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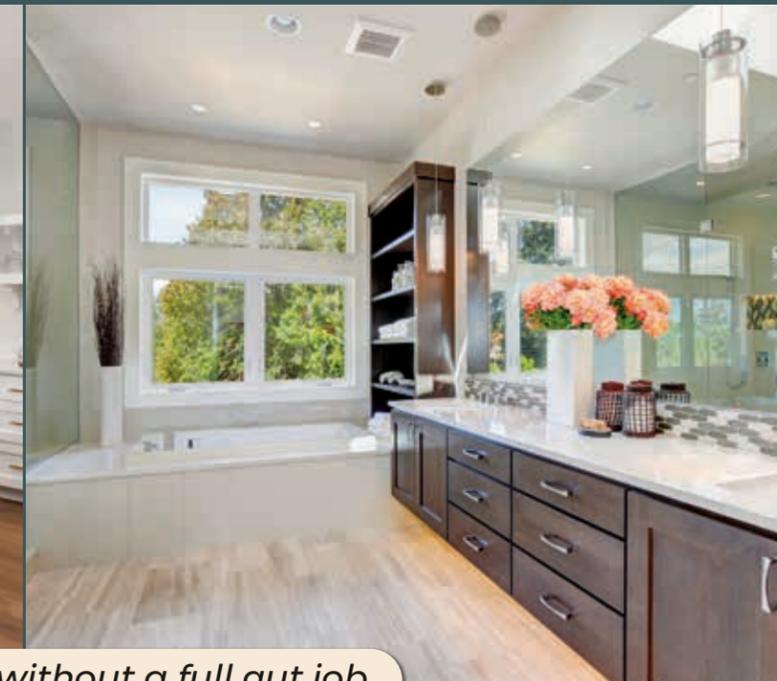


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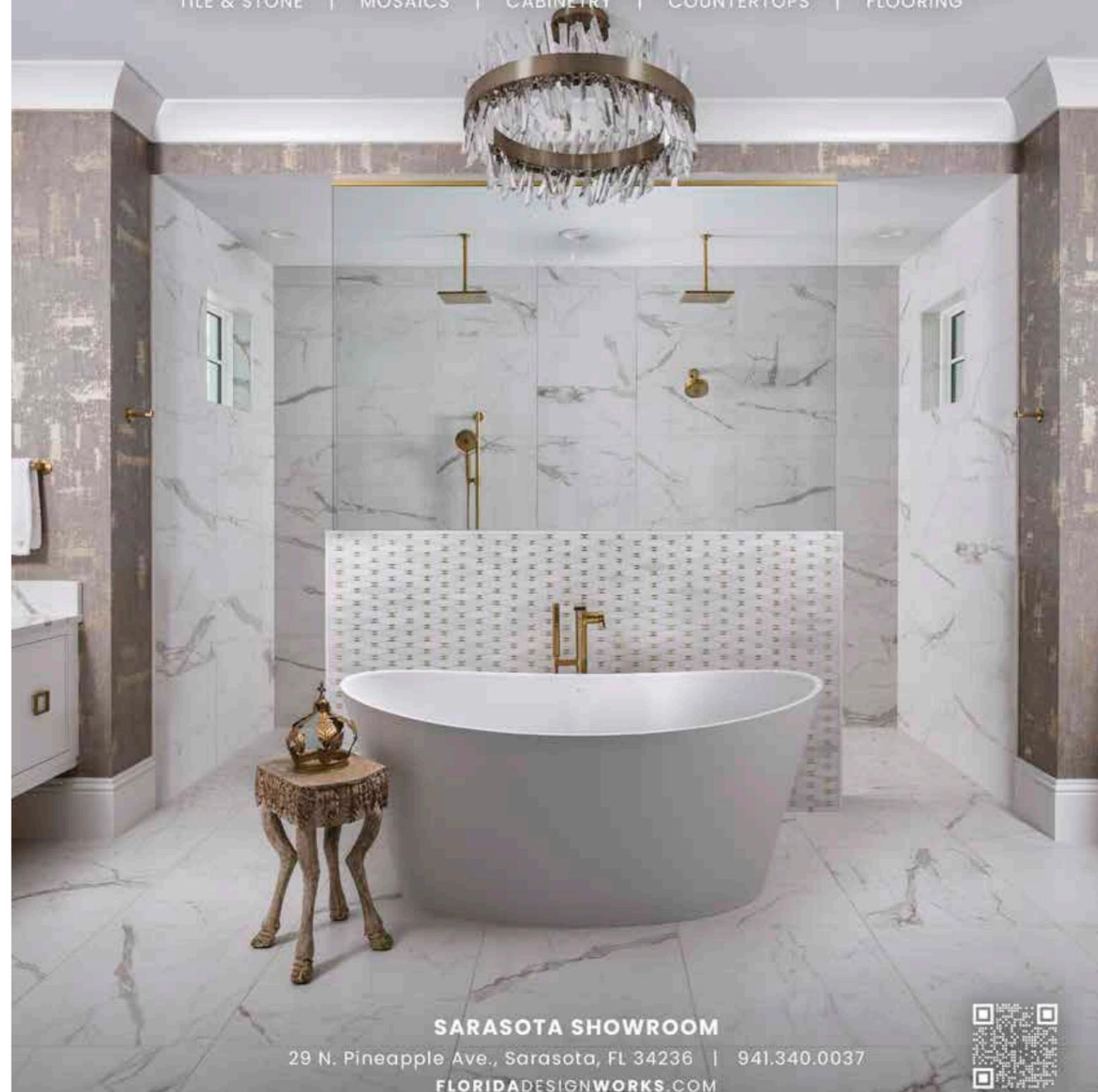
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# 2026

## BRINGS NEW WAYS TO CONNECT, CELEBRATE, AND ENGAGE



As we enter the third month of 2026, we have exciting initiatives and events planned for our Top 500 community.

### Show Off Your 2026 Top 500 Badge

We've released the 2026 Top 500 badges, and this year brought some exciting changes. Of the Top 500 agents in the market, 204 agents fell off the list, and 204 new or returning agents earned their place. Congratulations to everyone who made the list—we can't wait to celebrate you in person at next event.

### Explore the Website for Exclusive Resources

Our website, [sarasotarealproducers.com](http://sarasotarealproducers.com), continues to improve, and we couldn't be happier with how it's evolving. We included links to the Agent-Only and Partner-Only sections of the site in the 2026 badge email we sent out. On the website, you'll find:

- Your 2026 Top 500 badge to download
- Event invitations
- Event photos and videos
- Every magazine issue from the past two years
- Detailed profiles of our vetted preferred partners

As a reminder, our preferred partners allow us to do what we do for top agents at no cost to you. Please support them with your referrals.

Be sure to bookmark the website and check back often.

**If you have any questions, please don't hesitate to reach out to [joni@realproducersmag.com](mailto:joni@realproducersmag.com) or call me directly at 757-348-7809.**

I look forward to seeing you around town, and here's to 2026 being everyone's best year yet.



Cheers,  
Joni

## First Annual Gala

**A Night of Hope, A Future of Recovery**

**WHY THIS MATTERS**  
Reentry is a vulnerable and defining moment. Without safe housing and basic resources, individuals face overwhelming barriers that can derail even the strongest commitment to change.

**EVENT DETAILS**

**Date:** April 29, 2026  
**Time:** 6:00-8:00 PM

**Location:** The Oaks Club  
301 MacEwen Drive  
Osprey, FL

**DINNER WILL BE PROVIDED**

Buy tickets or purchase a sponsorship online:  
[www.givebutter.com/graspgala](http://www.givebutter.com/graspgala)

**WHAT TO EXPECT**

- Inspiring stories of resilience and transformation
- Community leaders and advocates united for impact
- An elegant evening in a beautiful setting
- Opportunities to support meaningful reentry success

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# CMG HOME LOANS



## Q&A with Jason Schneider, Market Leader at CMG Home Loans Your partner in navigating today's mortgage market

### Q: Jason, what sets you apart in the mortgage industry?

A: With over seven years in the business and closings across multiple states, I bring a wide range of lending knowledge to the table. Whether I'm working with a first-time buyer or a seasoned investor, my focus is always on finding the right solution that aligns with their financial goals.

### Q: Real estate agents are busy—what can they expect when working with you?

A: Clear communication and proactive updates. I make sure every client fully understands the process, from start to finish. That means no surprises, just well-managed expectations and smooth transactions.

### Q: What types of clients do you work with most?

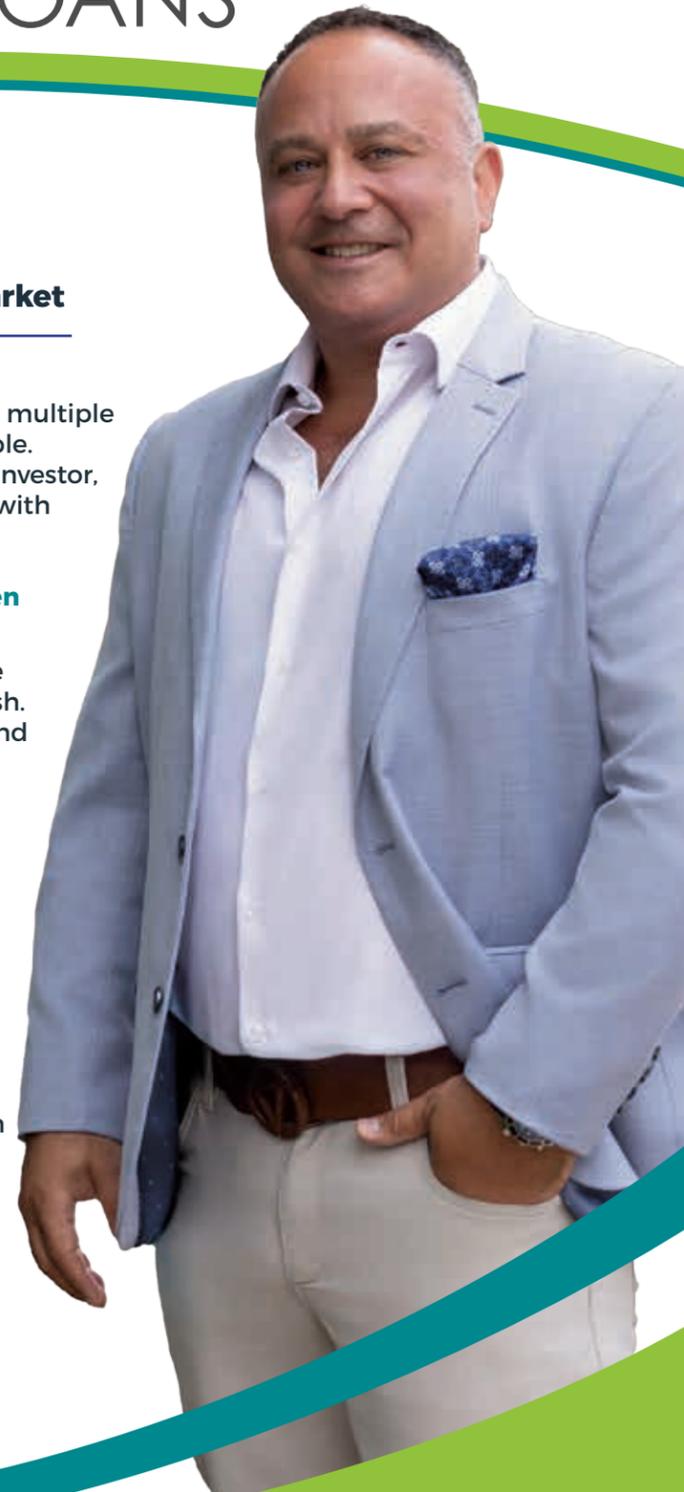
A: Everyone—from families purchasing their very first home to investors building their portfolios. I've worked with a variety of loan programs, so I can tailor solutions no matter the situation.

### Q: How does your personal background shape the way you work?

A: Having spent most of my life in New York and now splitting time in Florida, I understand the needs of clients in diverse markets. Outside of work, I've been married for over 25 years, have kids from teens to adults, and stay active in my community. I believe the discipline I put into staying mentally and physically strong also translates into how I serve my clients and partners.

### Q: Why should agents connect with you?

A: Because I make their clients' success my top priority. Agents can trust me to keep deals moving forward and clients informed every step of the way. That partnership makes all the difference.



**Jason Schneider**

Loan Officer, NMLS ID# 1849287

(347) 277-5422 | jschneider@cmghomeloans.com

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# Mairread SMIALEK

STORY BY JACKI DONALDSON  
PHOTOS BY MINDY & CORY  
POFF, POFF MEDIA GROUP

► COLDWELL BANKER REALTY

**M**airread Smialek shows up exactly as herself—no script, no sales persona, no effort to be anything other than her genuine, universally likable self. First, she clears up how to pronounce her name—Mairread rhymes with *parade*. She's quick to share her love for waterfront living, she shows homes in sneakers instead of heels, usually with a cup of green tea in hand, and she celebrates client milestones with handwritten notes and sweet treats. But her true superpower, and the reason clients keep coming back, is that she never loses sight of the human side of real estate.

Before real estate, Mairread built a career that spanned criminal justice, higher education, and parenting. She earned her undergraduate degree at

Russell Sage College in New York and her master's in criminal justice at SUNY Albany. She worked for the State's Attorney's Office in Chicago, managed university student life programs, and spent years at home guiding her two children. The common threads running through these endeavors, Mairread says, are doing right by people, communicating clearly, being transparent, and operating with the highest ethics. "The skillset is figuring out what people need and what matters most to them and then serving them well," she shares.

Real estate had been on Mairread's mind for a while, but she kept brushing the idea aside. Eventually, frustration with her director job tipped the balance. She invested herself in the training, studied for the





*“Mairead Smialek’s achievement at the highest Society of Excellence level within Coldwell Banker Global Luxury is a reflection of her exceptional dedication and work ethic. From earning Rookie of the Year honors in 2019 to reaching this elite milestone, Mairead has consistently put her clients first. She is deeply committed to delivering outstanding service, and we are incredibly fortunate to have her as part of our office.”*

—ELLEN C. O’DAY, Managing Broker, Coldwell Banker Realty

exam for two weeks, and passed it on her first try. The next day, she walked into her office, handed in her resignation, and stepped into the career she had been quietly imagining.

Moving to Florida, Mairead, a New York native, immersed herself in learning everything about her new market. She worked open houses multiple times per week, studied contracts until she knew them inside and out, and aligned with an exceptional closing attorney. “Being the most educated and informed has always been my goal,” she explains. “I’m always leveling up.” She learned quickly that helping clients meant understanding their lives, their goals, and the moments that mattered to them. Those details became part of her method—and part of why clients trust her so deeply.

Her first year in Florida was intense but rewarding. She got her license in 2019, sold \$10 million, and earned Rookie of the Year honors. She built her business through hosting open houses, following up, and caring for

clients. She credits her work ethic to being a child of Irish immigrants. “My parents raised me to work hard, give back, and never show up empty-handed,” she states.

Mairead’s work often involves navigating complex personal situations with care. Families dealing with divorce, aging parents, or a new baby rely on her steady guidance. “Buying a home is the biggest purchase for most people, and they get to choose who they work with, which is an incredible opportunity I don’t take lightly,” she stresses. Even in difficult moments, Mairead looks for perspective. “I always look for the silver lining,” she notes.

The water always brightens Mairead’s days. “The minute I drive over the bridge, my stress level drops,” she expresses. “It’s serene, private, and not crowded.” She enjoys bringing clients along for the lifestyle, too—sometimes stopping at Shore on Longboat Key, where the grouper is fresh, the atmosphere relaxed, and laughter comes easily. She sells throughout Sarasota, Longboat, and the islands, making sure buyers feel informed about every detail, including the nuances of local laws, tides, and island life.

Mairead also shares knowledge through her YouTube channel,



where she introduces herself to new clients and breaks down inspections, surveys, and other steps in the buying process. Her approach empowers clients with information, offering guidance without pressure and clarity without overwhelm.

Despite a fast-growing business—she closed \$35 million last year—Mairead competes only with herself. “I set goals to beat my numbers from the year before, not to compare with anyone else,” she shares. Awards matter, but her pride comes from client happiness. “Money buys nice things, but I do it for the five-star Google reviews,” she comments. “What really moves me is seeing the smiles on my clients’ faces at the end of the transaction.” When she earns recognition at Coldwell Banker—including a recent Designation Award for ranking in the top 140 out of 96,000 agents globally—every past client receives brownies or cookies in the mail, even years after closing. During the holidays, she delivers printed swag and treats, knowing referrals are the lifeline of her business.

Outside of work, Mairead is a devoted traveler, boater, reader, volunteer, and family member. She and Michael, married 32 years, share adventures with their grown children, and she gives generously to causes close to her heart. She endowed the Mairead and Michael Smialek Scholarship at Russell Sage College for underserved students, contributes to the Library Foundation for Sarasota County, participates in Impact 100 Sarasota, and

supports Folds of Honor and Mothers Helping Mothers.

And through it all, Mairead shows up as herself. Sneakers instead of stilettos. Handwritten notes instead of mass emails. Thoughtful care instead of empty gestures. “People work with people they like, know, and trust,” she says simply. “Every client, every home, every interaction is an opportunity to live that principle fully.”

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— Krista Caloras

“Her kindness and integrity shone through in every interaction, and we always felt like we were in the very best hands. Buying a home can be stressful, but she made the process feel smooth, exciting, and even fun.”  
— Jeff Thomas

“Mairead was so considerate of my mom, ensuring she was as involved in the process as she wanted to be and that my mom was pleased with everything (Mom was very happy)! We couldn’t have asked for a better REALTOR®.”  
— Keriann Tuttle

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— Chrissy C.



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### Nominate Agents Making an Impact

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### Stay in Touch

We're always looking for ways to better serve this incredible real estate community and create opportunities to collaborate, elevate, and inspire. Have ideas or feedback? Reach out anytime at [joni@realproducersmag.com](mailto:joni@realproducersmag.com).



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# ROSS JENKINS

## Beyond Measure Window Treatments

STORY BY DAN CLARK • PHOTOS BY MINDY & CORY POFF, POFF MEDIA GROUP



**R**oss Jenkins launched Beyond Measure Window Treatments a little over two years ago, but the trade has been in his hands since he was a kid. His father has worked in the window treatments space in Sarasota for four decades and still handles service and repairs. New sales now flow to Ross, and the two team up when an install needs extra muscle. “I’m grateful,” Ross says. “Without his help and guidance, I wouldn’t be here, and my first year would’ve looked very different.”

His model is simple by design. Ross sells and installs window treatments—from motorized shades, plantation shutters, and verticals to faux woods, honeycombs, and roller shades—that make rooms work and feel finished. He installs soft treatments for designers, too, including draperies, side panels, and cornices. No showrooms. No pass-offs. He brings samples to the home or business, measures, sells, and installs. “If I sell it, I make sure I can install it,” he



shares. One point of contact. One person accountable.

“Repair first” is the headline and the mindset behind every job. Plenty of homeowners receive advice that they need to replace everything. Ross checks whether a smart fix will solve the problem, which is especially helpful for sellers on a timeline and vacation rentals that turn over on Saturdays. A working shade today can beat a to-read four-to-six-week wait for a

replacement. “Agents notice who calls back, who shows up, and who can solve a problem without creating a new one,” Ross notes.

Sarasota and Manatee Counties have no shortage of window treatment companies. Ross treats many of them as peers rather than competitors. He may send business to a shop that’s a better fit for a particular job and is happy to help with installation work when another firm needs reliable hands. The goal is a good result for the client. “Sometimes they can do what I can’t and vice versa,” he explains. That cooperation shortens timelines, raises the bar on quality, and delivers the best customer experience.

Service after the sale is a key part of the Beyond Measure approach, which is why Ross maintains a focused service area—from Venice to Bradenton, covering Sarasota and Manatee Counties. If a part arrives damaged or a repair is necessary, he can be onsite quickly to make it right. He’s always willing to

go the extra mile for longtime partners and family projects, but staying local ensures the level of responsiveness customers count on. Great service only works when the distance makes sense, and he's built his business around that promise.

Back-office operations are just as essential as field work. Ross's wife, Melissa, handles the books, built the company website, and grew their local SEO the patient way: accurate profiles, consistent citations, backlinks through builders and designers, and no paid ads. "We're starting to show up when people Google us," Ross says. The same mindset he brings to the field—consistent effort over time—shows up online.

Ask Ross what he'd tell a room full of top agents, and his response is straightforward: "Be reachable. Be honest about timelines. Offer repair when it makes sense. And show up. Accountability is the selling point. People want a call back and a clear path to their problem being solved."

Ross focuses on what sets him apart: bringing the showroom to the customer's door. When visualizing the space, seeing the samples and the fabric onsite in real lighting makes choosing the design faster, more convenient, and more personal. He keeps bids sharp and lets responsiveness do the selling. For property managers and listing agents who need a dependable contact, reliability becomes the differentiator.

Ross has called Sarasota County home since 1986. He and his wife are celebrating 20 years of marriage and are raising three kids—Ross Jr., a college student at USF, and Julianna and Owen—along with two pugs who assume every seated human is a dog bed. On a rare free morning, Ross will sneak in some fishing or quality family time. Most days,

he's measuring, installing, or answering texts between jobs.

Ross defines success as continued, sustainable growth. "Success is providing for my family, building partnerships that last, and earning it through service," he proudly states.

Second-generation pride runs through his story. His dad still turns wrenches and shows up for heavy lifts. The trade needs more hands, and plenty of veterans are retiring. Employees may come later, but Ross is in no rush. Quality control is easier when the person who measures is the person who drills the holes. "Start to finish is on me," Ross comments. "That's how I like it."

What clients get is a practical, reliable partner. A bare window becomes a finished space. A broken shade works again. A designer gets an installer who reads the room and protects their materials. A real estate agent gets a contact who understands timelines and keeps promises: no drama, just clear communication, dependable follow-through, and clean installs.

If you need him, he's likely close by—tape measure on his belt, samples in tow, and a small box of parts in the truck to save an extra trip. The work is hands-on, and the payoff is immediate. "Seeing the end result and how it adds to the space never gets old," Ross says. "It's simple, but it matters."



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# 2025

## BY THE NUMBERS

HERE'S WHAT SARASOTA & MANATEE TOP 500 REALTORS® SOLD IN 2025



### \$10,420,371,000

TOTAL SALES VOLUME



### 14,461

TOTAL TRANSACTIONS



### \$20,840,742

AVERAGE SALES VOLUME PER AGENT



### 30

AVERAGE TRANSACTIONS PER AGENT

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COLDWELL BANKER REALTY

# Stefanie PALMER

STORY BY JACKI DONALDSON  
PHOTOS BY MINDY & CORY POFF,  
POFF MEDIA GROUP

Real estate emerged as that next chapter. It offered flexibility, purpose, and the opportunity to guide people through decisions that shape their lives. “It felt like a natural transition,” Stefanie explains, “one that allowed me to build a meaningful career while staying present for the moments that matter most at home.”

She began her career at a boutique brokerage north of Tampa, where she developed a strong foundation and gained early traction. As her business expanded, Stefanie became more intentional about her environment. She wanted to work alongside professionals who challenged one another to improve. That search led her to Coldwell Banker, where she aligned with the brokerage’s leadership, values, and reputation for professionalism. Her broker, Vinnie Vinopal, provides steady, accessible leadership, an approach Stefanie deeply values as she continues to grow.

**A**t its peak, Stefanie Palmer’s self-care subscription box business was shipping nearly 1,000 boxes a month—she carefully curated, beautifully packaged, and sent each one to help people slow down and take better care of themselves. As a certified aromatherapist and entrepreneur, she had built something impressive from the ground up. On paper, it was a success. In real life, the pace was relentless.

The business demanded long hours, constant logistics, and an always-on mindset that slowly crowded out the moments Stefanie valued most. “I was feeling burned out in my previous business, it didn’t feel sustainable, and I wasn’t getting the time with my family,” she says. She wanted work centered on service but in a form that could grow alongside her life rather than compete with it.

The experiences that define Stefanie most are the ones that test patience, creativity, and heart. One transaction still stands out. She worked with a family selling a flood-damaged home in Helen while simultaneously trying to secure their next purchase under an intense timeline. Everything hinged on contingencies: they needed to sell before they could buy and had to vacate a rental by January. Stefanie successfully secured contracts on both sides. Then, the investor on the selling side abruptly canceled.

Rather than panic, collaboration took the lead. The listing agent on the buying side trusted Stefanie to stabilize the situation, and together they moved quickly to get the selling side back under contract. The deal closed about a week late but still before Christmas, which meant everything to the family.

Stefanie chose to take no compensation on the selling side so her clients could keep the funds they needed. “That moment was far more valuable than any commission,” she shares. It reaffirmed exactly why she does this work.

Today, Stefanie is most passionate about helping people navigate life-shaping decisions with clarity and confidence. “A home represents safety, memories, milestones, and dreams for the future,” she comments. She approaches each client relationship with care, education, advocacy, and steady communication, especially when emotions run high.

On challenging days, Stefanie keeps the bigger picture in sight. “What drives me is the legacy I’m building for my family,” she explains. She wants her children to see her modeling perseverance, purpose, and commitment in real time. That perspective comes, in part, from her father, who has spent more than 40 years building a respected real estate career in Ohio. His integrity and consistency left a lasting impression, as have women in business who continue to lead with both strength and empathy.

Stefanie deeply cares for her clients as people. She helps clean out garages, de-clutter homes, celebrate birthdays, and has even advocated for clients while they were in the hospital. “Exceptional service is rooted in genuine compassion, trust, and consistently showing up when it matters most,” she states.

Family sits at the center of everything Stefanie does. She and her husband, Marco, are raising four children—Cedar, 22; Solan, 18; Aspen, 11; and Luxyn, 8—alongside Luna, their energetic rescue puppy. Time outside anchors their family life, from beach days and pool afternoons to nature walks, travel, and weekends on soccer fields. When she isn’t working, Stefanie enjoys baking, cooking, and spending time with friends.

Stefanie defines success as building a life and career rooted in purpose, balance, and impact, and she hopes to be remembered for kindness, integrity, and genuine care.



*“Stefanie brings passion, professionalism, and an infectious energy to everything she does. As a newer agent to the industry, she’s already standing out in a highly competitive industry—all while balancing the responsibilities of caring for her family with grace and determination.”*

**—VINNIE VINOPAL, MBA,  
Managing Broker  
Coldwell Banker Realty  
Lakewood Ranch**

Beyond real estate, Stefanie is deeply committed to the community. She co-created Elevate HER, a women’s networking group centered on empowerment and support, and recently helped raise more than \$7,000

through a Mingle for a Cause event to support families in need during the holidays. Creating spaces where people feel connected and supported remains central to who she is—both personally and professionally.



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# BUILDING WEALTH BEYOND THE TRANSACTION:

## WHY TOP PRODUCERS INVEST IN REAL ESTATE



BY CHUCK BONFIGLIO JR., 2026 PRESIDENT FLORIDA REALTORS®



wealth is about playing long games and using the tools already at our fingertips.

I am especially excited about the Wealth Building Summit that will be part of the 2026 Florida Realtors® Convention. This dedicated programming is designed specifically for Realtors® who want to move beyond theory and into action. Attendees will hear from industry leaders, experienced investors, and financial experts who understand the Realtor® perspective and can speak directly to practical strategies, risk management, and scaling opportunities.

The Florida Realtors® Convention has always been about equipping our members to lead in their businesses and communities. In 2026, we are taking that commitment further by intentionally focusing on how Realtors® can build

lasting wealth for themselves, their families, and future generations.

If you are a top producer looking to convert today's success into tomorrow's security, I encourage you to join us. Invest in your education, expand your perspective, and connect with peers who are already taking the next step.

Registration will open soon. Bookmark [www.floridarealtors.org/events/annual-convention/about](http://www.floridarealtors.org/events/annual-convention/about), then check it often to secure your spot and be part of a conversation that goes beyond transactions and toward true wealth building.



Top-producing Realtors® understand something fundamental about our industry: Commissions build income, but ownership builds wealth. While helping buyers and sellers navigate transactions is our profession, investing in real estate is often the strategy that transforms a successful career into long-term financial independence.

As Florida Realtors® Chief Economist Dr. Brad O'Connor explains, "While Florida real estate may sometimes encounter short-term turbulence like we've seen in recent years, the reality is that the Sunshine State will remain a high-growth state in the long run. And as Florida's population grows, so too will its property and land values, as more and more people and businesses compete for a finite amount of space. That alone is a really good reason to be bullish with regard to Florida real estate."

As Realtors®, we operate from a level of market insight that few others possess. We understand neighborhoods before they trend, recognize value others overlook, and know how

financing, zoning, and development cycles truly work. That knowledge creates a unique opportunity, not just to sell real estate, but also to own it.

For many high-performing agents, real estate investment becomes the natural next step. Whether through single-family rentals, multifamily properties, commercial assets, or development partnerships, investing allows Realtors® to diversify income streams, hedge against market fluctuations, and create predictable cash flow that extends well beyond active production years.

Importantly, wealth building through real estate is not a one-size-fits-all approach. Some agents begin by

purchasing rental property each year. Others participate in syndications or joint ventures, leveraging capital and expertise to scale more quickly. Still others invest in land, redevelopment, or mixed-use projects that align with their local market knowledge. What these strategies share is intentionality—viewing real estate not only as inventory, but also as an asset class.

This mindset shift is especially critical in today's environment. Markets change. Transactions slow and surge. But well-structured investments, paired with disciplined planning, can provide stability and long-term growth regardless of short-term cycles. Top producers recognize that building

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# FAQS



## WELCOME TO REAL PRODUCERS!

**H**ere, we answer the most frequently asked questions about our program, and we are always open to discussing anything regarding this community—this publication is 100% designed to be your voice.

**Q: WHO RECEIVES THIS MAGAZINE?**

**A:** The Top 500 real estate agents in Sarasota and Manatee Counties.

**Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?**

**A:** Anyone on the Top 300 list can nominate other real estate agents, businesses, brokers, owners, or themselves. Office leaders may also submit nominations. We consider everyone in the Top 300 who comes to our attention because we don't know everyone's story, and we rely on your help to learn about them. While we can't guarantee a feature, we encourage you to meet with a team member, support Real Producers, and attend our private events to increase your chances.

**Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?**

**A:** Features are completely free—we are not a pay-to-play publication. We share real stories of top producers based on achievements and nominations.

**Q: WHO ARE THE PREFERRED PARTNERS?**

**A:** Preferred partners are the businesses on the index at the front of the magazine who actively support this community. They appear in every issue, attend our quarterly events, and participate in our online community. We do not randomly select these businesses, nor do we work with every company that approaches us. One or more agents in this community have recommended every preferred partner you see. In fact, we won't meet with a business that you or your peers have not vetted and approved. Our goal is to create a powerhouse network of REALTORS®, agents, and trusted affiliates so we can grow stronger together.

**Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?**

**A:** If you'd like to recommend a local business that works with top real estate agents, please reach out. Email or text [joni@realproducersmag.com](mailto:joni@realproducersmag.com) or call 757-348-7809.

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