

TAMPA BAY

OCTOBER 2026

REAL PRODUCERS[®]

Justin Smith

Rising Star
ROY FILLYAW

Team Leader
ROBERT JOHNSON

Sponsor Spotlight
**QUINTESSENTIAL
AGENT RECRUITING, LLC**



POP SERIES

MVP SOCIALS

PHOTO CREDIT:
CAROL WALKER/
THOMAS BRUCE
STUDIOS

CONNECTING. ELEVATING. INSPIRING.



DL CABINETRY

TAMPA, FL | (813) 446-1423 | DLCABINETRY.COM

Gerardo Balmaseda - Business Development Rep
Gerardo.B@dlcabinetry.com

Built for Builders Who Expect More

Premium cabinetry solutions for
new construction & multifamily projects

- ✓ Kitchens · Bathrooms · Multifamily
- ✓ Fast Turnaround & Reliable Supply
- ✓ 20+ Years Supporting Builders

REQUEST MORE INFORMATION HERE
Priority Pricing • Dedicated Support • Scalable Supply



SCAN ME!

We specialize in semi-custom cabinets for residential and commercial projects

DLcabinetry.com

5433 W Sligh Ave, Tampa, FL 33634

MDRN

INSURANCE

813.725.6445

*Taking care of the insurance needs of real
estate agents and their clients to ensure
smooth and timely closings.*



**DIGITAL TITLE
SOLUTIONS**

813.280.1920

*Peace of mind for your clients' largest and
most important transactions with service
that goes above and beyond.*

**TWO GREAT COMPANIES TOGETHER,
HERE TO HANDLE ALL YOUR CLIENTS' NEEDS!**

607 W Horatio St Tampa, FL 33606



Learn More



Quickly Get Homes Market-Ready.

Life transitions are *hard*, we make it **easy**.

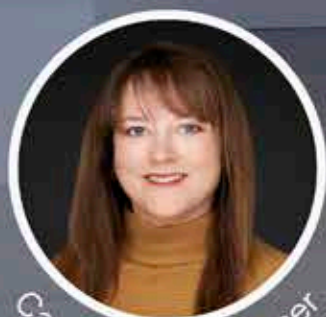
- Home Clear Outs
- Painting
- Carpet & Flooring
- Landscape Clean Up
- Move Out Cleans

Get in touch.

📞 727-902-4452



Mark Snyder, Owner



Carrie Snyder, Owner

ANNIEMAC PRIVATE EQUITY *Cash2Keys*

WIN MORE OFFERS

with AnnieMac's Cash2Keys!

Help your clients stand out in a competitive market with all-cash solutions that sellers can't resist. Our unique programs provide the edge they need to secure their dream home.

Ask me about Cash Offer and Buy-Now-Sell-Later.



ANNIE MAC
HOME MORTGAGE

NMLS# 338923

Partner with me to make your clients' dream home a reality!



Katie Weldon
Branch Manager
NMLS #: 1094433
(978) 751-1934
katie@annie-mac.com
www.teamkatie.com

AnnieMac Home Mortgage, 411 Apollo Beach Blvd Suite 700, Apollo Beach FL 33572. • American Neighborhood Mortgage Acceptance Company LLC (dba AnnieMac Home Mortgage, OVM with AnnieMac Home Mortgage, Family First A Division of AnnieMac Home Mortgage) Georgia Residential Mortgage Licensee #41523, NMLS 338923, 700 East Gate Drive, Suite 400, Mount Laurel, NJ 08054. • The C2K 'Cash Offer' and 'Buy Now, Sell Later' and 'Cash Bridge' programs are fulfilled by AnnieMac Private Equity Cash2Keys (Cash2Keys), an affiliate of AnnieMac Home Mortgage (AnnieMac). Cash2Keys is not a financial institution and does not originate or issue loan commitments. You must be pre-approved by Cash2Keys for the Cash Offer program's income and collateral requirements. Once approved, the offer and purchase will be in the name of Cash2Keys. You must then purchase the home from Cash2Keys within 180 days. You are required to pay all transfer taxes associated with the purchase of the home. Visit annie-mac.com/cash for terms and conditions on Cash Offer. For complete licensing information, please visit: www.annie-mac.com/page/licensing

LET THE FROID AGENCY WITH
GOOSEHEAD INSURANCE HELP MAKE
YOUR REAL ESTATE TRANSACTIONS
SMOOTH, FAST, AND RELIABLE.

HARRISON FROID
(727) 914-9775

License #W097900

9500 Koger Boulevard North,
Suite 215

St. Petersburg, FL 33702

harrison.froid@goosehead.com

- Lender/Realtor Focused
- Access to 40+ A-Rated Carriers
- White-Glove Client Service
- We Shop, They Save!



Rate



When it comes to mortgages, it's no time to
think outside the BOCKS
THAT'S OUR JOB!

ASK US ABOUT RATE'S
SAME DAY MORTGAGE!



MICHAEL BOCK
NMLS #1749855
michael.rock@rate.com

THEREJA BOCK
NMLS #1996065
theresa.rock@rate.com

727-457-6498

Rate's Same-Day Mortgage program offers qualified customers who provide certain required financial information a same-day mortgage. 24 hours of funding available on weekdays from 9am to 5pm. Subject to credit review and underwriting. Not all customers qualify. Funding is subject to credit review and underwriting. Rate cannot guarantee that a loan will be approved or that a closing will occur within a specific timeframe. Approval subject to credit review and underwriting. Approval. Restrictions apply. Visit Rate.com for more information on terms and conditions. Operating as Guaranteed Rate, Inc. in New York. Guaranteed Rate, Inc. 2016-2017. NMLS #1001111. See licensing information at mlslicenseinformation.org. Conditions may apply.



**DON'T GET HAUNTED
BY CLOSING NIGHTMARES.**

This Halloween, trust JK Closing Attorneys
to keep your transactions **smooth,**
stress-free, and ready to close.

From contract to closing, Realtors count on
us for responsive communication, reliable
title services, and solutions that keep deals
moving forward.

Contact Rachel for a
FREE AS IS Contract
Review by an attorney!

Local. Experienced. Trusted.
Your closing partner in Tampa Bay.

JK
CLOSING ATTORNEYS

RACHEL JEWELL

727-432-8878 | jkclosings.com | rachel@jkclosings.com

CLOSINGS THAT WON'T SCARE YOU. RESULTS THAT MOVE YOU.

**TAMPA BAY AREA LICENSED
INSPECTION EXPERTS**



Zero Upfront Cost:

With our pay at close option
which ensures you pay nothing
upfront!

Our team of experienced
inspectors are capable of home
inspection, insurance reports,
sewer scope, pool inspections and
lots more.

We back everything up with
a 180 day warranty.

813.785.4620

GetTheFactsHomeInspection.com



REPORTS WITHIN 24 HOURS | OFFICE HOURS 7 DAYS A WEEK | ONLINE ORDERING | AND SO MUCH MORE.

Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

CABINETRY

DL Cabinetry - Tampa
(813) 243-5552
www.dlcabinetry.com

CUSTOM BUILDER

Gilk
gilk.com

HOME INSPECTION

A Radiant Property Inspection
Hank Lobdell
(813) 839-8416
Radiantinspect.com

Get the Facts Home Inspection
(813) 785-4620
getthefactshomeinspection.com

Home Integrity LLC
(727) 284-6784
homeintegrityllc.net

NextGen Inspections
Curtis Antoine
(407) 801-2682
nextgeninspectors.com

Paramount Home Inspectors
(813) 616-1399
paramountinspectors.com

HOME RENOVATION

On Point Construction Services, Inc
(866) 487-6676
www.itsonpointconstruction.com

HOME SERVICES

HOMEstretch
(727) 902-4452
home-stretch.com/
stpetersburg-clearwater

HOME STAGING

Sublime Staging
(813) 546-2503
sublimestaging.com

The Staging Company FL
(210) 900-7772

HOME WARRANTY

Fidelity National Home Warranty
Tara Davis
(813) 904-0253
www.homewarranty.com

First American Home Warranty
Dominic Rock
(813) 344-7525
firstamrealestate.com

Home Warranty of America
Tina Romanik
(727) 340-3737
hwahomewarranty.com

INSURANCE

Goosehead Insurance
(813) 964-3012
goosehead.com/agents/fl/
wesley-chapel/murad-el-amir

Goosehead Insurance
(727) 914-9775
froidinsgroup.com

MDRN Insurance
(813) 725-6445
mdrninsurance.com

OneGroup
Jeremiah Flynn
(813) 602-9650
onegroup.com

Triton Insurance
(813) 967-3220
tritontampa.com/

LOCKBOX / ACCESS

MANAGEMENT
SentriLock
Jocelyn Hodson
(937) 956-4505
SentriLock.com

MEDIA PRODUCTIONS

Rank Media LLC
(919) 889-9324
rankmediallc.com

MORTGAGE BROKER

Bay to Bay Lending
DJ Rondeau
(813) 251-2700
BaytoBayLending.com

Bock Mortgage Group
(727) 457-6498
bockmortgage.com

CrossCountry Mortgage (Sam Gay)
Sam Gay
(218) 340-6474
crosscountrymortgage.com/
Tampa-FL-3495/Samuel-Gay/

MORTGAGE BROKER/ REVERSE MORTGAGE

Edge Home Finance
(503) 789-5811
TierOneLender.com

MORTGAGE LENDER

Cross Country Mortgage
Ryan Boyd
(727) 742-7966
BoydHomeLoanTeam.com

Jen Martinez Mortgage Team
Jennifer Martinez
(813) 480-4747
jenmartinez.com

Lincoln Lending Group
Frank Coto
(813) 765-1239
lincolnlend.com

Team Katie the Mortgage Lady
Katie Weldon
(978) 751-1934
teamkatie.com

MORTGAGE LENDING

Florida Wholesale Mortgage
(813) 420-3887
floridawholesalemortgages.com

PEST CONTROL

The Rodent Professionals
Dalton Ohara
(727) 922-4637
therodentprofessionals.com

PHOTOGRAPHY / PORTRAIT PHOTOGRAPHY

Thomas Bruce Studio
(727) 577-5626
thomasbruce.com

REAL ESTATE PHOTOGRAPHY / VIDEOGRAPHY

Totality Productions
(954) 445-4896
totalityproductions.com

REAL ESTATE PHOTOGRAPHY/VIDEOS

B Lively Images
Barry Lively
(813) 477-3398
LivelyListings.com

NTP 2 Photography
Eric Bunch
(813) 545-7569
ntp2.com

ROOFING

Magnum Restoration
(813) 606-4414
magnumrestoration.com

SCM Roofing

Shawn Alverson
(239) 339-7756
scmroofingfl.com

STAFFING / RECRUITING

Quintessential Agent Recruiting, LLC
(813) 956-5621
quintessentialagentrecruiting.com

TERMITE & PEST CONTROL

Integrity Safer Lawns and Homes
(813) 526-2638

TITLE AGENCY/ ATTORNEY

JK Closing Attorneys
(727) 432-8878
jkclosings.com

TITLE COMPANY

Blue Brick Title & Escrow
(727) 441-8880
bluebricktitle.com

Coastal Collective Title
Lori LaCoppola
(813) 422-1328
CoastalCollectiveTitle.com

Coastal Title Solutions
Jennifer McAlpine
(831) 760-9459
coastaltitellc.com

Digital Title Solutions
(813) 280-1920
digitaltitlesolutions.com

Investment Title
(727) 359-6898
investmenttitle.com

Red Door Title
Katelyn Taylor
(813) 420-5612
reddoortitlegroup.com

UTILITY CONCIERGE

Utility Helpers, LLC
utilityhelpers.com

VIDEOGRAPHER

AB 3 Visuals, LLC
(727) 203-4223
ab3visuals.com

Impressive Perspective

(813) 842-4597
impressiveperspective.com



Nominate Your Favorite Vendors

Just Scan The QR Code!



NOMINATE YOUR FAVORITE VENDORS

Meet
The
Team



Don Hill
Area Director



Elizabeth McCabe
*Director of Business
Development*



Megan Sullivan
Client Experience Director



Julisa Luciano
Event Coordinator



Brandon Sabbag
Account Executive



Lori LaCoppola
Client Relations Director



Carol Walker
*Professional Photographer
Thomas Bruce Studio*



Allie Serrano
*Professional Photographer
Allie Serrano Portraits, LLC*



Barry Lively
*Professional Photographer
B. Lively Images*



Gerardo Luna
Photographer



Rob Horne
Videographer



Eric Bunch
Event Photographer



DISCLAIMER: The articles and opinions expressed in this publication are those of the respective authors and do not necessarily reflect the views of The N2 Company d/b/a Real Producers ("N2"). Advertisements appearing in this publication are paid placements and are not endorsed or recommended by N2. N2 is not responsible for the statements, opinions, or business practices of any authors, contributors, or advertisers featured herein. Portions of this publication may include content created with the assistance of artificial intelligence (AI) tools by authors or contributors and may not be independently verified by N2.



FLORIDA
WHOLESALE MORTGAGE
WHERE AFFORDABILITY MEETS EXCELLENCE

**YOUR SECRET
WEAPON**

Top agents don't need another lender
--they need a strategist.

- ✓ Save deals before they fall apart with our guaranteed approvals
- ✓ Convert more leads into closings
- ✓ Creative financing that wins offers, not your cookie cutter lender
- ✓ Marketing support that actually brings in business, not just close your current needs



Kirsten O'Donnell-Dixon
Broker | Owner - NMLS# 1834991
KOHomeLoans@LendingFlorida.biz

Text "Partner" to (813) 420 3887. Let's build the next win together.



**RED DOOR
TITLE**

RED DOOR TITLE
IS PROUD
TO BE PART OF
BRINGING YOUR
CLIENTS *home!*
RedDoorTitleGroup.com



**WHAT
sets us apart?**

- No Wire Fees
- Wire at Closing
- Covered Mobile Closer Fees
- Emergency Access on Nights and Weekends
- Attorney on Standby
- 1 on 1 Relationship with your Rep
- Geo-Targeting Tools
- Print Marketing Tools
- Palm Agent App & Listing 2 Leads

TAKE ADVANTAGE
OF OUR *free resources!*
PalmAgent ONE

Our **free marketing app** will give you access to **branded net sheets**, REFI quotes, buyer estimates, TONS of calculators, & so much more!



KATELYN DAX
BUSINESS DEVELOPMENT
813-420-5612
katelyn@reddoortitlegroup.com
RedDoorTitleGroup.com



CALL NOW AT
(813) 829-1835

Residential & Commercial • Sewer Scopes
WDO • Air Quality Tests • Water Quality Tests
Free Repair Estimates • Pay at Closing Options



**NextGen
Inspections**



JUSTIN SMITH

From Movie Sets to Million Dollar Waterfront Homes: How Justin Smith Built One of Tampa Bay's Most Recognizable Real Estate Brands

Most REALTORS® don't arrive at a waterfront listing by way of a boy band, a television career, Hollywood acting credits, and a stint as an HSN host.

Then again, Justin Smith has always been one to blaze his own trail.

Today, Justin is one of Tampa Bay's top-producing agents, closing more than \$37 million in sales and over 40 transactions in 2025. He specializes in waterfront properties, has built a social media following that reaches hundreds of thousands of viewers, and has become one of the most recognizable faces in the St. Petersburg real estate market.

But none of it happened overnight.

In fact, real estate wasn't even Plan A.

Growing up in Orlando, Justin's first passion was entertainment. While working as a performer at Universal Studios in the late 1990s, an unexpected opportunity changed everything.

A friend connected him with the producers of a low-budget horror film that suddenly needed a lead actor.

"I auditioned for it and started shooting four days later," Justin recalls.

The role earned him eligibility in the Screen Actors Guild and opened doors to an entirely new career. Soon, he landed an agent, joined a boy band connected to the same management circle that worked with NSYNC and the Backstreet Boys, and spent time chasing a recording contract.

"We cut a demo tape and did a few private shows," he says.

While the record deal never materialized, another opportunity soon arrived. Justin auditioned to become the on-air spokesperson for Orlando's WB television affiliate and won the role.

For years, he became known throughout Central Florida simply as "The WB Guy."

"Anywhere I went, I couldn't go to Publix without being recognized," he laughs.

The television work eventually expanded to The Daily Buzz, where he interviewed celebrities, musicians, and actors across the country. Acting roles followed, including appearances in productions such as *Die Hard*, *Burn Notice*, and *The Vampire Diaries*.

At the same time, another career was quietly waiting in the wings.

Justin earned his real estate license in 2005, initially helping friends and family before the housing crash slowed the market dramatically. He kept his license active while continuing to pursue entertainment opportunities.

After marrying his wife, Valerie Stup, the couple relocated to Los Angeles, where they spent nearly a decade building careers in the entertainment industry.

While acting remained a passion, real estate continued to pull Justin back.

Working alongside successful California agents, assisting with open houses, marketing luxury properties, and serving as marketing director for one of the largest staging companies in the Los Angeles area gave him a valuable education in high-end real estate. He



learned how presentation influences buyer perception, how strategic marketing drives results, and how to make a property stand out in a crowded market.

Then another unexpected opportunity changed everything.

Valerie auditioned for HSN. She got the job.

"I came to St. Pete kicking and screaming," Justin admits.

His memories of the area dated back to childhood visits in the 1980s, and he wasn't exactly excited about leaving Los Angeles behind. That quickly changed.

"The evolution in the last 10 years has been unprecedented," he says. "I don't want to be anywhere else."

When the couple relocated to Tampa Bay in 2016, Justin essentially started over. Nobody knew him. He spent years door-knocking, prospecting, and slowly building a client base. His early years in the market were built the old-fashioned way—through persistence, relationship-building, and refusing to quit.

The first few years were challenging. Then came the pandemic.

As many agents relied on traditional listing videos, Justin leaned into





something different. Drawing from decades of television and acting experience, he began creating entertaining social media content that combined real estate, boating, local lifestyle, and humor.

The results were remarkable.

One video generated more than a million views and 50,000 shares. Others surpassed 100,000 views.

His boating content became especially popular. Videos highlighting St.

Petersburg's best sandbars, boating restaurants, and waterfront neighborhoods introduced thousands of people to both the area and Justin's expertise. Many followers came for the boating content and stayed for the real estate advice.

That audience has helped position Justin as one of the area's go-to waterfront specialists. Clients looking to buy or sell on the water often discover him through his content long before they need an agent. When the time comes, they already know who to call.



**"I LOVE SHOWING HOUSES.
I LOVE PROBLEM-
SOLVING.
I LOVE NEGOTIATING."**

Today, Justin is affiliated with Smith & Associates Real Estate and consistently closes more than \$30 million annually. Remarkably, he has built much of that success as a solo agent supported by only a transaction coordinator.

"I love showing houses. I love problem-solving. I love negotiating," he says.

For Justin, real estate is about much more than opening doors. It's helping people navigate major life transitions, solving challenges, and finding creative solutions that get deals across the finish line.

Looking ahead, he hopes to continue growing while carefully building a team that shares his client-first approach.

His advice to other professionals creating content? "Infuse your personality, humor, and make fun of yourself."

In a world filled with perfectly polished videos and scripted sales pitches, Justin believes people are looking for something much simpler.

"People want real, authentic human connection."

When he's not helping clients buy and sell homes, you'll likely find Justin out on the boat, working out at the gym, tackling projects in the yard, enjoying live music with Valerie, or spending time with the couple's beloved dog, a red teacup poodle who, as Justin jokes, isn't actually red at all.

It's a life that looks very different from the one he imagined years ago while chasing acting roles in Hollywood. But judging by his success—and his love for Tampa Bay—he wouldn't have it any other way. 🐾

A CLEANER WORKPLACE.

A Stronger Business.

Professional Cleaning Services
That Reflect Your Standards.

A clean workspace isn't just about appearance—it's about productivity, health, and making the right impression. WHO Cleaning Services provides reliable, detail-driven commercial cleaning solutions tailored to your business.

FOCUS ON YOUR BUSINESS.
We'll Handle the Clean.

WHO
CLEANING SERVICES

*Don't Ask How,
Ask WHO*

LICENSED | BONDED | INSURED

OUR COMMERCIAL CLEANING SERVICES

- OFFICE & CORPORATE CLEANING**
Maintain a clean, professional environment for your team and clients.
- RETAIL & STORE CLEANING**
Create a welcoming space that keeps customers coming back.
- MEDICAL & HEALTHCARE FACILITY CLEANING**
We clean with care and follow the highest standards of hygiene.
- FLEXIBLE SCHEDULING**
After-hours and weekend availability to minimize interruptions.

LET'S MAKE YOUR SPACE SHINE.
BOOK YOUR FREE CONSULTATION TODAY!

WWW.WHOCLEANING.COM
727.418.0546

RELIABLE & TRUSTWORTHY
You can count on us every time.

ATTENTION TO DETAIL
We don't just clean, we perfect.

COMMUNITY FOCUSED
We care about the places we serve.

*Clean Spaces.
Stronger Businesses.
Brighter Futures.*

OFFICE BUILDINGS • RETAIL SPACES • MEDICAL FACILITIES • & MORE

DON'T ASK HOW, ASK WHO.

CAPTURE MOMENTS. CREATE MEMORIES.

Digital Assets For Luxury Agents

Complete Photo & Video Coverage - Interior/Exterior Aerial

ADD-ONS AVAILABLE:
AGENT SPOTLIGHT - TWILIGHT EXTERIOR - 4K VIDEO -
3D EXTERIOR MODEL - SOCIAL MEDIA CONTENT

IMPRESSIVE PERSPECTIVE

ROB COX
813-842-4597
ROB@IMPRESSIVEPERSPECTIVE.COM

GILK DESIGN BUILD

TURN "I'M NOT SURE" INTO "LET'S MAKE AN OFFER."

Your buyers want vision. Your listings need momentum. Gilk helps you provide both, with expert insight on feasibility, cost, and design opportunities.

Contact us to book a free Design Insight Session or request a Budget Snapshot for your client.

(813) 538-9806
designsolutions@gilk.com
#CGC1525373

★ FOR THOSE WHO SERVED. FOR THE REALTORS WHO SERVE THEM. ★



Your Veteran clients deserve a lender who understands their service—and the importance of getting them home.

SEAN ROWLEY

MORTGAGE BROKER | NMLS #2003532

RETIRED U.S. ARMY VETERAN
20+ YEARS OF DISTINGUISHED SERVICE

YOUR VA LENDING PARTNER
VA LOAN EXPERTISE • FAST PRE-APPROVALS • RESPONSIVE SERVICE



(503) 789-5811

tieronelender.com

Edge Home Finance Corporation NMLS #801464 | Licensed Mortgage Broker | FL, OR, WA, AZ, TX, TN, OH, MI, VA, GA, MO | Not affiliated with the VA or any government agency



Integrity
Safer Lawns and Homes

LIC#JB500703

*Personal Service.
Trusted Results.
Family Owned.*

PROFESSIONAL
Pest Control
Services

*Thoughtfully Green
Solution Options:*

- Termites
- WDO Reports & Treatments
- General Pest Control



813-526-2638

SafeLawnsAndHomes@yahoo.com

**YOUR CLIENTS TRUST YOU.
GIVE THEM AN INSURANCE PARTNER THEY CAN TRUST.**

Your clients count on you for more than finding the right home. Help them protect it, too. I make home and auto insurance simple, personalized, and stress-free—so you can confidently connect your clients with someone they can trust.



Murad El-Amir
Independent Agency Owner
Goosehead Insurance

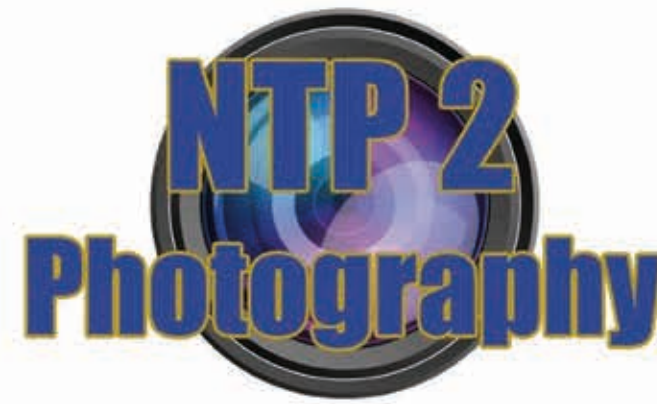


goosehead
INSURANCE

LET'S PARTNER.
Realtors • Loan Officers
Property Managers • Investors

813-964-3012 • murad.elamir@goosehead.com

Personal guidance. Customized coverage. Trusted protection.



**Book a
Listing &
Headshot
Session Today!**

Email: contactus@ntp2.com

Phone: 813-545-7569

17401 Commerce Park Boulevard
Suite 103-1116, Tampa, Florida 33647



ROY FILLYAW



WRITTEN BY ELIZABETH MCCABE

PHOTO CREDIT: CAROL WALKER/
THOMAS BRUCE STUDIOS



“IT TOOK ME A WHILE TO GET HERE,”

Roy Fillyaw says, looking out over the vibrant streets of St. Pete. “But I’ve found my home.”

Few would have predicted that Roy Fillyaw would build one of the fastest-growing careers at Smith & Associates Real Estate. Originally from Texas, he attended Texas A&M before moving to Indiana University for graduate school, focusing his studies on policy analysis and natural resources. His early career took him to Washington, D.C., where he worked as a business consultant for government executives across various federal agencies, including the Department of Agriculture, the Department of Justice, and the Patent and Trademark Office.

While navigating the fast-paced world of government in D.C., Roy and his significant other of nine years, Tucker—an engineer with Florida roots—began dipping their toes into real estate. They bought, renovated, and managed

a mix of short-term and long-term rental properties entirely on their own. The real estate bug bit hard, but it wasn’t until the world shifted to remote work that Roy realized he wanted a complete change of scenery.

They moved south to St. Pete, and the transition sparked a new desire. “I started to feel like I wanted to be truly in the community, getting to know the local places and neighborhoods,” Roy explains. “I didn’t want to travel back and forth to D.C. for work.” When a local friend suggested he try real estate part-time, Roy jumped in. “I went ahead and got my license, and I just loved it.”

Two years later, Roy moved to Smith & Associates, the premier luxury brokerage in the Tampa Bay area. He poured everything he had into the business. “A lot of blood, sweat, and tears went into it,” he says. “But it’s hard to cut down when you enjoy what you do so much.”

The hustle paid off spectacularly. Last year, Roy doubled his

production, pushing past \$12.5 million. This year, he shattered that entire previous year’s total in just the first six months.

Roy credits his meteoric rise to his analytical background. In a state like Florida, his graduate training in environmental policy has become an invaluable asset for buyers looking for climate resiliency. “It helps with looking at properties from a risk perspective,” Roy notes, “ensuring they are built to withstand the conditions and weather we experience here.”

Beyond the data, Roy runs his business on a few foundational principles. The first is relentless consistency. “In the early days, you don’t always see the reward for all the work you put in,” he says. “It’s the same with everything in life. But if you consistently put in the work day after day, you have to trust that the results will follow.”

The second is a deep investment in relationships, building an automatic sense of trust so clients know they are in good hands





from the very first step. Looking to the future, Roy wants his name to be synonymous with an uncompromised brand standard of quality. To get there, he plans to pull from his competitive athletic background—growing up playing baseball, football, and any sport he could get his hands on—to eventually scale and coach a team of his own. “You’re only as good as the team around you,” he says.

When he isn’t analyzing the market or managing his tightly packed calendar, Roy stays highly active. You can find him training at local CrossFit gyms to build community, or playing in an intramural sand volleyball league. He and Tucker also love to see the world. “Our lives are so short; you



have to see the world,” Roy says, looking forward to upcoming trips to Mexico and a dream vacation to Costa Rica.

Closer to home, Roy feeds his passion for the environment through Tampa Bay Watch, an organization he has supported for four years, recently serving on their leadership council. He



is incredibly passionate about their community programs, from building artificial reef balls that allow oysters to naturally filter 50 gallons of water a day, as well as numerous other programs to restore and maintain the health of the Bay.

For Roy, protecting the local environment goes hand-in-hand with helping people plant roots in the city he loves. There is an undeniable energy in St. Pete, and Roy is fully dialed into it. Whether he’s analyzing property risks or helping a client win their dream home, he is a true rising star who has officially found his perfect place. 🏠

➡️ “It’s the same with everything in life. But if you consistently put in the work day after day, **YOU HAVE TO TRUST THAT THE RESULTS WILL FOLLOW.**”



PARAMOUNT
HOME INSPECTORS

AVOID A HAUNTED HOUSE OF PROBLEMS – GET YOUR HOME INSPECTED TODAY!

✉ Info@paramountinspectors.com

☎ 813.616.1399

🌐 Paramountinspectors.com





"KNOCK, KNOCK, HELOC!!"

Our 5 Day HELOC is a game changer!

REPAIRS



UPGRADES



BRIDGE LOAN



SCAN HERE
using your mobile phone camera.



Se Habla Español

(813) 251-2700

326 S. Hyde Park Ave., Tampa, FL 33606

BayToBayLending.com/HELOC

info@BayToBayLending.com

NMLS ID #4102



STAGING

Staging boosts sale speed by 73%...

Saves up to 60% on price reductions...

81% of buyers report increased interest.

THE STAGING co.

OPTIMIZE YOUR LISTING

Staged homes sell faster. Your clients notice.

Scan to get your game plan.

QUINTESSENTIAL
AGENT RECRUITING

THE RIGHT BROKERAGE
CHANGES EVERYTHING.

Connecting Agents With
Brokerages That Align With
Their Goals and Vision.

MONICA SMITH
FOUNDER

813-956-5621
Monicaqsarllc@gmail.com
quintessentialagentrecruiting.com
@quintessentialagentrecruiting

WE FIND THE RIGHT FIT
SO YOU CAN THRIVE.

- Personalized guidance based on your goals and lifestyle
- Provide valuable insight into Florida brokerages
- Expert advocacy to negotiate the best opportunity for you
- Support every step of the way—before, during and after your move

AT NO COST
TO THE AGENT

YOUR CAREER.
YOUR FUTURE.
Let's make it exceptional.

BETTER BROKERAGE. BETTER BUSINESS. BETTER YOU.

More than a match.
We find your perfect fit.

HWA
Home Warranty of America

THE KEYS OPEN THE DOOR.
A Home Warranty Opens The Relationship.

Help protect your buyers from unexpected repair costs with an HWA Home Warranty—so they remember the peace of mind you provided long after move-in day.

- Major systems & appliances
- Flexible coverage options
- Added value for every transaction

Because great Realtors think beyond closing day.

Tammy Birchler Account Executive
407-341-8090
tbirchler@hwahomewarranty.com

SUNCOAST TAMPA
ASSOCIATION
OF REALTORS®

MEMBER PALOOZA

at the Trop

THURS. NOV. 19 * 11 A.M. - 2 P.M.

TROPICANA FIELD

MVP JULY SOCIAL

PHOTO CREDIT: ERIC BUNCH OF NTP 2 PHOTOGRAPHY

Thanks to Our Sponsors, HomeStretch, Goosehead Insurance, and Fidelity Home Warranty!







At Coastal Title Solutions, we do more than just process paperwork — we provide support, guidance, and peace of mind from contract to close. Whether you're a real estate agent, buyer, or seller, our dedicated team ensures a smooth, stress-free closing experience.

- Personalized Support & Clear Communication
- Fast, Reliable Title & Escrow Services
- Mobile Notary & Remote Closings Available
- Residential & Commercial Transactions

Contact Coastal Title Solutions today — your trusted partner in every transaction.

Jennifer McAlpine
 Director of Business Development
 Office # 954-519-2477
 Cell # 831-760-9459
Jennifer@coastaltitlellc.com



We're here to answer your questions, solve problems quickly, and keep your deals on track. Close with confidence.



Transform Your Space
 With Our Expert Home Remodeling Services

At **On Point Construction Services**, we turn your vision into reality with creativity and exceptional service.

- Residential Construction
- New Home Construction
- Bathroom Remodeling
- Kitchen Remodeling
- Garage Conversion
- Second Story Addition
- Room Addition
- And More!






1-866-ITSONPOINT

JEN MARTINEZ



Your mortgage lender for life

VP of Mortgage Lending
 NMLS73516
 M: 813-480-4747
 E: jen@jenmartinez.com
 W: jenmartinez.com

JEN MARTINEZ TEAM
 CROSSCOUNTRY MORTGAGE[®]

2350 E. State Road 60, Office #43
 Valrico, FL 33594

✦ AMERICA'S #1 RETAIL MORTGAGE LENDER ✦

Equal Housing Opportunity. All loans subject to underwriting approval. Certain restrictions apply. Call for details. CrossCountry Mortgage, LLC cannot guarantee that an applicant will be approved or that a closing can occur within a specific timeframe. Results will vary based on all involved parties' level of participation at any stage of the loan process. All borrowers must meet minimum credit score, loan-to-value, debt-to-income, and other requirements qualify for any mortgage program. CrossCountry Mortgage, LLC NMLS735291 NMLS702987 (www.nmlsconsumeraccess.org)

Robert Johnson

WRITTEN BY ELIZABETH MCCABE
PHOTO CREDIT: ROB HORNE

When Robert Johnson entered real estate in 2010, the industry was still feeling the aftershocks of one of the worst housing crashes in history. It wasn't exactly the ideal time to launch a new career.

Then again, Robert had already mastered one of the toughest sales jobs imaginable.

Learning the Hard Way: From Blood Banking to Real Estate

Long before guiding agents through multi-million dollar deals, Robert was on the ground in a completely different kind of high-stakes environment: blood banking sales. Managing the Pinellas and Pasco territory for four years, he learned those areas like the back of his hand, all while growing up and living in Hillsborough. It was the perfect Tampa Bay geography lesson.

Blood banking sales was a grueling, "hard sales" arena. "You have a monthly, quarterly, and yearly goal to bring in blood products, partnering with businesses, schools, and community events. It's all about relationships," Robert reflects. "Asking people to donate blood is tough. So much is out of your control. It truly taught me so much about sales. When I entered real estate in 2010, even though the economy was awful and real estate was in a tailspin, it was almost easier to get someone to purchase a house than what I was doing before."

The transition into the industry happened rapidly. While in the middle of purchasing a home in 2010, Robert's real estate agent

suggested he secure his license. Not long after, a shift in the healthcare market led to fewer elective surgeries and reduced demand for blood products, resulting in the elimination of Robert's sales position. Armed with his new license and zero hesitation, he leaped into real estate full-time, joining a top team at Keller Williams South Tampa.

The 14-Year Foundation and the Leap to Scaling

Robert didn't just survive the 2010 market; he thrived. Entering as a buyer's agent on the team, his sharp work ethic quickly caught the eye of the team leader. Within a year, he transitioned to the listing side, working directly with the team leader and becoming the first agent on the team to do so. Over the next 14 years, Robert's role evolved from solo producer to architect of the business. He recruited friends and family he thought would be great in the real estate field, brought on and trained subsequent listing agents, convinced friends in ancillary businesses to become team vendors, assumed management of the entire enterprise

as team President, and helped scale the operation to a staggering peak of nearly 1,000 transactions a year. In 2012 alone, Robert personally closed 146 transactions.

After more than a decade of executing someone else's vision and building their business, something surprising happened: they parted ways.

"One day I came in, he was waiting for me, and that was that. It was a shock," Robert says. "I gave myself the rest of the day to be upset. The next morning, I started to grind. When you work somewhere for a long time, you constantly think, 'I would do it this way, or I would change that.' Having the opportunity to finally step out, to be the face after so many years behind someone else, and to do things your own way is incredibly humbling. It's an interesting journey because you implement the changes you always wanted, but you also gain a sudden clarity on why certain old rules existed."

On July 1, 2024, Robert launched Three Avenues

Group. Starting from zero, the team closed 125 homes in its first year. This year, they are on track to hit an incredible 250 sales. Doubling production in a shifting market speaks volumes about the team's strategic marketing and the caliber of its agents.

"Work Hard, Be Kind, Play Hard"

With massive growth often comes high attrition, a common pitfall Robert watched other teams suffer from over the years. He bypassed this plateau by intentional, relationship-first recruiting, bringing on successful agents with whom he shared years of mutual trust and chemistry.

The resulting culture mirrors the corporate motto of their brokerage, Real: Work hard. Be kind.

"There are a lot of hard workers in real estate, but being a great individual to work with is an essential piece of what we do," Robert explains. "We literally wear shirts that say Work Hard, Be Kind, but we make sure to play hard, too. This business

can become an endless grind. We hold weekly team meetings where we prioritize having fun and sharing stories that make each other laugh. We are a big family. I was told for years that a close-knit team culture is not what will make a team successful. That it's all about how many people you can recruit and hire, and how fast you can get them to sell a few homes a year. That's simply not true. I feel lucky every day about the culture we've created together at Three Avenues Group."

For Robert, the word "family" is a literal description of his roster. His cousin, originally inspired by his success in 2012 prompting her to jump into real estate herself, is one of the team's top-producing agents and a co-founder of the team; his mother, a veteran broker that he recruited into the real estate business, serves as the team's operations manager and transaction coordinator; and his childhood best friend—whom he has known since he was 14 years old and personally coached into the business—is a core team member and team co-owner. Other lifelong friends and former agent colleagues also





Seeing my family thrive and helping my agents accomplish things they never thought possible. That is exactly why I do this.”

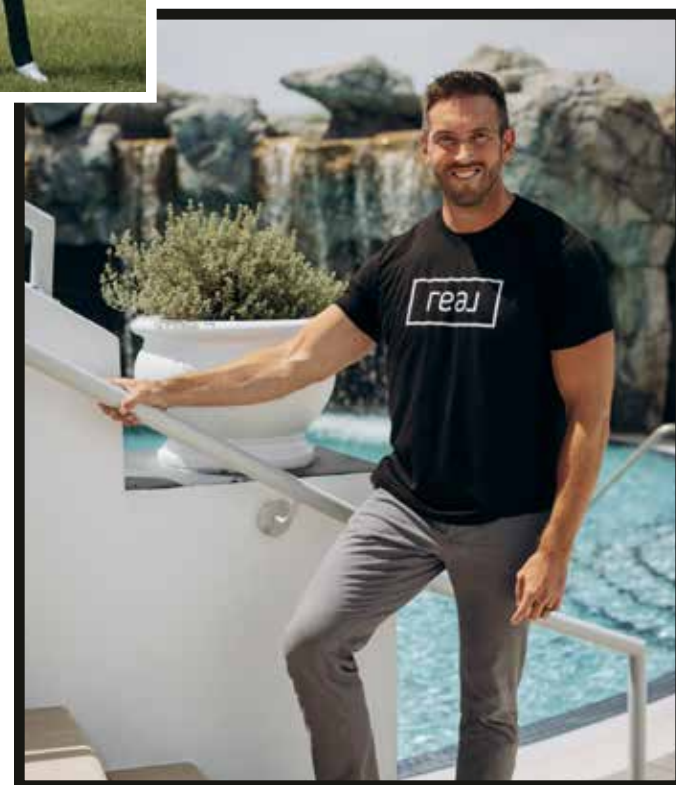
Group beyond local borders, aiming to eventually cross the 1,000-transaction milestone by partnering with top-tier agents in nationwide markets.

Yet, no matter how large the production numbers grow, Robert’s ultimate focus

remains anchored at home. His wife, Tara—a schoolteacher, natural networker, and self-described “super social” former sorority pres-

ident who balances Robert’s more reserved nature—and their three children (ages 15, 14, and 12) are the true drivers behind his ambition. Between managing a thriving business, traveling for his kids’ sports schedules, and spending summers resetting at their family retreat in North Carolina, Robert lives the very balance he coaches his agents to achieve.

“Real estate can be life-changing for those who work hard,” Robert says. “Seeing my family thrive and helping my agents accomplish things they never thought possible—that is exactly why I do this.”



joined him over the last two years to round out the team.

Empowering the Next Generation

This deep sense of duty shapes how Robert views his role as a leader. “I view the agents on my team as my clients. Buyers and sellers are their clients, but the agents themselves are my clients,” he says. “I spend a lot of time building them up, asking them: ‘How can I serve you? What do you need from me to build your business?’ To be a great team leader, you have to find genuine excitement in other people’s success. Each day I’m in the office thinking of ways I can bring more opportunities to my team members. I feel a deep

obligation to make them happy and confident they chose to take a leap and build their career with us.”

That excitement stems from seeing the life-altering wealth real estate can create. Entering the industry at 25, Robert was stunned by the financial freedom achieved by steadfast investors. Now, he loves replicating that success for both clients buying their first homes and agents hitting milestones like their first million-dollar sale.

The Future and “The Why”

Looking ahead, Robert is leveraging the modern infrastructure of Real Brokerage to expand Three Avenues

LISTINGS THAT STAND OUT. HOMES THAT SELL.

From stunning photography to immersive 3D tours, we help realtors showcase properties, attract buyers, and close faster.

- **Professional Photography**
Interior, exterior, twilight & virtual staging
- **Video Tours**
HD walkthroughs, vertical reels & listing videos
- **Aerial Services**
Drone photos & video that elevate every listing
- **3D Tours**
Matterport, Zillow tours & floor plans

ABB
Visuals



FREE FOR
YOUR BUYERS

FREE MOVE-IN CONCIERGE FOR YOUR BUYERS.

We set up their electric, water, internet, security & more — at no cost to you or your client.

Costs you nothing • Zero extra work • Happier clients



SCAN TO
GET STARTED
Takes 2 minutes.
utilityhelpers.com/easy

★★★★★ 4,000+ 5-STAR REVIEWS

813-291-3600 | utilityhelpers.com WE MAKE MOVING EASIER.

TRITON
INSURANCE GROUP

HURRICANE SEASON IS HERE.

ARE YOU PREPARED?

⚠️ THE TIME IS NOW
TO REVIEW YOUR
INSURANCE.

Don't wait until it's too late. Severe storms can strike fast and the damage can last a lifetime. We're here to help you protect what matters most.

MORE OPTIONS. MORE SAVINGS.
Customized coverage. Competitive rates.

MORE OPTIONS. MORE SAVINGS.
Solutions for home, business, auto & more.

MORE OPTIONS. MORE SAVINGS.
Personalized service you can count on.

MORE OPTIONS. MORE SAVINGS.

CALL US TODAY
813-948-5990

EMAIL US
T.Felik@tritonagency.com

VISIT US ONLINE
<https://triton-tampa.com>

LOCAL EXPERTS • PERSONAL SERVICE • STRONGER TOGETHER







SCM ROOFING is a GAF MasterElite Roofing Contractor

By focusing on roofing we are able to offer a competitive price, exceptional customer service and outstanding quality!

- Free consultations
- Our GAF lifetime roof system includes a 25 year workmanship warranty.
- Locally owned and operated with 30+ years of combined experience.
- Veterans, Active Duty Military, First Responders and Teachers Discounts.

855-SCM-ROOF
scmroofingfl.com

Licensed Florida Contractor #CCC1331132

“SCM Roofing was amazing and much faster than the others I called..” -Wesley Chapel Homeowner

“Professional. Quick & Easy. Would definitely use again.” -Tampa Homeowner

“Very Professional. Knowledgeable guys and zero trash was left behind!” -Tampa Homeowner

”

Tampa Bay's Top Producers

trust Tampa Bay's Top Portrait Photographer with their image - shouldn't YOU?





THOMAS BRUCE

STUDIO OF PHOTOGRAPHY

(727) 577-5626
www.thomasbruce.com





INVESTMENT TITLESM
COMMERCIAL & RESIDENTIAL TITLE AGENCY

SHAREE LYN MANDEL
Licensed Title Agent / Realtor Support Specialist

727.359.6898 | ShareeM@InvestmentTitle.com | www.InvestmentTitle.com



ABOUT ME

With over 30 years of experience in the real estate industry, I bring a well-rounded background that includes serving as a Real Estate Paralegal, Licensed Title Agent, Former Loan Officer, and Former Realtor. My experience on every side of the transaction gives me a deeper understanding of the closing process, allowing me to anticipate challenges, communicate effectively, and help keep transactions moving smoothly from contract to close.

MY COMMITMENT

I believe this business is built on relationships, communication, and trust. My commitment is to provide personalized service, proactive support, and dependable guidance every step of the way. I believe Realtors and clients deserve a title partner who is accessible, solutions-driven, and fully invested in creating a seamless and successful closing experience.



TRUSTED REALTOR® TITLE PARTNER PROVIDING:

- ✓ Personalized Contract-to-Close Transaction Management with Clear, Consistent Communication from Listing Through Post-Closing
- ✓ Proactive Solutions and Problem-Solving to Help Prevent Closing Delays and Keep Transactions Moving Smoothly
- ✓ Round-the-Clock Realtor® Support & Availability with Customized Branded Net Sheets

ALWAYS GOING ABOVE AND BEYOND
Every Deal. Every Time.

AFTER ALL THE HARD WORK...
Don't Let a Breakdown Steal the Celebration.

Buying a home is a milestone worth celebrating.

A home warranty helps protect homeowners from the unexpected by covering many major systems and appliances after closing—so your clients can settle in with confidence.







TARA DAVIS
Sales Executive
813.904.0253
Tara.Davis@fnf.com
homewarranty.com



Feature photographer for Real Producers & Stroll Snell Isle Magazines



Carol Walker
Master Photographer
Florida Degree of Photographic Excellence,
Florida Education Degree, Florida Service Award
Owner/Portrait Artist

2227 49th St. N., St. Petersburg 33710



Quintessential Agent Recruiting, LLC

WRITTEN BY ELIZABETH MCCABE

GET AN ADVOCATE ON YOUR SIDE!

Buying a home? You have a buyer's agent looking out for your best interests. Selling? You have a listing agent guiding you through the process. Mortgage professionals help buyers navigate financing. Every step of a real estate transaction is built around advocacy.

But who advocates for the real estate agent?

It's a question Monica Smith believes deserves far more attention than it receives.

Every year, thousands of aspiring real estate professionals complete their licensing courses, study for the state exam, celebrate earning their license, and then immediately face one of

the biggest decisions of their careers: choosing a brokerage.

"The problem is that real estate school teaches you how to pass the exam," Monica says. "It doesn't teach you how to choose the brokerage that's right for you."

For many newly licensed agents, the process is overwhelming. Commission splits, desk fees, franchise fees, marketing fees, technology platforms, lead generation systems, onboarding, mentorship, training, and company culture all become part of a decision they aren't prepared to make.

"None of this is discussed in real estate school," Monica explains. "Prospective agents come out of school completely unprepared to evaluate what they're actually joining."

That's why, after nearly 15 years in real estate, she launched Quintessential Agent Recruiting six months ago. Her



mission is simple: become the advocate every agent deserves.

Working for the Agent

Unlike traditional recruiting companies, Quintessential Agent Recruiting represents the agent first.

"We work for the agent," Monica says. "Whether someone is studying for their license, newly licensed, or an experienced agent looking to make a change, we never charge the agent a fee."

Agents don't sign contracts. They aren't obliged to choose a brokerage Monica recommends. Instead, Quintessential Agent Recruiting earns a placement fee from the brokerage or team only after a successful match.

"It never comes out of the agent's pocket," she says. That independence allows Monica to focus on one thing: helping agents make informed decisions instead of rushed ones.

Too often, she says, agents join a brokerage because a friend recommended it or because the first recruiter who called sounded convincing.

"Agents deserve more than that," she says. "They deserve guidance."

Looking Beyond the Commission Split

Many agents compare only commission splits without understanding the complete financial picture.

"I recently met with a prospective client who mentioned two fees she expected to pay," Monica recalls. "When we started talking, I discovered there were additional franchise fees that hadn't even been disclosed to her."

Those hidden costs can dramatically change an agent's bottom line. That's why Quintessential Agent Recruiting carefully reviews brokerage business models before recommending them.

"We go over every fee, every process, every business plan, and everything a brokerage or team offers before we ever introduce an agent," Monica says.

Just as importantly, she evaluates something numbers can't measure: culture.

"What does onboarding look like? What do the first 90 days look like? How is business generated? What kind of mentorship is available? If a brokerage can't clearly answer those questions, that's something an agent needs to know." Transparency, she believes, shouldn't be optional.

Finding the Right Fit

Every agent learns differently. Some thrive on structured training. Others want independence. Some need accountability. Others are ready to build a team. Rather than steering everyone toward the same brokerage, Monica begins with a conversation.

"We spend time learning about the person," she says. "How do they learn? What are their goals? What kind of environment will help them succeed?"

After that initial Zoom meeting, she introduces agents to brokers or team leaders who appear to be a strong match. If the phone conversations go well, she schedules in-person meetings.

"In the end, the agent makes the decision," Monica says. "We simply eliminate the guesswork and make the process much easier."

Even after an agent chooses a brokerage, the relationship doesn't end. "We continue to be a resource long after they're placed."

Helping Experienced Agents Reach the Next Level

While many assume recruiting services are primarily for new agents, Monica says experienced REALTORS® often benefit just as much. Many have been with the same brokerage for years without evaluating whether it still aligns with their goals.

"I always encourage experienced agents to look at their numbers at least once a year," she says.

Recently, she challenged one successful agent to do exactly that.

"I asked, 'Have you looked at your numbers lately?' The answer was no." After reviewing the financials, the agent realized just how much money had been left on the table.

Another highly successful broker associate came to Monica with a different challenge. After years on a team and impressive production numbers, she was ready to build something of her own. Monica introduced her to five carefully selected brokerages before she found the perfect fit at RE/MAX Champions.

"She has been absolutely delighted," Monica says. "When you place someone with a brokerage that truly aligns with their values and goals, it means everything."

Building Relationships with Outstanding Leaders

Monica is quick to point out that Tampa Bay is home to many outstanding brokers and team leaders. She specifically commends Christian Bennett of RE/MAX Champions, Shadd Boucher of RE/MAX Alliance, Teresa and Bill Yingling, Team Leads of the Yingling Team with LPT Realty, and Jessica Jimenez, Team Lead of The REvest Homes Group at LPT Realty, as well as Alison Bresciani, Operations Manager with 54 Realty, and Cindy Strickland-Cabanas, Broker with NextHome Cabanas Realty.

"They've invested tremendously in their people," Monica says. "Their systems, training, and mentorship are outstanding. Most importantly, they're transparent about expectations from the very beginning."

That transparency is exactly what she looks for before recommending any brokerage or team.

Expanding Opportunities

As Quintessential Agent Recruiting continues to grow, so does its reach. The company now works with agents in Tampa Bay and has begun recruiting in Texas as well.

Recognizing the vibrant Latin and Hispanic real estate community throughout the Tampa Bay area, Quintessential Agent Recruiting also offers dedicated bilingual support.

Dorismar Lopez, Head of the Latin & Hispanic Division and Director of Operations, assists Spanish-speaking agents throughout the recruiting process, helping ensure language is never a barrier to finding the right brokerage.

Advice Every Agent Should Hear

For newly licensed agents, Monica encourages asking questions many don't even realize they should ask.

“What will my first week look like from an orientation/training standpoint?”

“How do you support new agents in generating business in their first 90 days?”

“How accessible is leadership when I need guidance on a transaction?”

“Can you walk me through ALL the fees, including transaction, marketing, desk, and E&O fees?”

“What are the referral fees for leads?”

“What specific training or coaching is available for newly licensed/experienced agents?”

Most importantly, she reminds agents that success isn't simply about working hard. Many agents don't fail because they lack determination; they fail because they don't choose environments that support their success.

Choosing a brokerage may be the most important business decision an agent makes. Monica believes no one should have to make that decision alone.

“Agents have been missing an advocate,” she says. “That's exactly what we do.”

Success starts with the right fit. Let Quintessential Agent Recruiting help you find the right brokerage at no cost to you.



Dorismar Lopez, Director of Operations and head of our Hispanic Division, with Monica Smith



CONTACT US!

Quintessential Agent Recruiting
www.quintessentialagentrecruiting.com
813-956-5621

UNINSURABLE HOMES stalling your real estate deals?
HOME | AUTO | WATERCRAFT | UMBRELLA | BUSINESS



OneGroup specializes in finding solutions for hard-to-insure properties.

- Active listening lets us identify unspoken needs and risks.
- Relationship driven, not price driven.
- Protection against damage/liability, personal loss.
- Peace of mind during unexpected events.

We're here for you! Call or stop in today!

www.OneGroupFL.com • 324 S. Hyde Park Ave. • Tampa, FL 33606



Jeremiah Flynn
Cell: 813-436-3996
JFlynn@OneGroup.com



Scan for more information and my contact information.

ONEGROUP
A World of Risk Management and Insurance Expertise

ABC Team
— EXPERIENCE. DEDICATION. RESULTS. —

LINCOLN LENDING GROUP
813MORTGAGE.COM
NMLS #155238

ABEL CARRASCO
MORTGAGE LOAN ORIGINATOR

BRENDON BLOCK
MORTGAGE LOAN ORIGINATOR

CHRIS CRAWFORD
MORTGAGE LOAN ORIGINATOR

COLLABORATIVE
We work together for your success.

INNOVATIVE
Creative solutions that drive results.

TRUSTED
Committed to integrity and trust.

ABEL CARRASCO JR.
Direct (813) 784-8615
Abel@LincolnLend.com
Abel NMLS #1594565

BRENDON BLOCK
Mobile (727) 871-3733
BBLOCK@LincolnLend.com
Brendon NMLS #1597801

CHRIS CRAWFORD
Direct 727-518-4355
ChrisC@LincolnLend.com
Chris NMLS #1019153

www.lincolnlendinggroup.com

Company NMLS #355238

HOME INTEGRITY
YOUR TRUSTED HOME INSPECTION TEAM

727-284-6784

COMPLETE HOME INSPECTIONS
LISTING & PRE INSPECTIONS
PRE- DRYWALL, NEW CONSTRUCTION
LIGHT COMMERCIAL, SEWER SCOPE, MOLD & WATER TESTING
LUXURY HOMES, DOCK & SEAWALL, POOL & SPA, HOME WARRANTY

WOMEN / VETERAN OWNED & OPERATED

HOMEINTEGRITYLLC@GMAIL.COM

ANYONE LOOKING FOR SOME EXTRA MONEY ON YOUR TEAM?



Account
Executives
Needed
— Apply
Today!

Do you have sales experience you'd like to utilize? We are looking to add new members to our team. Part-time, flexible hours. You can earn \$1,000—\$5,000/month for extra spending money. Perfect for anyone who loves connecting with various

industries in the Tampa Bay real estate community. Training is provided.

Please submit resume to don@tampabayrealproducers.com for consideration.

SEAN SHERIDAN
Founder, Rank Media LLC

BOOK TODAY

Based in Tampa, FL

RANK MEDIA

FULL SERVICE REAL ESTATE MEDIA COMPANY

I assist real estate agents and brands stand out with high quality, strategic content that **drives attention and sales.**

- BRANDING & CONTENT STRATEGY
- LISTING PHOTOS & VIDEOS
- DRONE CONTENT
- SOCIAL MEDIA REELS
- AGENT BRANDING VIDEOS
- PROPERTY WEBSITES

Visit our
WEBSITE for
more info



RANK MEDIA LLC



www.rankmediallc.com

THE RODENT PROS **PEST CONTROL SERVICES**

If you have a rodent or wildlife issue at home, or if you just need some reassurance, give us a call today to schedule a **100% free inspection!**

Our Services Include :

- ✓ Trapping
- ✓ Repellents/Deterrents
- ✓ Sanitation
- ✓ Home Exclusion
- ✓ And More!

CONTACT US! DALTONOHARA@THERODENTPROFESSIONALS.COM
727-922-4637

600 CLEVELAND STREET SUITE 374
CLEARWATER, FL 33755

The Rodent Pros Offer rodent trapping, rodent removal, rodent exclusion, rodent sanitation and rodent remediation services to all cities within a 50 miles radius of Tampa Florida.

THE RYAN BOYD TEAM
CROSSCOUNTRY MORTGAGE™

Mortgage Executive
Magazine Top 1%
Mortgage Originators
in America 2025

Ryan Boyd
Loan Originator • NMLS1313799
M: 727.742.7966 • D: 813.345.4378
ryan.boyd@ccm.com
BoydHomeLoanTeam.com

Equal Housing Opportunity. All loans subject to underwriting approval. Certain restrictions apply. Call for details. CrossCountry Mortgage, LLC NMLS3029 (www.nmlsconsumeraccess.org). 25LO_86b6ru7hw

Blue Brick
Title and Escrow

Dont Fumble the Closing!
Pass it to Blue Brick.

READY TO CLOSE LIKE A CHAMPION?

727-441-8880 | info@bluebricktitle.com | bluebricktitle.com

Turning Relationships Into Results

PHOTO CREDIT: ERIC BUNCH OF NTP 2 PHOTOGRAPHY

A Big Thanks to Our Sponsors, HomeStretch and Blue Brick Title!

HOME
stretch

Blue
Brick
Title and Escrow



Samuel Gay

Producing Branch Manager
Retail NMLS #1510991



Let's keep the lines of
communication open!

218.340.6474

1208 E Kennedy Blvd,
Office 231 Tampa, FL 33602

samuel.gay@ccm.com

CROSSCOUNTRY
MORTGAGE™

I'll ensure you're always informed throughout your mortgage journey, from start to finish, and I'm here to answer any questions you have along the way. Whether you're buying, refinancing, or renovating, count on me for a friendly and top-notch home loan experience tailored just for you!

MAGNUM
ROOFING & RESTORATION

LOCAL ROOFING EXPERT
Specialize in Re-Roofing
All Roofing Systems

Don't lose another deal because of the age of the roof...
**ASK US ABOUT OUR ESCROW
ROOF REPLACEMENTS!!**

21129 Leonard Road | Lutz, FL 33558
tel 813-606-4414 | fax 888-773-4346
www.MagnumRestoration.com

TOP-RATED ROOFING CONTRACTOR | TOP RATED ON GOOGLE

CCC1331334

Award for
Best Service
2020

HomeAdvisor
Approved

A+
rating

Protection From Life's Little **FRIGHTS**

Since nearly half of our members experience ghastly home system failures in their first year of coverage,* make sure your clients are protected — so scary breakdowns don't become financial nightmares.

Let's Connect.

*Based on First American Home Warranty first-year real estate contracts January 1, 2025–December 31, 2025.

firstamrealestate.com
Phone Orders: 800-444-9030



First American
Home Warranty™

©2025 First American Home Warranty Corporation. All rights reserved. FA_ADMRP_DROCK_Y0_26

Your Local Resource
Dominic Rock
813-344-7525
dorock@fahw.com



Empowering agents with service
that builds lifelong clients

3Σ

TOTALITY
PRODUCTIONS

REAL ESTATE MEDIA

WEBSITE: TOTALITYPRODUCTIONS.COM

EMAIL: INFO@TOTALITYPRODUCTIONS.COM



COASTAL COLLECTIVE
TITLE
ELEVATED. TRUSTED. TIMELESS.

A BOUTIQUE TITLE COMPANY
BUILT AROUND *Relationships*

Services:

BOUTIQUE SERVICE
Personalized attention from contract to close.

CLEAR COMMUNICATION
Fast responses, proactive updates, always in the know.

MOBILE & FLEXIBLE CLOSINGS
On your schedule. Wherever business takes you.

FLORIDA EXPERTISE
Deep knowledge. Real solutions. Smooth closings.

RELATIONSHIPS FIRST
We value trust, loyalty, and lasting partnerships.



Lori LaCoppola
(813) 422-1328

(813) 544-8626 | WE'RE HERE TO ENSURE A SMOOTH AND **PROFESSIONAL PROCESS.**

40 • October 2026



Real tech
for REALTORS®

Discover the convenience of having all your real estate tools working together under one seamless platform.

SentriLock brings lockbox access, mobile credentials and showing services together in one unified and trusted ecosystem – making agents' daily workflows easier while giving associations secure, scalable technology they can rely on.

With industry-leading security, real-time access control and mobile-first convenience, SentriLock helps protect agents, streamline workflows and support long-term innovation.



Scan to learn more





Visit us at: sentrilock.com





MVP AUGUST SOCIAL

PHOTO CREDIT: ERIC BUNCH OF NTP 2 PHOTOGRAPHY

A Big Thanks To Our Sponsors: Investment Title, First American Home Warranty, and Edge Home Finance!





FOCUS ON CLOSING



DESTINATION CLOSING TABLE

3-D Virtual Tours
Photos

Floor Plans
Virtual Staging
Listing Website

813-477-3398



LIVELY LISTINGS

MLS LISTING PHOTOGRAPHY



DESTINATION CLOSING TABLE

Residential/Commercial
Drone Photo/Video
Video Walk Thru
Social Media Reels
Realtor Headshots
LivelyListings.com



WALDORF ASTORIA[®]
RESIDENCES • ST. PETERSBURG



ARTIST CONCEPTUAL RENDERING

A TIMELESS LEGACY ALONG THE BAY

Waldorf Astoria Residences St. Petersburg will introduce a new era of luxury to its bayfront locale. Rooted in the rich legacy of Waldorf Astoria Hotels & Resorts and inspired by the vibrant spirit of St. Petersburg, the extraordinary property will celebrate a blend of timeless elegance with the essence of Florida's iconic waterfront lifestyle.

2- & 3-Bedroom Luxury residences starting from \$2.9M

727.353.2291 • Waresidencesstpetersburg.com

SALES GALLERY

100 2nd Ave S, Suite 105N • St. Petersburg, FL 33701



WALDORF ASTORIA IS A REGISTERED TRADEMARK OF HILTON INTERNATIONAL HOLDING LLC, AN AFFILIATE OF HILTON WORLDWIDE HOLDINGS INC. ("HILTON"). THE RESIDENCES ARE NOT OWNED, DEVELOPED, OR SOLD BY HILTON AND HILTON DOES NOT MAKE ANY REPRESENTATIONS, WARRANTIES OR GUARANTEES WHATSOEVER WITH RESPECT TO THE RESIDENCES. THE DEVELOPER USES THE WALDORF ASTORIA BRAND NAME AND CERTAIN WALDORF ASTORIA TRADEMARKS (THE "TRADEMARKS") UNDER A LIMITED, NONEXCLUSIVE, NON-TRANSFERABLE LICENSE FROM HILTON. THE LICENSE MAY BE TERMINATED OR MAY EXPIRE WITHOUT RENEWAL, IN WHICH CASE THE RESIDENCES WILL NOT BE IDENTIFIED AS A WALDORF ASTORIA BRANDED PROJECT OR HAVE ANY RIGHTS TO USE THE TRADEMARKS.

ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING REPRESENTATIONS OF THE SELLER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A SELLER TO A BUYER OR LESSEE. NO FEDERAL OR STATE AGENCY HAS JUDGED THE MERITS OR VALUE, IF ANY, OF THIS PROPERTY. THIS IS NOT AN OFFER TO SELL OR SOLICITATION OF OFFERS TO BUY, THE CONDOMINIUM UNITS IN STATES WHERE SUCH OFFER OR SOLICITATION CANNOT BE MADE.

THESE DRAWINGS ARE CONCEPTUAL ONLY AND ARE FOR THE CONVENIENCE OF REFERENCE. THEY SHOULD NOT BE RELIED UPON AS REPRESENTATIONS, EXPRESS OR IMPLIED, OF THE FINAL DETAIL OF THE RESIDENCES. UNITS SHOWN ARE EXAMPLES OF UNIT TYPES AND MAY NOT DEPICT ACTUAL UNITS. ALL DEPICTIONS OF APPLIANCES, PLUMBING FIXTURES, EQUIPMENT, COUNTERS, SOFFITS, FLOOR COVERINGS AND OTHER MATTERS OF DETAIL ARE CONCEPTUAL ONLY AND ARE NOT NECESSARILY INCLUDED IN EACH UNIT. THE FURNISHINGS AND DECOR ILLUSTRATED OR DEPICTED ARE NOT INCLUDED WITH THE PURCHASE OF THE UNIT. CONSULT YOUR PURCHASE AGREEMENT AND ANY ADDENDA THERETO FOR THE ITEMS INCLUDED WITH THE UNIT. ACTUAL VIEWS MAY VARY AND CANNOT BE GUARANTEED. VIEWS SHOWN CANNOT BE RELIED UPON AS THE ACTUAL VIEW FROM ANY PARTICULAR UNIT WITHIN THE CONDOMINIUM. IMPROVEMENTS, LANDSCAPING AND AMENITIES DEPICTED MAY NOT EXIST. PRICES, PLANS, ARCHITECTURAL INTERPRETATIONS AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE. THE INFORMATION PRESENTED WITHIN THIS DOCUMENT IS CONCEPTUAL. THE IMAGES AND FEATURES CONTAINED HEREIN ARE NOT TO BE RELIED UPON OR USED AS A REFERENCE FOR SPECIFICATIONS. THE FOREGOING MATTERS ARE FURTHER ADDRESSED IN THE PURCHASE AGREEMENT AND ANY ADDENDA THERETO AND THE CONDOMINIUM DOCUMENTS.

 @sublime_staging



SUBLIME | STAGING

Sublimestaging.com
Call Or Text 813-546-2503
for a quick quote