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Following the strategies of Realtors Rupert and Karen Irby as they try to make their mark in the upscale market in Naples.
BY JUSTIN PAPROCKI

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Cover photo courtesy of John Paul Buchanan.

RP

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at andrew.regenhard@realproducersmag.com

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►► publisher's note

HAPPY HOLIDAYS!

Dear Real Producers and valued Partners,

The holidays are a time for spending time with friends and family. I am grateful for the many blessings that have come my way this year and for the opportunity to be close to my mother at this time. It's been a very busy year, overall ... I hope you and yours are well and can take some time off to rest, relax, and recharge.

As 2020 comes to a close, we, at *SWFL Real Producers*, are wrapping up our first year in print. I am so grateful for all the wonderful people who I've met this year and who have made the success we've had possible — from the amazing agents we've featured to our special, preferred industry partners to our support staff and many others. There is a lot to be grateful for this holiday season.

We've also been fortunate enough to have been able to launch our in-person events, beginning with our big launch party at Cintron Custom Homes' awesome new, luxury construction property in Livingston Woods in early October and our *Real Men Wear Pink* party at Cavo Lounge for breast cancer awareness later that month (check out the photos from our "Hottie Pink Party" on pages 54 to 56). Nothing against Zoom meetings ... but we far prefer to see everyone in person, where true networking and socializing can happen and meaningful connections can be made. Get excited for another big event we've got planned for January!



I hope everyone has very happy and healthy holidays and is able to gather with loved ones for some much-needed love and laughter. See you all in the New Year! It's going to be a great one!



Very respectfully yours,

Andrew Regenhart

Owner/Publisher

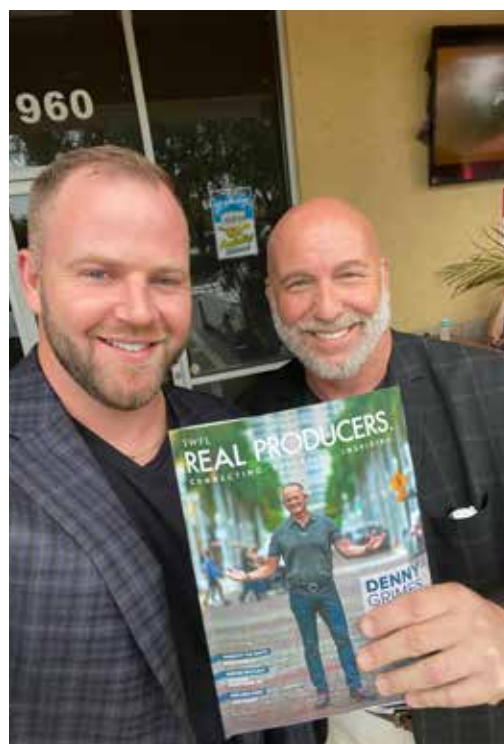
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REGAINING YOUR FOOTING

A PROCESS FOR POST-PANDEMIC GOALS

coach's corner 
By Wayne Salmans

For 2020, there are two prevalent mindsets in play: “This year is a bust” or “It’s time to shine.”

January 1, December 31, and every date in between are just ink on paper, not mandatory parameters for all your plans. You can set up goals any way you choose. Your 12-month goals could start today or on the first of the month.

And we are dealing with a pandemic, so this may not be the year to get overly attached to annual goals.

Don’t throw the baby (the year 2020) out with the bathwater (lockdown days). This year hasn’t gone according to plan for anyone, but your goals are about living a life that you are proud of. Just because a few months have been brutal doesn’t mean you can’t thrive in the next several.

This is your moment right now! Let the fog lift and decisively choose the direction you will go.

YOUR BUSINESS REBIRTH

Most of us had a beautiful puzzle picture put together for this year, and it got knocked off the table. In the process, we lost pieces, and some got banged up. Time to create your new picture.

Step One: Regroup

Take inventory of where you are.

- What are your numbers, year-to-date?
- What do your year-over-year numbers look like?
- Are your lead sources working or do you need to find new ones?
- Do you still have the right people around you or do you need to bring people in?
- Is what worked last year to produce going to work this year?

Step Two: Recraft

Create your new vision for the rest of this year.

- What will our lead sources be?
- What does our org chart need to look like?
- What will be our new weekly schedule?
- What do we need to take off the calendar and put on it?
- What is our new budget and projected profit?
- What new actions do we need to lean into?

Step Three: Rewrite

Take the time to sit down and rewrite down the pieces of your new vision.

- The new business plan for the rest of this year
- The new budget
- The new weekly schedule
- The new things you need to learn
- The goal boards
- The weekly and monthly must do’s
- The wins you’re looking forward to
- How proud you will be that you leaned in and what you got from doing it

Step Four: Re-engage

Take action on the decisions you made.

As you go through the weeks, there are three steps:

1. Evaluate weekly what is working and what is not working.
2. Make adjustments.
3. Take action. Repeat.

Lack of action kills more dreams than failure.

Get clear, take action, reflect, repeat.

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Wayne Salmans is an author, speaker, and business coach. In the past decade, he has coached and trained over 5,000 entrepreneurs, was awarded 30 under 30 by

REALTOR® Magazine, and is ranked one of the top coaches in the world. His passion is to help real estate business owners build, grow, and scale their businesses faster and with less bruises. www.TheHeroNation.com

About Wayne Salmans

Wayne Salmans’s mission is to empower people to be all they can be and to help them transform their lives fast.

He has dedicated his life to developing solutions and strategies that make a significant impact on the quality of people’s lives and businesses.

In the past decade, Wayne has coached and trained over 5,000 entrepreneurs. He was one of the top coaches for the number-one coaching company in the world, was ranked with the top 1 percent of REALTORS®, and voted one of “30 under 30 Top REALTORS®” in the nation by *REALTOR® Magazine*.

Wayne has been called the empowerment coach, the entrepreneur’s mentalist, the heart coach, an extreme results guy, and an epic life strategist. But at the end of the day, his favorite title is Dad.

When he is not writing, coaching, or speaking, you will find him rolling around on the floor playing Legos with his five kids and laughing with his beautiful wife.

Wayne’s passion is to empower people like you to actively engage and participate in their own transformation and success to Be Their Own Hero.

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featured agent

By Lindsey Wells
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Melnick

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Yochi Melnick was just 18 years old when she joined the Israeli Defense Forces and served for two years. Before going to college, Yochi spent a year traveling the world, later graduating with an Economics & Management degree. After college, she managed one of the most successful stage comedy shows in Tel Aviv, Israel. Fifteen years ago, Yochi decided to try her hand at real estate, where her sophistication and knowledge, coupled with her entrepreneurial mindset, set her on a path towards a successful career in the industry.

Yochi was born and raised in Israel, which offered her myriad adventures and certainly broadened her world perspective. Because national military service is mandatory for all Israeli citizens, Yochi joined the Israeli Army at 18 and voluntarily began training to be an artillery training commander, a rewarding but grueling four-month challenge for someone so young. “I had to go through very rigorous screening for mental and physical agility. It was almost like the SATs; a lot of it is calculations, so you had to have some math and physics background, as well as the physical stamina,” she says. “Our finishing class was the first in the western world to have female artillery training commanders in the command unit. Looking back, this experience shaped me as a person and human being. It was very humbling and empowering at the same time. Leading male soldiers had its challenges; however, we did earn their respect.”

After serving in the military, Yochi went to college and moved to Tel Aviv, the biggest city in Israel, nicknamed “Nonstop City” for its world-famous nightlife scene. “Tel Aviv is like if you take Miami and New York and make a hybrid out of it,” Yochi says. She worked in Tel Aviv’s entertainment industry at Orot Theatre, first as a receptionist before she worked her way up through the company’s ranks to become its production manager.

Yochi moved with her family from Israel to Naples in 1998 and began working as a sales and marketing manager for a high-tech company based out of Israel. Unfortunately, after the events of 9/11, the high-tech industry took a dive and Yochi was forced to rethink her career plans. She took a career evaluation assessment, the results of which were recommendations for different career paths that would best fit her



Yochi Melnick (center) credits team members, Jocelyn Lujen, Licensed Client Relations Manager (left), and Marian Cahill, Executive Assistant (right), as integral to her success.



“

I had never even thought of real estate as a career path before.

...

personality, skills, and interests. Interestingly enough, real estate was at the top of the list. “I had never even thought of real estate as a career path before,” Yochi says. “But, I thought, what better place than Naples to practice real estate? Why not start by getting my license and see how I like it? And the rest is history.”

An agent with Coldwell Banker Global Luxury, Yochi is passionate about providing her clients with a positive experience, from beginning to end. “We strive to deliver on our promise and provide our clients with the best experience during the transaction and beyond. We want our clients to have the Ritz-Carlton experience of real estate,” she says. “Both Ritz and Holiday Inn are hotels, but each one provides a different experience.” Yochi spends zero marketing dollars on self-promotion; the majority of her business comes from referrals from great clients that had a great experience. “We make sure that our clients are provided with a professional, seamless, stress-free, and effortless process.”

Yochi said she enjoys that every real estate transaction tells a different story. It requires attention to detail, with the ability to see the big picture. “I am lucky to have great team members who are superb at providing our clients with the best experience possible. Jocelyn and Marian know how to juggle between doing our job as professionals and providing that excellent service that often requires us to be more than just real estate professionals. They are an integral part of our success and have acute awareness

of professionalism coupled with great customer experience,” Yochi said.

With seemingly endless energy, Yochi approaches each new day with anticipation and a commitment to being present for those in her life. When she isn’t working, her biggest passion is spending time with her family and children. She comes from a large and loving family and has two grown boys. Her oldest son, Jack, is working and living in New York. Her youngest son, Eli, is in his third year in college.

Yochi is an avid outdoors person and enjoys running, cycling, and swimming. She also enjoys reading and practicing yoga and is an avid traveler, often traveling with family. Last summer was spent in Israel and Portugal. The year before that, they did a trip to Europe, where part of the trip was spent hiking in the Swiss Alps in Mürren, a mountain village in Switzerland accessible only by train. “My boys, who first didn’t appreciate not having internet connection most days, later on appreciated the ability to disconnect and just be in nature,” Yochi says. At the time of this writing in October, Yochi is preparing to travel to the Grand Canyon with her boyfriend for a 17-mile hike. They plan to hike from the top of the South Rim to the Colorado River at the bottom of the Grand Canyon, then back up, all in one day.

Whether she is heading out on her next big adventure or negotiating a deal for a client, one thing is certain about Yochi Melnick: she’s going to put her whole heart into it, and she’s going to have fun while doing it.

“

I thought, what better place than Naples to practice real estate? Why not start by getting my license and see how I like it? And the rest is history.



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interest rate on a loan, the payment would be approximately \$3,440 per month. After subtracting the mortgage from the rental income, you would net \$560 per month or \$6,720 per year. That's a lot of capital and risk for the return, and doesn't take into account the hassle of being a landlord.

Maybe it is a distressed bargain that you want to fix up and flip. Let's say you could buy it for \$650,000, put \$75,000 into it and flip it at full market for \$800,000. So you'd have to come up with \$70,000 for a down payment and closing costs, \$75,000 to fix it up, and let's say \$5,000 for carry costs. That totals \$150,000. So on your investment, you'd make \$65,000 or an ROI just shy of 44%. Way better than the 6% example. But what if there was a much better investment?

How about investing in your business? That could be any number of possibilities, but let's look at investing in dominating a farm of 1,000 upscale homes. To be conservative, let's use a \$400,000 average sales price for our example, which is not very 'upscale' by Southwest Florida standards. Although most agents agree homes sell more frequently in Florida, NAR says homes sell once every 10 years, which we'll use for our calculations. That means a farm of 1,000 homes should yield 100 listings per year. If you could just capture 20% of those listings at a 3% commission and a 75% split, that farm would yield you \$180,000 in listing commissions alone.

And that doesn't take into account any buyer-side commissions. Everyone agrees that sellers generally buy another home, so unless they are leaving the area, a good percentage of them should turn into buyers. And with more listings in your farm, you'll have more signs, more people at open houses (when they come back), and a lot more buyers from the internet, as we discussed in last month's article.

Besides having a much larger upside, savvy agents are dominating a farm area of 1,000 homes for \$15,000 or less! That's an ROI of 1,200% or more!

As incredible as this sounds, it's happening every day for top producers who understand—the best investment in real estate is their business.

By Tony Spano, a real estate marketer who works with REALTORS® to grow their businesses.



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Now mostly retired, Tom and Judy Hadinger's daughter, Susan Hadinger, the company's CEO, began working for Hadinger Flooring 10 years ago. As a locally owned family business, Hadinger Flooring and the staff pride themselves on offering quality products and honest, dependable craftsmanship. Several staff members have been with the company for many years and provide decades of knowledge and experience in the industry.

Hadinger Flooring provides and installs an especially wide variety of carpet, hardwood, natural stone, laminate, porcelain and ceramic tile, and luxury vinyl tile, not to mention its stock of cabinetry and inventory of over 8,000 area rugs. Susan said that their waterproof, luxury vinyl plank flooring has been a hot commodity for the past five to six years. However, she adds, since the



Daughter of founders Tom and Judy Hadinger, CEO Susan Hadinger began working for Hadinger Flooring 10 years ago.

HADINGER FLOORING

Serving the Naples Community Since 1976

» partner spotlight

By **Lindsey Wells**
Photos by **Sandy Windham**

It doesn't take much more than stepping through the front door at Hadinger Flooring to see a clear demonstration of why their products, close-knit team, and expansive showroom are just part of the reason why the company has been such a popular choice among Naples' residents and builders for almost 50 years.

To fully understand how Hadinger Flooring became a staple in the Naples community, one must go back to the 1960s, when Tom Hadinger lived in Wisconsin and worked in his father's jewelry store. A need for new carpet in the store led Tom to begin dabbling in carpet sales, then flooring ... and the rest is history. After many years of visiting Naples seasonally while maintaining his main residence in Wisconsin, Tom traded in the Badger State for the Sunshine State and opened Hadinger Flooring in Naples in 1976.

COVID-19 pandemic hit in early 2020, a new trend has surfaced. "It seems like the newest trend is going to lean towards nature and all things natural," she says. "Kind of like bringing the outdoors inside — very calm and serene."

...



Hadinger Flooring boasts a wide variety of flooring, along with an inventory of cabinetry and over 8,000 area rugs.



To learn more, call Hadinger Flooring at (239) 566-7100, visit them online at HadingerFlooring.com, or stop by the showroom, Monday through Saturday, at 6401 Airport-Pulling Rd North in Naples.



“

We are extremely focused on customer service, and we have the best salespeople in the business. They're very tenured, very knowledgeable, very good at design and helping customers navigate their needs.

...

The award-winning company's growth over the years certainly shows its dedication to its ever-growing customer base. With almost 50 employees and a rock-solid industry reputation, Hadinger Flooring lives up to its tagline, "A Family Name You Can Trust," daily. "We are extremely focused on customer service, and we have the best salespeople in the business. They're very tenured, very knowledgeable, very good at design and helping customers navigate their needs," Susan says. "There is a lot to consider when you're redoing your floors, and our people are really able to help customers with all aspects. They do it from start to finish, picking the flooring out, all the way to the installation."

The fact that the staff at Hadinger Flooring are more like one big family doesn't hurt, either. How many company CEOs do you know who actually enjoy getting up every day to spend time with the people they work with? Happy employees ensure happy customers, and there is no shortage of happiness here.

Giving back to the local community is a big focus for this company. While the past year has looked different due to COVID-19, under normal circumstances, Hadinger Flooring hosts an annual golf tournament to raise funds for local charities. This year, they are donating to Golden

PAWS, an organization that promotes independence for combat-wounded veterans and children with life-changing disabilities through partnerships with skilled assistance dogs. Hadinger Flooring has also donated area rugs to local teachers for over a decade. "We like to support the community however we can," Susan says.

"Taking care of our customers and being the best at helping people find the right flooring is what we strive for every day," she says. "We're a family business, and we love for our customers to refer us and come back. We want everybody to be happy with their homes, and that's the bottom line."



Sandy Windham

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ADAM RUUD

UNDENIABLE DRIVE

By Dave Danielson • Photos by Sandy Windham Photography



Adam Ruud with his wife, Christina, and their children, Adalina, Grayson, and Landon.

Each of us has our sights set on something we're striving for. Clients are the same way. They have saved, hoped, and dreamt of the moments you help them achieve each day.

One of those who knows as well as anyone what it takes to achieve positive results is Adam Ruud.

As a Managing Broker with Domain Realty, Adam draws on his undeniable drive to help others reach their goals.

All-American Spirit

Adam grew up in Hanover Park, on the Northwest side of Chicago.

"I had the city experience of living in the Chicago area, and I also spent a lot of time at my cousin's farm in Northern Wisconsin," Adam recalls. "So, it was really the best of both worlds."

As he grew, so did Adam's love for and talents within the game of

soccer — with a standout career at Glenbard North High School, followed by an equally bright collegiate career at Loyola University and UNC Charlotte. He even entered the pro ranks beyond college, playing at the semi-pro and professional levels for three and a half years.

Adam was a collegiate All-American, was a USL Rookie of the Year Finalist, and was a member of the 2008 USL National Champions. One memory that stays with him is the last professional goal he scored.

"It was on my 25th birthday in Richmond, Virginia, in overtime for the USL Semi-Final, where I hit the game-winner from about 30 yards out," he smiles. "It was an electric moment and a feeling that no amount of money can ever buy!"

Intentional Impact

That level of achievement doesn't

happen by accident. It requires a special spark inside.

"I pride myself on having a relentless work ethic, with the burning desire to constantly improve, and really just to become the best version of myself that I possibly can," Adam says.

By 2008, Adam's playing days were coming to a close, and he looked ahead to his next steps in life. He and his wife (then girlfriend), Christina, made plans to move to Florida. It proved to be a pivotal move.

As Adam remembers, "Around that time, I was talking with a friend of a friend, who was in real estate, himself. He told me that he thought I would be good at it. In fact, he said, 'I'll pay for you to get your license. You should try it. What do you have to lose?'"

Creating Opportunities

Adam took the chance, got his



A former collegiate soccer player at Loyola and UNC Charlotte, and later semi-pro and pro, Adam now enjoys coaching his sons.

license, and stepped onto a new field — as a REALTOR®.

It didn't take him long to put himself in a position to reach his goals — selling a \$1.1 million house in his first month in the industry.

"In hindsight, I can say that a big part of that was me being in the right place at the right time," Adam humbly offers. Yet, as is often the case for those who have a hunger to grow, Adam put himself in that position with his head-first, all-in mentality.

For the first nine years of his career, Adam continued growing and achieving as a Realtor, consistently ranking as a top producer. Today, he

has a passion for the work he does as a non-competing Broker. Through time, he has been an integral force in growing Domain Realty. And there are many signs of success.

"Domain Realty started with a few of us in 2009, and now it has taken steps to become a growing, evolving brokerage," he says.

Standout Team

Today, Domain Realty is a 100-percent company, with 200 agents representing offices in North Naples, Bonita Springs, and Fort Myers.

The results Domain Realty helps its clients reach are astounding. This year, the brokerage is on pace to

complete nearly 1,300 transactions, representing over \$425 million in sales volume — building on its remarkable 2019, which included nearly 1,160 deals and \$385 million in volume. In the process, Domain Realty is home to the number two ranked team in Florida, and number 23 in the U.S. by REAL Trends.

Adam enjoys the chance to coach and mentor others.

"I have a real passion for working with agents and taking everything I've learned in my 11 years to help empower others. It means a lot to me when I see other agents become successful and am able to help them take their business to the next level," he smiles.



I pride myself on having a relentless work ethic, with the burning desire to constantly improve, and really just to become the best version of myself that I possibly can.

Life's Gifts

Family is at the heart of Adam's world. He and Christina (who are high school sweethearts) cherish time spent with their three children — their 7-year-old daughter, Adalina, their 5-year-old son, Grayson, and their 3-year-old son, Landon.

Away from work, Adam does his best to lead a balanced life.

"A big highlight for me is spending time with my family in a variety of ways, including being together out on the water boating. We also play a lot of soccer together, and I coach both my boys. It's a great opportunity to spend more time with my kids and to be able to teach them and the other kids, and pay forward the same kind of experience I had," he says. "Travel is also something we look forward to when we're able to do it. One of my favorite things is spending time snowmobiling during the winter in Northern Wisconsin, and we also have some pretty intense games of cribbage on those trips."

Adam is very involved in giving back to the industry he loves, serving in current and past leadership roles and committee positions.

Supporting Success

Those who get to know Adam quickly benefit from his positive energy and his natural leadership. He sees the parallels between soccer and his work in real estate.

"The team aspect of what we do is very important to me. I feel thankful for the foundation I had in athletics and the fundamentals of character that sports gives to people — things like communication, hard work, and dealing with adversity — the ability to get knocked down and then get back up and keep going,"

“

Domain Realty started with a few of us in 2009, and now it has taken steps to become a growing, evolving brokerage.

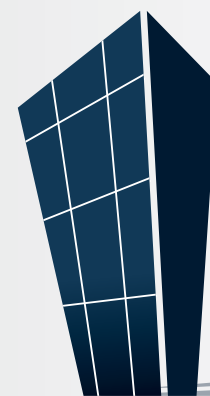
Adam emphasizes. “As I’m working in my professional career, those things have helped me push myself on a daily basis and hold myself to a higher standard.”

While he enjoys supporting the members of his brokerage, Adam also has deep gratitude for all he receives.

“For me, it goes back to the team aspect. I live by the idea that iron sharpens iron. When you interact with others who are passionate about what they do and driven, it helps everyone. There are always ways to grow and improve, and keeping that mentality is what keeps us hungry every day.”

It’s the same spirit and undeniable drive he shares with others.

“I think success is about showing up every day and being willing to try, fail, learn, and grow. We sometimes can be afraid of failure and judgment, to the point we get stuck not doing anything at all,” he says. “But we all have greatness within us. Taking those chances and growing is so much more gratifying than standing on the sideline.”



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Jess Morris

MADE FOR THIS

By Dave Danielson | Photos by LaCasaTour



“
**I WAS RAISED
THAT YOU
DON'T DO
WHAT YOU
DO FOR THE
MONEY.**”



Jess Morris bought property at 12 years old and her first house at 17.

There are some people in this world who seem perfectly suited to what they do perfectly. One who fits that description is Jess Morris.

As a real estate agent with Marzucco Real Estate, Jess is definitely made for this career.

Signs of the Future

Hints of things to come were easy to see early on in her life.

“I grew up in Florida, and my parents owned a mining company — extracting lime rock for driveways, as well as sand for beaches and house foundations,” Jess remembers. “In the process, my dad had bought a 500-acre orange grove for the mining company.”

Even though she was only 10 years old at the time, Jess definitely took notice of that transaction.

“I remember that I was super jealous that they had all this land,” she smiles with the memory. “I wanted to have my own property and land.”

Determination in Action

It would be natural to think that the musings of a 10-year-old might be here today and gone tomorrow. But that wasn't the case with this young person. Instead, the world got an early look at Jess' determination.

“I raised and sold 4-H animals. I saved up enough money to buy some property when I was 12 years old. That's how I started in real estate,” Jess remembers. And that was only the beginning.

“When I turned 17, I bought my first house, though I wasn't old enough to officially have my name on the property,” Jess remembers. “In high school, that was my job ... collecting rent. That was my spending money in high school.”

Jess came of age, and after school, she grew her rental company and got her real estate license.

As you might guess by now, Jess doesn't wait for the will of the world to set good fortune in her



...

lap. No, she envisions things — then makes them happen with forethought and follow-through. A powerful case in point came right after she earned her real estate license.

“I already had jobs lined up with houses and buyers before I had my license. So when I got my license, I had a list of people and my pipeline was started,” she smiles. “My first sale in the business came from one of my renters. They had said they were tired of renting, but they wanted me to help them find their home. It was definitely a win-win.”

Her passion for her work is clear as day.

“One of the greatest feelings I get in this business is when I walk into a home with buyers and I can read on their face that they think this is the one for them,” Jess emphasizes. “I absolutely love that, and it makes my heart overflow with joy.”

After just three years as a real estate agent, Jess helps a large number of families each year. In fact, at the beginning of 2020, she set a lofty goal of wanting to serve 50 families. So far, she already has recorded 51 closings — and counting — with more than \$15 million in sales volume, not to mention what she has amassed through her work with new-build projects.

Results Run Deep

The results run deeper than dollars.

“I was raised that you don’t do what you do for the money,” she says. “I’ve



applied that to real estate. I do this for the goal of seeing how many families I could help.”

Family is at the center of Jess’ world, including her husband of 10 years, Murray Morris, and their two children — daughter Chadley Marie and son Colt James.

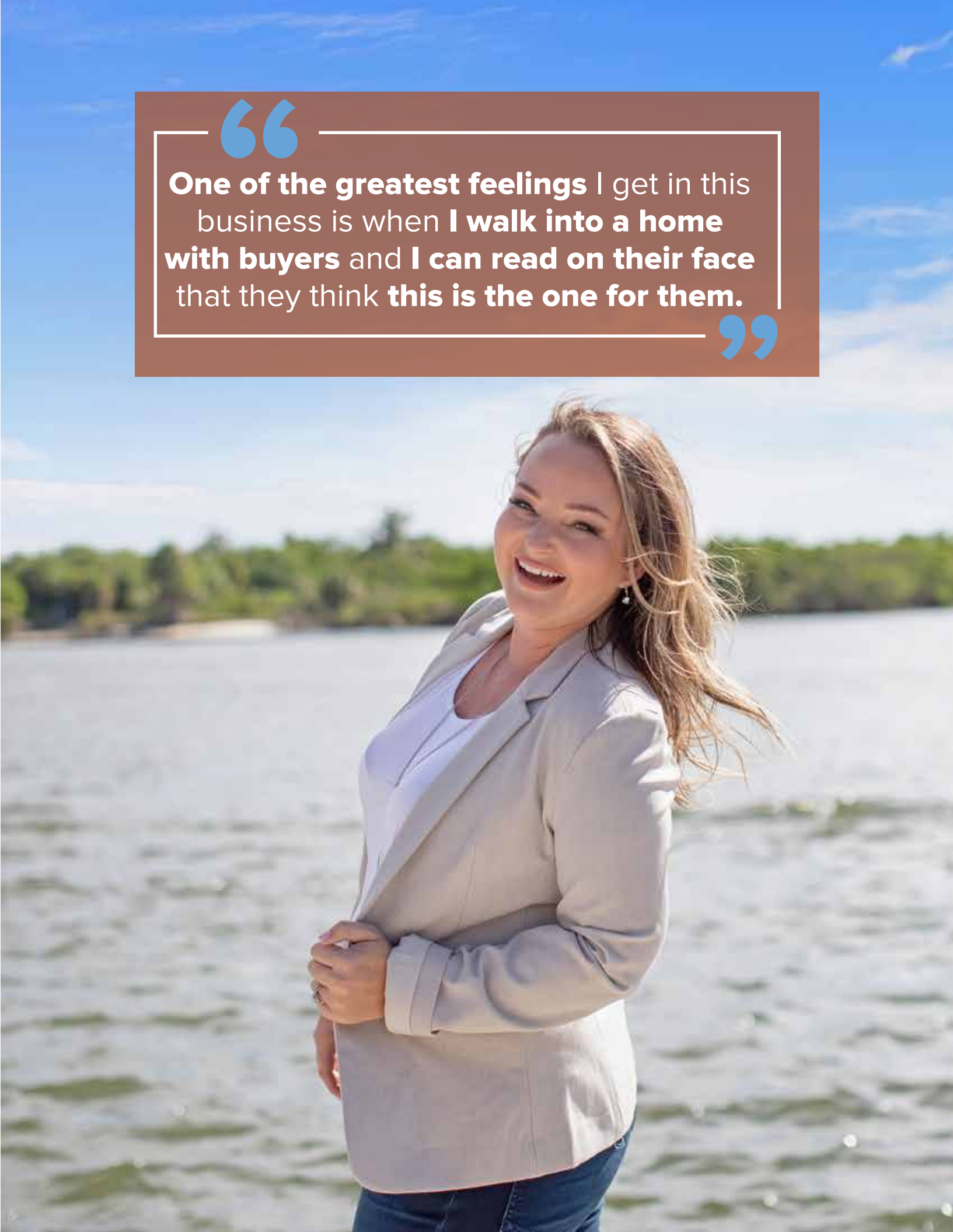
In her free time, Jess has fun doing a variety of things. The main ingredient she likes is anything that involves spending time with her family. Together, they like spending time in their backyard pool, exploring their land near Immokalee by swamp buggies, and doing just about anything outside.

Jess has certainly made her mark early during her career in the industry. At the same time, she has advice for others trying to find their own paths in the business.

“When I talk with people who are starting in real estate, I remind them that relationships are huge. If you have a sport or a hobby or anything where you can connect with people, that helps you build relationships and trust,” she says. “Also, social media is huge for me. I will post something about my family and then the next post is about work and family and work. I don’t want to drown people with work. They get to see me and get to know me ... and that’s another great way to build trust. And another key component of success I remind people about is the importance of answering their phone.”

When you talk with Jess, the heart she has for serving others comes through. “I just love people,” she smiles.

Clearly, Jess Morris was made for this.



“One of the greatest feelings I get in this business is when I walk into a home with buyers and I can read on their face that they think this is the one for them.”

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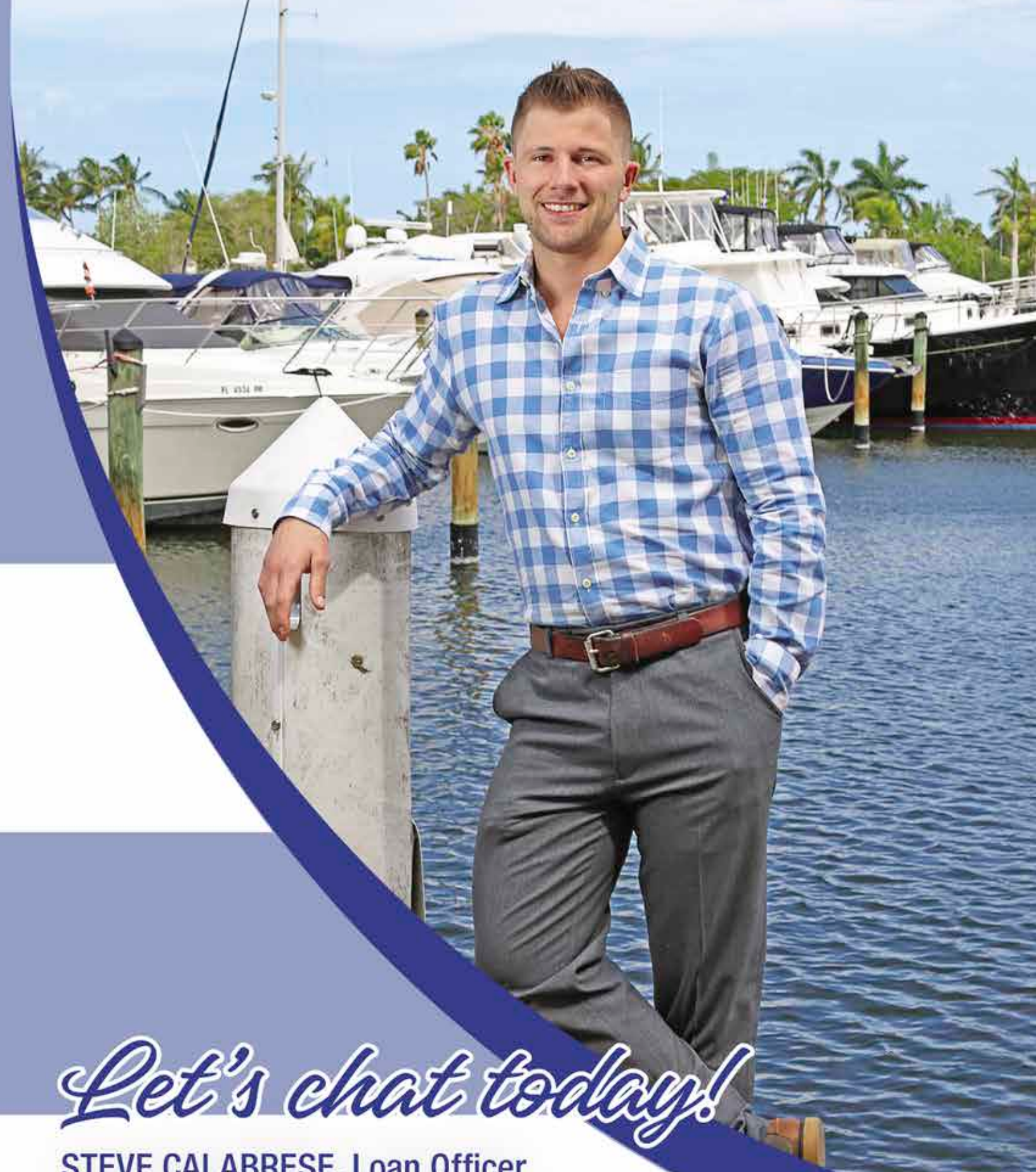


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STAN & SCOTT WHITCOMB

A Winning Combination

By Lindsey Wells | Photos by John Paul Buchanan

...

When it comes to both real estate and family, you’d be hard-pressed to find anyone who knows or appreciates either as much as Stan and Scott Whitcomb, two brothers who lead The Whitcomb Group of Premiere Plus Realty Co. While Stan and Scott ultimately chose to make real estate their careers, their paths — while intertwined — were their own.

Naples Grown

Before real estate was even a blip on their radar, Stan and Scott, 18 months apart in age, were just two Florida boys who enjoyed the outdoors and never slowed down for a second. Their childhood, growing up in Naples, instilled in them a love for the water, especially for Stan. “I grew up on a boat, literally every day,” he says. “I was driving a boat before I was driving a car.” Stan and Scott can remember waterskiing from their home to Marcos Island and all up and down the coast when they were kids.

The brothers have always been sports enthusiasts. Growing up playing football at Naples High School, Stan remembers playing against Deion Sanders, a Fort Myers native who went on to play football in the NFL for 14 seasons. Stan went on to play college football and even won a national championship in 1988.

At the age of 13, Scott developed a passion for cycling and is still an avid

cyclist today. “Cycling was the one thing I could do that Stan didn’t do better than me, so that was my sport,” Scott says, laughing. Bicycle racing has taken Scott all over the country and overseas to Europe. He has even raced alongside Lance Armstrong. “I did that for a stint before I started the real estate business,” he adds. “Now, I just ride all over Naples.” Riding anywhere between 30 to 60 miles per day, Scott uses cycling as a way to see Naples in a different light and stay up-to-date with how the town is growing.

A Family Affair

Stan and Scott’s father was a real estate developer and builder in Naples, which is perhaps what first piqued the brothers’ interest in the industry. After graduating from college, Stan went to work in the advertising business while Scott jumped into commercial real estate and eventually moved over to the



“Every person is a little bit different, their memberships are all a little bit different, so it’s important that people work with a REALTOR® who understands what those nuances are.”

residential side. After 10 years in advertising, Stan, too, made the switch to real estate. The brothers became a force to be reckoned with in the local market when they merged their talents to create The Whitcomb Group. Scott, with his knowledge of construction and general real estate, and Stan, with his phenomenal marketing and people skills, bring an impressive, combined 45 years of real estate experience to the table.

It’s been over two decades now, and Stan and Scott still enjoy the thrill they get from helping clients. Their unique approach to real estate has gained them clients from all over the country, and they feel honored to help their clients experience Naples in its fullest capacity. Stan’s social and marketing skills come into play on the front end of the REALTOR®/client relationship, while Scott uses his knowledge of the neighborhoods to place the client in an area that fits their needs and long-term goals.



Stan Whitcomb



Scott Whitcomb

...

“We’re more like real estate consultants and advisors than we are salespeople. It’s not about us; it’s about the clients. Their success is our success,” Scott says. Stan and Scott especially enjoy the complexity of working with properties in golf course communities. “Every person is a little bit different, their memberships are all a little bit different, so it’s important that people work with a Realtor who understands what those nuances are. Before they come in and pick a Realtor, they should quiz that Realtor on what they know about the communities.”

Stan adds, “We first like to sit down with them and do an assessment to find out what is really important to them. Many people just go out and show property; for us, it’s more scientific, more consultative than anything else. We have to sit down and really understand what their core needs are.”

Outside of work, Stan and Scott can usually be found spending time with family or entertaining friends or clients on any given weekend night. “I’m usually shuffling kids around,” Scott says jokingly. Scott and his wife, Kim, just celebrated their 16th wedding anniversary. They have three children, Trevor, 14, a musician; Logan, 13, a hockey player and musician; and Caitlin, 12, who does performing arts. Stan considers himself to be the crazy uncle. Social butterfly that he is, his weekends are usually spent outside the home networking, entertaining, or attending fundraising events.



“We’re more like real estate consultants and advisors than we are salespeople. It’s not about us; it’s about the clients.”



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REAL MEN WEAR PINK

HOTTIE PINK PARTY

October 21, 2020

► special events

Photos by CorraFilm

On October 21st, *SWFL Real Producers* and Patrick Dearborn, of John R. Wood Properties, co-hosted a *Real Men Wear Pink* “Hottie Pink Party” at Cavo Lounge to raise awareness for breast cancer and raise money to support the American Cancer Society.

Thank you to our amazing co-host, **Patrick Dearborn**, and to everyone who came out to support the cause. A big thank you to **Crystal McNamer**, manager of **Cavo Lounge**, who helped us put it all together. And thank you to **Salt + Light Media Group** for the media support and **CorraFilm** for the awesome photos and video! With a special appearance by singer **Mattie Jollie**, we all had a blast!

For more information on *SWFL Real Producers* events, please email kim.curry@realproducersmag.com.



From left to right: Andrew Regenhard, Co-Host & Owner/Publisher of *SWFL Real Producers*; Crystal McNamer, Assistant General Manager & Events Manager, Cavo Lounge; Patrick Dearborn, Co-Host & REALTOR®/Team Leader of the Patrick Dearborn Team at John R. Wood Properties.

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End-of-Year TAX CHECKLIST

for Small Business

By **Shauna Osborne**



As a small-business owner, the holiday season is most likely one of your busiest times of the year, and taxes are probably the last matter you have (or want!) on your mind. However, the year’s end is an essential time to address several financial tasks to ensure your taxes are in order and that you’re starting the new year strong!

Update employee and payroll records.
Now is a good time to do a careful audit of the human resources-type information you have for your employees, including addresses, phone numbers, payroll information, passwords, and systems access.

Review your company website.
Establishing a company website shouldn’t be a “once and done” notion. Take time to revisit your website, ensuring content and design elements are fresh and relevant to current and potential customers.

Get the books in order.
What better time to step back and take a look at the big picture? Running a small business, especially in a personally and professionally demanding year like this one, can make it easy to get caught up in the daily details. Run and evaluate major financial reports, such as a profit and loss statement (P&L), balance sheet, and detailed cash flow report. Check in with your financial advisor or accountant about any questions or concerns you have; if you think changes may be in order, investigate different tax strategies together. Turn over relevant documents to your tax preparer (or make plans to settle them yourself).

Review this year’s goals, and set new ones.
Once you have a clear snapshot of where your business is currently, you can take a look at the goals you set for yourself in your planning documents last year and analyze your progress. Did the business accomplish what you envisioned this year? Why or why not? Consider whether you are currently on track with your long-term goals or need to adjust.

From there, you can use what you learned to set new goals for the coming year. Your business goals should be challenging, relevant, actionable, consistent, and achievable. Focus on selecting goals that line up with your broader, long-term business objectives. *Remember, businesses that fail to plan plan to fail!* Don’t forget your small business housekeeping this holiday season — and get your business in good shape for the new year.



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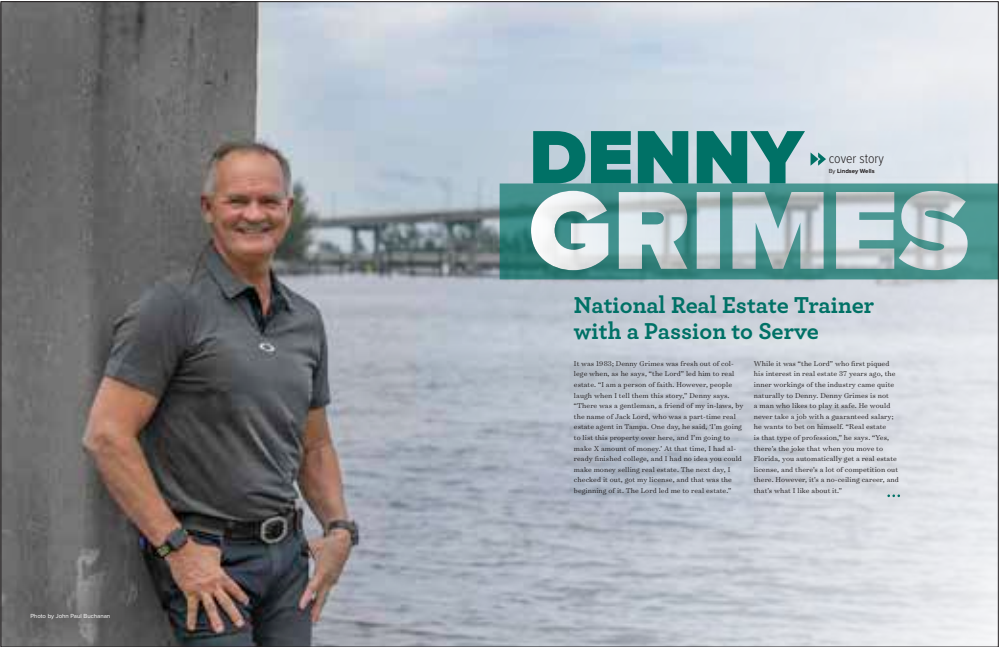
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