housepickle.com

INSPECTORS

DV Inspection Services
(850) 710-0117
www.dvinspectionsservices.com

INSURANCE

Defender Insurance
(850) 830-5955
www.defenderinsurancerocks.com

Hassler & Associates Insurance Agency
(850) 872-0711
www.hasslerinsurancepc.com

Hunter Kime Insurance
(561) 717-1844
hk.needhomeinsurance.com/

LENDERS

Bayway Mortgage Group
(850) 764-8164
www.chriscarterbroker.com

Community Bank
(850) 502-1466
www.cbmortgage.mymortgage-online.com/
mendygregory.html

CrossCountry Mortgage
(910) 818-8378

Heather Calvo
(504) 232-1947

Movement Mortgage
(850) 621-1616
www.movement.com\sheryl.douglas

United Direct Lending
uniteddirectlending.com/erica-davis/

LONG-TERM RENTALS

Full Heart Rentals
(850) 832-5558
www.fullheartrentals.com

PEST CONTROL

TruNorth Pest Control
(850) 988-1852
www.trunorthpest.com

ROOFING

Warren Roofing, LLC
(850) 642-6075
www.warrenroofingflorida.com

SHORT-TERM RENTAL PROPERTY MANAGEMENT

Coastal Sunrises
(850) 741-7820
join.coastalsunrises.com/realtor-program

TITLE COMPANIES / CLOSING

Anchor Title
(850) 371-0696
www.anchortitle.co

RELI Title
(850) 641-1020
www.reli.us

South Walton Law, PA.
(850) 837-0155
www.southwaltonlaw.com

The Closing Agency Emerald Coast
(850) 427-2900
www.theclosingagencyec.com



Bristles & BROOMSTICKS
Sara Jackson
Supervising Manager
SARA@BRISTLESANDBROOMSTICKS.COM
850-598-7500

SERVING FROM PANAMA CITY TO PENSACOLA.

CALL FOR A QUOTE. B&B IS A SMALL WOMAN, VETERAN-OWNED BUSINESS.



Professional Cleaning Services

- Residential Cleaning
- Airbnb Cleaning
- Commercial Cleaning
- Post - Construction Cleaning
- Move in / Move Out Cleaning
- Standard / Recurring Cleaning

www.jvcleaningservicesllc.com | (448) 218-9446
@Vierasevilla @jvcleaning2 @Viera_sevilla
Panama City • Panama City Beach • Rosemary Beach • Santa Rosa • Miramar Beach

Our team is committed to your client's home buying success.

MENDY GREGORY
Mortgage Loan Originator
(O) 850.602.2444 | (C) 850.419.7241
mendy.gregory@communitybank.net

Contact Us Today

COMMUNITY BANK MORTGAGE





FIGHTING HUMAN TRAFFICKING WORLDWIDE

n2gives.com



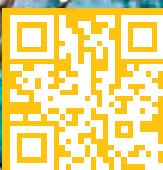
BOOST YOUR LISTINGS WITH EXPERT REMODELING

Kitchen & Bath Renovations • Interior & Exterior Upgrades
Quick Turnaround Time • Quality Craftsmanship

Partner with Destin Remodeling to elevate every property- call us today!
205-532-8953



FREE RENTAL PROJECTION



MARCUS JONES
marcus@coastalsunrises.com • 850-741-7820



TITLE COMPANY for LIFE



Anchor Title Co.
Your coast to coast title company!

Anchor Title Co. takes the stress out of closings, creating a memorable closing experience for everyone!



Jessica E. Bennett
Owner | Title Agent
jessica@anchortitle.co



Kathleen M. Headley
Owner | Title Agent
Katie@anchortitle.co

 **(888) 552-7636**  438 N. Cove Blvd.
Panama City, FL 32401

BUILT TO SCALE

“

For which of you, desiring to build a tower, does not first sit down and count the cost, whether he has enough to complete it?”

Luke 14:28

There comes a point in every business where hustle alone stops working. In the beginning, effort covers everything. Late nights, quick fixes, manual follow-ups, and personally overseeing every detail can carry you surprisingly far. But eventually, growth without systems creates chaos.

The agents who sustain success year after year understand something critical: what you build must be repeatable. Systems create stability, repeatability creates predictability, and predictability creates scalability. If your business only works when you are personally touching every task, you don't own a scalable company. You have a very demanding job.

August is a great time to pause and ask some important questions. Can your client experience be duplicated without reinventing it every time? Are your follow-up processes documented? Is your marketing proactive or reactive? Do you have leverage in place, or have you become the bottleneck?

Delegation isn't a weakness. It's leadership. Automation isn't impersonal. It's efficient. Scaling doesn't mean losing control. It means designing control intentionally.

One of the things I admire most about the professionals in our *Emerald Coast Real Producers* community is that so many have moved beyond simply working harder and have learned how to work smarter. Behind the scenes, they're building systems, refining processes, creating consistency, and surrounding themselves with the right people. Excellence becomes the standard because it is structured.

This month, I challenge you to stop asking, “How can I do more?” and start asking, “How can I do this better?”

Your future business shouldn't depend on burnout. It should be built with intention because true scale isn't accidental. The businesses that last are the ones built on systems, not stress.



With strategy,
Taylor Labno
Publisher, Emerald
Coast Real Producers

WHAT'S A PROMO?

A Promo is a unique promotional piece created for agents featured in the pages of *Real Producers*. A previously printed *Real Producers* article is transformed into a four-or eight-page leave-behind, laid out like the original article.

WHY DO TOP AGENTS LOVE THEM?

A Promo is a one-of-a-kind marketing tool that highlights your personal brand and legitimizes you as an agent worth profiling



If you've been featured in *Real Producers* and want to make the most of your story, reach out to the publisher of this magazine for a Promo.



Envelope & Letter



Fold & Tab

TITLE COMPANY

for LIFE



Anchor
Title
Co.

Your coast to coast title company!

Anchor Title Co. takes the stress out of closings,
creating a memorable closing experience for everyone!



Jessica E. Bennett
Owner | Title Agent
jessica@anchortitle.co



Kathleen M. Headley
Owner | Title Agent
Katie@anchortitle.co



(888) 552-7636



438 N. Cove Blvd.
Panama City, FL 32401

CREATING
EXPERIENCES



CROSSCOUNTRY
MORTGAGE

That Matter

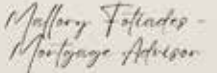
Realtors across the Emerald Coast trust Mallory Fotiades for proactive communication, strategic financing solutions, and smooth closings from contract to closing.

WHY REALTORS PARTNER WITH MALLORY

- Buyer-ready, fully vetted pre-approvals
- Proactive communication with Agents & Clients
- Creative solutions when challenges arise
- First-time buyer and VA expertise

Helping buyers feel confident. Realtors feel supported.

LET'S WORK TOGETHER!



Mallory Fotiades -
Mortgage Advisor





Hello at MalloryFotiades.com



910-818-8378



www.MalloryFotiades.com



Licensed in AL, AK, AR, AZ, CO, GA, FL, NC
NMLS # 3668711

10 • August 2026

Emerald Coast Real Producers • 11

BUILT TO RUN WITHOUT YOU

BY TIM WEISHEYER

I’ve sat across the table with a lot of top producers over the years, and there’s a moment that tends to show up around year three or four of serious production. The calendar is full, transactions keep closing, and the effort hasn’t changed at all, but the growth has flattened out, and the agent can feel it before they can explain it. That moment isn’t a sign that something is wrong with the work ethic, but rather a sign that the business has reached the limit of what one person can carry, and the way through it has nothing to do with carrying more.

The Work Behind the Work

When I think back on building businesses of my own, the thing that changed everything wasn’t a new tool or a new hire. It was sitting down and actually writing out the steps I’d been taking for years without thinking about them. Every business runs on a thousand small decisions like that, the ones that have become so automatic they don’t even register as decisions anymore. The order you follow up in, the way you talk a customer through a tough moment, and the small things you check before a contract ever goes out. None of that lives anywhere except in your head, which means none of it can be done by anyone but you. Writing it down is about giving someone else the chance to do it the way you do, and that’s where everything else starts.

Letting Go Without Letting Down

Something I’ve believed from the beginning about building teams is that handing something off well isn’t about lowering the bar. It’s about aligning your



role properly to ensure you are meeting it. The goal has always been to give someone the tools, the standard, and the reasoning behind it, and then trust them to get there. The first few times, it won’t look exactly the way you’d have done it, and that’s not a failure. That’s just what it costs to build something bigger than yourself. When something does go sideways, which it will, the answer isn’t to take it back, but to find what caused it, fix that, and let them try again. That’s the difference between a team that’s waiting on you and a team that’s actually carrying weight.

Protecting the Hours That Need You

Once the steps are written down and the right people are trusted to run them, something interesting happens with your time. The hours that used to go toward following up, scheduling, and sending updates start to disappear into systems and automation, and what’s left are the hours that only you can fill. Sitting with a customer through a hard decision. Negotiating on their behalf. Reading the room in a tense closing. Those moments need a person, and they need you specifically. Everything else was never really yours to begin with. The goal of automation isn’t to do more. It’s to protect the part of your day that actually matters, so it doesn’t get crowded out by the part that doesn’t.

What You’re Actually Building

I’ve said this in a lot of rooms over the years, but it holds true here too. Leave it better than you found it. That applies to your community and to your own business. The goal was never to build something that needs you forever. It’s to build something a little more ready for whoever comes next, including the version of you that’s busier next year, or ready to grow in a different direction, or simply ready to step back for a while. A business built on systems and people you trust is one that finally has room to grow.

That moment I described at the start, the one where the calendar is full, and the growth has stalled, doesn’t have to



be the ceiling. It’s usually just the point where the business is finally ready to be built differently. The agents who get past it are the ones who stop and build something that can carry the weight with them.

I put together an effective tool that helps top producers see exactly where their business still depends on them, and where it’s already ready to run without them. Get your Systems & Scale Audit at the QR code below.



Scan Here!



Scan here to download
The Systems & Scale
Audit and find out exactly
where your business still
depends on you.

Aidan HARRIS

A Risk Worth Taking

PHOTOS BY ETHAN HAMILTON,
MADHOUSE MEDIA

At just 20 years old, Aidan Harris has already done something many people spend a lifetime talking themselves out of doing.

He took a chance on himself.

Originally from Southeast Ohio, Aidan grew up around entrepreneurship and real estate. His family owned investment properties, and from an early age, he was exposed to the idea of building wealth through real estate and business ownership. Still, his path into the industry wasn't immediate.

Instead, Aidan built his early career in the fitness world, working as a personal trainer and eventually managing a large gym in Columbus, Ohio. The experience gave him valuable leadership skills, taught him how to communicate with people from all walks of life, and helped him develop a strong work ethic at a young age.

Then, at just 19 years old, he made a decision that would change everything.

Without a job lined up and without knowing anyone locally, Aidan packed up his life and moved to Florida.

"I always wanted to move to Florida," he says. "So I just took a risk."

For many people, that kind of leap would feel overwhelming. For Aidan, it felt necessary. He knew he wanted more opportunities, a new environment, and a chance to build the life he envisioned for himself.

After arriving in the Emerald Coast area, he used his management experience to secure a retail management position while simultaneously working toward his real estate license. By January of this year, he had earned his license, and in February, he joined ERA American Real Estate.

Today, only a few months into his real estate career, Aidan has already closed his first transaction and is actively building momentum for the future.

Like many successful agents, he's learning that real estate is about much more than houses.

"It's a hardcore sales job," he says. "If you're not hustling, you're not going to make it."

Rather than being intimidated by that reality, Aidan embraces it. He understands that success comes from consistency, prospecting, and building relationships. He believes one of the biggest mistakes new agents make is waiting for business to come to them instead of actively creating opportunities every day.

"If they've never met you, they don't know you," he says.

That mindset has helped shape the foundation of his



business. While many new agents spend years trying to figure out their direction, Aidan already has a clear vision for where he wants to go. He hopes to steadily grow his production, close at least one transaction per month, and eventually begin building his own portfolio of investment properties.

His long-term goal isn't simply to sell real estate. It's creating financial freedom through real estate ownership and entrepreneurship.

“If they’ve never met you, they don’t know you. That’s why I’m committed to showing up and creating opportunities every day.”

— AIDAN HARRIS

One thing that has accelerated his learning curve is the support system he's found at ERA American Real Estate. Aidan credits both his mentor and brokerage leadership for helping him navigate the challenges that come with being a new agent.

"They're very family-oriented," he says. "If you need help with anything, they'll help you out."

He's also become known for embracing technology and innovation. A self-described numbers person, Aidan enjoys analyzing investment opportunities and exploring how artificial intelligence



can be used to better serve clients and investors. In fact, he's already helped teach AI-focused classes within his brokerage, sharing ideas and strategies with fellow agents.

For someone who has only been licensed for a few months, his willingness to learn, adapt, and contribute has helped him stand out.

Outside of real estate, Aidan maintains the same disciplined approach that helped him succeed in the fitness industry. Most mornings begin with exercise, whether that's a workout at the gym, time outdoors, or a walk with his newest companion, a Siberian Husky he welcomed earlier this year.

When he's not working, he enjoys staying active, exploring the area, finding new coffee shops, cooking for friends, and spending time outdoors. Despite being one of the youngest professionals in the room most days, Aidan often jokes that he's an old soul.

"I'm probably in bed by 8:30," he laughs.

His maturity, however, is one of his greatest strengths.

Living independently from a young age and relocating across the country on his own forced him to develop confidence, resilience, and self-reliance earlier than most.

Perhaps most importantly, Aidan approaches every opportunity with a strong sense of faith.

"This is my Plan A," he says. "I don't have a Plan B."

That confidence, paired with a willingness to work hard and trust the process, continues to drive him forward. While many agents spend years searching for clarity, Aidan has already found something valuable: a belief in himself and a vision for what he wants to build.

For a young professional just beginning his real estate journey, that's a powerful place to start. And if his first few months are any indication, Aidan Harris is only getting started.





BAILEY BRIGADE

AN ARMY OF HOPE & LOVE

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

Some legacies are measured in accomplishments. Others are measured in the lives they continue to impact long after someone is gone.

For Michele Bailey, Bailey Brigade is both.

Founded in memory of her late husband, Scott Bailey, the nonprofit has become a source of comfort, support, and hope for cancer patients throughout the Emerald Coast. What began as one family's response to unimaginable loss has grown into an organization that is helping countless individuals and families navigate one of the most difficult journeys of their lives.

The story begins with Scott.

In March of 2020, just as the world was shutting down due to the pandemic, Scott was diagnosed with a rare Stage 4 salivary gland cancer. The diagnosis was devastating, but those who knew Scott rarely talk about the cancer first. They talk about the man.

A devoted husband, father, friend, and sports enthusiast, Scott approached life with an optimism and determination that inspired everyone around him. Even while undergoing treatment, he continued helping build the family's dream home, attended his sons' basketball games, and remained fully present in the lives of the people he loved. Michele often says there were days they forgot he was sick because he simply refused to let cancer define him.

"He never missed a beat," Michele recalls.

For nearly two years, Scott fought with remarkable strength and grace. Throughout it all, the Bailey family focused on creating memories, supporting one another, and living life as fully as possible. When Scott passed away in December of 2021, Michele wasn't thinking about starting a nonprofit. She was grieving the loss of her husband, her partner, and the person she expected to spend the next chapter of life alongside.

What happened next, however, was a reflection of the impact Scott had made on those around him.

The local community showed up in a way the Bailey family never expected.

A fundraiser originally intended to help one family facing a similar situation raised more than \$27,000. Michele had hoped to pay forward the kindness her family had received during Scott's final weeks. Instead, she suddenly found herself with an opportunity to create something much bigger.

That moment became Bailey Brigade.

Named in Scott's honor and built around the tagline "An Army of Hope and Love," the organization was created to ensure that no cancer patient feels alone.

Rather than assuming what patients needed most, Michele went directly to healthcare professionals and asked a simple question: "How can we help?"

The answer became Bailey Brigade's signature program.

Today, the organization provides thoughtfully curated backpacks to cancer patients undergoing treatment throughout the Emerald Coast. Filled with practical items, comfort products, hydration supplies, journals, resources, and encouragement, the backpacks are designed to support patients both physically and emotionally during treatment.

Every patient receives a backpack.

"It doesn't matter what tax bracket you're in," Michele says. "Cancer is cancer."

For Michele, the backpacks are about much more than the items inside. They are a tangible reminder that someone cares, that a community is standing behind each patient, and that they are not walking through their journey alone.

One of the most meaningful components of every backpack is the handwritten notes included inside. Through partnerships with local schools, churches, youth organizations, and community groups, Bailey Brigade collects letters of encouragement that are distributed directly to patients. The organization has also partnered with students who create origami cranes, kindness rocks, and other small gifts that bring unexpected moments of joy during treatment.

"The notes from children are always the favorites," Michele says.

As Bailey Brigade has grown, so has its impact.

Today, the nonprofit operates through three core pillars.

The first is the backpack program, which provides comfort, support, and encouragement to cancer patients throughout treatment.

The second pillar addresses financial hardship. Through partnerships with healthcare providers, Bailey Brigade assists qualifying patients with transportation costs, gas cards, co-pays, and other expenses that often become overwhelming during treatment. In some cases, patients struggle simply to get to and from appointments. The organization recently expanded transportation assistance into the Panama City market after learning how many individuals were facing those challenges.

The third pillar focuses on education and the future. Through the Bailey Brigade Scholarship Program, local high school seniors pursuing careers in healthcare receive financial assistance as they begin their educational journeys. Now in its third year, the scholarship program has awarded more than \$7,000 to students who are committed to making a difference in the lives of others.

Behind every initiative is a dedicated team of volunteers, board members, community partners, and supporters who have embraced the mission from the very beginning. Michele serves as Founder and President, alongside Executive Director



BAILEY
BRIGADE

GET INVOLVED!



Get Involved

Scan the QR code to volunteer, donate, sponsor, or learn more about Bailey Brigade and how you can make a difference.

Upcoming Events

30A 10K (November)
Beach Mahj (TBA)
Nicole Paloma Collaboration
Look for a limited-edition camouflage tee featuring Bailey Brigade's tagline, **An Army of Hope and Love**. A portion of the proceeds will benefit Bailey Brigade. Available at Nicole Paloma's Seacrest location and online at [NicolePaloma.com](https://www.NicolePaloma.com).

Follow Along

Facebook: [Bailey Brigade FL](https://www.facebook.com/BaileyBrigadeFL)
Instagram: [@baileybrigadefl](https://www.instagram.com/baileybrigadefl)

Sarah Murphy Robertson and a committed Board of Directors that includes Christine Tarpey, Jan Sirmans, Jennifer Rhea, Susan Emanuel, and Jess Roberts. Supported by Marketing Partner Katrina Coker Designs, the team continues to expand Bailey Brigade's reach and impact throughout the Emerald Coast.

What began as one family's heartbreak has grown into a powerful source of hope for countless others. Yet despite its growth, Bailey Brigade's mission remains unchanged: ensuring that no cancer patient faces their journey alone.

For Michele, the organization is more than a nonprofit. It is Scott's legacy. A way to honor the values he lived by and continue sharing the hope, strength, and compassion that defined his life. Through every backpack delivered, scholarship awarded, and family supported, his impact continues to be felt throughout the community.

PROTECT YOUR FAMILY

Our agency provides a **wide variety of Coverage**, such as:
Specializing in Homeowner's Flood | Auto Commercial Packages

✉ Joe@hasslerinsurancepc.com
 ☎ 850-872-0711
 🌐 hasslerinsurancepc.com
 📍 400 W 11th St, Suite A, Panama City, FL 32401




RELI ON US FOR YOUR CLOSING

The Largest & Most Trusted Title Company in the Southeast





Why Choose Reli Title?

- ✓ Fast, accurate, and reliable service
- ✓ Cutting-edge technology for superior customer service
- ✓ Experienced staff with decades of expertise
- ✓ Management always accessible to clients
- ✓ Proven track record for 26 years

WE MAKE REAL ESTATE CLOSINGS EASY—EVEN ENJOYABLE!

(205) 970-2200 | www.reli.us | facebook.com/reli.title
 Serving Alabama • Tennessee • South Carolina • Florida



COMMERCIAL & RESIDENTIAL



850-710-0117
 WWW.DVINSPECTIONSERVICES.COM
 SUPPORT@DVINSPECTIONSERVICES.COM



Inspection Types:

- Pre-Listing & Post Sale
- Property Mangement
- 11 Month Warranty
- Insurance Reports
- Docks & Seawalls
- Pools & Spas

Building Custom Homes unlike the rest!

We focus on building Custom New Construction homes throughout Okaloosa and Walton counties

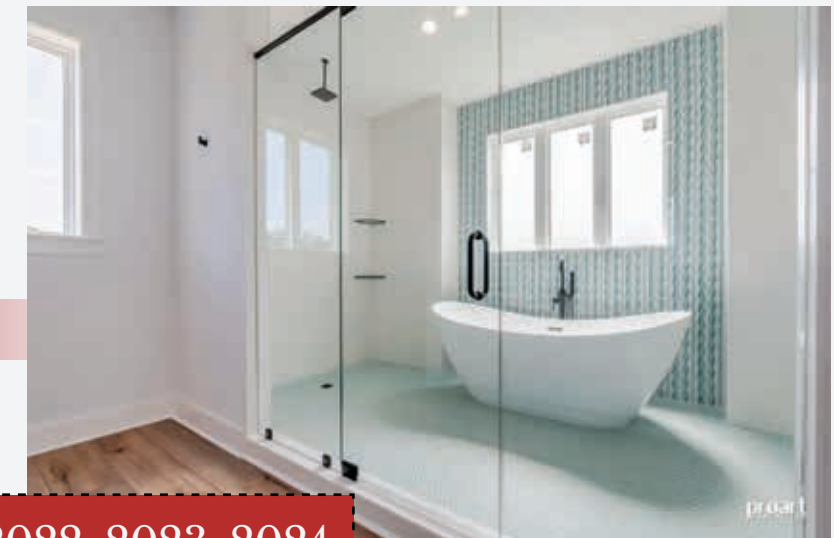
20 YEARS EXPERIENCE

NEW HOMES AND REMODELING SERVICES



Veteran & locally Owned

Parade of Homes winner
 BIA's 2022 builder of the year



2022, 2023, 2024
 Bia builder of the year



CASSIE Long

OF SOUTH WALTON LAW P.A.



PHOTOS BY
ETHAN HAMILTON,
MADHOUSE MEDIA

“SUCCESS HAS NEVER BEEN ABOUT BECOMING THE BIGGEST FIRM IN TOWN. **IT’S ABOUT BEING THE MOST DEPENDABLE, ACCESSIBLE, AND TRUSTED RESOURCE** POSSIBLE FOR THE PEOPLE WE SERVE.”
— CASSIE LONG

THE POWER OF PERSONAL SERVICE

For Cassie Long, real estate law wasn’t just a career choice; it was the one area of law that always made sense.

As the owner of South Walton Law, P.A., Cassie has spent more than a decade helping buyers, sellers, agents, and lenders navigate the closing process with confidence. What began during one of the most challenging real estate markets in recent history has grown into a respected local practice known for responsiveness, personal service, and a commitment to doing things the right way.

A lifelong local, Cassie grew up in Destin before leaving to attend law school. After graduating, she returned home in 2008, just as the housing market was experiencing one of its most difficult downturns.

“It was the worst time to start in real estate,” she recalls with a laugh.

Despite the timing, Cassie knew real estate law was where she belonged. During law school, she completed a summer internship with a local attorney who invited her to return and join the firm after graduation. The two worked together for several years, navigating the challenging market and doing their best to keep the business moving forward.

Eventually, the economic climate forced the attorney to leave the area and pursue opportunities elsewhere. Before he left, he presented Cassie with an unexpected opportunity.

“He basically said, ‘Do you want all of this? I think you can do it on your own,’” Cassie recalls. Rather than looking for another position, she took a leap of faith.

In 2011, South Walton Law was born.

Cassie kept the firm’s name because clients were already familiar with it, and she wanted the transition to feel seamless. Looking back, it was one of the best decisions she ever made.

“I figured if it didn’t work out, I’d be in the same position I was already in and would just have to find a job,” she says.

Fortunately, it did work out.

As the local market recovered and continued to grow, so did South Walton Law. Through consistency, dedication, and a reputation for outstanding service, Cassie steadily built a business that has become a trusted resource for real estate

professionals throughout the Emerald Coast.

While South Walton Law is technically a law firm, the team handles residential closings much like a title company. The difference is that clients and agents gain the benefit of working directly with attorneys throughout the process.

“With us, you have an attorney on hand if an issue arises,” Cassie explains.

In fact, the firm has two attorneys on staff, allowing the team to address legal questions, title concerns, and transaction challenges internally rather than referring issues elsewhere. For agents and clients alike, that can mean faster solutions and greater peace of mind.

But legal expertise is only part of what sets the firm apart.

Cassie believes accessibility and communication are equally important.

She freely shares her cell phone number with agents and encourages them to reach out whenever they need assistance.

“You can call me at nine o’clock at night, and I’ll probably answer the phone,” she says.

That commitment to being available has helped create lasting relationships with many of the agents she serves. Over the years, professional partnerships have evolved into genuine friendships built on trust, reliability, and mutual respect.



South Walton Law’s boutique size also provides a level of consistency that larger organizations often struggle to match.

The firm’s team includes Cassie, fellow attorney Emily Rogers, licensed title agent Cassie Smith, and assistant Cynthia Saunders, who helps coordinate daily operations and closings. Because the team works closely together on every transaction, clients and agents always know who they’re working with.

Unlike larger organizations, where questions may be passed from department to department, South Walton Law offers a more personal experience.

“When you call, you’re going to be talking to the same people you are emailing and have been working with through the whole transaction,” Cassie says.

That continuity helps eliminate confusion and allows transactions to move

forward efficiently while ensuring clients receive the attention they deserve.

One of the things Cassie enjoys most about her business is the relationships she has built within the real estate community. Many of the agents she works with have become close friends, and she prides herself on always being willing to go the extra mile when they need help navigating a transaction.

For Cassie, the closing table is about much more than paperwork. It’s about being a trusted resource, solving problems, and helping clients and agents reach the finish line successfully.

Outside the office, Cassie’s life revolves around her family. She is the proud mother of a seven-year-old daughter and a three-year-old son, who keep her busy and active.

Whether spending time with family, enjoying the



area’s beautiful beaches, attending local activities, or gathering with friends, Cassie appreciates everything the Emerald Coast lifestyle has to offer. She also enjoys hosting regular happy hours that bring together many of the agents she works with throughout the year.

As she looks ahead, Cassie is optimistic about the future. With signs that the local market is continuing to gain momentum, she and her team are excited for what lies ahead.

For Cassie, success has never been about becoming the biggest firm in town. Instead, it’s about being the most dependable, accessible, and trusted

“
YOU CAN
CALL ME AT
NINE O’CLOCK
AT NIGHT,
AND I’LL
PROBABLY
ANSWER THE
PHONE.”
— CASSIE LONG

resource possible for the people she serves.

And after more than a decade of helping guide transactions from contract to closing, that’s exactly what South Walton Law has become. 📌

In a Pickle? Sell your house fast!

We buy homes in any condition



Looking to sell your home quickly? We purchase houses in any condition. No fees, no repairs, and flexible closing. We love working with agents!!! Find out how our home buying process works! What Makes a House a Pickle?
Inheritance • Foreclosure • Bankruptcy • Needs Repairs • Divorce



THE
CLOSING AGENCY
— EMERALD COAST —

o. 850-427-2900
f. 800-256-5366



A Modern Title
Company in the
Heart of Fort
Walton Beach



Info@theclosingagencyec.com
142 Eglin Pkwy SE, Suite 100 | Fort Walton Beach, FL 32548



TRUSTED BY TOP AGENTS
YOUR LOCAL MORTGAGE TEAM
GUIDING YOU HOME WITH CONFIDENCE.



Michele Bailey



Building A Life Worth Living

PHOTOS BY ETHAN HAMILTON,
MADHOUSE MEDIA

If you ask Michele Bailey how she got into real estate, don't expect a standard industry answer.

"I needed a job," she says with a laugh.

While many agents enter the business with a lifelong passion for real estate, Michele's journey began during one of the most difficult chapters of her life. Following the economic downturn of 2008, her family's world changed overnight when her husband's construction company was forced to close.

"We lost everything."

At the time, Michele had been home raising three young children after spending more than a decade as a court reporter. Before that, she had worked closely with the real estate industry through title work and real estate defense cases, but she never imagined she would one day build a career selling homes herself. After years as a stay-at-home mom, Michele suddenly found herself needing to re-enter the workforce and help rebuild her family's future.

A phone call to a family friend changed everything.

"I called and said, 'I need a job.'"

That conversation led to a position as an assistant in a local real estate office. It didn't take long for Michele to realize she was sitting on the wrong side of the desk.

"I wasn't a cubicle cowgirl," she says. "I wanted to be out with people."

She earned her real estate license and never looked back.

Over the next fifteen years, Michele built a remarkable career, working alongside respected industry leaders, helping launch brokerages, serving in leadership roles, opening her own company, and ultimately becoming one of the founding agents of Compass 30A. Along the way, she developed a reputation for exceptional service, professionalism, and a genuine commitment to helping others succeed.

She also became deeply involved in the real estate industry itself. What started as attending a convention during her first year in real estate turned into more than a decade of volunteer leadership and service. Someone once told her, "You don't want to be the agent who only takes from an industry that gives you so much."

The advice stuck.

"I never wanted to be a taker. I wanted to be a giver."

That philosophy continues to shape both her business and her life today.

For Michele, real estate has never been just about transactions. It has always been about people. While industry headlines focus on technology, litigation, and market shifts, Michele believes the agents who will continue to thrive are the ones who prioritize relationships and customer experience above everything else.

A self-described student of hospitality, she views every transaction as a partnership. Her clients become friends. Her referral partners become an extension of her business. Communication, trust, and service remain at the center of everything she does.

But perhaps the greatest influence on her business came from a deeply personal experience.



Through everything we faced, Scott reminded us what mattered most: family, faith, and making memories together.

— Michele Bailey

In 2020, Michele's husband, Scott, was diagnosed with Stage 4 cancer. Through treatments, uncertainty, and unimaginable challenges, the couple remained focused on what mattered most: family, time, and creating memories together.

Their three sons, Cole, Brett, and Tate, have always been at the center of that life. All three grew up playing sports, with Scott often coaching from the sidelines. Today, Cole works at O'Connell Engineering and is engaged, while Brett and Tate are studying media and communications at Florida State University with hopes of pursuing careers in sports broadcasting. Michele says simply, "They are my everything."

“
***I never wanted
to be a taker.
I wanted to
be a giver.”***
— MICHELE BAILEY

When Scott passed away in 2021, Michele found herself questioning everything, including whether she wanted to continue in real estate at all.

Then she realized something profound.

The families she serves aren't simply buying property. They're buying time.

Many of Michele's clients purchase second homes along Florida's Emerald Coast. While others might focus on square footage, rental projections, or investment potential, Michele focuses on something deeper. She's helping families create gathering places. She's helping grandparents spend more time with grandchildren. She's helping parents create traditions. She's helping families reconnect and slow down in a world that rarely does.

Today, one of the first questions she asks buyers isn't how many bedrooms they need.

Instead, she asks, "How do you want to live here?"

Do they want to bike to their favorite coffee shop? Walk to the beach? Paddleboard on a coastal dune lake? Create a home where generations of family will gather for years to come?



Those answers tell Michele far more than a list of property requirements ever could.

"Time isn't guaranteed," she says. "I want people to understand that. Don't wait. Create the memories. Spend the time with the people you love."

That perspective has transformed the way she approaches both life and business.

Outside of real estate, Michele has embraced a season of rediscovery. Through her "365 on 30A" project, she explores local businesses, hidden gems, and experiences throughout the Emerald Coast while encouraging others to do the same. She is also an avid reader, sponsors a Little Free

Library, enjoys Mahjong, and treasures time spent with family and friends.

Today, Michele Bailey is more than a successful real estate professional. She is a leader, mentor, advocate, mother, and source of inspiration for countless people who know her story.

Through every challenge, every transition, and every new chapter, she has remained focused on what matters most: serving others, building meaningful relationships, and helping families create a life worth living.

And in many ways, that's what her own story has been about all along. 🏡



CLOSE **FASTER**

— WITH —

HAPPIER CLIENTS

You are a killer realtor.
Is your insurance guy at your level?

I have been around real estate here in Florida since I was a kid. I understand the industry and how to do more than just write insurance – **I make you look good.**

Imagine the difference between having insurance set the same day the inspections come back instead of clients hunting for quotes and waiting days.

That's how you keep them focused on their dream – their new home.



YOUTUBE CHANNEL
FULL OF SHORT
VIDEOS FOR CLIENTS





HERE IS WHAT
I NEED TO QUOTE
ANY HOME



 **561-717-1844**

 **Hunter.Kime@Goosehead.com**

 **NeedHomeInsurance.com**

WHEN PASSION LEADS THE WAY

Today, Jessica Drew is one of Keller Williams Realty Emerald Coast’s top-producing agents, but her success wasn’t built overnight. It wasn’t fueled by flashy marketing or overnight fame. Instead, it was built through persistence, authentic relationships, and a passion that started long before she ever earned a real estate license.

In many ways, Jessica’s story began while building her own home. Years ago, after growing tired of renting, she and her husband purchased a lot in Navarre and began constructing their first house. What fascinated her wasn’t just the finished product. It was the entire process. She found herself asking questions, studying every stage, and wanting to understand how everything came together.

“I was infatuated with it,” Jessica says. “I’ve always been artistic, and watching our home come to life was fascinating.”

Her husband noticed her excitement and suggested something that would ultimately change her life.

“Why aren’t you selling homes if you love them this much?” he asked.

At the time, Jessica was working in hospitality. Having lived on the Emerald Coast since 2001, she had spent years in the restaurant industry meeting people and building relationships. Real estate felt like a natural fit, and in late 2015, she earned her license.

But success didn’t come immediately.

For nearly six months, Jessica didn’t close a single transaction. There were moments when she questioned whether she had made the right decision and considered walking away altogether. Through every doubt, her husband remained her biggest supporter.

“He just kept telling me it was going to happen,” she says.

Determined to make it work, Jessica began knocking on doors. Week after week, she visited neighborhood after neighborhood, introducing herself and simply getting to know people. She wasn’t trying to pressure anyone into buying or selling. She was planting seeds and building relationships.

“I wasn’t known for selling homes,” she says. “I was known for getting to know the community.”

Many of those relationships came from people she already knew through the restaurant business.

Renters who had never owned homes before felt comfortable with her approach. She wasn’t intimidating, and she wasn’t trying to impress anyone. She simply wanted to guide people through the process and help them feel confident.

After finally closing her first transaction in March of 2016, Jessica almost quit again. It had been a difficult short sale that tested her patience. Once again, her husband encouraged her to keep going.

Thankfully, she did.

By the end of that year, she had completed 31 transactions and earned Rookie of the Year honors. Word of mouth spread quickly, and one satisfied client led to another.



Jessica
DREW



“

The concierge part is where
I go above and beyond.
**I DO WHAT I SAY
I’M GOING TO DO.**

— Jessica Drew

featuring live musicians and neighborhood gatherings that transform a traditional showing into something special. She believes every home deserves its own unique approach and isn’t afraid to invest in creating exceptional experiences for her clients.

Equally important is her ability to problem solve.

“Agents know that when my name comes across their desk, we’re probably getting to the closing table,” she says. “I don’t give up.”

While technology certainly plays a role in her business, Jessica has never wanted her relationships to feel automated. She and her assistant stay organized with color-coded calendars, but when it comes to maintaining connections, she prefers genuine interactions over scheduled email blasts.



Nearly a decade later, relationships continue to be the foundation of her business.

Jessica believes what separates her from others isn’t just helping clients buy or sell a home. It’s everything that happens before, during, and after the transaction. From helping clients set up utilities and coordinating movers to providing staging advice and solving problems before they become obstacles, she prides herself on delivering a concierge experience.

“The concierge part is where I go above and beyond,” she says. “I do what I say I’m going to do.”

Her creativity shines through every aspect of her business. Jessica hosts memorable open houses



Sometimes it’s a phone call.
Sometimes it’s a text message.
Sometimes it’s picking up the tab
when she unexpectedly runs into a
client at a restaurant.

“It just comes naturally,” she says.

Not every client becomes a lifelong connection, but many do. One client has trusted her with six separate transactions over the years.

“That feels really good because you know they trust you,” she says.

Outside of real estate, family remains at the center of everything Jessica does. She and her husband are raising two teenagers, and their children’s activities have helped shape a life that prioritizes being present for the moments that matter most. Whether cheering on her son at baseball tournaments or supporting her daughter in pursuing her dreams, Jessica understands the importance of balancing business and family.

Their daughter has developed a passion for real estate and interior decorating and has talked

“

When you’re passionate
about something,
**SUCCESS
WILL FOLLOW.**

— Jessica Drew

”



about becoming a Realtor for years. Jessica loves watching her interest grow and hopes she will one day follow in her footsteps, helping a new generation of homeowners.

When they aren’t working or attending sporting events, the family can usually be found enjoying the water. Boating, paddleboarding, riding wave runners, and spending time with their three dogs have become some of their favorite ways to unwind and embrace the Emerald Coast lifestyle they love.

The couple recently moved into the custom home they built together, a fitting milestone for someone whose fascination with homebuilding sparked a career nearly a decade ago. Along the way, they have bought, sold, and invested in numerous properties, giving Jessica firsthand experience that she now shares with clients.

“I practice what I preach,” she says.

For Jessica, real estate has never been about chasing rankings or simply closing transactions. It’s about helping people navigate one of the biggest decisions of their lives while building relationships that last far beyond the closing table.

And perhaps that’s why her philosophy on success is so simple.

“When you’re passionate about something,” she says, “success will follow.”

homewarranty.com
1-800-TO-COVER (800-862-6837)





MORE Coverage!
LOWER Price!
SUPERHERO Service!



We've got You Covered.



Todd Powell
Home Warranty Superhero
850-739-HERO (4376)
Todd.Powell@fnt.com

Stormy Seas to

Smooth Sailing


DEFENDER INSURANCE GROUP
VETERAN FAMILY OWNED

Your Beacon Towards Success
in a Hard Insurance Market

HOME

BUSINESS

FLOOD

SECURING THE RIGHT COVERAGE AT THE RIGHT PRICE


Joyce Germany
LICENSED INSURANCE AGENT | FL: W122581
850-979-5225 | Info@DefenderInsurance.Rocks | www.DefenderInsurance.Rocks

HELPING YOU DEFEND WHAT MATTERS MOST



HERE TO HELP GET YOUR CLIENTS THROUGH THE DOOR.

SOUTH WALTON LAW, P.A.
Attorney & Title Services

Contact Us
(850) 837-0155
www.SouthWaltonLaw.com


Cassie Long
Attorney at Law


Emily Rogers
Attorney at Law

Committed to
Top Quality
Roofing


Warren Roofing LLC



Personalized Approach | Knowledge and Professionalism
Insured and Guaranteed | Family Owned and Operated

CALL NOW FOR A FREE ESTIMATE:

850-642-6075 | www.warrenroofingflorida.com



The REALTORS® Roofer



WWW.EASTCOASTTITLEFL.COM

BUILT BY WOMEN. DESIGNED FOR RESULTS.



ROBIN WINKLER
BUSINESS DEVELOPMENT MANAGER

BECCA JENKINS
OWNER OPERATIONS MANAGER

ANGEL BAILEY
BUSINESS DEVELOPMENT ADVISOR

**WE DON'T JUST CLOSE DEALS.
WE SUPPORT AGENTS, SCALE BUSINESSES,
AND PROTECT REPUTATIONS.**

CLOSE

- Title & Escrow Services
- Close Anytime, Anywhere
- Investor Friendly

GROW

- Fetch Farming
- Palm Agent Quoting
- Ready to List Program

BRAND

- Co-Branded Marketing
- Open House Support
- 1:1 Strategy Sessions

WINTER PARK OFFICE
(407) 915-3564
280 W Canton Ave, Ste 210
Winter Park, FL 32789

NEW SMYRNA BEACH OFFICE
(386) 515-3277
426 Canal Street
NSB, FL 32168

PENSACOLA OFFICE
(850) 409-7534
186 Palafox St, Ste 211
Pensacola, FL 32502

DAYTONA BEACH OFFICE
(386) 888-6295
140 S. Beach St., Ste 105
Daytona Beach, FL 32114

DESTIN OFFICE
(850) 409-7534
34990 Emerald Coast Pkwy #201F
Destin, FL 32541