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-- High-End Realtors, Rupert and Karen Irby

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RP

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►► publisher's note

THE POWER OF Real Producers Networking Events

Dear Real Producers of Naples,

Networking events like the ones Real Producers exclusively hosts for top agents like yourselves are not only a great time ... but attending them provides you with an opportunity to build relationships with other top REALTORS® and industry professionals, learn about what's new in the industry, and enhance your knowledge of the local market.

At Real Producers, our mission is to connect the best of the best in the industry, which we do through this monthly magazine, through *The RP Experience* podcast, on our social media platforms, and by holding regular networking events that provide opportunities to gather together at amazing local venues. Outside of a transaction, where else can you convene with top agents from other brokerages who are producing at the same high level that

you are? It is our pleasure, through our Real Producers events, to help offer you a fun and engaging way to further expand your professional network. In addition to other top agents, at our events, you can meet our preferred industry partners, such as mortgage brokers, appraisers, and home inspectors — the very special folks who make this publication possible and who can help you provide better service to your clients. By building relationships and expanding your network, you can improve your chances of success in the industry, and we hope that our events help you do just that. I encourage you to join us and attend our signature Real Producers events whenever possible!

Thank you to all who came out to our first Naples Real Producers quarterly event of 2023 at MarineMax in February. What a great time we had, thanks to all of our wonderful partners and sponsors ... and most

of all, to all of you, who made the night so memorable. Please check out photos from the event on page 52 in this issue, as well as on our social media. And be sure to tag yourself and your friends in the photos! (For those of you who are new to the Top 500 this year, we hope to meet you at our next big event!)

We are planning our next event for late June and hope to see you all there! Be on the lookout for your exclusive invitation. And if you ever have questions about our events, feedback, or suggestions for great places we should hold them, please feel free to reach out. I'd love to hear from you!

Very respectfully yours,



Andrew Regenhard
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2022

BY THE NUMBERS

HERE'S WHAT NAPLES'S* TOP 500 AGENTS SOLD...

9,187

TOTAL TRANSACTIONS

\$13.8B
SALES VOLUME

4,658 LISTING SIDE
TRANSACTIONS
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4,395
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TRANSACTIONS


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AVERAGE
SALES VOLUME
PER AGENT


18
AVERAGE
TRANSACTIONS
PER AGENT


*Information is based on residential sales in 2022 in Collier County by the top 500 agents by total sales volume.



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Residents of Southwest Florida know what a gem of a location it is. From sunny beaches to warm winter evenings, there's a lot to love about living in this tropical area. But, as any resident knows, the damage caused by hurricanes and other severe weather can put a damper on being a homeowner. Tri-Town Construction is here to help, with storm damage repair services for residents in and around Bonita Springs, FL.

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WORDS OF WISDOM FROM THIS MONTH'S FEATURES

KIMBERLY ALVORD

Kimberly Luxury Group
John R. Wood Properties

"My advice to new agents is this: The pay doesn't start right away. It's a lot of work to climb that mountain to get that first pay-check. A lot goes into it. There



than most people in our area. We know the secret locations. We know where you can go on the water to be completely hidden. We know where to go for the best food in town."



can be hang-ups. You have to stay on your toes. There's no recipe for this job. After 10 years, you'd think I'd know what to expect tomorrow, but I don't. The best words of wisdom I have are this: to be successful, you have to be motivated, you have to work hard, and you have to love what you do — or don't do it."

CHAD & APRILE OSBORNE

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"Remember, this is someone's home. We teach our agents to look at a transaction through the lens of, 'How can I best help this client?' If you do that and put their needs ahead of yours, it works out." —Chad



"What are you an expert in? Make sure you are an expert in what you are representing. Do that with integrity, and do that with a heart to give." —April

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A Word from Our Preferred Partners:

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Venture Title

"I'm building business relationships, showing agents how we can grow and build businesses together. I want agents to know how good our customer service, processes, and systems are. We're a well-oiled machine. Our follow-through is great... I want agents to know and trust me. We're always here to help. I'm available anytime someone needs me."



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From the Desk of the PRESIDENT

REALTOR® ADVOCACY LEADS TO NEW HOMEBUYING OPPORTUNITIES FOR FLORIDIANS

The entire world knows that Florida is one of the best possible places to call home. Why? Our beautiful beaches, sunny weather, business-friendly focus, and lack of an income tax make Florida an amazing place to live. Over the past few years, thousands of people relocated to the Sunshine State. Unfortunately, the state's supply of housing is not increasing as quickly as we need it to, not only to welcome the influx of new residents but also for an already growing population. Due to this and other economic factors, we've seen a dramatic surge in prices, increasing the affordability problem for many who want to buy their first home in Florida.

Since 2016, the median price of a home in Florida has increased more than 58 percent. By December 2022, it was \$373,990, up 21 percent from one year earlier. Yet, household income isn't rising at nearly the same pace. The challenge of affording a home is even greater for many workers and educators, whose salaries often fall well below the amount needed to buy a home.

To help address this issue, your industry worked with the Florida Legislature to create the Florida Hometown Heroes Housing Program, a new program that provides down-payment and closing-cost assistance to first-time, income and occupation-qualified homebuyers so they can purchase a primary residence in the

community in which they work and serve. The Hometown Heroes Loan Program also offers a lower first-mortgage rate and additional special benefits to those who have served and continue to serve their country.

As a part of the program, borrowers can receive up to five percent of the first mortgage loan amount (maximum of \$25,000) in down-payment and closing-cost assistance. This assistance is available in the form of a zero percent, non-amortizing, 30-year, deferred second mortgage. This second mortgage becomes due and payable, in full, upon sale of the property, refinancing of the first mortgage, transfer of deed, or if the homeowner no longer occupies the property as his/her primary residence. The Florida Hometown Heroes loan is not forgivable. Eligible frontline workers also have access to lower-than-market rates on an FHA, VA, RD, Fannie Mae or Freddie Mac first mortgage, reduced upfront fees, and no origination points or discount points.

Do you know a buyer who might qualify? Go to www.floridahousing.org/programs/homebuyer-overview-page/hometown-heroes for specific information on how to apply.

To date, more than \$60 million has been allocated for down-payment assistance to thousands of families. Our industry is truly appreciative of the Florida Legislature's willingness

to understand the need for this program. But there is so much more work to do. As the 2023 legislative session begins, real estate leaders continue to advocate for new solutions that enable Florida's vital workforce to become homeowners.

Florida Senate President Kathleen Passidomo has worked with her colleagues to introduce and advance Senate Bill 102, known as the "Live Local Act." The Live Local Act is an innovative, statewide strategy on housing that will allocate hundreds of millions of dollars to the creation and sustainment of affordable housing units. Included in this legislation is a proposed \$100 million expansion of the Hometown Heroes Housing Program and the elimination of the occupation requirement for program eligibility. This means that if it passes, any Floridian employed full-time by a Florida-based employer, whose income is at or below 150 percent AMI, could receive up to \$35,000 in down-payment assistance on their first home purchase. This landmark legislation is historic, and your industry is truly grateful for the state's willingness to invest in solutions that keep Florida shining!

Mike McGraw
2023 President of Florida Realtors®

Mike McGraw is the 2023 president of Florida Realtors® and a broker-associate with RE/MAX Central Realty of Apopka.



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The Ohio Real Title team (Photo by Andrew Eicher Photography)

VENTURE TITLE SERVICES

A NEW MODEL

Venture Title Services may be a newer name to the Southwest Florida title arena, but they are anything but a new company. Founded by Ryan Marrie in 2006 in Ohio, the company has proven its value in the midwest. They have now taken that model to Florida, quickly making a name for themselves with their unique approach to title services.



Ryan Marrie, owner of Ohio Real Title, founded Venture Title Services in Southwest Florida in 2021.

“We are a large company with a small-company feel, and what we have to offer to our clients and the real estate community — there is nothing else like it that exists in Florida,” Ryan says proudly. “There are many companies that do a really nice job, but there’s nobody that operates like we do.”

A Strong Foundation

From day one, Ryan has been committed to creating an unmatched title experience.

“We built this business by hiring experienced professionals and giving them the resources they need to care for our clients. That’s the driver in what we do,” Ryan explains. “We’re really good at identifying right fits, culturally, who believe in taking care of buyers, sellers, REALTORS®, lenders, and attorney clients. We have people who have been with us since day one, which means a lot.”

Ohio Real Title has since grown to 10 offices and 130 employees. Their most recent expansion is to Naples, Florida, where they are doing business as Venture Title Services.

Venture Title Services opened its doors in Naples in the fall of 2021. Ryan has fallen in love with the Florida lifestyle, from the weather and the water to year-round golf, but that’s not the only reason for opening an office in Naples. Ryan and his team conducted years of research into their next potential expansion, and Naples topped the list for several reasons.

“There are a lot of companies from the north that come south, but I don’t think many of them do it for the reasons we did. We’re not here to dabble in it and get out of the cold. We’re here to do serious business at a large volume and be a leader in the market. We’re not just dabbling, looking to close a few deals a month and expense travel. That’s not how we operate. We researched for many years and felt 2021 was the time. We’ve had a great response,” Ryan says.

Florida operates similarly to Ohio, making the transition smooth. The state also allows Venture Title Services to continue running their joint venture that had become so popular in Ohio.

“
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IN TAKING
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SELLERS,
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AND
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Meet the Team: Stacey Maczulis, Business Development

Originally part of the Ohio Real Title team in Cleveland, Ohio, Stacey Maczulis now spearheads the business development efforts for Venture Title Services. Stacey spent nearly a decade working with Ohio Real Title out of her hometown of Cleveland before moving to Naples to lead the marketing efforts for Venture Title Services.

Stacey brings experience and a deep commitment to providing best-in-class service.

“I’m building business relationships, showing agents how we can grow and build businesses together,” Stacey says. “I want agents to know how good our customer service, processes, and systems are. We’re a well-oiled machine. Our follow-through is great. For me, personally, I’m all about building trust and relationships. I want agents to know and trust me. We’re always here to help. I’m available anytime someone needs me.”

Partnering for Success

Title agencies are limited in what they can and cannot offer to real estate agents, especially in the realm of gifts and complimentary services. Ryan and his team have found another way to support agents and their businesses — through their joint venture, Venture Land Title Agency.

“Brokerages, Realtors, investors, builders, attorneys ... they can all be minority owners — anyone that’s involved in title work,” Ryan explains. “State and federal securities law allow for it. If you believe in our team and our service and



Stacey Maczulis heads business development for Venture Title Services in Florida.



The Venture Title Services team in Naples (Photo by Michelle Reed)

the value we deliver, become a partner with us, as well and benefit financially with us and earn quarterly distributions. We have more than 1,400 partners in that joint venture now.”

One of the unique pieces of Venture Title Services’ joint venture is that they go directly to Realtors, allowing them to benefit from the success of their partners. It’s the first program of its kind in Florida, following its heritage as the first of its kind in Ohio nearly 20 years ago.

The Closing Experience

While the joint venture is a unique and powerful offering in its own right, Ryan understands that providing a best-in-class

closing experience is what makes the whole thing work. Delivering a good experience for buyers and sellers is priority number one.

“Ultimately, everything revolves around buyers and sellers. Everything is about having happy buyers and sellers and creating an experience for them. We want to be as accommodating and efficient as possible,” Ryan says.

Ryan and his team are willing to do whatever it takes to provide a stellar closing experience. For example, they’ve offered “any time, any place” closings since opening their company. If clients want to sit down in person, they can come to Venture Title Services’ offices, but if they prefer to close remotely, Venture Title Services will come

to them, either in person or virtually, at no extra cost. Offerings like these have helped the organization gain a stronghold in Southwest Florida.

“If we have happy buyers and sellers, then the Realtors have happy buyers and sellers, and that leads to long-term value for real estate professionals. Everything we do is built around happy buyers and sellers.”

For more information, visit VentureTitleServices.com.





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In each episode of *The RP Experience* podcast, we are excited to feature a top REALTOR® or a valued industry partner for engaging, informative, and entertaining segments on topics of interest to Real Producers in our community.

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RECAP OF EPISODES 59-62

EPISODE 59

STACEY MACZULIS

Born and raised in Ohio, preferred partner Stacey Maczulis has been with Ohio Real Title and, now, Venture Title Services for over 10 years. There are roughly 130 employees in the company. For Stacey, she enjoys the sales aspect the most about working in the title industry. Stacey explains how she enjoys building relationships, as well as having a strong understanding of the real estate industry. She discusses the importance of client longevity and relates that she

has had clients who have worked with her for the past nine years.

In this episode, Stacey also talks about what sets Venture Title Services apart from other title companies, and emphasizes that it starts with great customer service and communication. She explains the importance of being there for your clients and for your buyers and sellers as well.



Stacey Maczulis (left) and Andrew Regenhard

EPISODE 60

CARLENE MURRAY

Originally from Boston, preferred partner Carlene Murray moved to the Midwest to raise her family, and then eventually found her way to Naples, where she has grown to love the area. Before Carlene got into health and wellness, she worked as an editor and has a passion for writing (she is a contributing writer to *Naples Real Producers*, authoring the monthly "Health & Wellness" article).

In this episode, Carlene discusses her passion for health and nutrition, which she has been coaching her clients on for the past four years. She is the owner of

Board30 Naples, a boutique fitness center in Naples she opened in May 2020, that focuses on resistance-band training, cardio, and core exercises targeting the full body in a very personalized setting. Carlene offers coaching sessions that are tailored to the needs of each client. Her customized mentorship is an hour each week helping clients with their health journeys. Carlene shares that her favorite things to teach are how to reduce stress, change habits and mindset, and adjust the diet and improve overall health through a balance of food groups and proper exercise.



Carlene Murray (left) and Andrew Regenhard



EPISODE 61

LORI FOWLER

Top producer Lori Fowler is a REALTOR® with Coldwell Banker Global Luxury in Naples. Before working in the luxury real estate market, Lori spent 20 years in the public service and philanthropic sectors, both as a volunteer and as an employee. While growing up, Lori was constantly moving, which afforded her a multicultural experience, meeting new people in many different areas.

In this episode, Lori relates how she and her family relocated to Florida in 2008 from Northern California, discusses her work experience prior to getting into real estate, and explains that she has always had a passion for philanthropy and how she became actively involved in it. Lori also shares how her previous experience and knowledge has helped shape her into the successful Realtor she is today.



Lori Fowler (left) and Andrew Regenhart



EPISODE 62

ADOLFO (“AD”) DIAZ

Top producer AD Diaz, with Century 21 Sunbelt Realty, has a strong passion for serving his clients and community. He and host Andrew Regenhart dive into AD’s support for local charities and his passion for real estate.

In this episode, AD shares how it was being a son of Cuban immigrants whose parents came to the U.S. after

the Cuban Revolution. Born and raised in Miami, AD relocated to Southwest Florida in 1988. AD recounts how he got his start in real estate and his firm belief that everything happens for a reason. AD also discusses the community and infrastructure of Cape Coral and why there is a continuing push of people wanting to move to the area.



AD Diaz (left) and Andrew Regenhart

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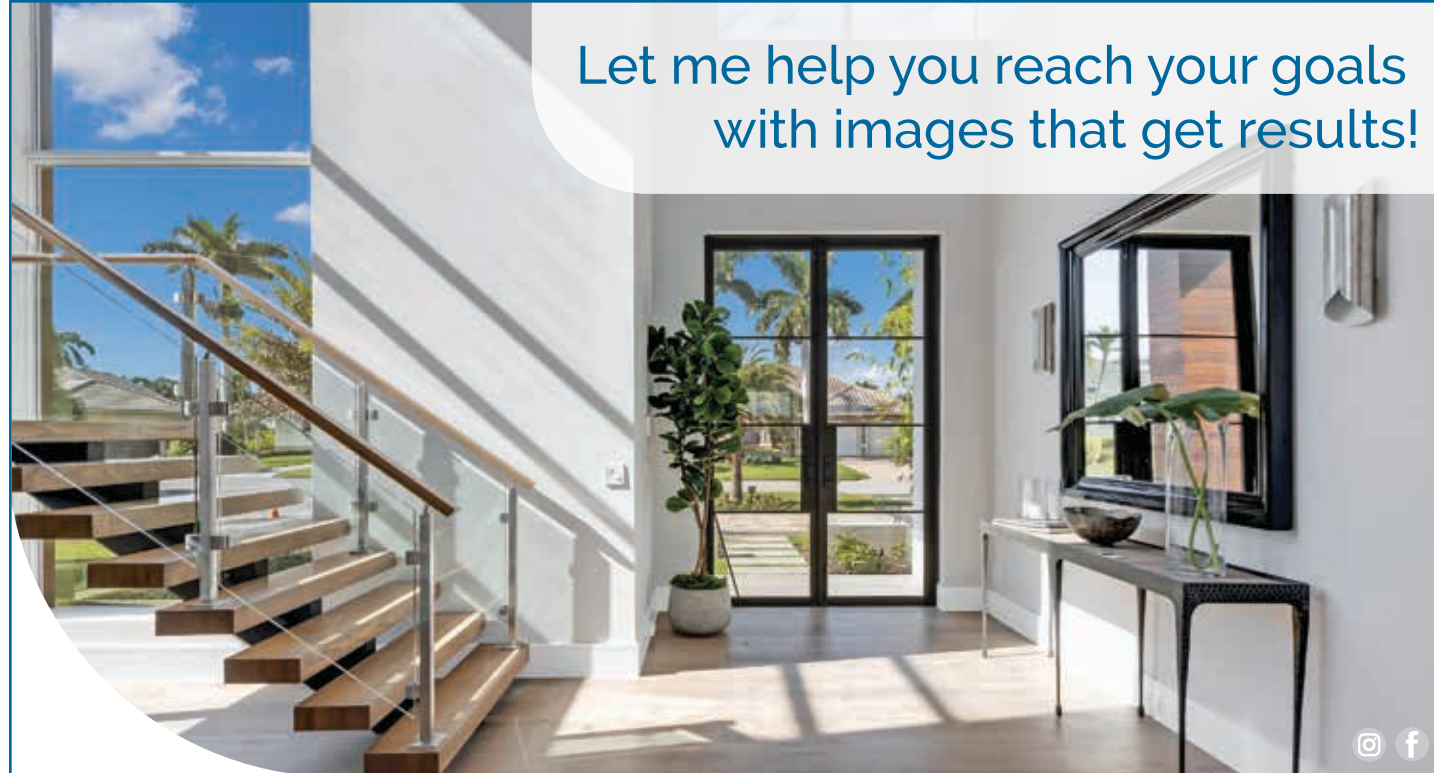


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LACK OF PERSISTENCE

The Silent Killer of Success

Someone asked me a long time ago, and I'll ask you the same question, "In one word, what would describe you as being successful?" My word would be persistence. That's it, persistence. We all experience obstacles and adversities along the way through our life and business journey. However, we need to persist on whatever goal we have, whatever vision we have, keep on going for it, showing up each and every day to persist to get what we want.

In the book, "Think and Grow Rich," they list 16 symptoms of lack of

persistence. I'm going to share a few with you. Grade yourself on a scale of one to 10 (10 you're a rock star, one you're not) and do some self-reflection on where you need to shine up certain areas to develop more persistence to get you what you want.

1. Recognition and Definition of Exactly What You Want

We have to get clear on what we want. I sometimes speak with select executives, leaders, and business owners that are not exactly sure what their business

or organization looks like in a perfect world. If you don't know exactly what it looks like, where are you going? When you're going somewhere for the first time, you plug the address in your GPS, or your Google Maps, and it then directs you exactly where you want to go. Think about that in life or in business. Get clear on the destination, define it, and then you'll be able to follow the instructions to eventually arrive there. In addition, if you're a leader and you want your team to follow you, you better be pretty clear on where you're going, especially if

you're asking them to show up each and every day with excellence in representing the organization.

2. Procrastination

Procrastination is the opposite of using your personal power. Procrastination is a killer of decisiveness, ideas, and imagination. Think of how much time, energy, stress, and money you've cost yourself in your business because you have procrastinated. Think of all the opportunities that have slipped away because you procrastinated.

3. Indecision

As I said, one of the attributes of a great leader is being decisive. To develop persistence, we must be decisive. Time is money. If you're procrastinating and being indecisive, you're blowing time, you're blowing money. Make a decision and go with it. If it doesn't work, you can change your approach and make another decision to go at it again. Many of the most successful people in the world have had to make many painful decisions along the way. However, they made a decision, they persisted, they stayed the course, and they became successful.

4. Blaming Others and Not Taking Full Ownership

If you're a leader, if you're anybody in this world, don't blame, take ownership, own everything good and bad in your world, in your life, in your business, and with your team. Only then can you address the trueness of what needs to happen to make it better.

5. Lack of Organized Plans

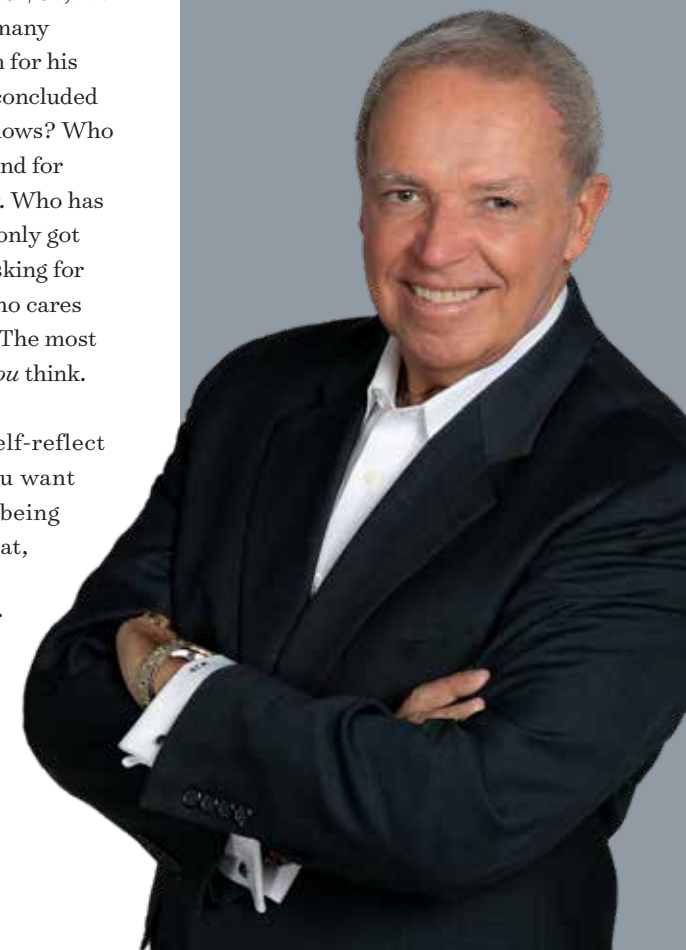
If you don't have an organized plan, how can you persist in checking off the boxes and following through on that plan? "Fail to plan, plan to fail." Something to think about...

6. Fear of Criticism

This is a big one. Who, out there, is fearful of what other people might think, of what other people might say? No offense, but who gives a crap? If you're clear on how you're showing up in this world, what value you deliver, and how you impact your team and your family, who cares what other people think? I was watching "BRANSON" on television; it's a three-part series on Showtime or HBO. Richard Branson owns his own Necker Island, and I was astonished that when he wanted to buy the island years prior, the bid asking price was \$4.4 million. Richard Branson told them all he had was \$80,000. Are you kidding me? Seriously, \$4.4 million and you offer \$80,000? Of course, they poo-pooed the idea. However, a year later they came back because they had no bidders, and they said if he upped his price, the island was his. Well, Richard Branson paid \$110,000 for Necker Island, which was originally bidding for \$4.4 million. I'm sure if the news got out that he bid \$80,000 for a \$4.4 million island, many people would criticize him for his decision. They may have concluded that he's arrogant, who knows? Who cares? He got his own island for \$110,000, that's all I know. Who has the chutzpah to say, "I've only got \$80,000," when they're asking for \$4.4 million? So again, who cares what other people think? The most important thing is what *you* think.

These are some areas to self-reflect and judge yourself on if you want to get better. It's all about being clear on what you're good at, and what you're not, and persisting in getting better each and every day in all those areas.

Coach Michael Dill is an award-winning certified business coach, global speaker, and published author. He is a proud ActionCOACH® 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 both develop a systematized and structured organization while accelerating their mindset, efficiencies, and effectiveness to grow, both personally and professionally, to achieve extraordinary results. He brings more than 40 years of business and entrepreneurial experience in his leadership, team training, and mentoring practice.
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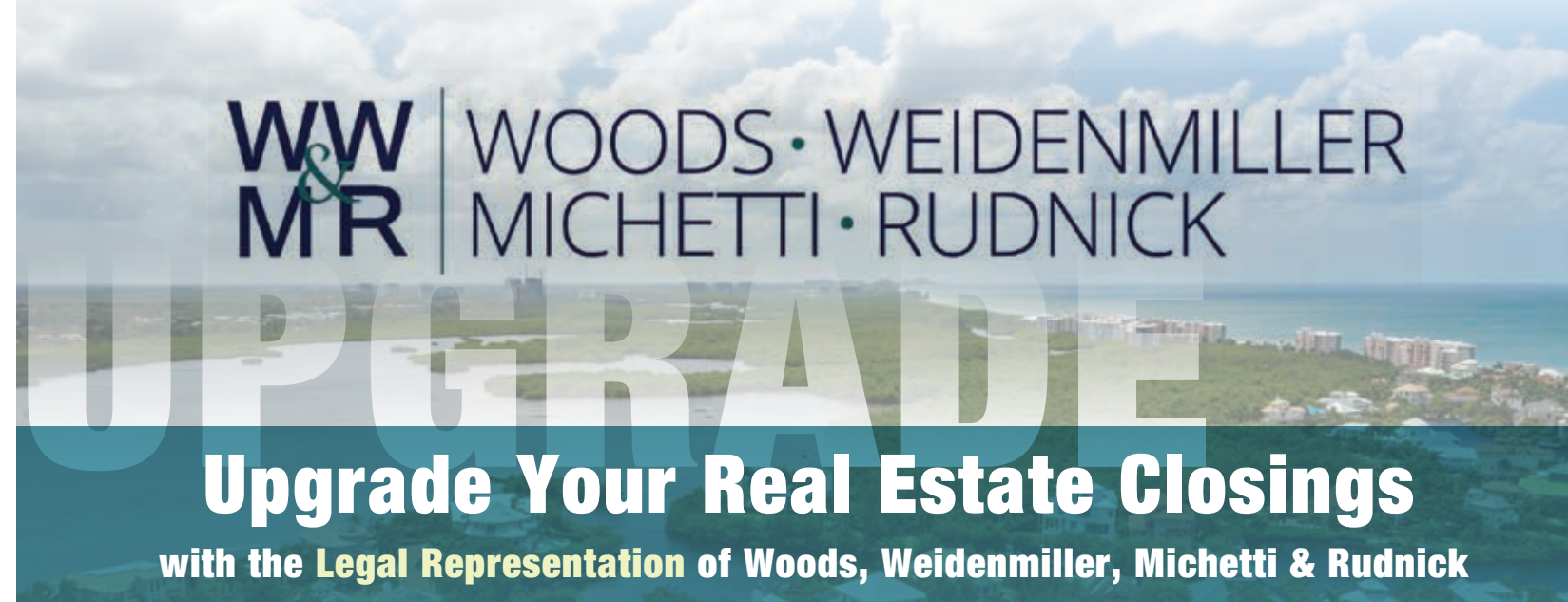
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By Zachary Cohen
Photos by LaCasaTour

STEFAN BOLSEN

AT HOME ON
MARCO ISLAND



Stefan Bolsen was born and raised in Hamburg, Germany, where he graduated with a Juris Doctor and worked in the German judicial system as a prosecutor, civil judge, and attorney. By the late '90s, Stefan was building a successful legal career, one that was sure to serve him for decades to come. However, an encounter with a client would forever alter his life path, bringing him to Marco Island, where he began a new life and career.

“When I worked as a lawyer, I had a very wealthy client who used to own properties on Marco Island and also developed subdivisions in Naples,” Stefan begins. “We played golf in Hamburg, and he suggested I check out Marco Island, that I’d be amazed by it.”

Stefan and his wife, Bea, rented one of his clients’ condos for vacation; they loved it so much that they purchased it. Two years later, they were living on Marco Island full-time.

“For me, it was not only the opportunity

associated with the move but also the light — not so much the warmth but the light. It’s so upbeat in Florida. The light gives me energy, and that’s the main reason we loved it so much in this area.”

New Beginnings, New Career

Stefan initially figured he’d continue working as a lawyer in the U.S. But with two young daughters, the prospect of going back to law school (and laying out over \$150,000 to do





Born and raised in Hamburg, Germany, Stefan Bolsen was an attorney before moving to Marco Island and becoming a REALTOR® in 2001.

so) was wholly unappealing. So instead, he turned toward real estate, a business familiar to him from his time in Germany. His father worked in construction, and many of Stefan's formative years were spent on job sites. His father not only taught him how to build but how to work hard and achieve greatness. Before moving to the U.S., Stefan constructed, remodeled, bought, and sold homes in Hamburg.

Stefan was licensed in 2001, and his business took off quickly. He settled into a niche as a bridge for European clients, using his law experience to craft complex deals.

"I specialize in a little more complicated cases," Stefan explains. "We are selling, for example, a 10-acre lot to convert it into a new subdivision. That requires a lot of legal knowledge. My background in law helps

structure deals, and it puts people at ease."

Building a Career

By 2005, Stefan had become a broker. Over the following years, he worked as the head of real estate of high-end real estate brokerage, owned and operated a boutique brokerage on Fifth Avenue in Naples and Marco Island, and later in his career, he was the managing broker of Coldwell Banker Marco Island. In 2020, amid the COVID-19

“
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AT EASE.
”

pandemic, he returned to an independent, sales-focused role, seizing the opportunity to leave corporate America and return to independent sales.

Regardless of his role, Stefan has maintained his position as a highly educated, no-frills real estate agent.

"I'm not a bragging type of person," he says. "I'm someone who always strives for the highest amount of knowledge in every subject. I like to get educated better than anyone else, but I am not tooting my horn. I'm not the person jumping for attention, although I have way more to offer than most people in our area. That's my character."

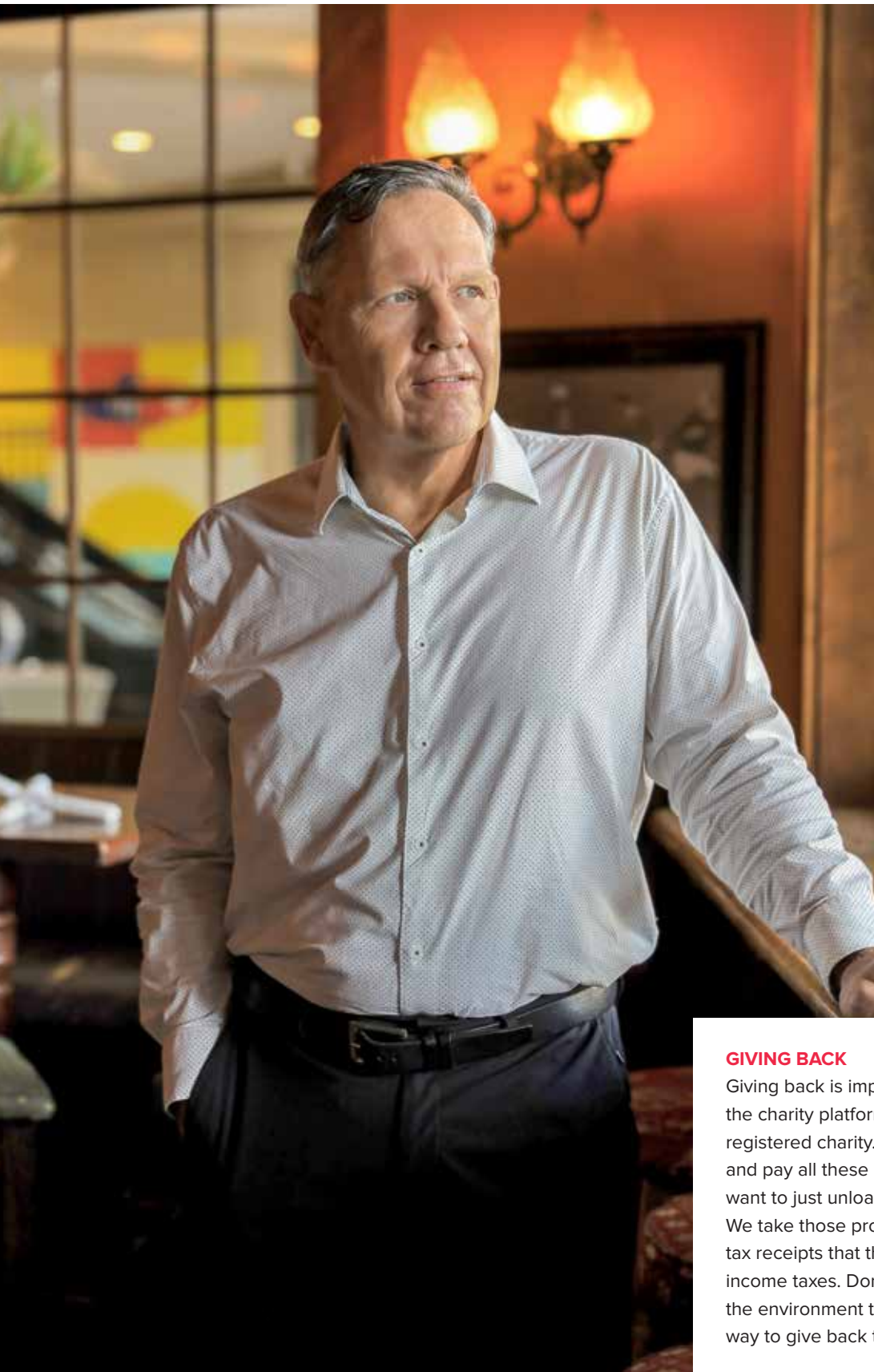
Stefan has been working alongside his wife, Bea, since 2007. In 2021, she earned an interior design and staging degree, bringing a new element to the couple's real estate offerings. They see themselves as a complete real estate resource, guiding clients from idea conception to designing their home.

"We're the full-service package — build to furnish."

The Florida Lifestyle

Outside of work, you'll find Stefan on the golf course or the water. He continues to enjoy the Florida lifestyle





Stefan Bolsen is a top producer with Amerivest Realty.

and lives a holistic lifestyle on his five-acre property, where he has a large orchard and focuses on living close to the Earth. After over 20 years in the Sunshine State, Stefan remains grateful for the lifestyle it offers.

“Florida is still a very unique place. When you live here a long time, like we have, then you do not appreciate things as much as you used to when you came. But when we drive and look at alternative areas, we realize that Southwest Florida is still our favorite. I would not exchange it for anything. It’s the only place in the civilized world where you could be in shorts and a t-shirt in the winter-time. Anywhere else in the U.S., it doesn’t exist. That’s why I think Naples is such an intriguing place and, for us, the best place to be.”

GIVING BACK

Giving back is important to Stefan. He co-founded the charity platform Donation Planet, a 501(c)(3) registered charity. “A lot of people own properties and pay all these property taxes. Some people want to just unload properties, mostly vacant lots. We take those properties as donations, then issue tax receipts that the seller can deduct from their income taxes. Donation Planet’s goal is to conserve the environment through property donations as a way to give back to the community.”

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The Dos & Don'ts

» pro tips | By **Kasandra Polowski**

of Kitchen Cabinet Refacing and Repainting

Are you thinking about updating the look of your kitchen but do not want a full gut job to deal with? Refacing or repainting your kitchen cabinets is a great way to save money while still updating the look of your kitchen. Kitchen refacing is changing out your door and drawer fronts with a new style; kitchen repainting is painting your current doors. Refacing averages between \$12,000 to \$17,000 while repainting averages between \$7,000 to \$13,000, depending on the size of your kitchen.

A major mistake people make when it comes to repainting their cabinets is who they hire to do so. Don't just hire a painting company or a handyman. You want a painter who specializes in cabinet painting. They typically refer to themselves as refinishers versus painters.

The second mistake people make is thinking all paint is the same. Your cabinets take a lot of day-to-day abuse and use. Therefore, you need a paint that is formulated for cabinets. Now, there are a ton of paint brands out there that state they can be used on cabinets; Benjamin Moore ADVANCE or Emerald, for example. However, those are not industrial wood-coating systems. You want a paint that is approved by the Kitchen Cabinet Manufacturing Association. The top paint is solvent-based paint brand ML Campbell, followed by Ilva and Gemini. There are a few waterborne paints that are also approved: Renner, Milesi, ML Campbell, Centurion, Envirolak. When interviewing painters, your number one question should be, "What paint do you use?"

Next, do you have thermafoil or laminate-covered doors? If you do, you never want to paint those. The thermafoil on your doors will fail, which will cause your new paint job to fail. These kitchens, we recommend refaces for.

Do think about color choices. White is timeless, but grays and blues are making a comeback. Consider adding a pop of color on your island. Or a darker color on lower cabinets and a lighter color on upper cabinets.

Shaker is currently the "it" door profile. Raised panel doors are now a thing of the past, while flat panels

are coming in hot. Consider a beaded shaker to add a little flair to the standard shaker look.

Refacing and repainting your cabinets also opens up upgrade opportunities, such as adding crown or adding upper glass cabinets if there is room. Upgrade your island by adding matching panels or shiplap. Change out your hinges to soft close. New knobs or pulls can also change the look of the kitchen.

Kitchens are the heart of the home. You want a space that's inviting and updated. If you have acceptable cabinet boxes and do not want to change out your countertops, then refacing and repainting is an excellent way to add value to your home.

Kasandra Polowski is the owner of Murdock Millworks of Naples Florida.

She started the company almost five years ago in Massachusetts before moving herself and business down to beautiful Naples. Kasandra is a skilled refinisher and also produces fully custom cabinetry. Her 12,000-square-foot shop is fully capable of creating anything you can imagine, all locally. She can help design your brand new dream cabinet project or help update your current cabinets. Call Murdock Millworks of Naples Florida at 239-877-6551 for your next project.



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What a fantastic gathering we had at our first big quarterly event of 2023 at the MarineMax Naples dealership on February 23rd. Thank you to everyone who came out! It was great to see you all! Whoever missed this amazing event ... you need to be sure to catch our next one!

We're very thankful to **MarineMax** for the awesome venue. We are humbled and so grateful that you shared your incredible space, helping make this a standout event for our Naples Real Producers community! MarineMax donated a yacht cruise into the sunset with a complimentary charcuterie display for our raffle, and our lucky winner, **Denise Zervos**, was able to bring eight additional

guests with her for the experience. Congratulations, Denise!

A huge thank-you, as always, to our wonderful event sponsors: our headline sponsor, **Lauren Maxwell, of The Maxwell Team at CrossCountry Mortgage**; our beverage sponsors: **Woods, Weidenmiller, Michetti & Rudnick**, and **Joe The Home Pro**; our food sponsor, **Venture Title**; our 360 photo booth sponsor, **John Prete, of HouseMaster**; and last, but not least, our supporting sponsors: **Becker Home Maintenance, Master Touch Tile & Stone, Medrano & Cail Bookkeeping, Murdock Millworks**, and **JAXI Builders**. And, of course, thank you to all of our volunteers,

who helped our event run smoothly. We could not have done it without you all!

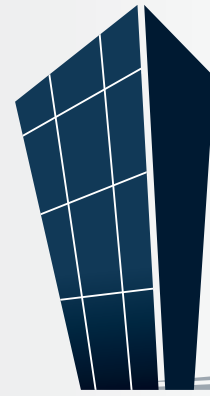
Big shout-outs to our vendor partners: **Winfield Street Coffee** for the food and bar, **5 Star Valet** for help with parking, **Lightworks** for event production, and **Corrafilm** for an exciting video of the event we hope you've seen by now on social media. Our photographers, **Jake Maciosek** and **Samuel Saum**, took fantastic photos of the event. Check them out on the next few pages!

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

For more information on all Naples Real Producers' events, please email swfl@n2co.com.







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CHAD & APRILE OSBORNE

Call It Closed®

In 2019, husband-and-wife duo Chad and Aprile Osborne founded Call It Closed® International Realty. Call It Closed® is a cloud-based, 100 percent commission brokerage that includes all the tools and support agents need to succeed. Over the past four years, the brokerage has achieved tremendous growth, expanding to 15 states with the goal of being in all 50 states and other countries.

“There was something missing in the industry, and we felt what was missing was a model with a national brand but 100 percent commission —

a model that gives back to the agents. We wanted to be the company that gives more than we take,” Chad explains. “We founded the company with that philosophy: the best systems and tools in the most cost-effective manner, the most attractive compensation model in the industry. And that’s what we’ve put together.”

The Road to Real Estate

Aprile was licensed first, in 2002, at the age of 24. At the time, she and Chad worked at her dad’s car dealership. Her uncle, a commercial investor and



developer, pulled her aside and suggested she give real estate a shot.

“I was young and immature,” Aprile admits, “but I decided to go for it. When I got my license to start, I wasn’t career-minded ... but my very first transaction was a single mom with three kids working two jobs with a deadbeat dad. I worked crazy hours to get her into a government foreclosure home. When we closed, she cried, and I cried. At that moment is when I knew it would be my career. I fell in love with *home*. I fell in love with the idea that I get to help people find home, where their life grows. I realized that this is not just about making money.”

Aprile achieved quick success, inspiring Chad to join her. He was licensed in 2003.

“Just a little over a year into the business, Aprile sold over 300 houses in a 12-month period. I was



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is all about.



Chad Osborne is co-founder and broker for Call It Closed® International Realty and CEO of Call It Closed® Title.



Aprile Osborne is co-founder of Call It Closed® International Realty and remains a top-producing agent.

writing all those contracts for her, and we were off,” Chad reflects.

The RE/MAX® Era

Over the next few years, Chad and Aprile settled into their roles. Aprile handled most of the client-facing sales activities, while Chad managed the back end of the business. It’s been a structure that’s now worked for them for over 20 years.

In 2009, they took over an independent brokerage, and in 2012, they joined RE/MAX®. Within eight months, they ended up with three RE/MAX® franchises and a partnership in a fourth.

“We were the fastest growing RE/MAX® in the world by the third quarter of 2012. We thought we were going to bleed red, white, and blue forever,” Chad says. “But we sat at the table with the top levels of leadership at RE/MAX® within those next couple of years and discovered what we felt was a breakdown at the agent level. Top agents were not getting the value they once saw from the big brokerage, and statistics were showing brand name wasn’t as important as it used to be.”

Chad and Aprile determined there must be a better way to do business. They sold their RE/MAX® offices in 2015 without a solid plan for their next move. They returned to

sales roles for the next few years as their next big idea percolated.

“We were super tired. There was a lot of stress from running those brokerages with crazy high overhead. We didn’t realize how tired we were,” Chad explains. “We bought a lakehouse in Texas to flip and stayed on the lake for a year to recover, and then we sold as independent agents again, selling in Texas and Florida, traveling back and forth.”

Call It Closed®

In 2018, a lightbulb went off and Chad and Aprile birthed the idea for Call It Closed® International Realty. Finally, they created a vision to resolve the long-standing issues they recognized while at RE/MAX®. They had a clear plan of how to deliver the services that modern agents demanded.

The following year, Call It Closed® International Realty opened its doors, combining the best offerings from traditional brokerages, local independent shops, and cloud-based companies.

“We’re giving agents more opportunity to be successful and make money. That’s what Call It Closed® is all about,” Chad says.

Growth Mode

Today, Aprile remains a top-producing agent; she spends her days in the trenches helping buyers and sellers while also doing recruiting, public speaking, and coaching. In addition to spearheading the Call It Closed® operation alongside Aprile, Chad has been the broker for Florida since they opened Call It Closed® and is also the CEO of

Call It Closed® Title, which operates in North Carolina and South Carolina. He’s focused on creating and implementing systems that will best support his agents.

With the goal to expand the brand nationwide and internationally, Chad and Aprile have an exciting few years ahead of them.

“Call It Closed® is growing quickly. We’re one of the fastest-growing real estate companies in the country, and we just want to be able to provide our agents and clients with a high level of service and support and make the experience as professional and high level as possible. We’re here for the long term.”



Aprile and Chad with their border collie, Moses, at Gordon River Greenway Park



FAMILY & COMMUNITY

Family and community are at the center of Chad and Aprile Osborne's worlds. They have three children of their own, have fostered several children over the years, and are now grandparents. In the community, they lead and support The Safe House, a ministry that supports those in need in Southwest Florida. "We love our community," Aprile says. "Part of our mission for Call It Closed® is to fund safe houses in every state. Helping the community, that's our heart. Call It Closed® exists for us to be able to help people."



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By Carlene Murray

CULTIVATING Confidence

How’s your confidence today — your self-assurance of trusting and appreciating your own abilities, qualities, value and worth? Did you know confidence is not something you have, but actually something you create?

Tony Robbins states, “Being confident is nothing more than a feeling of certainty that you can be and accomplish whatever you set your mind to. Creating confidence is not about knowing it all; it’s about trusting that no matter what happens, you’ll be able to handle it and learn from the outcome. Confidence comes from within, and you can find ways to believe in yourself at any time.”

All of us experience times of self-doubt or limiting beliefs because we are not born naturally confident.

Most people work at it, building up their confidence “muscle” over time. Our self-confidence is like a muscle because we can strengthen it through practice, repetition, and positive reinforcement. And when it comes to confidence building, our mindset has everything to do with it.

Research suggests that confidence is also vital to our health and psychological well-being. So the great news is, you can *learn* and build your confidence. Check out these quick tools and confidence-building exercises

to help you skyrocket your self-confidence, appreciate and own your amazingness, and soar!

Visualize Your Most Confident Self
Practicing visualization is a great way to leverage your most powerful weapon (your mind!), change your self-perception, and become the confident you that you desire. Start by imagining the most confident version of yourself. Create a detailed, highly specific picture in your mind. What does that “you” look like? How are you dressed? Where are you? How

do you talk, think, and act? Put as much thought and energy into fleshing out the intricacies of this version of you as if to breathe it into being. Write down a detailed description of your most confident self. Write down what you see and don’t question it. Let your imagination go wild.

Utilize Affirmations for Positive Self Talk

We believe what we tell ourselves, which can be a good thing or a bad thing, depending on what our inner voice is saying. If your inner voice is negative, doubting, or judgmental, using affirmations can actually retrain your brain to think more positively. If you’re not familiar with affirmations, they’re positive statements that help you set an intention for who you want to be and how you want to feel. Try reciting an affirmation like, “I am confident and courageous” to yourself whenever you’re struggling in the confidence department. Repeat the affirmation over and over to yourself as often as you can, and over time — it’ll become an unconscious belief!

Look up positive quotes and affirmations. Write down the ones that speak to you and meditate on them daily. You can write them out over and over as part of your morning routine, or spend a few minutes looking in the mirror and reciting them. This helps shift and elevate your energy.

Question Your Inner Critic

If that little naysayer in your head is really giving you grief and making you question everything about yourself, try challenging it with a direct question like, “Where’s the evidence of that?” Taking a logical approach to the truthfulness of that inner voice is not only illuminating, but can very quickly identify and help you call “bullsh*t” on the negative self-talk. Write down something negative you’ve been telling yourself that’s hurting your self-confidence, and then write down the factual evidence (no opinions!) that this is true.

Leave Your Comfort Zone Regularly

A great way to become more confident is to spend more time doing the things you’re feeling hesitant or insecure about. It sounds counterintuitive, but embracing our fears is how we work through them. When you do things you’re scared of, those things lose their power over you. So if you’re afraid of public speaking, for instance, volunteer to read at an open mic night or take the lead on that next work meeting. And remember, that feeling of discomfort *isn’t* forever. The more you step out of your comfort zone, the easier it’ll get. Write down one action you will commit to taking to move outside of your comfort zone.

Change a (Small) Habit

There’s nothing like making positive changes in your life to give you a newfound sense of confidence. So think of a habit you’d like to change and tackle it. Make it *small* and *specific* so you set yourself up for the best possible success. For example, instead of saying something like, “I will go to bed earlier,” say, “I will be in

bed by 10 p.m. every night so I can get a full eight hours of sleep.” Once you’ve mastered it and feel the high of the accomplishment, you can move on to something larger.

Write Down One Small Habit You Want to Change and Tackle It

Smile! It may sound silly, but practice flashing that winning grin of yours the next time you’re struggling in the belief department. The power behind the human smile has been the subject of many studies, and it’s been shown to make us feel better and seem more competent, among other things. (Google “The Hidden Power of Smiling” by Ron Gutman and see what pops up.) You’ll be surprised at the internal shift you can create through this simple act. Next time you’re feeling insecure, try smiling. Notice how the act of smiling changes your feelings about the situation?

There are countless additional tools, teachings and tips to boost self-confidence and improve self-esteem. Start small and build on your practice daily to fortify your confidence so when it vacillates (and it will), your time there is short and you are quickly back in the positive flow of your own value, worth, talent, and uniqueness. Without confidence, we can do little ... but with it, we can soar!



Carlene Murray is a Certified Health/Wellness & Life Coach, Nitro Nutrition health pro, and owner of Board30 Naples, a unique full-body approach to fitness specializing in HIIT resistance band training. Also a Florida REALTOR®, Carlene brings her passion to *Real Producers*, serving her clients and community to help others achieve optimal health and wellness of mind, body, and spirit.

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By Zachary Cohen | Photos by Michelle Reed

KIMBERLY A•L•V•O•R•D



10 YEARS AND COUNTING

Ten years in any career is a tremendous milestone, especially in real estate, where (according to the National Association of REALTORS®) only 13 percent of agents make it past their fifth year in the business.

In 2023, Kimberly Alvord is celebrating her first decade in real estate, and she expects to be in the business for many more years. Now with John R. Wood Properties, which recently partnered with Christie's International Real Estate, Kimberly and her team closed an impressive 50-plus million dollars in 2022.

Lasting Success

So how has Kimberly achieved long-term success in a business that rides waves of hot and cold? She believes it all comes down to where she puts her time, money, and attention.

"In the last 10 years, when it really comes down to where I'm spending my money and making my money, it's past clients and referrals. I think that's something we forget about. We get so caught up in finding new business and clients when the people who love us the most are our best advocates. Those are the best people to reach out to and spend time with, and those are the people that have helped my business thrive," Kimberly says proudly.

Today, the Kimberly Luxury Group is a team of six: Kimberly, Cedric Colyer, Hannah Fleming, Jennifer Fazio, Monika Richter, and Lisa Timmons. A mix of newer and experienced agents, the Kimberly Luxury Group focuses on each client's unique

preferences to ensure they find the perfect home or solution. Kimberly helps clients find the right fit by first searching for the lifestyle they want, then the neighborhoods that can provide it, and then the house. She believes this recipe has been key to her success as a matchmaker.

"I just love what I do. My major in college was social work, so I think that makes a difference in my work. I love helping people find the right fit. I shop for the lifestyle first, then help them find a home. "

Always Growing

Kimberly recently celebrated her 50th birthday. It's a





“

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PEOPLE FIND
THE RIGHT FIT.
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A HOME.

milestone in her life that has her reflecting on what the future holds. Kimberly resides in Pelican Bay and is building a new home in Royal Harbor. She enjoys beachgoing, boating, and frequent travel.

Most importantly, Kimberly wants to be known as someone who genuinely cares.

“I try to really listen. I calm buyers and sellers off the edge. I’m outgoing, and I really care about people. I want to help but also make things fun. My clients would say I put them at ease while buying a house,” Kimberly says.

Kimberly is able to keep things light despite the stresses of the real estate business.

“I always have a smile on my face. My dad said I came into this world with a smile on my face. I try to keep the energy up when I’m with clients.”

Always Improving

Kimberly has seen a lot in her 10 years in the business. While she often makes success look easy, she reminds us just how much work goes into being a successful real estate agent.

Kimberly encourages new agents to stick with the business, even in times of frustration, but she also wants to remind them how much work it takes to beat the odds and make real estate a long-term career.

“Every other day, someone says to me, ‘Oh, I want to get my real estate license. It looks so easy.’ Everyone wants to get their real estate license because we drive nice cars and wear nice clothes, and that’s true, but there is so much hard work that goes into it. I’m working 24/7. You have to be



The Kimberly Luxury Group (from left to right: Jennifer Fazio, Lisa Timmons, Monika Richter, Kimberly Alvord, Cedric Colyer and his dog, Pedro. Not pictured: Hannah Fleming)



Top producer and team leader Kimberly Alvord is celebrating 10 years in real estate this year.

ready for that call at any moment. You always have to be on your toes,” Kimberly explains. “You don’t see the agents up at 2:00 am writing contracts or when embarrassing things happen like breaking a heel or splitting their skirt.”

“So my advice to new agents is this: The pay doesn’t start right away. It’s a lot of work to climb that mountain to get that first paycheck. A lot goes into it. There can be hang-ups. You have to stay on your toes. There’s no recipe for this job. After 10 years, you’d think I’d know what to expect tomorrow, but I don’t. The best words of wisdom I have are this: to be successful, you have to be motivated, you have to work hard, and you have to love what you do — or don’t do it.”

“

TO BE SUCCESSFUL, YOU HAVE TO BE MOTIVATED, YOU HAVE TO WORK HARD, AND YOU HAVE TO LOVE WHAT YOU DO.


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