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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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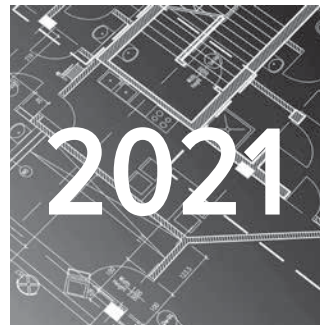
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at swflrealproducers@realproducersmag.com.

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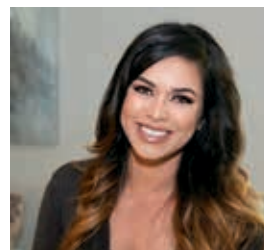
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A NOTE FROM THE

publisher

Why I Feel Lucky

Well, friends, it's time to count our blessings again. With this issue, we are celebrating two full years in print, and I couldn't feel luckier or more blessed. What started as just a vision and a possibility two years ago has grown into an amazing magazine and an incredible *Real Producers* community. I can't thank you all enough for growing this business with me!

When I moved to Florida from Wisconsin to be closer to my family, I could have never dreamed of where I would be with the *Real Producers* family today. I'm immensely grateful for the opportunity to get to know so many of you — many who have become my best friends — and to have been able to share the stories of so many amazing top producers in the local real estate industry who are doing great things.

I feel very lucky to have been in a position to connect the top Realtors in Southwest Florida not only with each other through the magazine and through our fantastic social events, but also to have connected so many of our wonderful industry partners with top agents who need the top-of-the-line services that they offer. It has been so gratifying to watch this publication and this community grow.

And, as luck would have it, we've arrived at a new milestone — a super exciting development that I'm so happy to share with you. As you may have noticed, this magazine is now called *Naples Real Producers*. We've grown so much that we will soon be launching a sister publication — *Fort Myers Real Producers*. We're excited to be able to bring in even more of the area's best Realtors, and in the next few months will now be able to showcase not only the top 500 agents in Naples but the top 500 in Fort Myers too. There will be more news to share on that front very soon!

Lastly, I feel extremely fortunate and lucky for the special people in my life, especially my mother, Kim, and my girlfriend, Klarissa. Both of them have been with me throughout this journey with *Real Producers* and I am incredibly grateful for their love and support.

As we enter the month of March and in the spirit of St. Patrick's Day, what do *you* feel lucky for?

Let's make it a great month!



Andrew Regenhard

Owner/Publisher

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2021

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14,130

LISTING SIDE
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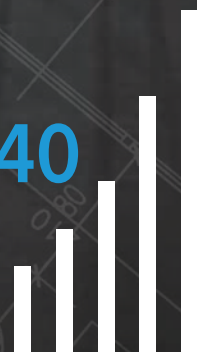
9,887

BUYING SIDE
TRANSACTIONS



\$43,310,240

AVERAGE
SALES VOLUME
PER AGENT



48

AVERAGE
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*Information is based on residential sales in 2021 in Lee and Collier counties by the top 500 agents by sales volume in these counties.

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coaching corner ◀◀

By Michael Dill

WHAT'S YOUR FAVORITE



RADIO STATION?

What's your favorite radio station? We have Pandora, we have Sirius XM, and we have our normal radio stations. I, myself, used to listen to 105.9 Paul and Young Ron in the morning. Everybody has a favorite radio station, whatever it may be; however, I will guarantee you, everyone in this world has the same favorite radio station — the universal radio station — it's called **WIIFM**. Yes, WIIFM, the universal radio station.

What is WIIFM? WIIFM stands for “**What's In It For Me?**” That's the universal radio station that everybody loves. Why? Because no matter what is happening, whatever conversation you're having, whoever you're having it with, whether you're having a conversation with somebody you love, with someone on your team, at a sales presentation, or attempting to make the sale to a new customer or a

WHAT'S IN IT FOR ME.



client, when you're employing somebody, or when you're interviewing somebody, everyone's thinking the same thing... What's in it for me?

I encourage you not to get stuck in making things about yourself. I encourage you to live in abundance and make it about getting others what they want, where you put yourself in their shoes and think about what they're thinking and how they would gain value from the relationship.

Zig Ziglar would say, “The secret to success is getting everybody else what they want.” Everyone else gets what they want from us. We'll get what we want. There's no doubt about it.

Your clients will consistently be happy with your service, your products, your team, and the way you're delivering satisfaction to them. They'll come back more often. They'll tell your friends, they'll give you 5-star Google reviews, and your business will do well. Your team will be happy because they're consistently productive as they're getting what they want. *Everybody wins when you make it about them.*

Today's little simple message is to remember that your favorite radio station is everybody's favorite radio station: **WIIFM**, “**What's In It For Me.**” Always think about the other person — how they can gain value and get what they want — and I guarantee you, you will get 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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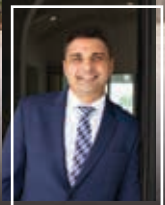
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A Thoughtful Gift or a Throwaway?

Helpful Guidance for REALTORS® Building Client Relationships

How can Realtors set themselves apart when it comes to thanking their clients?

Thoughtful gift-giving can be a real differentiator in keeping businesses top of mind for clients and prospects. But it's all about perceived value. People attach symbolic meaning to gifts, which means care is needed to avoid a client interpreting a gift as thoughtless, despite the giver's intention.

The following guidance optimizes client gifting for real estate agents in Southwest

Florida and across the country:

First, consider the age of your client. Clients under age 40 often prefer gifts with sustainability in mind or with a philanthropic appeal, such as pairing one gift with a donated gift to charity, or a percentage of the purchase going to a charity.

Do your clients live with young children, teens, or older parents? Gathering this information can help Realtors decide on an appropriate gift.

Clients over age 40 can be more utilitarian. Is it functional, clever, useful? Perceived value is important to both age groups. How about a branded crossword puzzle book for a senior living with them?

Second, what is the timing of the gift? Common touchpoints are at a planning interview, holiday, negotiations, or closing.

In Florida alone, there are 195,000 Realtors, all vying for clients in this consistently active market. While data shows Naples/Fort Myers has cooled in price wars (www.bankrate.com/real-estate/hottest-coolest-housing-markets), this is all the more reason to spend some time making an impression with thoughtful client gifts. No doubt, Realtors who focus on delivering branded products can help build loyalty and brand awareness with their clients and prospects.

Some Realtors have gifted branded coloring books that explain the home sales process. If young children are part of the meeting, having a coloring book on hand helps keep them occupied while the adults stay focused on discussions. It also tells a client you care about their whole family — it's not just about the deal. People remember that. It keeps you top of mind.

When deciding on a gift vendor, here are some key considerations:

1. What is their **experience**, and do they have a client list/examples to share?
2. Do they offer a wide range of **products**, including customized gifts?
3. What is their **process** like?
4. What is the **turnaround** time and in-hand date?
5. Can they work within your **budget**?
6. Are they able to handle the **quantity** you need?
7. Who is my **audience** and what do they like?
8. How do I measure my **ROI**?

Whether your clients are baby boomers or millennials, a tailored approach to gifts helps deliver the perceived value that bolsters client relationships and referrals. If not, the gift will end up in the trash!



Rob Paul, known as the “Sultan of Swag,” is president of SwagWorld. His number 1 goal is to improve clients’ return on investment through delivering quality products and transparent communications. Contact Rob at 877-260-0002 or visit www.swagworld.com.



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NIGHTMARE ON FRAUD STREET

The Need to Remain Vigilant

Closing is tomorrow. Documents are complete and out for signature.

Figures confirmed. All we are waiting for is money. Then, it starts.

Client: “Money sent yesterday, please confirm receipt.”

Closing Agent: “Nothing yet.”

Client: “Wire sent yesterday. Bank says you should have it by now. I sent them via the *new* instructions you emailed me.”

Closing Agent: “New instructions? What new instructions???”

The client says something about emailing back and forth yesterday, but I barely hear them over the panic building... Then I wake up in a cold sweat only to realize I am having a recurring nightmare about a client being a victim of *Real Estate Wire Fraud*. Nightmare? Yes, but this is becoming a real concern for closing attorneys nationwide, especially here in Southwest Florida, where closing attorneys deal in multimillion-dollar property transactions.

There are numerous types of wire fraud out there today, and fraudsters have become very skilled at their craft. Real estate transactions, especially in Southwest Florida, supply fraudsters with all of the ingredients that can potentially create a perfect storm: large wire transfers, numerous routine emails from multiple parties (REALTORS®, mortgage brokers and lenders, attorneys and title companies), an exchange of sensitive information that is sometimes sent unsecured, and a plethora of victims that may sometimes be less sophisticated when dealing with technology. Of course, the reduction in face-to-face meetings due to COVID-19 restrictions has not helped much, either.

So what, exactly, is the scam? Well, in the November 2020 issue of the *Florida Bar Journal*, Joshua Feinberg laid out the scam in detail. To summarize, it looks something like this:

Step 1: Fraudster sends a “phishing” email to Realtor requesting Realtor’s email and related password. The unsuspecting Realtor takes the bait and complies.

Step 2: Fraudster is now armed with access to emails with party and vendor names, transaction details, and

even contract terms. Fraudster can now “monitor” the transaction(s) to determine what amounts of money are to be moved, by whom and when. The Fraudster also gains access to key documents, including wire transfer instructions.

Step 3: Fraudster creates several fake email accounts that look very similar to an email account for the professional. For example: instead of `rrealtor@gmail.com`, the Fraudster creates an email account for `rrrealtor@gmail.com`.

Step 4: Fraudster will use the fake account to communicate with the victim, using the actual names and nicknames of the person being impersonated. The more sophisticated Fraudsters also install a rule in the victim’s account so that emails are rerouted away from the victim’s inbox into a special account so that Fraudster has complete control of what the victim sees.

Step 5: Prior to closing, Fraudster will then impersonate the closing agent and send fraudulent wire instructions to the victim on a “template” that looks like wire instructions used for an earlier deposit made by the victim to the closing agent.

Step 6: Victim wires money to the account on the phony instructions and Fraudster immediately closes the account and absconds with the funds. What ensues? THE NIGHTMARE. Victim loses money. Victim ultimately sues Realtor, title company, and anyone else involved for funds. Realtor and title company potentially pay damages and lose licenses. The end result can clearly be catastrophic for all involved.

It is vital to educate our clients and customers to be vigilant. Our firm provides brochures on wire fraud. Realtors should have a similar brochure in their marketing packets that they provide customers and have a conversation about wire fraud at the onset of the transaction BEFORE any funds are sent anywhere. Clients often complain about the lack of convenience having to open a secure email creates in their lives. Closing offices should send wire instructions via secure email and also follow them up with voice confirmation.

Our firm’s policy is to not send nor receive wire instructions via unsecured email without first confirming information via reciprocating telephone calls or direct, person-to-person contact. Under no circumstances should a client or customer send any funds to any party without first calling the closing agent and verifying the accuracy of wire instructions provided to them. We all need to do our part to sleep a little better...



Attorney Michael Michetti is a partner and founder of the real estate department at the law firm of Woods, Weidenmiller, Michetti & Rudnick, LLP.

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How to Create Your Own Luck

3 Steps to More Income, More Sales, and More Control in Your Life

Suppose it's a Friday afternoon. You happen to be downtown, and you decide to walk across the square to grab some lunch. As you cross the street, you notice a piece of paper blow past you. No big deal, litter is common.

But now suppose that instead of a piece of trash, that paper is a 1-dollar bill. Do you pick it up? What if it were a 10-dollar bill? And if a 100-dollar bill?

Assuming no one else was around, if you were like most people, you'd probably make the extra skip and ensure yourself a C-note richer. Wouldn't you?

That's the thing: success usually requires you to stretch. And most people are unwilling to do that. That's why if you can grasp the principles in this article, it will be as if...

You've Found FREE MONEY!

Before I took over operations and the ownership of Activate Advertising Agency, I was vice president of a national financial marketing organization. While in the financial brokerage business, one of the management best practices I taught bank CEOs and investment executives was the use of PERT charts.

PERT is an acronym for "Program Evaluation Review Technique." It's a visual form of project management that was developed by the Navy in 1958. PERT is effective

because it allows you to see your exact location when working towards a goal. This means you are able to simultaneously review your progress while also analyzing the steps ahead of you.

Think of it like those giant "You Are Here" maps you see at outlet malls and airports. This type of visual representation allows you to quickly see where you are in relation to where you want to go. It's basically a...



Treasure Map to Greater Productivity and Higher Income

Key Performance Indicators (or "KPIs") are a perfect complement to PERT. KPIs are the vital few activities that MUST be done in order for you to achieve your goal. They are the essential tasks or "building blocks" on which everything else rests. Sometimes KPIs are called "Critical Result Areas." My friend and former client, David Horsager, refers to them as "DMAs," for "Difference-Making Activities" in his best-selling book, *The Daily Edge*.

It doesn't matter if you call them "KPIs," "CRAs," or "DMAs." The important thing is that you identify these items and you follow them daily. In your real estate business, these might be things like securing listing appointments, working your referrals, and attending closings.

With that in mind, here are the...

3 Steps to Creating Your Good Luck

1. Clarify Your Goals.

Decide what you want. Write it down someplace where you'll see it. Do something every day to take you closer to reaching it.

2. Decide on Your Marketing Strategy.

Money certainly isn't everything in life. But having it tends to make the other things more comfortable. Once you know your financial goals, decide the best strategies in your real estate practice to reach them.

For instance, you can ask yourself questions like: What ratio do you want of buyers and sellers? Do you have a particular demographic or

niche you serve? Are you working in a team, using a buying agent, or have an assistant? Do you want to focus on higher-priced homes or concentrate on volume?

What do you need to adjust in your current marketing plan to meet your goals?

3. Reverse-Engineer Your Sales Process.

This is the process of beginning with the end in mind and working backward. In his bestselling book, *The 7 Habits of Highly Successful People*, Stephen Covey says:

"To begin with the end in mind means you start each day, task, or project with a clear vision of your desired direction and destination. And then, continue by flexing your proactive muscles to make it happen."

The best way to do this is to take your financial goal for the year and figure out how much production you'll need in order to reach it.

You can divide your goal by your average commission. That answer will give you an approximate number of transactions you'll need to make. Then, work your sales process backward to determine your closing ratio. Once you have this number, you'll know how many new introductions you'll need to secure a set number of first appointments. From there, you calculate how many of those appointments will turn into listing presentations and proposals, and then, how many of those you'll actually get a signed contract for.

Once you have the homes listed, you

can follow this same process for selling the home quickly and at fair market value. You'll know how many open houses you'll need to host, how many showing requests you'll typically need to get, and how many days on market you can expect

No Shamrocks Needed

Beginning with your goal in mind and working backward will give you more control and consistency in your business. You'll be able to manage your pipeline with confidence. And you'll never have to worry about when the next referral will come.

The Roman philosopher Seneca once said, "Luck happens when preparation meets opportunity." You can create your own luck by getting absolutely clear about what you want. And then, making the commitment to do whatever is necessary to achieve it.

Life isn't a lottery ticket. And luck isn't about finding a magic charm or leaving things to chance.

Luck is a Conscious Choice to Change

It's about taking control of your circumstances and improving your situation. Yes, it will take some work. But success, however you define it, is possible for you if you believe and take action.



Joshua Lee Henry is a published author, entrepreneur, marketing consultant, brand strategist and direct-response copywriter. He is the founder and CEO of Activate Advertising Agency, LLC.



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WE ARE CELEBRATING
2 YEARS
IN PRINT!

Check out the Rockstars Who Have Graced Our Pages in the Last 24 Months!

SWFL Real Producers is celebrating two amazing years in print! We are so grateful for the many top producers and valued partners who've shared their powerful and inspiring stories with us — the successes, the bumps along the way, their best practices and "secret sauce," along with advice from the best of the best for the rest of our *Real Producers* community. It's been an incredible journey

together and this magazine is a testament to all of you! Thank you so much for helping us grow and for celebrating this incredible milestone together.

On the pages that follow, you'll see all of the amazing people who've graced our pages over the last two years. We are humbled by, inspired by, and thankful for all of you! ...



MARCH
2020

Where it
all began...

APRIL
2020



PATRICK DEARBORN
Cover Story



GREG SOFRANKO
Rising Star



LAUREN MAXWELL
Maxwell Mortgage Team
Partner Spotlight



MIKE & WENDY MCCARTY
Cover Story



JOSH MARZUCCO
Celebrating Leaders



NICK & CHRIS SWEAT
Rising Stars



RICHARD ROSIER
Rosier Insurance
Partner Spotlight

MAY
2020

JUNE
2020

...



CHRIS LECCA
Cover Story



HEATHER CAINE
Celebrating Leaders



BILL EARLS
Cover Story



DEREK CARLSON
Celebrating Leaders



**CHLOE DE
MALEISSYE-
MELUN**
Rising Star



**JIM
SCARPA**
Panther Home
Inspection
Partner Spotlight



RENEE HAHN
Rising Star



CARY CRAMER
Home Services By Cary
Partner Spotlight

JULY
2020

AUGUST
2020



JOE PAVICH, JR.
Cover Story



DENISE CHAMBRE
Investment Corner



**ANGELA LUTZI
DELLATORE
& SCOTT DELLATORE**
Cover Story



ALEX DAANE
Broker Spotlight



ADAM SHEETS
Rising Star



STEVE CALABRESE
*Equitable Mortgage
Partner Spotlight*



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Featured Agent



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Partner Spotlight*

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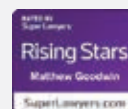
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Cover Story



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*Goldstar Mortgage Financial
Partner Spotlight*



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Featured Agent



TIM DUPRE
*Conditioned Air
Partner Spotlight*



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Cover Story



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Cover Story



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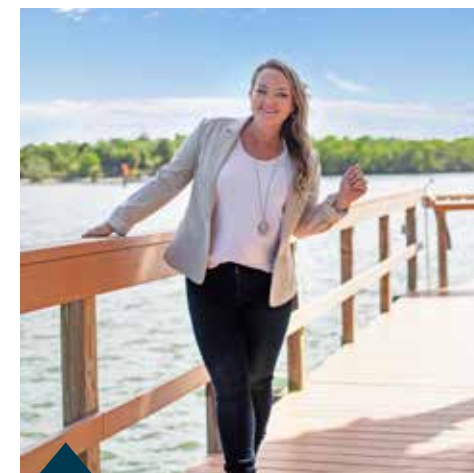


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Featured Agents

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Rising Star



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& TIFFANY NOEL**
*Real Tours
Partner Spotlight*



JESS MORRIS
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*Hadinger Flooring
Partner Spotlight*

JANUARY
2021

FEBRUARY
2021



ML MEADE
Cover Story



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Cover Story



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Rising Star



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2021

APRIL
2021



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Cover Story



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*Interiors By SBI
Partner Spotlight*



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*HouseMaster Home Inspections
Partner Spotlight*



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*The Ronto Group
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MAY
2021

JUNE
2021

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*Ray The Mover
Partner Spotlight*



MATT NANCE
*Responsive Insurance
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JOE EPIFANIO
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*Laram Construction
Partner Spotlight*



ERIC
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JULY
2021

AUGUST
2021

CATHY ROGERS

Cover Story



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COLBURN, &
BRUCE MITCHELL**

Power Team



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Rising Star

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& STACY
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Cover Story



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Partner Spotlight



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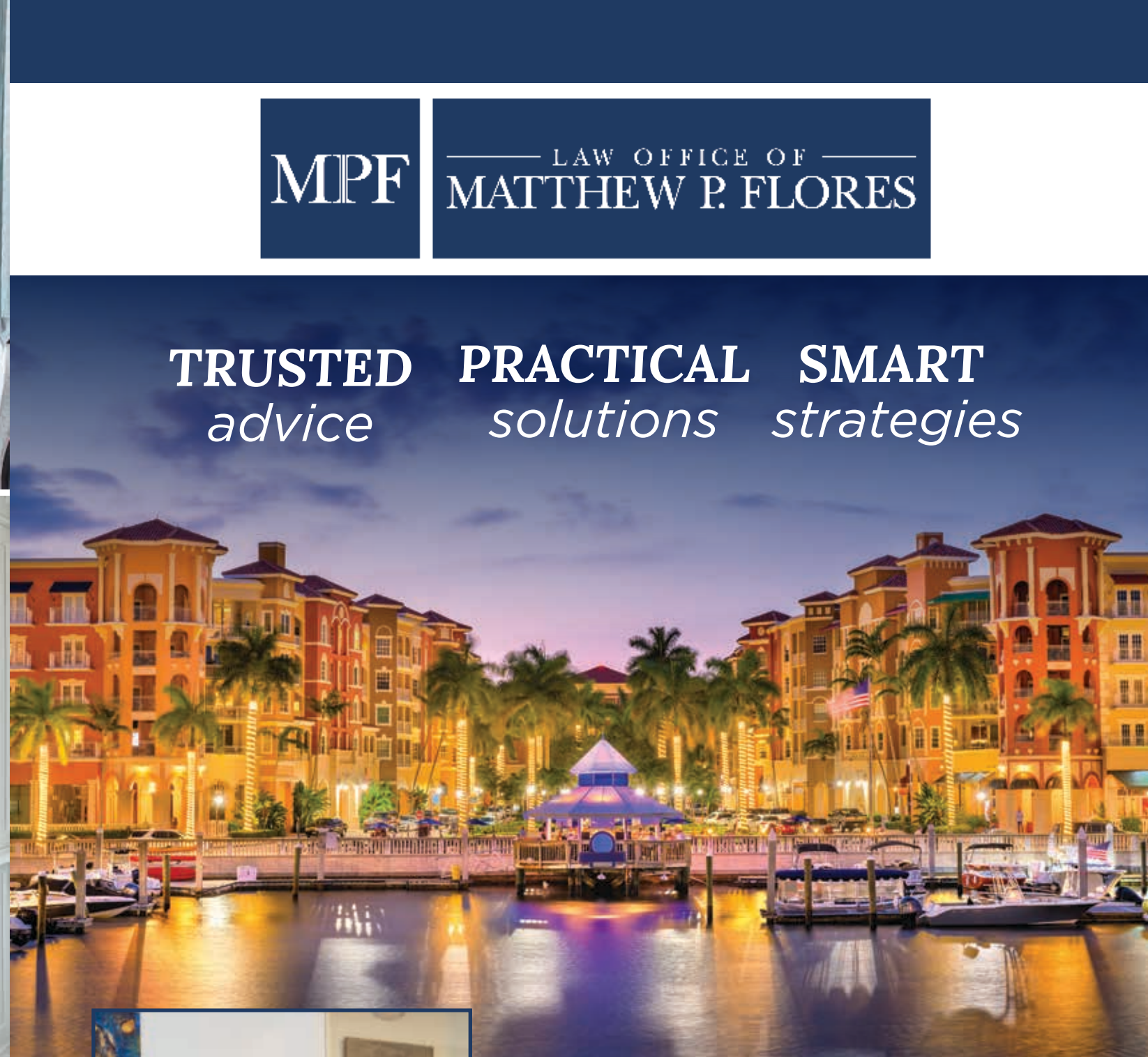
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SEPTEMBER
2021

OCTOBER
2021

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Cover Story



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Featured Agent



BRIAN RIGSBY

Cover Story



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& JULIE REMBOS**

Power Team



KRISTINA LAMBROS

Featured Agent



**LAWRENCE
MIDDLETON &
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CORY GARBER

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TYLER MATTINGLY

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COREY WALKER

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JOEY ROCK

5 Star Valet
Partner Spotlight

NOVEMBER
2021

DECEMBER
2021

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Cover Story



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RYAN SCHWARTZ

Cover Story



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Leader of the Month



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DEBBIE & LARRY
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Power Team



MICHAEL D.
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Overcomer



AARON BARNES

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Partner Spotlight



DANIELLE
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RICH GARDNER

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& Waterproofing
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KIRK & CHRISTIN
TAYLOR

CrossCountry Mortgage
Partner Spotlight

JANUARY
2022

FEBRUARY
2022

**GUENTHER,
HEITMAN &
WILLIAMS TEAM**

Cover Story



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Leader of the Month



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SPRINGER RINDEN
& SCOTT RINDEN**

Cover Story



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Power Couple



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SCHAFFER**

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Zampogna Flores, PLLC
Partner Spotlight



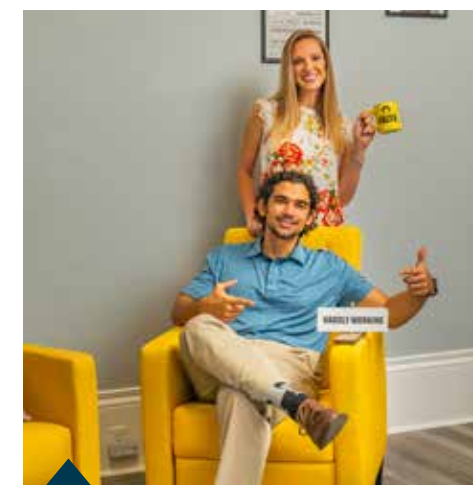
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A Look Back at

2 *YEARS*

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OCTOBER 7, 2020

LAUNCH PARTY!

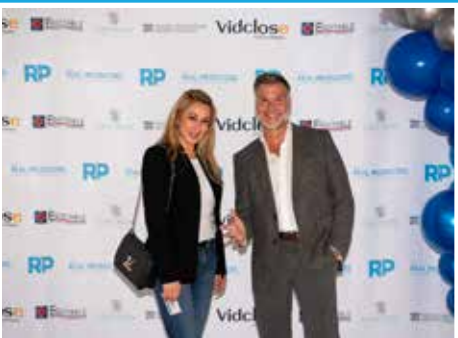
► special events

Photos by **Austin Luper** and
Jason Koch
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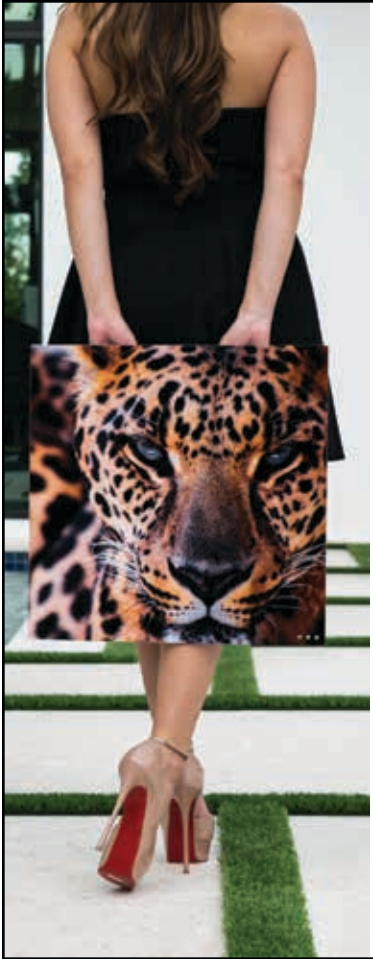




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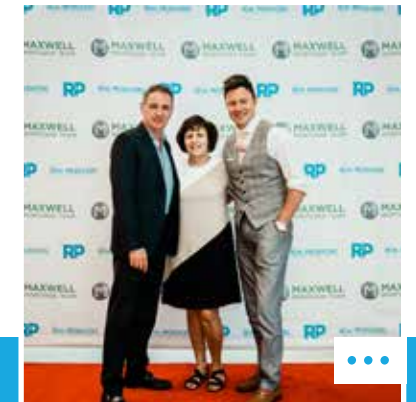
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special events
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QUARTERLY EVENT AT *FERRARI OF NAPLES!*

MARCH 11, 2021 Our *Real Producers* community was getting bigger... and our first big quarterly event, held at Ferrari of Naples, was a blast! We auctioned off a beautiful black-and-white palm trees Balanced Image and raised \$1,100, with the proceeds going to the David Lawrence Centers for Behavioral Health. Huge thanks to the event sponsors: Ferrari of Naples; Lauren Maxwell, of The Maxwell Mortgage Team; Conditioned Air; Seaview Title powered by Vidclose; and Balanced Images for donating the exquisite raffle item!



...

QUARTERLY EVENT AT FERRARI OF NAPLES!

MARCH 11, 2021



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AUGUST 5, 2021

By late summer, 2021, we were really catching our stride. We'd had incredible feedback on our previous events and had tremendous turnout for this one. We were super happy to be able to introduce everyone to our new co-working office space at Venture X, where we had a fantastic time at our second quarterly event! Once again, we auctioned off a gorgeous Balanced Image, this time of a SWFL sunset. We raised \$1,200, with the proceeds going to NAMI of Collier County. Thank-you to our wonderful event sponsors who made it all possible: Venture X; Lauren Maxwell, of The Maxwell Mortgage Team; Seaview Title powered by Vidclose; Naples Premier Home Watch; and Balanced Images for once again donating the amazing raffle item!

special events

Photos by **Austin Luper** and **Samuel Saum**
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QUARTERLY EVENT AT *VENTURE X!*



QUARTERLY EVENT AT VENTURE X!

AUGUST 5, 2021



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» special events

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QUARTERLY EVENT AT *ULTIMATE GARAGES!*

NOVEMBER 4, 2021

By the end of 2021, almost everyone had heard about our truly kickass events, and no one wanted to miss the last big quarterly event of 2021, surrounded by luxury cars at Ultimate Garages! Porsche of Naples generously donated Porsche insignia luggage and accessories for our big raffle,

which raised \$1,200 to benefit The Salvation Army of Collier County. As always, we were hugely grateful to our fantastic events sponsors: Lauren Maxwell, of The Maxwell Mortgage Team; Seaview Title powered by Vidclose; and Innovative Design Solutions. We ended the year with a bang and expect nothing less from our 2022 events!



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NOVEMBER 4, 2021



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AVOIDING TAX-SEASON SCAMS *this spring*

By Shauna Osborne

With major distractions like a global pandemic, market disruption, and ensuing hardships and stressors (emotional, physical, and financial alike) on our plates, no one would be surprised if paying taxes is the last thing on our minds right now. However, Tax Day (April 18, 2022) is just around the corner, and it's crucial to stay focused and one step ahead of potential tax scams. Use the following tips to ensure your hard-earned money and personal information stay secure this spring!

File Early

The IRS will process *one* return for each given Social Security number; therefore, if you file as soon as you are able, you can beat scammers who might later fraudulently attempt to use your information, gaining an extra layer of protection for your finances.

Avoid Pandemic Hoaxes

The ongoing Covid-19 crisis has thrown financial lives into disarray for many taxpayers, resulting in widespread confusion about unemployment benefits, stimulus checks, child tax credits, and more. And tax scammers are preying on the unprecedented chaos, offering pandemic-related grants or faster or bigger payments in exchange for personal financial information and / or advance fees.

Beware Phone-y Scams

Phone scams have been and continue to be a persistent and pervasive problem for taxpayers – especially for “vulnerable” populations such as seniors and English language learners. Remember, the IRS will never call you on the phone demanding immediate payment or sensitive information. In fact, this government agency almost exclusively communicates with taxpayers by mail, so if you receive a call claiming to be from the IRS or another financial agency or collector, it is almost certainly a scammer. Instead of conversing, hang up and contact the IRS at an *official phone number* to verify its authenticity.

Don't Fall for Phishing

Again, the IRS will never reach out to you via email or social media regarding tax responsibilities. Carefully examine tax-related emails you receive, look for spelling mistakes and unusual URLs and email addresses (often very similar to the real ones), and avoid clicking on links in messages or downloading attachments. If you do receive a suspicious email regarding taxes, you can forward it to phishing@irs.gov.

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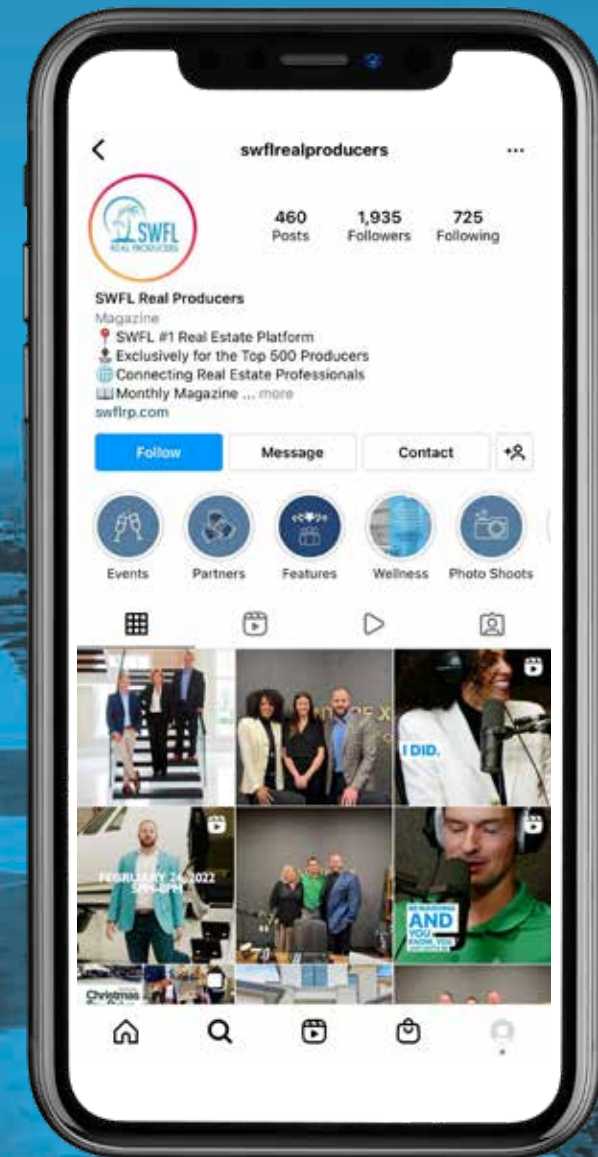
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