

JODI AVERY



▶▶ making a difference

By **Dave Danielson**
Photo Credit: **Carol Walker/**
Thomas Bruce Studio

AN A-LIST LEADER IN GIVING BACK



By any measure, Jodi Avery is an A-List real estate leader. As an individual agent with Keller Williams in Tampa, she's ranked among the top 1 percent of all local realtors for several years.

Just as importantly, Jodi is an A-List leader when it comes to giving back and helping others. In fact, she literally created the list.

Attitude of Achievement

As the youngest of four children, Jodi developed an early, clear vision of life.

"I'm extremely athletic and overly competitive. And I was a state-ranked tennis player. That was my passion growing up. I used to travel around the country doing that," Jodi remembers.

As a single mother of four children, homeschooling has been her top priority since the very beginning. In turn, they became fluent in four languages, studied

opera, and became classical pianists. They also modeled and appeared in more than 350 commercials.

Things completely changed when Jodi transitioned through a trying time.

"My life completely changed. So I had to pull them out of every single event, no more modeling, no more nothing.

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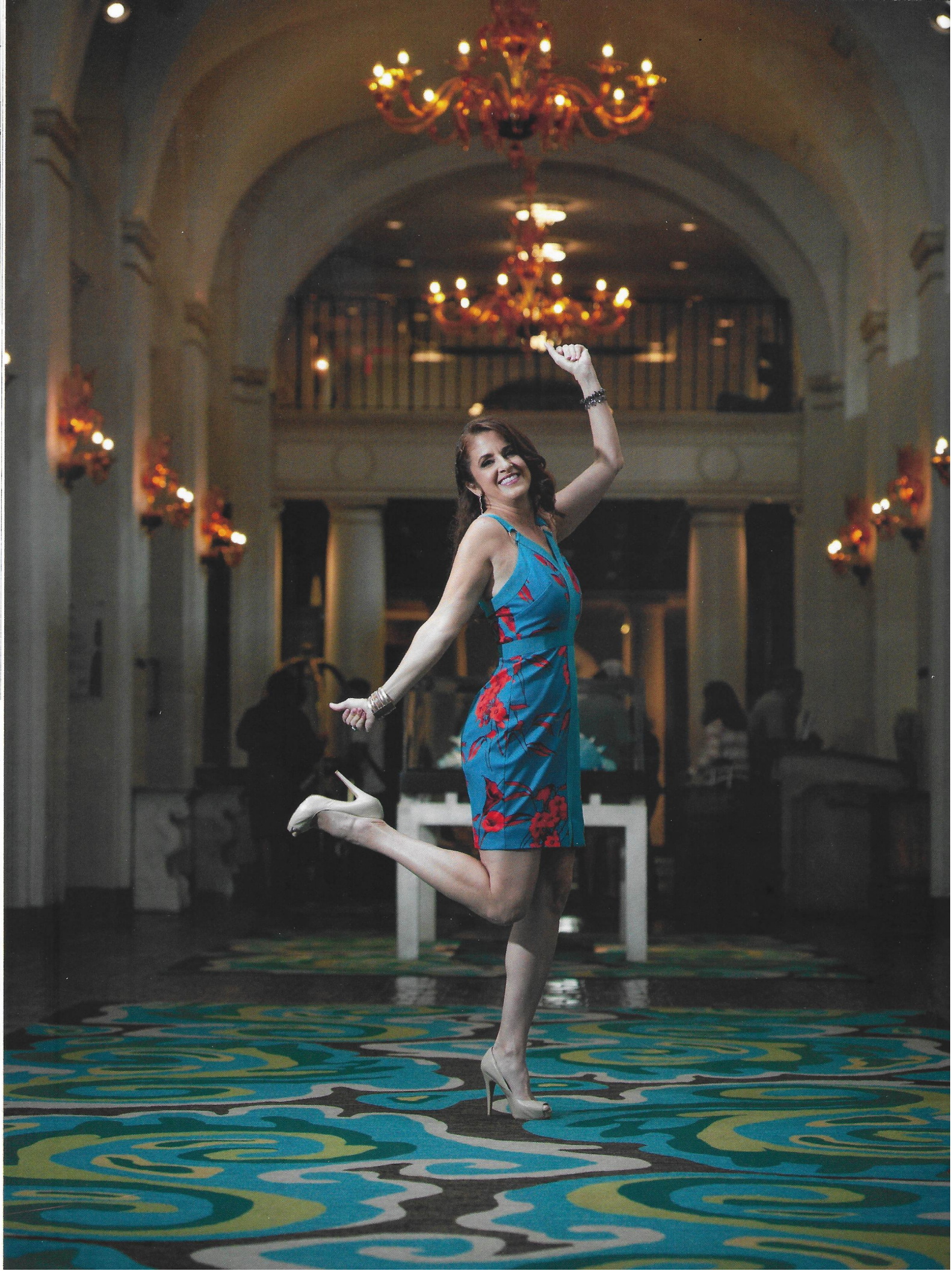




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They all went to public school, and I started in real estate,” Jodi recalls.

Within her first month, Jodi finished among the top five agents in her office.

“I just didn’t know what everyone else was doing. And that’s what set me apart. I knew how I wanted to be treated. And that’s how I treated people,” Jodi explains.

The treatment she gives is special.

“When we show houses, we have coolers, and on top is a little shelf. And on the shelf, we have granola bars, chocolates and some fun stuff. Inside are drinks and food. And then we have a pen, a flashlight and my A-List book,” she points out.

The A-List is Born

As Jodi started meeting with clients, her sessions were filled with questions and a need for resources.

“They would say, ‘Hey, we need a home inspector, we need a roofer, and so on. And I kept writing the same names,” Jodi recalls. “I’m all about time management. So having to write the same thing out over and over isn’t

efficient. So I said I need to put the names of home inspectors, termite people and others on one page.”

Soon, other needs came up — and other names.

“They would say, ‘Hey, we need a plumber, we need a roofer, we need an electrician, and so the list grew organically,” she laughs.

The list evolved into a few sheets. And then it became a small book.

“It just kept growing. It’s kind of one of those little tiny things that you think, ‘Oh that doesn’t make a big difference.’ But it does,” Jodi points out. “So that’s how it all started.”

As you might guess, Jodi’s A-List Book continues to evolve. And getting into it is a coveted honor.

As Jodi talks with new clients, she gives them a copy of the book and explains, “If you need any work done, here’s a great reference. The people in this book have been highly vetted. Every year, it changes, people come off, people come on, and it doesn’t cost any money to be in here. I put them in, and take them out.”

When a lady moved to Tampa from New Jersey, Jodi gave her the A-List Book. That’s when the creator really saw the power of what she had put together.

“Three or four days later, I stopped by to say hello. And as I pulled up into her driveway, her lawn guy was my lawn guy. Then the guy cleaning her pool was my pool guy. And inside, the cleaning lady was my cleaner. In her house, she had 11 service providers all from the book,” Jodi marvels. “So for her, these people are great. And then everyone in the book knows each other. So then everyone refers each other. It was a cool thing to see.”

Jodi’s A-List Book has gained traction, attention and use. In fact, she prints 50,000 books to share throughout the region. She continually adds new categories, with everything from best restaurants, best burgers, best date nights and more.

With numbers like that, it’s easy to see why many have wanted to be included in Jodi’s creation. In fact, she conducts interviews, reviews “applicants,” and she has even had those who have offered to help her establish guidelines for inclusion in some areas such as restaurants.

But, as the name, “Jodi’s A-List Book” suggests, it’s her ranking.

“It’s a matter of me personally, and what I like in each category,” she says.

Spirit of Contribution

In addition to helping people find resources, Jodi has also made a huge difference when it comes to helping people save and share older items with those in need.

“When people are selling and moving, they become desperate at the end. And I noticed that a lot of people just started dumping and throwing things away,” Jodi says. “I’m so involved in the community and charities and different things. So when I saw someone throw a couch away or beds away, I thought there are too many kids sleeping on the floor or on a mattress. And I said you know, we just need to donate it.”

Jodi has coordinated donations online and helped to connect items with where they’re needed most. In fact, she met with more than 100 nonprofits to identify a list of needs that, ever since, the community continues to take steps to meet.

The difference Jodi makes is marked by contribution, involvement and awards, including the Dove Award for those who go above and beyond in all areas of life.

Driving it all is a simple list of key priorities.

“My whole business is about faith first, and family and then community,” Jodi says. “It’s about going above and beyond and helping others.”

In the A-List of those who give back, one thing is certain. You’ll find Jodi Avery’s name at the top.

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