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FEBRUARY 2026

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**Rodney
Cantrell**

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Cantrell

COVER STORY

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IN WEEKLY'S BEST OF THE COAST 2025



EACH DAY OUR TEAM ENDEAVORS TO CREATE IMPACTFUL DESIGN THAT BUILDS THE QUALITY OF OUR COMMUNITY.

dalrymple | sallis
architecture

Continuing NEW GOALS into 2026

WITH HEART!

For the Love of Real Estate

BY LIZ BISWURM

Providing a platform to celebrate and unite the top real estate professionals across Escambia and Santa Rosa County

Dear Pensacola Real Producers Community,

February is often known as the month of love, but in our industry, love shows up in dedication, discipline, and the commitment we make to our goals—especially those we set at the beginning of a new year.

By now, the excitement of January goal-setting has met the reality of daily work. This is the month where successful agents separate intention from action—showing up consistently, refining their systems, nurturing relationships, and continuing to push forward even when motivation fades. Progress is built in these moments, and February is where momentum is either strengthened or lost. Something tells me this group of agents already know a thing or two about that!

At Pensacola Real Producers, we believe success is never accidental. It's the result of intentional effort, strong habits, and meaningful relationships built over time. This publication exists to celebrate those who are doing the work—agents who lead with integrity, stay committed to their vision, and continue striving for excellence long after the New Year's resolutions are written down.

This month's issue highlights professionals who exemplify focus, consistency, and collaboration. Their stories serve as a reminder that long-term success is built through perseverance, accountability, and a genuine commitment to serving others. These are the agents who keep showing up for their clients, their community, and their goals—day after day.

February is also a powerful time to reflect. Are you staying aligned with the goals you set for yourself

this year? Are you investing in the relationships and habits that will support your growth? Small, intentional actions taken now will compound into meaningful results as the year unfolds.

Thank you for being part of *Pensacola Real Producers*. Whether you are featured in these pages, supporting those who are, or simply drawing inspiration from the stories shared, you are an essential part of what makes this community so strong. We are honored to celebrate your dedication, your achievements, and your continued growth.

Much Valentine's love from me to you, your teams, and your families.

Sending out with a photo of my loves!

With appreciation,



Liz Biswurm
Publisher
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Helping Our Community Win- One Home at a Time

LEADING AT THE NEXT LEVEL

A Message to Florida's Top-Producing

BY CHUCK BONFIGLIO JR., 2026
PRESIDENT FLORIDA REALTORS®



Top producers don't wait for change; they get ahead of it.

 As we enter one of the most accelerated periods of transformation in our industry, Florida's highest-producing agents have an outsized opportunity to shape what comes next. You already know how to build a thriving business. You've mastered the fundamentals, refined your systems and navigated through a year of unprecedented industry shifts with resilience and discipline.

Now the question becomes:

What will elevate you from being successful today to being unshakeable for the next decade?

That's the heart of Florida Realtors' 2026 theme:

Your Voice. Your Business. Your Florida.

This year is about empowering the leaders of our profession to build businesses that are future-ready, innovation-driven and supported by long-term wealth.

Innovation as a Competitive Edge

Top producers often adopt new strategies years before the rest of the market. In 2026, Florida Realtors® is matching your pace.

We are investing in innovation that does three things:

1. Saves you time
Streamlined digital processes, improved single sign-on, and upgraded member tools eliminate friction, so you and your team stay focused on high-value activities.
2. Expands your authority
Top agents thrive on credibility: Therefore, your trade association is working to enhance analytics, market reporting and communication tools that help you deliver the clearest, fastest, most actionable housing insights in the state.
3. Keeps you ahead of disruption
You don't need the latest fad – you need solutions that sharpen your strategic advantage. That's why the Florida Realtors Innovation Fund is centered on practical, forward-looking resources that reinforce your relevance in a rapidly evolving landscape.

For top producers, innovation isn't optional – it's leverage.

Building Wealth Beyond Your Closings

High performers understand something fundamental: Income builds your lifestyle; wealth builds your future. So many practitioners in this profession stop at income. In 2026, we are elevating financial literacy and wealth-building as core pillars

of our value to members, especially the top agents who already have the means and discipline to build long-term security.

This year, Florida Realtors is focusing on helping the practitioner with:

- Investment strategies specifically for real estate professionals
- Tax-efficient growth and wealth preservation approaches
- Real estate portfolio building (not just selling homes but owning assets)
- Practical education that turns top producers into long-term wealth creators.

Top agents already help others build generational wealth every day. This is the year we make sure you build your own.

Your Voice Matters Now More Than Ever

High producers move markets. You shape consumer expectations, influence policy conversations, and help define the professionalism of our entire industry. In 2026, your voice is essential.

To help elevate this voice you will see high-level advocacy briefings, direct communication channels between leadership and industry influencers, opportunities to shape association innovation and policy and improved tools to help you articulate market realities with unmatched clarity and authority. Your insights don't just matter; they are critical of Florida's market stability and public trust.

And most importantly, bringing the association directly to you — meeting you where you work and live through expanded

District Conferences that create local access to statewide leadership, resources, and real-time industry conversations.

These District Conferences will allow members across Florida — from the Panhandle to Miami — to engage with leadership, understand emerging issues, and share insights that help shape policy and innovation from the ground up. Your voice doesn't just matter — it drives stability, credibility, and long-term strength of Florida's real estate market.

A Year for Leaders to Lead

This is a defining moment for our profession, one where top performers will set the tone for how Realtors® are seen, valued and relied upon in the years ahead.

Florida Realtors' commitment to you in 2026 is clear: We will innovate with purpose; we will elevate professionalism; we will protect your business and your clients; and we will champion your success long after the closing table. Success lifts the entire profession.

Your Voice.
Your Business.
Your Florida.
Chuck Bonfiglio Jr.
2026 President, Florida Realtors®



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Scott Sallis and the design team at Dalrymple | Sallis Architecture

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J. SCOTT SALLIS

Why Top Agents Partner With Dalrymple | Sallis Architecture

OFFICE PHOTOGRAPH BY ASHLEY LIVINGSTON WRITTEN BY ASHLEIGH STREIGHT

J. Scott Sallis doesn't just design buildings. He designs experiences, neighborhoods and, in many ways, the future of Pensacola. As principal architect and owner of Dalrymple | Sallis Architecture, Sallis has spent the last 35 years shaping the city one thoughtful project at a time, guided by a simple but powerful belief: Architecture should be "Beautiful, Useful, and Necessary."

Originally from Springdale, Arkansas, Sallis graduated from the University of Arkansas in 1991 before landing what would become a life-shaping job in Pensacola. "I fell in love with the city early on," he said. That connection only deepened as he worked under local architect Bill Graves, an experience that reframed his understanding of the profession. "Architecture isn't just about buildings. It's about how people experience space," Sallis said.

That idea became foundational to his career.



Over time, Sallis realized architects are, at their core, "community makers." Whether designing a church sanctuary that moves people emotionally or a downtown streetscape that encourages walking and connection, the work had ripple effects far beyond walls and roofs. "That drive to impact my community 'one building at a time' led me to establish my own firm in 2006," he said, later partnering with Dean Dalrymple to form what is now Dalrymple | Sallis Architecture.

Today, DSA is a full-service architecture and interior design firm based in

downtown Pensacola, specializing in high-end custom residential homes, commercial projects, historic renovations, adaptive reuse and new construction. Their role goes far beyond drafting plans. "We don't just provide blueprints; we guide clients from the initial feasibility sketches all the way to the 'house-warming party,'" Sallis said. Advanced 3D modeling technology allows clients to virtually walk through their space before construction even begins.

That hands-on, highly collaborative approach sets the firm apart. Unlike traditional firms that rely

heavily on draftsmen, DSA operates with an "Open Studio" culture built around 3D modeling. "We are a team of modelers," Sallis said. "This approach ensures we aren't just imposing a style, but deeply listening to the client's needs. We believe that empathy precedes design. We listen first, then we draw."

That mindset has earned the firm widespread recognition. Dalrymple | Sallis Architecture has been voted "Best Architecture Firm" in InWeekly's Best of the Coast for more than a decade, including 2024, and has won the Pensacola



News Journal's Best of the Bay multiple times. The firm has also received numerous AIA Northwest Florida Design Awards, including recognition for adaptive reuse projects like Lily Hall and more than 20 storefronts along historic Palafox Street.

A significant milestone came in May 2025, when co-founder Dean Dalrymple retired after 15 years of partnership. "It's great to carry on as we build from

his legacy and leadership," Sallis said.

For top-producing Realtors, Sallis wants DSA to be seen as more than just a referral. He wants the firm to be a strategic partner. "Selling a fixer-upper or vacant lot often requires vision that a buyer might lack," he said. DSA provides quick feasibility studies and conceptual sketches to help clients see a property's potential, as well as due

diligence support for zoning, soils and occupancy challenges. "We help smooth the transition from 'buying a house' to 'creating a home,' which reflects positively on you as the Realtor who made the connection," Sallis said.

What Sallis finds most fulfilling isn't accolades or awards, but the lived-in impact of his work. "There is nothing quite like riding my bike past a project we designed and seeing people enjoying it," he said. "Knowing that we played a role in bringing vibrancy to a neighborhood or giving a family a sanctuary to live in is incredibly rewarding."

The profession has evolved over the years, particularly as families seek larger homes while still managing budgets, and as energy efficiency has shifted from trend to standard. DSA has adapted by prioritizing clear communication and sustainable design. "We can achieve zero power bills if the client invests in the right means and methods," Sallis said.

Outside the office, Sallis' life centers on family and community. He and his two sons, Jamie and Oliver, enjoy walking to school together and soaking in the walkability of their downtown neighborhood near Aragon. When he isn't working, he serves at Echo Life Church, mentors through Big Brothers Big Sisters, participates in the downtown Rotary Club and advocates for safer streets with Bike Pensacola. His favorite ride, he said, isn't about speed. "It's on a beach cruiser, moving slowly through the neighborhood, perhaps with



Design by Dalrymple Sallis Architecture



Design by Dalrymple Sallis Architecture

a drink in hand, just enjoying the peace and saying hello to neighbors."

For Sallis, success is measured simply. "To me, success is positive word-of-mouth," he said. "When a past client refers a friend to us, or when a contractor tells a homeowner, 'You need to hire DSA,' that is the ultimate validation."

And when his work is eventually complete, Sallis hopes his legacy is felt citywide. "I want to leave Pensacola better than I found it," he said. "More beautiful, more useful, and more necessary."

Design by Dalrymple Sallis Architecture



“ ARCHITECTURE isn't just about buildings. It's about how people experience space.”



2025 BY THE NUMBERS

WHAT DID THE TOP 300 DO LAST YEAR IN RESIDENTIAL REAL ESTATE?



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TOTAL NUMBER OF TRANSACTIONS



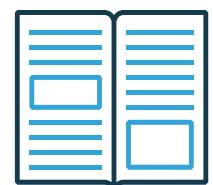
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TOTAL VOLUME SOLD



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Building Momentum
Through Service,
Community, and Heart

WRITTEN BY ASHLEY STREIGHT
PHOTOGRAPHY BY DEAN FAGOT
FAMILY PHOTO BY NICOLE SMITH



Entering her third year as a licensed real estate agent, Catie Ronson has already done what many agents take a decade to accomplish. With more than \$15 million in career volume and just shy of \$10 million closed last year alone, the Levin Rinke Realty agent has quickly established herself as a trusted name in her market. Her success, however, has far less to do with numbers and far more to do with people.

"I obtained my real estate license in November 2023 and immediately joined Levin Rinke Realty after interviewing multiple brokerages in the area," Catie said. "I completed their mentorship program and transitioned directly into full-time real estate. Since then, it has been nonstop."

That momentum came quickly, fueled by referrals, deep community involvement, and what Catie describes as consistent client care. Her commitment to serving clients at a high level earned her the Silver Production Excellence Award from Levin Rinke in 2024 and again in 2025.

Before real estate, Catie's life revolved around family and health care. She was a stay-at-home mom while also working



PRN as a registered nurse, including time as a CVICU nurse.

"That experience sharpened my ability to manage complex schedules, stay calm under pressure, and advocate for others," she said. "Those skills translate seamlessly into real estate."

Real estate was never far from her life. Catie grew up in Mountain Grove, Missouri, a small Ozarks town where relationships and reputation mattered. Both of her parents were real estate agents and brokerage owners, modeling a business built on trust and service.

"Watching them build a business rooted in trust and service left a lasting impression on me," she said.





"It allows me to provide highly personalized service to my clients," she said. "Every detail matters."

What matters just as much is giving back. Catie is an active member of the National Association of REALTORS®, Impact 100, Tiger Point Women's Golf Association, and she plays a major role in organizing local events. One of her proudest contributions is starting the annual Tiger Point Holiday Golf Cart Parade, which benefits local charities.

"2025 was my third annual holiday parade, and it was the biggest one to date," she said. "It brings neighbors together, supports local businesses, and gives back to local nonprofits. That kind of community connection means everything to me."

Like many high achievers, her biggest challenge has been time management. "I'm highly organized, competitive, and driven to keep growing, which can make it difficult to fully shut off," she said. "I've learned that building structure, prioritizing effectively, and allowing myself balance are essential to long-term success."

Catie sees real estate as both a professional and personal pathway.

After earning her associate and bachelor's degrees from Missouri State University, Catie went on to complete an accelerated Bachelor of Science in Nursing at Samford University in Birmingham, Alabama. Those years, combined with raising a large family, shaped her work ethic and attention to detail.

"As our children got older, I found myself with more flexibility and a desire to build something of my own," she said. "The timing felt right to step into a career that blended independence, service, and community involvement."

For Catie, real estate checked every box. "I realized real estate would be a perfect fit for me: flexible, people-focused, and community-driven," she said. "I love where I live and want others to experience what makes our area so special."

She operates independently, a choice she says allows her to stay deeply involved in every transaction.



"Long-term, I plan to continue expanding my business while maintaining the high level of service that has built my reputation," she said. "In addition to growing my business, my husband and I are focused on building our real estate portfolio."

Family remains at the center of everything she does. Catie and her husband, Russ, a cardiovascular surgeon, have been married for 11 years and share five daughters: Rachel, Abby, Jillian, Emily and Ella. "We love traveling together and discovering new places as a family," she said.

Outside of work, Catie values time with her family and staying active. She enjoys being outdoors, spending time on the water and on the boat, beach days, walks along the pier, and time with close friends who feel like family.

When asked what she wants to be remembered for, Catie's response mirrors how she runs her business. "Give it 110% every time," she said. "I want every client to feel confident that I went above and beyond for them. I approach every transaction with intention, preparation, and heart." She applies this quote to all aspects of her life, both personal and professional.

“
I've learned that building structure, prioritizing effectively, and allowing myself balance are essential to long-term *success*. **”**





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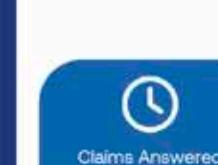


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RODNEY Cantrell

From **COMBAT BOOTS** to **CLOSINGS**

WRITTEN BY ASHLEY STREIGHT • PHOTOGRAPHY BY DEAN FAGOT

Rodney Cantrell does not do anything halfway. Whether he is stepping onto the mat as a Brazilian Jiu Jitsu black belt, coaching youth baseball, studying for his private pilot's license, or guiding clients through a major real estate decision, his approach is rooted in discipline, structure, and an unmistakable drive to excel.

Rodney is the lead agent of Gulf Real Estate's The Cantrell Team and has spent the last 10 years building a reputation as one of the area's most consistent producers. Since starting his real estate

most closings at both the brokerage and title company level, along with multiple Top Producer honors.

Before real estate, Rodney lived a very different kind of high-pressure life. He served 20 years in the United States Marine Corps, including time as a Drill Instructor, followed by three years as a Nevada State Trooper. That background shaped not only how he works, but how he thinks.

"A warrior mindset from the Marine Corps shaped my discipline, resilience, leadership, and ability to perform under pressure," he said. "I approach everything

Cindi Denbow and Rodney Cantrell of The Cantrell Team



“

I WANT TO BUILD STABILITY, INFLUENCE AND LEGACY.”

career in 2016, he has closed 501 units for more than \$120 million in gross volume. Last year alone, he completed 35 transactions totaling \$10 million. Along the way, he has earned awards for





with structure, accountability and a relentless drive to improve.”

Originally from Manchester, Connecticut, Rodney credits both of his parents with influencing his path. “My father’s work ethic and my mother’s tenacious resourcefulness to make things work and not fail had a tremendous impact on me,” he said. His formal education includes a high school diploma, but he jokes that he also earned “20 years of hard knocks in the Marine Corps.”

The move to Florida ultimately set his real estate career in motion. After relocating, Rodney interviewed for a maintenance position at a brokerage. The broker had a different idea. “He told me I was overqualified and should consider becoming a real estate agent,” Cantrell said. The suggestion stuck.

Real estate appealed to him because it offered something new and challenging, along with flexibility. “It provided a flexible schedule and didn’t keep me bound to an office,” he said. That flexibility became even more important after becoming a father.

Rodney has two sons, Kevin and Caleb, who are both straight A students in advanced honors classes and avid baseball players. Kevin will play freshman baseball this year, while Caleb begins 13U travel baseball. “Having children taught me to slow things down, be more patient, and manage my priorities and time,” Cantrell said. “I want to build stability, influence and legacy.”

That sense of balance carries into his business. The Cantrell Team operates as a tightly coordinated group of three licensed agents, each specializing in different markets and client needs. Collaboration, shared accountability, and innovation drive their productivity. The team leverages advanced CRM systems and AI enhanced tools to streamline workflows and reduce response times.

“Our ability to adapt quickly to market trends and client demands is what sets us apart,” he said. “It



Cindi Denbow REALTOR® with The Cantrell Team

allows us to consistently outperform expectations and deliver a seamless, client focused experience.”

For Rodney, real estate has little to do with numbers. “Real estate isn’t just about contracts and closings. It’s about trust, problem solving, and being part of a milestone that truly matters,” he said. “Knowing I was able to bring clarity, confidence, and peace of mind to a client during an important decision is what makes this career so meaningful.”

One of his biggest early challenges was learning to manage emotions during transactions. “I had the skill and the knowledge, but I had to learn how to slow the process down, communicate better, and meet people where they are emotionally,” he said. Creating systems like weekly check ins, clear timelines, and constant communication changed everything.

Outside of real estate, Rodney loves to stay busy. He owns Milton Gracie Jiu Jitsu, teaches classes, plays guitar, and enjoys music ranging from 70s classic rock to 90s grunge and old school rap. His favorite movie is *Tombstone*. Summers are spent boating, jet skiing, camping, and riding dirt bikes with his boys, who also work out with him daily.

Philanthropy is another priority for Rodney. He has supported Motorcycle Riding Events of America to help install LifeVac units in Milton Police, Santa Rosa County Sheriff, and Pace Fire Department vehicles.



In life and business, Rodney wants to be remembered for something simple but powerful. “I build relationships, not transactions,” he said. “Clients feel supported, heard, and valued. That’s what sets me apart.”

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