

THE REALTOR® HEART

It's the Little Things That Make a Big Impact

Realtors are at the heart of every community, and during the COVID-19 pandemic, they showed up in full force to help those in need.

BY LEE NELSON

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**Clapping for Healthcare Workers**

When Marla Fountain, an agent with Corcoran Group in West Palm Beach, saw the @solidarityat8 movement on Instagram, she thought, "I can do that." The movement asks people around the world to come to their windows and clap each night at 8 p.m. to show support and appreciation for healthcare workers and first responders.

"With the help of social media and my South End Neighborhood Association [Fountain is secretary], we posted like crazy and sent emails and texts to neighbors encouraging them to come out and clap," she says. "It was an incredible success and unified the neighborhood. We even had local firefighters drive by with their lights on, honking to say thank you," says Fountain, who says that, at press time, the neighbors continued to get out and clap each night.

**Sewing Masks**

Jennifer Piper and Lisa Morgan, broker-associates with Mainframe Real Estate in Orlando, have been making hundreds of masks and delivering them



*Left: Healthcare workers at a Fort Lauderdale hospital enjoy some of the 2,500 meals and treats that Lara Sahakian, Ekta Global Estates, Fort Lauderdale, delivered during the pandemic.*

*Above: Members of the front-line healthcare team at Jackson Memorial Hospital in South Florida found a welcome respite in a healthy lunch provided by The Jills Zeder Group (pictured at right). Photos courtesy of Jackson Health Foundation at Jackson Memorial Hospital.*

to the local hospitals. "I contacted them, and they made several masks for me, as well," says Kim Ducharme Levensohn of Morris Realty & Investments Inc., noting the wonderful collaboration across companies in the area.

"We brought dinner to some of our customers who were working on the front lines at the hospital and gave them masks," she says. Levensohn has also been promoting local restaurants by featuring them on her personal, business and community Facebook pages and Instagram.

"We order frequently from the businesses, knowing it helps the community," she says.

**Serving a Condo Community**

Venus Proffer, a broker-associate with Coldwell Banker Realty in Fort Lauderdale, met Uncle Ernie more than 20 years ago. He's not really her uncle, but she calls him that after selling him several properties through the years and becoming quite close. The elderly man lives close by, so she decided to drop off homemade bean soup mix in Mason jars and mini loaves of banana bread to him and many of his neighbors in his condominium community.



In addition, Proffer and her husband drop off weekly meals to a homeless man in their community and continued to do so during the coronavirus pandemic. "It's about the human touch now."

**Food and Support**

Wanting to support local restaurants that are struggling, The Jills Zeder Group with Coldwell Banker Real Estate in South Florida, decided to team up with Rice Mediterranean Kitchen, a family-owned business, to provide meals to local healthcare workers.

In addition, the group purchased gift cards to other local restaurants to hand out to the staff at Jackson Memorial Hospital, Mount Sinai Medical Center and Baptist Health to show their support and appreciation of healthcare workers.

"Our team greatly values the critical work first responders do on the front lines," said Danny Hertzberg, a sales associate with The Jills Zeder Group. "This is an important time to support the community. There are many ways to show gratitude and we hope the first responders feel our support and love."

The tireless work of these Realtors shows what the real estate industry is all about at heart—building relationships, helping people and supporting communities.

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