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"There's opportunity here—you just have to see it. Put a little money into it—well, the Naples version of "a little money"—and this could sell quickly."

-- High-End Realtors, Rupert and Karen Irby

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RP

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HAPPY FOURTH!

► publisher's note

Dear Real Producers of Naples,

Independence Day symbolizes the resilience and unity of our nation, reminding us of the sacrifices made by our forefathers. This July 4th, as we gather with loved ones to celebrate Independence Day, let's embrace the essence of the season — a time of patriotism and reflection celebrated with joyous barbecues, boating and fireworks, and cherished moments with family and friends. Let's also embrace the slower pace of summer and the opportunities it presents on the business front.

While the summer real estate selling season in Southwest Florida may be slower, it does provide an excellent opportunity for reflection and strategic planning. Use this time to refine marketing strategies,

nurture client relationships, and explore creative ways to reach prospective buyers. As real estate professionals, you have a unique chance to cultivate personal connections with existing clients and prospects. Focus on quality over quantity, ensuring each client receives the attention they deserve.

Summertime also provides time for strengthening your community connections by engaging in local events, partnering with charitable organizations, and further establishing yourself as a trusted resource in the Naples real estate market. Fostering authentic relationships demonstrates your commitment to the community in a visible way.

Thank you to everyone who attended our event at Rebecca's Cocktail & Wine Bar on June 22nd.

The turnout was incredible, and we enjoyed reconnecting with all of you! Be sure to check out the event photos on our social media and in next month's issue.

Wishing you all a memorable Independence Day and a successful summer season!

Very respectfully yours,



Andrew Regenhard
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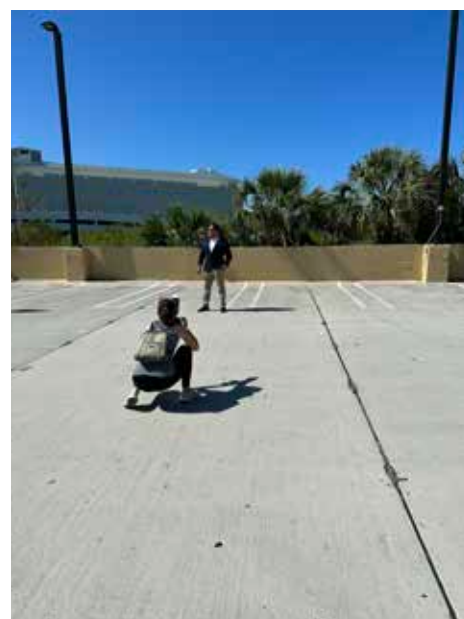
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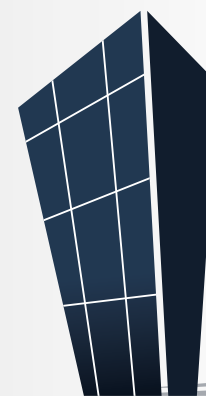


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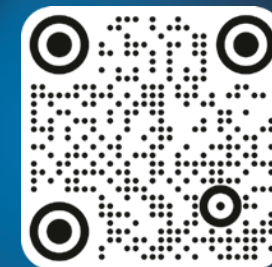
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RECAP OF EPISODES 71- 74

EPISODE 71 | JUAN RIZO



Born and raised in Miami, preferred partner Juan Rizo, owner of Durabilis Roofing, relocated to Southwest Florida at age 20 and switched careers from retail management to roofing. In this episode, Juan and Andrew discuss the aftermath of hurricanes and the growing significance of

roofing in tropical storm-prone areas. Juan emphasizes the importance of reputable work and long-lasting, top-quality roofs. Tune in to learn more about Durabilis Roofing, Juan's commitment to excellence, and his role-model leadership style.

EPISODE 72 | STACEY GLENN



Don't miss this episode with top producer Stacey Glenn, who shares her remarkable journey of obtaining her real estate license while nine months pregnant and going into labor during the exam. She discusses the dedication and preparation needed to launch a real estate career. Obtaining her

license in 2013, Stacey waited two years for her first transaction. Tune in to discover Stacey's secrets to success and adding value for clients and the community.

EPISODE 73 | KYLE MCLAUGHLIN



Born in Santiago, Chile, preferred partner Kyle McLaughlin, owner of Northstar Technologies, relocated to Naples, Florida, with his mother in 2000 and established a 23-year presence in the state. Kyle has over 15 years of sales expertise, including seven years in real estate. In this episode, you'll delve

into Kyle's background, his construction business and the engaging conversation between him and Andrew. Don't miss this episode to discover more about Kyle's business and the topics they explore.

EPISODE 74 | MAYA ISMAILOVA



Don't miss this captivating episode with top producer Maya Ismailova, as she shares her incredible journey from Central Asia to becoming a Coldwell Banker agent in 2019. Maya holds a law degree from Tashkent State University and arrived in Naples in 2011. Reflecting on her

multilingual skills and customer service and hospitality background, Maya discusses how these elements shaped her successful real estate career. Tune in for Maya's inspiring story and valuable industry insights.



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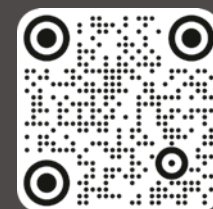
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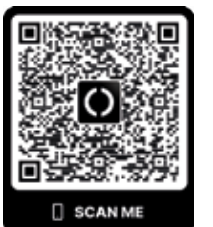


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WORDS OF WISDOM FROM THIS MONTH'S FEATURES

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"I want people to know that you can have a big business, be really successful, and still be present for your family and kids. It doesn't have to be one or the other. If you want to achieve balance, surround yourself with great people. That's what helps you grow. When I first started with the idea of a team, I told someone I didn't want to start a team because I wanted to be in the business of buying and selling houses, not the managing-people business. Today, my whole world has changed. It's with and through great people that you can grow and scale. When you find great people, you're not in the managing-people business; you're in the changing-lives business."



JOCIE JANDOVITZ
John R. Wood Properties

"The market the past three years has been great, but there were certain challenges that presented — mainly, a frenetic market. Agents picked up some bad habits, so now we have to go back to the basics and really do our job — properly marketing the property, doing thorough and good research, and doing the open houses. It's really important. I'm making sure I'm doing really good prospecting and follow-up and showing the value I add. It's going to be an interesting year. We have to work better, harder, and smarter."



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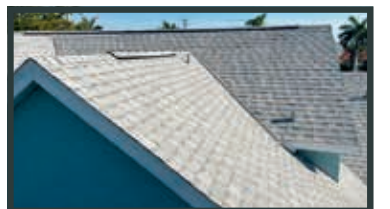
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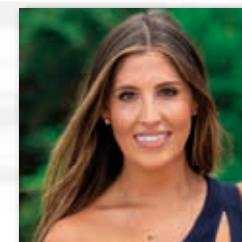
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►► health & wellness

By Carlene Murray

Crush Your Day: HYDRATION AND YOUR PERFORMANCE

Are you feeling sluggish, having trouble concentrating, or staying motivated? The solution may be simpler than you think: WATER! Staying hydrated is essential for our overall health, especially in our humid, subtropical climate. But hydration isn't just about quenching your thirst. From lubricating your joints and improving skin health to your cognitive function of creative problem solving, motivation, energy, attention span, and achieving your goals, the benefits of staying hydrated are endless. So let's dive (pun intended) into the importance of hydration: how it impacts your body and mind to maximize your performance with easy ways to ensure you are hydrated to crush your day!

Water, accounting for about 60 percent of our total body weight, is essential for critical body functions, such as regulating body temperature, transporting nutrients and oxygen to cells, removing waste products, and lubricating joints. It plays a crucial role in brain function, keeping us focused and alert throughout the day. The brain itself is composed of about 73 percent water; even mild dehydration can negatively impact cognitive function, leading to difficulties in concentration, decreased alertness, and impaired short-term memory. Studies have shown that dehydration can even result in a reduction in brain volume, which can have long-term implications for brain health.

Dehydration, by reducing the flow of oxygen and nutrients to the brain, impairs its optimal functioning, particularly in tasks that require sustained attention and working memory.

Dehydration can also impair our cognitive flexibility — our ability to switch between different tasks and respond to changing situations. Meaning, if you're dehydrated, you may find it harder to adapt to new situations and come up with creative solutions to problems. When we are dehydrated, it's just harder to get motivated and stay focused. This is because dehydration causes feelings of fatigue and lethargy, reducing our motivation levels. Often, we may experience headaches, irritability, low energy, and weakness as dehydration reduces blood volume, which means that the heart has to work harder to pump blood around the body. As a result, the brain and muscles may not receive the amount of oxygen and nutrients they need to function properly. Dehydration also produces more of the stress hormone cortisol, making you feel more anxious, irritable, and less motivated.

When we are dehydrated, we may experience a range of symptoms from mild to severe. Many people think that the only sign of dehydration is thirst, but there are other signs, such as fatigue, headaches, joint pain, dry skin, confusion, lethargy, and irritability. Severe dehydration can cause a rapid heartbeat, low blood pressure, and fainting.

To optimize your hydration and, thus, your overall well-being and performance, the easiest way to stay hydrated is to drink water regularly throughout the day while incorporating these tips too!

1. Set a hydration goal. A good rule of thumb is to drink eight 8-ounce glasses of water a day.

2. Take breaks. If you are outside for an extended period, take breaks in a shaded area or an air-conditioned room to cool down and rehydrate. Ensure you drink before, during, and after exercise.

3. Avoid caffeine and alcohol. Caffeine and alcohol can dehydrate your body, so it's best to limit your intake or avoid them altogether.

4. Consider an IV drip. If you find it challenging to stay hydrated through regular water consumption, you may want to consider IV wellness drips that deliver a combination of fluids, electrolytes, vitamins, and minerals directly into your bloodstream, providing rapid hydration and nourishment. (I personally use them and have found them to be a game-changer. A few of my local faves are The Wellness Lab and Naples Mobile IV.)

5. Eat hydrating foods. Many fruits and vegetables are high in water content, making them an excellent choice for staying hydrated. Watermelon, cucumbers, tomatoes, and spinach are just a few.

6. Drink coconut water. Coconut water is a natural source of electrolytes essential for hydration, and contains potassium, sodium, magnesium, and calcium, making it a great alternative to sports drinks.

7. Drink herbal tea. Herbal tea is an excellent alternative to caffeinated beverages, which can dehydrate the body. Chamomile and peppermint teas can also help to calm and soothe.

8. Eat soup. Soup is an excellent source of hydration. Broth-based soups, such as chicken noodle soup, are not only hydrating but also provide essential nutrients to the body.

9. Snack on water-rich foods. Snacking on water-rich foods, such as grapes and berries, can also help to keep you hydrated throughout the day.

10. Carry a reusable water bottle. Carrying a reusable water bottle with you throughout the day can help to remind you to drink regularly.

Staying hydrated is truly vital for optimal health and cognitive performance. As a high performer needing to be at your best, keeping your body hydrated throughout the day is paramount. Pay attention to the subtle signs of dehydration and then take the necessary steps to maintain proper hydration levels to maximize your well-being and your overall performance.



Carlene Murray is a Mindpower Coach, a certified Health/Wellness & Life Coach, a PFC3 Nutrition Health Pro/Coach, and owner of Board30 Naples. Carlene offers private, group, corporate/team coaching, workshops and speaking engagements.

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JANDOVITZ

By Zachary Cohen
Photos by New Frame Photography

UNEXPECTED JOY

It was New Year's Eve 2015, and Jocie Jandovitz sat with her family, discussing their resolutions. Jocie's husband offered to share his New Year's resolution first. The words and intentions he spoke would forever change the lives of Jocie and her family.

"He shared that he needed a change," Jocie reflects. "He was wanting to get involved with the Florida construction boom. We came to Naples every fall for a get-away weekend, and he marveled at all of the construction taking place down here as opposed to how slow things were in Connecticut."

Jocie was stunned but also curious about her husband's wishes. He had been a builder and remodeler in Fairfield County, Connecticut, for many years, but the years leading up to this decision were tough. The financial crisis hit the building and real estate industries hard, and the following years were some of their most challenging.





Jocie Jandovitz is a top producer with John R. Wood Properties.



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“He always had in his mind he wanted to live somewhere with a bit of an easier lifestyle. I didn’t disagree, but I loved my life,” Jocie continues.

Jocie had been selling real estate in her home state of Connecticut since 2006. She was quite successful, with a strong sphere of influence and an established, referral-based business. Her friends, family, and connections were all in Connecticut. Her four children were young and entrenched in their lives.

Still, Jocie listened to her husband, even becoming curious about the possibilities of changing their lifestyle. Together, they began to brainstorm the next steps. After careful consideration, Jocie and

Tom decided to relocate to Naples, where Tom’s parents lived and Jocie’s parents planned to relocate. In 2015, they landed in their new home.

“Ultimately, I got excited about it. I had to sort of get pushed on the plane with my one-way ticket, but now when I look back, I see our life is so much better, easier, fun, and more vibrant. And my kids love it here,” Jocie smiles.

REBUILDING HER BRAND

One of Jocie’s challenges in moving to Naples was rebuilding her real estate business. She was well established in Connecticut, where her reputation and sphere of influence allowed her to thrive. In Naples, she had to begin again.

“In Connecticut, I knew every town, every street, every neighborhood. Here, it was intimidating to get to know it. The first year I was here, I went to any open house I could go to. My job was to get to know these communities. That was amazing. First of all, it was really fun, but also I got to understand the personalities of these buildings, communities, and areas. Naples is a lot different than Connecticut,” Jocie explains.

Eight years later, Jocie is entrenched in her new community. Her business is once again humming along; she closed \$18 million as an individual agent with John R. Wood Properties in 2022.

“I feel confident in the market now. I know it and understand it,” Jocie says. “I believe you get business by being a trusted resource. I like that I can be that for people.”

SUNSET TALKS

Jocie and Tom are now settled into life in Naples. Jocie enjoys beachgoing, boating, tennis, and watching the sunset. Her children, Kacey, Nate, Jed, and Meredith, are all in high school or college, so she and Tom are beginning to look toward the next life transition — becoming empty nesters.

“That’s what the sunset talks are all about. But we’re definitely staying here,” Jocie says emphatically. “In the time that we’ve been here, Southwest Florida has changed a lot. The influx of younger families has made it all the more appealing for me. It attracts a different type of person. There’s a sense of vibrancy — all these new restaurants and things to do.”





“While I was reluctant at first, it’s really been an amazing change for us. Naples feels like home now. I still love my friends in Connecticut, whom I miss dearly, but I wouldn’t go back to live there full-time. Life here is so nice. The sunshine makes a big difference. Obviously, there are things I miss, and I love the beauty of New England, but this has become home.”



The market the past three years has been great, but there were certain challenges that presented — mainly, a frenetic market. Agents picked up some bad habits, so now we have to go back to the basics and really do our job — properly marketing the property, doing thorough and good research, and doing the open houses. It’s really important. I’m making sure I’m doing really good prospecting and follow-up and showing the value I add. It’s going to be an interesting year. We have to work better, harder, and smarter.

—JOCIE JANDOVITZ

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By Ellen Buchanan

Five Star Valet's 5 KEYS FOR SUCCESS

Five Star Valet, a prominent Naples-based company renowned for its exceptional resort-style valet parking and parking management services, firmly believes in the power of excellence as a catalyst for success. With over 15 years of unrivaled growth and excellence in a high-end, client-facing service industry in Southwest Florida, the seasoned professionals at Five Star Valet have gained invaluable insights into the best practices that drive success.

In an exclusive interview, we had the privilege of speaking with Leyna Rock, Director of Marketing, who graciously shared the company's five guiding principles for success. These principles are not only applicable to businesses but can also yield remarkable benefits for individuals striving for personal and professional growth.

1. Prioritize Your Presentation

"With a strong emphasis on attention to detail, including grooming standards, personalized service, and friendly body language," Leyna emphasizes with a smile, "we prioritize excellence at every level." Leveraging her background in fashion and beauty, Leyna has woven a refined sense of personal and professional presentation into the fabric of 5 Star Valet's culture. "It's what sets us apart and allows us to shine," she adds.

"Taking pride in our appearance and maintaining an aesthetically pleasing presentation equips our team to tackle any challenge with ease, ensuring flawless service delivery. By establishing a culture of unwavering excellence from the outset, both within our team and with our associates, and reinforcing these expectations

through comprehensive training and on-site guidance, we have cultivated a steadfast commitment to perfection."

Leyna firmly believes that anyone in a business that deals with the public can greatly benefit from going the extra mile to ensure that their outward appearance aligns with the professionalism of their conduct.

2. Communication — Have an Open-Door Policy

"Open and honest communication is deeply ingrained in the culture of Five Star Valet," Leyna says. "In the 18-plus years I've worked alongside my husband, Joey Rock, we've fostered an environment that encourages transparent communication at every level, both with employees and clients. No matter how small the matter may be, whether personal or work related, nothing is overlooked

or dismissed. The Five Star Valet team is a family, and even with a workforce of nearly 300 employees across Florida, our goal is to ensure that each and every individual feels a sense of belonging."

Their emphasis on open communication and fostering a family-like atmosphere with a commitment to open dialogue and mutual respect has been key to supporting 5 Star Valet's success, Leyna shares, emphasizing that its importance cannot be overstated.

3. Relatability — No Egos Allowed

Another quality that the 5 Star Valet team values is relatability and friendliness. They contend that having too big an ego is damaging to relatability and is not a fit with their team culture. "We promote being relatable to each other," Leyna states, "because, after all, we are all humans, and as a team and in life, we need each other. Prioritizing interpersonal relatability keeps us enjoying our interactions and working smoothly together."

4. Follow Up and Follow Through

Leyna shares that staying organized is crucial for maintaining a healthy work-life balance. "I am managing the responsibilities of raising our three children, juggling business and the kids' extracurricular activities, and overseeing real estate investments... If I didn't really prioritize staying organized to ensure consistent follow-through, I couldn't do it!"

On the business front, she says, Five Star Valet utilizes several diverse applications to facilitate communication and maintain internal organization.

5. Let Work Sleep

As we concluded our discussion of 5 Star Valet's tips for success, Leyna touched on a softer, more individual best practice. "Work can be very consuming ... and with the barrage of constant technology, too, it's so important for the human spirit to let work sleep sometimes. Giving yourself time for yourself and time for your family or your hobbies is vital. We all owe it to ourselves because, after all, what are we working so hard for?"



LEYNA ROCK

Leyna was born and raised in Binghamton, New York. She moved to Florida when she was 21, and shortly thereafter met her husband Joey Rock, president of Five Star Valet. Now Director of Marketing for the company, Leyna's primary focus is articulating and promoting the Five Star Valet brand and its exceptional customer experience to existing and potential clients.

Leyna and Joey thoroughly enjoy living in Naples — "a safe and beautiful place in the great state of Florida" to raise their three children, Maya, Maximo, and Gabriella.

For more information on 5 Star Valet, email Leyna@5starnaples.com or visit www.5StarValet.com.

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CHRIS TORRES

MASTER TOUCH TILE & STONE



►► partner spotlight

By Zachary Cohen
Photos by New Frame Photography

The Art of Construction

“Every job is a self-portrait of the person who does it. Autograph your work with excellence.”

The never-ending advancement of technology has impacted every corner of our modern world. In its most helpful forms, technology can allow businesses to streamline their processes and provide an even better customer experience. But all too often, technology robs clients of what they want most — a personal touch.

Owner Chris Torres and the Master Touch Tile & Stone team are bringing the human element back to the trades.

“We like to be alongside the client from beginning to end. From the time the client contacts our administrative manager, they are in good hands. They then meet with me, where I get to know them better. We discuss their ideas and we go to stores to really let creativity take over. We design their project and pick the products we’ll need to turn their vision into a beautiful reality,” Chris explains. “With our team, you get that human touch. In 2023, everything is a computer. We’re trying to put that human touch back again. You always have a person in front of you. That ultimately helps us get the client exactly what they love.”



“

It's truly a work of art. We take a lot of pride in everything we do. Every cut, every single detail counts.



Adapt and Evolve

Since its founding in 2005, Master Touch Tile & Stone has evolved greatly. With the COVID-19 pandemic descending in 2020, followed by Hurricane Ian in 2022, Southwest Florida's construction market has seen some significant shifts in the past three years.

Chris recognizes that, while there have been challenges, there has also been a great deal of opportunity. Over the past year, much of his business has shifted to helping clients renovate and recover after hurricane damage.

"Times are different, things have changed ... and that's always true," Chris says. "We have to adapt and evolve."

Master Touch prioritizes the latest trends, designs, and techniques. For example, they recently purchased new equipment, allowing the team to provide an even more effective, dust-free tile removal, providing

added protection to the home and a worry-free demolition process. Their team also attends training sessions throughout the year to keep up with the newest innovative flooring products and installation techniques. In the upcoming years, Chris envisions opening a showroom where clients can see Master Touch's work firsthand.

Another challenge Chris has faced is the need for good employees. So he's opened a small, in-house academy to train the next wave of employees for his team.

"We are taking employees with the right personality and character and training them. Then, as they progress, they become our new installers. So we are changing the whole game," Chris says proudly. "We're really building culture. Our guys are shaped and molded to represent our company to its highest standards from day one."



Chris Torres is the owner of Master Touch Tile & Stone. (Pictured at Burntwood Tavern in Naples, FL.)

Building Culture

Culture has been at the center of Master Touch Tile & Stone since its founding. Chris's background in the military and fire services has taught him how to lead effectively. He treats his team as family and encourages them to treat their clients as family.

"I always tell them, 'Imagine we are doing that project at your house. Imagine how you'd like things to be — how clean, how caring. Those are the details that set us apart. That culture is so important. Our employees have ownership over the project, and that helps us deliver results. We take care of our team, our people, our family because they are in the front lines making sure things are getting done.'"

Chris and the Master Touch Tile & Stone team are deeply committed to their craft — from administrative service to client care to the final installation in the client's home. Chris and his team see their projects as works of art, and that attention to detail continues to be a differentiator for them.

"Ninety-nine percent of what we do is custom work. We always try to do something new and different. Our guys take the time to create masterpieces with their hands. It's truly a work of art. We take a lot of pride in everything we do. Every cut, every single detail counts. We take our time and put our love, passion, and craftsmanship into every project we do."

Founded in 2005, Master Touch Tile & Stone specializes in flooring, custom kitchen backsplashes, and bathroom remodels in Naples, Cape Coral, Fort Myers, Marco Island, and Bonita Springs. For more information, visit MasterTouchInstallations.com.



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By Michael Dill



Entrepreneurs Are Liars!

What do Henry Ford, Thomas Edison, Steve Jobs, Howard Schultz, Richard Branson, and Elon Musk all have in common? They're all liars. What do I mean by that?

What I mean is that they are truly successful entrepreneurs, and entrepreneurs are liars. They wake up one day and think, "What can be done?" But they haven't quite figured out how to get it done yet. All they knew was that they had an idea. Their

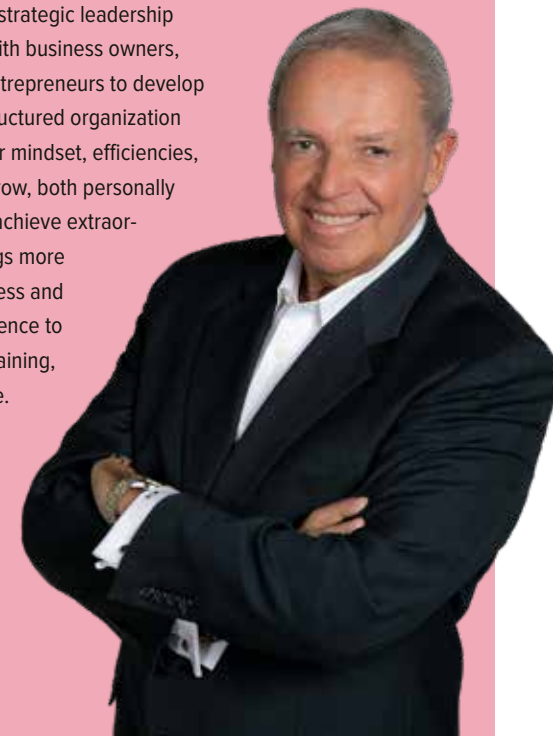
imagination ran wild with the possibilities of that idea. They backed up that idea with faith and desire. Then, they surrounded themselves with a mastermind group of the right people to help them. They created and organized a plan. They had persistence because they were very clear about what they wanted, and they kept pursuing and brainstorming with the right people until they figured it out. So now, we have what they created.

Entrepreneurs are all liars, in a good sense, because if they stood up on a pedestal and told you what they were planning on doing, 99 percent of the people on the planet would look at them and say, "It can't be done. How are you going to do it?" Most of their answers would be, "Actually, I'm not sure. However, I know *why* I'm going to do it, and I will eventually figure it out." And in the end, they did exactly that; they figured it out.

Henry Ford — the V8 motor, an automobile for everybody. Thomas Edison — electricity. Steve Jobs — Apple. Howard Schultz — Starbucks. Richard Branson — flying into space. Elon Musk — the electric car, flying to Mars. If any of these folks, before any of that ever happened, told you their plans, you would have said it's impossible. You would have said they were liars. Entrepreneurs possess all the grit, desire, faith, and belief, and then, they create the mastermind along with proper organized planning, mixed with persistence. Finally, it pays off, and the world says, "Bravo! Brilliant! Amazing!"

So let's applaud the liars. Let's applaud the entrepreneurs because first they say it, then they go create it so we can enjoy it.

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 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 to his leadership, team training, and mentoring practice. BusinessCoach MichaelDill.com.



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By Zachary Cohen
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Laurel McGarel

Thriving in the Florida Sun

Laurel McGarel's real estate career began in Cleveland, Ohio, in the early 2000s. She graduated from college in 2002 amid the refinance boom and jumped on board with a friend's mortgage company to lend a helping hand. Laurel soon rose to become the company's CFO, got her real estate license, and led one of the fastest-growing real estate companies in northeast Ohio.

"We went from a mom-and-pop shop to five real estate offices with 250 agents, three mortgage companies, and two title companies," Laurel explains. "And I'm managing this right out of college. There was no such thing as nine-to-five working. We all worked around the clock. It was career boot camp. Everyone was all hands on deck all the time. It was wild, in the best way, of learning every step of how to get from the idea of buying and selling to close."

Over the following years, Laurel's career continued to progress. She became an operations manager for a billion-dollar international commercial real estate portfolio, got her CPA license, and later became the CFO of an aerospace repair and overhaul station company. She moved to Chicago after meeting her husband, Jack, where she took over the books for his HVAC company.

Laurel was thriving professionally but had slowly drifted away from the real estate space. Through the years, however, real estate remained in the back of her mind. She wondered when she might return to the business that had kicked off her professional journey.

Heading South

Laurel and Jack began vacationing in Naples, eventually purchasing a home in the area. Laurel reignited her real estate career in Florida,

getting her license and selling real estate part-time. She flew back and forth from Chicago for two years to build her business.

When COVID struck in 2020, Laurel and Jack determined the time was right to make Naples their permanent home.

"COVID hit, and we were trapped at home in Chicago. I said, 'I'm not living like this.' We already had a house here, so we moved down. We wanted some space in the sunshine," Laurel explains.

Laurel immediately made real estate her full-time work, and her business took off quickly.

"I never stopped loving real estate," she beams. "I've always had real estate in my life, and Naples had such a different viewpoint than I was used



Laurel McGarel is a solo agent with MVP Realty.

to. Real estate in the midwest suburbs was good but typical. Naples offered something different, a completely different perspective. I never know what someone will be asking me for. It is such a variety that I'm never shocked. I love going on a treasure hunt with people to find them the peace and happiness they are looking for."

Thriving in the Florida Sun

Three years later, Laurel couldn't be happier with her move to Florida and her transition back into selling real estate full-time. She's able to leverage her experience in mortgage lending, title, and accounting to the benefit of her clients.

"It has exploded and grown much quicker than I ever anticipated.

I have people from coast to coast that I work with, and I am truly busy seven days a week. My calendar is always full with clients," she says. "The good news is, I love what I'm doing."

As a solo agent with MVP Realty, Laurel closed nine transactions for \$16.8 million in 2022, putting her in the company's top 1 percent of REALTORS® for the second year in a row. She was recently recognized as a 2022 Top Producer (Titanium) by the Women's Council of REALTORS® – Naples on the Gulf.

"I'm thrilled with where I am at. I'm blessed and grateful," Laurel continues. "This year, I am already on track to blow out of the water what I did last year. I'm



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not trying to hit any magical numbers, just make sure this year, I maintain the highest quality of service to my clientele while bringing in a little more of a focus on my health and work-life balance."

So what has been the secret to Laurel's success?

She starts by sticking to the basics.

"It starts with answering your phone. It amazes me that people won't answer their phone if they're at dinner with family or at a soccer game. The benchmark for answering your calls is huge. So step one is to stick to the fundamentals."

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In 2022, Laurel McGarel was recognized as a Titanium Top Producer by the Women's Council of REALTORS® – Naples on the Gulf.

After that, Laurel encourages agents to master the art of relationship building and follow-up. She encourages others to use social media daily.

“The other part is to lead with kindness. Be the one bringing positivity in all conversations. Even when things come up or go wrong, how you handled it matters and will be remembered,” she adds. “Lastly, it’s a lot of hard work. Real estate is not easy, and it’s not for everybody. I thrive on it, but you have to be in the trenches. If you want to make it, you have to get dirty... Never let anyone outwork you.”

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CLAIRE

GOGAN

In Pursuit of Balance

►► cover story

By Zachary Cohen



Photo by Michelle Reed



The Gogan Home Selling Team
(Photo by Michelle Reed)

Growing up in Naples, Claire Gogan fell in love with riding horses. Riding allowed her the opportunity to get away from the stresses of everyday life and experience the potent energy of connection. Claire became determined to work with horses professionally, so after high school, she lived on a ranch that hosted educational programs for horses. She became an instructor herself, spending the summers in Colorado and the winters in Ocala, Florida.

“It was a great lifestyle,” Claire reflects. “I was 18, and I loved it. Between seasons, we’d move a few hundred horses from one ranch to another. People came from all over the world to study with us.”

Claire cherished her time working with horses professionally, but after three years, she realized that it wasn’t a great long-term career choice for her. The horse industry would have her on the road often. Claire wanted to start a family, and a profession with so much travel wasn’t what she envisioned for herself. That realization ultimately led her to real estate.

FINDING SUCCESS

Claire began her real estate career as an assistant on a small team in 2012. For two years, she learned the inner workings of the

business in preparation for her sales career. When she went out on her own in 2014, she was well prepared for the challenge of building a business.

Over the next few years, Claire achieved success, closing \$7 million to \$10 million a year as her family grew to include three children. By all external accounts, Claire was succeeding, but she was struggling to keep all the balls in the air.

“The kids came, and work started to take over. It’s a common story REALTORS® have. Frankly, I was running myself into the ground,” Claire admits. “There were days when I was working 12 hours, and it was still not enough. Then I’d be with my kids, I’d be on the phone, and they wanted my attention. It wasn’t sustainable. And that pushed me. There had to be another way.



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I'm passionate about the agents on my team being able to scale themselves, to achieve that balance and leverage in their lives.

Photo by Michelle Reed

“There had to be another way... I was looking at people who were doing \$20 million, \$30 million, \$50 million a year, and I knew I couldn't get there this way.”

In 2020, Claire hired a coach and began growing a team. Although the path to growth hasn't always been smooth, she's much happier with her business and work-life balance three years later.

Today, The Gogan Home Selling Team at eXp Realty is a group of 10 agents and four staff members. The team closed 92 transactions for \$44 million in 2022 and is pacing to far exceed those numbers in 2023.

FINDING BALANCE

Perhaps most importantly, Claire has achieved the often-elusive balance she sought.

“Now, I run the team, still do listings, and don't work with buyers anymore, and that's been really cool. For me, it's just the beginning. Our goal is to close 175 units this year and eventually get to 1,000 transactions a year. And I want to help our agents find leverage too,” Claire explains. “I'm passionate about the agents on my team being able to scale themselves, to achieve that balance and leverage in their lives.”

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Claire Gogan leads a top-producing team at eXp Realty. (Photo by Michelle Reed)



Claire and Andrew Gogan with their sons, Ashton, Bryson and Finn

Like riding a horse, balance isn't a static state but, rather, something Claire works for every day. Her achievement of balance isn't perfect, but it's something she's continually putting effort toward.

"I want people to know that you can have a big business, be really successful, and still be present for your family and kids. It doesn't have to be one or the other," Claire says. "The biggest piece of advice I could give is understanding that. If you want to achieve balance, surround yourself with great people. That's what helps you grow. When I first started with the idea of a team, I told someone I didn't want to start a team because I was in real estate and wanted to be in the business of buying and selling houses, not the managing-people business."

"Today, my whole world has changed. It's with and through great people that you can grow and scale. When you find great people ... you are not in the managing-people business; you're in the changing-lives business."



Photo by Michelle Reed

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