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Korneva

Featured Agent

JON DEBELLEVUE

Broker Spotlight

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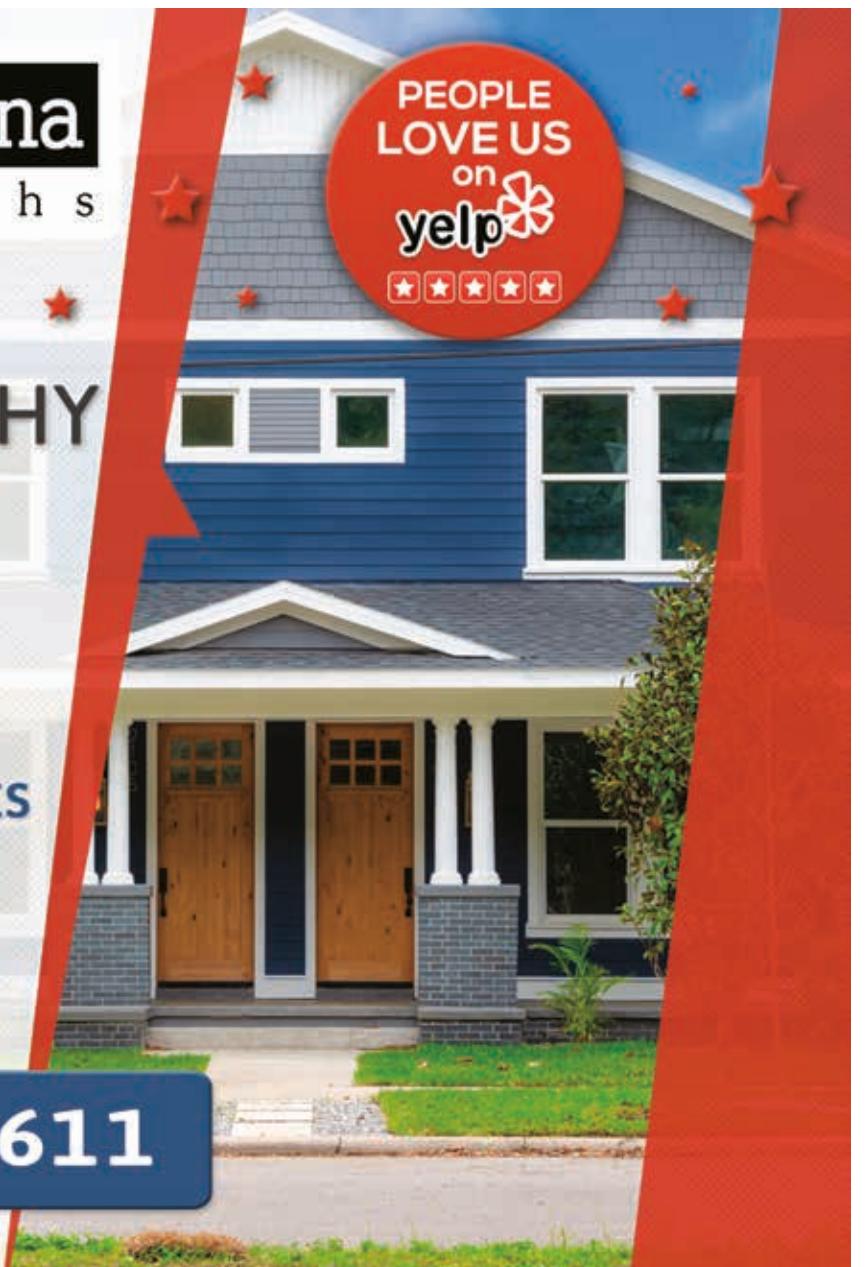


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Kseniya Korneva

Is Living the American Dream



T“I wanted a career where I got to be creative and constantly learn and grow as a person.”

Meet Kseniya Korneva, a dynamo Tampa Bay real estate agent, social media maven, and proof that the American Dream is alive and thriving. Kseniya’s story starts far from Florida’s sun-drenched beaches: she was born in Russia and immigrated to the U.S. at just five years old, not knowing a word of English. Watching her parents work tirelessly to make ends meet taught her one lesson early on: hard work and big dreams pave the way to success.

Since then, Kseniya has made a name for herself by boldly embracing change. “I’ve moved to three cities where I didn’t know anyone,” she says. “Each time, I had to learn to adapt quickly.” From New Jersey to South Carolina, Seattle, and finally Tampa, Kseniya has almost hit all four corners of the U.S. She jokes she’s just missing Arizona or California.

A Leap of Faith (and Sunshine)

After earning her civil engineering degree and working in the field, Kseniya realized she wanted something different. “I wanted a fun job without a boss,” she laughs. She debated between becoming a yoga instructor or a real



estate agent, and real estate won out. “I never thought about the business side of things because my family was all in science and academia,” she explains. But after shadowing some generous agents and seeing the possibilities, she took a leap. Kseniya got her real estate license in Seattle, packed her bags, and moved to Tampa sight unseen, drawn by the city’s booming market, sunny weather, and vibrant culture. Her husband, Tyler (a PhD physics student), joined her four months later.

Five years later, Kseniya is thriving at REAL Broker, LLC, where last year she sold 52 units totaling \$25.3 million in volume.

Secrets to Her Success

Kseniya built her business the old-fashioned way: open houses. But when COVID shut down in-person events, she pivoted fast, turning to Instagram. “Social media skyrocketed the rest of my growth,” she says. “The number of eyes on a post is way more than you can

“I’ve moved to three cities where I didn’t know anyone. Each time, I had to learn to adapt quickly.”





“It’s about happiness, health, wealth, and freedom — *the freedom to travel and do as I please.*”



reach with postcards or cold calls. Even a small video can get 10,000 views. You can’t call that many people in a day!”

Now she blends both worlds, focusing on unique properties, promoting her listings, and creating engaging content that draws in crowds. She’s mastered the art of knowing what will perform well, but admits she sometimes feels a little let down when there’s nothing “cool” on the market to tour.

Staying Grounded

Kseniya’s secret weapon? Perspective. “The biggest lesson I’ve learned is to step away,” she says. “Real estate can feel urgent and chaotic, and you think you have to solve everything immediately. But if you step back, things often work themselves out.” She also embraces technology, using AI tools to plan showings, map routes, and communicate with clients (complete with emoji-packed messages).

When she’s not closing deals, Kseniya enjoys life with Tyler and their dog, soaking up Tampa’s foodie scene, hitting the beach, reading, and — no surprise — making content videos about local restaurants. “It’s part hobby, part business,” she says with a smile.

Looking ahead, Kseniya has big dreams: she plans to launch a digital mentorship program for aspiring agents, grow her business to \$50 million in sales, hire a buyer’s agent, and maybe even write a book. Personally, she hopes to travel more, spend time with loved ones, and carve out space for hobbies.

A Millennial Advantage

As a millennial, Kseniya feels uniquely positioned for success. “We grew up with technology but also remember a world without it,” she reflects. “It’s allowed us to connect to both older and younger generations. And it has taught us to think on our feet and be more self-reliant.”

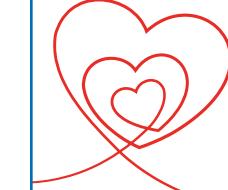
For Kseniya, success isn’t just about numbers. “It’s about happiness, health, wealth, and freedom — the freedom to travel and do as I please.”

With her optimistic spirit, relentless drive, and passion for people, Kseniya Korneva is not just chasing the American Dream, she’s living it, and lighting the way for others to do the same.



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Jon DeBellevue

*From Makeup
Artist to Making It
Big in Real Estate*

WRITTEN BY ELIZABETH MCCABE
PHOTO CREDIT: ALLIE SERRANO OF
ALLIE SERRANO PORTRAITS

Nominated Best of Tampa Bay two years in a row. Featured in national digital publications twice. Before real estate, Jon DeBellevue built a successful career in the world of color, contour, and creativity: the beauty industry. Jon made his mark as a creative cosmetologist, master makeup artist, and educator.

“While I loved the creative side of that work, I realized my deeper purpose wasn’t just transforming appearances — it was transforming lives. That realization, paired with my natural drive to help others achieve their dreams, inspired my transition into real estate,” he says. On June 2, 2021, he proudly followed in his mother’s footsteps into real estate. She had been licensed since 2000 and Jon was eager to follow her lead.

Why real estate? “I became a REALTOR® first and foremost to help others,” says Jon, “and to build a better future for my family while carrying on my mother’s legacy.”

Helping people navigate complex challenges and create real, lasting solutions is what he does best. “My real estate journey started as a referral-based opportunity during my time in cosmetology, but it quickly evolved into a lifelong passion.”

“As both a REALTOR® and active real estate investor, I love empowering clients, friends, and family to build wealth and equity — no matter their starting point. My own investment experience allows me to guide others with authenticity, strategy, and firsthand insight.”



Florida Roots

A fifth-generation Floridian, Jon comes from a deep agricultural lineage rooted in cattle and citrus. His great-grandfather, Lamarcus Edwards, holds a place in the Florida Citrus Hall of Fame, a legacy that even lives on in Jon’s middle name. His family helped start Pasco Packing Company and played a role in pioneering the industrial pasteurization and bottling

of orange juice, including innovative uses of citrus byproducts for feed products. That legacy of ingenuity, land stewardship, and value creation runs straight through Jon’s work today.

Jon’s creativity and hustle have roots that run deep. Raised on Anna Maria Island, Florida, he grew up surrounded by artistry and community. “Creativity,





proud to share my story and inspire others to turn their challenges into stepping stones toward success."

And he's had plenty of challenges. "Like anyone, I've faced my share of obstacles — both external and internal," he says.

"There were seasons of my life marked by hardship: homelessness, substance struggles, and legal battles that could have taken me down a very different path. But instead of breaking me, those experiences built me."

"They became the foundation of my strength, discipline, and compassion. They remind me every day that no matter where you start, you can always rebuild — brick by brick, choice by choice. My story isn't one of perfection; it's one of perseverance and purpose."

Jon's drive now is laser-focused on growth for himself and his clients. "I'm passionate about cultivating strong client relationships and expanding our network through repeat and referral-based business — the foundation of any thriving real estate career."

He's also blending construction and creativity

transformations to designing physical ones." That shift led him to the Azure Tide All Florida School of Real Estate and, later, the Gold Coast School of Construction, where he earned his Certified Residential Contractor license.

resilience, and community shaped every chapter of my life," he says.

His education reflects this artistic foundation, starting at Saint Stephen's Episcopal School through 8th grade, followed by Booker Visual and Performing Arts High School, and the Fine Arts program at Ringling College of Art and Design's Pre-College program. Then came professional training at Fashion Focus Hair Academy, launching his first successful career in beauty.

But eventually, the canvas got bigger. "Over time, my focus shifted from aesthetics to architecture — from creating personal

"Today, as a REALTOR®, investor, and certified contractor — and as a former apprentice with New Heights Construction Inc. — I combine art, business, and building knowledge to help clients bring their visions to life."

Now based in Tampa, Jon is channeling every part of his past (the artist, the builder, the survivor) into a purpose-driven career. "I'm

into something new. "Now that I've earned my Certified Residential Contractor license, I'm passionate about educating clients on land value, design potential, and the art of building new homes with timeless character and modern resilience."

A New Chapter

Drawing on five generations of Florida heritage, Jon founded *Glades & Bay Construction* to bring a higher standard of craftsmanship, sustainability, and design to Florida's diverse landscapes. From full-scale remodels and infill development to ground-up construction and value-driven renovations, Glades & Bay was built to offer clients a true start-to-finish experience. With in-house design, construction, and project management, Jon is able to guide clients seamlessly, whether they're renovating a home, developing land, or repositioning a property for maximum return. The mission is simple and uncompromising: build value, build relationships, and build legacies that last.

Jon's personal life reflects the same depth and authenticity. "I'm married to my incredible partner of

over six years, Nery, who's been my rock through every transition and triumph," he shares. "He challenges me, supports me, and reminds me daily of the importance of gratitude and growth."

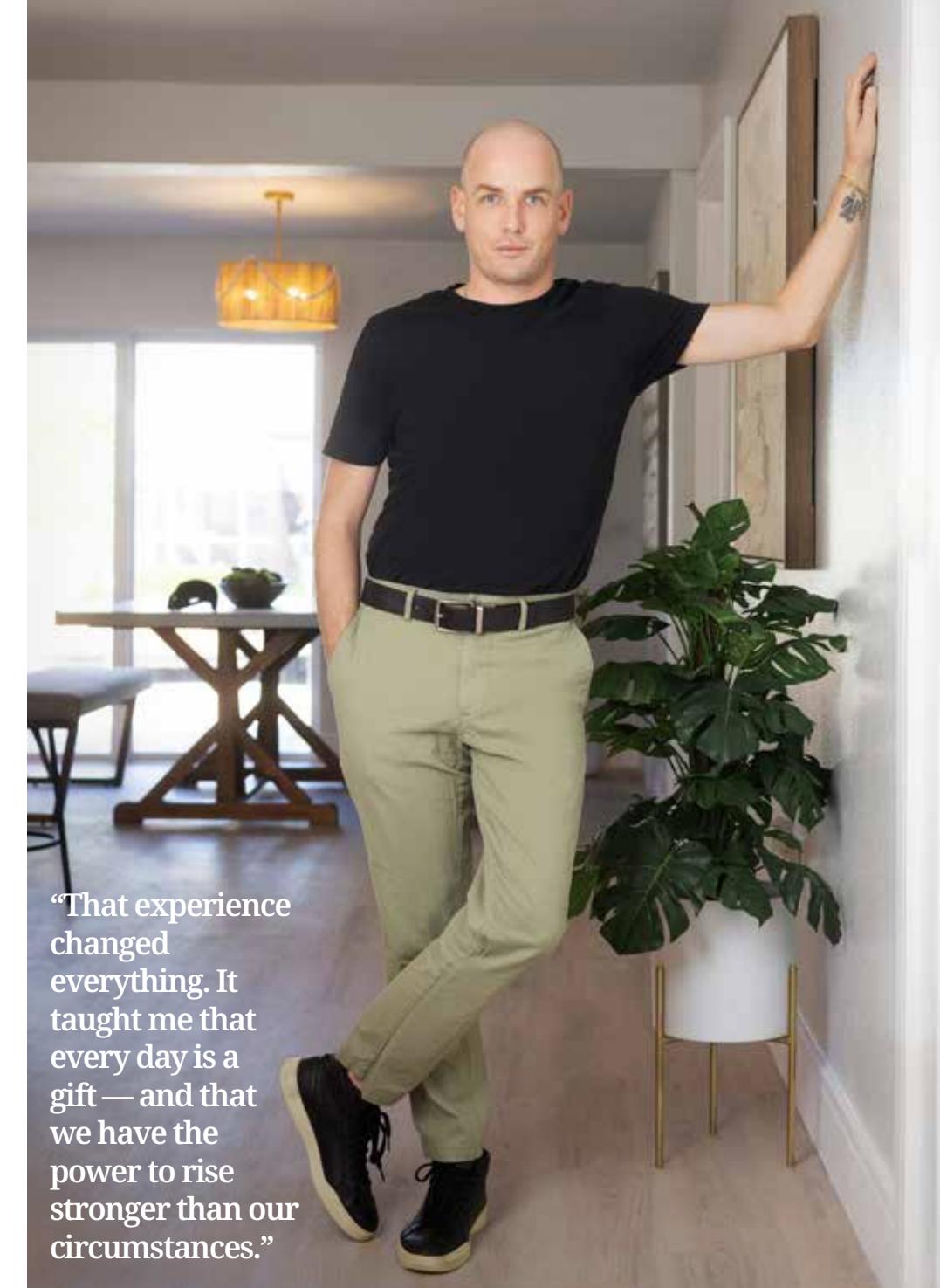
His mother, Ann, remains a guiding force after 25 years in real estate, while his brothers, Christian and Brian, are his two closest friends. Their family circle includes Bella, a gentle Saint Bernard, and Luci, a playful Chocolate Lab. "We love spending time outdoors, exploring Florida's beaches and springs, kayaking, boating, and soaking up the sunshine together."

Even off the clock, Jon can't sit still. "I love analyzing deals, sketching design ideas, and exploring investment opportunities. But when I truly unplug, you'll find me outdoors — golfing, playing tennis, swimming, kayaking, paddleboarding, boating, or fishing." Cooking, working out, and creating art also keep his energy sharp and his creativity alive.

Overcoming Adversity

In 2015, Jon faced the kind of wake-up call that shifts a life's trajectory. "I was in a life-changing motorcycle accident that nearly cost me my life. The crash shut down the intersection overnight, and news reports said I was thrown through the air like a rag doll," he recalls. "That experience changed everything. It taught me that every day is a gift — and that we have the power to rise stronger than our circumstances."

Faith fuels that fire. "I'm a baptized Episcopalian Christian and a person of



"That experience changed everything. It taught me that every day is a gift — and that we have the power to rise stronger than our circumstances."

strong faith. While I don't always broadcast it publicly, my faith is a cornerstone of who I am and how I lead my life and business."

Words of Wisdom

His advice for new REALTORS® hits straight to the point: "Education is everything — knowledge

truly is power. Find your niche, master it, and tune out the noise. Stay curious, stay humble, and never stop learning. Success will naturally follow when your focus is on service, growth, and consistency."

Jon's guiding philosophy mirrors his life's mission:

"You will get all you want in life if you help enough other people get what they want."

Driven by creativity and grounded in purpose, Jon DeBellevue is building dreams, one brick, one choice, one client at a time.



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WRITTEN BY ELIZABETH McCABE
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W"We believe in empowering agents to make business decisions for themselves while offering unwavering support. It's all about putting agents first." – Tim Miller

Real estate isn't for the faint of heart. It's a profession you can't do halfheartedly, and it's essential to have the right amount of support. That's where Five Star Real Estate enters the picture. Tim and Danielle Miller at Five Star Real Estate in Tampa are expanding their brokerage, eager to help real estate agents become the best they can be.

From humble beginnings in Michigan to leading the growth of Five Star Real Estate in Florida, this dynamic duo is rewriting the script on how agents are supported, empowered, and inspired.

Building a Legacy in Michigan

The Millers' real estate journey began in late 2016 when Tim earned his real estate license while Danielle worked in marketing for a brokerage. By 2019, the couple went "all in," with Danielle earning her license and focusing their combined efforts on building a thriving real estate business in Michigan.

From 2019 to 2023, Tim and Danielle gained recognition in *Real Producers* magazine, selling 20-30 homes annually and establishing a loyal client base. "We built our business in Michigan over 10 years," Danielle reflects. Their success was rooted in relationships, and they knew they couldn't just walk away from what they had worked so hard to create.

"We had all these past clients and past transactions," notes Tim. "We worked really hard to build that business. How can we get to Florida and not have to shut that down? What would it be like to do real estate in two different markets?"

Making the Move

With frigid temperatures in Michigan, Tim and Danielle really wanted to become snowbirds and expand their business in the Sunshine State. Five Star Real Estate was their answer. They researched it out and liked the agent-first philosophy, especially with its presence in both Michigan and Florida.

After conversations with Five Star's leadership, including Greg, the founder, and Paul, the president, the Millers proposed helping to establish and grow the Florida market. Five Star Real Estate has been in existence for almost 30 years and has established itself in the industry. By June 2024, Tim and Danielle were spearheading recruitment efforts in Tampa, and by September, they had relocated to Florida.

Starting with Airbnb, no office, but a lot of determination, their dream began to take flight. "In just six months, we built a team of 15 agents in Florida," says Danielle. This past October, they opened a second office in St. Pete. "We have brought on 45 agents to Five Star in Florida," they share proudly.

The Five Star Difference

Over 30 years ago, Greg Carlson began rethinking how real estate brokerages could better serve agents. As a top-





"One of the awesome things about Tampa is that there are so many coffee shops," says Tim, who is a coffee lover. "We are still finding our favorites." He and Danielle also love the water, going to the beach, and boating. They also love the sunsets.

Although they have dealt with two hurricanes since they moved here and 40 degree temperatures in a cold snap, at least they don't have to shovel snow anymore!

Are they happier? You better believe it. Danielle and Tim are living their best lives here in Florida. Their two-year-old son keeps them busy, while Tim finds time to play soccer, and Danielle indulges her love of interior design. Despite the move, they remain connected to Michigan through regular trips to serve their personal clients and a thriving referral network between Five Star's Florida and Michigan agents.

Looking Ahead

As the Millers continue to grow Five Star Real Estate in Florida, their focus remains on fostering a supportive and collaborative environment. "We want to create opportunities for agents to thrive," Tim says. It's not just about growing their business; it's about helping others succeed.

With their dedication, passion, and vision, Tim and Danielle Miller are transforming the Florida real estate landscape—one agent and one sunset at a time.



producing agent in Grand Rapids, Michigan, Greg recognized how advancements like the internet and cell phones were giving agents more independence, yet traditional brokerages continued to take a significant cut of their income. He envisioned a different kind of brokerage—one that empowered agents to retain more of their hard-earned commissions, allowing them to reinvest in their businesses and their futures.

Today, Five Star Real Estate doesn't just help agents save money—they provide tailored support and treat agents like the business owners they are. Acting as business consultants, they work side-by-side with agents, helping them build their personal brands, make strategic decisions, and achieve lasting success.

Greg's vision of putting agents first remains at the heart of everything they do. With a culture of autonomy, unwavering support, and a commitment to helping agents keep more of what they earn, Five Star Real Estate is redefining what it means to empower agents to thrive. Their goal is simple: to be the most supportive brokerage on the planet.

Life in Florida

The Millers have embraced their new home in Tampa with open arms.



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Gina Befumo

Wanted to Be a REALTOR® Since Her Childhood Days

WRITTEN BY ELIZABETH MCCABE
PHOTO CREDIT: ALLIE SERRANO OF
ALLIE SERRANO PORTRAITS



Some people just know that they want to go into real estate. Gina Befumo was one such individual. Growing up in New York, she watched a childhood friend's family make the leap from renting to homeownership. She was hooked.

"I had a best friend who lived on my street where I grew up. She and her family had been renting for years. They finally decided to look for a home to have their own place. I thought being in real estate would be really cool," she smiles.

Her desire for homes fueled her interest to learn all about them. While other kids were playing outside, Gina was poring over the classifieds, deciphering abbreviations like "2BR/2BA" and imagining the possibilities. "Who does that as a kid?" she laughs.

"That's how I got into the mindset of real estate."

At the time, the dream stayed in the background. Gina built her early career at Morgan Stanley in investment banking, later working for the Broward County school board after moving to Florida with her first husband. Following a divorce and remarriage, she relocated to The Villages with her new husband, Dennis. Work opportunities were scarce, and it was her husband who nudged her toward real estate.

The Villages offered a Lifelong Learning College course in real estate, and Gina signed up. The month-long program required classes twice a week and all day on Saturdays. "I have never studied so hard in my life," she recalls. "If I studied like that as a kid, I'd be a doctor." Her hard



work paid off—she passed the state exam on her first try.

Her first brokerage was Exit Realty, where she leaned heavily on her mentor, Nick, whom she affectionately dubbed her "office son." He pushed her to think

creatively, and before long, Gina was closing deals that many new agents would find intimidating. Her second transaction? A mobile home park. "That was a turning point," she says. "Getting that nice check made me realize—I can do this."

From there, Gina shifted her focus to residential sales and never looked back. Launching a new career in her 50s was daunting, but she threw herself into it with a commitment to education. Negotiation certification was her first professional designation, and many more followed.

"I always believed that education is the background of anything that I do," she says. It has paid off. "The more education I had, the more I could help my buyers and sellers. That's what made my business skyrocket."

Her dedication to service and learning hasn't gone unnoticed. Gina simply goes above and beyond. Clients appreciate her tenacity, her thoroughness, and her willingness to dig up answers to any question they throw her way.

Many of those first clients are still with her today, sending repeat and referral business that keeps her pipeline strong. She credits her first broker, Marlene Meade, with instilling the value

of building lifelong relationships. "She told me, 'If you stay on top of everything and show clients you're there for them, they'll keep coming back.' She was right."

Since moving from The Villages to Wesley Chapel, Gina has since joined LPT Realty. This was a game-changer. With the explosion of new construction and more people moving to the area proved to be a perfect move. With new communities going up all around the area, this was the perfect place to start honing in on new construction.

Gina also pours her energy into mentoring new agents. She knows how overwhelming those early years can be and makes herself available as a sounding board. "I try to answer questions right away so they can move forward with confidence," she explains.

Outside of real estate, Gina embraces a full, family-centered life. She and her husband have four daughters between them, a blended family that includes four grandchildren (the heartbeat of her being)—two boys (Matty and Dylan) and two girls (Rylee and Kali)—spread across Florida. At home, she jokingly calls herself a "part-time zookeeper," sharing her space with two dogs, two birds, and a cat.



When she's not working or with family, Gina loves cruising, walking, reading, and shopping—her self-proclaimed "first passion" aside from real estate. She and her husband have recently started traveling more, enjoying the chance to explore new destinations.

As for staying successful in today's ever-changing real estate world, Gina believes it all comes down to dedication. "You've got to keep your finger on the pulse of what's happening—especially with the new buyer agreements. To really keep up on trends, you have to be devoted."

And devoted she is. From studying classifieds as a child to closing multi-million-dollar deals today, Gina Befumo has proven that passion, persistence, and education are the keys to becoming a top producer. Watching her dream come to light to succeed on the Tampa Bay real estate scene has been nothing short of priceless.



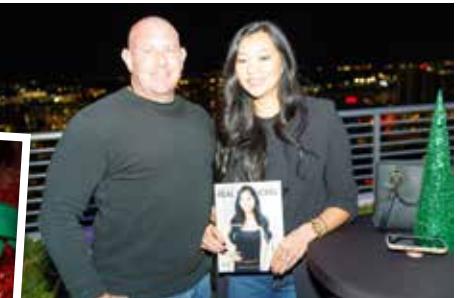
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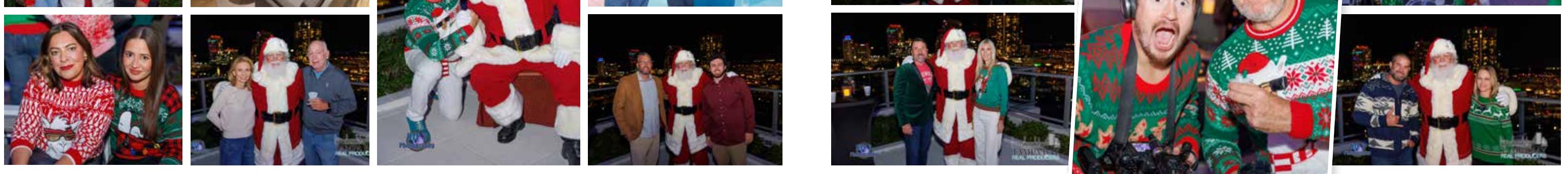
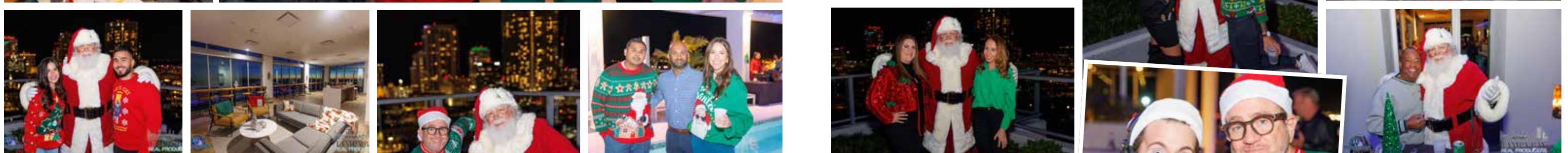
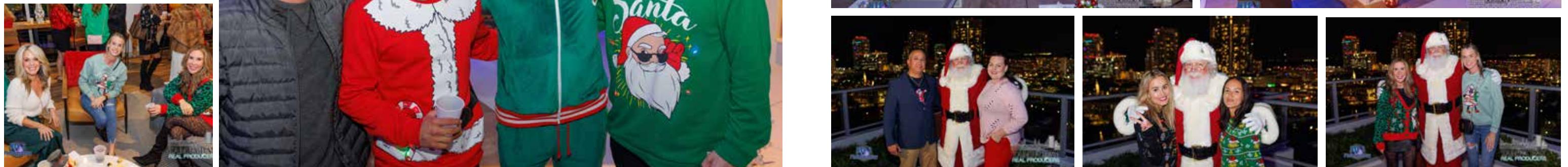
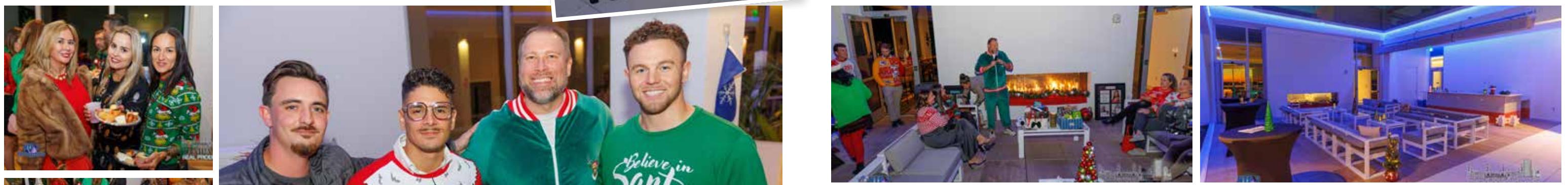


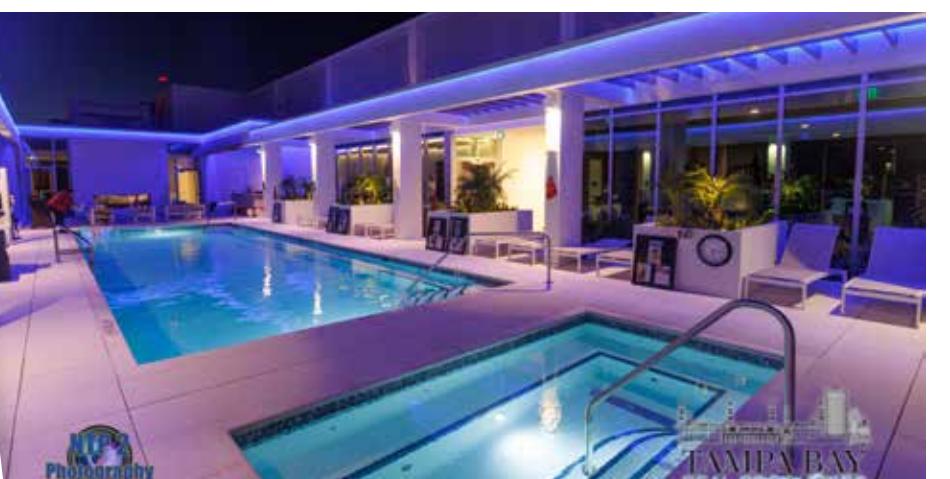
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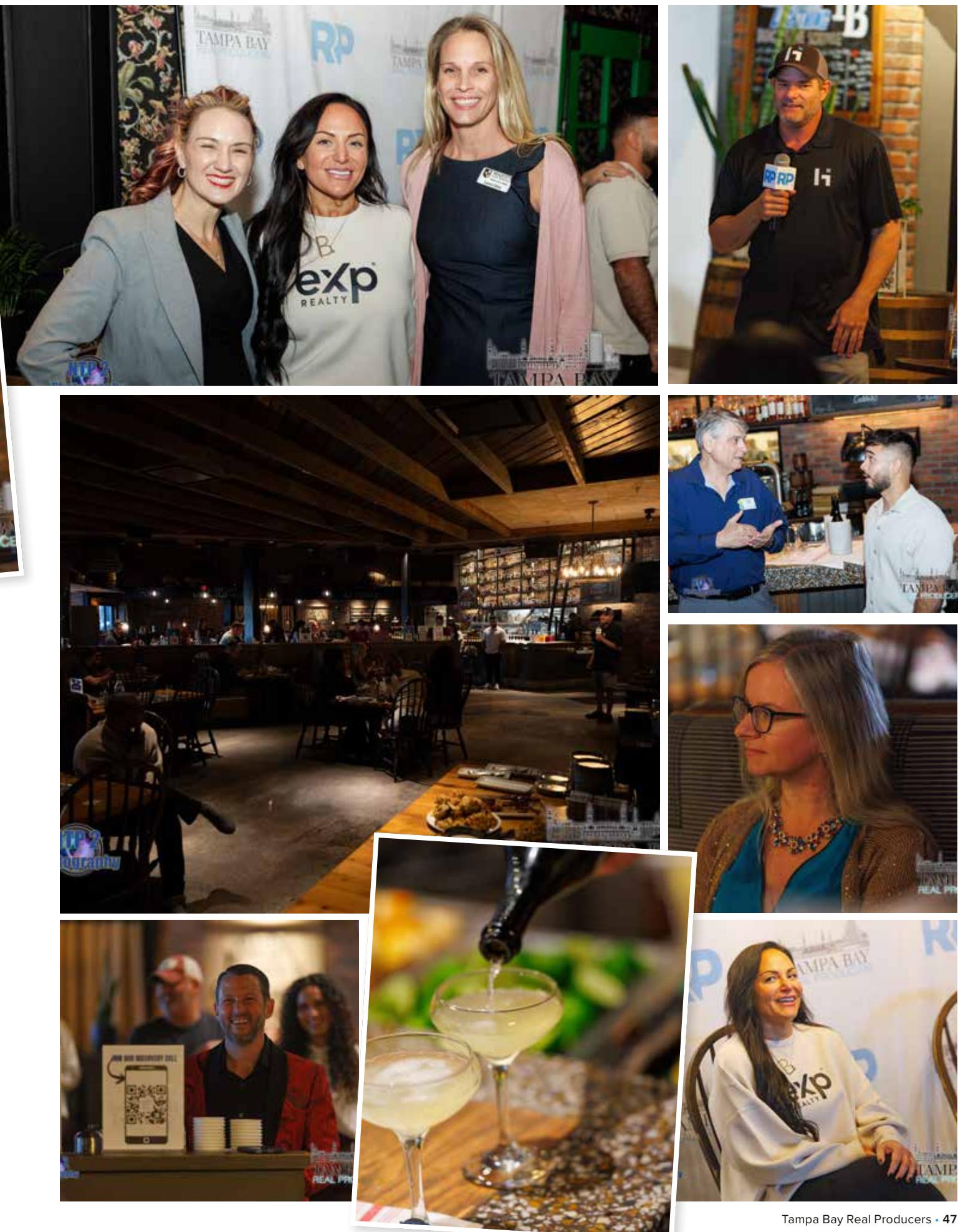
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LEADING AT THE NEXT LEVEL:

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.



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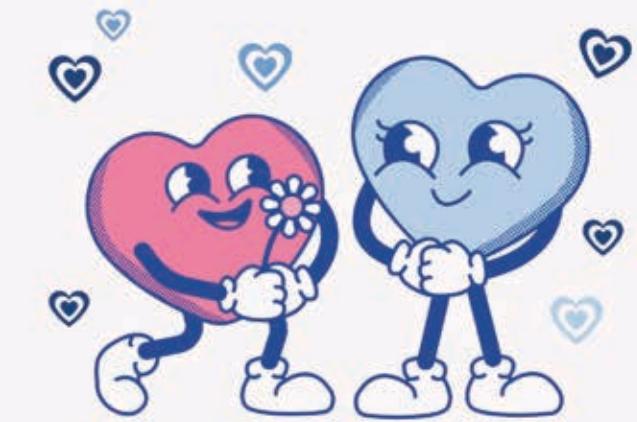
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Today, Arthur uses his real estate expertise to help individuals and families change their financial trajectory. Whether through education, guidance, or hands-on support, he remains committed to empowering others to build generational wealth and create better futures.



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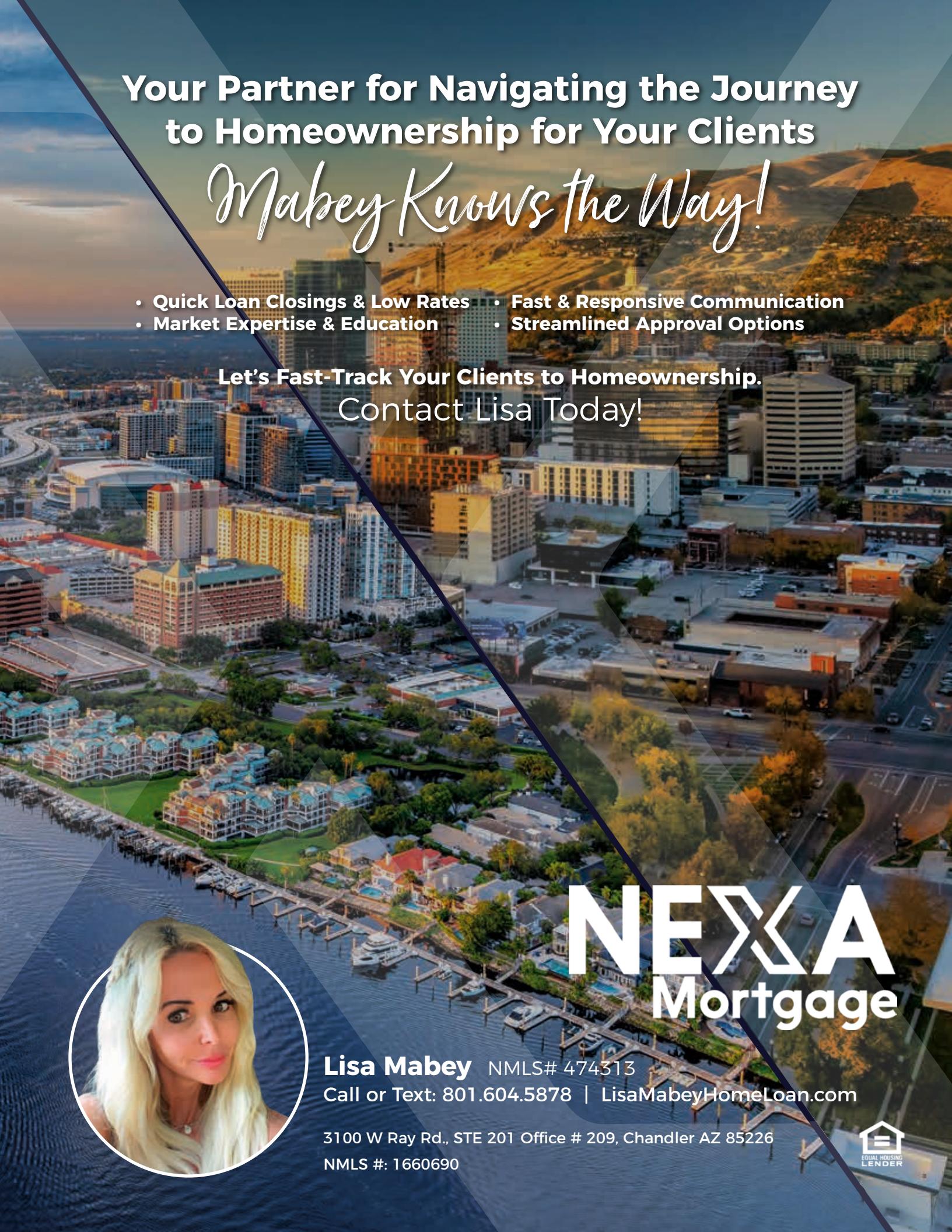
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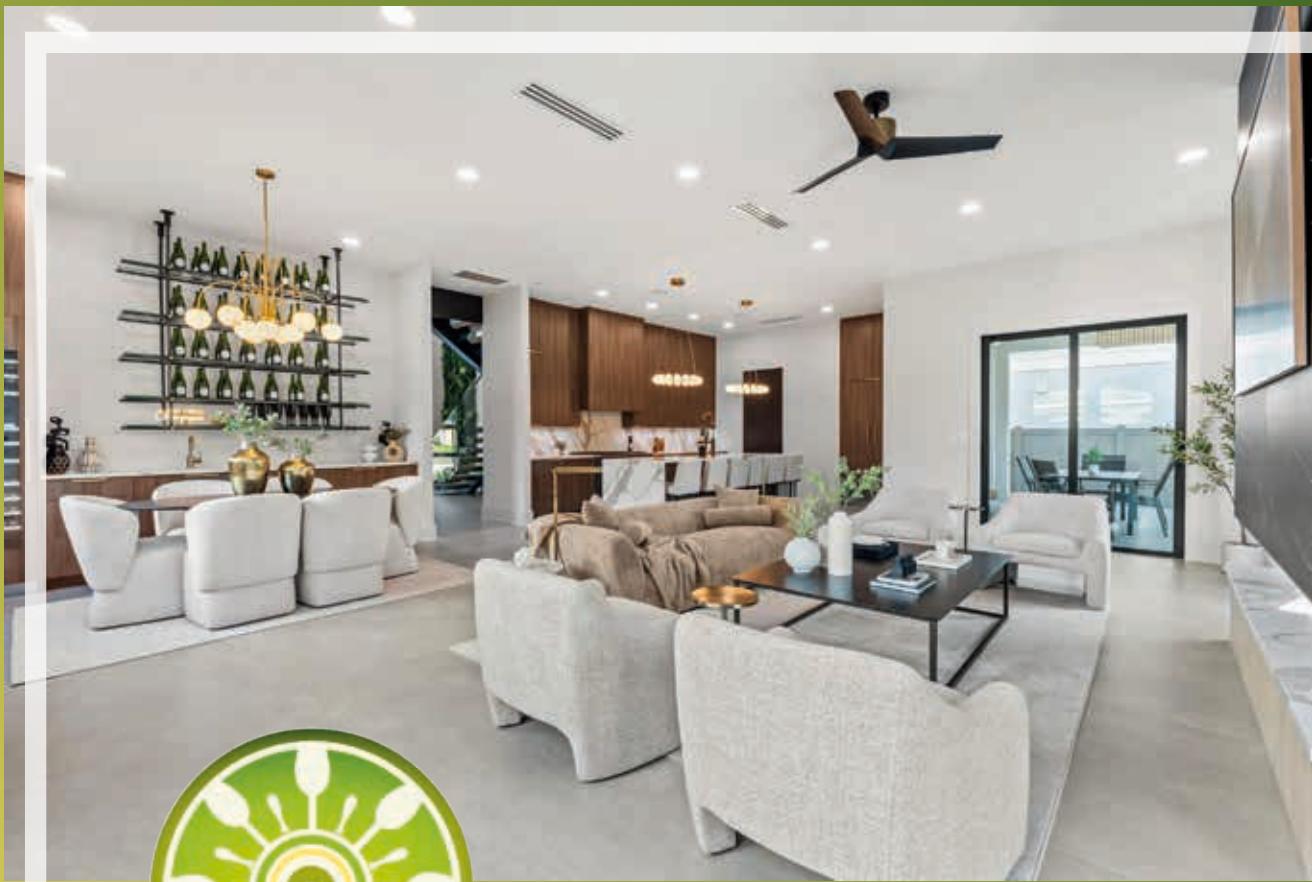




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