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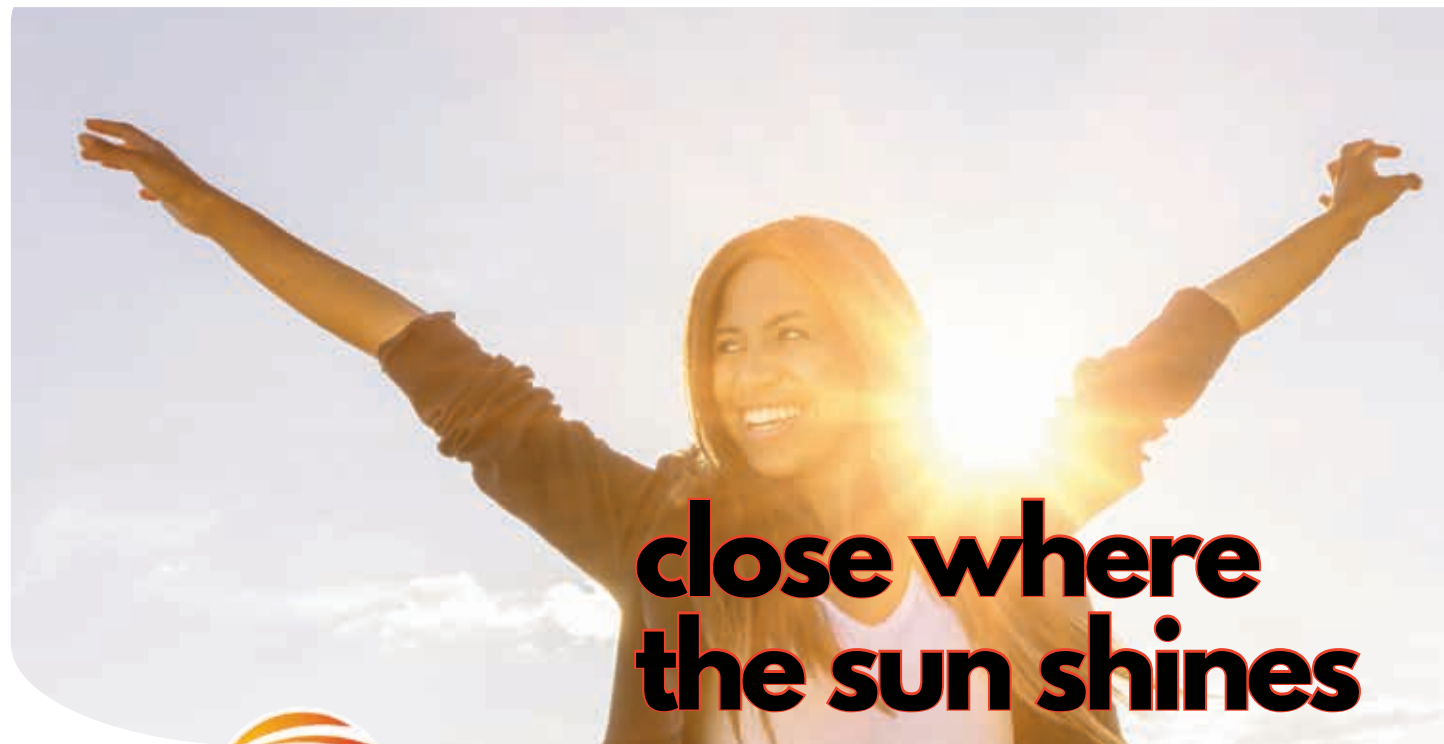
Alexis Bolin

Decades Building a Career Defined by Service, Education, and Impact

Partner Spotlight
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Alexis Bolin **28**
COVER STORY

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PROFILES



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Service of Pensacola

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What Makes Something Last



BY LIZ BISWURM

As we celebrate America's 250th birthday this month, I've found myself reflecting on what makes something last. Two hundred and fifty years is a remarkable milestone—not because the journey has been easy, but because it hasn't been.

The story of our country is one of perseverance through challenges, navigating seasons of uncertainty, adapting to change, overcoming setbacks, and continuing to move forward even when the path ahead wasn't clear. And honestly, that feels familiar.

Real estate may not be 250 years old, but anyone who has spent enough time in this business knows there are parallels. There are seasons where everything feels effortless and seasons where every transaction seems to test your patience, resilience, and ability to adapt. Markets shift. Deals fall apart. Plans change. Obstacles appear where you least expect them.

Yet somehow, we continue showing up.

What continues to inspire me most about this industry is that behind every transaction are people choosing to keep going—agents supporting clients during major life moments, partners helping solve problems behind the scenes, and professionals working long hours because they genuinely care about serving others well.

This month reminds me that success—whether in business, relationships, communities, or even nations—is rarely built overnight. It is built through consistency. Through resilience. Through people choosing collaboration over division and community over competition.

That has always been the heart behind *Pensacola Real Producers*.

Our mission has never simply been to celebrate production numbers. It has been to create deeper relationships within our real estate community—to encourage empathy, strengthen connections, and remind all of us that behind every email, phone call, contract, and negotiation is another human being trying their best.

To our readers—our incredible real estate agents and vendor partners—thank you for continuing to make time for this publication despite your incredibly busy schedules. Thank you for believing in this mission and helping create a stronger real estate community here in Pensacola.

And finally, I encourage you to support the partners who make this platform possible. Our advertising partners have been vetted, referred by top agents, and understand what it truly means to serve our industry well. They are here because they believe in supporting agents and earning relationships—not simply transactions.

Thank you for being part of this community.



— Liz Biswurm
Publisher & Owner
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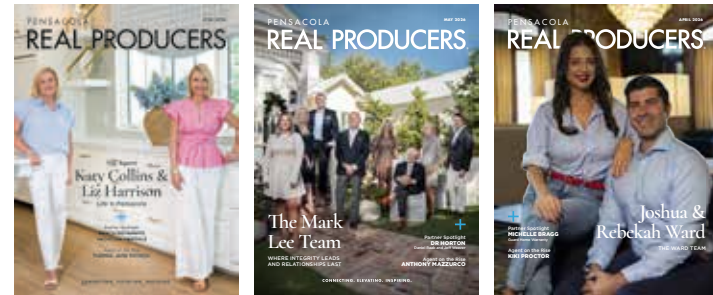
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2025

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Source: Paragon PAR MLS

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TOTAL VOLUME SOLD

TOTAL NUMBER OF TRANSACTIONS

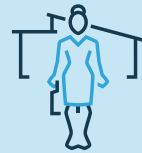


11,284.50



AVERAGE VALUE PER TRANSACTION OF THE 11,284.5

\$533,900



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60%



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FLORIDA'S REAL ESTATE ECONOMY: A FOUNDATION FOR OPPORTUNITY, GROWTH & WEALTH



BY CHUCK BONFIGLIO JR., 2026
PRESIDENT FLORIDA REALTORS®



Florida has long been recognized as one of the most desirable places to live, work and build a future. Today, new research confirms what many Floridians already know: Real estate is not just part of Florida's economy. It is one of its defining strengths.

According to the recent National Association of REALTORS® research, real estate now accounts for more than one quarter of Florida's Gross Domestic Product (GDP), the highest percentage of any state in the nation. The industry contributes nearly \$474 billion to Florida's economy and supports countless jobs, businesses and investment opportunities across our communities. Every home sale creates economic activity that extends far beyond a single transaction, supporting construction, lending, insurance, title services, local businesses and the many professionals who help families achieve the dream of homeownership.

These numbers tell an important story about Florida's economic vitality. They also highlight why our state continues to attract new residents, entrepreneurs and investors from around the world.

Florida's business environment remains one of the strongest in the country. Our state offers a favorable tax structure, a growing and diverse workforce, a strategic location for domestic and international commerce, and a pro-business climate that encourages innovation and investment. Companies continue to relocate and expand here because they recognize the opportunities Florida provides for growth and success.

At the same time, Florida offers an unmatched quality of life. From our world-class beaches and natural resources to vibrant cities, thriving cultural centers and year-round outdoor recreation, Florida continues to be a destination where people want to put down roots. Families, retirees, young professionals and business leaders are all drawn to the opportunities that exist here.

For investors, the case for Florida is equally compelling. Population growth, economic expansion and ongoing demand for housing continue to make real estate one of the most attractive long-term investments available. Whether purchasing a primary residence, a second home, commercial property or investment real estate, Florida remains a market built on strong fundamentals and enduring demand.

As Realtors®, we have a unique perspective on these opportunities because we help people build wealth through real estate every day. We see firsthand how homeownership creates financial stability, generational wealth and stronger communities. We also understand that the opportunities available to our customers should inspire us to think about our own futures.

Every Realtor spends their career helping others achieve their real estate goals. But it is equally important that we develop a plan for our own financial future. Florida provides an extraordinary opportunity for real estate professionals to build wealth through strategic real estate ownership and investment. Whether through personal homeownership, investment properties, commercial real estate or long-term portfolio growth, Realtors have the knowledge and market insight to participate in one of the most powerful wealth-building tools available.

The future of Florida remains bright. Our economy is growing, our communities are thriving and real estate continues to serve as a cornerstone of prosperity for millions of Floridians. As Realtors, we should take pride in the role we play in that success while also taking advantage of the opportunities around us to build lasting financial security for ourselves and our families.

Florida is more than a great place to live. It is a great place to invest, a great place to do business and a great place to build wealth. The data confirms it, the market demonstrates it and our future depends on continuing to embrace the opportunities that make the Sunshine State unlike anywhere else in America.

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Pensacola's Emergence: From Hidden Gem To Intentional Destination

BY STEPHANIE HARRINGTON
LICENSED PARTNER / MANAGING BROKER
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There are markets that grow, and there are markets that evolve.

Pensacola is one of the latter.

Over the past two decades, Pensacola has transformed from an affordable Gulf Coast destination into one of the country's most compelling lifestyle markets. The journey was not without challenges. From Hurricane Ivan to the housing crisis and the Deepwater Horizon oil spill, the community faced setbacks that tested its resilience. Yet each challenge ultimately strengthened the foundation for what Pensacola would become.

By the mid-2010s, a shift was underway.

Downtown Pensacola was experiencing renewed investment and energy. Historic buildings were being restored, locally owned restaurants and boutiques were thriving, and Palafox Street was evolving into a more walkable and welcoming destination. New gathering spaces, expanded pedestrian-friendly areas, outdoor dining, live music, festivals, and waterfront events helped transform downtown into a destination in its own right. The completion of the new Pensacola Bay Bridge further strengthened the connection between downtown, Gulf Breeze, and Pensacola Beach, making the area's coastal lifestyle more accessible than ever.

At the same time, Pensacola's identity as a boating and fishing community remained central to its appeal. Surrounded by Pensacola Bay, Santa Rosa Sound, and miles of pristine Gulf waters, life on the water is more than recreation. It is part of the culture. For many buyers, access to boating, fishing, sailing, paddleboarding, and waterfront living represents a lifestyle that cannot easily be replicated elsewhere.

Together, downtown revitalization, improved connectivity, and our connection to the water created something increasingly rare: a market where historic charm, coastal living, recreation, and community all intersect.

Residents can spend the morning on the water, the afternoon at the beach, and the evening enjoying restaurants, live music, sporting events, and community gatherings in a vibrant, walkable downtown environment.

Then came the acceleration.

As remote work expanded and consumer priorities shifted, buyers across the country began reevaluating where they wanted to live. Increasingly, they chose places that offered authenticity, quality of life, outdoor recreation, and a strong sense of community. Pensacola was uniquely positioned to provide all of those things.

What was once considered a second-home market became a primary lifestyle market.

Today's buyers are not simply purchasing homes. They are investing in how they want to live. They are prioritizing wellness, walkability, waterfront access, and experiences over excess. They are arriving from larger metropolitan areas seeking balance, and they are finding it here.

Perhaps the clearest indicator of Pensacola's evolution can be seen at the top of the market.

In 2016, there were just 41 sales exceeding \$1 million along the Gulf Coast, with the highest sale reaching approximately \$2.75 million. By 2025, that number had grown to 298 luxury sales, with a top sale of \$12.5 million. Luxury sales have increased nearly sevenfold in less than a decade.

Luxury sales have increased nearly sevenfold in less than a decade, yet Pensacola remains one of Florida's most attainable coastal markets.

Yet what makes Pensacola especially compelling is that luxury growth

and accessibility continue to coexist. According to Pensacola Association of Realtors data, the median home price ranged from approximately \$320,000 to \$334,000 from January through April 2026, while average sale prices ranged from roughly \$399,750 to \$438,000. In a state where many coastal communities have seen affordability disappear altogether, Pensacola continues to offer opportunities across a broad range of price points.

That combination has not gone unnoticed.

Pensacola Beach was recently recognized as the #1 beach in the United States by Condé Nast Traveler, while Pensacola continues to receive national attention for its quality of life, coastal lifestyle, and emerging luxury market. Investments in the Port of Pensacola, American Magic's High Performance Center, continued downtown enhancements, and growing connectivity further reinforce the area's increasing significance.

Pensacola's story is no longer simply one of growth.

It is one of emergence.

An emergence fueled by resilience, strengthened by community, and defined by a unique balance of waterfront living, walkable downtown experiences, relative affordability, and luxury growth.

What makes Pensacola special is not simply what has been built. It is what has been preserved: authenticity, accessibility, and a deep connection to the water and to one another.

In many ways, that balance may be our greatest asset and the reason Pensacola's best chapter is still being written.

HAI HO

TURNING
ADVERSITY
INTO
OPPORTUNITY



PHOTOGRAPHY
BY DEAN FAGOT |
HOMEGROWN VISUALS

Success in real estate is rarely a straight line. For Hai Ho, the path has been defined by perseverance, resilience, and an unwavering belief that hard work creates opportunity. In just a few short years, Hai has built a thriving real estate business in Pensacola, Florida, while continuing to pursue his entrepreneurial ambitions and create a future that extends far beyond the closing table.



Today, Hai is a REALTOR® with Dalton Wade Realty, but his journey began long before he entered the real estate industry.

Born in a refugee camp, Hai came to the United States when he was just six months old. His family's story is one of sacrifice, determination, and the pursuit of a better life—values that would later become central to the way he approaches both business and life.

"I've hit rock bottom twice," Hai says candidly. "But I didn't give up. At the end of the day, it's only business. You learn, you adjust, and you keep moving forward."

That mindset has become one of the defining characteristics of his career.

Before entering real estate, Hai established himself as an entrepreneur and became the co-founder of one of

the largest online nail supply businesses in the country. Building a successful company taught him valuable lessons about systems, customer service, marketing, and scaling operations—lessons that would later prove invaluable when he transitioned into real estate.

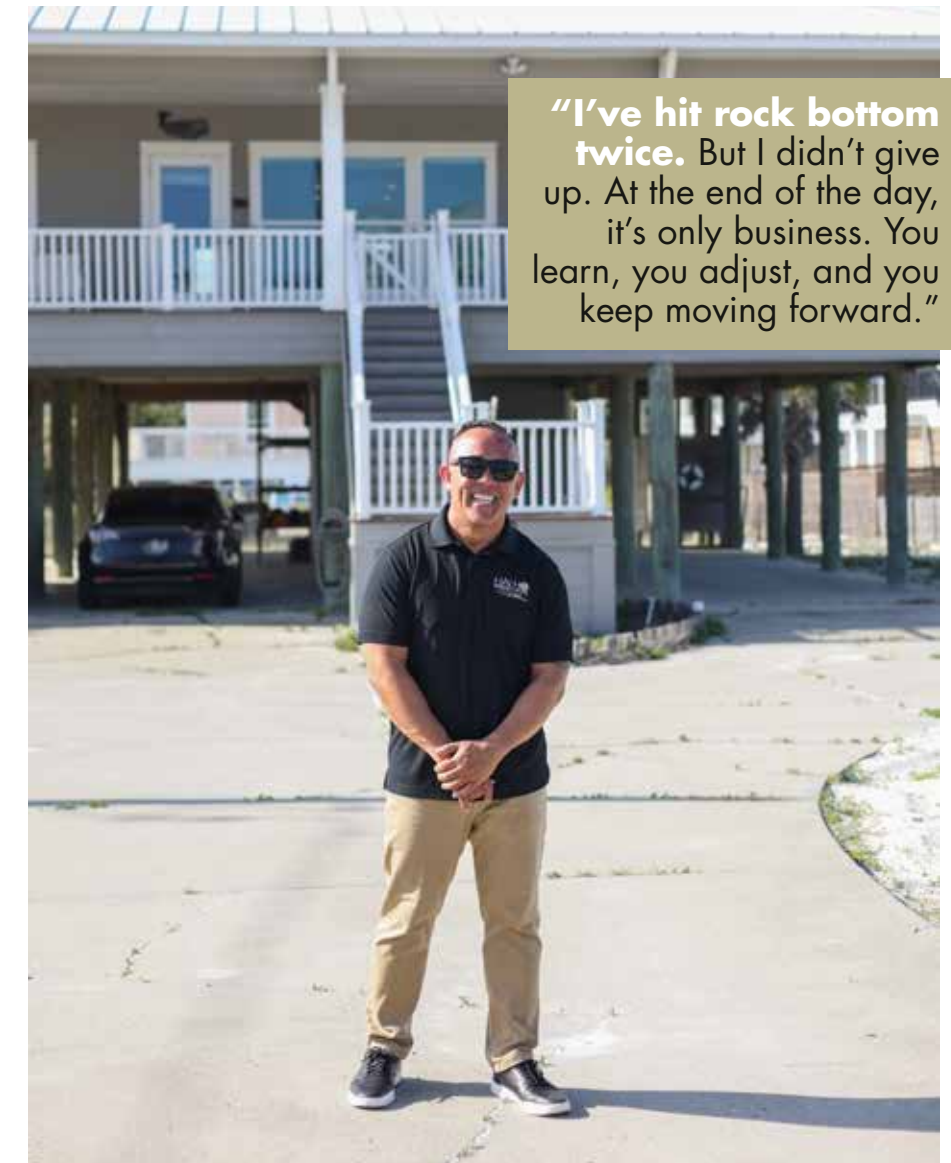
A life-changing event ultimately led Hai toward the industry. Encouraged by family members in Orlando, particularly mentors Lajas Sr. and Lajas Jr., he began exploring the profession more seriously.

"They kept telling me I would be a great Realtor and continued pushing me toward it," Hai recalls.

Their belief in him eventually became the catalyst for a new chapter.

Nearly four years later, Hai has helped more than 110 clients navigate their real estate journeys and facilitated four commercial leases. His production has been impressive from the start, closing 27 transactions in his first year and 49 transactions in his second year. Along the way, he has earned recognition as one of *Pensacola Real Producers'* Top 300 agents, a notable accomplishment for someone affiliated with a smaller brokerage and still relatively early in his career.

While the numbers are impressive, Hai says the true reward isn't found in production statistics.



"I've hit rock bottom twice. But I didn't give up. At the end of the day, it's only business. You learn, you adjust, and you keep moving forward."



“The most rewarding part is when a client closes on a home and then leaves a review about their experience,” he says. “Knowing you made a difference for someone is what it’s all about.”

That commitment to serving clients stems from the simple reason he entered the business in the first place.

“This might sound cliché, but I wanted to help people get into homes.”

It’s a straightforward mission, but one that continues to guide his daily work.

Like many newer agents, Hai quickly discovered that success in real estate comes with challenges that aren’t always visible from the outside. One of his biggest obstacles has been understanding the financial side of running a business—from return on investment calculations to balancing expenses and managing accounting systems like QuickBooks.

Learning how to operate as both a salesperson and a business owner required a new level of discipline.

Yet, rather than avoiding those challenges, Hai embraced them as opportunities to grow.

That growth mindset remains one of his greatest strengths. He is constantly looking for ways to improve, whether

that’s through education, networking, technology, or leadership development.

Today, Hai is focused on building something bigger than himself.

He recently launched a new real estate team that includes two agents, a virtual assistant, two transaction coordinators, an inside sales manager, and a proprietary CRM system designed to help streamline operations and improve the client experience.



As the team grows, Hai is learning what it takes to transition from individual producer to leader.

“I’m trying to learn how to be a team lead,” he says.

His goals are ambitious. By the end of the year, he hopes to grow the team to five agents while continuing to expand his business footprint both inside and outside of real estate.

For Hai, one of the most unexpected gifts of real estate has been the opportunities it has created beyond the transaction itself.

“In the three years since I became a Realtor, so many doors have opened for me—and I mean that literally,” he says.

Through relationships built in the industry, Hai has traveled extensively around the world. He has visited Vietnam more than five times, as well as the Philippines, Japan, Taiwan, and Korea. Within the United States, his travels have taken him to San Francisco, San Jose, San Diego, Houston, Atlanta, Orlando, Las Vegas, and numerous other cities.

Some trips have been brief, while others have lasted longer, but all of them share a common thread.

“Real estate made it possible,” he says.

Travel has become both a passion and a source of inspiration. Meeting professionals in different markets, learning from entrepreneurs, and building relationships across the globe have broadened his perspective on business and life.

In many ways, those experiences have fueled another chapter of his entrepreneurial journey.

Over the past two years, Hai has launched two additional businesses that grew directly from his involvement in real estate. One focuses on importing building materials for commercial and residential projects, while the other provides social media marketing services for agents and lenders.

“Every deal, every connection, every trip—it all traces back to real estate,” Hai says. “It gave me the foundation, and I’ve just been building from there.”

At home, Hai’s greatest motivation is his family. He has been married for 18 years and is the proud father of two children, along with what he jokingly refers to as “one man-child” from a

previous relationship. Family remains at the center of everything he does and serves as a constant reminder of why he continues pushing toward bigger goals.

When it comes to personal development, Hai is an avid reader. Books such as *Think and Grow Rich*, *Rich Dad Poor Dad*, and *The 48 Laws of Power* have helped shape his entrepreneurial mindset and reinforced the importance of continual learning.

That philosophy also drives the advice he shares with newer agents.

“Learn everything you can and never stop learning,” he says. “The hardest part is going to be the first two years.”

It’s advice born from experience. Hai understands firsthand the challenges that come with building a business from scratch. He knows the uncertainty, the long hours, and the persistence required to survive the early stages of a real estate career.

Yet he also believes those who commit to the process can achieve extraordinary results.

One area where Hai’s passion for service extends beyond business is philanthropy and industry involvement. He currently serves on the Southeast Chapter Board of the National Vietnamese Association of Real Estate Professionals (VNARP) and is an active member of VBI Global, the Vietnamese Business Association.

Recently, through VNARP, Hai helped raise funds in partnership with the Wheelchair Foundation to provide wheelchairs for individuals in Vietnam who otherwise could not afford them.

The cause is deeply meaningful to Hai because it allows him to create opportunities for others—something he never takes for granted.

As he looks toward the future, Hai remains focused on growth, leadership, and impact. Whether he’s helping a family purchase a home, mentoring team members, building businesses,



“Money is a byproduct of your hard work. The harder you work, the more it will come.”

traveling the world, or supporting charitable causes, his approach remains rooted in the same belief that has guided him throughout his life.

“Money is a byproduct of your hard work,” he says. “The harder you work, the more it will come.”

For Hai Ho, success isn’t defined by avoiding adversity. It’s defined by what you do when adversity shows up. His story is proof that resilience, continuous

learning, and a commitment to serving others can create opportunities far greater than any obstacle standing in the way.

Real estate may have started as a career path, but for Hai, it has become something much bigger. It has become the vehicle that transformed challenges into opportunities, introduced him to a world of possibilities, and created a foundation upon which he continues to build an expanding life of purpose, business, and impact. 🏡

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Mark & Stephanie LEARD

HomeTeam Inspection Service of Pensacola

Helping Realtors and Homeowners Navigate Transactions with Integrity, Expertise, & Heart

In real estate, successful transactions are built on trust, communication, and having the right professionals in place to help clients make informed decisions. For the past seven years, Mark and Stephanie Leard, owners of HomeTeam Inspection Service of Pensacola, have been doing exactly that—providing thorough, professional home inspections while helping buyers, sellers, and Realtors navigate one of the most important investments of their lives.

Serving clients throughout Northwest Florida and Alabama, HomeTeam Inspection Service of

Pensacola has completed more than 2,400 inspections since opening its doors. Backed by one of the nation's most recognized home inspection brands, Mark and Stephanie have combined decades of business experience, construction knowledge, and a service-first mindset to create a company built on professionalism, integrity, and reliability.

Building on a Strong Foundation

Long before entering the home inspection industry, Mark's career was rooted in construction and engineering.

Growing up in Oklahoma, he spent his early years working in the construction industry, gaining firsthand experience in building and concrete work. After earning a degree in Mechanical Engineering from Oklahoma State University, he went on to build a successful career spanning more than two decades in manufacturing leadership.

During those years, Mark served as a Manufacturing Engineering Manager for several world-class organizations, including John Deere, Caterpillar, and Mercury Marine. The experience provided extensive knowledge in systems, quality control, problem-solving, and operational excellence.

Meanwhile, Stephanie was by his side, supporting their growing family and sharing a vision for eventually owning a business together.



That opportunity came in 2017 when the couple decided to take a leap of faith and become franchise owners of HomeTeam Inspection Service of Pensacola.

The decision allowed them to combine Mark's engineering background and construction experience with the resources and reputation of a nationally recognized brand. HomeTeam Inspection Service has consistently been recognized as one of the top home inspection franchises in the country, providing the Leards with a strong platform to serve their local market.

More Than a Home Inspection

Today, HomeTeam Inspection Service of Pensacola offers a comprehensive suite of services designed to meet the needs of both homeowners and real estate professionals.

In addition to residential inspections for existing homes and new construction, the company provides:

- Four-Point Insurance Inspections
- Wind Mitigation Inspections
- Pre-Drywall Inspections
- Mold and Air Quality Testing
- Water Quality Sampling
- Swimming Pool Inspections
- Solar System Inspections
- Home Energy Surveys
- Sewer Scope Inspections
- Manufactured Home Certifications

Mark's credentials include both InterNACHI and ASHI Certified Master Inspector designations, reflecting the company's commitment to professionalism and continuing education.

While technical expertise is essential, the Leards believe their greatest differentiator is how they treat people.

"As a married couple of 39 years, we strongly believe it is our mission to help others," they explain.

That philosophy extends to every inspection they perform.

A Partner Realtors Can Trust

When asked what they most want top-producing Realtors to know about their company, the answer is simple: they understand the importance of balancing thoroughness with professionalism.

Home inspections are a critical part of the transaction process, but they don't have to create unnecessary fear or confusion. That's why HomeTeam Inspection Service provides detailed, same-day reports that clearly communicate findings without creating unnecessary alarm.

Their goal is to educate clients, not overwhelm them.

"We believe in treating your client and ours with the utmost respect and fairness," Mark says.



That commitment also extends to their service model. Unlike many inspection companies, HomeTeam does not charge a reinspection fee, providing additional value and convenience for both clients and agents.

For Realtors, this means working with an inspection company that understands the importance of communication, timeliness, and helping transactions move forward smoothly.

Staying Ahead of the Industry

Like many professions, the home inspection industry has experienced significant technological advancement over the past several years.

Rather than resisting change, Mark and Stephanie have embraced it.

The company continuously invests in modern inspection software, advanced reporting systems, infrared temperature devices, thermal imaging cameras, and other technologies designed to improve both accuracy and efficiency.



Their commitment to staying current allows them to provide reports that are thorough, professional, easy to understand, and delivered quickly.

For buyers, sellers, and Realtors alike, that means better information and greater confidence throughout the transaction process.

Faith, Family, and Community

While business success is important, family remains the center of Mark and Stephanie's lives.

The couple has been married for 39 years and has built a life focused on faith, family, and service. Together they have raised three sons and are preparing to welcome their eighth grandchild.

Their growing family spans the country, from Florida to California, and includes ten-year-old twin granddaughters who spend part of their time living with them.

When they aren't working, much of their time is spent enjoying family gatherings, connecting with friends, and cheering on their favorite ice hockey teams.

The same spirit of service that guides their family life also extends into the community.

HomeTeam Inspection Service regularly partners with Realtors and brokerages to support local food drives, Breast Cancer Awareness fundraising efforts, and Christmas toy drives for foster children.

Helping others has always been a core part of who they are.

Defining Success

When asked how they define success, Mark and Stephanie's answer speaks volumes about their priorities.

“We have never measured success in terms of money or accomplishments. **Success is about happiness and leaving the world better than we found it.**”

“We have never measured success in terms of money or accomplishments,” they say. “Success is about happiness and leaving the world better than we found it.”

That perspective has guided every chapter of their journey—from engineering and corporate leadership to entrepreneurship and business ownership.

It also reflects how they hope to be remembered.

“At our eulogy, we would like it said that we were always there to help our neighbors.”

For Realtors looking for an inspection partner who values professionalism, integrity, communication, and service, HomeTeam Inspection Service of Pensacola offers more than technical expertise. They provide a relationship built on trust and a genuine commitment to helping clients achieve successful outcomes.

After more than 2,400 inspections and seven years serving the Gulf Coast, Mark and Stephanie Leard continue to approach every inspection with the same mission that inspired them to start the business in the first place: helping people make confident decisions while leaving every client—and every community—better than they found them. ❏





Alexis BOLIN

PHOTOGRAPHY
BY DEAN FAGOT |
HOMEGROWN VISUALS

LEADING THROUGH EXPERIENCE:

How Alexis Bolin Built a Career Defined by Service, Education, and Impact

Long before she became known nationally as the “Queen of Negotiation,” before speaking on stages across the world, and before helping more than 6,000 families buy and sell homes, Alexis Bolin was a single mother working three waitress jobs to support her children.

There was no child support. No alimony. No safety net. There was simply determination.

That determination would eventually become the foundation of a real estate career spanning nearly five decades—one built on resilience, education, service, and an unwavering commitment to helping others achieve their dreams.

Today, Alexis serves as a Broker Associate with Keller Williams Realty Gulf Coast and is widely recognized as one of the most respected educators, mentors, and negotiators in the industry. Yet her story begins far from conference stages and industry accolades.

Born in New Jersey, Alexis spent much of her childhood in a small hollow near Prestonsburg, Kentucky, in the heart of coal mining country. After completing

seventh grade, her family moved back to New Jersey, where she remained until marriage eventually led her elsewhere.

Looking back, Alexis credits much of who she is today to three influential women in her life: her mother, grandmother, and aunt.

“They taught me good manners, ethics, and the importance of treating people well,” she says. “They always said, ‘Give

them a day and a half’s work for a day’s pay, and they’ll let you do whatever you want to do.’ They taught me to listen, to make people feel appreciated, and to be kind and generous whenever possible.”

Those lessons would become guiding principles throughout her life and career.

After moving to Pensacola in 1977 with her former husband, a **CONTINUED ►**



retired member of the military, Alexis found herself at a crossroads. Having spent years in hospitality and service—including serving as Food and Beverage Manager within the Officers' Club system in Augusta, Georgia—she realized that helping people had always been at the center of her professional life.

Real estate felt like a natural extension of that calling.

"I had always been in the service business," Alexis explains. "I felt I could do a good job taking care of buyers and sellers."

In 1978, she earned her Florida real estate license and entered the industry full-time.

The timing was anything but easy.

Interest rates were already approaching 9%, and within a few short years they would climb to nearly 18%. Adding to the challenge, Alexis knew virtually no one in the Pensacola area.

She built her business the old-fashioned way.

Door by door.
Conversation by conversation.
Relationship by relationship.

"I knocked on doors every day because I didn't know a soul," she recalls.

Many agents would have viewed those market conditions as a reason to quit. Alexis viewed them as an opportunity to work harder.

"I just kept looking for buyers who could qualify and sellers who needed help," she says. "Then I negotiated solutions that created a win-win for everyone involved."

That mindset became one of her defining strengths. Over the years, Alexis developed a reputation for exceptional communication, negotiation, and relationship-building skills. Today, she is recognized nationally for those talents and has trained countless agents across the country.

Her educational credentials reflect a lifelong commitment to growth. Alexis earned her Florida Broker's License in 1980, graduated from the Dale Carnegie Institute in 1981, became a John Maxwell Certified Trainer, and accumulated an impressive list of professional designations including CRS, SRES, ABR, MNE, PSA, Certified Probate Specialist, and many others.

When asked about her educational background, however, Alexis often answers with humor.

"My PhD is from the School of Hard Knocks, and my Master's is in Street Smart," she says with a smile.



Beneath the humor lies a deeper truth. Alexis has never stopped learning.

Even at 81 years old, she continues seeking new ways to grow, recently embracing artificial intelligence tools to remain current in an evolving industry.

"I have always been passionate about learning everything I can about this business and using that knowledge to better serve my clients," she says.

That commitment to continuous improvement eventually opened doors far beyond local real estate.

Today, Alexis is an internationally recognized speaker who has shared her expertise throughout the United States, Europe, and the Middle East. She has spoken at major industry events including NAR Expo, CRS Sellabration, Florida Realtors®, Residential Real Estate Council conferences, and Women's Council events nationwide. More recently, she has presented at women's leadership and empowerment events in Dubai, Spain, and France.

Despite those accomplishments, teaching remains one of her greatest passions.

As Education Chair for Florida's Residential Real Estate Council and Vice Chair of Education for Florida Women's

Council of Realtors, Alexis continues to invest significant time helping agents elevate their businesses and careers.

Her contributions have earned numerous accolades throughout the years, including Realtor® of the Year, Mentor of the Year multiple times, Lifetime Achievement recognition, induction into the ERA International Hall of Fame and Real Estate Eagles Hall of Fame, and recognition as the number one agent internationally on three separate occasions.

Yet when Alexis reflects on her proudest accomplishments, awards are not what come to mind first.

Instead, she thinks about the thousands of families she has helped. "The most rewarding part of this business is helping people achieve their dreams," she says. "I love seeing families happy with their decisions. I love that they trust me enough to refer their friends and family."

That focus on relationships extends well beyond business.

Alexis works alongside her daughter, Lisa Mix, and together they strive to provide exceptional knowledge, guidance, and service to every client they serve.

Family remains at the center of her life. She is the proud mother of Lisa Mix, Dennis Mix, and Marie Williams, grandmother to Jessica Mabe and Samantha Mix, and great-grandmother to Ryder. Her greatest joy often comes from simply gathering together, especially during holidays and family celebrations.

Outside of real estate, Alexis enjoys traveling, writing, speaking, teaching, and giving back to causes she cares deeply about. An original member of Impact 100, she also supports Pensacola Rotary, Pensacola Symphony, the Saenger Theatre, Hospice, autism-related organizations, Tunnel to Towers, and numerous charitable causes throughout the community.

Her motivation is simple.

"I was taught as a child that we should do something to make a difference in other people's lives if we can," she says. "So I do."

When asked what advice she would give newer agents, her answer reflects the principles that have guided her own success for nearly five decades.

"Learn all you can from people who are doing well. Get involved in your local, state, and national associations. Take great care of the people you work with. Put their interests first. Listen more than you talk. Read books about success and put what you learn into practice."

And if there is one thing Alexis hopes people remember about her, it is not

her awards, speaking engagements, or transaction count. She hopes to be remembered for her impact.

"For my integrity. For my relationships. For being a trusted advisor. For genuinely caring about people and making a difference in their lives."

After 48 years in real estate, Alexis Bolin continues to embody the values that first brought her into the profession: service, learning, resilience, and a sincere desire to help others succeed.

And perhaps that is the true measure of a remarkable career—not simply what was accomplished, but how many lives were positively changed along the way.





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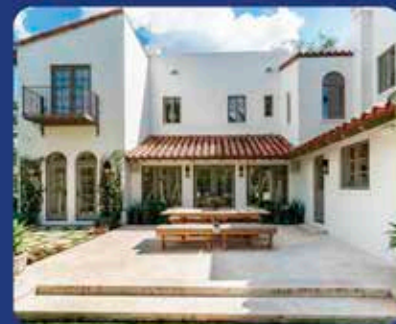
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