

Berkshire Hathaway HomeServices Beach Properties of Florida Announces Blaine Palmer to Executive Team

New leadership addition strengthens agent coaching, business development, and strategic growth across Northwest Florida

SANTA ROSA BEACH, FL, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Berkshire Hathaway HomeServices Beach Properties of Florida today announced the appointment of Blaine Palmer as Vice President of Business Development & Managing Broker. This strategic addition builds on the company's existing leadership team, including President Lane McCormack, Chairman Jimmy Burgess, Broker of Record Jennifer Ledesma, and Senior Vice President of Operations Jan Hayse, adding another elite layer of leadership to advance growth and agent development across the brokerage.

In his new role, Palmer will work closely with Broker of Record Jennifer Ledesma, supporting agents through coaching, business development, education, compliance, and strategic leadership. He will also partner with the company's support team to strengthen the systems, resources, and service that allow agents to focus on serving their customers at the highest level.

"From the first conversation I had with Blaine, I knew he was someone who shared our vision for this company and, more importantly, our commitment to helping agents build meaningful, successful businesses," said Lane McCormack, President of Berkshire Hathaway HomeServices Beach Properties of Florida. "He is a leader who believes relationships matter, collaboration creates better outcomes, and investing in people is always the right strategy. Bringing Blaine on board is another important milestone in our journey to build one of the strongest real estate companies in Florida."



Blaine Palmer, Vice President of Business Development & Managing Broker at Berkshire Hathaway HomeServices Beach Properties of Florida. Palmer joins the company's leadership team, bringing extensive real estate experience and a focus on business development.

Palmer joins the brokerage from Atlanta Fine Homes Sotheby's International Realty and Mountain Sotheby's International Realty, where he most recently served as Vice President and Co-Managing Broker, providing leadership to both the Intown Atlanta and Blue Ridge markets. He also served as Dean of the Atlanta Fine Homes School of Real Estate, overseeing continuing education and agent development.

"I've always believed the best way to grow a company is to grow and invest in its people. There is tremendous talent and potential already here, and I'm excited to work alongside our agents and leadership team to create new opportunities, build stronger businesses, and challenge what's possible. When our people grow, everything grows," Palmer said.

Palmer brings more than 23 years of residential real estate experience and an exceptional record of leadership. Throughout his career, he has generated more than \$500 million in closed sales while consistently producing over \$25 million in annual sales volume. A recipient of the Atlanta REALTORS® Phoenix Award for 10 years of consecutive performance, he has earned a reputation as one of the industry's most respected coaches, educators, and leaders, having led continuing education programs, developed top-producing agents, and served in numerous leadership roles within local and state REALTOR® associations. Licensed as a Broker in Florida, Georgia, and Tennessee, his background in corporate leadership, human resources, sales, and marketing gives him a unique ability to connect strategy with execution while helping others achieve their goals.

Palmer's addition comes as the brokerage continues to invest in its leadership team and expand the resources available to support its agents, from new office administrators and training resources to additional operational support. The move underscores the company's ongoing commitment to coaching, recruiting, and developing exceptional real estate professionals.

About Berkshire Hathaway HomeServices Beach Properties of Florida

Berkshire Hathaway HomeServices Beach Properties of Florida is home to more than 185 agents in four offices across Northwest Florida's beautiful Gulf Coast from St. George Island to Destin. Consistently recognized for its market-leading sales volume, Beach Properties of Florida is a proud member of the Berkshire Elite Circle, a prestigious designation given to the Top 50 companies in the Berkshire Hathaway HomeServices network. Founded in 2007 and joining as an affiliate of Berkshire Hathaway HomeServices in 2016, Berkshire Hathaway HomeServices Beach Properties of Florida transitioned from an independently owned and operated member of the Berkshire Hathaway HomeServices network to a wholly owned company by HomeServices of America in 2022.

Visit www.bhhsbeachproperties.com.

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