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►► publisher's note

UNLEASHING THE POWER OF REELS

Dear Real Producers of Fort Myers,

This month, I wanted to share with you a powerful tool which Fort Myers Real Producers has recently embraced. I believe it is something that could be incredibly impactful for your real estate business as well.

As you know, in today's digital age, social media has become an indispensable tool for real estate professionals and our preferred partners alike, and one medium that has been taking the world by storm is reels.

Short and captivating videos on platforms like Facebook and Instagram, reels have emerged as a powerful means of storytelling, and I am thrilled to witness their immense value for our Real Producers community. Through reels, you have the opportunity to showcase your expertise, share insightful tips, and offer a glimpse into your unique approach to real estate.

These engaging videos not only captivate your audience but also humanize your brand, making it more relatable to potential clients and partners. By taking advantage of the visual storytelling prowess reels offer, our community is fostering deeper connections and amplifying its reach while leaving lasting impressions.

If you have yet to explore the Fort Myers Real Producers' Facebook and Instagram pages to witness the creativity and innovation displayed through these reels, I invite you to become inspired today! You will find an abundance of ideas to elevate your social media presence and leave a lasting impact on your audience. If you have questions about how to get started making reels, please feel free to reach out to me. I am currently doing quite a bit of content creation and can offer advice, as well as can put you in touch with our videographer if you would like to get professional help creating reels of your own. Happy to help!

Looking ahead, we are excited to announce our Fall Quarterly Event, taking place from 5-9 p.m. on September 28th. Exclusive invitations have already been sent, but if you haven't received yours, please reach out to us at swfl@n2co.com. We can't wait to see you there!

Furthermore, we eagerly anticipate the announcement of all 2024 event dates coming your way soon! We have an array of enriching experiences planned to empower our community members throughout the coming year, so stay tuned.

In the meantime, I wish you an exceptional September filled with growth and success, and thank you for being an integral part of the Fort Myers Real Producers community!



Very respectfully yours,

Andrew Regenhard

Owner/Publisher

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YISBEL BERA DAMIRO



► featured agent

By Zachary Cohen
Photos by LaCasaTour

Building a Kingdom

Yisbel Bera Damiron has been deeply impacted by her upbringing in the beautiful Dominican Republic. Her father, a businessman and politician, showed her what it takes to succeed. In a country where so many struggle financially and materially, he became a millionaire. He ascended to the top of the political spectrum, too, becoming an influential figure in Dominican politics. But Yisbel's father (and Yisbel, to a degree) also experienced the other end of the spectrum. Later in his life, Yisbel's dad went bankrupt. When he passed away 13 years ago, he had no wealth left.

"My father, he was my everything. He taught me about life, about people, and about making decisions. He was my teacher and best friend. What he says means a lot to me," Yisbel explains. "One day, he told me, 'In this country, there is no future. Only for politicians, baseball players, and singers. So you need to think about your future.' I didn't want to leave, to be honest. But that made me think and make the switch. I know how to live with nothing and live with everything. Seeing him as a former millionaire and then with nothing, that impacted me and hurt me."

Yisbel's mom relocated to Cape Coral when Yisbel was 15. Yisbel often visited her mom in Florida, getting the opportunity to see what life in America looked like. So when she turned 21, Yisbel took her father's advice to heart and relocated to Cape Coral to begin a new stage in her life.



HE TOLD ME THIS PHRASE THAT IS STILL ALIVE:
‘I BELIEVE IN YOU AND I KNOW YOU WILL DO GREAT THINGS.’ THAT, I WILL
NEVER FORGET.



THE ROAD TO REAL ESTATE

Yisbel's dad also gave her another piece of wisdom that has stuck with her all these years later.

“He told me this phrase that is still alive: ‘I believe in you and I know you will do great things.’ That, I will never forget. Every time I do a project, that pushes me. I know I will do great things and I’m already doing great things,” Yisbel notes.

Although transitioning to life in the U.S. wasn't easy, Yisbel persevered. With her father's encouraging words playing in her mind, she set out to create the life of her dreams. She earned a bachelor's degree in business management with a major in marketing and began her professional life working for the Florida Department of Children and Families (DCF) as an economic self-sufficiency specialist. Meanwhile, she started to take up an interest in real estate.

“I've always been in the sales business and I became very motivated to know more about real estate. I did a class with Dean Graziosi and he taught the wholesaling process. That's how I started my journey,” she explains.

Yisbel quickly found a love for real estate. She began wholesaling in 2018, obtained her license shortly thereafter, and transitioned into real estate full-time the following year.

BUILDING A KINGDOM

Over the past four years, Yisbel has grown her business exponentially. She personally closed 43 homes for over \$12 million in 2022. She is the founder of Kingdom Group with eXp Realty, a team of 12 agents and growing. She also opened an eXp branch office in the spring of 2022.



Yisbel Bera Damiron is the founder of the Kingdom Group with eXp Realty.



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ABOUT REAL ESTATE.



TO BE ABLE TO BE PART
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OTHERS, I GROW TOO.

Yisbel credits her success to her care, passion, and commitment to always coming through for her agents and clients, as well as her focus on continued education. Yisbel holds countless specialties and designations attached to her real estate license as well.

“I go above and beyond. I overdeliver because I love helping others,” she says proudly. “Impacting people’s lives is huge for me. To be able to be part of this journey with people is amazing, and by helping others, I grow too.”

BEYOND REAL ESTATE

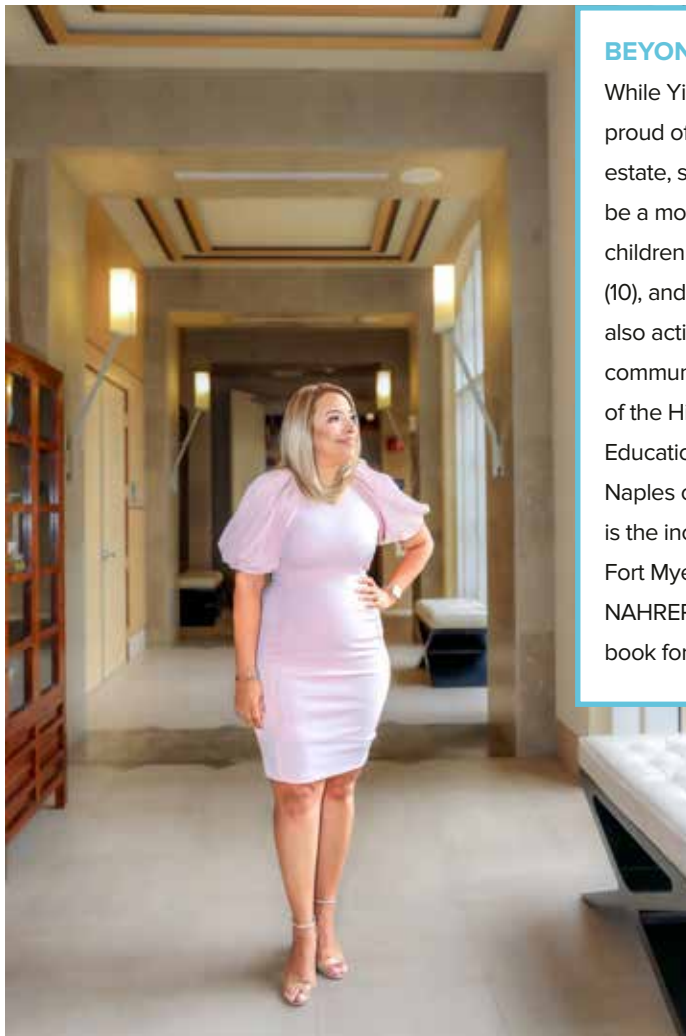
While Yisbel Bera Damiron is proud of her success in real estate, she’s most proud to be a mother to three amazing children, Dennis (15), Sophia (10), and Camila (5). Yisbel is also actively involved in her community. She is a chairperson of the Hispanic Vote, is a 2023 Education Board Director for the Naples chapter of NAHREP, and is the incoming president for the Fort Myers/Cape Coral chapter of NAHREP. Yisbel is also writing a book for new agents.

Real estate is more than a business for Yisbel — it’s a lifestyle. Now that her sales business is strong, she’s turning more attention toward growing her team. In the coming years, she sees herself moving out of production and spending more energy on coaching, training, and speaking.

“I’m a visionary. I’m passionate about motivating others,” Yisbel continues. “I can see someone’s gifts and talents. There is a force inside of me that I want them to wake up to see themselves as God sees them. I want to push them

and motivate them. Seeing people’s transformation is really rewarding,” she offers.

“I am excited about the next level in my real estate journey and my personal life. Seeing what I’ve accomplished ... it’s emotional because I started from nothing, and now, here I am.”



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▶ partner spotlight

By Zachary Cohen
Photos by LaCasaTour



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“In insurance, we form a relationship to protect the client. It’s about giving from the heart. It’s giving that person peace of mind, and that’s satisfying. I sell peace of mind, and there’s nothing better than that.”

Growing up in Fort Myers, Brian Chapman watched his father rise to become the number one new State Farm insurance agent in the country. Brian was inspired by his dad’s work ethic, approach to relationships, and commitment to excellence.

Brian was drawn to entrepreneurial ventures from a young age. In high

school, he started a pressure washing company and a car detailing business. “I found out early that I was cut from the same cloth as my dad,” Brian reflects.

Brian joined his father at State Farm in 2004, imagining he’d have a long career there. But the storms of 2004 to 2005 struck shortly thereafter, and State Farm changed its appetite for business in the state. Brian no longer felt aligned with the product offerings he had available to serve clients, so he begrudgingly began to explore his options. That search led to the founding of Chapman Insurance Group in 2009.

“In the rearview mirror, it was a perfect decision,” Brian says proudly. “When I was looking at the State Farm opportunity, I didn’t realize the narrowness and limitation that is a part of it. You have one product, one brand, and there are a lot of limitations. Now, we have many options, and that’s to the benefit of our clients.”

CHAPMAN INSURANCE GROUP

Over the past 14 years, Chapman Insurance Group has grown into one of Southwest Florida’s top agencies. They now have 80 employees spread over five locations: Fort Myers, Cape Coral, Port Charlotte, Punta Gorda, and Bonita Springs/Naples.



“It feels like it’s only the beginning. The positive energy we have is huge,” Brian beams. “We have the perspective of a service mindset. We say that it’s not about winning; it’s about providing excellence. That’s our goal.”

Chapman Insurance Group is one of the largest insurance agencies in Florida, meaning their buying power is high. That allows them to hold more contracts with different carriers and, thus, offer their clients more options. If there’s an insurance option available, Chapman Insurance Group can most likely provide it.

Brian and his team take REALTOR® relations seriously too. They offer Realtors a true partnership, becoming an extension of the real estate team through offerings like co-branded landing pages.

“Our goal is to take the org to 175 team members and a geographical reach of coastal Florida south of I-4, not just Southwest Florida,” Brian notes. “If we are going to get there, it’s going to be through partnerships. Realtors need an extension of their excellence in the insurance world, and we want that extension to be Chapman Insurance Group.”



“

I always look for the good. No matter what’s going on in the world, there are so many good people out there. I’m grateful for every time I get an authentic interaction. **Those are my favorite moments.**



Brian Chapman founded Chapman Insurance Group in 2009.

LIVING IN GRATITUDE

Outside work, Brian is a committed family man. He and his wife, Julie, have five children, ages 8 to 13.

“Kids have given me the motivation and perspective on why I go to work. As a family growing up in today’s culture and environment, families are uncommonly present. But I’m a true family man. I have embraced my family and that life,” Brian shares.

Brian and his family enjoy spending time on the water, playing sports, and attending church together.

“Sometimes I feel like the luckiest guy in the world. It doesn’t mean I don’t have challenges or difficulties; but a thriving business, five kids, a beautiful wife, and a beautiful lifestyle here in Southwest Florida ... what more could you ask for?”

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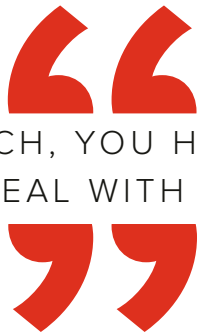
Barry Goettemoeller was given an early introduction to the real estate business. His father was passionate about real estate investing and flipping homes before it was popularized, and Barry was often tasked with playing contractor for his dad's investments.

"I cut my teeth a bit as a youngster on Section 8 property in Columbus, Ohio — going to properties with my dad, learning the trades. I learned about electrical, plumbing, flooring, roofing, and drywall. He had me as the grunt laborer back in the day," Barry reflects with a telling laugh.

“BEING A FORMER EDUCATOR, I BELIEVE STRONGLY IN EDUCATION IN THIS BUSINESS. I STILL GO TO EVERY CLASS I CAN POSSIBLY GO TO.”



Barry Goettemoeller (center left, back row) with his team, BG & Co., at RE/Max Realty Team. (Photo by LaCasaTour)



AS A TEACHER AND COACH, YOU HAVE TO WORK WELL WITH OTHERS AND LEARN TO DEAL WITH MULTIPLE PERSONALITIES.



Photo by LaCasaTour



Before real estate, Barry Goettemoeller had a 30-year career as a teacher and football coach, including a five-year stint as head football coach at North Fort Myers High School from 2007 to 2012.



FUN FACT

Barry played collegiate lacrosse at The Ohio State University in the 1980s and has stayed involved in athletics at the collegiate and high school levels.

During this time, Barry learned much more than how to install drywall. He learned the value of hard work and came to understand the inner workings of real estate investing. As he got older, he began flipping homes himself.

Meanwhile, Barry built a career as a teacher and football coach. All told, he taught for nearly 20 years and coached football for 30, learning invaluable skills and lessons along the way.

“As a teacher and coach, you have to work well with others and learn to deal with multiple personalities — players, students, parents,” he points out. “And I developed a love for helping people. That’s carried through in everything I do.”

In 2007, Barry accepted a job to become the head football coach at North Fort Myers High School. He cherished every moment of his five years at North Fort Myers High, but bureaucratic differences ultimately led him to consider a transition into real estate. He was licensed in 2012, and despite beginning as a part-time agent, his business took off.

Fast-forward 11 years, and Barry is thriving in real estate. He was the number one agent out of over 100 agents at RE/MAX Realty Team in 2022,

closing 52 transactions for \$28 million. He is also the acting broker and a partner of the RE/MAX Realty Team satellite office (located next to Gulf Coast Hospital on the corner of Daniels Parkway and Plantation Boulevard), as well as the leader of his team, BG & Co.

Barry continues to leverage the skills he learned as a teacher to benefit his clients and agents.

“I’m in the process of building this office up. I’d like to get to 25 REALTORS® by the end of 2024. We just remodeled and have a great new space we call ‘The Player’s Lounge.’ It is an open-area concept to chill, work, entertain customers, host office meetings, and have closings,” Barry beams.

“Being a former educator, I believe strongly in education in this business. I still go to every class I can possibly go to. That helps drive me and helps protect our profession. It’s a competitive profession, but if you’re not helping other agents, I believe you’re doing a disservice. That’s the teacher in me. My agents can come into my office and ask questions of me all day, every day. I attribute a lot of my success in business to the work ethic and pride in my craft I grew up with, as well as my years as an educator and football coach.”

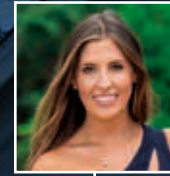
Alongside his sales business, Barry continues to invest (although he's no longer flipping homes). His wife, Jodi, joined him in the business six years ago, and she primarily helps manage the couple's investment portfolio. Barry has several other business engagements, from building homes to owning a fleet of Sprinter vans to being part-owner of three pizza shops.

"I want to leave a successful book of business. I also want to leave my customers and agents believing in how I live my life. Material things are great, but in the end, I want people to know I treated them right," Barry concludes. "Life is about treating people the right way. I grew up that way, and that's what I stand by."

“
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GREAT, BUT IN THE END, I
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KELLY CRAYCRAFT
Owner / CEO
kcraycraft@landsel.com
614.226.6751

MIKE BOSTROM
Vice President
mbostrom@landsel.com
317.418.1704

AMANDA WILKINS
Operations Manager
awilkins@landsel.com
239.440.5333

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GIOVANNI MATITA NMLS#447645
239.253.5939
giovannimatita.com
Giovanni.Matita@nrlmortgage.com



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