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Dog Days

OF SUMMER



One of my favorite things about Real Producers is the opportunity to learn about the people behind the business.

This month, we invited top-producing real estate agents and preferred partners to introduce us to the dogs who share their homes, offices, road trips, walks, Zoom calls, and daily lives.

As we planned this issue, I expected plenty of adorable photos and cute stories. We certainly received those. I loved getting to know the four-legged companions who supervise offices and warehouses, serve as unofficial marketing directors, greet clients, and explore dog-friendly communities. I also discovered a few unforgettable personalities—from tiny social butterflies with endless energy to gentle giants, devoted lap dogs, and even two cats who prove this celebration of furry companions isn't just for dogs.

What I treasure most, however, are the lessons.

Here, you'll meet dogs who inspire their humans to embrace patience, trust, enthusiasm, and authenticity. Some remind their owners to pause for a walk, play one more game of fetch, or take a well-earned nap. Others offer quiet comfort during life's hardest moments, help build lasting business relationships, or encourage their families to greet every stranger as a potential friend. These stories reveal something powerful; they reveal connection.

Dogs have a unique way of bringing people together. They don't care about production numbers, titles, awards, or transaction volume. They greet us with the same enthusiasm on our best days and our hardest ones. They remind us to celebrate the small moments, extend grace, and lead with love.

I hope this special Dog Days of Summer issue makes you smile, chuckle, and maybe even reach down to scratch a furry friend behind the ears.



Most of all, I hope it reminds you that some of life's greatest teachers walk beside us on four legs.

For those who have lost a beloved pet, our hearts are with you. The love, loyalty, and memories they leave behind become part of us forever.

Enjoy the issue!



Joni Giordano-Bowling
Publisher

CMG HOME LOANS



Q&A with Jason Schneider, Market Leader at CMG Home Loans Your partner in navigating today's mortgage market

Q: Jason, what sets you apart in the mortgage industry?

A: With over seven years in the business and closings across multiple states, I bring a wide range of lending knowledge to the table. Whether I'm working with a first-time buyer or a seasoned investor, my focus is always on finding the right solution that aligns with their financial goals.

Q: Real estate agents are busy—what can they expect when working with you?

A: Clear communication and proactive updates. I make sure every client fully understands the process, from start to finish. That means no surprises, just well-managed expectations and smooth transactions.

Q: What types of clients do you work with most?

A: Everyone—from families purchasing their very first home to investors building their portfolios. I've worked with a variety of loan programs, so I can tailor solutions no matter the situation.

Q: How does your personal background shape the way you work?

A: Having spent most of my life in New York and now splitting time in Florida, I understand the needs of clients in diverse markets. Outside of work, I've been married for over 25 years, have kids from teens to adults, and stay active in my community. I believe the discipline I put into staying mentally and physically strong also translates into how I serve my clients and partners.

Q: Why should agents connect with you?

A: Because I make their clients' success my top priority. Agents can trust me to keep deals moving forward and clients informed every step of the way. That partnership makes all the difference.



Jason Schneider

Loan Officer, NMLS ID# 1849287

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Promise

Rise & Shine

Promise is my 2-year-old mini-goldendoodle and the happiest part of every day. Every morning, she proudly greets me with a stuffed animal in her mouth, making sure I'm awake before the day begins. We start each morning the same way—I sing “You Are My Sunshine” to her while she wiggles with excitement, and then she’s ready for whatever adventure comes next.

Whether she’s greeting strangers like lifelong friends, wrapping her paws around someone’s leg for a hug, or happily exploring a new hiking trail, Promise has a way of making everyone feel loved. She has a playful side, too—she loves digging at the beach, sniffing every inch of a new park, and especially venturing off the trail to frolic through the grass. She’s also obsessed with park benches and insists we stop to sit on

almost every one we pass, especially if it overlooks a beautiful view. Most of all, she reminds me every day to slow down, enjoy the little moments, and make new friends wherever we go.

Pawfect House Hunting

Promise is the inspiration behind my Pawfect Homes campaign. (PawfectHomes.com), where we explore dog-friendly neighborhoods, parks, trails, and local businesses to help people discover communities that fit both them and their pets. She often wears a camera harness so viewers can experience our adventures from her perspective, making our videos more fun and immersive. She occasionally joins Zoom calls, rides shotgun to appointments when she can, and has a special way of helping people feel comfortable the moment they meet her. She reminds me that buying a home

SHANA HAMEL
NextHome
Excellence

is about finding a place where every member of the family, including the four-legged ones, feels at home.

Trust at First Wag

Promise has taught me not to overthink first impressions. In my business, I’m constantly meeting people I’ve never met before, and it’s easy to wonder how you’ll be received. Then I watch Promise. She approaches every stranger with complete trust and genuine curiosity, and almost without fail, people soften. They smile, laugh, share stories about their own pets, and suddenly, they’re no longer strangers. She reminds me that meaningful connection begins when we stop worrying about being judged or rejected and simply show up as ourselves. That lesson has made me a better REALTOR®, helping me build relationships that feel authentic long before we ever talk about real estate.

Something Special

Promise is truly part of my family, and everyone who meets her seems to say the same thing: there’s just something special about her. She has a gentle, loving presence that puts people at ease and a remarkable ability to bring strangers together. This June, we participated in “Luke Day,” NextHome’s annual day of giving back to local communities, by hosting a “Fashion for Paws” fundraiser benefiting “RUCK9,” an organization that provides mobility wheelchairs for animals in need.

Paws for a Cause

Promise’s impact has inspired me to create @Loved by Promise, a growing Instagram and TikTok series that began in March 2026. Through our adventures exploring dog-friendly communities, local businesses, and everyday moments, I hope to share the same joy and connection that Promise brings to everyone she meets. At the end of the day, real estate is about helping people find a place to call home.



Coco

JOHN SHANAHAN
Compass Florida

Social Butterfly

Coco is a 2-year-old Pomeranian who loves meeting as many people as possible.

Content With Coco

We do a weekly social media segment called “Walk and Talk With Coco” and post it in my Living in Lakewood Ranch Facebook group.

Powered by Patience

Coco has definitely taught me patience—I have to have a lot to be her owner.

Small but Mighty

Coco is six pounds of pure, unbridled, endless energy. She is joy, a workout, and a test of patience all in a single pint-sized loving package.



Remy

ELAINE SHEFFREY
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Chill Mode

Remy is a 4-year-old, 80-pound double doodle. He is totally chill and loves his morning walk and evening snuggles. His favorite snack is apples.

Management Material

We call him the warehouse dog. He supervises mostly.

Pup Pointer

Stop and rest. If you go, go, go all the time, you’ll wear yourself out.

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Ellie May Seacat

STEPHANIE SEACAT | Coldwell Banker Realty

Ellie Bear
Ellie May Seacat is a 1-year-old yellow Labrador. She is fun, playful, friendly, intelligent, and very protective of the family, especially the females in the home. She is the love of our lives and our fur baby.

Reading the Room
Ellie is a staple in my office, working alongside me. When I have positive conversations, Ellie responds positively.

When the conversation gets challenging, as she can tell by my tone, she leaves my office and goes to another room.

Walk it Out
She helps me roll with the ups and downs of being a REALTOR®. When I need a break, we get outdoors and go for a walk and breathe the fresh Florida air. I throw her a toy to chase and laugh out loud with her.

The Next Best Friend
Ellie is a larger dog than our previous dog, Khloe, a Pekingese. She was my bestie and never left my side at home. When I was not home, she would wait for me at the front door. I was not planning on getting another dog, let alone a larger dog. Everyone talked me into it almost two years after Khloe. I would not change a thing with our loyal Ellie bear.

Latte



TAMI CASH
Coldwell Banker Realty

A Latte Love
Latte is an 8-year-old standard poodle. She is the sweetest and craziest dog I've ever had. She thinks she is a lap dog and constantly needs to be touching someone.

Walking Into Business
She and I walk our neighborhood daily and prospect for business. I've been invited to listing appointments while walking with her, so essentially, she is the marketing director.

Every Day Is the Best Day
Latte has taught me enthusiasm. Latte doesn't have bad days. Every walk is the best walk ever. Every time I come home, she acts like she hasn't seen me in a year. Every buyer and seller deserve that type of energy. Joy is infectious, and in this business, people want to work with someone who genuinely loves what they do.



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Cheyenne & Kane

RJ DIAZ | Modus Builders

Canine Companions

Cheyenne and Kane are both rescue pit bull mixes. Cheyenne is bougie. Kane is a goofball. I think they are beautiful.

Support Staff

They are often at the office with me and are definitely my emotional support. They help me work through problems,

calm me down when things don't go well, and always remind me to stretch my legs so they can go on a sniffari.

Pup Perspective

Be present. Listen. Work and play go hand in hand. Also, naps are good for you.



Miss Harlie

MONICA HALL | Artisan Pool and Design

Hello, Harlie

Miss Harlie is a 6-year-old Australian labradoodle. She is absolutely the most loving dog we have ever had and has never met a stranger. She loves to play and can run like the wind. She has the longest eyelashes and legs of any breed I know, and when we got her at 12 weeks old and she started growing, I used to tell her that she was the envy of all the girls with her long eyelashes and legs like a New York Rockette.

Official Mascot

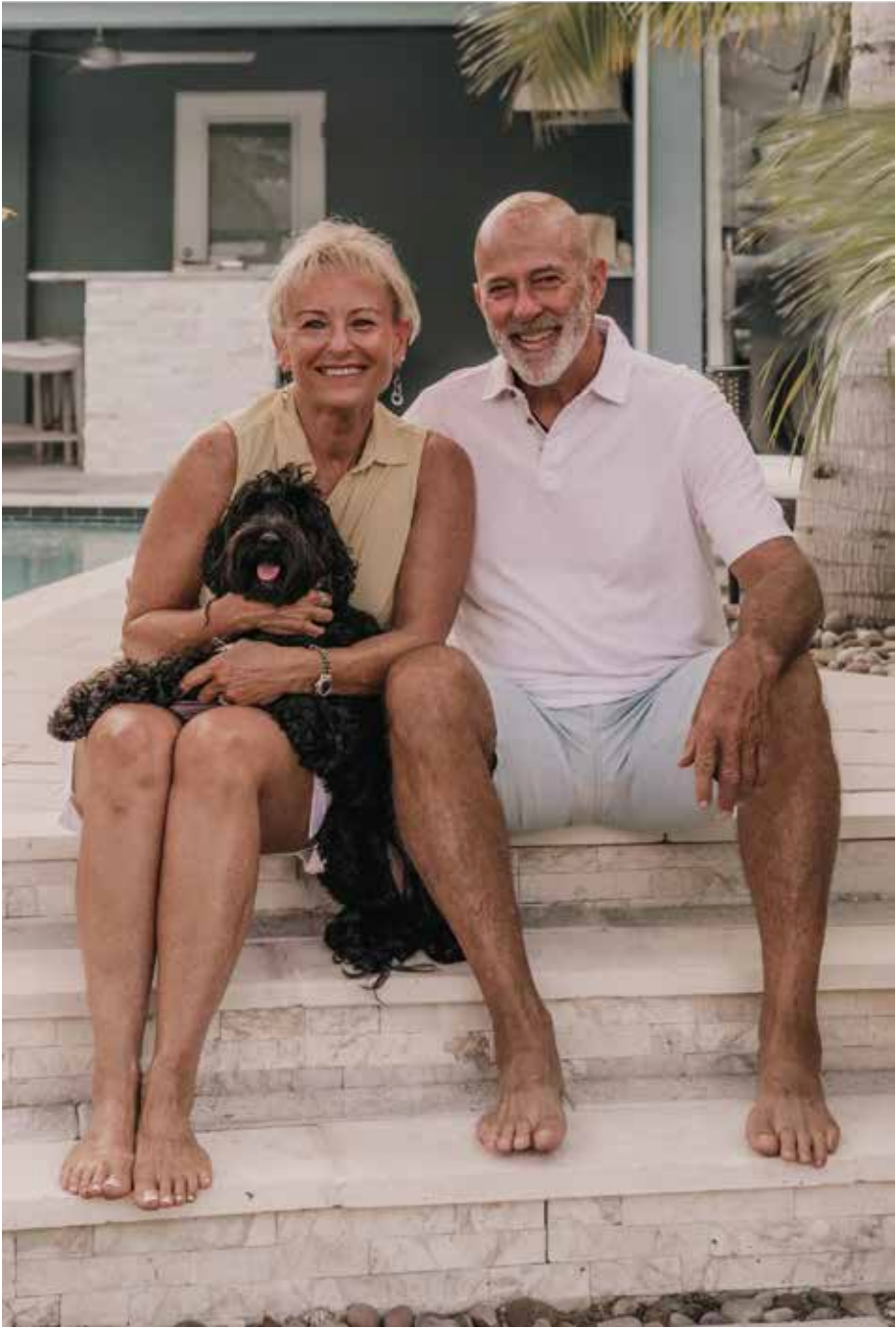
She is the Artisan Pool and Design mascot. She goes with us to a lot of our clients' homes and offices and loves treats.

Life According to Harlie

Slow down and play ball. Life is not all about work.

The Heart Knows

She is a great judge of character. She can see the heart of a person at first glance, and she will lick you until you have the biggest grin.





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Bruno & Frank

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Bruno is a 5-year-old wheaten terrier, and Frank is a 14-year-old Havanese. Frank's main job in life is to sit on anyone's lap, and he is definitely always hungry. Frank is also named after Mark's middle name, Francis. Bruno is a sensitive fellow who is always making sure neighbors know they are not supposed to walk by his house. An introvert, he is likely to retreat to the bedroom at bedtime,

even before the adults are ready for bed. His absolute favorite hobby is following his mom everywhere and making sure to supervise all her activities, even in the bathroom.

Job Share

Our dogs are enjoying their lives in the Sunshine State, always a guest on Zoom calls and rotating who gets to spend a day in the office.

Patient Pawrents

Being a little older in our parenting and now grandparents, we are so patient and don't get worked up when they get into things or need a little extra training. Also, they are a great example that being consistent in training creates a great pet.

Words to Live By

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Maya

**STEVE
SLOCUM**

Coldwell
Banker Realty

Purrfectly in Charge

Maya, the beautiful Maine Coon makes herself comfortable across tables of paperwork whenever work is underway. As an adorable ambassador for Caribbean Coons: Maine Coon Kittens Sarasota, she has a knack for stealing the spotlight—and keeping everyone on task with her own unique style of supervision. #mayathemainecoon

Romeo

LAURIE FOX

Coldwell Banker Realty

Lover Boy

Romeo is the perfect name for our little buddy. He has a fabulous personality and is full of love.

Chief Comfort Officer

If I am ever on a phone call that doesn't seem to be going smoothly, Romeo is right there on my lap, giving me support and love and helping me feel calm. I lost my mom and my dad this past year. During this very difficult time, Romeo was there beside me whenever I was sad.

Head Over Heels

Everyone who meets Romeo falls in love right away.



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2025

BY THE NUMBERS

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TOP 500 REALTORS® SOLD IN 2025



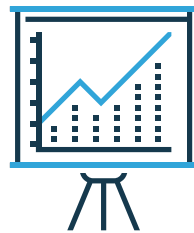
\$10,420,371,000

TOTAL SALES VOLUME



14,461

TOTAL TRANSACTIONS



\$20,840,742

AVERAGE SALES VOLUME PER AGENT



30

AVERAGE TRANSACTIONS PER AGENT

IN THE LOOP

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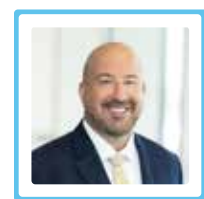
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BY CHUCK BONFIGLIO JR., 2026
PRESIDENT FLORIDA REALTORS®



ADVOCACY DELIVERS:

Why Every Realtor® Wins When We Show Up



When most Realtors® think about a successful year, they think about the listings they secured, the contracts they negotiated, the referrals they earned, and the clients they served. Those are the numbers that define our businesses. But every one of those successes depends on something much bigger—protecting the business environment that allows Realtors® to thrive.

That is exactly what your Florida Realtors® advocacy team accomplished during the 2026 legislative session. This year's session was not defined by sweeping new initiatives. Instead, it required something just as important. We protected the real estate industry from proposals that would have weakened consumer protections, diminished the value of a real estate license, and created unnecessary liability for Realtors® across Florida. Sometimes the biggest victories are the ideas that never become law.

Protecting the Profession

One of our most significant accomplishments was defeating legislation that would have dismantled Florida's real estate regulatory structure. Had that proposal become law, it would have eliminated the Florida Real Estate Commission and significantly weakened professional education requirements. More importantly, it would have reduced consumer confidence in the licensing system that helps distinguish licensed real estate professionals from everyone else.

Consumers should feel confident that the person facilitating one of the largest financial decisions of their lives is held to meaningful professional standards. Protecting those standards protects every Realtor®'s business. For top producers especially, reputation is everything. Every transaction you close benefits from a regulatory system that reinforces professionalism, accountability, and consumer trust.

Reducing Risk for Realtors

The Florida Legislature also adopted important measures that reduce unnecessary liability for our members. Florida Realtors® successfully prevented the implementation of a

well-intentioned but confusing septic disclosure requirement that would have complicated residential transactions without providing meaningful consumer value. We also secured liability protections related to a new property tax estimator disclosure, ensuring Realtors® are not unfairly held responsible for information beyond their control.

Every unnecessary disclosure requirement can increase risk, delay transactions, and create confusion for consumers. Advocacy is not simply about passing legislation. It is equally about preventing unnecessary burdens that make your business more difficult to operate.

Investing in Florida's Housing Future

Policy wins are only part of the story. The state budget also reflected meaningful investments that support homeownership and strengthen Florida's housing market. This year's budget included \$50 million for the Hometown Heroes Housing Program, \$236.5 million for state and local affordable housing programs, \$405 million to continue helping Floridians harden homes and condominiums, and \$1.2 billion for water quality and restoration projects that protect Florida's natural resources and quality of life.

These investments strengthen communities, support long-term housing demand, improve housing opportunities, reinforce economic stability, and help preserve property values. Those outcomes benefit homeowners, consumers, and every Realtor® working to build a successful business in Florida.

Advocacy Is an Investment

Every Realtor® pays dues, but advocacy is where those dues produce measurable returns. Most of the clients we serve will never know about the legislation that did not pass or the unnecessary regulations that were stopped before they affected a transaction, which is exactly how effective advocacy should work. When Florida Realtors® succeeds in Tallahassee, consumers experience smoother transactions, stronger property rights, and greater confidence in the real estate marketplace. Realtors® can spend less time navigating unnecessary government obstacles and more time serving their customers.

Your Voice Matters

None of these victories happens by accident. They happen because thousands of Realtors® invest their time, support RPAC, participate in Great American Realtor® Days, serve as Key Contacts, and build relationships with elected officials throughout the year. When lawmakers hear directly from Realtors®, they hear from professionals who understand housing, private property rights, and the real-world impact public policy has on Florida families and communities.

These relationships, along with Realtor® Champions serving in the legislature, result in our collective voice giving our

profession tremendous credibility, and it continues to make a difference where it matters most.

Looking Ahead

Florida continues to grow at an extraordinary pace, bringing new residents, businesses, and investment to communities across our state. With that growth comes both opportunity and responsibility. Florida Realtors® will continue advocating for policies that expand housing opportunities, protect private property rights, strengthen homeownership, reduce unnecessary regulation, and preserve the high professional standards that define our industry.

Advocacy is not a once-a-year effort. It is a year-round commitment to protecting your business, your clients, and the future of real estate in Florida. When Realtors® speak with one voice, we do more than react to public policy issues. We help shape them, ensuring that Florida remains the best place in the nation to own property, build wealth through real estate, and achieve the American Dream.

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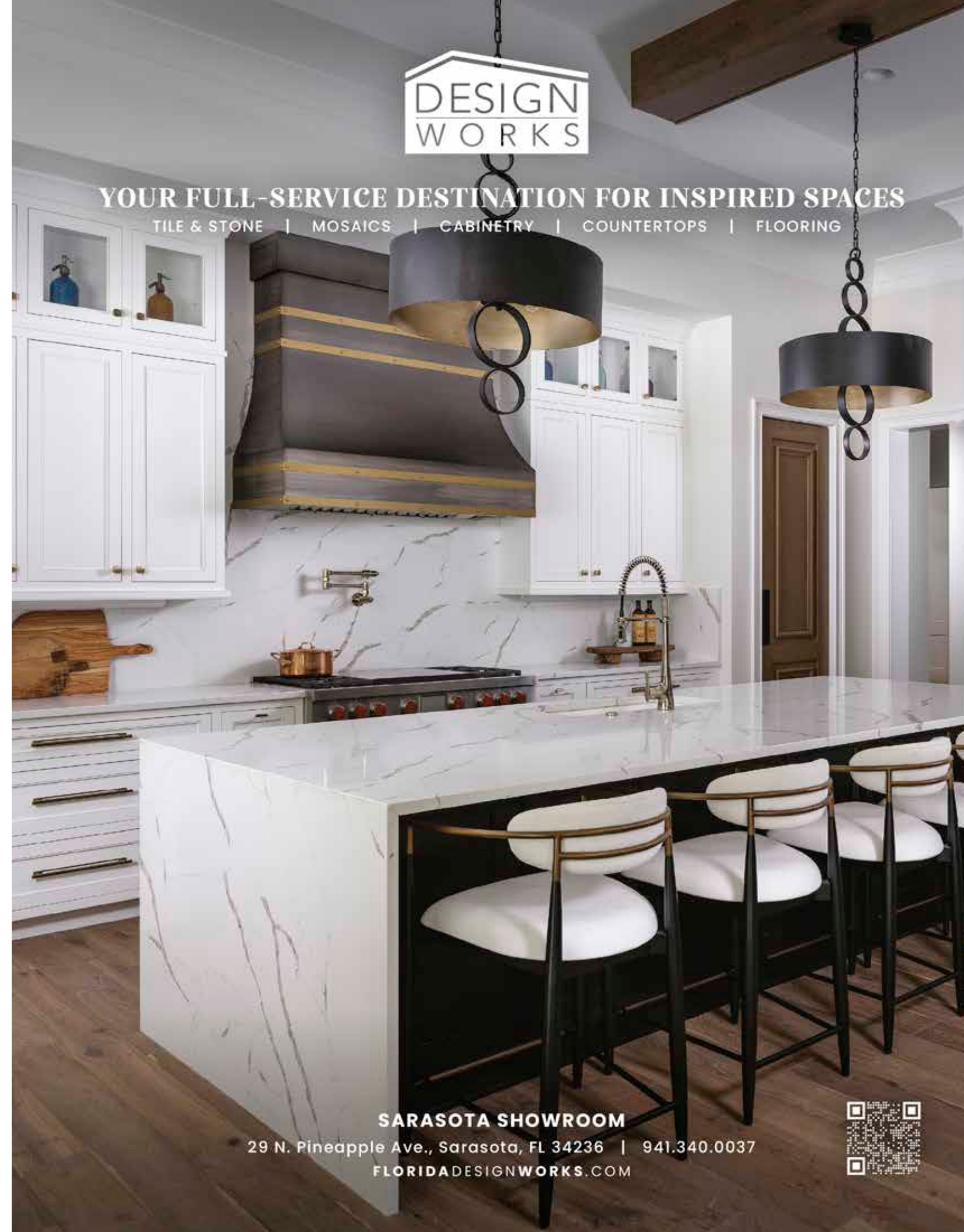
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