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TABLE OF CONTENTS



06

Meet The
SWFL Real
Producers
Team



08

Index of
Preferred
Partners



09

Publisher's
Note



11

FAQ
About This
Magazine



12

Meet The
Community



14

Rising
Stars:
Nick &
Chris
Sweat



20

Partner
Spotlight:
Rosier
Insurance



24

Celebrat-
ing
Leaders:
Josh
Marzucco



30

Cover
Story:
Mike &
Wendy
McCarty



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publisher's note

MY STORY
BY ANDREW REGENHARD

If we have already had a chance to sit down together, you might have noticed I pronounce my As and Os and say “bag” and “boat” very differently. I was born and raised in Wisconsin, and I loved growing up in the Midwest. I still believe the midwestern values are among the best. I grew up in Prescott, Wisconsin, right across the Mississippi from the Twin Cities — St. Paul and Minneapolis, Minnesota. Being right on the river, my family went boating every weekend. It’s our passion, and we couldn’t get enough of it. The desire for year-round boating ultimately brought my family down to Florida.

After high school, I went to the University of North Dakota to get my B.S. in Aeronautics. I specialized in fixed-wing and unmanned aircrafts. After vigorous pilot training, I became a CFI (Certified Flight Instructor) and was privileged to teach new students at the University of North Dakota how to fly.

Not long after teaching at the University, I was offered a military contract job that I couldn’t pass up. I traveled around the United States for training, but most of my work was overseas. Traveling around the world was an eye-opening experience, to say the

least. It was educational. After a 14-month deployment to Afghanistan, I truly appreciated that raw and unfiltered experience to help me understand how fortunate we are in the United States. After deployment, I switched to an instructor role that was stateside in Washington, near Portland, Oregon. If you have not visited the Pacific Northwest in the summer, you are missing out. It’s breathtaking!

I established a life in Washington, however, my parents were down in SWFL. My dad’s health started declining drastically, and I knew I had to be down here for my parents. I sold my house, packed a U-Haul, drove 3500 miles down here, and haven’t looked back. Being near my family is the most important thing to me.

Sometimes you know the path is not a straight line but instead an emotional, zig-zag movement. I am really excited about the path ahead, and I am thrilled about all of our upcoming adventures together!

Andrew Regenhard
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FAQ

ABOUT THIS MAGAZINE

By Andrew Regenhard



We realize that *Real Producers* is a new concept here in SWFL, and some of you may be wondering what it's all

about. That is why we have created a "FAQ's About This Magazine" page. Here we will answer the most commonly asked questions around the country regarding our program. My door is always open to discuss anything regarding this community – this publication is 100 percent designed to be your voice!

the subject line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told – perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors® in the area, but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top REALTORS®, please let us know! Send an email to andrew.regenhard@realproducersmag.com.

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in SWFL MLS. We pulled the MLS numbers (by volume) from Jan. 1, 2019–December 2019 in the SWFL area. We cut the list off at #500, and the distribution was born. For this year's list, the minimum production level for our group is \$9.5 million in 2019. The list will reset at the end of 2020 for next year and continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple – every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention because we don't know everyone's story, so we need your help to learn about them. A nomination currently looks like this: you email us at andrew.regenhard@realproducersmag.com with

MEET THE COMMUNITY

Check out some of SWFL's Top 500 Producing REALTORS® !



Nominate a REALTOR® you'd like to see featured by emailing andrew.regenhard@realproducersmag.com.



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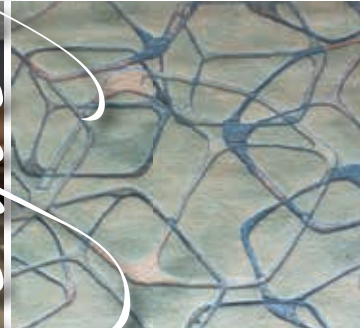


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NICK and CHRIS SWEAT

— W H A T E V E R I T T A K E S —

In an industry that is built on personal accountability and perseverance, one of the stories that stands out is the emerging success of this month's Rising Stars — and identical twins — Nick and Chris Sweat.

As real estate agents with the Southwest Florida R.E. Group team at MVP Realty Associates, Nick and Chris exemplify what it means to help those they serve — by doing whatever it takes.

FOUNDATION FOR ACHIEVEMENT

Growing up, Chris and Nick watched the example their parents set. Their

father was in the landscaping business and showed them what hard work could achieve. At the same time, they saw their mom making a difference as a teacher at a local alternative school. The example stuck.

As Nick recalls, “I became a teacher, and Chris landscaped with my dad for a year.”

In time, Chris joined the ranks of education too. Nick worked as an educator at a juvenile detention center, and Chris put his talents to work helping students at a facility for those who had been expelled from public school.

REACHING NEW HEIGHTS

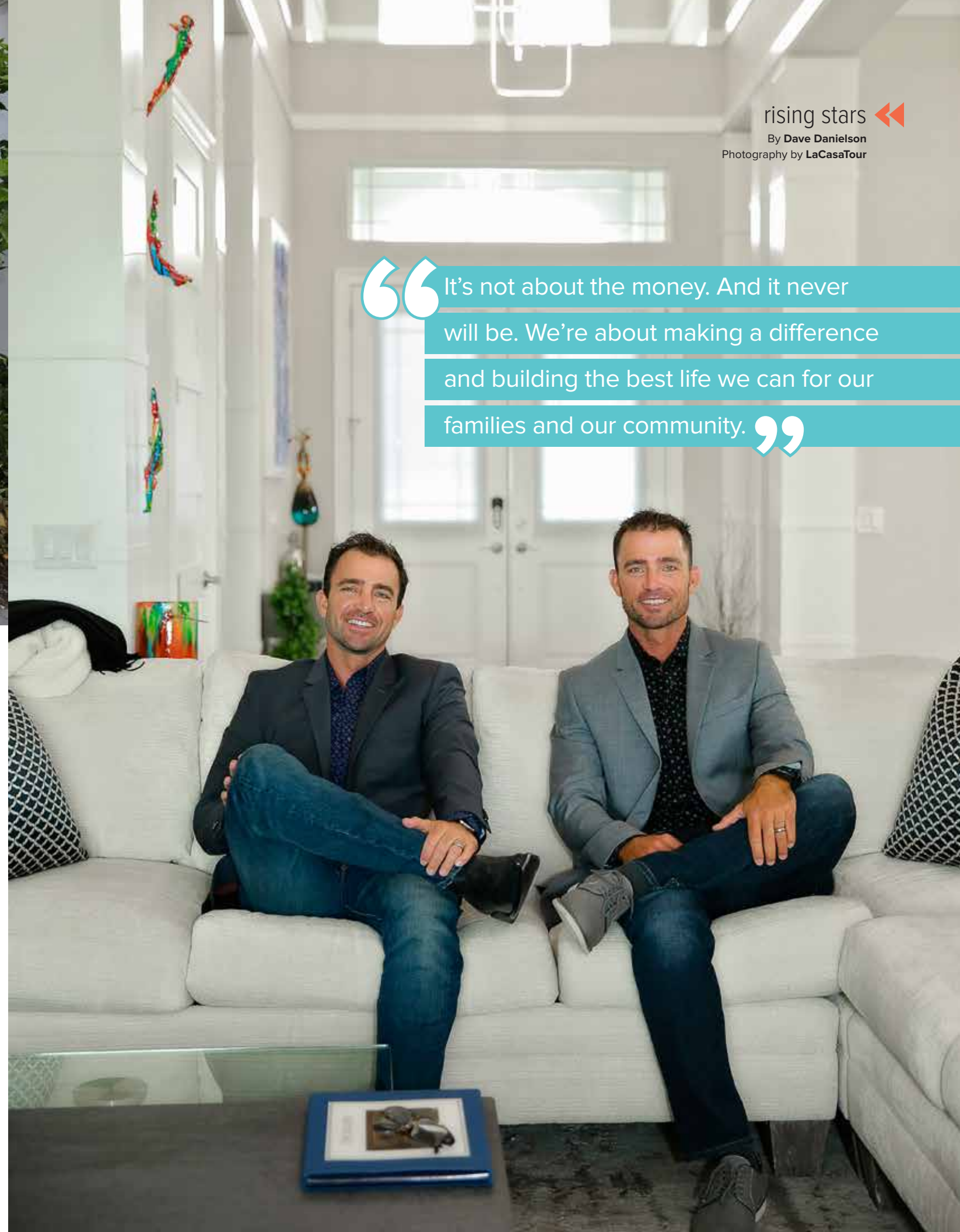
It didn't take long before Nick had worked his way through the ranks to a position as an administrator. At the same time, his wife, international volleyball standout Brooke Sweat, saw her own career reaching new heights as well.

“Brooke had to be in California to pursue her career. I was the Dean of Discipline of one of the local high schools. When you're running a high school, you can't leave,” Nick recalls. “It was tough. I never saw my wife. So I decided that I needed a career where I could travel and have more flexibility and be my own boss. That's when I got into real estate.”

In 2015, Nick earned his license and joined MVP Realty Associates. ...

rising stars 
By Dave Danielson
Photography by LaCasaTour

“It's not about the money. And it never will be. We're about making a difference and building the best life we can for our families and our community.”



Nick Sweat



- • • Like most entering the business, Nick experienced a tough transition.

“I really struggled during my first year, but I had a lot of great mentors, like Mindy Sylvester and a couple others who showed me the ropes,” Nick remembers. “I just hung in there year after year, and now I can’t imagine doing anything else.”

Nick had to share his great experience with Chris.

“I asked Chris, ‘Why don’t we do real estate together? We’re identical twins, and we know everybody in this town.’ I said, ‘It’s crazy for us not to be in this together,’” Nick says.

Chris looked into it, got his license, and started to ramp up while he finished his teaching career. That was almost four years ago.

“When Chris started, he just picked it up right away, and he earned Rookie of the Year honors with MVP Realty Associates,” Nick points out.

DREAM TEAM

The teamwork Nick and Chris enjoy is remarkable.

“It is so much fun doing this with Chris,” Nick smiles. “We’ve never argued or fought about money one time. It’s not about the money. And it never will be. We’re about making a difference and building the best life we can for our families and our community.”

With a spirit of cooperation and hard work, the two continued to build their business rapidly, with an approach that Nick calls, “being qualitatively distinct.”

“Our thing is you do whatever it takes to get the deal done. We may have an older client who forgot to clean their things out of their home. When that happens, we find a junk removal company, and we get there to help move things out,” Nick explains. “We want to do whatever it takes to make sure our clients are satisfied.”

As part of MVP Realty Associates, Nick and Chris joined forces with the Southwest Florida R.E. Group team.

“While Chris and I were doing pretty well by ourselves, and we were growing, you still can only do so much at that size. We got to know Scott Greenwood and Alex Riddle,” Nick recalls. “I thought,

Chris Sweat



what if we joined up with them? How big could we grow this thing? So we did. We just wanted to be part of something bigger than ourselves. Now, we want to help grow this team to 100 agents.”

The move has opened many doors for Nick and Chris. One of the rewarding parts is that Chris’ wife, Alyssa, has joined the Southwest Florida R.E. Group team as Business Operations Manager.

“She has been a tremendous asset to our team,” Nick says. “She really excels in what she does because she’s very organized, very detail-oriented, and she has a take-charge approach that has had a fantastic impact on our growth.”

WHAT MATTERS MOST

Away from work, Chris and Nick cherish time spent with their wives and taking in their favorite Naples activities, including sand volleyball, fishing, spearfishing, and enjoying what Nick calls the most beautiful beaches in the world.

They also take pride in giving back to area organizations such as Habitat for Humanity, as well as adopting families at Christmas time.

As Nick and Chris look to the future, they take comfort in doing what they love with who they want to be doing it with.

“We’re best friends. Every morning, we have breakfast, we pray about the houses and about the deals. We talk about what we have going on that day, what clients are coming in. We talk about 15 times a day. It’s a lot of fun.”

And that’s key. Because, while Chris and Nick do whatever it takes to serve their clients, they also keep their focus on the big picture.

“I would love for people to say, ‘They put other people before themselves, including their team members and their clients. It’s not about us. It’s got to be much bigger than us. I don’t think success is doing 1,000 deals a year,’” Nick says. “Would that be cool? Sure, but you would live and breathe it. For me, success is being able to run a solid business where we can support our families. I love being able to travel around the world, watch my wife play volleyball, and still be able to run my business back home ... and being able to do it with my brother. That combination makes a true world a difference.”

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Mike Rusk, Alicia Rosier Stevens, Bob Rosier, and Glen Hollingsworth.

A HISTORY OF HELPING

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Thorough and Time-Tested

It all started in 1951, when Buddy Rosier entered the insurance industry. He retired in 1975, but his legacy of excellence has continued through time with his son, Bob, who serves today as President, and his granddaughter, Alicia Rosier Stevens, who is Agency Manager.

Today, the 21-member team serves the region from two offices in Bonita Springs and Sanibel.

As Bob explains, "Rosier Insurance continues with the same founding principles that allowed it to gain the trust of area residents through the decades."

"When we work with people, we're sensitive to the need to put coverage in place efficiently. And we balance that with doing things right," Bob says. "We do our due diligence, and we take pride in helping clients get the right coverage they can rely upon."

As Alicia says, "It's about taking time to educate clients about what they're purchasing."

"Most people don't understand insurance. It's kind of like a foreign language that we get to interpret for them," she emphasizes. "We make sure that people really understand what it is that they're purchasing and how it's actually going to cover them. The whole hope, obviously, with insurance is that they never have to use it, but when they do, they want to make sure that everything is covered. So we get to know our clients and what they need to make sure that we're covering them the way that they should be."



The experienced team at Rosier Insurance carries on the legacy of excellence of Buddy Rosier, who founded the company in 1951.



Alicia Rosier Stevens, Agency Manager.

Standing Strong

Rosier Insurance has a history of helping through good times and bad ... like when Hurricane Irma moved through in 2017.

"Helping our clients is the biggest thing. When Irma hit in 2017, we basically talked with every single one of our customers within 30 days," Alicia recalls. "As stressful as it was for everybody, we were able to say, 'It's going to be okay.' Yes, it's going to take time. And yes, we must wait for the power to come on. But at the end of the day, we're there to help our customers. That was an unfortunate event, but it really is our time to shine during those events and help our clients."

The relationship Rosier Insurance enjoys with its referring partners in the real estate industry represents a priceless bond. "Our business is referral-based, so it is something we're very proud of when we receive

referrals from the same people over time," Alicia explains. "That's what we work for, and we like to think it speaks to the way we take care of folks over time."

The Quality Behind the Story

Rosier Insurance enjoys longstanding bonds with its referral partners and its clients.

As Bob points out, "The relationship we enjoy with our clients is something we feel very fortunate about. The families we serve remain with us through the years, and that says something about the quality of what our customers experience."

A big part of creating and maintaining those strong relationships through time is due to the individualized level of service delivered by the deep-rooted experience of the agents at Rosier Insurance.

...

“Our agents are extremely good at what they do. And it means a lot that we have such low staff turnover. In fact, some have been with us for over 30 years. Two examples include Mike Rusk and Glen Hollingsworth,” Bob says. “They are both seasoned professionals. In fact, I don’t know of any others out there on the personal lines side of the business that do a better job than what they do.”

Overcoming Obstacles

A measure of quality is the ability to find solutions when things don’t go as planned.

One example is the current trend of some major insurance companies who have pulled back a bit from insuring properties in coastal areas in the wake of storms over the past several years.

During those times, it helps to have the problem-solving skills and experience of Rosier Insurance.

As Bob says, “We’re very well positioned with the markets we have to meet our clients’ ongoing needs.”

Alicia agrees.

“Sometimes, we have a conversation with a Realtor® who says that their client is having difficulty getting coverage. But we are there to make an extra phone call and talk with our carriers. We always try to make sure that we’re going above and beyond for clients to make sure that they have the best coverage for them. We have what we feel is a really good group of carriers and brokers that we’re able to work with to fulfill our clients’ needs.”

The sense of trust and that relationship built on mutual respect has been carefully honed through the decades ... in a way that honors every referral.

“When a Realtor® refers a client to us, they know we’re going to be here. If one of our clients likes working with a specific agent, and that agent is away from the office, our clients know that they can count on our team of people to step up and assist them, and give them that same level of care they’ve become accustomed to.”

That history of helping, at Rosier Insurance, has endured and thrived through time because of a deep sense of commitment to doing things the right way. As Alicia says with a smile, “We’re here for the folks we serve—before the storm, during the storm, and after the storm. We’re not going anywhere.”

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Bob Rosier, President



Agents Mike Rusk (left) and Glen Hollingsworth (right).



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JOSH MARZUCCO

SEEKING TO SERVE

Think about the real leaders you've known in your life.

What are some of the qualities that make them who they are? What are some of the tendencies that they demonstrate that help others?

One trait that you'll probably find in common among them is the willingness to serve.

A perfect example of that quality is Josh Marzucco, Broker and Owner of Marzucco Real Estate. No matter what his day brings, he is always looking for the next opportunity to help ... he has a tireless drive that keeps him seeking to serve.

Continuing a Family Tradition

For those who know Josh and his family, the example he lives as a leader is no surprise. He grew up with prime role models in his parents.

"My mom and dad are really great people," he smiles. "My dad is a tough, former army guy, but he would do anything in his power to help other people. And my mom has been the same way."

Family is at the center of who Josh is. And some of his best experience, that has prepared him for success as a real estate broker, has come from the times shared working in the family business.

"I own a sports bar with my dad that we've had for over 12 years now," Josh explains. "Along with owning the bar, my dad was buying houses. He has also done a lot of renovating, flipping, and building houses."



The Marzucco Real Estate Team
(From left: Ashley Janey, Anne Olinger, Rick Haas, Jess Morris, Josh Marzucco, DeShawn Robinson, Jorvi Noesi, Jesse Logan, Sarah Huffman, Andrey Doroshenko.)

Photo by Pure Fotografica

Taking a New Path

That experience with properties opened the door for Josh to enter real estate.

"As we were working on the properties, my dad suggested that I get my license. It just seemed like a natural thing, where we could do that side of things ourselves," Josh remembers.

In 2015, Josh earned his license and took his first steps in a new business.

"Not only did I use it to help our own business, but it really seemed to take off for me. I was born and raised in Naples, and my family's been here forever. Everyone knows our last name, either through the bar or one of my extended family members' businesses."

Elevating His Efforts

One thing led to another, and Josh took another step.

"I kept getting busier and busier, and about two and a half years ago, I thought I could start my own brokerage," he recalls. "I did it. And now we have just under 60 agents."

While he works hard and tirelessly, Josh also brings a genuine sense of gratitude to everything he does.

"I was very blessed with my transition into the business ... blessed and very lucky is the best way to put it," he emphasizes. "I think that by being in the bar, and just being around people and talking with people constantly, I was able to become better at sales organically."

Paying Forward and Giving Back

Another blessing Josh is thankful for are the people who helped him break into real estate when he decided to make the transition a few years ago.

"April Keating, with MVP Realty, was my mentor. I shadowed her, and she really helped me get going," he says. "Real estate classes help you get what you need to get the license, but they don't really teach that much about real estate day to day, how to do the business, and

how to treat it like a business. April is the one who taught me that."

It's a lesson Josh likes to carry on.

"That's a passion for me. I love teaching and mentoring other agents — helping other people the way that April helped me," Josh explains. "There are some tips I like to help others learn. One of the things I thrive on is going to the listing appointments with the agents. I really thrive on that pressure — to be pounded with questions and to be put on the spot in those situations."

Each day starts before sunrise. Josh is out of bed at 4:45 a.m. After 45 minutes of cardio, fueled by one of his favorite podcasts, he gets his day started.

Josh is a single dad, and his girls are at the core of his being. He enjoys taking 9-year-old Caydence and 12-year-

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old Cassidy to school. At the end of the day, he's there to pick them up. He also thrives on being there to enjoy their activities, including soccer, tennis and more.

Josh and his daughters are members of St. Agnes Church; and Josh enjoys having the opportunity to give back through his membership in Knights of Columbus and the group's mission to make a far-reaching difference in the community.

"Success, for me, is having a happy, healthy family. You can work, work, work, and you can make all the money in the world, but it doesn't matter if you don't have time to be with your family. I'm blessed with my family, and I try to spend as much time as I can with them, including my brother and sister, my nieces and nephews, and my parents."

Leading by Giving

That family spirit extends to Josh's team members as well.

"I'm going non-stop from 5 a.m. to midnight each day. Along the way, I answer my phone or text back, no matter what. You can always get a hold of me with questions," he says. "I try to be as responsive as possible for my team members and clients. I want to be here to help in any way I can. I think that's one thing I'm really proud to be able to offer when I recruit agents."

Not everything goes as planned in life and business. But when situations need a helping hand, Josh steps forward to help.

"I love what I do. And in those moments, I want that pressure. I thrive on it," he says with a smile. "I feel a lot of loyalty to people. I try to go above and beyond. It's important to me that I stick to my word. If I say I'm going to do something, I don't stop until I do it for them."

For Josh Marzucco, that's the way of life — the spirit of seeking to serve that makes a difference for others.



Josh with daughters, Caydence (left) and Cassidy (right), and his dog Lucca.

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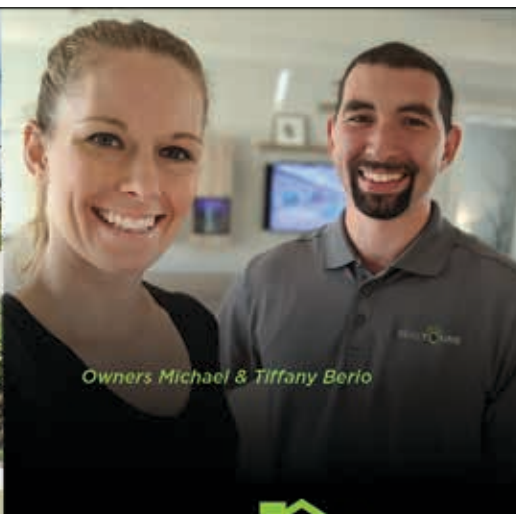




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MIKE & WENDY McCARTY

► cover story

By Dave Danielson
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EXCELLENCE
BY EXAMPLE



The McCartys moved to Florida to enjoy the blue skies, daily sunshine, and year-round tropical temperatures

Tony Robbins is one of the world's motivational masters who has helped millions of people tap into their potential.

As he is often heard to say, "Success leaves clues."

With that in mind, those wanting to build a long-term successful career in real estate can pick up an endless string of clues from Mike and Wendy McCarty.

Mike got his start in the business 32 years ago and Wendy joined him 12 years later. As husband and wife, leaders of The McCarty Group, and REALTORS® with Keller Williams Realty, Mike and Wendy set themselves apart each day with a warm, genuine blend of skill, experience, persistence, and down-to-earth excellence.

Pursuing Possibilities

As a boy growing up in Michigan, one of the possible careers that was definitely within view was in real estate. But it wasn't necessarily a view Mike was sure he wanted to see through.

"When I was 10 years old, my mother became a real estate broker," Mike recalls. "I grew up in the industry, and when I was a kid, I doubted that I'd ever get into the business. It's all I remember hearing my parents talk about when I was young. My focus was in different directions, and I thought my mom's job was simply drinking coffee and talking on the phone."

By his junior year in college, Mike's mother recruited him.

"Mom said, 'You have a talent for this. I will train you.' She predicted what I would make financially in my first year in the business, and I was blown away when she was right; I even earned Rookie of the Year honors," he says with a smile. "I had the very best training for the first 10 years of my real estate career, which I attribute to working with her."

Eventually, Mike and Wendy decided to leave the beauty of Michigan for the sunny prospects of Southwest Florida.

"Right after 9/11, we thought about what we wanted to change in our lives for a better future for our family, and we decided that we really wanted our son to go to school in Florida. That's a big part of why we came here when we did," Wendy remembers. "At the time, Mike had built a strong business in Michigan, and his customers thought he was crazy to move. But I said you can do it."

Around that time, Wendy and Mike enjoyed a special date night. They attended a concert with the husband/wife country power couple Faith Hill and Tim McGraw. In the warm, intertwining harmonies they heard that night, another idea crossed Wendy's mind.

...

The McCartys at home with their miniature pinscher Grady.



As Wendy recalls, “I said to Mike, they are working together, and it’s definitely going very well for them. Why can’t we do that, too?”

Believing In Their Future

Mike and Wendy set about getting their Florida real estate licenses, moved to Marco Island, and started to transform their Florida vacation house into a family home. Soon, on a sunny day in their backyard, their new plan for real estate success was questioned head-on.

As Mike remembers, “It was our first week living here full-time. We owned a vacation home. I met our pool guy one day and let him know we’d be here year-round from then on. He asked if we were working. I told him about our real estate plans, and he said, ‘Good luck, because unless you have a lion’s share of the market,

you’ll never break in here.’ I walked inside, white as a sheet, and told Wendy what the man had to say. And she yelled, ‘Really, are you going to listen to that?’”

Of course, they didn’t listen to the naysayers and succeeded, by all measures, in spite of them — with some of their early sales being fueled by fellow Michigan natives who followed the McCartys south to the Sunshine State.

In the years since then, Wendy and Mike have built their joint venture into a remarkable set of results. They consistently produce in the top one percent of Keller Williams agents, and in 2019, finished the year with \$80 million in volume, number 2 in market share.

With sincerity and humility, they are quick to heap praise on their team members at The McCarty Group.



“We surround ourselves with only the best buyer’s agents and administrative staff,” Wendy smiles.

And Mike adds, “It means a lot to me that we have a close group, with longevity and loyalty. Our staff has been with us for 15 years.”

Priorities and Growth

Their son, Ryan, is a great source of pride for Mike and Wendy, as well. As planned, Ryan attended school on Marco Island, graduated from high school in Naples, and now attends the University of Colorado Boulder, as he pursues his degree in business.

The McCartys enjoy free time filled with a variety of active pursuits, including diving, deep-sea fishing, spearfishing, tennis, fitness classes, bicycling, and entertaining their customers and friends. As Wendy says, “We

moved here to enjoy the blue skies, daily sunshine, and year-round tropical temperatures, so this is the perfect place to work hard and play hard!”

They also have enjoyed taking part in a national real estate training, coaching, and mentoring organization for the past 20 years that has put them in touch with many of the most successful agents in North America. And the McCartys are big believers in the work of Anthony Robbins.

“Training is our success,” Mike says. “We just finished a six-day, 100-hour, full-immersion experience with Anthony.”

As Wendy says, “We have followed him for a long time. He definitely gives us a lot of jet fuel to do what we do.”

And what they do is make a lasting difference in the lives of the people they get to know and work with.

“One of the things that drives us is the success of the sale,” Mike emphasizes. “We’re motivated by

the sense of completion with sellers and buyers. It’s a great feeling seeing the enthusiasm of a new buyer or a seller ... being able to contribute to the success of their plans and have it go as stress-free as possible. We want it to be a calm, professional experience as we guide them through the process.”

Wendy agrees, saying, “For us, what we do is about integrity. We take it very personally. And the experience of working with the people we serve is remarkable. We learn something from everyone we work with. Our goal is to be their lifelong agent and, in the end, we are blessed with referrals from our customers and many new friends.”

In the process, Mike and Wendy help others achieve their dreams with a genuine brand of service ... excellence by example.



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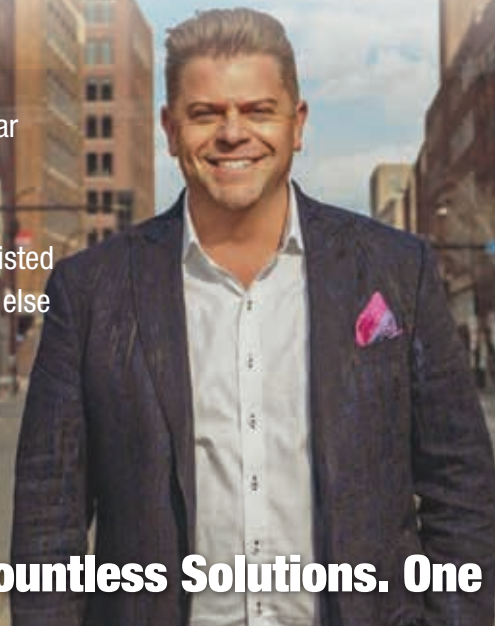
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