

SUNNY ALEXANDER

Broker | Founder | Veteran | Real Estate Expert
Tampa Bay, Florida

BIO

I'm a West Point graduate and former Army officer whose journey from service to entrepreneurship has been rooted in resilience, purpose, and heart. While recalled to active duty, I served at the Casualty and Memorial Affairs Operations Center in Virginia, where I made some of the toughest calls imaginable, informing families that their loved ones had been injured in combat. That experience taught me empathy, composure under pressure, and the importance of serving others with compassion.

After completing my active duty time, I took the dive into real estate. Today, as the founder of Red Sash Realty in Tampa Bay, I help families, especially veterans, build stability and generational wealth through homeownership. My mission is simple: to serve with integrity, empathy, and relentless commitment.

INTERESTING FACTS

- West Point Graduate and former U.S. Army Company Commander
- Married to a retired Special Forces Green Beret, with deep military roots
- Founded Red Sash Realty & PMI South Tampa Property Management, closing over \$20 million annually
- Honored with the Ambassador for Change Award (2019) for advocacy work with special needs families
- Serves on multiple community boards, including Rotary Club of Tampa, West Point Society of Florida

SUGGESTED INTERVIEW TOPICS

- Faith, Family & Service: How Military Life Shaped My Real Estate Mission
- VA Loans Demystified: Helping Veterans Build Generational Wealth
- From Boots to Business: Lessons in Leadership from the Battlefield to the Boardroom
- The Human Side of Real Estate: Balancing Emotion and Strategy in Home Buying
- Women Veterans in Entrepreneurship: Building Legacy Through Service

SKILLS & EXPERTISE

- VA & Military Relocation Specialist
- Real Estate Negotiation Expert
- Leadership & Team Development
- Veteran Advocacy & Community Outreach
- Real Estate Marketing & Branding

CONTACT

Email: sunny@redsashrealty.com

Phone: 931-237-6592

Location: Tampa Bay, FL