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TABLE OF CONTENTS



10

Index of Preferred Partners



24

We Ask: What Are Some Classic Sayings of Your Father or Grandfather



38

Power Team: Luxury Alliance Team



46

Coaching Corner: Make the Complicated Simple



50

Partner Spotlight: Becker Home Maintenance



58

Pro Tips: What to Consider When You Have a Financed Buyer



62

Featured Agent: Nic Spano



70

Legal Hotline: Guiding Foreign Investors in Florida Real Estate



74

Featured Agent: Chris Evensen



82

Topics in Real Estate: Growing Your Email Base



86

Making a Difference: John Huffman and Teen Challenge



96

Cover Story: Taylor Canada

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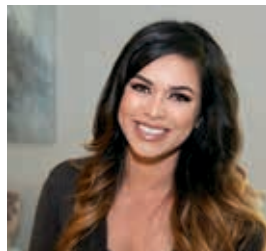
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HAPPY FATHER'S DAY!

publisher's note

Dear REALTORS® and valued Partners,

Hope your 2022 is cranking along well. We're at the halfway mark now, and summer is in full swing. The month of June is also special because of Father's Day. As you get ready to celebrate the fathers, grandfathers, and other important men in your life, be sure to spend a few moments to recognize how blessed we are to have them in our lives while we have them.

My own father passed away a couple of years ago and has left a giant hole in our lives and hearts. He was a wonderful father — someone I looked up to and admired and was my biggest role model. He was a very caring person and very loving. He taught me and showed me, by example, how to be a good person, a good man, and a good father.

My girlfriend and I recently got a little English bulldog puppy who's been quite the barrel of fun and mischief. Though it in no ways compares to raising a child, I've gotten a taste of sleepless nights and being more on the go than I ever imagined possible now that there's another little life to care for. Good practice, right?

We have lots of exciting things happening at *Real Producers*. Be on the lookout in our next issue for exciting news regarding the launch of our sister publication, *Fort Myers Real Producers*.

We're also about to wrap up Season 1 of *The RP Experience* podcast with our 40th episode. It's been gratifying and a real pleasure having such amazing Realtor and industry professional guests on the podcast sharing their insights and knowledge. Thank you to all who have participated. I know I've learned a lot ... and hope everyone who's tuned in has enjoyed the shows as well.

Last but not least ... we have another BIG *Naples Real Producers* event coming up in July. Stay tuned for more details, and be on the lookout for your exclusive invitation to another amazing *Real Producers* gathering! They just keep getting better and better, and we CAN'T WAIT to see everyone again!

Very respectfully yours,



Andrew Regenhard
Owner/Publisher
Naples Real Producers
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Me with my dad, Charlie, and my mom, Kim.



Gnocchi, our new English bulldog puppy.



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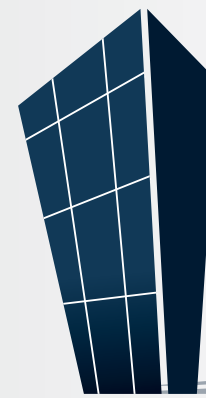
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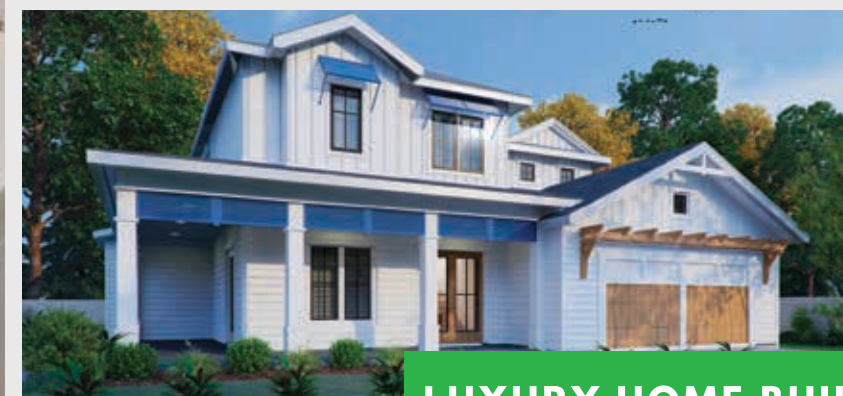
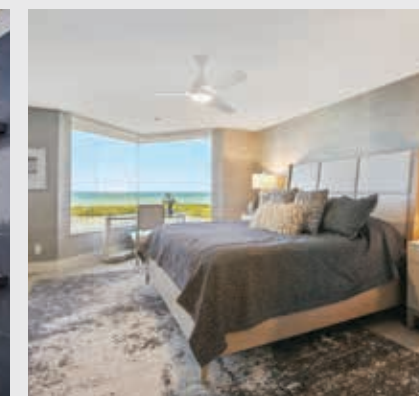
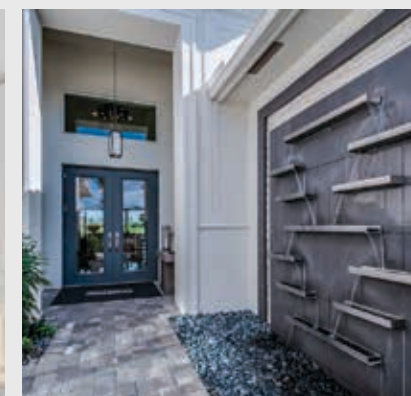
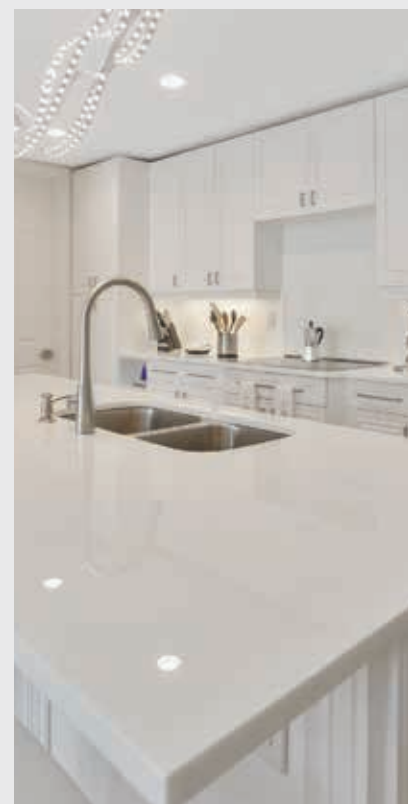
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What are some classic sayings of your father or grandfather?



ANGELA LUTZI DELLATORÈ
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My grandfather used to say, "Doll, you are always in a hurry." He said he worried about me falling or getting hurt because I was always coming and going. But I think he really meant that he wanted to spend more time with me, even though I visited and called often. I sure do miss Pop Pop and I wish he were here so that I could "unhurriedly" spend the day with him.



LAUREN MAXWELL
MAXWELL MORTGAGE TEAM
"You're ugly and your mother dresses you funny." (Then, gives a big kiss on the head.) That's his way of saying I love you.



YASMIN SAAD
COMPASS
My dad had three rules: 1) "Do what is right," 2) "Do your best," and 3) "Treat others the way you want to be treated." Every time we would leave the house, he asked us what the three rules were.



JONATHAN T. POLK
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My father's standard line, when I would leave any doors in our home open: "What am I, cooling the neighborhood?"



ELLEN BUCHANAN
NAPLES REAL PRODUCERS
One of the things I remember my dear father, who passed away four years ago, saying pretty regularly was to hurry up and "Get on the stick!" Other big ones were "Always identify your exits" (when in a crowd) and "The number 1 rule is: always protect your face" (baseball wisdom). My grandfather had quite a few sayings too: "When in doubt, read the instructions," "If you have to force it, you're doing something wrong," "Never go in any direction empty-handed," and "Never walk with your hands in your pockets!" I miss them both!



ERICA EISTER
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My dad's favorite thing to tell me, if I was upset, was "Don't worry about it; success is the best revenge." He also used to say, "Money doesn't grow on trees." And then there was "A little dirt never hurt anyone." Should I continue?



GIOVANNI MATITA
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"Life goes on!"



APRIL KEATING
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My father and grandfather used to always tell me, "Money doesn't grow on trees!" and for that, I am so grateful for the work ethic instilled in me at a very young age. They also used to tell me, "Only buy Made in America!" and I always thought they were crazy ... until recently!



ANDREW REGENHART
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My father's favorite line, when my mother and I were taking too long in the morning: "We're burning daylight!"

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RECAP OF EPISODES 17-24

EPISODE 17

ROB PAUL AND KIMBERLY ALVORD

ROB PAUL

Real Producers preferred partner Rob Paul is president of Swag World. He grew up in the Boston area and, at age 26, decided to move to the Maryland/D.C. area. Rob started a few office supply companies and eventually sold them to start Swag World. He has been living in Naples since July 2020.

KIMBERLY ALVORD

Kimberly Alvord has been working in real estate for over eight years and founded a brokerage, the Kimberly Luxury Group at Royal Shell Real

Estate. Kimberly grew up in Upstate New York and attended college in Southern California, where she studied social work. After working in the field with abused children for a few years, Kimberly decided to move to Massachusetts, where she owned and managed mall kiosks for 17 years. Once she turned 40, Kimberly decided to get her real estate license and has been in Naples now for over eight years.



Rob Paul, Kimberly Alvord, and Andrew Regenhard.



Ted Stout, Cory Garber, and Andrew Regenhard.

EPISODE 18

CORY GARBER AND TED STOUT

CORY GARBER

Real Producers preferred partner Cory Garber is the owner of Gulf Shore Plumbing Contractors. Cory is originally from Naples, FL, but decided to leave for a few years to join the military. Once Cory came back to his hometown, he decided to focus on growing his business. In this episode, Cory explains that he has a strong passion for plumbing.

TED STOUT

Ted Stout is a second-generation REALTOR® and broker/owner of Realmark Realty Group II, LLC. Ted is originally from Atlanta, Georgia, where his father owned a large brokerage. He has been in the business for over 22 years.

...



...

EPISODE 19

JOSH RUDNICK AND DANTE DISABATO

JOSH RUDNICK

Real Producers preferred partner Josh Rudnick is an attorney and partner with Woods, Weidenmiller, Michetti, and Rudnick, LLP. Josh has been in Naples since he was 13 years old and has been practicing law for over 17 years. In this episode, Josh discusses his success, interests, and goals within his industry.

DANTE DISABATO

Dante DiSabato is a REALTOR® with William Raveis Real Estate. Originally from Columbus, Ohio, Dante attended Miami of Ohio University to play baseball. He moved to



Dante DiSabato, Josh Rudnick, and Andrew Regenhard.

Naples in 2009 and he explains that he brings his competitive spirit and passion for sports into his work as a Realtor. In this podcast episode, Dante and Josh also talk about their business relationship with each other.



EPISODE 20

BLAKE BECKER AND CHAD PHIPPS

TOPIC OF DISCUSSION: "WHY EVERY REALTOR® NEEDS A GOOD HANDYMAN."

BLAKE BECKER

Real Producers preferred partner Blake Becker is owner of Becker Home Maintenance. Blake started his business six years ago. In this episode, Blake explains that he grew up in construction, and before he started Becker Home Maintenance, he worked as a chef. Blake, therefore, places a huge emphasis on incorporating hospitality and customer service into the handyman industry.

CHAD PHIPPS

Chad Phipps is a REALTOR® with John R. Wood Properties. Originally from Bowling Green, Ohio, Chad moved to Chicago after college and to Naples over 20 years ago. Chad has been selling real estate in SWFL for most of his time here.



Chad Phipps, Blake Becker, and Andrew Regenhard.

EPISODE 21

DAVE FEIGHTNER AND AMANDA VAN SLYKE

DAVE FEIGHTNER

Real Producers preferred partner Dave Feightner is owner of Spectrum Concierge, where he works alongside his wife. Originally from Chatham, Massachusetts, Dave was a golf pro for 10 years before he started his business in 2013. In this episode, Dave explains why he decided to bring a high-level concierge business to the Naples area. Dave has been in Naples for 10 years and is a proud father of two.

AMANDA VAN SLYKE

Amanda Van Slyke moved to Naples from North Carolina in 2004 and is now a top-producing REALTOR® with Compass. She started her career in special education but later decided to transition into real estate. In this episode, Amanda discusses the changes she has seen throughout her years in real estate. Amanda is a proud mother of two, and in her free time, she enjoys boating with her family.



Amanda Van Slyke, Dave Feightner, and Andrew Regenhard.



EPISODE 22

NATALIE EARP AND JANE BOND

NATALIE EARP

Real Producers preferred partner Natalie Earp is director of operations at Venture X, the leader in luxury co-working office space. Originally from Boston, MA, Natalie moved to Florida in 2011 and attended Florida Gulf Coast University. In this episode, Natalie shares how beneficial it has been to connect with so many businesses and see the tremendous growth at Venture X.

JANE BOND

Jane Bond, broker/owner of the Bond Agency, Inc., has been in Naples since 2008. Prior to moving to Naples, Jane was an entertainment manager in New York City. Two years after moving to Naples, she decided to become a REALTOR® and open her own brokerage. In this episode, Jane shares the many entrepreneurial lives she has lived.



Jane Bond, Natalie Earp, and Andrew Regenhard.

...



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EPISODE 23

TONY SPANO AND NIC SPANO

TOPIC OF DISCUSSION: "THE FARMING AND BRANDING BENEFITS OF MARKETING."

TONY SPANO

Real Producers preferred partner Tony Spano is regional director of Your Home Magazine. Tony got into the real estate marketing/publishing business back in 1977. He also has his broker's license, and encouraged his son, Nic, to pursue real estate sales. In this episode, Tony discusses the need for farming and branding.

NIC SPANO

Nic Spano grew up in Deerfield Beach, FL, and moved to Naples in 2003. He has been a REALTOR® at Equity Realty for over seven years now, focused primarily on Northeast Bonita. In this episode, Nic discusses the importance of farming and finding your niche in the market. Nic recounts how his father, Tony, encouraged him to get his license when he was at a career crossroads.



Tony Spano and Nic Spano.



Andrew Regenhard.



EPISODE 24

COBY CORRADINO AND ANDREW REGENHARD

TOPIC OF DISCUSSION: WHAT IS REAL PRODUCERS, AND WHO IS THE RP COMMUNITY?"

COBY CORRADINO

Real Producers preferred partner Coby Corradino is owner and creative director of Corrafilm, a real estate media and marketing company providing professional photography, videography, and content creation services. Coby has been with *Real Producers* since its inception in SWFL and has enjoyed seeing the company grow. Coby has been an integral part of the success of *Real Producers*, providing high-quality, high-impact video services. In this episode, he explains how he's enjoyed working with *Real Producers* and how it has helped him grow his business as well as his relationships in the SWFL real estate community.

ANDREW REGENHARD

Andrew Regenhard is the owner and publisher of *Naples Real Producers* (formerly *SWFL Real Producers*). Born and raised in Wisconsin, Andrew moved to North Dakota for flight training and used to be a flight instructor. He later had an opportunity to do defense contracting and worked in Washington State for a few years. Once his father became terminally ill, Andrew decided to move to Naples, where his parents were living, to be closer to them. A friend introduced Andrew to *Real Producers* and he decided to start up a franchise of the REALTOR®-centric publication in SWFL, where he has been growing the company by leaps and bounds for the past two years.



Andrew Regenhard and Coby Corradino.



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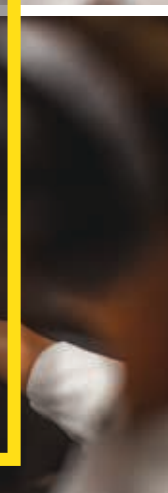
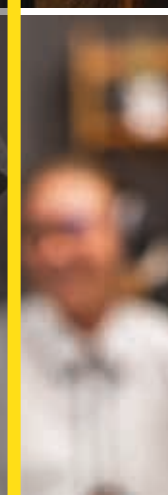
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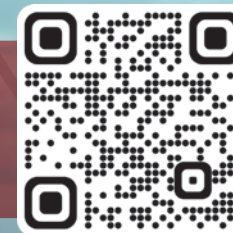
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PRESENTS

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WORDS OF WISDOM FROM THIS MONTH'S FEATURES

TAYLOR CANADA

Gulf Coast International Properties

"One thing I do every day, as far as a business approach, I wake up every day and think that I am unemployed. What am I going to do today to find someone to hire me to help them buy or sell a home? That really helps me generate new business and stay hungry."



NIC SPANO

Equity Realty

"For a young agent, I think it's almost impossible to break into real estate just starting by yourself without any help. So if possible, you have to team up with more established agents. Start as a buyer's agent or showing agent. That's what I did... Interview with every possible team in town. Start as an assistant if you have to."



A Word from Our Preferred Partners:

STEVEN VORONKOV, NICK WESTBROOK, AND JOSHUA HOLT

Luxury Alliance Team

Keller Williams Realty

"Our approach to real estate is relationships, but in the modern-day way of building relationships, which is social media. We don't do door knocking, cold calls, or pay for leads. It's all by building organic relationships through social media using Facebook, Instagram, Tik Tok, YouTube, and LinkedIn... All the leads we get are warm already."



BLAKE BECKER

Becker Home Maintenance

"In the real estate world, we are very efficient in doing inspection reports. Because we have multiple licenses and so many trusted vendors, we were able to execute an inspection list as a one-stop shop. You call us, we can do everything underneath your roof when it comes to handymen and maintenance. Having a place where REALTORS® can call and get all of their items done with one company is a great asset."



CHRIS EVENSEN

TXG (the eXperience Group)

William Raveis Luxury Properties

"That's why we decided to launch the team in the first place — to do our best to provide the highest level of service possible. I saw a void, a gap in consumer service, and we wanted to fill that. We are well on our way to accomplishing that goal. The eXperience group — we want to define ourselves as the ultimate in consumer experience."



JOHN HUFFMAN

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LUXURY ALLIANCE TEAM

with Nick Westbrook, Joshua Holt, and Steve Voronkov



Photo by New Frame Photography

power team
By Zachary Cohen



Photo by New Frame Photography

BUILDING A BRAND

The Luxury Alliance Team’s social media pages are adorned with classic images of the Florida lifestyle. Waves break against the shore and beautiful homes are backdropped by stunning sunsets, with the occasional home-buying tip sprinkled in. Social media and creative marketing have become the driving force behind the Luxury Alliance Team, a group defined by its focus on lifestyle and all things luxury.

The Luxury Alliance Team was formed in 2018, and they have quickly spread their wings across the width of Florida, with expansion offices in Boca Raton and Marco Island, in addition to their home office in Naples. But their vision doesn’t stop there; team leaders Nick Westbrook, Steve Voronkov, and Joshua Holt hope to expand into every single major market in the state. And they intend to do so while maintaining their balanced lifestyles.

COMING TOGETHER
In 2014, Steve Voronkov was the first of the three partners to get his real estate license. At the time, he was a full-time musician, and he hoped to sell a few homes around his career as an artist. When he met Nick in 2017, he hadn’t yet hit his stride in real estate.

...



Steve Voronkov. (Photo by New Frame Photography)



The Voronkov family. (Photo by Luxury & Lens)

“The way that we operate our business — we call it authentic marketing.”

• • •

Nick got started in real estate in 2017 after leaving the retail business. With a strong work ethic and an entrepreneurial background, his business took off quickly. In his first full year, he closed 25 transactions and needed support. That’s when he partnered with Steve, forming the beginning of what eventually became the Luxury Alliance Team.

Joshua got started in real estate in 2018, after a career in acting. He initially linked up with Nick and Steve at their first social media educational event. He joined the team as a buyer’s agent, and, as of 2020, he is an equal partner. Joshua’s dedication and leadership capabilities have propelled him to become an owner of the Luxury Alliance Team.

FINDING THEIR NICHE

As the Luxury Alliance Team grew, so did their reach. They eventually opened an expansion team in Boca and another on Marco Island. The team is currently 11 members deep through three offices.

Social media marketing has been a critical element to their success.



Nick Westbrook. (Photo by New Frame Photography)



The Westbrook family.



Joshua Holt. (Photo by New Frame Photography)



The Holt family. (Photo by Natalie Murphy Photography)

“Our approach to real estate is relationships, but in the modern-day way of building relationships, which is social media. We don’t do door knocking, cold calls, or pay for leads. It’s all by building organic relationships through social media using Facebook, Instagram, Tik Tok, YouTube, and LinkedIn,” Steve explains. “We just don’t do what everyone else does. All the leads we get are warm already.”

You might find posts showing Nick on the golf course, Steve playing music, or Joshua working on his house.

“The way that we operate our business — we call it authentic marketing,” Joshua adds. “We let people know who we are. We talk about our families, let them know what we like to do. We sprinkle on the business in a way that people want to know about. There’s a traditional, bland, and braggy way to share your business on social media. Instead, we tell stories that draw the eye and draw the heart. People follow us for that. They are able to know us through social media. People call, and they’re already ready to dive in.”

• • •



From left to right: Nick Westbrook, Joshua Holt, and Steve Voronkov, leaders of the Luxury Alliance Team at Keller Williams Realty. (Photo by New Frame Photography)

Nick, Steve, and Joshua have also built their network by running educational events throughout Florida. That’s helped them meet agents from across the state.

“That leverages us for more referrals in our market,” Nick explains. “We are being referral-based by using Keller Williams as a platform to meet and teach people.

THE FUTURE IS BRIGHT

Nick, Steve, and Joshua have big plans for the future of the Luxury Alliance Team. They not only hope to expand their real estate brand across Florida; they hope to expand into other luxury markets.

“I want to broaden our horizons and do more than luxury houses — yachts, watches, cars, everything branded in that way,” Nick explains.

But for now, the focus remains on real estate.

“We want to show people that there is more than one way to get business in this business,” Joshua says. “We saw three and a half times growth last year because we were ready for it. We did \$65 million last year and don’t pay a dime for leads. We love educating others that they can do this, too.”

FUN FACTS

Nick played professional baseball earlier in his life. Steve was a full-time musician sponsored by Margaritaville (where he was personally introduced to his hero, Jimmy Buffett), and he’s played at nearly every major venue in South Florida. Joshua previously worked as an actor before getting into real estate. “I also make kombucha, and it’s a business idea that got back burned — but that’s another story,” Joshua laughs.



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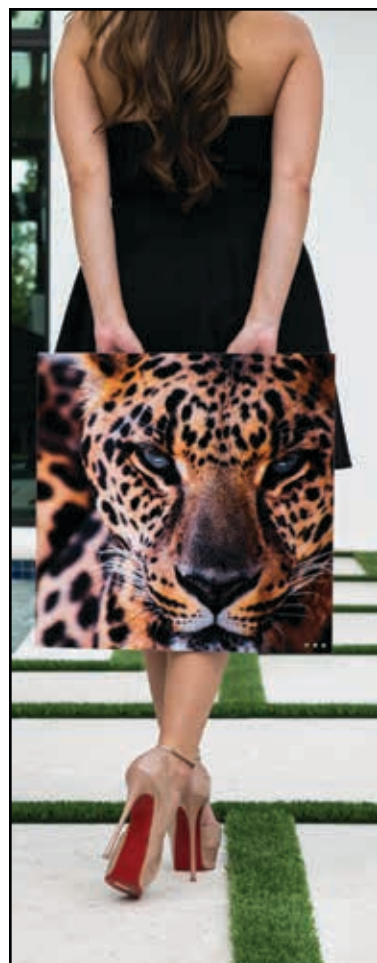


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Make the Complicated SIMPLE

I'd like to share a little story with you. Sherlock Holmes and his sidekick, Watson, were camping in the mountains one day, and after having a little bit too much to drink, they both fell soundly asleep, only for Holmes to wake up in the middle of the morning, look up in the sky, and see stars, stars, and more stars. Surprised, he elbowed Watson and said, "Watson, look up. What do you see?" Watson exclaimed, "I see stars, stars, and more stars."

"Well, what does that mean to you, Watson?" asked Holmes. Watson replied, "It means there's a far-off universe, far greater than ours, filled with stars and planets that revolve around each other."

"What else does it mean?" queried Holmes. "Well, based on the position of the different planets, it means it's about 3:15 in the morning," Watson offered.

"Yes ... and what else does it mean, Watson?" Holmes persisted. "Well, it means that we are a finite spec in the universe of this world. Why, what does it mean to you, Holmes?" Watson asked, puzzled.

Holmes explained, "You idiot, someone stole our tent!"

I share this little story because, as business owners, sometimes we make the simple complicated. As a coach,

I give my clients a simple exercise, and a week or two later, they sometimes come back with all sorts of spreadsheets and flow charts with tabs leading to other areas and so on, when the exercise could have been a lot simpler.

Business is supposed to be a vehicle to create freedom and abundance, and the ability to give us the time to do what we want, when we want, with who we want, whenever we want. Unfortunately, some people have a tendency to make that complicated.

Get clear on what you want in your business, get clear on the net worth you'd like to have when it's time to retire, get clear on where you want to go, what you want to do, why you want to do it, and then work backwards. Create a plan, accordingly, to deliver on that. Getting clear on what you do leads to creating the culture and the environment you want to have so you can attract the right people that you want to represent your brand. Those people will then represent your brand with pride and with energy that naturally drips down to your customers and clients to keep them coming back more often.

Making the complicated simple is about just creating the systems for your team to follow, having regular team meetings, having your review process, and putting all the structure in place so things run smoothly so your business delivers on what you'd like so you can reach your goals and your dreams. In addition, as you're building your business with everyone on your team succeeding, you can share some of that wealth and success with them so they will want to be with you for the long haul. Make the complicated simple; don't make the simple complicated. Don't be like Watson, attempting to understand everything in the universe; just see the simple things in front of you and realize what needs to take place for you to get what you want.

I will also add that the value of having a coach is that the coach will come in and slow you down to help you make the complicated simple so you can do the right things while investing your time, energy, effort, and money in the right places to get you, your team, and your organization what you want.

Coach Michael Dill is an award-winning Certified Business Coach, global speaker, and published author. He is a proud Action Coach franchise partner, as well as 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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Blake Becker

BECKER HOME MAINTENANCE



► partner spotlight

By Zachary Cohen
Photos by LaCasaTour

More Than Your Average Handyman

In 2016, Blake Becker was in his fifth year in the catering business. He took great joy in his work, but after five years, he began to wonder if the lifestyle was sustainable. Catering had Blake working long hours, often starting in the early mornings and extending through the night.

As Blake and his wife, Kristen, began envisioning a family together, they reassessed their professional goals.

“We said, ‘If we’re going to go forward, is this the lifestyle I want to continue to lead?’ It was seven days a week, 90 hours a week sometimes. Not very conducive for family life,” Blake reflects.

Blake’s next move was an act of returning to his roots. He grew up in and around the construction

business, and in 2016, he returned to the business he had cut his teeth on as a teen and a 20-something-year-old.

“I decided to go back to what I grew up doing and what I knew best — handyman and construction work. So from that spark, Becker Home Maintenance was created.”

RETURNING TO HIS ROOTS

Blake was born and raised in Illinois; his family relocated to Naples in 1997. As a kid, he watched his father and grandfather build homes.

“They bought land, built homes, lived in them for a while, sold them, and did it all over again. That’s the lifestyle I grew up in.”

Blake’s father eventually moved into the insurance and car business, but he restarted his construction career after relocating to Naples.

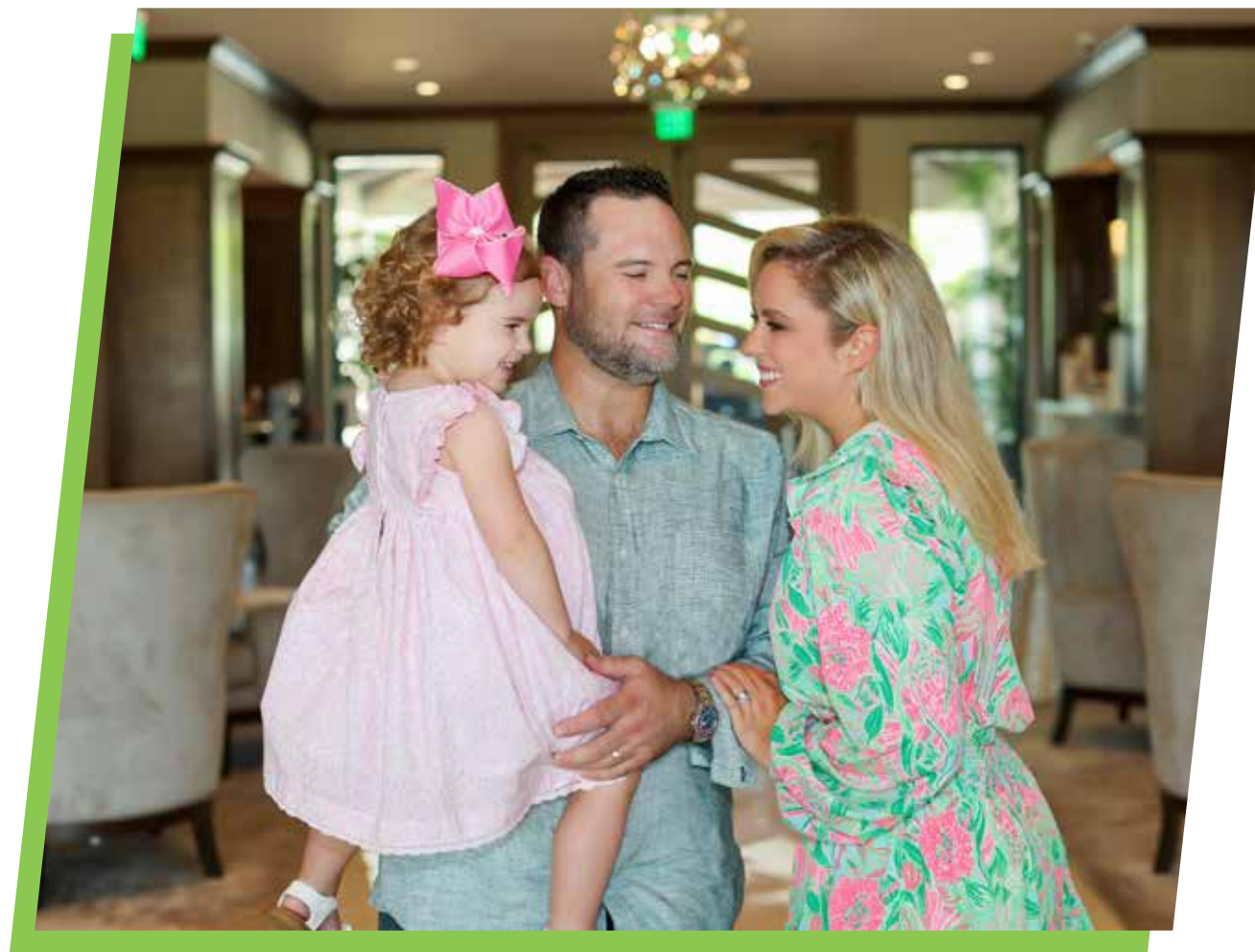
“From about 15 to 27 or 28, I was doing construction with him,” Blake says.

BECKER HOME MAINTENANCE IS BORN

In 2016, Blake started the company alongside his wife. He initially did all of the work himself; he earned a strong reputation and slowly began building the team.

“When I started it, the whole idea was not to just do handyman work, but how can we be different?” Blake reflects.

There’s a reason that the word “handyman” isn’t in Becker Home Maintenance’s company name. From day 1, Blake’s intention was to build a professional brand that went



...

“The pride and joy of my life is my daughter and my wife.”

Blake Becker started Becker Home Maintenance with his wife, Kristen.

...

beyond the description of a traditional handyman.

“I found feedback on people that used handymen. They said they are great, less expensive than a general contractor, but you may not get consistency. You might get a hold of a guy one time and not the next. You might get a response, or you may not. My experience in catering and hospitality set me on the idea that if I could really apply customer service to the handyman field, I’d have a better opportunity.

“So, I was being professional. Since the inception, our main goal and drive is to be, above and beyond, more professional than the average handyman.”

INTO THE PRESENT

Becker Home Maintenance has morphed into a high-end handyman service. They offer extended services like flooring and cabinet installation while maintaining a more traditional handyman fleet. This allows Blake and his team to handle entire punch lists or post-inspection items.

“In the real estate world, we are very efficient in doing inspection reports. Because we have multiple licenses and so many trusted vendors, we were able to execute an inspection list as a one-stop shop. That’s our vision. You call us, we can do everything underneath your roof when it comes to handymen and maintenance. Having a place where REALTORS® can call and get all of their items done with one company is a great asset.”

As Becker Home Maintenance has expanded, so has Blake’s family. He and his wife, Kristen, who spearheads the company’s marketing efforts, have a 2-year-old daughter.

“The pride and joy of my life is my daughter and my wife,” Blake beams. “And this is a family-owned business. My wife and I started this together, and we’re involved in every single aspect of it. Our mission is to provide enthusiastic and superior service that leaves our clients feeling we’ve exceeded their expectations — from the first phone call to how you get your invoice.”

...



Blake is involved with several charities, most notably those organizations that support the recovery community. "That's been a special spot in my life. I've been able to work alongside the David Lawrence Center and Saint Matthews House in multiple areas. Recently, we started helping Team Challenge in Fort Myers. Being able to help people with their mental health to get their lives back in order is huge."

—Blake Becker, owner of Becker Home Maintenance

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FINANCED TO Win

What to Consider When You Have a Financed Buyer, Whether You're Representing the Buyer or the Seller

You have probably already experienced the subtle shifts in the market over the past few weeks. Listings are staying on the market ever so slightly longer, the number of offers are fewer, and open houses are a little less manic. In the coming months, there will continue to be shifts, and those shifts support a “normalizing” of the SWFL real estate market.

That leveling of the playing field will create opportunities for your financed buyers to compete in the marketplace — even with higher interest rates.

WHY ARE FINANCED DEALS GOING TO BE IMPORTANT TO MY SELLERS?

As the sellers' market begins to soften, sellers may need to consider a financed deal. What our industry has seen is that the savvy buyers do NOT want to pay cash, though the contract states so. There are key reasons for this decision: 1) diversification and not tying up cash investment in one asset, 2) to capitalize on the leverage of a mortgage and keep assets in the market, and 3) does not sacrifice liquidity and minimizes tax implications.

FOUR KEY FACTORS TO CONSIDER WHEN YOU HAVE A FINANCED BUYER

1. Local Lender vs. Big Bank

A local lender is a better choice because they understand the local market, such as condo approvals, secondary homes, and mail-away closings. In addition, a local lender has relationships with local title companies, attorneys, inspectors, and insurance agents, and they have the ability to reach out and get resolutions to any issues that may arise.

2. Experience vs. Order Taker

They are not a bank teller or a barista that just passed the state exam. An experienced lender is going to be able to handle all types of clientele — from the first-time homebuyer to the self-employed borrower with 10 companies. An experienced lender can consult with your client on the best program based on their financial profile. An experienced

lender understands the criticality of answering the phone — days or nights and weekends. You do not just sell houses Monday–Friday from 8 a.m. to 5 p.m. You need a lender who mirrors your work ethic and work schedule.

3. Preapproval vs. Prequalification

A buyer should be preapproved/pre-underwritten versus prequalified. Pre-qualification estimates how much you may be able to borrow, based on a mostly informal evaluation of your finances. Preapproval carries more weight and requires documentation and a credit check. Some companies even offer to pre-underwrite, which is the best option and holds the most weight because it has been approved by the underwriter even if a property has not been secured in a contract. A lender who provides a preapproval should be willing to call any listing agent to support the preapproval.

4. Partner vs. Pirate

Choose a lender whom you know has your best interests in mind — a lender that you can trust with a family members' loan, that can speak to your client's CFO or to the grandma who needs help with downloading a PDF, that is part of your collective team and is behind you, helping you win and close every executed deal.

Though cash is “king,” there are instances when it financially benefits your client to acquire financing. By having a trusted, local lender as part of your team, you can better position your clients to win with financing, and you can close the transaction with as much confidence as a cash deal.

Nicole Paolini is a top lender with Movement Mortgage in the SWFL market.

She prides herself on her consultative approach and commitment to her clients — REALTORS® and borrowers. Her expertise in high-end lending is unparalleled, and she has closed loans for CEOs, politicians, owners of multimillion-dollar businesses, and countless snowbirds escaping the cold. Contact Nicole at 239-287-8556 or at nicole.paolini@movement.com.



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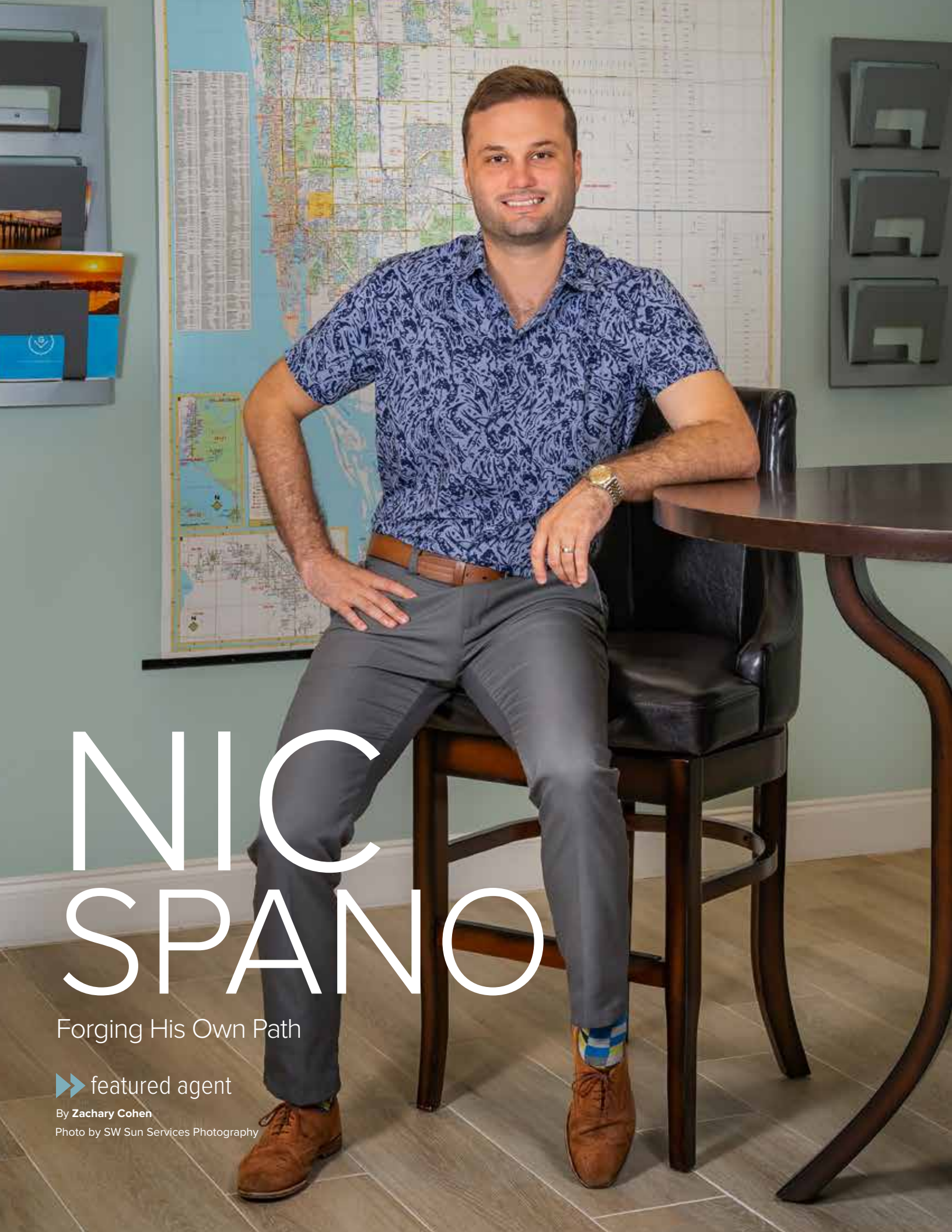
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NIC SPANO

Forging His Own Path

► featured agent

By Zachary Cohen

Photo by SW Sun Services Photography

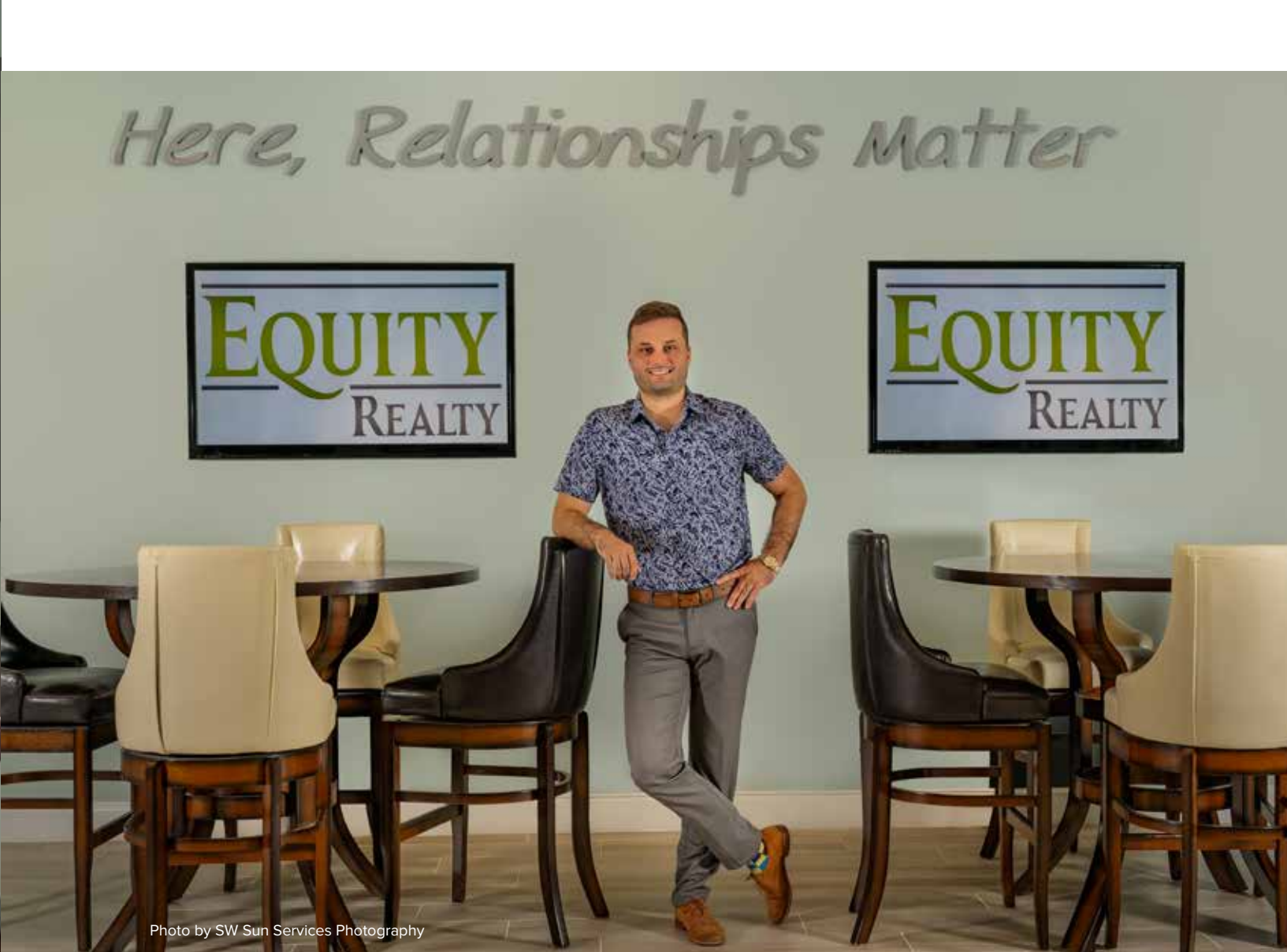


Photo by SW Sun Services Photography

Eight years ago, Nic Spano found himself at a crossroads. A Florida native, he initially went to school in Virginia before transferring to Florida Gulf Coast University, but he was still seeking direction. Like many college students, he was still unsure of his preferred career path.

Nic's father was in the publishing business, but he ran in the same circles as many of the area's REALTORS®. He held his broker's license for over 30 years but never actively sold real estate. So when he recognized his son could use a push in a new direction, he suggested Nic give real estate sales a shot.

"I was looking for a path. I think a lot of people in their late teens and early 20s are like that, and he saw that in me. One day he came into my room and said, 'You should get your real estate license.' He gave me that opportunity."

After some consideration, Nic decided to give it a shot.

FORGING HIS OWN PATH

At just 22 years old, Nic was faced with breaking into an established market driven by an older generation. He started his career as an assistant and soon moved into a sales role. By 2015, he landed with Equity Realty, where he's been since.

"It was definitely a challenge," Nic reflects. "The Naples market is not a market where you're dealing with a lot of first-time homebuyers. Most are very seasoned, own two or three homes... So as a new Realtor, you might be working with someone who knows more about buying and selling than you do."

Nic built trust with hard work, a drive to execute, and a never-ending thirst for knowledge.

"A lot of people gave me a shot, and that challenge made me a better Realtor," he says.



Nic and Lydia Spano welcomed daughter Summer in March 2022. (Photo by Natalie Murphy Photography)



Photo by SW Sun Services Photography

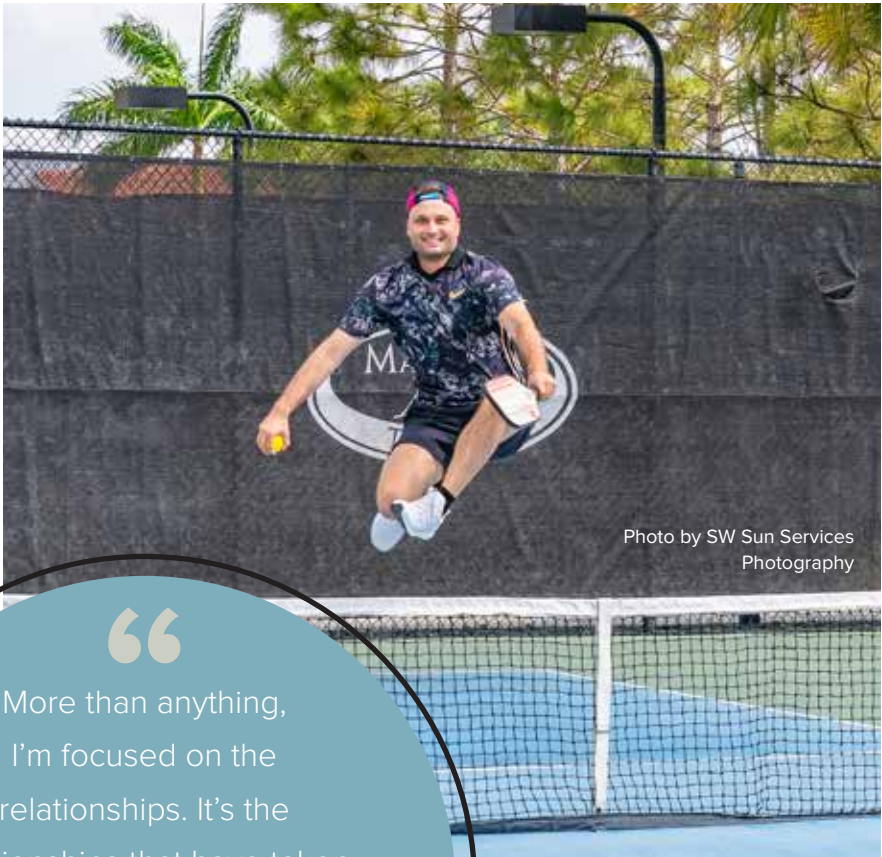


Photo by SW Sun Services Photography

“More than anything, I’m focused on the relationships. It’s the relationships that have taken my business to the next level — treating people like people, like a relationship. I care about people.”

...

KEEPING IT REAL

Nic remains humble, down-to-earth, and accessible. He considers himself a consultant — not a salesperson — and that approach has helped him gain sales and build relationships.

“I’m not going to convince someone to buy a house. I’m there to offer advice and help them make the best decision for them. Even if I wanted to be pushy, I don’t have that in me. I think that comes across as genuine for people.”

Nic’s strategy has been a success. He closed \$14 million in 2020 and more than doubled his business to \$34 million in 2021. By the first week of April 2022, he had over \$22 million in closed and pending sales.

WORDS OF WISDOM

Nic is grateful to have started his career on an established real estate team. For any new agent getting started in the business, he recommends they consider doing the same.



When he’s not working, you will often find Nic Spano on the tennis court. (Photo by SW Sun Services Photography)

“For a young agent, I think it’s almost impossible to break into real estate just starting by yourself without any help. So if possible, you have to team up with more established agents. Start as a buyer’s agent or showing agent. That’s what I did... Interview with every possible team in town. Start as an assistant if you have to.”

LOOKING AHEAD

As Nic’s real estate business has grown, so has his family. In March 2022, he and his wife, Lydia, welcomed their first child, Summer, to the world. So this year, he’s faced with a new challenge — growing his business while embracing the new role of “dad.” When he’s not working or with his family, you’ll find Nic playing pickleball with friends.

As he looks ahead, Nic envisions continued growth. He’s also aware that the current state of the market will shift again at some point, so he’s staying on his toes, ready to react.

“The vision is growth,” he says. “Perhaps that’s every agent’s goal. I’ve doubled the business in the last three years. So I want continued growth there... But more than anything, I’m focused on the relationships. It’s the relationships that have taken my business to the next level — treating people like people, like a relationship. I care about people. I’m not just a Realtor in it for the money. I care about people, their success, and what they are trying to accomplish.”



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GUIDING FOREIGN INVESTORS IN FLORIDA REAL ESTATE

We have seen a substantial influx of non-residents purchasing real property in our beautiful Sunshine State. It is no surprise that a number of these non-residents are foreign investors. This article serves as a brief outline of issues and insights for foreign investors to consider.

UNITED STATES VISA

The Federal Government does not preclude foreign investors to buy real estate in the United States. Any foreign investor can buy real estate without any involvement of a government agency, as long as they abide by the law.

Please note that buying a real property in Florida does not automatically grant an individual a Visa. Anyone interested in acquiring a Visa should consult an immigration attorney to understand what the requirements are.

BUYING REAL PROPERTY

In case the buyer cannot attend to the closing in person, it is possible to execute a Power of Attorney authorizing a third party to represent the buyer at the transaction closing. A local Florida attorney should be retained to ensure compliance with all legal requirements.

In addition to consulting with a Florida attorney, a foreign investor should consult with a certified public accountant (CPA) to go over the tax implications of a real estate purchase. For example, federal law requires that all-cash real estate transactions over \$10,000 must be reported to the Federal Government.

Foreign investors should be aware of the guidelines provided by the Internal Revenue Service (IRS) for determining what constitutes a U.S. resident for tax purposes. The IRS utilizes a method called "Substantial Presence Test" to determine how many days an individual has been physically present in the country for tax purposes.

SELLING REAL PROPERTY – FIRPTA

Foreign Investors intending to sell real estate must adhere to rules under the Foreign Investment in Real Property Tax Act of 1980 (FIRPTA) legislation. It is highly recommended that a well-qualified CPA versed in FIRPTA is consulted with before a foreign investor sells their Florida real property.

FIRPTA authorized the United States to tax foreign persons on dispositions of U.S. real property interests. A disposition means "disposition" for any purpose of the Internal Revenue Code. This includes, but is not limited to, a sale or exchange, liquidation, redemption, gift, transfer, etc. Persons purchasing U.S. real property interests (transferees) from foreign persons, certain purchasers' agents, and settlement officers are required to withhold 15 percent (10 percent for dispositions before February 17, 2016) of the amount realized on the disposition (special rules for foreign corporations).

A U.S. real property interest is an interest, other than as a creditor, in real property (including an interest in a mine, well, or other natural deposit) located in the United States or the U.S. Virgin Islands, as well as certain personal property that is associated with the use of real property (such as farming machinery). It also means

any interest, other than as a creditor, in any domestic corporation unless it is established that the corporation was at no time a U.S. real property holding corporation during the shorter of the period during which the interest was held or the five-year period ending on the date of disposition (applicable periods).

The transferee must deduct and withhold a tax on the total amount realized by the foreign person on the disposition. The rate of withholding generally is 15 percent (10 percent for dispositions before February 17, 2016).

The amount realized is the sum of:

- The cash paid, or to be paid (PURCHASE PRICE);
- The fair market value of other property transferred, or to be transferred; and
- The amount of any liability assumed by the transferee or to which the property is subject immediately before and after the transfer.

If the property transferred was owned jointly by U.S. and foreign persons, the amount realized is allocated between the transferors based on the capital contribution of each transferor.

A foreign corporation that distributes a U.S. real property interest must withhold a tax equal to 35 percent of the gain it recognizes on the distribution to its shareholders.

A domestic corporation must withhold tax on the fair market value of the property distributed to a foreign shareholder if:

- The shareholder's interest in the corporation is a U.S. real property interest, and
- The property distributed is either in redemption of stock or in liquidation of the corporation.

Some exceptions from FIRPTA withholding to note:

- The personal residence purchased is valued at \$300,000 or less.
- The transaction is categorized as a non-recognition transfer.
- The realization of the transaction amounts to zero.

In addition to consulting a CPA, it is highly recommended that foreign investors seek assistance from a Florida real estate attorney to guide them through real estate transactions, whether purchasing or selling real estate in the State of Florida.



Christopher O'Brien joined Woods, Weidenmiller, Michetti, & Rudnick as an associate in the firm's litigation department in the spring of 2018. He obtained his Bachelor of Science in Environmental Science from Florida State University in May 2014 and graduated cum laude from Florida State University College of Law with a Juris Doctor and a Certificate in Environmental and Land Use Law in May 2017. While attending law school, Christopher worked as a research assistant for the associate dean for environmental programs, Professor Shi-Ling Hsu.

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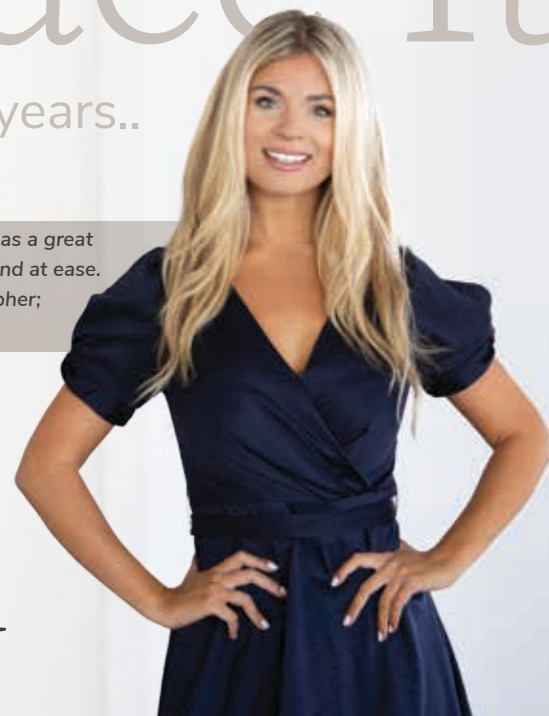
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CHRIS EVENSEN

& TXG (the eXperience group)



►► featured agent

By Zachary Cohen
Photo by SW Sun Services Photography



Photo by SW Sun Services Photography

FUN FACTS:

All four members of TXG have competed at a high level in sports. Chris and Adam played college football, Kenny was a professional soccer player, and Sophie was a nationally ranked equestrian for over 25 years.

ZEROED IN ON SERVICE

Led by industry veteran Chris Evensen, TXG (the eXperience group) at William Raveis Luxury Properties, is one of Naples' top boutique real estate teams. Chris founded TXG alongside Sophie Hewson in 2014. After being invited by one of the largest national institutions to service foreclosure homes, TXG quickly rose to the upper echelon of local teams. Then, the COVID-19 pandemic put nearly all foreclosures on hold — but Chris and his team didn't slow down. Instead, they answered the call, reinventing themselves again in the traditional resale market. 2021 was a record year for TXG, and they plan to continue to grow.

TXG is a boutique real estate services group focused on providing industry-best service.

"That's why we decided to launch the team in the first place — to do our best to provide the highest level of service possible," Chris explains. "I saw a void, a gap in consumer service, and we wanted to fill that. We are well on our way to accomplishing that goal."

Rewind: Chris Evensen

To understand TXG, we must first take a trip back to 1992, when Chris started his real estate career.

At the time, Chris worked as a national sales manager for a financial services company and owned several ServiceMaster franchises. A third-generation real estate agent, Chris decided to get his license, but without much of a plan.

"I started dabbling in real estate, selling five to seven homes per year. I really enjoyed what I was doing," Chris reflects.

Chris found a passion for real estate, and by 1994, he decided to sell his other businesses to focus on real estate full-time.

Becoming a Leader

Chris began his real estate career in Manchester, NH.



Adam Radno (left) joined TXG in 2016. (Photo by SW Sun Services Photography)

“From 1994 to 2005, I went from doing limited business to breaking into the top 10 in the MLS. Fast forward to now, and my teams have closed over 2,500 transactions in 30 years.”

In 2005, Chris moved to Georgia, and in 2007, he relocated to Florida, where he had vacationed since the early ‘90s. Here, he transitioned from an active REALTOR® to a full-time broker with Keller Williams. Chris opened three offices — one each in Fort Lauderdale, Marco Island, and Naples. His offices achieved tremendous success, and after seven years, Chris decided to return to his roots in sales.

“Why did I leave the broker role? I do not feel like I ever left it. I felt my leadership skills were better utilized building a team. One of my frustrations as a broker was that many agents would attend my training classes to learn the skills and techniques they needed to succeed and

then never implement them. It was maddening. So I decided to build my own small team of committed professionals dedicated to the best possible customer service and marketing. We are now four strong and growing.”

Becoming a Team

In 2014, Chris launched TXG alongside Sophie Hewson. Sophie has a strong international business and finance background, and she fills the operations management role. She has used her attention to detail and analytical skills to become well-versed in the contracting and valuation process. She remains committed to ensuring only the best start-to-finish experience for all TXG clientele. As Chris fondly likes to say, “Sophie is an invaluable asset to the team. She is the ‘brains behind the brawn’ who keeps us all on track.”



Kenny James joined TXG in 2020 as the team’s customer liaison.

@realproducers

Chris Evensen and Sophie Hewson co-founded TXG in 2014. (Photo by SW Sun Services Photography)



Adam Radno joined the team in 2016, and he’s currently TXG’s number 2 producer.

Adam became a real estate agent in 2014 and joined Chris’ team in 2016. He started his real estate career with a strong business track record, and Chris has helped him apply that to the real estate business. Although Adam didn’t work directly for Chris at the start of his career, Chris quickly became an advisor and mentor.

“About 18 months into the business, I ran into some challenges. I lost a sale for \$3 million and had a listing that was not selling. Sometimes, I’d call Chris with questions, and when I ran into this brick wall, I gave him a call and asked to pick his brain a little bit. When we finished our meeting, he said he was ready to bring someone on. Chris and I had a few more meetings and then I joined TXG,” Adam explains.

For the past six years, Adam has steadily grown his real estate business with passion, hard work, and a never-ending quest for perfection.

In 2020, Kenny James joined TXG as the customer liaison. Kenny has an extensive background in business consulting and client



FAMILY FOCUS
Chris Evensen is the proud father of Christian, Haleigh, Jenna, and Grayson.



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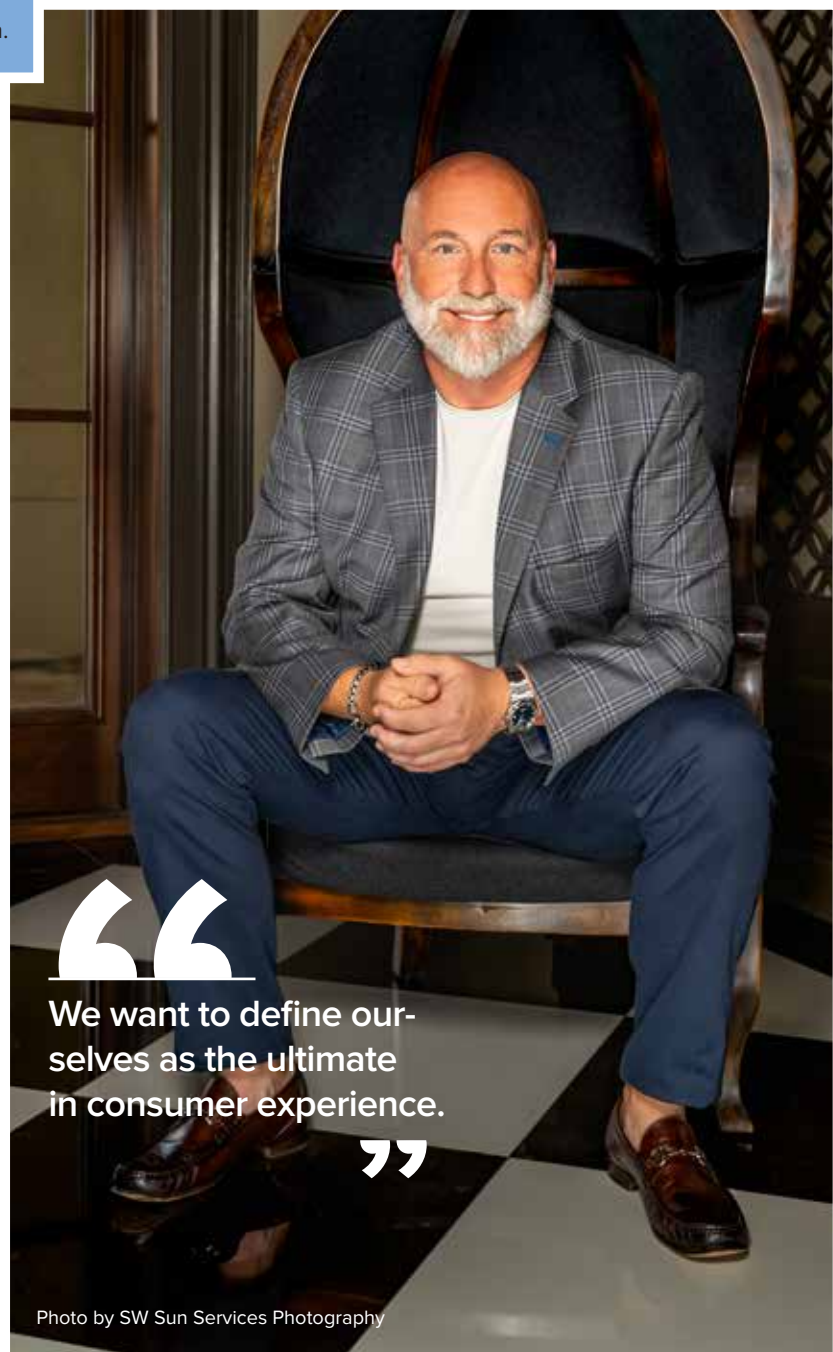
relations. He uses his experience and strong interpersonal skill set to uncover exactly what customers are looking for.

Taking TXG into the Future

As Chris looks ahead, he hopes to grow the team, starting by adding two more members in 2022. The team has had to get creative in the face of the COVID-19 pandemic, but they've once again entered the top 500 agents in the market. This proves that whatever the obstacles may be, TXG is ready to step up and find a way to succeed. When a transaction hits a snag, they'll find a creative way through. When a client needs support, they are present and available.

"As a team, we love to answer the challenges that customers have, no matter what they may be," Adam says. "That's what TXG is all about for me."

Chris adds, "The eXperience group — we want to define ourselves as the ultimate in consumer experience."



“We want to define ourselves as the ultimate in consumer experience.”

Photo by SW Sun Services Photography

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►► topics in real estate
By Christina Daves

Growing Your EMAIL LIST

I'm sure you've heard this a thousand times: "The money is in the list." Mark Zuckerberg could shut down Facebook tomorrow, and you would lose all of your followers, but if they are also on your email list, it wouldn't really matter. Your list is yours, and those people are all warm leads.



STEP 1 — What's your offer? Right now, people aren't opting in much for eBooks, but they love checklists. Examples could be a list for first-time homebuyers, a checklist on how to stage a home before selling, a downsizing guide, or an estate sale checklist.

I've worked with thousands of real estate agents, and I still see on most websites a box that says, "Sign up for my newsletter" or "Join my list." The days of people randomly giving away their email address are gone. People don't sign up for newsletters anymore unless it's something they are really interested in — fitness, cooking, gardening, etc. Not many people want a newsletter about a real estate agent. These are the cold, hard facts, but the good news is that if you provide something of value in exchange for that email address, people are more likely to give it to you.

Creating an opt-in/"freebie." (This is something of value that you are giving away to collect someone's name and email address.)

STEP 2 — Create your offer. If you aren't good with graphics, check out www.Fiverr.com and find someone who can design it for you.

STEP 3 — Make it easy for people you meet to get your free offer. Get a custom domain for yourself, such as www.freegiftfromname.com, www.whattosell.com, www.namesstagingguide.com. You see how easy these are to remember, so when you are speaking with someone on a podcast, on television, or quoted in an article, you can easily say this custom domain and people will remember the name.

STEP 4 — Create a custom landing page on your website that has just this offer. This is not on the homepage of your website. This is a separate page that has nothing

but the invitation to receive your checklist. If you aren't technical, this is a common and inexpensive request for an IT person.

Check out my real estate offer to use as an example, and feel free to download the guide, www.GetPressToday.com. You'll see I used video on my landing page, which is very important now. A full 80 percent of all content consumed in 2022 will be via video. People want to be comfortable with you and want reassurance that you aren't going to spam them but just give them good information. A video allows them to see and get to know who they might be working with.

STEP 5 — Create an email funnel that gives them the document in email number one and continues to warm them up, and then leads them to a call with you.

That's it. It's really that simple to start growing your email list. Then, you put this out on social media and make sure it's on everything you have: your website, your social media headers, pinned posts, etc. Grow your list by offering something of value in exchange for someone's email address.

*Please look into the new GDPR requirements, and make sure that you have a privacy policy link on any opt-in page addressing cookies and what your website does with them. A Google search and/or conversation with your attorney will help you with this.



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 with her at www.ChatwithChristina.com, and learn more about her at www.ChristinaDaves.com.

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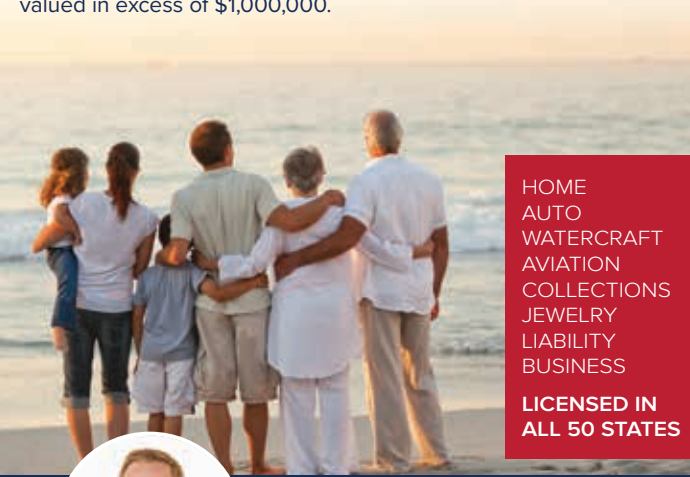

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John Huffman

and TEEN CHALLENGE

By Ellen Buchanan

Coaching People Back to Life

"In 2009, I got in trouble with the law and hit my bottom with drug addiction. I was blessed to go to Teen Challenge for a year as part of my court order. Six months into the program, God gave me a vision that I would be involved in other ministries, that I would support other ministries financially ... and that I would become a pillar in my community."



That vision turned out to be prophetic in John Huffman's life, as he not only returned to sobriety but also became a successful businessman and active member of the community, dedicated to serving and giving back. Today, John owns a busy construction business, Huffman Construction Group (formerly Innovative Design Solutions), specializing in condo renovations, construction defects, flooring and painting, and new builds. He has a staff of

three administrative professionals and 25 men in the field servicing Southwest Florida from Bonita to Marco Island. In addition to running his company, John is still actively involved in ministering at Teen Challenge all these years later.

"I stayed after my program finished and got my minister's license," John recalls. "I stayed there two and a half more years until I was called to leave."



John Huffman, owner of Huffman Construction Group.

John is proud to be the first student of the Teen Challenge center in Fort Myers ever to sit on its board of directors. He continues to serve on the board, as well as has an active, Bible-based ministry teaching the men at the center once a month about their worth in God's eyes. John invites the men back to his house regularly "just to hang out."

Teen Challenge is a non-denominational Christian program with over 2,000 centers worldwide. Originally established in the 1950s to help troubled teens, they now serve adults, as well, and have 200 adult centers and 150 adolescent centers in the United States alone. According to John, Teen Challenge is a discipleship program for people with all manner of "life-controlling issues," from drug addiction to gambling, depression, anxiety, anything that people are struggling with that has taken over their lives and cost them their ability to live and function normally.

"Usually, they've tried secular programs and spent \$100,000, \$200,000, \$40,000 a pop for a 28-day program, and they're just done," John explains. They'll say, 'Well, the only program I can get into is this Jesus program over here; they're willing to take me,' and that's usually what happens. They're at the bottom. Their families are done, the wife is done, the kids are done. And they turn to God."

At Teen Challenge, a residential facility in Fort Myers that houses 35 to 40 men at a time and 20 to 30 women in a separate facility, participants are introduced to Jesus and taught about their worth from a Biblical perspective.

"A lot of them struggle with issues of identity, self-doubt, and self-worth," John says. "We remind them that they're special, that they have something to offer, and have a purpose. We are coaching people back to life."



The approach appears to work phenomenally well. For those who graduate from Teen Challenge's one-year program, there is an 85-percent success rate. Most who have been through the program are able to turn their lives around.

"This is so important," John emphasizes, "because every family has someone who has been affected by addiction, whether brother, cousin, uncle... If we

can help that person with their addiction, we can restore the family, which ultimately restores the community."

"Look at me. I'm a prime example," he continues. "Teen Challenge restored me. I have a beautiful wife, am raising four children, have a successful business, and am pouring back into the community every day. One restored life can make such an impact. When you teach people that they're that powerful and that there is hope, it's just amazing to watch what happens."

John is certainly making a powerful impact, but he's not doing it alone. His entire family — his wife, Sarah; daughters, Trinity (21), Jaylynn (20), Kinley (10); and son, Trey (18) — are all involved with and support the Teen Challenge program with him as well.

"My wife is highly involved with me," says John. "Sarah supported me when we had \$400 in the bank. She was my constant cheerleader and the one who pushed me to start my first business. She is ministering at the Teen Challenge women's center herself and was also the one who encouraged me to get into the community and start teaching and helping these families."

John and Sarah Huffman's Harvest Ministry reunites Teen Challenge graduates with their children.



“We can help someone who can’t afford the program by selling things at the thrift store. When people buy or sell a house, they may be getting rid of all the old cabinets, getting rid of old furniture, etc.,” John explains, “and we can sell these at the thrift store. REALTORS® know a lot of people... They can help us either find donations for the thrift store or even refer people to Teen Challenge. Everyone knows someone struggling with addiction.”

John is a shining example of the success of Teen Challenge. He wants people who are struggling with any type of addiction or life-controlling issue to know that they can turn their lives around the way that he did.

“The biggest thing I want people to know is that there is hope,” he says. “For those who are struggling with addiction in Southwest Florida, we’re here in their backyard, ready to help.”

To learn more about Teen Challenge or to donate, call 239-275-1974, or visit the Fort Myers Teen Challenge website at teenchallengeusa.org/centers/tcfl105.

The whole Huffman family volunteers with Teen Challenge.



“When students of the program graduate, we have a ministry of our own called Harvest Ministry. We help them unify with their kids again ... because the kids are affected too and sometimes have seen things they shouldn’t have... My wife ministers to the moms, and my children help minister to the kids. We try to bring the whole family in and back together.”

John explains that Teen Challenge has a need for donations. The program costs \$1,100 per month, all-inclusive, but thanks to donations, only about 8 percent of participants have to pay in full on their own. Teen Challenge has a thrift store that helps support paying for the program for people who are indigent.

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BEAT THE COMPETITION WITH REAL ESTATE VIDEO!

Video as a major tool to market your real estate business is not a secret. However, only a small number of active REALTORS® actually implement this weapon into their marketing plans. Perhaps it's the fear of being in front of a camera, or maybe video just isn't part of how they conduct business. In the future, there will be two types of agents going forward: Realtor who use video in their business and ones who don't. Currently, 73 percent of homeowners say they prefer a Realtor to list their home using video as part of their marketing plan, though only 9 percent of Realtor nationwide actively use video when marketing properties.

Engagement and Storytelling

Video is the best way to convey a value message to your targeted audience. The end game is to get your prospects and potential customers to "like and know you" before you ever meet them. It also allows you to use your videos of homes to market for more listings. It's like having an ultimate weapon in the bag when going on listing appointments. Telling the story of their property and

getting interest above the other listed homes nearby will have your clients raving about you.

Eyes to You!

Video posted on your website keeps people there 88 percent longer than if you don't have video. That is huge! Realtors spend tons of money to get eyes to their business, such as postcards, flyers, newspaper ads, magazines, and more. These all cost large sums of money and typically get thrown away after a short period of time. Viewers retain 95 percent of what they see on a video versus only 10 percent of what they read.

Videos About What?

What are some good video topics? The key is not only making videos that the consumer would want to watch, but videos they would look for *online* when they have a real estate need. Here are some example video topics to consider:

- Subdivision Video (your farm)
- Listings Property Video
- Market Stats in your area (overview)
- Short Sale vs. Foreclosure
- Homebuying Process in SWFL
- Why Staging is a Good Idea

- Steps to Downsizing for Seniors
- Why Waiting to Purchase a Home is More Costly
- Things to do in SWFL
- Video Interview with Your Favorite Vendors
- What are the Differences Between FHA/VA/Conventional Loans?
- Why Do You Need Title Insurance for Your Home?
- Market Forecast for Your Farm Area
- My Listings
- Open House Info on Listings
- When Does My Seller Get Their Proceeds After Closing Escrow?

Be Progressive!

Think about your competition. Are they still marketing to consumers the old way? Break away from the herd and develop your own marketing plan around something that fits what the consumer wants — video. The stats tell us consumers retain and learn more by watching videos, and they are a great way to create a 24/7 selling proposition for your business. Get ahead of the competition by implementing video into your real estate business!

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TAYLOR CANDIA



Finding His Groove

Taylor's real estate journey began when he was still just a kid. His father was a successful builder in Naples, and some of Taylor's earliest memories are from his father's job sites.

"I grew up as a kid playing on construction sites. We were around it all the time. At dinners, I would hear my dad talking about real estate and construction. Real estate was our life," Taylor reflects.

When he was in high school, Taylor spent his summers working on a framing crew for his father's company. It wasn't his favorite role, but it taught him the value of hard work. After graduating from high school, he began working in the family business.

At the time, Taylor imagined a long career alongside his father and sister in the family business. But his pathway would take a few more twists and turns before he would finally feel at home.

FINDING HIS WAY

Taylor didn't love sitting in the office doing the day-to-day work for his father's company. So he decided to forge his own path ahead. He first started a small custom wood-staining company.

"I watched the real estate agents coming to sell the house, and I'm out there sweating, doing manual labor. I realized, maybe I wanted to explore the real estate end of it."

During this time, Taylor met his future wife, Cindy. She encouraged him to follow his dreams, providing the final encouragement to get his real estate license. In 2013, he was licensed and began selling real estate for his father's small brokerage.





“I hung my license with my family brokerage. I had some success, but there was no name recognition, no marketing team. I was losing listings to bigger firms,” Taylor reflects. “Through church, I met a couple guys I’d seen downtown doing some big sales. We became friends, and I got the opportunity to join Gulf Coast International Properties in 2017. Then, my career really started taking off.”

THE NEXT STEPS

At Gulf Coast International Properties, Taylor found himself surrounded by like-minded people. The company’s culture and values matched his own.

“There is a teamwork approach in the brokerage. The morals, work ethic, integrity, being surrounded by people that are successful in the business and helpful ... that’s been huge,” he explains.

Having a strong support system has allowed Taylor to flourish. In 2019, he teamed up with Andrew Arreola, another veteran agent. They are now the top producers at their brokerage.

“We focus and emphasize that our clients come first. Their best interests are what we are most protective of,” Taylor says. “We try to think outside the box and take a creative approach. There are



We try to think outside the box and take a creative approach. There are thousands of real estate agents we are in competition with. We really just want to represent people in the best possible way.



Taylor Canada,
with Gulf Coast
International
Properties.





thousands of real estate agents we are in competition with. We really just want to represent people in the best possible way.”

Taylor remains focused and consistent in his drive toward professional success. He believes his mindset is critical.

“One thing I do every day, as far as a business approach, I wake up every day and think that I am unemployed. What am I going to do today to find someone to hire me to help them buy or sell a home? That really helps me generate new business and stay hungry.”

LOOKING FORWARD

Taylor’s short-term plan is to continue to grow his real estate sales business. His long-term vision is to continue following in his father’s footsteps by getting involved in more investing and development. He’s already started dabbling in investing; he owns one investment property and is preparing to build a home for his family.

Outside work, Taylor enjoys fishing, boating, golf, and tennis. He and his wife, Cindy, have two children, Cyrus (14) and Ariana (3), and they are expecting a third in late November. Family is at the center of everything Taylor does.

“I love taking the family out on the boat, spending time with the kids and family. That’s life. Here in Naples, I’m in one of the best spots I can be for real estate, golf, and fishing. It’s perhaps the best place in the country for that,” Taylor smiles. “But more than anything, I’m all about spending time with family and friends and leaning into my faith with God.”

“ I love taking the family out on the boat, spending time with the kids and family. That’s life. Here in Naples, I’m in one of the best spots I can be for real estate, golf, and fishing. It’s perhaps the best place in the country for that. ”



Taylor and Cindy Canada with their children, Cyrus and Ariana.

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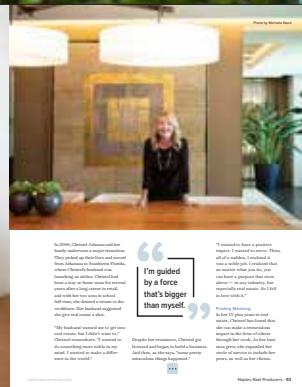
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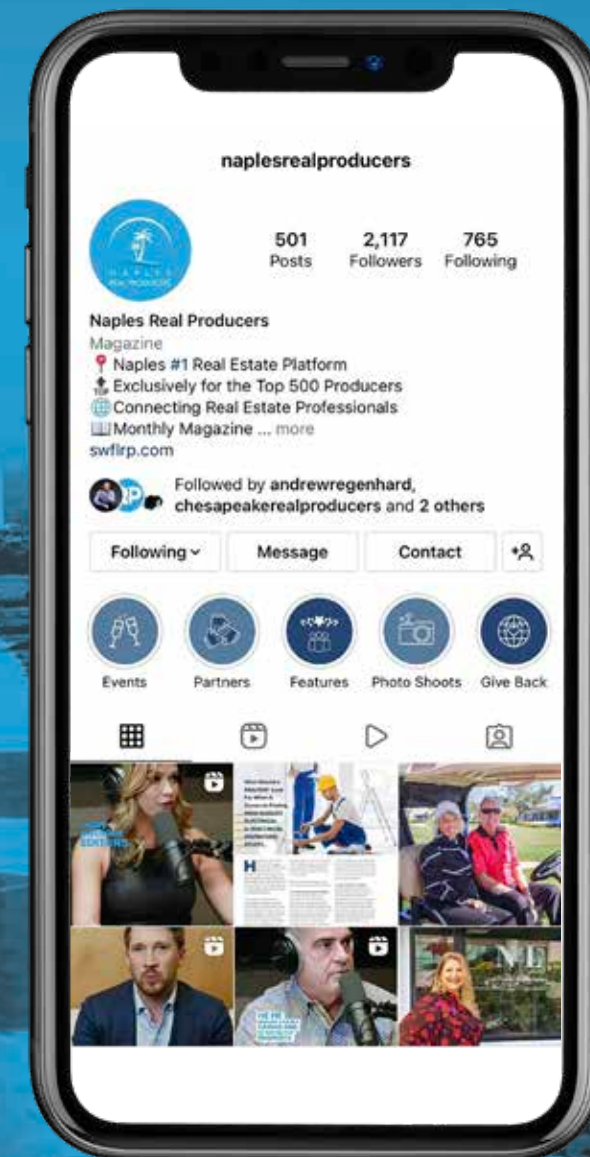
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