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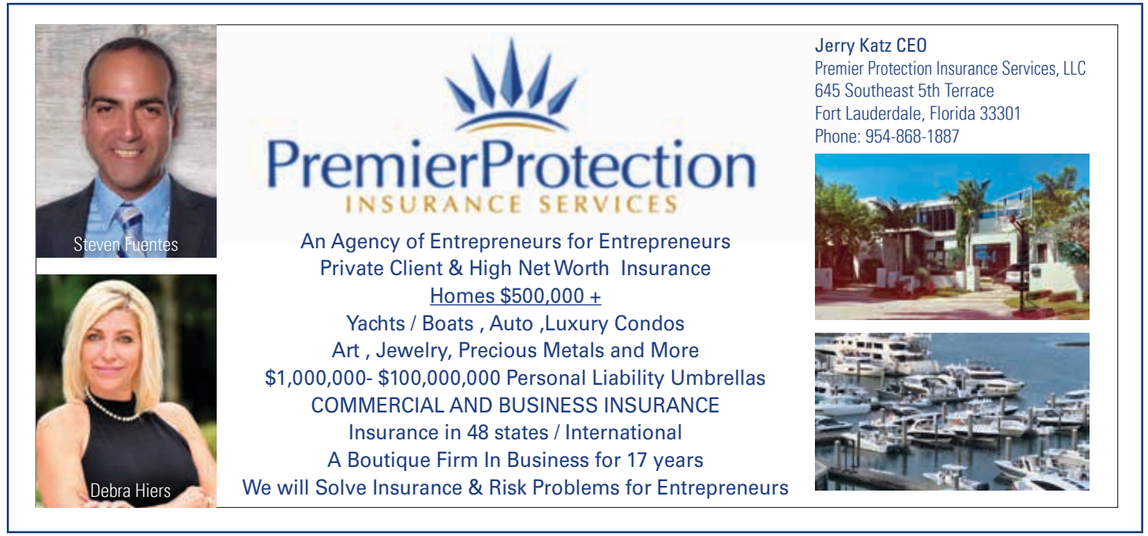
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OPTIMISM

Is your glass half-full or half-empty?

publisher's note

Everyone looks at a glass differently — some people will say the glass is half full, others will say it is half empty. Which one are you?

1/2 Full = Optimist — positive mindset
1/2 Empty = Pessimist — negative mindset

Harry S. Truman once said: **"A pessimist is one who makes DIFFICULTIES of his opportunities and an optimist is one who makes OPPORTUNITIES of his difficulties."**

Times are difficult for everyone right now. Some of you have first hand experience with the virus with either yourself or a loved one. A bunch of you are now taking on new roles that you never would have ever expected — such as homeschooling and finding creative ways to keep your children entertained and trying to keep them sane at the same time. Most of you are having an extremely difficult time not being able to see your friends and family. Everyone is trying to deal with all different new protocols that are in place not just in their job but in the world itself.

However, you can still look at that glass in your hand and decide if it is half-full or is it half-empty. Which one are you going to choose?

I know which choice the agents and partners in this publication have made. They wouldn't be where they are today if they didn't choose half full and came up with new ideas and opportunities.

Broward Real Producers is not only a new opportunity for me but for YOU, my READERSHIP.

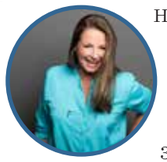
Take this chance to learn about your fellow agents as people, not just someone you are doing transactions with. We are here to help you cultivate new relationships as well as strengthen your current ones.

I encourage you to reach out to our partners to see what new opportunities you can come up with in this unchartered environment. Through this experience, we have learned that relationship building, networking and deal making do not have to be done in person. Also, feel free to reach out to me and we can hop on a Zoom and see what I can do to help you — our *Broward Real Producers* and Partners — strengthen our community.

This magazine is for you, THE TOP 500 agents in Broward County. Let us know how we can help create new opportunities for you.

Sincerely,
Your Half-Full Publisher

"However, it doesn't matter if the glass is half full or half empty — either way — there is always room in the glass for more wine!"



Heather Kaminsky
Publisher,
Broward Real Producers
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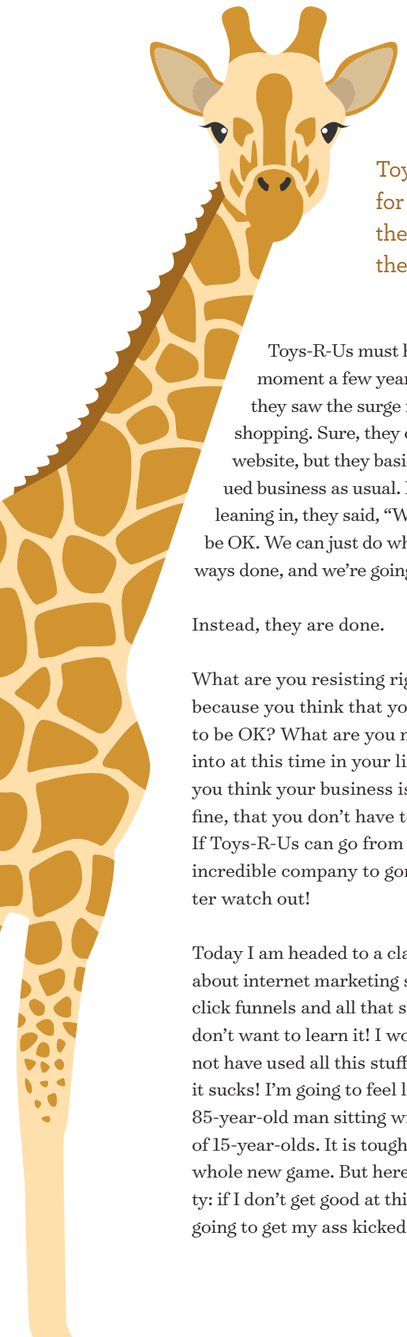
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Are you pulling a

Toys-R-Us

right now in your business?



coach's corner | Written by - **Wayne Salmans**

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. Then in 2018, Toys-R-Us announced that they will be shutting 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 OK. 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 OK? 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 used 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 that 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.



WAYNE SALMANS is an author, speaker and business coach. In the past decade, he has coached and trained over 5,000 entrepreneurs, awarded 30 under 30 by REALTOR® Magazine, and ranked one of the top coaches in the world. He passion is to help real estate business owners build, grow and scale their business, faster and with less bruises. www.TheHeroNation.com









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Written by - **Rebekah Demordo**



DONDI HOPKINS



WHERE THE HEART IS

Home, Community and Family Life with Real Estate Professional Dondi Hopkins

If home is where the heart is, then Dondi Hopkins is exactly where she belongs within The Hopkins Team of Compass Realty. Raised in her family's realty office alongside her mother, Dianna Hopkins, Dondi developed a love for the business from a young age.

Having grown from playing under her mother's desk to working her way diligently through each and every office position, Dondi earned her reputation of having an admirable work ethic that stands behind their team motto: "When one can't be there, another can."

"She cares about people," Dondi's mother says, "She's out to help people and do the right thing."

"That's what I've instilled in her more than anything. The level of service she gives people is above and beyond."

Fueled by Dondi's team-leading and cheerleading skills, the Hopkins Team has grown to a team of 32 individuals. They've achieved an esteemed position not only for their leadership in the communities of Plantation, Davie and Weston, but as top-producers across Broward.

Dondi is the anthem for every woman to achieve their own dreams while maintaining their ability to step-in and step-up for family and community. In the office, Dondi says that they have a system in place within their office to ensure that they are able to cater to everyone's individual needs from the first phone call.

•••

• • •

"I am compassionate about what we do. I care very much about what every transaction looks like and that all parties leave the table happy," Dondi expresses.

AROUND THE COMMUNITY

Her leadership extends from her four children to her office team to children within the community and the message is the same. From inspiring speeches to the expectations of achieving a perfect season, she leads through her actions and guides with her words.

Dondi's advice is simple but powerful: "Show up and commit."

> **I AM COMPASSIONATE ABOUT WHAT WE DO. I CARE VERY MUCH ABOUT WHAT EVERY TRANSACTION LOOKS LIKE AND THAT ALL PARTIES LEAVE THE TABLE HAPPY.**

Anyone within the Plantation area knows Dondi for the countless hours and seasons she has dedicated in coaching youth soccer and cheerleading while volunteering as Team Mom. You can also find her serving on the School Education Advisory Board, Relay for Life and various women's clubs including her own, Women In Charge.

MAKING TIME FOR FAMILY

Dondi enjoys good travel and trips to relaxing spots, such as wineries and places nestled within the mountains. Currently, the whole family is vacationing together in the Georgian mountains in what Dondi says is a piece of heaven. She enjoys family time most of all.

With children who are now staggered at 26, 24, 18, and 9 years old, she's present in each one of their lives in different ways. Although the road has not always been smooth, she has made sure that they had what they needed to fulfill their dreams.

Looking forward, Dondi says, "I hope the kids do whatever makes them happy."

DREAMS FULFILLED

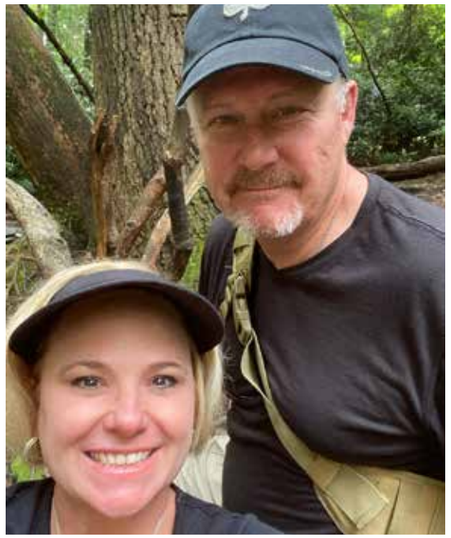
While Dianna has been in real estate since the mid-1980s, the mother-daughter pair formed The Hopkins Team in 2006 together and have forged a healthy workplace out of support, hard work, professional excellence, and giving back to the community.

Dondi recalls to us a time in the past, back when her ambitions were to cover her bills and pay the basics when she was not a stranger to the WIC program that she felt such gratitude. She has never let go of that gratitude.

"It's not just a sale. To every person that calls, I answer with gratitude. My team has blossomed into something I never could have imagined, so I create team goals and coach them. Every sale now gives a piece back," she says with the satisfaction that comes from being part of something bigger.

Begun seven years ago, The Hopkins Team Homes Scholarship goes out to support our local youth and encourage their leadership by providing $1,000 scholarships to a selected male and female student each year. This year has been exceptional and they were able to provide more opportunity than ever before with eight scholarships going out to the Class of 2020 in hopes of a better future.









JORGE PEREZ

TAKING THE CHANCE

rising star

Written by - **Rebekah Demordo**
Photos by - **Joya Diglio**



When our *Real Producers* writer caught up with Jorge Perez of RE/MAX ParkCreek, it was after he just had two listings go under contract (one of which was in Margate with multiple offers) and was just finishing up his long workday. In efforts to support local restaurants during COVID, Jorge grabbed a dinner at Parkland hotspot Pizza Time Caffé then settled down to talk with us about how he jump-started his career early on and the vision he has for future growth.

When you meet Jorge, you are instantly drawn to his warm welcome, easy-going manner and the sharp sense about him. He has a way of putting the big picture together without coming off as elitist, which has won him respect from his peers early-on.

A visionary in his own right, his age often leaves people asking how such a young man can hold his own next to any seasoned realty professional.

"I've always been told that I'm wise beyond my years," Jorge says of the misconception people make, one that he's been dealing with since childhood. "People tend to think that if you're young, you don't know anything, but age does not equate to passion, professionalism, or knowledge."

To complement his educational degrees in Business Administration and Geography from the University of Florida with his passions for urban and regional planning, architecture and development, Jorge planned his start in residential real estate with an internship while still attending college. The South Florida market was where he turned.





business and then in marketing. Jorge became an invested team member in 2018 when he graduated from UF and received his license. He claims, "Without the team, I wouldn't be where I am today."

The office fit into his alignment with the charity Children's Miracle Network, a passion which originated while he worked for Publix and continued when he saw how donations directly supported children's medical attention and their families at UF Health Shands Children's Hospital. He is happy to be donating a percentage of his commissions to them through the Miracle Home Program.

Today, Jorge is looking at the silver lining of what is most opportune moment in realty for both buyers and sellers.

"Rates are really low, making it a great time to buy a primary home or investment property, and inventory is low, so it's a good time for sellers," he adds up the situation efficiently. "Life continues and you make the best out of the situation, as safely as possible."

In the future, he envisions himself expanding to niches that spotlight his strengths in development and planning on a larger, potentially multi-state scale. At the rate Jorge thinks, acts and grows, we expect great things to come for this Rising Star in Broward real estate.

• • •

While he always had a love for traveling and glimpses of living like a local in other cities, he always had his heart set on South Florida with its warm beaches, water sports and proximal access to activities.

Beyond water sports, travel and continual professional growth, staying active is one of Jorge's life strategies for achieving balance, especially at times such as these. "It is important to stay active in life — there are only benefits," he shares, "When I go to the gym for an hour and disconnect, it is the best way to relieve stress and leave feeling invigorated."

In 2016, Jorge landed in the office of Michael Citron of The Citron Group/ RE/MAX Park Creek, where they'd never heard of taking an intern in this business but they decided to take a chance. He got his feet wet by learning the administration side of the











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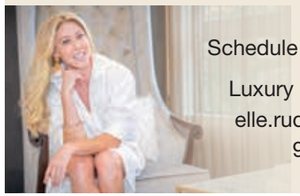


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RISE UP WITH KYSHANA GUZMAN



2020 Women's Council of REALTORS® Broward President

...



celebrating leaders

Written by - **Rebekah Demordo**
Photography by - **Jerome Louden**

Kyshana Guzman is a woman who brings it all to the plate in the name of service. As a natural leader within our community, *Broward Real Producers* has chosen her for this month's Celebrating Leaders.



The bright beacon of positivity that she is becomes a professional asset to assist her clients navigate the stressors within home buying and selling. Of her fellow real estate professionals, she says, "I ask about their give-back in our industry — it stretches people to experience the power of their role in their client's homeownership journey."

Kyshana took her leap of faith in the real estate industry five years ago and is known for her professional integrity and commitment to continuing education in real estate, her unwavering dedication to her children as a single mother, and also her hands-on mentoring within the community.

"You can honor and lift with your voice or you can do incredible damage with it," cautions the Keller Williams REALTOR®, mentor and President at Women's Council of REALTORS® Broward, "Empower others! Lift them up."

The Mission of Women's Council of REALTORS® is the following: We are a network of successful REALTORS®, advancing women as business leaders in the industry and in the communities we serve.

MAKING TIME

One of the tools that helps her stay successful is making time each week to manage her calendar and faithfully clearing space for opportunities. "Some weeks are easier than others," Kyshana admits, "But, even if I don't have a buyer's appointment right then, I know I will."

With a background in ministry and an education in marketing from Johnson & Wales University, the magnitude of faith, positivity and perseverance are qualities that help her build meaningful relationships and endear new clients to her.

"I do the best that I can in the time I have," Kyshana says, "We all have the same hours and ability to get involved as much as we want!"

EMPOWERING WOMEN

Kyshana has a talent for making people comfortable and forging connections that are beyond the surface. This has brought her to naturally become a role model and mentor for other women and she looks at herself now as a real estate coach, helping women and families leave a financial legacy for their future.

"My first closing came during the week of Christmas," she recalls, "It was an incredible shift that made me understand the purpose as to why I was brought here (to real estate)."

Her first client was a millennial and when Kyshana saw the accomplishment and empowerment gained through the closing of her first house, it made all the difference for her. She realized that through realty, she can help others live the "American Dream."

Three years ago, she became part of the Women's Council of REALTORS® Broward. "Real estate can be a lonely business," she confides, "This group is welcoming and personal and you can build relationships with intentionality. Not only that," she says, "beyond volunteering, (here) I can leave the biggest footprint empowering other REALTORS® with their leadership journey."

She says she loves the camaraderie and openness to share among the women and the continual opportunities for growth provided.





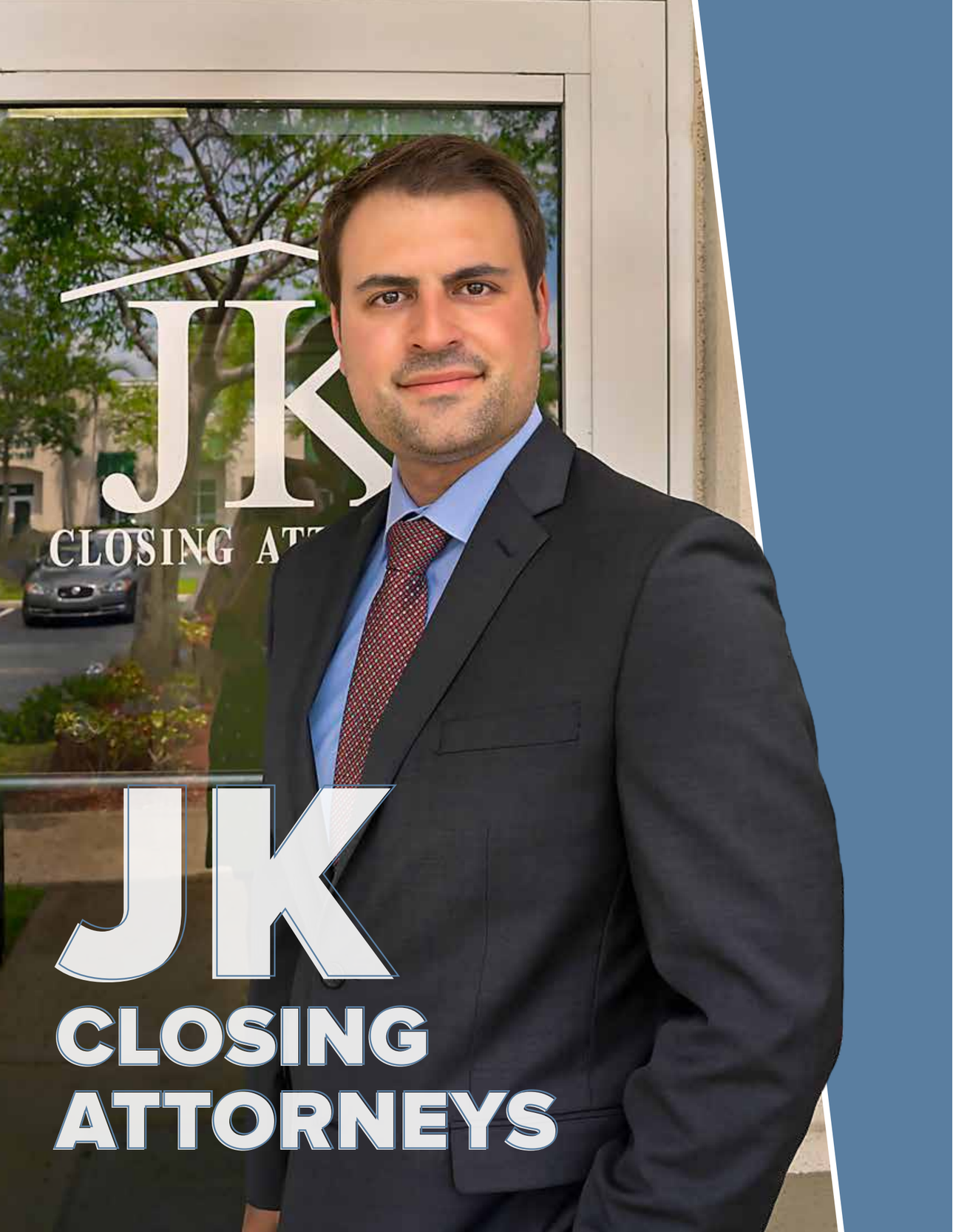
From Left to Right -
Catalina Restrepo (Director of Programs), Sophia Allen (President Elect), Kesha Wallace (Events Project Team Lead), Melinda Grimaldi (Membership Director), Kyshana Guzman (President)

"We are a network of REALTORS® advancing women in their careers."

Kyshana never stops giving of herself and her time. She has run her own not-for-profit, Sparkherchange, since 2015, which serves underprivileged women in the community. She has also been a panelist on 20 Under Forty Pro talks "Miracle Morning for Real Estate Agents."

Always encouraging others to step-up in life, she advises individuals now more than ever, "When one is down and out — go serve people. You feel that give-back experience and it lifts you up, as well."

For more information about membership with the Women's Council of REALTORS® Broward, please go to wcrbroward.com.



partner spotlight

Written By - **Rebekah Demordo**
Photography by - **Joya Diglio**



PROTECTING YOUR TRANSACTION

JK Closing Attorneys Guide Buyers, Sellers and Their Agents From Open To Close

Mutual trust in client representation and closing services is what has brought JK Closing Attorneys into this month's *Broward Real Producers* magazine's Partner Spotlight. Charles (C.J.) Esposito, owner and managing attorney at JK Closing Attorneys, shared with us how his firm leverages long-term partnerships with agents by providing dependable, closing agent services and exemplary legal representation.

In Florida, it is not required to use an attorney for a real estate transaction, but many clients have legal questions about their purchase or sale and are afraid that they will incur exorbitant fees for legal advice.

Not so with JK Closing Attorneys. They charge a simple, transaction-based flat-fee upon closing, and do not bill clients up-front or for lofty legal fees. They also provide free contract reviews for agents and clients, which is as easy as uploading a picture of the offer.

Further, Charles and the legal team at JK provide educational opportunities for real estate agents via in-house training and webinars as well as availability through text message and email for complimentary legal advice related to real estate transactions.

Most importantly, REALTOR® licenses are best protected with the oversight of JK Closings, as Charles explains, "Additional terms may be detrimental to the deal," Charles says, a mantra he preaches to agents repeatedly, which is why he is often asked to review contracts prior to execution. He continues, "If you are not having an attorney review your offers, you and your clients are taking a risk."

When issues arise during a transaction, JK is proactive. Charles challenges, for example, that no other group handles permit or code violation issues as professionally as his office does, some-

times solving issues before parties are even aware they exist.

Due to COVID-19, providing advice related to "force majeure" clauses, COVID-related addendums, and general skittishness on the part of clients has been a recent phenomenon. JK has prepared their offices for the safety of agents and clients; however, sometimes desperate times call for desperate measures. The team at JK has made every effort to accommodate those involved, including providing remote online closings, mobile notary, distanced closings, and the occasional drive-by signing.

Located at Wiles Road and 441 in Coconut Creek, their one-stop shop efficiently addresses issues and works with vendors on the client's behalf, in their best interest, and at times even assuming the risk for their client in order to close the deal. Since JK is one of the largest title agents for their underwriter in Florida, JK leverages that relationship to develop creative solutions to title and legal issues in order to close more transactions.

With their experience and focus on real estate transactions, JK Closings does everything in its power behind-the-scenes to reduce the stress of the closing process. With Charles addressing higher-level issues and the whole team supporting the transaction processor, their solutions-oriented approach ensures agents and clients that seemingly impossible issues can be resolved. Whether it is a $50,000 condo sale or a $1,000,000 home sale, the team at JK deals with each file and every client the same way with a tried and true process that emphasizes impeccable service.



"Our staff understands that there are people behind the buying and selling of homes and that for most people, buying a home is the biggest investment in their lives," declares Charles passionately. As a husband and father himself to two young children, he relates directly to the pressures clients endure in each transaction.

Charles also stands for the integrity of the industry and encourages a call regardless of opting for JK Closings as your real estate closing attorney. "Protect your client, protect your license," he advises, "If you see something in a contract, give us a call or text — even if we aren't part of the deal."

JK Closing Attorneys is running a monthly food drive to support families affected by COVID-19 closures and asks that if you would like to donate, please drop off supplies to their office located at 5489 Wiles Rd STE 304, Coconut Creek, FL 33073.

To contact JK Closing Attorneys, please call 954.332.3111 or contract@jkclosings.com.



our community

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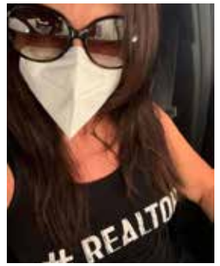
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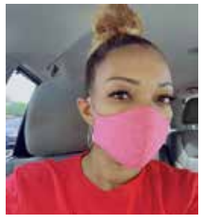
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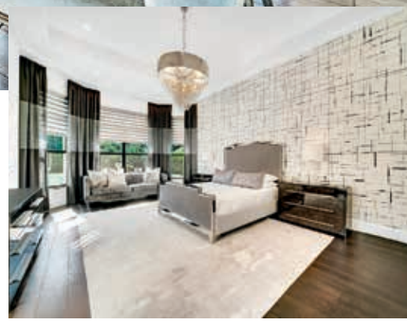
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JK CLOSING ATTORNEYS



Charles J. Esposito, Esq.
Managing Attorney
CHARLES@JKCLOSINGS.COM



Tricia Posten, Esq.
Lead Attorney
TRICIA@JKCLOSINGS.COM



Andree Jara
Client Relations Manager
ANDREE@JKCLOSINGS.COM



Odalys Villar
Account Executive
ODY@JKCLOSINGS.COM

954.332.3111

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