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JANUARY 2026

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# Happy New Year! Rising up in 2026!

BY LIZ BISWURM

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

## Hello Pensacola Real Producers,

Happy New Year and welcome to 2026! There’s something powerful about turning that calendar page—an energy, an optimism, and a renewed commitment to what matters most. As I look around at this extraordinary community of top 300 producing real estate professionals, I’m reminded once again that success doesn’t happen by accident. It’s built. Brick by brick. Relationship by relationship. Moment by moment. And you are the ones building it.

As I have been launching *Pensacola Real Producers*, I have been touched by the stories I have heard and friendships I have made in a short period of time. I have had a strong connection with Pensacola my entire life since vacationing from Tennessee as a child. As a Realtor myself focused in Southwest Florida, I have become very fond of Real Producers and I am beyond excited to share all the positivity it has brought to the industry with my new friends and partners I am meeting everyday in Santa Rosa and Escambia Counties.

This past year, you navigated shifting markets, rising expectations, and the constant balancing act between business and life. Yet here you are—still innovating, still elevating, still showing what leadership looks like in our industry. Pensacola’s growth, reputation, and real estate excellence exist because of the standard *you* set every single day.

As we step into 2026, I want this issue to serve as both a celebration and a spark. A celebration of the stories, achievements, and partnerships that make our community exceptional—and a spark that ignites your momentum for the year ahead.

Whether you’re gearing up for your biggest year yet or simply striving for more alignment, more clarity, and more joy in your work, I hope these pages inspire you to move forward with purpose.

This year, our focus is connection. Connecting with each other. Connecting with your “why.” Connecting to the bigger vision of what our industry can be when leaders like you operate at the highest level. Pensacola is thriving because the people shaping it—**you**—believe in excellence that goes beyond transactions.

Thank you for your partnership, your support, your insight, and the energy you bring to this community. I’m honored to celebrate your wins, share your stories, and champion the very best of Pensacola real estate.

Here’s to a year of bold goals, new opportunities, strengthened relationships, and unstoppable momentum. Cheers to 2026, Pensacola. Let’s make it unforgettable.



**Liz Biswurm**  
Owner & Publisher  
*Pensacola Real Producers*  
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# Caleb Drake

## SPECIAL OPS, SOLD SIGNS & SUNSHINE

WRITTEN BY ASHLEY STREIGHT  
PHOTOGRAPHY BY DEAN FAGOT



By the time most people activate their real estate license, they're sitting at a desk—not answering calls from Afghanistan. But that's exactly how Caleb Drake, Team Lead of The BE MORE Group at Levin-Rinke Realty, launched his real estate career.

"I actually activated my license from overseas and sold my first house while deployed," he says, still amused by the memory. With the help of a showing agent back home, he closed a deal from a combat zone, which was an impressive debut for someone who started selling simply to "work my own investment deals and help my friends and family have a better experience."

Since 2021, Caleb has built an impressive career volume approaching \$40 million, racked up Rookie of the Year honors, and earned the Silver Level Volume Award at Levin-Rinke Realty, all while serving full-time in the U.S. Air Force. Casual.

But his path to becoming a real estate agent wasn't paved with open houses and Instagram reels. It began with a flooded house, a hurricane, and what he describes as "a painful experience."

In 2020, he and his wife, Danielle, had just settled into life in Florida when Hurricane Sally hit. "Our house flooded," Caleb recalls. "There was a lot of information I was never presented in that transaction... I never wanted anyone to experience the pain and hardship that we felt trying to rebuild our lives."

The experience stuck. Paired with a deployment shortly after an unexpected downtime during COVID, Drake found himself fully immersed in real estate. "I sold almost 20 homes in the first nine months of my career," he says. "I was hooked and have turned it into a business ever since."

He credits several mentors for lighting the path, including Rhonda Stewart, whom he affectionately calls his "real estate grandma," and coaches like Sam Caudle and Will Grimes, who are pushing him into digital marketing. "They're pushing me outside my comfort zone," he says. And yes, you read that right: an active-duty special operations aviator who's been deployed for nearly two years of his career *still* has a comfort zone.

Caleb's life before real estate reads like its own action novel. He's originally from Terre Haute, Indiana, and has lived everywhere from Las Vegas to England while serving. He joined the military in 2006, commissioned in 2014, and began flying for special operations in 2016. "My military experience is honestly what has made me who I am," he says. "For better or worse."

But the goal now? Plant roots. Raise his sons. And build what he calls "a real estate empire."

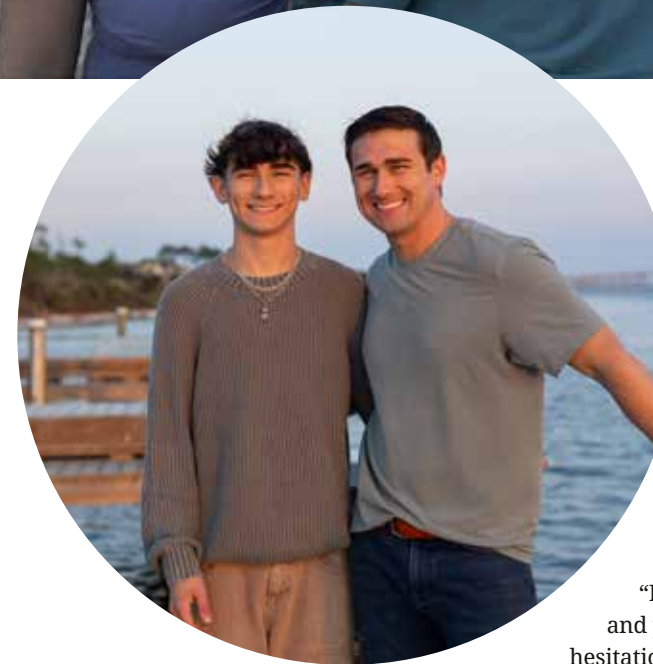
With retirement from the military coming in 2028, Caleb is already laying the groundwork for the next chapter. He's a serial entrepreneur, managing over 35 short-term rental units with his business partner, building a real estate team of four, and recently purchasing





# “RELATIONSHIPS MATTER.

A majority of my six-figure business has come from the relationships I've built.”



a 40-unit apartment building. “In 2026, everything changes,” he says. “We are going all in on lead gen and marketing.”

For someone juggling military demands, a booming business, investments, and parenting, how is this even possible?

“It comes down to systems and processes,” he says without hesitation. “But more importantly, the people you surround yourself with.”

That includes his team, small but driven, and his clients, many of whom

are veterans or first-time homebuyers. Those transactions, he says, are the most fulfilling. “The best feeling is when a family comes and looks at a house and a little kid picks out their room,” he says. “That’s the stuff that matters.”

His love for helping people isn’t just a business strategy. It’s the foundation of everything he does. “Relationships matter,” Caleb says. “A majority of my six-figure business has come from the relationships I’ve built.”

But don’t think he’s all spreadsheets and serious talk. Outside of real estate, the Drake family is often on the water. “We are recreational boaters,” he says. And when he truly needs to turn off his brain? “A good movie. Put the phone away and eat some popcorn.”



# “IT COMES DOWN TO SYSTEMS AND PROCESSES.

But more importantly, the people you surround yourself with.”

At home, Danielle keeps the household (and Caleb) running smoothly. “She reminds me when I need to stop working, when the trash needs to go out, and when we have things to do that I will 100% forget,” he says, laughing. Their sons, Elijah and Jaden, keep life lively: Elijah with AP classes, track, cars, and fashion; Jaden by dismantling anything within reach.

One of Caleb’s favorite quotes sums up his life philosophy: “Life is what happens to you while you’re busy making other plans.” It’s a reminder, he says, “that life is still happening around me,” even when he’s hyper-focused on building his future.

And build he will. In his words: “My goals are to have a real estate empire by the time I am 45 and semi-retire around 50.”

But when asked what he wants to be remembered for, his answer has nothing to do with money or success.

“I want to be remembered as the guy people could rely on,” Caleb says. “The guy who loved his family and worked his ass off to make sure they were taken care of.”

Mission accomplished—and he’s just getting started.



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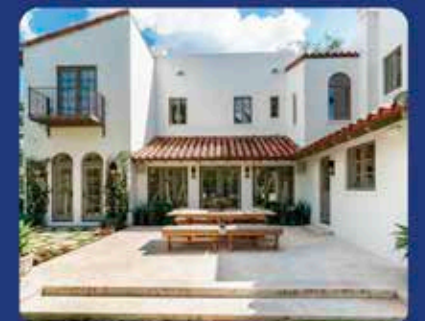
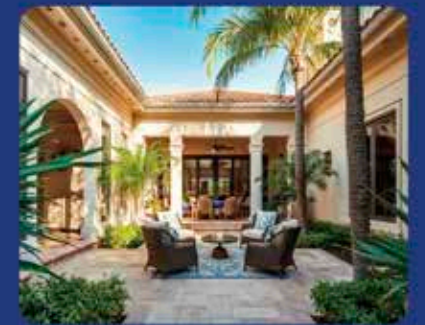
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# From the Desk of the PRESIDENT

BY TIM WEISHEYER, 2025 PRESIDENT OF FLORIDA REALTORS®

**W**hen a home is sold in Florida, it sets off a chain reaction. A title company gets paid. A plumber fixes a leak. A family buys furniture. A real estate agent earns a commission. And a buyer lays the foundation for wealth, stability, and their future.

This ripple effect quietly fuels local economies and supports jobs across industries. Real estate isn't just about property — it's about prosperity.

Every home sale in Florida generates \$129,000 in economic impact and creates two jobs. Multiply that by thousands of homes sold each month, and you see the significance.

Florida is the world's 16th-largest economy, and real estate makes up one-fifth of that output, making it one of our state's most powerful economic engines. When real estate thrives, families gain opportunity, businesses can grow, and communities become more resilient.

That's exactly what we're seeing again as market conditions improve. With interest rates beginning to ease in recent months, buyers who had been sitting on the sidelines are re-entering the market — and it's showing in the numbers. Florida home sales rose 13% in September, marking the first meaningful upswing in over a year.

"This turnaround is a clear signal of renewed buyer confidence," said Dr. Brad O'Connor, Chief Economist for Florida Realtors. "Lower rates are unlocking pent-up demand, especially among first-time buyers and move-up purchasers who were waiting for affordability to improve. We're seeing encouraging momentum heading into the end of the year."

Smart real estate policy continues to play a major role in this recovery. This year's legislative session demonstrated what it means to strengthen the market while supporting Florida families. Take the elimination of the business rent tax. Florida was the only state taxing commercial leases — a disadvantage that added up quickly for small businesses. Eliminating that tax helps both the local mom-and-pop coffee shop leasing a storefront and the large business creating thousands of jobs. Lower overhead creates space for more hiring, more investment, and more affordable products. In today's high-cost environment, that relief matters.

Then there's storm resilience. The My Safe Florida Home program received \$280 million this year, and every \$1 spent on mitigation saves \$6 in recovery costs. It helps Floridians strengthen their homes against hurricanes, protecting lives, preserving property, and reducing the burden on taxpayers when disaster strikes, even if your home isn't directly impacted.

Meanwhile, smart initiatives like the Hometown Heroes Housing Program are addressing affordability challenges by removing barriers to homeownership. With \$50 million in funding, it helps Florida's heroes — like teachers, nurses, and veterans — cover upfront costs so they can afford to live where they serve. Because the assistance is repaid when homes are sold, it's a self-sustaining solution.

Looking ahead, diversifying our housing stock will be key to meeting the needs of our growing population. Creating flexibility with options like accessory dwelling units

means more pathways for Floridians to save and work toward homeownership. But access is only part of the equation. Protecting ownership is just as essential.

Florida expanded property protections this year to include commercial and short-term leases, building on reforms that prevent unlawful occupancy. Meanwhile, new condo transparency laws will increase access to key documents, helping Floridians make informed decisions and avoid costly surprises. These reforms strengthen trust in the market, empowering more people to pursue real estate as a pathway to wealth.

This year's legislative measures — combined with improving market fundamentals — reflect more than policy progress. They show a commitment to Florida's future.

Florida Realtors, with our 238,000 members, is proud to lead that charge. Beyond the transaction, real estate agents advocate for the rights, access, and resilience that keep Florida a place where people want to build their futures. As we approach the 2026 legislative session, Florida has a real opportunity to build on this momentum.

Our ongoing collaboration with the Legislature helps ensure Florida's economy remains globally dominant and real estate stays a cornerstone of opportunity, providing every Floridian the chance to thrive.

Let's keep moving Florida forward, together.



**Tim Weisheyer is the 2025 Florida Realtors president and broker-owner of Dream Builders Realty and dbrCommercial Real Estate Services.**





# HOMEGROWN VISUALS

## DEAN FAGOT

### Telling Stories, Sparking Leads, and Redefining Real Estate Media

WRITTEN BY ASHLEIGH STREIGHT

Homegrown Visuals may be a young company, but it's already making waves along the Gulf Coast—camera in hand, drones in the sky, and creativity at full throttle. Founded in January 2025 by Boca Raton native and storyteller-at-heart Dean Fagot, the company has quickly evolved from a real estate media startup into a full-fledged commercial media and marketing force serving communities from Orange Beach to Destin.

And if you ask Dean, the mission is simple: *“You bring the vision, we’ll tell your story.”*

#### A Passion, a Camera, and a Whole Lot of Gulf Coast Grit

Dean, the owner and operator of Homegrown Visuals, didn't take a traditional path into media. *“I’ve always been a passionate storyteller,”* he says, recalling a childhood filled with music and photography. But like many creatives told to chase something ‘practical,’ he headed to college majoring first in Civil Engineering at UCF, then transferring to the University of West Florida to finish a degree in Construction Management.

That left turn, unexpected as it seemed at the time, turned out to be pivotal.

While working as an assistant project manager on massive builds—from the Navy Federal campus in Pensacola to an Orlando Health hospital—Dean found himself drawn less to blueprints and more to the art behind the structures. *“This is where I developed a keen eye for architectural and real estate photography,”* he explains. He remembers hiring outside companies just to take drone progress photos. The spark was lit.

After three and a half years, construction simply wasn't igniting the fire anymore. So Dean made another bold shift, this time joining well-known real estate investor Pace Morby—

of A&E's “Triple Digit Flip”—selling coaching and consulting services. There, he sharpened skills in marketing, sales, business strategy, and even real estate investing (he invested in about 10 projects himself). He also had a front-row seat to Morby's explosive social media growth as his following skyrocketed from 20,000 to more than half a million.

*“Ultimately, I realized I wanted to start my own business,”* he says. *“Media and marketing was a combination of my passions and the skills I developed over the years.”*

#### A Fresh Take on Real Estate Media

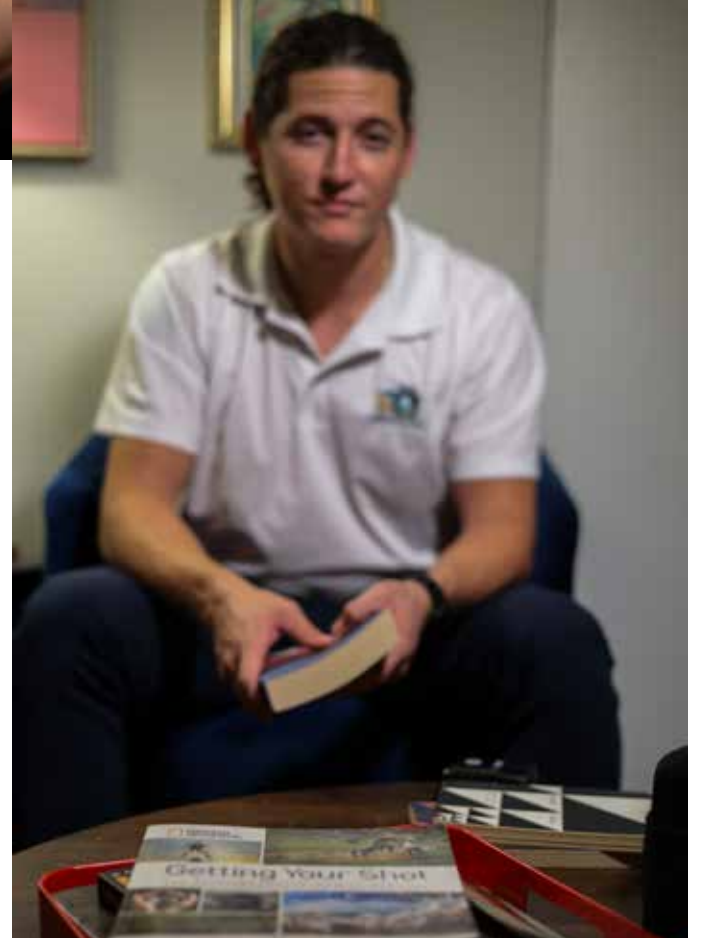
What started as a full-service real estate media company—listing photos, drone shots, walkthrough videos, and 3D tours—quickly evolved once Dean realized what clients truly needed.

*“A beautiful video or beautiful photos don’t do anything for our clients,”* he says. *“An engaging video that produces leads and followers does.”*

#### That shift in mindset changed everything.

Today, Homegrown Visuals is split about 50/50 between real estate media and social media marketing. They create video ads, content for businesses, and full-blown marketing strategies—especially for real estate agents, builders, and contractors seeking more than just pretty visuals. *“The value isn’t in the service,”* he explains, *“the value is in the result the service provides.”*





**“The value isn’t in the service.**

**The value is in the result  
the service provides.”**

In other words, Dean isn’t just delivering content. He’s delivering outcomes.

A Message to real estate agents: “Media Alone Isn’t Enough”

For top-producing agents looking to scale, Dean offers this reminder: not all media teams are created equal.

*“You could hire a real estate media team who just provides media,” he says, “or you could hire a real estate media and marketing team.”*

#### **The difference? Intention.**

Homegrown Visuals creates content strategically designed to bring in leads, followers, and real engagement. And as social media shifts further into center stage in real estate marketing, that strategic approach matters more than ever.

*“Moving forward, social media will be the best way to market directly to consumers,”* he says. Homegrown Visuals has doubled down on creating platform-specific content—and educating agents on how to use it.

#### **Creating, Surfing, Singing, and Storytelling**

When he’s not behind a camera or planning content strategies, Dean stays active and creative. He sings, plays piano (even performed at the Seville dueling piano bar in downtown Pensacola), surfs when the waves cooperate, hits the beach volleyball courts, runs, reads, and soaks up time with his fiancée Maria and their two dogs, Sonny and Sadie.

A middle child of seven, he’s used to a full house, and his big-family energy fuels both his personality and his work. He and Maria are planning a May 2026 wedding—and yes, you can bet the videographer will be top-tier.

#### **A Legacy Built on Impact**

At his core, Dean is driven by purpose. *“Success for me means providing for my family and future children to live a life without worry,”* he says. But it doesn’t stop there. He wants to build community, inspire, and positively influence everyone around him.

*“I just want to be remembered as a person who affected the people around him positively,”* he shares.

#### **Looking Ahead: Social Media Isn’t Optional**

Dean leaves agents and business owners with one final, critical truth: ignoring social media is no longer an option.

*“In the next three years there will be a divide between businesses who have built an intentional online presence and those who haven’t,”* he warns.

And Homegrown Visuals? They’re here to make sure their clients are far ahead of that curve.

*“We’re so thankful to all the clients who have begun working with us and trusting us over the past year to portray them and their listings in the best light possible,”* he says.

From Boca Raton to the Gulf Coast beaches, from construction sites to creative studios, Dean has built something special—an energetic, story-driven, results-focused company that’s redefining what media can do.

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# Amber Jernigan

## A Masterclass in *Authenticity*

When Amber Jernigan tells the story of how she got into real estate, she doesn't sugarcoat a thing. Why would she? Authenticity is her brand, and it has served her pretty well over the course of her career.

WRITTEN  
BY ASHLEY  
STREIGHT  
PHOTOGRAPHY  
BY DEAN FAGOT

"I actually went to real estate school while I was pregnant with my daughter Ava Grace and passed my exam three weeks after she was born," she said. It was November 2007 — a memorable year for anyone who survived the housing crash. "Not the best time to have gotten into the business but man, I hustled, and it really prepared me for the tough markets we've had since then. These seem like a cake walk in comparison."

That early baptism-by-fire shaped nearly everything about her career. But the spark that led her there began even earlier. At 20, she bought her first house. At 23, she built again. She made money, but she also made mistakes. "I was so uneducated about the way things worked and used the onsite agent, and got totally taken advantage of," she said. Once she realized how badly she had been misled, she made a decision: "I decided to become a real estate agent and make sure my friends and family wouldn't have that same negative experience."

Born to two high-achieving entrepreneurs, Jernigan spent her childhood bouncing around the southeast. She attended many schools in different states before graduating, but her time in Pensacola is what truly shaped who she is and she has always considered it home. Her family moved away in 1998, and she spent years wanting to return. She finally made the leap in 2018. "I had a pretty strong real estate team there with my husband Taylor, so we had to rebuild from scratch when we moved here," she said. "Definitely having parents who were self-employed entrepreneurs made real estate a very easy and natural fit for me."

Today, Jernigan is a solo agent at Engel & Völkers, but she's hardly doing it alone. "My husband Taylor is my right-hand man," she said. "He's very patient with buyers, so the times when I'm at my wits' end, I hand them over. I've got a guy for that." They built a business and a life that keeps them together about 90 percent of the time — exactly how they like it. She also credits her longtime





transaction coordinator, who has been with her for three years. “I tell every agent I mentor that a TC should be your first hire. The amount they take off your plate is priceless.”

The most rewarding part of her business, however, has nothing to do with production. “Having clients become close friends and like family,” she said. “It’s like a big Jernigan Coastal Home Sales family. That’s honestly the best.”

Still, the road hasn’t always been smooth. Early in her career, Jernigan discovered that her personality — sharp, funny, sarcastic, and unfiltered — was magnetic for clients. “I started in 2008 using social media for business and I discovered very quickly that it worked for me, drew people to me and was a successful and free way to lead generate.” But at one brokerage, she was told to tone it down. “I was told, in no uncertain terms, to quit posting as anything other than a trusted professional. It killed my spirit, my confidence, and my passion. They wanted the brokerage to be the brand and that doesn’t work for me. I don’t feel like Realtors should be treated as a commodity.”



“It’s the **best career** for someone who wants to make as **much** or as **little** as they want.”







She nearly walked away from real estate completely. Instead, she and her husband made a change. “I started again to present my business, my brand, my voice in a way that felt natural and true to me,” she said. “It has been gangbusters ever since.” Today, even her billboards — a playful nod to her boldness — stand as a symbol of staying true to who you are. “The only way to overcome competition is through authenticity,” she said.

That theme runs through her advice to new agents as well. “Be as authentically you as possible in all ways,” she said. “There are thousands of real estate agents in this area, and the magic comes from recognizing what makes you different and leaning into it. Create content and marketing that feels true to who you are.”

Outside of work, Jernigan is a sports fanatic, a wellness enthusiast and a major book lover. She and Taylor love having their Engel & Völkers Pensacola office downtown partly because it sits next to Bodacious Bookstore. She’s an 80s music devotee, a Hitchcock fan and a full-blown sports-tournament celebrator. “Any big sporting event is like a major holiday to me,” she said.

She’s also a devoted wife and mom. She and Taylor met 17 years ago at Keller Williams. Now married since 2011, they have four children — Camp, Eli, Ava and Sophia — and are a full-blown volleyball family. “Three of our four children play, so that’s where you will often find us on the weekends,” she said.

As for the future, real estate remains her vehicle for building a life rich in

experiences. “It’s the best career for someone who wants to make as much or as little as they want,” she said. Her goals revolve around travel, financial freedom and empowering the next generation of women in business. “I want women to come together and collaborate instead of compete.”

Her final message to readers is classic Amber: raw, real and encouraging. “This business is feast or famine, extreme highs and pretty low lows,” she said. “But if I’ve learned anything, it’s that if you just don’t quit you will be successful. Your success is probably right around the corner from where you want to give up. Don’t be a quitter. Go kick some butt.”

“Be as *authentically you* as possible in all ways.”





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# ALL ABOUT PENSACOLA REAL PRODUCERS

**Q: WHO RECEIVES THIS MAGAZINE?**

**A:** The top 300 agents in Escambia and Santa rosa County based on volume for the previous year and our Preferred Partners receive a tangible copy of the magazine. There are thousands of agents in the region, and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies to your hard work, dedication, and proficiency.

**Q: DO REAL ESTATE AGENTS HAVE TO PAY FOR MAGAZINES OR EVENTS?**

**A:** NO! The magazine and events are FREE to agents and funded by the preferred partners who advertise.

**Q: WHAT KIND OF CONTENT WILL BE FEATURED?**

**A:** This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused entirely on you. It costs absolutely nothing for a REALTOR® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention-- we don't know everyone's story so we need your help to learn about them!

**Q: WHO ARE OUR PARTNERS?**

**A:** Anyone listed as a "Preferred Partner" in the front of the magazine is funding and fueling this community and is

an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine and attend our events. One or many of you have recommended every single Preferred Partner you see in this publication. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates as well, so we can grow stronger together.

**Q: DOES REAL PRODUCERS HAVE EVENTS?**

**A:** Yes! Along with the magazine, we will host quarterly events exclusive to this community, where you--the best of the best--get together at local venues to socialize, mastermind, deepen connections, and better our businesses. We will communicate about events through the magazine and on social media. Stay tuned for info on our launch party this Winter!

**Q: HOW CAN I RECOMMEND A BUSINESS OR FEATURE STORY?**

**A:** If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch Preferred Partners who you believe should be a part of our community, or would simply like to network, feel free to email me or pick up the phone to chat. I look forward to hearing from you!



**Email:** Liz.Biswurm@N2co.com  
**Phone:** 239.370.0312



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