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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

can't wait to have the everyday things back that i once took for granted.

Due to COVID-19 and practicing safe social distancing, I just miss simple social interactions, like grabbing a cup of coffee, going out to dinner, enjoying a cookout with friends. Even mundane things, like getting a haircut, feel like a luxury now.

Within my family, we have been missing the interaction with my father even more. He had a birthday last month, and with Father's Day approaching, we wish we could be with him. He is in a memory care facility, and since the residents are at higher risk of getting infections, no visitors are allowed. Mentally, it has been challenging, and we are excited for the day we can see him again face-to-face.

Before COVID-19, my typical week would consist of meetings with REALTORS® and business partners for coffee or lunch, as well as meeting friends for happy hour or boat outings. While we have gotten creative with Zoom mastermind meetings and virtual happy hours, it's not the same as meeting in-person, and I am really looking forward to getting back to my old routines.

With gyms closed, we have all had to reinvent our workout routines to keep ourselves healthy and sane! For me, it has been a few dumbbells and kettlebells on the lanai, but it's definitely not the same. It is great to see how instructors have gotten creative by bringing so many of their workout routines to virtual platforms online, but I miss my sweaty, smelly friends at the gym.



My heart goes out to the millions of people who have lost their jobs due to COVID-19. The service industry has been one of the hardest hit, particularly food service and hospitality. It's so great to see local business owners team up to help one another during this tough time. We have even seen different partners within *SWFL Real Producers* work together to support one another! We are truly blessed to have the amazing partners we do!

Wishing you all a happy Father's Day! I'm looking forward to seeing you in-person at our big launch party, now projected for sometime in June or early July. We'll be in touch!

Very respectfully,

Andrew Regenhard

Owner/Publisher

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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 "FAQs 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!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in SWFL MLS. We pulled the MLS numbers (by volume) from Jan. 1–Dec. 31, 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 agents, affiliates, brokers, owners, or even yourself! Office leaders can also nominate agents. 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

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.

MEET THE COMMUNITY

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We bring together the most influential agents and business partners in the real estate sector every quarter to network and socialize together. The best of the best together in one room – learning, masterminding, and just taking a break and having some fun together. Plan to join us at the brand new Seaside Bar and Grill in Bonita Springs for an evening of cocktails, hors d'oeuvres, and raffles every half hour.

Be on the lookout for our texts and your exclusive invitation by email soon. We look forward to seeing you at the launch party!



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For more information or questions about *SWFL Real Producers* events, email Andrew Regenhard at andrew.regenhard@realproducersmag.com.

RENEE HAHN

P U R S U I N G H E R P O T E N T I A L

By Dave Danielson
Photography by LaCasaTour

“I’ve always believed that if you do the right things, live right, and work hard, you can beat the odds, help other people, and experience a greater level of success.”



Renee Hahn with husband, Tom, and daughters, Paige (left) and Madison (right).

Each of us has a bright future ahead of us in life. The thing is finding our way forward — in a direction that feels right for us — and then taking action and achieving the life we were meant for.

That’s the way Renee Hahn sees the world. Today, Renee is a Real Estate Expert with William Raveis Real Estate. She’s also this month’s Rising Star.

Throughout her life, Renee has demonstrated a rare drive, persistence, and capacity to help others by pursuing her potential.

EARLY STEPS AHEAD

Renee’s spirit and path in life have been strong since she was a little girl.

“I come from incredibly modest beginnings,” Renee recalls. “My mom

was a single mother, and she sacrificed and worked very hard to provide for me and my brother.”

Renee did, too. She put herself through college at Michigan State University, on the way to earning both her undergrad and master’s degrees.

While in school, Renee became an unwed, expectant mother. She continued working, studying, riding the city bus to get groceries between classes — and even taking time and energy to help others, as a volunteer working with young, high school mothers.

“I’ve always been really passionate about breaking stereotypes,” Renee emphasizes. “It’s so easy to fall into the path that the world expects for you, based on your current situation. And there are a lot of people who accept what their life is like. It’s hard work, but I feel really deeply that those expectations don’t have to be where the story ends.”

LIFE’S CROSSROADS

After her education was complete, Renee embarked on a successful, 15-year corporate career with GE, with the last half of that time spent as a senior executive with the organization.

“I loved the experience with GE. I had a chance to work with great people and do a lot of different things, and, as a part of that, I worked in a long list of different geographical areas,” Renee says.

Yet, there were trade-offs and decisions to be made.

“Even though I loved my corporate career, the fast track was taking a toll on my personal life. I was on the road a lot,” Renee explains. “When I got married, I had two more children. In the process, I knew that I wanted a different family experience.”

As she took her last corporate job in Naples, that desire was in the back of Renee’s mind. She got here, fell in



Renee with Max, the family's wheaten terrier.



Although he has a busy career with Eli Lilly, Renee's husband, Tom, helps out on weekends with open houses and handyman tasks.

Giving back is also a passion for Renee. She serves as treasurer for the Pine Ridge Middle School PTO. She was also a mentor at her former brokerage, Caine Premier Properties, where she enjoyed formally mentoring other agents to grow their business. In addition, Renee volunteers at St. Matthew's House with her family, and is a member of the Naples Woman's Club, participating in various fundraising activities to raise scholarships for women and other causes.

SHARING HER GIFTS

With a selfless spirit of pitching in and helping others, Renee has a reputation for results ... and, just as importantly, as someone whom those around her can count on.

Her work ethic is boundless, as is her care for others. As she pursues her potential, Renee has an energy that is directed outward to help the world around her. Renee is so appreciative of all the people in her life, professionally and personally, who helped her grow and develop, that she wants to pay it forward.

She enthuses, "I've always believed that if you do the right things, live right, and work hard, you can beat the odds, help other people, and experience a greater level of success."

To learn more about Renee, visit www.YourNaplesExpert.com.

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"I had the pleasure of working with Cary Cramer for some work I needed at my condo and he was so professional to work with. His work was excellent. He went above and beyond to make sure everything was just how we wanted it. I will be using him more in the future for work around the house, as well as, his Home Watch Program too."
~Mari H.

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love with the area, and decided to get off the corporate train and reinvent herself as a real estate professional.

"I wanted to help other people come here and fall in love with this place too," she smiles. "Plus, I thought I had a unique business background that would be highly leverageable in this profession. After years of helping employees move around the world, and moving a lot myself, I acquired skills and insights that I thought I could apply to real estate and benefit my customers." (Worth noting, choosing the pineapple to incorporate into her logo was motivated by this same desire. Pineapples are considered an expression of "welcome" throughout the world, and symbolize assets we appreciate in our home — friendship, hospitality, and warmth.)

SIGNS OF SUCCESS

She definitely did apply her skills and knowledge to real estate — and in a powerful way. Since earning her license and her Certified Negotiation Expert credentials, Renee made a remarkably seamless transition four years ago; her results have continued to climb through hard work.

During her first year in 2017, Renee recorded \$4.4 million in volume. In 2018, that number took an impressive leap to \$12.9 million, followed by a mounting total of \$15.4 million in 2019. And the trend continues. Her performance and results have earned her several awards, including the Diamond Level Award (highest award level) from the Women's Council of REALTORS® the last

two consecutive years, and the Top Sales Award at her brokerage.

But it's not about the dollars and cents for Renee.

"If I make money in what I'm doing, but I don't feel like I'm adding value, that would be incredibly empty for me," she says. "It is very important to me that my clients feel good about working with me. When the deal is closed, I want them to feel delighted in the experience they had. That includes the others I work with on the sale, not just the customers. I manage my business as a long-term relationship, not a short-term transaction." Renee's published motto is, "Good Enough Just Isn't."

FAMILY FOUNDATION

Away from work, Renee cherishes time spent with her husband, Tom, and children, Kia, Madison, and Paige, as well as with Renee's parents, who also live in the area.

"I couldn't do what I do without Tom doing all he does," she smiles. "He is so engaged with the family and the responsibilities at home, and he deserves all the credit. He has a very rewarding, busy career with Eli Lilly, but he is even there to help out on the weekends, with open houses and handyman tasks."

In their free time, Renee and her family enjoy spending time out on the boat, as well as playing golf and taking bicycle rides.



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UNDEFEATED SEASONS

By Dave Danielson
Photography by LaCasaTour

Cary Cramer with his wife, Ana, son Matthew, and daughter Sidney.



With wide eyes and excitement, Cary Cramer recounts the greats through the years at Notre Dame. As a native of South Bend, Indiana, he's Fighting Irish through and through.

"I could tell you about every team that Notre Dame fields in every sport," he smiles.

Cary is definitely a super fan. And Notre Dame is his team.

As the subject changes and Cary talks about what he does, his expression is the same. Wide eyes. Excitement. And a drive to help his clients through whatever projects they have.

"I'm here to serve, and I just want to make things better for people," he says.

Cary takes pride in being an extension of his clients' teams.

There have been a lot of undefeated seasons in Cary's life. He wouldn't have it any other way. And that started when he was a young boy coming of age.

"One of my biggest influences has been my father. He was a fireman, and worked for Notre Dame for years," Cary says. "He's 74 and still in great shape. He's really my hero."

Cary learned the lessons of what it means to serve others very well. So well, in fact, that he spent over 30 years in the retirement industry, managing care facilities and ensuring that his team members delivered the highest level of care to residents.

Finding A New Path

While he loved what he did, he felt the pull toward a slightly different path. That's when he created Home Services by Cary.

"I've always had a servant's heart. You see people who have a hard time and need help in the world..." Cary shares. "About five years ago, I started wanting to be the guy that got

to decide if I could do things for them — even for free. I wanted to be able to make that decision, and I knew I couldn't do that in the job I had."

Luckily, Cary has had a sustaining faith and strong home advantage with his wife, Ana, and their two children, 15-year-old daughter, Sidney, and 12-year-old son, Matthew.

"Ana encouraged me to start my own business. I was frightened at first, because working in the retirement industry was all I knew," he says. "But I did a lot of praying, and I decided to start my business."

The process was definitely a team effort.

"For me, it's God and family first. Ana, Sidney, and Matthew were integral in creating this," he emphasizes. "My kids did design sketches for my logo, and then I gave it to a graphic artist.



A proud alum and staunch Fighting Irish aficionado, Cary has a special Notre Dame room in his home.



Plus, Ana is a banker, so she does all the accounting. Sidney is very strategic and forward-thinking and good on the computer, so she helps us. I may be the one coming to someone's home to work with them, but I'm representing my whole family."

The pride Cary feels for his family is clear.

"Sidney plays violin for Artis—Naples, and she also volunteers at the humane society," he smiles. "And Matthew is our basketball guy and stays very busy pursuing that passion."

A World of Service. A True Personal Approach.
Today, clients count on Home Services by Cary for a full range of home-watch and handyman services.

On the home-watch side of his work, Cary fulfills an invaluable role for travelers, part-time residences, homes for sale, and absentee homeowners



throughout the area — checking for a variety of key interior and exterior issues.

"And if problems are observed, I'll contact you immediately and resolve the issue," he says.

He also handles a comprehensive list of handyman services, from appliance installation and furniture assembly, to curtain and blind installations, lock-set installations, painting, and much more.

Those who meet Cary and want to hire him can count on the fact that he'll be personally doing the work.

Cary explains, "It's just me on my team. And I have no intentions of ever hiring employees. I truly want to be the one to serve people. I have no drive or desire to make this a big thing. I tell people that I'm semi-retired... and I like providing a one-stop shop," he says. "When they call me, whatever it is, I find a way to help them. I know a lot of contractors in pretty much every area there is. I want to be that resource to make it much simpler for them — where they know they're going to get a good product."

Finding Florida

Cary remembers the decision to move to Naples. It was a blend of factors. One was the fact that Cary and his family were ready for warmth, especially after a late-season snowfall in Chicago — on May 17. Another major factor was the fact that Cary’s mom and dad had retired and spent a lot of time coming to Marco Island. Cary recalls coming to Florida to visit his parents.

“They had talked us into coming to visit. When we drove over the bridge and arrived in Marco Island, we looked at the island, then looked at each other and said this is where we want to be,” Cary says. “We love it so much here.”

In his free time, Cary loves cooking, especially enjoying the area’s rich abundance of seafood. He’s also a sports junkie, having wrestled in high school, and always having a natural attraction toward competitive sports. Cary and his family enjoy fishing, attending concerts, gardening, yard work, and spending time together as a family. They’re also very involved with their faith, as active members of Ocean Church, and they enjoy giving back through the local humane society, as well as raising

breast cancer awareness. In fact, Cary and Ana have been featured in local media for their 60- and 100-mile walks to boost awareness.

Rising Above

Not everything goes as planned, however. In 2019, Cary faced a string of injuries. But after following doctor’s orders and laying low for a couple months, Cary healed and is back to his normal activities.

“I believe that whatever the challenge may be that you’re facing, you can beat it,” he says.

Cary is thankful for his warm home. There’s one spot that holds an extra special place in his heart — his Notre Dame room, filled with everything Notre Dame.

As he thinks about the winning tradition of his beloved Fighting Irish, he also exudes a sense of honesty, integrity, commitment, drive, and care that continues to create undefeated seasons for those he meets and those he serves.

“I’m not doing this for money,” Cary says. “I just want to make a difference in people’s lives. And this company has allowed me to do that.”



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DEREK CARLSON

ALL-OUT ACHIEVER

► celebrating leaders

By Dave Danielson



In the ebbs and flows of life, the highs can be surreal ... and the lows can be intense. But the ups and downs are temporary.

What really lasts is the drive to learn, grow, and meet new opportunities — which you can then share with as many people as you possibly can.

That's the spirit that describes Derek Carlson. As founder and CEO of MVP Realty Associates, Derek is, simply put, an all-out achiever.

Today, Derek presides over a company of more than 700 talented real estate professionals that he sparked from necessity, a love for life, and a passion for what he does.



Photography by LaCasaTour

Derek Carlson with wife Brittany (an award-winning, top-producing Realtor® at MVP Realty), at the spot in Talis Park, in Naples, where they were married, on November 9, 2019.

"I love real estate. We're selling the American Dream," he smiles. "I really enjoy seeing the origin stories of each of our REALTORS®. This business allows everybody to be successful, regardless of education level, race, religion, or where you're from. There are many examples of those who overcame difficult situations to become very successful."

The truth in that statement applies to Derek himself.

FIRST STEPS

Growing up in Fitchburg, Massachusetts, Derek came of age, joined the family business, and became vice president of Carlson Custom Homes, one of the largest builders, at the time, in Central Massachusetts.

"My brother started the business in the late 1980s, and as soon as I graduated from high school, he allowed me to be-

come a part of the company," he recalls. "I learned anything and everything about real estate I could, selling hundreds of homes during the process."

In 1999, he stepped away from the business to focus on his family. In time, he took a role as World Wide Sales Manager for GenRad, a tech company known today as Teradyne, where he thrived and turned a lack-luster division into a profit center.

By the early 2000s, layoffs were under way. Derek and his family decided to make a move — south to Naples.

"As I drove out of Fitchburg on February 14, 2003, I was excited ... and nervous," he remembers. "I didn't have anything waiting for me in Naples, other than a home and the Southwest Florida lifestyle."

Soon, Derek started his Florida real estate career.

"The real estate company that I was with, at the time, offered no training. The only advice I got was to host weekly open houses. So I became the Open House King," he laughs. "Every Saturday and Sunday, I took my open house signs and hosted one in the morning and another in the afternoon. But it never resulted in business."

By November of 2003, Derek hadn't closed a transaction, and his family's savings were exhausted.

"I struggled. The water at my home was turned off. My parents bought me groceries to survive the winter. Here I was, a grown adult in a new city, not providing for my family," he says. "I started to look for a job. When I was told that I was 'overqualified' by Pinch A Penny pool service, I knew that I needed to figure this real estate thing out very quickly. I had to become a top REALTOR®."

After searching hard for answers, he found one — he would build a website to attract buyers online, the way his REALTOR® had with him. After months of dedicated work building, launching, and curating his site, the results were astounding. He



Derek Carlson with his wife, Brittany (far right), and daughters, Sydney (left), and Brooke (right). (Photo by Lisa Fischer Photography.)



Derek Carlson teaching Realtors® how to target a geographic neighborhood farm at the MVP Realty Training Center in Naples.



generated hundreds of leads a month and became one of the top REALTORS® in the nation.

Life’s roller coaster took a turn in 2007, though. Derek and his wife divorced, and the economic realities of that time devastated him financially.

So Derek dove in, and started over as a business development director for a real estate firm, where he recruited and trained agents.

“That’s where I found my passion to help and support REALTORS®,” he says.

MAGIC MOMENT

In 2013, Derek had one of those moments you hear about and dream of having.

“I wrote down my entire vision and business plan for MVP Realty on a napkin,” he remembers. “That vision consisted of what I call the “5 Pillars of Success”: 100% Commission, Superior Support, Elite

Training, Advanced Technology, and Community Outreach.”

Working a part-time job as what he calls a “secret real estate assistant” for one of Naples’ top REALTORS®, and with about \$500 in venture capital, Derek moved ahead.

By the end of their first year, MVP Realty had 80 agents, about \$50 million in volume, and ranked number 92 out of the more than 1,800 Southwest Florida real estate offices. That was just the start. Over time, he added key staff members, like Victor Naber, Jerry Bodart, Anthony Bermudez, Mark Ledbetter, Blake Hill, and Amanda Bullock.

The numbers added up too. In 2015, MVP Realty recorded over \$100 million

in sales, ranking 44th in the area. By 2016, the office’s ranking shot up to 13th, with sales of \$225 million. In 2017, that number ballooned to over \$500 million and a number four ranking, followed by an astounding leap to over \$1 billion in sales volume. Then, in 2019, MVP Realty boosted that number by 20 percent, finishing the year with \$1.2 billion in sales volume and ranking number three in closed transactions.

LIFE’S PRIORITIES

In his free time, Derek looks forward to time spent with his wife, Brittany, and his two daughters, 19-year-old Sydney, a freshman at UCF, and 15-year-old Brooke, a freshman at Gulf Coast High School.

Away from work, he and his family love travel, including sharing an RV

road trip across the country. They also are big movie, music, and boating fans.

Derek’s sense of belief in his team shines brightly.

“Today, with a support staff of seven, including myself, we have more than 700 of the best REALTORS® in the industry, and we close approximately 400 transactions each month,” he smiles. “And yet, I believe that this is still just the beginning of our story.”

For all of the numbers, the thing that makes Derek the proudest is how the MVP Realty team gives back.

In just six years, the firm’s charitable contributions have included feeding more than 35,000 people on Thanksgiving, distributing thousands of toys at Christmas, donating more than 30,000 diapers, participating in feeding over a million people through Meals of Hope, raising thousands of dollars each year to fight cancer, actively supporting hurricane recovery, purchasing and preparing meals to feed hundreds of homeless people at local shelters and churches, donating over 1,000 student backpacks to local schools, and supporting the Destiny Village orphanage and school in Haiti.

realproducersmag.com

Recently, he delivered over 500 rolls of toilet paper and 100 pizzas as part of his ongoing support of Reach Assembly Church, in Immokalee. Derek also enjoys giving back directly to the St. Matthew’s House homeless shelter, in Naples.

“Offering hope is so important, and it means so much to be able to see the impact of what we’re doing here locally.”

GROWING PURPOSE

“Helping strangers was something I just hadn’t done. But I made a promise that if I ever got turned around, I would,” he says. “One of the reasons I was put on the planet is to help other people. Now, we’ve created that culture at MVP Realty, where people want to help. It’s really been a platform and a culture that has been developed to help others.”

Each day in the office, Derek takes note of a sign he hung there. It reads, “Everything in your life is a direct reflection of a choice you once made. If you want different results, make different choices.”

“I had lost everything. It took me about two years, but the second I took responsibility for what happened in my life, everything changed. Without that moment of clarity, I wouldn’t have been able to build MVP Realty. Now, I share all those stories with my agents, hoping that I can help even one person. I believe if you work hard, you can do anything you want.”

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cover story ◀◀

HIGH-FLYING LEADERSHIP

By Dave Danielson
Photography by Pure Fotografica

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When you go beyond what you've known, you learn, you grow, and you have a chance to realize a level of results you've never known before.

True leaders embrace this truth and push their boundaries for big returns.

Bill Earls, Broker/Director at John R. Wood Properties, is a perfect example. With his straight-ahead brand of high-flying leadership, Bill has created worlds of opportunity for himself and others by being unafraid of venturing into unknown territory.

Building from the Ground Up

When Bill started his career, he was focused on the ground — literally.

“I came out of Penn State with a degree in soil science,” Bill recalls. “I worked in the Soil Conservation Service for the USDA as a soil scientist. But after a couple of years doing that, I realized I was never going to make any appreciable amount of money.”

That’s when one of his college friends told Bill about a new opportunity.

“My friend was doing really well in a management consulting firm out of Philadelphia, working with the manufacturing industry,” Bill remembers. “So I started that, and I was making really good money. But I really wasn’t home very often. It was one of those jobs where you spent 29 days a month on the road.”



Finding His Naples Home

Bill looked for other career options and considered buying into a real estate business in Maryland, where he was living. At the same time, Bill came to an important realization.

“Once I understood the business, I realized I could do it in places like Malibu, Carmel, Fort Lauderdale or Naples,” he says. “I also realized that when you live in those northern-tier states, no matter how much money

you make, you spend half your life waiting for the sun to come out. I didn’t want to cumulatively spend 35 of my next 70 years on this earth waiting for the sun.”

Bill and his first wife considered the options.

“My wife, at the time, wanted to move to Naples,” Bill recalls. “I didn’t think there was anything here. But she thought Naples was a wonderful place to grow a family, with two little boys at the time.”

It didn’t take long for Bill to agree.



Bill Earls (center) with partner Larry Lappin (left), and son Aaron Earls (right).

“Naples had no graffiti on the walls, no trash in the streets, no gangs, no real drug culture — and it was a town with so much potential for growth, luxury and easy living. So we moved to Naples in 1983. That’s when I started my real estate business. And I came here determined not to fail.”

Opening New Doors

That first year in the business, Bill began by knocking on doors, completed 30 listings, and realized his career in real estate could take flight.

It has. In fact, Bill doubled his business in each of the initial years, to the point where he, very quickly, became a major player in the local real estate business. In 2019, Bill had an astounding total of \$275 million in sales volume. And each year, Bill records 30 to 40 deals averaging \$5 million per home.

Bill’s work in the industry has been a labor of love.

“When I got into the business, I didn’t want to just sell regular houses. I want to sell spectacular homes to spectacular people,” he says. “One of the things that has been really satisfying to me is the type of people you get to work with. I get a chance to work with CEOs, and the captains and titans of industry. They are very interesting people to work for. They can sometimes be demanding, but whenever you meet their demands, and earn their respect ... there’s a lot of satisfaction in that for me.”

Upward Movement

Bill’s career has taken to the sky in more ways than one.

It began when Bill first pursued an interest in aviation while he was a college student in 1974. Today, he flies a passenger twin-turboprop Conquest aircraft. And, as one who excels at whatever he takes on, Bill

has his advanced ATP airline transport pilot’s license — an impressive certification he regularly puts to use.

“I love getting a group of people together and flying to golf resorts, NASCAR races, or to the Bahamas for interesting weekend outings,” he smiles. “I don’t do it as a business. It’s just been a tremendous way to network, and it distinguishes me in the business.”

The high-flying times Bill enjoys with clients and friends have been truly rewarding.

“We go up to Nova Scotia golfing, or to Whistling Straits up in Wisconsin, or to the Greenbrier, and places like Scottsdale. As a Realtor®, you have to take someone to dinner 26 times to equal one weekend of taking them golfing somewhere. It’s a great feeling for them to drive over, put their cars in my

After 10 years in business, Bill Earls hired Larry Lappin as an assistant, and made him his partner seven years ago. Today, Bill's son Aaron works as Larry's right-hand man.



...

hangar, and then we take off ... and in a few hours, we're 1,000 miles away."

Family Spirit

In his free time, Bill cherishes time with his family, including his wife, Sonia, and his two sons.

"Sonia is a bodybuilder, and has so much positive energy. We love spending time together with our friends traveling or on the golf course," Bill smiles.

After his first 10 years in the business, Bill met Larry Lappin.

"I was pretty worn out at the time. I was a seven-day-a-week, 10-hour-day guy. I had a lot of flexibility. I worked any 80 hours a week I wanted," he laughs. "I decided to hire somebody to help. This was before anyone really



Bill flies a passenger twin-turboprop Conquest aircraft, and takes clients and friends on weekend outings.



had assistants. Larry was right out of college from the University of Minnesota. He was so persistent that I hired him. And it turns out to be one of the best decisions I've ever made in my life."

Seven years ago, Bill made Larry his partner.

"Larry isn't just my business partner. He's like family to me," Bill emphasizes. "And the oldest of my two sons, Aaron, works with Larry as his right-hand man today."

Making A Lasting Difference

Bill also has a strong passion for giving back to the community. In addition to serving on numerous local boards, Bill served as president of Aqualane Shores Property Owners Association. He served as commissioner of a local youth soccer league that grew from 150 to 1,500 with his guidance. He also served on the Board of Hope for Haiti, and personally flew doctors, nurses, and supplies in and out of the island nation after it was ravaged by earthquake damage. He has contributed time, talent and resources to groups such as the Freedom Waters

Foundation, the Naples Playhouse, the Neighborhood Health Clinic, and many more.

His support of area causes and organizations reflects Bill's genuine admiration for his Naples home.

"I believe in this place so much," Bill says with a warm smile. "There are various garden spots around the world. But this is one of the best anywhere."

With a deep love for his family and a commitment to working with straight-ahead fairness and integrity, Bill's contributions to his clients, his team members, and his community have been extensive — and exemplary.

As he looks to the future, there is no slowing down. Bill Earls continues making a difference and leaving an indelible mark on the lives of others ... taking his engaging brand of high-flying leadership to new heights.

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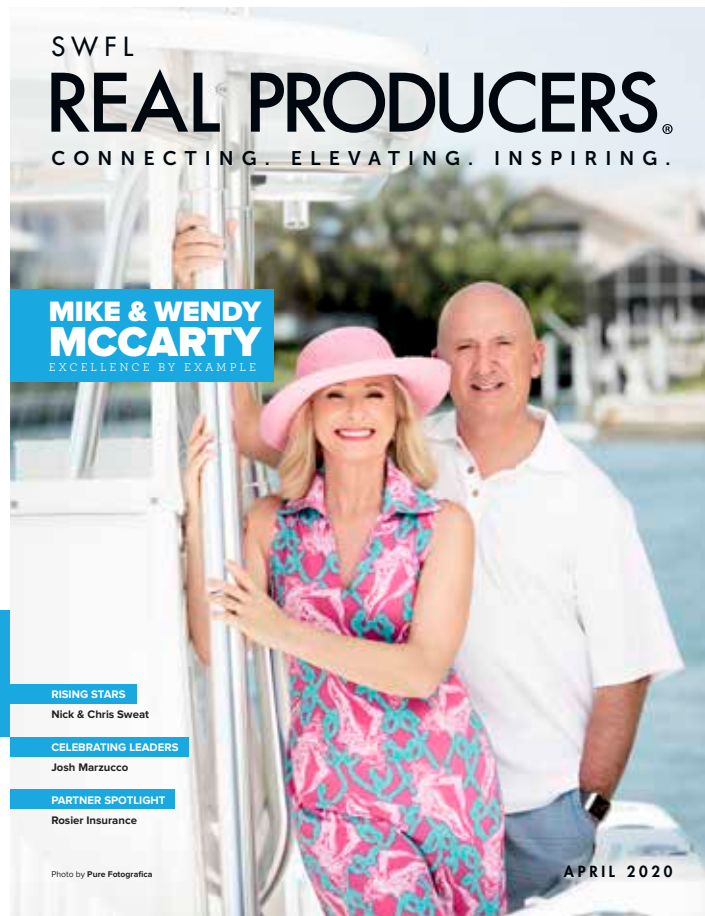
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