

NAPLES

REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.

A woman with blonde hair, smiling, wearing a bright pink sleeveless dress with a black belt. She is standing in a modern interior with a fireplace and decorative plants in the background.

RENEÉ
POPPIE

FEATURED AGENT
KALEENA FIGARO

RISING STAR
MADELINE TRACY

PARTNER SPOTLIGHT
BRIAN CHAPMAN &
CHAPMAN INSURANCE GROUP

Happy & Grateful

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).

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
GULF SHORE 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



COASTAL

CUSTOM WINDOWS & DOORS

CoastalCustomWindows.com

***Residential
Commercial
Large Projects***



INVENT. BUILD. DELIVER.



Impact Resistant
Windows & Doors



Danny Garcia
DESIGN • BUILD

FLY US PRIVATE

THE EASY JET CHARTER COMPANY



**Concierge Travel Services
Competitive Pricing
Locally Owned & Operated**

(239) 428-2FLY
FLYUSPRIVATE.COM

FLY US PRIVATE LLC IS A JET CHARTER BROKER SERVICE IN COMPLIANCE WITH ALL F.A.A. REGULATIONS

TABLE OF CONTENTS



12

Index of Preferred Partners



23

Special Events: Photos from Charter Sunset Cruise for Partners



24

Coaching Corner: Bacon, Eggs, and Your Business



28

Featured Agent: Kaleena Figaro



36

Health & Wellness: Rewriting Your Mental Blueprint for Success



40

Partner Spotlight: Brian Chapman, & Chapman Insurance



46

Legal Hotline: What the Corporate Transparency Act Means



50

Rising Star: Madeline Tracy



58

Cover Story: Renéé Poppie

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.



PALM STAGING AND DESIGN

— STAGING. DESIGNING. INSPIRING. —

STAGING TO GROW YOUR BUSINESS



Kim
Regenhard

Partner Today and Let Our Proven Success Drive Your Next Sale

(612) 840-1534 | palmstaginganddesign.com



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!

ALUMINUM DESIGN & FABRICATION

Coastal Aluminum Design & Fabrication
Jake Cambria
(239) 595-9459

ATTORNEYS

Boatman Ricci
Ernest A. Ricci, Esq.
(239) 431-0363

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 WINDOWS & DOORS

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

ELECTRICAL CONTRACTOR

Coharbor Electric
Jacob Anderson
(336) 686-6963

ESTATE CONCIERGE

Luxure Lifestyle
Christine Talaba
(239) 214-3805

ESTATE SALES

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

FLOORING & TILE

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

HOME INSPECTION

HouseMaster
John Prete
(239) 480-8220

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

Patriot Home Inspections
Nick Brugal
(239) 667-1431

HOME STAGING

Palm Staging and Design
Kim Regenhard
(612) 840-1534

HOME WATCH & CONCIERGE SERVICES

Spectrum Concierge
Dave Feightner
(239) 777-6173

INSURANCE

Chapman Insurance Group
Jamin Eastman
(239) 307-0339

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

PRIVATE JET CHARTER

Fly Us Private
Jake Cambria
(239) 595-9459

PROPERTY MANAGEMENT

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

ROOFING

Durabilis Roofing
Juan Rizo
(239) 703-3359

SCM Roofing
Charles Smith
(813) 551-7645

TITLE COMPANY

First Source Title
Stacey Maczulis
(440) 522-9404

Trinity Title
Jamie Muni
(239) 330-1494

Venture Title Services
Ryan Marrie
(239) 734-2400

VALET SERVICES

5 Star Valet
Joey Rock
(239) 770-1991

WEALTH MANAGEMENT

Morgan Stanley
Stephanie Petrosini
(732) 479-8234

YACHT CHARTERS

Nautical Miles
Justin Perun
(312) 833-1277



Leverage Our Expertise

Tailored Coverage | Trusted Partnerships | Community Impact



- Primary & Secondary Homes
- Auto, Collector & Exotic Vehicles
- Jewelry, Art & Collectibles
- Yacht & Personal Watercraft
- Commercial Properties & Businesses

Trust Sentry's local experience and national capabilities to secure the most competitive insurance programs for your discerning clients.

239.350.4906 ▪ SENTRYIA.COM

FAQ

ABOUT THIS MAGAZINE

By Andrew Regenhard,
Publisher



Naples Real Producers just celebrated four years in print last month! If you just made the 2024 Top 500 producers in Naples and are new to our publication,

you may be wondering what it's all about. "FAQs About This Magazine" answers the most commonly asked questions around the country regarding the Real Producers platform. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice, and to connect, elevate the industry, and inspire!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in Naples. We pulled the MLS numbers (by volume) from January 1, 2023, to December 31, 2023, in the Naples area, cut the list off at number 500, and our new 2024 Top 500 distribution list was born. This magazine is free exclusively to the top 500 agents in the area each year. This year, the minimum production level for our group was \$9.05 million in 2023, based on data reported to MLS.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate Realtors. We will consider anyone brought to our attention. Because we don't know everyone's story, we need your help to learn about them.

A nomination currently looks like this: You email us at swfl@n2co.com with the subject line, "Nomination:

(Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photoshoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors in the area, but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to me at andrew.regenhard@n2co.com.

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](https://www.instagram.com/naplesbaylaw)



MEET THE NAPLES REAL PRODUCERS TEAM



Andrew Regenhart
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.

FACEBOOK



@NAPLESREAL
PRODUCERS

INSTAGRAM



@NAPLESREAL
PRODUCERS

FOLLOW US ON
**FACEBOOK &
INSTAGRAM**

HOME | AUTO | WATERCRAFT | UMBRELLA | BUSINESS



Let us help your team of realtors navigate
Florida's volatile home insurance market.

Insurance volatility in Florida is likely to increase, creating undo friction in the real estate market. We can help!

We provide the education about carriers, their appetite for various property conditions, and ways to mitigate the volatility to help streamline home selling and buying.

OneGroup has one of the largest portfolio of carriers to ensure placement with the proper insurance to complete your transactions.

Let us help reduce the stress and friction in your real estate deals. Reach out to us today to arrange a lunch and learn for your team and your clients.

Scan the QR code to
download my contact
information.



Susan Atkeson
*Account Executive and
Branch Manager-Naples*
SAtkeson@OneGroup.com
OneGroup.com/Naples-Florida
C 239-427-2001
6424 Naples Blvd., Suite 301
Promenade at Naples Center
Naples, FL 34109


ONEGROUP®
A World of Risk Management
and Insurance Expertise



COASTAL

ALUMINUM DESIGN AND FABRICATION

FABRICATION SERVICES

- Glass Railing Systems •*
- Wire Railing Systems •*
- Metal & ADA Railing Systems •*
- Equipment Enclosures •*
- Bahama Shutters •*
- Louvered Panels •*
- Sunshades, Grills •*
- Aluminum and Steel Gates •*
- Pool Cages and Screen Walls •*
- Home Generator Support •*
- Separator & Hoist Beams •*
- Custom Fabrication Services •*
- Structural Welding Services •*

(239) 788-WELD

PLEASE CONTACT US FOR ADDITIONAL ITEMS
AND CUSTOM FABRICATION

10
YEARS
EXPERIENCE



COASTALALUMINUM.COM

3855 DAVIS BLVD NAPLES FL , 34104

» publisher's note

Spring into Action



Dear Real Producers of Naples,

As spring arrives, I'm reminded of the timeless expression "Carpe diem" — seize the day! A season of growth and plenty of opportunities is 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... 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 for us. 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 *Naples Real Producers* is also

bright. We have an amazing lineup of featured stories and events in store. Our next big Naples Real Producers event is just around the corner now, on April 11th at Lamborghini Naples. We can't wait to reconnect with familiar faces and meet new ones, especially those of you who are new to the Top 500!

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



NAPLES
REAL PRODUCERS®

**QUARTERLY EVENT
LAMBORGHINI NAPLES
APRIL 11, 2024 • 5 PM – 8 PM**

Lamborghini Naples
5154 Tamiami Trail E, Naples, FL 34113

Join us for another signature *Naples Real Producers* networking event, exclusively for the top-producing real estate agents in Naples and our preferred partners!

If you haven't received your invitation, please reach out to us at swfl@n2co.com.

Can't wait to see you there!



PROUDLY SPONSORED BY
MAXWELL
MORTGAGE TEAM

**SEE YOU
THERE!**



Elevate

YOUR BROKERAGE

Where Luxury, Exclusivity, and
Distinction Set You Apart!

- Exclusive Membership Club
- Customized Yachting Experiences
- Breathtaking Destinations
- Private Fleet
- Bespoke Services



Experience the Extraordinary

Secure Your Membership Before This
Exclusive Opportunity Sails Away

Limited Memberships Available

Justin Perun

312.833.1277 · membership@nautimiles.com

►► special events

Charter Sunset Cruise for Real Producers Partners Mar 14, 2024



On March 14th, our preferred partners embarked on an exclusive voyage aboard a private yacht. This event was put together as a token of our gratitude, a special gesture to honor the invaluable contributions and unwavering partnership that have propelled the success of our Real Producers community.

Conversations flowed freely, punctuated by laughter and camaraderie, as we reflected on the milestones achieved through collaborative endeavors and looked ahead to the opportunities awaiting us.

We extend our heartfelt thanks to all who joined us on this memorable journey, and we eagerly anticipate the continued partnership and shared adventures that await us in the days to come.

Special thanks to **Justin Perun, of Nautical Miles**, for helping us put together this exclusive voyage!



► coaching corner

By Michael Dill

BACON, EGGS, AND YOUR TEAM

What do bacon and eggs have to do with anything?
Let me tell you, it has everything to do with your team!

First of all, everybody loves bacon, and anything cooked with bacon makes it that much better. So when it comes to your team, they are the bacon, the fully committed ones who show up... The ones who will do whatever it takes to help take your organization to the next level. As you know, bacon comes from a pig, and that pig is fully committed. To make the bacon, that's one less pig on this earth.

The eggs, on the other hand, are more like a chicken that is less than half in. The chicken lays an egg. We boil it, we scramble it, we fry it... We like our eggs. But these eggs are the people on your team that are kind of half in. They show up at 8 a.m. They leave at 5 p.m. They don't come early. They don't stay late. They do just enough. Are they fully committed like Team Bacon? Not even close. But it's your job as a leader to evaluate and educate these eggs, to graduate them to being fully committed bacon.

I don't know if you've ever been to a hotel or motel where they claim to serve scrambled eggs when there is clearly no real chicken eggs involved? In my experience, I've taken one bite of those mysterious eggs and thought, "Nah, I don't think so. I'm going to go get myself a bagel."

Those non-eggs are the teammates that you do not want on your team. You do not want to serve those imitation eggs to anybody in your organization because they are substandard, and those substandard team members bring the bacon and egg players down. They ruin the culture of your organization.

Your number one goal as the leader is to create the brand and the culture to attract the bacon players, the ones that want to be part of your organization. It's also up to you as a leader to coach up the eggs to become bacon players. You love the bacon, the eggs are good, but those powdered eggs need to go.



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 BusinessCoachMichaelDill.com.

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

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



Success looks like you

HEADSHOTS

PERSONAL BRANDING

\$100

Credit Towards Your Photo Collection Purchase

239.200.9099

newframephotography.com

New Frame Photography



Turnkey Moving Services & Functional Interior Design

FORMERLY OCDORGANIZED

Luxure Lifestyle provides luxury Estate Concierge services in Naples, Tampa, and Southern Florida. Whether you intend to utilize your new house as your primary residence, vacation home, or short-term rental, we guarantee the meticulous care of your home while making your life easier and more luxurious.

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



info@luxurelifestyle.com

www.luxurelifestyle.com

@luxure_lifestyle_

(239) 214-3805



▶▶ featured agent

KALEENA FIGARO

A NEW YORK STATE OF MIND

By Zachary Cohen | Photos by New Frame Photography

Many people relocate to Naples for the year-round warm weather, ample recreational opportunities, and the slower pace of life. The Southwest Florida lifestyle draws people from near and far, creating a melting pot community of folks from all corners of the country.





Kaleena Figaro is a Realtor with Douglas Elliman Real Estate.



I STAY ON TOP OF THINGS.

WHEN PEOPLE ASK ME FOR SOMETHING, THEY GET IT.

While the Southwest Florida lifestyle is attractive, the slower pace of life can sometimes be a barrier to good business. For example, clients buying and selling real estate still expect fast turnaround times, responsiveness, and a strong work ethic from their REALTOR®.

Kaleena Figaro prides herself on providing the go-getter attitude those clients need. Originally from New Jersey, Kaleena spent

17 years working in the New York City fashion industry.

“I have the ‘New York state of mind’ mentality,” Kaleena says. “Coming from the corporate world and getting into real estate, I bring that same attitude to this business.”

Kaleena followed her family south to Naples in 2016. She had been working in the fashion industry since studying marketing and

merchandising in college, primarily in sales roles. By the time she left New York, she was the Vice President of Sales and leading the sales team at the organization she worked for.

By all accounts, Kaleena was thriving in her career, but the move to Florida gave her a chance to reassess her career path. Ultimately, she decided to move on from the fashion world.

“When I moved down here, I didn’t want to travel from Florida to New York. I wanted to make my life here. So I wondered, ‘What can I do?’”

Kaleena’s love affair with real estate began years prior. She was licensed in New York in 2009, following friends into the industry. The demands of her full-time job ultimately prevented her from getting a real estate sales business off the ground in New York, but upon landing in Naples, she decided to revisit a career as a REALTOR®.

“I was in the way of being in corporate for so long,

and I was tired of working for someone else. I wanted the flexibility, to be my own boss, to control my own time. I wanted something to be proud of,” Kaleena reflects.

Kaleena launched her real estate career in 2017, starting fresh at age 34. While she didn’t know many people in Southwest Florida, her work ethic and corporate training allowed her to build her business steadily. Six years later, she is one of Naples’ top agents. As a solo agent, Kaleena closed over \$30 million in 2023 and is tracking to close more than \$40 million in 2024.





So how has Kaleena achieved such a rapid ascent?

“I took my skill set of the corporate environment and applied it to my business,” she says. “My value proposition to clients is that they are going to get top service. I will show up and answer the phone. You’re getting that New York mindset, mentality, and drive. My business runs like a corporation with systems and processes. I stay on top of things. When people ask me for something, they get it.”

Looking ahead, Kaleena hopes to develop a team of three to five agents. She enjoyed running a sales team in the fashion industry, and her goal is to create something similar in real estate. Her vision for the future is to close over \$100 million per year.

“I’m so grateful to live in Naples,” Kaleena says. “Every day, I wake up, the sun shines, and the weather is beautiful. I am grateful to have my health, my dog, my family, and Naples as a place to live.”



FUN FACT

Kaleena Figaro is an avid reader and runs a book club in her community. Her top recommendations? “Fierce Conversations,” by Susan Scott, and “Atomic Habits,” by James Clear.

Patriot Home Inspections

DEFUSING RISKS & ELEVATING DEALS



WHY PARTNER WITH US?

- Licensed Roofer ✓
- General Contractor ✓
- Radon/Mold/Termite/WDO ✓
- Maximum Attention ✓
- Former Police Officer ✓
- 10+ Years Trust in Naples ✓
- Detailed Insights Page by Page ✓

LEO | FIRE | MILITARY DISCOUNTS

Nick Brugal

(239) 826-5866
patriotinspect.com





Empowering Transactions, *Elevating Investments*

Your Complete Solution from Contract to Closing

Connect Today to Partner • 239-330-1495 • trinitytitlefla.com



Trinity Title

Did You Know That What Type of Entity You Choose for Your Business Can Make a Huge Impact on How Much You Pay in Taxes?

Connect Today and You Might Be Surprised How Much You Save!

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





» health and wellness

Rewriting Your MENTAL BLUEPRINT for Success

By Carlene Marie

As top performers, you understand the value of mental toughness in achieving your goals. Yet, even the most accomplished Real Producers may sometimes find themselves reacting impulsively in challenging situations.

The key to maintaining peak performance lies in your ability to consciously direct your thoughts and actions, especially when faced with adversity and challenges. Science has shown that our reactive behaviors often stem from pre-programmed blueprints in our unconscious minds. These automatic responses can be deeply ingrained and may not always serve the best interests in our personal and professional lives.

Imagine a high-stakes, intense negotiation where tensions and emotions are running high. As the discussion heats up, you may find yourself reacting impulsively, perhaps with frustration or defensiveness. In this state, our clear thinking is momentarily “hijacked.” This automatic response,

while natural, does not always align or best serve the outcome we desire. It’s a scenario many of us have experienced, and it highlights the importance of rewriting our default reactions.

These default reactions are often imprinted in us from an early age, shaped by our upbringing, experiences, and environment. However, we do not have to be victims of these ingrained patterns. Through conscious awareness and intentional practice, we can become the empowered directors of our thoughts and responses, truly at the helm, steering our success in business and in life.

By pausing, acknowledging, breathing, and redirecting our thoughts, we can break free from these unconscious patterns and cultivate a more deliberate approach. This deliberate approach allows us to respond to challenges with clarity, focus, and resilience.

- **The pause.** The process begins with a simple yet powerful step: when you pause before reacting, you

create a space between stimulus and response. In this space, you have the power to choose your reaction consciously. This pause allows you to respond from a place of clarity rather than impulsiveness, enabling you to make more strategic decisions.

- **Acknowledgment** is the next step. When you acknowledge your initial reaction without judgment, you gain insight into the origins of your automatic response. This self-awareness is crucial for understanding your thought patterns and behavioral tendencies. It also allows you to recognize when these patterns are not serving your best interests.
- **Taking a deep breath** is the third step. This breath serves as a reset button for your mind and body. It calms your nervous system, reduces stress hormones, and increases oxygen flow to your brain. As a result, you are better equipped to handle challenging situations with composure and clarity.

- **Redirecting your thoughts towards a more empowering perspective** is the final step. This action involves consciously choosing a response that aligns with your goals and values. By redirecting your thoughts, you can rewire your neural pathways over time, strengthening your mental toughness and resilience.

Why is this process so vital for success? Your ability to respond consciously rather than react impulsively can make a significant

difference in both your professional and personal endeavors.

In your career, it can enhance your leadership skills, improve your decision-making abilities, and foster better relationships with colleagues and clients. In your personal life, it can lead to more fulfilling relationships, improved emotional well-being, and a greater sense of purpose and peace.

Rewriting your mental blueprint through conscious response is a

powerful tool. By pausing, acknowledging, breathing, and redirecting your thoughts, you can cultivate mental toughness that serves you well in all areas of your life.

As Viktor Frankl once said, “Between stimulus and response, there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.” No doubt, when you cultivate this practice, you will find yourself achieving new levels of success and fulfillment!



Carlene Marie is a Certified Master Mindpower Coach and Certified Health, Wellness & Life Coach. She specializes in private and group coaching, keynotes, workshops and publications helping high performers cultivate mental toughness and emotional resilience. With extensive expertise in unlocking human potential, Carlene’s programs empower and guide toward lasting change for optimal success in every area of life. CarleneMarie.com | 513.383.5647



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

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



CHECK OUT OUR
5 STAR REVIEWS
ONLINE

RECEIVE \$25 OFF WITH MENTION OF THIS AD

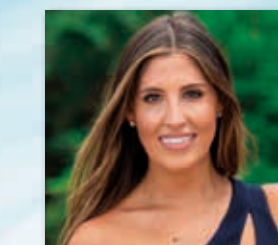
HouseMaster®

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

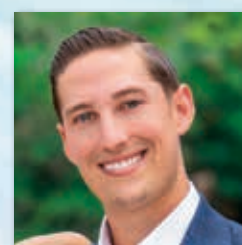
MOORE THAN A TRANSACTION

WHEN YOU PARTNER WITH US YOUR
CLIENTS ARE TREATED LIKE FAMILY

MOORELENDINGGROUP.COM



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



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



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 |



▶ partner spotlight

By Zachary Cohen
Photos by LaCasaTour



BRIAN CHAPMAN & CHAPMAN INSURANCE GROUP

SELLING PEACE OF MIND

“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?”

For more information about Chapman Insurance Group, please visit www.cigflorida.com.



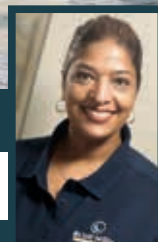
realproducersmag.com



FREE CONSULTATIONS | SAFE PROCESSES | EFFECTIVE RESULTS



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.

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

Shereen Ally

Dedicated to
Giving Your Clients
**PEACE
OF MIND**



All Reports Provided
**Within 2 Hours
of Completion**

Exclusive Real
Producers Offer
\$50 OFF
ALL GENERAL
INSPECTIONS

Now Offering **Drone Inspections**

Scheduling Just Got Easier

Call or Text to Book Your Client's Inspection

239-216-7892 | joethehomepro.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



The Corporate Transparency Act

What It Means for Your LLC

Aimed at combating illegal financial activity and protecting national security, the Corporate Transparency Act went into effect on January 1, 2024. Enforced by the Department of Treasury’s Financial Crimes Enforcement Network (FinCEN), the Act requires certain types of corporate entities conducting business in the United States to file beneficial ownership information reports (BOI Report). These reports identify the individuals who own or control the entity. For those operating in the real estate space, many corporate entities, including limited liability companies (LLCs), are required to file a report with FinCEN.

What must be Reported?

For the BOI Report, the entity will need to provide the following information:

- Full legal name
- Any trade name or “doing business as” (DBA) name
- Address of principal place of business in the U.S.
- State, tribal or foreign jurisdiction of formation or registration
- IRS Tax Identification Number

For the individuals who exercise what the act describes as “substantial control” over the entity or controls at least 25 percent of the company, each person must provide:

- Full legal name
- Date of birth
- Current primary address (in or outside of the U.S.)
- Copy of identification (i.e., driver license or passport), along with the identification number and data for the issuing jurisdiction.

Deadlines

Entities established prior to January 1, 2024, must file a report by January 1, 2025. For entities created between January 1, 2024, and January 1, 2025, they will have 90 days from the date in which the company receives its notice of creation to file a BOI Report. For future entities created after January 1, 2025, they will have to file a BOI Report within 30 days of creation.

Exemptions

In establishing the Act, FinCEN provided the following exemption list, to allow certain entities to bypass the reporting requirement. Those companies exempt from reporting include:

1. Securities reporting issuer
2. Governmental authority
3. Bank
4. Credit union
5. Depository institution holding company
6. Money services business

7. Broker or dealer in securities
8. Securities exchange or clearing agency
9. Other Exchange Act-registered entity
10. Investment company or investment adviser
11. Venture capital fund adviser
12. Insurance company
13. State-licensed insurance producer
14. Commodity Exchange Act-registered entity
15. Accounting firm
16. Public utility
17. Financial market utility
18. Pooled investment vehicle
19. Tax-exempt entity*
20. Entity assisting a tax-exempt entity
21. Large operating company
22. Subsidiary of certain exempt entities
23. Inactive entity

** Also exempts Entities with (i) more than 20 full-time employees in the U.S.; (ii) report more than \$5 million in annual U.S. revenue for the previous year; and (iii) operate out of a physical location in the U.S.;*

If you do not meet one of the exemption categories, failure to file may result in civil penalties (up to \$500 per day) or even criminal penalties (imprisonment of the owners of the entity for up to two years and/or a possible fine of up to \$10,000).

For a majority of those entities operating in the real estate space, whether it be REALTORS® with their own single-member LLC or entities holding title to a property, they would all likely be required to file a BOI report. For more information and to file your report, visit www.fincen.gov/boi. Company owners should also consider speaking with their CPA and/or tax advisor for additional guidance regarding the Act.



Brian A. Cordero is an associate at Woods, Weidenmiller, Michetti, & Rudnick, where he focuses on commercial and residential real property transactions, business asset transactions, corporate and commercial lending, and landlord/tenant leasing. Prior to joining the firm, Brian served as a Judge Advocate in the United States Marine Corps, focusing on criminal defense, and was an instructor at the Naval Justice School. Originally from New York, Brian graduated cum laude from the University at Albany, where he received his bachelor’s in history and criminal justice. In 2017, he graduated from Ave Maria School of Law, where he earned his Juris Doctor.

Elevate Your Image

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



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



**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

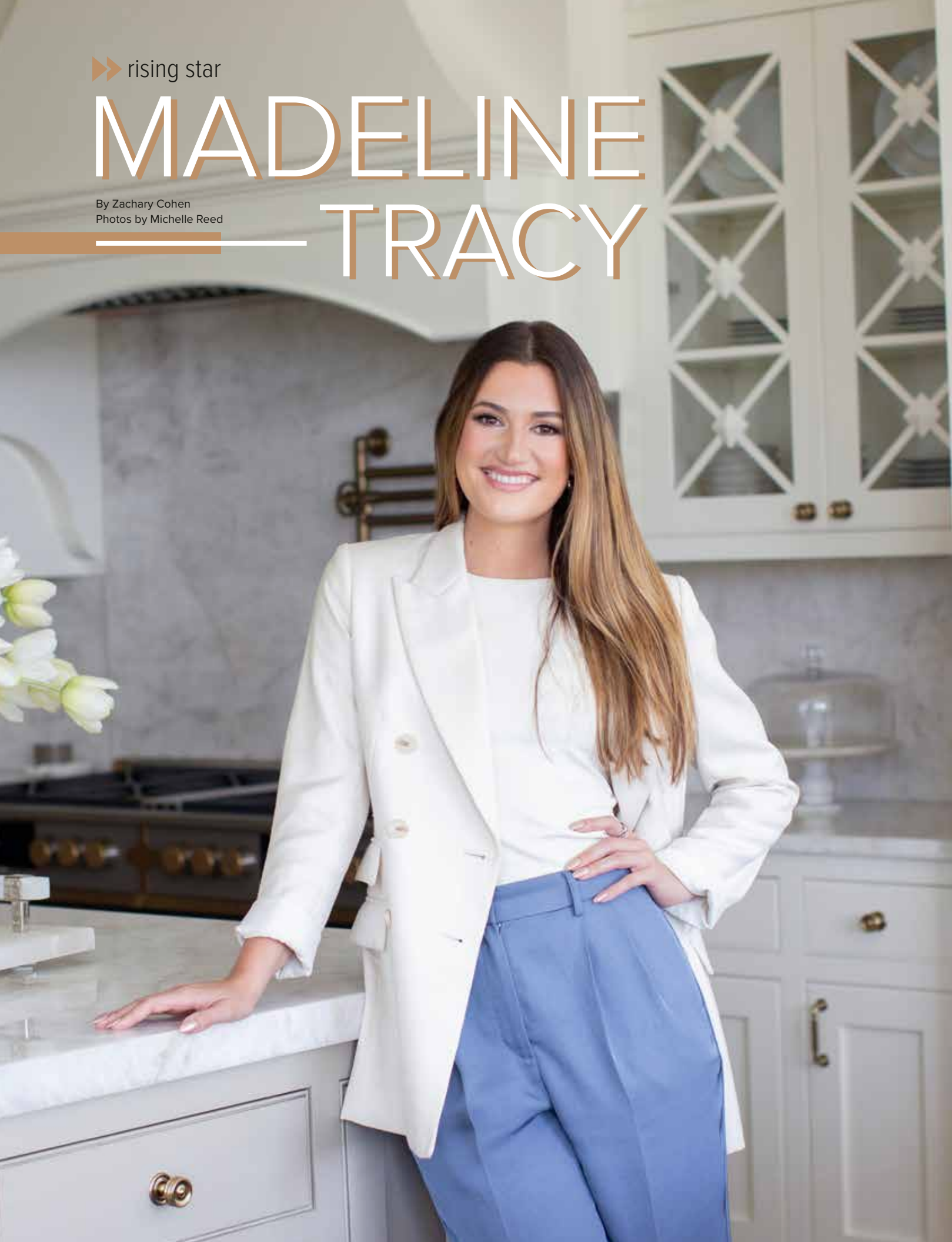
12801 Commerce Lakes Dr. Ste 29, Fort Myers, FL 33912

DURABILISROOFING.COM • CALL (239) 347-9207

» rising star

MADELINE TRACY

By Zachary Cohen
Photos by Michelle Reed



LAYING THE GROUNDWORK FOR SUCCESS



MADELINE TRACY has taken the Naples market by storm since launching her real estate career in March 2022. After closing \$3.9 million in her first nine months, Maddie has followed up with remarkable growth in 2023. She closed \$15 million in 2023, quickly ascending the real estate rankings and setting her career on a path for greater heights.

BUILDING A FOUNDATION

Maddie's journey toward success began at Nordstrom eight years ago. At just 19, she became a sales manager. She spent the next five years learning customer service from a company that has come to be known for its intensely client-oriented culture.

"A lot of my customer service and the way I structure my business comes from that Nordstrom way of customer service they are so famous for," Maddie explains. "At Nordstrom, every touch point is seen as an opportunity to provide the best service to the customer, no matter what that looks like. Every touch point is a chance to impress and build a relationship."

Maddie also learned how to service clients with authenticity. She's willing to go above and beyond for her clients, but she also keeps it real — a combination that often builds trust. At Nordstrom, she learned to listen attentively and track clients' life stories. That allowed her to connect on a personal level and, ultimately, build lasting relationships.

"In my CRM, if a client said they had a dog or five kids or mentioned they are from Chicago and it's their first time here — any piece that is personal about friends, family, occupation, or goals, I put that into my CRM immediately, or even in the notes in my contacts on the phone. When I follow up, all that information is there to ask about."

Madeline Tracey is principal agent and team lead of The Gulf Coast Collective at Compass.



After Nordstrom, Maddie made a stop at Clive Daniel Home, one of the area's top residential interior design firms. As director of business development, she developed a love for homes and real estate.

"I became very educated on new construction and going to job sites and working with investors and builders. My natural passion there for the product itself — homes — came alive there."

Maddie was fulfilled by working with the end-user at Nordstrom, and she became passionate about real estate at Clive Daniel. Then, she had a realization: she could combine the two as a REALTOR®. In 2022, she began her real estate sales career.

A RISING STAR

Despite the inevitable challenge of transitioning to a 100 percent commission role, Maddie found immediate success. She's relied on the skills and values she learned in her prior experience to ensure her clients have felt supported and cared for. She's a good listener and an educated consultant.

"I'm transparent and thorough. When I go to a client the first time I meet them, I'm an effective listener and remember things they've talked about. From there, I build a story of what type of property they want to end up in. I try to give them a lot of perspective, helping them refine the choices down to what they want. I help them identify what their objectives are. Most people only buy and sell a few times in their life, so I really try to help take people's priorities into account and help them find the right place," Maddie explains.



"I want to be known for being authentic. I think with customers, you don't just have to say what they want to hear. That doesn't make you a good agent. Sometimes, there's a tough conversation about price with sellers or telling a buyer a house is overpriced. I think that ultimately builds trust. Authenticity is big for me."



“

Most people only buy and sell a few times in their life, so I really try to help take people's priorities into account and help them find the right place.

Maddie's new construction business, in particular, has been strong. Her expertise in new construction and design build from her time at Clive Daniel is certainly paying off.

Looking ahead, Maddie aspires to continue growing her business; she is now a principal agent and the team leader of The Gulf Coast Collective at Compass. She also intends to keep learning; she understands she has to stay in a growth mindset to sustain her early success.

“Do the things that feel uncomfortable because that's where you will experience growth. Real estate is a long game, and every step of growth is important.”



Madeline Tracy and her labradoodle, Ranger

@realproducers



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*

SWFL'S CLEAN CUT MOVERS



EAGLE MOVING
CLEAN CUT. RELIABLE. AFFORDABLE.

239-285-6894

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
Angie's List
2022



SCM ROOFING
Master Elite

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

“
"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**
”



MASTER TOUCH
TILE & STONE

239-443-8592

www.mastertouchinstallations.com



Floors|Baths|Designs
Elegance every step of the way...

RENEÉ POPPIE

Happy & Grateful

►► cover story



From the moment Reneé Poppie picked up the phone for her Real Producers interview, her warmth, affability, and easygoing personality shined through. Reneé is a people person by nature, and it shows.

"I don't have some big fancy story. I'm just me," Reneé says with a smile.

Since beginning her real estate journey in late 2020, Reneé has quickly risen to become one of Southwest Florida's top REALTORS®. But perhaps even more impressively, she's done it in an organic, stress-free way that involves more pickleball and golf than hard-lined marketing strategies. The result is a business she is excited to wake up to every day and an ever-deepening sense of community in Naples.

The Road to Real Estate

Reneé was born and raised outside of Chicago in the small town of Palos Park. Her parents, who owned a plant nursery, showed her the value of hard work from an early age.

"My dad would be up at 3:30 in the morning, and he would be watering flowers alongside all of his employees. We had 21 greenhouses. Work ethic has always been huge, and that was instilled in me from a young age," Reneé shares.

Reneé is the second of three siblings. Growing up alongside her two brothers was a big part of her life, and family values were strong. Honesty, integrity, and loyalty were paramount.

After attending the University of Missouri, Reneé returned to the Chicago area and began her career in the insurance industry. Starting from an entry level position as a service representative, she progressed to a broker, handling large





Renee Poppie is a Realtor with J. Pavich Real Estate Realty World.

construction clients in the metropolitan Chicago area. At age 35, she retired from the insurance industry to split her time between Illinois and Naples with her husband, Frank.

“I worked in the insurance industry ever since I got out of school. I worked in downtown Chicago, and I absolutely loved my job. I always worked, and that was a big part of me,” Renee shares. “After 15 years of not working and without the career challenges, I was getting bored. When my husband’s insurance agency opened a field office in Estero in the offices of Joe Pavich Real Estate, I thought real estate might be the ideal fit for me and an opportunity to get back in the business world. Family and friends had started looking for properties down here, and I knew I could help them, so I went ahead and got licensed. My first transaction was a friend from the golf club I belonged to up north, and that’s how it all started.”



FUN FACT
Renee played
volleyball for
the University of
Missouri on
a scholarship.

While Renéé launched her real estate business thinking it'd be more of a hobby, it quickly turned into much more. Her penchant for hard work and ease of connecting with others caused her business to snowball. She closed \$17 million in her first year, \$25 million in her second year, and \$34 million in year three.

"It's gone beyond what I ever expected," she says.

Humble and Happy

Renée is an individual agent with J. Pavich Real Estate Realty World. She prides herself on her perfectionist nature and the care she gives every client.

"When I take on a listing, I make sure everything is perfect. I'm detail-oriented, and I'm always trying to do the best thing for them," Renéé explains.

Renée is also active at her golf club and plays pickleball regularly. Many of her clients come from connections she makes while on the golf course or the pickleball court.

Just four years ago, Renéé hadn't yet dreamed of a career in real estate. Yet, here she is, one of Southwest Florida's top agents, and enjoying every minute of it.

"It's taken off. I'm very blessed," she smiles. "I never planned this, but I absolutely love it. I treat people well, and I work hard.

"But more than being known as a top agent, I want to be known as the agent who went above and beyond. I take pride in knowing that all my transactions are handled professionally. I want to make sure that I provide the best customer service before, during, and after the sale."



Treat people the way you want to be treated. I always try to exceed everyone's expectations.



After a long career in insurance, Renéé Popple transitioned to real estate in 2020.

TRUTH GUIDED, RELATIONSHIP DRIVEN.

Discover the Power of Truth-Driven Advocacy!
Contact Boatman Ricci Today for Unparalleled Legal Guidance for All of Your Legal Needs.



Boatman Ricci
Truth Guided, Relationship Driven.



ERNEST A. RICCI, ESQ.

Commercial Litigation | Business Litigation
Real Estate Litigation | Construction Litigation | Trust and Estate Litigation
Civil/Criminal Trials | Estate Planning
Complex Commercial Transactions



JAMES A. BOATMAN, JR., ESQ.



» you ask. we deliver.

TRUSTED TRADES

TRUSTED TRADES

are valuable vendors who know how to serve the needs of REALTORS®. You may not require their services for every transaction, but when the need arises, you're grateful for them. This group of vendors is critical to your business. Most importantly, these Trusted Trades will get the job done and make you look awesome to your clients!

Aluminum Design and Fabrication



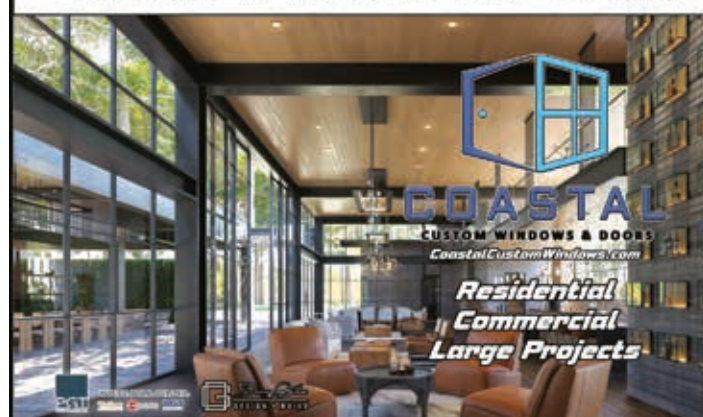
COASTAL
ALUMINUM DESIGN AND FABRICATION

Contact Us Today for
Fabrication Services
and Custom Fabrication

239.788.WELD
CoastalAluminum.com
3855 Davis Blvd
Naples, FL 34104

10
YEARS
EXPERIENCE

Custom Windows and Doors



COASTAL
CUSTOM WINDOWS & DOORS
CoastalCustomWindows.com

Residential
Commercial
Large Projects



Electrical

**RESIDENTIAL + COMMERCIAL
ELECTRICIANS**

VETERAN OWNED +
OPERATED

**COHARBOR
ELECTRIC**

JACOB ANDERSON | CEO | MAJOR, US AIR FORCE, SEP.
(239) 362-2502 • cohARBorelectric.com • EC#13004475



Home Maintenance

BECKER
HOME MAINTENANCE

Let Our Solid Reputation
Be Your Guarantee

Handyman | Closets
Painting | Screen Repair
Flooring | Pressure Washing
Cabinetry | And More!

beckerhomemaintenance.com
239.351.6820



Plumbing

**RESIDENTIAL + COMMERCIAL
PLUMBERS**

VETERAN OWNED +
OPERATED

**COHARBOR
PLUMBING**

JACOB ANDERSON | CEO | MAJOR, US AIR FORCE, SEP.
239-362-2502 • cohARBorplumbing.com • CFC1432427

VENTURE X

THE FUTURE OF WORKSPACE

Venture X is a luxury co-working office space located in Naples, Florida. Not only does Venture X offer flexible memberships for individuals and teams, but the facility doubles as a stunning event space.

With options for hosting up to 150 people, the space can be customized to suit various event types with versatile layouts.

The environment is a seamless blend of modern and comfortable, fostering a sense of intimacy for smaller events, holiday parties and family celebrations, as well as a professional and engaging setting for networking events, executive meetings and gatherings.

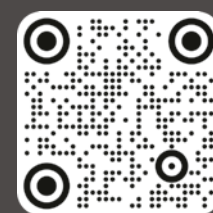
*For more information
please contact*

KATHRYN PARKER

Director of Sales at Venture X

kathryn.parker@venturex.com

239-326-3455



SCAN TO
EASILY
BOOK YOUR
TOUR

venturex.com ♦ 239-300-9601 ♦ 4850 Tamiami Trail North, Suite 301 ♦ Naples, FL 34103

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**



Morgan Stanley

Risk Management is Not a Do-It-Yourself Job

Risk is a delicate issue. You know you should find the right balance between risk and opportunity but how does that translate into investment choices?

As a Morgan Stanley Financial Advisor, I have the experience, knowledge, and resources to help you maintain that balance within your investments. I will help you identify risk, recognize how it could affect your portfolio, and work toward minimizing its impact. These are times that demand professional guidance. Meet with me to learn more.



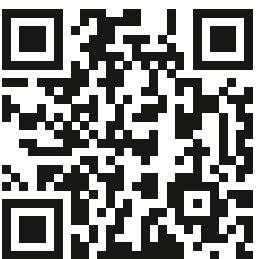
Stephanie A. Petrosini

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

Investing in the market entails the risk of principal loss as well as market volatility. The value of all types of investments may increase or decrease over varying time periods. 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 PLANNER™, and CFP® (with plaque design) in the US. © 2021 Morgan Stanley Smith Barney LLC. Member SIPC. MAR002 CRC 3234582 01/21 CS 9959216 02/21



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).



**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.



20 YEARS OF
THE N2 COMPANY

my kitchen,
my cooking,
my home

INTERIORS BY
SBI
interiorsbysbi.com
954.445.0897

NAPLES CAY | OLDE NAPLES | PORT ROYALE | TALLIS PARK | MARCO ISLAND