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Meet Albert Sousa, the visionary principal broker and owner of Mortgage Apex. With a robust foundation in the mortgage industry, Albert's journey began in 2017, fueled by a passion for learning and a commitment to excellence. Having trained loan officers nationally, he distilled his extensive experience to launch Mortgage Apex in 2020.



Albert Sousa
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Stronger Together

The Power of Strategic Partnerships

Real estate may look like an individual sport from the outside. The sign has one name. The award has one name. The production ranking has one name.

But anyone who has built a lasting business knows the truth:

Success is never solo.

Behind every top-performing agent is a network of trusted partners—lenders, title professionals, inspectors, attorneys, contractors, marketers, photographers, mentors, coaches, and collaborators—who help create seamless client experiences and sustainable growth. Strategic partnerships aren't about collecting business cards. They're about alignment.

Alignment in values.
Alignment in work ethic.
Alignment in communication.
Alignment in standards.

The strongest partnerships are built intentionally. They're nurtured through consistency, integrity,

and mutual investment. They are rooted in trust, not transactions.

In a shifting market, partnerships become even more critical. Clients need certainty. They need reliability. They need teams that operate with precision and professionalism. And that only happens when the relationships behind the scenes are strong.

At *Emerald Coast Real Producers*, one of our core missions is connection. Not surface-level networking—but meaningful collaboration that elevates everyone involved. When agents and partners work strategically together, businesses scale smarter, service improves, and the entire community benefits.

This month, I encourage you to evaluate your circle:

- Who truly aligns with your standards?
- Who elevates your brand?
- Who communicates proactively and protects your reputation as if it were their own?

Strategic partnerships are not accidental. They are built with intention and maintained with excellence.

Because when the right people lock arms, growth isn't just possible—it's inevitable.

Here's to building smarter, stronger, and more strategic—together.

With gratitude,

Taylor Labno
Publisher,
Emerald Coast Real Producers



"Two are better than one, because they have a good return for their labor: If either of them falls down, one can help the other up." — Ecclesiastes 4:9-10

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THE MULTIPLIER EFFECT OF THE RIGHT PARTNERSHIPS

BY TIM WEISHEYER

One of the biggest misconceptions I see in business, especially in real estate, is the belief that growth comes from simply doing more.

More marketing. More prospecting. More hours. More transactions.

And while hard work absolutely matters, the longer you're in this profession, the more you realize something important: the people who truly scale their business aren't the ones trying to do everything themselves. They're the ones who learn how to align with the right people.

The right partnerships don't just add a little momentum; they multiply it. They expand your reach, strengthen your credibility, and create opportunities that you simply wouldn't see on your own.

The Difference Between a Contact and a Real Partner

Most REALTORS® have large networks. Between open houses, industry events, closings, and community involvement, we have met many people over the years. But not every connection turns into a strategic relationship.

A real partnership is built intentionally. It's based on shared values, trust, and a commitment to helping each other succeed. When you find those relationships, things change in how you do business.

You're now working with a lender who communicates before issues become problems, a title professional who anticipates challenges instead of reacting to them, and an inspector who protects the client experience rather than just delivering a report.

When everyone around the transaction operates at a high level, customers and clients feel it. The process feels smoother, and those served remember it long after the closing table.

That's where long-term referral opportunities come from, too.

Partnerships Expand Your Influence

Something I was fortunate to learn early in my career: the right partnerships help you close deals and expand your influence.

Think about the professionals who serve the same types of customers and clients you do. Attorneys. Financial advisors. Business owners. Builders. Developers. Community leaders. When those relationships are genuine and mutually beneficial, you begin to find yourself in rooms and conversations you might not otherwise be part of.

Your name comes up when someone needs a trusted advisor. You're brought into opportunities earlier in the process. You gain insights into what's happening in the market before it becomes common knowledge.

And in a relationship-driven business like ours, that kind of positioning matters.

The Mindset That Changes Everything

There's another difference I train top performers on - the power of intentionality. Our methodology teaches how to approach relationships differently. A transactional mindset asks: What can this relationship do for me? A partnership mindset asks: How can we help each other grow? It sounds simple, but that shift changes everything.

You start introducing people who should know each other, share opportunities when they arise, and celebrate the wins of the people around you. Over time, that builds trust. And trust is what opens doors.

Curating the People Around You

At some point in every successful career, you become more intentional about the people around you. Not just the customers and clients you serve, but the professionals you align with.

It's worth taking a step back occasionally and asking yourself a few questions:

- Are the people around me elevating the experience for the people I serve?
- Do I have partners who challenge me to grow and think bigger?
- Where could the right relationship strengthen my business?

Sometimes the next level of growth doesn't come from working harder. It comes

from being more intentional about who you build with.

Success Is Rarely a Solo Act

Looking back on my own career, some of the most meaningful opportunities I've had didn't happen because I was the smartest person in the room or the hardest worker. They happened because I had the privilege of building relationships with remarkable people whose expertise, perspective, and integrity made everyone around them better.

Those partnerships were built over time through trust, consistency, and a shared commitment to doing the right thing. And if there's one thing I know for certain after nearly three decades in this profession, it is that long-term success in real estate is rarely a solo act. It's built through collaboration, sustained through trust, and grows when great professionals choose to build something bigger together.



Are Your Professional Partnerships Helping or Hurting Your Business?

Download our Strategic Partnership Checklist for Top Producers and discover the framework high-performing REALTORS® depend on us to teach them to build powerful, scalable, and sustainable professional networks.



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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.



“
**IT’S NOT
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IT’S ABOUT
BUILDING
SOMETHING
THAT LASTS.”**

JAMES RUCKEL

BUILT ON LEGACY, DRIVEN BY CONSISTENCY

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

For James Ruckel, real estate was never just a career path. It was part of his DNA.

A fourth-generation local in Florida’s Emerald Coast, James grew up surrounded by the industry. His family’s roots in the area run deep, dating back to his great-great-grandfather, who played a pivotal role in shaping the region by donating land that would become Eglin Air Force Base. That decision helped fuel the local economy for generations to come, leading to the creation of one of the area’s first banks and a thriving development company that still operates within the family today.

With a developer father and a real estate agent mother, James was immersed in the business from an early age. Whether tagging along on showings or spending time in the office, he saw firsthand what it meant to build something lasting through real estate.

“I kind of grew up in it,” he shares. “It was always around me.”

While attending Northwest Florida State College, James worked for his family’s company, gaining hands-on experience that would later shape his career. But like many agents, his official start in real estate came with challenges he could not have predicted.

He earned his license in 2007, just as the market was on the brink of collapse.

“It was the worst possible time to get into real estate,” James says. “I sat in a sales office for a year and didn’t write a single contract.”

At the time, he was selling land through his family’s development business, but with lending restrictions tightening and buyer confidence at an all-time low, the market came to a standstill. For many, that would have been enough to walk away. For James, it became a defining moment.

“It took a couple of years before things started to shift,” he explains. “But once it did, that’s when everything started to click.”

By 2010, the market began to recover, and James leaned into the experience and mentorship he had gained from working alongside his father and grandfather. He later expanded his perspective by moving to Dallas, where he spent four years building

his business in a completely different market before eventually returning home to Florida.

That combination of legacy knowledge and real-world adaptability has become one of his greatest strengths.

Today, James is an agent with Berkshire Hathaway Beach Properties of Florida, where he continues to grow his business while also investing in and managing his own properties. His work spans multiple facets of real estate, from sales to long-term investments, giving him a well-rounded understanding of the industry.

But ask him what truly separates top agents from the rest, and his answer is simple.

“Consistency,” he says. “It’s doing the same things over and over again, even when you’re not seeing results right away.”



“CONSISTENCY IS EVERYTHING. IT’S DOING THE SAME THINGS OVER AND OVER AGAIN, EVEN WHEN YOU’RE NOT SEEING RESULTS RIGHT AWAY.”



“You have to stay with the times,” he says. “The tools we have now are incredible, and the agents who are using them are the ones staying ahead.”

Even so, some aspects of the business remain refreshingly simple.

For James, relationships are at the core of everything he does.

Being born and raised in the area has given him a strong foundation, but he continues to build and maintain connections through an active lifestyle and genuine community involvement. Whether it is through church, jiu-jitsu, or simply being out and about, he is constantly meeting new people and strengthening existing relationships.

In a market like Destin, that approach becomes even more powerful.

“This is such a big tourist area,” he says. “You meet people who are here on vacation, and they fall in love with it. That naturally turns into conversations about buying property.”

His ability to connect in an authentic, organic way has helped him grow a steady stream of clients, many of whom

start as casual conversations and turn into long-term relationships.

Outside of real estate, James keeps life just as full. He is an avid jiu-jitsu practitioner, a passionate boater, and a self-proclaimed “dog dad” to his dog, Honey. He also enjoys playing guitar, with a particular love for country music, something that makes trips to Nashville especially meaningful.

And while real estate remains his primary focus, his entrepreneurial spirit has led him to explore creative side ventures, including hosting speed dating events in his community, bringing people together in a completely different way.

At the end of the day, whether he is helping clients find their next home, managing investments, or simply connecting people, James approaches everything with the same mindset that carried him through the toughest start imaginable.

Stay consistent. Stay adaptable. And never lose sight of the bigger picture.

Because for him, real estate is not just about transactions. It is about building something that lasts. ▀

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GULF THERAPY

WHERE HEALING MEETS THE WATER

PHOTOS BY MIKE RAGSDALE

For Amanda Abbott, the water has always been more than just part of the Emerald Coast lifestyle. It has been a place of peace, healing, and perspective, and ultimately, the inspiration behind something much bigger than herself.

Amanda is the founder of Gulf Therapy, a nonprofit rooted in the belief that nature, and especially the water, can offer a powerful reset for the mind, body, and spirit. Officially launched in 2017 and later established as a 501(c)(3), Gulf Therapy has grown into a meaningful community built around connection, intentionality, and mental wellness.

The heart behind it all began years earlier.

After walking through a traumatic season in 2011, Amanda found herself drawn to the water in a completely different way. Early mornings on a paddleboard became

a place where she could breathe, reflect, cry, heal, pray, and simply be still. Rather than using the board in the traditional sense, she would often lie on it, drifting in the Gulf, letting the quiet, the waves, and the stillness do their work.

That experience changed her.

She began to realize that what was helping her might also help others, and in 2012, that idea first took shape through an annual event called Paddle for Prevention, created in support of suicide prevention and in honor of a close friend's father. What started as a once-a-year event quickly revealed a deeper need in the community. People kept asking when they could come back.

So Amanda created Gulf Therapy, a more consistent, welcoming space where people could gather on the water, slow down, and reconnect with themselves and each other.

Today, Gulf Therapy meets on the first and third Friday of every month year-round at 7 a.m., launching from Grayton Beach and paddling Western Lake before making their way toward the Gulf when conditions allow. It is not about performance or athleticism. In fact, Amanda is quick to explain that this is not typical paddleboarding. Sometimes participants paddle. Sometimes they sit. Sometimes they float. Sometimes they simply walk down to the beach to meet the group there. Amanda brings coffee, conversation flows naturally, and the experience becomes less about activity and more about presence.

That is what makes Gulf Therapy so special.

There is an openness to it. A calm. A sense that people can come exactly as they are. Some participants return month after month. Others come once and leave with exactly what they needed. In that peaceful setting, conversations often happen naturally and honestly. Amanda has seen people open up, release emotions they have been carrying for years, and leave feeling lighter than when they arrived.

While she is not a therapist, Amanda has created a space where people feel safe, seen, and supported. And when someone needs a deeper level of help, Gulf Therapy is there for that, too.

Through its annual Paddle for Peace fundraiser each September, the nonprofit raises money to help connect individuals with licensed counselors and professional mental health

support. Last year alone, the organization raised more than \$30,000, allowing those funds to go directly back into the community for people who need that next layer of care.

Amanda's work with Gulf Therapy has also shaped the way she approaches real estate. In an industry that is often fast-paced, emotionally charged, and constantly connected, she has become even more intentional about honoring peace, creating balance, and helping people truly enjoy the lifestyle they are chasing.

For Amanda, Gulf Therapy is not just a nonprofit. It is a mission. It is proof that something painful can be transformed into purpose. And it is a reminder that sometimes healing does not begin with a big solution. Sometimes it begins with a few quiet moments on the water.



To learn more about Gulf Therapy, sign up for a paddle, or support the mission, visit:
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- May 14** EVENT: Purse Bingo | 5:30pm | TBA
- May 09** Diane Keller Kiwanis 5k Run | Walk | Buffalo Wild Wings
- June 11** Member Appreciation & 2027 Elections | 12p | Regatta
- Sept 10** Leading with Purpose | 10 am | Shoreline
- Oct 08** Tech or Treat: Spooky Good Tools for Lead Generation | 10am | Shoreline
- Oct 14** SP Appreciation Event | Regatta Bay | 10:00 - 12:00
- Nov 12** Business Planning | 10 am | Shoreline
- Dec. 04** Installation | 6:00-10:00 | Emerald Grande

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Chrissy Hartley

Saying Yes to the Address, and to a Life of Service



For Chrissy Hartley, real estate has never just been about transactions. It's about people. It's about service. It's about using her platform in real estate to give back to the community. And in many ways, it all started over tacos.

"I always joke that if something's wrong, just give me a taco and I'll be fine, or I can fix it," Chrissy laughs. It was during one of those casual dinners with friends that Jennifer Vo suggested she come work in her mom's real estate office. At the time, she was finishing college and working in a bridal shop, where she often asked clients if they "say yes to the dress." Naturally, that phrase evolved into what would later become her signature in

real estate: "say yes to the address". Her buyers hold up a house-shaped sign at closing with this very phrase.

What began as a simple opportunity quickly turned into a lifelong calling. Chrissy joined Dream Team Realty in 2008, right as the market shifted dramatically, and immersed herself in every aspect of the business, from office management to property

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

management to eventually helping clients buy and sell homes of their own.

Along the way, one thing became clear. Real estate was not the end goal. It was a vehicle.

"That's really why I do this," Chrissy shares. "Real estate allows me to serve others and give back in ways that matter."

Service and Leadership have always been part of her life. From a young age, she was involved in church-led outreach programs and watched her mother dedicate years of service as an educator, church leader, and, more recently, as a disaster relief team leader. That foundation shaped how Chrissy approaches not only her career, but her everyday life now as she serves in many service and leadership roles. Chrissy is deeply rooted in her faith and emphasized that as believers we are commanded to "Love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength. The second is this: Love your neighbor as yourself. There is no commandment greater than these." Mark 12: 30-3. These verses are etched into a brick with her name outside of the Emerald Coast Association of Realtors® as a reminder to all who walk over them.

Today, her impact across the Emerald Coast community is both wide-reaching and deeply personal. At the center of it all is one organization that has become her passion project over the past decade: Building Homes for Heroes.

For more than 11 years, Chrissy has played an integral role in supporting the nonprofit through the Emerald Coast Association of REALTORS®. The organization builds or modifies homes for wounded veterans, providing them and their families

with safe, accessible places to live after returning from service.

Through an annual fundraising event, Bowling For A Cause, and hands-on involvement, Chrissy has helped raise approximately \$220,000 locally for the cause. With matching funds, that impact has grown to over \$440,000.

"It's something I just can't let go of," she says. "Once you see what it does for these families, you're all in." There is no better feeling than attending a home dedication.

One of her most meaningful moments came when she was asked to personally announce to a veteran, Justin Day, that he would be receiving a home. What he thought was a simple event turned into a life-changing surprise.

"It was emotional for everyone in the room," Chrissy recalls. "And then to be there for the groundbreaking and turning the first dirt to the final home dedication, and just to see it all come full circle, that's when it really hits you. Every hour, every dollar, it's all worth it."



While Building Homes for Heroes is at the heart of her efforts, it is far from the only place Chrissy gives her time. From delivering weekend food backpacks through the Food for Thought organization to volunteering with organizations like Sleep in Heavenly Peace, Okaloosa 100 Women Who Care, and Love Loud with Cinco Baptist Church, she is constantly finding ways to meet needs in her community. "I want my life to preach."

Sometimes, that impact is as simple as reading to a classroom full of students, loading her XL SUV with backpacks for those local students, or spending a weekend pressure washing the Boys and Girls Club.

"There are needs everywhere," she says. "Not everything requires money. Sometimes it's just showing up and doing the work."

Her dedication has not gone unnoticed. Chrissy was named the 2024 Florida Realtors Humanitarian of the Year, an honor that came as a complete surprise. During the announcement, dozens of fellow REALTORS® held up oversized cutouts of her face in celebration.

"I had no idea," she laughs. "As I walked off the stage and headed back to my seat, all I could see was a sea of my face just waving in the air, and I just thought, What is happening?"

Despite the recognition, Chrissy remains grounded in her purpose. She is quick to shift the focus away from herself and back to the organizations and people she serves.

"I don't do it for awards," she says. "If anything, I just hope it brings awareness so more people can get involved."

At home, life is just as full. Chrissy and her husband, her high school sweetheart, are raising three boys, balancing school, church, sports, and a schedule that rarely slows down. Between laundry, carlines, homework, and community work, she describes their life as "layered" rather than busy.

"We're always doing something, but it's all meaningful," she says. "We feel really blessed."

And that perspective carries through everything she does. Every day is a new opportunity to meet someone or help someone. "I wake up every day and ask, How will you use me today, Lord?"

Whether she is helping a client find the perfect home, delivering food to a child in need, or raising funds for a wounded veteran, Chrissy Hartley continues to live out a simple but powerful mission. "Love God, Love People"

Say yes to the address. And always say "yes" to serving others.



Real estate allows me to serve others and give back in ways that matter."



PHOTOS BY ETHAN HAMILTON,
MADHOUSE MEDIA

TODD POWELL

YOUR HOME WARRANTY SUPERHERO

Some people build careers by following a plan. Others build them by following a calling.

For Todd Powell, that calling has always been rooted in service.

Known by most as the “Home Warranty Superhero,” Todd has spent more than two decades building relationships, protecting homeowners, and helping real estate professionals better serve their clients. Now, after years of success in the home warranty industry, he has stepped into an exciting new chapter with Fidelity National Home Warranties.

For Todd, the move was not about change for the sake of change. It was about aligning himself with the company he believed could best support the people he serves every day.

Todd’s story in the industry began long before his own career officially took off. His father, Farris Powell, was the first East Coast representative for Todd’s previous home warranty company, helping lay the foundation for a path Todd would eventually follow himself. About 20 years ago, Todd entered the business and quickly made an impact, taking on territories across Florida, Georgia, and Alabama over the years.

From Tallahassee to Tampa, and from Naples to North Alabama, Todd built his reputation one relationship at a time. Eventually, when his father retired, Todd returned home to take over his father’s territory. But even while growing his own footprint, he was paying close attention to shifts happening within the industry.



One of the biggest was the move of longtime industry leader Lorna Mello to Fidelity National Home Warranties. Todd had known Lorna for years and respected her leadership. As more and more people he trusted began making the transition to Fidelity, he started asking questions.

What he found was a company that was innovating, growing, and creating a level of support that truly stood out.

Todd ultimately became the first East Coast representative for Fidelity National Home Warranties, helping usher in a new era for the brand on this side of the country. It was a major step, but one he felt confident making.

At the heart of that decision was Todd’s commitment to excellence.



“My mission is to help agents cultivate their existing clients into raving fans. If they want to sell 10 houses, I want to help them sell 15.”



“At the end of the day, my goal has always been to provide the very best,” he says. “The best coverage, the best service, and the best overall experience.”

That mindset is what has shaped Todd’s personal brand for years. The superhero theme may be playful, but the mission behind it is serious.

Todd does not see himself as someone simply selling a product. He sees himself as a partner to agents, someone who can help them strengthen relationships, create better client experiences, and ultimately grow their businesses.

“My mission is to help agents cultivate their existing clients into raving fans,” Todd explains. “If they want to sell 10 houses, I want to help them sell 15. If they want to sell 30, I want to help them sell 35.”

It is a philosophy inspired in part by one of Todd’s longtime heroes, Zig Ziglar, whose famous quote continues to guide him: You can have everything you want in life if you help enough other people get what they want.

That perspective is woven into every aspect of Todd’s work. Whether he is sharing marketing tools, helping an agent create more value for a client, or stepping in when a homeowner is facing a costly repair, he is focused on solving problems before they become bigger ones.

For Todd, the real value of a home warranty is peace of mind. It is the opportunity to protect a homeowner from the shock of unexpected expenses like a failed air conditioning system, a broken refrigerator, or a ruptured water heater. More importantly, it is a way for agents to continue showing up for their clients long after the closing table.

That service-first mentality is what continues to set Todd apart.

Outside of work, Todd’s greatest pride is his family. He and his wife, Paige, are approaching their 21st wedding anniversary, and together they have built a life centered around faith, family, and adventure. Paige, whom Todd calls the “real superhero,” has homeschooled their three children, Zoie, Rylie, and Gabriel, since the very beginning.

Their family stays busy with writing, culinary studies, running, acting, and travel, and Todd treasures every bit of it. Whether they are taking a weekend trip to Pensacola or dreaming about future adventures once the kids are grown, the Powells are rooted in making memories together.

For Todd, success has never been just about business. It is about people. It is about showing up, doing the right thing, and finding ways to help others win.

In this next chapter with Fidelity National Home Warranties, Todd Powell is doing exactly what he has always done best, putting on the cape and showing up when it matters most. 🦸‍♂️

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VICTORIA POPE

EDUCATED. EMPOWERED. EXECUTING WITH PURPOSE.

PHOTOS BY ETHAN HAMILTON, MADHOUSE MEDIA

Victoria Pope is building her real estate career the same way she served her country: with precision, discipline, and a commitment to something bigger than herself.

A rising star along Florida's Emerald Coast, Victoria has built her business around educational, client-focused real estate guidance. She does not believe real estate should feel rushed, confusing, or

transactional. Instead, her mission is to help clients fully understand the process, the numbers, and the long-term impact of their decisions so they can move forward with clarity and confidence.

Her inspiration is deeply personal.

After transitioning out of the military, Victoria experienced the real estate process firsthand. In the military,

attention to detail, integrity, and service before self were non-negotiable values. She quickly realized those principles were often missing in the way many buyers and sellers experienced real estate. Too many felt overwhelmed. Too many were told what to do without understanding why.

That gap became her opportunity.

"I realized clients didn't just need representation," Victoria says. "They needed education and advocacy."

And so she built a business where going above and beyond is not a bonus. It is the standard.

A Transparency-First Approach

What sets Victoria apart is her education-based, transparency-first philosophy. Every recommendation is rooted in data, strategy, and long-term thinking. She breaks down pricing strategies, financing options, and market trends so clients feel empowered, not pressured.

Her military background gives her a natural advantage. Precision, accountability, and follow-through are ingrained in her. Nothing is left to assumption. Nothing is rushed without explanation.

Clients are not just represented. They are supported, informed, and equipped to make smart decisions.

The core values guiding her business are integrity, transparency, accountability, service, and continuous learning. These are not talking points. They shape how she operates every single day.

A Milestone That Mattered

One of the most meaningful moments in Victoria's career came when she helped a first-time buyer who believed homeownership was out of reach.

When they first connected, the client was overwhelmed by loan options, concerned about affordability, and unsure who to trust. Instead of pushing forward quickly, Victoria slowed the process down. She explained the numbers. She walked through scenarios.

She clarified loan programs and long-term financial implications.

By the time they reached the closing table, the transformation was clear.

"They weren't just buying a home," she says. "They understood why the decision made sense for their future."

That shift in confidence is how Victoria defines success. Not just a closed transaction, but an empowered client.

Discipline Creates Momentum

Victoria's professional foundation is built on discipline and growth. During her military career, she earned commendations for leadership, precision, and performance under pressure. Those traits now fuel her real estate business.

Beyond formal recognition, one of her proudest accomplishments has been building personal wealth through real estate investing. During her transition out of the military, she strategically purchased two homes and successfully converted them into investment properties. She is currently working on acquiring her third.

That hands-on experience gives her credibility when advising buyers and investors on long-term wealth strategy. She understands risk management, leverage, and financial planning because she practices it herself.

While awards and milestones matter, Victoria says she is most proud of the reputation she is building.

"I want to be known as someone who shows up prepared, communicates clearly, and delivers more than expected."

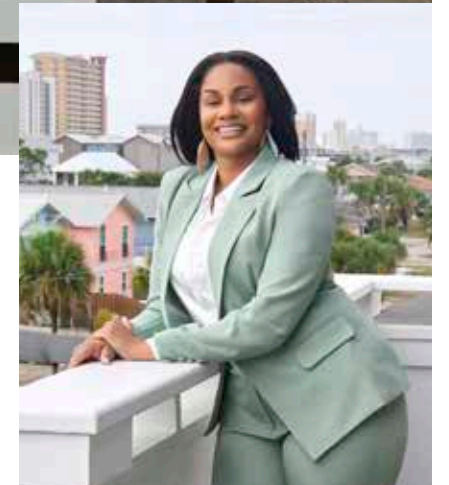
Growing with Intention

Like many entrepreneurs transitioning from structured service to independent business ownership, Victoria faced early challenges building visibility and trust in a competitive market.

Real estate rewards consistency, and that consistency often requires patience before momentum builds.



"MY GOAL IS SIMPLE: INFORMED CLIENTS, CONFIDENT DECISIONS."



Instead of chasing quick wins, she leaned into education, relationship-building, and systems. She invested in learning. She refined her workflows. She focused on delivering exceptional experiences to each client, knowing referrals and repeat business would follow.

Now, her business is in a strong growth phase.

She is expanding educational content for buyers and sellers, creating clearer guides and step-by-step resources that simplify the process before clients ever sign a contract. She is strengthening her digital systems and CRM workflows to enhance communication and responsiveness. And she continues to grow her investment portfolio alongside her client work.

Her vision is clear: build a sustainable, education-driven business that creates lasting value.

Service Beyond the Sale

Outside of real estate, Victoria is passionate about personal growth,

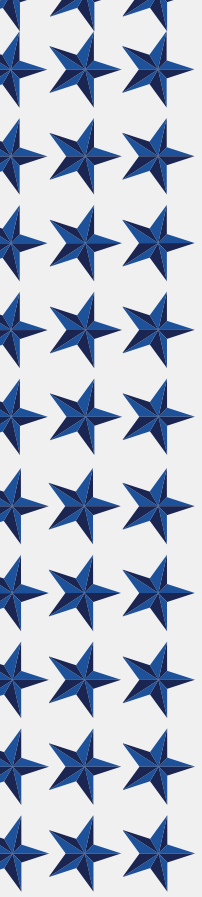
financial literacy, and mentorship—especially for military families transitioning into civilian life. She understands how critical guidance can be during seasons of change.

Her goal extends beyond transactions. She wants clients to feel confident, informed, and equipped for the future.

Because for Victoria Pope, real estate is not just about property.

It is about empowerment.

And as she continues to rise in the Emerald Coast market, she is proving that discipline, education, and heart are a powerful combination.



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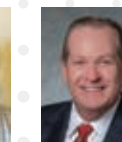
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Mallory Tidwell



FAITH, FAMILY, AND FEARLESS SERVICE

For Mallory Tidwell, real estate is not just a business. It is a calling rooted in faith, family, and a deep love for the place she calls home.

Raised in the Florida Panhandle, Mallory's connection to the water began early. The beach was not just scenery. It was part of her story. After moving away to Atlanta to marry her soulmate, life unfolded beautifully. But once she and her husband welcomed their two children, something became clear. They wanted to raise their family by the water. So they came home.

Before stepping into real estate, Mallory spent eleven years as a piano teacher, investing in students and nurturing creativity. Teaching shaped her patience, discipline, and ability to guide others with clarity. But as her husband launched Tidwell Properties and began flipping homes full-time in 2020, a new chapter emerged. Mallory stepped in as his trusted Realtor, and together they built something of their own.

"We are so blessed to be here," she says. "And we always encourage others to take the risk too."

Navigating a Changing Market with Confidence

Like many agents, Mallory faced one of her biggest professional challenges when the market softened. After the lightning speed pace of 2020, sellers understandably struggled when homes began sitting longer.

"It was frustrating for them," she explains. "Especially when expectations were shaped by such a fast market."

For Mallory, the solution was education and honest conversations. Setting expectations early and explaining market realities became essential. She believes Realtors must be experts in every aspect of the transaction, especially when conditions shift.

To stay sharp, she prioritizes ongoing education and real estate classes, ensuring she can confidently guide both buyers and sellers with up-to-date knowledge and strategic insight.

Integrity Over Everything

Mallory does not struggle with motivation. She genuinely loves her job. But what fuels her growth in a competitive industry runs deeper than drive or ambition.

"I truly dedicate my business to the Lord and pray over it intently," she shares.



One scripture shapes her daily mindset: A good name is to be chosen over great riches. For Mallory, integrity is everything. Her reputation matters more than any commission.

She does not pay for leads. Instead, she nurtures relationships. She stays in touch with clients throughout the year with thoughtful follow-ups, small gifts, and genuine connections. Most of her business comes from friends, referrals, and people who trust her name.

“And I’m always so grateful when someone refers me,” she says. “It means everything.”

The Power of Mentorship and Community

Mallory credits much of her early success to a strong mentor. For her first ten transactions, Jacquelyn walked beside her through every detail.

“To have someone come alongside you through those first deals is critical,” Mallory reflects.

That mentorship reinforced the value of trust and collaboration. She believes that when you build strong relationships within your industry, transactions become smoother and even more enjoyable. Working with people you respect and trust makes all the difference.

Boundaries That Protect What Matters Most

For Mallory, balance is intentional.

Her phone goes on silent every night from 7 pm to 8 am. Unless something is truly urgent, work waits until morning. When her family goes to dinner, the phone stays in the car.

Her children are little athletes with busy sports schedules, and she has made it clear that she will not miss their events unless a transaction is at a truly critical stage.

“My husband and my kids are my priority,” she says without hesitation.



“
**I truly
dedicate
my business
to the Lord
and pray
over it
intently.”**



“
I’m always
so grateful
when
someone
refers me.
It means
everything.”



That clarity does not weaken her business. It strengthens it. Clients know where she stands and respect the boundaries she has built.

Grateful to Serve

At the heart of Mallory Tidwell’s business is gratitude. She is grateful to live in a place she loves. Grateful to serve families in her community. Grateful for every referral and every opportunity.

“Always honored to serve,” she says.

With faith as her foundation, integrity as her compass, and family as her anchor, Mallory continues to build a business that reflects exactly who she is. In a world that often moves too fast, she stands firm in what matters most, and that is precisely what makes her impact lasting. 🏡

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