

APPLICATION FOR OVERALL SMALL BUSINESS LEADER 2024



Gretchen Kornutik



CEO and Founder
2024 Professional Womens Council
Small Business Leader of the Year

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PART I: Application

- 1. **Name:** Gretchen Kornutik **Title:** Owner and CEO
- 2. **Company:** Salt Air Stays Consulting and Brokerage
- 3. **Business Phone:** (904) 234-5730 **Email :** Saltairstays@gmail.com
- 4. **Business Address:** 3410 Kori Road, Jacksonville FL 32257
- 5. **Are you a member of the JAX Chamber?** ☒ Yes ☐ No
- 6. **Your business is** a Single LLC
- 7. **Year company established:** 10/15/20
- 8. **Percentage of the business which you own:** 100%
- 9. **Industry Type:** ☐ Financial ☐ Manufacturing ☒ Real Estate ☐ Health Care Services
- 10. **Give a brief description of your company's products and/or services:** Real Estate Broker, all things short term rental: consulting, acquisitions, teaching, designing and long term solutions.
- 11. **Number of outlets or offices:** 1 office and 2 territories
- 12. **Is the company headquartered in Jacksonville?** ☒ Yes
- 13. **Gross annual revenue:** ☒ less than \$1 million
- 14. **Number of employees:** ☒ 1-25 ☐ 26-50 ☐ 51-100 ☐ more than 100
- 15. **List Business/Trade/Professional and Civic/Service Associations and Positions held:**
National Association of Realtors , Northeast Florida Association of Realtors, Licensed Florida Real Estate Broker, Licensed Georgia Real Estate Broker, Northeast Florida Association of Property Managers Educator, Licensed Broker of Florida Hotels and Restaurants, Licensed Broker of Georgia Hotels and Restaurants, Florida Association of Vacation Rentals, National Association of Vacation Rentals, Vice President of Jax Chamber Professional Women's Council, Committee member of Women with Vision Council, Media Chair for the Jacksonville Bulldog Club
- 16. **Honors/Awards Received:** Jacksonville Chamber Small Business Leader of the Year 2024

I have reviewed this application and confirm that all information given is correct:

Gretchen Kornutik

Founder and CEO



PART II: HISTORY AND PHILOSOPHY



Mission Statement

RELIEF AND
RENEWAL IN THE
SHORT TERM
RENTAL SPACE
THOUGH
UNDERSTANDING,
LEADERSHIP,
PROCESSES AND
GUIDANCE BASED
ON PORTFOLIO,
LOCATION AND
DESIRED
OUTCOME. WITH
KINDNESS,
HONESTY AND
TRANSPARENCY

'Lil Story About How I Got Here

My initial story began in Atlanta when I was introduced to real estate sales and construction with my husband. I was working for Ted Turner's private family foundation. I fell in love with spreadsheets and problem-solving. This included solutions in design along with the translation in municipal codes. In 2004, right before the real estate crash we moved to Jacksonville with our 1 year old twins full of ambition and dreams. I spent 5 years at Fred Miller Group in Ortega building a top Jacksonville team specializing in historic real estate and renovation. As the market crashed in 2009, I partnered with another real estate entrepreneur to scoop up abandoned and foreclosed homes. The end goal was to rehabilitate each and offer affordable housing. My hats initially included director of construction and acquisitions. I built a team of over 60 employees and 45 vendors: with less than 2% turnover during a time in our country of massive change and growth; felt especially within the Jacksonville community.

In 2015, while the market shifted to the need for quality affordable housing partnered with the highly popular Fix/Flip HGTV culture, I added a focus on flip properties. My specialty was tracking and forecasting market movement and changes to put in place teams, processes or solutions before urgently required.

I bought a 3000 sqft hoarder, oceanfront home in S Ponte Vedra Beach. {this is an additional story I include in my classes that I am always happy to share) This home was the true cornerstone of what I do today! The short story is that we renovated the home to flip. I put it under contract and two weeks from closing... Hurricane Mathew hit the coast of St. Augustine.

In less than 30 days with untold municipal and economic challenges, I was on my way to a new business model and new company. We fixed it, moved into it and listed is on VRBO. After one year and a net ROI that tripled my expectation, I knew I was onto something. "What the heck did I stumble into?" At this point, Airbnb was still a smaller start-up. I realized that this was not in my wheelhouse of skills and needed to look for a mentor or manager who fully understood this industry. I was disgusted with what I found on multiples levels. "Vacation managers" who were not licensed and who simply didn't care about the guest, properties or owners. {"Gretchen, why would I care what owners want to make or want me to do?.... This is MY business!} I knew in that moment that I could create and build systems that made sense and cared!

Over the next 5 years, I built another team of over 30 employees, and a multitude of vendors who followed my lead, embraced the processes I put in place and cared themselves. I had discovered the gaps in the industry. I thought I could make a difference and I loved it! I separated slowly from my previous companies. SunCoast Beach Vacations had officially begun. This company sold in 2021.

I started Salt Air Stays in late 2020. I knew I loved the industry, I knew I wanted to continue to build my own real estate brokerage but I felt strongly about being in the short term rental (str) space going forward. Philosophy became an easy blank to fill; offer relief and renewal to all aspects of STR's.

Oxford dictionary defines management as process to deal with or control things or people. I disagree. I believe it is leading and guiding with clear processes and example. Controlling people is an illusion.

I subscribe to the EOS system of management and have since it was introduced to me a number of years ago. Employees, professionals, vendors etc must first be put in the correct “seat” with very clear and honest direction, training and goals. I schedule everything. This includes team meetings, leadership and feedback follow-up with everyone including clients. This ensures that a person in the wrong “seat” or position doesn’t stay there long. I have found by slowing down the onboarding process and having very tight control on initial evaluations on an anticipated schedule, my team has the opportunity to grow. They can also ask questions with no judgement, explore other job options within our network without fear of reprimand or immediate removal. I love watching this idea grow within employees, owners, clients and vendors. It leads each relationship to naturally seize ownership of that persons role in the growth of not only the company but themselves moving forward. A sense of fellowship and family naturally come into place with those initial steps. Leadership requires stepping up and showing people how to be themselves and thrive.



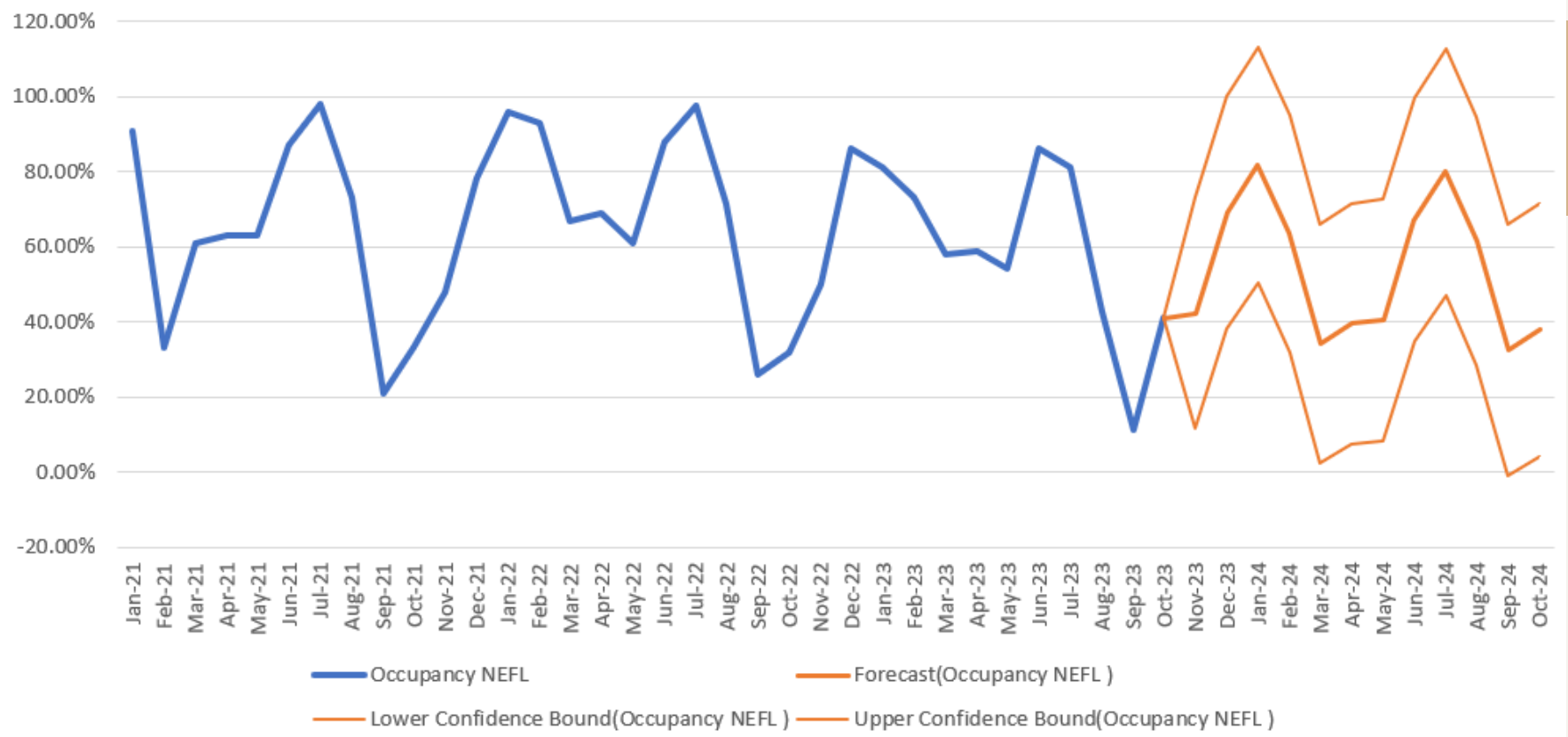
PART II: GROWTH

As a young employee, I was subject to a couple of principles that were regularly disappointing. The first, “Do what I say!” (no explanation) The second: A statement like, “We want you to grow and receive bonuses as we grow” - (without clear KPI standards and a way to get there or agreements that were so complicated - I simply didn’t know if I could ever achieve anything measurable)



Growth and goal setting is simple under the Traction/EOS management style. Keep it simple. I track 1-2 KPI’s for each arm of the business. This is checked weekly and on the same day to ensure tracking week to week but also year over year. The quick and clear numbers show the pattern and can easily be compared to the market indicators allowing for an almost immediate pivot. While it looks complicated, data takes less than 30 minutes to compile and can be delegated easily once set up.

Basic KPI's weekly
Consulting - # of client calls/meetings
Brokerage- # of proforma
Design- # of estimates
Education- # of inquires/scheduled
Management- # of referrals
Market indicators- Foreclosures/ # of STR in each market / occupancy



Goal setting: Myself, each employee and client - based on portfolio is asked to help with appropriate goal setting. Goals are set up on 1 month, 1 year, 3 year and 5 year plans. At monthly managements meetings , I adjust as needed or pivot based on performance or changes in the market.

My Short Term Goals:

In 2024, I am stabilizing the referral and consultation program with maximum limits. I will train 2 mentees for each set of 15 classes scheduled. This allows me to drop down to webinars growth with mass outreach while keeping keynote classes on my own personal schedule. This will greenlight the growth into two new territories as well as keeping up-to-date on municipal changes and market shifts. Processes are being built to partner with design associates to allow for growth in affordable housing and investments. (5 per territory)

My Long Term Goals:

By 2029, I would like to have 30 max boutique short term rentals under management. The remaining will be with referral partners through fee share agreements. This is in alignment with my companies attention to detail and ensuring individual properties are being good stewards to a particular area or neighborhood. This standard must be upheld. I would like to work with larger municipal areas in the lower 5 states (AL, TN, FL, GA, SC) to have responsible codes and registries put in place to preserve individual land owners constitutional rights while preserving the integrity of that location. I would like to have a minimum of 150 fee share agreements in place with my referral networks. Within these 5 years, I would like to have a minimum of 10 of my team members vested and growing their own arms of SAS. The final piece is to complete multiple tiny/cottage home style small neighborhoods for the multi-purpose use: short term rental, senior and work-force housing. (15 pods)

PART II: INNOVATIVENESS AND RESPONSE TO ADVERSITY AND COMPETITION



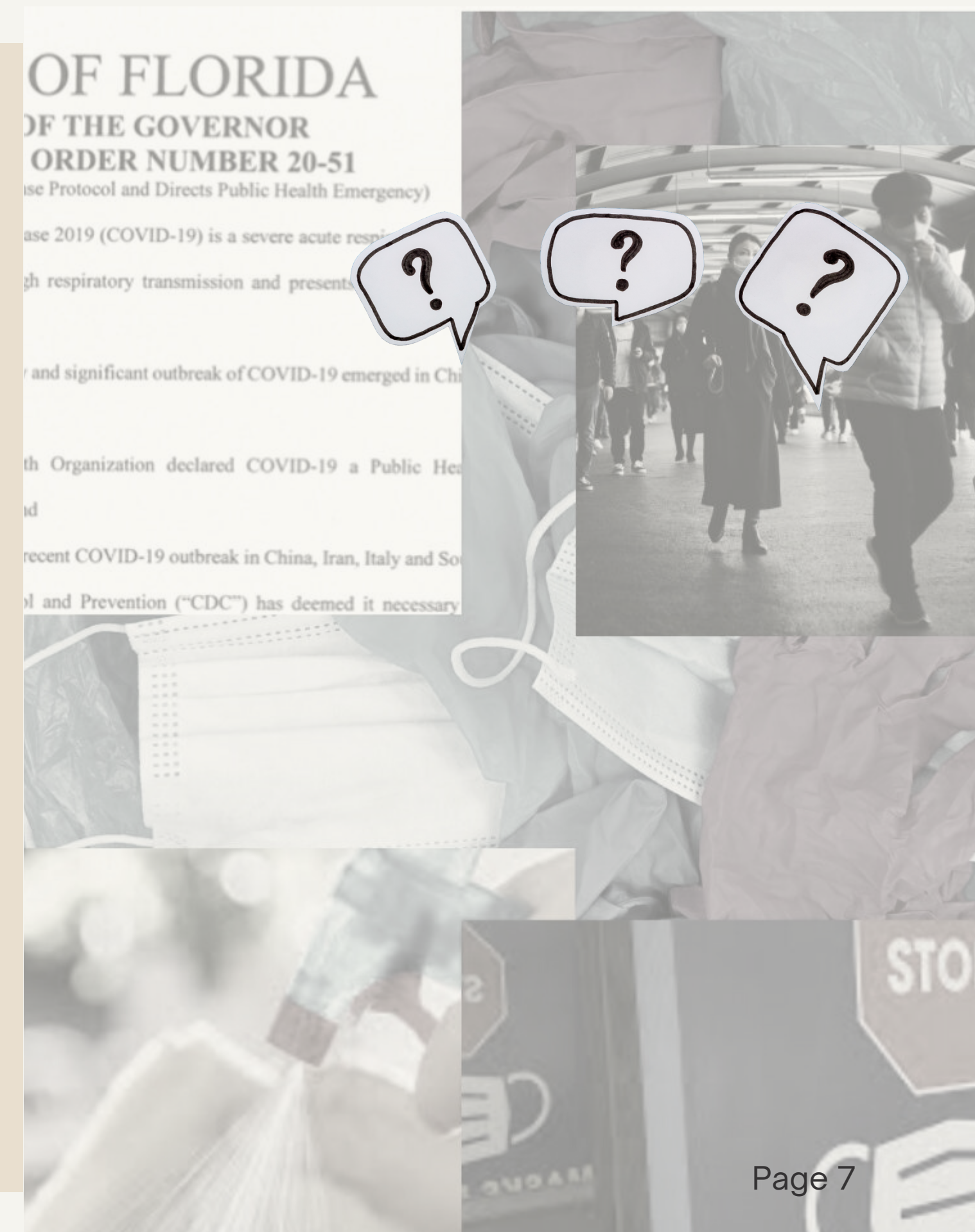
During the discovery phase of Salt Air Stays, as discussed (History para 4 pg 4) my pure frustration encompassed what I “assumed” would be simple knowledge to research and attain- didn’t exist. This is where my **innovative experience** began. If I was this frustrated, with time and funds to travel and research and couldn’t find answers- What were others doing? Was there a system or mentor anywhere? I simply could not find that this was available. I found webinars and pamphlets with a 30,000 foot view but nothing that gave instructions with where to start and then going from the state level to the neighborhood level. Secondly, the functional knowledge of licensing, software, technology and operations.

When Airbnb became popular and investors were diving into the Arbitrage* pool:

- the number of problems & unlicensed activity was at record levels in the vacation / short term rental world
- the assumption was Realtors knew the answer (they do not)
- the # of appropriately licensed properties were at an all time low when ownership was at an all time high
- neighborhoods and towns pointed fingers at “managers and guests” with no solutions

To compound issues- Covid came on the scene. I knew this was my time to shine! The amount of public confusion and the need for sanctuary was an overnight enigma. People were flocking into our state, while the Governor “shut it down”. I opened the state and national documents and **read them!** I was legally able to fill 100% of my properties, 100% of the time legally while giving 100% of all funds back to the cancelled guests, kept my staff on payroll and didn’t need any additional financial assistance. Being faced with this type of **catastrophic adversity** is where I tend to be calmest and strongest. Finding the opportunity or making the choice to completely pivot is a necessary skill in leadership.

My **competition**, during the pandemic, in many cases didn’t survive or came out with terrible reputations that needed to be rebuilt. I do believe that during hard times, some players are weeded out for a reason. Those who survive are my contemporaries and I enjoy working WITH them. In this sense, they include real estate brokers and short term rental managers. I refer clients directly to them with fee share or consulting agreements. There is enough business for everyone to share. In regards to the consulting- I have not found competition who does what I do. Being able to now expand my passions in comfort, design, hospitality and lifestyle solutions has opened up my wheelhouse to bring in others that are just as passionate to achieve strategic goals.

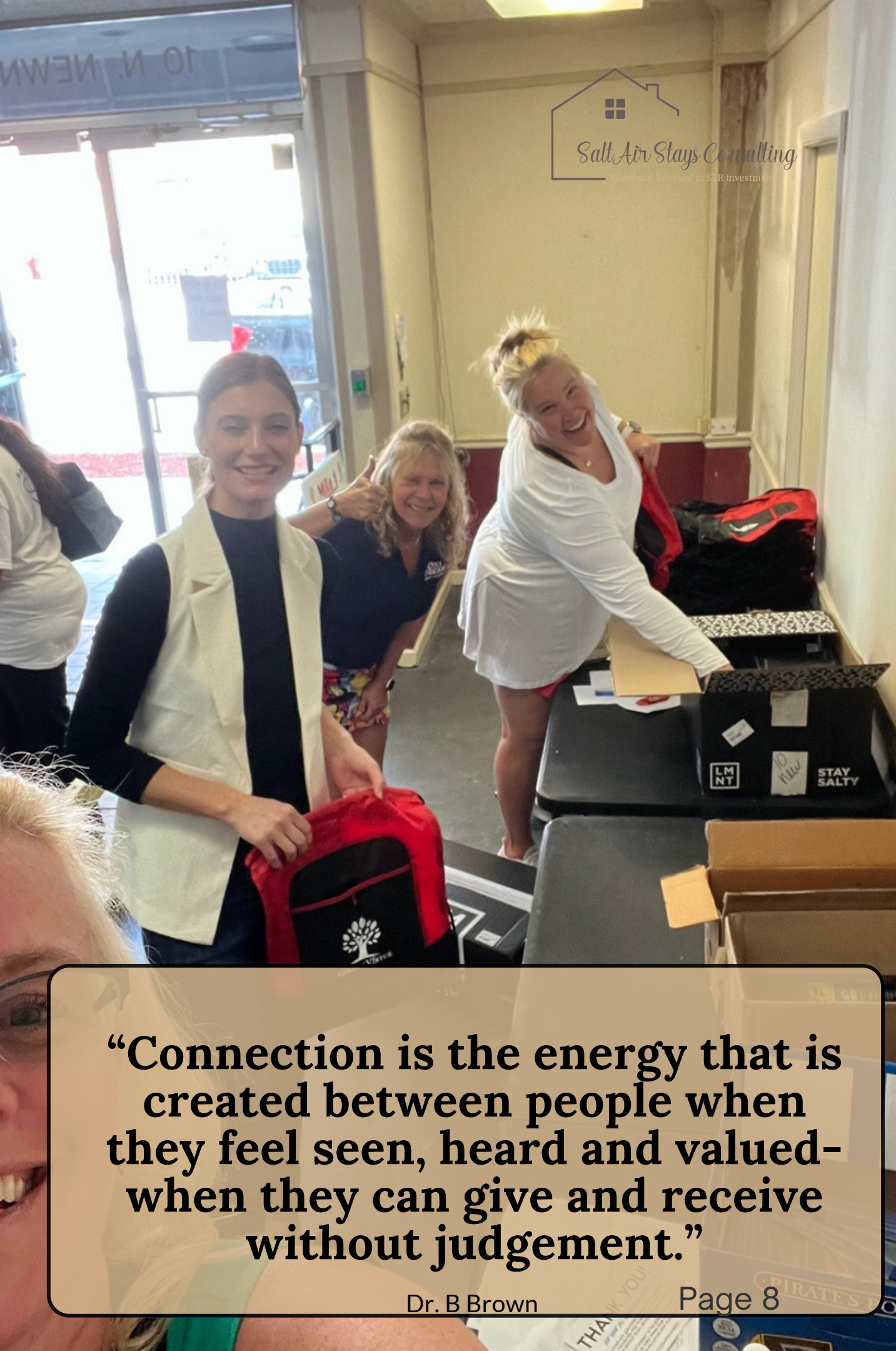


*Arbitrage is the renting of a property as a long term renter then to sub-let it out as a short term rental without disclosure

PART II: LEADERSHIP AND COMMUNITY CONTRIBUTIONS

Leadership doesn't exist if there is not a community or team. As a child and young adult, being involved in the community and volunteering was not an option. I handed out groceries at food banks, built playgrounds, packaged presents. As a company owner and with my family, I stay active in volunteerism but I don't have a single focus. As I was mentored to try different things, I do the same. If a team or family member has a special non-profit focus or function that calls to them- we become involved. In Jacksonville I have been involved in fundraising and events with Girls of Virtue, food distribution and housing with Sulzbacher, Family Focus transitional housing with Ortega Methodist, Lord's Pantry food distribution, PWC giveback events, and ReThreaded events to name a few.

Within my business model, I personally offer "mini" classes for free to local brokerages to encourage knowledge on short term rentals. The purpose is two-sided: First, it helps grow my product but secondarily it helps keep Realtors out of hot water and give them enough information to understand they need to ask or educate themselves before speaking incorrect information to clients. I have also presented to larger boards and associations including NARPM to expand knowledge on this pioneering industry. I took part in municipal council meetings when the STR subject came up including Jacksonville, Jacksonville Beach, St Augustine, and St Johns County. I belong to the Jacksonville Chamber and sit on the board of the Professional Women's Council and the Jacksonville Bulldog Club. I was the auction chair for Captain Planet's annual Xmas party. I am also a member of Three Rivers Council, Downtown Council, Women with Vision, LEGS, Greater Atlanta Chamber Council, Woodstock Neighborhood Association and multiple licensing board associations including NEFAR and NARPM.



“Connection is the energy that is created between people when they feel seen, heard and valued-when they can give and receive without judgement.”

Dr. B Brown Page 8

ADDENDUM: BIOGRAPHY

I was raised in Moodus, Connecticut. We still refer to it as the place we roll up our streets at night. It was/is a very rural section of the state. I have a twin brother (now living in Wyoming) and older sister (now living in Cincinnati). My parents are still together and in the home where I was raised. “Stuff” was never a priority in my parents’ home. Experience and hard work was. Instead of having the cabbage patch doll, the Nintendo games, Apple computer or the newest fashion-- we were treated to travel, different foods and lifestyles.

My mother was in a terrible car accident in my senior year of high school. The funds for school, now needed to go to her healing. This is where I buckled down. I became a nanny and lived with families to cover my living expenses and pay for school. This process changed the trajectory of my life. I worked for an orthodox Jewish family (being raised Roman Catholic, ask me about the cheeseburger) and the CEO of Fleet Bank while attending UMass Boston. I then worked for Ted Turner’s Family when my sights were set on Emory Medical. During this very nomadic time, I saw and met the world. I had the opportunity to learn about diverse ways of life in multiple cultural settings. When a personal tragedy came into play, medical school was put on the back burner and I dove into real estate at my husband’s side. We moved to Jacksonville when our twins were one, knowing we wanted to be out of the metropolitan area and near the water. Jacksonville (Avondale) immediately gave us the “New England vibe” without the cold and I fell in love. During our 20 years here, we have built investment homes, portfolios and companies. We have been blessed with a monumental number of friends and business connections.

With the collapse of the real estate bubble in 2009, I helped the owners of SunCoast Property Management buy their first properties at auction. I came on board first as their Acquisitions Director, scooping up foreclosed properties, underwriting and managing the teams that would rehabilitate and ultimately manage the performing assets. My role grew to include the real estate team, construction teams and ultimately opening SI Homes: a build-to-rent development company. The birth of SunCoast Beach Vacations was just one short year after. I transitioned away from the SunCoast Family of Companies in April of 2022. SPM and SI Homes sold for a little over 85 million last year with the final transition happening over the next 3 years. SBV sold in November of last year.

Salt Air Stays Consulting has encompassed all that I have learned and am passionate about. People, Hospitality, Comfort, Teaching, Learning and Kindness. I am working on brokerages in all of the lower 5 states, traveling and building my network of brokers, investors and business referral partners. The one very large and rather funny thing I need to tackle is a website. I have been able to grow and go through all of the initial steps without it. Sounds like a great task for 2024. LOL I use my current book of business and referrals.

I don’t “work” anymore. My company is my lifestyle. While cooking, diving, exploring new areas, hosting, designing and traveling to see the kids.... I am meeting new people, sharing and growing SAS.



ADDENDUM: STATEMENT OF MERIT



SBLY 2023 winners and selection committee,

I am grateful and humbled to be nominated for the Overall Small Business Leader 2024. I was thrilled when the Professional Women's Council told me that I had been chosen and excited to share it within my network. I believe this is the right time in my professional career to represent the Jacksonville Chamber. I have spent 30 years learning and fine-tuning my expertise with the help of mentors as well as mentoring. Building and selling different business models within the same industry has charged me with skills that match my passions and ethics. Living in the small business start up world, I admit to vast challenges and long hours. This experience is perfect to share with others in our community to help them believe in their passions and grow. I believe in paying it forward, being a good steward through sharing of diverse knowledge and kindness.

If I am chosen, I will continue to be a very active member within the Chamber and our Jacksonville community. With the valued support of my long standing team, network partners, and family- I am dedicated to being role model for the organizations represented at the Chamber and the Chamber itself.

Gretchen Kornutik

ADDENDUM: LETTERS OF RECOMENDATION

ENGEL & VOELKERS FIRST COAST

To Whom It May Concern,

I have had the privilege of knowing Gretchen Kornutik for over 15 years both personally and professionally. Gretchen exudes a level of personability and kindness that make all people she comes in contact with feel completely at ease. She has a confidence about her wrapped in complete expertise in her field, as well as a constant desire to learn and be the go-to person in this niche market.

As a realtor working in all areas of northeast Florida, I have relied on Gretchen for the most up to date critical information and municipal codes for my investor client's desire to invest in rental properties and "how it all works". It is imperative I stay in my lane of residential real estate while also being an advocate for my clients, getting them the information they need to make an informed decision.

This is where I hand it over to Gretchen without a second thought. A few years ago, I requested that she come and speak at our brokerage regarding all the rules and regulations for short-term rentals since this is not something we, as residential realtors, are in the minutia of day to day. Gretchen came prepared as always and blew us away with incredibly valuable information with a delivery that had us knowing she is, by far, the only one with whom to connect.

Gretchen is not only an incredible businesswoman, her record and experience speak for itself, she is a remarkable wife and mother. Her kids are kind, incredibly smart, and have always shown love and appreciation for their mom. How she balances it all, I do not know, but her energy and absolute passion for this profession is unparalleled. She is brilliant with numbers, dependable for timely follow-up, relatable, reliable and just all around contagiously fun to be around. As a successful realtor, I rarely refer since my clients rely on me and I am so often disappointed or having to babysit/follow up with those I refer to help my clients. With Gretchen it's like handing over the keys and knowing the engine will run perfectly.

She is one of a kind, a tremendously hard worker with a tenacity for success, all while showing a level of grace and commitment clients long for in the real estate industry. I wholeheartedly believe Gretchen Kornutik is deserving of the award of Small Business Leader of the Year.

Respectfully,

Julia Fattahi
Realtor, Engel & Voelkers First Coast
904-728-8992
Julia.fattahi@evusa.com



1301 Clavey Road
Highland Park, Illinois 60035
O 847-433-3555 | F 847-433-3573
mymakom.org

November 28, 2023

Attn: SBLY Selection Committee

Re: Gretchen Kornutik

The short-term rental market is constantly changing. There are municipal rules and regulations, travel seasons, many forms of competition, concern from neighbors, and the experience of the guests. When I invested in a house in Florida, I had little idea of how difficult managing it would be.

Thank goodness I found Gretchen Kornutik. Not only does she know the market backwards and forwards. She somehow builds positive relationships with neighbors, the regulators, every vendor she uses, and even the owners and managers of neighboring homes. She creates trust when you meet here. When she says she will do something or talk to someone, she does. And she somehow senses the needs of her owners and guests even before they articulate it.

For a short period of time, when Gretchen left her previous company, that company assigned a new manager to me. The quality diminished every dimension. After one month, I called Gretchen and pleaded with her to get back in the business. It took a while (because she knew when she gets into something, she goes all in) but she did, and our relief has been palpable. Every guest since her return has told us what a wonderful experience their stay was. Our house looks and feels better, and I credit that to Gretchen and vendors who adore working with her.

I was so impressed with Gretchen and her entire team that when I started thinking about a move to Florida, I talked over different neighborhoods and houses with her. I realized she not only knew the short-term real estate market thoroughly. She knew what to look for in a primary residence. She also had wonderful and trustworthy contacts in every area of home-buying and investing. Whenever we would ask a question, Gretchen replied instantly. And she does all this while leading a team who love her as much as her customers and investors do.

Gretchen is a visionary and a problem solver. As a rabbi, I get to meet lots of interesting and accomplished people. Gretchen is one of them. She embodies what it means to be a successful and model small business leader. Your community is blessed to have her voice and leadership, and I give her my highest and most enthusiastic recommendation for the SBLY award.

Sincerely,

A handwritten signature in black ink, appearing to read "Evan Moffic", is written over a light blue horizontal line.

Rabbi Evan Moffic

ADDENDUM: LETTERS OF RECOMENDATION

TELEPHONE (904) 388-3561
FAX # (904) 387-9168

N.G. WADE INVESTMENT COMPANY

569 EDGEWOOD AVENUE, SOUTH / 32205
P.O. BOX 6937
JACKSONVILLE, FLORIDA 32236-6937

To Whom It May Concern:

Gretchen with Salt Air Stays Consulting and Brokerage has been an asset and a great friend for going on two decades. There are very few professional relationships that have survived the market swings, ups and downs of life, and the evolving political landscape and I am incredibly grateful to have her in my sphere.

Gretchen has helped my team evaluate prospective acquisitions – from sourcing, to pro forma and financing, and finalizing terms. Most importantly – she is willing to talk us out of an idea that doesn't fit our risk and return profile – costing herself business in the meantime – because she cares about our outcomes. It is easy to put people into good deals, but rarely do you find someone who steers you clear of trouble.

Personally, she has found the nicest places for me and my family to relax, working with our complicated schedules and requirements. It never ceases to amaze me how she makes things happen. Gretchen makes her small business feel like an international player when it comes to reach, while making you feel like you are her only client when anything goes awry.

I cannot wait to see what wonderful things Gretchen is able to accomplish in the future. She all but created an industry in North Florida, and after growing and selling her first venture, she has embarked on an even more ambitious journey. She continues to be a favorite vendor, reliable concierge, and trusted friend. She has my full support and endorsement for Small Business Leader of the Year.

Please feel free to contact me for any further discussion.

Respectfully,



Richard Exline
President
N.G. Wade Investment Company



MANIN
CONSTRUCTION
CONCEPTION TO COMPLETION

FROM THE DESK OF

Alanda Williams

November 28, 2023

When it comes to knowledge, experience, and first-in-class customer service Gretchen Kornutik is synonymous with these characteristics. Her caring nature shines through when working with clients and she is willing to help resolve issues quickly and creatively. This is what contributes to Gretchen's success.

Working with Gretchen is always a pleasure, and she shares great insights to help others and build strong relationships. She serves the community with all her heart and works diligently as well as persistently to achieve her goals. Gretchen is a servant leader and extremely resourceful this is why I recommend Gretchen for SBLV.

Sincerely yours,



Alanda Williams | CEO
O: [904.847.2270](tel:904.847.2270) C: [904.326.9421](tel:904.326.9421)



ADDENDUM: LETTERS OF RECOMENDATION



November 20, 2023

Letter or Recommendation

Gretchen Kornutik, CEO and Founder

Salt Air Stays, LLC

Dear Members of the SBLY 2023 Cohort,

It is with my most sincere and heartfelt respect and admiration that I fervently recommend Gretchen Kornutik of Salt Air Stays to be the Jax Chamber's overall Small Business Leader of the Year for 2024!

In 2017, I had the good fortune of working under Gretchen at Cater Funk's real estate company. I was immediately impressed with her work ethic, tenacity, calmness under pressure, sense of humor and ability to accomplish multiple tasks well and quickly.

As a fellow entrepreneur, like you, I was thrilled when I learned that Gretchen ventured out on her own. It's no surprise to anyone who knows her that she has been so successful so quickly. She is a pioneer and thought leader in the short-term rental business.

In addition to quickly building a successful business, Gretchen is also a force in the community where she graciously volunteers a tremendous amount of her time and money for many civic groups and causes. It's hard to go to a function around town and not see her bright shiny face and her effusive smile.

The Chamber would be lucky and fortunate to have Gretchen represent it as the overall Small Business Leader of the Year. She's an amazing professional and a class act.

All the best,

Frank Wallmeyer

Steward

Standard Feed and Seed, Inc.



(904) 355-5575
www.standardfeedandseed.com

1236 Kings Road
Jacksonville, FL 32204



To Whom it May Concern:

It is my pleasure to write this letter of recommendation for Gretchen Kornutik, CEO and Founder of Salt Air Stays LLC.

Alia and Wendy Hughes
YOUR LOCAL REAL ESTATE
EXPERTS

As a past 2016 South Council SBLY I believe Gretchen would be an excellent ambassador for the JaxChamber.

I have known Gretchen for close to 5 years and have found her to be a woman of Action. She has a history of success in her endeavors. This woman owned business fills a need in the community. I have personally worked with her on multiple projects and she is someone I count on to follow through. She is solution based, dependable, loyal, and constant. I trust her with my clients and she is someone I turn to with questions regarding short term rentals.

Sincerely,

Alia and Wendy Hughes
Hughes Group Jax



ADDENDUM: LETTERS OF RECOMENDATION



To Whom It May Concern:

I am writing to enthusiastically recommend Gretchen Kornutik, owner of SaltAir Stays Consulting and Brokerage, for the Jacksonville Chamber of Commerce Small Business Leader of the Year. I have had the pleasure of working closely with Gretchen in her capacity as a business owner, and her skills, dedication, and business acumen have left a lasting impression on me.

Gretchen's commitment to excellence is exemplified through the diverse range of services offered by SaltAir Stays. Her consultancy is a trusted partner and leader in the real estate and Short-Term Rental (STR) sector, providing invaluable services.

Gretchen Kornutik's leadership and dedication to excellence have positioned SaltAir Stays as a trailblazer in the real estate and STR landscape. I am confident that her entrepreneurial spirit, coupled with the exceptional services provided by SaltAir Stays, makes her an outstanding candidate for the moniker of Small Business Leader of the Year.

Thank you for considering Gretchen as the next SBLY.

Sincerely,

Sean Stenson

President - Jacksonville Bulldog Club

Business Development Chair - First Coast Blessings in a Backpack

Board Member: Three Rivers Council

Blue Water Marine Services

Capt. FRANK & LYNNE BARRON

S.A.M.S. #1121 - U.S.C.G. 100GT

Sail & Tow Endorsement

Survey - Yacht Delivery

163 Cool Springs Ave

Ponte Vedra, Fla 32081

706-331-8260

Date: 19 November 2023

Good day,

My name is Frank Barron and I have known Gretchen professionally for about 5 years. She managed my rental beach house during this time.

Simply, she was prompt, thorough and fair at all times and even during tough decisions.

If needed, would I utilize her services – YES.

Please call if any questions,

Sincerely,

Frank Barron

SAMS – AMS #1121

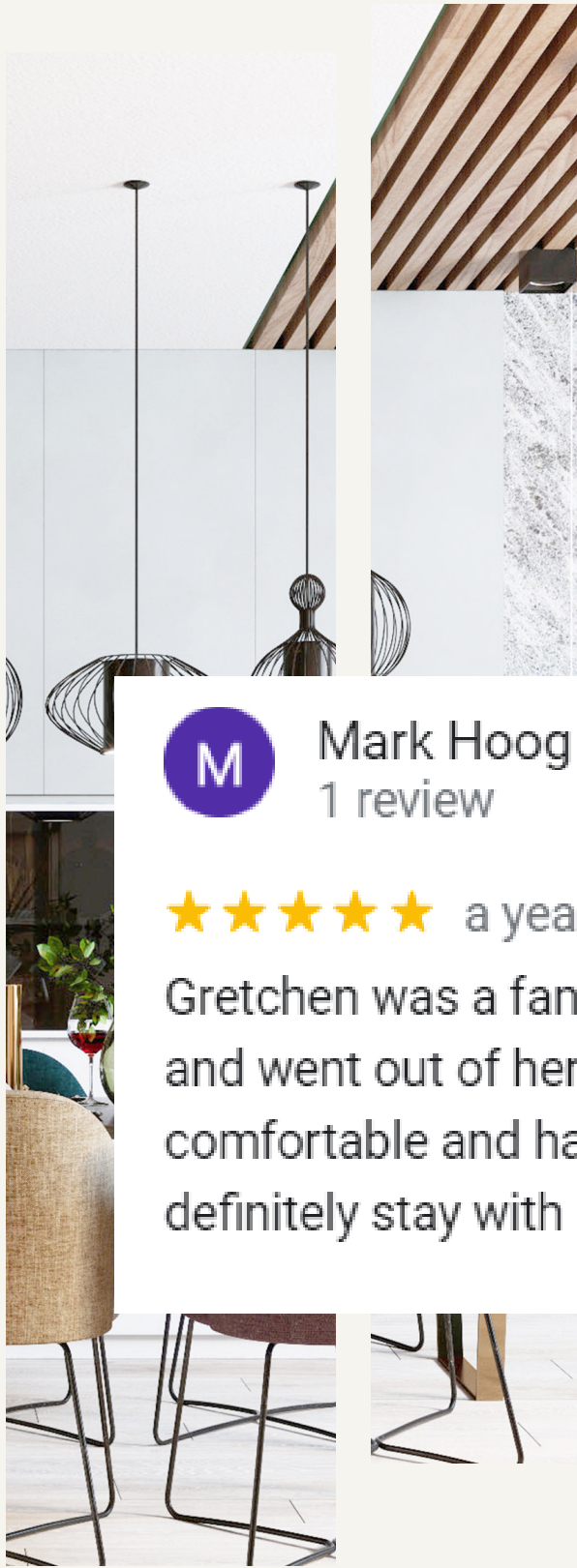
Blue Water Marine Services

wfbarron3@gmail.com

www.bluewatermarinesurveys.com

Relief and Renewal in STR investment

ADDENDUM: REVIEWS





Megan Grams

1 review

★★★★★

a year ago

One of the most stressful things about moving far away from home is trying to find a new home. Gretchen was the most incredible host I could've asked for and made sure this process was as smooth and stress free as possible while I found a long term rental. She was always very friendly, responsive, and welcoming, which really made my transition to Jacksonville so much easier. The rental was very clean and well kept. Even when a shelf broke during my first day, Gretchen made sure we had it fixed by the next day. I was so stressed about my rental period ending and not having a long term rental lined up. Gretchen offered to extend my stay as long as she could so I wouldn't have to move into another short term rental. Overall, Gretchen is an absolute gem and I would recommend her to anyone looking for a short term rental.



Mark Hoog

1 review

★★★★★

a year ago

Gretchen was a fantastic host she was very responsive and went out of her way to make sure we were comfortable and had everything we needed. Will definitely stay with her again if we are back in the area.



Jessica Wylie

3 reviews

★★★★★

4 years ago

Absolutely loved working with Gretchen. She was able to get us into a property on a Friday night, last minute after we had to cancel with a different rental group that was treating us terribly. Gretchen was so easy to work with and so accommodating. The property was beautiful and perfect for our large family gathering.



ES

5 reviews

★★★★★

4 years ago

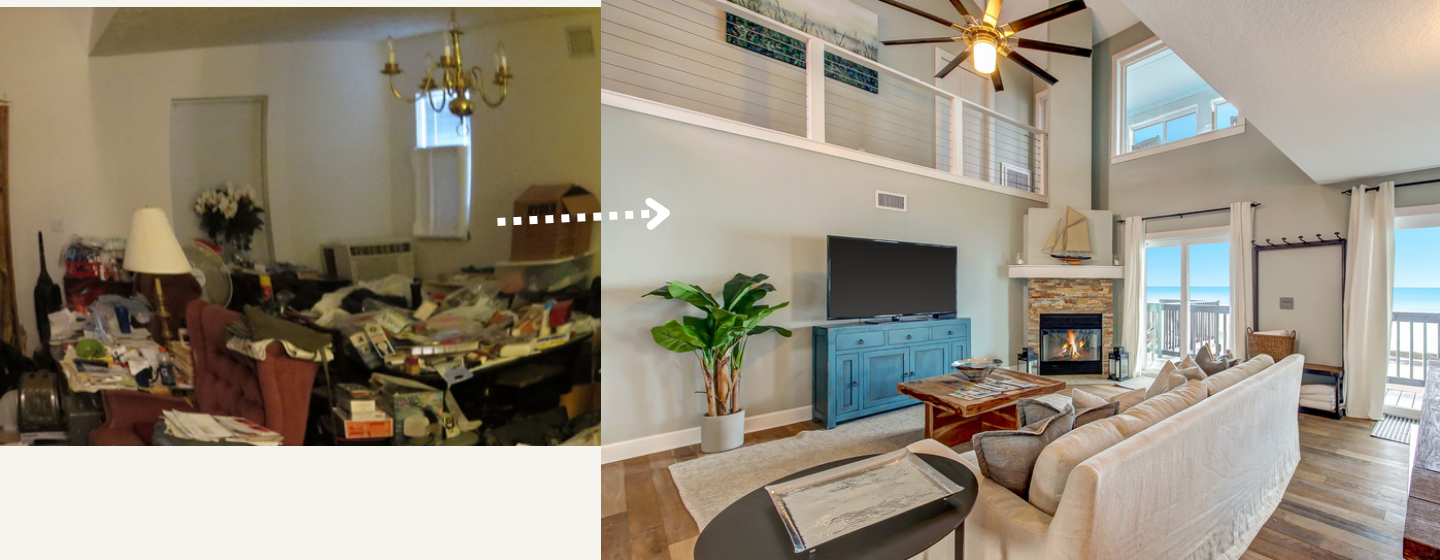
Amazing experience by Gretchen our house for a St. Augustine anniversary vacation. She is proactive, insightful on what vacationers want and need, and efficient. Due to unforeseen occurrence, we could have had to cancel the original booking, but she saved us by immediately contacting us and putting us up in a lovely home. We would have been find with a comparable stay or understood that life happens, but she upgraded us with a home that had just about the same if not more amazing qualities we were looking for. Beach access was great, location was great. We had the time of our lives.



ADDENDUM: CLASSES AND LOBBYING



ADDENDUM: A COUPLE BEFORE AND AFTER PROJECTS



“And suddenly you know.. It’s time to start something new and trust the magic of beginnings”

Meister Eckhart



Gretchen Kornutik | Owner and CEO
3410 Kori Road | Jacksonville FL 32257
(904) 234-5730

Thank you for considering me!