

SARASOTA & MANATEE

2026

# REAL PRODUCERS<sup>®</sup>

Ed Taaffe

WAGNER REALTY



FEATURED AGENT

# Ed TAARFFE

## Wagner Realty

STORY BY JACKI DONALDSON  
PHOTOS BY MINDY & CORY POFF,  
POFF MEDIA GROUP

**Ed** Taaffe's resume is extensive and impressive. As a teenager, he ran his own landscaping, snow removal, and painting businesses. He also volunteered with a rescue squad and a local fire department, which inspired him to pursue a career as a police officer and an undercover narcotics investigator. He later decided to accept a mortgage banking position and become a certified appraiser. He was quickly promoted to manage the national headquarters office of one of the world's largest banks. Ed eventually built and ran a national healthcare recruiting business, placing physicians and dentists at rural community health centers. Today, Ed is a top-producing agent at Wagner Realty.

For Ed, the common thread from rescue squads and narcotics units to corporate boardrooms and barrier island properties is simple. "In the end, it's about what difference you've made in the world," he says. Ed is leveraging decades of experience to improve the lives of home buyers and sellers. And you can bet he won't hold back. "I always give a 110% to help my clients achieve their goals," he shares.

Born in Providence and raised in Warwick, Rhode Island, until age 8, Ed moved to New Jersey and grew up in a household where service was second nature. His father coached Little League, led community initiatives, and helped start the state's first youth volunteer fire department. By his mid-teens, Ed was responding to emergency calls. "I saw things that stay with you," he says. "I learned quickly that life is fragile, and I learned how important it is to show up when people need you."

That mindset followed him into every chapter of his career, but it found a new expression when he relocated to Florida during the pandemic to be closer to his aging mother. After more than two decades running a physician and dentist recruiting firm, Ed sensed the time was right for something different. "With an ever-expanding family, I've bought and sold so many houses, and with my past mortgage and appraiser experience, why not become a REALTOR@.

He earned his license in 2021 and joined Wagner Realty, a long-established brokerage on Anna Maria Island. Starting over in a new market at 60-plus without

a deep local network might intimidate many agents—but not Ed. He closed \$4 million in his first six months, \$8 million the next year, and \$17 million the year after. Within two years, he had become one of the company's top producers.

Ed credits much of that growth to a strategy some agents overlook: Open houses. "I think open houses are the secret," he says. Early on, he asked another agent if he could host an open house at one of his listings. Having been in sales for 30-plus years, he greeted every visitor with a smile, a handshake, and a genuine conversation about their goals. That single open house led to multiple transactions and the start of his successful real estate career. "The open-house formula is simple," Ed notes. "You get names, you follow up, and you stay in touch. People are blown away when I actually call them because many agents don't do the follow-up work to make people feel special."

In a shifting market, that same persistence has paid off for sellers. He recently sold a waterfront property that had sat for nearly a year by hosting 22 open houses. He never gives up, and ultimately, a buyer walked in

after seeing one of his signs, fell in love with the view, and closed in five days with cash.

Ed thrives on being "boots on the ground," especially for out-of-town buyers. He has sold numerous properties to buyers sight unseen through detailed video walkthroughs and candid assessments. "They're trusting my eyes," he says. "I don't take that responsibility lightly."

His philosophy comes from lessons he learned long before real estate. He still lives by the "five Ps" from his banking years: prior planning prevents poor performance. He uses a day planner religiously and structures his days with intention, from early morning workouts to evening follow-ups and walks with his dog, Clancy. He also lives by what he calls the four Fs: faith, family, friends, and fun.

A father of seven, with five boys sandwiched between two girls, Ed spent 25 years in St. Louis coaching sports, sometimes overseeing as many as 16 games in a single weekend. "Sports teach you that you can aim to be the best, but you're still part of a team," he says. That team mentality now shapes how he collaborates with lenders,



## WHAT YOU MIGHT NOT KNOW

Ed's goldendoodle, Clancy, is named after a favorite Irish restaurant in St. Louis. As luck would have it, Bradenton is home to Clancy's Irish Sports Bar & Grill.

A *Miami Vice* superfan, Ed has a photo of himself as an undercover agent posing next to a seized black Corvette—the same style Crockett and Tubbs drove.

Ed is a spirited supporter of Special Olympics and Habitat for Humanity and loves boating, scuba diving, and viewing gorgeous Florida sunsets.



### ED TAAFFE

REALTOR, CWS, RSPS, CREN, FMS

Ed@wagnerrealty.com  
636-346-6165

**Top 500 REALTOR® out of 9,500 REALTORS®,  
Manatee & Sarasota, 2024 & 2025**

**Nominated as Bradenton's Best REALTOR®,  
2023, 2024, 2025, & 2026**

**National Five-Star REALTOR® Award Winner,  
2024 & 2025**

inspectors, and fellow agents to keep deals moving.

When he talks about real estate, the conversation always circles back to making a difference. He recalls a 72-year-old client who had dreamed his entire life of owning a place on the beach. The financing hurdles were significant, but they closed. "The buyer said, 'This is my gift back to me after working my whole life,'" Ed remembers. "Seeing that smile on his face was everything to me and is why I truly love being a REALTOR®."

From trailers to \$5 million waterfront properties, Ed approaches every transaction with the same energy. He still marvels at driving over the causeway each morning, remembering that as a young man, he once looked at Longboat Key's white sand and turquoise water and dreamed of living in such a paradise. "I was 20 then," he remarks. "Now, I'm 65 and pinching myself. This is a dream come true. I am working and living in paradise." His website says it best:  
[www.livinghappyinflorida.com](http://www.livinghappyinflorida.com).

Although Ed's volume and awards continue to climb, he does not use them to measure success. Instead, he looks to the trust he's earned, the obstacles he's overcome, and clients who call years later because they remember how well he treated them. At the end of the day, he finds comfort knowing that he has done his very best for others. "Doing right by people is what matters the most," he stresses.



DISCLAIMER: This promotional piece is reproduced from the original article as published in Real Producers® Magazine. The views and opinions expressed in this piece are those of the author(s) and do not necessarily reflect the views of The N2 Company d/b/a Real Producers® or its affiliates. This piece is provided for promotional purposes only, and neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.