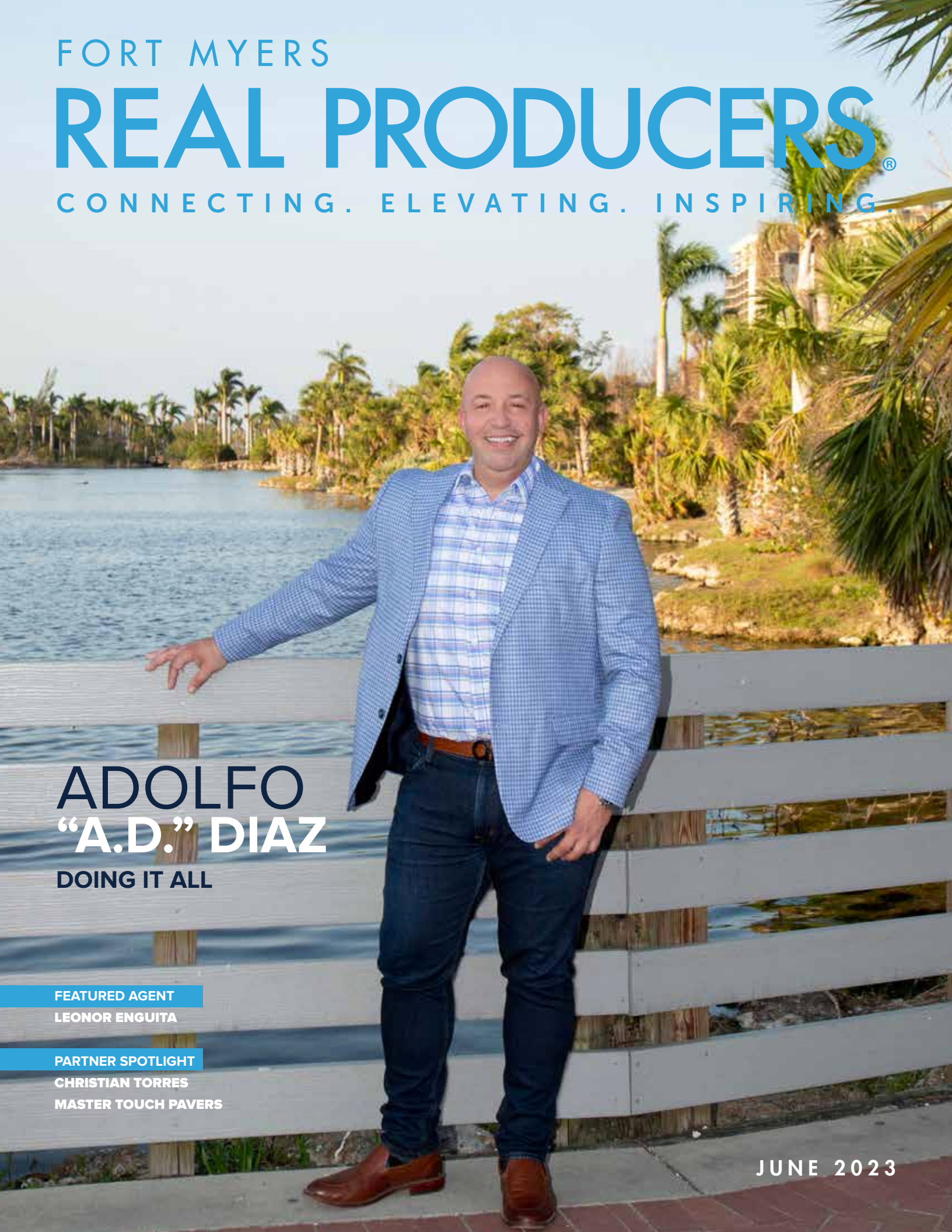


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A man, Adolfo "A.D." Diaz, is standing outdoors by a body of water, possibly a lake or canal. He is wearing a blue and white checkered blazer over a blue and white plaid shirt, dark blue jeans, and brown leather shoes. He is smiling and has his right arm extended towards the water. In the background, there are palm trees and a building. A white wooden fence is in the foreground.

ADOLFO "A.D." DIAZ

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▶ publisher's note

Hello, SUMMER!

Dear Real Producers of Fort Myers,

As the summer season unfolds, I want to personally wish you a happy and refreshing June ... and a Happy Father's Day to all the hardworking dads out there! This month marks the start of warmer weather, longer days, and a slowdown in the selling season. Whether you're planning on taking a vacation, spending time with friends and family, or just enjoying some much-needed downtime, I hope that you make the most of this time of the year.

As you're in the process of assisting clients with buying or selling a property, you may be working with a number of other parties, like our preferred partners, who are responsible for getting that deal to the closing table. It's important to remember that these professionals are people who deserve a break to recharge and refresh, too, and may be out of the office for chunks of time.

Top agents and industry affiliates, alike, should understand the importance of maintaining communication with their clients, especially when they're unavailable for more than 24 hours. That's why you should leave a designated, reliable agent who can assist with any urgent matters or concerns that may arise with a client while you're unplugging. This way, you can be assured that your clients are being taken care of, even if you are not personally available.

This practice demonstrates a high level of professionalism and responsibility and also shows your clients that you care about their needs and are committed to providing the best possible service. Nothing is more frustrating than trying to reach an agent who is on vacation and has not left a backup contact... As top 500 real estate agents, you probably already understand this and strive to meet those expectations!

So as you embark on your summer adventures, I encourage you to communicate clearly with your clients about your schedule. By doing so, you build a strong and trusting relationship with your clients that will help you achieve your real estate goals.



With this in mind, I hope that you can relax and enjoy your summer! We look forward to seeing you all again at our next big event in the fall.

Very respectfully yours,

Andrew Regenhard

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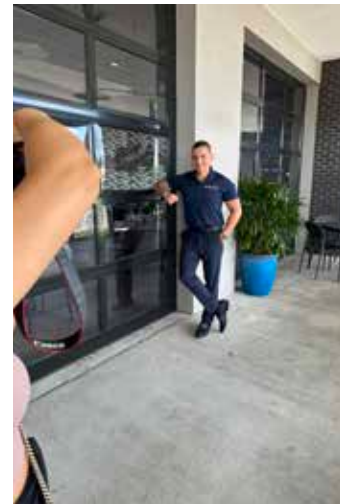
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In each episode of *The RP Experience* podcast, we are excited to feature a top REALTOR® or a valued industry partner for engaging, informative, and entertaining segments on topics of interest to Real Producers in our community.

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 67-70

EPISODE 67 | MATTHEW FLORES



A Southwest Florida resident since childhood, Matt Flores is a practicing real estate attorney and, now, owner of Brookside Market, a local bar in Naples specializing in self-serve and draft craft beers. In this episode, listeners can learn Matt's insights about contracts and assessments

post Hurricane Ian, as well as hear about his philanthropic efforts with local organizations over the years.

EPISODE 69 | WENDY MILLER



Wendy Miller has been in real estate for over 20 years, spending most of that time as an administrator and transaction coordinator. A licensed real estate broker in Florida and New York (with plans to add many additional states), today, Wendy is the owner of Virtual Real Estate Solutions,

a virtual real estate assistance company. In this episode, Wendy explains her background, her services, and how she loves supporting agents and brokerages who need her help.

EPISODE 68 | LINA AYERS



Lina Ayers, *Naples Real Producers'* rising star in January 2023, is an up-and-coming top producer with John R. Wood Properties | Christie's International Real Estate. After nearly 20 years as a flight attendant, Lina transitioned to real estate in Washington, D.C., and relocated to Southwest Florida

in 2019. In this episode, Linda discusses her real estate goals, her passion for painting, and her role as an ambassador for the Blue Zones Project.

EPISODE 70 | ADAM SHEETS



Adam moved to Florida in 2001 from Texas, and in this episode, he discusses his journey to getting his real estate license. Adam also talks about his experience with video creation and how using social media has helped his business grow throughout the years. Tune in to this podcast to

hear what Adam has to say about the importance of branding yourself, both personally and for business.

To learn more, or to inquire about being a guest on The RP Experience, email andrew.regenhard@n2co.com.



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From the Desk of the PRESIDENT

RENT CONTROL IS NO LONGER AN OPTION IN FLORIDA!

As community advocates, REALTORS® are on the front lines every day as municipalities propose ordinances and regulations that impact our local economies. In recent years, several communities in Florida began discussing how rising rents negatively impacted their citizens. Unfortunately, in their haste to enact solutions, they failed to properly educate themselves and their citizens on the proposed changes they were considering. In this case, those changes focused entirely on new “rent stabilization” measures.

Make no mistake, rent stabilization is just the lipstick on the rent-control pig. It's a rebrand of a failed policy that has caused serious economic harm in the places it has been tried. Less affordable housing inventory, lost jobs, lost local GDP ... the list of negatives from this “solution” goes on and on. Here in Florida, the municipalities in question believed that preventing a landlord from raising rents more than they think appropriate would solve their affordable-housing woes. This is quite possibly the worst thing a community can do to help address a shortage of workforce housing.

What is even worse is that Orange County ultimately decided to go further than just discussing the matter and actually voted to put a rent-control measure on their November 2022 ballot. This decision was made

against the advice of their own consultant that they hired to study whether rent control would help with their affordable-housing situation. Despite the conclusions of their consultant, despite their proposal not meeting the strict requirements in Florida law to enact rent control, and despite their ballot language for the ordinance being flawed and misleading, they still pushed forward.

Orange County's antics even drew the attention of the Wall Street Journal, which published an editorial called “Florida Toys with Housing Suicide.” In this column, the author explained that “The problem is that restricting prices would distort rental markets without providing much relief. Price controls on rent discourage builders from adding supply and deprive landlords of any benefit from refurbishing their properties. Existing tenants often see their neighborhoods deteriorate.” This is the same conclusion just about every study on rent control finds. It is just the wrong answer.

Thankfully, Florida Realtors® and the Orlando Regional Realtor® Association, in partnership with the Florida Apartment Association, filed a lawsuit challenging the legality of the ordinance. Ultimately, the appeals court agreed that this ordinance was not lawful and struck it down. But even the intervention of the courts didn't

stop other local governments from continuing to discuss rent-control proposals.

Florida Realtors® said enough is enough and brought the issue to the attention of state lawmakers. After educating them on the issue, they quickly realized that the current laws did not go far enough to protect private property owners. In response, they passed a state-wide ban on rent control this year as part of a ground-breaking affordable-housing package that has already been signed by the governor.

All of this incredible work to end rent control in Florida is a direct result of the decades of Realtor® advocacy and your participation in the process. The 2023 legislative session ended the first week in May, and Realtors® saw so much support for our industry from the legislature.

We invite you to visit www.floridarealtors.org to read the full recap. Reduction of harmful taxes, protection of property owners' rights, historic funding for housing, and much more came out of this session. There are over 225,000 Realtors® in Florida, and we stand together and speak with one voice as the Realtor® party.

Mike McGraw
2023 President of Florida Realtors®
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By Zachary Cohen | Photos by LaCasaTour

LEONOR ENGUITA

The Winding Road



Leonor Enguita's upbringing as a second-generation American and Florida native has formed the backdrop for her life.

Growing up in LaBelle, she learned the value of hard work, dedication, and smart risk-taking from her parents. Leonor's father, who rose from migrant worker to citrus business owner, showed her that anything is possible.

"When my parents settled in LaBelle in the '60s, they were the second Hispanic family there year-round. They had been migrant workers, and my mom had five kids at the time. My mom didn't want to move around anymore, so they put their roots in LaBelle. My dad was successful in citrus harvesting, at one point employing 200 employees. Things weren't always easy, and sometimes there were tough seasons, but my dad did what it took to put food on the table."

Leonor's passion for homes and real estate began as a young girl. She was drawn to the beauty and majesty of the local houses and eventually became inspired to follow in her father-in-law's footsteps as a REALTOR®.

"We would drive by these big, beautiful homes, and I would wonder what they look like. My father-in-law started selling real estate and was ranked nationally in 2006, so seeing his success inspired me," Leonor reflects.

False Start

Leonor was licensed in 2002, but the timing didn't prove to be right. Her husband was starting a painting business simultaneously, and the couple determined it would be wiser to start one entrepreneurial venture at a time.

Leonor stayed home, focusing on her three children, but her real estate dream stayed strong. She renewed her license in 2010, selling part-time

for the next few years. But once again, she put her career aspirations on the back burner for the good of her family.

“In 2012, my husband had some inventions for painting he was launching. I put my real estate work on hold again to help him get up and running. He now has products selling nationwide,” Leonor explains. “I knew it took a lot of work to succeed in real estate, and with my kids so little, I wasn’t willing to sacrifice.”

Leonor is proud of the choices she made for her family. She has been an available mother and a supportive wife while following her professional dreams. Ultimately, her path has been just as it was meant to be.

“First and foremost, I wanted to be a present parent. If it meant sacrificing things to stay home with my kids, for me, that was the right decision. So I’m very happy with the choices I made,” she says. “And walking along with my husband,



helping him launch his products... There have been so many years of hard work. I’m proud of what we’ve done.”

Getting Her Wings

In 2016, the time was finally right for Leonor to dive headfirst into her real estate career. She joined her father-in-law, George Enguita, who mentored her at a boutique brokerage.

The first few years of business building were tough, but Leonor persevered. She stepped out on her own in 2018, the same year she joined Equity Realty. Since then, she has steadily grown her pipeline to becoming one of Southwest Florida’s top agents. Leonor closed \$11 million in 2021, followed by another \$12 million in 2022. In 2022, she was also recognized as one of the top

“
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HONEST WITH
EVERYONE**
and treat everyone as if they
were a friend or family member.
I don't act differently with clients
than I do with friends and family.

”



Leonor Enguita, with Equity Realty, has been named one of the top 100 Hispanic Realtors in the Southeast.

100 Latino real estate agents in the Southeast by The National Association of Hispanic Real Estate Professionals®.

“The secret to my success is honesty,” Leonor says. “I try to be honest with everyone and treat everyone as if they were a friend or family member. I don’t act differently with clients than I do with friends and family. What you see is what you get. I’m honest and upfront. I think people know that and like that. And I go above and beyond for people. That’s just who I am.”

Community and Family

Family has always come first for Leonor. She lives a rich family life alongside her husband, Steve, daughter, Leora (29), and sons, Chase (17) and Quinn (15). Leonor’s parents live in her downstairs apartment, and Leonor and Steve are a host family for the nonprofit Better Together. They currently have two other teens living in their home (“bonus sons,” as Leonor calls them).

“It’s a lot of early mornings and late nights. Every day is different. It’s exhausting, but it’s rewarding,” Leonor expresses.

Somehow, Leonor is able to do it all. She’s an available wife and parent, a devoted community member, and now, a top Realtor.

“I take it day by day. I have goals, but I try to wake up with the mindset of being unemployed, do the best I can, work hard, and success comes.”

Leonor Enguita and her husband Steve are a host family for the nonprofit Better Together, which provides temporary homes for children who would otherwise be put into the foster care system.



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CHRISTIAN TORRES

MASTER TOUCH PAVERS



partner spotlight

By Zachary Cohen

Photos by LaCasaTour taken at Luminary Hotel & Co., Fort Myers, Florida

BORN AN ENTREPRENEUR

When Christian Torres' dad, Alberto, launched Master Touch Pavers in 2005, Christian was still a teenager. Although he wouldn't have the chance to dive into the business for a few more years, Christian had a front-row seat to the hard work his dad put in.

Entrepreneurship is in Christian's blood. His mom and dad are lifelong entrepreneurs, and his brother, Chris, founded sister company Master Touch Tile & Stone out of Naples in 2005. Christian waited

his turn, joining his father at Master Touch Pavers after graduating from high school in 2009, helping him survive the Great Recession and eventually taking an ownership position in the company.

Over a decade later, Master Touch Pavers is one of Southwest Florida's most highly respected brands. With eight crews and a commitment to the highest quality, they are well-equipped to handle pool, pool deck, and driveway installations. Now at

the company's helm, Christian leads with dedication to the details, service orientation, and commitment to always coming through.

Rewind

Christian's story begins in Lima, Peru, where he was born and spent the first six years of his life. In Peru, Christian's dad owned an embroidery business and his mom owned a cleaning business alongside her work as a marketing executive.





“

I like to make sure that for every job, I’m there. I’m very hands-on as the owner. I’m at the job site almost every day.

“They were both really well off in Peru, but they came here for me and my brother. It’s a difficult life there,” Christian reflects. “The economy was struggling there, and politically, there was a lot of corruption and crime. They had family in Florida, so they decided to come to the States for a better future.”

Christian’s family took their entrepreneurial mindset to the U.S. While adjusting to the culture and language created a barrier to forming a business right away, they taught their sons, who have both become business owners.

Christian’s dad, Alberto, worked at a pool company for 15 years before launching Master Touch Pavers in 2005.

Growing the Business

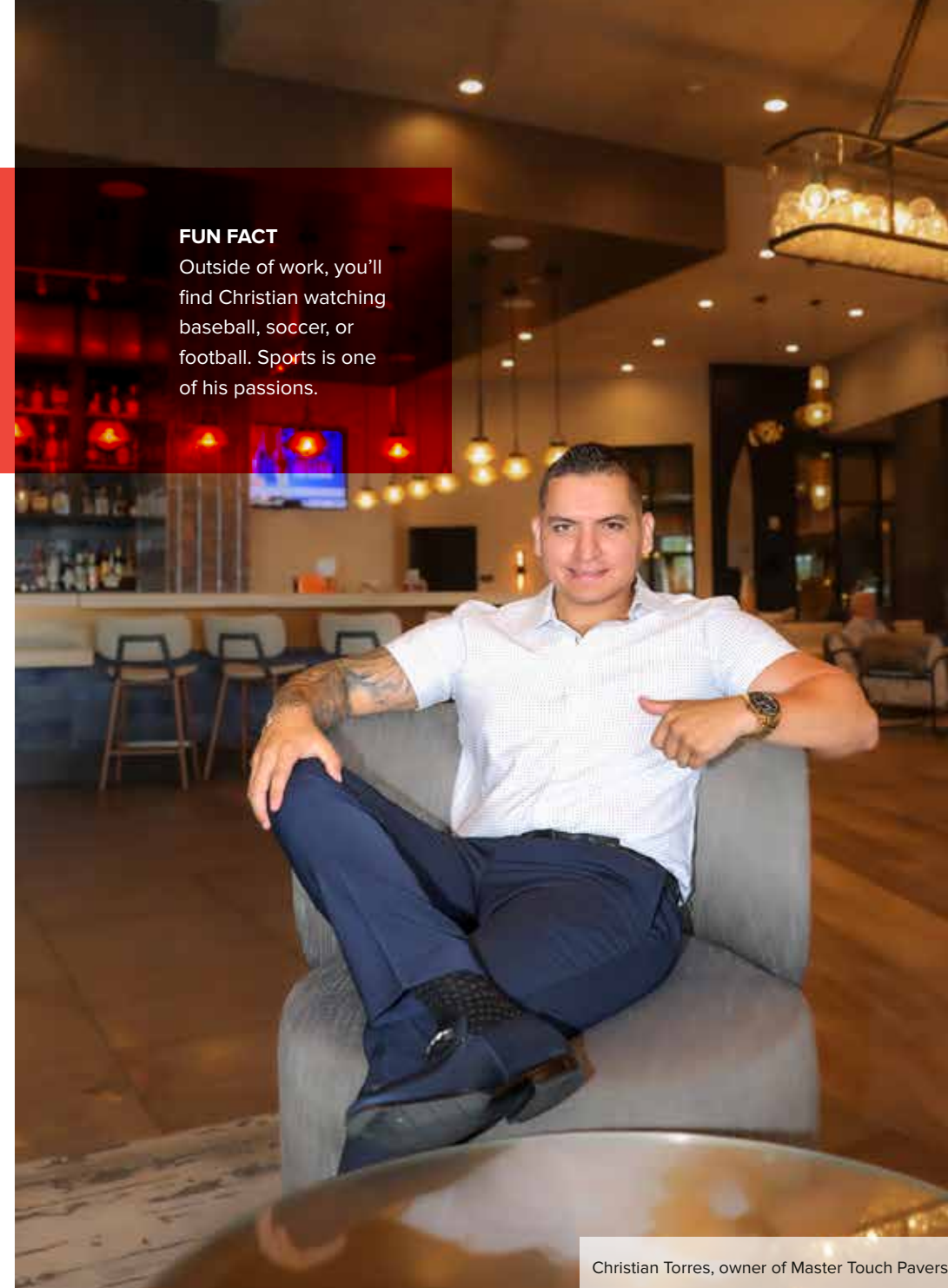
Christian began working at Master Touch Pavers as an installer. While he excelled at the craft, he soon discovered his preference was for the business side of things. He stepped into a project management, sales, and ownership role soon after.

“About four years ago, I stepped into a managerial position,” Christian notes. “Things really started picking up and we were really growing. So I stepped back to focus on marketing, estimating, and running projects.”

Christian has helped grow Master Touch Pavers from three members to eight full crews. The group installs pool paving, decks, driveway paving, and pool coping and tile with best-in-class materials, quality, and service.

FUN FACT

Outside of work, you’ll find Christian watching baseball, soccer, or football. Sports is one of his passions.



Christian Torres, owner of Master Touch Pavers

With such a high level of dedication to his work, Christian is guiding Master Touch Pavers to continued growth in Southwest Florida. They’ve begun doing more work in Naples and hope to open a second office in the city.

“I want to own this company for many more years to come, growing the team and growing the number of people we can serve,” Christian says. “I don’t want to stay stagnant. With the quality that we provide ... a lot of people are needing that level of service. I believe we are the best at what we do, and I’m excited to keep spreading the word.”

For more information, call 239-677-8313 or visit MasterTouchPavers.com.



“I like to make sure that for every job, I’m there. I’m very hands-on as the owner. I’m at the job site almost every day,” Christian says. “I make sure things are well done. I’m a perfectionist myself, and we have really good, trustworthy employees. Clients should feel comfortable knowing they aren’t dealing with a salesperson or project manager. They work directly with me, the owner. I take a lot of pride in what we do.”

Christian also prides himself on his dedication to providing the most up-to-date colors, features, and materials. Master Touch Pavers offers clients ample flexibility in choosing the material that best suits their desires and preferences, and Christian is available to help in the design process.



ADOLFO “A.D.” DIAZ DOING IT ALL

“Everything happens for a reason,” A.D. Diaz begins.

Although it was a traumatic event, A.D. can now see the blessing in getting t-boned on his way to attend classes and sign an apartment lease at UCF. That led him to stay in Southwest Florida,

where he found his way into the industry that has become his lifelong career.

After the accident, A.D. returned to Cape Coral, where he was raised. He joined a friend in the mortgage business on a whim and soon fell in love with his new line

of work. “I just loved the intricacies of it,” A.D. reflects.

“I became a mortgage broker in 2001 and went on to help us open three offices — one in Fort Myers, another in New York, and another in Tampa.”

“

I HOPE PEOPLE GET TO KNOW THAT I'M KIND AND WILLING TO DO WHATEVER IT TAKES TO HELP THEM ACHIEVE THEIR GOALS. A LOT OF PEOPLE THINK THIS BUSINESS IS ABOUT THE COMMISSIONS, BUT THERE'S SO MUCH MORE TO IT.



A.D. and his partner grew the business to 75 agents, while A.D. became the company's assistant vice president.

"Everything was going gangbusters. It was a great time in real estate. A lot of people were buying and building, and Southwest Florida was really growing up," A.D. reflects.

And then, the financial crisis upended the housing market. A.D. split off from his company, seeking a new direction in an uncertain market.

"Our company was going a different direction, and it wasn't a direction I wanted to go. By 2009, I decided to get my real estate license."

So began the second act of A.D.'s real estate career. He was able to thrive through the recession by developing a niche working with investors. He closed 110 homes in

his first two years for a staggering average price of under \$75,000. It was a strange time in real estate, but one which A.D. was able to take full advantage of. As the market stabilized, he leveraged his early success into a sustainable business model.

Doing It All

A.D. has now been selling real estate for 14 years. He has found his home as a REALTOR®.

"I'm most proud that 90 percent of my business is referrals and repeat business today. I just do right by people and treat people the way I want to be treated," A.D. says.

In 2022, A.D. closed 91 transactions for \$25 million as an individual agent with no assistant. He prefers to handle the inner workings of every transaction himself.



Top producer A.D. Diaz is a Realtor with Century 21 Sunbelt Realty.



A.D. credits his commitment to routine as the key to selling 91 homes without support.

"I'm a regimented person. My parents are immigrants from Cuba, and they instilled in me that hard work is the only work. I get to the office at 6 a.m. every day and go through my routine. I stick to a schedule to be able to do the things I do," he explains. "Having an understanding and supportive wife, Jackie Diaz, certainly helps as well."

A.D. preaches that there is no magic bullet to succeeding in real estate. Rather, he encourages agents to be humble and kind.

"I hope people get to know that I'm kind and willing to do whatever it takes to help them achieve their goals. A lot of people think this business is about the commissions, but there's so much more to it. I want to be able to accomplish a lot for others, not just myself."



I'M MOST PROUD THAT 90 PERCENT OF MY BUSINESS IS REFERRALS AND REPEAT BUSINESS TODAY. I JUST DO RIGHT BY PEOPLE AND TREAT PEOPLE THE WAY I WANT TO BE TREATED.



FUN FACT

A.D. Diaz is a former male cheerleader.

Staying the Path

A.D. has a saying he lives by in business: “I’m in it for the connections, not the commissions.”

“I know I’m going to get paid. If I can do right by someone, that’s it. I treat people right and with respect, helping them achieve what they want,” he says.

As he looks toward the future, A.D. plans to continue applying the simple principles that have helped him become a top agent to expand his investment and development portfolio. Consistency, humility, and hard work reign supreme.

“I’m staying the path. I’m building a legacy,” A.D. says. “I build houses as well. I recently bought some vacant land in an underserved area in Fort Myers, and I want to build five to 10 workforce housing units per year to give back to the people that work in our cities. I want to be more than a Realtor. I want to grow as a developer, a person you can come to for anything in real estate.”

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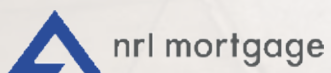
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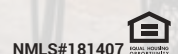
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