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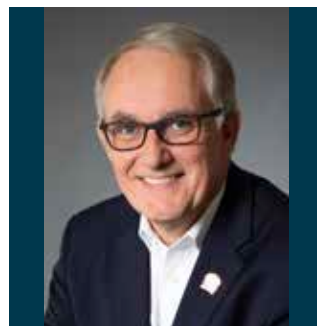
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▶ publisher's note

AI

A GAME CHANGER FOR SUCCESS

Dear Real Producers of Fort Myers,

I hope this letter finds you in good health and high spirits.

Late summer is a great time to begin planning strategies to navigate another busy selling season coming up. By now, I'm sure you've heard about AI (artificial intelligence) and the big splash it's been making... While there are positives and negatives to the technology, one thing's for certain: AI is here to stay, and it's revolutionizing how things get done.

Here at Real Producers, we're actively investigating how we, too, can employ AI to improve our systems and efficiencies. It's timely, so I wanted to share some of the AI systems that could significantly benefit you in your real estate business as well.

- 1. Predictive Analytics:** Leverage AI systems like Remine, HouseCanary, or Revaluate to analyze extensive datasets, historical trends, and market indicators, providing accurate predictions and valuable insights.
- 2. Intelligent Chatbots:** Integrate AI-driven chatbot platforms like Zillow Premier Agent, Structurally, or Chatfuel into websites or communication channels. These chatbots engage with clients, handle inquiries, schedule appointments, and offer personalized recommendations, enhancing customer service and lead generation.
- 3. Automated Property Valuation:** Utilize AI-powered systems such as HouseCanary,

Zillow Zestimate, or CoreLogic's AVM to swiftly obtain accurate property valuations by considering various factors like location, market trends, property features, and comparable sales.

- 4. Smart Advertising:** Utilize AI-based advertising platforms like Adwerx, BoomTown, or Placester to analyze consumer behavior, preferences, and demographics. You can create targeted marketing campaigns, deliver personalized content, and optimize advertising efforts to increase conversions and client engagement.
- 5. Risk Assessment:** Leverage AI systems like Verisk or Indica Labs to assess property risks through image recognition and data analysis to help you identify hazards, evaluate property conditions, and manage inspections efficiently while making informed decisions and minimizing liabilities.

Integrating AI into your current systems offers the possibility of new avenues for efficiency, productivity, and client satisfaction. If you're already using it or have insights into any specific AI systems for real estate — please feel free to reach out and let me know. I always enjoy hearing from this community and would love to hear about it!

Stay cool, enjoy the rest of your summer, and we'll see you again at our next big event on September 21st. Keep an eye on your inbox for details and your exclusive invitation!

Very respectfully yours,



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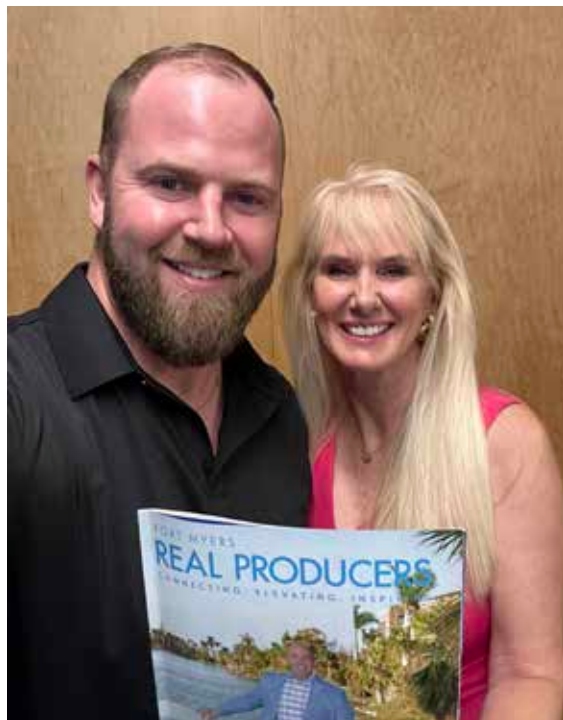
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In each episode of *The RP Experience* podcast, we are excited to feature a top REALTOR® or valued industry partner for engaging, informative, and entertaining segments on topics of interest to our Real Producers community.

Listen in the morning while you get ready for your day, in the car while driving to and from appointments, or after work while unwinding from your busy day.

Catch new episodes of *The RP Experience* on YouTube and Spotify every Wednesday!

RECAP OF EPISODES 75-78

RECAP OF EPISODES 75 | DALI MIHAJLOVIC



Top producer Dali Mihajlovic, a native of Serbia, made his way to the U.S. at the age of 17, eventually settling in Florida. This episode delves into his background, including his experience as a professional tennis player, his education at Indiana State University, and his transition from playing and coaching tennis to real estate investing. Dali shares compelling insights and experiences from his unique journey.

EPISODE 76 | BRIAN CHAPMAN



In this compelling podcast episode, we feature preferred partner Brian Chapman, owner of Chapman Insurance Group. A Southwest Florida native, Brian established his agency in 2009. Join us as he discusses insurance industry changes, the disrupting influence of AI, and the struggles

he faced on his entrepreneurial journey. Discover the keys to running a successful insurance business and essential strategies for modern business owners in today's dynamic world.

EPISODE 77 | KAREN STABILE



Originally from Boston, Massachusetts, top producer Karen Stabile shares her journey to real estate, leveraging her 25 years of experience in paralegal, administration, marketing, and sales. In this episode, Andrew and Karen discuss effective marketing strategies for

REALTORS® and the importance of an online presence for success in real estate. Tune in as Karen reveals insights on achieving success in the industry and her personal interests beyond real estate.

EPISODE 78 | JOEY ROCK



Preferred partner Joey Rock, owner of 5 Star Valet, takes center stage in this episode, diving deep into his business approach and his unwavering commitment to exceeding customer expectations. Joey's model revolves around delivering excellence. In this engaging discussion, he

emphasizes the significance of implementing top-notch service, sharing how this approach has propelled his company's growth over the years. Discover the values and service principles Joey instills in his employees as he unravels his secrets to success.



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From the Desk of the PRESIDENT

ENSURING A VIBRANT HOUSING MARKET: REALTOR® ADVOCACY MATTERS

The concept of a Tenant Bill of Rights surfaced in recent years in Florida. Some municipalities went even further and attempted to enact rent control. These troublesome ideas came with the explanation that they were a means to protect renters and ensure fair and equitable treatment in the housing market.

While the intentions behind such legislation may be noble, research illustrates the dramatic drawbacks and unintended consequences of implementing these ideas. When these began taking root throughout Florida, the real estate industry recognized the threat to private property rights and worked with the legislature to address this assault on all property owners.

Rent control measures, often a component of a Tenant Bill of Rights, create adverse effects on the housing market. While the intention is to protect tenants from excessive rent increases, it discourages property owners from renting out their properties or investing in new rental units. The result is a decrease

in the overall supply of rental housing, leading to higher rental prices for those who are not covered by the rent control regulations.

A Tenant Bill of Rights encroaches upon the property rights of landlords. Property ownership entails the right to set rental prices, determine lease terms, and choose tenants who best fit their criteria. Florida Realtors made clear that respecting the property rights of landlords is crucial for fostering a healthy and dynamic rental market.

The rental market is ever evolving, and landlords must have the flexibility to adapt to changing circumstances. A rigid set of tenant rights can impede innovation and prevent landlords from responding to market demands. For example, landlords may be less willing to invest in energy-efficient upgrades or adopt new technologies if they are bound by strict regulations that limit their ability to recoup their investments or adjust rent accordingly.

Landlords are less motivated to invest in property improvements if they are burdened by excessive regulations or face difficulties in recovering their costs. This results in deteriorating housing conditions that negatively impact the quality of life for tenants.

To combat these problems, Florida Realtors advocated for a statewide solution that bans rent control in Florida and preempts the regulation of landlord/tenant relationships to the state. In 2023, the legislature agreed and passed sweeping reforms to eliminate rent control and preempt all Tenant's Bill of Rights on the local level.

As an added bonus, successfully eliminating rent control and locally enacted landlord/tenant ordinances works in concert with the historic Live Local Act that passed this year. The Live Local Act is set to create a wave of new, affordable rental housing in the state over the next 10 years through state-funded housing programs, tax incentives, and the easing of certain zoning restrictions. If the state didn't act to preempt these local regulations, builders would continue to be uneasy about creating

new units in heavily regulated areas despite all the incentives the law provides. This would have actively worked against all the good that the Live Local Act is trying to accomplish.

As the voice for real estate, Florida Realtors will continue to advocate for private property rights and the dream of homeownership, and we hope all Realtors will step up and participate. Your donation to the Realtors Political Action Committee is the key to our success in Tallahassee — we ask that you consider investing in your profession today.

For more information on these developments and all of our legislative successes, please visit www.floridarealtors.org/advocacy.

Mike McGraw
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ANGIE NICHOLS

► featured agent

By **Zachary Cohen**
Photos by **LaCasaTour** at
Edison & Ford Winter Estates

Grow
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MOVE



As broker/owner of Grow Prosper MOVE Realty, Angie Nichols has one goal: to work for the single best interest of her clients. She's able to draw on her long corporate experience in business-to-business sales and decade-long real estate career to provide the perfect blend of professionalism and relationship building. The results have been impressive; since beginning her real estate career in 2013, Angie has risen to become one of Southwest Florida's top agents, capped by a 34-transaction, \$12 million year in 2022.

ROOTS RUN DEEP

Angie has been thriving in Florida for her entire adult life, but her story begins in another part of the country. Born in North Dakota and raised in Minnesota, Angie grew up in varied environments. At different times, she was surrounded by the vast skies of North Dakota, the cold winters of Minnesota, and, eventually, the warm summer sun of Florida. Her family moved to Florida when she was in middle school before returning to Minnesota for her high school years.

For Angie, Florida was love at first sight.

"The day I turned 18, I had a truck and mover and came down to Florida myself. I couldn't stand the cold," she quips.

“People like that I am direct and to the point. I'm friendly, but I don't waste time becoming friends. I try to make the process easy, seamless, and as low-stress as possible.”



“

By having my own brokerage, I can really focus on the best interests of the customer. We work for the single best interest of our clients.

”

In Fort Myers, Angie built a career in business-to-business sales. She spent several years selling advertising for the Yellow Pages before moving on to copier sales, magazine advertisement sales, and professional employer services.

In 2012, the winds of change blew through Angie's life. She was newly married and expecting a child, and her employer underwent significant changes. That led her to explore a career in real estate.

“I was looking for massive earning potential,” Angie reflects, “so I decided to go into real estate in 2013 with a real focus and knowledge of how to market myself, how to track sales, and how to grow a business.”

GROW, PROSPER, MOVE

Angie founded Grow Prosper MOVE Realty in 2021. The brokerage's founding coincided with her move to Alva, where she now homesteads.

One of the biggest benefits of having her own brokerage has been the ability to work as a single agent instead of a transaction broker.

“By having my own brokerage, I can really focus on the best interests of the customer. We work for the single best interest of our clients,” Angie explains. “I'm one of the few agents that works as a single agent, meaning, I have a fiduciary responsibility to my clients. The standard operating procedure in Florida is a transaction agent, which makes you responsible for the transaction, not the client.”

Angie's team is filled out by her husband, Adam, who joined her in 2013 and was licensed in 2016. She works with several local employers as a relocation specialist and sits on the board of directors for the Royal Palm Coast REALTOR® Association.



Angie Nichols and her family live in Alva, where Angie has taken up and is loving homesteading.





“

My clients really appreciate my corporate background and how it infiltrates everything I do in real estate... I have checklists, deadlines, and systems; everything is organized and systematized.

”

Angie Nichols is broker/owner of Grow Prosper MOVE Realty, which she founded in 2021.

“My clients really appreciate my corporate background and how it infiltrates everything I do in real estate. So often, Realtors have a loosey-goosey attitude. I have checklists, deadlines, and systems; everything is organized and systematized.”

FOR THE LOVE OF THE LAND

Angie and Adam have three sons, Elijah (11), Finn (8), and Si (6). All three boys are homeschooled, and Angie has become something of a homesteader. She took up a passion for gardening during the pandemic, when food options became scarce, and has fallen in love with her homesteading operation.

“My love of gardening and things outdoors came from the shocking shortages at the grocery stores during COVID. With three boys, I realized I had no control over how they would be fed. And over the past few years, it turned into joy and pleasure,”

Angie explains. “We moved out here two and a half years ago for the lifestyle, and now we have gardens, chickens, ducks, and soon, rabbits. That’s my passion. I’m a Florida master gardener with a focus on sustainability, healthy food choices, and creating experiences for my kids so they understand where food comes from and how it is processed.”

Angie’s biggest passions are food sustainability, raising her children, and elevating the reputation of Realtors by bringing a more professional approach to the industry. And yet, her most important relationship remains with the Lord. If there’s anything she wants to be known as, it’s a woman of faith.

“I’m not afraid of my faith in God and the importance of that in my life... The world has changed so much in the last 20 years, and I see how important a good value system is — for me and for my kids.”



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► partner spotlight

By Zachary Cohen
Photos by New Frame Photography



THE FINANCIAL PLANNING **PROS**

Like all small business owners, real estate agents are faced with a financial planning conundrum. REALTORS® are gifted with the same business and tax advantages as any business owner, but they are also on the hook for managing their taxes, retirement planning, and health insurance. While many agents get by managing these tasks themselves, there are strong advantages to working with a tax and financial planning professional. That's where Steve Phillips and CCG Certified Public Accountants step in.

Steve and his team provide essential accounting services like tax prep, but their true value lies beyond the transactional. Steve aims to take a consultative approach with his clients, helping them manage their financial strategy and maximize their take-home earnings. He works with small business owners from various industries, but real estate professionals are his largest client base. As such, he is well-equipped to help them navigate the challenges of financial management.

"I worked for some of the biggest accounting firms in the world. I had short-term disability, life insurance, retirement, and health insurance. Most real estate agents have none of that. They have to make all those decisions with a blank slate. There is a lot of opportunity with a blank slate, but if you don't capture it, you can miss it," Steve explains. "We help get our clients to the next level. It's more than taxes; it's business advice and consulting."

Steve sits down with his clients to develop financial infrastructure, maximize legal tax deductions, and help them save money for the future.

MORE THAN TAX PREP

Steve was born and raised in the Washington, D.C., area. He graduated from George Washington University with a bachelor's degree in finance and American University with a master's in accounting. He's been an accountant since 1996, and has lived in Southwest Florida since 2003. After many years working for large accounting firms, Steve became a



“We can take a lot of the financial stress away so agents can focus on selling.”

Steve Phillips founded CCG Certified Public Accountants in 2016.



FAMILY SPOTLIGHT

When Steve Phillips isn't working, you can find him spending time with his wife of 18 years, Amy, their two boys, Henry (15) and Nathan (10), and their dog, Breezy. "Most of my life is spent chasing them," Steve laughs. "We live on the water and love spending time on the beach or the boat together."

small business owner in 2009. The current brand, CCG, was founded in 2016.

During his time in public accounting, Steve discovered that most clients received transactional advice. Transactional advice is helpful in the short term, but Steve prefers to offer his clients strategy and consultative planning.

"I want to offer a consultative approach. In April, I'm just reporting taxes, but if I can structure your finances better at an earlier time, you can pay less and keep more."

CCG has 13 professionals on the team, including four CPAs. The firm has a family atmosphere and a friendly approach to financial planning.

STRESS-FREE FINANCES

Steve has helped many agents over the years, so he understands what trips Realtors up, from a financial standpoint.

"I see a lot of real estate agents, especially the younger ones, get beat up quickly. They get a great transaction, a big commission check, and they celebrate. But in April, the government says, 'We want 30 percent of that,' and they've already spent

it. At some point, real estate agents learn that the hard way," Steve explains. "I want people to understand they have to save 50 percent of that check — not only for the government, but to sustain rainy days. I lived through the 2008 recession. A lot of people went out of business. The ones who had assets set aside were able to rebound on the upswing."

With the real estate market again in a transitory time, saving well has become more critical than ever. From Steve's perspective, it's the perfect time for agents to plan properly, ensuring they'll be financially stable when the market rebounds.

"The ones that plan and have a proper tax approach, they're the ones that can have a fruitful life with a choice of what they want to do in the fourth quarter of their lives. So rely on professionals. Develop a plan. We can take a lot of the financial stress away so agents can focus on selling."

For more information, call 239-345-2190 or visit CCGCPAs.com.



JACOB MEYER



EVOLUTION OF AN AGENT

►► cover story

By Zachary Cohen
Photos by Michelle Reed Photography



After graduating from the University of Florida with a business degree in 2006, Jacob Meyer began his professional life in the construction world. Tasked with overseeing contracts as the purchasing agent for a developer, he was quickly immersed in the world of buying and selling real estate. As the market shifted during the ensuing years, his role shifted too. Jacob moved into property management, which ultimately led him to get his real estate license in 2009.

“For me, real estate more or less happened by accident,” Jacob laughs. “But I’m happy I’m here.”

“Real estate more or less happened by accident, but I’m happy I’m here.”

Jacob proved to have the perfect demeanor for the real estate industry. He remembers doing an internship at the athletic department while in college, where he was tasked with meeting with potential boosters. Jacob could have grounded conversations with the person across from him, whether they were a multimillion-dollar booster or someone that could offer a \$50 donation. The ability to connect with people from all walks of life helped him as he launched his real estate career.

“On any given day, I could be talking to a first-time homebuyer, a multimillion-dollar investor, a builder that wants to strategize, or the CEO of a Fortune 500 company looking to spend \$3 million. I love the variety you get on a day-to-day basis, and I’m naturally good at that,” Jacob offers.



Jacob Meyer and his wife, Megan

THE FIRST ACT

Jacob took the fast track to success in real estate, becoming a broker in 2011 and founding an independent brokerage in 2014. He grew that company to five offices and over 85 agents. By all accounts, he had achieved tremendous success, but there was one problem — he wasn't happy.

"In the end, I didn't care for that side of the business. It was more or less managing people every day," Jacob explains. "I was dealing with problems at 10 p.m. on a Sunday night, and I have three kids. But there were positives too. Being around so many different people and seeing what drives them allowed me to figure out what I wanted to be ... and a manager was not one of them."

After five years of running the brokerage, Jacob decided it was time to make a change. With a deeper understanding of the agent he wanted to be and what he was looking for out of the business, he decided to make a change.



Jacob Meyer named his brokerage, BB&C Realty, after his children: Brody, Blake, and Callie.



GOING IT ALONE

Jacob founded BB&C Realty in 2019. For the past four years, he's run the brokerage as the sole agent with no support staff. As he says, "It's me, myself, and I, and I like it that way." Jacob closed 92 transactions for \$37 million in 2022. "Everyone is about forming teams, support staff, and I'm a bit of a contrarian. I want none of that," he says.

Jacob has built his business around builders and investors. These clients have a different mindset than the average buyer, preferring to make decisions based on spreadsheets rather than emotions. Jacob is the perfect guide for this kind of purchase as he has a deep understanding of the financial side of the business.

"My business has grown exponentially because when I sit down with a client, I can relate to what they are trying to do — for personal use, investment, second home — and what they are trying to gain from it and put them in the right spot," Jacob says.

Jacob balances his analytic side with an easeful, go-with-the-flow approach to the business. Alongside being detail-oriented, he's patient, happy, and easy to do business with.

IT'S ALL FOR FAMILY

One of the primary drivers behind Jacob's choice to go solo was his family. He desired more time with his kids, and the move to BB&C Realty has given him that. BB&C is even named after his three children, Brody (13), Blake (11), and Callie (9).

When he's not working, you'll find Jacob spending time with his wife, Megan, or on the baseball field coaching or watching his sons play ball.

Jacob's business, as well as the real estate industry as a whole, continues to evolve, and that's one of the reasons he loves real estate. Southwest Florida has been a great place to raise his family and grow his business, and he envisions it being a destination for decades to come. "People are always going to want to come down here. We have beaches, golf, and boating — everything you could want to do. The future is bright."

Top producer Jacob Meyer founded his brokerage, BB&C Realty, in 2019 in order to have more autonomy and more quality time with his family.



WORDS OF WISDOM

“When it comes to real estate, just enjoy what you do and always stay positive. Enjoy the days that are great and don’t dwell on the days that problems arise. I don’t care who you are or how good you are, deals will fall apart over your career. Move on as quickly as possible and good things will come.”



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