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

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Cover photo courtesy of Sun Services SW Photography.

RP

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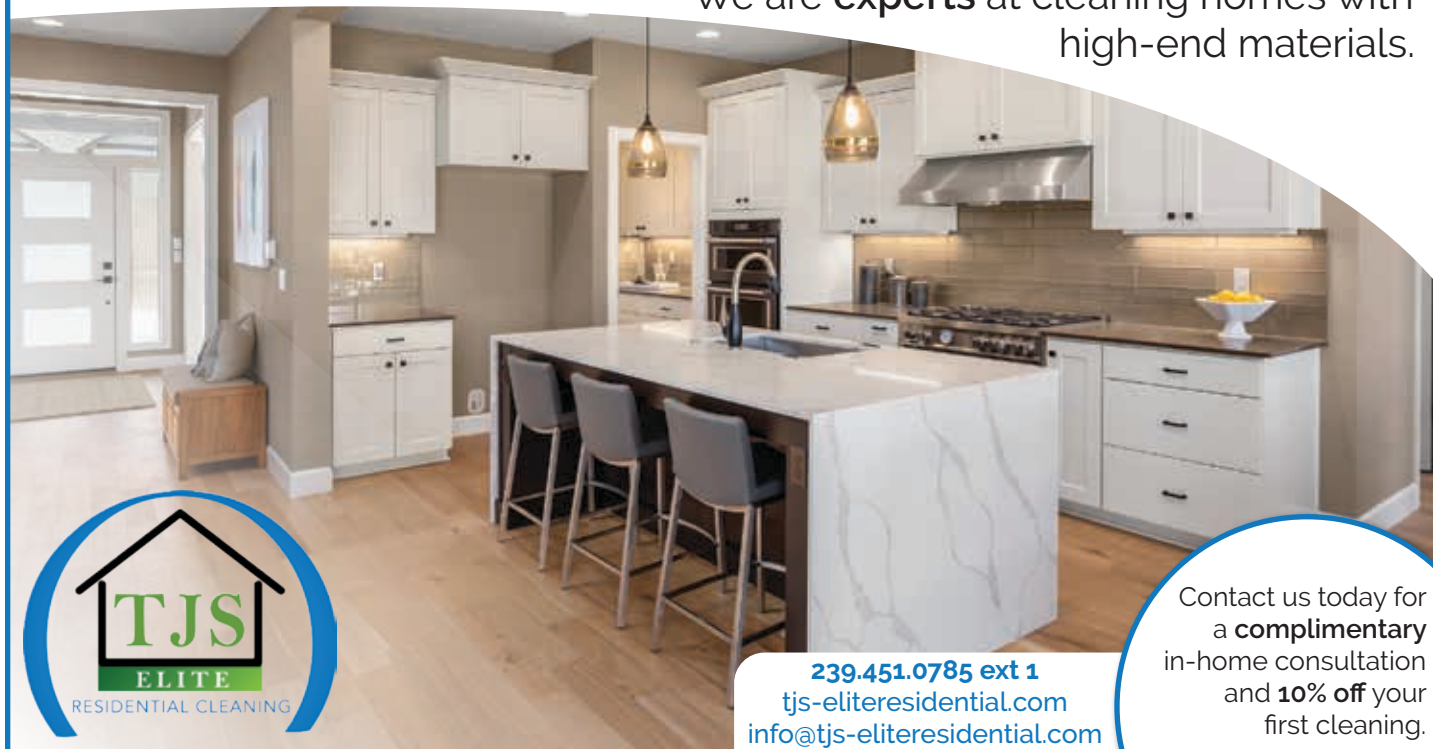
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A NOTE FROM THE PUBLISHER

Dear Real Producers,

Happy September! We're super excited to have launched our new podcast, *The RP Experience*. New episodes will be streaming weekly on Spotify, YouTube, and all the podcast platforms.



The way it works is, one of our valued industry partners invites a top Realtor (that's you!) to join them

and we have great conversations on a variety of real estate topics. Keep your phone handy so when one of our partners calls you to come on *The RP Experience*, you're ready to go!

We had an amazing time at our recent quarterly event in early August. Check out the photos from the event inside this issue! With it being summer and everyone needing to balance a crazy market and getting some downtime with much-needed and long-overdue vacations, we just really appreciate those who spent a little of their valuable time to come out and join us. We are especially grateful to everyone who donated to the raffle and helped support NAMI of Collier County. Congratulations to Michelle Barraco, who won the raffle! We had a great

time at this event and hope you did too. This event at Venture X goes down as one for the books!



We look forward to seeing everyone again either on the podcast or at our next event!

Very respectfully yours,
Andrew Regenhard
Owner/Publisher
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Always make the bed, get the coffee going, and catch up with emails, social media, and daily news. Head to the gym without my phone. Get home, get dressed, head to the office.



JOE EPIFANIO
Royal Shell Real Estate
News, email, then workout.



ERIC GALLUS
Premier Plus Realty
Americano with coconut milk, then read the latest posts from *SWFL Florida Real Producers*.



CHRIS TORRES
Master Touch Installations, Inc.
I wake up early in the morning and jump in the shower. I enjoy cold showers; it relaxes me and wakes me up faster than coffee. I then proceed to get ready and I pick some cool dress socks to match up, depending on my mood. Before leaving home, I picture how I want my day to be. I close my eyes and see myself doing everything that I want to see and do on that day, then I open my eyes, close the front door, and go for it!



ALESSIA MARCIN
Balanced Images
Up by 6:30 to 7 a.m. The first thing I do is go to my sunroom and journal what I'm thankful for, what I want to accomplish for the day, and what I want to accomplish for the next few months and the year ahead. Then, I read at least three pages of whatever book I'm reading at the time, give my cat Leona boops on the nose, enjoy breakfast and *caffè* (coffee in Italian) and get the day started.



MARK RILEY
Lux International Properties
Up early. Thank God for the day. Stretch at the edge of my bed. Make my bed. Brush my teeth. Make hot tea. Sit for 45 minutes and read from four to five different books and meditate. Work out. Get ready and start my workday. I believe taking time to prepare mentally, spiritually, and physically for yourself brings serenity.



CANDACE FARMER
Local Real Estate LLC
Last Christmas, my mother gave me 365 inspirational, handwritten notes that she wrote. Each morning I pick one, read it, pray on it, and also post to social media so others can enjoy them. Hundreds of people follow me looking for them each morning and are enjoying them as well.



ANDREW REGENHART
SWFL Real Producers
I wake up around 5:30 and work out (CrossFit) at 6 or 6:30. Then, I love to relax and enjoy a cup of coffee before getting going. I get started on work around 8 or 9 to be ahead of the day so when 9 a.m. appointments begin, I'm ready to rock and roll!

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The THERMOSTAT of Your Life

By Danielle Damianov

mindset matters

Has there ever been a time in your life where you were searching for answers as to why you were not advancing in your career, your relationships, and your life? Where you felt stuck, you put in the hours every day, you had wins and felt amazing, only to have it be followed by a quick swift kick in the gut and everything came back to “normal”? You might have been growing and scaling but not at the pace you wanted. If you are like me, you want it NOW, and when it’s not happening NOW — or at the pace you want — you may feel sad, scared, down on yourself, wondering if you are ever going to “make it.” You might make amazing strides, only to be followed by failures and losses that bring you right back down to your “normal.”

Ed Mylett talks about the “Thermostat of Your Life”; Gay Hendricks, in *The Big Leap*, talks about the “Upper Limit Problem”; and Ryan Stewman talks about the “Force of Average.” Basically, they all mean the same thing. The moment you start to make big strides in your life and in business, the Thermostat or the Upper Limit Problem or the Force of Average takes you right back down to your “normal.”

Think about your home or your car. You have a thermostat in your home or car and have it set at a certain temperature. The moment the temperature gets too hot or cold, the thermostat kicks in and brings the temperature right back to where you have it set. The same goes for your life. You have your life set at a certain temperature. When you make great strides in your business or in your life, you start to feel happy, excited, on top of the world ... and then, all of a sudden, something happens to bring you right back down to the temperature your life is set at. So the question is, how do we raise the temperature in our life so that when we do have setbacks we are now having them at our “new temperature”?

1. Understand and recognize this is happening. Everyone has ways that they limit themselves. When setbacks happen, try to figure out what caused them — not the actual or physical thing that took place, but what happened internally that caused your thermostat to fall. Whatever it is for you, recognize it and change it immediately.

2. People. There is an old saying that you are the average of the five people you hang around with. I believe this to be true! Unfortunately, we probably love the people we hang around with, and that is why we hang around them. However, they may be the people holding you back from your greatness. If you want more, find people doing more than you. Find people doing

what you want to do and watch them, hang around them, join groups or masterminds with like-minded people. Surround yourself with positive people who inspire you.

3. Mindset. My mindset is the number-one culprit in lowering the thermostat of my life. For some reason, the moment I am growing and everything is going great, I self-sabotage and start to wonder when it is going to end. This, I’ve realized, is my “Upper Limit Problem.” The great news is that I finally recognized it. For others, self-limiting thoughts might be fear of outshining others, self-limiting beliefs that they are not worthy of more, or negative family and people around them that tell them they can’t do it. It’s so important to stay positive regardless. Things that help keep me positive are recognizing the negative thoughts and pushing them out, and practicing my miracle morning, which includes journaling, meditation, exercise, reading, and daily gratitude. I encourage you to figure out what helps you get you out of your “funk” and make that change immediately! The most successful people know how to control their mind. Change your thoughts and you change your life.

4. Keep moving forward. A lot of times, when things are great and we are heading in the direction of our dreams, we get knocked down and we stay down. We feel stuck. We wonder what is going on, why is this happening, and “analysis paralysis” kicks in. Get up and move forward. Don’t let days or weeks go by. Be reminded that this is only old habits trying to bring you back down to your “normal thermostat.”

So the question is, what is your thermostat set at in your life? Is it where you want it to be? If not, it’s time to raise your thermostat so you can become the person you were destined to be. You’ve got this!



Danielle Damianov has been in the mortgage and real estate business since 2001. She is currently the VP of Mortgage Lending at Guaranteed Rate, has her real estate broker license (inactive) and real estate instructor’s license, is author of *Real Estate Secrets Unlocked*, and loves helping real estate agents succeed in their business. You can check her out at www.lendfla.com and www.believelearnachieve.com.



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By Christina Daves

WHAT SHOULD YOU PITCH THE MEDIA RIGHT NOW?

What topics can you pitch your local media this fall? September topics to consider are back-to-school and the real estate market. What weather changes happen and what should you do to keep your home maintained in the fall? It's Indoor Plant Week the third week of September. You could talk about plants and staging and how they make a house more sellable.

October is Breast Cancer Awareness month. Is this something you are passionate about? You can pitch a story related to your non-profit that is a win-win-win for you, them, and the media. October is Financial Planning Month. What tips can you provide an audience related to financial planning and real estate? It is also Fire Prevention Week, October 3rd-9th. As an expert in homes, what can you talk about that all homeowners need to do to keep their home safe?

Next is November. There is Thanksgiving this month, and it is also National Gratitude Month. What are you thankful for? Can you create a movement that could land publicity? Team up with others in the real

estate space and do something for the community this month and share it with the media. It is also Veteran's Day this month. If you work with veterans or have special programs for them, this is the time to pitch this story.

Think seasonality, time of year, what's happening this time of year, and holidays, and plan out your pitches for this fall.

Christina Daves PR for Anyone®

Christina Daves is the founder of PR For Anyone®. She has trained thousands of real estate agents in gaining visibility by using traditional and social media together for maximum effectiveness. Agents she has worked with have appeared in national magazines, newspapers, radio, television, and blogs. Book your free business strategy session at www.ChatWithChristina.com, and learn more about Christina at www.ChristinaDaves.com.



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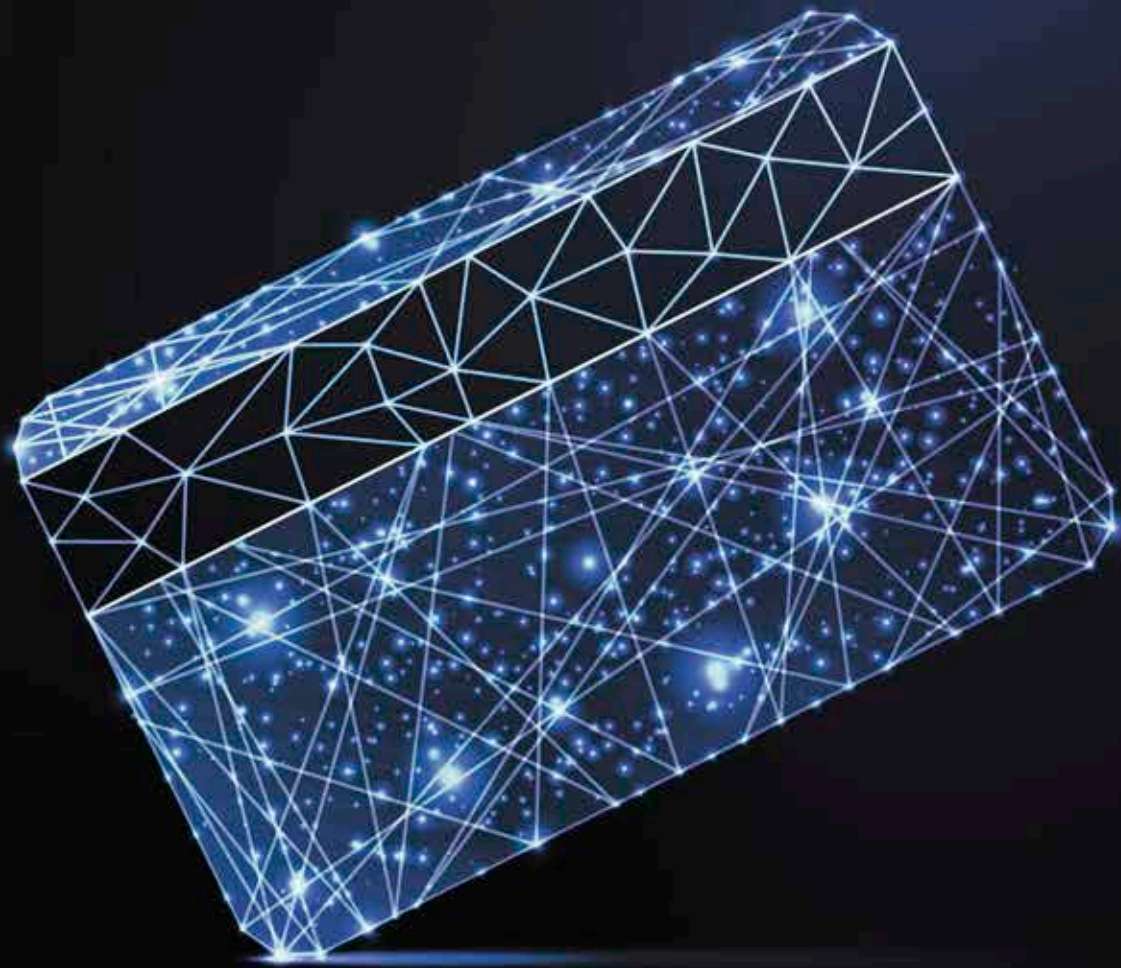
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KEEP A COMPELLING SCOREBOARD

Here in Southwest Florida, we are now in hurricane season. Fortunately, so far, we've been spared, outside of a bit of rain. However, along with New Orleans and Texas, we have had our fair share of storms here over the years. I distinctly remember

Hurricane Andrew — how it tore up Miami, and in Louisiana, how Hurricane Katrina completely ravaged New Orleans in 2005.

What I also remember was being a football fan that first Monday Night Football game, hosted by the

New Orleans Saints back in the Superdome. It was like the city was able to feel whole again as they all finally got a chance to cheer after weeks of tremendous adversity.

During this time, there were also some lower-level football games

going on in the city of New Orleans. One particular Friday evening, weeks after the storm, the local high school team had an important game to play. As usual and expected, the stands were full of moms, dads, and friends of the young boys to watch them play. Everyone experienced the usual excitement leading up to the kickoff, including the actual opening kickoff, where everyone hoots, hollers, and makes lots of noise.

However, what was most interesting is that once the ball was kicked off and the game progressed, something unusual was happening. No one was cheering. There was no enthusiasm or excitement coming from the stands. No longer were the moms, dads, and friends cheering for their son or favorite player. Actually, no one was even paying attention to the game at all. What was going on?

What was happening was that the scoreboard had been blown down by the hurricane and had not yet been repaired. Because there was no scoreboard, no one knew what down it was, how many yards to a first down, how much time was left on the clock and, most importantly, what the score was. The game was in progress, the boys were playing, however, no one in the stands knew what was actually happening.

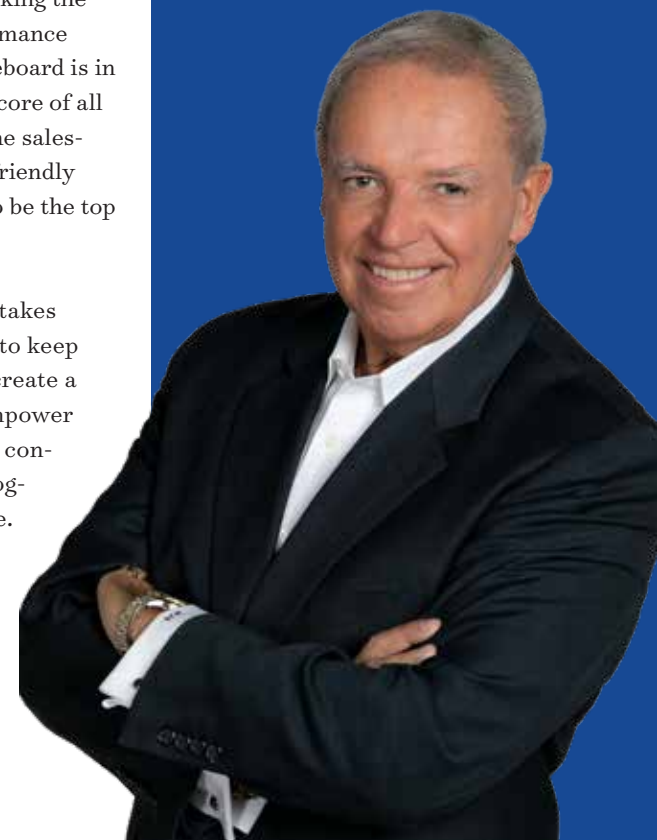
The lesson is that no matter how hard the game is being played, if you are not keeping score, they will soon become disengaged and will no longer care. If you do not have a compelling scoreboard in your organization where people are keeping track of not only their own, in addition to the overall company progress, the results, where you're at, and how far you need to go to accomplish the goal, the enthusiasm will eventually erode and they will become disengaged.

Why is this so important? It's because disengaged employees cost the U.S. economy billions of dollars in lost productivity. That's bottom-line dollars we can't afford to lose.

There is nothing more exciting to me, in business, than when the entire team is engaged, while tracking the goals and KPIs (Key Performance Indicators) ... when a whiteboard is in an office for all to see the score of all the sales players ... when the salespeople are competing in a friendly and professional manner to be the top dog, as they say.

Great teams know what it takes to win because they know to keep score. I encourage you to create a compelling scoreboard, empower your team, track the KPIs, consistently measure your progress, and go win your game.

Coach Michael Dill is an award-winning, Certified Business Coach, professional speaker, and trainer. He is the president of Power & Ice Wealth Creation, a strategic leadership company that works with business owners, leaders, teams, and entrepreneurs to 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





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WHEN YOU NEED A »» pro tips By Blake Becker GOOD HANDYMAN...

There can be numerous needs that someone will call a handyman for, from garage organization, cleaning out unwanted items, fixing broken door handles, fixing a noisy ceiling fan, putting together online furniture purchases, caulking an old shower, pressure washing, or even repairing screens. Having a handyman with the experience and the right team to tackle a variety of different projects can be a great asset to have in one's "tool belt." Handymen are great, reliable, and cost efficient for normal, quick fixes for most listing needs.

A trusted handyman can be a great resource for clients as well, since they

will also be able to assess whether the job needed, from quick fixes getting a home ready to go on market to lengthy inspections reports to the new owner needing a variety of new projects, like new flooring, cabinets, and painting done to make their house a home requires more specialized help or not and can often make referrals to other contractors they are familiar with.

When You Need a Contractor

It's a great asset to have a phenomenal handyman but, at the same time, it's extremely important to know their limitations. Handymen can do smaller projects, such as building furniture,

cleaning out garages, small repairs, moving furniture, and cleaning and organizing garages, but they can only offer so many services. Knowing when to call in an expert in construction is key to giving the buyer or seller the right person for the job. If your client needs flooring, a kitchen remodel, bathroom upgrades, plumbing or electrical, specialty contractors may need to be called in for those types of services.

The Handyman as Your MVP

Excellent handymen are those who are not only available, responsive, and do top-notch work, but know their limitations and recognize when

they need to step aside and let another vendor come in to assist a client with getting the correct type of service they need. For REALTORS®, the most valuable handymen are those who have developed working relationships with a variety of these other

service professionals, including carpenters, painters, movers, cleaners, designers, and general contractors who can take on the smallest project or much larger ones when the opportunity is presented.

Having a trusted handyman who knows the limitations and can refer a great specialty contractor when needed is a wonderful asset to offer any type of client.



Blake Becker, owner of Becker Home Maintenance, was born into a construction household, as his father and grandfather were both in the industry. At a young age, Blake learned multiple trades and gained experience on job sites being a helper for his family business. As owner of Becker Home Maintenance, Blake has worked the field as a handyman, flooring installer, cabinet builder, and painter to build the reputation that Becker Home Maintenance has in our community.

His vast knowledge of multiple trades and his years of onsite experience have given him an edge for what is needed to operate a successful business. Now that he is in the position of managing the company, Blake continues to push the limits and raise the bar for his team and the expectations of his clientele.

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By Zachary Cohen | Photos by LaCasaTour

Lawrence MIDDLETON & Kristin CAVELLA

BE LIKE WATER



Lawrence Middleton and Kristin Cavella (shown in the clubhouse foyer at Talis Park) both had successful careers in real estate before joining forces and starting the Middleton-Cavella Team at William Raveis Real Estate.

“We had the pleasure of working together over the years, and I knew if there would ever be someone I wanted to partner with, it would be Lawrence.”

“You must be shapeless, formless, like water. When you pour water in a cup, it becomes the cup. When you pour water in a bottle, it becomes the bottle. When you pour water in a teapot, it becomes the teapot. Water can drip and it can crash. Become like water, my friend.” — Bruce Lee

For decades, Lawrence Middleton and Kristin Cavella traveled parallel paths. Each built a successful real estate business rooted in luxury sales, and each created a new life

for themselves in Florida. Lawrence, originally from Britain, moved to the U.S. over 13 years ago. Kristin, originally from New England, relocated to the area 20 years back. Over the last 13 years, they circled each other in the real estate community. They worked deals together, and over the years, developed a friendship.

Early in 2021, the pair decided to take their businesses to the next level, teaming up to become the Middleton-Cavella Team at William

Raveis Real Estate. “I was drawn to Kristin because of her professionalism,” Lawrence says. “Ethics, first and foremost, is paramount, and that’s my whole ethos around business — doing things right the first time, and full disclosure to the clients. We realized that’s how we both worked. So, you get two great minds for one.”

“We had the pleasure of working together over the years, and I knew if there would ever be someone I wanted to partner with, it would be

...



Lawrence Middleton and Kristin Cavella have a tradition of getting together to toast one another after making a sale.

Lawrence. It was a matter of time,” Kristin adds.

Beginnings

After graduating from the University of New Hampshire with a degree in hotel management, Kristin worked her way up to become a national sales manager for The Ritz Carlton. In that role, Kristin became an expert in high-end customer relations. She traveled the world for training and personal development. “The Ritz Carlton constantly taught you about customer service. We understand that to a concierge level. Their motto was: ‘We are Ladies and Gentlemen serving Ladies and Gentlemen’... I can

still say our mission after 20 years. The Ritz Carlton invested a fortune in us in sales, personal development, and human relations.”

In 1999, Kristin relocated to Naples, where she met the vice president of sales for builder and developer WCI. “They were building a new community, and he said I would be perfect. They were putting a Ritz Carlton onsite, and he said that if I can sell that, I can sell real estate. So I went with the flow. That was the start of my real estate career.”

Lawrence was born and raised in Birmingham, England. He built a

successful career as a sales director and eventually started taking clients overseas to purchase homes. When he was offered a full-time position at Mediterra in Florida, he accepted. That was 2008. “I now have over 30 years of sales and marketing experience,” Lawrence explains.

“We very much pride ourselves that the clients we work with are retired or acting CEOs and VPs of large, international companies. We pride ourselves on listening. Many hear but don’t really listen. We need to establish our customers’ needs. When we deliver a benefit statement in a way we can do with our background,

Fun fact: Both Lawrence and Kristin have a history as dancers. Kristin helped to found the dance team at the University of New Hampshire, and competed in ballroom dancing later in life. Lawrence was well-known for his dance skills in the nightclub scene.



“When I heard Lawrence was a disco dance champion, I thought, ‘I am working with the right person,’” Kristin laughs.



Lawrence Middleton and Kristin Cavella, close friends and principals of the Middleton-Cavallo Team at William Raveis Real Estate, are in a growth mode and hope to create a real estate dynasty, with Lawrence's daughters slated to join the team after graduating from college next year.

that gets the buyers working with us," Lawrence says.

"That makes the CEOs and successful entrepreneurs comfortable with us. They know we have the background to come through for them," Kristin adds.

It's All About Trust

Lawrence and Kristin specifically

target high-end real estate, golf communities, and luxury subdivisions. Their goal is to produce over \$75 million in their first two years together.

At the moment, the team consists of just Lawrence, Kristin, and an office manager. However, Lawrence's triplet daughters graduate college next year and plan to join their father in

business. Kristin's son, Max, is 20 and lives in Montana. As Lawrence and Kristin look ahead, they do so with the vision of creating a family dynasty.

"We have our eyes wide open and are ready to adapt," Lawrence explains. "We have been doing this for a long time and want to continue to do this for a long time. We're taking it to the next level now."

"We have been doing this for a long time and want to continue to do this for a long time. We're taking it to the next level now."

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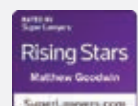


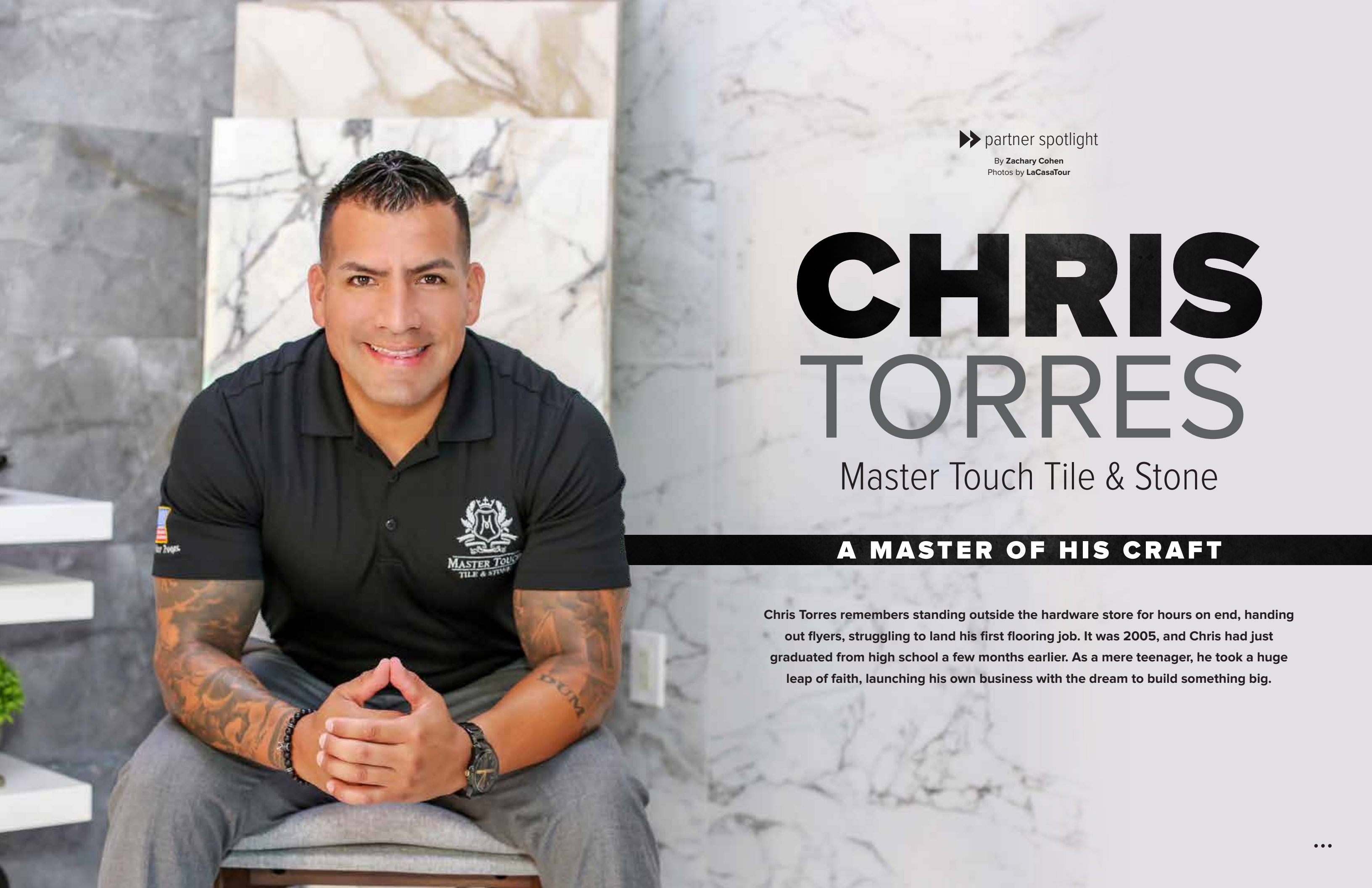
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Chris Torres is a man with short dark hair and a friendly smile, wearing a black polo shirt with a logo and grey pants. He is sitting in front of a wall of large, light-colored marble tiles. The background is slightly blurred, showing more of the tile wall and some white architectural elements on the left.

▶▶ partner spotlight

By Zachary Cohen
Photos by LaCasaTour

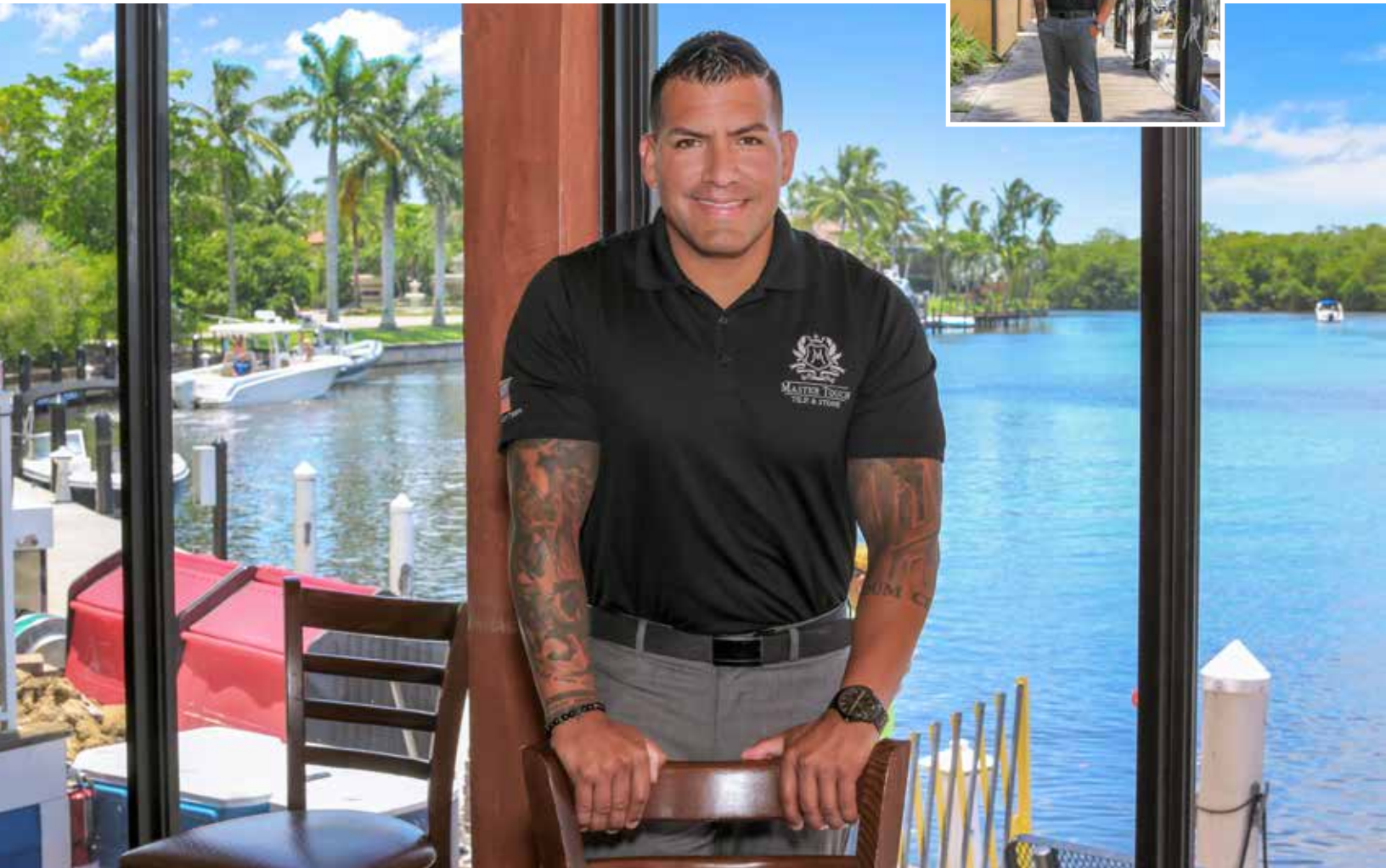
CHRIS TORRES

Master Touch Tile & Stone

A MASTER OF HIS CRAFT

Chris Torres remembers standing outside the hardware store for hours on end, handing out flyers, struggling to land his first flooring job. It was 2005, and Chris had just graduated from high school a few months earlier. As a mere teenager, he took a huge leap of faith, launching his own business with the dream to build something big.

“ I work with the client, for the client. Whatever they want, I can make it happen. For me, that’s everything. ”



Rum Runners Restaurant, a favorite local lunch spot for Chris, is within walking distance of his office.

Seventeen years later, that dream has come to fruition. Long gone are the days of soliciting work outside a hardware store; Master Touch Tile & Stone has made a name for itself as one of Southwest Florida’s highest-quality flooring, bathroom, and kitchen contractors.

The Early Years

When Chris first launched his company, he was a one-man show. He was young and inexperienced, but driven. “It was really rough at the beginning. People didn’t know me,” Chris remembers. “Being so young, after two months, I was really close

to giving up. I didn’t get any phone calls or projects.”

And then, one day, Chris got a call from a gentleman he had given a flyer to earlier. After a conversation and a consultation, Chris landed the job. Little by little, more work began to trickle in. Chris gained experience, and his business began to flourish.

Unfortunately, just two years after getting his business off the ground, the economy crumbled. By that time, Chris had a small team, but work had dried up. “People weren’t building. There were no jobs. I had to do something different,” Chris remembers.

Second Time’s a Charm

Chris had a good friend that worked as a firefighter. While Chris had never considered this line of work before, his friend inspired him to give it a shot. So, in 2009, he entered the fire academy and eventually landed a job with the Lehigh Acres Fire Department. A year later, he joined the U.S. Army Reserve as well. Through this period, Chris continued to work small construction jobs on the side. But in 2011, he made the choice to step back into construction fully. “I came back with a different mentality,” Chris explains. “That’s what’s helped the company thrive.”



Chris Torres, pictured at his centrally located office in Cape Harbour.



Chris Torres, owner of Master Touch Tile & Stone, has 10 different crews of expert craftsmen and personally visits every job site to ensure clients are receiving the highest quality of service and care.

With the fire department and the Army, Chris learned leadership and communication skills. He has come to understand that pushing forward and doing as much work as possible isn't a fulfilling goal. When he returned to Master Touch Tile & Stone, Chris came back with a new vision.

"In the new-construction world, we would go to projects and I never got to meet the homeowner. I never met them, never knew if the customer liked our work. We just met with a contractor, and everything was pushed forward on a schedule, rushed," Chris reflects. "So the second time around, I wanted to come back and grow my company by working side by side with homeowners. I focused everything on that, and since then, that's all we do. I work with the client, for the client. Whatever they

want, I can make it happen. For me, that's everything."

Craftsman First

Chris is proud that his team is made up of expert craftsmen. This allows Chris to focus on client relations while his team is entrusted with the details. Chris considers it his job to ensure every project is completed with the utmost care and attention. "Floors are something you want to make sure you love because once they are in, they are in for good. So we take our time. We select a crew, and we have 10 different crews of two to three guys. Once we select the crew, that crew will work the project from the beginning to the end. On top of that, we have a project manager. That project manager goes to every job daily. And I stop by the projects too. My goal isn't to check on my guys; my objective is to go and talk to the clients and ask

them, 'Is there anything else we can do to better your experience?'"

Chris believes that every client and every home has a story — and that's what makes his line of work so enjoyable. Chris loves hearing about his clients' visions and bringing them to life through his craft.

"I would love to see my company continue to grow. It's important to grow, but not at a fast pace, because what we do is unique. What we do is craftsmanship. We are going to grow with good quality work and good quality people."

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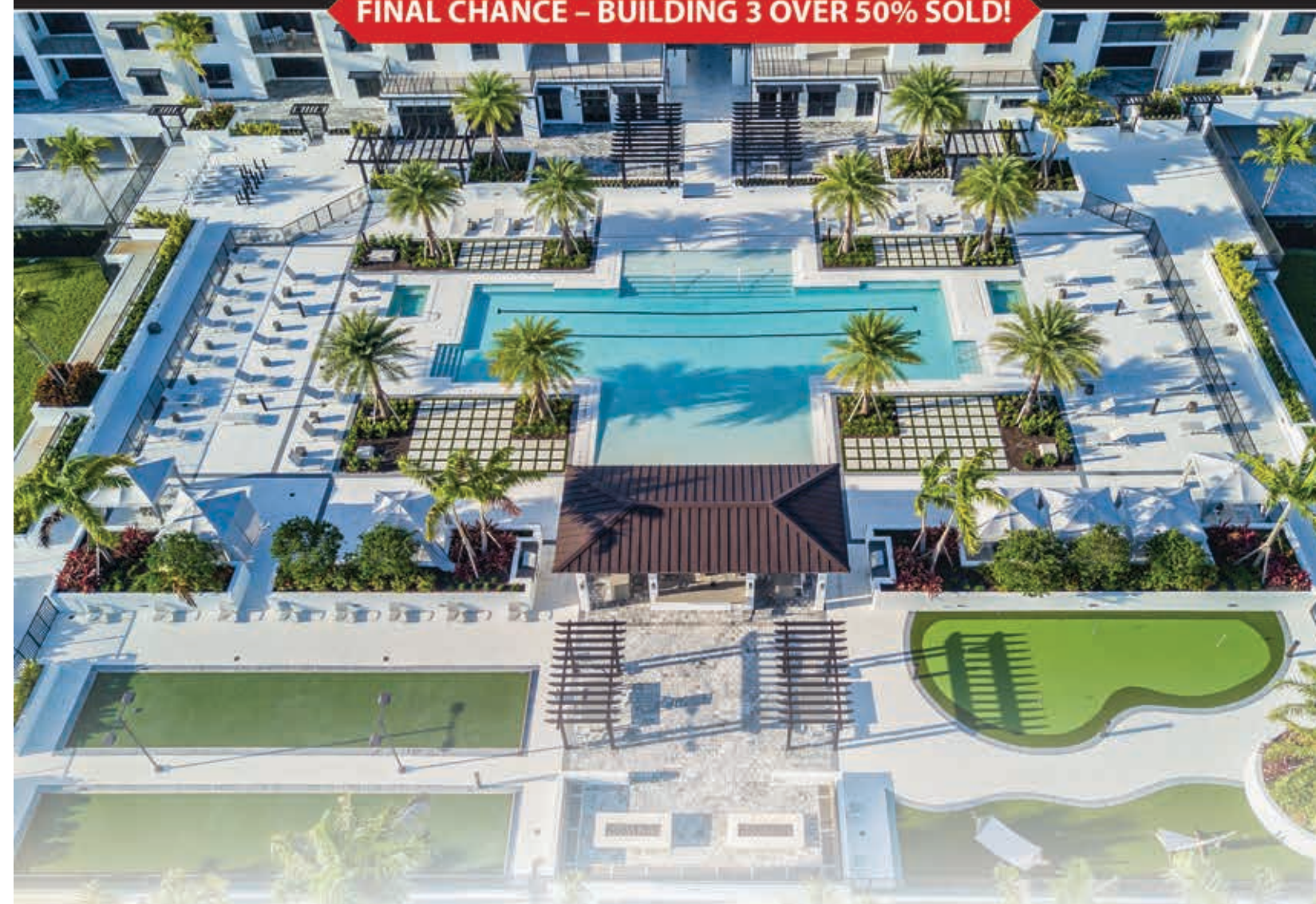
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Candace Farmer



► featured agent

By Zachary Cohen
Photos by Michelle Reed

Joy, Perseverance, and Service

“Real success lies in bringing joy to others.”

As Candace Farmer, a REALTOR® with Local Real Estate LLC, approaches, there is no mistaking her. Her broad smile and joyous presence are paired with a bright Lilly Pulitzer blouse — a nod to her attitude towards everything in life. “I always used to wear black and white, and I thought, ‘I really need to switch that up.’ Because the brightness — that’s me. Bright energy, bright attitude.”

Candace’s big smile isn’t the result of a stress-free life. In fact, her optimistic outlook is the result of struggle and her journey to overcome it. “I’m all about perseverance,” Candace says. “I never quit. It’s 110 percent, or I don’t show up.”

The Winding Road

Before landing in the real estate business,

Candace spent eight years as a municipal bond trader and then owned a sign business alongside her father in her hometown of Richmond, Virginia. Her parents eventually relocated to Florida, and after visiting for years, Candace joined them in 2004.

In Florida, Candace became one of the top salespeople for a small, direct-marketing jewelry company. At one point, she had 70 women working for her. But when the Great Recession hit in 2008, she was faced with a stark new reality. “In ‘08, if you had a group of 10 people, eight out of 10 were either in foreclosure or bankruptcy. I fell on financial hardships in the downturn of the market,” Candace reflects.

Candace lost her house. She went through a short sale as a homeowner — something she doesn’t wish on anyone.

At the time, Candace’s real estate agent asked her why she didn’t give real estate a shot, but Candace dismissed the idea initially. After all, she had gotten licensed in 2005, shortly after moving to Florida, but never gained traction in the business. As Candace searched for work, she applied for a job at Habitat for Humanity. The applicants were narrowed down, and Candace was one of two applicants left standing. “I needed that job badly,” Candace remembers. “It was \$80,000-a-year with a company car. I jumped through hoops to get that job.”



Candace’s niche is mobile homes. Although she sells luxury properties as well, she really enjoys this market because it’s so unique.



Candace Farmer in her custom California Closet, with her impressive Lily Pulitzer collection (meant to brighten up her day and, therefore, her client's day).

Unfortunately, Candace was not selected. Yet, during the process, she had a dream that would change her outlook. “I had that ‘aha’ moment. I had a dream one night. I heard in my head, ‘Be patient. Obey. I have another door to open for you.’”

Candace listened and trusted. She remembered the encouragement of her real estate agent and her past hopes of being a successful agent. Finally, in 2013, she dove into real estate sales for a second time.

An Unorthodox Niche

As Candace worked to get her business off the ground, she gained traction in the most unlikely

market niche — mobile homes.

Or, as Candace likes to say, mobile cottages. So while most agents are chasing luxury listings, Candace did just the opposite, and she’s achieved tremendous success doing so. Candace consistently sells around 70 units per year.

“I have met some of the most amazing people buying and selling mobiles, including celebrities, well-known doctors, race car drivers, and some of the largest farmers in the U.S. I get an amazing history lesson from each sale,” Candace says.

Today, Candace works for broker Angie Parker at Local Real Estate. In

May 2021, Candace sold a staggering 21 units, breaking her previous personal record of 19 units in a month. “For an agent with a \$3 million transaction, they’ve touched two people,” Candace continues. “If I do 21, I’ve touched 42 people. Over time, that led to so many referrals, and now I’m doing it all.”

Closing 21 units in a month is no small feat. It takes tremendous attention to detail, follow-through, and long hours. Even more surprising, perhaps, is that Candace does everything herself. She doesn’t have a team, an assistant, or a transaction coordinator. “To do 21 units in a month, you have to love what you do. I worked really hard.

Candace’s two sons, Luke and Garrett, are well-known in SWFL for their golf and fishing accomplishments.



...

“

I have met some of the most
amazing people buying and
selling mobiles.



Candace Farmer, with Local Real Estate, has achieved tremendous success as an individual agent in her niche market, which she attributes to attention to detail, hard work, long hours, and her strong commitment to helping others.

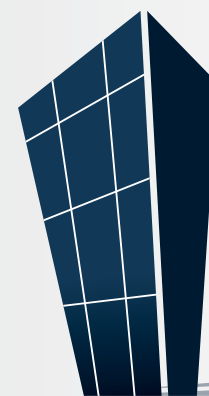
I say, 'Never put off 'til tomorrow what you can do today.' That's how I close 21 units in a month."

Pay it Forward

Candace has run a successful sign business, lost her house during the Great Recession, and picked up the pieces to become one of Florida's most unique real estate agents. Today, that experience is in service to her clients. She's lived through challenging times, and she never wants to see her clients go through the same.

"My heart has always been to pay it forward. Once you live that life of financial hardship, all you want to do is make money to help and give it back to someone who needs it. And that's my whole goal — to make money so I can give it away. I love to help others," Candace says.

"I'm very satisfied with where I am in life. I know what it's like to struggle, and now I know what it's like to have a comfortable lifestyle, [so] giving to others brings me joy. I failed my way to success and for that I am appreciative. I've been through the tough times, and that's made my desire to help others even stronger. I believe in serving, not selling."



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By Lindsey Wells
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RICH PARLANTE

Playing to His Strengths

Hundreds of thousands of people have escaped to The Sunshine State just in the past year, and can we blame them? The weather, the beaches ... there isn't much not to love about our great state of Florida. Longtime REALTOR® Richard Parlante was in the restaurant industry as a business owner in Northeast Pennsylvania before making his own grand escape to Florida over 35 years ago.

Richard had no intentions of getting into real estate when he made the move to Naples. In fact, he and his wife opened up a new restaurant in Bonita Springs not long after settling. However, while selling his Pennsylvania house, Richard's interest in the real estate industry was piqued by his agent, who saw qualities in Richard that would be a match made in heaven for real estate. So, once in Florida, the competitive guy he is, Richard sat down for an interview with a branch of Coldwell Banker, thus beginning a brand new career that would open countless doors for him and his family.

His first month in business, June 1987, set the trajectory for how Richard's entire career would unfold. "I'm going to be your sales leader for this entire year," he told the managers at his new company. They laughed that off, of course, telling him they appreciated his tenacity but that his goal was too far-fetched. After all, he started in the middle of the year and would be competing against seasoned, top-producing agents.

...





Richard Parlante's wife, Chris, is his office manager.

“Try me,” Richard said. With the help of his coach and mentors, Richard developed systems and strategies that rapidly generated business. By the end of the year, he was leading the sales for Coldwell Banker. Richard left Coldwell Banker and joined Downing Frye 10 years ago.

How did he do it? Richard says, “We planted the right seeds, and we had the right formulas that we developed early on. When you have a love and desire to help people, and match it with strong work and personal ethics, it’s a formula for success. I also hired the right people from the beginning. When you have a great team, you have a great business.”

Some of Richard’s coaches and mentors included the Mike Ferry organization, with Bob McKinnen, Ken Goodfellow, and Dan Bagley. Bob and Richard worked together to create a distinct team atmosphere for Richard’s business. In doing so, they hired a consultant who performed psychological



66

WE PLANTED THE RIGHT SEEDS, AND WE HAD THE RIGHT FORMULAS THAT WE DEVELOPED EARLY ON. WE DIDN'T GO OUT AND DO IT WRONG AND THEN TRY TO FIND SOMEBODY TO HIRE TO HELP US FIX ALL OF OUR MISTAKES. I HIRED THE RIGHT PEOPLE FROM THE BEGINNING.

profiles for Fortune 500 companies to determine if new hires possessed the qualities needed to do specific jobs. “He told me, ‘What we’re going to do is we’re going to find your strengths and weaknesses out of all the different job descriptions that funnel into a real estate person’s life. Your strengths we’ll play into, and we’ll delegate the rest,’” Richard says.

“That’s how I started with my first assistant, who took care of all my clerical stuff, which wasn’t one of my strengths. Then, I hired a buyer

specialist and a listing manager. We just got busier and busier from there. I do the things that generate the income, and everything else has been delegated. It makes the whole ball roll more smoothly. More importantly, you’re not leaving it to one person, and nobody ever has anything falling between the cracks because of an overworked agent. This is the way I’ve done it ever since 1987.”

Richard and his family are very faithful forward and strong in their church. He believes in God above all things

— work, play, finances... Richard gives thanks to God, first and foremost, for his many blessings and accomplishments. Something else Richard attributes his success to is his martial arts career— not so much the act of martial arts itself, but the discipline that goes along with it. Richard has been training for 45 years, 20 of which were spent as an instructor. “By and large, you can’t have a disciplined portion of your life and an undisciplined other portion of your life,” he says. “You’re either a disciplined person, or you’re not. Hitting the snooze button in the morning isn’t an option. That’s why I get to the gym early in the morning. I do my bike rides early in the morning. My foundation in martial arts is why I do the things I do. I’m 66 years old, so I don’t work at the same level that I did 30 years ago, but the disciplines are still there.”



Outside of work, Rich is an avid long-range and tactical shooter, as well as a fifth-degree black belt (Renshi) in Niseido Ju Jitsu.

“

WHAT WE'RE GOING TO DO IS WE'RE GOING TO FIND YOUR STRENGTHS AND WEAKNESSES OUT OF ALL THE DIFFERENT JOB DESCRIPTIONS THAT FUNNEL INTO A REAL ESTATE PERSON'S LIFE. YOUR STRENGTHS WE'LL PLAY INTO, AND WE'LL DELEGATE THE REST.



Richard and his wife, Chris, have been married for 34 years. Chris works alongside her husband as his office manager. Richard says they figured out early on that one of the keys to a successful marriage is quality time together. “We decided many, many years ago that we would spend our time off traveling, whether it’s just a weekend or an overnighter. We have done a ton of traveling over

the years; you name it, we’ve been there,” Richard adds. “Instead of buying material things as gifts, we buy trips. We’re taking our grandkids on a cruise. We took my daughter and my grandson to Italy for his graduation.” Richard and Chris have three living children and one who has passed. They also have seven grandchildren and one great-grandchild.

“The old adage is, you ask a child at any point in time in their life, ‘Do you remember what I bought you?’ and they won’t remember. But, if you ask them, ‘Do you remember that trip we went on?’ they remember every single part of it because it has a lasting memory. So we decided we would start focusing our time and energy on travel. When you have common interests, and you have respect for each other, then it works very well.”

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EXPERIENCE MATTERS

“When you leave a job, and that person is happy and appreciates that you’re there — that’s what it’s all about. That’s why I went into plumbing, and that’s why I do what I do.”

Cory Garber has made a name for himself as one of Naples’ most detailed, customer-focused plumbers. Cory started working in the industry for his father’s company at 17 years old, and today has been in the industry for over 20 years. After a stint with the military and a short detour into the tech sector, he founded Gulfshore Plumbing Contractors, LLC, in 2014.

Beginnings

Growing up, Cory didn’t have much of a relationship with his father. His parents divorced when he was only 4 years old, and Cory’s father wasn’t present during his childhood years. But as a teenager, Cory rekindled his relationship with his dad. At 16, Cory went to work for his father’s plumbing company in Lakeland.

“My first time plumbing with him, it got too hot around 11 a.m., and I went and laid down in the truck. I thought, ‘Who wants to do this?’” Cory quips.

As the summer went on, Cory found his stride and began to take a liking to the work. Still, he wasn’t sold on plumbing as a career path. So, at 19, he joined the military. When Cory finished his service time, however, he returned to the plumbing world.

Cory returned to his hometown of Naples in 1999 when he took a detour into the technology sector — a field he had long had an affinity for. But, after a year, Cory realized that working behind a computer screen all day just wasn’t for him.

“My friend was working as an engineer here in town and helped me get a job working with him. But after a year, I realized it wasn’t me. I’m a social person. I love meeting people. I love plumbing because there

...

CORY GARBER

Gulfshore Plumbing Contractors, LLC

Cory Garber at a client’s home off Crayton Cove in Naples.

...

“We do everything —
new construction, commercial and residential
repairs, top to bottom. We'll run gas, anything.

are different houses, jobs, people, and challenges. When you leave a job, and that person is happy and appreciates that you're there — that's what it's all about. That's why I went into plumbing, and that's why I do what I do.”

Cory returned to his roots, and by 2014, had launched his own company, Gulfshore Plumbing Contractors, LLC.

“As a kid, it was never on my list of my things to do for a career, but here I am. I'm good at it, and I love what I do. It's become my passion.”

Gulfshore Plumbing Contractors

With Gulfshore Plumbing Contractors, Cory has made a name for himself for his responsiveness and

ability to take on high-end, custom jobs. His team is service-focused, understanding that their work is as much about managing communication as it is about fixing pipes.

“We do everything — new construction, commercial and residential repairs, top to bottom. We'll run gas, anything,” Cory says. “But really, it's about providing a service to people, having pride in what you do, and having customers that become friends over the years. I'm all about building relationships.”

Cory has identified a synergy between his approach and that of real estate agents. Both he and the REALTORS® he works with value name recognition, integrity, and reputation. “That's what we do. It's the same thing,” Cory says. “We deal with a lot

...

Cory Garber, Owner and Operator of Gulfshore Plumbing Contractors, LLC, has built a reputation for responsiveness and the ability to take on high-end, custom jobs.

...

“ We deal with a lot of different customers, and our success is all about integrity, reputation, and getting the job done.

of different customers, and our success is all about integrity, reputation, and getting the job done. I know that a Realtor's name is just as important as my name. They don't have to worry about me going in to look bad for their customer. I'm determined to make them look good.”

For more information, please contact Cory Garber at gulfshoreplumbing@comcast.net.



Cory Garber enjoys an after-work, Monkey Shoulder scotch at his client's home.

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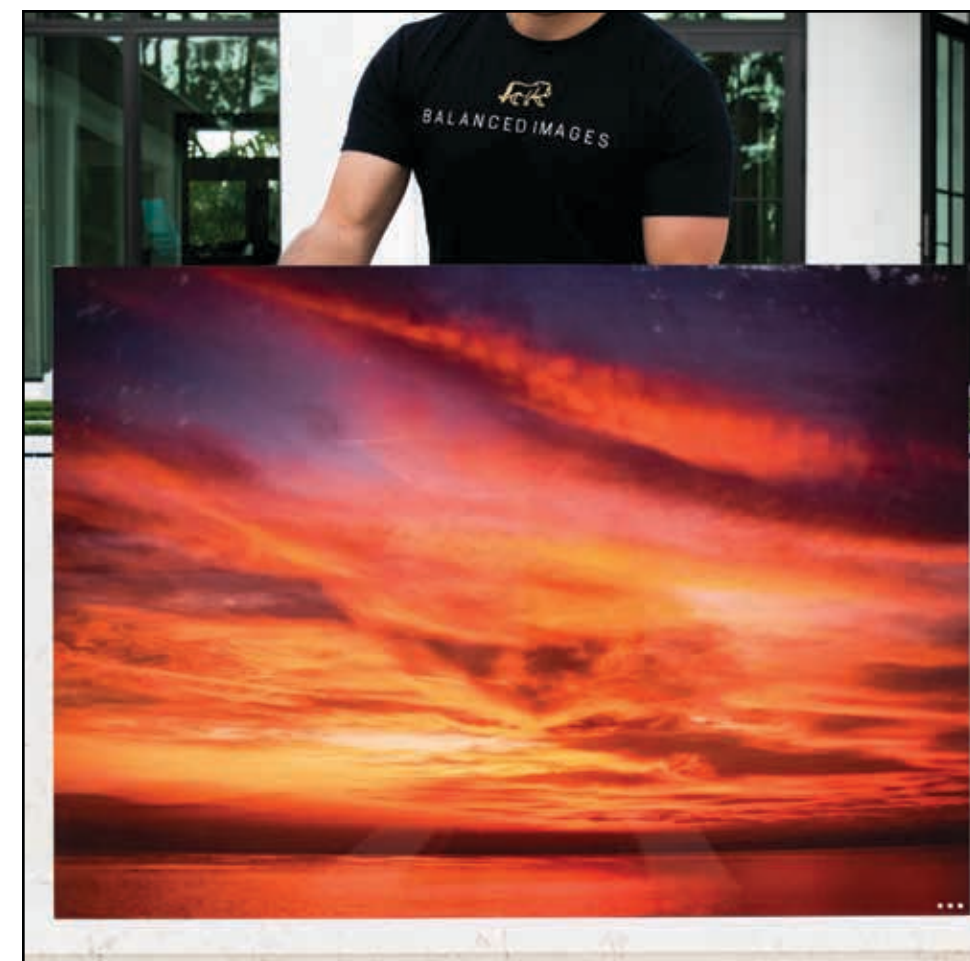
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Selecting and Growing Your Farm



Geo-marketing (farming) is a low-tech, marketing approach that is more timely today than ever. Although most of the media is about high-tech ways to spend your time and your money, dominating a farm area and branding yourself as the go-to Realtor for that community has proven a very effective and relatively easy way to get a fantastic return on your investment.

Here's a couple of other things you need to factor in when selecting and growing your farm:

1. Have a connection with the communities you decide to farm. Living in your farm is the easiest way to have a connection with a community. We have always contended that the best community to farm is the one you live in...the next best is the community you want to live in. Of course, you don't want to wear out your welcome by continually bothering residents. Be present, be seen, be the source of up-to-date information, but don't be a pest.

There are plenty of agents who farm communities they don't live in. Perhaps you have another connection, like being a member of the club. Or

have been on the original sales team that sold the community new and you have continued a resales effort. Maybe it's as simple as your office being the nearest to the community.

2. Farming is a long-term strategy. Don't start if you're not in for the long haul. We just brought on a new client that's been farming his community for five years. He said it took two years for people in his farm to call him. Once you decide on an area, you need to nurture it over time to yield the best results.

3. The rule of 3-7-27 explains why. It takes three contacts for a prospect to remember your name; seven contacts to associate your name with real estate; , (just need a comma not ;) and 27 contacts to brand yourself as the top-of-mind agent for your farm. So your goal is to 'touch' each homeowner 27 times as quickly as possible. Make sure whatever you send homeowners are on a regular basis and are top-notch so they brand you accordingly. If you can do something no one else can, it is even better.

4. Branding yourself as the leading real estate

professional in the community. People want results and being seen as number one indicates results. According to NAR's Profile of Buyers and Sellers, 75% of sellers only contacted one Realtor, 90% only contact two. The number of other agents you're competing against is a good indicator of your brand.

5. Good old-fashioned mail is a proven way to leverage your time. Many pundits recommend door-knocking. Everyone I meet in real estate is so busy, they barely have time to do the things that have to be done every day, let alone door-knocking. Not to mention the climate in Florida is not conducive to ringing doorbells. The good news is you won't burst into flames from the heat, since you'll be soaking wet from the humidity. Outsource your door-knocking.

6. Be realistic about the number of homes you decide to farm. Don't bite off more than you can

chew. This will vary by each agents' GCI, bigger earners being willing and able to commit to more homes and more frequency. Typically farm areas can be as few as 500 homes, with some agents regularly contacting 4,000+ homeowners.

7. A farm yields more than just listings. Many believe each listing results in a buyer commission. Be it the homeowners themselves or someone that stops in at an open house, or maybe a lead from someone who saw the listing online, or a referral, listings are only half the bounty.

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► cover story

By Zachary Cohen
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Dante DiSabato

STAYING HUMBLE



A Division I baseball player in college, Dante DiSabato says he carried forward the discipline he learned from athletics into his real estate career.

As Dante DiSabato, a REALTOR® with William Raveis Real Estate, and I closed out his interview, I asked him how much he had sold in the first seven months of 2021. At *Real Producers*, it's a sort of compulsory question. We enjoy sharing the information as a sort of guidepost, but we're also careful not to focus too heavily on statistics.

"\$190 million," Dante answered, simply and humbly.

"So you have a team, then?" I asked.

"No," Dante replied. "Just me ... I'm lucky to be in this position."

The humility with which Dante replied was staggering. At just 35 years old, he has positioned himself as one of Florida's top Realtors. And yet, he remains as real and as modest as it gets.

The Early Years

Rewind to 2009, and you'd find Dante struggling to find his way in the business. Growing up in Columbus, Ohio, he was exposed to the real estate business through his father, a developer. Yet, that didn't mean he was handed the keys to success. After graduating from Miami University of Ohio, he headed down to Naples to link up with his parents, who had relocated to the area several years

prior. That was 2009. "Probably not the best time to get into real estate, but a good time to learn real estate," Dante reflects.

In 2009, the market was rough. Dante closed exactly one deal in his first year, earning a meager \$9,000. "It was tough. I was 22, 23 at the time, and people said, 'What do you know?' People have been very successful in their world and come to Florida to buy, and what does a 23-year-old kid know about property? It took me a while."

Finding His Way

Dante continued to commit himself, day by day, to learning the business. He built relationships with partners

...

...

in banking, attorneys, insurance agents, and more. He sharpened the competitive nature that he learned as a Division I baseball player. And, eventually, business began to pick up.

“I took a lot from athletics into business,” Dante says. “In Division I sports, you’re up at 5 a.m., on a strict schedule. In this business, you don’t have to work. You don’t have to get up. There is no one telling you to get up and go to work. You’re on your own. You reap what you sow. If I don’t work, I don’t eat. It sounds dramatic, but it’s true. Athletics really taught me that regimented schedule. I’m up early, and I’ve always been a morning person.”

Year after year, Dante set goals and exceeded them. He worked his way into the luxury market to the point where, here in 2021, his average sale is over \$6 million. “That’s what I tell younger agents — stick with it. Learn your craft. It is a marathon, not a sprint. I believe knowledge is power here, so I went and studied every area and every market. So while you have agents that farm areas, I separated myself and said, ‘I’m a luxury agent.’ I’ll do anything, anywhere. I’ll study that market, learn it, know it, and then sell it!”

Living in Gratitude

Alongside his words of wisdom, Dante is quick to remind us that most agents are a product of market conditions. He’s enjoyed an incredible run in the booming, post-recession real estate market of the past decade. “It can be challenging, though. The market is different every year. This year, we have no inventory. It’s going to be very interesting to see what happens for the rest of the year. When I started, there was over 30 months of inventory,” Dante says.

“I also remember that the harder you work, the luckier you get.”

“ I also remember that
the harder you work, the luckier you get. ”



Dante DiSabato entered real estate in 2009 and had to fight through the downturn before beginning to make headway in his career.



...

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“ I am so blessed to be in this position.

I'd love to just continue to keep reaching my goals, striving for my best. I'm lucky and fortunate to have such great clients to continue to work with. The sky's the limit.

”

As Dante looks ahead, he aspires to continue to do what he does best — network, stay in touch with past clients, and deliver exceptional service. “It may sound simple, but that’s what I do. I’m blessed to be at this level. Business gets business,” Dante says.

Dante is also balancing a role in development alongside his father. Together, they’ve done numerous spec builds and rehabs in the past decade.

“I am so blessed to be in this position,” Dante concludes. “I’m 35 and

one of the top agents in Florida. Last year, I was number 22 in Florida. I’d love to just continue to keep reaching my goals, striving for my best. I’m lucky and fortunate to have such great clients to continue to work with. The sky’s the limit.”



Dante DiSabato, at 35, is one of Florida’s top Realtors and was ranked number 22 in the state last year.

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» health and wellness
By Kalynd Parrish

LET'S GET Juicing!

JUICING IS CERTAINLY A TREND RIGHT NOW, BUT THE PROCESS HAS BEEN AROUND FOR MILLENNIA. WHETHER YOU LIKE ALL FRUIT, GREENS FORWARD, IN A SHOT, OR A LITTLE BIT OF EVERYTHING, THE BENEFITS ARE SUBSTANTIAL FOR A WELL-ROUNDED DIET PACKED WITH NUTRITION.

Although we hear the common phrase “a healthy mind leads to a healthy life,” repeatedly, having a healthy gut is just as important. The biome of the gut is the foundation for our immune system and where we create the energy needed for the majority of our bodily functions, simply by how we’re treating it with our diets. By incorporating daily juices, we are cleansing and supplying the gut with vital nutrients to properly digest food and aid in vitality. If “an apple a day keeps the doctor away,” imagine pulverizing a whole bag and not wasting a single element AND eliminating the consumption of store-bought plastics and added chemicals and other ingredients? Seems like a no-brainer, right? Plus, there’s this quiet satisfaction in watching a solid instantly turn to a liquid. (Science, man. Gotta love it!)

Yes, it does take some time to prepare, as does any quality meal, but there are also great local juicer-ies which support our SWFL economy. Whether you’re making them at home or buying in bulk from Juicelation, Food & Thought, or Delicious Raw Juice Bar, to name a few, the shelf life is usually three to four days, which helps tremendously when prepping for a busy work week. If you are taking the store-bought route, juice is easy to drink on the go — so no more stubborn fruit seeds stuck in your teeth while talking to clients, and the bottles are great for repurposing and using for homemade juices. For those who do like to “do it yourself,” there are countless options of juicers to choose from, and the remaining pulp (the stuff that’s left over after the liquid stage is complete) is great for composting and can even be turned into vegetable fritters, stews, and used in other recipes!

Juicing is also a great way to consume those stubborn fruits and vegetables that you (or the kiddos) may not usually enjoy in a raw or cooked diet, such as ginger, beets, celery, carrots ... the list goes on. But add them together for a drink specifically catered to your wants and needs and, voilà, you have yourself a new and improved beverage loaded with immune- and metabolism-boosting magic.

Cheers, Real Producers! Send us your recipes and tag us anytime you’re juicing. We would love to see it!

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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No doubt about it: The last couple of years have been a financial whirlwind, between a global pandemic and its resulting recession, freefalling economy, soaring unemployment rates, and housing market boom. While the situation sounds – and is, for many – dire, in “unprecedented times” like these, we can turn to *new perspectives on the basics* of personal finance to help illuminate the economic road ahead. Hit the books and expand your expertise this fall with one of these new, best-selling finance volumes:

For Planning and Strategizing:

I Will Teach You to Be Rich

by Ramit Sethi

In this *New York Times* bestseller, personal finance author Sethi presents a six-week plan for cleaning up your finances – from how to use credit cards to maximize rewards to opening a high-yield savings account to earn interest – while offering new views on spending, saving, and paying down debt.

For Women Transforming Their Finances:

Clever Girl Finance by Bola Sokunbi

Clever Girl Finance empowers women – through engaging, nonjudgmental discussion of budgeting, saving, and investing – to “ditch debt, save money, build real wealth,” including real-life stories of women who have struggled and ultimately achieved financial independence.

For Retiring Early or Building Wealth:

Your Money or Your Life: Nine Steps

to Transforming Your Relationship

with Money and Achieving Financial

Independence by Vicki Robin

financial fitness <<

By Shauna Osborne

Financial independence is the name of the game for prolific author and speaker Vicki Robin, who lays out a nine-step money makeover program that emphasizes mindful spending and financial minimalism.

For Navigating Finances as a Couple:

Smart Couples Finish Rich

by David Bach

Bach’s updated bestseller is a treasure trove of tips and strategies for making financial decisions easier as a couple, including credit card management, retirement planning, and even investment advice.

For Young Professionals:

Broke Millennial: Stop Scraping By

and Get Your Financial Life Together

by Erin Lowry

This relatable, entertaining book touches on the unique financial situations young professionals / millennials face today – from living with your parents in your 20s / 30s to dealing with student loan debt – and addresses sticky, real-life scenarios and advice, such as broaching the subject of debt with a new partner.

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What an amazing gathering we had at Venture X in early August! Thank you to everyone who came out. It was great to see you all and we've had tremendous feedback on the event from so many who attended. Whoever missed this event needs to be sure to catch the next one!

Congratulations to **Michelle Barraco**, winner of the Balanced Image in our big raffle. Thank you to everyone who purchased a ticket! With your help, we raised \$1,200 to benefit **NAMI Collier County**. Way to go, Real Producers!

We're very grateful to **Venture X** for the awesome venue. And a huge thank-you to our wonderful event sponsors: **The Maxwell Team at CrossCountry Mortgage**, **Seaview Title** powered by **Vidclose**, and **Naples Premier Home Watch**. We could not have done it without you! Big shoutout to our vendor partners: **Artistic Science** for event production, **5 Star Valet** for help with parking, **M&G Farm Stand** for the delicious food and open bar, and **Corrafilm** for an exciting video of the event we hope you've seen by now through our social media. Our photographers, **Austin Luper** and **Samuel Saum**, took fantastic photos of the event. Check them out on the next few pages!



Once again, thank you all for being a part of our *Real Producers* community. We're so grateful to everyone who came out and joined us for yet another signature *SWFL Real Producers* event. We can't wait until the next one!

For more information on all SWFL Real Producers' events, please email Kalynd.Parrish@realproducersmag.com.

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QUARTERLY EVENT AT VENTURE X

AUGUST 5, 2021

Floor photography by **Austin Luper**
Step and Repeat photos by **Samuel Saum**







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