

NAPLES

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

FEATURED AGENT
JULIANE CALLIS

FEATURED AGENT
ROSALIA PODOLAK

PARTNER SPOTLIGHT
STEPHANIE PETROSINI
MORGAN STANLEY

**JANE
WOOD
& EMMA
BECKMANN**

Like Mother,
Like Daughter

NOVEMBER 2023

Your Forever Lender

Financing the World
One Loan at a Time

#1 Market Share in
Collier and Lee counties

Purchase, refi, or real estate
investment – let me help you make
your real estate dream come true!

For 3 straight years, I've been named
the **#1 woman loan originator** in Florida
by Scotsman Guide. With **627 loans**
closed and more than **\$230 million** in
production, I know what it takes to get
you home.

Ready to get started?
Contact me today!



VTS
VENTURE
TITLE SERVICES

venturetitleservices.com

Lauren Maxwell

Executive Vice President | NMLS331415
lauren@maxwellmortgageloans.com

239.596.0500

MaxwellMortgageLoans.com



MAXWELL
MORTGAGE TEAM

CROSSCOUNTRY MORTGAGE, LLC
9130 Galleria Court, Suite 101 | Naples, FL 34109 | NMLS1770104. For professional real estate use only. Not intended for consumers. Equal Housing
Opportunity. All loans subject to underwriting approval. Certain restrictions apply. Call for details. NMLS3029 (www.nmlsconsumeraccess.org).

Is Your Client's Home Market Ready?

A renovated home will sell for up to 50% more than one that has not been renovated

Dominion Contracting Group

RESIDENTIAL & COMMERCIAL RENOVATIONS
NEW HOME CONSTRUCTION

CONTACT US TODAY FOR A
**FREE
ESTIMATE!**

WE TACKLE ANY SIZE JOB FROM SMALL PROJECTS TO MAJOR OVERHAULS.

239-293-0049

DCGSWFL.COM

Family owned & operated • Fully licensed & insured • Over 25 years of guaranteed workmanship

AS SEEN IN

GULFSHORE LIFE



"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

TABLE OF CONTENTS

	08 Index of Preferred Partners		18 Coaching Corner: Time to Be Grateful!		22 Featured Agent: Julianne Callis
	30 Pro Tips: Now Is the Time to Prepare for Tax Season!		34 Partner Spotlight: Stephanie Petrosini, Morgan Stanley		40 Legal Hotline: Wire Fraud—A Real Estate Nightmare
	44 Featured Agent: Rosalia Podolak		52 Health & Wellness: Creating Your Edge with Biohacking		56 Cover Story: Jane Wood and Emma Beckmann

Cover photo courtesy of **Michelle Reed Photography**.



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at SWFL@n2co.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Naples Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

ROMAN ROOFING

-  Residential Roofing
-  Roof Inspections
-  Commercial Roofing
-  New Construction
-  Roof Maintenance
-  Leaks & Repairs



ROMANROOFING.COM
(239) 458-7663
FAMILY OWNED & OPERATED



Southwest Florida's Most Trusted Roofer

Ask about our Solar Panel Roof Options



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

ATTORNEYS

Goodwin Law, P.A.
Matt Goodwin
(239) 207-3403

Law Office of
Matthew P. Flores
(239) 261-0592

Woods, Weidenmiller,
Michetti & Rudnick, LLP
Michael Michetti
(239) 325-4070

BOOKKEEPING

Medrano & Cail Bookkeeping
Professionals
Jennifer Cail
(239) 677-5888

CONSTRUCTION

Northstar Technologies
Kyle McLaughlin
(239) 641-1892

COWORKING FACILITY

Venture X
Kathryn Parker
(239) 326-3455

CUSTOM CABINETS

Murdock Millworks
Kasandra Polowski
(239) 877-6551

CUSTOM HOME BUILDERS

Signal House
Paul Widhalm
(239) 319-5173

ELECTRICAL CONTRACTOR

Coharbor Electric
Jacob Anderson
(336) 686-6963

ESTATE CONCIERGE

Organize Create Decorate
Christine Talaba
(239) 214-3805

ESTATE SALES

Blue Moon Estate
Sales - Naples
Shereen Ally
(239) 464-0833

EVENT PRODUCTION

Lightworks
Stage Productions
Skip Johnson
(239) 784-4748

FLOORING & TILE

AFK Flooring & Kitchens
Viorel Toader
(239) 435-6677

Master Touch Tile & Stone
Chris Torres
(239) 443-8592

GENERAL CONTRACTOR

Becker Custom Builders
Blake Becker
(239) 351-6820

Dominion Contracting Group
Butch Bacon
(239) 293-0049

Huffman's
Construction Group
John Huffman
(239) 595-6805

HOME INSPECTION

HouseMaster
John Prete
(239) 480-8220

Joe the Home Pro
Joe Nugent
(513) 238-4218

Online Certified
Property Inspections
Jonathan Polk
(239) 438-6933

Python Home Inspection
Brett Onasch
(239) 431-5100

HOME WATCH & CONCIERGE SERVICES

Spectrum Concierge
Dave Feightner
(239) 777-6173

INSURANCE

Chapman Insurance Group
Jamin Eastman
(239) 307-0339

Domain Insurance
Management
Nick Domain
(239) 898-9120

OneGroup Insurance
Thomas Wienckoski
(321) 446-4803

Sentry Insurance Advisors
Josh White
(239) 206-0618

INTERIOR DESIGNER

Interiors By SBI
Sheryl Bleustein
(954) 445-0897

MORTGAGE LENDER

Maxwell Mortgage Team
Lauren Maxwell
(239) 596-0500

Moore Lending Group
Brittany Moore
(954) 866-7189

MOVING COMPANY

Eagle Moving, LLC
Jake Loveland
(813) 536-9019

PHOTOGRAPHY/PORTRAIT

Michelle Reed Photography
(239) 404-8158

New Frame Photography
Hana Snajdrova
(239) 200-9099

PHOTOGRAPHY/ REAL ESTATE

LaCasaTour
Sheryl Moreno
(888) 598-8687

PROPERTY MANAGEMENT

ALL IN Property Management
Dali Mihajlovic
(630) 915-1752

ROOFING

Durabilis Roofing
Juan Rizo
(239) 703-3359

Roman Roofing
Norm Dopfer
(239) 458-7663

SCM Roofing
Charles Smith
(813) 551-7645

TITLE COMPANY

Venture Title Services
Stacey Maczulis
(440) 522-9404

VALET SERVICES

5 Star Valet
Joey Rock
(239) 770-1991

WEALTH MANAGEMENT

Morgan Stanley
Stephanie Petrosini
(732) 479-8234



REPUTABLE. RELIABLE. RESULTS.

PROVEN 10 STEP PROCESS

- ✓ **Roof Replacement**
- ✓ **Roof Repair**
- ✓ **Roof Maintenance Tile**
- ✓ **Roof Rejuvenation**

Need Financing? We've got you covered!

Financial Calculator online for your convenience.

"Work quality was excellent. All contacts with personnel was exceptional. From inspection to completing repairs in the rainy season, all was executed professionally and timely."

-Ann M. - Fort Myers, FL

"I would have no problem having hiring them back should I purchase another house. Thank you Durabilis for the time, care and work you did on my home."

-Patrick D - Cape Coral, Florida

"Everybody on the Durabilis team is amazing. Erica and Victor will keep you up to date and address any concerns right away."

-Jerome A. - Naples, Florida

**FAMILY OWNED BUSINESS • NO SUBCONTRACTORS
LICENSED, BONDED, INSURED • 5% SENIOR DISCOUNT
EMERGENCY SERVICES AVAILABLE**



License #: CCC1332292

12801 Commerce Lakes Dr. Ste 29, Fort Myers, FL 33912

DURABILISROOFING.COM • CALL (239) 347-9207

MEET THE NAPLES REAL PRODUCERS TEAM



Andrew Regenhard
Publisher



Ellen Buchanan
Editor



Andrea Hoffman
Ad Strategist



Zachary Cohen
Writer



Michelle Reed
Photographer



Sheryl Moreno
Photographer



Hana Snajdrova
Photographer



Coby Corradino
Videographer

Nominate a REALTOR® you'd like to see featured in this magazine by emailing
SWFL@n2co.com.

WW & MR | WOODS • WEIDENMILLER
MICHETTI • RUDNICK

DOMINATE YOUR MARKET
with the Legal Representation of Woods, Weidenmiller, Michetti & Rudnick



Michael Michetti • Joshua Rudnick • James "Jay" Caudill • Samuel Colburn



A Personal Approach to Real Estate Law

*Closing Attorneys Serving All of Southwest Florida,
including Naples, Bonita Springs, Fort Myers and Beyond*



239.325.4070 | lawfirmnaples.com

Offices in Naples, Downtown Naples and Bonita Springs/Estero

Woods, Weidenmiller, Michetti & Rudnick, LLP a Florida Professional Limited Liability Partnership

The hiring of a lawyer is an important decision that should not be based solely on advertisements. Before you decide to hire an attorney be sure to request free written information about qualifications and experience.
Rule 4-7.2(d).

FACEBOOK



[@NAPLESREAL PRODUCERS](#)

INSTAGRAM



[@NAPLESREAL PRODUCERS](#)

FOLLOW US ON

FACEBOOK & INSTAGRAM

NAPLES
REAL PRODUCERS.
CONNECTING. ELEVATING. INSPIRING.

WANT TO BE FEATURED AS A RISING STAR?

OR KNOW SOMEONE WE SHOULD FEATURE?

- ★ 5 years or less in the business
- ★ At least \$8 million in sales in one calendar year
- ★ Active on social media

For more information, to
nominate, or to request to
be featured, please email
SWFL@n2co.com!



5★ VALET

UNFORGETTABLE LUXURY
VALET PARKING

Five Star Valet specializes in providing luxury valet parking management solutions that seamlessly integrate our personalized service experience with your guests. Let us assist you with providing an unforgettable first impression.

Looking for career opportunities?
Come join our team.



DRIVEN BY
EXCELLENCE

CONTACT 5 STAR VALET
239.770.1991 | 5starvalet.com



SOUTHWEST FLORIDA'S REMODELING EXPERTS

Kitchen Cabinets & Countertops • New Outdoor Kitchen / Remodeling

New Bathrooms or Remodeling Ideas • Custom Closets for your Home

Top-Notch Flooring Services • Free Design Consultation for Kitchens

AFK
Flooring & Kitchens

2700 IMMOKALEE ROAD #14
NAPLES, FL 34110

239.435.6677

afknaples.com



▶▶ publisher's note

THE IMPORTANCE OF GRATITUDE

Dear Naples Real Producers community, November has arrived, which essentially means two things: Counting our blessings and honoring our brave veterans this month.

Gratitude shouldn't be a fleeting sentiment shared over our Thanksgiving dinner table; it's taking a good, hard look at what we've got and being thankful for it each and every day. In the real estate game, where deals can get tough and days can get long, gratitude's the fuel that keeps us going. It's a reminder that no matter the hurdles, we've got plenty to be thankful for — our homes, our families, and the support of this awesome community.

November also brings Veterans Day, a time when our nation pauses to honor the service and sacrifice of those who put it all on the line to protect our freedom.

At Naples Real Producers, we join in this tribute, expressing our heartfelt appreciation to the countless men and women who have served our country with grit and guts — they deserve every bit of respect we can muster.

Speaking of giving thanks while serving others, we had a terrific time at our Fall Quarterly Event on October 26th at DC Auto Pros! It was incredible to see such an amazing turnout as our Naples community of top-producing agents and celebrated partners came together to socialize for a worthy cause, with all proceeds from our ticket raffle benefiting the Cancer Alliance.

Looking ahead, we're already excited to reunite in the New Year with another exclusive Naples Real Producers event. Stay tuned for more details, and we look forward to seeing you again soon in 2024!

Happy Thanksgiving to you and your families!



Andrew Regenhard
Owner/Publisher
Naples Real Producers
239-290-0692
andrew.regenhard@n2co.com
www.swflrp.com



EXPERIENCE THE BEST
TILE AND STONE COMPANY IN SWFL

Where Art Meets Passion



Scan to Schedule Your Private
Complimentary Consultation

FLOORS | BATH | DESIGNS
MASTERTOUCHINSTALLATIONS.COM | 239.443.8592

Is Your Client Ready to Turn Their New House into Their
Dream Home?

HUFFMAN'S BUILDING OUR COMMUNITY ONE NEIGHBOR AT A TIME!



HUFFMAN
CONSTRUCTION GROUP
WE ARE YOUR
DESIGN SOLUTION
DESIGN | BUILD | REMODEL



VISIT OUR WEBSITE OR GIVE US A CALL TODAY
239.920.4806 | NaplesConstruction.net
LICENSE # CGC-CGC1528960



*Providing Quality Inspections To Support
Your Real Estate Business*



Jonathan T. Polk
Jon@ocpi.online

WHY CHOOSE US?
IMMEDIATE ELECTRONIC REPORT ACCESS
24 HOUR APPOINTMENTS
LICENSED ENGINEER & MASTER INSPECTOR

Contact Us to Provide Your Clients with Comprehensive Home Inspections!
cs@ocpi.online | 239.438.6933 | OnlineCertifiedPropertyInspections.com



» coaching corner • By Michael Dill

TIME TO BE GRATEFUL!

As the weather begins to cool, November is also marked by the Thanksgiving holiday: A special day reserved for relaxing, eating, watching football, being with loved ones and, most importantly, being thankful for what we have.

Thanksgiving is a federal holiday in the United States, celebrated on the fourth Thursday of November. It originated as a harvest festival, and to this day, the centerpiece of this holiday's celebrations remains Thanksgiving dinner. The meal traditionally consists of foods and

dishes indigenous to America, such as turkey, potatoes, stuffing, squash, corn, green beans, cranberry sauce, and pumpkin pie.

The first Thanksgiving was celebrated by the Pilgrims after their inaugural harvest in the New World

in October 1621. This feast lasted three days and was attended by 90 Native Americans and 53 Pilgrims. The New England colonists were accustomed to regularly celebrating "thanksgivings," as days of prayer thanking God for their blessings.

With this in mind, while you're celebrating Thanksgiving at home or out with your immediate family, be sure to take a moment and acknowledge all the people and things you have in both your business and your life that you can be thankful for. Moreover, be sure to reach out to those people and let them know how important they are to you.

Take a moment to also consider the following: Is it true that we tend to lose focus on all these gifts we have in our life? Is it possible that the things others actually dream of, we already have — and can, unfortunately, take

for granted? Do we take the time to slow down and actually thank those who impact our lives and our businesses? There are blessings all around us every day, but unfortunately, we often forget to slow down and be grateful for all we have.

There's a simple strategy that I use to combat this challenge, one I believe I learned from Oprah Winfrey. It's called a 'gratitude journal' and tends to work very well to keep our minds in the right mode. Just a basic composition book will do for this exercise. Every morning or every evening (take your pick), write

down five things that you are grateful for. That's it!

In business and life, in general, not everything will always go as planned. Essentially, you will get what you focus on ... so it's best to focus on what's right as opposed to what's not. If you don't keep a gratitude journal already, start one today and focus on all your blessings in life. You will be surprised to discover how everything just happens to work out.

Happy Thanksgiving!



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. Michael brings more than 40 years of business and entrepreneurial experience to his leadership, team training, and mentoring practice. To learn more, visit www.businesscoachmichaeldill.com.

FREE CONSULTATIONS | SAFE PROCESSES | EFFECTIVE RESULTS

BLUE MOON[®]
ESTATE SALES

Elevate your client services with the industry-leading estate sale company. We get homes market-ready in just one week.



Our hassle-free estate sales help clients feel good about letting go.

bluemoonstatesales.com/naples-ft-myers | 239-464-0833

Shereen Ally



Customized Solutions Personalized Service

- Yacht & Personal Watercraft • Primary & Secondary Homes
- Exotic & Collector Cars • Art & Jewelry • Commercial Properties & Business

Specializing in helping clients who are buying homes valued over \$750,000

If your client is buying a home valued \$750,000 or greater, trust Sentry Insurance Advisors to get them to the closing table on time. As an independent agent we proudly represent more than 20 highly respected insurance carriers, and have capabilities to serve them on a national basis.

239.350.4906
SENTRYIA.COM

IN CASE YOU MISSED IT!



Scan to check out
Josh White's interview
with Andrew Regenhart
and Bill Earl



ARE YOUR CLIENTS READY TO BE

STRUCK BY

THE FUTURE OF CONSTRUCTION?

Because Our
Homes Won't Be



- **Complimentary** Lot/Land Due Diligence Consulting for Realtors & Clients
- Customizable Floor Plans Available, In-house Design Team!
- Flexible Payment Schedule or Financing Available
- Zoning and Code Interpretation (We coordinate with the County/City for you)
- We Guide Realtors and Clients from Design all the way to Occupancy
- **3% Commission Paid To Realtors!**

Scan to
Learn More



50% REDUCED
BUILD TIME



TERMITE &
MOLD PROOF



250 MPH IMPACT
RESISTANT



CLASS "A"
FIRE RATED



UP TO 60%
ENERGY SAVINGS



Kristine Dunn
kristine@northstartgi.com

NORTHSTAR
TECHNOLOGIES

9211 Cockleshell Court, Ste. 14, Bonita Springs, FL 34135

Kyle McLaughlin
kyle@northstartgi.com



Schedule an Exclusive Realtor
Tour to Learn More

239.610.0062
Call or Text

NORTHSTARTGI.COM |     



JULIANE CALLIS

RETURNING TO HER ROOTS

» featured agent • By Zachary Cohen | Photos by New Frame Photography

Juliane Callis' first introduction to the world of real estate was through her parents, Bert and Susan Pohlmann, who began their real estate sales ventures in 1982. The Pohlmanns founded BP Realty on Fifth Avenue before continuing their careers with other brokerages.

Real estate became an integral part of Juliane's childhood. She remembers how her parents would drive around looking at open houses and land for sale out of curiosity, as well as the investments they made.

"I'd be walking through people's homes, running around in yards and open fields, just having fun," Juliane recalls.

Juliane's parents moved from Illinois to Singapore, then to Naples. Upon landing in Naples, they were licensed and continued investing in real estate. Juliane remembers her father constantly wheeling and dealing on the phone.

FINDING HER PLACE

People often asked Juliane if she would follow her parents into the business, but she resisted. Instead, she built a decade-long career in advertising and event planning before spending 13 years at home with her children.

"Family is everything," Juliane offers. "We had three girls in three and a half years.

66

I CONSIDER MYSELF A CONCIERGE REALTOR;
I DON'T JUST DO WHAT YOU'D ANTICIPATE AN AGENT TO DO.
**I GO ABOVE AND BEYOND, TOUCHING EVERY PART OF
THE DEAL TO MAKE SURE THINGS RUN SMOOTHLY.**

I was very busy, totally immersed in their school and sports. I've always had a super supportive husband and mother, which allowed me the time to also be an extremely competitive tennis player."

In 2016, Juliane's lifestyle had shifted. Her daughters were becoming more independent, and she was ready for another professional venture to sink her teeth into.

"One day, I was taking a tennis lesson from my coach, Jose Patrello, now the director of Court Sports at Quail Creek Country Club," Juliane reflects. "I remember saying, 'I need a change, but I don't know what to do. I haven't worked in 13 years, and I'm not sure what I'm qualified for.'"



Juliane Callis with her husband, John, and their daughters, Kennedy, Kayla, and Kaia

Juliane soon accepted a position to run the new fitness and sports center at Collier's Reserve Country Club, but her curiosity about real estate remained.

"In 2017, one of the girls on my team, Lynne Hancock, who was a REALTOR® at John R. Wood, said, 'You should really consider being a real estate agent.' The kids were self-sufficient at that point, and it got in my head," she explains.

Juliane was licensed in December 2017 and joined John R. Wood two weeks later. Needless to say, 2018 was an exciting year; she started a new career and both of her 4.0 United States Tennis Association teams won the state championship and went on to nationals. Juliane achieved her personal tennis goal, as she moved up to become a 4.5 singles player.

HEEDING THE CALL

Nearly six years later, Juliane couldn't be happier with her choice to sell real estate. As an individual agent with John R. Wood Christie's International Real Estate, she had a career best in 2021, closing over \$20 million, followed by a \$16 million year in 2022.

"This company is incredible, and I could not be where I am today without the full support of the best broker, Victor Ascencio... I'm just so fortunate to be a part of the number one brokerage in all of Southwest Florida," Juliane asserts. "I consider myself a concierge Realtor; I don't just do what you'd anticipate an agent to do. I go above and beyond, touching every part of the deal to make sure things run smoothly."

Juliane has grown a primarily referral-based business, and now that she's obtained success as an individual agent, starting a team is on the horizon. Her oldest daughter, Kennedy, is currently attending Florida State University, and she's talked about coming back home to join her mom in the business.

"I'm so busy right now... I'm up early in the morning and late at night, so a team is definitely in my sights," Juliane notes.

IT'S ALL FOR FAMILY

While Juliane's real estate business has become an integral part of her life, her family remains priority number one.

"Number one is my family, and number two is my work," Juliane affirms. "That's clear to me."

Juliane's husband, John, works in commercial land development. Their daughters, Kennedy, Kayla, and Kaia, are now 20, 19, and 17, respectively.

When she's not working, you'll find Juliane cooking and entertaining, or relaxing with her family and friends. The Callis family has lived in Quail Creek Estates and have been members of Quail Creek Country Club for 18 years.

"I'm so grateful for this business and everything it's brought into my life. But I'm most grateful for my family," Juliane concludes.

FUN FACT

Juliane Callis moved to Naples with her family at 11. Before that, she lived in Chicago and Singapore. From ages 6 to 11, she traveled through Europe and Asia with her family. From ages 12 to 23, she was a member of an amateur water ski show team, with whom she competed in the Wisconsin State Competitions.



BECKER
CUSTOM BUILDERS

Elevate

Your Listings with
Becker Custom Builders

Fully Customized Home Builder



Luxury Design.
Exceptional Quality.
Superior Experience.

Committed to Excellence

239-285-7174 | beckercustombuilders.com

The Becker Difference

Founded by husband and wife team, Blake and Kristen Becker, Becker Custom Builders brings a passion for Southwest Florida's beauty to life. With a focus on turning houses into homes, we prioritize:

*Precision in every detail
Lasting client relationships
Exceeding expectations*



ALL IN
Property Management, LLC.

Southwest Florida | Phone: 239-451-3066 | www.allinpmfl.com

From Contact to Contract
WE'RE ALL IN



DALI MIHAJLOVIC
Owner

239-451-3066
dali@allinpmfl.com

What Sets Us apart ?

Discover the ALL IN Property Management Difference

In addition to our Core Property Management Services, we also offer:

- ↳ Complete Design, Furnishing & Staging Services by our In-House Design Team
 - ↳ A Trusted Local Network of Vendors, Contractors & Preferred Partners
- ↳ Home Concierge Services - Comprehensive Visits Offered Between Guests
 - ↳ Stellar Reputation, Effective Marketing Strategies & Proven Results

What You Can Expect When Partnering with us

First Class Customer Service
Endless Resources Under One Umbrella
Unparalleled Attention To Detail
Responsive, Friendly Interaction with our Team of Professionals

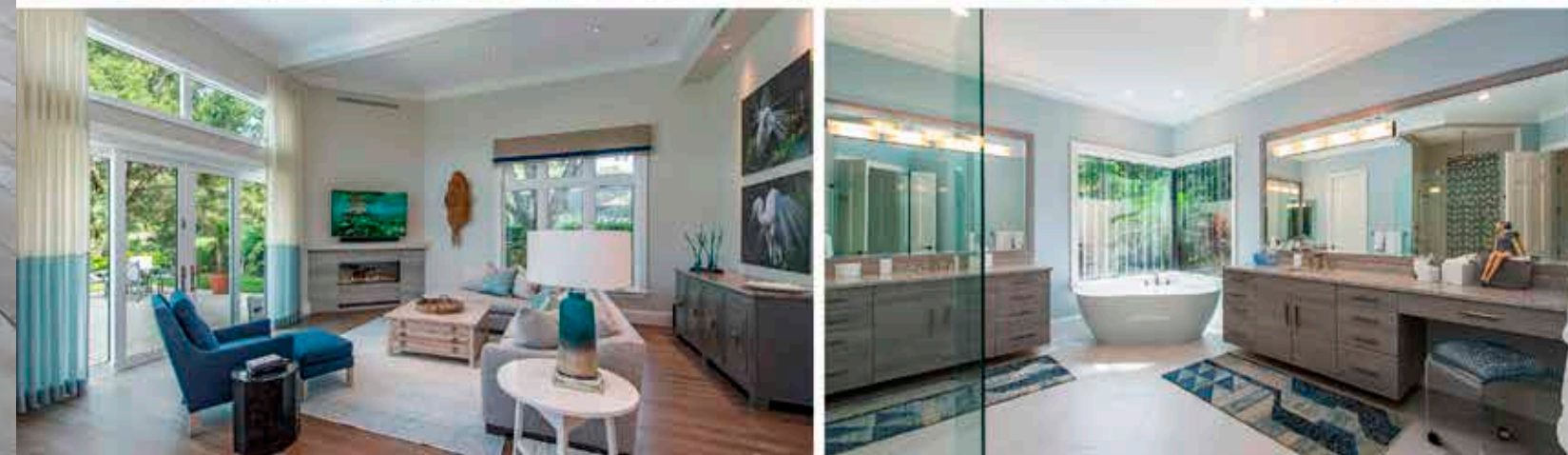
LEARN MORE
ABOUT OUR
PARTNERSHIP
OPTIONS



Relax and enjoy. We know your vision.

You're in capable hands. We are ready to help you make your dream home a reality and will guide you every step of the way from Conception and Design to Construction, Close-Out, and Move-In.

Schedule your free design consultation with our team of experts.



VISIT SIGNALHOUSEBUILDERS.COM

Proudly Serving Southwest Florida Homeowners
Luxury Home & Condo Remodeling | Custom Home Builds
Bonita Springs, Florida | (239) 319-5173 | signalhousebuilders.com | Lic #CGC 1530301



▶▶ pro tips

By Jennifer M. Cail

NOW IS THE TIME TO PREPARE YOUR REAL ESTATE BUSINESS FOR TAX SEASON!

NOW THAT PEAK REAL ESTATE SEASON HAS PASSED, IT'S TIME TO START WORKING ON YOUR BUSINESS AGAIN!

To become a top-producing real estate agent, you not only have to worry about marketing and commissions, you also need to be on top of your finances to ensure that you make the best, most agile moves in the upcoming year. Getting your books in order and making strategic decisions is a big part of that!

Many real estate agents will wait until a few weeks before tax season to start worrying about their tax returns. This is a HUGE mistake! By waiting until the last minute to get your finances together, you will likely face costly clean-up fees; moreover, it will be too late for you to make strategic decisions that lower your tax burden for the entire year.

I generally recommend for real estate agents to begin cleaning up their finances and talking with

their tax professional *no later than November* because this allows enough time to take substantial action that can drastically impact tax outcomes. Some examples of such actions might include:

- **Changing your entity type:** Filing as an entity type that is not tax advantaged for your situation is a mistake that can cost you more than \$10,000 each year. Just imagine what you could do with \$10,000 instead of giving it away to the IRS.

In some cases, you can back-date your election to switch to a more tax-advantaged entity type. The only way to know if you're missing out is to participate in tax planning before the end of the year.

- **Strategic end-of-year spending:** If you want to lower your tax bill, you'll need to lower your income. One strategy for doing that is to spend money on any annual expenses at the end of the year. Think about your software subscriptions or website fees. These are just a few examples of ways to make a big expenditure at the end of the year that can lower your tax burden. Also, remember that the cutoff date is December 31, so you will need to act now if you want that deduction this year!

- **Saving for Tax Day:** No one likes surprises when it comes to Tax Day! Working with your tax professional to get a solid idea of what you'll owe will give you time to save up any money that you were not planning to pay, or haven't paid, in quarterly taxes. Just remember, your CPA can only provide you with good advice about your liability if you present a clear picture of your finances. Work with your bookkeeper to provide clean and up-to-date financials for the best results. Clean books now will ensure that you do not face costly clean-up fees before filing, while also giving you the opportunity to create a solid annual financial plan for 2024.

Most importantly, the best plan for 2024 is the one you make in 2023! Starting off the new year with a clear financial plan and a roadmap to achieve your goals will

ensure your success in the year ahead and save you money on taxes next year too. Additionally, I recommend using a comprehensive model of financial planning, using historical data and financial forecasting to make key decisions.



Jennifer M. Cail is the owner of Medrano & Cail Bookkeeping Professionals, Southwest Florida's premier bookkeeping

firm specializing in concierge bookkeeping services for real estate professionals and advanced financial advisory services. Jennifer M. Cail, (239) 677-5888, jennifer@medranoandcail.com, www.medranoandcail.com



**COHARBOR
ELECTRIC**



**VETERAN OWNED +
OPERATED**

BRINGING LIGHT TO A DARK WORLD

RESIDENTIAL + COMMERCIAL ELECTRICIANS

Experienced, Licensed, and Insured for Electrical Installation, Repair, and Maintenance in Southwest Florida.






"Our mission is to provide high quality electrical work, on time, with integrity. Our purpose is to empower and lift up our employees, customers, partners, and fellow community members."
JACOB ANDERSON | CEO | MAJOR, US AIR FORCE, SEP.



(239) 362-2502 • coharborelectric.com • EC#13004475

Home Inspections. Done Right. Guaranteed.



JOHN PRETE

INSPIRING CONFIDENCE IN EVERY HOME BUYER

- Comprehensive Same Day Reporting
- Termite, Radon, Mold, 4 Pt, Wind Mitigation
- Phones Answered Evenings & Weekends
- Only Company With A 1 Year Limited Guarantee

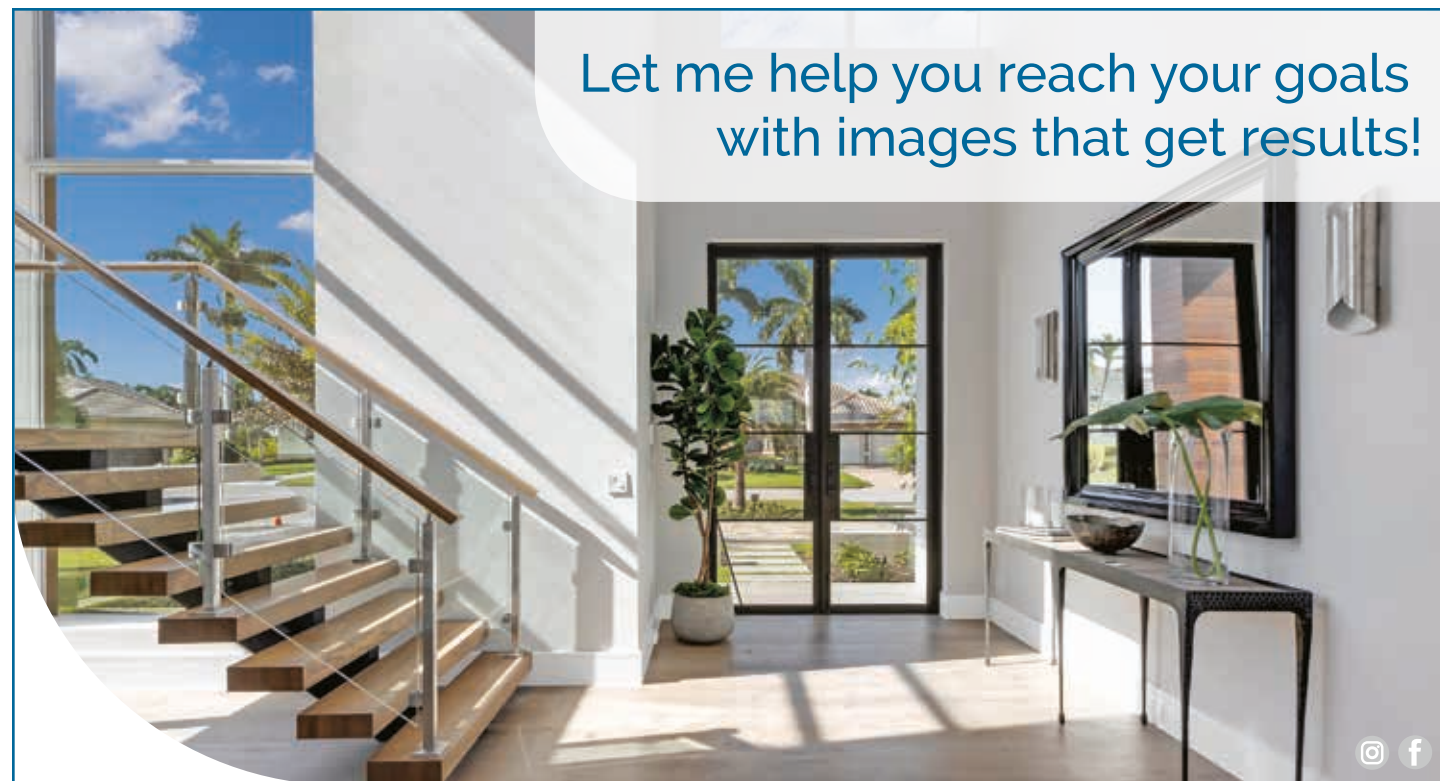
RECEIVE \$25 OFF WITH MENTION OF THIS AD



CHECK OUT OUR
5 STAR REVIEWS
ONLINE

HouseMaster®

PHONE: 239-430-8220
WWW.NAPLES.HOUSEMASTER.COM



Let me help you reach your goals
with images that get results!



NEW FRAME
PHOTOGRAPHY

Hana, Photographer
239.200.9099
hana@newframephotography.com



What Happens When I Don't Pay My Quarterly Taxes on Time?

My passion is supporting businesses by giving my clients more time to focus on doing what they love most and providing key advice to help achieve business growth.

Why Work With Us?

Female Owned and Operated
Always On-Call & Always On-Time
White-Glove Bookkeeping Support
Nosotros Hablamos Español

Scan to *Easily*
Schedule Your
Free Discovery
Call and Get
Personalized Advice



239.677.5888
medranoandcail.com

Follow Us

Medrano & Cail

BOOKKEEPING PROFESSIONALS



Jennifer M. Cail

STEPHANIE

PETROSINI

▶▶ partner spotlight

By Zachary Cohen
Photos by New Frame Photography



AT HOME IN NAPLES



“I’m kind of like the CFO for my clients’ lives. I don’t handle taxes but do everything else financially. We put the client at the center of the hub and advise them on everything involving money management. I provide peace of mind concerning their finances, freeing them to live their lives with the knowledge they have a sound foundation for the future.”

Stephanie Petrosini began her career in finance while attending fashion and business school. As a financial advisor, she immediately fell in love with the opportunity to positively impact the lives of those around her. She launched her career in New Jersey in 2007 while the events of 9/11 were still fresh in the minds of many families in the New York-New Jersey-Connecticut Tri-State Area.

“September 11th impacted our area tremendously, and the advisor I was shadowing early

in my career had a client who was widowed with three young kids, and seemed overwhelmed and lost,” Stephanie reflects. “I saw how the relationship the advisor had with her was more than just being a financial account manager. She helped that woman put her life back together, and they became family. That’s what attracted me to the business — the chance to help people live their lives stress-free about their finances. What I saw was the ability to build a personal relationship and provide value.”





Stephanie Petrosini is a financial advisor with Morgan Stanley.

“

That’s what attracted me to the business — the chance to help people live their lives stress-free about their finances.

Stephanie has been with Morgan Stanley since beginning her career 16 years ago. Along the way, she’s guided countless families to greater financial stability. The bonds she creates with her clients continue to motivate her. Clients become friends and, eventually, part of Stephanie’s growing family.

Moving South

Stephanie spent more than 15 years as a financial advisor in New Jersey, but Naples has long been a part of her life. Stephanie’s grandparents owned a place in Naples, and her parents later bought a home and moved here as well. She’s been traveling to the area since being a young girl, and she and her sister eventually purchased a home to visit more often. That venture soon turned into a permanent move.

Stephanie came down to Naples intending to spend the winter of 2022–2023. But by mid-winter, she decided to make Naples her full-time residence. Now, Stephanie’s setting down roots and making Southwest Florida her permanent home. She’s transitioned her business to Florida and is steadily building her pipeline. Relationships are central to Stephanie’s success, so creating community in Naples has been a top priority.

A Well-Rounded Approach

Stephanie generally begins her business relationships by talking about investments, but her service extends far beyond the traditional role of a financial advisor. She works closely with her clients’ other trusted advisors, like CPAs, REALTORS®, and attorneys, with the goal of helping



clients achieve the best possible financial outcomes.

“We talk about plans and goals, offering solutions to fit individualized needs,” she explains. “On the investment side, I can invest in anything from a savings account or CD, or various private funds only accessed through me. And usually, the relationship turns into more. We guide people with financial education. I’m a holistic advisor, so we discuss every aspect of their finances.”

Stephanie is looking forward to becoming more deeply entrenched in the Naples community. She enjoys exploring the area’s

restaurants, taking walks with her dog, sitting on the beach, and visiting parks and gardens.

“I love that I’m able to take walks and have more sunshine and light in my life. In the winter, I’m still able to experience the outdoors. I feel right at home,” Stephanie smiles. “There are some great people down here and a lot going on. It’s been welcoming. I’m happy to be here.”

For more information, visit advisor.morganstanley.com/stephanie.petrosini.

Morgan Stanley



FUN FACTS

Stephanie used to play piano and enjoys listening to piano music. She also has a love for ‘80s music, and likes to roller skate and spend time with her Maltese, Milo.



HOME | AUTO | WATERCRAFT | UMBRELLA | BUSINESS INSURANCE
WEALTH MANAGEMENT | BUSINESS RETIREMENT PLAN CONSULTING



Real Producers — you're invited to use our new space!

Need touchdown space to sell or close a deal?
Need a quiet place to work when away from your office?

Want a place to host or join a networking event?

OneGroup Risk Management and Insurance, along with OneGroup Retirement Advisors, invite you to stop by our new center designed as a collaborative space to share with our referral partners and clients at *no cost to you!*

Take a tour of our first-class reception, offices, conference room, open space and kitchen area outfitted with the latest technology and free wifi to help maximize efficiency.

Call or stop by today to learn more. We're excited to be here for you!



Heather Rowell
Account Executive and
Branch Manager-Naples
HRowell@OneGroup.com
OneGroup.com/Naples-Florida
C 239-671-3868
6424 Naples Blvd., Suite 301
Promenade at Naples Center
Naples, FL 34109



Scan the QR code to
download Heather's
contact information.



Successfully Serving REALTORS® in Naples

TRUSTED
advice

SMART
strategies

PRACTICAL
solutions



The Law Office of Matthew P. Flores is a full-service real estate law firm serving all of Southwest Florida.

Our team is committed to assisting buyers and sellers with the purchase and sale of residential and commercial real property. We work side-by-side with our clients from contract to close.



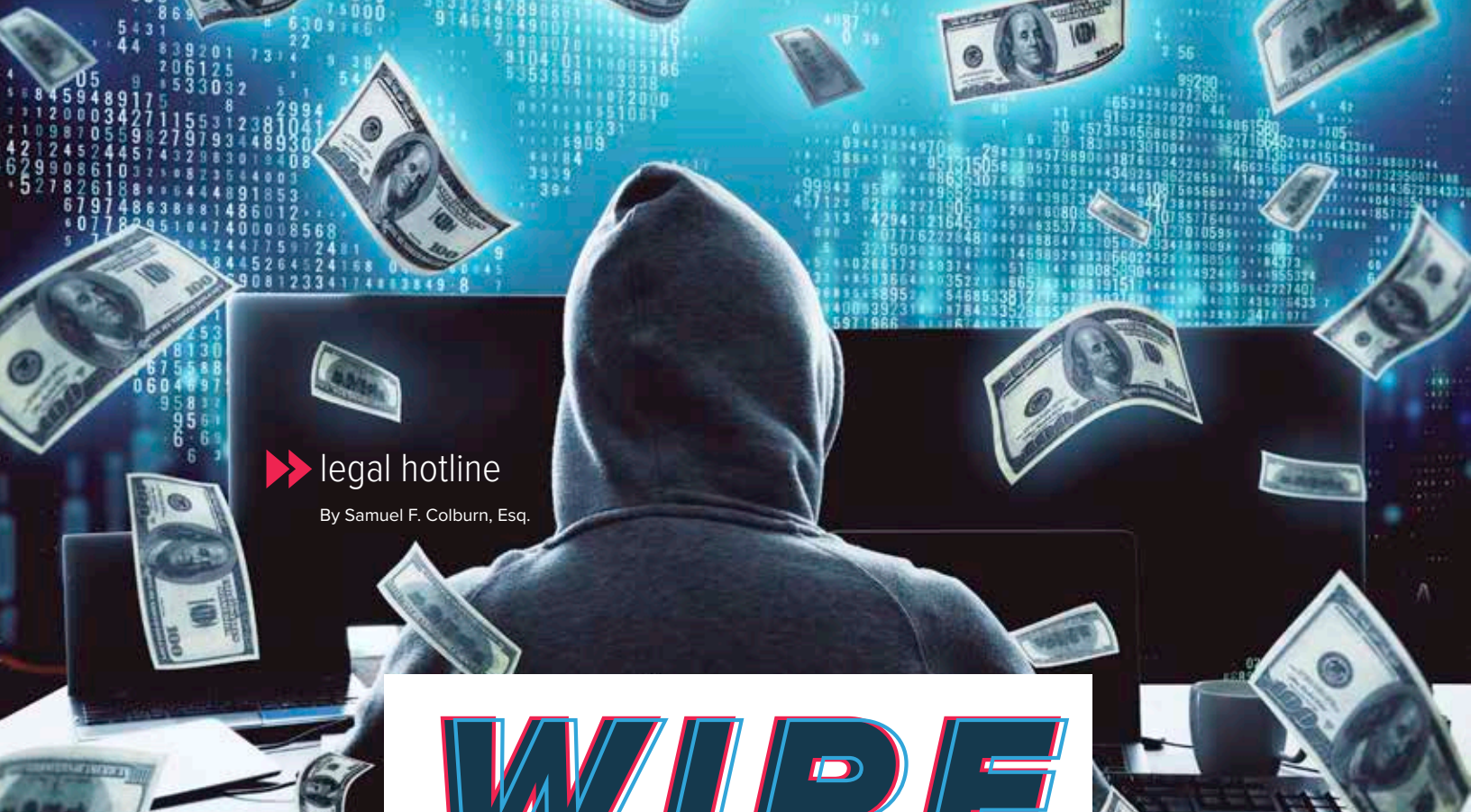
MPF

LAW OFFICE OF
MATTHEW P. FLORES

MATTHEW P. FLORES, ESQ.

matt@naplesbaylaw.com | 239-261-0592
1333 Third Avenue S, Suite 505, Naples, Florida 34102 |
naplesbaylaw.com | @naplesbaylaw





▶ legal hotline

By Samuel F. Colburn, Esq.

WIRE FRAUD:

A REAL ESTATE NIGHTMARE

Unfortunately, the scenario below is all too real, and the stuff of this kind of nightmare has sadly become a reality.

Closing is tomorrow. Documents are complete and out for signature. Figures confirmed. All the closing agent is waiting for is money. Then, the nightmare ensues.

Client: “Money sent yesterday. Please confirm receipt.”

Closing agent: “Nothing yet.”

Client: “Wire sent yesterday. Bank says you should have it by now. I sent them via the *new* instructions emailed to me by X in your office.”

Closing agent: “New instructions? What new instructions?? Who is X???”

The client says something about emailing back and forth yesterday, but I barely hear them over the panic building... Then, I wake up in a cold sweat only to realize I am having a recurring nightmare about a client being a victim of real estate wire fraud. Nightmare? Yes...but this is (and has been) a real concern for closing attorneys nationwide, especially here in Southwest Florida, where closing attorneys deal in multimillion-dollar property transactions.

There are numerous “types” of wire fraud out there today and fraudsters have become very “skilled” at their craft. Real estate transactions, especially in Southwest Florida, supply fraudsters with all of the ingredients that can potentially create a perfect storm: large wire transfers, numerous routine emails from multiple parties (REALTORS®, mortgage brokers and lenders, attorneys and title companies), an exchange of sensitive information that is sometimes sent unsecured, and a plethora of victims that may sometimes be less sophisticated when dealing with technology.

Of course, the reduction in face-to-face meetings post-pandemic has not helped much either, which has led to an uptick in fraudulently signed sales contracts and even closing documents (specifically with vacant land), requiring a closing agent having to examine each and every transaction much more thoroughly before closing the deal.

So what, exactly, is the scam? Back in November 2020, Attorney Joshua Feinberg laid out the scam in detail in a very concise and informative article for the Florida Bar. To summarize, it looks something like this:

Step 1: Fraudster sends a “phishing” email to Realtor requesting Realtor’s email and related password. The unsuspecting Realtor takes the bait and complies.

Step 2: Fraudster is now armed with access to emails with party and vendor names, transaction details and even contract terms. Fraudster can now “monitor” the transaction(s) to determine what amounts of money are to be moved, by whom and when. The fraudster also gains access to key documents including wire transfer instructions.

Step 3: Fraudster creates several fake email accounts that look very similar to an email

account for the professional. For example: instead of `rrealtor@gmail.com` the fraudster creates an email account for `rrrealtor@gmail.com`.

Step 4: Fraudster will use the fake account to communicate with the victim using the actual names and nicknames of the person being impersonated. The more sophisticated fraudsters also install a rule in the victim’s account so that emails are rerouted away from the victim’s inbox into a special account so that fraudster has complete control of what the victim sees.

Step 5: Prior to closing, fraudster will then impersonate the closing agent and send fraudulent wire instructions to victim on a “template” that looks like wire instructions used for an earlier deposit made by victim to the closing agent.

Step 6: Victim wires money to the account on the phony instructions and fraudster immediately closes the account and absconds with the funds.

What ensues?

THE NIGHTMARE.

Victim loses money. Victim ultimately sues Realtor, title company, and anyone else involved for funds. Realtor and

title company potentially pay damages and lose licenses. The end result can clearly be catastrophic for all involved.

It is vital to educate our clients and customers to be vigilant. Our firm provides brochures on wire fraud. Realtors should have a similar brochure in their marketing packets that they provide customers and have a conversation about wire fraud at the onset of the transaction *before* any funds are sent anywhere and inform their customers that under no circumstances whatsoever would wire instructions be coming from “them” or “their office.”

Clients often complain about the lack of convenience that having to open a secure email creates in their lives. Closing offices should send wire instructions via secure email and also follow that up with voice confirmation. Our firm’s policy is to not send or receive wire instructions via unsecured email without first confirming information via reciprocating telephone calls or direct, person-to-person contact. Under no circumstances should a client or customer send any funds to any party without first calling the closing agent and verifying the accuracy of wire instructions provided to them.



Born and raised in Naples, FL, Sam Colburn is a partner attorney at Woods, Weidenmiller, Michetti & Rudnick, LLP, where he concentrates his practice in the areas of commercial and residential real property transactions, as well as corporate and commercial lending. For information on how Woods, Weidenmiller, Michetti & Rudnick, LLP, can assist with your legal needs, call 239-325-4070.

A NEW STANDARD IN HOME SERVICES



SPECTRUM CONCIERGE
LICENSED | INSURED | BONDED

Providing a great service experience encompassing Estate Management, Home Watch, Project Management and Concierge Services since 2013

ESTATE MANAGEMENT | HOME WATCH
CONCIERGE SERVICES

(239) 777-6173 | spectrumconcierge.com | info@spectrumconcierge.com



DOMAIN
INSURANCE MANAGEMENT INC.
HOME | AUTO | FLOOD

We work directly with lenders & realtors to help transactions close smoothly.

Refer us to your clients
239-898-9120

domaininsuranceinc.com
nickdomain@domaininsuranceinc.com



Scan to Find Out We are the **One-Stop-Shop** for All Your Client's Needs

As an independent agency, we have options for **EVERYONE.**



Setting the Standard for Legal Excellence in Real Estate

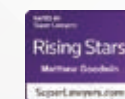


**SERVING OUR STAKEHOLDERS WITH HONESTY
AND EXCELLENCE FOR A GREATER PURPOSE**



GLPA.LAW | (239) 207-3403
9955 TAMiami TRAIL N, SUITE 4, NAPLES, FL 34108

Serving Florida with offices in Naples and Palm Beach



SCAN ME

ROSALIA

FAITH,
FAMILY,
INTEGRITY

PODOLAK

By Zachary Cohen | Photos by New Frame Photography

Rosalia Podolak's parents arrived from Italy with their eyes set on the American dream. Rosalia's mother came from Casteltermini, Sicily, with just a trunk full of clothes for a family of six. Her father arrived under similar circumstances from the Sicilian town of Ventimiglia, and went on to open his first hair salon at just 19 years old. Rosalia learned the value of grit and determination from her parents early in life.

"I had the chance to see my parents as entrepreneurs growing up, and not everything was easy. I was cooking and cleaning at home at the age of 12 with both parents working and me being the oldest. Yet our family values were strong," Rosalia reflects.

"My parents taught me integrity. Integrity is something you do when no one is watching. They taught me work ethic. They also taught me the value of family and faith."



“

REAL ESTATE HAS BEEN A GREAT FIT.

It's a people business. Every property and deal is a different challenge, and it's a very personal purchase for people.

HUSTLING TO SUCCESS

Rosalia's family relocated from Chicago to Marco Island in 1990, and Rosalia is proud of growing up locally. She developed the drive to forge her own path, eventually becoming the first in her family to graduate from college.

"Hustle is part of my lingo," she says proudly. "I've always been a go-getter."

Rosalia climbed the corporate ladder in banking, eventually becoming assistant vice president of a renowned local bank. All told, she spent 17 successful years in banking, sharpening her customer service and business development skills along the way.

In 2012, however, Rosalia's professional life took a turn. She and her husband both lost their jobs, leaving their financial future in doubt.

"I remember sitting on the sofa thinking, 'How are we going to do this?' We got down to \$27 in our bank account," Rosalia reflects. "But my husband said, 'We built it once; we'll build it again.'"

This trying period turned out to be one of the best things that happened to Rosalia because it eventually led her to real estate. She began her real estate career in early 2015.



Rosalia Podolak is an individual agent with MVP Realty.

"I was scared at first, but then I realized there is no guarantee in life," Rosalia shares. "So I decided to go for it. I was at the bottom. There was nowhere to go but up."

RISING UP

Rosalia hit the ground running in real estate, closing \$4 million in her first six months. She steadily rose the rankings, rapidly becoming a consistent top producer.

Today, Rosalia remains a top-producing agent. She closed over \$11 million as an individual agent with MVP Realty in 2022.

"Real estate has been a great fit. It's a people business. Every property and deal is a different challenge, and it's a very personal purchase for people. Through this journey, I discovered how passionate I am about people and property. I never sacrifice the best interest of my customers over a commission check," Rosalia offers.

FUN FACT

Rosalia Podolak is fluent in English, Italian, and Spanish.



Rosalia continues to rely on the lessons her parents taught her. Integrity, relationships, hard work, and gratitude remain at the top of her list of values.

FAMILY FIRST

True to her Italian roots, family is at the center of Rosalia’s life. She and her husband, Brian, have two daughters, Julianna (15) and Zoe (10). They enjoy attending church together, doing regular family dinners, and supporting their kids at Taekwondo tournaments.

Rosalia also enjoys investing in real estate with her husband and staying involved in her community. She formerly ran a nonprofit called iWannaHelp, raising over \$125,000 for people in need.

“The core of who I am is consistent in business and personally. Faith, family, and integrity are at the core of who I am as a person,” she says. “Being a good mom, a good role model, and giving back — that’s me.”



Brittany Moore
Regional Branch Manager
NMLS # 824215
239.292.4194
BMoore@moorelend.com

MOORE
THAN A TRANSACTION

WHEN YOU PARTNER WITH US YOUR CLIENTS ARE TREATED LIKE FAMILY

MOORELENDINGGROUP.COM





Tyler Moore
Producing Branch Manager
NMLS#: 1408486
239-292-4191
TMoore@Moorelend.com



MOORE
LENDING GROUP
A DIVISION OF AMERICAN FINANCIAL NETWORK, INC.

Capture Your Moments
with
Michelle Reed
P H O T O G R A P H Y



Reserve Your Session Today
239-404-8158
michellereedphoto@me.com
michellereedphotography.com

FAMILY PORTRAITS | PROFESSIONAL PORTRAITS | COMMERCIAL PHOTOGRAPHY



Morgan Stanley Are You Safe From Cybersecurity Threats?

Fraud schemes come in many different forms, and cyber criminals are constantly creating new ways to trick you into disclosing personal information or compromising your online security. Vigilance is essential for protecting your assets and your online, personal and account information. At Morgan Stanley, safeguarding your assets and personal information is a top priority. As a Morgan Stanley Financial Advisor, I'm provided with training to help ensure your identity and your assets are secure at the firm. Isn't it nice to know that there are smart ways we can help you protect your information?



Call today to arrange an appointment.
We'll work together to plan for what may come.

Stephanie A. Petrosini

CFP®, CLTC, CRPC®

CERTIFIED FINANCIAL PLANNER™

Morgan Stanley

Vice President | Financial Advisor
8889 Pelican Bay Blvd, Naples, FL 34108

Scan to Easily
Schedule Your Meeting



NMLS #1252909 | CA Insurance License #0126537

Office: 239-449-7885 | Cell: 732-479-8234 | stephanie.petrosini@morganstanley.com

The appropriateness of a particular investment or strategy will depend on an investor's individual circumstances and objectives.
CFP Board owns the marks CFP®, CERTIFIED FINANCIAL PLANNERTM, and CFP® (with plaque design) in the US.
Morgan Stanley Smith Barney LLC. Member SIPC. CRC 5720056 06/23



Luxury is a way of life.

Turnkey Moving Services & Functional Interior Design

OCDOrganized provides luxury turnkey moving services and functional interior design services in Florida. Whether you intend to utilize your new house as your primary residence, vacation home, or short-term rental, we guarantee meticulous selection of every item, aligning them with the home's aesthetic, and organizing them in a coherent system that caters to everyone.

- Home Management Basket
- Luxury Home Organization
- Contractor Coordination
- Personalization
- Food & Toiletry Stocking
- Handpicked Furnishings
- Packing & Unpacking
- Staging



ORGANIZE
CREATE
DECORATE



info@OCDOrganized.com



www.OCDOrganized.com



[@OCDOrganized_](https://www.instagram.com/OCDOrganized_)



(239) 214-3805



►► health & wellness

By Carlene Murray

Creating Your Edge with Biohacking

Want to create an undeniable edge in your performance, success, mindset, well-being, and body? Consider biohacking!

Biohacking is all about refining our biological systems to achieve optimal performance. It's not about quick fixes or mystical remedies. Instead, biohacking it's a systematic way of thinking about our own biology. In essence, biohacking involves refining your inputs — what you consume — and observing the transformative effects on your outputs — how you perform, think, and feel.

Biohacking might sound like an arcane concept, but in reality, it's a simple yet profound approach to becoming the best version of yourself. It's a systems-thinking approach to your

own biology, and it's through this lens that you can truly craft your own edge.

Consider that invigorating cup of coffee that awakens your mind and body. The shift from drowsiness to alertness is attributed to the coffee's influence on your system. This simple example underscores the profound connection between what we consume and how we function.

This concept extends beyond the realm of beverages. Your diet, your surroundings, your music choices — these are all inputs that directly affect your outputs: energy levels, health, cognitive abilities, and your performance across various domains.

Nurturing your outputs to be at their best requires a strategic approach, and this is where biohacking shines. By employing tools like the “Quantified Self Method,” biohackers measure inputs and outputs, experiment with changes, and discover what works best for their individual biology.

As we seek to level up for heightened energy, focus, robust health, enhanced memory, and peak professional and athletic performance, we can control and ultimately fine-tune our inputs in order to optimize our outcomes. With awareness and willingness, you can discover what works best for your own individual biology.

Among the array of biohacks, one particularly transformative intervention is the removal of sugar from your diet. But don't check out yet! Extensive research illustrates the detrimental impact of sugar on the body and mind. It's not just about physical health; sugar can impair your cognitive function, is linked to many common diseases and its addictive nature rivals even that of morphine.

With sugar elimination, the rewards are multifaceted: heightened energy, mental clarity, and a greater overall sense of well-being. A gradual approach, making the transition smoother and less daunting, can be achieved with several gentle methods to minimize your discomfort as you transition to a healthier lifestyle:

- **Mindful Substitution:** Replace sugary treats with healthier alternatives, such as fresh fruits, nuts, or dark chocolate with higher cocoa content. This eases the transition without depriving your taste buds.
- **Gradual Reduction:** Gradually decrease sugar intake over a few weeks. Begin by cutting down on added sugars in beverages and processed foods. Your palate will adapt, and the rewards will be apparent.
- **Label Literacy:** Learn to decipher nutritional labels. Sugar often hides under various names, such as sucrose, fructose, or corn syrup. Being informed empowers you to make healthier choices.

Biohacking luminary and my go-to guru in this field, Dave Asprey, asserts that “The key to biohacking is quantifying your biology to make incremental

improvements that lead to drastic changes in how you look, feel, and perform.”

Therefore, each biohack step you take is a stride toward enhancing your overall well-being and unlocking your full potential. By embracing this systems-thinking perspective toward your own body, you possess the remarkable ability to shape your biology, rewrite your narrative, and redefine your success. Every mindful choice you make contributes to the symphony of positive changes that can ultimately create your edge.



Carlene Murray is a Mindpower Coach specializing in helping individuals cultivate mental toughness and emotional resilience. With extensive expertise in unlocking human potential, Carlene empowers and guides individuals toward their fullest potential, ensuring lasting positive change for their optimal well-being and desired success!



REALTORS...

Your reputation is your most valuable asset and clients rely on you to guide them through a complicated and stressful process.

Refer them to a **Master Home Inspector** whose training and professionalism will give them **confidence** in you through the end of the transaction and beyond.

Brett Onasch, Owner • Certified Master Home Inspector License #HI8303 | NACHI ID#16021822, CMI, CPI

To make an appointment please call (239) 431-5100 or visit our website pythonhomeinspection.com



THE HOME PRO
HOME INSPECTIONS

Thankful to Partner With
**SWFLS TOP
PRODUCING
AGENTS**



Exclusive Real
Producers Offer
\$325
WIND MITIGATION
AND 4-POINT
INSPECTIONS



All Reports Provided
**Within 3 Hours
of Completion**

Now Offering **Drone Inspections**

Scheduling Just Got Easier
Call or Text to Book Your Client's Inspection
239-216-7892 | joethehomepro.com



“
"SCM Roofing was amazing and much faster than the others I called.." -Wesley Chapel Homeowner
"Professional. Quick & Easy. Would definitely use again." -Tampa Homeowner
"Very Professional. Knowledgeable guys and zero trash was left behind!." -Tampa Homeowner
”



SCM ROOFING is a GAF MasterElite Roofing Contractor

By focusing on roofing we are able to offer a competitive price, exceptional customer service and outstanding quality!

- Free consultations
- Our GAF lifetime roof system includes a 25 year workmanship warranty.
- Locally owned and operated with 30+ years of combined experience.
- Veterans, Active Duty Military, First Responders and Teachers Discounts.

855-SCM-ROOF
scmroofingfl.com

Licensed Florida Contractor #CCC1331132

 **LaCasaTour.com**
WE LIVE AND BREATHE REAL ESTATE MARKETING



THE ONLY TOUR PROVIDER IN SW FLORIDA
THAT PROMOTES AGENTS AND THEIR LISTINGS



SCAN ME



REAL ESTATE SERVICES
TO GROW YOUR BUSINESS
VIDEO | PHOTOS | MARKETING

www.LaCasaTour.com | 888.598.8687 | info@LaCasaTour.com

SCAN ME



►► cover story

By Zachary Cohen
Photos by Michelle Reed Photography



JANE WOOD & EMMA BECKMANN

Like Mother, Like Daughter



Jane Wood's and Emma Beckmann's real estate story is one that spans continents. Born in the U.K., Jane spent her earlier years working in corporate banking in Frankfurt, Hong Kong, and New York. But fate had a different plan for her, ultimately leading her to Florida.

Jane's love affair with Naples began with a vacation home, and the city captured her heart. After 9/11, she and her family moved to Naples permanently. However, the transition from the world of banking to sunny Florida was not without its challenges. Leaving the big city for the charm of Naples came with plenty of benefits, but without the massive opportunity offered by the New York banking industry, she was left to find a new career path.

"The only business I knew other than banking was restaurants, so I opened a small cafe on Fifth Avenue, The Café. My goal was to build it and then sell it, and we did that after two years. Six months later, we found a property on Third Street, Jane's Café, and ended up keeping it because it's such a



Jane Wood entered real estate in the mid-2010s after a career in corporate banking and as a restaurateur.

prime location. It has become part of our heritage, a business in a fantastic location," she shares.

Jane ran the cafe exclusively through 2014. By then, her children were older and more independent, the cafe was essentially running itself, and she was ready for a new professional venture. That's when she turned toward real estate.

"I thought, 'What else could I do to supplement my income and make sure my kids could go to good colleges?' I was encouraged by several REALTORS®, who said that embarking upon a career in real estate with my background was a good option," Jane recalls.

Becoming a Team

While Jane was already making strides in the real estate world as an individual agent, her oldest daughter, Emma Beckmann, was pursuing her own career in Canada. Emma interned in Toronto during her college summers, creating a position for herself within a family-run investment and securities firm. Emma was the linchpin, the one who kept everything running smoothly.

"I was living in Toronto, Canada, and really enjoyed it," Emma notes. "I loved it, but when COVID hit, things changed. My move back to Florida was the product of the COVID lockdowns and how strict Toronto was. It was lonely, and that took a big toll mentally. It was hard up there. I was planning to come back for six days for Christmas, and I never went back to Toronto. I resigned from my job and took a risk."

Emma now says that returning to Florida and getting her real estate license was the best decision she ever made. She has helped take the business to the next level, making this mother-daughter duo one of Naples' premier real estate teams. Their synergy is palpable, adding tremendous value for their clients.

"Particularly when Emma came back from Canada, we've been really successful. I was successful before she came back, but not to the same level. The team approach has been great," Jane reflects.

"The best part for me is getting to work with my mom," Emma adds. "She is my best friend. We work together super well, and that adds so much value to our clients. Both of us love this work."

Like Mother, Like Daughter

In 2022, Jane and Emma closed an impressive 18 homes for \$43 million. They pride themselves on doing business with integrity, adding value to their clients' lives, and treating each person they work with like family.



Emma Beckmann moved down from Toronto during the COVID pandemic and joined her mother in real estate.

“For each individual, we’re turning a page in their personal book. We want to make sure that it’s a good investment monetarily and, as importantly, for lifestyle. We’re genuine, and that makes a difference,” Jane says.

Jane and Emma’s synergy is another advantage. They never argue. They stay on the same page and share common goals.

Outside work, you’ll find Jane and Emma traveling, walking, playing pickleball, and staying active. Emma is planning to marry her fiancé, Eric, in 2024. They are both involved with several local charities and non-profit organizations.

“We want to change people’s lives by giving others a good life,” Jane asserts. “That’s our number one goal.

“People won’t remember what you say to them, but they’ll remember how you made them feel,” Emma adds. “We want to make people happy. That’s our legacy.”

WORDS OF WISDOM

“The sky is the limit if you put in the right effort and have passion for what you do.” —*Jane*

“Don’t go too high when you’re high, and too low when you’re low. Keep the waves steady throughout your life.” —*Emma*



Jane Wood (left) and Emma Beckmann (right) at the family restaurant, Jane’s Cafe, in Naples.



Specializing in
Beautiful Hand Crafted
Custom Cabinetry
Made Locally in Naples Florida

In 2022, we were voted *Best Custom Cabinets in Naples*. We believe this is because of our dedication to the craft and to our clients.



(239) 877-6551 • Murdockwoodworking@gmail.com  **CONNECT WITH US TODAY!**

PRINT ME MORE!

Were you, your broker, or the team featured in an issue of *Real Producers*?

Want a copy of your article or full magazines that you were featured in?

REPRINTS!

What the heck is a reprint? A reprint is a four- or eight-page bound, printed piece on magazine-grade paper with your full article — and **you on the cover**.

WHY DO I NEED THOSE?

These reprints are a professional marketing tool that can help brand you, your team and/or your business.

- Use on listing appointments
- Send out to friends and family
- Send to clients with your holiday greetings
- Brokers, use as recruiting tools for capturing new talent
- Use when farming your favorite neighborhood

WHAT IF I CHANGED COMPANIES OR NEED SOMETHING CORRECTED ON MY ARTICLE?

No worries! We can make any changes needed. We send you a proof, you approve, and then they are sent to you via FedEx.

WHO CAN BUY THESE?

The REALTOR® that was featured, the broker, our partner, or family. Anyone who wants to promote you.

HOW DO I ORDER?

Email SWFL@n2co.com.



PRIVATE OFFICES AT VENTURE X

The optimal plan for individual professionals and teams.

Venture X Naples is in the heart of the city, just minutes away from the beaches, surrounded by top restaurants and shops, community and cultural events, and after-hours night life.

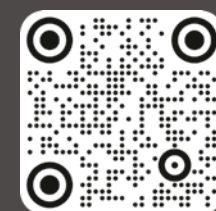
Our modern space has high exposed ceilings with an industrial loft design, earthy tones, live plant walls, and floor-to-ceiling windows allowing natural sunlight into your private office. Our private offices are move-in ready with sit-to-stand desks and ergonomic chairs for your team. With several different office sizes on-site, options are available based on your needs.

Please reach out to Kathryn Parker for more details on pricing, terms & inclusions.

KATHRYN PARKER
DIRECTOR OF SALES

239-326-3455

Kathryn.parker@venturex.com



SCAN TO
EASILY
BOOK YOUR
TOUR



VENTURE X
THE FUTURE OF WORKSPACE

SWFL'S CLEAN CUT MOVERS





SCAN TO SCHEDULE



(239) 285-6894 | eaglemoving.com

Locally Owned & Operated | Local & Long Distance Moves
Moving & Packing Services | We also sell and deliver boxes!

#1 Moving SWFL 2022



LET'S DISCUSS YOUR EVENT!

Lightworks Stage Productions is South Florida's most complete sound, lighting, audio visual, and decor provider in the corporate and special event industry.

"Professional, knowledgeable and accommodating, I would recommend Lightworks for any event, large or small." -Alan J., The Powerhouse Group

EXPERIENCE OUR EXPERIENCE!

LIGHTING • AUDIO • PROJECTION • BACKLINE

LIGHTWORKS
Stage Productions, Inc. | lightworks-productions.com | **239-784-4748**

We'll work with you every step of the way to insure that your event is flawless.



CHAPMAN INSURANCE GROUP

HOME | FLOOD AND PRIVATE FLOOD | INVESTMENT PROPERTIES



LEFT TO RIGHT: BRIAN CHAPMAN, JANELLA WEILAND, CALEB CHAPMAN

**15
YEARS
OF SERVING SWFL**

THE AGENCY RELATIONSHIP

A COLLABORATION YOUR CLIENTS
AND TEAM WILL APPRECIATE.



DISCOVER A SMOOTHER
REALTOR®: CLIENT JOURNEY.
SCAN FOR YOUR FREE
CO-BRANDED PAGE.



SBI...37 Years
Still Timeless

INTERIORS BY
interiorsbysbi.com
954.445.0897



NAPLES CAY | OLDE NAPLES | PORT ROYAL | TALLIS PARK | GREY OAKS | PELICAN BAY