



Introducing

# JON SINGLETON

2024 Downtown Council SBLY

**Small Business/Community Leader**

Founder/Owner The Singleton Team  
Mentor, Activist, Volunteer, Strategist

Small Business Leader of the Year  
Presentation Book and Interview Application



Part I:

1. Name: Jon Singleton Title: President

2. Company: Jonathan David Singleton, PA dba The Singleton Team

3. Business Phone: 904.226.3480 Email: jon@jonsingleton.com

4. Business Address: 5443 San Jose Blvd Jacksonville, FL 32207

5. Are you a member of the JAX Chamber?  Yes  No

6. Your business is a  Corporation  Partnership  Proprietorship

7. Year company established: 2014

8. Percentage of the business which you own: 100%

9. Industry Type:  Financial  Manufacturing  Real Estate  Health Care Services  
 Technology  Retail  Other (specify)

10. Give a brief description of your company's products and/or services. Residential Real Estate Sales

11. Number of outlets or offices: 1

12. Is the company headquartered in Jacksonville?  Yes  No

13. Gross annual revenue:  less than \$1 million  \$1-5 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:

2021-2023 Southeast Community Planning Advisory Council board member (Mayoral Appointment); 2021-2023 Committee Chair, Troop 35 & Pack 35  
2021-2023 San Marco Merchants Association Member; 2014-2016 Troop 35 High Adventure Leader; 2010-2011 Cubmaster Pack 35;  
2010-2011 President, San Marco Preservation Society; 2003-2023 San Marco Preservation Board Member; 2021-2023 Task Force Pineapple Team Member, Operation Recover  
2008, 2013-2016 Chair Historic Area Council; 2004, 2005, 2022 Vice-Chair Historic Area Council; 2003, 2004 NW Council President; 2004-2009 Jacksonville Chamber Trustee  
2002-2023 Jacksonville Chamber of Commerce Member; 2001-2021 Jacksonville Community Council, Inc. Member  
2007-2023 Adult Leader, Boy Scouts of America

16. Honors/Awards Received: Received Special Recognition Award - NEFAR 2023;

Commissioned as a Kentucky Colonel, by Gov. Beshear 2022; Jacksonville Military Volunteer of the Year 2008

George Bush Presidential Volunteer Service Award; Jacksonville Magazine/5-Star Agent (for 15-years running!)

Watson Gold Pinnacle Award (for 10-years running!); Watson Silver Pinnacle Award (for 15-years running!)

Jax Business Journal Top 50 Agents (perennial winner); Jax Business Journal 40 Under 40 - 2005

Small Business Leader of the Year

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

Signature:  Date: 12/6/23

Part II:

Each nominee is required to complete the written portion of the application. No more than five pages for this section please.

**History and Philosophy**

Demonstrate that you are an established business. Give a brief history of the company, the mission of your business, and your business philosophy. Attach appropriate company literature in the addendum.

**Management**

Discuss techniques you have used in managing your business. What are your long-term goals for the next three years? How do you conduct your business planning?

**Growth**

Demonstrate the growth of your company. Categories could include the number of employees, increased sales or unit volume or additional locations. Please state the reasons for this growth and demonstrate your role in the growth.

**Innovativeness and Response to Adversity and Competition**

Show how your business has been innovative in it's business approach. Describe problems and how you overcame them. How have you responded to your competition?

**Leadership and Community Contributions**

Outline your contribution to the community through assistance to other businesses, volunteer activities, government lobbying, etc. List your involvement in professional and trade associations, including the JAX Chamber.

# TEAM LEADER



## BUSINESS HISTORY

I entered the Navy after graduating with a degree in Psychology from Vanderbilt University, and became a carrier-based helicopter pilot. I spent a decade on Active duty, serving around the world and then working in the Pentagon in the latter years. My last job was part of a branch handling housing— with a portfolio comprised of 66,000 houses and 120,000 apartments/barracks. We were working on complex public-private ventures to fund the Navy’s insatiable need for housing, with a \$1.6B budget. It was there that I became fascinated with historic homes in my role overseeing major property restorations, from Hawaii to Colorado to Washington DC. I left the Navy in 2001, and moved my family back to Jacksonville, where we’d been stationed in the 1990’s. I stayed in the Navy Reserve, until retiring in 2012.

This background—and a suggestion from a friend— was the impetus I needed for entering the real estate profession, with an emphasis on historic and luxury properties. I loved people, and the adrenaline rush of sales was perfect for a former Navy Pilot. I never looked back, and have now been the #1 agent in my office for 15 consecutive years!



### WATSON REALTY CORP.

Core to Jon’s success is his partnership with his brokerage platform at Watson Realty. The founder’s values align closely with Jon’s, and that has created an incredible and very successful synergy.

When Jon was mobilized in 2006, leaving his business for 16 months to serve in Afghanistan, the company rallied to support his family and customers any way they could. It’s support he will never forget, and he tries to return that loyalty every day.

# PROFESSIONAL PHILOSOPHY

My focus is 100% on my customers and in helping them navigate the complex financial, technical and emotional process of transitioning into a new home, whether they are buying, selling, or both. My guidance, knowledge, expertise and compassion can make an enormous difference in their lives, regardless of income level or sales price. I know that sharing my knowledge and experience will always be rewarded with success, although I may not understand how different pieces of business are connected. Simply put, positive business karma pays great dividends!

I apply this same focus to my Team. We set training and development goals, and also prioritize individual objectives. This creates a holistic approach to our work. We strive to stoke the talents of our team, and create a better working environment for everyone. We also attempt to conduct ourselves in the same way as we negotiate with the opposing side. It's a better experience for everyone if we can work together professionally.

While celebrating the individual, we need to also keep an eye on the numbers. I constantly revise a written plan to serve as an outline of what will be tracked, and on what basis. I focus on measuring our continued progress, and diligently practicing solid business habits. This allows me to analyze and improve our systems to consistently provide the best service possible, while also fostering the growth of each Team member.

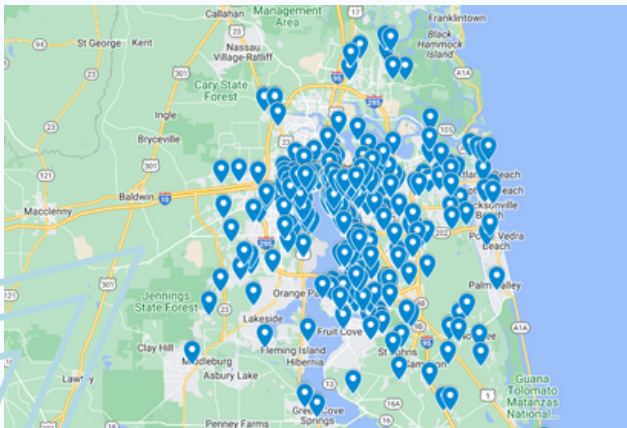




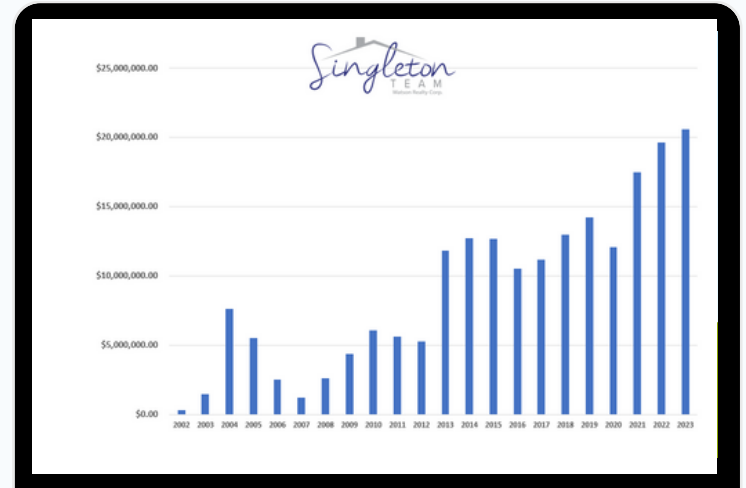
# MANAGEMENT, GROWTH & INNOVATION

When I left the Navy for Real Estate in 2002, it didn't seem like a viable career move. This was before HGTV, Bravo, and even Zillow. My squadron mates thought it seemed silly. Well, after 100's of Millions in sales, and becoming THE dominate market leader in the historic core, no one is laughing. I also accomplished this by taking an unusual approach. First, I focused my efforts on becoming a community leader. I rose to top leadership positions in the Chamber, San Marco Preservation Society, Boy Scout Pack 35/Troop 35, and volunteered extensively with Southside United Methodist Church, San Marco Merchants, JCCI, and other non-profit groups. The results have been spectacular!

Second, I created a hybrid Team, where I worked with other Realtors on different projects, with an a-la-carte approach. I saw each agent as a "strategic partner," which ended up being a very effective way to expand resources when business was crazy, but scale back easily when it slowed. The real estate market is constantly in flux, and this method is unique. Now, Susan Hopkins, my long-time "strategic partner" is actually becoming an equity partner, preparing us for explosive growth in 2024!



Jon's Closed sales since 2002



Jon's Closed sales each year since 2002

While I have personally sold almost 500 homes just in the neighborhoods surrounding Jacksonville's Downtown, I've also closed sales in Amelia Island, Crescent Beach, St Augustine & Green Cove Springs. I've helped over 1,000 people and families so far!

**1 home/week**

Average pace of Jon's sales in the last 10 years

**203%**

Increase in Jon's average closed sales price in the last 10 years

# COMMUNITY LEADER & ACTIVIST

While I was busy growing the business, I was also active as a community leader, activist and protector. I invested an incredible amount of time in the Chamber, San Marco Preservation Society, Boy Scouts, Southside United Methodist Church, San Marco Merchants, JCCI, and other non-profit groups.

As a combat vet (Bosnia/Afghanistan), I had a different perspective on protests, challenges and threats to the community. A fierce advocate of free speech, I fought to ensure my neighbors had a chance to participate in giving input to planned developments and even peacefully protest as they did in 2020 and again in 2022. I just joined them (in the George Floyd march in 2020), or confronted them (at the Proud Boys protest in 2022), to keep things peaceful!

## 2021

Brought together opposing neighborhood groups (SMPS & #RightSizeSM) in San Marco, to unite against developers

## 2022

Successfully fought to keep (104-year-old) Boy Scout Troop 35 at Southside United Methodist Church in the middle of a huge split within the denomination. The only NE FL Troop to manage to keep a Methodist church as their chartering organization!





# THE REAL STORY

AUG 2021

- present



While we were experiencing the best surge in real estate in our lifetime, something else was happening on the other side of the world. Afghanistan was devolving quickly as the Taliban swept across the Country. I actually had personal friends, who I'd lived and served with in 2006/2007, contacting me and begging for help. I joined a loose group of combat vets (AfghanEvac and Task Force Pineapple) to crowdsource Intel, raise funds, send cash in-country for escape/survival, mentor and counsel our Allies.

I DIDN'T SLEEP FALL 2021 - often on the phone with people 6-9 hours away who were fleeing for their lives. Few "liked" my social media posts, and the efforts were mostly underground, but I was able to personally raise and deliver \$25K in cash, share Taliban checkpoints and escape route info, and help 41 Afghans get to safety. Only 15 arrived in the US, and I'm still pushing for visas to the remainder, who completely qualify for existing programs. It has been a nightmare. It's an unpopular story, and is a constant stressful trigger that literally makes me feel like I am beating my head against the US State Dept wall. This effort has cost me millions in lost sales, and impacted my health and time with my family. My Team, my family and my friends have supported me completely, though, because I can never give up.





# Jon Singleton - 2024 SBLY Application Addenda

It was august the entire country was in chaos . You could see the fear in everyone's face . People have not forgotten the last time they lived under Taliban regime .

People were thinking about the shortage of food , unemployment, and worst situation is women will be imprisoned again .  
No rights , women should stay home . The scariest phrase that frighten the society .

The provinces were collapsing one after another . My father a two star General and my mother a school teacher and a younger brother who goes to school .  
I was worried about their lives because everyone knew that I was working with US Armed Forces for over a decade .

My mother was worried , she is sick dealing with migraines and severe headache .  
My dad lives with an honor of being the most clean and honest officer in the country .

The rumors are once Taliban take over the have exact intel of where the Translator families are living .

Lucky for us , we know Jon , Jon singleton my American brother whom I know from 2005 . He is my teacher , mentor and lifesaver . He contacted me and wanted to know the situation . Even if I have the entire time in the world it's not enough to explain the kind of hard time and hardship Jon and his wife went through to save mine . For almost three months or more some times three and sometimes more than 4 times Jon was calling me and asking about my family . He was also guiding me on how to save them .

Can you imagine ? Jon in Jacksonville Florida , I live in Danmark and my family in Kabul .

Jon used all his military skills to move my family from one place to another place during day and night and guided us on how to move them safely . . It's unbelievable.

Many , many times I was concerned about Jon's health more than my parents .

Based on the intel we had Jon was moving them from a district to district both during day and night .

Write now that I am writing this I can't hold my tears . When everyone in the world turn their back on us bur Jon was there .

He set up a donation and sent us the fund that finally We moved them to Pakistan .

He also managed to apply for them to come to US .

Now my mother is feeling better , my brother goes to English class and Jon still works on getting them out .

It's mentionable that Jon has not done this only for my family but he did it for many families .

Me and my family are In debt to Jon singleton and his brave wife whom were there for us in every step . They ruined their sleep and make sure that mine are sleeping safely .

No words in the world can express my gratitude towards them and I hope that one day I could do the same for them .

Peace

Semper Fi

Cell # (██████████)

*Letters my family hasn't even seen*

Hello! I am ██████████ I was an officer in Ministry of Defense of Afghanistan.

After Afghanistan fell to the Taliban in August 2021 An atmosphere of chaos was created in the country, Everyone wanted to escape from the hands of the Taliban, some of them were able to escape, but most of those who were from vulnerable families could not escape like my family.

After that I and my family stayed in Afghanistan and the dark days came one after the other.

The Taliban imprisoned me for a week Because I had worked with the US Army for several years and I was a well-known person in the community But I lied and denied to the Taliban and saved myself from them with various excuses. After that me and family were able to get passports with many difficulties and escaped to Pakistan.

During this time, I found one of my American Friends his name is Jon Singleton he worked with us when USA army was in Afghanistan, he helped me and my family a lot He applied us for HP(Humanitarian parole) visas and He helped us to leave Afghanistan and showed us the ways out of Afghanistan.

it is about 3 months that we are living in Pakistan and waiting for our visas approval.

I hope the American government approves our visas soon so that this nightmare ends.

Best regards

Colonel ██████████

#AfghanEvac  
#OpReco  
#SaveOurAllies  
#HonorThePromise  
#NoOneLeftBehind  
#IAVA  
#DigitalDunkirk  
#TFPineapple



News4Jax story on my AfghanEvac efforts





# STATEMENT OF MERIT

I'm so honored to be given this opportunity to represent my Council, and the core of my community and business. Representing the overall Chamber would be a dream-come-true for me, and I'd look to use the platform to further promote the amazing growth and future of Jacksonville, as well as mentor the next group of Chamber members and businesses. I've been involved in the Jax Chamber for about 20 years, and have had the opportunity to serve as a Council President, Trustee, Committee member and Ambassador. None of these compare to the opportunities for outreach afforded by the SBLV program, so this is humbling.

While the real estate business I've developed has made me the market leader in the Historic core, my real passion is in advocacy and mentorship. This presentation outlines those local, national and global efforts.



## **Business** **Founder/Leader**

Jonathan David Singleton, PA  
*- doing business as -*  
The Singleton Team, Watson Realty Corp.



## **Community**

**Mentor** - Committee Chair, Boy Scout Troop 35 & Pack 35 (16 year Adult Leader); Southside Methodist Church Youth Leader  
**Community Activist** - Past-President & 20 year San Marco Preservation Society board member; San Marco Merchants Member  
**Industry Leader** - Historic Area Council Founding member & Past-Chair; Real Estate Instructor (Negotiation Expert)  
**Veteran Advocate** - Founding member TF Pineapple/Operation Recovery, struggling to save Afghan Allies from the Taliban. Strong supporter of the Firewatch and Iraq/Afghan Veterans of America



[Link to Video Introduction](#)

# AWARDS/RECOGNITION

## Afghan efforts:

Commissioned as a Kentucky Colonel, by Gov. Beshear 2022  
Received Special Recognition Award - NEFAR 2023

## Real Estate:

Jacksonville Magazine/5-Star Agent (for 15-years running!)  
Watson Gold Pinnacle Award (for 10-years running!)  
Watson Silver Pinnacle Award (for 15-years running!)  
Jax Business Journal Top 50 Agents (perennial winner)  
Jax Business Journal 40 Under 40 - 2005

## Philanthropy

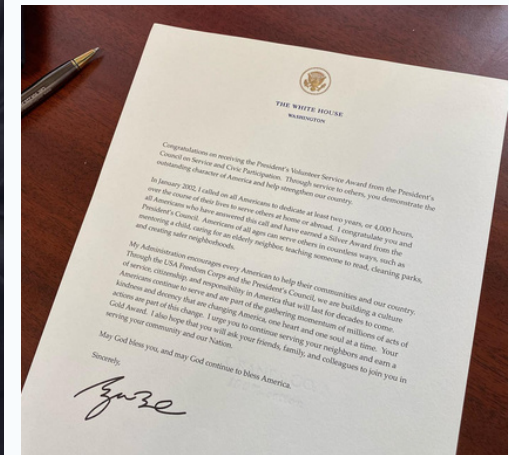
Jacksonville Military Volunteer of the Year 2008  
George Bush Presidential Volunteer Service Award

**#1 Team - The Singleton Team**

In Watson Realty Corp. as of  
Sept. 2023 (out of 53 offices in  
Northeast and Central FL)

**Top 1% - Jon Singleton**

Of the 13,000 Realtors in the  
Northeast Florida Association of  
Realtors (in 2023)



# BIOGRAPHY

Jon Singleton is a native of Birmingham, Alabama. He graduated from Vanderbilt University (B.A., Psychology) in 1991, and from Troy University (M.S., Management) in 1992. He was designated a Naval Aviator in 1993 and reported to Helicopter Anti-Submarine squadron THREE (HS-3) in Jacksonville, Florida. He deployed with HS-3 on USS ROOSEVELT, USS KENNEDY, and other warships, participating in Air Strikes in the former Republic of Yugoslavia and operations throughout the Middle East. In 1997 he transferred to Bahrain, providing logistics support to the NAVY CENTRAL COMMAND & US FIFTH FLEET. While in Bahrain, he orchestrated a complex organizational Business Process Reengineering effort, which tripled the size of the command and reallocated resources to more effectively meet organizational responsibilities. In 1999 he reported to the Pentagon (OPNAV/N4) in Washington, DC, as a lead budget and policy analyst for Navy Family Housing, where he specialized in Public/Private Ventures.

After leaving Active duty, Commander Singleton received a Reserve commission and worked at a number of commands in DC, Virginia and Florida, including two Command tours (both at NS MAYPORT). In early 2006, he mobilized to Afghanistan where he served as a mentor to the Afghan National Army for Task Force Phoenix at the Kabul Military Training Center. There he orchestrated another complex (bilingual) reorganization, tripling the size of the Afghan Training staff and cadre (to 3400 personnel), while managing a \$10M monthly (cash) payroll.

Commander Singleton is authorized to wear the Meritorious Service Medal, numerous other personal awards, and about 20 unit, campaign, NATO, and service awards.

He now leads a Top Producing Residential Real Estate Team with Watson Realty Corp. in Jacksonville, Florida with over \$250M in sales. He lives in San Marco with Candace, his wife of almost 28 years. They have 2 grown children.



**21 years, 21 days**

Time in service to the US Navy.  
Retired in 2012 as a Commander



**21 years, 179 days**

Time in Real Estate (as of 12/8/2023)

Jon is extremely active in the Jacksonville community, through current and recent volunteer efforts. He's also been engaged at a high level in the development of downtown Jacksonville since his return in 2001, and will do anything to continue to support that progress. He's recently served a mayoral appointment representing San Marco on the Southeast Jacksonville Citizen Planning Advisory Committee, and the last 3 Jacksonville Mayors have referred to him as "The Mayor of San Marco!"



OFFICE OF THE CITY COUNCIL

MATT CARLUCCI  
COUNCIL MEMBER AT-LARGE, GROUP 4  
OFFICE: (904) 255-5218  
FAX: (904) 255-5230  
E-MAIL: MCARLUCCI@COJ.NET

117 WEST DUVAL STREET, SUITE 425  
4TH FLOOR, CITY HALL  
JACKSONVILLE, FLORIDA 32202

June 8, 2023

To Whom It May Concern,

I am writing to wholeheartedly support Jon Singleton's nomination for the Jacksonville Chamber's Small Business Leader of the Year. My familiarity with Jon's personal, professional, and community life convinces me that he stands as an exemplary choice for this honor.

Jon, alongside his wife Candace, has exemplified the ideals of partnership and parenting. Their commitment to raising children with strong values is evident in their active involvement in educational initiatives, Boy Scouts, and church youth groups. This dedication reflects the character traits that make Jon an outstanding leader.

As a naval officer, Jon displayed remarkable bravery and dedication. His active duty in Bosnia (1995) and Iraq, coupled with successful stints in Bahrain and the Pentagon, underlines his commitment to our nation's safety and freedom. Jon's military service speaks volumes about his integrity and valor.

In the community, Jon has been a vital force for togetherness. His roles with the San Marco Preservation Society, San Marco Merchants Association, NEFAR Historic Area Council, and the Jacksonville Chamber of Commerce highlight his leadership and dedication. Particularly notable was his impactful work with the Springfield Main St. Task Force, where he played a crucial role in driving enhancements in historic Springfield.

Professionally, Jon's success as a realtor with Watson Realty Corp. stands out. His ability to lead a high-performing team and deliver outstanding service is a testament to his business acumen. My personal experiences with Jon's real estate expertise have always been exceptionally positive, marked by promptness, thorough follow-up, and a broad spectrum of property opportunities.

In summary, it is in my experience that Jon Singleton has never disappointed. He embodies the qualities of an ideal leader, dedication to family, service to country, community engagement, and professional excellence. His contributions across these spheres make him an unparalleled choice for the Small Business Leader of the Year award. I am honored to endorse a candidate of his caliber.

Very Sincerely and Respectfully,

Matt Carlucci  
City Council Member, At-Large Group 4



Pastor Phillip Short  
Senior Minister

Dale Tedder, Jr.  
Minister of Discipleship

November 26, 2023

To Whom It May Concern:

I am honored to write this letter of recommendation on behalf of Jon Singleton.

I have had the pleasure of knowing and working alongside Jon at Southside for the last 15 years. Prior to that, I knew Jon personally as a friend. Jon is active in the community as well as his church. Some of the areas I have watched Jon serve up close is as life group leader for students at Southside and mentor and scout leader for Troup 35. Jon's compassion for others always stands out. We could not have been more grateful when Jon stepped up to lead a life group years ago. Although many have graduated high school, Jon continues to follow up with them as a mentor and friend.

One of my fondest memories was watching Jon on a mission trip to Puerto Rico after Hurricane Maria. Jon would pour into the students, teaching them life skills in building homes, but also showing compassion for the poor and listening to neighbors. He allowed the students on the trip to lead as he stepped back and gave them responsibility and encouragement.

Jon is that friend that we often turn to for his strong leadership skills and ability to keep everyone on task. I have watched him mature into a leader that everyone in the neighborhood trusts and relies on when needed. Jon is also that rare blend of personality and intelligence that guarantees teamwork and positive results. He is a blessing to our youth team at Southside and worthy of being chosen as Jacksonville's Chamber Small Business Leader of the Year.

Sincerely,

Amy

Amy Franks  
Director of Student Ministries





Corporate Headquarters

7821 Deercreek Club Rd., Suite 200 • Jacksonville, FL 32256

December 4, 2023

Chief Member Relations Officer  
JAX Chamber  
3 Independent Drive  
Jacksonville, FL 32202

To whom it may concern,

It is an honor and privilege to recommend Jon Singleton as "Small Business Leader" for our community.

We have been impressed with his involvement in projects to better our neighborhoods and city. He has been a leading associate for Watson Realty Corp since 2002 and specializes in real estate activities in San Jose – Mandarin, Ortega, and Westside areas.

He served as President of the San Marco Preservation Society. He has served as a youth mentor through Scouts and as a small group leader at church.

Jon is extremely active in the Jacksonville community through current and recent volunteer efforts with the San Marco Preservation (for 20 years), San Marco Merchants, North-East Florida Association of Realtors Historic Area Council (serving 13 years as Chair or Vice-Chair), Boy Scout Troop 35 and Pack 35 (16 years in various positions, and currently serving as Committee Chair), and the Jacksonville Chamber of Commerce (for over 10 years). He has also been engaged in high level discussions on downtown development since 2001.

He recently served a mayoral appointment representing San Marco on the Southeast Jacksonville Citizen Planning Advisory Committee.

The Northeast Florida Association of Realtors created a special recognition award in 2023 as a result of his efforts to assist 16 Afghans to make it to the United States.

Jon is a retired Navy Commander (O-5) who served in Afghanistan, embedded as a mentor to the Afghan National Army. He served on active duty as a helicopter pilot, flying in SH-60F and HH-60H from aircraft carriers. He also was deployed in 1995 in support of combat operations in Bosnia and also in Iraq.



Corporate Headquarters

7821 Deercreek Club Rd., Suite 200 • Jacksonville, FL 32256

He graduated in 1991 with a BA in psychology from Vanderbilt University and in 1992 a master's degree in management from Troy University.

We feel Jon Singleton is a very special individual who we are proud to have representing Watson Realty Corp. He is a great spokesperson for Jacksonville, which is evident of his commitment to better our communities.

Jon will make a great small business leader for Jacksonville.

Sincerely yours,

*Bill Watson*



**WILLIAM A. WATSON, JR.,**  
Chairman of the Board

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Jacksonville, FL 32256  
904.596.5961 #5961  
wwatsonjr@WatsonRealtyCorp.com  
WatsonRealtyCorp.com





# TESTIMONIALS

"Jon has proven himself to be a leader with the outmost honor and integrity. He continues to demonstrate his commitment to his customers with Legendary Quality Service as he assists them with all of their real estate needs. Beyond that he demonstrates his commitment to the REALTOR® community through his leadership with NEFAR Historic Council and various training opportunities at Watson Realty Corp. Additionally he is dedicated to giving back to the Jacksonville community through the generous giving of his time and resources and other charitable efforts". - Mark Rosener, NEFAR Past-President (2022)

"Sold in less than 48 hours! I do not live in Jax, Jon did a great job of handling everything" - Jay C.

"When I worked with Jon during my home purchase, he always took my personal needs and safety into consideration. I never felt pressured or rushed, it was as if I were his only client." — Terry L.

"Jon Singleton has raised the bar on 'closing the deal.' His attention to detail has resulted in all closings completed with no problems." — John S.

"Through service to others, you demonstrate the outstanding character of America and help strengthen our country... I also hope that you will ask your friends, family, and colleagues to join you in serving your community and our Nation. May God bless you, and may God continue to bless America." – Pres. George W Bush

"I extend to you my personal thanks and the sincere appreciation of a grateful nation for your contributions of honorable service to our country. Your commitment and dedication have been an inspiration for those who will follow in your footsteps, and for all Americans who join me today in saluting you for a job extremely "well done." – Pres. Barack Obama



BUSINESS PROFILE

## SINGLETON TEAM DELIVERS, OFFERS A POOL OF RESOURCES FOR BUYERS AND SELLERS

*Trust a trio that seamlessly executes real estate transactions*

They're not really a team. At least not technically. In the traditional sense, a real estate team involves a figurehead, a lead generation system, and junior associates beginning to get their feet wet. The contrast between this approach and the system built into the Singleton Team's methodology is night and day. Years of transactions now lend to a smooth, winning combination that alleviates stress, worry, and delivers strong oversight before, during, and after a sale.

The Singleton Team operates as a collaborative group of talented professionals who specialize in helping people navigate life's transitions. After all, buying and selling homes are major undertakings. It takes the right advice, patience, and confidence in the process that only seasoned realtors offer. Jon Singleton is the central dynamic figure — the Rainmaker — he's committed to leading the charge. But his partners in operations, Susan Hopkins and Katherine Wohlers, are highly skilled and bring undivided attention and availability that you often times won't discover while working with a single agent. Each is focused on bringing their different strengths to assist in all facets of the process.

For Singleton, an interest in historic preservation developed while he was working

at the Pentagon, his passion for older homes was ignited and he's never looked back. "I've been fortunate to have had the opportunity to turn my passion into a profession," he shared. "Now, I'm fielding referrals and relationships a few generations deep and across all portions of Northeast Florida."

His tenure in real estate now affords him the time to share expertise, avoid pitfalls, and navigate any situation, alongside his trusted business associates. Jon has spent the past twenty years building a brand, and he is proud to have become a go-to resource for historic area real estate. Having helped over 750 friends and customers buy or sell homes, there are few challenges he hasn't encountered and overcome with the help of his team.

His experience and background afforded him the ability to navigate properties built in the 1920s, 30s and 40s, and he loves to share stories (and solutions) with his colleagues and customers.

"We've helped buyers re-engineer electrical and plumbing systems and have even written letters to the VA [Veteran's Administration] with documentation to help overcome challenges and get loan approval," said Singleton. To share his hard-won knowledge

with his professional community, Jon spent 7 years serving as Chair of the Historic Council for the Northeast Florida Association of Realtors as well as President of San Marco Preservation Society.

His hybrid team is focused on investing in their community and helping people



To learn more, visit the team on their social media sites or visit [thesingletonteam.com](https://thesingletonteam.com) for more information.



BUSINESS PROFILE

## Luxury home market requires extraordinary, creative efforts for success

### Top producing Watson Realty agent has what it takes

When it comes to marketing luxury homes in Jacksonville's historic districts, San Marco resident Jon Singleton has done more than put a ripple in the luxury real estate pool — he's made quite a splash.

Singleton, named Top Producing Agent in Watson Realty Corp.'s San Marco office, was recently acknowledged by the Institute for Luxury Home Marketing with the Million Dollar GUILD™ award for experience, knowledge, and expertise in marketing million-dollar-plus residential properties. The award caps his previous designation as a Certified Luxury Home Marketing Specialist™ (CLHMS).



The Institute for Luxury Home Marketing is the premier independent authority in training and designation for real estate agents working in the luxury residential market. Singleton joins an exclusive group of real estate professionals who have completed The Institute's training and have a proven performance in the upper-tier market. "There are only about 10 — mostly in Ponte Vedra — out of 10,000 realtors in this area who have achieved that status," said Singleton.

To earn the coveted award in April, Singleton orchestrated a number of events at his luxury listings earlier this year, feting hundreds of visitors, and reaching tens of thousands of potential buyers through social media. His efforts paid off with contracts on three of these million-dollar listings, and a recent closing on River Road in San Marco.

"While traveling in New York City and San Francisco this year, I participated in specialized training in understanding the needs and tastes of wealthy and ultra-wealthy clients and learned how to reach them. I then leveraged Watson's affiliations to advertise internationally through The DuPont Registry, The Robb Report, Mansion Global, the WSJ, juwai, Unique Homes Magazine, and other forums to reach buyers across the Globe," said Singleton. "It's been a lot of fun and has been a boon to my customers! Stay tuned for more events."

Singleton's experience, combined with enhanced marketing from Watson Realty's Luxury Program, and the brokerage affiliation with Luxury Portfolio International, has helped guarantee success for his clients. His track record of helping hundreds of families buy and sell homes continues in all price ranges.



The pool was the site of a real estate soiree, with live music and made-to-order street tacos, hosted by Jon Singleton.

"Jon has such a great knowledge in our unique luxury market, whether it be waterfront or historic homes, and knows how to showcase those properties to attract the right buyers. His expertise is a tremendous asset to our office and to his customers!" said Missi Howell, Vice President/Managing Broker, Watson Realty Corp. San Marco/San Jose Office.

A retired Naval Aviator, Singleton has been a Realtor with Watson Realty Corp. for 17 years, specializing in marketing properties in Jacksonville's historic neighborhoods. He's a 10-year 5-star agent and was named the Nextdoor Favorite Realtor for 2018 for his neighborhood. If you would like to work with Jon, or learn more about luxury marketing, you can reach him at (904) 226-3480 or [jon@jonsingleton.com](mailto:jon@jonsingleton.com).







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