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## PATRICK DEARBORN

ALL-IN FOR NAPLES

**RISING STAR:**

Greg Sofranko

**PARTNER SPOTLIGHT:**

Maxwell Mortgage



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MARCH 2020



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MORTGAGE TEAM

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» publisher's note

# WELCOME

## to SWFL Real Producers!

*Providing a platform to celebrate and unite the top real estate agents in the SWFL area!*

**Welcome to the SWFL Real Producers community! It is my honor to serve you and celebrate everything that makes you an outstanding part of the SWFL real estate community. I look forward to highlighting your accomplishments, encouraging your dreams, and recognizing you for your continued excellence in serving your clients.**

*Real Producers* started as an idea in 2015 and is spreading across the nation like wildfire. We are now in 110 cities and changing the way the real estate community interacts across America. As we embark on this journey in SWFL, I promise to create platforms to connect and forums to recognize and celebrate what makes each and every one of you iconic. In the years to come, I hope to get to know you on a personal level and hear your stories of success. I look forward to celebrating you at our events, providing tools to help you grow your business, and representing your passion for excellence in this dynamic industry we all share.

**HERE ARE SOME QUICK FACTS ABOUT REAL PRODUCERS:**

**Distribution:** This magazine is sent free of charge to the top 500 agents in SWFL based on MLS productivity. Within this area, there are over

16,000 active agents but everyone who receives this publication is part of an elite group. You are remarkable and just to be in this group is truly a badge of honor!

**Content:** This is all about you, the SWFL real estate community. We will do personal and unique stories on members in this community giving you a platform to inspire others. As we grow, we will add fresh content focused entirely on you. In the coming months, we will be adding several other sections as well. It costs absolutely nothing for a real estate agent to be featured in the publication, but to be featured, an agent must be nominated by a peer or leader in the SWFL real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

**Our Partners:** Anyone listed as a "preferred partner" in the front of the publication is a part of this community. They will have an ad in every issue, attend our 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 do not meet with businesses until they are vetted by one of the agents in our community and receive a "stamp of approval." If you are looking to add to your arsenal of incredible vendors, look no further.

**Events:** Along with the monthly publication we will host various social networking events where we, the best of the best, get together at reputable local venues to rub elbows, mastermind, have a good time, and strengthen our SWFL community. We will communicate information about the events through the publication, e-mails, and social media.

**Contribution:** If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community, or would simply like to network, please e-mail me at any time. I look forward to hearing from all of you! I'd like to personally thank all of our business sponsors who partnered with us, as well as the dozens of REALTORS® I've already met with and helped bring *SWFL Real Producers* to life. We would not exist without you. I would also like to thank my team, who jumped on board this journey with me and bring passion to what we do every single day.

I appreciate you all, and I'll see you at the launch party coming soon!



**Andrew Regenhard**  
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# MAXWELL

## MORTGAGE TEAM

of CROSSCOUNTRY MORTGAGE

partner spotlight

Written By: Dave Danielson  
Photography By: LaCasaTour



**As you work with your clients and support their dreams of homeownership, you know how much it means to have a partner who comes through when it matters the most.**

That's what you get when you partner with the Maxwell Mortgage Team of CrossCountry Mortgage.

#### **Above and Beyond**

As the leader of the Maxwell Mortgage Team and Executive Vice President of CrossCountry Mortgage, Lauren Maxwell loves the satisfaction of delivering deal-saving service.

"I absolutely love getting deals closed. One of the things that gives me a lot of satisfaction is saving people from another deal that isn't working," Lauren emphasizes. "For example, when you get a panic call from people who are working with a large bank who get denied a week and a half before closing. We helped them

out and were able to get everything closed for them within 10 days."

Lauren started her mortgage career in 1987. Along the way, she has fulfilled a full range of roles, from working in operations as a processor to working in sales. Lauren has never closed less than \$40 million annually, and, during the past five years, has closed over \$100 million each year.

Through the years, Lauren has built an impressive record of success that is fueled by her sincere passion for what she does, the clientele she works with, and her staff that is there to support her.

"I love what I do every day. I can't wait to get to work," Lauren says.

#### **Drive and Determination**

When you meet Lauren, it's clear to see that she puts a rare brand of never-say-never determination to work for clients every day.

"No matter who REALTORS® send to me, each client is going to be treated with respect ... and like they are our only client," she says. "We work with clients sometimes for a couple of years until we get them to the closing table. We don't give up even if it doesn't happen right away. I'm not for immediate gratification. In the process, we want to support our REALTOR® partners through the transaction. We are big communicators and keep them posted throughout the process."

"We offer some important advantages. One of those is the fact that we have our own internal underwriters and processors. We do our due diligence up-front, and we are also very responsive," Lauren explains. "In fact, it's not uncommon for our team to receive the clear-to-close message at night so that we can get the file to the title company by the next day. And same-day closings are also possible."

#### **Succeeding Together**

Lauren feels a keen sense of gratitude for her team, which has grown to more than 40 over the last few years. As Lauren says, everybody on the Maxwell Mortgage Team brings the same positive mindset to work on behalf of clients.

...



“We’re all here for the same reason. In this business, there are obviously going to be challenges, and we have some hard ones, but we work together as a team to get it done. It is truly a group effort,” Lauren points out.

The sense of pride Lauren feels for her team begins at the top, with the president of CrossCountry Mortgage — Ron Leonhardt.

As she says, “He is a tremendous leader. Our company does over \$15 billion each year in business, and we have more than 2,900 employees. Yet, he is a very approachable person who really leads by example.”

When she’s away from work, Lauren cherishes time spent with her husband, Daniel, who has over 25 years of law enforcement experience, previously working in D.C. as a Federal Special Agent and has currently been with the Collier County Sheriff’s Department for the last 17 years.

Lauren also cherishes time with her 27-year-old daughter, Alexis, who serves as a nurse; her 26-year-old son, Hunter, who works on her team running the Disclosure Department; and 10-year-old daughter, Montana, who is very busy as a student, classical pianist, singer, and tennis player.

Lauren also has three step-children. Sam is graduating FGCU this year and will head off to law school, Jake is a freshman in college, and Raime is a sophomore and avid volleyball player.

“A lot of people think success is money,” Lauren says. “But I’m successful because I have an amazing husband, wonderful kids, great friends, and I absolutely love my job. You really can have it all if you are willing to work at it and love what you do.”

Lauren and her team have a passion for giving back to the local community, supporting a range of organizations such as Make-A-Wish, Pace

Center for Girls, local schools in Collier County, Children’s Hospitals, Home for Heroes, and other veterans’ groups.

One of Lauren’s highlights is working with Pastor Arnie and another REALTOR® who donate on a regular basis back-to-school supplies, backpacks, and Halloween outfits for children in Immokalee through the First Assembly of God.

As Lauren considers the work her team does, she wants them to feel the same spirit of success she feels.

“I wake up and feel really good about where I am in life. I am super grateful. I talk to my higher power. I thank God every day. I am so blessed. My kids are healthy; we love each other,” she smiles. “There is nothing else I could ask for in life. There’s nothing more I could want in life.”

**For more information about Maxwell Mortgage Team of CrossCountry Mortgage:**

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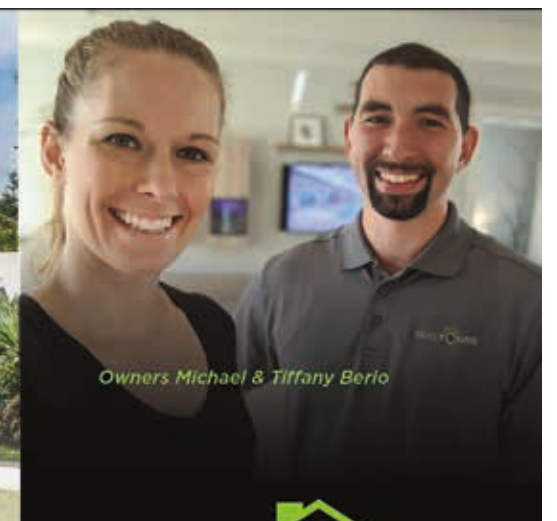
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# PATRICK DEARBORN

cover story ◀◀

Written By: Dave Danielson  
Photography By: Pure Fotografica



## ALL-IN FOR NAPLES

**Living a big life begins with having a big heart. And no one personifies that better than Patrick Dearborn.**

Ever since his family and he moved here over 16 years ago, Patrick's generous nature and leadership have been directed fully back into the area. As a REALTOR® and member of the Board of Directors of John R. Wood Properties, Patrick quickly demonstrates that he is all-in for Naples.

### **Falling in Love with a New Home**

Patrick truly has a servant's heart. In fact, he's a veteran of the U.S. Army and the 82nd Airborne. After his days in the service, he returned home to Annapolis, Maryland, where his wife, Lisa, and he started a family.

In time, they looked for a new, warmer home. Florida was definitely on the radar.

"We took many trips all over Florida as we were deciding where to move," Patrick recalls. "The third of our five trips was to Naples, and we absolutely fell in love with it. We knew then that there wasn't

going to be any competition. In fact, I still have a picture of my wife, my son, and I. We're sitting in downtown at 5th Avenue in Naples at Christmas. We all turned to each other and said, "This is it."

### **Real Estate Results**

Patrick had bought and sold several homes at a young age and always was intrigued by the process, so he decided to dive into real estate. He got his license in 2004 and started a successful journey that has included a staggering total of almost \$1 billion in total transactions, with an average of \$40 million to \$50 million a year through hurricanes, recessions, and market ups and downs.

### **Grateful Giving**

The passion Patrick has for Naples is complete, including real estate, the community itself, and the organizations that combine to make the area an even better place to live for all. In fact, Patrick is extremely involved in a wide range of non-profits and groups that support veterans, children, and women in the area.

...



“The more you give back genuinely from your heart, the more you get back. The more you bless others, the more you are blessed.”



...

One of those Patrick supports is the Collier County Honor Flight program.

“I’ve had the opportunity to go on four flights with World War II veterans who had never gotten to go to Washington, D.C. I feel honored to have been able to provide support and to be there as an Ambassador. One of the things that means a lot to me is the bond I formed with one veteran. When he passed, his family invited me to his funeral, and that meant the world to me.”

Another veteran’s fundraiser that Patrick supports is the Celebrity Martini Glass Auction (run by the amazing Brenda Melton) ... an event that, last year, raised about \$1 million to support the Gulf Coast Veterans and Friends and many other veteran organizations.

Children hold a big space in Patrick’s heart. So he looks for ways to help in areas like Immokalee, Florida.

“I’m blessed to partner with Pastor Arnie, the minister of First Assembly Church, to do a backpack drive to give students a new backpack with all their needed school supplies before each school year,” he explains. “We also just finished up a Christmas



toy drive where, as a community, we were able to collect and give over 2,000 new toys to these kids in need in Immokalee.”

The Pace Center for Girls is also a favorite local organization that Patrick loves and supports.

“The center really supports girls who are coming from a variety of tough situations including abuse, neglect, poverty, or one or both parents in prison — just as examples,” he emphasizes. “It’s a

tremendous program that empowers these young ladies, and builds confidence within them and helps them reach college and go on and have much better lives.”

Many years ago, Patrick helped create a fundraising theme called, “The Power Women of Naples,” that has become an annual event that conducts silent auctions and collects dona-

tions at the door that also generates much-needed funds for the Pace Center for Girls and recognizes and honors the many women in Naples who give back so much to the community.

Cancer has affected so many of us, including Patrick’s mother, Helen, who is a three-time survivor. So he has taken a very personal interest in developing the Black Out Cancer, and Real Men Wear Pink events that support the Cancer Alliance of Naples and Local American Cancer Society. In fact, the events have raised tens of thousands of dollars to help people who may not be able to afford chemotherapy treatments, as well as paying for their family members to be able to be present during the treatment.

“There are a lot of worthy causes nationally, but I really like to see the money and donations being raised to directly impact our community here,” he explains. “I think giving locally of our time, talents, and treasures can go further.”

#### What Matters Most

Speaking of treasures, Patrick’s world revolves around his family. He and his lovely wife, Lisa, are celebrating 25 years of marriage. He also cherishes every minute he can with his son Cooper including getting to coach him as a three-sport varsity athlete and straight-A student at FBA. And nothing warms Patrick’s heart more than spending time with his two grandkids (who call him POP POP) and daughter, Melody, who all live in New Hampshire (but come to Naples every year for beach, pool, and sun)

In their free time, Patrick and his family love to travel the world, but never mind staying in Naples. One of Patrick’s favorite things is taking “Naples-Cations,” staying at the local Ritz Carlton Beach Hotel and enjoying the spa, walks on the beach, and the great local food!



...

Each week, Patrick and Lisa make time for a date day where they focus just on each other.

“We love walking our dogs several times a day and enjoy the year-round beautiful weather here ... especially taking walks along the beach and dolphin watching or walking through the many beautiful parks here in Naples. We also have a lot of board-walk trails we like exploring. There’s just so much amazing colorful nature to take in.”

Patrick shares his love of the area with each client, and he takes a special joy in sharing it with those who are considering moving to Naples for the first time — just like his family did years ago.

In fact, Patrick even owns and operates [www.ILoveNaplesFLA.com](http://www.ILoveNaplesFLA.com) and [#YRUNotHere?!](https://www.instagram.com/YRUNotHere?)

“When I meet clients at the airport, the first thing I do is take them out into the community. I believe it’s important to see Naples and fall in love with the area before they look at the properties,” Patrick says. “I consider myself to be an Ambassador of Naples. I don’t have all of the accreditations, but I’m



on the streets each day, and I enjoy showing this town and all that it has to offer. I love it.”

Beyond the real estate deals and successes, Patrick pours himself fully into helping those around him with a drive that is truly All-in For Naples.

“I’m just trying to make things better for our community,” he smiles. “The more you give back genuinely from your heart, the more you get back. The more you Bless Others, the more You are Blessed.”



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rising star ◀◀  
Written By: **Dave Danielson**  
Photography By: **LaCasaTour**

# GREG SOFRANKO

FINDING HIS OWN PATH FORWARD

*Who am I meant to be?*

Sales Associate with Premier Sotheby's International Realty.

*What does the future hold?*

## Positive Energy

Born and raised in Wheaton, Illinois, 25 miles west of Chicago, Greg found a lot of outlets for his energetic approach to life.

*How do I get there?*

Through life, we all face questions like these. And finding the answers are a very individual endeavor.

One of those who has honestly wrestled with these questions and found answers on the winding path of life is Greg Sofranko, this month's Rising Star.

"It has been said that the definition of insanity is doing the same thing over and over again and expecting a different result," Greg says. "Maybe then, the definition of success is doing different things over and over again until you find the one that produces the right results."

Greg continues to find success — and his own path forward — each day as a

"I've always been outgoing and active, even from the time I was a child. You could say I'm definitely an extrovert. I was always involved in sports, including baseball, football, and a little soccer. I always loved the competitive aspect and team aspect of sports. For me, they have always been very exciting and a great way to develop friendships."

At a young age, Greg's parents divorced, and at the turn of the century, he moved with his mother to Naples. Yet, the bond with both his mother, Monica, and his father, Larry, has remained strong. Along the way, he gives credit to their examples for his successes.

"My mom got two master's degrees while working her way up in the corporate world and becoming a Vice President for a non-profit organization," Greg recalls. "Being around my mom is where I attribute getting my focus, drive and work ethic, and the desire to be great and want more."

"And my dad has always inspired me with his charm, personality, and charisma. He has a degree in Electrical Engineering and was a fantastic salesperson in the telecommunications industry," Greg says. "I talk with him a few times a week. He's always telling me I'm doing great and that he's proud of me. He's always been in my corner and has been a great support in my life."

## Overcoming Hurdles

Upon moving to Naples as a teenager entering high school, Greg continued to look for avenues to make new friends, and be involved in a variety of sports. In fact, he tried out for the basketball team. There were only 12 slots available. Greg wasn't going to make the cut, but the coach made an exception and created another spot on the squad for Greg because of the way he had worked so hard during tryouts.



In the flurry of high school, many things were good. But a couple influences that weren't so good entered his life, too.

"I started getting into alcohol during my teen years," he admits. "In the process, I lost myself, some of my friends, and I also lost respect. I didn't know who I was. I got a DUI when I was 17."

What followed was a cycle of sobriety, followed by challenging times, including new career starts and stops and recurring alcohol abuse.

"The consequences started to add up faster than I could justify or excuse away what was happening," Greg remembers. "Finally, I had recognized that I had a problem with alcohol. And that led me to do something real about it. At some point during that time, decided to really work the 12-Step Program."

In turn, Greg started his life of sobriety that today stretches out over ten years. Greg approaches his challenges openly and humbly.

As Greg points out, "Everybody is dealing with their own battles, whether they're with family, health, financial, or psychological issues. There's so much going on in life. With my hurdles, I just think it's important that I

...

share my experiences, in case they can help someone else.”

Like everyone, Greg had experienced some challenges in his young life. Yet, through it all, it was clear that he had a natural knack and leading talent when it came to sales — across all industries. Whether he was selling cell phones, dry cleaning delivery services, or office supplies, he tended to set a high bar — reaching performance thresholds at an impressive pace.

After high school he moved back to the Chicago area to pursue sales opportunities. While there, he studied at Second City — Chicago, later to start his own improv comedy company in Naples, Square 1, where he performs part time. In 2011, he moved back to Naples and, at the invitation of his mother, joined her and Greg’s step-father working in real estate at Berkshire Hathaway HomeServices.

**Moving Forward**

Like most, Greg endured a challenging transition into the business. But after months of hard work and drive, he gained traction, earned Rookie of the Year honors, and has driven ahead ever since.



“I was proud to be part of a great team there. My mom and step-dad were the number one team in the Park Shore office at Berkshire Hathaway,” he says. “They didn’t give me any handouts, which I’m very thankful for. Every contact I made was through open houses and meeting people.”

In 2016, Greg decided to branch out and take a different path in the business, moving to Premier Sotheby’s International Realty.

The fit has been fantastic. In fact, he doubled his volume in 2019, with a total of \$12.5 million. In the meantime, Greg is building his own team. And when his step-father retired, Greg’s mom moved to become part of Greg’s team.

“It is a great experience being able to work with her here each day,” he smiles.

As Greg talks about his path in life, it’s easy to see his sense of clarity and purpose.

“Everyone has to live with certain things. It’s complicated. I think it’s about figuring out how you can be the best version of yourself ... understanding yourself and what moves you ... what things in your past might lead you to make bad decisions, what you’re afraid to confront in yourself ... identify it and learn to live beside it and not let it overshadow your life,” Greg explains. “I want people to know I’m a genuine, authentic person with integrity who puts others first, and who heard what they needed in life and tried to make that better for them.”

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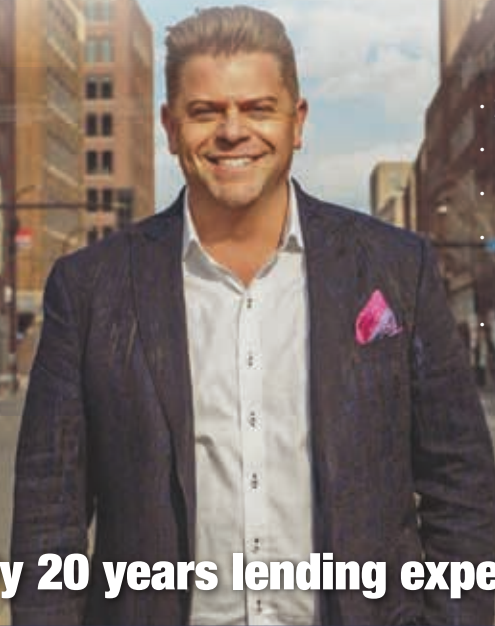


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