

For More Information:
Southern Rentals & Real Estate
Audrey Brown
AudreyB@GoSouthern.com
850.269.9901



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Southern Residential Leasing Welcomes New Directors, Wendy Hayden and Mike Duke

New Directors, Wendy Hayden and Mike Duke, will oversee growth and expansion of Southern's long term property management program.

Pensacola, Florida – Southern Residential Leasing – a member of the locally owned and operated Southern family of companies and leading provider of property management services in Northwest Florida and Alabama – has revamped operations, creating two new positions within the company's East and West regions. Wendy Hayden and Mike Duke were hired as Directors earlier this month and will be tasked with enhancing Southern's **property management services in Pensacola, Destin, Fairhope and the surrounding areas.** This will entail training and mentoring staff, as well as growing the company's portfolio of homes and condos for rent.

Overseeing Southern Residential Leasing's East region, which covers the areas from Panama City Beach to Navarre, Florida, is long time property manager and Southern employee, Wendy Hayden. Originally from Atlanta, Wendy offers an extensive amount of knowledge and experience in all facets of property management. This stems from a career selling real estate in Destin, Florida prior to working with Southern Residential Leasing.

"My focus is helping our clients achieve their financial goals and yield the highest return on their investments," said Hayden. "I look forward to contributing to the growth and success of the most progressive property management company on the Gulf Coast."

Hayden's counterpart is Mike Duke, who will oversee the company's **property managers in Pensacola, Florida** across state lines to the team in Fairhope, Alabama. Mike, a retired Veteran Captain in the U.S. Army, hails from Dothan, Alabama. Though newer to the real estate industry, Mike comes to Southern with over 30 years of experience in business development, specializing in

consumer electronics and retail. His success here will only prove beneficial in furthering Southern's name in the greater Mobile and **Pensacola property management** industries.

"My background is heavy in building successful businesses," said Duke. "I look forward to helping Southern grow and love that the people I work with are filled with that same passion and mindset."

Southern Residential Leasing is thrilled to see the progression in the coming months as the Directors focus their efforts toward expanding the brand as a whole and streamlining operations within their individual regions.

Southern Rentals and Real Estate is the premier provider of vacation rental, residential leasing, real estate and property management services in Northwest Florida and Coastal Alabama. Established in 1995, the company is owned and operated by two sets of brother, Brad and Mike Shoults and Kevin and Kerry Veach, and Susan Carleton. Together, the Southern family of companies, which includes Southern Vacation Rentals, Southern Residential Leasing, Southern Real Estate Sales, Southern Association Management and RE/MAX Southern, represents nearly 1,000 vacation rentals, over 1,000 long term rentals, 40 associations and countless real estate properties along the Gulf Coast. For more information on Southern Rentals and Real Estate, visit GoSouthern.com.

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