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How Is Your **BRAND**?

Dear Real Producers of Naples,

Happy May, especially to all the hard-working moms out there! With Mother's Day just around the corner, it's a good time to reflect on the relationships in your life you value the most, and which ones you need to nurture a bit more. The same goes for your business... How can you best nurture the relationships that you currently have, as well as the ones you'd like to have?

As a publisher, I have to do the same thing with my own business — examine what efforts my team and I make that will provide the greatest positive impact to keep the boat afloat and cruising steadily along. What I've discovered is that creating and sustaining a solid brand has far more benefits than traditional, direct-response marketing. For Realtors, this is the difference between outbound marketing, whether in print or online, and the more “pull-selling” method of brand marketing. Think about it: TV advertisers have known this for a long time. They get more bang for the buck over time by creating a brand that, with enough repetition, people come to KNOW and recognize them for than they do with special offers, sales, and more aggressive calls to action.

What are some of the ways you've established your own brand? Some of the most obvious musts are creating a unique logo for your business that fits the image you want to project and having a tagline that can be used consistently across all of your marketing materials and social media posts. You should also create a consistent tone and message that communicates your values and mission. Even somewhat “gimmicky” things, like always having your dog, your car with vehicle graphics, a certain color outfit that is your “signature,” a specific musical track ... can create your brand. I'm not suggesting you get gimmicky, by the way! Just pointing out some of the ways people do brand themselves to get your creative juices flowing.

Ultimately, while direct-response marketing can be effective in generating leads, it really isn't a sustainable strategy for building your business over the long term. Branding, however, is focused on building a relationship with clients over time by creating a consistent message that communicates your values and mission, helping establish trust and credibility with potential clients. And trust is what makes them more likely to choose you for their real estate needs.

Wishing you all the success with your business this spring!

Very respectfully yours,



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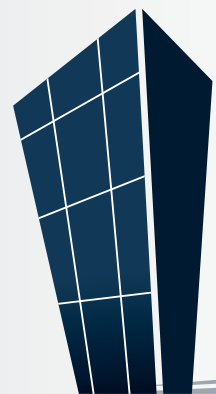
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Catch new episodes of *The RP Experience* on YouTube and Spotify every Wednesday!

RECAP OF EPISODES 63-66

EPISODE 63 | JOE NUGENT



Preferred Partner Joe Nugent, owner of Joe the Home Pro, discusses his dedication and commitment to quality service. In this episode, Joe relates how his hospitality background has helped him provide his clients with the highest quality and best service possible. Joe shares how

he began his inspection business and how he is serving and protecting homes in the area, and describes what is needed to ensure clients are happy.

EPISODE 64 | LEAH PAIGE



Top producer Leah Paige spent three years in the military in Oklahoma right after college. In this episode, Leah discusses the importance of a strong work ethic and how her military experience shaped her as a person. Leah also shares her recent struggles with an illness she was diagnosed with

in 2021 that has changed her life and made her realize the importance of taking time to relax and take care of herself.

EPISODE 65 | JONATHAN POLK



Preferred Partner Jonathan Polk is the owner of Online Certified Property Inspections. In this episode, Jonathan discusses the importance of making connections and describes his business model. Jonathan is big on differentiating himself from the competition and gives us the scoop on his latest

home inspection business endeavor. Be sure to check out this podcast to hear what Jonathan says is critical when running a business and how he markets himself to stand out from the rest.

EPISODE 66 | SEAN BARAKETT



With his father a successful Realtor, top producer Sean Barakett grew up in and around real estate. After graduating from UCF with a degree in business management, Sean obtained his license and launched his own career in real estate, today focusing a majority of his business on

Heritage Bay, the community he lives in. In this episode, Sean discusses goal setting and implementation of the right marketing tools to grow a successful real estate business.

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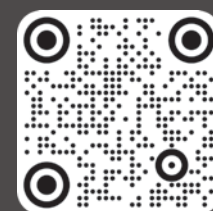
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with Andrew Regenhart
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LAUREN FABY

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"What I've noticed is that so many agents do not reinvest in their business. I run my business like a corporation. Rick and I have offsite meetings, we have a business plan, we reinvest into the business, and we have a budget. I plan all my marketing three to six months in advance. I run it like a corporation, and I really believe that's been the key to our success. You have to be willing to invest in your business."



ANGELA RIZZI

WILLIAM RAVEIS REAL ESTATE

"I'm always learning. Never stop learning. Every day, there is something more I can learn in this business. I want to stay on top of my game, so I can continue to be a trusted advisor for all my clients... Right now, my newest passion is learning as much as I can about the FEMA 50% rule and rebuilding after flooding damage. So my advice would be to keep learning as much as you can to be able to offer as much value to your customers as possible."



A Word from Our Preferred Partner:

JOEY ROCK

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Fast forward to today, when market conditions are starting to become vastly different. How do you know if what you see in the field reflects a particular deal or if it points to a

broader market trend? This is when you need data analysis to guide the way. This data is quickly and uniquely analyzed and displayed on the SunStats platform, a product FREE to all members of Florida Realtors®.

Data can tell a story, but you must know what to look for to get the entire picture. Key indicators like **Active Inventory**, **Median Time to Sale** and **Median Sales Price** illustrate the overall health and pace of the market.

Low inventory levels create competition among buyers who start waiving contingencies and placing higher bids to win, increasing the median sale price over time. In aggregate, when people start paying more than the asking price, the higher the median sale price will be. It's a classic case of supply and demand — the less there is of something, the more expensive it will be. (*See Figure 1.)

After bottoming out in February 2022, active inventory has increased monthly. While the median sale prices are still high, the pace of growth has started to

Data can tell a story, but you must know what to look for to get the entire picture. Key indicators like Active Inventory, Median Time to Sale, and Median Sales Price illustrate the overall health and pace of the market.

slow, perhaps an indication that more inventory is lessening the competition among buyers who can put more reasonable deals together. Economists also look to the increasing interest rates as a contributing factor for declining demand. (*See Figure 2.)

Then, you must consider how long deals are taking to go from listed to closed. Before the pandemic, a typical single-family home in Florida took about 90 days to close. That

all changed when inventory shrank, demand accelerated, and buyers were looking to upgrade, take advantage of low interest rates, or finally get out of rentals. This is a metric to continue to keep an eye on, particularly in deals where you're representing a seller.

No two areas of Florida are the same, and neither are their real estate markets. Take some time to explore SunStats® at sunstats.floridarealtors.org (login required for this

exclusive member benefit). Pull up these three metrics in your market and see what's happening.



Mike McGraw
2023 President of Florida Realtors®
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FIGURE 1

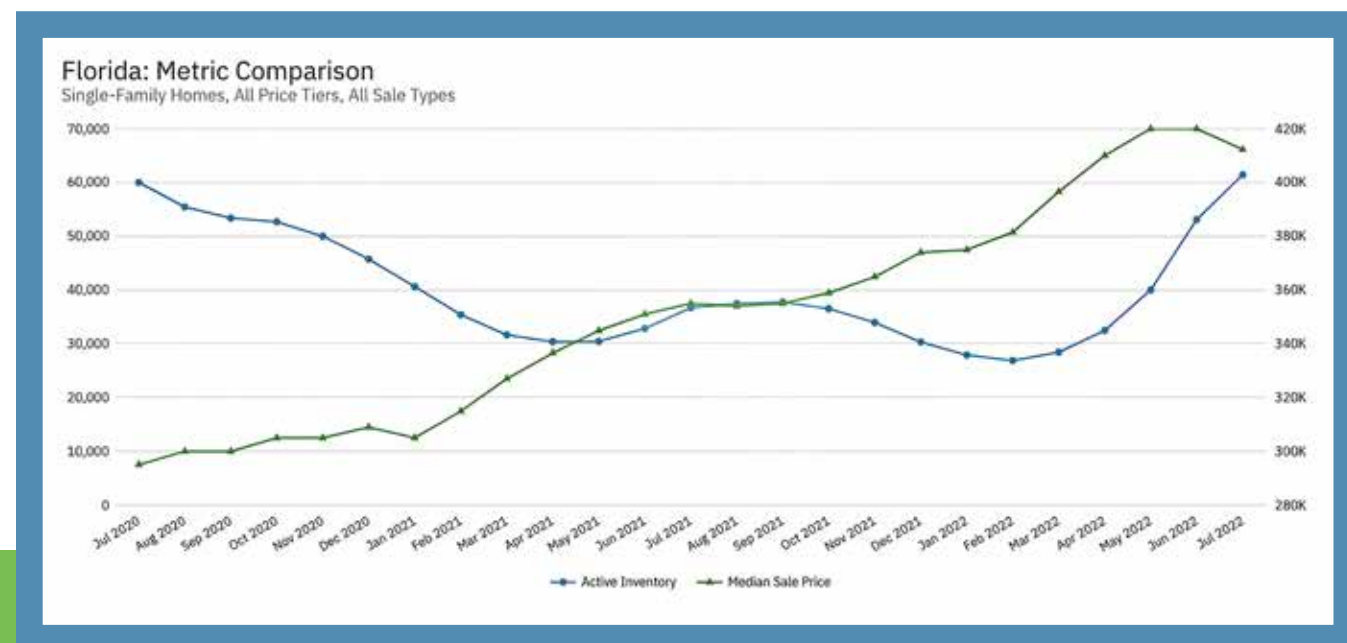
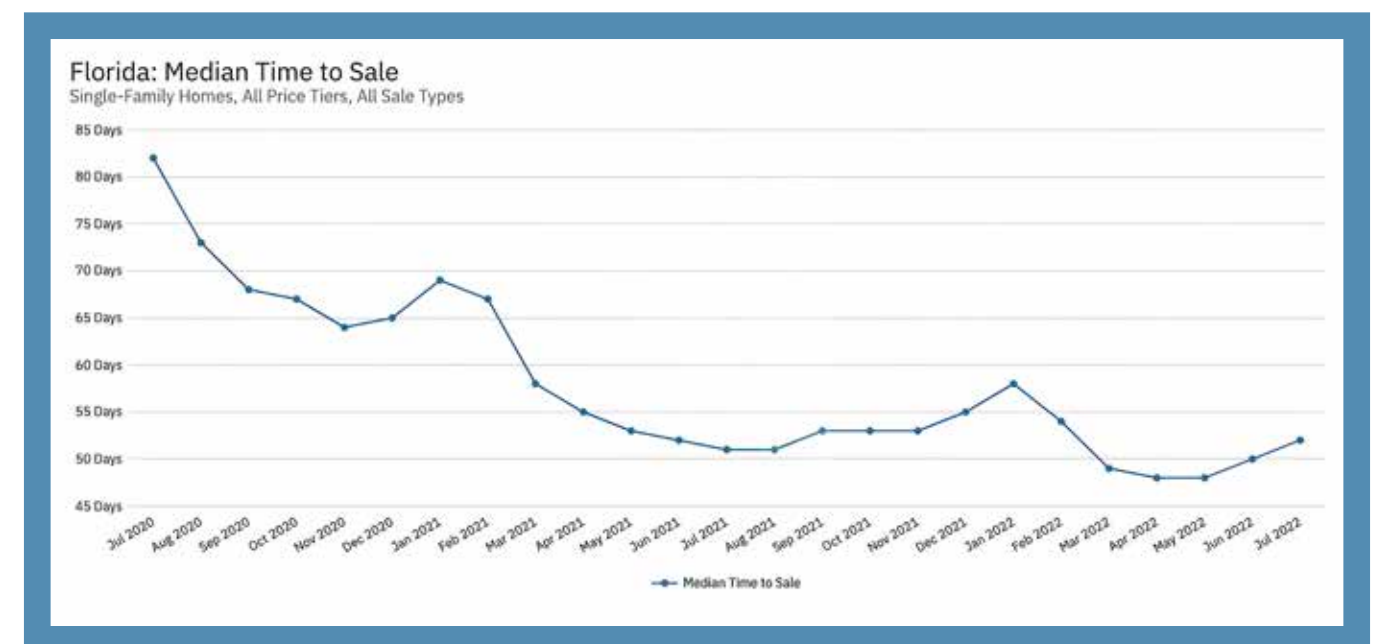


FIGURE 2



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» coaching corner

By Michael Dill

L.E.A.R.N.

I was looking into the word “learn” to see what type of acronyms could be created. Fortunately, I witnessed the following on the back of a t-shirt, of which I’ll share in depth.

LEARN

L Lead by example.

If you’re a business owner and/or a leader, you need to lead by example. You need your team to look up to you. It’s not “Do as I say, not as I

do.” It’s “Watch me and follow me.” Your job as a leader is to build other leaders, and leaders can build other leaders by *showing* them how to be great leaders.

E Explore all possibilities.

Sometimes in business and life, we think we have exhausted all our options and possibilities. But there’s always another option and always another possibility. You need to keep that in your mind, keep exploring it,

brainstorm, and mastermind. Sit down with a mentor, a coach, and/or your team, and ask the question, “What else are we not seeing that we can be doing?” When you start asking questions, you’ll see the other options and possibilities.

A Attempt new challenges.

If we’re not growing, we’re dying. If we’re not moving forward, we’re moving back because someone is passing us. Don’t be afraid to take on challenges. That’s where the growth is. That’s where you learn.

That’s where you get better. Challenge yourself, challenge your team, and you, your team, and your company will continue to grow.

R Reflect upon your learnings.

As we read, as we listen, and as we make mistakes, reflect, look back, look at what we’re doing right, and look at what we’re doing wrong. If you’ve experienced either setbacks or tremendous growth, both personally and professionally over the last six months to a year, look back and reflect on it. See what you’ve done so you can leverage these experiences and move forward even more.

N Nurture and support each other.

I always talk about how, for an organization to be successful, you need a good, strong foundational culture. When you have a great culture and everybody’s aligned with what’s most important for the company to move forward and you’re supporting each other and coaching each other up to get better, your organization will do well.

To recap, **LEARN** means: **L**ead by example, **E**xplore all possibilities, **A**tttempt new challenges, **R**eflect upon your learnings, and **N**urture and support each other. Follow these rules and you should be successful.

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 in his leadership, team training, and mentoring practice. BusinessCoachMichaelDill.com



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Venture X

Coworking Spaces and REALTORS®

A PERFECT MATCH

By Kathryn Parker

As the real estate industry continues to evolve, REALTORS® may find themselves in need of more flexible workspaces. Venture X in Naples, Florida, offers the ideal solution for Realtors who require a professional space to work in on a day-to-day basis, to meet clients in a conference-room setting, and for networking opportunities to collaborate with colleagues. An extra bonus while at Venture X — you'll find yourself surrounded by live plants, live moss walls, floor-to-ceiling glass windows, allowing natural sunlight to flow throughout, and friendly faces. Venture X has a variety of offerings to suit your needs as an on-the-go real estate professional.

One of the primary reasons why Realtors are moving toward the offerings at Venture X is because of

the variety of price ranges and packages. Realtors often work independently and may not have the resources to rent out their own office space and are meeting clients on the go. Venture X provides professional and affordable alternatives that allow access to office space, conference rooms of various sizes, complimentary coffee, and other amenities without having to spend a fortune on rent, utilities, and other expenses. This is particularly beneficial for new and independent Realtors who are just starting out and will find stability and comfort while working at Venture X.

Another reason Realtors have found success at Venture X is because of excellent networking opportunities. Venture X brings people together from



Venture X offers flexible workspace options in a welcoming, clean, collaborative environment with attractive amenities.



different industries and backgrounds, which creates a diverse community of professionals and further supports their natural connections. Realtors can use this space to meet other professionals in the real estate industry, such as mortgage brokers, home inspectors and appraisers, and to build relationships that can lead to expanding education, future referrals, and collaborations.

Realtors may work long and unpredictable hours, which can make it difficult to maintain a traditional, 9-to-5 work schedule. Venture X offers the flexibility that Realtors need to manage their work schedule and is proud to serve members and nonmembers with access during business hours or with memberships that include 24/7 access. This means that Realtors can work whenever they need to, whether it's early mornings, late nights or on the weekends. This flexibility also accommodates their schedules for meeting their clients, who may need to meet outside of normal business hours. Venture X offers a professional image that contributes to and enhances a Realtor's reputation and business model.

The spaces at Venture X are designed with health and wellness in mind, clean and modern, with access to high-speed internet, printer use, and fully equipped conference rooms to support successful meetings from start to finish. This professional environment will support and impress clients and contribute to a credible and trustworthy relationship that Realtors create.

Real estate is a collaborative industry, and Venture X provides the ideal environment for Realtors to organically collaborate with their colleagues and clients. Venture X shared work areas, conference rooms, and meeting spaces of various sizes are the perfect solution for group projects, trainings, and seminars. After hours, Venture X also doubles as the ideal event space for hosting up to 150 people.

In today's fast-paced real estate industry, the need for flexible and collaborative workspaces has become more important than ever. Offering many benefits to Realtors, including cost-effective and flexible plans and a place to go for meetings and in between meetings, closings, and managing their business, Venture X knows how important it is for Realtors to stay ahead of the curve and embrace new environments with new opportunities. Venture X is proud to provide a dynamic and efficient environment that caters to the needs of today's real estate professionals.

To sign up for a membership, schedule conference rooms, or for more information, reach out to Director of Sales Kathryn Parker at Kathryn.Parker@venturex.com or 239-326-3455, or visit www.venturex.com/locations/naples.



Kathryn Parker has worked for Venture X since March 2021. She enjoys getting to know each person who joins the

community and learning more about their workspace needs to further set each individual up for success. Outside of work, Kathryn can usually be found at home with her family and pup, enjoying the outdoors and the company of the ones she loves.



» featured agent

Lauren **FABY**

By Zachary Cohen
Photos by LaCasaTour

A Fresh Start

In 2020, the COVID-19 pandemic upended economies around the globe. While every corner of the economy was impacted, some sectors were affected far more than others. At the time, Lauren Faby was running her own marketing and PR firm, and the marketing and PR work she did for events in and around Naples was hit hard.

“I was doing some Naples-based PR and marketing, but quite frankly, it all dried up. I was producing events here in Naples, and so much got delayed and canceled. I still had two kids in college and had to decide what my next move would be,” Lauren reflects. “I looked around and thought, ‘I’m 50 with two kids in college. Time to make it happen.’”

Lauren had long held an interest in real estate. Her first job out of college was in corporate relocation, and she had bought and sold several personal homes on her own (FSBO). But with her marketing business thriving, four kids, and a side gig refereeing lacrosse games, she simply didn’t have the time to invest in real estate — until she did.

Lauren began her real estate career in 2020 with





Lauren Faby's husband, Rick, was a real estate investor for many years and joined her in real estate in 2021.

John R. Wood Properties. She got her first home under contract in just a few weeks and was off and running. In 2021, Lauren closed \$6 million, followed by \$22.6 million in 2022, just her second full year in the business. Her husband, Rick, joined her in business near the end of 2021.

Lauren credits much of her success to her marketing background. She runs

her business like a corporation, creating detailed business and marketing plans three to six months ahead.

In her previous career, Lauren managed events and product launches for companies up and down the East Coast, including technical-based product and wellness launch events for Under Armour, employee engagement for Kaiser Permanente, and

marketing for Baby Basics of Collier County, a nonprofit that supplies diapers and kindness to needy, working families in Southwest Florida. She can now apply the skills she sharpened as a business owner to real estate.

“My marketing and PR background sets me apart,” Lauren says proudly. “I’m trained in my business to think three steps ahead. My business, when I was in marketing and PR, was to train my clients to think three steps ahead, so I train my buyers and sellers to think three steps ahead. Many people think linearly, but I think differently. I have five different ways to get to the end goal. We try to take all the roadblocks from selling a house out. For example, I get all my listings inspected before we list them.”

A New Chapter Ahead

Lauren and her husband, Rick, have seven children combined. All four of Lauren’s daughters played Division I lacrosse, and her youngest is closing



“
I train my
**BUYERS
AND
SELLERS**
to think
**THREE
STEPS
AHEAD.**
”

out her time at the University of Maryland. So much of Lauren’s life has been devoted to her family, and soon, all four of her children will be college graduates.

While Lauren misses having her daughters home with her more often, she’s also excited about this next chapter in her life. She’s able to devote more of her time to her business and being with her husband. They enjoy traveling, especially to the Caribbean. Lauren also has a golden retriever that she loves doting on — even more than on her daughters!

As Lauren looks ahead, she's excited to continue growing her business. Her real estate work has become a core part of who she is. Yet, there are still things that are more important to her than being a top REALTOR® — mainly, her relationships and her values. For Lauren, her family and her integrity are what matter most.

"I pride myself on being super transparent and approachable. At the end of the day ... I pride myself on doing the best job. It's not important to me whether my clients buy a house. It's not important to sell something every week. I'll work with a client for years. You never know where it's going to lead," Lauren says. "I mostly care about being known as a good mom, a good wife, and a good friend. Everything in business is secondary."

FUN FACT

Lauren Faby lives a vibrant life outside of real estate. She continues to referee lacrosse for the NCAA, and recently took up tap dancing. One of her big goals for 2023 is to put on a recital.



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Cleanup Issues in POST-HURRICANE IAN SOUTHWEST FLORIDA

This past hurricane season struck Florida with one of the worst hurricanes to date. The fallout from Hurricane Ian has, unsurprisingly, had a considerable impact on real estate transactions in Southwest Florida. Below are a number of prevalent issues arising in the “Post-Ian” real estate market.

Special Assessments

Condominium and homeowners associations are evaluating the full extent and cost needed for repairs and whether insurance will cover

said repairs. An association may ultimately pass a special assessment to homeowners. If an assessment is possible, buyers and selling agents should include language addressing the need to escrow funds at closing to offset a potential special assessment post closing. If the contract does not include such language, the buyer will end up paying for hurricane damage assessments passed post closing. The amount and timing of holding funds in escrow will vary from association to association, so it is important to get as much information as possible

from the association concerning the cost of any damage, the amount of any proposed insurance claim, and when the claim may be awarded. For example, after Hurricane Irma, it was not uncommon for associations to pass special assessments six months to a year after the hurricane. Thus, addenda were often included stating funds will be held in escrow for a period of six months, pending the approval of an assessment by the association for hurricane-related damage. Most importantly, specificity as to the reason for the assessment is

needed in such addenda; otherwise, a seller could end up paying for non-damage-related improvements.

Permitting

In the wake of Hurricane Ian, the City of Naples, Collier County, and Lee County have currently, yet temporarily, altered the permitting process required for certain repairs. For example, currently, in the City of Naples, work such as the minor removal of drywall and wood trim no more than four feet above the floor; finishes, including painting, wallpaper, tiling, carpeting, and other interior finishes; HVAC repairs and minor plumbing repairs and fixture replacement (same locations); and minor, non-structural repairs made to exteriors do not require a permit. Collier County has waived the requirement for repair and replacement of dry-wall less than 18 inches above the floor in single-family homes. In Lee County, work such as completing minor non-structural repairs to the exterior of structures and repairing minor water leaks that do not involve structural, mechanical, or electrical systems are permitted to be completed without permits.

Consequently, it is commonplace to uncover unpermitted repairs. While some permitting procedures have been expedited or temporarily modified, this is a rapidly changing area. With updated information being readily provided, it is imperative that the proper inspections are completed on the property and that any prospective buyer completes their own, independent due diligence with the applicable governmental, quasi-governmental, or any other entity having jurisdiction over the property.

Insurance Claims

Active insurance claims due to Hurricane Ian will be around for the foreseeable future. If you are representing a seller with an open insurance claim, it is imperative that the claim is disclosed to any potential buyer prior to signing a contract, as the claim will impact their ability to obtain insurance or financing for the property. If the buyer would like to move forward with the purchase, the claim should be addressed in an addendum to the purchase contract.

Vacant Land and Fraudsters

Fraudsters have increasingly targeted owners of vacant land, attempting to sell such land without the rightful owner ever being aware. Vacant land, in particular, presents an ideal situation for fraudsters, for obvious reasons. Typically, the fraudster reaches out to REALTORS® via email or posts the property online as ‘For Sale By Owner’ ... and is never seen in person, often refusing to speak on the phone or provide a number. Initially, you should reach out to the owner using the contact information listed on the prior deed or property appraiser’s website. If you have never met the seller before, do not trust the information they provide without independent verification. The best way to avoid being involved in a fraudulent transaction is to be as informed and diligent as possible.

Termination of Condominium

In the case of major damage or destruction, unit owners of condominiums must determine if the damage is great enough to warrant if the land should be sold to a potential developer, whereby the condominium must be terminated, or if the structure and common elements should be rebuilt. A review of the governing documents (i.e., Declaration of Condominium, etc.), together with legal counsel, is advisable to determine the manner in which to proceed.

To ensure the optimal outcome, it is in the best interest of the parties to work with a real estate attorney well versed in the applicability of the law to their specific transaction. Should you have any questions, the real estate attorneys at Woods, Weidenmiller, Michetti & Rudnick, LLP, are prepared to assist.



Michael Michetti is a partner and founder of the real estate department at the law firm of Woods, Weidenmiller, Michetti & Rudnick, LLP, a Southwest Florida-based law firm representing individuals and businesses in matters

involving civil litigation, real estate, and business and corporate law. Founded in 2010, Woods, Weidenmiller, Michetti & Rudnick has emerged as one of the leading law firms in Southwest Florida with advanced proficiency in digital business technologies that simplify, safeguard, and organize client account data, documents, and communications for optimum management and timely filings, updates, and retrieval. The client-focused firm has offices in Naples, Florida, and Bonita Springs, Florida, and is known for providing big-firm quality coupled with small-town service. Their attorneys have backgrounds with premier law firms in Florida and around the country, and the quality of their legal representation rivals that of the largest law firms. Because of the breadth of their experience and services, the attorneys at Woods, Weidenmiller, Michetti & Rudnick offer seamless legal representation as your legal needs evolve. Call them today at 239-325-4070 to see how they can assist with your legal needs.



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JOEY ROCK FIVE STAR VALET

» partner spotlight

By Zachary Cohen | Photos by LaCasaTour

THE FIVE STAR EXPERIENCE



Joey and Leyna Rock

“The model isn’t parking cars. The model is providing excellence.”

In early 2020, the COVID-19 pandemic upended the global economy, impacting sectors from healthcare to real estate to hospitality. Nearly every industry was affected in some form, but some were impacted more than others. Real estate, gratefully, was considered an essential service in many places. Unfortunately, Joey Rock’s valet service didn’t have the same luck.

For nearly two years, Joey and Five Star Valet’s business evaporated. Restaurants closed, events were canceled, and valet services were the last service these businesses brought back when they did open their doors again.

Before the pandemic, Five Star Valet was a team of over 250 employees with 70 accounts. After the pandemic shut things down, they bottomed out at 10 employees and a single account. They were tough times for Joey and his business, but the result has somehow been positive. The pandemic offered an opportunity for Joey to rebuild the company from the ground up, and here in 2023, he’s back and stronger than ever. Five Star Valet has been reborn with a new vision. They’ve maintained the red carpet service they are known for while adding services far exceeding what they offered before their transformation.

“We learned how to work more efficiently, and now we’re back up to 250 employees. We’ve recreated an entire



The Rock family (from left to right: Maya, Gabriella, Leyna, Joey, Maximo)

company again, and we're doing business in a different way. It was so stressful, but what's exciting about it is we have expanded our horizons in new ways, redefining our focus on how to work," Joey says proudly.

Five Star Valet now has valet and parking management operations in Naples, Boca Raton, West Palm Beach, Miami, and St. Louis. They plan on expanding strategically to other major cities.

"It's exciting to take this new way of business into the future," Joey continues. "We're growing. We have a portfolio twice the size as before

COVID. The growth we've seen has been tremendous."

In addition to traditional valet services, Five Star Valet is now offering parking management, including the management of commercial and residential parking garages. The company recently added parking services at Hertz Arena, where they've revitalized the arrival and departure experience.

Rolling Out the Red Carpet

Despite the big changes at Five Star Valet, providing valet services for private parties is still a large sector of their business. They continue to

offer red carpet valet services for open houses, private parties, and other events.

Joey's model is all about providing excellence and continuing to grow with experience. His employees are carefully chosen for their kindness and work ethic.

"During our hiring process, we are looking for genuine and kind people. Then, we teach them through our training program everything they need to know to provide superior service. We look for employees that are naturally personable. That's something you can't teach. We can



Leyna Rock brings her background in fashion and beauty to Five Star Valet, where she serves as director of marketing.

teach the rest. Five Star Valet is an experience that people love because of our people and our training. That's the experience," Joey says. "The model isn't parking cars. The model is providing excellence and making a lasting impression."

Joey continues to focus on exceeding expectations and applying high-class service every step of the way as he expands the business. Staff recruitment remains one of his primary focuses; he understands that he cannot succeed without his employees.

"We are not successful without our employees. That's very important. And we're not successful without our clients being successful," Joey says. "We're bringing the best service to Naples. The true value we can provide for REALTORS® is rolling out the red carpet for an open house event. If you can have valet service to create a memorable first and last impression, it doesn't get any better than that."

“We are not successful without our employees. That's very important. And we're not successful without our clients being successful.”

Five Star Valet is a full-service luxury parking management company providing best-in-class valet, transportation, and parking management services in Naples, Boca Raton, West Palm Beach, Miami, and St. Louis, with more locations to come. For more information, please visit www.5starnaples.com.





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By Zachary Cohen

Photos by New Frame Photography

ANGELA RIZZI

Always Learning,
Always Growing

Angela Rizzi took an interest in self-development as early as her teenage years, with her curiosity leading her to follow some of the nation's top motivational speakers. She discovered a common thread among these speakers and authors: they were all involved in real estate. Angela got curious about a career in the business, thinking her entrepreneurial mind and ability to connect with others would serve her well.

Angela got her real estate license when she moved to Florida in 1992, but upon landing in Miami, she discovered a niche in acting, modeling, and event staffing. Real estate fell to the back burner as she built a 25-year career in event staffing and promotional modeling.

"For years, it was really a fun business. Miami in the '90s and early 2000s was a blast. I was Miss Grand Prix in 1995,

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Angela' Rizzi's daughter, Mikaela (left), is her assistant.

and in the circuit of countless special events and an exciting social scene. In the event staffing and promotional modeling world, there was always some fun event to participate in. It was a go-go-go atmosphere, and it was a lot of work.”

After 25 years, Angela found herself burnt out and desiring a new professional direction. That’s when she took a second look at a career in real estate.

Second Time’s a Charm

“I had already been investing in real estate and flipping homes in South Florida. My parents were living here in Naples, and the schools were much better than in Miami, so I took the plunge and moved to Naples to start my real estate career in 2016,” Angela reflects.

Seven years later, Angela is thriving.

“It’s amazing. I look back now and see how I spent so many years not reaching my potential with the promotions company which took so much energy. But the timing was right, my mindset was right, and now, every year, my sales climb and climb. I completely enjoy every bit of it.”

Angela has been able to apply the business skills she learned while running her talent agency and event staffing business to real estate, giving her an edge that has helped her stand out.

“Real estate is more of a business than a sales position. You have to have many different skill sets — marketing, sales, finance, etc. There are a lot of hats we wear in business, and I already had experience with that,” Angela explains.

Angela closed an impressive 30 transactions for over \$29 million in 2022. She’s been an individual agent

“

It’s amazing. I look back now and see how I spent so many years not reaching my potential with the promotions company which took so much energy. But the timing was right, my mindset was right, and now, every year, my sales climb and climb. I completely enjoy every bit of it.

for most of her career but is now starting a team of her own. She’s also taken on the role of field trainer with William Raveis Real Estate.

Welcoming All

Outside of work, Angela enjoys playing pickleball, hosting social gatherings, and exploring nature. She lives in North Naples along a nature preserve; one of her favorite ways to unwind is to sit outside and watch the birds, squirrels, and critters.



Mikaela (left) will be a freshman in college this year, pursuing a degree in business administration.





Angela Rizzi enjoys playing pickleball at the courts in her community.



Looking ahead, Angela envisions many more years of growth in real estate. While some agents and consumers are fearful about the future of the real estate market, she's confident that Naples real estate will continue to thrive.

"We have a lot of growth coming. I don't see a recession. I see things continuing to climb higher," she says.

Regardless of the market conditions, Angela intends to continue doing everything in her power to help her clients feel welcomed and valued. She wants every client to feel they have a humble, trusted advisor with their best interests at heart.

"I'm always learning. Never stop learning. Every day, there is something more I can learn in this business," Angela says. "I want to stay on top of my game so I can continue to be a trusted advisor for all of my clients."

FUN FACT

"I grew up with two brothers in an Italian household. I'm more of a tomboy than people expect me to be. I love being outdoors."



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» cover story

By Zachary Cohen
Photos by Michelle Reed Photography



PAMELA OMER

Flying South

Pamela Omer is a professional with a passion for her work, bringing a unique skill set to her role as a REALTOR®. Pam's love for the real estate profession and her Naples community has enabled her to flourish.

Pam's journey into real estate began when she sold her home in Springfield, Massachusetts, in the early 2000s. She had long been interested in real estate, thinking she may someday become a Realtor. Pam's banking and higher education careers

proved to be stepping stones, allowing her to hone the skills required to one day fulfill her clients' dreams of owning a home in paradise.

Heading South

Pam's love affair with Naples was born during her many trips to the area, as her parents have spent their winters in Southwest Florida since the early 2010s. Her husband, Russ, retired in 2016, and the couple decided to relocate to Southwest Florida. In 2017, they



Pam Omer is a top producer with Premiere Plus Realty.

bought a seasonal home in the Vanderbilt Beach area, and because they love to play golf, they joined Kensington Golf and Country Club. In 2018, they decided to make Naples their full-time home, making a permanent move from western Massachusetts to Kensington.

Pam's desire to continue working led her to explore a career in real estate. While she loved her students and teaching, she decided the time was right to make a shift. With her sons grown and living independently, she had time to dedicate her full attention to this new career and her clients' needs.

At first, Pam pursued real estate part-time while she planted her roots in Naples. Her first clients were, appropriately, her parents. Their three-property transaction helped Pam begin to build her network of vendors.

Family and friends have always been the foundation that brings Pam strength and happiness. Merging

her passion for her career with the importance she places on relationships makes her job personally fulfilling and brings her joy.

The personal connections Pam developed at Kensington helped to launch her career. She recalls with fondness her first Kensington clients and now good friends, Jose and Karen Coronas, who were looking to move from a condo to a single-family home within the Kensington community. This relationship gave Pam her first opportunity to prove herself. The successful partnership between Pam and the Coronas was the spark that led to her success, first within the local community and then in greater Southwest Florida.

Built on Experience

Pam's extensive experience in banking and higher education gives her a skill set that she has applied to real estate. Her background in statistics and quantitative reasoning enables her to assist clients in analyzing the market and using



Pam enjoys living and playing golf in her country club community.

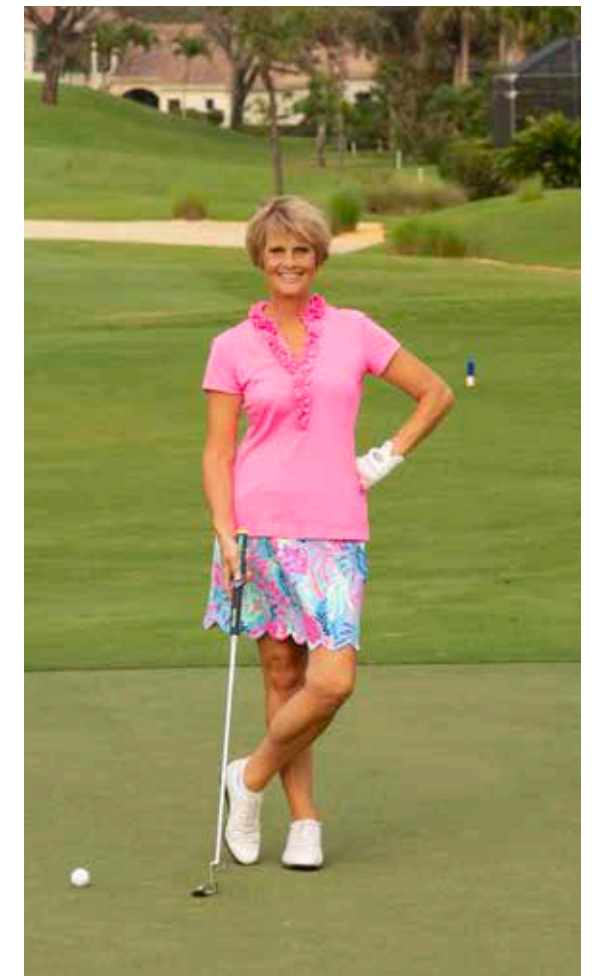
financial data to set the best price. The negotiation and people skills she developed in her advising roles at Western New England University have helped her understand and anticipate clients' needs and desires.

Clients have stated that Pam's professional characteristics include dedication, knowledge, market savvy, flawless communication, accountability, trustworthiness, and honesty. They say she is unique because her professional philosophy is to first find the perfect fit in a community, location, or neighborhood, and then focus on the home that fits their needs. Pam strives to find more than a house — but the right home. She makes her clients feel like they are her only clients, even though she manages an extensive portfolio.

CLIENTS HAVE STATED THAT PAM'S PROFESSIONAL CHARACTERISTICS INCLUDE DEDICATION, KNOWLEDGE, MARKET SAVVY, FLAWLESS COMMUNICATION, ACCOUNTABILITY, TRUSTWORTHINESS, AND HONESTY.

Pam's goal is to bring people together and find happiness in the experience and outcome. No doubt, these characteristics are why she consistently earns five-star client ratings.

In 2019, Pam's first full year in real estate, she closed \$9 million. That number increased year by year, reaching \$40 million in 2022. The joy she gets from working with clients to find their next dream home is the quintessential reward for her hard work and dedication.



LIVING HER DREAM

Pam Omer's life outside of real estate is filled with a myriad of activities. She leads mahjong and bocce groups in Kensington, plays golf, and enjoys spending time at La Playa Beach Club. She is passionate about cooking and entertaining family and friends; new recipes are often tried and tested in the Omer household. She also enjoys scoping out new local restaurants, revisiting favorites, and attending the many entertainment, music, theater, and cultural events in Southwest Florida.

Pam leaves us with these words of wisdom:
"Follow your dreams and passions; live for today and prioritize spending time with the people you love. We never know what life will bring."



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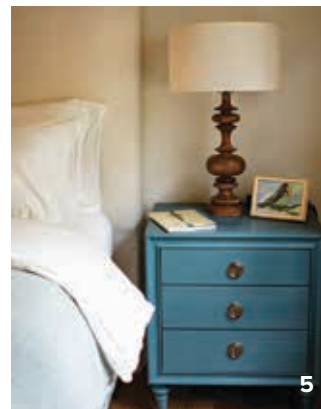
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For 2023, the hottest interior design trends are all about comfort, color and style. Bold window treatments, lamps and rugs make a personality-packed statement, while earthy color palettes, vintage pieces, and warm woods cozy up the kitchen and other living areas. Options for sustainable and performance fabrics and furnishings are ever-growing, making your home a serene, timeless space that's kinder to the planet and your peace of mind.

1. Dedicated dining rooms
2. Sustainability
3. Natural stone finishes
4. Vintage furniture
5. Statement lamps
6. Maximalist rugs
7. Performance fabrics
8. Warm woods
9. Micro luxury
10. Jewel box laundry rooms



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▶▶ health & wellness | By Carlene Murray

When You Snooze You Won't LOSE!

As a real estate agent, you know that staying healthy, focused, and energized is essential to your success. It can be so easy to neglect our health and wellness amid so much activity, and tempting to sacrifice sleep in order to accomplish more. However, the truth is that getting enough quality sleep is essential to our physical and mental health and can actually improve our productivity and performance in the long run.

Sleep, the natural state of rest essential for our physical and mental well-being, carries out a range of vital processes, from repairing tissues and strengthening the immune system to

consolidating memories and regulating our mood. Despite its importance, many of us tend to prioritize other activities over getting a good night's sleep, often leading to sleep deprivation and its associated negative effects on our health.

One of the most fundamental benefits of sleep is its role in our physical restoration. During sleep, our body repairs and regenerates tissue, including those that make up our muscles, bones, and organs. This process is crucial for maintaining optimal health and preventing illness and disease. Additionally, sleep is crucial for the proper functioning of the immune

system, which helps to protect us from infections and diseases. Studies have shown that people who regularly get enough sleep are less likely to catch colds and other viral infections.

Sleep is also essential for our cognitive functioning and mental health. When we sleep, our brains consolidate memories, processing and organizing information gathered during the day. This process not only helps us remember what we have learned but also helps to solidify knowledge and skills for long-term use. In contrast, inadequate sleep has been linked to memory impairment and difficulty learning new information.

Moreover, sleep plays a critical role in regulating our mood and emotional well-being. When we are sleep deprived, our brains become more reactive to negative stimuli, making us more prone to anxiety, depression, and other mental health conditions. Conversely, getting enough sleep has been linked to improved emotional regulation and greater overall well-being.

Sleep also plays a role in maintaining a healthy weight and metabolism. Lack of sleep has been linked to increased appetite and a greater risk of obesity and other metabolic disorders. Studies have shown that people who get enough sleep tend to have healthier eating habits and are less likely to crave sugary or fatty foods.

Despite the clear importance of sleep for our health and well-being, we often forgo prioritizing getting enough sleep each night with our demanding work schedules, excessive use of electronic devices, and thinking we just need to grab a few hours. However, making sleep a priority can have incredibly positive effects on our physical and mental health.

Here are some tips to help you prioritize sleep and reap the many benefits of a good night's rest:

- Set a regular sleep schedule. One of the best ways to improve your sleep quality is to establish a regular sleep schedule. This means going to bed and waking up at the same time every day, even on weekends. This helps regulate your body's internal clock and can make it easier to fall asleep and wake up feeling refreshed.
- Create a sleep-friendly environment. Your sleep environment can have a big impact on the quality of your sleep. Make sure your bedroom is quiet, dark, and cool, and invest in a comfortable mattress and pillows. Avoid using electronics in bed, as blue light can interfere with your body's natural sleep rhythms.
- Limit caffeine and alcohol. Caffeine and alcohol can interfere with your sleep quality, so it's best to limit your consumption of these substances, especially in the hours leading up to bedtime. Instead, opt for non-caffeinated beverages and herbal teas to help you wind down.
- Practice relaxation techniques. Stress and anxiety can make it difficult to fall asleep and stay asleep. To combat this, try practicing relaxation techniques such as deep breathing, meditation, or progressive muscle relaxation. These techniques can help calm your mind and prepare your body for sleep.
- Avoid screen time before bed. The blue light emitted by electronic screens can interfere with your body's natural sleep rhythms, making it harder to fall asleep and stay asleep. To avoid this, try to avoid screen time for at least an hour before bed. Instead, read a book, take a bath, or listen to relaxing music to help you wind down.

- Exercise regularly. Exercise is one of the best ways to improve your sleep quality, as it can help regulate your body's internal clock and reduce stress and anxiety. Aim to get at least 30 minutes of moderate exercise per day, but be sure to finish your workout at least a few hours before bedtime.
- Seek professional help if needed. If you're still having trouble sleeping despite making lifestyle changes, it may be time to seek professional help. Your doctor or a sleep specialist can help diagnose and treat underlying sleep disorders, such as sleep apnea or insomnia, that may be interfering with your sleep quality.

Prioritizing sleep is essential to your health and well-being. By establishing a regular sleep schedule you can move the needle of your physical and mental health in so many ways. So the next time you're tempted to sacrifice sleep for work, remember that investing in your health and well-being will pay dividends in your ability to manage stress and the daily duties and demands of the real estate lifestyle and, ultimately, enhance your overall performance in every way.



Carlene Murray is a certified health/wellness and 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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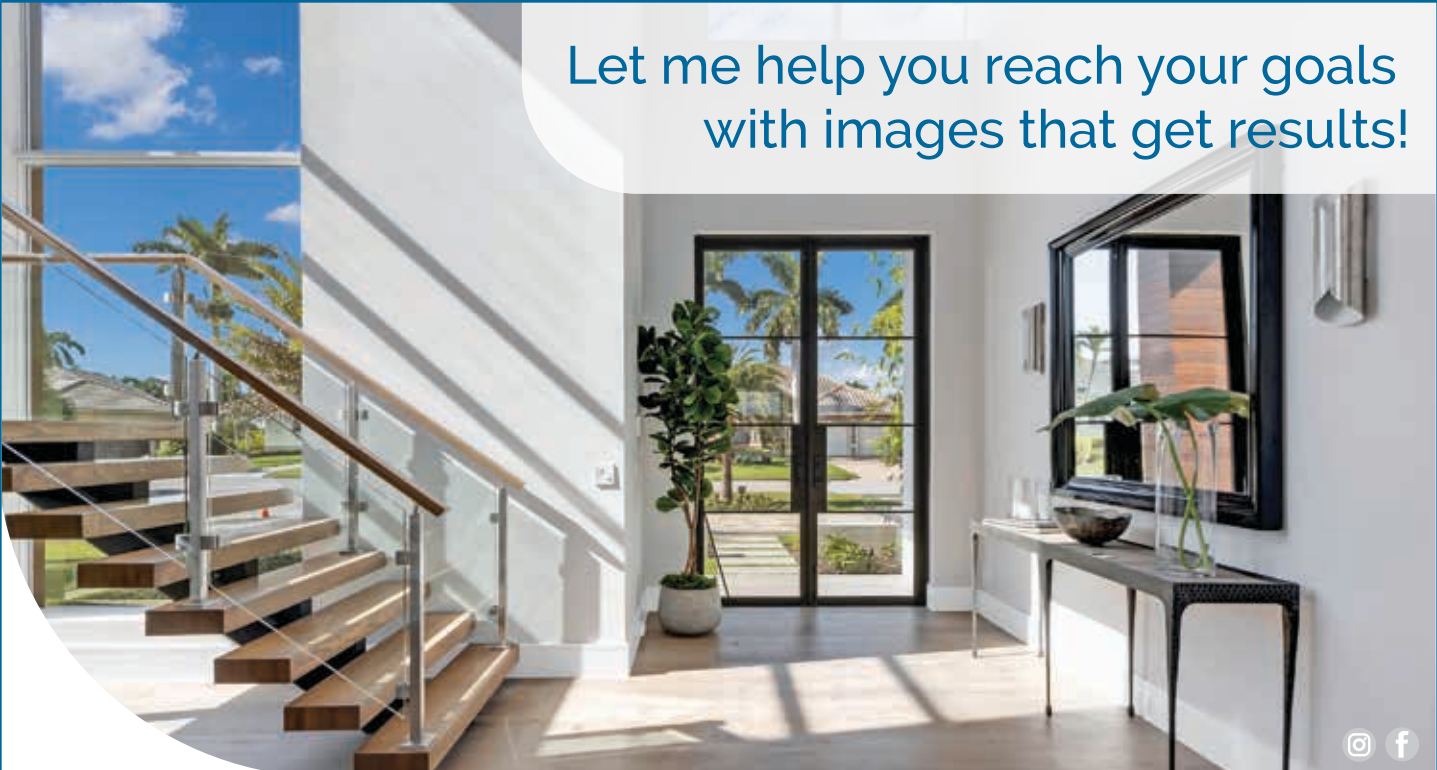
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