

FORT MYERS

REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.

ZACH
ROSEN
FAMILY FIRST

FEATURED AGENT
CRYSTAL NEGRON

PARTNER SPOTLIGHT
GIOVANNI MATITA
BE YOUR GIFT GROUP

APRIL 2024

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).



COASTAL

CUSTOM WINDOWS & DOORS

CoastalCustomWindows.com

***Residential
Commercial
Large Projects***



INVENT. BUILD. DELIVER.



Impact Resistant
Windows & Doors



Danny Garcia
DESIGN • BUILD

TABLE OF CONTENTS



08

Index of Preferred Partners



10

Meet the Fort Myers Real Producers Team



12

Publisher's Note: Spring into Action



14

Featured Agent: Crystal Negron



22

Partner Spotlight: Giovanni Matita, Be Your Gift Group



28

Cover Story: Zach Rosen

Cover photo courtesy of Michelle Reed Photography.

FORT MYERS

REAL PRODUCERS®

CONNECTING. ELEVATING. INSPIRING.

WHO SHOULD WE FEATURE AS A RISING STAR?

- ★ 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!



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
 - ↳ Setup and Installation of Smart Home Automation Services

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





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

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

CONSTRUCTION

Northstar Technologies
Kyle McLaughlin
(239) 641-1892

CPA SERVICES

CCG Certified Public
Accountants
Steven Phillips
(239) 992-1973

CUSTOM WINDOWS & DOORS

Coastal Custom
Windows & Doors
Jake Cambria
(239) 595-9459

HOME INSPECTION

HouseMaster
John Prete
(239) 480-8220

INSURANCE

Chapman Insurance Group
Jamin Eastman
(239) 307-0339

MORTGAGE LENDER

Be Your Gift Group
Giovanni Matita
(239) 253-5939

Maxwell Mortgage Team
Lauren Maxwell
(239) 596-0500

Meadowbrook Financial
Mortgage Bankers Corp.
E.J. Gilbride
(631) 445-9807

Moore Lending Group
Brittany Moore
(954) 866-7189

TBF Mortgage
Gus Alfaro
(909) 784-8194

PHOTOGRAPHY/PORTRAIT

Michelle Reed Photography
(239) 404-8158

PHOTOGRAPHY/ REAL ESTATE

LaCasaTour
Sheryl Moreno
(888) 598-8687

POOL SERVICES

SWFL Pool Pros
Chaz Hambling
(239) 872-8186

PROPERTY MANAGEMENT

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

ROOFING

Durabilis Roofing
Juan Rizo
(239) 703-3359

TITLE COMPANY

First Source Title
Stacey Maczulis
(440) 522-9404

LandSel Title Agency, Inc.
Kelly Craycraft
(614) 226-6751

Venture Title Services
Ryan Marrie
(239) 734-2400

SWFL
Pool Pros

Chaz and
Danielle
Hambling,
Owners

239-872-8186

BREAKING NEWS

Northstar Homes Now Include a
Built-In Emergency Escape Pod
that Will Launch You into Space!

APRIL FOOLS!

But hey, the possibilities for the
future of construction are endless!
Thanks to the power of our
innovative building technologies!

- **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



250 MPH IMPACT
RESISTANT



CLASS "A"
FIRE RATED



UP TO 60%
ENERGY SAVINGS



NORTHSTAR
TECHNOLOGIES

Kyle McLaughlin
kyle@northstartgi.com

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

Schedule an Exclusive Realtor
Tour to Learn More

239.610.0062
Call or Text

NORTHSTARTGI.COM | [f](#) [i](#) [t](#) [p](#) [i](#) [n](#) [y](#)

MEET THE FORT MYERS REAL PRODUCERS TEAM



Andrew Regenhart
Publisher



Ellen Buchanan
Editor



Andrea Hoffman
Ad Strategist



Zachary Cohen
Writer



Coby Corradino
Videographer



Michelle Reed
Photographer



Sheryl Moreno
Photographer



Nominate a REALTOR® you'd like to see featured in this magazine by emailing 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 *Fort Myers 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.



**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

FOLLOW US ON
**FACEBOOK &
INSTAGRAM**

FACEBOOK



@FORTMYERS
REALPRODUCERS

INSTAGRAM



@FORTMYERS
REALPRODUCERS

SPRING INTO ACTION



Dear Real Producers of Fort Myers,

As spring arrives, I'm reminded of the timeless expression "Carpe diem" — seize the day! A season of growth and plenty of opportunities waiting to be seized. Here in beautiful SWFL, we are truly blessed with an incredible place to live and work, brimming with chances to seize success.

Across the country, many regions are gearing up for what's known as the "spring market," a season marked by a flurry of activity which often lasts just a few short months. However, as we all know, our SWFL market operates on its own unique cycle... And gone are the days when winter/spring signaled our only busy season!

The outlook for Florida's real estate market remains robust. Despite climbing interest rates, home sales in our state surged by 5 percent last year, with home values on a steady rise. Buyers remain undeterred, eager to secure their slice of the Sunshine State dream.

SWFL is undeniably the place to be, and I would encourage every Real Producer to forge ahead in what experts are touting to be a bullish year. All success requires is recognizing opportunity and taking decisive action.

Speaking of taking action, I'm thrilled to share that I recently embarked on a new life chapter! I married the love of my life, Klarissa, last month, and I'm incredibly excited about our future together.

Looking forward, the future at *Fort Myers Real Producers* is also bright. We have an amazing lineup of featured stories and events in store. A big thank-you to everyone who attended our March 28th gathering at Valerie's House; it was a terrific night, and especially fun to see so many new faces! Coming up, our next big Real Producers event will be on May 23rd and we can't wait to see you there!

I hope this month's issue inspires you to "carpe diem" in your own lives and businesses this spring, and here's to seizing opportunities!

Very respectfully yours,



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

ALEXANDRA KING,
Loan Originator, NMLS#2078060
603.809.9474

SEAN EAGAN,
NMLS# 2474905
904.612.6131

VIRI MARTINEZ,
Loan Originator, NMLS#1790517
239.537.5485

GIOVANNI MATITA,
NMLS#447645 | giovanni@beyourgiftgroup.com
239.253.5939 | giovannimatita.com

ALI ROGAN,
NMLS#278423
561.308.4877

BE YOUR GIFT GROUP
POWERED BY
NEW AMERICAN FUNDING

We Use Our Unique Gifts to Best Serve You and Your Clients

Scan to Say Yes to Fun, Say Yes to Us

NMLS ID#6606

Home Inspections. Done Right. Guaranteed.

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

★★★★★
CHECK OUT OUR 5 STAR REVIEWS ONLINE

JOHN PRETE RECEIVE \$25 OFF WITH MENTION OF THIS AD

HouseMaster®

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

CRYSTAL NEGRON

THE HEART
OF A NURSE

▶ featured agent

By Zachary Cohen
Photos by LaCasaTour



Before the COVID-19 pandemic, Crystal Negron assumed she would be in the healthcare world for the rest of her life. She was wholeheartedly devoted to her career in nursing, but the trials and tribulations of the COVID era shook her faith, leading her to consider other career opportunities.

Crystal began her real estate career in 2021 — a sharp turn from her nursing career. And yet, she's happier and more fulfilled than ever.

As a REALTOR®, Crystal brings that same commitment to the betterment of others that she brought to her work in nursing, ensuring each client is offered compassionate care and a listening ear. The results have been nothing short of impressive; Crystal has quickly become one of Southwest Florida's top agents. Even better, the fruits of her labor have offered her the stability she sought for many years.

FROM MICHIGAN TO FLORIDA

Crystal began her professional life as a nursing assistant in Pontiac, Michigan, where she was born and raised. The hospital she worked for was struggling and even closed down several floors. So in 2007, Crystal moved to Southwest Florida, where her grandmother and parents had relocated. She

landed work at Lee Health, restarting her career in the Sunshine State.

As she rebuilt her life in Florida, Crystal returned to school for a nursing degree. For years, she was a single mom, a full-time nursing assistant, and in school. In 2016, she earned her bachelor's degree in nursing from Florida Southwestern State College.

Finally, Crystal seemed to have settled into a stable career. But in 2020, COVID-19 upended everything.

"I joined the staffing float pool for Lee Health, so every day, they'd send me to whatever hospital was short-staffed. During COVID, I worked some of the hardest floors — ER, ortho, cardiac, oncology. I was everywhere," Crystal reflects. "During COVID, seeing how nurses were treated was tough. We lost raises, they raised our health insurance, and we lost 403(b) benefits. We ran out of basic supplies like gowns and masks. There was no appreciation for nurses, but nurses became the sole keepers for COVID-19 patients. Being in Florida, the retirement state, there was nothing we could do but watch people die. I watched patients, holding their hands, dying in front of me, holding a tablet, talking to their loved ones, and saying their last words. That hit me really hard."



“It gives me great joy to help others achieve one of the biggest purchases of their life.”

By 2021, Crystal began seriously considering other careers. That's when her fiancé, Felix, suggested she try her hand at a career in real estate. Despite knowing very little about the industry, Crystal decided to give it a shot — and she's ever-grateful she did.

NEW BEGINNINGS

Crystal officially launched her business in 2021, closing \$2 million in her first year. She followed that up with a \$12 million year in 2022. In 2023, she transitioned to Gulf Coast Living Real Estate, a 100 percent commission brokerage. Although her sales remained nearly steady (she closed \$10 million), she doubled her income.

Although real estate may seem different from nursing, many of the qualities that made Crystal great at her work in the hospital have been pivotal to her success as a REALTOR®.



After a career in nursing, Crystal Negron ventured into real estate in 2021.





Crystal Negron is a Realtor with Gulf Coast Living Real Estate.

“Being a nurse, I really enjoyed making a difference, helping people, saving lives. I was afraid I wouldn’t get that with real estate, but that all changed when I made my first sale with a first-time homebuyer. Explaining the process, educating them, and then the feeling we had closing on that home gave me the same feeling. I knew I was in the right place,” she explains. “It gives me great joy to help others achieve one of the biggest purchases of their life. For someone to trust me with that meant a lot. I love teaching and educating.”

In October 2023, Crystal made another significant step in her career: obtaining her broker’s license. That action hints at her next big move in the industry — opening a brokerage. But for now, Crystal is keenly focused on serving her clients, one relationship at a time.

BEYOND REAL ESTATE

When she’s not working, you’ll find Crystal at the gym, exploring new restaurants, and hanging out with her dogs, Chloe and Leo, her fiancé, Felix, and her 18-year-old daughter, Lelani. “She is going to hopefully become a REALTOR® as soon as she graduates from high school,” Crystal shares.

WORDS OF WISDOM

“Prepare and treat this career like a business. If you do that, you’re going to be very successful. And get a good mentor.”



WW & MR WOODS • WEIDENMILLER
MICHETTI • RUDNICK

Michael Michetti • Joshua Rudnick • James “Jay” Caudill • Samuel Colburn • Brian Cordero

Big Firm Quality, Small Town Service.



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).

No **Fooling** Around When it Comes to Closings



Florida's Premier Law Firm focused on Real Estate Transactions, Estate Planning, and Estate Administration.

SETTING THE STANDARD FOR
LEGAL EXCELLENCE IN REAL ESTATE



SCAN ME

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



CLIENT CHAMPION
PLATINUM / 2023

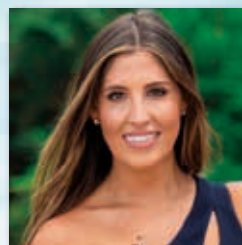


Elevating

THE REAL ESTATE EXPERIENCE IN PARADISE

A Premiere Mortgage Lender Licensed
in Over 26+ States with 12+ Branches
Across the Country

- Competitive Rates and Programs
- Personalized Service Tailored to Your Clients' Individual Requirements
- Access a Suite of Marketing Resources Designed to Support the Growth of Your Business

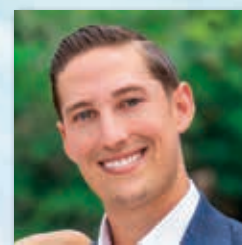


Brittany Moore
Regional Branch Manager
NMLS # 824215
239.292.4194
BMoore@moorelend.com

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.



516-360-2545 • mfm bankers.com
EJgilbride@mfm bankers.com
1600 Stewart Ave., Suite 701, Westbury NY, 11590
Branch NMLS #177308

Connect Today to Partner

E.J. Gilbride
EXECUTIVE VICE PRESIDENT
MORTGAGE LOAN ORIGINATOR
NMLS #127515



►► partner spotlight

By Zachary Cohen

#BEYOURGIFT



Photo by LaCasaTour

Photo by LaCasaTour



GIOVANNI MATITA

BE YOUR GIFT GROUP

powered by New American Funding

A GIFT TO THE WORLD

“God gave us a gift to share with the world, and even if you don’t believe in God, we all have something to share with one another.”

Giovanni Matita has been in the mortgage lending industry for 20 years, and he considers 2023 to have been the most challenging year yet. Mid-year, he came to a realization.

“I realized I needed to lead my team in a new way because this industry will only get harder. I had a candid conversation about leading the team in a way where they were going to either make it or leave, but I was not going to allow them to fail because I did not lead well,” Giovanni explains.

Giovanni began revamping his group’s mindset and approach. They talked about belief systems, emotions, and how to take control of their results. Then, they began implementing practical strategies, planning their days hour by hour, task by task, to ensure no stone went unturned.

“As a result, the group feels inspired, encouraged, and safe to show vulnerabilities. I learned that leaders go first. I have to share my challenges. I have to go first. If you know someone, then you can love someone, then you can challenge someone. I lead from that perspective. Because they know how much I care, I can challenge them to be their best,” Giovanni continues.



The Be Your Gift Team (from left to right: Viri Martinez, Alexandra King, Giovanni Matita, Sean Eagan, Ali Rogan)

Giovanni’s ultimate goal is for his team to earn five times the industry average. It’s a significant number, but he’s confident it’s obtainable, and the team has already reached twice the industry average.

BE YOUR GIFT

While Giovanni has revamped the team’s systems, processes, and belief systems, his overarching premise remains unchanged. He believes that each team member has a gift to share, and the team will best serve clients and partners when those gifts are highlighted and encouraged.

“We all have a unique gift to share with the world. God gave us that gift, and we’ve thrived by sharing our unique gifts so people want to do business with us. That has helped us all grow, personally and professionally,” Giovanni says.

Giovanni leads from this position, too, highlighting his own gifts and vulnerabilities as the model his team members follow.

“My gift is a gift of encouragement and connection,” Giovanni continues. “I have this gift to see people for who they are, what’s really in their heart, the pain in their heart, and I’m able to use my experiences to encourage them. Because of that, I have incredible relationships with so many different people. If there’s someone I know that can help someone else, I love doing that.”

MEET THE TEAM

Alexandra King

Alexandra began her career in lending in 2020. Coming from a background in forensic science, she became the first team member of Be Your Gift Group. “Giovanni told me his vision and what he wanted to create, and it was something that resonated with me,” Alexandra says. “If I have learned anything, it’s that when God tells you to move, you move with purpose, and that is exactly what we did.”

Alexandra’s unique gifts include connection and perseverance.

Ali Rogan

Ali began her career in the mortgage industry in 2001 and joined Be Your Gift Group in 2021. She started her career as a processor assistant while attending college, moved into processing, and later became a loan officer.

Ali’s unique gift is empathy. By being invested in others, she’s able to go to battle for their goals. “This is not the typical thing you see a mortgage company promoting, so I love it,” Ali says. “It’s unique and genuine, and I’m proud to stand behind it.”

Viri Martinez

Viri began her career in lending in 2018 and joined Be Your Gift Group in 2022. As a Spanish-speaking loan officer, she gives the group a voice in the Hispanic community. “I was at a point in my career where I was looking to grow, and I knew I had to surround myself with people who wanted the same. When I met Giovanni, he told me about his vision for the future. I knew immediately that I wanted to be part of it,” Viri shares.

Viri has a passion for serving others and helping them improve their lives. Her resilience is another of her strong suits.

Sean Eagan

Sean began his lending career in 2001 and joined Be Your Gift Group in May 2023. His connection to Giovanni and the group’s vision ultimately drew him in. “My unique gifts are working with clients to steer through the mortgage process. I use my mortgage underwriting experience to ensure we stay ahead of any issue that confronts us on a loan,” Sean shares.

Sean is proud to be part of a confident, experienced, and collaborative team that welcomes feedback and seeks to improve every day.

THE FUTURE IS BRIGHT

Despite the challenges in the mortgage industry, Giovanni remains optimistic that his team will meet and exceed their stated goals. He intends to hire more people who share the vision of Be Your Gift Group.

“We were all created the same way, and people who want more are going to want to be part of this team. It’s going to be a different conversation, where people want to be part of what we’re building. And for clients, we want to be the brand people work with because of who we are and what we represent — because our values are in line.”

For more information, call 239-253-5939 or visit GiovanniMatita.com.



Giovanni Matita (center) empowers his team to bring their unique gifts to the fore. (Photo by LaCasaTour)



Photo by LaCasaTour



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



Stacey Mac & LuAnn Vizzone

First Source Title
combines a personal
touch with technology
to ensure a streamlined
and smooth closing.
Serving SWFL and all
of Florida with national
closing opportunities.

Stacey Mac

staceymac@firstsourcetitle.com
440.522.9404

LuAnn Vizzone

lvizzone@firstsourcetitle.com
973.652.7077

firstsourcetitle.com

**FirstSource
Title**



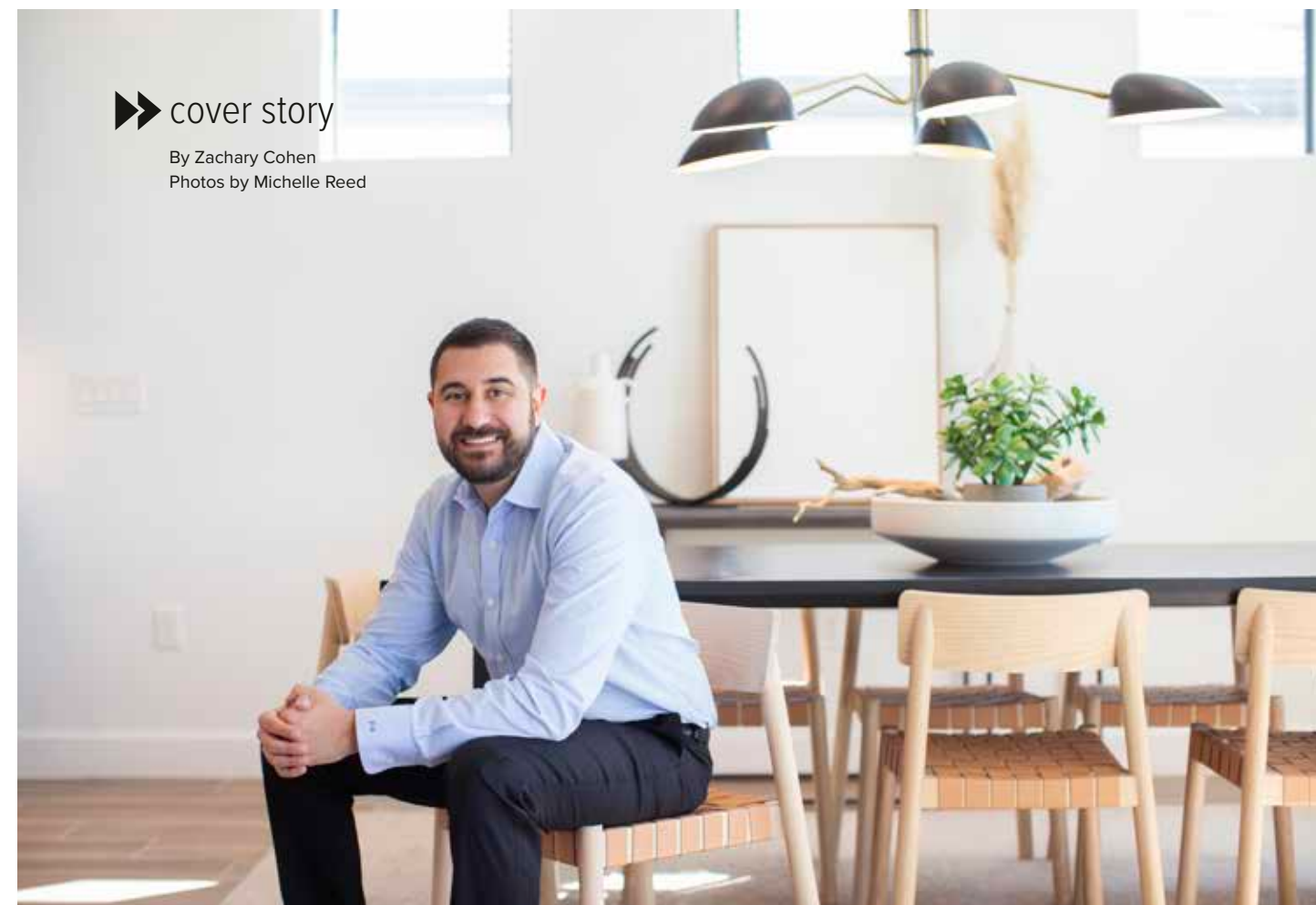
ZACH ROSEN

FAMILY FIRST



cover story

By Zachary Cohen
Photos by Michelle Reed



“

MY NORTH STAR IS NOT TO BE NUMBER ONE; IT'S TO DO THE BEST JOB FOR MY CLIENTS AND SPEND AS MUCH TIME AS I CAN WITH MY FAMILY,” ZACH ROSEN BEGINS.

When we last sat down with Zach in 2020, he had just reached the upper echelon of Southwest Florida real estate agents. In the four years since, his business has continued its steady rise. Meanwhile, Zach's approach to the business — and life — has matured. He's not only one of Southwest Florida's top real estate agents, but one of the area's wisest, when it comes to balancing his professional and personal life.

“I'm in a different season of my life,” Zach shares.

Since 2020, Zach has gotten married, had his first child, grown his business, and reprioritized just about everything.

“I have shifted my focus, and the benefits have been amazing,” he continues. “It's a testament that this is possible.”

SHIFTING HIS FOCUS

In the earlier years of his career, Zach was a “yes man.” He said yes to every opportunity that came his way, and the results followed. He quickly rose the ranks to become one of Southwest Florida's best REALTORS®, but as the years went by and his family grew, Zach knew he needed to make a change in his approach.

“You can't work all the time. The reason you're working so hard is to do what makes you happy. It's counterintuitive to give up time with family to work if that's the end goal,” Zach explains.



Before his daughter was born, Zach began taking concrete action to shift his priorities. He implemented a communication plan that let his clients know exactly when he'd be available and what they could expect from him in terms of communication.

“When I meet with clients, I present a communication plan — when they can reach me and when I’m available. It’s one of the earliest conversations we have,” Zach explains. “I also ask them, ‘How would you like to be communicated with?’ That’s really well received. Probably the biggest pain point for most clients is a lack of communication. So my plan lets them know I’m going to communicate with them and how. Even though it’s not giving them 24/7 access to me, they appreciate knowing when they are going to reach me, as opposed to it being a huge question mark. It’s all about having an effective communication plan. It’s all about expectations.”

The results of Zach’s reprioritization have been impressive. He has grown his business to a consistent 75 to 100 transactions per year while creating more time with his family.

FOLLOWING A VISION

Zach’s priorities are driven by two simultaneous desires: to do the best job for his clients and to be present with his family. He’s developed the ability to say no when needed, an often overlooked part of being a successful agent.

“When my wife was pregnant, I had this conversation with my real estate coach: Do I want to work as hard as possible and make as much money as possible, or do I want to have a goal of how much money to make each year and figure out how to make that money and work as little as possible? I’d rather make a half million working as little as possible than a million working every day of the week,” Zach explains.



Top producer Zach Cohen is a Realtor with Compass.



IT’S ALL ABOUT HAVING AN EFFECTIVE COMMUNICATION PLAN.

So while Zach still holds the goal to one day close \$100 million in a year, he won’t sacrifice time with his family to do it.

Another strategy Zach leverages to his advantage is geographic farming. He is primarily a listing agent, and he’s positioned the neighborhoods he serves close to home as a way to improve his work-life balance.

FAMILY FIRST

At 33 years old, Zach has closed over 700 homes, but he’s most proud of his family life. He and his wife, Danielle, have a two-year-old daughter, Mila. He has dinner with his family nearly every night and is almost always there to wake Mila up and put her to bed. Zach also enjoys traveling and real estate investing.



Zach Rosen with his wife, Danielle, and daughter, Mila



“I want to be known as someone who is sharp, intelligent, and successful, but my character is most important. I want people to know I am kind, that I will do the right thing, that I go out of my way for people, that I care, and that I’ve impacted people’s lives. Buying or selling a home is such a personal endeavor, such a monumental chapter in life. For me to be part of that ... I’m honored.”



FUN FACT
It’s no surprise Zach is an expert negotiator. He was a twice-undefeated state champion in debate skills!

Shatter Expectations, Not Deals

— Your Trusted Partner in Home Financing —



Why Partner With Gus?

Fluent in Spanish • Funds Own Loans • No Lender Fees



Gus Alfaro
Loan Officer

C: (909) 784-8194 | O: (239) 799-6001
tbfmortgage.com/gustavo-alfaro | gus@tbfmortgage.com
NMLS #2042039



PARTNER TODAY!



NMLS# 1934540



CHAPMAN INSURANCE GROUP

HOME | FLOOD AND PRIVATE FLOOD | INVESTMENT PROPERTIES



**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.

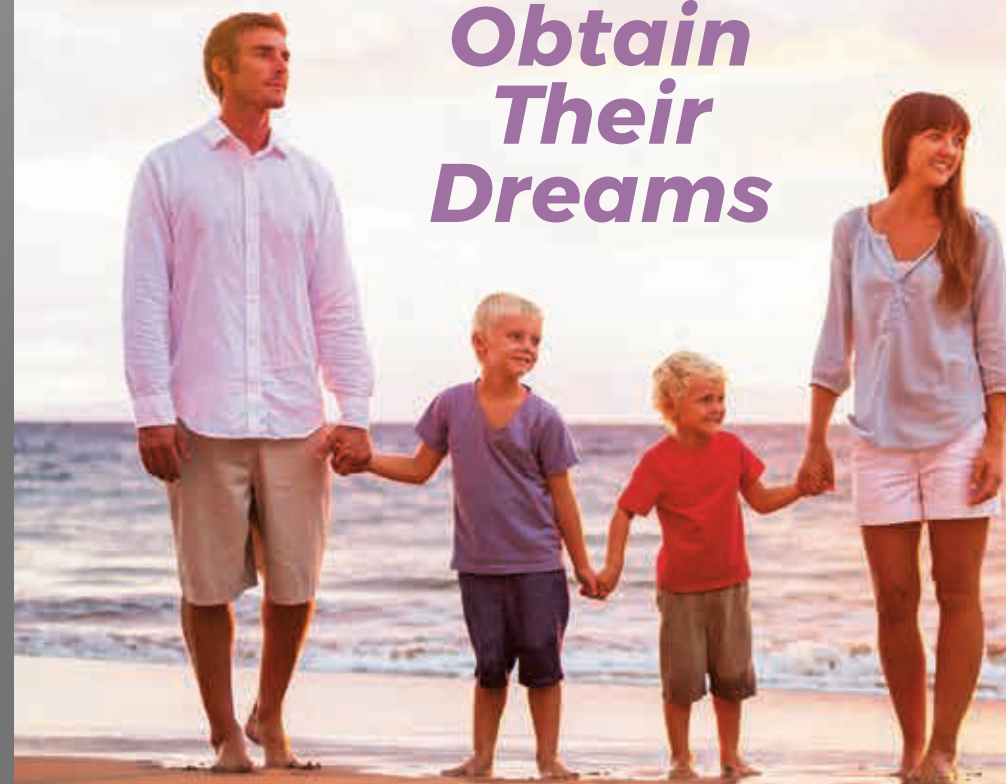
Let Our Family Help "Your Families"

Obtain Their Dreams



LANDSEL

TITLE AGENCY, INC.



*Proudly Serving the
Real Estate Community
for Over 30 Years*

RESIDENTIAL | REFINANCE | COMMERCIAL | LAND DEVELOPMENT | AGRICULTURAL

KELLY CRAYCRAFT

OWNER/CEO
KCRAYCRAFT@LANDSEL.COM

MIKE BOSTROM

VICE PRESIDENT
MBOSTROM@LANDSEL.COM

TRACY HENRY

CAPE CORAL
VP OF MARKETING
TRACY@LANDSEL.COM
239.850.9532

CATHY MANN-SEIPLE

FORT MYERS
SWFL ACCOUNT MANAGER
CATHY@LANDSEL.COM
239.770.5251

AMANDA WILKINS

OPERATIONS MANAGER
AWILKINS@LANDSEL.COM
239.440.5333

CAPE CORAL • 239.205.6373 | FORT MYERS • 239.214.7009
LANDSEL.COM



20 YEARS OF
THE N2 COMPANY

TAX LAWS ARE COMPLICATED

There is no such thing as a simple tax return.
You don't have to be a tax expert, **THAT'S OUR JOB!**

(239) 345-2190
cgcpcas.com

1016 Collier Center Way, Suite 205
Naples, FL 34110
info@cgcpcas.com



CCG
Certified Public Accountants