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Nick Janovsky

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Nick Janovsky

THE CATALYST OF TAMPA BAY:

HE JOINED SERHANT. TO REDEFINE LUXURY REAL ESTATE



WRITTEN BY ELIZABETH MCCABE, PHOTO CREDIT: B. LIVELY IMAGES

The Tampa Bay luxury real estate landscape is undergoing a massive renaissance. From the rapid vertical growth of downtown St. Petersburg and the expansion of Tampa International Airport to the sprawling Tropicana Field redevelopment, the region's market is no longer just growing. It is consolidating into an economic powerhouse.

At the center of this transformation is Nick Janovsky.

With over a decade of elite production, land entitlements, and record-breaking sales under his belt—including the historic $11.4 million benchmark sale in St. Pete Beach and Pass-A-Grille—Nick has spent his career operating at an executive analysis level. Now, as the newly appointed **Director of Luxury Sales for SERHANT.** covering St. Pete, Tampa, and the Gulf Beaches, he is ready to act as the energetic "lightning in a bottle" that catalyzes the brand's Gulf Coast expansion.

For Nick, the move to SERHANT. in May 2026 wasn't just a change of brokerage; it was a deliberate rejection of the traditional real estate model in favor of a media-first, tech-driven future.

Moving Beyond the "Machine"

The real estate industry is currently defined by massive corporate consolidation. Many legacy brokerages have grown so large that agents and clients alike simply become small cogs in a massive corporate wheel.

"With major consolidation, you just become part of a machine," Nick says. "SERHANT. isn't a boutique, but it isn't a faceless machine either. It's significant. It's a media-first platform with better technology, better reach, and a completely different energy."

Nick's first 30 days with the brand have been nothing short of a blitzkrieg: over 200 contacts made, 50 in-person meetings, secured and launched six new listings, and placed six outgoing referrals, including a luxury listing.

While SERHANT. has already established a dominant presence in New York, California, and Miami, Nick's mandate is clear: capture serious market share across Tampa Bay by combining his deep local roots with a multi-dimensional marketing ecosystem.

From Political Campaigns to Real Estate Campaigns

Nick's unique edge lies in his background before real estate. Having spent years running political campaigns in Hillsborough and Pinellas counties, he masterfully refined the skills of message discipline, demographic targeting, and strategic launches.

"Running a political campaign is about creating a message that resonates so deeply that people invest their time, emotion, and money into it," Nick

explains. “It’s a systematic launch. I look at every luxury listing exactly like that: **Package it. Strategize it. Market it. Brand it. Execute. Win.**”

This hyper-targeted, hands-on approach is exactly what high-net-worth clients demand. Nick doesn’t just list properties; he engineers executive-level marketing programs. Acting as both CEO and CMO for his listings, he provides data-driven, analytical strategies that yield extraordinary exposure and top-market results.

His track record speaks for itself. He has consistently ranked in the Top 1.5% of RealTrends America’s Best for six consecutive years, has never closed less than $20 million in volume for six consecutive years, and pulled in $28 million in 2025 alone, not counting an additional $25 million in closed outbound referrals, for a career eclipsing over $80 million placed for outgoing referrals, making him a national referral leader.

The No-Fluff Content Strategy

In an era where many agents chase shallow internet fame, Nick is a self-described “content junkie” who completely rejects shock value. With over 15,000 followers across Facebook and Instagram and over 1 million views in 2026 already by July, with more on the way, his digital footprint is highly intentional.

His content strategy is built on three strict pillars:

Data and Market Intelligence: Staying ahead of local and national economic trends, keeping consumers educated on market shifts and broker consolidation.

The St. Pete & Gulf Beach Lifestyle: Showcasing the unique cultural and economic renaissance of the region he loves.

Authentic Personality: Giving clients a look at who he is behind the data: a man with deep Midwest values (born to an Ohio dad and Wisconsin mom) who loves traveling to his lakefront condo in Minneapolis, fishing, and smoking meats.

The Mentality of Winning

Despite his accolades, Nick’s core philosophy is surprisingly grounded. His best advice to anyone entering the business? Stop working for the commission.

“Stop it. It doesn’t matter,” Nick says. “You can have ten deals fall apart in a month. Just do what is right for the client every single time. Put the work in. Half the time, I don’t even know exactly what I’m making on a deal because once you shift to that mindset, you are operating at a completely different table.”

This client-first obsession is why Nick implemented a strict transaction

> “You can have ten deals fall apart in a month. Just do what is right for the client every single time. **PUT THE WORK IN.”**





"I HIT IT INCREDIBLY HARD MONDAY THROUGH THURSDAY."

Taking that Sunday reset is exactly why I am better equipped than the competition when I'm on the clock."

coordinator system to handle the heavy paperwork, freeing him up to deliver pure, concierge-level advisory services directly to his buyers, sellers, and developers.

It is also why he fiercely protects his work-life balance. Except for a VIP emergency, Nick does not work on Sundays. Sundays are reserved for his family, his two pets (Fester, his 10½-year-old red husky, and Skitty, his rescued cat who "runs the house"), and his diehard passion for football. A massive Minnesota Vikings and Tampa Bay Bucs fan, Nick is famous for hosting Super Bowl and game-day events, smoking ribs, chicken, salmon, and pork butt via what he has jokingly coined: "Daddy's Smokehouse" on his Traeger.

"I hit it incredibly hard Monday through Thursday," he says. "Taking that Sunday reset is exactly why I am better equipped than the competition when I'm on the clock."

Looking Ahead

Nick's vision for the next 15 years is ambitious. He wants it all, simultaneously: growing individual sales volume, expanding his national referral network, securing massive market share for SERHANT., and spearheading premier boutique new development projects across the Suncoast.

As Tampa and St. Petersburg continue to connect economically and culturally, they require a real estate leader who can match that momentum. With his sophisticated data analysis, political-grade marketing strategy, and the backing of the ultimate media-first brokerage, Nick Janovsky isn't just riding the wave of the Tampa Bay renaissance. He is directing it.







Goosehead Insurance

WRITTEN BY
ELIZABETH MCCABE

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That's what a homebuyer in Tampa was facing for an annual insurance premium on a luxury home. There was just one problem: The buyer needed that number below $7,000 to qualify for financing. The REALTOR® was running out of options. Without more affordable insurance, the deal could fall apart.

Enter Murad El-Amir of Goosehead Insurance.

Murad went to work, shopping available insurance carriers for a better option. The result? A quote for approximately $5,000 a year. Just like that, the buyer had an insurance option that could keep the transaction moving forward.

"I love those types of stories," says Murad, who owns a Goosehead Insurance agency in Wesley Chapel. Especially when he's called in at the eleventh hour and can help a REALTOR® save a deal.

For Murad, insurance isn't simply about policies and premiums. It's about finding solutions when people need them most.

From Wall Street to Wesley Chapel

Murad didn't begin his career in insurance. Far from it.

He started in investment banking in New York City, working on Wall Street in the fast-paced financial world most people have only seen in movies. When COVID-19 changed the way people worked, Murad and his wife saw an opportunity to make a change. Why work remotely from a small New York City apartment when they could enjoy warm weather and a house in Florida?

So they packed up and headed south.

After several years in Florida, Murad began thinking about his next professional move. He wanted to own a business, build equity, and create something he could call his own. Insurance wasn't necessarily on his radar, but the business model intrigued him. As Murad jokes, there are two types of careers where people can earn recurring income: Hollywood and insurance.

Getting into insurance seemed considerably easier than making it in Hollywood!

Murad purchased several existing books of business and joined Goosehead Insurance, a national company established in 2004. He was drawn to Goosehead's reputation, leadership, and independent agency model, which allows him to offer clients choices from numerous insurance carriers rather than being limited to one company.

But there was another reason he entered the industry.

Making Insurance Less Complicated

When Murad first moved to Florida, he discovered how confusing and frustrating shopping for insurance could be. Between comparing policies, understanding coverage, and figuring out why one company charged significantly more than another, the process wasn't exactly enjoyable.

"I wanted to bring professionalism and transparency to insurance," he explains. That commitment became the foundation of his agency.

Murad works with a wide range of insurance carriers, helping clients compare coverage and pricing to find an option that fits their needs and budget. His agency offers homeowners, automobile, commercial, and landlord insurance, among other products.

Licensed in Florida, Michigan, and Tennessee, he serves homeowners, investors, and business owners who appreciate having someone explain their options without making the process more difficult than it needs to be.

And in Florida, having options is particularly important.

Insurance premiums can vary dramatically depending on a property's location, proximity to the coast, and other risk factors. Some properties may also require flood insurance, adding another expense buyers might not have anticipated. Murad believes clients deserve to understand those costs before making major financial decisions.



A REALTOR®'s Secret Weapon

For real estate professionals, timing is everything. A delayed insurance quote can hold up a transaction. An unexpectedly high premium can change a buyer's budget. And when insurance costs prevent a buyer from meeting lender requirements, an otherwise promising deal can fall apart. Murad wants to help prevent those situations.

"I love working with REALTORS®," he says, particularly when he can help them get their transactions across the finish line.

His advice? Bring him into the conversation early.

Before clients begin touring homes, REALTORS® can consult Murad about typical insurance costs in different neighborhoods. That information can help buyers understand what they can afford and avoid unpleasant surprises later.

A waterfront property might look perfect on paper, but the insurance premium could tell a different story. By considering insurance expenses upfront, agents can help their clients make informed decisions before falling in love with a property that stretches their budget. And when time is running out, Murad knows how important it is to respond quickly.

"When you send me a request for a quote, I get back to you within minutes," he says. "I'm very responsive. I'm very quick."

He also emphasizes open communication throughout the process, keeping REALTORS® informed rather than leaving them wondering whether a quote is coming.

The Tampa luxury-home transaction is one example of why that matters. By finding a policy quoted at approximately half the original annual premium, Murad helped a REALTOR® overcome an obstacle that could have prevented the closing.

For agents juggling contracts, inspections, appraisals, and financing deadlines, that's the kind of partnership that can make a difference.

"When you send me a request for a quote, I get back to you within minutes. I'm very responsive. I'm very quick."

More Than an Insurance Policy

Murad's business is built on something simple: Give people options, respond when they need help, and make the process easier. He understands that clients don't want to spend hours comparing insurance policies or wondering whether they're paying more than necessary.

They want someone knowledgeable who can do the legwork, explain the choices, and help them move forward with confidence. And he enjoys developing relationships with local business owners, an area where he hopes to become increasingly involved.

Murad is also open to supporting community causes and connecting with others who are passionate about making a difference. For him, growing his agency means more than adding clients. It means becoming someone people can count on when important decisions are on the line.

Family Time and Fairways

Of course, Murad's life isn't all insurance quotes and real estate closings. He and his wife of eight years have a two-year-old daughter who keeps them plenty busy, especially on weekends. Whether they're planning activities to keep their little girl entertained or spending time together at the beach, family is an important part of their Florida life.

And when Murad isn't enjoying time with his daughter?

There's a good chance he's golfing. An avid golfer, he loves getting out on the links whenever his schedule allows. It's a welcome change from the hustle and bustle of New York City, where his career began. These days, Murad is focused on building his business, enjoying life with his family, and helping more REALTORS® find solutions to insurance challenges.

As the new year begins, his message to homeowners and real estate professionals is simple: Explore your options before settling for an insurance policy. Because sometimes, the right insurance quote doesn't just save money. It saves the deal.

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Coastal Collective Title

WRITTEN BY ELIZABETH MCCABE,
PHOTO CREDIT: ERIC BUNCH,
NTP 2 PHOTOGRAPHY

BRINGING RELATIONSHIPS BACK TO REAL ESTATE

Sometimes, the best business decisions begin when you've reached your breaking point.

For Lori LaCoppola, that moment came in a Target parking lot. After 21 years in the real estate community, including seven years in the title industry, she was exhausted. The phone calls, frustrations, and constant pressure had taken their toll. She loved what she did, but something needed to change.

So, sitting in her car, she prayed.

"I can't do this anymore," she remembers telling God. "I'm turning it over to you. You tell me where I need to go and what I need to do."

She had no idea how quickly things were about to change.

About an hour later, her phone rang.

On the other end was a longtime business associate who had worked with Lori for six years. He was frustrated about a mistake involving a transaction and told her he couldn't continue doing business with her under the circumstances.

Lori understood his frustration. But rather than letting the conversation end there, she said something that would change both their careers.

"I wish we could start our own title company. We'd make such a difference."

His response?

"Let's do it."

Lori couldn't believe what she was hearing. Was he serious? He was. With nearly 20 years of real estate experience, ownership of a large brokerage, and several years of previous title company ownership, he knew the business. More importantly, he shared Lori's vision for doing things differently.

Within days, they began putting their plans together. Two months later, Coastal Collective Title opened its doors.

A Different Kind of Title Company

For Lori, Coastal Collective Title isn't simply a new business. It's an opportunity to bring something back to an industry she loves: relationships.

Over the past decade, she's watched the real estate industry change dramatically. Technology has made transactions faster and more convenient, but somewhere along the way, she believes the personal connection between title companies, REALTORS®, buyers, and sellers has suffered.

"We wanted to put personal relationships back in the title industry," she explains.

That means more than processing paperwork and getting everyone to the closing table. It means answering questions, anticipating clients' needs, and making sure clients understand what's happening throughout the transaction.

After all, buying or selling a home is a major milestone. For many people, it's also unfamiliar territory.

"If you're just rushing them through the process, you're not doing your due diligence," Lori says. "You have to make sure they understand what they're doing and what the paperwork means."

At Coastal Collective Title, that commitment begins with welcome calls, introductory emails, and a team that makes itself available throughout the process. Lori calls it the Coastal Difference.

Experience Meets Personal Service

With 21 years in the real estate community, including seven years specializing in title, Lori brings extensive knowledge and a hands-on approach to her role as managing partner and co-owner.





Coastal Collective Title handles residential purchases, refinances, new construction, commercial transactions, and investor-related closings throughout Florida. She's equally enthusiastic about the team they've assembled. Heather Moses serves as vice president of operations, while Kourtnie Thompson and April Collins are senior closers. Together, they bring experience across investor transactions, residential real estate, commercial properties, and new construction.

"I couldn't be happier with our team," Lori says. "They've got knowledge, they



have personality, and they understand how important communication is."

In fact, Lori affectionately calls them her dream team.

For Lori, those qualities aren't optional. They're essential to delivering the kind of experience she envisioned when she started the company.

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Ask Lori what REALTORS® should look for in a title company, and she'll tell you to look beyond convenience. It's not simply about choosing the company you've always used or the contact already saved in your phone. It's about finding people who share your values, work ethic, and commitment to clients.

And there's one word she would gladly eliminate from the conversation: *vendor.*

"I never like the word vendor," she says. "I always say partner, because we are your partner."

She encourages experienced agents to remember when relationships were at the heart of the title business and newer agents to build those relationships from the beginning. After all, REALTORS® work hard to earn their clients' trust. The closing experience should reinforce that trust, not undermine it.

"The last people they see are title," Lori explains. If the experience is chaotic or complicated, that's what clients may remember. Coastal Collective Title wants them to remember something better.

Finding Joy in the Simple Things

Outside the office, Lori enjoys a quieter pace. She's a proud mother to a daughter who has also worked alongside her in the title industry, and she adores her two French bulldogs. She loves cooking, traveling, and spending time at home, where the simple things have become increasingly important.

"I just really love simplicity nowadays," she says.

Her professional life may still be busy, but there's a different sense of purpose behind it now. She's building a company that reflects her values, surrounded by people who believe in what they're creating.

And it all began with a prayer in a parking lot, an unexpected phone call, and three simple words: *Let's do it.* For Lori, Coastal Collective Title is proof that sometimes a fresh start is exactly what you need.

> I never like the word vendor. I always say partner, because we are your partner."

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CELEBRATE SUCCE$$

MEET STEVE DORAN

THE AUCTION GUY

WRITTEN BY ELIZABETH MCCABE,
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HE DOESN'T GIVE HOUSES AWAY.
HE CREATES COMPETITION.

Mention the word *auction* in real estate and Steve Doran already knows what many people are thinking: Foreclosure. Distressed property. Desperate seller. Bargain-basement price. Nothing could be further from the truth.

"We don't give things away," Steve says.

In fact, Steve routinely auctions high-end properties, including million-dollar-plus homes, for sellers who aren't desperate at all. They're motivated. They may be navigating a divorce, probate, relocation or another situation where waiting six months for the right buyer simply isn't an option. They need certainty. They need a contract. And they need to get to the closing table.

That's where "The Auction Guy" comes in.

Approximately 90 percent of Steve's business is real estate auctions, a niche he has spent 22 years developing. He and his business partner, auctioneer Vince Gepp, have sold more properties through live, on-site auctions than just about anyone in Florida during their more than two decades working together.

Their approach is decidedly old school: Gather the buyers, put them together and let competition do its job.

"People are competitive by nature," Steve says.

A buyer who believes a property is worth $1 million may think differently when someone across the room is trying to take it away from them. Suddenly, the decision isn't happening in isolation. It's competitive. It's emotional. And sometimes that changes the number.

"That's my niche," Steve says.

Going Once, Going Twice...

Auctions account for roughly 50 transactions a year for Steve, encompassing everything from luxury residences and condos to commercial properties, vacant land, industrial buildings, development projects, golf courses and small hotels. Regardless of the property, the premise is similar: fast, efficient and effective.

Another very strong aspect of their business is the ability to turn complicated or difficult properties into cash for sellers. Steve and Vince have extensive experience and success subdividing properties, selling multiple properties in a single auction—which can be particularly effective for investor or probate portfolios—and handling vacant land and commercial building sales, all within 30 days.



"YOU CAN LEARN A LOT FROM FAILURE. SOMETIMES MORE THAN SUCCESS."

Once Steve is brought into a transaction, the property is typically marketed for three to four weeks, depending on the price point and asset. The auction takes place live and on site. The winning bidder puts down a 5 percent nonrefundable deposit and generally closes within 30 to 45 days. There are no repair requests, financing contingencies or buyers tying up multiple properties while deciding which one they actually want.

"We take all that out of the equation," Steve says. "That's the appeal of what we do."

The seller also maintains protection through a confidential reserve price. If bidding doesn't meet or exceed the seller's predetermined bottom line, the property doesn't sell. For buyers, Steve believes the live format offers something equally valuable: transparency. Everyone can see the competition happening in real time. For sellers, it can create something difficult to replicate through a traditional one-on-one negotiation: a bidding frenzy.

Steve and Vince have even set record prices per square foot in some neighborhoods.

"A house is worth what someone will pay for it," Steve says. "Fair market value is what someone will pay, especially on the high end. We cut to the chase. Sometimes we get more."

Built on Agent Relationships

Steve's business has another unusual distinction: Most of his clients aren't coming directly from homeowners. They come from other real estate agents. His entire business has been built around those relationships, including referrals from dozens of top producers over the years. Steve has worked with agents ranked among the industry's top performers, including Martha Thorn. The arrangement is intentionally designed so Steve isn't competing with the referring agent.

"We pay full commission for the referral," he says.

The agent can remain involved or be completely hands-off while Steve and Vince take over the accelerated sale process. Either way, the referring agent receives the same commission. Steve describes it as another tool agents can keep in their toolbelt.

If the traditional listing process works for a seller, great. But when a client says, *I can't wait six months. I don't want price reductions. I need this property sold and closed,* Steve offers another solution.

"I just need an introduction," he says. "Let me take it from there." For Steve, that's the heart of what he and Vince do. "We're real estate solution providers," he says.

An Unlikely Beginning

Ironically, Steve's 22-year auction career began with a job where he made absolutely nothing. Born and raised in Cleveland with family roots in Pittsburgh, Steve grew up a devoted Steelers fan. In his early 20s, he and his father became interested in flipping houses and Steve began attending real estate investment seminars.

Then life gave him an opportunity to escape Cleveland's gray skies, cold and ice. His then-girlfriend was headed to the University of South Florida, and Steve was 22 years old with few attachments keeping him in Ohio. At one investment seminar, he learned that the presenter lived in Tampa. During a break, Steve approached him.

"I'm moving to Tampa. Do you need an apprentice?"

The answer was yes.

Steve moved to Tampa in 2004 and went to work for him. The business model involved flipping luxury homes, with auctions serving as the exit strategy because they could move properties quickly and efficiently.

There was just one problem. Steve worked for six months and made zero dollars.

"Think of it as an unpaid internship," he jokes. The opportunity didn't become what Steve expected. But it introduced him to the business that would eventually define his career. "You can learn a lot from failure," he says. "Sometimes more than success."

It also led him to Vince. Steve eventually approached Vince about working together, beginning a professional relationship that has lasted 22 years and a full-fledged business partnership spanning roughly 15 of them. Along the way, Vince also became one of Steve's best friends. On auction day, the partnership comes alive. Vince is the fast-talking auctioneer commanding the event while Steve works the crowd as the "ring guy," talking with bidders, generating energy and encouraging the action.



The actual auction may be the show, but Steve says it represents the culmination of weeks spent answering phones, fielding questions, marketing the property and getting qualified buyers through the door.

"Getting them to show up—that's the hard part," he says.

Then Vince starts talking. And Steve starts working the room.

More Than a Sale

After more than two decades, Steve has stories for days. He has auctioned properties for extraordinarily wealthy clients and helped people whose circumstances were considerably



more difficult. Some properties had languished on the market. Other sellers were facing major life changes and needed to turn an asset into cash quickly.

"There have been times when we have changed people's lives," Steve says. "People have cried on my shoulder."

That's the part of the business that still gets to him. A home or piece of real estate is often one of the largest components of someone's financial life. Helping a seller successfully reach the finish line can mean far more than putting another transaction on the books.

"It's not just selling real estate," he says. "It's helping people."

Steve is also quick to credit the professionals around him, including his broker, Ron Jackson. "He's probably the best broker I've had in my 22-year career," Steve says.

When he's not orchestrating real estate deals, Steve gravitates toward anything outdoors. He's an avid skier who loves the mountains, enjoys golfing and makes staying fit a priority. He loves a good Florida sunset, although he'll readily admit he's not much of a beach guy. Travel is another passion. Nashville and Las Vegas are favorites, and he heads out west to ski several times a year. It's all about working hard and playing hard.

Back home in Hillsborough County, Steve is also a dog parent and still proudly carries his Cleveland upbringing and Pittsburgh family roots with him, especially when football season rolls around. But within Florida real estate, there's one identity he particularly wants to own: Steve, The Auction Guy. After 22 years, he's earned it.



"I want to be that resource," Steve says.

For agents with sellers who have the luxury of time, the conventional route will always be there. But when a client needs certainty, speed and a clean transaction without months of waiting, negotiations and contingencies, Steve wants agents to remember there is another option.

Give The Auction Guy a call.

Then let the bidding begin.

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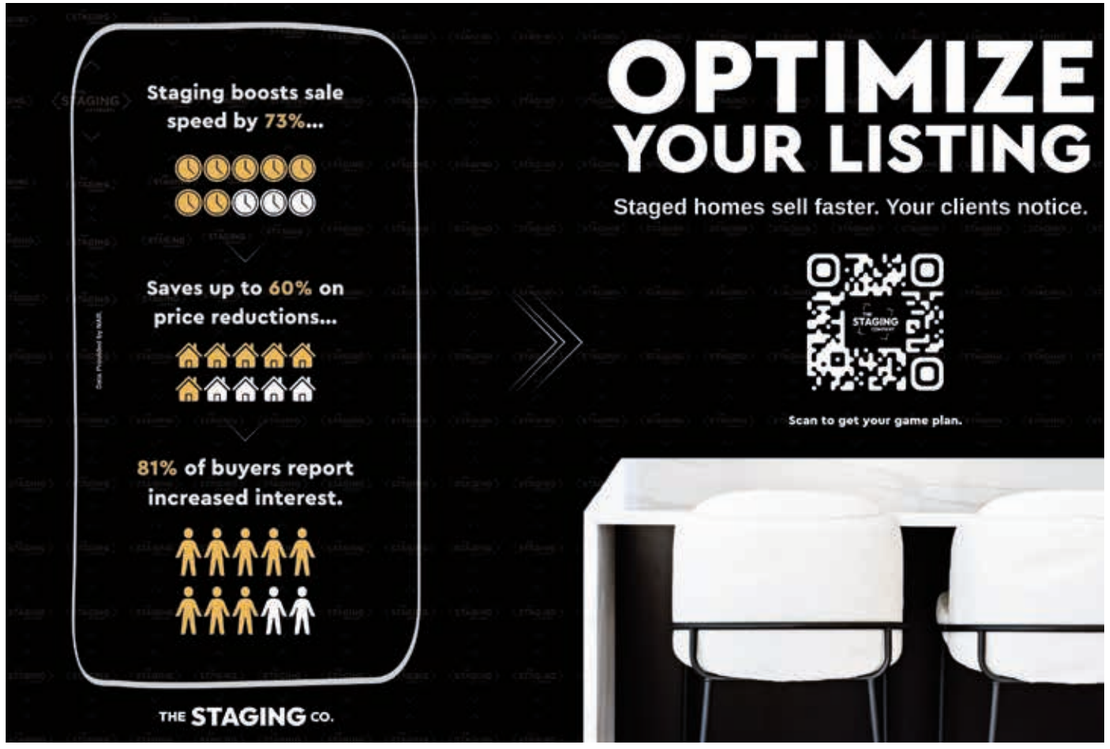
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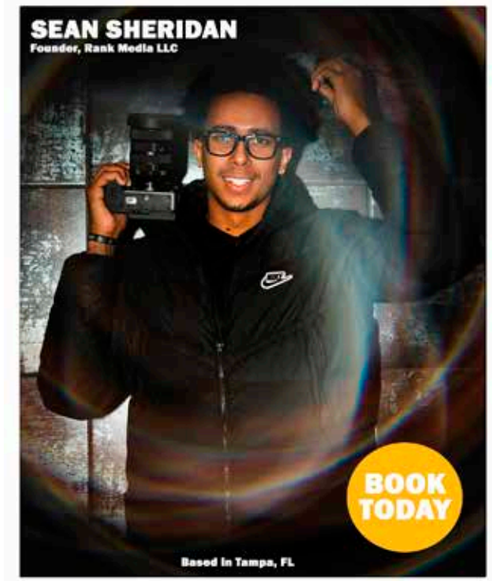

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