

cover story

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Mission Accomplished

BRIAN SCHARICK

The road to finding one's passion and purpose is often long and winding. Only a lucky few know what they want for their lives early on, and many never make the leap of faith of truly going for their dreams.

Brian Scharick, a top producer with Compass, took the long road, building his skills in the hospitality and retail industries across several states until he entered real estate in South Florida in 2011 and saw his career — and his dreams — take off.



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A Country Start

Brian was born and raised in Central New York, near the Finger Lakes. As a youth, he discovered his competitive bent, which he first started expressing through showing horses in 4H. In addition, Brian was also very creative, with a natural eye for design. He recalls enjoying helping his family and friends with interior design of their homes.

After high school, Brian attended Paul Smith's College, near Saranac Lake and Lake Placid, New York, where he majored in hotel restaurant management. He went on to work in hospitality management for the next 15 years, making a lot of friends along the way and having some grand adventures.

It all began with a bold move to Minneapolis, Minnesota, in his early twenties, where Brian worked in the restaurant and retail management industries. As much as he enjoyed his work, Brian was already beginning to want to tap into more of his creative side, and was becoming clearer on wanting to be his own boss. He dabbled in a little bit of real estate, but it wasn't time just yet...

The Road to Real Estate

Seven years later, Brian moved to Fargo, North Dakota. He began doing some design and staging and home improvement work, discovering that these were things he truly enjoyed. But North Dakota is very cold... Brian says he "decided to move somewhere warm for a change," and relocated to Key West.

After about a year in Key West, Brian realized that if he was going to seriously pursue his dream of becoming his own boss, he would need to be in a larger city. Not willing to leave paradise for colder climes again, he moved to Fort Lauderdale and decided to get into South Florida real estate. It was time.

Building a Business

Real estate represented an avenue for Brian to be able to combine his natural affinity for design with his overarching desire to become his own boss. Once he made the decision to take the leap into real estate, he dove in headfirst and worked as hard as he possibly could.

"In the beginning, I was afraid not to work, so I worked whatever business came my way," Brian recalls. "I learned to help all clients, regardless of price point. Working with renters, buyers and even investors taught me so much. I felt like I could relate to everyone because I had come from humble beginnings. I had a great work ethic, and I wanted to achieve greatness."

His hard-work ethic carries through to this day. Brian is known to always go above and beyond his clients' expectations, seeing every transaction through personally, from start to finish, as he helps them make their dream home a reality.

"I think I have always had a gift to be able to help others see what wasn't there in a home, imagine the possibilities, and then



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bring them to life," he says. Appropriately, Brian's tagline is "Let Brian Scharick Guide You Home!"

Brian employs his technology, marketing, presentation, communication, negotiation skills and sales tools to help clients. He works tirelessly on their behalf, and prides himself on concierge-level service, refined over his years in hospitality and retail management.

A Team Is Born

As Brian built a reputation for himself in real estate and became successful, other agents would seek him out for advice and mentoring. They asked him to start a team.



"I was very surprised," Brian says, "I guess I never saw myself as a leader. I had never even dreamed of starting a team."

But with his years of experience in relationship building, customer service, management and real estate, Brian was ideally suited to do just that, and the Florida Exclusive Living team was born. Comprising himself, three other agents and a new assistant, Florida Exclusive Living is a group that values hard work, dedication, and a commitment to always going the extra mile for their clients. They are deeply familiar with all of the locations and neighborhoods in South Florida, and work hard to assist their clients in finding and securing their dream homes.

Brian has infused the culture of his team with honest communication and always doing what they say they will do. He models a positive, cheerful attitude with clients and stresses the importance of maintaining good relationships with agents on the other side of the transaction. Most of his teammates have been with him now for several years, and Brian says he is thankful for what they have built together. The team is tight knit, and outside of work, they enjoy spending time with each other and getting together for outings.



Outside of Real Estate

In his downtime, Brian can often be found working out. He loves the beach and the ocean, and loves to travel when he has the chance. Brian has a heart for giving back, and, thriving on relationships, he loves to connect community members with his array of resources whenever he learns of a need. Coming up in 2023, Brian is looking forward to being featured in a series of episodes on "The American Dream," a TV show highlighting lifestyle and real estate in cities around the country.

The road he took through careers and around the country teed Brian up perfectly to pursue his passions and make his dreams come true, something, he admits, he is still a little in awe of.

"It is amazing to think that a boy from the country is now his own boss, making his own hours and leading his own team," he says.

Mission accomplished.