

TAMPA BAY

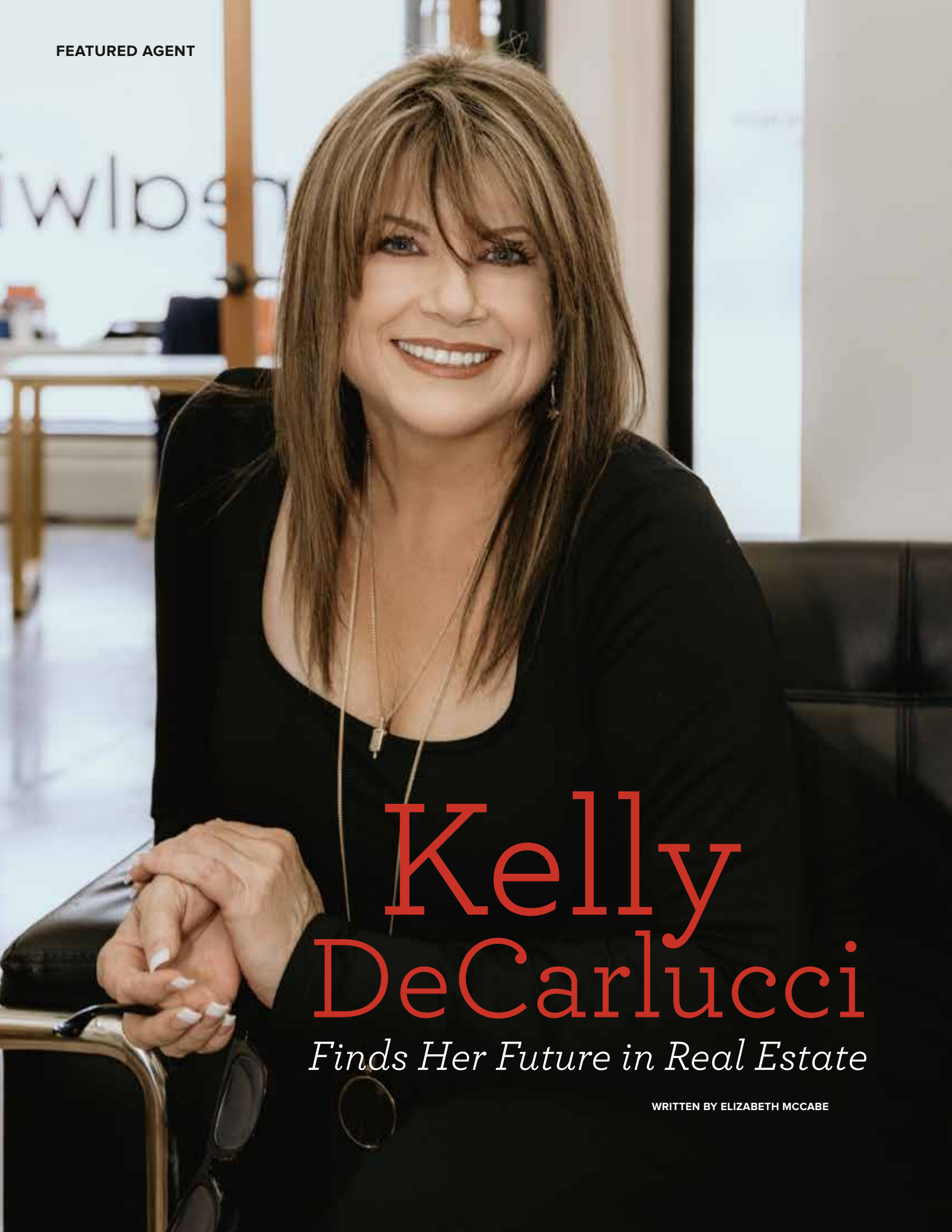
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REAL PRODUCERS[®]

Finds Her Future
in Real Estate

Kelly
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Kelly DeCarlucci is a native of Tampa and raised her family along with her husband, Mr. DeCarlucci, who has now since passed. Kelly taught for 15 years in early childhood education with the public school system and in the private sector, before transitioning to the state of North Carolina, and discovering the publishing industry. She worked for an international publisher, contributing to five different industry-specific publications, including ones focused on the tobacco industry, fire and rescue. Eventually, she found herself working on Touched by Cancer, a consumer publication based in Raleigh, North Carolina. Kelly's journey back to Florida was sparked by her family, prompting a return to their roots. The transition brought pivotal changes, including the path to real estate.

This is Kelly's third and final career move. Don't ever say never... "I never had any thought of being a REALTOR®," admits Kelly with Dalton Wade Realty Group. "However, one night, I was out to dinner with friends in Ybor City, Jeff and Brenda Hicks, who happened to be longtime commercial appraisers and owners of Dohring Ahern and are more than well versed in real estate in Tampa. They said, 'Kelly, why don't you get your real estate license?'" Though hesitant at first, the encouragement from friends—and from her own children—pushed her to explore the possibility. "It took hearing those words to make it click," she recalls. "I thought, 'This is a new and exciting chapter.'"

Kelly's entry into real estate started with a big box real estate company, where she quickly learned the ropes. "Life experience is essential to being a REALTOR®," she explains. "You're not going to learn it all in real estate school." You need partnerships with lenders, title companies, and inspection companies. Not to mention the education, ever-changing policies, rules, regulations, and laws. There are so many moving parts one must tend to. She caters to her clients professionally, and they find peace in knowing they have their own personal concierge REALTOR®.

"For three to six months, you are their best friend, therapist, nurse, and sometimes even their priest," she jokes. Her background in teaching and industry sales helps her thrive, providing her clients with guidance and emotional support through every transaction. "My goal is always to educate my clients about the process—rules, regulations, and laws. I approach it from a teacher's perspective."

After learning the basics with a big box real estate company, Kelly took the initiative to delve into her professional development. She needed to find a brokerage that matched her values. It was her eventual meeting with broker Philip Wade that would lead her to Dalton Wade Realty Group, where she's been for seven years. "Philip's philosophy and mindset resonated with me," she says.

However, to truly immerse herself in real estate, she attended GTR meetings and educational events, and was involved in various committees, including government affairs.

"People talk as if REALTORS® are 'salesmen,'" says Kelly. "Let me try to explain. I love people... Mama always said, 'I do not know a stranger.' I cannot sell you anything you do not want to

buy." However, her clients already want to purchase. "I am your resource, guide, your even keel, white glove, boutique, concierge REALTOR®," she says.

Family, Values, and Life Experience

Kelly's life has been shaped by love and resilience.

Together for 35 years, her husband's legacy lives on in their blended family of children and grandchildren, whom she describes as "perfectly smart, ethical, and grounded." She is especially grateful for the joy of watching them grow and for the family's unwavering support.

Aside from real estate, Kelly has a passion for cooking. She has no budget when you need a new spice or oil. "That is my Achilles heel," she admits. She also enjoys traveling. A few of her trips this year alone included hiking and exploring Scotland. Her last sailing adventure was from St Petersburg, Florida Yacht Club to Isla Mujeres, Mexico, a 500-mile sail across the Gulf of Mexico in a 37-foot Catamaran. "I'm lucky to have had a rich life with wonderful people by my side."

Mentorship and Industry Leadership

Kelly is proud to serve as a Director on the Board of Florida REALTORS®, a role that allows her to give back to the



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profession she loves. “I have surrounded myself with quality people,” she reflects, emphasizing the value of mentorship. A significant mentor in her journey is Amanda Berry, a Mortgage Lender she met early in her career. “Amanda and her husband, Jason Campagnolo, President of Mion Construction, have been more than generous to share their knowledge. Together, we’re developing four properties in historic Ybor City.” The future is bright for Ybor City with the proposed growth.

As a seasoned REALTOR® with more than eight years in the field, Kelly finds joy in helping others achieve their dreams of being a homeowner, an investor or those in need of commercial property. “Real estate,” she acknowledges, “takes knowledge, education, patience, empathy, and dedication to truly serve clients.”

She adds, “I love what I do, and I will probably work in the industry in some form or fashion until I retire. This work is about being a good steward of the land. I am reminded that under all this is the land’s code of ethics of the National Association of REALTORS® (NAR). It embodies the idea that land is the foundation of food and shelter and sophisticated aspects of the economy and prosperity. Real estate is about making meaningful connections and being there for people. I do help people achieve the American dream.”

Congratulations, Kelly, on all your success! You found your future in real estate, achieving a wonderful life by helping others and putting them first. We wish you the very best!



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“I like this place and could willingly waste my time in it.” – William Shakespeare



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