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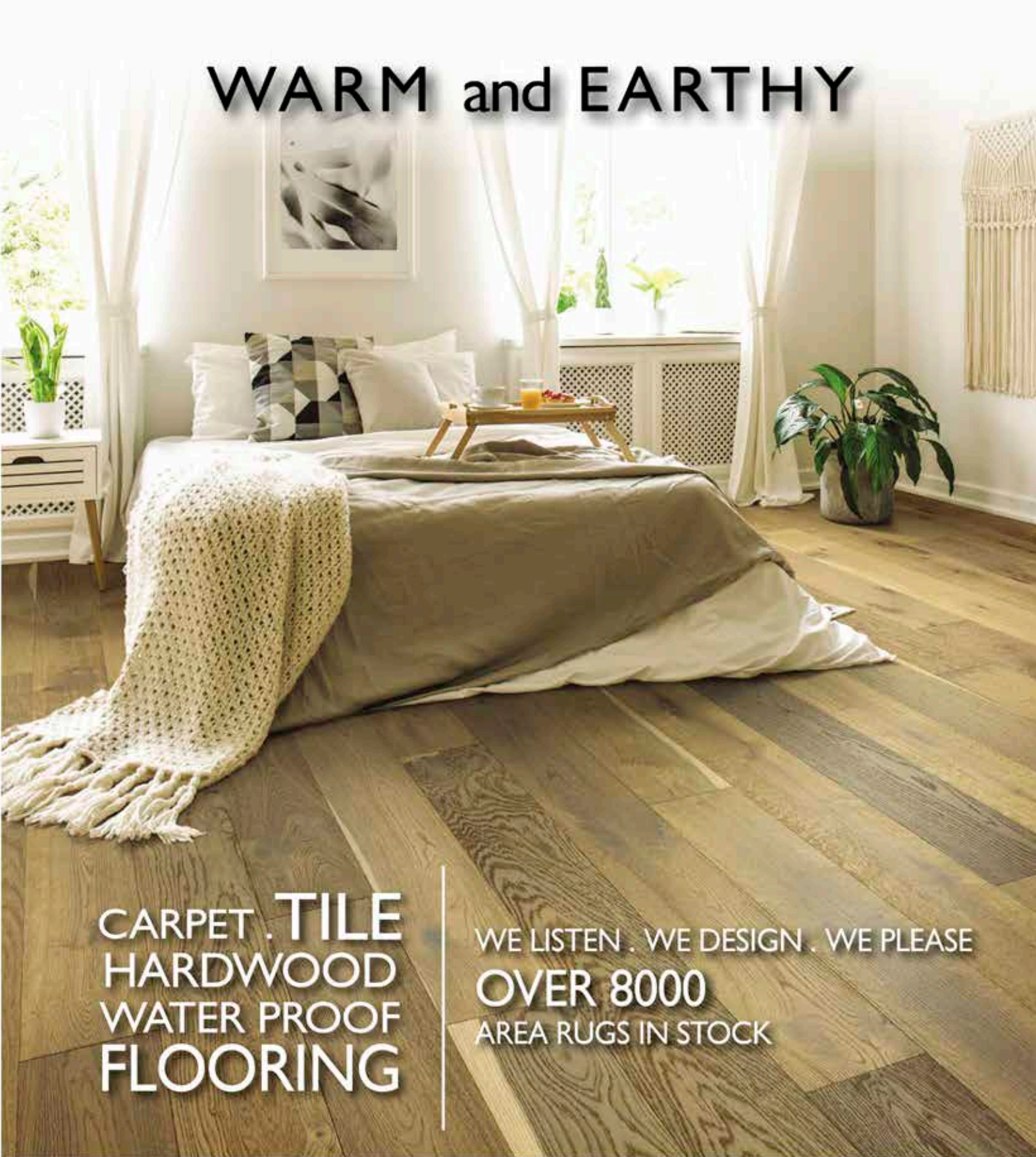
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Tori Kinley Joins the SWFL Real Producers Team

[NAPLES, FL, July 1, 2021] *SWFL Real Producers* is thrilled to announce that Tori Kinley, President of Kinley Inc. Marketing Services & Consulting, will be taking over their Marketing Director position. Tori specializes in marketing strategy, consulting, social media marketing, web design, print marketing, personal and business branding, and market research. According to Tori, “Kinley Inc. is composed of a team of experts who focus on constantly researching not only trends, social media algorithm updates, and design techniques, but also psychology and neuroscience techniques for body language, persuasion, influence, interpersonal communication, and more.”



Tori Kinley
Marketing Director

An Estero native, Tori is a huge advocate for the successes of the local economy and feels her upbringing helps her understanding of the SWFL market. A graduate of Florida State University, Tori specialized in marketing, political science, and social entrepreneurship — finding a passion in the psychology aspects of both the public and private sectors. Her goal was then to pursue a PhD in behavioral marketing, concentrating in the psychology of persuasion and body language. Tori instead began doing research outside of the confines of academia and decided to apply her research findings to the real world, subsequently creating Kinley Inc.

Her business has since then exploded and began a steep upward trajectory of success. “A lot of people see me and think because I’m young, I’m not experienced enough or smart enough, but as soon as I open my mouth, people change their minds.” The *SWFL Real Producers* team is comprised of youthful entrepreneurs who embody positivity, and share the outlook that age is simply a number

and are proud to shake the normative view that youth equals immaturity.

Her agency’s background consists of intention and noting customers’ behavior through the knowledge of psychology to ensure they have the best experience with businesses. In addition to business marketing services, Kinley Inc. offers education and coaching for business leaders to improve not just their marketing strategies, but their mindset as well. In December 2020, Tori combined her

knowledge of mindset strategies with her theories on social media algorithms, and went viral on TikTok. Her video was on the power of the mind, effective morning routines, and mindset coaching.

Tori is excited to join the *SWFL Real Producers* team because she understands the power of surrounding yourself with growth-minded individuals. “Every business partner, team member, and real estate agent who is part of *SWFL Real Producers* has a growth mindset and has achieved great things. I’m excited to run alongside other successful business owners and help make a positive impact in our community.” Tori is ready to not only help grow *SWFL Real Producers*, but to also help its top-producing local real estate agents and business partners.

SWFL Real Producers is equally excited to have Tori on the team, and is confident in her ability to grow alongside the company. Her work can now be seen on *SWFL Real Producers’* social media channels, and she will be reaching out to members of the community soon about the new *Real Producers* podcast.

For inquiries about marketing services, visit Tori Kinley’s website at www.kinleyincmarketing.com.

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A NOTE FROM THE PUBLISHER



DEAR REAL PRODUCERS AND VALUED PARTNERS,

Hope you're doing well as we pull into late summer. We've made it over the halfway hump now, and hopefully everyone will get a little breather from what's been a really great but crazy-busy Spring and Summer Market.

Here at *SWFL Real Producers*, we've had a chance to regroup a little and have a couple of announcements on changes we're making going forward. First, we have a new marketing director. We're excited to welcome Tori Kinley, of Kinley Inc., to our team. Tori will be taking the helm for our marketing, social media, and promotions efforts. Please see our announcement page in this issue and join us in giving Tori a warm welcome to the community!

We also are super excited to let you know that we are launching a new podcast right now, *The RP Experience*. As a platform, *Real Producers* strives to Connect, Elevate, and Inspire the local real estate community, and we think that the podcast is a perfect way to do just that. It will allow us, through technology and the phone, etc., to have a bigger voice and broader reach. We look forward to using the podcast to promote our amazing partners and rockstar REALTORS®, and further build the community around both for everyone's mutual benefit.

The RP Experience will be on all streaming platforms with full video, so it will be broadcast on YouTube and Facebook, as well. We'll have a link on all of our social media platforms for the podcast. Please check it

out...we look forward to the feedback! For more information on the podcast or to be a guest, please reach out to me directly.

Finally, I hope you guys are getting excited for the event happening in just a couple of days now (August 5th). We can't wait to see you all!

Have a great rest of your summer — and thank you so much for being part of this incredible community of really amazing and inspiring professionals!

Very respectfully yours,

Andrew Regenhard
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We're excited to announce that the next *SWFL Real Producers* Quarterly Event will be held on August 5, 2021, at Venture X, from 5–8 p.m.

If you attended our last event, you know it's a party you don't want to miss! We'll have an amazing DJ, catered food, photographers onsite and the best networking among top Real Producers in all of Southwest FL.

And for those who are new to the *SWFL Real Producers* community or who couldn't make it last time, pencil us in for August 5th — we are thrilled to have you!

For information on all SWFL Real Producers events, please email kalynd.parrish@realproducersmag.com.



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SWFL REAL PRODUCERS LAUNCHES NEW PODCAST

The RP Experience

PODCAST LOADING...

Are you listening to your podcasts in the morning while getting ready? Or maybe in the car when driving to and from appointments, or while winding down after a day of work? We want to ensure that our new podcast, *The RP Experience*, is relatable as much as encouraging — a segment that is easy to listen to and keeps you coming back for more! We are fortunate to be utilizing the podcast room located at our office space in Venture X in Naples, alongside Corrafilm. We certainly plan to make our mark in the podcast realm!

Although we want to keep it professional and talk about all things real estate, we also want to have fun and lighten the daily stressors of work life. Possible ideas we have cooking are: a game of *Would You Rather*, overcoming hardship, morning routines, and how you find success through special habits. The options are endless! As you flip through the publication, you'll see articles such

as: "Pro Tips," "Making a Difference," "Coaching Corner," "Health & Wellness," etc., which reflect the Real Producers' mission to "Connect, Elevate, and Inspire" our local real estate community. With the podcast, we intend to do just that, with engaging, timely, and relevant content that inspires and motivates.

We will be inviting our Preferred Partners to include one Top-500 REALTOR® with them during the one-hour segment. After editing and condensing, we plan to produce an impactful 20 to 30 minutes of content. A message to our Partners: "Who would you like to bring in for your podcast segment?" Our Interior Designer, Sheryl Bleustein, will be accompanied by Patrick Dearborn in our first batch of podcasts, as well as David Burnham, from Lennar Homes, and his friend and top agent, Emily Konopasek.

We will be working with Corrafilm at our Venture X podcast room to create some magic. Have any ideas? What

do you want to see? What don't you want to see? We want to hear from you! Please feel free to email us at andrew.regenhard@realproducersmag.com or share it on our *SWFL Real Producers* Facebook page. We also have a private Facebook group, "*SWFL Real Producers* Top 500," where you're always welcome to share ideas and comments. Not on that page? Please be on the lookout for your special invitation and join us there! Some responses have already come through from our "We Ask, You Tell" questionnaire. These engaging questions are published monthly to showcase the responses of members of our community and get the conversations started!

We look forward to seeing many of you in the studio!

If you have any questions about participating in our upcoming podcasts, please reach out to our publisher, Andrew Regenhard, at (239) 290-0692.

▶▶ we ask...you tell!

What is your all-time favorite podcast?



EMILY KONOPASEK
PREMIERE PLUS REALTY CO.

Real Estate Reality — my own podcast, co-hosted with my fellow top-producing agent, Jess Morris.



PATRICK DEARBORN
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ADAM SHEETS
RE/MAX REALTY TEAM

The Keeping It Real podcast is very good.



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BOOM OR BURST

The 2021 Housing Bubble



► financial
fitness
By Shauna
Osborne

Is the wildly booming real estate market of 2021 yet another “unprecedented” phenomenon brought about by the coronavirus pandemic? It’s truly a perfect storm: home prices and homes sold above asking prices are at a record high, while average time on market and inventory are at a record low. With home values in the U.S. up by 17% to a median home price of \$329,000, according to *Forbes*, and more than half of all houses “pending” within a week of entering the market, the real estate scene is starting to look suspiciously familiar. Great Recession, anyone?

Before panic sets in, rest assured, real estate and finance experts agree that this bubble will likely have more of a slow leak than a burst. Today’s market is markedly different from 2008’s. The population of the U.S. has grown by 25 million in the last 13 years, with the median age rising from 36 to 38, which means household size is shrinking. Tens of millions of millennials have entered the housing market for the first time in the last decade, exacerbating a nationwide housing supply shortage that’s been worsening for years, while baby boomers are downsizing and

renting at record rates. Additionally, the present lack of housing supply has been compounded by interruptions in the labor market and inflated home-building material costs.

Just like in 2008, there are too many people who need housing and too few places for them to go. However, unlike in 2008, this real estate rush cannot be blamed on historically low interest rates (rates have stayed at record lows through three successive presidential administrations) or predatory lending practices. Though experts say it may take five to 10 years for supply to catch up with demand this time around, this boom will be more sustainable as the home-building industry bounces back and millennials continue to explore remote work options and seek out and invest in homes with more space and privacy.

Trying to buy a home in the middle of this burgeoning seller’s market? In short, have credit scores and pre-approvals standing by and strategize for bidding wars and seller negotiations. May the odds be ever in your favor.

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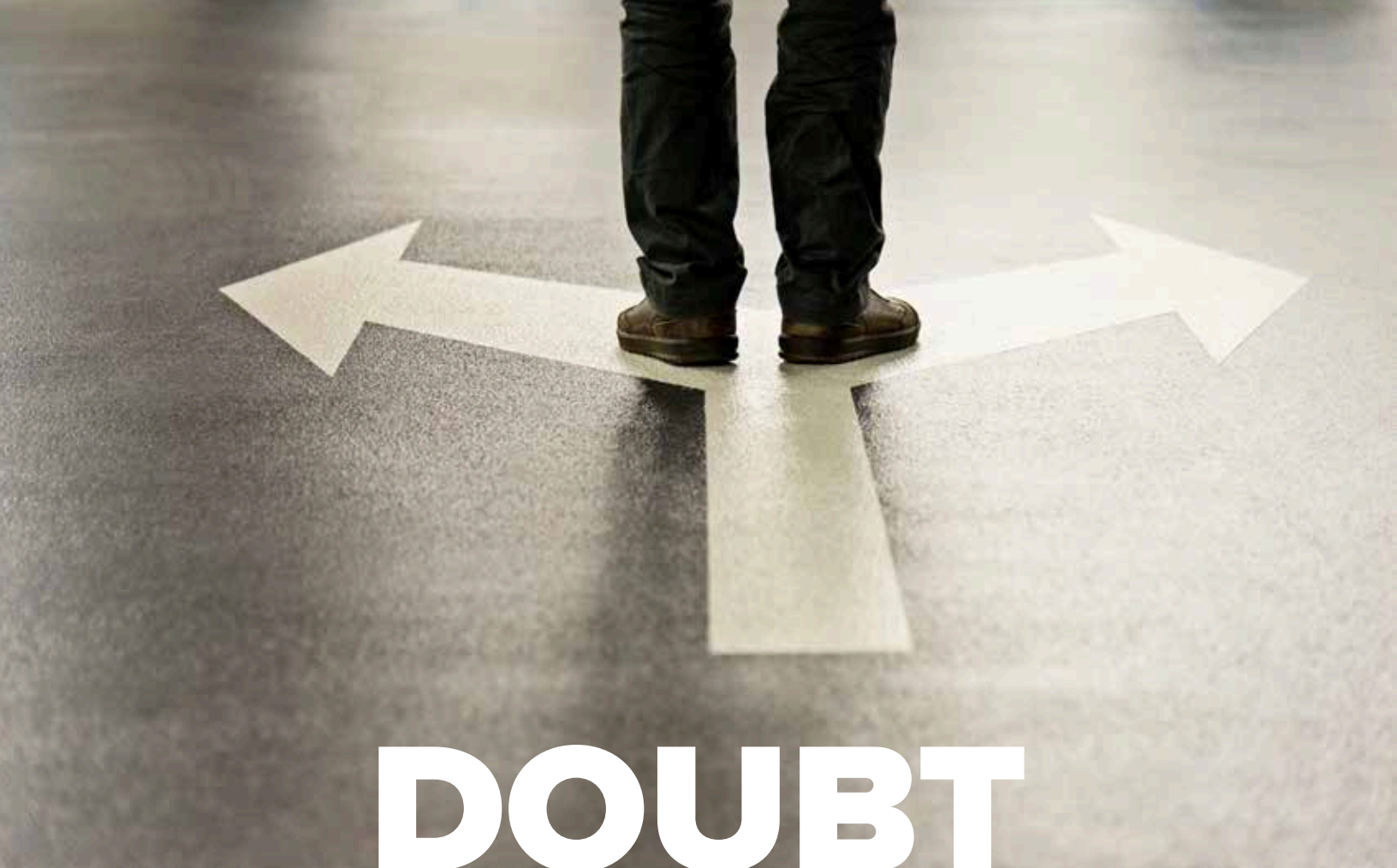
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DOUBT VERSUS CONFIDENCE

It's All in The Words We Use!

I'd like to share a little bit about what it takes to achieve success. The subject I am about to share is extremely important. Success is all about the words we use. You have to understand the words we use dictate our thoughts, dictate our actions, and dictate our results. Let me explain.

There are certain words that reflect doubt. Words like "try," "if," "should," and "but," are all doubt words. If any of you are using those words in a conversation, you're

unconsciously sabotaging your success and you don't even know it.

Let's take the word "try." Let me ask you a question. If you were to ask me,

"Coach, could you come in and align my team?" And I say to you, "I'll *try*." What kind of confidence is that going to give you? Probably not a lot of confidence. You're going to really doubt

whether it's a good decision to invest and have me come in.

Versus, you ask, "Hey Coach, could you come and align my team?" My reply is: "No doubt. We'll get it done." That's confidence. That's what people buy; they buy confidence.

Understand that we have a conscious mind and a subconscious mind. Our conscious mind has the filter. It's filtering through everything that's being said. That's about 5 percent to 10 percent of our thinking. The subconscious mind has no filter. It's absorbing everything that's thought and spoken. It counts for 90 percent to 95 percent of our thinking. So, if you're in a conversation using the word "try," you are first telling yourself that you're not sure if you're going to get the job done. You then transfer that energy of doubt out there in your conversations. The person you're speaking to is not converting into a high-paying client because they're not sure if you can get it done or not. And, you're trying to figure out why they are not converting. Hmm, something to think about...

Let's take another word, "if." *If* we get to the next level. *If* we hit that number. No, *when* we get to the next level. *When* we hit that number. The difference in one word takes it from doubt to putting a timeline and making it happen. It's not a matter of *if*; it's a matter of *when*. You have to be

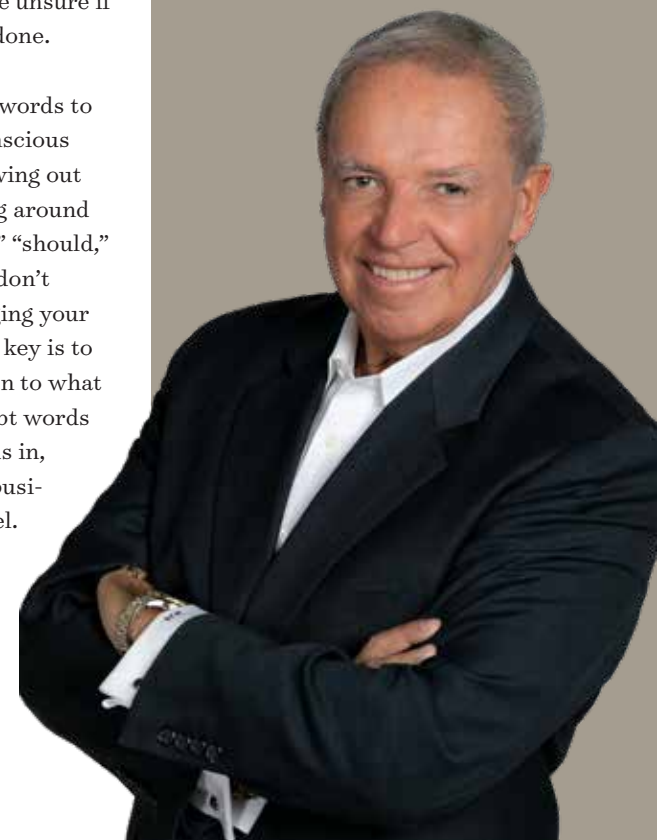
really conscious of the words you're using because you want to transfer the energy of confidence versus the energy of doubt.

A better word is "as," instead of "if." *As* I'm becoming a better leader, instead of *if* I become a better leader. *As* we create this empowered team, versus *if* we create this empowered team. Same sentence, one change; one word creates confidence, one word creates doubt.

Zig Ziglar would say the most important conversation you have is the conversation you have with yourself. Remember, any time you're speaking to anybody, there are two people listening. It's the person you're speaking to, and it's your own subconscious mind picking up the words that you're speaking. Those words present whether you're confident and going to get the job done, or if you're unsure if you're going to get the job done.

These are just a few of the words to think of. Become really conscious of what words you're throwing out there. When you're walking around saying words like "try," "if," "should," and "but" all the time, you don't even know how it's sabotaging your potential success. The first key is to be clear, be conscious, listen to what you're saying, take the doubt words out, put the confident words in, and I guarantee you, your business will go to the next level.

Coach Michael Dill is an award-winning Certified Business Coach, professional speaker, and trainer. He is a proud ActionCOACH Business Coaching Franchise partner and the President of Power & Ice Wealth Creation, a strategic leadership company that works with business owners, leaders, teams, and entrepreneurs to both develop a systematized and structured organization while accelerating their mindset, efficiencies, and effectiveness to grow both personally and professionally to achieve extraordinary results. He brings more than 40 years of business and entrepreneurial experience in his leadership, team training, and mentoring practice. BusinessCoachMichaelDill.com





» pro tips
By John Prete

Know Your CONTRACT BEFORE YOU INSPECT

Having given many talks to REALTORS®, from those who were newly licensed to veterans in our industry, something of paramount importance that I always stress is to know your contract. And while the section of the contract concerning home inspections is relatively brief, there always seems to be questions and uncertainties. Knowing your contract

allows you to work confidently with your client, the seller, and the listing agent, as well as the home inspector so you can work through any issues that arise and skillfully negotiate a resolve without adding to what can often turn into a contentious situation. If you feel intimidated by contracts or legal language, there are many wonderful real estate attorneys who want your

business and would be willing to spend some time explaining contract provisions and some of the most common pitfalls during a transaction.

Also, I can never stress enough the importance of having a conversation with your client BEFORE the inspection. Most clients have in their mind that if the home inspector puts it on

the report, the seller will be required to repair or replace it. This is where your knowledge of the contract matters most. A Realtor's confidence in their knowledge of the contract is "felt" by the client. It adds to the professionalism of the Realtor and the client's confidence in you. They pay more attention to you, and it allows you to be in greater control during negotiations.

The talk you have with the client sets up their expectations for the inspection and the report that follows. You need to explain what an inspection is and, maybe more importantly, what an inspection isn't. The inspection is NOT a pass/fail for the home, nor is the inspection report a to-do list for the seller. The inspector is there for the benefit of the buyer, to tell them everything we can about the home (within the scope of the inspection) so there are no surprises when the buyer moves into their new home. Oftentimes, this means the report may be lengthy, with comments on many elements of the home that do not rise to the level of requiring repair or replacement, but may be suffering from "deferred maintenance" or age and the normal wear that comes with years of use.

As a Realtor, you need to communicate clearly that there will probably be many items that are not the responsibility of the seller to repair,

replace, or proffer credit for. Many times, I have told Realtors the seven words to say that will eliminate 70 percent of the problems: "You Are Not Buying A New House!" Explain the difference between items with age, normal wear, and cosmetic issues versus items that are legitimately broken or defective. Setting the expectations before the inspection will help your client better digest the home inspection report and allow you to help them effectively negotiate the truly meaningful items.

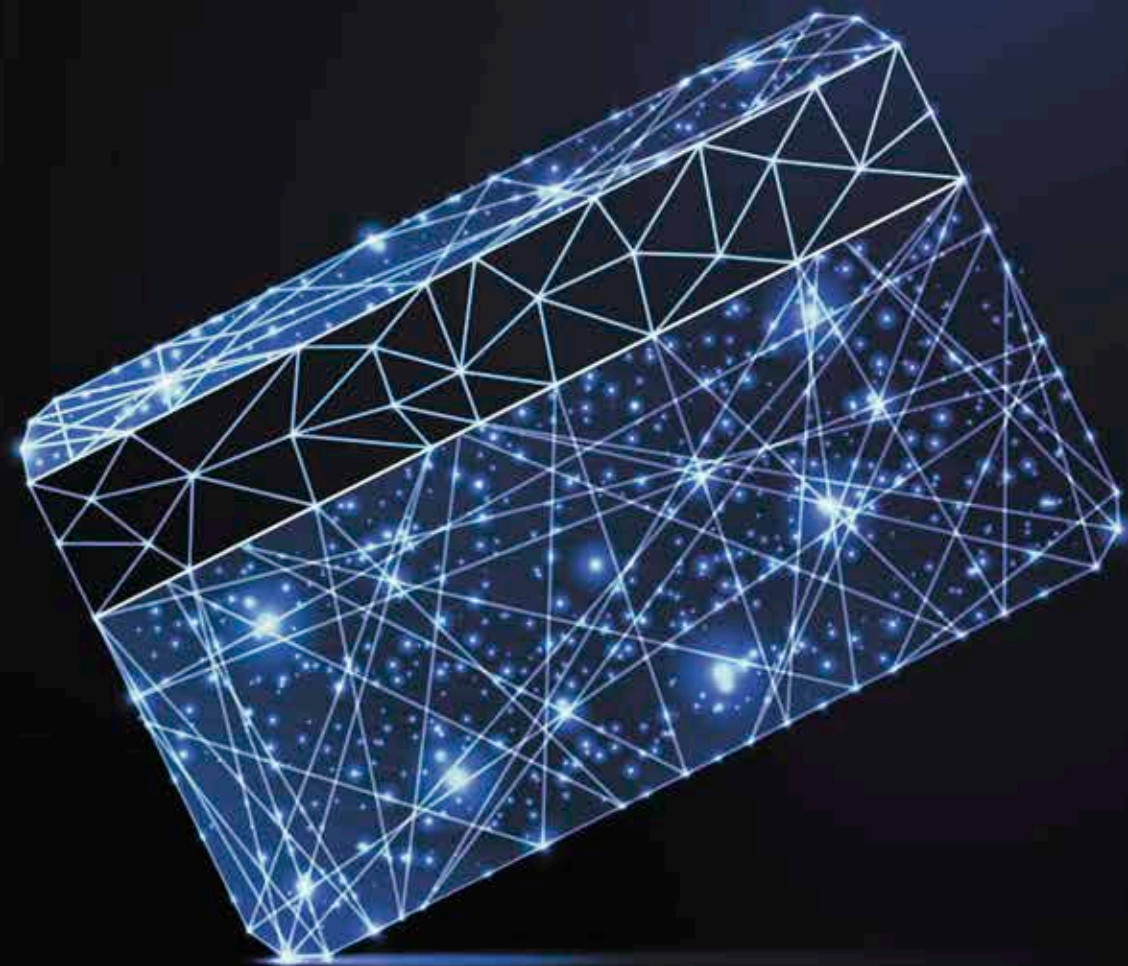
Always keep in mind that we (home inspectors) are not the enemy. We have no desire or motivation to kill your deal. That brings no joy to anyone in the transaction. We are like umpires — unbiased, there to call the proverbial "balls and strikes." We report on what we see. While our goal is to educate the client about the home so they can make an informed decision, we want to help all the parties work through the inspection process. When there are questions about the report, we always encourage the client and the Realtors (even the seller) to call the inspector to ask questions and discuss the concerns. While we are not seers that can prognosticate, and we are human and sometimes make mistakes, we endeavor to be as truthful and accurate as possible about the elements on which we inspect and report.

John Prete is the owner of HouseMaster. He has been an inspector for 17 years and has performed over 5,500 inspections. In addition to being a Florida licensed home inspector, John is also a Florida Certified General Contractor, mold assessor, radon technician, and WDO/termite inspector. John earned a Bachelor's of Accountancy from the George Washington University, CPA designation from the state of Maryland, and an International Masters of Business from Florida International University.



For more information, please call HouseMaster at (239) 430-8220. The office answers calls during normal business hours, as well as after hours and on weekends.





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MARKETING FOR REAL ESTATE PROFESSIONALS

New Market – New Marketing

Do you watch videos from trainers and coaches? Read all their books and blogs? I've learned a lot from their advice, as we should always be open to new ideas. One thing I've noticed is that they haven't changed much of their advice on how to promote your business in this very different market we are in.

Ironically, they all recommend the same tactics, so following their ideas may be a little outdated, but also put you in competition with hundreds of agents that have been coached the same way.

In addition, most techniques for building your businesses assume you have nothing better to do with your time. I work with a lot of successful agents that are very, very busy. Especially now.

Maybe some of their advice needs to be updated... at least taken with a grain of salt;

Door Knocking - Maybe this is a great technique in other parts of the country, but here in South Florida, it might not be a viable strategy. If you can get behind the gate (a good reason to live in the community you farm), the good news is you won't burst into flames from the Florida heat, since you'll be sopping wet from the humidity.

Expireds - They are still telling you to wake up each morning and call expireds. We don't have nearly enough listings for the number of buyers coming to Florida. Properties are not only getting multiple offers, many over ask, so why would a listing expire? Is

it that overpriced? Remember, no matter the market, if priced right everything sells. Now a home would have to be so overpriced, it just can't sell.

FSBOs - Traditionally, the argument against being a FSBOs is that the 'real' buyers work with Realtors®. That these buyers expect to pay more for the services of a Realtor, and that the only people looking for a bargain shop FSBOs. Is that still the case in a red-hot market like today's, when buyers feel lucky that they found anything for sale? How much time and effort is involved in sticking a sign in the front yard and taking the highest and best offer, which probably comes in days, if not hours?

Divorce and Deceased - If you have a helping spirit, this may be a great way to start each day... calling people that are going through a painful time in their life. Hard to imagine getting up in the morning 20 years from now, to call people that are at their all-time low. Maybe following ambulances to the emergency room is equally as enticing you.

Internet Leads - No doubt that the internet is where the buyers go. Unfortunately, the major Internet players know this and charge an arm-and-a-leg for these leads. And given multiple sites, you will be sold leads that have been sold to many others. A recent survey showed a little over 5 million homes sold in 2020, but over 25 million leads were doled out. And who needs buyers when you have nothing to show them? Watch out... these big Internet players are using your money to become your competition.

Farming - Actually, geo-marketing (fancy word for farming), is still a proven way to generate LISTING leads, as well as the additional buyers and referrals dominating a farm brings. It is highly leveraged (out-source your door knocking to the USPS) and listings are like money in the bank in today's red-hot market.

Open Houses - Now back in vogue, an open house is an excellent way to create a touch-point with homeowners in your farm, and to meet serious buyers actively looking for a home in a specific area. Pundits say that each listing results in at least one new buyer (sellers have to move somewhere) and combined with open house leads, that adds up.

SOI - Of course you have to keep in touch with friends, relatives, and past customers. Ideally, five to ten years from now you will only be working with past customers and referrals. By then you should have buyer agents on your team that can take advantage of your marketing capabilities. Check the geography of where your clients move to. Be careful! According

to NAR, repeat business from past customers drops precipitantly based on how far they move away.

There's a lot more strategies, some better suited for you than others, but the point is, marketing strategies have to adapt to the times, although some things remain constant – focus on listings, outsource everything that doesn't make you money, and remember that hundreds of your competitors are being coached to do the same thing you are.

You'll either have to out-spend them or find something exclusive they just can't match, if you want to stand out to your prospective clients.

Tony Spano is a marketing expert specializing in helping Realtors® farm specific areas and cultivate more business. By sending an impressive mailer on a consistent basis, over time, an agent's brand will grow to top-of-mind-awareness. That means when someone is thinking of buyings, selling, or referring a friend or relative, that agent comes to mind first.

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NEIL CRESSWELL

A MODEL FOR MEGA-AGENTS



Neil wanted to steer away from the typical office setting and created a gallery of monitors, showcasing local listings.

Not many 22-year-olds are thinking about starting a business. But then again, not many people are like Neil Cresswell. Born in Northern Ontario, Canada, Neil launched his business with more forethought and thinking than those decades older than him.

“I was this keen entrepreneur at a young age. I had successful businesses, even as a young teenager,” Neil reflects. “So at 22, I looked at real estate and decided ‘I’m going to open this business.’ I studied and researched a lot on how the mega-agents in North America succeeded. And this was prior to Google and the internet as we know it now. Before I sold a single house, I took courses from top trainers and I sat and studied at my kitchen table. I read their books, listened to

their tapes for countless hours, and studied their techniques.”

Neil was almost immediately a top producer. He became a partner of his local brokerage after only six weeks in the business.

Coming to America

For 15 years, Neil built one of Canada’s most successful real estate empires. He owned multiple brokerages, was one of the nation’s top agents, and created teams before teams were commonplace. His ability to scale his business was among the best. But in the late ‘90s, a serendipitous trip to Florida led Neil to reconsider everything about his life. In Canada, he struggled with the cold, and he was working insane hours.

His material success was apparent, but his personal life suffered. Neil realized he needed a change.

“The change was about quality of life. I always wanted to be that successful entrepreneur, and I was a workaholic. I never took time off. I remember one day looking at my kids. They were five years old, and I didn’t have a single memory of putting them to bed. So, I wanted to change some things.”

In 2000, Neil picked up his family and his life, sold his businesses, and moved to Florida.

“Canada is a great country, but opportunities are much bigger in the U.S., the land of opportunity. I wanted to open a national company, and Canada

...

has half as many real estate agents as Florida alone. Of course, the weather is much nicer in Florida,” Neil adds.

Neil arrived in Florida with immense experience and deep pockets. He unplugged his business in Ontario and plugged it back in in Florida with tremendous success. Within one year, he became one of the highest-producing agents in the state.

Seeking a New Model

“I was at the pinnacle,” Neil recalls.” Our team was selling hundreds of millions of dollars in real estate. I was the rainmaker, keeping the leads-flow going. The best part is, I was able to do this while working 20 hours a week.”

Yet, Neil was dealing with a host of issues with his team. Attrition was high. Closing ratios were low. Expenses for marketing, leads, and overhead were astronomical. “If I give a buyer’s agent ten leads today, how does he or she deal with those ten leads, as opposed to if I give them one lead? There’s a drastic difference,” Neil recounts. “When I started taking the same number of leads and distributed them to a larger group of people, I started closing more deals, my agents were happier, and my life changed.”

“As I reviewed my business, I came to a realization. I had 15 people on my team and had also opened a brokerage that had grown to 100 agents over a six-month period. The 15-person team was consuming more of my time than my brokerage with 100 agents. That’s when it hit me. Why am I dealing with all this babysitting with my personal team when really my true team was those 100 agents?”

Neil decided to shift business models entirely.



Located right off of 5th Avenue, Neil Cresswell's office is part of the lively scene that is Downtown Naples.



“OUR FOCUS IS TO ENHANCE THEIR SALES BUSINESS BY HELPING THEM CLOSE MORE DEALS... THERE ARE A LOT OF LEVERAGE POINTS IN OUR MODEL.”

Neil Cresswell's brokerage, Sellstate Realty, has over 70 offices in eight states.

Sellstate is Born

Neil's brokerage, Sellstate Realty, quickly morphed into the place to be for top producers.

“This is really only for the elite. The mega-producers,” Neil continues. “We have created the nation's first service company for mega-agents, where they can own their own brokerage without interfering with their business. The reason many mega-agents are joining us is simple. We have a very affordable model that provides all the service, training, support, and technology one would need to accelerate their business. We did this by designing our system from the ground up with the top producers in mind. Our focus is to enhance their sales business by helping them close more deals, while at the same time helping them recruit good quality agents, which builds value and

creates a nest egg for them. The goal is to accomplish all of this while at the same time balancing and improving their lifestyle.”

“There are a lot of leverage points in our model — from the tools and automation for marketing a property and following up with clients to a complete social media-automation package provided to every member of Sellstate. We cover all the areas, which is an attractive proposition.”

Sellstate Realty is continuing to grow, with over 70 offices in eight states, and a goal to have over 100 locations by the end of the year. Neil is a firm believer that it's not size that matters, but rather quality. “Not every applicant is accepted, and unfortunately, at times, we have to turn people down,” he says.

Neil and his team at Sellstate continue to innovate. The Sellstate Realty office on Fifth Avenue in Naples, Florida, is designed like an art gallery instead of a typical real estate office, making it far more inviting for the public to enter and browse — another nod to Sellstate's atypical, high-end approach.

“I believe that we solved this huge problem for the big agents that want to grow their businesses,” Neil says. “I flew in from Canada and didn't know a soul. Not a single person. When I said that I wanted to move to Florida, everyone said, ‘Are you stupid? What are you thinking about? You are the most successful businessman I know.’”

Neil simply replied, “Do you think I got here because I was lucky? It wasn't luck.”



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▶▶ partner spotlight
By Lindsey Wells

Santiago Ospina

— J.O. ALWAYS CLEAN —

LEAVING THE WORLD
A BETTER, CLEANER PLACE





Santiago Ospina took over J.O. Always Clean in January 2020, a company his father, Jorge, founded and named with his own and his wife, Olga's, initials. (Photo by New Frame Photography)

For 14 years, J.O. Always Clean has been a premier cleaning service company in Naples and surrounding areas, built on a foundation of integrity, honesty, and top-notch service. No residential or commercial job is too big or too small for J.O. Always Clean and its owner, Santiago Ospina, whose mission, inside and out of business, is to leave the world a better—and cleaner—place to live.

While Santiago officially took over ownership of J.O. Always Clean from his father, Jorge Ospina, in January 2020, he grew up in the business and learned it like the back of his hand by working for his father on nights and weekends as a high school student.

Originally from Colombia, the Ospina family sought refuge in America when Santiago was just five years old, and Colombia was experiencing a civil war and high levels of drug trafficking. “We were always at risk down there because, with the war, a lot of people were being kidnapped,” Santiago says. His parents owned their own business in Colombia and were especially at risk of being kidnapped, as business owners and their families were thought to have more money. “One day, my parents just decided, ‘No, we’ve got to do what’s best for all of us,’ so we moved to America.” Santiago was raised in Naples and Marco Island.

After moving from Colombia, Santiago’s father founded J.O. Always Clean (J.O. stands for Jorge and Olga, Santiago’s parents) in 2007 in Naples. Its bread and butter have always been tile, carpet, and upholstery cleaning, though the company also does pressure washing and some house cleaning.

After he graduated from high school, Santiago began college in Florida and, during his second year, transferred to a university in Colombia, where he studied international business and entrepreneurship and graduated with a Bachelor of Business Administration. “I started here in Orlando and did really well my first semester of college, but I always wanted to go back to Colombia and see what life was like down there,” Santiago says. In 2018, while still in college, Santiago began managing his father’s business back in the States. In 2020, after graduating, Santiago returned and took over the company so his father could fully retire. Jorge and Olga moved back to Columbia after their retirement.

This year, Santiago’s goal is to double the growth of the business, something he had his eye on doing in 2020 before the pandemic hit and shut down over half of his business, which comes from large nursing homes and country clubs. “The year 2020 started off really well, and then COVID hit,” Santiago recalls. “When the pandemic started, the nursing homes and country clubs closed down completely, with no contractors coming in.”



After retiring in 2020, Jorge and Olga moved back to Columbia. (Photo by New Frame Photography)



J.O. Always Clean specializes in tile, carpet, and upholstery cleaning, but also offers pressure washing and some house cleaning. (Photos by Miguel Marin)

Fortunately, 2021 has put the growing family-owned business back on its feet.

Growing up, Santiago’s parents taught him the value of serving others. Now, he is dedicated to paying that forward. J.O. Always Clean is one of Naples’ go-to cleaning companies in the event of an emergency, whether a natural disaster such as a flood or an injury in a nursing home that requires clean-up. “Here in Naples, a lot of businesses are understaffed, and knowing that we can make their lives a little bit easier is extremely rewarding,” Santiago says. “Our service is always top quality and I make sure I’m always here for them; they can call me 24/7.”

J.O. Always Clean has become increasingly popular with its residential and real estate clients, too, whether they need their home cleaned from top to bottom or just spruced up to get it ready to go on the market.

Philanthropy has always been important to the Ospina family, both here in Naples and back in Colombia. Through their company’s work with local nursing homes, the family has been able to fix up discarded wheelchairs and donate over 1,000 to those in need in Colombia. Jorge’s current focus in Colombia is creating small libraries and placing them in rural areas so children and families have access to books and reading material that they might not otherwise have been

“ For me, I’ve always wanted to make sure that I leave a positive influence on those around me. ”

able to access. Over 8,000 books have been donated to the cause, and over 15 libraries have been placed. Santiago also started a blueberry farm in Colombia, from which every purchase goes towards conserving a square foot of natural rainforest. “For me, I’ve always wanted to make sure that I leave a positive influence on those around me. America is amazing and has given so many opportunities, and I want to use those opportunities to help the people in Colombia who need it,” Santiago says. “They don’t have the systems and advantages we have here to help themselves, so my idea is to try to take the things I’ve learned here and try to make it better down there.”

Locally, Santiago is dedicated to always serving his clients’ needs and to anyone who needs a professional opinion. “A lot of people spend a lot more money than they should when they’re getting ready for a home. For example, they might spend money on cleaning tile or carpet when it really just needs to be replaced. Or, they’ll spend money replacing it when it can be cleaned. It’s always good to get a good view of things from a professional standpoint. We offer free estimates and try to work with people the best we can.”

Call (239) 200-1114 for more information.



Santiago Ospina, owner of J.O. Always Clean, is available 24/7 for residential and real estate clients to call, whether they need their home cleaned from top to bottom or just spruced up to get it ready for sale.

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MARK riley

Born to Lead

▶▶ featured agent

By Zachary Cohen | Photos by Michelle Reed



Mark Riley's 44-foot Azimut Atlantis sports cruiser is his home away from home, where he finds sanctuary atop the water and is able to recharge.

When Mark Riley sold his landscaping business at the age of 14, it was clear that he was a natural-born entrepreneur.

Mark had started his business at 12, with a bout of creativity. He learned how to cut railroad ties with a chainsaw and used them as edging. Over the next two years, he developed his landscaping operation in his home state of Ohio until another local company gave him a call. "A big landscaping company came to us and said, 'You're killing us.' So, at 14, I sold the business."

The connections Mark made led him to an even more significant business

proposition. One of the gentlemen he met while landscaping owned three acres of land. This man asked Mark what his next steps were. "I said, 'I think I'm going to buy land.' We sat on his porch drinking lemonade. He asked, 'If I sold you this land, what would you do?'"

Mark had a plan at the ready. He said he'd subdivide the land, keep the house, and sell off two lots. The gentleman promptly called Mark's mother and asked when she could come over. "He said, 'I'm going to sell Mark my land.'"

On To Bigger Things

Mark did purchase that land, with the help of his parents, and he followed through on his original plan. He subdivided the property, sold two lots, and allowed the gentleman to stay in the home for free until he moved. And so began Mark's real estate career.

Mark was fortunate to have strong role models to look up to. His mother was an icon in the real estate business, which enabled him to complete that first deal as a mere teenager. Her guidance eventually led him to enter the real estate business full-time.

...

“
WHEN YOU’RE TALKING ABOUT THIS KIND OF MONEY,
YOU BETTER HAVE A BUSINESS-BRAINED LUXURY
CONSULTANT. I KNOW THE LUXURY MARKET WELL.”

Mark got his real estate license just before his 18th birthday.

In college, Mark majored in international economics and minored in British literature. He spent two terms abroad, which led to a longstanding love for European travel. Later, he transferred back home to Ohio to pursue a career in real estate. Despite working for his mother on and off through college, however, Mark’s

father wasn’t convinced real estate would provide a stable future. So Mark took a detour into the corporate world. He sold valves around the country, and it was just as dull as it sounds. After a year, he turned back to real estate full-time.

“That first year, I made \$50,000, at 24 years old. All my buddies that went to grad school were making \$25,000 to \$30,000.” Mark had handily proved

his father wrong, and he was well on his way to building a wildly successful real estate career.

Into the Present

Mark received his Ohio broker’s license in 1983, and in 1989 he received his Florida license. By 2003, he relocated to Florida full-time. He had been visiting the Naples and Sarasota area since he was a child, as his grandparents retired to Florida



Mark Riley has his own interior design firm, elements of which are apparent in his yacht’s luxurious and tastefully appointed décor.

the year he was born. So while Florida was his new permanent residence, it already felt like home.

Today, Mark is not only one of Florida’s top agents, he’s the CEO and broker of LUX International Properties. Mark has amassed over \$1.3 billion in career sales, with a focus on the Naples and Sarasota luxury markets. His career has spanned across the globe, from Dubai to London to Stockholm. LUX International Properties has a satellite office in Florence, Italy, is expanding into Tuscany and Umbria, Italy, and Mark is in the process of opening another office in Bonita Springs, Florida.

“I love people, and I am passionate about what I do, which allows me to provide a concierge level of service. But more importantly, I help my clients make their dreams come true,” Mark says.

At 61 years old, Mark’s energy and brainpower are strong. He also runs LUX Home Design International, an interior design business. “Design has always been a passion of mine, and I decided that bringing design into my luxury real estate business was not only an exciting, new element for me, but even more exciting for my clients. I’ve had 27 personal homes. Many times, before it was even in vogue, I would sell homes decorated and furnished.”

Stepping Into the Future

Through the years, Mark has developed a passion for philanthropic work. “God has blessed me and stood beside me through many detours and has inspired me to help others through their own detours,” he says. “Since childhood, philanthropy was instilled in me as a way of truly living to those around me.”

In 2020, Mark started a monthly tithing program called “Tithe Plus,” which has inspired him to give back to his community even more. Although he’s been in the industry for over four decades, Mark remains humble. He knows that every day presents a new opportunity.

...

“The toughest thing for me has been learning how to relax, learning how to take a day off, learning to realize I can put myself first. We’re in an industry where clients are first, and I am passionate about being there for my clients and making them a priority. Now, it’s about making sure I’ve created a quality of life for myself.”

“I love sports, fitness, biking, horses, and travel, but I still was not finding a place of peaceful relaxation for *me*. Now, I’ve finally found it — “Limoncello,” my 44-foot Azimut yacht.”

“THE TOUGHEST THING FOR ME HAS BEEN LEARNING HOW TO RELAX, LEARNING HOW TO TAKE A DAY OFF, LEARNING TO REALIZE I CAN PUT MYSELF FIRST.”



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NICO

PAREDES

DRIVING FOR THE BIG WHY

By Lindsey Wells • Photos by Sun Services SW Photography

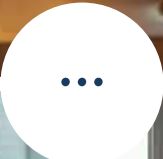
When your *Why* is big enough, you will find your *How*. Nico Paredes moved to the United States from Ecuador to attend college in Connecticut. He earned a bachelor's degree in hospitality management and worked in the hospitality industry before realizing his passion for real estate. Now, with a decade of experience in real estate under his belt, Nico coaches other real estate professionals to get up every day and remain laser-focused on their driving force, the big *Why* behind what they do. "If your big 'why' does not make you cry, then it's not your big 'why,'" he tells his fellow agents and those just joining the industry.

Growing up in Ecuador, when Nico thought about his future as an adult, he had two goals in mind for where he would eventually end up: it had to be on the water, and it had to be close to home. After graduating from college in Connecticut, Florida turned out to be the best of both worlds. Shortly after moving to Naples, Nico met his now wife, Sherri. The couple is celebrating nine years of marriage this year. Seven years ago, Nico and Sherri welcomed their son, Nicolas, into the world. When encouraging other real estate professionals to always keep in mind their biggest motivators, Nico never loses sight of his own: his son. "I coach people to truly find that one reason that helps you wake up every morning to grind and work hard to accomplish their goals. In my world, it is my son. He is my number-one force, my goal, the reason I do what I do," Nico says.

Providing service to others has always been in Nico's blood. While he enjoyed his work in the hospitality industry, Nico found that real estate allowed him to provide more direct service to his clients in a more



The Paredes family (Sherri, Nico, and Nicolas).



Nico Paredes shares that his son Nicolas is his number-one driving force and his ultimate big Why.

“

NO ONE IS GOING TO TAKE YOU TO THE FRONT OF THE LINE; **YOU HAVE TO PUSH YOURSELF TO THE FRONT OF THE LINE.**



significant way. Helping others achieve their dreams of homeownership proved to be extremely rewarding. As an independent agent with Keller Williams Realty Naples, Nico’s sales volume reached almost \$17 million in 2020 — a huge accomplishment for him and his team. However, Nico admits that reaching this point in his career wasn’t easy. “Anyone can become successful,” he says, “but the important part is maintaining that success. To be a high-performing individual, it takes a lot of work and discipline, and the real challenge is maintaining your success in order to take it to the next level. My journey has been very exciting but also difficult. But, out of perseverance, consistency, and a clear vision, we can achieve anything.”

Nico also attributes his success in real estate to the systems he has in place and his willingness to never stop learning. “You have to find the systems that work for you, and also surround yourself with people that will support your dreams and vision,” he added. Nico encourages new agents to continue to be a student of their market. “Always be learning-based and never give up, never quit; you take the hits and punches, but you keep moving forward. That’s what did it for me. One of the things I like to say is that no one is going to take you to the front of the line; you have to push yourself to the front of the line.”

Nico’s passion for service extends into his community and volunteer work. Nico

is a member of the Freemason fraternity and is also a member of Shriners International. Shriners International supports a system of over 20 children’s hospitals across the nation. Locally, the Paredes family donates volunteer time and funds to animal shelters in Naples, specifically Brooke’s Legacy.

When he isn’t working — which doesn’t happen often — Nico is into health and fitness and networking. He and his family love to ride their bikes and go to the beach. And, with only four hours between him and Ecuador, Nico takes every opportunity he can get to visit his family back home.



Buyers have consistently ranked cleanliness (51%) followed by odor (22%) style of decor (13%) furnishing (6%)

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▶▶ partner spotlight

By Lindsey Wells

Photos by New Frame Photography

ALESSIA MARCIN

BALANCED IMAGES

Bringing Clients' Visions to Life

Photographer Alessia Marcin is dedicated to giving her clients more than just beautiful photos during their sessions. For Alessia, it's about bringing an entire vision to life, something she has been doing for her clients through her photography business, Balanced Images, since she founded it four years ago. "Being able to build a relationship with a client and create a custom piece for them — there's nothing like it. They are with me throughout the whole process. From bouncing ideas off of each other in regards to images to choosing color schemes, it's a fun project from start to finish," Alessia says. "Everyone has their own ideas of what 'balance' is, whether it's a sunset, your family that brings you balance, your passion for cars, or motorcycles, boats, nature — whatever. My job is to bring the Balance into your space."

...



“I quickly realized that I wanted to not only work for myself, but I wanted to be able to bring value to people in a personal way.”

Photographer Alessia Marcin started out capturing images of sunsets and then moved to shooting landscapes and exotic cars.



Alessia Marcin founded Balanced Images four years ago, a company specializing in high-quality aluminum photographic art.



Ben Meyers, Alessia Marcin's business partner at Balanced Images, has always been involved in classic car collecting and racing.



Part of Ben's impressive luxury and classic car collection is this 2020 Corvette C8.

Alessia's interest in photography bloomed at a young age. She was the kid who always had a disposable camera by her side, until she got her first digital Nikon camera in eighth grade. "That was a huge deal," she says. "I took photos of everything." While she has always had an interest in photography, Alessia never considered it as a way to make a living until after graduating from college with a hospitality degree. Upon college graduation, she and two of her best friends took a backpacking trip across Europe. When they returned, they all moved to Atlanta to start new lives. On the drive to Atlanta from Florida, Alessia began seriously thinking about a photography business, and the concept for Balanced Images was formed.

"I quickly realized that I wanted to not only work for myself, but I wanted to be able to bring value to people in a personal way. Being able to capture photographs, whether they are my own or something in particular that a client is looking for, opens the door for creativity," Alessia says. "Working one-on-one with clients gives me the opportunity not only to take photographs but to build a lasting relationship with clients through collaboration and communication. My mission is to design a space that elevates my clients' style and brings their passion to life with a simple yet bold look of a Balanced Image."

Alessia started out capturing images of sunsets and eventually began doing landscapes. Her interest in exotic cars led Alessia to begin photographing all of the exotic cars in Southwest Florida. Then, she began volunteering at a local big-cat sanctuary and started capturing images of the cats. "Between the cats, the cars, and the landscapes, those are my favorite things to photograph," Alessia says. "Then, if there's a client who wants a particular image for their house, I'll





Alessia Marcin photographs big cats for a living, but relaxes at home with her calico, Leona.

do that. We are all about bringing your vision to life.”

Balanced Images fuses technology and design by combining high-grade aluminum with a process called dye sublimation in which each image is infused into the aluminum, not printed. This creates a sophisticated look where simplicity is key. A demonstration video is available on the company’s website for those who are interested in seeing the creation process behind Balanced Images.

REALTORS® can take advantage of Balanced Images through closing gifts for their own clients. Alessia says, “Most people move to Florida for the weather, right? Beach, palm trees, sunsets... Let’s bring that into your home! Instead of a typical

closing gift, the Realtors purchase a Balanced Image to gift to their clients. ‘Welcome to Florida; here is a piece of Florida to keep in your home.’”

In her downtime, Alessia loves to travel. If she isn’t working on a project, you will most likely catch her on the next flight out. At the time of this writing in late June, Alessia was in Alaska visiting her brother. “Being

able to travel and pull away keeps me sane,” she says. “However, I do always have the camera on me. Got to stay creative.”

Call 804-301-5212 or visit www.balancedimages.com for more information.



BALANCED IMAGES

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Being able to travel and pull away keeps me sane. However, I do always have the camera on me. Got to stay creative.

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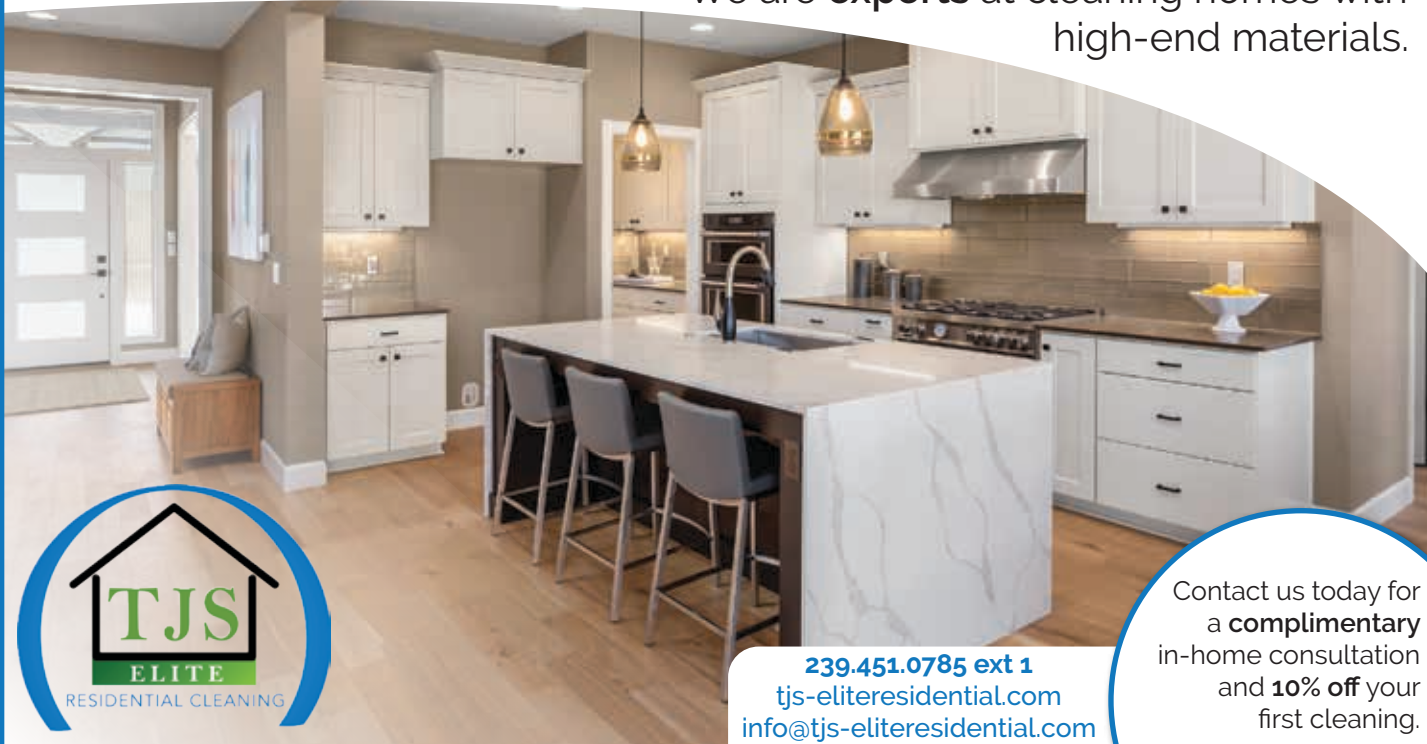


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SCOTT NEEDLES & STACY WITTHOFF

Brother—Sister Power Team



► cover story

By Zachary Cohen
Photos by Michelle Reed



to build their lives — and their careers — around their hometown.

For the Love of Marco Island

“I remember the Marco of our childhood so well,” Stacy Witthoff begins. “Back in the day, our church was located in a portable on the resident’s beach, and we’d drive directly onto the beach to go to church. It was a totally different environment. There was one place to go on Friday night, and everyone would go there. It was a very quiet beach town.”

Stacy and her brother, Scott Needles (The Needles Group at John R. Wood Properties), remember a small-island feel, where everybody knew everybody. Marco Island was safe, quaint, and rustic. For two teenagers looking to spread their wings, however, Marco Island was lacking. “I didn’t have a whole lot to do. The island was very small,” Stacy adds.

Both Scott and Stacy left Marco Island, only to return to the place they have always called home. As adults, they have come to realize how special the place they grew up in truly is. “We have pictures of us as small kids, where there are only one or two buildings on the beach,” Scott adds. “Now, it’s obviously different, but there are some good things about the changes. There is a lot more to do for younger people, there are a lot more restaurants, and it’s not so busy that it feels congested.”

For Scott and Stacy, Marco Island always has been, and always will be, home. They’ve each gone on

Beginnings: Scott

After graduating from Florida State University, Scott moved to Orlando, where he landed a door-to-door sales job. While he wasn’t happy with his new job, it helped him realize that he wanted to pursue a career in sales. He returned to Marco Island to pick up the family business — real estate.

Scott and Stacy’s father, Marv, worked for the original developer of Marco Island, Deltona Corporation. He eventually went on to found his own real estate company, Flagship Real Estate, in 1973.

In 1995, Scott officially launched his own real estate career, following in his father’s footsteps.

Beginnings: Stacy

Stacy graduated from Florida State University with a degree in biology and promptly went to work for SeaWorld. Unfortunately, she quickly discovered it would take three jobs to support herself and decided she desired a different path forward in life.

“As a 20-something, I thought I’d never live on Marco Island, but after I got out of college and made a list of

...

...
what I wanted in a career and a place to live, everything pointed back to real estate,” Stacy reflects.

In 1997, Stacy launched her real estate career, and by 2000, Scott and Stacy formed The Needles Group. Scott and Stacy have now been working together for over two decades.

The Needles Group

“As kids, we fought as badly as any kids could. So when we told our parents we were going into business together, they said, ‘No way!’” Stacy

laughs. “But overall, it’s been great. The family trust factor is there. Sure, we have our disagreements and differences, but in the end, we’re family. It’s been a perfect fit.”

“I wouldn’t have a partner aside from her,” Scott says bluntly.

For many years, Scott and Stacy ran their business as a two-agent team with support staff. Recently, however, they’ve expanded to bring in a buyer’s agent. In 2020, they closed 149 transactions for over \$80 million, and in

2021, they are on pace to close over 200 transactions.

So what’s their key to success? Scott and Stacy lead with integrity, experience, and communication.

“One of the benefits of living here and doing real estate over 20 years is we know the market. We know the island as well, if not better than anyone,” Scott explains. “Communication is the key,” Stacy adds. “Communicate with your clients, communicate with your peers, and take good care of

“One of the benefits of living here and doing real estate over 20 years

is we know the market. We know the island as well, if not better than anyone.



Brother and sister Scott Needles and Stacy Withoff joined forces in 2000 to form The Needles Group and have been working together for over two decades.

...

**Scott and Stacy
lead with integrity,
experience, and
communication.**

people. If you have good business practices, good ethics, and let people know what's going on, they will appreciate it. It's harder and harder to find that in this business."

Family First

Scott and Stacy have been balancing family life with their professional responsibilities for over twenty years each. Scott and his wife, Deborah, have two daughters; Diane is 21 and Emma is 16. Stacy and her husband, Curt, have two children as well; Ryan is 20, and Mia is 16.

"You just have to set your parameters. There's more to life than working. You have to set parameters of what you're willing to give to the business and what you're not," Stacy explains. "And the reward is worth it."

As Scott and Stacy look ahead, they both envision enduring careers in real estate. They hope to continue to grow their team, perhaps to the point where they can step back and take more time off.

"But we love what we do," Scott reminds us. "We've helped so many people over the years. We know so many people that we just want to continue to help."

Scott Needles and Stacy Witthoff are true locals; they grew up in Marco Island and returned to live, raise their families, and work here.

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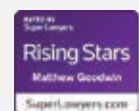


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WILLING & Well

Holistic Healing at Omni Balanced Life Center

It's easy to get stuck in the same habits, wondering why the results never change. Life can be hard, but it certainly doesn't have to be — sometimes we need a little encouragement, whether from ourselves or a helping hand from someone else. At Omni Balanced Life Center, they believe that with a little willpower, and their variety of resources, the cycle of sameness can be broken. With Florida becoming the epicenter for happiness, retirement, and general relocation, Omni is highly sought after by their Northern clientele. At the considerable rate that Florida is growing in population and popularity, Omni has seen a substantial growth in clients, as well as services, education, and wellness offerings. Numerous medical professionals, especially those who are trained in Western medicine, are frequently reaching out to refer clients who are in limbo in their healing journeys. "We want to find ways to work synergistically with medical teams," claims Jamie Kliewe, founder and owner of Omni. Their goal is never to discredit the work of Western medicine, but to shed light on varying forms of healing.

Omni focuses on a holistic-based approach to health care, while working in a team environment with a spectrum of multi-functioning members. Jamie, a Board-Certified Holistic Health Practitioner, aims to provide educational resources to assist individuals with their transformative journey. Their goals are centered around client willingness in the areas of mental, physical, emotional, and spiritual health. The energy centers of the body hold the power to elevate overall well-being, as long as the client is willing. Similar to dieting, working, and breaking or making habits, the work has to be put in — which can be simple or difficult, depending on the client's mindset.

Omni says they operate on the Christ-centered core values of Truth, Love, Grace, Mercy and Compassion, and that their healing center was created to "demonstrate the Omni-present, Omni-potent, and Omni-scient characteristics of our Divine Creator of the Universe." These beliefs have their taboo... but Omni is demystifying the Divine in practice at the human level to help those who are seeking enlightenment and answers from within — especially as they relate to personal health. It is their contention that we have the power inside of us to completely rewire our thought processes that are systematically societal and nurture-driven. "Education and outreach are so important," according to Jamie, "because the public is able to gain awareness on topics that are otherwise foreign and/or misleading. As these holistic practices gain more attention, with successes and statistically proven results, the community bonds on a deeper, more spiritual level."

Each and any of the following services, provided at the Omni Balanced Life Center, are recommended according to the client's individual well-being journey: Acupuncture, Bemer Mat Therapy, Biocharger Therapy, Biocommunication Scan, Biofeedback, Chiropractic, Clinical Skincare, Far Infrared Sauna, Foot Detox

Bath, Functional Healthcare, Lymphatic Drainage, Omni School of the Spirit, Perception Reframing, Reflexology, Therapeutic Massage, Ultrasound Therapy, and Wellness Coaching. These modalities are recognized to realign blockages that might be in the mind, body, and spirit.

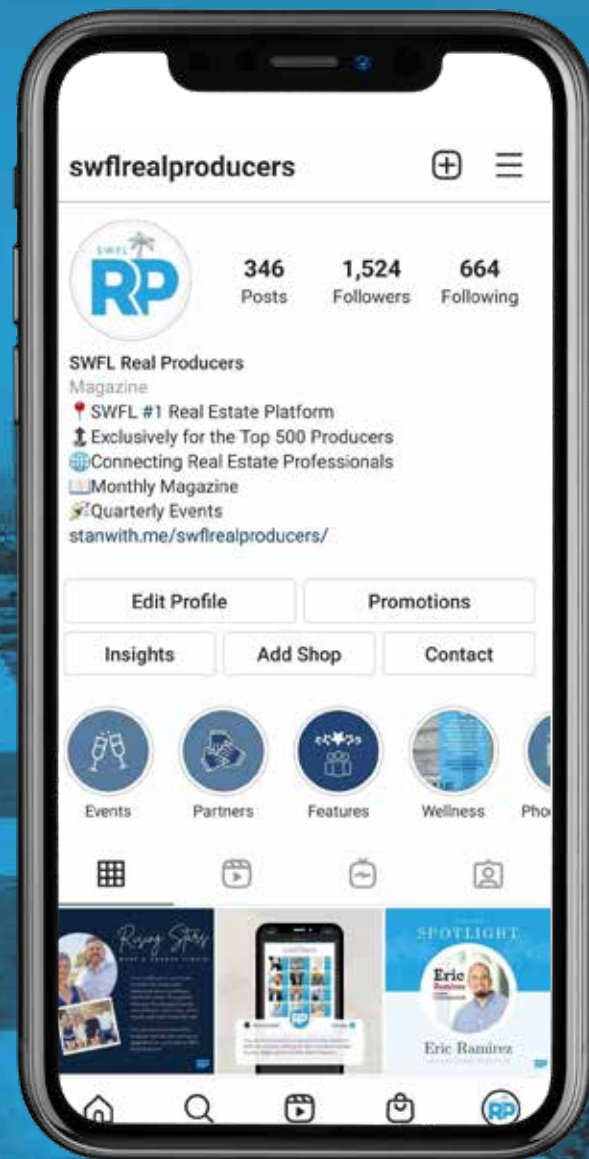
For example, biofeedback is measured using the L.I.F.E. system to assist in achieving stress management, muscle relaxation, and preventative health care. The L.I.F.E. system attempts to identify and record subtle, informational "stress potentials," provided by the client during the initial assessment procedure. Their goal is to pinpoint these daily stressors and alleviate where the blockages are occurring. Acupuncture is another form of stress relief in the nervous, vascular, immune, muscular, endocrine, digestive, and reproductive systems. It is known to aid vital bodily functions and improve anxiety, depression, allergies, carpal tunnel, fatigue, headaches, and many other health dysregulations.

Omni offers free, 30-minute consultations to help clients determine which service(s) will best suit their needs. To learn more about alternative healing or their services, call Omni at 239-234-1608 or visit them online at www.OmniNaples.com.

Kalynd Parrish grew up in Naples, Florida. After a 10-year, soul-searching absence, during which she graduated from the University of Kentucky and found peace with her own wellness journey, she is thrilled to be back in The Sunshine State. Kalynd has a love of disco and all things sparkly, an interest in rescue Dobermans, and reports on health and wellness topics in Southwest Florida and nationwide.



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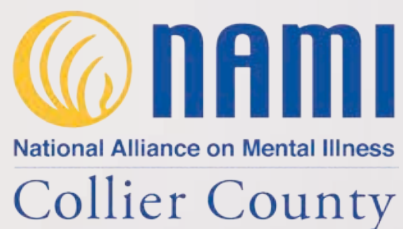
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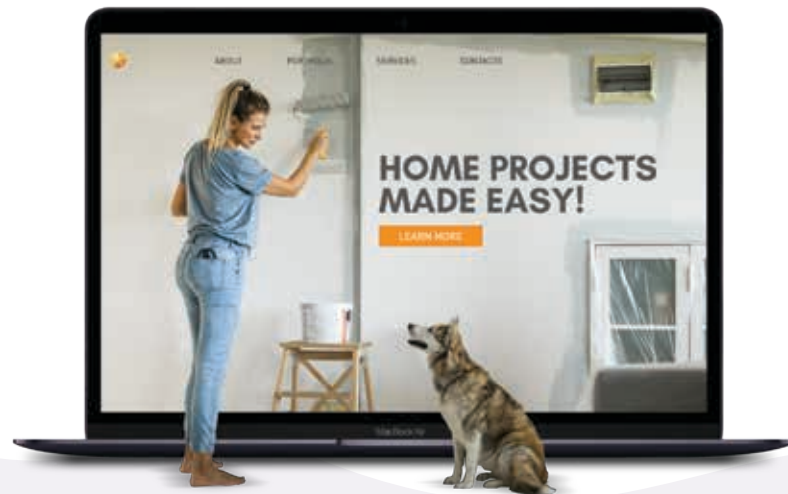
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