

ORLANDO

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INFORMING AND INSPIRING REAL ESTATE AGENTS

DEANNA ARMEL

Armel Real Estate

The Top
200
of 2018
Standings

RISING STARS:

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5 TIPS FOR MORE SUCCESSFUL APPRAISALS

Karen Chmilnitzky *Watson Realty Corp*

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APRIL 2018



DEANNA ARMEL

By Jacob Cabezudo

Photography By Ryan Keller w/ Video Luxury

From the very beginning, Deanna Armel was born to help people. “It’s funny,” Deanna said. “When I was growing up, I always said I wanted to be the next Oprah because, with that platform, I could have a positive influence on millions of people every day.”

Deanna is from Jacksonville and came from a very entrepreneurial family. Prior to real estate, she was a Firefighter Paramedic for the City of Orlando Fire Department after graduating from Rollins College in Winter Park. “I became a firefighter because I wanted to not only save lives but also make a difference in people’s lives.”

Around 10 years ago, she suffered a career-ending back injury that caused her to choose a new path. And that path was real estate. She says, “It may sound cliché but I truly feel like I went from saving lives to now changing lives. You never know what kind of client you will be helping, whether it is a first-time home buyer, a Veteran, a broken family trying to pick up the pieces or even a success story with someone moving up to a bigger, better home.”

Once Deanna got her agent’s and broker’s license, she called her “second Mom,” Hilda Allen who is the nation’s leading golf course broker and life-long friend. Her first real estate transaction was the sale of a golf course which she continues to do today.

“My husband who encouraged me to create a residential division knowing how detailed I am, how I thrive on the personal relationships and how obsessed I am with communicating,” she said. Ap-





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parently, he was right. She has been selling homes ever since and has never looked back.

In 2017 Deanna, by herself, produced over \$30 million in sales for 2017. But, the accolades and the money alone don’t do it for her.

It is the relationships she fosters through constant, willing contact that strengthens her business and her passion for it. “Everyone I’ve ever helped in real estate, I communicate with personally with a text on Mother’s Day or Father’s Day or for no reason at all,” she says. She is not one to just set up an automated drip email campaign. It’s personal.

Additionally, some of her fellow firefighters are on her team today. “From the fire service, I have several firemen that work with me. We worked together 20 years ago with several of them being my mentors and now they’re a part of my team which makes me feel very blessed and proud.”

“Be driven and be available. This a 24-7 job,” Deanna advises other aspiring top producers. “The only time I’m not answering the phone is if I’m in the shower, underwater scuba diving or with a client giving them my full attention.”

To Deanna, it is also very important to understand and listen to the client. “If you don’t answer them



or you don't cater to them at that very moment, they'll move on to the next one."

In her free time, Deanna enjoys being active, whether it's golfing with her husband, Mike or girlfriends, shooting baskets or playing tennis. They live in Lake Nona Golf & Country Club with their three-pound teacup Yorkie named Tiger.

One thing many may not know about Deanna is that she is very handy. Her knowledge of building construction from the fire service and working side by side with handymen for 11 years has been a true asset to her real estate career. This makes her excellent at helping clients build new construction homes and also allows her to educate sellers on

necessary repairs needed prior to listing. She has been known to caulk, paint, install new hardware, fix a pool pump...and much more!

Deanna's passion for residential real estate is reinforced with every closed transaction and grateful customer that she helps. The satisfaction she got from saving people from fires, is the same way she feels when she closes a transaction for a client. Each and every client becomes more than just a client, "they are friends for life."

"I work for the hug," she explained. "The 'thank you', the appreciation, the gratitude means everything. The paycheck helps me take care of my family. But the gratitude is the fuel."