



**Date 07/07/25**

**To:** Hernando County Procurement Department

**Subject:** Proposal for Real Estate Broker and Marketing Agent Services

Dear Evaluation Committee,

I am honored to submit this proposal to serve as your Real Estate Broker and Marketing Agent. I fully understand Hernando County's need for a responsive, experienced, and professional real estate partner to manage, market, and sell surplus County-owned property in a manner that is strategic, compliant, and results-driven.

Being born and raised right here in Brooksville, I bring not only a deep knowledge of the local market but also a lifelong commitment to this community. I began my real estate career at the age of 20. With limited resources and no option to procrastinate, I built my business from the ground up — learning to lead, adapt, and deliver for my clients at the highest level. Over the past eight years, I've developed proven systems and strategies that enable me to handle every aspect of the real estate process with clarity, efficiency, and results.

I founded McLeod Real Estate because I recognized the limitations of the traditional brokerage model. I saw an opportunity to create something radically better — a professional, service-first experience that puts people before transactions and strategy before sales tactics. For me, real estate isn't just about closing deals; it's about guiding individuals, families, and organizations through major transitions with care, precision, and integrity.

This philosophy is the foundation of how I do business, and it's exactly what I will bring to Hernando County.

Here is what you can expect when working with me:

◆ **Luxury Service for All**

Every client — including the County — receives world-class service, regardless of the asset or price point. You'll be supported, informed, and prioritized from day one.

◆ **Clarity and Confidence, Every Step of the Way**

With clear systems and communication, you'll always know what's happening, what's next, and what your options are. I guide and educate throughout the entire process.

◆ **In-House Mortgage & Credit Strategy**

I offer clients access to top lenders, expert credit advice, and creative financing solutions — helping buyers succeed and making County assets more marketable.

◆ **Search by Lifestyle**

Whether working with individual buyers or marketing land to investors, I lead with purpose and vision — focusing on who the ideal buyer is and how to position the property to reach them.

◆ **Creative Solutions When Others Say No**

Self-employed buyers, credit challenges, rural land, zoning quirks — I've worked through them all. I bring creativity and experience to solve problems and close deals.

◆ **Direct Broker Oversight**

I will personally handle all County-related real estate services — including listing, marketing, showings, offer management, negotiations, and closings — in full compliance with Florida law and Hernando County policies.

◆ **Responsive Communication with County Staff**

You'll never be left guessing. I'll maintain consistent, timely, and professional communication throughout the entire process.

**Required Certifications and Compliance Statements**

I, Dylan McLeod, Broker/Owner of McLeod Real Estate, hereby certify the following:

- I understand Hernando County's need for a licensed real estate professional to manage surplus property sales, handle all transaction activities in compliance with Florida law and County policy, and maintain timely communication with County staff. I will fulfill these duties personally and with the highest level of professionalism.
- I am the sole individual authorized to make representations on behalf of this proposal.
- All services related to this contract will be performed directly by me, Dylan McLeod. I do not intend to use any subcontractors or third-party service providers.
- This proposal is made without collusion, connection, or agreement with any other person or entity submitting a proposal pursuant to this RFP.
- I acknowledge and will comply with the County's Drug-Free Workplace Policy.
- I acknowledge and will comply with the Cone of Silence Ordinance.
- All required coverages, including the specified Automobile Liability coverage, will be secured immediately upon contract award and prior to execution, in full compliance with County policy.

Thank you for considering this proposal. I am excited about the opportunity to serve Hernando County with excellence, accountability, and heart. I look forward to building a strong, lasting partnership.

Sincerely,

 Date 7/17/25

**Dylan McLeod**

Broker/Owner – McLeod Real Estate

Florida Real Estate License #: BK3380071

Firm License #: CQ1071283

315 Howell Ave, Brooksville, FL 34601

Dylan@mcleodrealestate.com

352-428-0389

**Proposal Section 2.0 – Qualifications and Experience**

I have been actively engaged in real estate for over eight years, during which time I have had the honor of serving over 450 customers. Each transaction has brought a unique set of circumstances, and I have developed the skills, systems, and insights needed to navigate any challenge and close with confidence. Real estate is about people first, and my approach reflects that. I bring empathy, strategy, and precision to every listing and every negotiation.

As someone born and raised in Brooksville, I bring not just local knowledge, but deep-rooted relationships and insights into the region's values, trends, and nuances. Every zip code, every street, and every subdivision carries its own rhythm. My role as a broker is not only to sell the real estate but to sell the story of the Nature Coast — the charm, the opportunity, and the potential that each parcel holds.

In 2022, I was honored as a Torchbearer in the REMAX "40 Under 40" — named one of the top 40 agents under age 40 across the Southeastern United States, covering 13 states, based on closed transactions. That recognition reflects my results-driven focus and commitment to excellence. Since then, I've opened my own firm and applied the lessons learned to build a client experience grounded in specialization, accountability, and results.

As the Broker/Owner, I am the lead strategist, negotiator, and advisor on every transaction. I am able to personally guide clients through the entire process, from pricing to negotiation to closing. I am also the point of contact for the County throughout this contract. While I may use administrative or support tools internally to enhance communication and organization, all professional services related to this contract will be performed directly by me.

To ensure that I can dedicate my full attention and availability to Hernando County, I maintain a strong internal structure. I have a team of six licensed Realtors and a full-time transaction coordinator on staff who manage my general business operations. This internal team enables me to be able to focus primarily on the County's property portfolio, ensuring that I am fully present and responsive to all needs associated with this contract.

My knowledge of local market trends allows me to properly advise my customers on value/pricing strategies. With over 500,000 more sellers than buyers (1,950,000 sellers vs. 1,450,000 buyers) on a national level, buyers have options. Sellers must be competitive in the marketplace to attract the right buyers. Although the news makes it seem as though we are heading into a recession it is actually the contrary. In 2019, (Pre-Covid) inventory levels sat at 2.3M. We are still under what economists call "The Pre-Pandemic Norm." The national mortgage delinquency rate stands at 1.63%. In 2009-2010, the overall mortgage delinquency rate hit 10%. My job is to provide factual statistics so my customers can make informed decisions. On a more micro scale, the Tampa Metro has seen values drop 2.4%. Inventory has increased over 36% year-over-year.

What this means is you need a local professional that also stays abreast of the larger picture. In a competitive real estate market proper evaluation and pricing will determine if a listing will sell or become stale. On the flip side we must stay in tune with the mortgage industry. Keeping up with the current offerings for QM/Non-QM loans allows my team to get listings sold when traditional avenues fail by being able to educate buyers on creative solutions to achieve financing. When others think it can't be done and quit, we are just getting started.

I am an active member of the following MLS platforms:

- Stellar MLS
- Hernando County MLS
- Citrus County MLS

I maintain full-time availability and capacity to support Hernando County's property portfolio and respond with urgency, professionalism, and integrity. My knowledge of both macro- and micro-market trends allows me to accurately price, position, and promote properties for maximum impact.

I hold an active Florida Real Estate Broker License (License #: BK3380071), and my firm, McLeod Real Estate, holds Firm License #: CQ1071283. I have never had any legal actions or litigation against me.

Thank you for considering this proposal. I look forward to bringing my expertise, energy, and commitment to this opportunity.

### **Proposal Section 3.0**

#### ***Selling, Buying, Leasing & Marketing Strategies***

I use a comprehensive, multi-channel strategy to maximize visibility, engagement, and results for each property. My approach blends high-tech tools with personal outreach and professional presentation to ensure every asset is marketed with intention and precision.

Key elements of my strategy include:

- MLS syndication to over 100 consumer-facing platforms, including Zillow, Realtor.com, Homes.com, Redfin, and Trulia
- Drone photography for aerial showcasing of land, buildings, and surrounding areas
- 3D virtual tours to support remote buyers, investors, and decision-makers
- Professional staging consultations to enhance appeal and demonstrate property potential
- Social media marketing, including both organic and paid campaigns
- Realtor network engagement through email campaigns and direct broker outreach
- Open houses, broker tours, and appointment-based showings tailored to the asset
- Weekly tracking of showings and engagement metrics to monitor market response
- Cross-promotion across residential and commercial channels, when applicable

#### **Non-Traditional Strategy Options**

I understand that Hernando County may require more than just traditional marketing to successfully sell, lease, or reposition properties. I stay flexible and creative in my approach, continually learning new methods and testing fresh strategies that align with the County's goals. I dedicate time each week to staying on top of market trends and innovative real estate techniques, ensuring I bring the most current and effective tools to every assignment.

Non-traditional strategies I offer include:

- Off-market or "quiet listing" options to engage targeted buyer pools when discretion or speed is preferred
- Use of zoning maps and community development overlays to identify alternate uses or repositioning potential
- Broker mastermind sessions to collaborate on strategic sales approaches with experienced peers
- Monthly homebuyer seminars and local networking events to build trust and generate grassroots interest
- A proactive mindset around investor outreach, off-market leads, and new disposition angles

## Facilitating Purchases or Leases of Properties Not Listed for Sale or Lease

I have extensive experience facilitating deals for properties that are not actively listed on the market. Whether the County needs to acquire land, lease a facility, or explore a strategic site that isn't for sale, I follow a strategy that has been proven time and time again to be highly successful. While not every owner is ready to move forward, I have developed a strong conversion rate through consistent, effective outreach and follow-up.

I use a targeted approach that includes researching ownership details, identifying key decision-makers, and engaging property owners through a variety of outreach methods. I have a proven track record with FSBOs (For Sale By Owner) and Expired listings — securing transactions that others often overlook.

My approach is supported by a **systematic follow-up process** that ensures no lead or opportunity is left unattended. This method has led to many successful off-market transactions and continues to generate results even in challenging market conditions.

### My methods include:

- Identifying and contacting property owners using public records, proprietary databases, and other resources
- Personalized calls, letters, and in-person outreach when appropriate
- Door-knocking and follow-up visits to initiate conversations
- Consistent, trackable follow-up to maintain engagement over time
- Negotiating off-market purchase or lease agreements
- Leveraging community relationships and local events to uncover opportunities
- Leveraging private, member-only online industry groups that connect me with thousands of real estate professionals nationwide

## Market Analysis Approach

I believe that accurate, up-to-date market analysis is critical for making sound real estate decisions. I use multiple data sources and tools to provide Hernando County with well-rounded insights and formal reporting that goes beyond basic comps. My analysis is tailored to the asset type and intended outcome — whether the County is selling, leasing, acquiring, or repositioning a property.

In addition to MLS data, I leverage exclusive access to tools not available to most agents, including UWM's Home Value Estimator and broker analytics suite — which offers an added layer of insight backed by the nation's #1 mortgage lender. These resources, combined with my local expertise, allow me to deliver thoughtful pricing recommendations and strategic guidance for each property.

### My market analysis approach includes:

- Running comparative market analyses (CMAs) through MLS and UWM's Home Value Estimator
- Monitoring days on market, pricing history, and listing trends

- Analyzing neighborhood-level economic indicators and development patterns
- Evaluating zoning and land use shifts to understand property potential
- Assessing supply and demand based on property type and market cycle
- Preparing formal reports that include charts, data visualizations, and tailored pricing recommendations
- Staying current with daily market insights and updates from UWM's Broker Tools platform
- Using additional data sources and mapping tools to provide layered market intelligence
- Leveraging data analytics tools within MLS, ListReports, Homebot, and UWM to identify trends, buyer behavior, and pricing opportunities

## **Negotiation and Problem-Solving Approach**

With over 450 real estate transactions personally closed, I've encountered just about every kind of challenge — from complex title issues and appraisal gaps to relocation coordination, zoning conflicts, and emotionally charged seller situations. These experiences have sharpened my negotiation skills, allowing me to adapt quickly and guide all parties toward resolution.

I don't believe in a one-size-fits-all strategy. I evaluate each deal and adjust my approach depending on the personalities, priorities, and circumstances involved — whether that means pursuing a collaborative, win-win path or negotiating assertively to protect my client's interests. My boutique brokerage model allows me to offer white-glove service with constant communication and real-time strategy adjustments.

I'm also highly skilled at digging beneath the surface to uncover the true needs, motivations, or obstacles that may be driving decisions. Whether it's a hidden concern, an unspoken dealbreaker, or an untapped opportunity, I take the time to investigate thoroughly and ask the right questions — allowing me to recommend the most effective strategy for a successful outcome.

When deals hit obstacles, I stay calm, focused, and solutions-oriented. I pride myself on being a steady hand during high-pressure situations — diffusing conflict, calming nerves, and keeping all parties engaged and moving forward.

### **Highlights of my negotiation and problem-solving strengths include:**

- Experience resolving complex issues such as title defects, appraisal gaps, leaseback agreements, and relocation timing
- A tailored negotiation style that adapts to each situation and stakeholder involved
- A strong focus on protecting the County's goals while maintaining productive, professional relationships
- A calm, confident presence that helps diffuse tension and prevent deals from falling apart
- A thoughtful, investigative mindset that uncovers root issues and guides the best strategic approach
- Ongoing communication and leadership from contract to closing to ensure a successful outcome

## Tools and Technology

I use a wide range of tools and platforms to ensure that every County property is positioned, marketed, and managed with the highest level of professionalism and efficiency. These systems support every stage of the process — from valuation and outreach to marketing, transaction management, and ongoing client service.

### Market Research, Valuation & Compliance

- **MLS Access:** Stellar MLS, Hernando County MLS, Citrus County MLS
- **CoStar and LoopNet** for commercial data and investor visibility
- **UWM Home Value Estimator** and **Broker Tools Suite** for added insight and trend tracking
- **ListReports** for branded property reports, market insights, and buyer tools
- **MortgageCurrentcy.com** to stay up to date on mortgage lending guidelines and underwriting changes

### Marketing & Lead Generation

- **Zillow and Realtor.com** for listing exposure, lead generation, and traffic monitoring
- **Canva** for custom design and branded content
- **CapCut** for creating video reels and dynamic listing promotion
- **Facebook, Instagram, X (Twitter), and YouTube** for social media marketing and campaign reach
- **SurveyMonkey and Homebot** for engaging sellers and educating buyers

### Communication, Follow-Up & Transaction Management

- **Follow Up Boss (CRM)** for lead management and systematic follow-up
- **Google Business Suite** for email, calendar, storage, and coordination
- **Dotloop** for secure, compliant document execution and contract management

### Fieldwork & Professional Access

- **Drone photography** and **3D virtual tours** to showcase properties
- **Supra and eKey app** for secure, trackable access to listed properties
- **Private, member-only real estate groups** for networking with thousands of agents nationwide

These tools — paired with my hands-on service and deep local expertise — allow me to bring Hernando County the efficiency of modern technology and the personalized care of a dedicated, experienced broker.

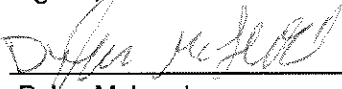
**Section 4.0** - Please see provided Proposer's Letters of References attached

**Statement in Support of Local Vendor Eligibility**

I am submitting this affidavit to be considered for Local Vendor preference based on my longstanding business operations in Hernando County. While McLeod Real Estate's current office location was formally established in August 2024. I have maintained continuous, full-time real estate operations in Hernando County for over eight years. During this time, I have employed consistent full-time support staff and licensed real estate professionals who live and work in the County.

Our firm contributes to the local economy not only through employment, but by partnering with local service providers, investing in property improvements, and serving hundreds of Hernando County residents. We are deeply rooted in the community and committed to its ongoing growth. I respectfully ask that this operational history, economic contribution, and workforce model be considered in determining our eligibility for local preference under the County's procurement guidelines.

Signed,



Date: 7/7/25

Dylan McLeod

Broker/Owner – McLeod Real Estate

Florida License # BK3380071

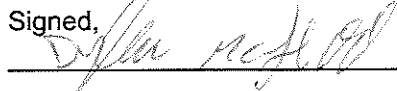
**Foreign Country of Concern Disclosure – Certification Statement**

I, Dylan McLeod, Broker/Owner of McLeod Real Estate, hereby certify that:

- McLeod Real Estate is not owned or controlled by, nor affiliated with, the government of any foreign country of concern as defined in Florida Statute 287.138;
- McLeod Real Estate is organized under the laws of the State of Florida and has its principal place of business in Hernando County, Florida;
- McLeod Real Estate does not operate under the direction or ownership of any foreign government identified as a country of concern.

This certification is made in compliance with the requirements set forth in Section 5.29 of the Hernando County Request for Proposals.

Signed,



Date: 7/7/25

Dylan McLeod

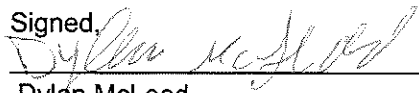
Broker/Owner – McLeod Real Estate

Florida License #: BK3380071



This proposal is made without collusion, connection, or agreement with any other individual or entity submitting a proposal in response to this RFP. No person acting on behalf of McLeod Real Estate has shared the terms, pricing, or strategic intent of this proposal with any competing proposer.

Signed,



Date: 7/7/25

Dylan McLeod

Broker/Owner – McLeod Real Estate

Florida License # BK3380071

*July 2nd, 2025*

To Whom It May Concern,

I'm writing this letter in enthusiastic support of Dylan McLeod and his team for consideration as Hernando County's real estate contractor.

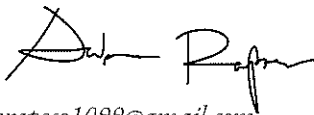
As a first-time homebuyer, I can honestly say that our experience working with Dylan exceeded every expectation. Buying your first home can be overwhelming — full of unknowns, fears, and major life decisions. From our first meeting to closing day, Dylan was not only knowledgeable and responsive, but also deeply committed to making sure we felt informed, supported, and empowered every step of the way.

What truly sets Dylan apart is his heart. He approaches real estate with purpose and passion, seeing each client as a whole person — not just a transaction. He listened closely to our goals, guided us through every stage of the process with clarity and care, and advocated for us in ways we didn't even know we needed. He turned what could have been a stressful experience into one filled with trust, excitement, and confidence.

Now that we're settled into our new home, I can say without hesitation that we would work with Dylan again in a heartbeat — and recommend him to anyone looking for not just a realtor, but a true partner in the process.

Sincerely,

*Sabrina Raposo*

A handwritten signature in black ink, appearing to read 'Sabrina Raposo', with a stylized, cursive script.

[saraposo1099@gmail.com](mailto:saraposo1099@gmail.com)

352-410-3872



June 30, 2025

To Whom It May Concern,

It is with absolute confidence and enthusiasm that I recommend Dylan McLeod for any opportunity involving real estate brokerage services, especially those requiring a high degree of professionalism, integrity, and client-centered service. As a Senior Loan Officer at LoanHappy, I have had the privilege of working alongside Dylan on several buyer transactions.

In every single deal we've worked on together, Dylan has stood out as the kind of real estate professional who truly elevates the industry. His positive energy, calm leadership, and ability to simplify even the most complex situations have consistently made the experience smoother for everyone involved.

What impresses me most about Dylan is his unwavering dedication to his clients. He doesn't just open doors and write contracts — he listens deeply, advocates with intention, and shows up with heart. His clients are never just transactions to him. He brings empathy, strategy, and a personal sense of mission to every relationship he builds.

Dylan is also a natural mediator. In high-stress situations — and there are many in real estate — he keeps his composure, brings clarity to confusion, and helps all parties refocus on solutions. I've seen him diffuse tension between buyers and sellers, problem-solve unexpected challenges mid-deal, and maintain grace under pressure without ever compromising on ethics or professionalism.

In short, Dylan McLeod is the type of real estate partner you hope to find — and rarely do. He is competent, communicative, resourceful, and above all, driven by a genuine desire to serve others with excellence. I cannot recommend him highly enough and would gladly work with him on any transaction, any time.

Sincerely,

Natasha Lambert, Senior Loan Officer

NMLS #882021

LoanHappy Mortgage, NMLS # 2087690

404.916.2280

[Natasha@LoanHappyMtg.com](mailto:Natasha@LoanHappyMtg.com)

STATE CERTIFIED



EC0002512

COMMERCIAL - INDUSTRIAL - RESIDENTIAL

*PETROLEUM EQUIPMENT Specialists*

July 9th, 2025

To whom it may concern,

It is my pleasure to recommend Dylan McLeod and team for any opportunity to advance in his achievements in his field. I have worked with Dylan on many occasions, he is honest, professional, kind and very trust worthy. Dylan is young and eager to work hard in everything he does.

My son has worked with Dylan also and agrees he is very professional and efficient in his work.

We highly recommend Dylan and know he will do his very best in everything he does.

Best regards,

John Vinciguerra Sr

727-501-5619

July 7, 2025

Ref: Dylan McLeod

We are Jeff & Tracy Kirkpatrick. The first experience that we had with Dylan was a purchase of 18 acres in Florida. We would like to share our professional experience with Dylan during that purchase and then why we hired him to sell two prestigious properties on the Gulf in Hernando County.

When it came time to sell the first property, we interviewed several different agencies. Our concern with Dylan was his age. The best agents were the older agents. WRONG!! My wife asked him some hard questions and what type of marketing plan would he have for this property. He answered every question without any hesitation. Dylan displayed marketing skills outside the norm and the use of social media. Because of this, we gave him both of our properties on the gulf. We also gave him a home and a property in the Riverhaven community and a property in Brooksville.

Many times we have had questions related to real estate and would reach out to Dylan for advice.

Our business relationship led to a friendship with Dylan that we cherish.

We are confident that Dylan's skills, personable and professional mannerisms, would make him a valuable contributor for your position.

Respectfully,  
The Kirkpatricks  
706-633-4481

A handwritten signature in black ink, appearing to be 'JK' or 'Jeff K', written over the typed name 'The Kirkpatricks'.

Gary Keene

Keene Metal Fabricators, Inc.

5912 E. Broadway Ave

Tampa, FL 33619

813 621-2455

7/08/2025

To Whom It May Concern:

I am writing to wholeheartedly recommend Dylan McLeod as an exceptional real estate agent. I had the pleasure of working with him during a recent sale of vacant land, and I was consistently impressed by his professionalism, market knowledge, and dedication to delivering the best possible outcome.

From our very first meeting, Dylan demonstrated a deep understanding of the real estate market and a clear commitment to meeting my specific needs. He took the time to listen, offered insightful advice, and guided me through every step of the process with patience and transparency.

What stood out most was his communication and attention to detail. I always felt well-informed and confident in the decisions I was making, thanks to Dylan's thorough explanations and timely updates. He negotiated effectively on my behalf and truly went above and beyond to ensure everything moved smoothly and efficiently.

Dylan is currently handling the sale of my business, home, and commercial warehouse.

Whether you're buying, selling, or investing, I can say with complete confidence that Dylan McLeod will provide the highest level of service and expertise. I would not hesitate to work with him again in the future.

Sincerely,

Gary Keene

  
Sec/Treas