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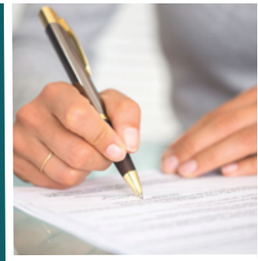
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THE QUARANTINE EDITION

"In all tragedies – look for the helpers. You will always find people who are helpers." - *Mr. Rogers' mom*

Inside this edition, you'll find stories of leaders and top performers from our local real estate community, as well a our Quarantine College which should serve as a reminder of the resilience of our industry professionals during a remarkable time in history.

All around us are examples of the industry stepping up, adapting, persevering, coming together, and serving others.

This Quarantine Edition was made to honor the commitment of each and every industry professional who has stepped up during these crazy times.

Cheers to "**The Helpers**" who have stepped up to serve their community in recent months. You know who you are, and this month's edition is dedicated to **you**!

Yours in Success,
Aaron Ludin
Owner/Publisher- Orlando Real Producers



Photography by Ken Pozek

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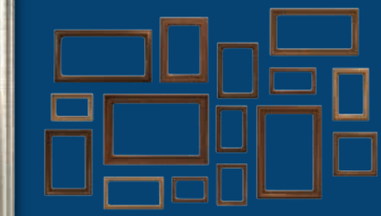
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By **Rick Singh**, CFA

ALAFAYA Area update

Like many college towns, the Alafaya area in Orange County, FL, feels like it's in a constant state of transition. The semesters usher in a crop of fresh faces, and there's always a new local restaurant to look forward to. The area's abundance of shopping and entertainment amenities draws students, young professionals, and families looking for a vibrant, energetic neighborhood to call home.

The Alafaya neighborhood is perhaps best known for bordering the University of Central Florida's main campus. Founded in 1963, the university is one of the biggest in the nation. With more than 69,000 students and 13,647 employees, UCF has significant economic impact on its immediate area and surrounding neighborhoods like Alafaya. In 2009, the university estimated that it was responsible for $1.9 billion in economic impact to the immediate region and an overall economic impact of $3.5 billion. A few years later in 2016, UCF vowed to increase that number to $10 billion in economic impact by 2021. The university's ever-growing population of students, faculty, and staff boosts the success of local families, eateries, and businesses that call the area home.

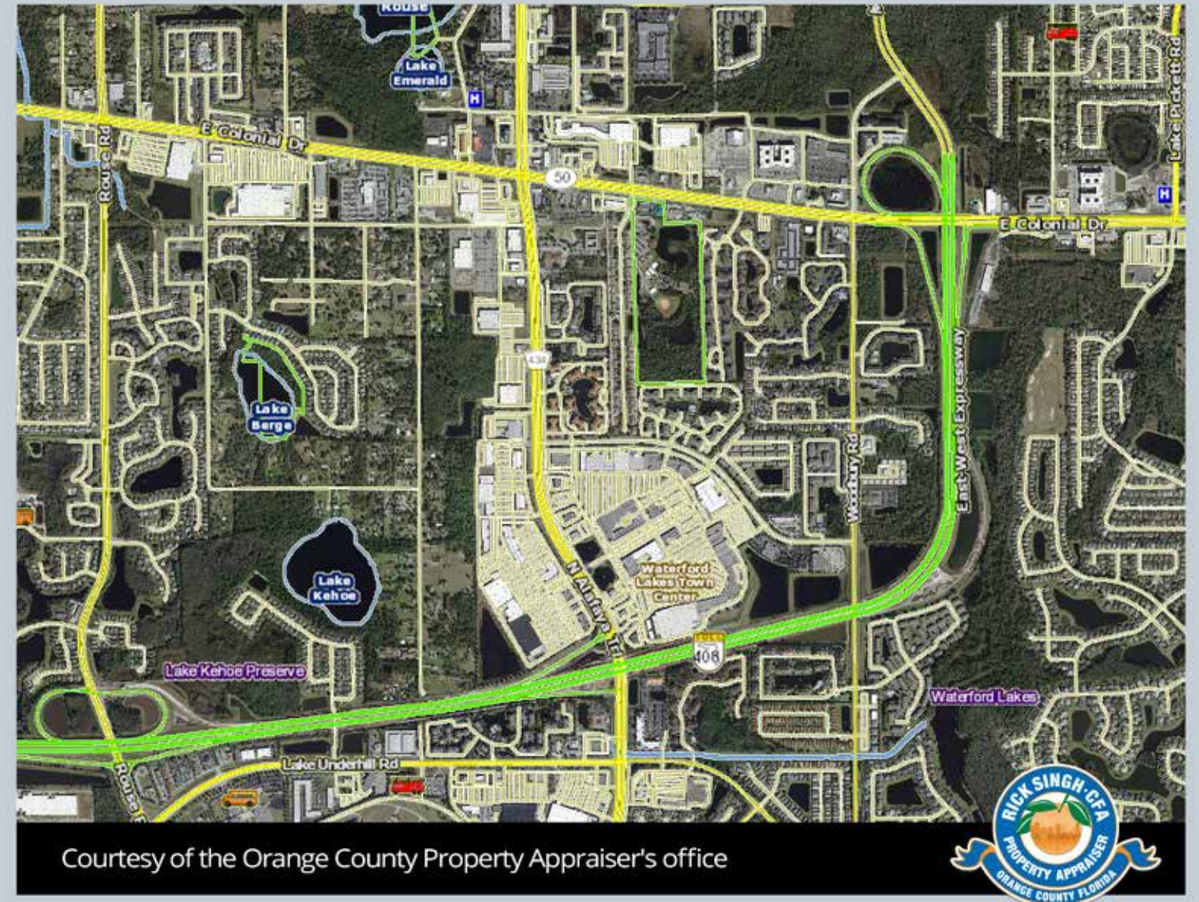
Prior to the opening of UCF – then Florida Technological University – the area was largely undeveloped. The main thoroughfare has quite a noble name. According to the Orange County Library System, settlers east of Union Park asked the Orange County Commission to call the road Alafaya Trail, which apparently means "trail of the mighty hunter."

No longer fit for hunting, the area is home to more than 88,000 residents, according to DataUSA, representing a broad mix of demographics. The median household income in 2019 was just over $68,000, higher than Orange County's median of $58,588.

The rate of poverty in the area is 12.9 percent – somewhat lower than Orange County's poverty rate of 16.7 percent. The area hosts several well-paying industries, with engineering, architecture, health sciences and computer technology jobs being some of the highest-paying options available.

As one would expect, there is no shortage of rent-based housing. In fact, according to RentCafe.com, 25 percent of properties in the area are occupied by renters. Although high demand has historically raised rent prices in the area, the average rental price for April 2020 is $1,402 – a 1-percent decrease over 2019. Some popular neighborhoods in the area can be more expensive; apartments on University Boulevard and in nearby Union Park rent for an average of $1,927 and $1,637 respectively.

While Alafaya may be a college neighborhood, not everyone rents. The real estate market offers options to a wide variety of residents and sale prices in the Alafaya area are healthy. In 2019, more than 1,300 homes were sold in the area at an average price of $305,485.



Courtesy of the Orange County Property Appraiser's office

The Alafaya neighborhood is also known for its abundant shopping and entertainment amenities. Restaurants, shops, movie theaters, and bars are all plentiful. Alafaya's shopping gem, Waterford Lakes Town Center, is home to more than 100 restaurants, entertainment options, and retail outlets. The shopping center was valued at $161.1 million in 2019, demonstrating growth over 2018 when the complex's market value was $159.3 million.

The Alafaya community truly has something for everyone. Even with such a variety of residents, the local amenities and entertainment options provide options for all interests. The bustling streets and constant progress of the area makes the community feel fresh and exciting throughout the year. As Alafaya continues to be a hub of education and industry, one can expect the neighborhood to continue thriving for years to come.



Rick Singh is the first state-certified appraiser ever elected as Orange County Property Appraiser (OCPA). Since taking office, he has returned more than $650 million to the Orange County tax roll by vigorously pursuing fraudulent claims through improved compliance investigation work and Tangible Personal Property audits. He sits on several community boards and holds memberships in several organizations.


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AMERIFIRST HOME MORTGAGE

CHRIS HARDIMAN

Photography by **Arielle D'Ornellas**
By **Zach Cohen**

It was 2010. Chris Hardiman just graduated from Florida State University with degrees in finance, accounting, and real estate. He had dreams of building a successful career, but the job market, especially in Florida, was in shambles.

"When I came out of school in 2010, the world was in crisis," Chris remembers. "Florida was in meltdown. We got hit so hard in the real estate crash, and there were no job prospects – at all."

Chris, begrudgingly, landed a job selling life insurance.

"And I was miserable," Chris admits. "People were wondering how they were going to pay rent, and I was trying to sell them a whole life policy."

One of Chris's mentors approached him with a new opportunity: to work as an analyst in a commercial debt restructuring group. Chris accepted the position at a $30,000-per-year salary, but with hard work and sharp skills, he was able to quickly rise to a senior-management-level position.

"There, I represented borrowers following the crisis of 2008. I negotiated on borrowers' behalves against large lending institutions, and I helped restructure their debt," Chris explains.

When that same mentor got back into mortgage banking, Chris decided to follow him. Chris has now been in the mortgage business for almost a decade, and in residential mortgage banking, he's found his passion-work.

A PASSION FOR REAL ESTATE

Growing up in Orlando, the booming real estate market sparked something inside Chris. He always had a draw to the industry, leading him to eventually study real estate in college.

"Real estate – like Mark Twain said, 'Buy land; they're not making anymore.' It's never going anywhere. Real estate is what it is. It's tangible. It's real. It's there. It's always been an interest of mine."



At Amerifirst Home Mortgage, Chris is now the Sales Team Manager. He focuses primarily on large real estate offices as well as home-builder accounts.

"Real estate agents are where I focus most of my efforts," Chris says. "I think the biggest thing that is often lost on real estate agents is that, at the end of the day, the loan officer is a service provider, so the real estate agent is our client. We happen to share a customer, the borrower/buyer. But at the end of the day, the real estate agent is our client. That's the person we're trying to service. We all want a happy borrower that is going to create referrals for both of us so we can grow together. We make sure we create a smooth, seamless transaction the buyer remembers fondly."

"We all want a happy borrower that is going to create referrals for both of us so we can grow together. We make sure we create a smooth, seamless transaction the buyer remembers fondly."

PRIVATE DIRECT LENDING DIFFERENCE

"What separates us is our ability to be direct to investors," Chris continues.

In mortgage lending, there are three distinct buckets for providers: banks, brokers, and private direct lenders. Amerifirst falls into the latter category.

"In this market, the general public has no idea that there are different types of mortgage lenders out there. The reason I landed at Amerifirst is the fact that we are a direct securitizer. We are not taking your loan app and running out to different lenders and seeing which wants to buy it. We underwrite the loan in house, fund it in house, securitize it in house, then sell directly to the big government-sponsored or insured entities."

With in-house underwriting, Chris can overcome questions or issues by simply walking down the hallway to speak with the underwriter personally. This saves time and can clear up miscommunications.



"As a result, we have a lot more clarity on the situation and get answers to the borrower in a timely manner," Chris says.

On top of that, Amerifirst services a large portion of their loans after origination, which gives the borrower confidence that if they ever have an issue, someone who truly has their best interest in mind will be there to answer the phone.

LEADING WITH VALUES

Family is another one of Chris's leading drivers. He and his wife, Suphattra, have a young daughter, Adelin, and son, Callen.

"If I'm not at the office, I'm with my family," he smiles.

Outside of mortgages and family time, Chris is a partner in two Mclaren Automotive dealerships. Cars and entrepreneurship are two passions of his, and with the car dealerships, he gets to fuel both.

Chris recognizes the impact that his work can have on other families. He is overseeing what is most likely the most significant, and largest, financial decision a family will make.

"As a lender, integrity has to be at the forefront of personal and professional values," Chris states. "We have such an ability to have an impact on someone's financial well-being. So few people have a deep breadth of knowledge about mortgage products. Once we gain their trust, they take us at our word. People ask our advice on everything. You can make a material positive impact on someone's life. So if you don't have the moral compass, integrity, and ethics, you can't be in this line of work."

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CLIFF LONG

CEO, ORLANDO REGIONAL REALTOR® ASSOCIATION

celebrating leadership

By **Jacob Cabezudo**
Photography by **Ryan Keller** with Video Luxury

CEO of the Orlando Regional REALTOR® Association, Cliff Long, would rather you call him the chief servant of ORRA. As the head of one of the most vibrant REALTOR® associations in America, Cliff has brought unmistakable passion and selflessness to representing the producers of Central Florida. "I make sure that I tell everybody I love them – in the morning and in the evening," Cliff said. "Because I love my job and love the people I serve, when I look at the members and I say I love you, those are not just words. It's real... It's about family, it's about love, it's about servanthood."

Cliff is originally from Montgomery, AL. He attended Alabama State University as a fourth-generation college student. After college, he was a business manager for BellSouth, now known as AT&T.

"I ended up as a spokesperson for the governor's office," Cliff remembers his work starting in the panhandle. "I worked under the Department of Financial Services and the offices of Financial Regulation and Insurance Regulation. I developed relationships with just about every elected official working under Florida's CFO."

After his impressive work with the government, the Emerald Coast Association of REALTOR®s came knocking, offering him a job as a lobbyist and government affairs director. He climbed to become the CEO of the association before taking the CEO job in Birmingham and ultimately landing right here in Orlando.

Cliff and his wife of 19 years have four daughters and one son, and their move to Florida was a united effort. "Even my oldest children who were in their 20s uprooted themselves and quit their jobs. Everyone came to Orlando. There was no foot on the other side. We're all in on Orlando."

Taking over as CEO of the Orlando Regional REALTOR® Association, Cliff brought his passion for working with REALTORS® to the forefront. "A lot of people hear that CEO title and have visions of Lear jets and tiger shrimp. The reality of it is, you are the chief servant. I am in charge of a staff whose job is to serve the REALTORS® and real estate producers of Central Florida. What that means is we handle everything that they need to be successful."

Cliff handles government affairs and lobbying, ensuring policies that are in the best interest of real estate professionals are put in place and maintained. He heads ORRA's offering of professional standards, grievance arbitration, and mediation, ensuring that the correct agent gets the commission for the over 40,000 transactions made in the region. Cliff also champions a Continuing Education program, so agents and brokers can keep their licenses and, more importantly, so that they do their best for consumers.





YOU CAN DO IT IF YOU HAVE THE HUSTLE. BUT HUSTLE IS SOLD SEPARATELY!

...

Along with the events and awards ORRA presents for its top producers in the industry and the support they have for policies favoring agents and REALTORS®, Cliff and ORRA continue to explore more ways to continue the growth of an Orlando real estate professional. "Ever stop and think about, 'Why don't you have to have a business license for every community? Or, 'How is that when you get your commission check, there is no tax taken out and no social security?' These are battles for REALTORS® that they never know we fight to ensure that they can be profitable in real estate."

One mantra Cliff consistently tells his team at ORRA is that they are the voice of real estate. "We are not a silent voice," Cliff explains. They're the voice for agents and REALTORS® on all fronts, from earnest money, legislation, and the communities they touch.

With almost 50 people on staff and 16,000 members, ORRA is the eighth largest Association of REALTORS® in America. And Cliff has a strong stance on why all those members have risen to the top.

"To be a successful REALTOR®, you're going to have to be an alpha male or alpha female. There's no such thing as a person who plays the back role that is successful in real estate. If you don't go after it, you don't get it... I remind my staff all the time, 'We don't just have 16,000 members, we have 16,000 1099's. Everyone is a small business owner that goes after it every day..."

"I have learned to balance all those personalities because each one of them has that killer instinct that has caused them to rise to the top. There is no 'I'm from Coldwell, and you're from ERA.' It's all together, all on board for the good of all 16,000 people."

A challenge Cliff faces as chief servant is dealing with all the personalities he comes across. "People bring me things, people and ideas every day. But you can't do everything and be everything to all people. What you have to do is balance all those strong personalities and let the best ideas bubble to the top."

The culture Cliff has helped create at ORRA is one of family. "Everybody eats. There is no person more important than another. I don't worry about Democrat or Republican. I worry about REALTORS®. I don't care about white or black. I care about soul. There's no such thing as yours and mine – there is ours. We're creating an atmosphere where any REALTOR® can feel like they can start at 'zero' and make it to 'hero.'" ORRA has classes in different languages so as to be more inclusive to the many more people ready to get started in the industry and add to the collective real estate community.

As a highly accomplished leader in the industry, Cliff proclaims that the trait most paramount for a leader is integrity. "Do not flip-flop. Don't go tell somebody one thing and tell another person something different. When you're dealing with leaders, the worst thing you can ever do is try to appease them. They may not like what you say, but they understand what you said, and they believe in why you said it."

Given the challenges brought on by the COVID-19 pandemic, Cliff has been on the forefront of the response. "When you love what you're doing, you feel like it's your duty. You live for these moments when you have the chance to jump in." Cliff also urges people that there is opportunity that lies in this global event.

"Yes, the virus has set us all behind," he conceded. "But, what it also did was create a 'new start' date. Every REALTOR® in Central Florida is on the same starting line... This is your big shot. What will you do with it? In a football game, the first 15-20 plays are scripted. They don't just start running plays. If you're sitting at home, and you haven't scripted the next 15-20 moves that you're getting ready to make, you're going to fail. There are people out there that already know what they're doing this summer. Those folks are ready to go out there and make money. You can do it if you have the hustle. But hustle is sold separately!"

Cliff's favorite part of Central Florida is the diversity. "There are times when I go downstairs at the Association, and I may never hear English. Orlando is a true melting pot. We have REALTORS® from China, India, and Jamaica. And you might hear Spanish, Portuguese, and French Creole in the lobby. When you go out in the community, and you see all races and all people, nobody here is hating on each other. And if you can make it in Orlando, you can make it anywhere," Cliff said with fire. "This is absolutely the best place to be at the right time. That's why I love this community."

Success to Cliff hinges on the vibrancy and health of the Orlando real estate industry. No one has to know his name, but when he walks into a packed Real Producers event, he knows he's done his job well. "What that tells me is that the Orlando atmosphere and environment is conducive for these people to be successful."


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QUARANTINE DELIVERIES

We made deliveries to some of the most essential agents in town who had been featured in ORP Magazine.

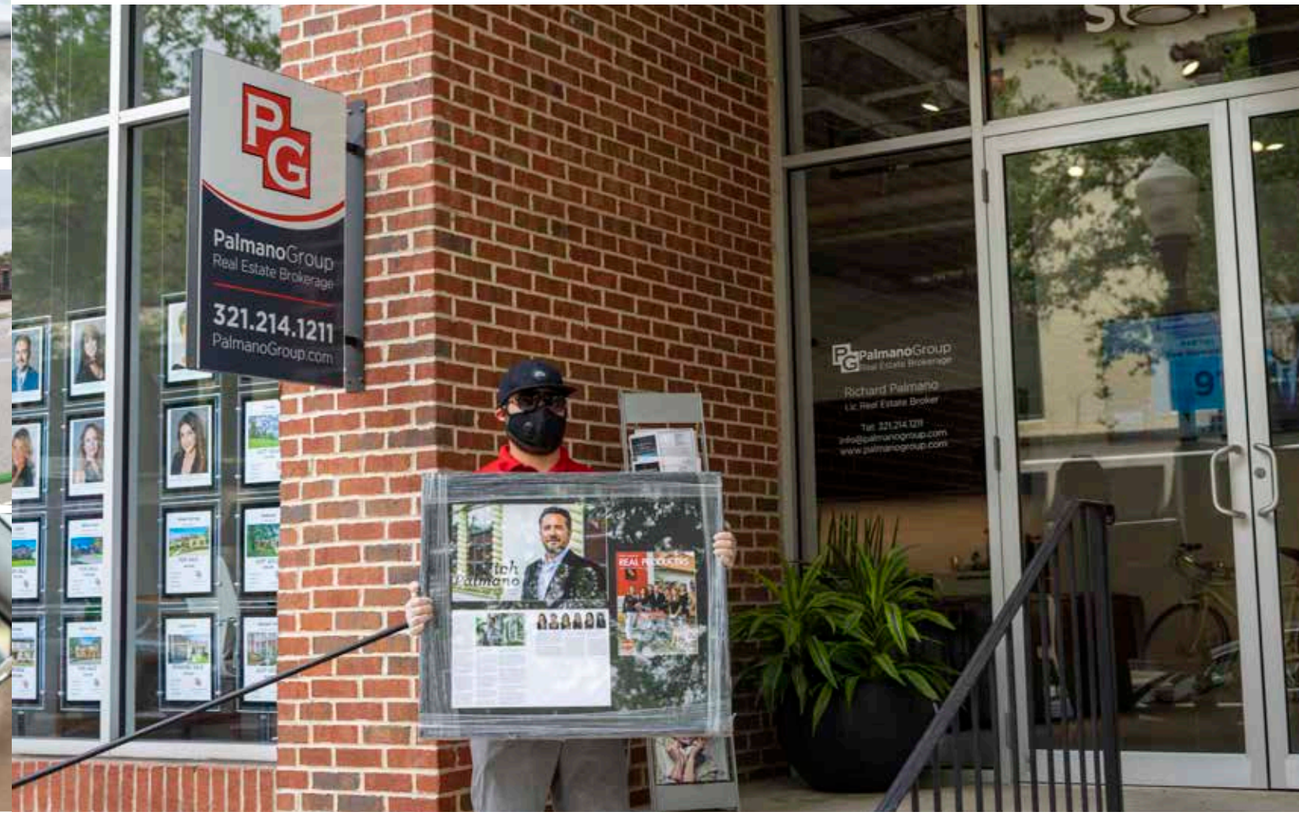


























FAIRWAY® INDEPENDENT MORTGAGE CORPORATION | LAURA MEAD

Lender Spotlight



Laura Mead often calls herself a real estate brat. She's the child of a REALTOR® mother and a builder/land developer/title company owner father. She grew up immersed in the business of real estate, so it was only natural that she pursue a career in a similar field. Laura has been a Mortgage Planner since 1987 and has helped hundreds of families with the purchase and refinance of their homes, vacation homes and investment properties.

Laura truly cares about providing her clients and business associates with 10-out-of-10 experiences. She delivers a unique standard of care, which includes in-depth consultations and insightful questionnaires. Laura works hard to understand each buyer's needs so she can design the right mortgage plan for their homeownership goals, all while helping them work toward long-term financial goals.

Laura is the mother of two sons and has been married for many years to her childhood sweetheart. She has two wonderful grandchildren and loves spending time with her family, reading and experiencing other cultures whenever possible.



Laura is also a talented and generous teammate who is always willing to help others and share systems and best practices. We are so grateful that Laura has made her home here at Fairway!

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Josh's Coaching Corner

Change your mindset; Change your life! We are what we consume. Most of us are on social media a lot these days. Ever been cruising along, having a great day, and then — BOOM — you get hit with some negativity on social media? **I highly recommend unfollowing any person, page or news agency that puts negativity into your world.** These experiences are withdrawals from your positive mindset account. There's no sense in allowing social media to take unnecessary withdrawals!

JOSH VELAZQUEZ
Branch Manager
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By **Beth McCabe**
Photography by **Shay Walker**







JUSTIN BLANCKENBERG

w/ Keller Williams At The Parks

LIVING THE AMERICAN DREAM THROUGH REAL ESTATE



"I used to be a professional golfer back in the day. But I decided I was more attracted to what business success looked like," says Justin Blanckenberg.

Originally from South Africa, Justin found a new path in real estate. He got into the business at an unlikely time in 2010, when the world was recovering from the global economic recession.

"I needed a way to earn a living. I was 23 at the time, and I joined my family business, which was real estate. My mom was one of the top real estate agents in the country for the agency where I was working," says Justin.

Justin followed his parents' footsteps into real estate. His father managed the financial side of real estate while his mom excelled in sales and showing homes. Justin started his career as a leasing agent, learning the ropes. He jokes, "I didn't get any nepotism. I worked the same as any other agent."

With drive and determination, Justin progressed in his career. Beginning in leasing, he progressed to sales and then to golf and luxury/lakefront real estate. He then joined forces with his mother in a partnership.

• • •

Four years ago, Keller Williams launched in South Africa. Justin says, "We were some of the first people to get involved with the Keller Williams brokerage, which began the link to America. I was headhunted and networked my way into a meeting with the relevant people. I was given an opportunity to come and run a Keller William office just south of Orlando."

Three years ago, he made the move from South Africa to Orlando and hasn't looked back since.

FROM DREAM TO REALITY

"I immigrated here with just one suitcase, nothing else," recalls Justin. He landed in Orlando on Christmas Day in 2016 with a dream to make it in America.

He started as a team leader, working as an office manager. Justin says, "I helped run, manage, recruit, and attract people to run the office. I did that for 10 months, waiting for my paperwork to get processed." During that time, he lived off savings until he saw the light.



Justin realized that it would be more profitable to get into real estate sales, just as he did in South Africa. He then joined the top producers in the office, crediting two people who helped him along the way.

"Monica Cook and Mike Derenthal took me under their wing and showed me how Americans did real estate," explains Justin. Although he did real estate in South Africa, he had to understand the legalities of real estate.

The road wasn't easy. "The culture nuances have been a challenge," laughs Justin. "I bring my humor into it, putting my spin on American culture and getting a laugh out of clients. It puts them at ease."

While South African real estate is confined to certain territories, real estate in America is completely different. "It's a unique change in perspective," says Justin. "It's been fun to explain the differences."

Justin has excelled in real estate here in America.

In his three-person team, Justin has done over 70 million in volume in the last two and a half years. Justin has found his niche in lakefront and luxury listings.

What's the secret to his success? It all comes down to planning. "Think in five-year increments rather than short-term thinking. People overestimate what they can accomplish in one year and grossly underestimate what they can achieve in five," says Justin.

Another secret to his success is the unwavering support of his wife, Tamra Chace, owner of the Chace Dance Company. Justin says, "The last three years have been some of the toughest but some of the most rewarding in my life. My wife has been with me through thick and thin. She's an inspiration to me." He couldn't do what he does without her.

RELAXING AND RECHARGING

When Justin isn't working, he loves boating, which gives him an opportunity to relax and recharge.

"I grew up on a lake in South Africa," he explains. "Wake boarding, wake surfing, and paddle boarding – that's my happy place. I was told there were gators in Orlando, but I still don't believe it. I have yet to have a gator encounter," He laughs.

Justin also likes reading anything business-related, eager to be the best REALTOR® he can be.

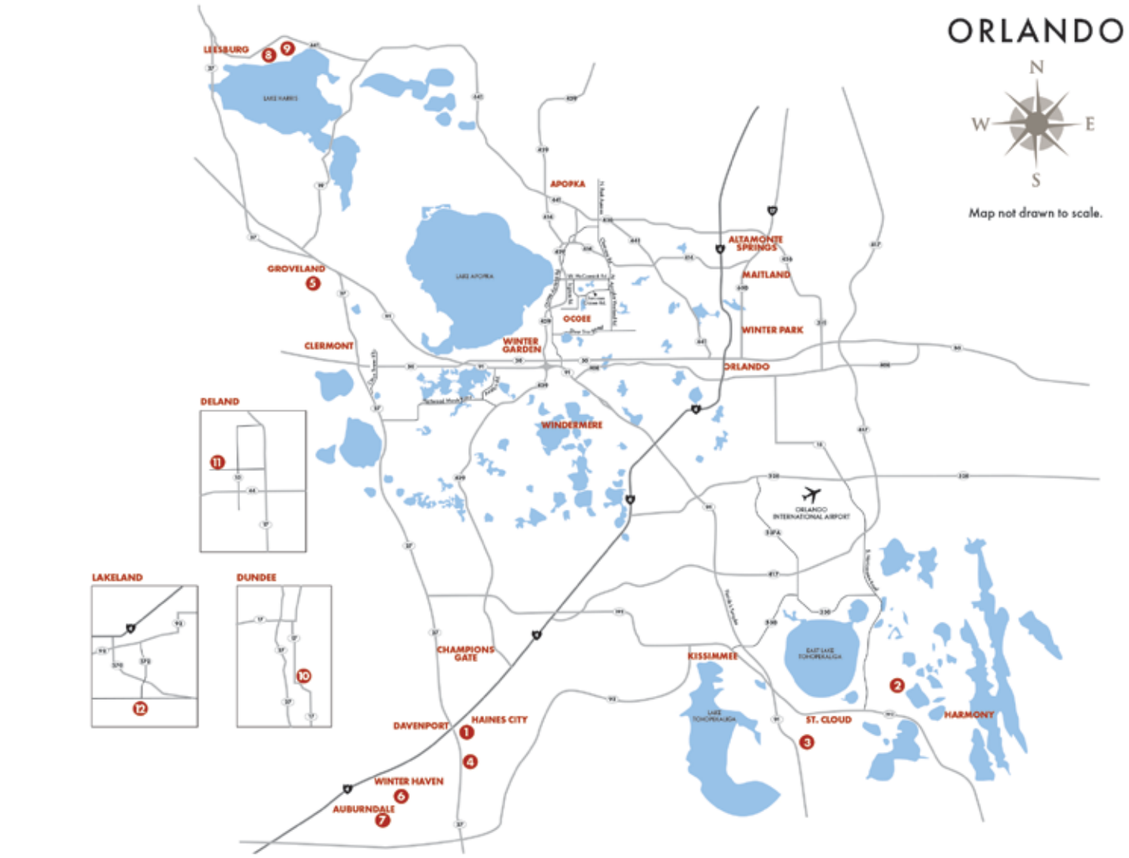
OPTIMISTIC FOR FLORIDA'S FUTURE

Justin sees potential for Central Florida and is excited about its growth.

Justin concludes, "I've seen the expansion in recent years and am excited to see what will happen in the future. I only see positive growth for Central Florida."

"I GREW UP ON A LAKE IN SOUTH AFRICA. WAKE BOARDING, WAKE SURFING, AND PADDLE BOARDING – THAT'S MY HAPPY PLACE.

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why rpac?

By **Tom Butler,** Public Policy Communications Director | FloridaRealtors®

Florida REALTORS® PAC is Our Seat at the Table

Investments in the PAC Helped Top Producers During the Pandemic

FLORIDA REALTORS® PAC
Invest In Your Profession

Mike McGraw, a broker-associate with RE/MAX Central Realty in Lake Mary and 2020 Treasurer of Florida REALTORS®, might be a self-proclaimed man of few words, but it's hard to believe it once you get him talking about the importance of Florida REALTORS® PAC during the COVID-19 pandemic.

"For me this is really simple; the PAC is giving our profession a seat at the table during these unpredictable and unprecedented times," says McGraw. "The PAC is always working for homeownership and local, state and national issues when it comes to property rights. But during the pandemic, its influence, and the advocacy efforts behind it, have truly shined."

"In mid-March, when things really started to get serious, the PAC gave us a seat at the table in D.C. and Tallahassee, and we were able to use that seat to make sure real estate was declared an essential service in Florida. This meant REALTORS® throughout the state, with proper safeguards in place, were able to keep working as other businesses were shutting down."

McGraw also mentions the work that was done by the PAC to push Congress for emergency small business loans, payroll protection loans and unemployment benefits for independent contractors.

"There was a lot of work done on the national level to make sure REALTORS® could take advantage of the relief efforts that Congress was debating," adds McGraw. "That included a strong push for access to federal loans that I hope many Top Producers were able to take advantage of to keep their businesses going. Getting access to these benefits was not automatic; we had to use our seat at the table to ensure REALTORS® were part of the conversation."

While the national advocacy efforts were significant, McGraw also points to specific successes the PAC helped deliver at the state level, such as pushing for real estate license renewal extensions, delaying tax deadlines and getting certain taxes waived. He cites Florida Realtors' efforts to get the 2019 Legislature to allow online remote notaries in Florida.

"We succeeded in getting remote notaries authorized, and, boom, here we are less than a year later in a position where people in our industry are screaming 'we need this, we need this' in order to get transactions done," he says.

McGraw believes the real estate successes achieved during the height of the pandemic were possible because of PAC investments of REALTORS® in 2019 and before.

"All the people that have been major investors up to this point paid for our seat at the table for COVID-19 in 2020," he says. "But don't kid yourself, because we are going to keep needing that seat in the months and years ahead. As we go on, there are going to be more issues that come up, ones that we haven't even thought about today.

"I go back to essential services in Florida," he continues. "Pennsylvania was shut off completely along with some other states where real estate was not deemed an essential service. That didn't happen in Florida because our PAC gave us a seat at the table when our governor, and others, were making those initial decisions. For real estate to be deemed an essential service in Florida, that alone was worth the price of admission to be a major investor."

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A RISING STAR Q&A



Number of full years in real estate:
ARCHIE: One
RYAN: Four

Last year's sales volume
ARCHIE: $7,400,000
RYAN: $9,000,000

Why did you become a real estate agent?
ARCHIE: I was always attracted to the limitless opportunity real estate has to offer.
RYAN: My father, Jim Smaldone, was my inspiration. He operated 12 RE/MAX Real Estate franchises in the states of Rhode Island and Massachusetts before continuing his career in Orlando, FL. He has conducted real estate for over 42 years. I hope to one day to live up to his legacy and pave my way in the business as well.

What did you do before you became a real estate agent?
ARCHIE: I worked in car sales for Fields BMW (five years).
RYAN: I always knew real estate would be my career, but before it I played Division 1 lacrosse at Jacksonville University before heading home to finish up my final years at The University of Central Florida with a Business Management degree.

What is your favorite part of being a real estate agent?
ARCHIE: I like helping people with the home-buying process. Some of the time I work with first-time homebuyers. Seeing how excited my clients get when we go through the process and get their first home is huge. One of my favorite feelings.
RYAN: The excitement of meeting new people and helping them find the perfect home. I also enjoy seeing all types of homes and different architecture I never knew was existed. I love seeing upgrades and construction to homes that others have been able to construct.

How would you define "success"?
ARCHIE: I would define success as a ongoing journey. I don't believe there is a certain thing you have to do to obtain it. I believe the bigger and better you get, that success bar keeps getting raised.
RYAN: Success to me is knowing I did the best job possible. It is about going above and beyond and giving your all, even if you fail.

What has been the biggest game-changer for you in your business?
ARCHIE: The team I work with. Being on a team that is really good at what they do has made me rocket into real



Archie Ferguson



Ryan Smaldone



Ryan Smaldone



Archie Ferguson

estate. I have some good guys to fall back on and teach me things when I need it.

RYAN: Besides learning everything I know from my father, the biggest game-changer for me has been learning under Scott and Brad Young the past few years.

What does your typical day look like?

ARCHIE: 7:30 am: in office, call expired listings
9-10 am: call the new FSBO's
10 am-12: follow-up emails/calls
1-5 pm: showings, after work: gym and get ready for the next day

RYAN: Typically my day begins early around 5 am with the gym. After that I prospect from 7 am till around 9 am. Then I typically will call my current clients and past clients to make sure everything is up to date and see how they are. After lunch time I usually have my appointments scheduled until it is time to head home to Lexi and my dog, Teddy.

What makes you different from other agents?

ARCHIE: I have a laid-back vibe. Being in year one of real estate, I've worked with a lot of buyers. Working with buyers and realizing how big the purchase of a home can be, I never push anybody into making big purchase decision until they are 100 percent comfortable with it. This is not to get confused with having to be aggressive for my clients when need be.

RYAN: I always put my clients first. Their well-being means more to me than anything. It is not just about a paycheck, it is about relationships and making sure they are put above all, and that no matter what time it is, they can reach me.

Tell us about your family.

ARCHIE: My grandparents all have passed, and my father passed away a few years back, so it is just my mother, my twin sisters and I. My mother is in the real estate business also. She is a mortgage lender. My sisters both work in the car business for the Fields auto group. We are all local here in Orlando.

RYAN: My father, Jim Smaldone, is a long-time real estate agent who has achieved much in his career and has been my motivation to be the best. My mother is an extremely hardworking woman who has worked her career as a lab technician. My sister, who lives in California with my brother in-law, PJ, have worked and started up successful businesses all while being amazing parents to my niece, Emilia. Lexi, who is my rock, has been my driving force throughout my career. She is a hard-working woman who has achieved so much in her career as an event coordinator for Avenue Event Group.

How do you manage work/life balance?

ARCHIE: I try to leave work at work and home at home when I'm in the office.

RYAN: I take everything day by day. I have a strict schedule on when I work, and I make sure to take time for my family and friends when I can. I am young, so I enjoy working 24/7 if need be.

What are some of your goals for this year?

ARCHIE: 2020, I have a goal of 9 million in production.
I'd like to ramp up my listings.
I have a goal of 35 transactions this year.
I'd also start buying real estate myself this year.

RYAN: My goal is to push myself to sell $11,000,000 in sales volume this year and perform over 35 transactions.

Where do you feel you can still improve in your business the most?

ARCHIE: Making a goal on working with more sellers and taking on more listings.

RYAN: As far as I'm concerned, there is always room for improvement. Every day is a chance to do better than the day before.

What are your hobbies and interests outside the business?

ARCHIE: I like the outdoors, fishing, wake boarding.
I like the gym, lifting weights and boxing.
I also love to play poker.

RYAN: I enjoy traveling the world with Lexi, and seeing and exploring new adventures. Also, I play lacrosse in my free time with LCH. This is a competitive men's league for ex-college and also still active pros in the state of Florida.



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4. Clean the grill
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6. Clean windows and doors leading to the outdoor living space
7. Add plants and/or flowers
8. Remove and prune dead plants, flowers, trees, and shrubs
9. Add fresh mulch to flower beds
10. Mow the lawn
11. Add citronella candles
12. Add pillows and cushions to outdoor furniture
13. Clean, wash or paint the garage door
14. Remove cobwebs in the garage and outdoor areas
15. De-clutter the garage
16. Clean the garage floor
17. Organize outdoor items
18. Clean out the refrigerator/freezer chest in the garage
19. Set up a recycling station or spare pantry
20. Relax and enjoy your new revitalized space!

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ARE YOU PULLING A TOYS-R-US RIGHT NOW IN YOUR BUSINESS?



Toys 'R' Us, founded in 1948, used to be the hot stuff in the toy market, the go-to spot for that item that your kids just had to have. At the height of their glory, they were the leader in the baby and kid industry. This week, Toys 'R' Us announced that they will be shutting or selling all of their 735 U.S. stores and laying off 31,000 employees.

Toys 'R' Us must have had a moment a few years ago when they saw the surge in internet shopping. Sure, they created a website, but they basically continued business as usual. Instead of leaning in, they said, "We're going to be okay. We can just do what we've always done, and we're going to be fine."

Instead, they are done.

What are you resisting right now because you think that you are going to be okay? What are you not leaning into at this time in your life because you think your business is going to be fine, that you don't have to get better. If Toys 'R' Us can go from being this incredible company to gone, you better watch out!

Today I am headed to a class to learn about internet marketing strategies, click funnels and all that stuff. I don't want to learn it! I would love to not have use all this stuff, because it sucks! I'm going to feel like an 85-year-old man sitting with a bunch of 15-year-olds. It is tough. It is a whole new game. But here is the reality: If I don't get good at this stuff, I am going to get my ass kicked. If I don't start applying this new technology, it is going to be too late.

Some of you are so close to almost being out of the game, and you don't even know it. You better lean in. What are you not getting good at? What are you resisting in your business? You know you need to get better, yet you are not doing it. You are about to get Toys 'R' Us'ed.

Toys-'R'-Us'ed: /tois är əsd/
VERB
The act of becoming extinct because of the resistance to change.

Now, of course, you are saying, this is a bit of an over-simplification. We all know that our business, just like the Toys 'R' Us empire, has many operations which affect our functionality. We have to have systems, we have to maintain staff, we have to create leads, and service customers with skill and a smile. But we also have to see the future. The future is here, right here, right now. Doing what we have always done won't work. Missing opportunities for change because we are afraid, or can't be bothered, is inexcusable.

So I am leaning in. There are all sorts of excuses why I shouldn't be attending this class today. It is expensive, I have plenty of things I could spend my money on to grow my business – but this is priority. It takes my time. I have little enough time as it is, doing the best for my clients, creating new opportunities, and balancing family life, and I had to reschedule all of that today, to make this work, but it is time well spent. It is way out of my comfort zone. It takes my energy, and it takes my effort. But in the big picture, all of those excuses pale in contrast to my goal of staying relevant and growing.

Don't get Toys 'R' Us'ed. Lean in. Do the hard stuff.



About Wayne Salmans:
Wayne Salmans's mission is to empower people to be all they can be and to help them transform their lives fast.

He has dedicated his life to developing solutions and strategies that make a significant impact on the quality of people's lives and businesses.

In the past decade, Wayne has coached and trained over 5,000 entrepreneurs. He was one of the top coaches for the number-one coaching company in the world, was ranked with the top 1 percent of REALTORS®, and voted one of "30 under 30 Top REALTORS®**" in the nation by** REALTOR® **Magazine.**

Wayne has been called the empowerment coach, the entrepreneur's mentalist, the heart coach, an extreme results guy, and an epic life strategist. But at the end of the day, his favorite title is Dad.

When he is not writing, coaching or speaking, you will find him rolling around on the floor playing Legos with his five kids and laughing with his beautiful wife.

Wayne's passion is to empower people like you to actively engage and participate in their own transformation and success to Be Their Own Hero.



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LEANING INTO FAITH

"I CAN DO ALL THINGS THROUGH CHRIST WHO STRENGTHENS ME." – PHILIPPIANS 4:13

"Boy, we have to press into that one often," Lisa Gould begins.

With three decades of experience in real estate, Lisa Gould has seen the real estate market – and the world – move through highs and lows, times of disaster and times of abundance. Through it all, she remembers one thing: to continue to lean into her faith.

In the most trying times, this feels more appropriate than ever.

"I bring my faith into business in so many ways," Lisa says. "In business, when we find ourselves in very difficult situations ... we have to press into a point of peace and centeredness for making good quality decisions in how we advise, counsel, and even comfort the people around us. Oftentimes, that takes a moment to press into: I can navigate this with Your strength and direction."



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We live in a messy, human world. "Life" often gets in the way of our best-laid plans. "We want to be the calm in the center of the storm for the people we are serving," Lisa says. "I don't have all the answers. That's not the point. The point is to be steady. We need a lot of centered people right now."

BEGINNINGS

It was 1990, and Lisa was 11 years into a career as a systems engineer and large account marketing representative with IBM. Her work brought her from Hartford, CT, to Boston, MA, and finally, to Orlando.

During her time with IBM, Lisa had bought and sold a handful of properties and had an interest in being a real estate developer.

"I thought I may want to do that or be a general contractor," she says. "So, I got my real estate license and put my next foot forward by hanging my license with a residential real estate firm."

Unexpectedly, Lisa got hooked by residential real estate sales.

"What I really enjoyed about it was the personal interaction with people. Impacting people's lives on a personal level with their homes. I was good at it, and I enjoyed it," she explains. Lisa quickly emerged as not only a top producer but a leader within her office. She was recruited to open a new franchise for Signature Better Homes and Gardens in Winter Park – her first formal step into a leadership position.

GOULD+: IN BUSINESS, IN COMMUNITY

Today, Lisa leads a team of all women: two buyer's agents, a listing agent, an administrative assistant, and a marketing director at Keller Williams in Winter Park. She appreciates the values, culture, education and technology the KW brand brings to her business partnership. "We're known for longevity in the business," Lisa says. "I've been doing business in this town for a very long time and have survived the cycles of the business, ups, and downs. I've worked hard to maintain a solid reputation for professionalism, quality, honesty, and integrity."

Lisa is also known for going above and beyond the call of duty. She continually strives to exceed her clients' expectations.

Another pillar of Lisa's business is her community-focused mindset. "It is a good practice to be service-minded in our communities," she says. "We work hard to support organizations as a team."

Many of the organizations that Lisa and her team support are rooted in the housing and homes:

Family Promise, Habitat for



Humanity, Christian Service Center, Feeding Children Everywhere and local churches top the list.

"Engaging and being service-minded is important in this business," Lisa says.

SOWING SEEDS OF SUCCESS

"I believe that you reap what you sow," Lisa continues.

"It's true in life that if you have the right heart about your intentions for engagement with others, whether that be in service, a kind word or deed, or a business engagement, that the ultimate outcome of that can be an incredible win-win, not only on a business level but on a human level.

"One of the questions we constantly ask ourselves on our team is, 'What value are we adding in people's lives by this?'"

Lisa carefully inquires within about each decision she makes. Is she making things simpler, clearer, and better for the client? If the answer is "no," she improves the process.

"What seeds are we planting?" Lisa continues. "All that we do and all we initiate is intended to serve our clients, communities, and families."

As the real estate world – and the world at large – approach more challenging times, Lisa continues to strive to be a light for all those around her. She's focused on always seeing the silver lining.

"We're trying to focus on being the light and the positivity, rather than pouring into the panic, distrust, or what's bad about this situation," she says. "There are many positive



things. We're looking to support other people. We want to support the community that supports us.

"We're pressing into it instead of backing away." Onward...

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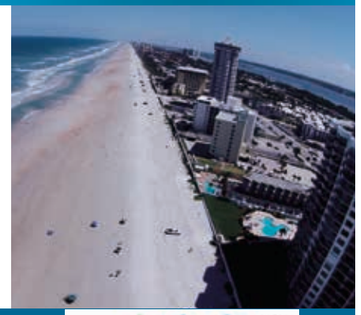
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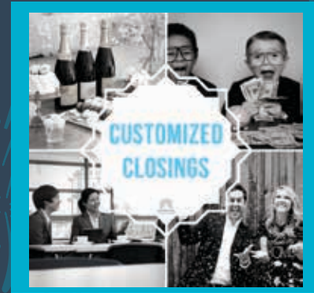


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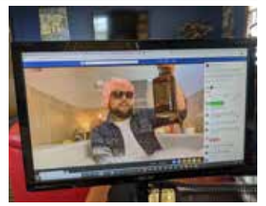






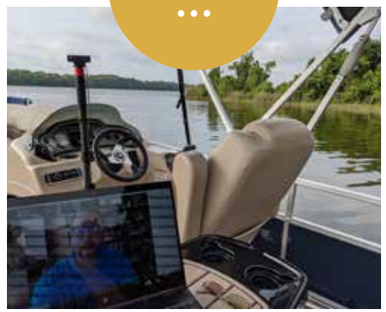








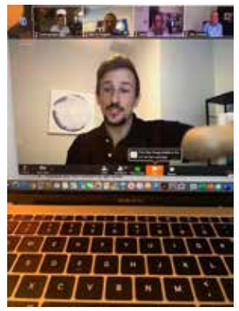
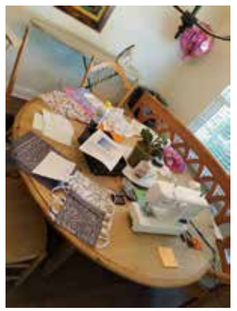


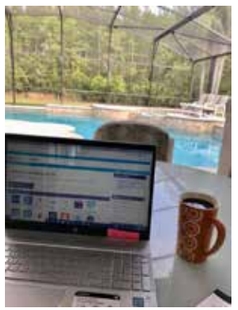





















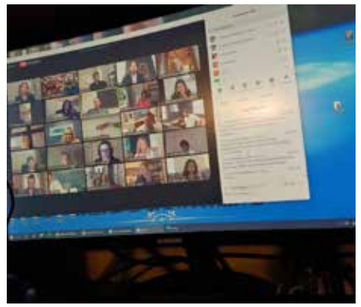


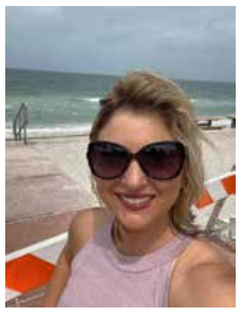

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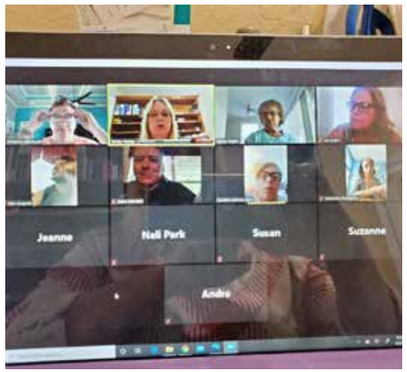



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I ♥ my REALTOR



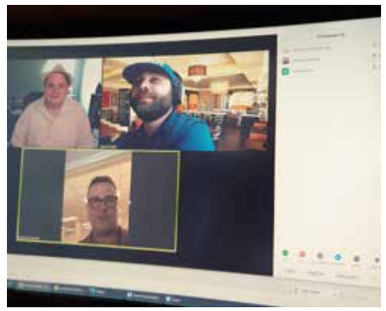


Jeanne
Nali Park
Susan
Suzanne
Andre

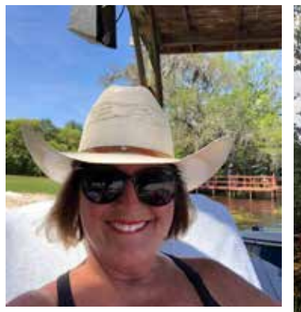





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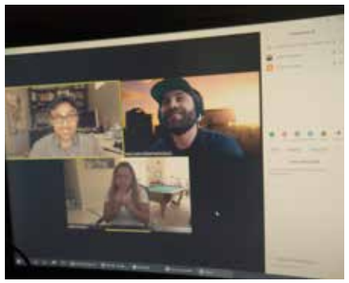
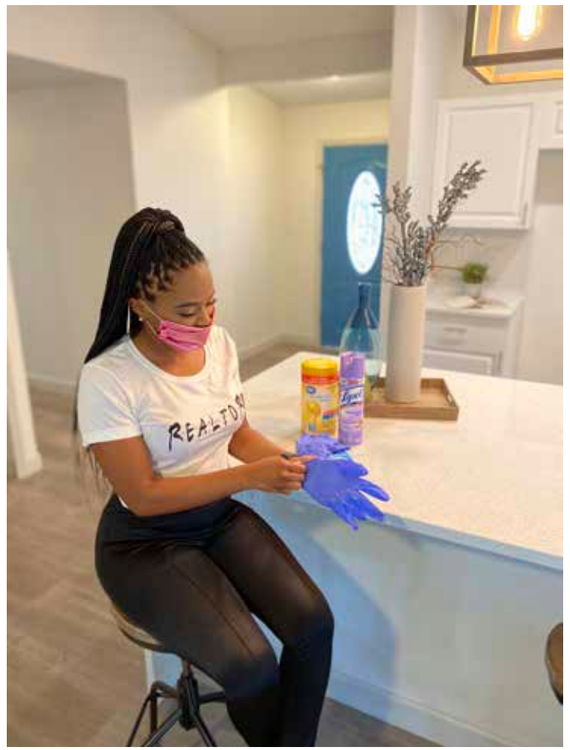







THIS T
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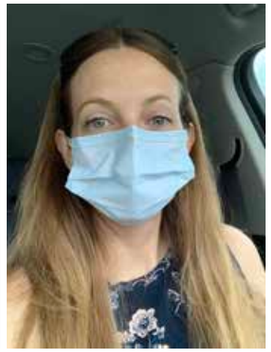



35



WHAT HAPPENS HERE
What Now?

STOP



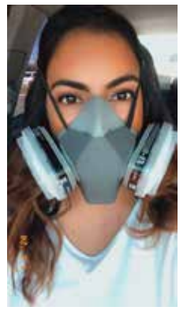


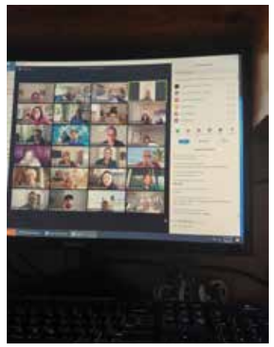

Andrea Brooks

EAT.
SLEEP.
ZOOM.
REPEAT.




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COVID-19
pandemic of
2020

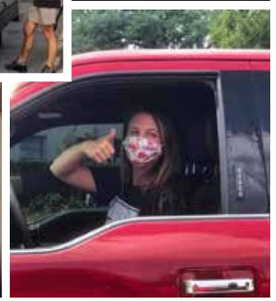

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