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Cover photo courtesy of Michelle Reed Photography.



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [SWFL@n2co.com](mailto:SWFL@n2co.com).

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▶▶ publisher's note

# 2023

## HAPPY NEW YEAR



Dear Naples Real Producers and valued partners,

Happy New Year! I hope your holidays have been happy and healthy, full of family, friends, laughter and good times.

2023 is a new year, with new ideas, new goals and a fresh slate of opportunities... As we launch into the new year, many of us are busy making resolutions and setting goals, both personally and professionally. As business owners and REALTORS®, we are accustomed to setting short-term, quarterly, and yearly goals for ourselves, our teams, and our businesses. What I have personally found so vital is having good habits and routines in order to successfully hit my goals. With the market showing signs of significant changes yet again ... a positive mindset, along with maintaining good health and establishing good habits that stick, will set us up for success in navigating whatever 2023 may throw at us.

In our November issue, our health and wellness expert Carlene Murray, with Board30 Naples, shared the concept of “habit stacking” — essentially, adding a new habit onto your existing habits to boost the chances you’ll successfully adopt it into your regular routine. An example might be adding listening to a podcast, like *The RP Experience*, that you’ve been meaning to get to, to your existing drive to work or daily walk. Professionally, new habits might include incorporating weekly, quarterly or annual goal reviews into existing planning time or team meetings. In this month’s issue, Business Coach Michael

Dill discusses the importance of having regular meetings and 90-day action plans. Check out his Coaching Corner article on page 50 to learn more.

Here at Real Producers, some of our plans for 2023 are to continue to connect this amazing community so that we can draw strength and inspiration from each other, continue to share solid information and best practices, and get together to blow off steam with some of the most inspiring people we know! As always, we welcome your feedback as we look to improve our platform, offer fresh and valuable content in our monthly publication, and find ways to make our quarterly events even more enjoyable and impactful for you.

Wishing you all a very happy New Year and continued success in 2023. We look forward to seeing you at our Fort Myers Real Producers launch party on January 19th or our first Naples Real Producers quarterly event of 2023 on February 23rd!



Very respectfully yours,

**Andrew Regenhard**  
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## RECAP OF EPISODES 48-51

### EPISODE 48 JESS MORRIS

Top producer Jess Morris, with Marzucco Real Estate, grew up in Florida and has a wealth of knowledge about real estate. Jess shares that when she was growing up, her dad owned a mining company and would buy large, 500-plus acre properties and how she became interested in real estate in the process. At age 10, she had her mind set on purchasing her first property. Her dad told her however much money she raised, he would match it, and she eventually found and purchased her first property at 12 years old.

In this episode, Jess explains that she predominantly sells real estate

in Golden Gate Estates, a spacious and private area. Land goes from 1.4 acres to some as big as 50 acres. She says many people prefer to live in this area so they don't have to deal with an HOA. People build whatever they prefer here and can own livestock. Jess gives the listeners the perspective of the price range in Golden Gate Estates and points out what people should be cautious of when deciding to buy. In her free time, Jess loves the outdoors and enjoys spending time with her husband and two children.



Andrew Regenhard (left) and Jess Morris.

### EPISODE 49 TAYLOR CANADA

Born and raised in Naples, top producer Taylor Canada's real estate journey began when he was just a child. Taylor has been involved in his family's home building and real estate companies since the 1970s, with his family highly involved in the area's development. Taylor explains he didn't enjoy the 9-5 office job, had started a wood staining business, and found himself getting more interested in the idea of entering real estate. He obtained his license in 2013 and started putting it to use in late 2014/early 2015, with a first sale in 2015.

Taylor describes how anyone can farm a certain area and grow their business.

He explains how important it is to be an expert on a given area by asking questions, studying the comps, and getting open houses in the area, as well as being honest and truthful when people ask questions. Taylor says he wakes up every day with the mindset of thinking he is unemployed, explaining that this business mindset helps him to not become complacent and stay motivated to continue working his hardest to generate business. Taylor is married with two children (and had one on the way as of this writing, in late November 2022), and enjoys golfing, boating, and dining out.



Taylor Canada (left) and Andrew Regenhard



...

## EPISODE 50

### MARK RILEY

Top producer Mark Riley, CEO of Lux International Properties, received his Ohio broker's license in 1979 and moved to Naples in 2013, opening his own firm in 2014. He is currently focused on luxury properties in Naples and Sarasota, and also runs Lux Home Design International, an interior design business.

In this episode, Mark shares that his mother was a real estate icon in Ohio and he would go to listing appointments with her when he

was young. He learned a lot about the business by attending meetings, and at the age of 14, his mother helped him buy his first property. Mark explains that he originally wanted to be a pediatrician and that he "fell in love" with the pediatric ward, volunteering at a children's hospital throughout high school. Mark talks about always having had an entrepreneurial spirit and how he started and sold a landscaping business at a young age.



Mark Riley (left) and Andrew Regenhard



## EPISODE 51

### DONNA RAYNOR

Originally from Greenwich, Connecticut, Naples preferred partner Donna Raynor is Home-Tech's service warranty specialist and home warranty representative for all of Collier and Lee County. She works with new clients and helps REALTORS® from Fort Myers to Marco Island. Donna had been visiting Naples since the 1980s, when her in-laws moved down from Long Island, New York. She made the move to Estero in 2003 with her husband and two sons and worked as a school teacher in Lee County.

In this episode, Donna talks about her experience in sales and the pride she feels working for a company like Home-Tech.

She explains how she works with Realtors and customers and describes the service agreements she sells, which include all major appliances. Donna discusses the major issues with certain appliances here in Florida, including ice machines and air conditioners. She says she thoroughly enjoys educating her customers about HVACs and their maintenance. Donna shares what makes Home-Tech so special and why she ended up purchasing their services when she initially interviewed for her position.



Donna Raynor (left) and Andrew Regenhard

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# Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES

## NICK RIGONI

Compass

"A lot of what we do is simply out of passion. When I wake up in the morning, I don't think of a to-do list. I think of opportunity. Our clients are our friends. We go on the boat, go for a drink on 5th Avenue. Real estate and Florida — it's ingrained in us... It's what we love; Southwest Florida is our home and our passion."



## VINCE RIGONI

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## MILES GRIFFIN

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"I'd love for people to understand that my priorities are my family first and then my passion for the real estate business. I want people to know that I'm passionate about what I do and the level of service I can provide to my clients. I'm using that passion to drive my career into the future."



## LINA AYERS

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» featured agent

By Zachary Cohen  
Photos by LaCasaTour

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# MILES G R I F F I N

## K E E P I N G   I T   G E N U I N E

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Real estate has always been a part of Miles Griffin's life. From the time he was a kid watching his father and uncle run a large development company, Miles was fascinated by all things real estate.

"I loved it; I always wanted to do it," Miles reflects. "One of my favorite things was going to the construction sites that are now Pelican Bay and Pelican Marsh and hanging out there with my dad. It's something I've always felt I was meant to do."

Miles got his start in the real estate business in his early twenties with his father's development company. But after two years, his dad retired, and the company closed its doors, leaving Miles at a professional crossroads.

### His Own Path

Miles left the real estate business, working for a private club for nearly seven years. While bartending and, later, managing the club, Miles built strong relationships with the clientele. Real estate was always



...



Prior to real estate, Miles Griffin bartended at and managed a private club.

in the back of his mind, and he soon realized he had the perfect network to start his business. So in 2019, he returned to real estate, this time in general residential sales.

“I already had a license for 10-plus years at that point and had kept it active,” Miles reflects. “It was time.”

Miles couldn’t be happier with his return to real estate. His business has steadily grown, making him one of Southwest Florida’s top agents.

**Keeping It Genuine**

Miles has leveraged the relationship skills he built at the club in his real estate business. He’s a concierge agent, preferring to handle all the details directly for the client — no assistants, no buyer’s agents involved. That approach has helped Miles gain traction in the luxury market.

Miles spent the first three years of his career at Compass, working on the team of his friend and mentor, Denny Bowers. In 2021, he went solo and moved to The Agency.

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THE LEVEL OF SERVICE  
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INTO THE FUTURE.”

“  
MY FUTURE  
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LOOKS GREAT.”



...

“It’s a big company with a boutique luxury feel, which really drew me in. It fits my brand,” Miles explains. “It’s been an easy transition. Sales have remained steady. My future outlook looks great.”

Miles values doing business with authenticity. He’s genuine, transparent, and clear with his clients. He brings best-in-class customer service, a skill he honed while working at the club. He treats every client, every listing, and every buyer with the same attention to detail.

Miles’ approach has been a winning one; he closed an impressive 10 transactions for \$27 million in 2021 and, at the time of this writing in late November 2022, was tracking to close 14 transactions for \$43 million for the year.

#### Behind the Scenes

Outside of work, Miles’s life centers on family. He and his wife, Elena, got married in March 2022 and are looking to grow their family in the near term. That has Miles keenly focused on family life.

“My wife has been my number one support,” Miles says. “She’s made a huge impact, even in my decision making when it comes to my career, helping me put my feet to the ground and get things done. She’s been a huge motivator and support system. I’m so grateful for her.”

Miles also enjoys living the Florida lifestyle, whether it’s boating, hanging out outdoors, or traveling to see friends. Yet, his family and his business are his top priorities.

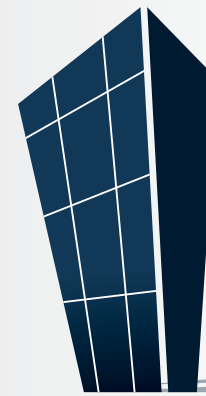
“I’m focused on figuring out how to be a dad and be the best one possible. I believe part of that is also my professional life. I need to be working and capable. Professionally, I’d like to expand my real estate career



beyond general sales. Getting back into the development side is a goal for the future,” Miles says. “I’d love for people to understand that my priorities are my family first and then my passion for the real estate business. I want people to know that I’m passionate about what I do and the level of service I can provide to my clients. I’m using that passion to drive my career into the future.”

#### FUN FACT

Miles Griffin’s first listing was for Sean Hannity, a connection he made while working at the club.



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# A TURNING MARKET IS AN OPPORTUNITY FOR GROWTH

By Virtual Real Estate Solutions

Everyone can agree that we're navigating through uncertain times. And in this type of climate, where the market is unpredictable, many people resort to following the advice of the adage: "When money gets tight, stop spending." But that's not the case in the world of real estate. Here are some helpful tips for staying on top of your game.

**Remain focused and calm.** It's easy to buy into the fear, what with mainstream news bombarding viewers with one negative story after the other. But that fear-based mindset won't help you attract business opportunities or new customers. The easiest way to break free of the negativity (other than turning off the news) is to focus on the things you can control (i.e., your business and how to improve it).

**Marketing.** You have to spend money to make money. This is more true now than ever. Direct mailers are not

relics of the past. Send postcards to your farm areas with stats (e.g., what homes were listed for, sold for, etc.).

**Social Media.** If you haven't already, start building an online presence and get your name out there. Social media is free and can yield fantastic results with a little bit of time investment on your end. But make it fun. Let your personality and who you are outside of real estate shine.

**Build or update your website.** Start writing a blog and integrate industry-specific keywords in your posts for maximum SEO value. Remember, your blogs don't have to be long to be impactful.

**Connect with past customers and leads.** Send out market updates and insights you've garnered so that your name is fresh on their minds.

**Attend networking and professional development events.** Networking is a prime opportunity to learn about new market

information and what new methods your colleagues use in their businesses. Check out local real estate associations for a list of networking events. Facebook is another source for discovering meetings in your area.

**Attend trade shows.** Building relationships is key to a successful real estate practice, and having an arsenal of stellar vendors as part of your team is priceless, from lenders to electricians to inspectors to attorneys to handypersons to contractors to photographers, and everything in between.

**Community involvement.** Volunteer, arrange events, and be a guest speaker. The goal is to get your name out there. Be seen as an expert in your field.

**Hire an assistant.** Do what you do best and let someone else do the rest. According to Harvard Business Review, workers spend 41 percent of their time on average doing tasks that others could handle more efficiently. Conduct an audit of your current business setup and evaluate what tasks you can delegate. Imagine what you can achieve by gaining back even just 20 percent more of your time and focusing on what you do best.

**Venture outside your box.** Where typically you'd refer listings, shift your focus to taking them. If that is outside

your comfort level, hire a transaction coordinator who can handle your ins and outs.

**Big business changes.** Don't hold back on switching brokerages if that's an idea you previously entertained.

**Develop a team.** If you've been flirting with this idea, now's the time to do it.

While market uncertainties tend to make REALTORS® and customers alike nervous, a turning market is also an opportunity for growth and success.

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# MATT NANCE

## RESPONSIVE INSURANCE

### Delivering Value



Photo by  
New Frame Photography

In 2006, Matt Nance landed in Naples seeking new beginnings. He had previously lived in the Pacific Northwest and worked in the newspaper industry, but after a divorce, he reassessed his path, connecting with a family friend who owned an insurance agency in Naples.

“I had never really considered Florida, but he was here and needed help. I decided to come to visit and interview. I was needing a change, needing a new beginning,” Matt reflects.

Matt landed in the perfect place. He immediately fell in love with Southwest Florida and found a home in the insurance industry. By 2013, he and his wife, Casey, founded their own agency, Responsive Insurance.

#### Committed to the Process

Insurance can be an overwhelming topic for consumers, but Matt has found joy in the process of engaging and educating folks. He enjoys doing his work with a high level of professionalism and is committed to lifelong learning.

“I can continue to learn for my entire life and still not know it all, and that’s part of what excites me,” he says.

Matt understands insurance is an important and often crucial part of any real estate transaction, so he and the Responsive Insurance team prioritize making life simple for the buyer and REALTOR® where they can. Simultaneously, he is dedicated to educating the client on their options.

“We want to make things as easy as possible, but we also want our mutual client to understand their options,” Matt explains. “Of course, I want to write business, but there’s a satisfaction to educating people and leaving them with value, whether they do business with us or not. So when a REALTOR® refers someone to us, that client is going to be able to make an informed decision.”

“I think there’s a fine line where we can add value and encourage people to take the time to understand while still focusing on getting deals to the closing table. We’re responsive. We’re efficient. We also care about educating the client and taking care of them.”

#### More Than Cost

Matt encourages his clients to look beyond the cost of insurance premiums. Yes, cost is a factor, but it’s not the only factor when considering overall value. The coverage itself can make a big difference, especially when major events like a hurricane roll through Florida.

“It’s ironic that people may buy 1, 2, 3 million-dollar homes and then renovate for \$200,000, but because of the way our industry has marketed insurance, the litmus test for the value of coverage is how little it costs. Premium is always a factor, but there’s more to it.”

Matt reminds us that many home insurance rates are filed with the State and not subject to an agent changing them. That means that insurance agents like Matt are not putting their own margin on a policy. He’s simply offering the policies he believes are the best value and fit at the cost the State requires.

...

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We’re responsive. We’re efficient. We also care about educating the client and taking care of them.



Photo by New Frame Photography

Matt and Casey have two children, Maria (15) and Mareli (11). When Matt and his family get a few days together, they enjoy camping in their pop-up around Florida or taking longer adventures, like the three-week campervan trip they took to the West Coast this past summer.



Matt Nance is the owner of Responsive Insurance in Naples. (Photo by New Frame Photography)

## In a Sweet Spot

Matt has now been in the insurance business for nearly 20 years, the last nine of which have been with Responsive Insurance, and he envisions many more years of success in the industry. Matt is committed to leaving a legacy of trust, integrity, and education. He wants clients and partners to know he cares about delivering a quality, value-driven product.

The insurance business has many nuances in Florida, in particular. That's why having an agent with experience and a commitment to integrity is a major win.

"I feel like I'm in a sweet spot," Matt smiles. "I enjoy what I'm doing. I have a strong team, and I love designing the business and processes and developing people. Going into our tenth year, I'm excited about how far we've come and where we are headed."

For more information, visit [www.responsiveinsurance.com](http://www.responsiveinsurance.com).



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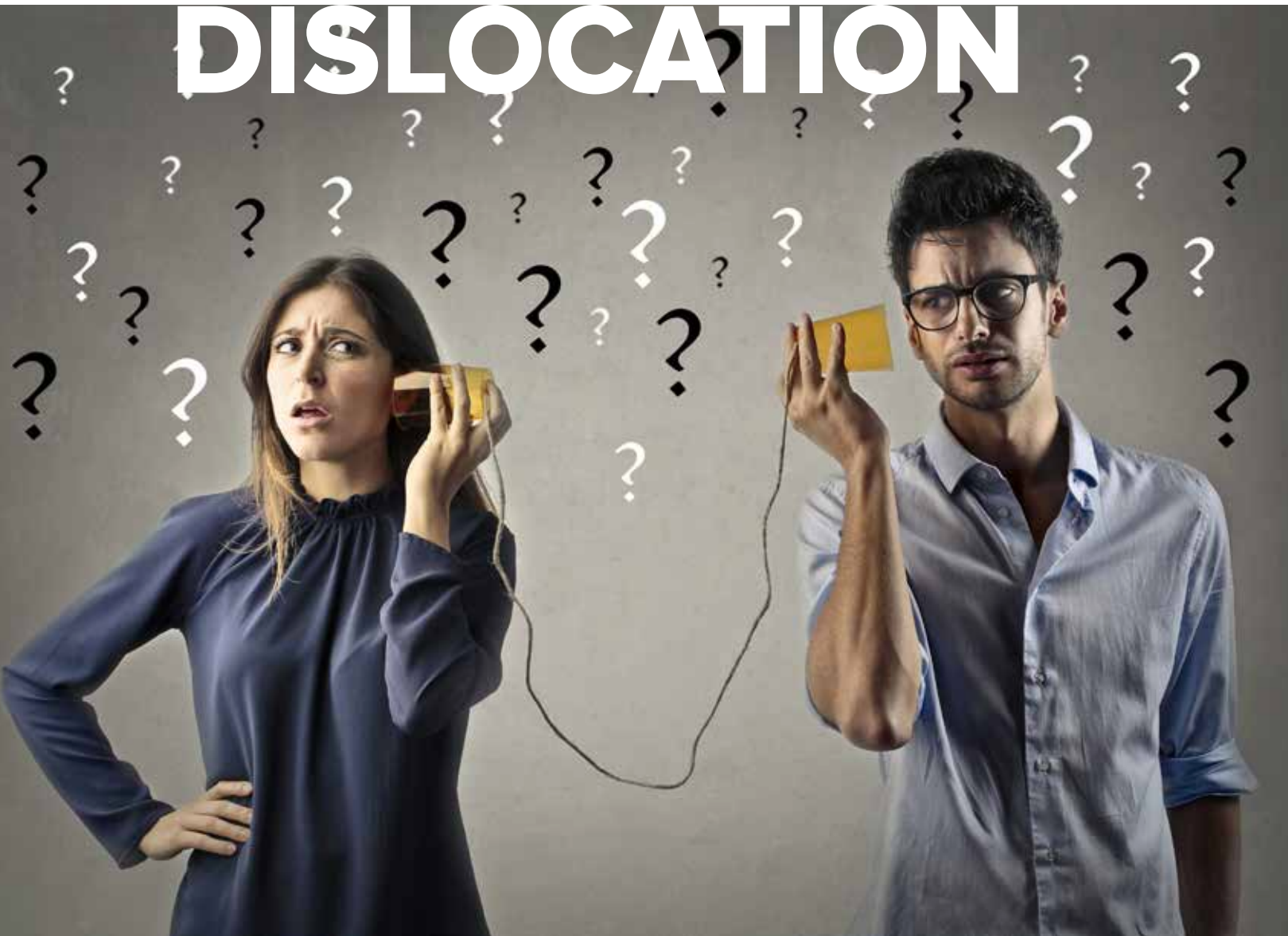
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# COMMUNICATION DISLOCATION



In 2012, a Gallup Poll estimated that \$450 billion to \$550 billion have been lost in productivity in the U.S. by disengaged employees. Why is this? One of the biggest contributors to this is the information explosion. Think about it. In the 1970s, we had three TV channels. We have over 200 channels now. We have internet radio, Snapshot, Facebook, webinars, podcasts, LinkedIn, Instagram, and Twitter. An actual information explosion. More information is coming at us on a daily basis than you would imagine as we get an average of 3,000 marketing messages every 24 hours.

Concurrently with this information explosion, there's been a lack of communication in the workplace. We're up on virtual meetings, webinars, and such, however, we're down on the face-to-face, in-person meetings. Another surprising statistic: There was a Google Analytics done between 2018 and 2020 on a search engine for people searching for excuses to miss work. It hit a five-year high, a 630 percent increase in people looking at fixed excuses not to show up to work.

What's an organization to do? I agree there's a lot of frustration out there as the whole environment has changed, which is obvious by the statistics. However, I'm going to give you three things to make sure they're solidly in place to help you in these areas.

**1. Have the right culture.** Create a culture, an environment where people want to thrive. Your culture is how people show up. Your culture could be comprised of ingredients like communication, excellence, hard work ... whatever it may be, something that you can align your team with. When you are really clear on the culture of the organization, you will find people that want to blend in and be part of that culture. In addition, you, as a leader, will always be asking people how they're adhering to the culture of the organization.

**2. 90-day plans are very effective.** Make sure your team leaders are creating 90-day plans. What exactly are they going to be doing over the next 90 days to accomplish their goals? Now, you have accountability. You have KPIs (key performance indicators). They know

exactly what they need to do and the action steps to achieve what they want to achieve. Everybody's on the same page.

**3. Have consistent meetings.** When you have a solid culture in place, everyone shows up as who they need to be to take the actions they need to take (which is on their 90-day plans) to get the results you're looking for. While conducting consistent meetings, you'll be tracking all this with your team, asking for and getting feedback. What can we do better? Is there anything else we can do? This keeps everyone aligned with the direction of the organization.

For starters, just implement these three things. Create a culture. Have the meetings to track the 90-day plans, and KPIs to make sure they're doing what they say they're going to do. This should alleviate a lot of the challenges the industries are experiencing with communication gaps and disengaged employees. Most importantly, you, as an owner or leader of

an organization, have to do whatever you need to do to make sure your team is engaged. Because if they're not, you're going to be one of the statistics, leaving a ton of money on the table.

If any of you reading this need help in any of these areas, feel free to reach out. I'll be happy to help you put the culture in place, the 90-day plan process in place, and the meeting process in place. You apply and master those three things, and it will make a huge difference in the projection of your team, as well as your organization.

**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](https://www.BusinessCoachMichaelDill.com)**



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# LINA AYERS



## SERVICE WITH PURPOSE



For Lina Ayers, a REALTOR® with John R. Wood Properties, customer service is a way of life. Throughout her life, she has devoted herself entirely to her craft, believing that the little things make all the difference.

Lina's passion for customer service was on display during her 18-year career with American Airlines. Toward the end of her time as a flight attendant, Lina was selected from 22,000 flight attendants to advise the company's board of directors on client relations.

"I went in prepared with my perspective about what I do that makes a difference... I took pride in my uniform. I saw myself as the face of the airline from the second I stepped into the airport. Everything I did and said represented American Airlines. I took it seriously and enjoyed it," Lina reflects.

After nearly 20 years as a flight attendant, however, Lina was drawn in another direction. She transitioned into the real estate industry in 2015 — a continuation of her devotion to service.

"Both are industries that create lifelong relationships," Lina says.

### Service with a Purpose

Lina was attracted to the real estate business because of her love for homes, design, style — and most importantly — service.

"I've always been very spiritual as far as having a purpose, and to me, service is a purpose," Lina says. "We're here to serve others."

Lina's approach to real estate is the same as her approach was as a first-class flight attendant. She leads with the simple offer, "How may I serve you?"

Lina sold real estate for four years in Washington, D.C., during which her

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Lina Ayers gives her own paintings as closing gifts.

“  
I’VE ALWAYS  
BEEN VERY  
SPIRITUAL  
AS FAR AS  
HAVING A  
PURPOSE,  
AND TO ME,  
SERVICE IS  
A PURPOSE.  
”



business grew steadily. In 2019, she relocated to Southwest Florida.

“I wanted to build resilience, to go somewhere I didn’t know anyone, to begin again, and to establish self-reliance,” she reflects.

Lina began her real estate career in Florida with a splash. She leveraged her multicultural background (she has lived in Europe and the Middle East and speaks multiple languages) — to connect with customers from many cultures with diverse social and economic backgrounds. She’s leveraged her international background to build a reputation in the luxury market.

“The luxury market has its own language, just like working in the first-class cabin. I’m not just selling the property but also the lifestyle,” Lina says.

In 2021, Lina surpassed the \$10 million milestone in total sales. In the coming years, she hopes to continue building her business with a commitment to excellence, self-development, and service.

**A Living Art**  
Outside work, Lina’s passions are painting, fitness, and all things Florida.

‘Painting — that’s my happy space. As a closing gift, I usually give a bottle of champagne and a piece of art I’ve painted myself. It’s truly a gift from the heart — hours of service and love. My clients really appreciate that,” Lina says.

Lina balances the calming aspect of her art with a commitment to fitness and wellness. She regularly swims and runs, and she is an ambassador for the Blue Zones Project, a community-wide well-being improvement initiative.

In her downtime, Lina enjoys simply walking the beach. To her, it’s a wonder she lives in a place with such a sunny, vibrant lifestyle.

“In Southwest Florida, everyone is so happy. It’s been so wonderful,” Lina beams. “I feel very optimistic. If you lead from the heart, success is inevitable. I believe if you walk the path of love, everything works out.”





...

#### THE BLUE ZONES PROJECT

Lina Ayers is an ambassador for the Blue Zones Project. It's one of the things she's most excited about outside of work. According to the organization's website, the Blue Zones Project "is a community-wide approach to creating healthier and more productive citizens. It uses permanent, evidence-based environmental and policy changes to motivate residents to adopt and maintain healthier lifestyles."

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By Carlene Murray

# MAKING Self-Care

## a Priority in the New Year

Ensuring we’re at the top of our health and wellness game this New Year undoubtedly will enhance our professional game as well. It’s the key to preventing burnout, feeling balanced, and leading a fulfilling, purposeful, and productive life. Focusing on the seven types of self-care can positively impact all areas of life.

### Emotional Self-Care

Our ability to regulate our emotions and cope with difficult feelings is vital to our happiness and overall quality of life. That’s why emotional self-care — the actions we take to connect with our emotions and process them in a healthy way — is so important. Examples include:

- Utilizing affirmations or mantras
- Meditation
- Practicing gratitude

The best way to start tending to your emotional health is to pay attention to the way you speak to yourself. Noticing if you’re engaging in negative self-talk is an important preliminary step toward breaking an unhealthy habit. Then, replace that negative self-talk with words that are loving and kind. By regularly engaging in emotional self-care and learning to give yourself grace, you can develop healthy coping mechanisms that vastly increase your happiness and sense of well-being.

### Physical Self-Care

Physical self-care is probably what many of us typically think of when we hear the words self-care. This type of self-care refers to any activities you deliberately engage in to enhance your physical well-being. Examples include:

- Being active (going for a walk, bike ride, taking a fitness class)
- Taking a relaxing bubble bath
- Getting a massage

So give some thought to what types of physical activities make you feel calm, balanced, and happy, and schedule regular time to do them.

### Mental Self-Care

Mental self-care encompasses anything you do specifically to stimulate your mind and cultivate a healthy psyche. Some activities that fit under the mental self-care umbrella include:

- Listening to a podcast
- Trying a new hobby
- Reading a book

### Social Self-Care

Humans are social beings needing regular connection with others to thrive. That’s why prioritizing social self-care — activities that nurture our relationships with others — is critical. Oftentimes, when our lives get hectic and overwhelming, we tend to cancel our plans and withdraw. While, of course, we all need to say “no” sometimes, it’s also important to make time for social interaction. Examples include:

- Scheduling a regular phone call with a friend
- Going on a date with your significant other
- Cuddling with a furry friend

Along the same lines, give some thought to which relationships are no longer serving you in your life. Your relationships should uplift and fulfill you, not deflate and drain you.

### Spiritual Self-Care

This form of self-care applies to everyone — religious, atheist, agnostic, or otherwise. Spiritual self-care encompasses any activities you engage in to connect with and nurture your soul.

This practice is about connecting with your inner spirit, which, for some, may include activities that honor a belief in a higher power. Examples include:

- Spending time in nature
- Engaging in prayer or worship
- Volunteering

### Practical Self-Care

Yes, even mundane, everyday activities can be considered self-care. Any actions you take to fulfill your core needs and reduce stress can be catalogued as practical self-care. Examples include:

- Organizing your inbox
- Tidying your living space
- Meal prepping

These forms of self-care are admittedly less exciting than some of the others, but not to be underestimated. They can be huge sanity savers and help create a greater sense of calm and control in our busy lives.

### Professional Self-Care

Last, but not least, it’s essential to make time for professional self-care. These are the activities and actions that support feeling balanced and fulfilled in your career. Examples include:

- Setting a calendar reminder to take a break
- Spending time with coworkers
- Setting your phone to DND at the end of your workday

### Establishing a Self-Care Routine That Works For You

Self-care doesn’t have to take tons of time or cost lots of money to be beneficial. Incorporating just a few into your daily routine can help you to feel a greater sense of purpose, gratitude, satisfaction and rejuvenation in all areas of life.



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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| APR %                            | 6.561%       | 5.68%                     | 6.575%              |
| Annual Prin. & Interest (Year 1) | \$35,935     | \$32,705                  | \$33,839            |
| Monthly Prin. & Interest (Start) | \$2,995      | \$2,725                   | \$2,820             |
| Total Monthly Expenses           | \$3,515      | \$3,245                   | \$3,340             |
| Total Annual Expenses            | \$42,175     | \$38,945                  | \$40,079            |
| Closing Cost                     | \$9,000      | \$9,000                   | \$9,000             |
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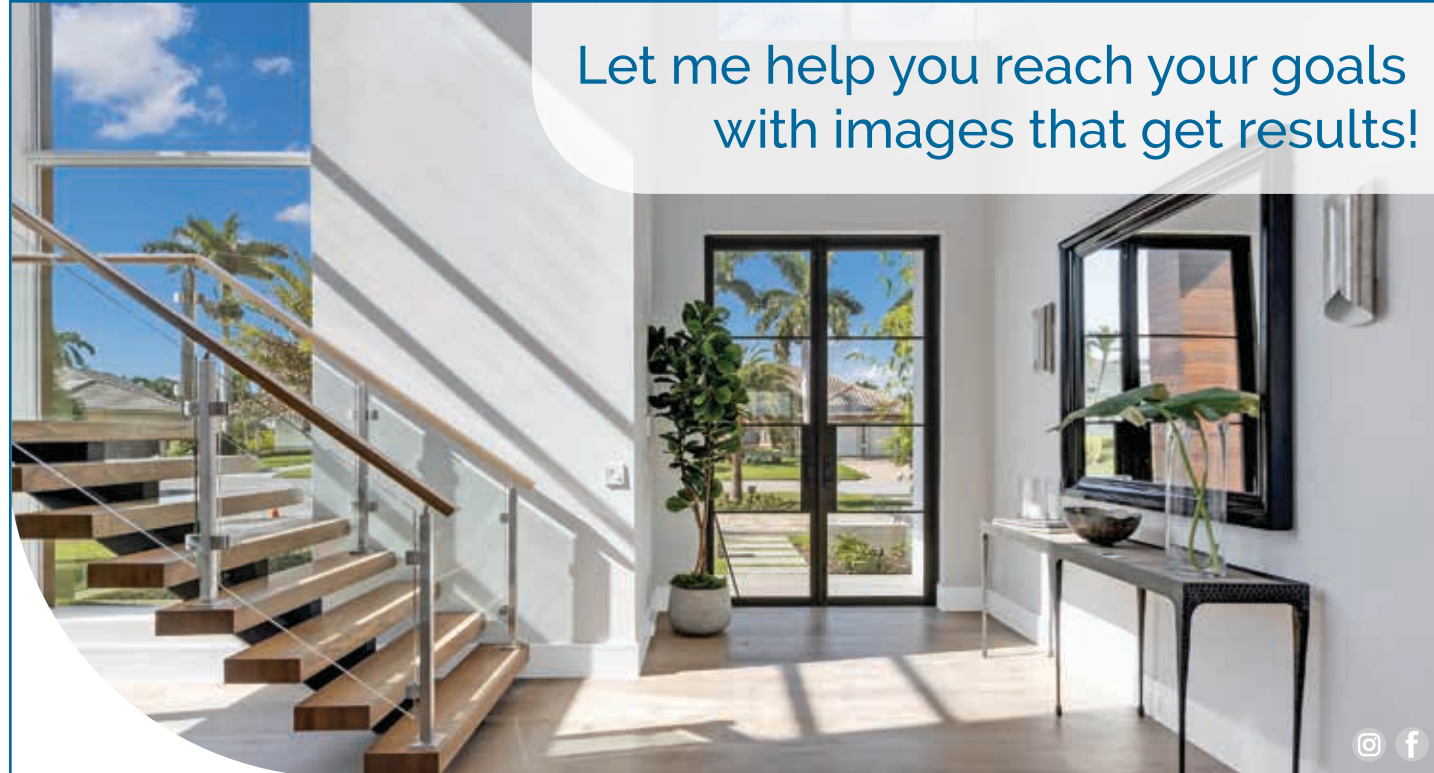
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# NICK & VINCE RIGONI

SIDE BY SIDE

Photo by Michelle Reed Photography

Growing up in Cape Coral, Nick and Vince Rigoni developed a strong brotherly bond. Nick is just two and a half years older than Vince, and the brothers had a typical relationship growing up.

“Things could get intense, but we learned to form an alliance during countless hours of Marco Polo in the neighborhood pools,” Nick reflects with a laugh.

During their years attending UCF, their friendship truly blossomed. On their own for the first time in their lives, Nick and Vince lived together, shared a group of friends, and both obtained finance degrees. This was also the time when the seeds for their long-standing business partnership were sowed.

“We did everything together,” Vince recalls. “We became true friends by choice.”

Nick and Vince purchased their first home together while still in college, living in it

and renting out rooms to friends. Vince even got his real estate license in 2003, while he was a junior.

“Vince and I always had an entrepreneurial spirit,” Nick says. “Our grandfather arrived on Ellis Island from Italy at the age of 18 and quickly established a successful musical instrument business in Chicago. After retiring at the young age of 35 years old, he started spending a significant amount of time in Cape Coral, where he managed modest real estate investments. Our father was a small business owner and also held his real estate license in Southwest Florida. So real estate has been ingrained in us and always sparked our interest.

## Moving in Parallel

Nick graduated from UCF in 2003, and Vince the following year. Nick worked in new construction home sales for Lennar Homes for the next decade while

“

**WE LOOK AT WHAT  
OPPORTUNITY COMES UP AND  
WHAT FEELS RIGHT. —NICK**



Vince Rigoni (right) recently got his pilot's license and Nick Rigoni (left) is in the process of getting his as well. (Photo by Michelle Reed Photography)



Vince Rigoni is a REALTOR® and broker associate with Premiere Plus Realty. (Photos by Michelle Reed Photography)



Nick Rigoni is a REALTOR® and broker associate with Compass.



Vince built a corporate sales career with Hewlett Packard. Nick was licensed in 2006, and they continued to grow their investment portfolio, founding Vantage Partners, LLC, in 2010.

“That’s when we got a look behind the curtain with Southwest Florida real estate and the opportunity. It was our segue into development and remodeling,” Vince says.

Meanwhile, the brothers each built successful corporate careers. Nick thrived in new home sales, and Vince became one of HP’s top sales producers.

#### Betting on Themselves

In 2015, the brothers decided to devote themselves entirely to their real estate businesses, leaving their corporate sales careers behind them. In 2016, Nick and Vince founded Leela Lifestyle Homes alongside general contractor and partner Tom Arnow. They continued to invest through Vantage Partners while diving deeper into development.

Nick and Vince have both built impressive real estate sales businesses too. Nick is a solo agent with Compass, while Vince hangs his license at Premiere Plus Realty. Both run client-focused businesses and are broker associates with multiple luxury distinctions. They sell primarily Naples waterfront property, but enjoy going wherever their clients need them most. Vince also holds a broker’s license in the state of Hawaii.



WE’VE ENJOYED THE JOURNEY TO WHERE WE ARE TODAY. WE HAVE A GREAT PARTNERSHIP AND TRULY ENJOY DOING THINGS TOGETHER. —VINCE



Photo by Michelle Reed Photography





In his downtime, Nick Rigoni enjoys etailing. (Photo by Michelle Reed Photography)



Vince and April Rigoni with their son, Kai  
(Photo by Meagan McGregor Photography)



“I’m a concierge agent. Where my book of business is, where my clients go, that’s where I go,” Nick explains.

#### Living the Lifestyle, Side by Side

Nick and Vince are not just successful entrepreneurs; they also value their time outside of work. They enjoy living the Florida lifestyle, from boating to golfing. Vince recently got his pilot’s license, and Nick is also in the final stages of obtaining his PPL, so flying is their latest adventure. Vince also cherishes parenthood alongside his wife, April. Vince explains, “I am honored to be a dad, and beyond grateful for our son, Kai.” Precious time with family, work and play are all blended, and Nick and Vince like it that way. For them, real estate is a lifestyle.

“A lot of what we do is simply out of passion,” Nick explains. “When I wake up in the morning, I don’t think of a to-do list. I think of opportunity. Our clients are our friends. We go on the boat, go for a drink on 5th Avenue. Real estate and Florida — it’s ingrained in us. We enjoy our friends, our family, and where we work and play. It’s what we love; Southwest Florida is our home and our passion.”

As Nick and Vince look ahead, they plan to continue approaching each day with a mindset of opportunism and positivity. They aren’t sure what the future will hold, but they are excited about what’s possible.

“We’re ‘feel’ players,” Nick says. “We look at what opportunity comes up and what feels right. I’ve never been the person to say, ‘This is my five- or 10-year goal.’ I don’t have a blueprint.

I wake up excited and seize the opportunities as they come up.”

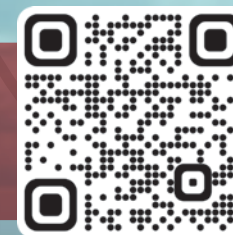
“We’re very close as best friends and brothers,” Vince adds. “We’ve enjoyed the journey to where we are today. We have a great partnership and truly enjoy doing things together. We’re all about balance and being opportunistic. We’re thrilled to be building more in the area, and we’ll always be here for our clients. We’re excited for the future.”



Photo by Michelle Reed Photography

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## Observing Oosouji: Out with the Old

It's a new year, a transitional time to embrace the sentiment of "out with the old, in with the new." There's something about turning over the calendar page (hello, 2023!) that feels fresh and invigorating, like anything is possible.

In Japanese culture, the concept of *oosouji*, which literally translates as "oo" (big) and "souji" (cleaning), presents a similar notion, with an emphasis on clearing out the old. In fact, it is considered inauspicious to welcome a new year with any "old business" (including dirt and clutter!) outstanding. How can we adopt this ritual of release as we march forward into a brand-new year?

Start with the right mindset. We often view cleaning as a dreaded task to be procrastinated as long as possible. Try to reframe this problematic mentality as one of forward-looking productivity. Much like a ritual, clearing out the physical dust of the old year means also clearing out the emotional and mental dust, wiping the slate clean for what is to come.

With that liberating viewpoint in mind, it's time to get your hands dirty:

- *Oosouji* is, traditionally, a top-to-bottom cleaning, so start at the top by dusting ceilings and fans, wiping down walls and dusting furniture and then vacuuming, sweeping or mopping floors.
- Designate several boxes in each room for items that are no longer meaningful, beautiful or loved, and when you've finished with your task, pass them along however is appropriate. Eliminating what you no longer use creates space for new ideas and frees you from unnecessary burdens. Also, include a bag or box for waste, removing it (symbolically taking out the mental "trash") from the house as soon as you finish that room. You will be surprised at how much lighter you feel!
- Last, remove stains from your home, whether on the furniture, carpet or grout. Old stains remind us of the past and have no place in a newly purged space.

If possible, every family member should be involved in your cleansing practice, making careful decisions about their individual possessions and benefitting from this fresh start. Happy New Year!



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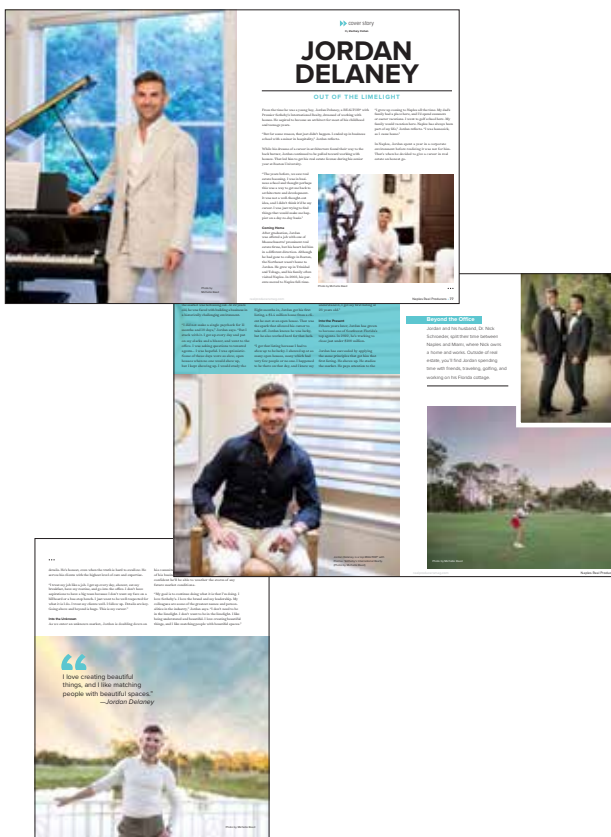
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