SELLER'S GUIDE

27 NORTH REALTY

NAVIGATE HOME



for top results!

OUR MISSION & VALUES

The Calvert Home Team is a high-performing team dedicated to our clients. We do things a little differently. In fact, we contradict the notion that to be successful, you need to be a competitive hard-charger, focused on getting new clients and making ever-bigger deals. Instead, we contend you should work just as hard, but make giving, rather than getting, your priority in business and in life – and success will follow.

Our goal is to serve. We share our success, put the needs of our clients first, and help our team develop and perform as highly as possible.

We have a well-established and long-standing set of 5 core values that guide our business.

1. **Authenticity:** The most valuable gift we have to offer is our true self.
2. **Value:** Our true worth is determined by how much more we give in value than we take in payment.
3. **Compensation:** Our income is determined by how many people we serve and how well we serve them.
4. **Influence:** Our influence is determined by how abundantly we place other people's interests first.
5. **Receptivity:** The key to effective giving is to stay open to receiving.

We use these Five Principles as a collection of statements concerning what we believe about people, business, organizations, work environment, and life outside of work.

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five principles



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AN INDUSTRY LEADER in Real Estate

105
Transactions

$66.8 Million
Volume

Closed Jan–Dec 2025

287
Verified 5-Star RateMyAgent Reviews (Sept 2026)

Shawna is the #1 agent in Apollo Beach by total sales volume (Stellar MLS, Jan 2025 to Aug 2026). By working closely with qualified buyers and other top-producing agents, The Calvert Home Team gives your property **the maximum amount of exposure.** Your home is featured on top sites like **Zillow, Trulia, Realtor.com, Google, and Facebook.**

maximum exposure!

MEET THE TEAM



Our team is dedicated to excellence in every aspect. Our dynamic group of professionals is driven by a passion for delivering exceptional service and forging lasting connections with our clients. With a wealth of experience and expertise, our team of real estate agents and support staff collaborates seamlessly to ensure every client's needs are met with utmost care and precision. We pride ourselves on our commitment to staying ahead of market trends, employing innovative strategies, and maintaining the highest ethical standards.

THE FOUNDERS OF THE CALVERT HOME TEAM

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Shawna Calvert
REALTOR® | Team Leader



Gregg Calvert
Broker/Owner

THE CALVERT HOME TEAM

THE ADMIN TEAM



Adriana Gonzalez
Chief Marketing Officer



Jennifer Prete
Executive Assistant



Abigail Carroll
Transaction Coordinator



Viktoriia Ulybina
Transaction Coordinator



Lisa King
Transaction Coordinator



Dori Fagan
Staging

dedicated to excellence

MEET THE TEAM

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THE CALVERT HOME TEAM



Scarlett Truong
REALTOR®



Jose Gutierrez
REALTOR®



Chris Heath
REALTOR®



Amy & Ian Howard
REALTOR®



Chantel DiMuzio
REALTOR®



Chasiti Conroy
REALTOR®



Robert King
REALTOR®



Gregory Kable
REALTOR®

dedicated to excellence

THE STEPS

When it comes to selling your home, we've got you every single step of the way. Here's a general breakdown of the process and what you can expect.



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.





STAGE IT

Our professional stager, Dori, meets with you before photos, and we cover her fee. We'll walk you through everything!

TAKE PHOTOS

Our photographer will make your home look its best!



simple process

THE STEPS, cont'd.

CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!





SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.

REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.





CLOSING DAY

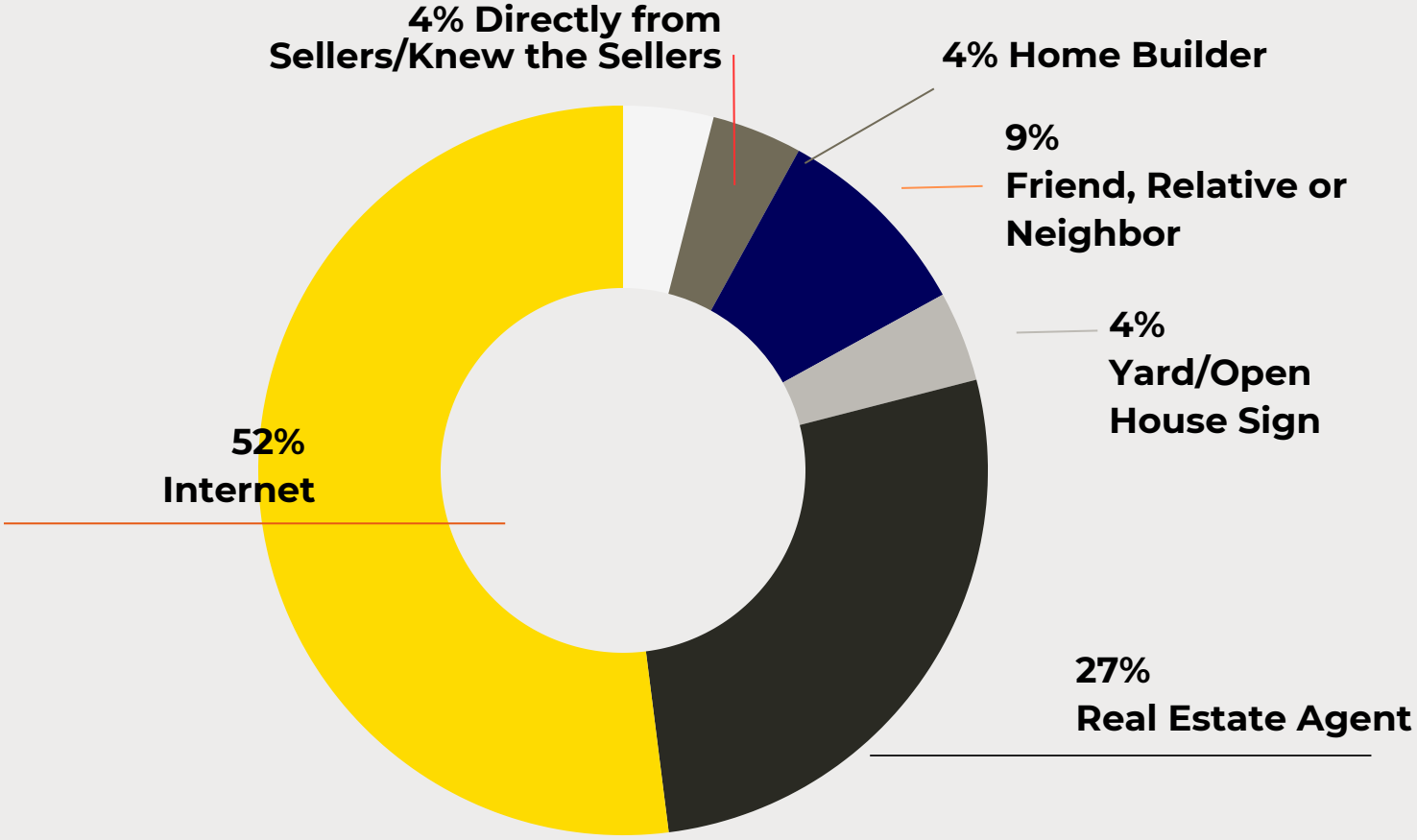
Schedule the closing, hand over the keys, collect the check!

we've got you

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FINDING YOUR BUYER

WE UTILIZE THE LATEST TECHNOLOGY



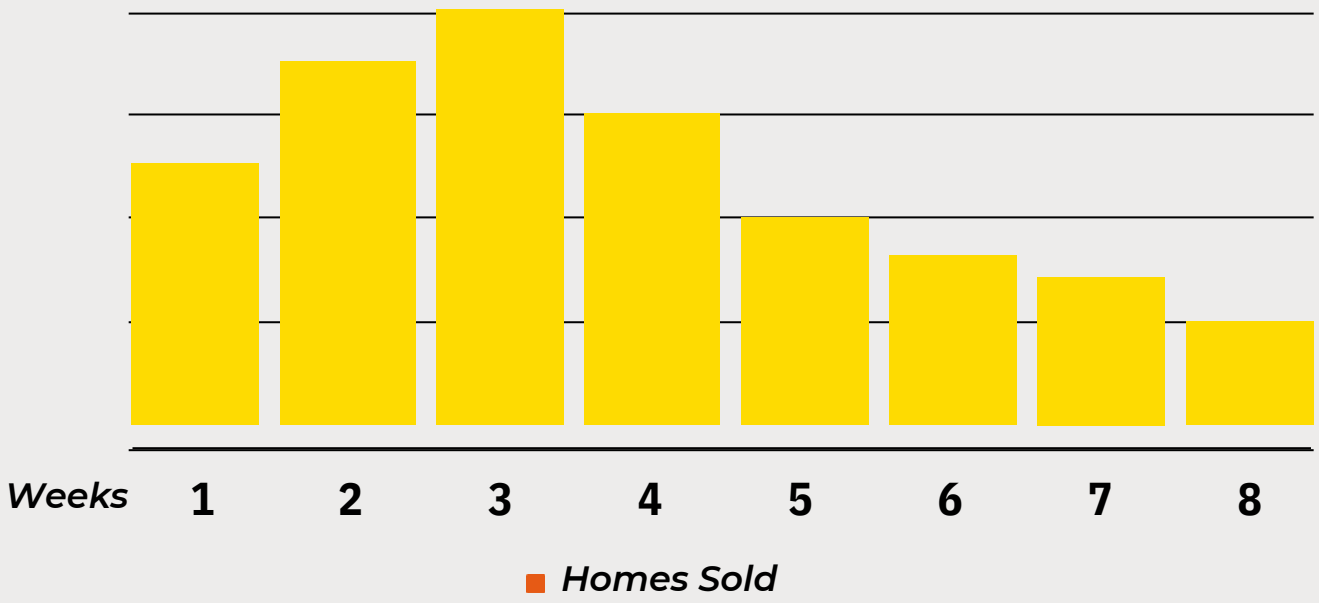
Where buyers found the home they bought. Source: NAR 2025 Profile of Home Buyers and Sellers

The Calvert Home Team includes Zillow Showcase on every listing at no cost to you. This provides enhanced HD photography/video, a unique look on Zillow, and identifies your home as a Showcase home to Zillow shoppers. This also keeps your home on top of buyers searches and connects directly to the Calvert Home Team vs. a random agent not familiar with your home or neighborhood.

We also use thousands of websites such as Facebook, Instagram, Tik Tok, and YouTube to promote your home. We focus on highlighting all of the wonderful features and aspects of your home, and then showcase it with stunning professional HD photos and videography. Because we are so active in the real estate community, and due to our extensive outreach to current buyers, we often have a list of buyers waiting for a home like yours to come on the market.

thousands of websites

INTELLIGENT TIMING



TIME ON MARKET (IN WEEKS)

Your best chance of selling your home is in the **first 4 weeks** of marketing. This is when your home is fresh and exciting to buyers and their agents.

Our agents capitalize on these first weeks to help you get the most exposure for your home. With a sign in the yard, a description in the local MLS, distribution across the internet, open houses, ads, and email blasts to buyers, your home will get significant attention and interest in the **first few weeks.**

Intelligent pricing: Pricing the home correctly will help expedite offers. If we do not get many offers, your home could be overpriced. Our experience has revealed that starting at a high price, then reducing the price, results in longer days on market and a lower overall price vs. pricing correctly in the beginning.

first four weeks

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THE POWER OF PROPER PRICING

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Why Pricing Your Home Right the First Time Matters

CURRENT MARKET?



BUYER'S MARKET

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



SELLER'S MARKET

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



BALANCED MARKET

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

When **your home first hits the market**, it enters the radar of the most active, **ready-to-go buyers, the ones** who've already been watching and waiting for the right home to pop up.

These **buyers are decisive. They know** what they want and are often prepared to make an offer quickly. But that window of opportunity is short.

✔️Priced Correctly✔️

If the home is **priced correctly**, it immediately **captures the attention** of this "backlog" of serious buyers.

🚨Overpriced🚨

If it's **overpriced**, those buyers walk, and they don't usually circle back. By the time a price reduction happens, it's too late. The fresh eyes that come later will often assume something's wrong with the home. That doubt leads to **lowball offers**, **longer days on market**, and often, a final sale price below what you could've earned with the right price upfront.

Risks of Pricing Too High

❌ **Misses the first wave** of qualified buyers
❌ Creates **unrealistic expectations** for sellers
❌ **Reduces urgency: buyers** assume the seller isn't serious
❌ **Prolongs time** on market, reducing perceived value
❌ Invites **skepticism**: "Why hasn't this sold yet?"
❌ **Stigmatizes** the listing, making it harder to re-engage interest
❌ **Damages the credibility** of both seller and agent
❌ **Appraisal risk**: If the appraisal doesn't meet the contract price, the deal could fall apart.

THE POWER OF PROPER PRICING CON'T.

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BUYER'S MARKET FACTS

Buyers have the upper hand: More homes are on the market than there are buyers, giving buyers stronger negotiating power and the ability to shop around for the best deal.

No amount of marketing will trick a buyer into overpaying: In a buyer's market, buyers are savvy and have plenty of options. Even the most polished marketing won't outweigh the reality of fair market value.

Homes tend to sit longer on the market: With less urgency from buyers, sellers often need to reduce prices, offer incentives, or be flexible on terms to attract serious offers.

Even a 5-10% overprice can push your home out of the "searchable range" of serious buyers.

Benefits of Proper Pricing

- **Attracts the most qualified buyers, right away**
- **More showings** = More chances to receive **multiple offers**
- Homes priced at or **below market value get 60% more attention**
- Increases the chance of **hitting appraisal value**
- Builds **seller trust** and agent credibility
- Creates **momentum**: more eyes, more interest, faster results
- Signals to agents and buyers that you're **serious and motivated**

How to Tell If the Price is Right

- **No Showings** + No Offers / **Probably overpriced. Buyers** aren't even curious.
- **Many Showings + No Offers** / Review both **price and presentation strategy.**
- **No Showings + Multiple Offers** / **Rare**. Reassess for market anomalies.
- **Many Showings + Strong Offers** / You nailed it. **Price is right.**

Final Thought

🚨**Price isn't always the problem**... *but price is always the* ***solution***.🚨

Strategic pricing is more than just picking a number. It's about **creating momentum**, excitement, and demand. It sets the tone for the entire sale process. **When done right**, it leads to **faster closings, fewer complications, and better returns.**

Let's **price it right from the start, and make** your home the one **buyers are lining up** for.

INTELLIGENT PRICING SHEET

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PRICING A HOME FOR SALE IS AS MUCH AN ART AS IT IS A SCIENCE. BUT THERE IS SOME CONVENTIONAL WISDOM THAT NEVER CHANGES.

Fair market value attracts buyers; overpricing never does.
The first 4 weeks of marketing are crucial.
The market never lies, but it can change its mind.



PRICING PYRAMID

Fair market value is what a willing buyer and a willing seller agree is a fair price for the home. A wide range of reasons can impact values, but the two most significant are location and condition. Generally, fair market value is determined by comparable homes that have sold, and pending in the same area. Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it.

INTELLIGENT PRICING

Bottom line, pricing is an equation of
Convenience, Time, and Money.

Convenience – How easy is it to have your home “show ready” at a moment's notice? Are you working from Home; will you be out of town, is the home empty? Such factors make the home more or less convenient to show. With today’s busy lifestyles, some choose to have a lower price point due to the inconvenience of preparing the home for showing.

Time – How much time do we have to sell the home? The more time you have typically translates to offering a higher price point. But remember, too much time on the market will work against you. Shoppers often question how long a home is on the market – and shy away from listings with too many days on market.

Money – Market value often predicts where we will receive most offers. Homes listed for higher prices bring in a smaller percent of buyers. Maximizing the dollar amount is what we all want. However, if we push the price too high, we will lose potential buyers.

We will discuss these three items when pricing your home. Everyone has individual needs, and we have found balancing the three items above creates a more successful listing.

convenience, time, money

IT'S ABOUT YOU!

WHAT SETS US APART?



The most important part of your home selling experience is...YOU!

Our team believes that we are in the relationship business, and good relationships are built on service. Our goal is to create a business fueled by people like you, telling your friends and family about the top level service and powerful experience you had while buying or selling a home with us.

EFFORT AND DETERMINATION

Selling your property is an investment in your future. We know it is crucial to work with a team of agents who are dedicated to ensuring your best interests are on the forefront of all negotiations. We have established a local reputation as strong negotiators who guarantee their clients the representation they deserve. We are proud to be recognized as fierce protectors of our client's interests. We excel because we are dedicated to our craft, staying current on market/industry trends and willing to put in the time and effort you deserve from your agent. To put it simply, you will not find anyone willing to work harder to earn your business.

SERVICE, NOT SALES

Service, not sales. It's not the easy way, but it is the right way. Earning your business and your referral is worth the extra time and effort it takes to do things the right way. If anything at all, we will have earned your trust, and that is what we have built this business on. Thank you for considering our team. Let's get to know each other!

service, not sales!









OUR *CUSTOMIZED* MARKETING PLAN

Photography & Videography

We will showcase the beauty of your home with the help of our preferred professional photographers and videographers. We use the top HD technology, 3D walk through tours, and drone footage. Our team is skilled in capturing the best angles, lighting, and features of your property, ensuring the unique qualities of your home are accurately represented. Trust us to present your home in its finest light and increase its appeal to potential buyers.

Home Staging Consultation

Before photos, our professional stager, Dori Fagan, walks through your home with you, and we cover her fee. By creating a cohesive, inviting atmosphere, staging can help buyers envision themselves living in the space, leading to a faster sale and potentially a higher price.

Customized Digital Marketing

Our customized digital marketing strategies are designed to showcase the unique features and benefits of your home to the right audience. Whether through social media campaigns, email marketing, or targeted online advertising, we will work with you to create a plan that maximizes the reach and impact of your listing.

custom for you

TO *OPTIMIZE* YOUR LISTING

Maximize the reach and exposure of your property with the help of our extensive network and connections in the community. Our thousands of past client families, along with our own networks and various online and social media channels, provide a wide platform for showcasing your unique property to potential buyers.

Open Houses

Open houses will maximize the visibility and appeal of your home, provide valuable buyer feedback, increase your home's exposure, and can lead to a faster sale. Our team utilizes extensive online exposure, as well as, advanced door-to-door and call campaign technology, to drive traffic, and generate interest in your home.

Multiple Listing Service (MLS)

Listing your property on the MLS puts your home in front of the largest pool of potential buyers, increasing your chances of finding the right buyer and achieving a successful sale at the best price. The MLS is the most up-to-date and accurate online resource for local area buyers and their agents.

ShowingTime

Enjoy the ease of approved showings with ShowingTime. New technologies allow you to review and approve your showings right from your phone. Within seconds, you are informed and in charge of your showings.

connections









PROFESSIONAL MARKETING

With years of experience in the Tampa South Shore real estate market, The Calvert Home Team has become a trusted and respected name in the community. But we don't just rely on our long-standing reputation – we continue to innovate and adapt, utilizing a range of digital marketing strategies and traditional advertising techniques to ensure that our properties and agents are seen by the widest possible audience. Trust The Calvert Home Team to guide you through the process with expertise and professionalism.

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By using data to optimize our efforts, we can ensure that your property is seen by the most relevant audience. We will identify your target buyers and create a marketing strategy that will get your home off the market quickly and efficiently.



ONLINE ADVERTISING

With paid search ads, display ads, email campaigns and more we get your property in front of a large audience of potential buyers.



SOCIAL MEDIA MARKETING

In today's digital world, social media is a powerful tool for connecting with potential buyers and showcasing the unique features of your home.



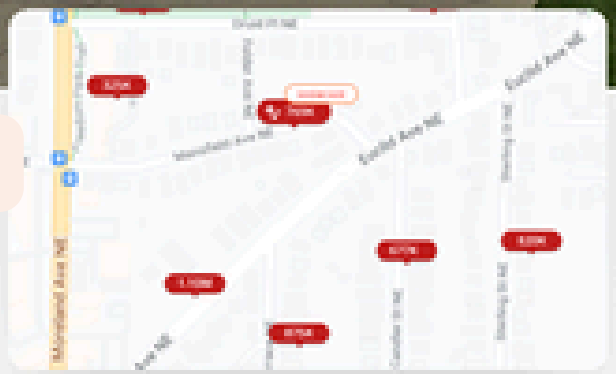
TRADITIONAL ADVERTISING

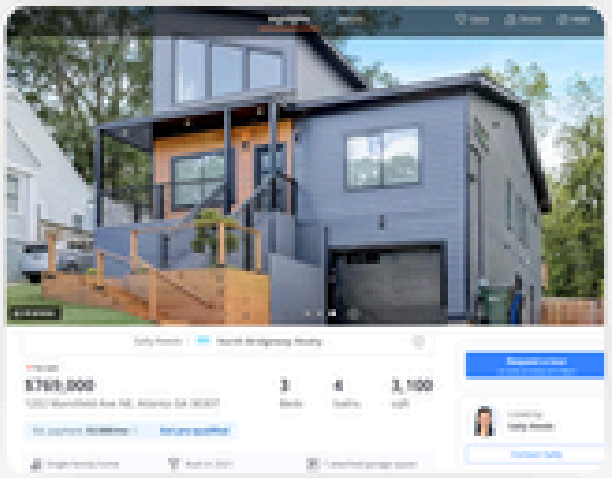
Traditional advertising, such as print ads, door knockers and mailers, can still be effective in reaching potential buyers.



Wow prospective buyers. . .

Available through The Calvert Home Team





Stand out from the crowd. Showcase listings get 79% more page views and 76% more saves than similar nearby listings (Zillow, Sept 2025). It is Zillow's premium listing experience, and we include it on every listing. Your home will gain prioritized exposure by potential buyers when they search for properties on Zillow with over 210 million average monthly unique users.

Your listing will receive dedicated, branded "new property alert emails" sent to interested buyers. In addition, it will remain as a top property in their search and be highlighted with a different look on Zillow.

Listing Showcase helps your home stand out with best-in-class media like high-resolution photography, interactive floor plans, room-by- room photo organization, and virtual tours to impress potential buyers.

Not every agent pays for Showcase. The Calvert Home Team includes it on every listing at no cost to you.

Allow us to show you what a tour of your home would look like with Listing Showcase.

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DIAMOND LISTING SERVICE



Our goal is to not just sell your home, but to provide unparalleled service and value in the process. This is the full listing service every one of our sellers receives. Here are some of the successful marketing strategies we'll implement to ensure your home gets the attention it deserves:

- **Zillow Listing Showcase** - Showcase listings get 79% more page views and 76% more saves than similar nearby listings (Zillow, Sept 2025). Your home will stand out from others. Features include best in class paid HD photography, video tours, HD drone footage, 3D interactive floor plans, and priority placement in search results.
- **MLS Listing** - Your home will be featured on the MLS with panoramic property photos, detailed descriptions, and links to additional marketing materials. Our listings have 85% more photos than comparable homes.
- **High-Quality Media** - Full suite of professional HD photos, videos, drone footage, amenity highlights, and community visuals to show off every angle of your home. This media is used for a plethora of on-line marketing and graphic materials that we develop and use in our paid promotions.
- **Virtual Tours** - 3D Matterport tours, interactive floor plan walkthroughs, and aerial drone footage for immersive online viewing.
- **Design & Staging Consultation** - Before photos, our professional stager, Dori Fagan, meets with you to style your home so it looks its absolute best on camera and in person. We cover her fee.
- **Professional YouTube Video** - We create a custom YouTube video professionally edited and featured on our YouTube channel with 179K+ subscribers (Oct 2026), leveraging YouTube as the second most-searched platform to reach active home shoppers.
- **Reverse Prospecting** - Reverse prospecting is a smart marketing tool that allows Shawna and her team to actively reach out to potential buyers who have already shown interest in homes similar to yours. Instead of waiting for buyers to come to us, we flip the script and go to them.
- **Wide Syndication** - Your listing appears on over 100 real estate websites including but reaching far beyond Realtor.com, Zillow, and Homes.com. With no cost to you.
- **Social Media Blitz** - Paid and organic promotions on Facebook, Instagram, YouTube, and more, targeted to buyers looking in your area.
- **Targeted Online Campaigns** - Boosted ads on Facebook, Google, HomeSnap, Realtor.com, Zillow, Homes.com, and YouTube reach buyers where they browse.
- **CRM Outreach** - Your listing is pushed through our CRM, BoldTrail, to over 40,000+ active home shoppers in our local database.
- **Open Houses** - Strategically promoted with paid advertising to drive foot traffic and attract serious buyers.
- **Direct Email Campaigns** - Your home will be highlighted in custom email blasts to more than 14,500 Tampa Bay agents.
- **Broker's Tours** - We invite top-performing agents from other brokerages to preview select homes and share it with their buyers.
- **Print and Mail Campaigns** - Beautifully designed flyers, postcards, and print ads targeted toward active buyers and high-turnover neighborhoods.
- **AI-Powered Retargeting** - Advanced retargeting ads that follow interested buyers online, reminding them about your home wherever they go.
- **Geofencing** - Location-specific ads served to mobile users within targeted communities or local events. Geofencing targets buyers by serving ads to their mobile devices when they enter specific locations, like nearby neighborhoods or community events. It helps capture attention from people already spending time in the area. Additionally, we can target specific locations, shopper demographics and place ads on their web searches and/or Facebook.
- **Instant Follow-Up** - Buyers who tour the home receive immediate listing details and prompt follow-up from our team to their agent.



DIAMOND LISTING SERVICE



Our goal is to not just sell your home, but to provide unparalleled service and value in the process. This is the full listing service every one of our sellers receives. Here are some of the successful marketing strategies we'll implement to ensure your home gets the attention it deserves:

- **Feedback Loop** - We collect and share feedback from every showing to keep you in the loop and adjust strategy as needed.
- **Security** - We have a variety of options of secure lockboxes and appointment-only access ensure only licensed agents can show your home.
- **Scheduling** - Online and text-based scheduling to make showings easy and minimize missed opportunities.
- **Cross-Brokerage Exposure** - Unlike brokerages that limit visibility, we actively promote your home across all brokerages and networks.
- **Weekly Seller Reports** - You'll receive consistent updates on views, saves, showings, market trends, and recommended strategy updates. We know the trends before anyone else. This is extremely valuable information due to the amount of data we have compared to other lower volume agents.
- **Pre-Marketing Strategy** - "Coming Soon" campaigns build buzz with teaser posts, and alerts pre-qualified buyers within our large database and network.
- **Just Listed Announcements** - Your listing goes live with a multi-platform promotion including social media posts and alerts to the local community and on-line.
- **Neighborhood Targeting** - Ads and mailers can be sent to local neighbors. They often know someone looking to move nearby.
- **Buyer Incentives** - Optional incentives from our local mortgage partners help reduce mortgage rates with buy down programs. They also reduce the headache of getting a loan by pre-qualifying the home so when a buyer is ready, the loan is expedited. Additionally, we can offer creative strategies such as agent bonuses which help attract more attention and encourage showings from active buyer agents.
- **Listing Optimization** - Ongoing analysis and updates of photos, ad copy, and pricing based on real-time buyer behavior and showing data.
- **Concierge Service** - Need help getting your home ready? We can connect you with a trusted cleaner, handyman, landscaper, or stager, we'll help coordinate everything.
- **Postcard Campaigns** - Custom-designed postcards can be mailed to targeted buyers actively searching in your price point and neighborhood.
- **A Full Team Working for You** - You don't just get one agent. You get an entire team of hand selected licensed agents and support staff working under Shawna Calvert, our buying/selling agents, transaction coordinators, social media specialists and assistants are all focused on marketing and selling your home with precision and care.



Together, we leverage **Apollo Beach's largest network of potential buyers** through the Calvert Home Team's extensive database and the **many active buyers we're already working with.**

Our reach goes beyond online clicks. We're on the phone, in person, and constantly connecting the dots to get your home sold.

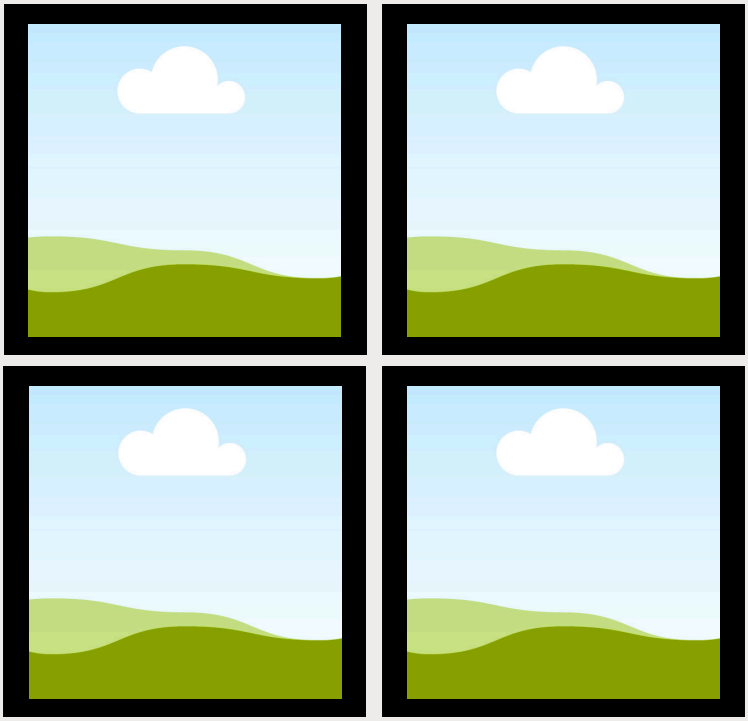
#MakeTheMove with a proven marketing plan designed to get your home sold quickly, and for the right price.

When it comes to selling your home, we've got you every single step of the way. Here's a general breakdown of the process and what you can expect.



VISUALS

Photos, neighborhood flyers, and property brochures to get your home noticed!



ADS

Your home is distributed across all of our online platforms!

OPEN HOUSE



EVENTS

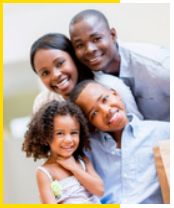
From neighborhood wine & cheese to weekend open houses, your home will be given the royal treatment!

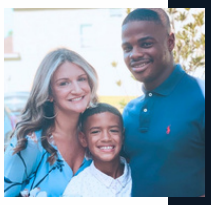
get noticed!

HAPPY CLIENTS, HAPPY US

We listen. We advise. We organize and execute Together. Our success is measured by results, the most important one being how **our clients feel about their experience with us**. We look forward to working with you and helping you sell your home today!

Shawna is the G.O.A.T. of realtors! Extremely knowledgeable, exceptional communication skills.
Shawna very quickly understood our goal. Her knowledge of both the real estate and financial markets enabled us to set a fair competitive price that was acceptable to us and more importantly, attractive to prospective buyers. She was open to our ideas, listened and understood. She is friendly and confident, while being flexible. Shawna was a real pleasure a pleasure to work with. Shawna always responded immediately to our questions/concerns in a clear and concise manner. She accommodated all parties to ensure a timely closing in the most efficient way. Highly recommend Shawna!!





Patient, Supportive, and Pressure-Free – An Outstanding Real Estate Experience!

We had an incredible experience working with Scarlett as our real estate agent. From the very beginning, we weren't entirely sure what we were looking for, but Scarlett was so patient and understanding. There was never any pressure to make a quick decision, and she took the time to listen to our needs and preferences.

Shawna is a great real estate agent to work with! We would not have done it without Shawna in this hot market. She is extremely knowledgeable of the entire home buying process from start to finish. She made everything as low stress as possible until closing. Shawna was also super responsive, all of our texts/emails/calls were answered very quickly. Any time we had a question we got a response almost immediately and we always felt like we were a priority. Her aggressive and relentless work allowed us to successfully navigate the tempestuous market and got an unbelievable deal! We're lucky to find Shawna! My husband and I would definitely recommend Shawna to anyone buying a home!"



recommendations

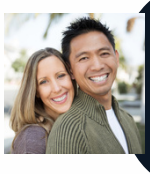
HAPPY CLIENTS, HAPPY US

We listen. We advise. We organize and execute Together. Our success is measured by results, the most important one being how **our clients feel about their experience with us**. We look forward to working with you and helping you sell your home today!

Above and Beyond from Start to Finish

We had such a wonderful experience working with Shawna on the purchase of our Florida home. From the very beginning, Shawna was kind, friendly, welcoming, and incredibly helpful. The golf cart tour she gave us of the area was such a thoughtful and fun way to help us get a feel for the community. Buying a home from out of state can be stressful, but she made everything feel easy and manageable. We are so grateful for her help and would highly recommend Shawna to anyone looking to buy or sell a home in the area!

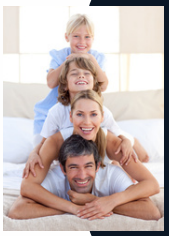




There is no one who works harder than Shawna does. She is always available to take my calls and answer my questions. She has great marketing skills and such a positive attitude. You can tell she loves what she does. I would highly recommend Shawna for your real estate needs.

We could not have bought 'our house' without Shawna. Shawna is very knowledgeable when it comes to market realty. She has much expertise and thus is able to quickly and efficiently find exactly what you are looking for. Her negotiating skills saved us money and her attention to details was appreciated. She continues to work with us even after the purchase and is helpful in sourcing out our needs.





Shawna has an extensive, in depth knowledge of the local market. She is very professional and exhibits a great deal of patience and understanding with both buyers and sellers. She is able to explain all aspects of the real estate transaction in an easy to understand manner. I have completed several sales and purchases of homes in my life and this was by far the best experience. I highly recommend that you hire her for all of your real estate needs.

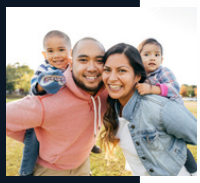
recommendations

HAPPY CLIENTS, HAPPY US

We listen. We advise. We organize and execute Together. Our success is measured by results, the most important one being how **our clients feel about their experience with us**. We look forward to working with you and helping you sell your home today!

Absolutely FANTASTIC.

Scarlett Truong worked tirelessly on our behalf. Not only did she search out and find us our beautiful home, she provided sound advice every step of the way. We are not local and she guided us through the process with both patience and expertise. She helped facilitate the inspection coordinate trades and our repeated visits to the home prior to closing. She answered every call and every question no matter how simple. We honestly cannot say enough about the service she provided. She is a great agent and an even better person.





Shawna's expertise and energy are surpassed by no other agent in the area. She comprehends the value in the market and knows how to market your property to get maximum dollar and achieve your goals and expectations. She is highly responsive and her husband Gregg is always there in her supporting cast. I have bought and sold over 20 homes in my life and 2 with Shawna in the last 2 1/2 years and I would not select anyone other Shawna to represent me whether buying or selling in the future.

What stood out most was how far above and beyond Scarlett went to help us find the perfect home. She was always responsive, attentive, and provided invaluable advice throughout the entire process. We truly felt like Scarlett had our best interests at heart.





The BEST realtor in the area. Shawna and Gregg are an amazing team! They know the area very well, they are responsive and offer a superior service from A to Z and beyond. I highly recommend working with them!

recommendations

2024 - 2026 AWARDS

27 NORTH REALTY
NAVIGATE HOME

SHAWNA CALVERT & THE CALVERT HOME TEAM

FLORIDA'S TOP REAL ESTATE PROFESSIONALS 2025
Newsweek
statista

TAMPA BAY REAL PRODUCERS
20 26
TOP RP 25

2026 REALTRENDS VERIFIED



COUNTY WINNER 2025 — ratemyagent — Top 5 Agent — HILLSBOROUGH COUNTY

CITY WINNER 2025 — ratemyagent — Agent of the year — APOLLO BEACH

CITY WINNER 2024 — ratemyagent — Agent of the year — APOLLO BEACH

COUNTY WINNER 2024 — ratemyagent — Agent of the year — HILLSBOROUGH COUNTY

NATIONAL WINNER 2024 — ratemyagent — Top 100 Agent — USA

REGIONAL WINNER 2024 — ratemyagent — Top 20 Agent — SOUTHEAST REGION

STATE WINNER 2024 — ratemyagent — Top 10 Agent — FLORIDA

you are the real winner!

EQUAL HOUSING

Equal Housing Opportunity

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Federal Fair Housing Law

We Do Business in Accordance With the Federal Fair Housing Law
(The Fair Housing Amendments Act of 1988)

It is Illegal to Discriminate Against Any Person Because of Race, Color, Religion, Sex, Handicap, Familial Status, or National Origin.

State of Washington Additonal Protected Classes are: Marital Status, Sexual Orientation, and Veteran/Military Status

- In the sale or rental of housing or residential lots
- In advertising the sale or rental of housing
- In the financing of housing
- In the provision of real estate brokerage services
- In the appraisal of housing
- Blockbusting is also illegal

Anyone who feels he or she has been discriminated against may file a complaint of housing discrimination:
1-800-669-9777 (Toll Free) 1-800-927-9275 (TTY)

U.S. Dept. of Housing and Urban Development
Assistant Secretary for Fair Housing and Equal Opportunity
Washington, D.C. 20410

Previous editions are obsolete

NATIONAL ASSOCIATION OF REALTORS®

Federal Fair Housing Law

REALTORS® Fair Housing Declaration

I agree to:

- *Provide equal professional service without regard to the race, color, religion, sex, handicap, familial status, or national origin of any prospective client, customer, or of the residents of any community.*
- *Keep informed about fair housing law and practices, improving my clients' and customers' opportunities and my business.*
- *Develop advertising that indicates that everyone is welcome and no one is excluded; expanding my client's and customer's opportunities to see, buy, or lease property.*
- *Inform my clients and customers about their rights and responsibilities under the fair housing laws by providing brochures and other information.*
- *Document my efforts to provide professional service, which will assist me in becoming a more responsive and successful REALTOR®.*
- *Refuse to tolerate non-compliance.*
- *Learn about those who are different from me, and celebrate those differences.*
- *Take a positive approach to fair housing practices and aspire to follow the spirit as well as the letter of the law.*
- *Develop and implement fair housing practices for my firm to carry out the spirit of this declaration.*

Form HUD-928.1 (2/2003)

PROTECTING YOURSELF FROM WIRE FRAUD & REAL ESTATE FRAUD

Protect Yourself from Wire Fraud in Real Estate

Real estate transactions are a top target for scammers.
Protect your money and peace of mind with these quick tips:

Common Scams

- Fake emails or texts with “new” wiring instructions
- Title fraud (criminals posing as property owners)
- Rental scams with fake listings
- Identity theft using stolen personal info

How to Stay Safe

- Always verify wiring instructions by phone using a trusted number.
- Be cautious of last-minute changes. They’re almost always fraud.
- Protect your email with strong passwords and two-factor authentication.
- Slow down and confirm if something doesn’t feel right.

If You Suspect Fraud

- Call your bank immediately and request a wire recall.
- Notify your REALTOR® and title company.
- Report it at IC3.gov (FBI Internet Crime Complaint Center).

Final Takeaway

Never trust email alone for wiring instructions. Always verify by phone before sending funds.