

EMERALD COAST

MARCH 2026

# REAL PRODUCERS<sup>®</sup>

## Cathy Alley

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### What is RPAC?

RPAC stands for the REALTORS® Political Action Committee. It's an important advocacy arm of REALTOR® associations. RPAC raises funds to support real estate-friendly political candidates and issues at local, state, and national levels.

Participation in events like ECAR's golf tournament, auctions, and online catalogs both help fundraising and strengthens networking among REALTORS®, affiliates, and community supporters.

ECAR recently attended the Florida Realtors® Midwinter Meetings, where our RPAC Committee had the honor of attending the RPAC Awards Ceremony – we're proud to share some exciting news. ECAR took home the prestigious Triple Crown Award, a major achievement that reflects outstanding commitment to advocacy and political involvement. This accomplishment is not only a huge milestone for ECAR, but also a win for the Realtor® brand as a whole, helping strengthen advocacy efforts and raise vital funds that protect property rights and the real estate industry.

For more information on RPAC and/or ECAR and the amazing efforts being made by our members everyday contact: [Info@ecaor.com](mailto:Info@ecaor.com)

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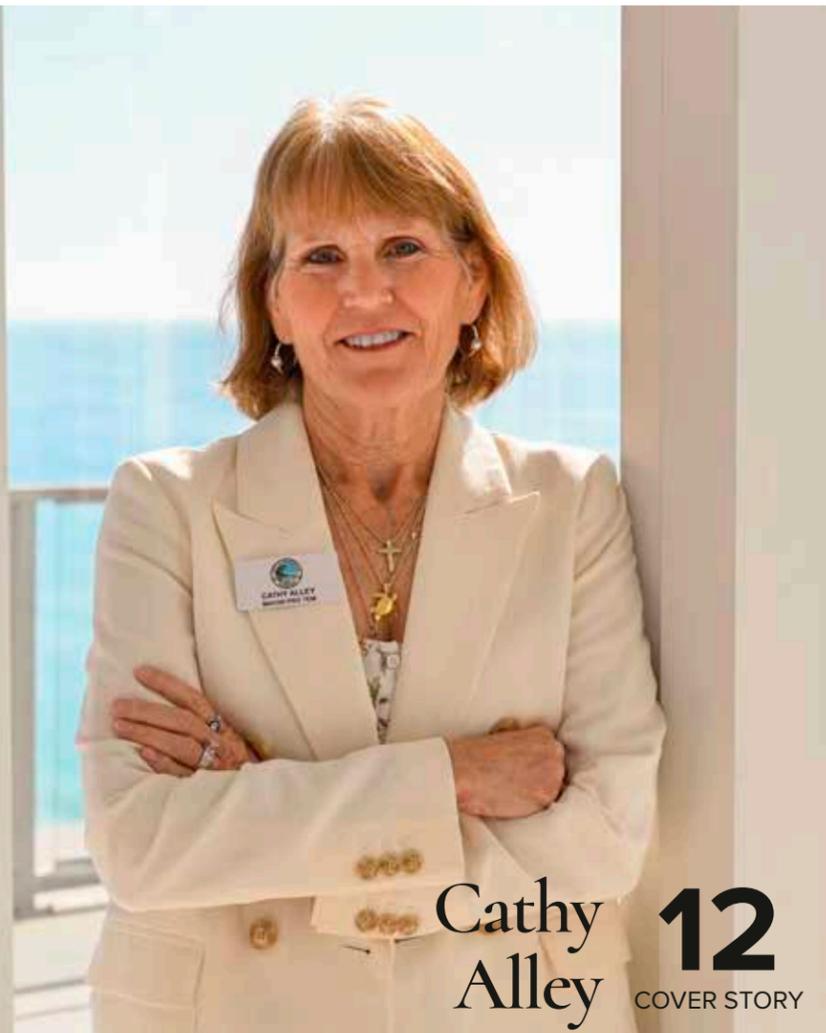



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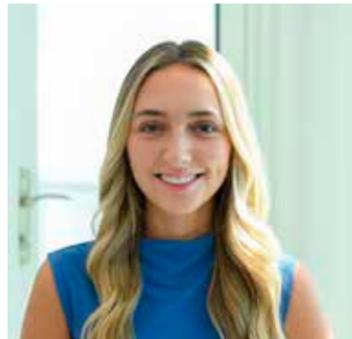
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## PROFILES



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If you are interested in nominating people for certain stories, please email us at: Taylor.labno@n2co.com.

# Meet The Team



**Taylor Labno**  
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**Leah VanHoose**  
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# Women's Council of Realtors

## Business Expo & Networking Event

Mark your calendar for March 12, 2026, and get ready to connect, showcase, and grow! The Women's Council of REALTORS® Emerald Coast invites Members, Strategic Partners, and guests to our Business Expo & Networking Event, held this year at Shoreline Church, located at 140 Palmetto Street, Destin, FL 32541.



### Highlights of the event:

- Strategic Partners present their services and offerings to the network
- Members and guests connect with partners, build relationships, and expand referral opportunities
- An atmosphere of collaboration and community – strengthening bonds within WCR
- A chance to learn about the latest tools, services, and support available to help your real estate business thrive

### 2026 Event Calendar

- March 12th- EVENT: Business Expo | 10am | Shoreline
- April 9th- Spring into Summer | 10am | Shoreline
- May 7th- EVENT: Purse Bingo | 5:30pm | Shoreline
- June 11th- Member Appreciation & 2027 Elections | 12p Regatta
- September 10- Leading with Purpose | 10 am | Shoreline
- October 8th- Tech or Treat: Spooky Good Tools for Lead Generation 10am | Shoreline
- October 14- SP Appreciation Event | Regatta Bay | 10am-12am
- November 12th- Business Planing 10 am | Shoreline
- December 4th- Installation & Awards 2027



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**The Women's Council of REALTORS® Emerald Coast is a network of professional realtors committed to leadership, collaboration, and business development. We are dedicated to:**

- Cultivating leaders in our industry
- Providing powerful networking and meaningful connections
- Delivering top-tier education
- Supporting community involvement
- Empowering every member to reach their highest potential





# ELITE DON'T HAVE LUCK — THEY HAVE DISCIPLINE

BY TAYLOR LABNO, PUBLISHER

There's a phrase people love to use when they talk about success: "They're so lucky."

But those of us inside this industry know the truth—success isn't luck. It's discipline. It's sacrifice. It's early mornings, late nights, missed weekends, and showing up for clients even when no one is watching. It's choosing consistency over comfort and excellence over excuses.

The agents featured in this magazine didn't

stumble into their success. They built it—deal by deal, relationship by relationship, year after year. They studied their craft, adapted to a changing market, and stayed committed when things got hard. That kind of success doesn't happen by chance. It happens by choice.

As we step into March, I want to pause and extend a heartfelt **congratulations to the Top 300 agents for 2026**. You represent the very best of the Emerald Coast—

not just in production, but in professionalism, leadership, and impact. You are the standard others aspire to reach, and this recognition is well earned.

At *Emerald Coast Real Producers*, our mission is to connect, inspire, and elevate—and there is nothing more inspiring than seeing what is possible when talent meets relentless work ethic and unwavering faith in the process.

May this season remind us all that diligence is always rewarded, growth is always earned, and purpose-driven work never goes unnoticed.

Here's to continued growth, deeper impact, and another year of building something extraordinary—together. With gratitude,

**Taylor Labno**  
Publisher  
*Emerald Coast Real Producers*



*"Do you see someone skilled in their work? They will stand before kings; they will not stand before obscure men."* — Proverbs 22:29

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# YOUR NAME IS THE BRAND

Top producers know how to win transactions. The next differentiator is how you win mindshare. There was a time when personal branding in real estate was treated as optional. A logo. A polished headshot. A website that checked the box. That time is gone.

Today, personal branding is not cosmetic. It is brand equity, and for high-performing agents, it may be the most valuable asset in the business. In a market where talent is deep and tools are universal, the agents who continue to grow are the ones who are unmistakably known for something. Not just busy or successful, but trusted, respected, and clearly positioned.

### Access Is No Longer the Advantage

Top producers understand this reality better than anyone. Consumers no longer need help finding information. They need help making confident decisions. The advantage today is not access. It is attention paired with trust.

Modern personal branding is not about visibility alone. It is about clarity at scale. Clarity around your expertise, perspective, and the experience clients can expect when they work with you. When your brand is clear, clients arrive pre-sold. Conversations change. Fees become less negotiable. Referrals become more intentional.

If your brand does not immediately communicate why you are different, the market will treat you like everyone else.

### Your Reputation Is Already Working for You or Against You

Every top producer already has a brand. The only question is whether it has been intentionally engineered.

Your brand shows up in client conversations, agent referrals, online presence, and the way your name

circulates when you are not in the room. At higher levels of production, reputation travels faster than marketing ever will. Elite agents do not leave that reputation unmanaged. They are deliberate about how they show up, how they communicate value, and how consistently their actions reinforce their positioning.

When your digital presence, client experience, and professional relationships tell the same story, trust compounds quickly.

**“At the highest levels of production, your reputation closes deals before you ever get the call.”**

### Depth Wins at the Top

The higher you go, the less volume matters. Top-producing agents do not need to appeal to everyone. They need to resonate deeply with the right audience. Modern personal branding at this level is about precision, not noise. High performers share insight, not just listings.

They lead with perspective and build relationships long before an opportunity appears.

Clients at the top of the market choose agents who feel credible, grounded, and intentional. Your experience, your values, and your point of view are not distractions from the brand. They are the brand.

### Brand Equity Is Built Between Transactions

Personal branding is not a campaign you turn on and off. It is a discipline that shows up in the details. It is how you communicate when there is nothing to sell. It is how you follow up long after the closing. It is how consistently your behavior matches your message.



At higher levels of success, small inconsistencies are magnified. Every interaction either strengthens your brand equity or erodes it. Visibility may create awareness, but consistency creates trust, and trust is what sustains growth when the market shifts.

### Scale Requires Intention

Modern personal branding is not about becoming someone else. It is about being strategic with who you already are and how that identity shows up in the marketplace.

At the top, your brand is no longer just about this year's production. It is about longevity, leverage, and legacy. If you do not define your brand, the market will define it for you. If you do not control the narrative, it will drift. If you are not intentional, you risk becoming replaceable.

Brand equity compounds over time. For top-producing REALTORS® who treat it with the same discipline they bring to their business, it becomes the foundation for sustained success well beyond the next deal.

**Get the 5 questions elite agents ask about their brand at the QR code below!**



BY TIM WEISHEYER

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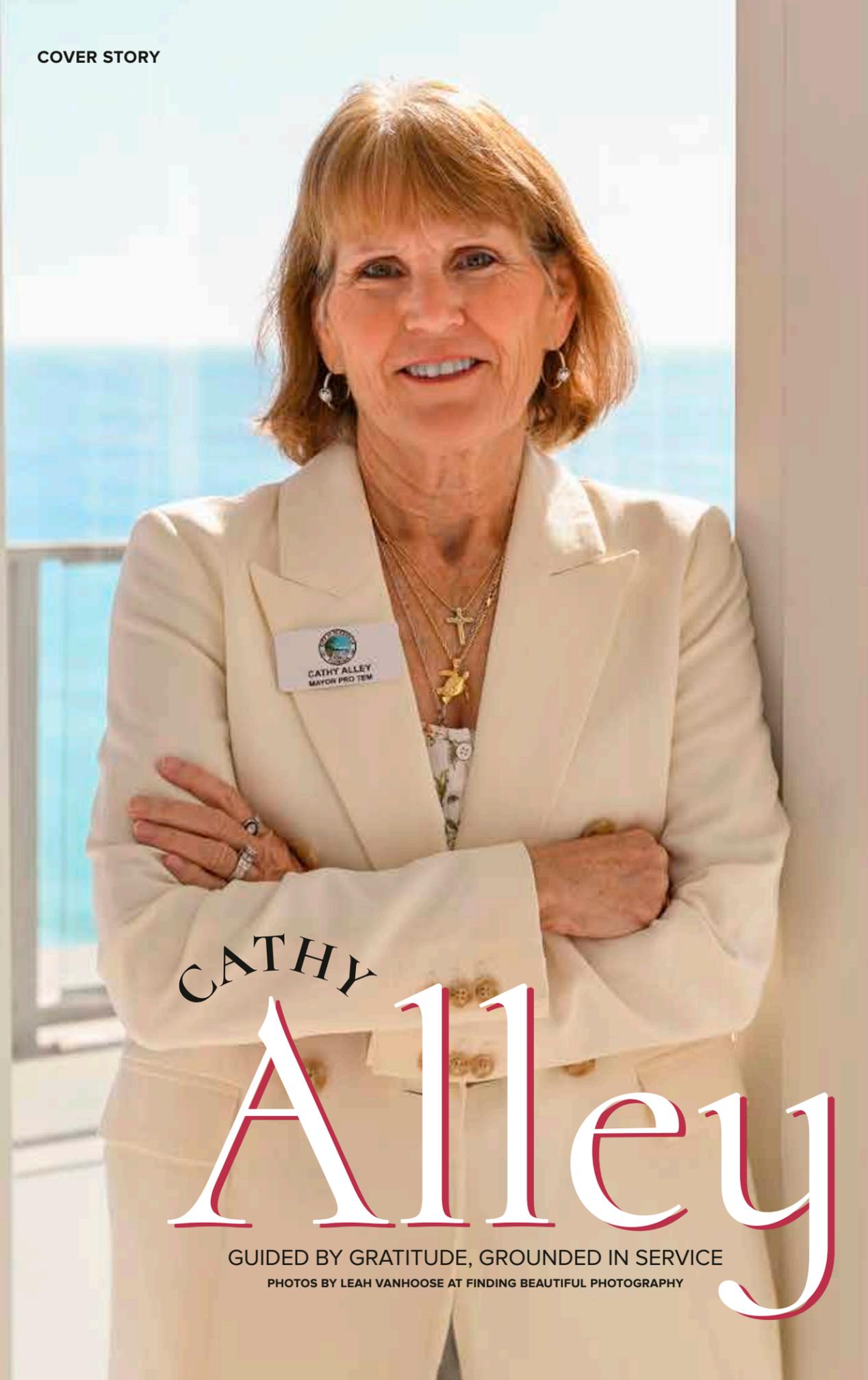
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# CATHY Alley

GUIDED BY GRATITUDE, GROUNDED IN SERVICE

PHOTOS BY LEAH VANHOOSE AT FINDING BEAUTIFUL PHOTOGRAPHY

For Cathy Alley, real estate was never part of a carefully mapped career plan. It was a calling that revealed itself naturally through service, relationships, and a deep love for family. Over more than three decades, Cathy has built not only an impressive real estate career, but a lasting legacy of leadership, trust, and community impact that reaches far beyond any single transaction.

She earned her real estate license and went on to sell three subdivisions in California, gaining valuable experience in new construction and large-scale developments early in her career. After moving to Florida, Cathy made a thoughtful decision to shift her focus. While she had success in new home sales, working

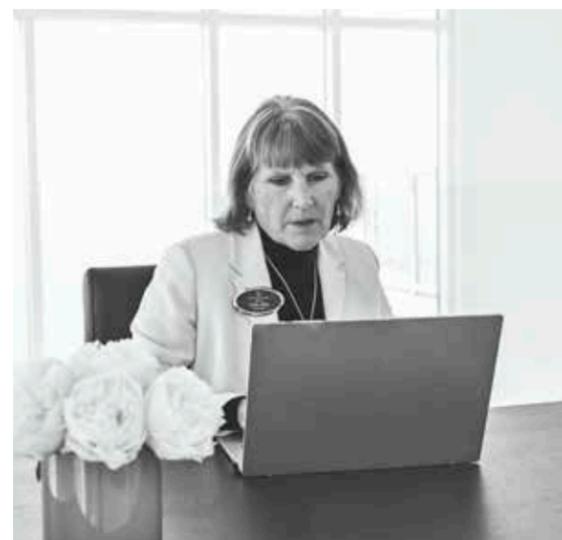
every weekend no longer aligned with the life she wanted to build. Flexibility mattered. Family mattered. Thirty years later, that decision stands as one of the most defining moments of her career. Today, Cathy Alley is one of the top-producing agents in her office, a distinction she carries with humility and gratitude. What matters most to her, though, is not production numbers. It is people.

“I take pride every single day in helping families achieve the American dream,” Cathy says, a sentiment that has guided her through every chapter of her career.

### Leading Through Change

Cathy believes one of the greatest challenges in real estate is staying educated and adaptable in an industry that is constantly evolving. Over the years, she has navigated shifting markets, regulatory changes, and advancing technology, all while maintaining the trust of clients who rely on her to guide them through some of the most important decisions of their lives.

That responsibility is what fuels her passion. Cathy’s motivation comes from the people she serves and the relationships she builds along the way. Many of her clients have become lifelong friends, and today most of



Raised in Northern California, Cathy grew up in a time when becoming a wife and mother was encouraged and celebrated, and she embraced that dream proudly. Still, life had more in store. One day, she walked into a model home thinking she might buy a property and instead walked out with a hostess position, simply looking to earn a little extra money. At the time, there was no long-term plan and no expectation that real estate would become her life’s work.

But it did not take long for Cathy to realize she



her business comes from repeat clients and referrals. It is a true reflection of a career built on consistency, care, and credibility.

“I love this industry,” Cathy shares. “Every day I get to meet people and become part of their family, sometimes for a short time and sometimes for much longer.”

**A Legacy of Leadership**  
Among Cathy’s many career highlights, her leadership roles stand out as defining milestones. She credits strong mentors who helped shape her confidence and encouraged her to step into leadership. That foundation led her to serve twice as President of the Emerald Coast Association

of REALTORS, an honor that has not occurred in more than fifty years.

That leadership experience gave Cathy the confidence to step into public service as well. She ran for City Council twice and won both elections. Today, she proudly serves as the only female member of the City Council, approaching the role with the same integrity, dedication, and heart that define her real estate career.

Cathy is quick to acknowledge that none of this was accomplished alone. “I did not get here without the support of my husband, my family, and my colleagues,” she says. Community, in every sense

of the word, has always been central to her journey.

**The Power of Connection**  
Mentorship and networking, Cathy believes, are essential to long-term success in real estate. Building a career means building meaningful connections with peers who understand both the challenges of the business and the realities of life.

As Cathy has become more recognized as a leader locally and statewide, those relationships have only strengthened her impact. Now, she sees this stage of her career as an opportunity to give back. “I want other professionals

to know they can look to me and that I will always have their back,” she says.

To Cathy, leadership is not about titles. It is about having a strong support system and being willing to stand for others when it matters most.

**Life Beyond Real Estate**  
Outside of real estate, Cathy’s life is just as full and purpose driven. For the past 25 years, she has been an avid competitive race walker, a discipline that mirrors her approach to both life and business. At the end of February, she will proudly complete her 18th consecutive Disney Princess Half Marathon, an achievement shared by only about 100 participants out of nearly 14,000 runners.



*I take pride every single day in helping families achieve the American dream.”*



“It’s a reminder that perseverance truly matters,” Cathy says.

When she is not training or competing, her greatest joy comes from time spent with family, especially her grandchildren. She also finds creative fulfillment through quilting and scrapbooking, preserving memories one stitch and one page at a time.

Cathy is deeply grateful for her husband, who has stood beside her for the past 25 years. “Because of his unwavering support,” she says, “I have been able to live my dream each and every day.”

**Blending Life and Work With Purpose**

When asked about balance, Cathy offers a refreshingly honest perspective. “There really isn’t a separation

between work and personal life,” she says. “Real estate is your life. Family is your life. You have to be good at blending them together.”

That philosophy shapes how she shows up every day with intention, gratitude, and presence. Cathy believes strongly in staying engaged, being at the table, and never taking opportunities for granted. She continues to learn, grow, and lead with humility, always mindful of her why.

After more than thirty years in the business, Cathy Alley’s career is a powerful reminder that when you lead with heart, stay present, and commit fully to service, success follows naturally. Her story is not just one of longevity, but of impact, leadership, and a life lived with purpose.

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For Rachel Simerly, real estate is both deeply personal and unmistakably global. Originally from the United Kingdom, Rachel has spent the past 12 years building a respected career on the Emerald Coast, blending international business acumen with local market expertise and a servant-leadership mindset that has made her a trusted advisor, mentor, and industry advocate.

Growing up in England instilled in Rachel a deep appreciation for strong communities, cultural perspective, and the true meaning of home. That early foundation continues to shape how she approaches real estate today—with intention, discretion, and a relationship-first philosophy. She pursued her education at Suffolk College and the University of Newcastle at Northumbria, where she developed skills in communication, strategy, and leadership that remain central to her professional approach.

Before entering real estate, Rachel built a successful career in the pharmaceutical and healthcare industries. Those roles demanded precision, professionalism, and strong client advocacy. The experience prepared her to operate at a high level—anticipating client needs, navigating complex negotiations, and delivering results with integrity and care. It also laid the groundwork for the elevated client experience she is known for today.

**From Global Roots to Emerald Coast Leadership**

Rachel's introduction to real estate was guided by strong mentorship, including early support from Nathan Abbott, who remains a close friend and inspiration.

chaired multiple ECAR committees and task forces. In 2026, Rachel was honored to be voted in as ECAR Vice President, joining the Executive Team committed to elevating the association through member-driven leadership and collaboration.

“Proud is an understatement,” Rachel shares. “Our members are our number one resource, and watching them step up to serve at the local, state, and national level is incredibly inspiring.”

Her passion for global real estate has remained a constant. As a Brit and an avid traveler, Rachel has long been drawn to international markets and cross-border opportunities. One of her

career aspirations is to serve as the **NAR Global Ambassador to the UK & Ireland**, a role that perfectly aligns with her international background, global business focus, and commitment to expanding collaboration between markets.

She has served on Florida Realtors State Global Business and Diversity Committees for several years and has participated in international trade missions



Over the years, she has stepped into numerous leadership roles, driven by a desire to serve both her clients and the industry as a whole.

to RealtorQuest in Toronto and Conférence de Paris with Florida Realtors. In 2025, she graduated from the Florida Realtors Leadership Academy, further solidifying her role as a forward-thinking industry leader.

She is a Past President of the Women's Council of Realtors Emerald Coast, has served on the Emerald Coast Association of Realtors Board of Directors as Destin Director, and has

Her achievements reflect that dedication. Rachel was named South Walton Realtor of the Year in 2024, received the Distinguished Service Award in 2025, and earned placement in the Real Producers Top 300 Emerald Coast for both 2025 and 2026. A five-time RPAC Major Investor, she views advocacy and education as both a duty and a responsibility.



# Rachel Simerly

Global Perspective, Local Leadership, and a Heart for Service

PHOTOS BY LEAH VANHOOSE AT FINDING BEAUTIFUL PHOTOGRAPHY

**A Career Anchored in Family and Purpose**

At the heart of everything Rachel does is family. As a proud mum to her daughter Hannah and son Tyler, she brings a deeply personal understanding to every client relationship. “A home is never just a property,” she says. “It’s a foundation for life, family, and long-term planning.”

That perspective is what drew her fully into real estate. With a global mindset and professional designations including Certified Residential Specialist (CRS) and Certified International Property Specialist (CIPS), Rachel serves clients who see real estate not just as a place to live, but as a strategic asset within a broader portfolio.

Today, Rachel has been with Compass 30A for nearly three years, where she is proud to be part of both the Compass Military Division and Brits of Compass, reflecting her commitment to service members, international clients, and the global real estate community she represents.

She specializes in helping discerning buyers and sellers navigate the Emerald Coast market while connecting them to opportunities beyond borders. Her approach is thoughtful, data-driven, and highly relational—combining market intelligence with proactive communication and precise execution.

**Leading Through Change With Clarity**

One of Rachel’s greatest challenges has been guiding clients through constant market change while maintaining confidence and results. In luxury and globally influenced markets, uncertainty is inevitable. Clients, she believes, look to their advisor not for reaction, but for perspective.

Her strategy is grounded in discipline and preparation. She remains data-focused while never losing sight of the human side of the transaction. By setting clear expectations, anticipating challenges, and communicating proactively, Rachel helps clients make decisions aligned with their long-term goals rather than short-term headlines.

Leadership in real estate isn’t occasional—it’s consistent. It’s showing up prepared, leading with integrity, and delivering strategic clarity at every stage.

**Lifelong Learning and Paying It Forward**

Rachel describes herself as an education enthusiast and lifelong learner. Staying motivated comes from the people she serves, continuous professional development, and—yes—more than a few cups of tea each day. Mentorship and networking have played a central role in her growth,

both locally and nationally, and she credits many industry leaders for investing in her journey.

Now, she is intentional about paying that forward. Through involvement with professional organizations and advocacy efforts, Rachel continues to support the growth and professionalism of the industry while mentoring others along the way.

Balancing a demanding career with family life requires intention. Rachel prioritizes being fully present for her clients while carving out dedicated time to recharge with family. Technology, delegation, effective communication, and a healthy sense of humor all play a role.

“You fail forward,” she says with a smile. “One hard day doesn’t define the life you’re building. Keep going and leave space for joy.”

And if you ever travel with Rachel, you can count on one thing—her tea kettle is coming along for the journey.

With global insight, local leadership, and an unwavering commitment to service, Rachel Simerly continues to elevate the Emerald Coast real estate community while keeping people, perspective, and purpose at the center of it all.



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Sources: 1. National Association of REALTORS® Confidence Index Survey (July 2024) 2. National Association of Expert Advisors (NAEA) (2014) Each office is independently owned and operated.

# TOPEL

DANA

*Leading With Faith, Education, and a Heart for Home*

PHOTOS BY LEAH VANHOOSE  
AT FINDING BEAUTIFUL PHOTOGRAPHY



For Dana Topel, real estate is far more than a profession. It is a calling shaped by lived experience, guided by faith, and rooted in a deep understanding of how profoundly a home can change a life. As the Broker Spotlight for March, Dana's story stands out not just for the path she took to leadership, but for the purpose that drives every step she takes today.

Dana grew up mostly in Texas, moving often as a child. That constant change meant she never quite developed a sense of permanent roots. After high school, she attended trade school and became a legal assistant. From there, her career unfolded in unexpected and wonderfully diverse ways. She worked as a florist, then became a mortgage lender, and eventually found her way into real estate.

"What can I say," Dana laughs, "I love houses."

She was licensed in Texas in 2005 and soon after moved to Florida, where she became licensed again in 2007. Along the way, Dana earned her broker's license not out of ambition for a title, but out of a desire to learn. "I got my broker's license strictly for education," she explains. "It was a tool of knowledge to better me as a Realtor."

At home, Dana's life is anchored by family. She is married to her high school sweetheart, and together they raised two sons, Heath and Jaxon. Family has always been central to her values, especially because stability was something she did not always experience growing up.

That reality is at the heart of her why.

"I didn't have a stable home life," Dana shares. "I don't really feel like I have roots anywhere." That perspective shaped her passion for helping people become homeowners. To her, owning a home is not just a financial milestone. It can literally change the trajectory of a person's life. She speaks thoughtfully about the emotional stability and safe attachment that comes when a child has a home, and how deeply that sense of security can impact development.

"I want to be part of a real estate community that puts that mindset into their careers and opportunities," she says.

#### Faith as the Foundation

At the core of Dana's leadership and decision-making is her faith. "It's the greatest part of who I am," she says without hesitation. "It's the driving force for every decision I make."

In an industry that can often feel intensely competitive, Dana's kingdom mindset keeps her grounded. It shapes how she leads, how she serves, and how she builds community. Those who work with her know her why. They understand that professionalism, community engagement, and putting others first are not just goals, but expectations.

"We are not perfect," she says honestly. "But we try. We try hard to put the needs of others first."

#### Education, Involvement, and Raising the Bar

Dana is deeply committed to education, both for herself and for the industry as a whole. She is actively involved at the local and state levels and also teaches for Florida Realtors. Staying informed, she believes, is not optional.

“

**It's our job to understand the impact of real estate and what's happening nationally, statewide, and locally. We are charged with educating our industry and our clients.”**

"What we do matters on so many levels," she explains. "It's our job to understand the impact of real estate and what's happening nationally, statewide, and locally. We are charged with educating our industry and our clients."

That commitment to knowledge and peer-to-peer involvement has shaped her reputation as a thoughtful, principled leader. It is also one of the reasons she was recently honored as Broker of the Year, an achievement she receives with humility and gratitude.

"It's an incredible honor," Dana says. "And one I don't take lightly."

#### A Call to Get Involved

When asked what advice she would offer others in the industry, Dana keeps it simple and sincere. Get involved. Stay engaged. Surround yourself with people who are striving to do the same.

Leadership, in her view, is not about titles or recognition. It is about showing up, serving well, and creating space for others to grow alongside you.

As she reflects on her journey, Dana speaks with gratitude. "I'm blessed and highly favored to be able to make a kingdom impact in this amazing place I call home," she says.

In a career defined by many chapters and a life shaped by faith, Dana Topel continues to lead with purpose, compassion, and an unwavering belief in the power of home.



## DV Inspection Services

# JOHN Del Valle

**BUILT ON INTEGRITY,  
DRIVEN BY DETAIL**

PHOTOS BY LEAH VANHOOSE AT FINDING BEAUTIFUL PHOTOGRAPHY

In 2020, while relocating to Navarre from Germany due to a military move, John Del Valle and his family purchased their home sight unseen. Like many buyers in similar situations, they relied heavily on the inspection report to guide one of the biggest decisions of their lives.

“The inspector we used was recommended to us by our realtor,” Del Valle shared. “While the inspection report we received technically checked the boxes, it lacked depth and clarity. There was just enough information to give us the confidence to move forward, without truly preparing us for what we were walking into.”

After taking possession of the home, several issues quickly surfaced that required additional time, money, and effort to resolve. For DeValle, the experience was eye opening.

“Coming from a cyber and IT background in the military, I was used to detailed analysis and clear information,” he said. “I also had a long standing interest and hobby in construction, home remodeling, and how buildings actually function.”

When it came time to retire from military service, those experiences helped shape his next chapter.

“I knew I wanted to combine those strengths and become an inspector who provides thorough, understandable,



and meaningful information,” Del Valle explained. “Especially for service members and others making major decisions from afar like I had to. I don’t want people making one of the biggest purchases of their lives without the quality information they deserve.”

**Consultants First, Inspectors Second**  
For Del Valle, the role of a home inspector goes far beyond a checklist.

“What really sets us apart is how seriously we take training, standards, and the responsibility that comes with this line of work,” he said. “We look at

ourselves as consultants first. We just have to inspect your property in order to give you the best information.”

All inspectors on his team are Certified Professional Inspectors through InterNACHI, a credential that exceeds state minimum requirements and reflects an ongoing commitment to education and best practices.

“We’re also proud to be one of only two inspection companies on the Emerald Coast listed on BestInspectorList.com,” Del Valle added. “It’s a highly vetted referral list that only includes inspectors

who meet higher criteria for experience, credentials, and professionalism, not just anyone with a license.”

Beyond residential inspections, Del Valle’s company is also certified through the Certified Commercial Property Inspectors Association.

“Commercial properties come with a completely different level of complexity,” he said. “That certification ensures we’re evaluating those buildings using recognized commercial standards, helping investors and business owners truly understand what they’re buying.”

### Veteran Owned Values in Action

As a veteran owned business, Del Valle says military service continues to shape how the company operates.

“Attention to detail, clear communication, and doing the job the right way the first time are values that carried over directly from military service,” he shared. “We ensure that Integrity, Service, and Excellence act as our core principles, and we will never veer from that.”

Those principles are reflected in the real world impact their inspections have on clients’ lives.

“One milestone that really stands out for us is seeing, in very real terms, how much impact a thorough inspection can have,” Del Valle said. “Time and time again, we’ve uncovered major defects that weren’t previously identified, which has allowed our clients to renegotiate, request repairs, even on properties being sold as is, and ultimately avoid costly surprises.”

One particularly memorable case involved a homeowner who had been unknowingly overpaying for insurance.

“After she reached out to us for a second opinion, we performed a more detailed evaluation, submitted accurate documentation, and her insurance company reduced her premium by about one thousand dollars per year,” Del Valle explained. “Stories like that reinforce what we believe at our core.

Good information saves people money, stress, and time.”

### Recognition That Reflects Trust

Del Valle is quick to point out that recognition is not the goal, but it is meaningful when it reflects trust from the community.

“We’re very proud of being nominated as one of the top three home inspection companies in 2025 by the Pensacola News Journal’s Best of the Bay Community Choice Awards,” he said. “What made that especially meaningful to me is that the other two companies were much larger, and at the time, I was mostly working solo.”

Client feedback has also played a major role in shaping the company’s reputation.

“Beyond that, we’ve been fortunate to earn the trust of our clients, which is reflected in over one hundred thirty five star Google reviews and an A rating with the Better Business Bureau,” Del Valle shared. “Those recognitions aren’t just about awards. They’re a reminder that our focus on thorough inspections, clear communication, and client advocacy really resonates with the people we serve.”

### A Client Experience Built on Transparency

Transparency is a cornerstone of Del Valle’s inspection process.

“We prioritize transparency and engagement with every client to make sure they feel confident and informed throughout the process,” he said. “We invite clients to attend the full inspection, which gives them the chance to ask questions, see issues firsthand, and even participate in the process if they want.”

Once the inspection is complete, the goal is clarity.

“We break down our findings in a clear, organized way, categorizing issues



by severity and providing actionable recommendations for anything that may need further evaluation or repair,” Del Valle explained.

### Advanced tools are also part of that commitment.

“We use thermal cameras, moisture meters, drones, and even specialized crawlspace robots to make sure no detail is overlooked,” he said. “That combination of hands on involvement, clear reporting, and cutting edge technology helps our clients make informed decisions with confidence.”

### Educating the Industry

One ongoing challenge has been visibility beyond word of mouth.

“One of the biggest challenges we’ve faced is that so much of our business comes from referrals,” Del Valle said. “While we’re grateful for that, there are



plenty of people out there who don't know us yet, and as a result, they're missing out on the kind of thorough, client focused inspections we provide."

To address that, Del Valle has focused on education.

"We've developed home inspection classes specifically for realtors," he explained. "We teach about the home inspection industry as a whole and how to identify quality inspectors, even if they don't end up using us."

The response has been encouraging.

"The feedback is always strong," Del Valle said. "Even seasoned REALTORS will say, 'I hadn't heard that before' or 'I learned something new.' The key now is getting more brokers and associations to invite us in so they can see firsthand what makes our approach different."

#### What's Next

Looking ahead, Del Valle is excited about several areas of growth.

"We're working more closely with property management companies, both long term rentals and short term vacation properties," he shared. "Whether that's ten single family homes or eight hundred condo doors, we can get that covered so managers can focus on the bigger tasks at hand."

The company has also expanded into Aging In Place inspections.

"These inspections are a great way for families and elderly members to make informed decisions about their living situation," Del Valle explained. "In many cases, a contractor can update a home for less money than it would cost to move to assisted living or a nursing home, allowing the homeowner to keep and enjoy their home for many more years."

Commercial inspections remain another key focus.

"We've already completed inspections for condo associations, mobile home park investors, and commercial office purchases," Del Valle said. "We're eager to become one of the most recognized

commercial inspection companies in the area and provide the same level of thorough, reliable service we're known for on the residential side."

#### Beyond the Business

Outside of inspections, music has been a constant in Del Valle's life.

"One of my biggest passions is music, which has been a central part of my life since 1997," he said. "I primarily play bass, but I also play guitar, keys, drums, and sing."

Through his military career, music took him around the world.

"I've had the incredible opportunity to perform in thirty three different countries with the U.S. Air Force," Del Valle shared. "I've also put out my own original music under my artist name, JDVtheBassist."

Locally, he stays connected through live performances.

"I play in a cover band called 3 Day Weekend," he said. "It's been a lot of fun and a great way to connect with other musicians and the community."

Music also plays a role in his faith

"I've had the honor of being a go to musician leader for many years, helping lead worship and mentor other musicians," Del Valle said. "Music isn't just a hobby for me. It's a way to connect, serve, and bring people together."

At every stage of the process, John Del Valle's approach is rooted in one simple belief, People First! Whether he is guiding a first time buyer, advising an investor, supporting a property manager, or helping a family plan for the future of their home, his focus remains the same. Show up prepared. Communicate clearly. Serve with integrity. It is that commitment to excellence, education, and advocacy that continues to earn trust across the Emerald Coast and positions his company as a valued partner for both clients and real estate professionals alike.

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# Angelica

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# Salas

**For Angelica Salas, real estate is not just a career choice. It is a natural extension of who she is, where she comes from, and how she hopes to serve others. Rooted in faith, guided by preparation, and inspired by family, Angelica is building a foundation in real estate that reflects both discipline and heart.**

Born in Abilene, Texas, Angelica moved to Destin at just nine years old. Growing up along the Emerald Coast shaped her appreciation for the beauty, lifestyle, and sense of community the area offers. “This is home,” she says simply. It is also where her passion for real estate quietly took root.

Before officially entering the industry, Angelica’s only work experience was babysitting. But real estate was never far from her life. Her mother, Sherrie Salas, has been a Realtor for years and recently earned Realtor of the Year honors. Watching her mother’s dedication, work ethic, and genuine care for clients left a lasting impression. “She has always been a huge inspiration to me,” Angelica shares. “Seeing her passion and success made me want to pursue real estate for myself.”

For Angelica, the career offered more than opportunity. It offered balance, flexibility, and the ability to stay deeply

connected to her community. It also aligned with her long-term vision of one day raising a family while continuing to do work she truly enjoys.

### Turning Youth Into a Strength

One of the earliest challenges Angelica faced was being young in an industry where experience is often measured by age. Instead of allowing that perception to slow her down, she leaned into preparation.

“I learned quickly that knowledge builds confidence,” she explains. Angelica made it a priority to know the market, the numbers, and the details inside and out. She said yes to learning opportunities, shadowed seasoned agents, took on multiple showings, and stayed involved in as many transactions as possible to gain real-world experience.

Her focus has always been on making clients feel comfortable, informed, and confident. Through consistent communication, dedication, and

follow-through, Angelica has turned what some might see as a challenge into one of her greatest strengths. Trust, she believes, is built one conversation and one commitment at a time.

### Disciplined Growth and Daily Focus

Angelica stays motivated by starting each day with intention. Clear goals and daily structure keep her focused and accountable, whether that means following up with clients, checking on active leads, or continuing to learn from others in the field.

Staying consistent and up to date is a priority, and her mother continues to be a powerful source of motivation. “Watching her work ethic pushes me to stay committed,” Angelica says.

She believes growth comes from showing up every day, staying disciplined, and filling her schedule with opportunities to improve.

By setting both short-term and long-term goals, Angelica ensures she is always moving forward in a competitive industry. Progress, to her, is about steady improvement and continued learning.

### Learning Through Mentorship and Community

Mentorship and networking have played a major role in Angelica’s development. When she first started, she approached the business like a sponge, learning constantly from her mother and attending classes through Keller Williams Realty. As her career has grown, so has the importance of building professional relationships. Angelica is

actively involved with the Women’s Council of Realtors Emerald Coast, where she has connected with other professionals, strategic partners, and peers who share her passion for real estate.

“Being part of that community has allowed me to build meaningful relationships and friendships,” she says. Surrounding herself with people who value growth and learning has been instrumental in shaping her confidence and success.

### Showing Up Beyond the Sale

One of Angelica’s most meaningful career moments came when her mother was out of town and trusted her to fully step in for a client. Angelica handled multiple showings, managed the process from start to finish, and oversaw the closing independently. But she did not stop there.

After the purchase, she helped the client remove furniture from the condo, as the furnishings were included in the sale. Wanting to go a step further, Angelica helped donate couches, tables, and décor to Habitat for Humanity, making the transition smoother for her client and meaningful for the community.

“That experience made me incredibly proud,” Angelica says. “It reinforced my commitment to always showing up for my clients in any way I can.”

### Balance Through Intention

Balancing work and personal life starts with

structure for Angelica. Having a daily schedule allows her to stay productive and focused during work hours, while being intentional about slowing down in the evenings.

She prioritizes time with her family, her dogs, and her friends, staying present in the moments that matter most. “When I’m working, I’m fully committed,” she explains. “And when it’s time to rest, I’m intentional about that too.”

That balance keeps her energized, grounded, and consistent in a demanding industry.

### Faith at the Center

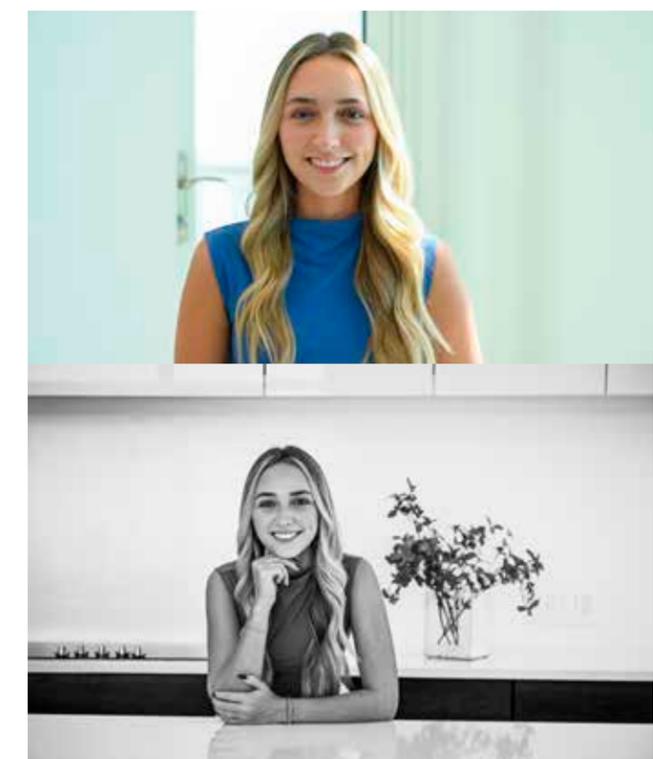
At the core of Angelica’s life and career is her faith. For the past eight years, she has gone on mission trips to Peru, experiences that have deeply shaped her perspective. “Seeing how little people can have

materially, yet how rich they are in relationships and community, taught me that connection and heart matter most,” she says.

Angelica is active in her church, attends weekly services, participates in Bible studies, and has even led some herself. Her faith guides how she builds relationships, serves clients, and approaches her future.

One verse continues to anchor her journey: John 13:7, “You do not realize now what I am doing, but later you will understand.”

With preparation, purpose, and faith leading the way, Angelica Salas is building a real estate career grounded in service, connection, and quiet confidence. Her path is just beginning, but her foundation is already strong, and her heart for people will continue to set her apart.



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