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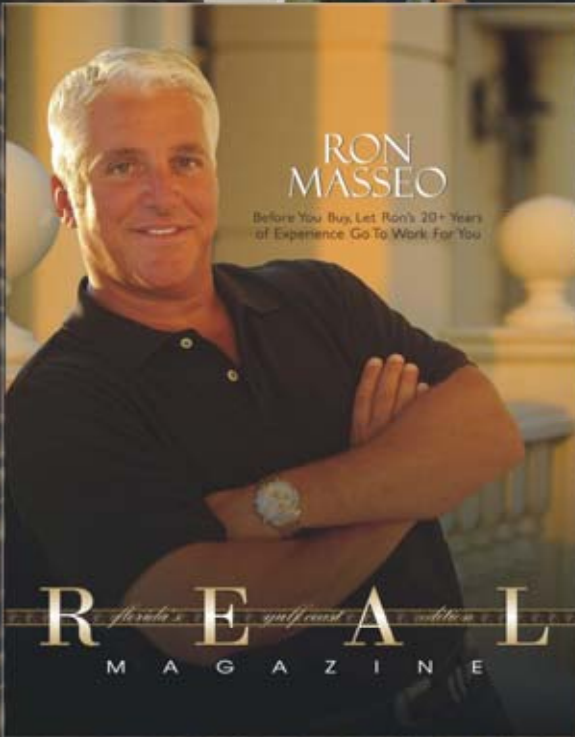
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Property by Herb Bantz



RON MASSEO
 Masseo Home Inspections, LLC

As a licensed contractor with the State of Florida, Ron Masseo understands that he has had a head in the building "in the hands" business throughout his life. His extensive knowledge of the building process, coupled with a strong commitment to providing exceptional customer service, has proved a solid foundation for his career as a home inspector. As owner and founder of Masseo Home Inspections, LLC, Ron offers personal and attentive care backed by over 20 years of construction industry experience.

Ron's proactive approach to home inspections extends beyond the traditional checklist work; he's conducting inspections in order to facilitate a smoother sale process. "As a prospective buyer makes an offer, there will be a home inspection," he explains. "An existing customer inspection can be used as a marketing tool, letting buyers know from the get-go about the condition of the home." He adds, "Having an inspection completed before an offer is made can save time, and help avoid last-minute surprises that may hinder or even prevent a transaction from closing."

In addition to a diverse background in the construction industry (which includes management and supervisory positions, as well as single-family construction), Ron has also garnered qualifications including tile and underground utility contractor. Currently licensed as a State of Florida General Contractor, he is well-versed in every aspect of the construction process. This, he notes, serves him well as a home inspector.

"The detail-oriented, and allow for ample inspection time on every home I build," Ron states. "After walk-through with the buyer (or seller), and explain what I've observed." His strong communication skills are an asset to all parties involved, as this understanding that "you-know-it-won't-problem" individuals who aren't doing the work required construction. "People then up North don't always garage floor may just be covered in concrete," he offers. "The availability to explain what's typical for one area, and can answer some questions and concerns." He's also able to provide an idea of what steps will be needed to rehabilitate a home, which makes him an ideal partner for buyers and most importantly, sellers.

Ron's industry experience is matched by his community involvement, which includes his current role as Chairman of the Lakewood Ranch YMCA, Board Member of the Lakewood Chamber of Commerce, Vice President of the Lakewood Ranch Community Fund, and he has also served as a Board Member of the Green Bank Village. "I believe it's important to give back to the community," he says of his involvement.

When it comes to conducting a home inspection, Ron's one detail that Ron Masseo never overlooks: the human element. "At the end of the day, you do business with people," he says. "You have as a professional inspector, but also to educate homeowners and buyers."

Masseo Home Inspections offers a comprehensive list of services including inspections for mold, pests, chimney/drywall, wind mitigation, and general home supervision.

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Real Estate Magazine



PAMELA HUGHES

Internationally Renowned Luxury Designer

An internationally renowned luxury designer whose sumptuous interiors have been featured in the industry's top publications, Pamela Hughes is proud to call Sarasota home.

Pamela, who maintains an office

Costa's desirable community. "I don't do around the globe. "We're extremely particular about working with clients who provide the utmost attention to detail," she notes. "I've always loved the amazing lifestyle of Sarasota. The wonderful people." She opened her Sarasota office after purchasing a home here.

HUGHES DESIGN ASSOCIATES

Internationally Renowned Luxury Design

PHOTOGRAPHY BY
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Like many from Sarasota, REALTOR® Jim Soda moved to the area in search of a better lifestyle. An entrepreneur with business and real estate experience, he was encouraged to pursue a career in real estate by a Florida friend. As the leader of The Jim Soda Group, he enjoys the time for professional, knowledge and financial in customer care throughout every aspect of the real estate transaction. A local team with an international reach, The Jim Soda Group offers impeccable service to all clients, and remains committed to the highest level of service.



Jim adds, "In addition to caring for our clients, we have also made it a priority to facilitate mutual respect with our peers. The Soda Group has earned a reputation among our colleagues as a team that is forward and up front, with open-door communication."

Communication within the team is another key element. "Blackberry's are a must for us."



Florida's Real Estate Magazine



BEYOND THE FRONT DOORS

The Jim Soda Group truly has an international reach; they've worked with clients from around the world, including Germany, Canada, United Kingdom, Europe and Asia. They are also involved in real estate dialogues with agents worldwide, which enables them to further broaden

The group utilizes their diversity as a unique resource, as well. "Our team approach keeps us fresh," Jim states. "With different ideas and ways of approaching challenges, we're always working together to refine our systems and improve upon our level of service as a whole."



of professional enabled Jim to a highly competitive Columbus, OH has most experience in stock trading and to get the deal done on building leaving it approach that has the but has also led to the a natural process," says our work, and we strive result is great relationship transaction."

The professionals with the Jim Soda Group are actively involved in their communities on a number of levels. In addition to a sponsorship position with Sarasota's E-First, they are also participants in the Sarasota Film Festival and sponsor a closing night performance at the Audio Theatre. Members of the Sarasota and Longboat Key Chambers of Commerce, the United Way of Sarasota and pursue additional business networking opportunities through the Lakewood Ranch Business Alliance. "We're active within our market, to some degree, every day," says Jim. "We are truly dedicated to our business, and to serving as the most knowledgeable and trusted resources possible for our clients."

Relationships are the core of real estate, and the professionals associated with their team associate with clients and people with what is often their greatest asset - our profession. An twenty four hour, seven days a week team, we're here

As the real estate market continues to shift, the professionals with the Jim Soda Group will continue to adapt their own business to suit the marketplace. Continuing education is a must, says Jim. "I thought my education was officially done upon graduating from The University of Dayton, a few months ago. But each transaction teaches you something new."

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MIRTA MATHEU KLAUBER

Matching People With Properties And Lifestyles

For over 28 years, real estate professional Mirta Matheu Klauber has represented properties throughout Sarasota and Manatee Counties. Her experience in luxury waterfront homes, coupled with her fluency in three languages, has enabled Mirta to attract a local, national and international clientele who appreciate her market knowledge, her strong collegial network, and her professionalism.

Mirta's move into real estate followed years of experience in the hospitality industry, during which she gained significant managerial expertise working for the Sonesta chain of luxury hotels and resorts in New Orleans, LA. Next, she assisted then-husband Michael Klauber in the opening of Sarasota's now-legendary Michael's On East Restaurant. The work, though highly demanding, provided a strong foundation in customer service upon which to build her career as a real estate agent with Michael Saunders & Company.

"In my managerial positions, I was constantly dealing with changes and crises, and consistently rose to the challenges that were presented daily," she recalls. The work also tapped into her ability to communicate effectively with a wide range of personalities, which has served her well in real estate. "I know how to build relationships for life, with both my clients and my colleagues," she asserts. "Working well with others is a key element of my ability to facilitate a smooth transaction for my buyers and sellers."

Fluent in English, Spanish and French, Mirta describes herself as a great communicator who adapts well to her clients' needs. Her ability to gain the confidence and trust of her clients is something that clearly comes naturally. Perhaps it's through her easy manner, or her friendly and reliable nature that Mirta has developed such a strong network of loyal clients and industry-related colleagues who appreciate her knowledge and experience.

Refusing to limit herself to a specific geographical region, Mirta has focused instead on building her business through extensive networking. "There is no greater service I can offer my clients than being able to quickly understand their lifestyles and then be able to match them with the perfect properties," Mirta adds. "I believe that real estate is one of the most fulfilling occupations around. As an agent I have the opportunity to help people change their lives for the better, whether they're moving to another country, another state, or just down the street."

Mirta typically works with buyers and sellers of primary residences, investment residences and commercial properties and employs a broad range of skills in her approach to each client's unique transaction. As a listing agent she assists her customers in maximizing their homes' exposure, and in attracting prospective buyers. When working with buyers, she develops a strong rapport with her clients, learns their lifestyles and needs, and helps

keep them motivated during the process of searching for their ideal home. To every client she offers an unwavering dedication to meeting their particular needs. "The sale and purchase of real estate is such an important decision," she asserts. "I'm here to serve as a resource and an advocate for my clients and to do whatever possible to help them achieve their goals."

Mirta is equally committed to her profession and her family, as well. A firm believer in the value of ongoing education, she has earned a GRI designation in order to offer a higher level of professional service to her clientele, and to distinguish herself among her fellow agents. A proud mother of daughters Kelly Elizabeth and Molly Michael, she describes the two young women as "the binding that holds my life together."

Her commitment to matching people with properties and lifestyles has enabled Mirta to enjoy longevity in the often tumultuous field of real estate. Her dedication, enthusiasm and professionalism have earned her the respect and appreciation of clients and colleagues alike.

In Sarasota's real estate market, Mirta Matheu Klauber is one of a kind and is committed to providing buyers and sellers with exceptional service.

Michael Saunders & Company
Licensed Real Estate Broker

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RHONDA COBLENTZ

The will to win is important, but the will to prepare is vital.
— Joe Sparrow

When it comes to planning for a sound financial future, Rhonda Coblenz understands that the race is won one leg at a time. The marathon runner and single mother of two teenagers knows firsthand the importance of pacing and strategy, and works with every client to coach and guide them through their course to financial success. Backed by 130 years of wealth and resources with the Principal Financial Group®, Coblenz helps her clients take charge of their fiscal planning by keeping a steady sight on their long-term goals, while preparing them as they encounter the inevitable hurdles and challenges that life's path will reveal.

"I believe that, just as in training for a marathon, individuals who are seeking to create or update their financial plan should align themselves with an experienced professional," she says, "someone who can teach them how to create a strategy and an action plan, to motivate them when they encounter difficult periods, and to keep them on track as they run the course."

With a strong background in real estate (she spent years in the industry and remains a licensed REALTOR® and mortgage broker), Coblenz offers a unique, well-rounded perspective in her approach to financial planning. Her ability to translate the effects of credit scores and mortgages as they relate to her clients' portfolios is an invaluable tool in helping them better understand how to work towards accomplishing their long- and short-term goals. And because she's intimately familiar with the unpredictable nature of sales-based incomes, Coblenz has found a niche with professionals — from REALTORS® to physicians to attorneys — who must account for unexpected financial situations to arise as they plan for secure futures.

While Principal Financial Group® offers a vast range of products and resources designed for individual and small- to

medium-sized business owners, Coblenz emphasizes that she does not offer "the flavor of the month" when it comes to her clients' investments. "Like Principal Financial Group®, I am committed to excellence and integrity, to ensuring that I do what's in my clients' best interests," she explains.

Coblenz also consults with individuals who currently have a financial plan in place, offering an asset allocation review to ensure that they are on track to accomplish their goals. "It's not uncommon for individuals and businesses to hold multiple accounts with different companies," she says. "I can examine all the pieces and offer an overview of the pulse of someone's financial health."

When appropriate, she'll make recommendations on how to strengthen the plan that is in place, or to assist in creating an updated plan of action. Ultimately, says Coblenz, the idea is to provide individuals with financial peace of mind. "When that's accomplished, my clients are able to focus on their true passions, in their professional and personal endeavors."

Coblenz continues, "When a strong financial plan is in place, you open the doors of opportunity. There's a sense of clarity, which leads to individuals being more effective in their lives and in the lives of others."

Every runner knows that no race can be completed without taking the first step. In planning for her clients' financial futures, Rhonda Coblenz coaches them from start to finish, regardless of where exactly the starting point lies. In the end, each person competes to win, and Coblenz is there for the long haul, offering motivation, advice and industry knowledge designed to take every client successfully across the finish line, where the prize of financial freedom is the hard-earned reward.

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MIRTA MATHEU KLAUBER
REALTOR, GRI

Matching People With Properties And Lifestyles



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Sarasota is truly the perfect piece of paradise on Florida's Southwest Coast. Year-round sunshine, miles of pristine award-winning beaches, gorgeous Gulf waters, magnificent dining and cultural amenities, that rival much larger metropolitan communities, are only the beginning of what the Sarasota lifestyle has to offer. The wealth of leisure and recreation activities in this vibrant community offer world-wide appeal for water sports, yachting, fishing, golf, tennis and more.

Consistently ranked among America's Best Places to Live, Sarasota along with her surrounding communities of Venice, Longboat Key, Siesta Key, Bird Key, Casey Key, Lido Key & St. Armands offer a sense of community along with ample residential options for every lifestyle and price range. You can awake to marvelous views of the Gulf of Mexico and stroll unspoiled pristine beaches with your morning coffee, or explore the cafes and galleries from your downtown condominium. Quaint and historic, to the recreational abundance of an active country club lifestyle, the possibilities are endless.

Community and Culture go hand-in-hand in Sarasota. Also known as the Arts Capital of the region and appropriately titled "The Cultural Coast," her expansive cultural offerings attract artisans, as well as art patrons to live performances – theatre, symphony, opera and ballet, along with the internationally recognized Ringling Museum of Art, numerous festivals, galleries and playhouses.

Sarasota has it all. Discover Sarasota and her surrounding communities: Nokomis, Osprey, Venice, Englewood, Bradenton, Longboat Key, Lido Key & St. Armands, Bird Key, Siesta Key and Casey Key



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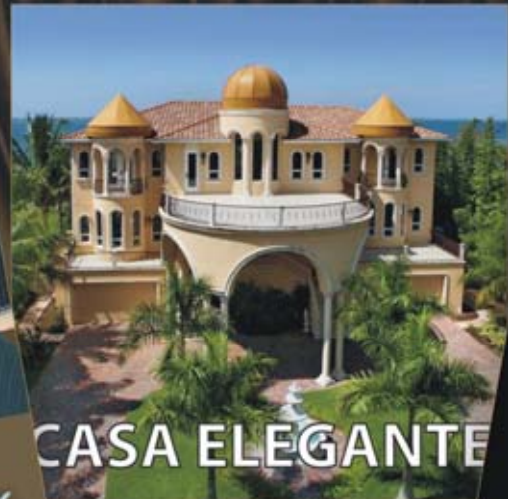
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- LIVE ON THE BEACH...
- BY TRACY EISBAUGLE
- PHOTOGRAPHY BY SRQ360

Experience the exclusive and luxurious lifestyle of Solymar on Siesta Key. Solymar is a quaint yet distinguished community tucked away on the north end of the treasured Siesta Key, a boutique community with only nine estates located on the mesmerizing Gulf of Mexico. Siesta Key was recently acclaimed one of the best white sand beaches in the United States, renowned for its alluring glassine waters and fine white quartz-crystal sand. Behind the graceful wrought iron gates and regal walls of Solymar resides an intimate community offering casual waterfront living within elegantly refined residences, with only two homes and two home sites still available the opportunity to live on the beach will soon be coming to an end.



columns and sweeping arches provide coverage from inclement weather and access to the dual cascading stone stairwells leading to the grand front entry. Custom carved mahogany doors give way to the spectacular display of towering ceilings.




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News



Signature Sotheby's Judy Green Hosts Dan Elzer Of The Training Academy. It's no secret that Realtors are competing against fewer and fewer agents in the industry. If they are well trained, well coached and have mastered the right skills, they can do more business than ever before.

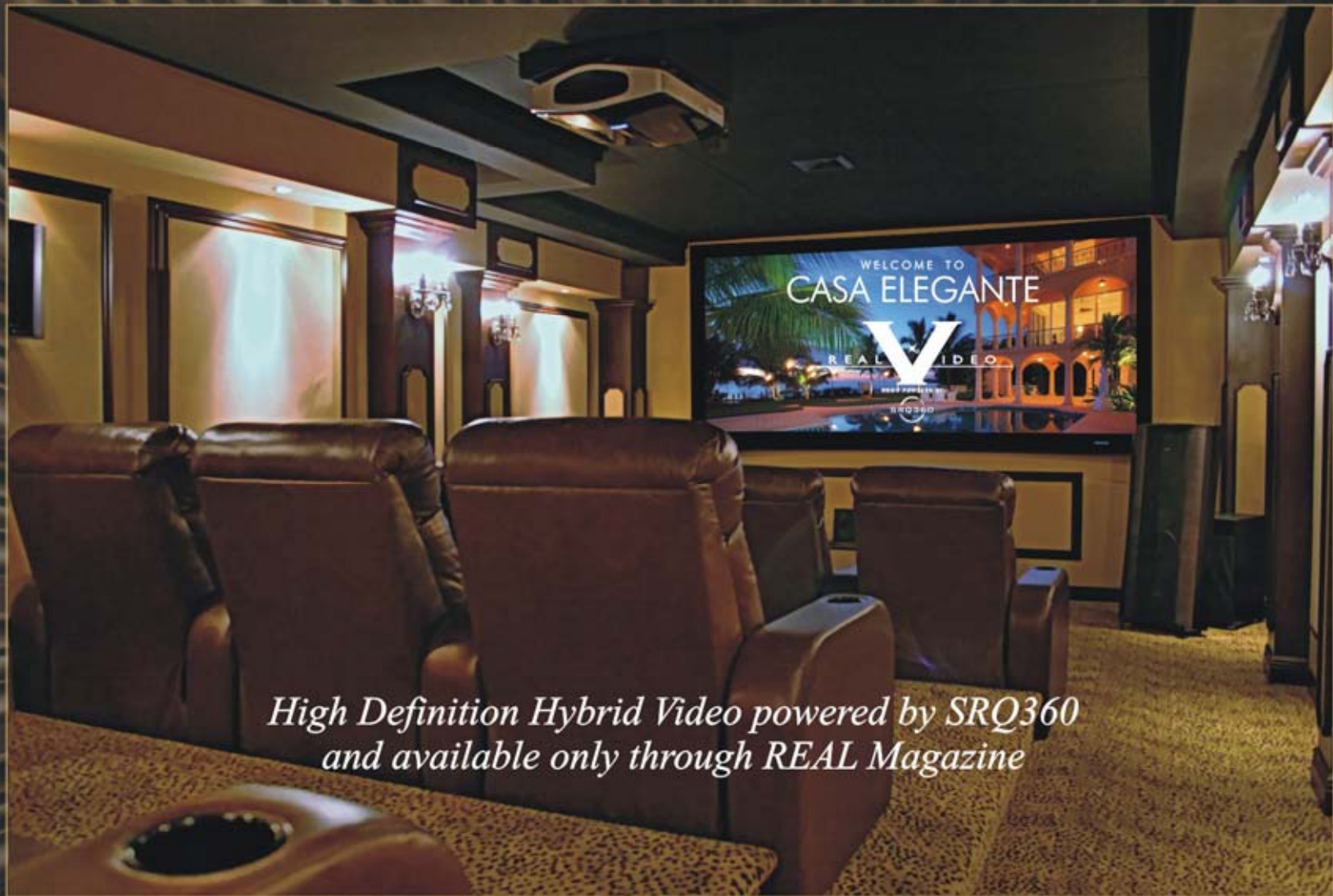
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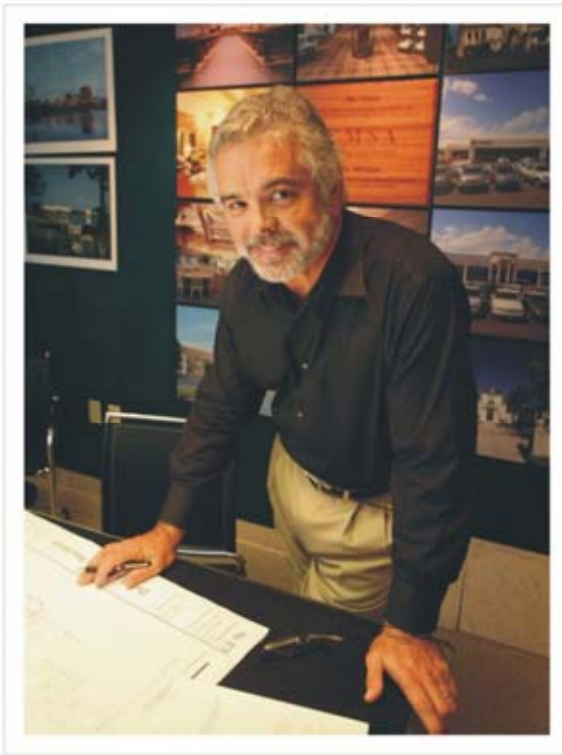
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invitation only

CMSA ARCHITECTURE

A Lifestyle Approach

In his firm's work with custom residences, commercial properties, country club and golf course developments, architect Clifford M. Scholz has remained dedicated to offering distinctive service throughout the design and build process. With a focus on achieving timeless products that reflect careful consideration to their impact on the natural surroundings, Cliff and his design team work to achieve exceptional results on every project they handle.

When clients turn to CMSA Architecture, says Cliff, they can expect to embark upon a journey that will likely extend beyond the business at hand. "The vast majority of our clients end up as friends, people whom we continue to see socially for years," he reveals. "What we're doing is much more than just drafting a drawing, more than just a way of designing a house or a building. It's an extension of that client's vision."

Communicating that vision, notes Cliff, involves cultivating a synergistic relationship with all parties involved in the design and build process. "A successful project involves much more than a great finished product," he explains. "There is pricing and timing to consider, which means that the homeowner, architect, interior designers, contractor and subcontractors involved must work together. And the trademark of a good architect is that he or she

can ensure that all of the components involved fit as seamlessly as possible." Experience, Cliff adds, is what enables him to effectively prioritize throughout each project for maximum results.

The communicative process is also a key element to ensuring that each client's wants and needs are met. While Cliff and his team are not defined by a particular style, he observes that there "is something distinctive" about the firm's work. "We generate proportional drawings that reflect the Classical style of architecture I was raised and mentored on," he offers. "This may result in the 'feel' that our clients consistently refer to when describing our homes. It's not easy to define; I look at it as good architecture that feels right amongst its surroundings."

While CMSA Architecture is known for its stunning custom residences throughout the Sarasota area, the firm also enjoys the opportunity to undertake residential renovations, design commercial properties, and work with golf and country club developments. The group has found success beyond Sarasota, frequently working with residential and commercial clients throughout the Southern United States. An active member of the local community, Cliff maintains memberships in a number of organizations including the Florida Gulf Coast Chapter of the American Institute of Architects, the Chamber of Commerce of

Sarasota County, and the National Trust for Historic Preservation. In addition to holding LEED AP certification, Cliff is also a Certifying Agent for the Florida Green Building Coalition, and is a Licensed General Contractor in the State of Florida.

The team at CMSA Architecture, which includes Cliff's longtime professional partner and company vice president Larry W. Hale, is an integral part of the firm's success. The team is a tight-knit group of talented individuals who share a vision of the collaborative creative process. "Design isn't just about sitting in a room and coming up with renderings," says Cliff. "It happens throughout every project. Our goal is always to infuse creativity into a product that works, and that is sustainable."

After over 25 years in the architecture and construction industries, Cliff reveals that he remains enthusiastic about his profession, and the opportunities and challenges he meets with every project. "Visiting sites and talking to my clients is very stimulating," he says. "It's exciting to meet new people, to share in their dreams and visions, and to turn them into realities." A natural-born problem solver, Cliff looks forward to his future endeavors. "It's about design opportunities, rather than the size of a project," he explains.

"With so many phenomenal properties in Sarasota alone, I'll never retire. I enjoy what I'm doing too much to stop!"

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