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EXPERIENCES THAT MATTER

“

Therefore encourage
one another and build
each other up.”
1 Thessalonians 5:11

In a relationship-driven industry like ours, transactions may close deals, but experiences build empires.

September is a reminder that business doesn't just happen behind a desk. It happens in rooms. At events. Around tables. In conversations that go deeper than surface-level networking.

We are living in a time where digital noise is constant. Emails flood inboxes. Social feeds scroll endlessly. Attention spans shrink.

But experiences?

Experiences slow people down.

They create a connection. They create memory. They create loyalty.

Event-driven business isn't about throwing parties. It's about intentional gatherings. It's about creating spaces where agents feel seen, where partners feel valued, and where relationships move from transactional to transformational.

The most successful professionals on the Emerald Coast understand that proximity builds power. When you consistently

show up in the right rooms, when you host thoughtfully, when you connect people strategically, you become more than a service provider. You become a connector. A resource. A leader.

At *Emerald Coast Real Producers*, this philosophy is at the heart of what we do. Our events aren't just calendar fillers. They are catalysts. They bring together the Top 300, trusted partners, rising leaders, and established influencers in a way that strengthens the entire ecosystem.

Because when you gather the right people with intention, business follows naturally.

But more importantly, community forms.

This month, I challenge you to think differently about events.

Are you attending strategically or just socially?

Are you hosting with purpose or out of obligation?

Are you creating moments people remember, or meetings they forget?

Experiences that matter require thought. They require follow-up. They require care.

But when done well, they build something far more valuable than a single closing.

They build belonging.

And in this market, in this community, that is a competitive advantage.

Let's continue building a business that people don't just transact with...

...but one they want to be part of.

With intention,



Taylor Labno
Publisher, *Emerald Coast*
Real Producers



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THE EXPERIENCE IS THE *Message*



BY TIM WEISHEYER

I've sat across the table with a lot of top producers over the years, and the ones who build the most durable businesses usually have something in common. It isn't always the biggest marketing budget or the most sophisticated digital presence. It tends to be how intentional they are about showing up, and what they do with the time they have when they're in the same room as the people they serve.

That's a business strategy, even when it doesn't always look like one. The care behind those moments is what separates a calendar full of transactions from a business that actually compounds over time.

When the Room Becomes the Marketing

There's a version of real estate marketing that a lot of agents focus on almost exclusively: the digital presence, the content calendar, the ad spend. And those things matter. I'm not suggesting anyone step back from them. But what I've watched consistently is that the agents who grow the most sustainably aren't relying on those channels to carry the full weight. They're using them to support something more foundational, which is the experience their customers have when they're actually in the same space.

When you host a customer appreciation event, show up at community gatherings, or take the time to create a closing that actually feels meaningful, you're not just doing something thoughtful. You're communicating something about how you work that no advertisement can replicate. The same is true for something as simple as a handwritten notecard. It doesn't scale, and that's exactly the point. In a world where most communication is automated, taking the time to write something by hand and send it tells a customer that you were thinking about them specifically. People carry those moments with them, and they share them when someone they know is looking for an agent.

What People Actually Remember

It's worth being honest about how referrals actually happen. They rarely start with someone pulling up a list of agents and evaluating credentials. They start with a conversation where someone says they know exactly who to call, and then explains why.

What drives that recommendation is rarely a headshot or a market update. It's an experience. Most often, it's how an agent handled the hard moments in a transaction, whether they stayed engaged after the closing, and whether the customer felt throughout the process that their outcome genuinely mattered. The events and touchpoints you create aren't separate from that reputation. They're part of how it gets built, and every interaction is a data point in the impression someone is forming of you, whether you're thinking about it or not.

Showing Up with Intention

The distinction I try to draw with the producers I work with is the difference between showing up and showing up with intention. Hosting a gathering or attending a community event is only as valuable as the thought behind it. When those experiences are designed with a clear sense of what you want people to walk away feeling, they compound over time. They become part of what that person believes about you, and that belief is what gets passed along to the next person.

A useful question to sit with is what it actually looks like for someone to spend time with you (whether that's at a closing, at an event, or in a follow-up conversation) and walk away more confident that they made the right choice. And then, what would they say about that experience to someone else?

Those answers tell you where to put your energy.

Building a Business Worth Talking About

The practices that grow with the least friction aren't built on luck. They're built on customers who've become advocates,

where referrals arrive because the experience of working with that agent was genuinely worth passing on.

That kind of business doesn't come from more content or a larger budget. It comes from a consistent commitment to showing up in a way that stays with people. The agents who build it understand something that takes a while to fully see: the market rewards people who are known, but the business you

actually build is shaped by what people say when you're not in the room.

The events and experiences you create are where that story gets written. The agents who are intentional about it are the ones who tend to keep growing, regardless of what the market is doing.

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“I’m a keeper of the flame. My job isn’t to reinvent ERA American—it’s to protect the culture that has made it special while preparing it for the future.”

-TONY LOMBARDO

TONY LOMBARDO



PHOTOS BY JACQUELINE LUCILLE

LEGACY IN MOTION

For more than four decades, ERA American Real Estate has become one of Northwest Florida’s most respected brokerages by doing exactly that. While the company has grown to more than 120 sales associates and become one of the region’s largest long-term property management firms, its greatest accomplishment isn’t measured in numbers. It’s measured in relationships, culture, and an unwavering commitment to the people it serves.

Today, that vision is being carried forward by owner Tony Lombardo, whose journey to ERA American was decades in the making.

Real estate has always been woven into Tony’s life. Growing up in West Virginia, dinner conversations rarely revolved around school or sports. They centered on listings, brokerages, agents, and the business of helping families find homes. His parents transformed their independent brokerage into a thriving real estate enterprise, exposing Tony to entrepreneurship long before he ever entered the industry himself.

“I grew up around the kitchen table talking real estate,” Tony says. “It wasn’t just a business. It was part of who we were.”

After earning his real estate license at just 19 years old, Tony expected to spend his career working alongside his family. Those plans changed when his parents sold the brokerage, leading him down a completely different path. Over the next 18 years, Tony worked on the corporate side of the industry, consulting brokerage owners throughout the country, helping companies grow, recruit, merge, and build stronger organizations.

That experience eventually led him to ERA Real Estate,

where he met Gloria Frazier, the founder of ERA American Real Estate. What began as a professional relationship quickly developed into a trusted friendship rooted in shared values and a mutual passion for serving agents.

When the opportunity arose in 2020 to join the company as Chief Operating Officer, with the possibility of eventually purchasing the brokerage, it felt like the perfect fit. Two years later, Tony officially acquired ERA American Real Estate, continuing the legacy Gloria had built while preserving the culture that made the company special. Even today, Gloria remains actively involved in the business, mentoring leaders and helping shape the next generation.

While many brokerages focus primarily on recruiting agents, ERA American focuses on supporting them.





“We want our agents to be better off with us than without us,” Tony explains.

That philosophy has become the heartbeat of the organization.

The brokerage has developed a full-service, in-house marketing agency complete with graphic designers, social media specialists, web developers, and marketing professionals dedicated solely to helping agents grow

their businesses. Instead of outsourcing creative work, agents have an entire team behind them, allowing them to spend more time building relationships and serving clients.

That commitment has earned ERA American national recognition, being named ERA’s No. 1 Marketing Department for four consecutive years among more than 40,000 agents and over 1,000 offices nationwide. Yet Tony is quick to point out that awards aren’t the goal. They’re simply a byproduct of putting agents first.

That same people-first philosophy extends well beyond the walls of the brokerage.

Throughout its history, ERA American has donated more than \$1 million back to charitable causes throughout the community. Rather than relying on large corporate donations, the company’s charitable foundation is fueled by agents and employees contributing a little from each closing, creating a lasting impact one transaction at a time.

Another tradition has become synonymous with the brokerage itself. Since



the 1980s, ERA American has proudly distributed more than one million American flags throughout Northwest Florida. It’s a symbol not only of the company’s name but of its commitment to community, service, and the values that have guided the organization since its founding.

Tony often refers to himself as “a keeper of the flame.”

Rather than reinventing what made the brokerage successful, he believes his responsibility is to protect its culture while ensuring it continues to evolve for future generations.

That mindset extends beyond the business.

Today, Tony’s daughter Isabella works on the brokerage’s marketing team, while his future son-in-law is building his career within the company’s property management division under Gloria’s mentorship. Watching another generation discover the opportunities real estate can provide has become one of the most rewarding chapters of Tony’s career.

His hope isn’t that his children feel obligated to continue the family business.

Instead, he wants ERA American to remain the kind of place where future generations choose to build meaningful careers because of the opportunities, mentorship, and community it provides.

That perspective perfectly captures what ERA American Real Estate has represented for more than 40 years.

It’s more than a brokerage.

It’s a place where agents find support instead of competition, where relationships outlast transactions, and where success is measured not only by homes sold, but by lives impacted.

As Northwest Florida continues to grow, ERA American Real Estate remains firmly rooted in the values that built its reputation decades ago, proving that while leadership may evolve, a strong culture has the power to endure for generations. 🏠



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- TONY LOMBARDO

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For most of us, home is a place of comfort. It's where milestones are celebrated, families gather around the dinner table, and life's simplest moments become lifelong memories. But for many wounded veterans returning from military service, home can also be filled with obstacles. Something as routine as walking through a doorway, preparing a meal, or moving from one room to another can become a daily reminder of the sacrifices they made while serving our country.

That's why Building Homes for Heroes exists.

The national nonprofit is dedicated to building and modifying homes for injured veterans, creating safe, accessible spaces that allow them to live with greater

independence and dignity. Every home represents more than bricks and mortar. It represents gratitude, healing, and the opportunity for a fresh start.

Along Florida's Emerald Coast, that mission has found



a passionate advocate in REALTOR® Chrissy Hartley. While many know Chrissy through her successful real estate career, ask her what she's most proud of, and she'll quickly shift the conversation away from sales and toward service.

"I don't want this to be about me," she says. "I want people to know about Building Homes for Heroes."

The Emerald Coast Association of REALTORS® has been fundraising for Building Homes for Heroes since 2015, with this year's July 11 tournament marking its 12th annual event. Chrissy joined the effort in 2016 and is now celebrating her 11th year supporting the organization's mission. Together, the association has raised more than \$220,000 for Building Homes for Heroes. Thanks to a dollar-for-dollar match through the Family Foundation, that impact has grown to more than \$440,000, helping provide homes for veterans who need them most. It's a number she's proud of, not because of the recognition it brings, but because of the lives it represents.

Each veteran who receives assistance goes through a rigorous application process



before being selected based on their individual needs. Some homes are built from the ground up, while others are modified to accommodate life-changing injuries. Whether it's wider doorways, wheelchair accessibility, or specialized layouts that restore independence, every project is designed to help veterans focus less on the limitations of their home and more on living their lives.

For Chrissy, the mission became deeply personal when she had the opportunity to help surprise local veteran Justin Day during one of the association's annual fundraising events. Justin believed he was attending a bowling tournament with friends. Instead, he learned he had been selected to receive a mortgage-free home through Building Homes for Heroes.

"I was honored that they allowed me to make the announcement," Chrissy recalls.

That unforgettable moment was only the beginning. Nearly two years later, she stood alongside community leaders, volunteers, supporters, and Justin's



family as they celebrated the dedication of his new home. Watching him receive the keys served as a powerful reminder of why every fundraiser, every volunteer hour, and every donation matters.

"It really sets in that every hour, every dollar, every bit of time spent is worth it when you see the impact it has on someone's life," she says.

While Building Homes for Heroes has become one of her greatest passions, it reflects a much larger commitment to serving others. Inspired by her faith and by watching her mother dedicate her own life to helping people, Chrissy has spent decades volunteering throughout the Emerald Coast. From delivering backpacks filled with weekend meals through Food for Thought to supporting organizations like Sleep in Heavenly Peace, local schools, youth sports, and countless community initiatives, she believes there is always an opportunity to make a difference.

Still, when asked what she hopes readers take away from her story, the answer always comes back to Building Homes for Heroes.

The organization depends on volunteers, sponsors, and community support to continue its mission. Every dollar raised, every event attended, and every person who chooses to get involved helps provide wounded veterans and their families with something many of us take for granted: a place to call home.

Because in the end, Building Homes for Heroes isn't simply building houses. It's restoring independence, honoring sacrifice, and reminding the men and women who have served our country that they are not forgotten. ▀

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Before founding Strategic Advantage Consulting, Tim Weisheyer spent nearly three decades doing exactly what his clients are trying to accomplish. He built companies, led organizations, developed teams, scaled businesses across multiple industries, and learned firsthand what it takes to create success that lasts.

“I’ve spent thirty years building businesses,” Tim says. “Everything we do comes from real-world experience.”

That practical approach is the foundation of Strategic Advantage Consulting, a firm that helps business owners, executives, government

agencies, nonprofit organizations, associations, and real estate professionals build stronger organizations through strategic planning, leadership development, business consulting, executive coaching, systems implementation, and organizational growth.

For Tim, consulting has never been about offering theories from the sidelines.

It’s about helping people solve real problems with proven strategies.

Long before Strategic Advantage Consulting existed, Tim had already built a successful career in real estate. Starting shortly after high school, he immersed himself in every aspect of the industry. Residential brokerage eventually expanded into commercial real estate, property management, leasing, development, investing, business ownership, and organizational leadership.

Along the way, he also invested in and helped build companies outside of real estate, discovering that the principles of great leadership and sustainable growth apply across every industry.

Then came an unexpected opportunity.

About twenty-five years ago, one of Tim’s closest friends, an established business consultant, invited him to participate in a strategic planning session for one of his clients. Drawing from his own experience as a business owner, Tim spoke to the group about

leadership, growth, and organizational strategy.

The response was immediate.

Afterward, his friend told him his presentation had made the biggest impact of the entire program and asked if he would continue helping with future clients.

“I just fell in love with the work,” Tim says.

That passion eventually became Strategic Advantage Consulting.

Today, the company works with organizations of every size, helping leaders identify where they are, where they want to go, and what systems need to be in place to get there. Sometimes that means facilitating strategic planning sessions. Other times it involves leadership coaching, organizational restructuring, improving company culture, implementing systems and processes, or helping business owners create organizations that can grow without sacrificing quality of life.

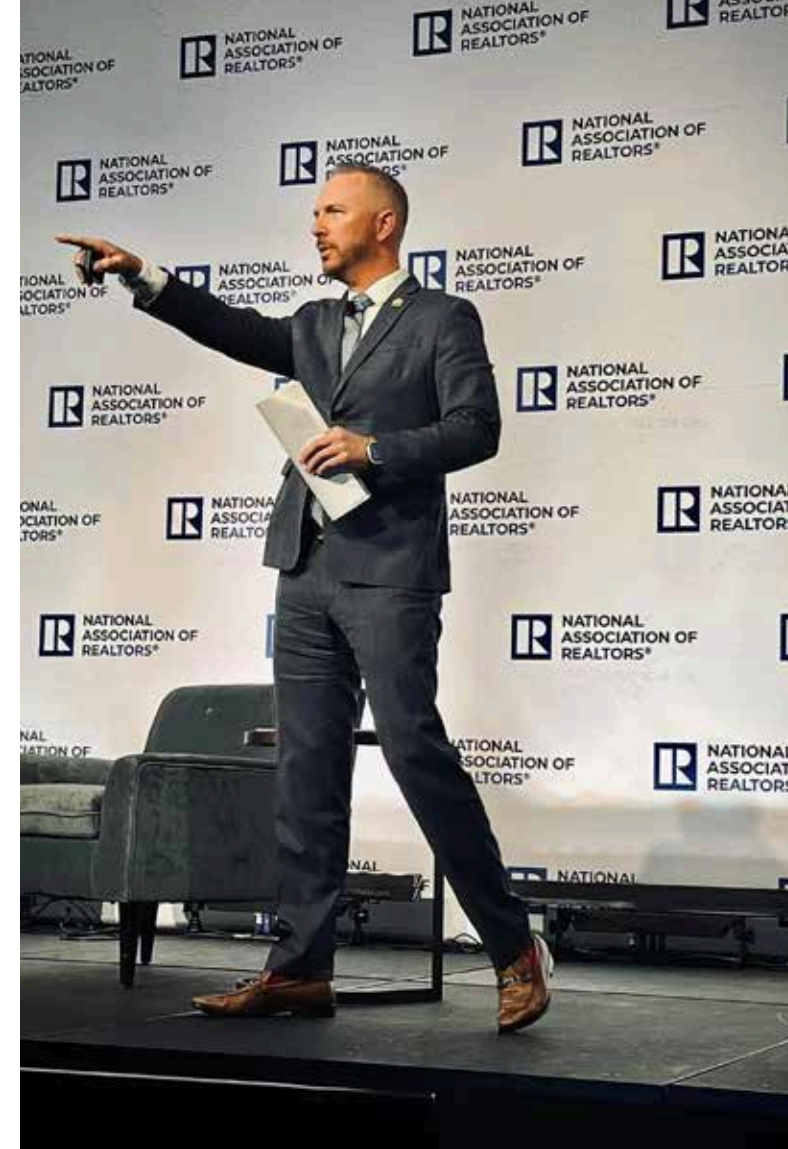
Tim believes the best businesses aren’t built by accident.

They’re built intentionally.

“We’re all building businesses because we’re trying to create a life we want,” he says. “If you create financial success but lose your quality of life, that’s not really success.”

That philosophy resonates particularly well within the real estate industry.

Unlike many consultants who coach agents from the



outside, Tim has lived every side of the business. He’s been the agent building relationships, the broker responsible for growing a company, the owner creating scalable systems, and the

“

I understand the entire ecosystem. I know what agents are facing because

I’VE BEEN THERE, &

I know what it takes to build something that’s profitable, scalable, & sustainable.

– Tim Weisheyer

”



“
I’ve spent thirty years building businesses. Everything we do comes from
REAL-WORLD EXPERIENCE.

– Tim Weisheyer

”

industry leader advocating for the future of real estate.

In 2025, he served as President of Florida Realtors, the largest statewide Realtor association in the nation. Throughout his career, he’s been inducted into the National Association of Realtors Hall of Fame, earned a Lifetime Achievement Award, received multiple Realtor of the Year honors, and helped shape statewide initiatives focused on strengthening homeownership, improving affordability, and creating opportunities for both Realtors and consumers, including playing an instrumental role in the creation of Florida’s Hometown Heroes Housing Program and advocating for meaningful insurance reform.

That experience allows him to coach with a perspective few others possess.

“I understand the entire ecosystem,” he says. “I know what agents are facing because I’ve been there. I know what brokers are dealing with because I’ve owned brokerages. I

know what it takes to build something that’s profitable, scalable, and sustainable.”

It’s also why Strategic Advantage Consulting has become a trusted resource for business owners who want more than quick fixes.

Tim and his carefully selected team work alongside clients to develop customized strategies rather than one-size-fits-all solutions. Whether partnering with a Fortune 500 company, a local nonprofit, a growing brokerage, a government agency, or an individual entrepreneur, every engagement is built around the client’s goals, challenges, and long-term vision. Their work goes beyond improving a business. It helps leaders develop the mindset, habits, and systems necessary to create lasting success.

Outside of work, Tim practices the same balance he encourages others to pursue. Some days begin with a sunrise walk on the beach. Others involve strategic planning sessions from a boat on the Banana

River or brainstorming with business partners on a working ranch. For him, success has never been about working more. It’s about building a business that allows you to fully enjoy the life you’ve worked so hard to create.

That perspective is rooted in what matters most. Faith and family are the foundation of every decision Tim makes, personally and professionally. A proud father of two daughters, he says his greatest accomplishment has never been serving as President of Florida Realtors, building successful companies, or receiving industry accolades.

“The greatest joy, honor, and responsibility I’ve ever had has been being a father,” he says.

Throughout his life, Tim has also invested deeply in serving others. From mentoring young leaders for decades and speaking at youth conferences to participating in international mission work throughout Central America,



he has always believed success is measured by the impact you leave on other people’s lives. It’s a philosophy that continues to guide both his business and his personal life.

Ask Tim what defines Strategic Advantage Consulting, and the answer isn’t found in a list of services. It’s found in the mission behind the company: helping people build businesses that create opportunity, strengthen relationships, and support the lives they truly want to live.

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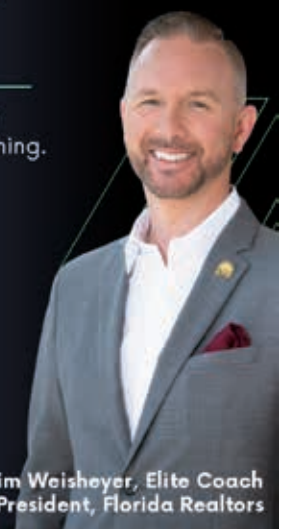
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Lisa Buchman

PHOTOS BY ANNA WHITE PHOTOGRAPHY

Called to Serve

For Lisa Buchman, serving others has never been something she turns on when it's convenient. It's simply the way she lives her life.

Whether she's helping a family find the perfect home, coordinating volunteers for a local nonprofit, or connecting someone with resources they didn't even know existed, Lisa believes every opportunity to serve has the power to change someone's life. It's a philosophy that has guided her long before she returned to real estate and one that continues to shape the impact she's making throughout the Emerald Coast today.

Lisa first moved to Destin in 2002, drawn by the beauty of the area and the opportunity to build a life for her family. As the local real estate market began to grow, she earned her real estate license and started working with a small brokerage under the

mentorship of Peggy Records. At the time, however, raising her young children came first, and real estate remained more of a part-time pursuit than a full-time career.

Eventually, she stepped away from the business, but she never stepped away from serving her community.

For nearly a decade, Lisa dedicated herself to community outreach, serving as the outreach director for Shoreline Church while also working in marketing and promotions for Community Broadcasters. Those years immersed her in the needs of the Emerald Coast and introduced her to countless organizations making a difference throughout the region. More importantly, they taught her that one of the greatest gifts you can give someone isn't always financial support. Sometimes it's simply showing up.

"I've learned that organizations need hands and feet just as much as they need donations," Lisa says.

That lesson has stayed with her ever since.

When her longtime friend and broker, Jacqui Luberto, encouraged her to return to real estate in 2020, Lisa was hesitant. She loved the outreach work she had been doing and wasn't sure she wanted to step away from it. Thankfully,



she realized she didn't have to choose between serving her community and serving her clients.

Instead, she found a way to do both.

Today, Lisa is an active REALTOR with Realty ONE Group Emerald Coast while also serving as Chair of the Community and Military Outreach Committee for the Emerald Coast Association of REALTORS®. In a region home to multiple military installations, she works alongside fellow Realtors and community partners

“I’ve learned that **organizations need hands and feet** just as much as they need donations. Sometimes the greatest way to serve is simply showing up.”

— Lisa Buchman



“ Helping someone buy or sell a home is important, but helping them feel connected to **their community** is what **truly makes a lasting impact.** ” — Lisa Buchman



to connect volunteers with organizations that support military families, children experiencing food insecurity, seniors, and countless others throughout Okaloosa and Walton counties.

One initiative especially close to her heart is Food For Thought, which provides weekend meals to local students facing food insecurity. She has also volunteered with Habitat for Humanity, Toys for Tots, and serves on the board of directors of Safe Connections, an organization that provides supervised visitation services and support for families navigating difficult domestic situations.

Lisa is also deeply involved with the Destin Charity



Wine Auction Foundation through the South Walton Beaches Wine & Food Festival, where she coordinates hundreds of volunteers each year. The event has helped to raise millions of dollars for local children's charities, creating a lasting impact throughout the Emerald Coast.

What inspires Lisa most isn't simply raising money. It's seeing lives change because people are willing to give their time.

"People don't know what they don't know until they need to know," she says.

Whether she's introducing someone to a local nonprofit, helping connect a military family with resources, or simply pointing a client in the right direction, Lisa believes Realtors are uniquely positioned to become trusted community connectors.

That mindset naturally carries into her real estate business.

Helping clients buy or sell a home is only one part of the relationship. Lisa believes her role often extends far beyond the transaction itself. Sometimes people need recommendations,

encouragement, or connections to resources they never knew existed. Being able to provide those answers has become one of the most rewarding parts of her career.

Outside of work, Lisa considers herself incredibly blessed. She married her high school sweetheart, Marty, and they recently celebrated 34 years of marriage. Together they've raised two daughters, Sydney and Lauren. Sydney is pursuing a career in real estate, and Lauren is a boat captain in Destin. Their family also includes a few beloved dogs and a shared love of music, travel, and serving the community together whenever possible.

Looking back, Lisa realizes every chapter of her journey prepared her for the next. From community outreach to real estate, every experience has reinforced the same belief: serving others creates stronger communities.

For Lisa Buchman, real estate may be her profession, but serving people will always be her purpose. 🏡



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AMANDA Hurd

CREATING A LIFE WORTH COMING HOME TO

PHOTOS BY JACQUELINE LUCILLE

When Amanda Hurd looks back on the path that led her to real estate, she is the first to admit it was anything but carefully planned.

In fact, it began with a leap of faith.

At 26 years old, Amanda was living in North Alabama, working in pharmaceutical sales, when she made a life-changing decision. She sold her home, quit her job, cashed out her 401(k), packed up her two children, and moved to Florida without knowing a single person. The decision wasn't driven by a career opportunity. She simply wanted a better place to raise her family and believed Gulf Breeze offered the school system and lifestyle they deserved.

"I did all the irresponsible things you're probably not supposed to do," Amanda laughs. "But sometimes you just have to trust yourself."

With no job waiting for her, Amanda relied on the proceeds from selling her home while she figured out her next chapter. She taught aerobics classes at a local gym and began personal training, something she had always enjoyed. It was there that fate stepped in.

One of the people she met was Gene Hurd, who would later become both her broker and eventually her husband. Recognizing Amanda's natural ability to connect with people,

he encouraged her to consider a career in real estate.

At the time, Amanda had never dreamed of becoming a Realtor.

She simply needed to find a career that allowed her to support her family. Looking back, it turned out to be exactly where she belonged.

Her first clients came from the relationships she had already built through personal training. Those clients trusted her long



I LIVE FOR
closing day.
 IT'S NOT REALLY THE MONEY—
 IT'S THE ACCOMPLISHMENT.
 IT'S GETTING TO THE FINISH LINE.
 — AMANDA HURD



before she ever showed them a house, and that trust became the foundation of her business.

Amanda entered the industry with zero expectations.

She joined a small boutique brokerage because she wanted a place where she could learn without taking on unnecessary expenses. Like many new

agents, she quickly realized that passing the licensing exam was only the beginning.

“They teach you how not to go to jail,” she jokes. “They don’t really teach you how to sell real estate.”

Rather than waiting for opportunities to come her way, Amanda created them. She approached For Sale By Owners and offered to host open houses for them. More often than not, those conversations turned into listing opportunities. She wasn’t afraid to ask questions or put herself out there, and that willingness to take initiative paid off.

Within a few short years, Amanda had become one of her brokerage’s top producers.

For her, the business became about much more than selling homes.

“I live for closing day,” she says. “It’s not really the money. It’s the accomplishment. It’s getting to the finish line.”

That finish line represents far more than a transaction. Amanda knows firsthand that buying or selling a home often comes during life’s biggest transitions. Whether clients are celebrating a growing family, relocating for

work, downsizing, or navigating difficult personal circumstances, every transaction carries a story.

“There are so many moving pieces behind the scenes that people never see,” she says. “You become part of one of the biggest decisions they’ll ever make.”

That perspective has shaped the relationships she builds with every client.

Many of the buyers and sellers Amanda worked with during her first year in business are still clients today. Some have purchased multiple homes, while others have grown into successful real estate investors. Watching those journeys unfold has become one of the most rewarding parts of her career.

“I almost feel proud watching them grow,” she says. “It’s like seeing someone accomplish



something you’ve been able to help them achieve.”

As her business continued to flourish, Gene eventually retired from his own company and joined Amanda in real estate. Together, they founded Hurd Real Estate & Company, a boutique brokerage that has now served the Emerald Coast for nearly six years.

Today, the company includes approximately 20 agents serving clients from Orange Beach and Gulf Shores all the way to Panama City. While the brokerage continues to grow, Amanda has remained intentional about preserving its culture.

“We’re pretty selective,” she says. “We want people who share our values of family, community, and taking care of people.”

That same philosophy extends beyond clients to the agents who join the brokerage. Amanda takes



great pride in mentoring newer Realtors and helping them build businesses they can be proud of.

Living along the Emerald Coast has also shaped the lifestyle Amanda and her family cherish. Surrounded by white sand beaches and emerald waters, they spend their free time boating, paddleboarding, biking, and enjoying everything the Gulf Coast has to offer.

Together, Amanda and Gene have raised six children, blending their families while building a successful business side by side. Looking back, Amanda believes real estate gave her something even more valuable than a career. It gave her the flexibility to be present for her children through every season of life, coaching sports, attending games, and never missing the moments that mattered most.

Today, Amanda’s son has followed in her footsteps and built a career in real estate himself.

Looking back, Amanda never imagined that one bold decision to start over would eventually lead to the life she enjoys today. What began as an uncertain leap of faith has grown into a thriving business, a respected brokerage, and countless relationships built on trust.



For Amanda Hurd, success has never been about selling the most homes. It’s about helping people build lives they love, just as she did when she took a chance on her own. ❖

SOMETIMES
 YOU JUST HAVE
 TO *TRUST*
YOURSELF.
 THAT ONE
leap of faith
 CHANGED
 EVERYTHING.
 — AMANDA HURD

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Nov 12	Business Planning 10 am Shoreline
Dec. 04	Installation 6:00-10:00 Emerald Grande

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