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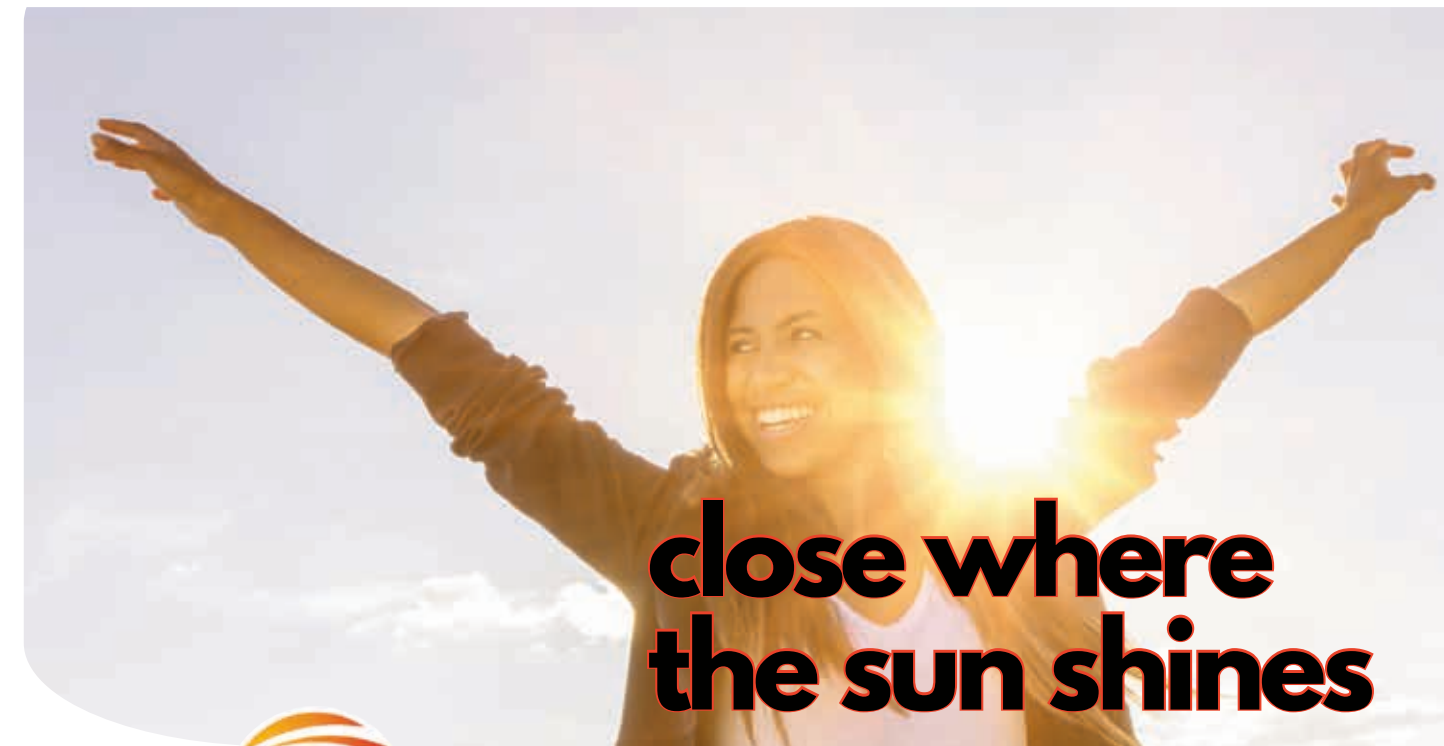
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Sun, Momentum, and the Season We've Been Building Toward

JUNE IN PENSACOLA

BY LIZ BISWURM

Sun, Celebration, and the Season That Defines Us June in Pensacola | *Real Producers Publisher's Note* There's nothing quite like summer in Pensacola—the kind of season you don't just see, you feel.

It's in the early mornings on the water, the steady rhythm of a busy market, and the unmistakable energy that comes with longer days and full calendars. By June, everything is in motion. The groundwork laid in the spring is now unfolding, and as always, it's our real estate community leading the way.

This time of year is a reminder that what you do goes far beyond contracts and closings. You're guiding people through meaningful transitions—helping them find not just a home, but a lifestyle. And here in Pensacola, that lifestyle is something truly special.

From our sugar-white beaches to our historic downtown, this city offers a blend of coastal beauty and rich heritage that few places can match. It's why so many people are drawn here—and why your role in helping them find their place is so impactful.

This summer also carries a deeper significance for our community as we look ahead to a major milestone—the upcoming 250th anniversary of United States of America. As one of the earliest European settlements in the U.S., Pensacola has a unique and layered history that we have the privilege of living and working within every day.

It's a reminder that while our market continues to grow and evolve, we are part of something much bigger—a legacy of resilience, progress, and community that spans generations.

That same sense of connection is what continues to define Real Producers here in Pensacola.

One of the most rewarding parts of this journey has been watching this community come together—agents, partners, and leaders who are not only successful in business, but who genuinely support one another. That spirit was on full display at our Summer Kickoff event at The Fish House, where the energy, conversations, and connections made it a night truly enjoyed by all.

From familiar faces to new introductions, the networking, collaboration, and shared excitement for what's ahead reminded me exactly why this community is so special. It's more than just business—it's relationships, support, and a collective drive to grow together.

I'm so grateful for each of you who showed up, engaged, and continue to be a part of building something meaningful here in Pensacola.

Here's to a strong summer, continued momentum, and many more opportunities to connect, collaborate, and celebrate *Where we live and work.*

With appreciation,



Liz Biswurm
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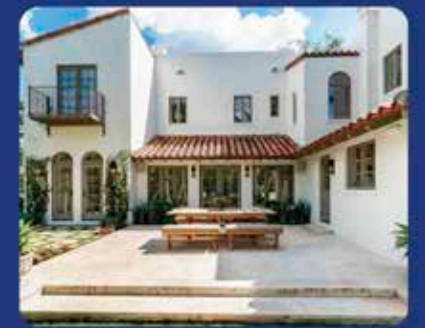
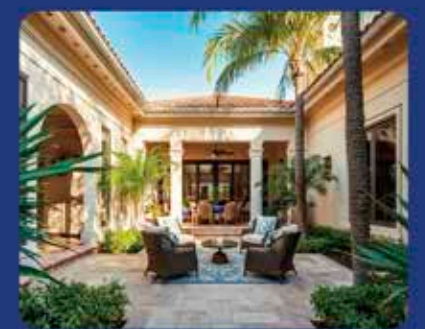
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WHAT'S NEXT FOR YOU?

TURNING INDUSTRY CHANGE INTO LONG-TERM OPPORTUNITY

BY CHUCK BONFIGLIO JR., 2026 PRESIDENT FLORIDA REALTORS®



The real estate industry is no stranger to change, but this year we have seen a notable wave of consolidation across both brokerages and Realtor® associations. These shifts are reshaping the landscape in meaningful ways, creating larger organizations, new efficiencies, and, in some cases, new uncertainties for professionals navigating their careers.

With that kind of movement happening around us, it's only natural for many Realtors to pause and ask themselves a simple but important question: What's next for me? And that's a question we should embrace and explore.

Moments of industry change create opportunity. They give each of us a reason to step back and take a fresh, honest look at our business, our goals, and the path we're on. Whether you're a top producing agent or building

toward that level, now is the time to evaluate the decisions you are making today and how they will impact your long-term success.

Are you aligned with the right brokerage for your vision?

Are you building a business that creates stability beyond your next transaction?

Are you thinking strategically about the future you want, not just the deals in front of you?

While these aren't always easy questions, they are necessary ones.

your business today, but to help you build a sustainable and prosperous future.

As part of that commitment, we're excited to introduce a new opportunity designed specifically with this purpose in mind. During our 2026 Convention & Trade Expo this August, Florida Realtors will launch a Wealth-Building Summit, an event focused on helping Realtors take meaningful steps toward financial planning, investment strategies, and long-term wealth creation.

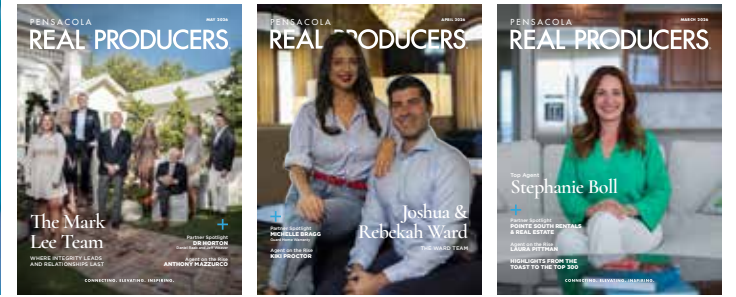
The reality is that life and careers move quickly. The years pass faster than we expect, and the window to build lasting financial security is something we cannot afford to overlook. Planning for the future is not something to put off until later. It is something that must begin now, whether that means making a change in your business model, evaluating the company you work for, or committing to a more intentional retirement and wealth-building strategy.

At Florida Realtors, we recognize how important this moment is. That's why we are committed to delivering the products, tools, and services that help our members think beyond the immediate and plan for long-term success. Our goal isn't just to support

This summit is designed to give you practical insights, actionable strategies, and the confidence to take control of your financial future. Whether you're just beginning to think about long-term planning or looking to refine an already successful strategy, this event will provide tremendous value.

I encourage every Realtor who is serious about their future to be part of this experience. Join us at the 2026 Florida Realtors Convention and take action in shaping what comes next for you. Visit floridarealtors.org/convention to register.

The future is coming quickly. The question is, will you be ready for it?



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Source: Paragon PAR MLS

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LIFE IN PENSACOLA

Katy Collins & Liz Harrison

How Katy & Liz Have Created a Client Experience Defined by Trust, Service, and Proven Results

In real estate, success is often measured in numbers. But for Katy and Liz, the true measure has always been something deeper—relationships.

With over \$155 million in career sales and a reputation built on trust, consistency, and elevated service, their partnership represents a thoughtful blend of experience and heart. Together, they have created a business that feels both highly refined and deeply personal—one where every client is treated as if they are the only one.

A Foundation Built Over Time
Katy's journey in real estate began in 2009, during a season of life that required both flexibility and resilience.

At the time, her husband's travel schedule was demanding, and she was raising two young children. She was searching for something she could do part-time—something that would allow her to be present for her family while still building a career.

What she quickly discovered was that real estate is anything but part-time.

"One of my very first clients told me, 'You chose this profession, so you're choosing to answer calls at 10 or 11 at night,'" Katy recalls. "And she was right."

That early lesson shaped the way she approached her business from the very beginning. While she has since learned how to create balance, her commitment to being available, responsive, and fully present for her clients has never wavered.

Before real estate, Katy spent five years as a stay-at-home mom and previously worked as a pharmaceutical sales representative for Procter & Gamble—a role that sharpened her skills in communication, strategy, and relationship-building.

Experience That Sets the Tone
Originally from Talladega, Alabama, Katy attended The University of Alabama,

where she earned her degree in Marketing and Public Relations before going on to receive her Master's in Public Relations from Boston University.

Her early career experiences were anything but ordinary.

She spent two summers interning in Hong Kong—an experience that broadened her perspective and sparked a lifelong love of travel. Later, as she built her real estate career, she worked extensively with relocation and military clients.

Before the convenience of modern apps, Katy would manually map out entire home tours—often showing 20 to 25 properties in a single weekend for families flying into town to make quick decisions.

"We'd spend full days together—touring homes, grabbing meals, narrowing things down," she says. "It was intense, but it taught me how to be incredibly organized and completely focused on the client."



Those early experiences helped shape the level of service she delivers today.

The Right Partnership at the Right Time

Years later, Liz entered the picture—not just as a colleague, but as a natural extension of Katy’s business.

Liz spent many years in education before transitioning into real estate. “I was an educator for over 20 years, including 13 years at Episcopal Day School in downtown Pensacola.”

After more than two decades in education, Liz made the decision to transition into real estate during a new season of life as an empty nester. Katy immediately recognized something in her—the work ethic, attention to detail, and genuine care for people that this business demands.

Liz officially joined the team about four years ago, and the partnership has been a seamless fit ever since.

Becoming an empty nester played a significant role in Liz’s decision. With both of her sons in college, she found herself ready for a new challenge—one that would push her outside of her comfort zone.

After a conversation with Katy, she began attending real estate school at night while continuing to teach full-time, and soon after was ready to hit the ground running.

Liz shares that real estate has always been part of her world. She had the opportunity to learn from a close family friend who mentored her brothers early in their careers. “I’ve always loved walking into a home and imagining what it could become, and that ability to help clients see the potential in a space has been incredibly rewarding,” she says.

Together, they have built a team that includes a transaction coordinator along with dedicated marketing and social media support—allowing them to operate at a high level while maintaining a boutique, client-first feel.

“What makes our team unique is our level of service,” they share. “We truly want every client to feel like they are our only client.”

Proven Results. Elevated Service. That philosophy is reflected in everything they do.

Katy and Liz have established themselves as trusted experts in the Pensacola market, with a growing presence in the luxury and waterfront space.

They are passionate about continuing to elevate their service—whether that means uncovering off-market opportunities, strategically positioning listings, or simply being available when their clients need them most.

At every level, their goal is the same: to create a seamless, thoughtful, and results-driven experience.

Featured Development: Tristan Residences

One of the most exciting highlights of their work in the luxury space is their involvement with Tristan Residences, an exclusive new condominium development in downtown Pensacola.

Located in the highly sought-after East Garden District, Tristan Residences offers a refined, low-maintenance

lifestyle just steps from the very best of downtown—restaurants, shopping, entertainment, and the waterfront.

The development blends timeless architecture with modern design, featuring expansive windows, thoughtfully designed floor plans, and high-end finishes throughout.

What truly sets Tristan apart is the lifestyle it offers.

Through its connection to an adjacent boutique hotel, residents enjoy access to hotel-style amenities including concierge services, valet, fitness facilities, and dining—bringing a level of luxury and convenience that is rare in the Pensacola market.

With limited inventory and strong early demand, Tristan represents a unique opportunity for buyers seeking a lock-and-leave lifestyle in one of the city’s most vibrant areas.

As local experts in luxury and downtown living, Katy and Liz are proud to help bring this vision to life while guiding clients every step of the way.

Moments That Matter Most

While production and growth are important, the most meaningful moments in their business are often the most personal.



One recent transaction stands out for Katy—helping a former babysitter purchase his first home.

“He used to drive my son to soccer practice while I was out showing houses,” she shares. “And now, at 24, he’s buying his first home.”

His sister, who also babysat for their family, purchased a home with them the year prior. Over the years, Katy has also helped their parents buy and sell homes.

“It’s a full-circle moment,” she says. “And a reminder of why we love what we do.”

For Liz, one of her most meaningful experiences was working with a young family where the buyer initially struggled to see past some of the home’s aesthetics.

Through conversations and a lot of “what if” scenarios, the buyer began to trust the vision—and watching them transform that home into something truly special was incredibly fulfilling.

Additionally, her years in education have allowed her to build strong, lasting relationships. Many of the families she once taught are now clients, which is deeply meaningful.

“If they trusted me with their children, it means so much that they trust me with one of the biggest decisions of their lives,” she shares.

Life in Pensacola

At the center of their brand is a simple yet meaningful phrase: Life in Pensacola. For Liz, it represents everything they believe real estate should be.



“It’s about more than just buying or selling a home,” she says. “It’s about the lifestyle that comes with it.”

From its rich history to its sugar-white beaches and vibrant coastal culture, Pensacola offers a way of life that is both relaxed and full of opportunity.

The phrase was born during the COVID-19 lockdown, on a quiet day out on the boat—when there was a deep appreciation for the ability to still get outside, explore, and enjoy the beauty of the area.

In that moment, *Life in Pensacola* became more than a tagline. It became perspective.

Grounded in What Matters Most

Outside of real estate, Katy and Liz are both deeply rooted in family and community. Katy and her husband, Scott, have been married for 26 years. Their sons, Turner and Wiley, are both connected to The University of Alabama, and much of their free time is spent in Tuscaloosa—at football games, boating, or enjoying time at their family’s hunting camp.

Katy also has a heart for giving back, supporting organizations that provide fresh food to those in need, Camp HUG for children who have lost a parent, and community traditions like Fiesta Pensacola.

When she’s not working, you’ll likely find her on the water—one of her favorite places to be.

“There’s nothing better than being out on the boat,” she says. “Spotting dolphins, anchoring with friends—that’s what makes this place so special.”

For Liz, family has always been at the center of everything she does. She was born and raised in Pensacola and comes from a large, close-knit family with deep roots in the area.

Although she and her husband, David, spent some time living elsewhere, they always knew they wanted to return to Pensacola to raise their boys.

Liz and David have been married for nearly 30 years. They have two sons, Ryan and Robert, who have both recently graduated from college and are beginning their careers—making this an exciting season for their family.

She also has a 10-year-old Shih Tzu named Lola, who she describes as “the princess of the house” and a constant source of fun and energy.

Outside of Real Estate: Giving Back to Pensacola

Katy and Liz are actively involved in a number of organizations throughout the community, consistently dedicating their time to causes that support local families and strengthen Pensacola as a whole.

Together, they have volunteered with organizations that provide fresh food to those in need and have supported Camp HUG, a summer camp for children who have experienced the loss of a parent. They have also participated in Fiesta Pensacola, a longstanding celebration honoring the founding and heritage of the city.

In addition to these efforts, Liz is currently involved with Farm Food, a nonprofit dedicated to providing locally sourced, heart-healthy produce to those in need. She has also supported Rally Pensacola, an organization that raises both funds and awareness for childhood cancer.

Both Katy and Liz have volunteered with Christ Church and continue to stay connected to the community through meaningful involvement. Giving back has always been a shared priority, and they value opportunities to support organizations that create a lasting impact.

Advice and Legacy

For those just entering the industry, Katy’s advice is clear: “Learn the business from the ground up. Don’t outsource too early—understand every detail first. Then build your team.”

And when it comes to how they hope to be remembered, the answer is simple: For being kind. For being honest. For operating with integrity. But above all—for truly caring.

A Business Built on Trust

At the end of the day, Katy and Liz’s success isn’t defined by sales volume alone—it’s defined by the trust they’ve built, the relationships they’ve nurtured, and the lives they’ve had the privilege to be part of.

Liz hopes to be remembered as someone who genuinely cares about people and consistently puts their needs first, with relationships always at the heart of everything she does. Together, Katy and Liz strive to be known as trustworthy, honest, and dependable—people who are truly invested in helping others navigate life’s most important moments while treating everyone with kindness, respect, and integrity.

That same philosophy is reflected in how they work together as a true partnership. Their clients are never handed off; instead, they experience the benefit of both professionals every step of the way—two perspectives, two strengths, and a shared commitment to delivering a seamless, attentive, and collaborative experience.

Because to them, real estate has never just been about homes—it has always been about people.

And helping them find their place in **Life in Pensacola.**



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Marina

JADE PATRICK



BUILT ON RESILIENCE, DRIVEN BY PURPOSE

How Marina Jade Patrick Is Creating a Real Estate Career Defined by Authenticity, Growth, and Heart

In an industry where many try to fit a mold, Marina Jade Patrick has built her business by doing the opposite.

She's built it by being herself.

With nearly \$14 million in career sales and over \$6 million in production last year alone, Marina is quickly establishing herself as a rising force in the Pensacola market. But behind the numbers is a story rooted in resilience, reinvention, and a deep commitment to creating a better life—for both her clients and her family.

A Leap Into Something New

Marina began her real estate career in August of 2020, stepping into the industry during a time when uncertainty was at an all-time high.

What started as a leap of faith quickly became something much more.

"I realized very quickly how aligned it was with who I am and what I wanted long-term," she shares.

She began her career with Jeep Girl Realty before relocating from Tallahassee to Pensacola, where she joined Robert Slack LLC. After a brief time with Better Homes & Gardens Real Estate, Marina ultimately found her place with LPT Realty's Emerald Shores Collection Team, rejoining familiar leadership and teammates as she continues to scale her business.

From Styling Chairs to Closing Tables

Before real estate, Marina spent 15 years as a hairstylist—a career that may seem worlds apart but ultimately laid the foundation for her success.

"That industry taught me how to connect with people," she says. "You're building trust, listening, understanding what someone really wants—and that translates directly into real estate."

Her ability to read people, communicate clearly, and build genuine relationships has become one of her greatest strengths as an agent.

A Turning Point That Changed Everything

Becoming a single mother was the defining moment that reshaped Marina's path.

With three children depending on her, she knew she needed more than just a job—she needed a career that offered both flexibility and long-term growth.

"Real estate gave me the opportunity to build something of my own while still being present for my kids," she says.

It also gave her something equally important—freedom.

Freedom to grow, to create, and to pursue passions outside of real estate, including acting and content creation.

Building a Business Without a Blueprint

In just a few short years, Marina has built a business that stands out—not because it follows a traditional model, but because it doesn't.

She has leaned heavily into personal branding and social media, growing her presence as a micro-influencer while connecting with clients in a way that feels authentic and relatable.

"I'm really focused right now on building something consistent and scalable," she explains. "And doing it in a way that feels true to me."

That means showing up as herself—on camera, in conversations, and in how she serves her clients.

A Team That Elevates the Experience

Today, Marina is part of the Emerald Shores Collection Team at LPT Realty, where collaboration and shared expertise play a key role in the client experience.

"What makes our team unique is our level of support and local market knowledge," she says. "We're all aligned in delivering a high-level experience."

That support allows Marina to continue growing her business while maintaining the personalized attention her clients value.

Moments That Make It Meaningful

While production and growth are important, it's the milestones her clients reach that matter most to Marina.

"Helping someone buy their first home or upgrade their lifestyle—that's the most rewarding part," she says.

It's not just about the transaction. It's about the confidence her clients feel, the trust they place in her, and the role she plays in one of the most important decisions of their lives.



Facing Challenges Head-On

Like many agents building a modern brand, Marina's biggest challenge hasn't been opportunity—it's been consistency.

"Finding my niche and staying consistent with marketing has been something I've really had to work through," she admits. Her solution? Authenticity.

Instead of trying to fit into a predefined version of what a Realtor "should" be, she has focused on showing up as herself—testing content, refining her

voice, and building a brand that reflects who she truly is.

And it's working.

A Vision for the Future

For Marina, real estate is just the beginning.

She sees it as the foundation for long-term financial stability and the gateway to future opportunities—whether that's investing, expanding her brand, or growing her presence in creative industries.

"I want to build something meaningful," she says. "Not just for me, but for my family."

Grounded in What Matters Most

At the center of everything Marina does are her three children.

As a single mom, they are her motivation, her purpose, and her "why" behind every decision she makes.

Her life outside of real estate reflects that same balance of responsibility and creativity.

She enjoys acting, content creation, beauty and styling, and spending time at the beach—something that feels like a natural extension of the Florida lifestyle she now calls home.

She's also passionate about supporting Autism Speaks, a cause close to her heart as a parent.

Advice for the Next Generation

For those entering the industry, Marina keeps it simple:

"Be authentic and focus on relationships over transactions. People can tell when you genuinely care."

She also emphasizes the importance of consistency. "Consistency matters more than perfection."

Strength Through Every Season

One quote has stayed with her through every stage of her journey: *You never know how strong you are until being strong is the only choice you have.* It's a mindset that reflects not just her career—but her life.

A Legacy of Impact

When asked what she hopes to be remembered for, Marina doesn't mention sales numbers or accolades.

She talks about people.

"I want to be remembered as someone who truly helped people—not just in real estate, but in how they felt during the process."

It's about creating an experience where clients feel seen, supported, and confident as they step into the next chapter of their lives.

More Than Real Estate

"Real estate is more than just buying and selling homes to me," she says. "It's about helping people move forward with confidence."

And as she continues to grow her business, refine her brand, and build a life rooted in purpose, one thing is clear— She's doing exactly that. ▼

“
What makes our
team unique
is our level of support and
local market knowledge.”





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“We’re not just a vendor—we’re an extension of your service,” is a mindset that defines the company’s partnerships within the real estate community.

Driving Growth Through Relationships: Kerry Pelletier

Behind the continued expansion and strong industry relationships at Beach Getaways is Kerry Pelletier, Business Development Manager and a familiar face in the Pensacola real estate and vacation rental community.

With 15 years of experience in the short-term rental industry in Pensacola, Kerry brings a depth of knowledge that goes



In today’s increasingly competitive short-term rental market, success requires more than simply listing a property—it demands strategy, data, and a deep understanding of both the guest experience and owner expectations. That’s exactly where Beach Getaways Vacation Rentals has carved out its reputation as a trusted leader along the Alabama Gulf Coast and Northwest Florida.

With offices in Orange Beach, Perdido Key, and Pensacola Beach, Beach Getaways is a full-service vacation rental management company specializing in maximizing income for property owners while delivering a seamless, high-quality experience for guests. As the company celebrates 15 years in business in 2026, its continued growth across multiple coastal markets reflects a commitment to excellence, consistency, and results.

From professional marketing and advanced revenue management to hands-on local support and guest services, Beach Getaways approaches every property with intention. Their ability to drive strong occupancy while maintaining exceptional guest satisfaction has positioned them as a go-to resource for both seasoned

investors and first-time vacation rental owners. Their impact has not gone unnoticed—earning recognition as a 2025 Community’s Choice Awards Best of the Bay Finalist.

At the core of the company is a philosophy that guides every interaction:

“Heart of Hospitality – Providing Happy Connections & Lasting Memories.”

This mission is brought to life through a set of deeply rooted core values:

- Respect
- Integrity
- Teamwork
- Trustworthiness
- Empathy
- Servant Leadership

These principles aren’t just words—they are the standard by which Beach Getaways serves its owners, guests, and Realtor partners alike.

A Strategic Advantage for Realtors

In a market where more buyers are exploring vacation rental investments, Beach Getaways provides Realtors with a powerful advantage. Their team works alongside agents and clients early in the process, offering:



far beyond surface-level insight. While she has been with Beach Getaways for the past several years, her expertise spans the full evolution of the STR market in the Pensacola area—giving her a unique perspective that benefits both Realtors and property owners.

A Pensacola native, Kerry returned to the area after time in Atlanta and quickly immersed herself in the vacation rental industry. Starting in operations, she gained a comprehensive understanding of the business from the ground up before advancing into leadership roles and ultimately finding her niche in business development.

Her background as a Communications major from the University of South Alabama, combined with her competitive drive as a former collegiate pole vaulter, naturally positioned her for success in a role centered on relationship-building, education, and strategy.

“I love meeting new people and helping them understand what owning a vacation rental really looks like,” Kerry shares. “It’s about setting realistic expectations and helping them feel confident in their decisions.”

An Educator and Advocate for Realtors

Kerry’s role extends far beyond business development—she has become a trusted resource for Realtors navigating the growing STR segment of the market.

She regularly partners with agents to provide guidance on:

- Which areas are performing best for short-term rentals
- Which markets may be oversaturated
- What features make a property successful
- Realistic income expectations for buyers

By equipping Realtors with this knowledge, she helps them better serve their clients while strengthening their own business.

“When agents bring us into the conversation early, it changes everything,” Kerry explains. “Their clients feel more confident, and the experience after closing is so much smoother.”

Adapting in a Data-Driven Industry

Over the years, Kerry has seen the vacation rental industry shift dramatically.

“It’s become much more data-driven and competitive,” she says. “Owners are more informed, and guests expect a higher level of service.”

To stay ahead, she and the Beach Getaways team have embraced innovation—leveraging advanced pricing tools, enhancing marketing strategies, and maintaining strong local connections to ensure continued success in a rapidly evolving market.

Passion Beyond the Profession

While Kerry is known for her energy and presence in the community, her foundation is her family. She has been married for 13 years and is a proud

mom to Sofia (12), who loves volleyball, and Bronson (9), who enjoys connecting with friends through his VR headset.

Weekends are often spent at the beach, with friends, or simply enjoying time together as a family. And when she does find a quiet moment, you might find her relaxing on her front porch with neighbors or enjoying a waterfront patio with friends.

A Relationship-Driven Definition of Success

For Kerry, success is rooted in relationships, reputation, and impact.

“Success to me is having strong relationships, a good reputation, and raising my kids to be good humans,” she says.

It’s a philosophy that aligns seamlessly with the culture of Beach Getaways—and one that continues to resonate with everyone she works with.

A Trusted Partner in a Growing Market

As the short-term rental space continues to expand, both Realtors and investors need trusted partners who can guide them with clarity and confidence.

Through its proven systems, strong values, and relationship-driven approach—paired with leaders like Kerry Pelletier—Beach Getaways Vacation Rentals continues to set the standard for what full-service management should look like along the Gulf Coast.

And for those looking to navigate the STR market the right way, that partnership makes all the difference. ▾





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