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Cover photo courtesy of Michelle Reed Photography.



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

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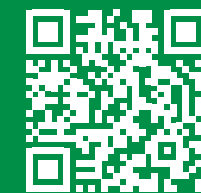
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Our favorite part of this business is creating a space for top agents to gather in fun, relaxed settings at upscale local venues. These events provide opportunities for agents to connect, collaborate, and make deals.

We've seen business relationships blossom because of the connections made at these special events, and we're proud of the role Real Producers has played in making them possible.

Speaking of our amazing Real Producers events, we have a couple of exciting ones coming up for you:

FALL QUARTERLY EVENT
August 22, 2024
Porsche Fort Myers
5-8 PM

AWARDS GALA
November 8, 2024
Elite Jets
Naples, FL

Our Fall Quarterly Event on August 22nd will be wonderful, especially with many new faces among the top 500 agents and preferred partners. This event is a great prelude to our big Awards Gala on November 8th at Elite Jets in Naples, a fitting venue for our high-flying, elite agents. This will be our first awards gala with awards based on community nominations. It will be a night to remember, with many walking away with well-deserved awards recognizing their stellar performance and achievements in our real estate community.

So mark your calendar for the Awards Gala on November 8th — we want to see you there! Additionally, we look forward to seeing you soon at the Real Producers' Fall Quarterly Event on August 22nd at Porsche Fort Myers, which promises to be an exciting evening.

Remember, this community is for and about you, as a top Real Producer. Certainly read our flagship publication each month, but also come to the events. They are what it's all about, and we hope you will take full advantage of our Real Producers' offerings. We think you'll be glad you did.

Very respectfully yours,

[Andrew Regenhard](#)
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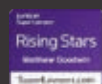


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SHELLY

FUHRHOP

It's All About Relationships



▶▶ featured agent

By Zachary Cohen
Photos by LaCasaTour



My passion has always been working with people. It is a huge honor to be chosen to work with people on one of their largest investments. I take that trust very seriously. I love seeing people's happiness and helping them meet their goals. I align everything I do with that vision.

In 2020, Shelly Fuhrhop and her husband headed south, trading in the cold, gray winters of the Midwest for the perpetual sunshine of Southwest Florida. It was a move many years in the making; Shelly has been visiting Fort Myers Beach since she was a kid, and she's always loved the area. As her husband approached retirement, they began talking about their future goals and dreams, and a move to Florida topped the list.

"What I love about living in Southwest Florida is that it feels invigorating and exciting. There are activities and people, and that fuels my interest in being out and about and enjoying life. Looking at palm trees and sunshine is energizing," Shelly shares.

The COVID-19 pandemic accelerated Shelly's relocation. After 36 years as a sales professional, her role in regional sales management was eliminated. As it turns out, that was a blessing in disguise.

Upon landing in Southwest Florida, Shelly began to consider her next career move. She took a six-month hiatus from working life and then decided to delve into the world of real estate. It was a natural transition after so many years in sales and marketing.

"Networking and building relationships is my passion," she says. "So real estate was a great fit. Years ago, in Illinois, I actually started classes but had a young family and was working full-time, so it didn't fit well. All these years later, I picked it back up."

With a degree in organizational leadership and many sales seminars and classes in her past, Shelly states education is the key to success. She is currently working towards the GRI (Greater Realtor Institute) designation, which requires hours of study in technical subjects and the fundamentals of real estate. After the GRI, Shelly will focus her education goals on her broker's license.



“

It's going great.
I've been so blessed.
**IT'S BEEN
WONDERFULLY
CRAZY.**

Shelly was licensed in 2021. Over the past three years, she's become one of Southwest Florida's best. In 2023, she closed over \$13 million as an individual agent with Sabella Realty.

“It's going great. I've been so blessed. It's been wonderfully crazy,” she beams. “My passion has always been working with people. I love seeing people's happiness and helping them meet their goals. I align everything I do with that vision. To transfer skills and education into a new industry that I truly love — it is a dream come true. Building my real estate business so quickly felt very natural.”

Shelly credits much of her success to her natural affinity for networking and her professional sales skills. She lives in the gated golf community Magnolia Landing, where she stays involved in the inner workings of community life. She is also grateful for her 40-plus years of sales experience. While many real estate agents enter the business needing to learn sales and marketing skills, Shelly was already a well-practiced professional.



Shelly Fuhrhop is a Realtor with Sabella Realty in Cape Coral.

“When you have a background that includes running my own business, years as a sales professional, being an independent sales professional running her business, and in executive management, it takes out the learning curve a lot of people have in this industry. There are so many skills and so much knowledge needed to be a professional salesperson, and thankfully, I had those skill sets,” Shelly says. “I have had nearly 40 years to develop negotiation skills, communication skills, and an in-depth understanding of marketing.

Outside work, you'll find Shelly socializing with friends and family or visiting her son and his fiancée, who live in Illinois, and her daughter, son-in-law, and grandchildren, who live in Virginia. She and her husband, Scott, enjoy taking tropical vacations with friends too.

“

There are so many
skills and so much
knowledge needed
to be a professional
salesperson, and
thankfully,
**I HAD THOSE
SKILL SETS.**





Shelly Fuhrhop and her husband, Scott, moved from Illinois to Southwest Florida in 2020.



Whether she's working in the business or relaxing outside of it, Shelly's commitment to relationships stands as a defining trait.

"I don't want my tombstone to read, 'She was a great worker and a wonderful employee.' I want it to say, 'She did the very best she could to serve others, build lasting friendships, and love her family and friends.' For me, it's all about people."

FUN FACT

"I have an addiction to the board game Aggravation. My parents have played the game since I can remember and have gotten their kids, grandchildren, and now great-grandchildren hooked on Aggravation. We can play for hours at a time."



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▶▶ partner spotlight

By Zachary Cohen
Photos by LaCasaTour

B E G I N N I N G A G A I N



In late 2022, Gus Alfaro made a huge life transition, picking up his belongings and moving across the country in search of new beginnings. Prior to this move, Gus had spent his entire life in California. It's where he was born and raised, attended college, and began his mortgage lending career. But Gus has never been one to shy away from a big opportunity, so when he was given the chance to begin again in the Sunshine State, he took it.

“What was exciting for me was getting out of my comfort zone. I had been living in the same place since I was young, and I wanted to try something new and see what it would do for me. The unknown was exciting. I wanted to see myself grow,” Gus shares. “I was recruited to come out here and work for TBF Mortgage, so I took a leap of faith and went for it. I decided to follow the opportunity and see what was there for me.”

A year and a half later, Gus has settled into his new life. While the change hasn’t been easy, it’s already beginning to bear fruit. He has a growing business, an expanding social network, and an exciting future.

BEGINNING AGAIN

Gus graduated from Cal Poly Pomona in 2018 and entered the solar sales industry. However, when the COVID-19 pandemic struck, he was laid off, so he turned toward mortgage lending. He began his career as a loan officer in California in 2020.

Two years later, Gus decided to take his experience to Florida, where he restarted his career with TBF Mortgage Company. Building a business in a new location hasn’t been easy, but Gus is grateful for every lesson learned.



Gus Alfaro is a mortgage lender with TBF Mortgage Company.

“I want to be known as someone who gave so much to other people and impacted lives. That’s what matters.”

“It’s taught me a lot,” he says. “I’ve grown a lot in the time I’ve been out here. It’s made me stronger. It’s made me really appreciate the grind, the work, and what’s come from it. Now, I’m seeing the fruition of the work I’ve put into it.”

CHANGING LIVES

For Gus, success isn’t so much about the money he makes or the volume he closes; it’s about the people he serves. He cares about his clients as if they are family, always putting them first.

“The money in lending is great, but it’s really about the experiences I have with clients when I know I am changing their lives,” Gus shares. “I see people buy their first home and achieve the American dream. Seeing stuff like that is amazing. That fulfills me in everything I do.”

Gus is also fluent in Spanish, giving him an edge when working with the Hispanic community.

LOOKING AHEAD

As Gus looks ahead, he has dreams of expansion and growth, allowing him to make an even bigger

impact on the lives of others. Perhaps most importantly, he aspires to continue to serve others with all his heart.

“My goal is to build a team and enter multiple markets out here in Florida. I started here in Southwest Florida, and I see the growth here. It’s a booming place. There is a lot of stuff going on, so building a team that is able to have a place in the market and expand into other markets in Florida is my next step,” Gus explains.

“But mostly, I want people to remember me for how much I was able to give and serve others. In today’s world, it’s easy to fall into the mindset of ‘me, me, me,’ but when you’re able to give more, you receive more. I want to be known as someone who gave so much to other people and impacted lives. That’s what matters.”

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TODD TOOLEY

STAY HUMBLE



“I’m dedicated to putting my clients’ needs first,”
Todd Tooley begins.

Todd’s outlook on life and business is refreshingly simple. Although he’s one of Fort Myers’ highest-producing real estate professionals, he sees himself as a humble family man who wants nothing more than the best for others. That attitude has carried him to success in multiple careers and continues to serve him as a husband, father, and real estate agent.

A man with dark hair, wearing a blue blazer over a light-colored checkered shirt and tan trousers, is sitting in a patterned armchair. He is smiling at the camera. In front of him is a round wooden side table with a white marble top. The background is a white brick wall with a large, round, woven basket hanging on it. To the left, there is a tall, dark wooden lamp with a white candle.

Todd Tooley has lived in Fort Myers since 2000 and worked in real estate in 2005, but his story begins 1,200 miles north of sunny Southwest Florida.

Todd has lived in Fort Myers since 2000 and worked in real estate in 2005, but his story begins 1,200 miles north of sunny Southwest Florida. Originally from New Jersey, Todd spent the early part of his professional life working on Wall Street in government bonds. He made a good living, got to exercise his passion for finance, and created a lifestyle that worked for him. But his perspective shifted when he and his wife left their condo in Hoboken for a home in the suburbs.

Although Todd lived a mile from the train station and 30 minutes outside New York, it took him two hours to get to work and another two hours to commute back home. His wife, who also worked in Manhattan, had a similar commute.

“One winter, we looked at each other and said, ‘What are we doing?’” Todd remembers. “It didn’t make any sense.”

Todd and his wife had been visiting Fort Myers and Sanibel Island since the early ‘90s to visit one of their best friends. So Todd called his friend up and asked for some advice on moving to Florida.

“I asked him about job opportunities in Florida,” Todd continues. He suggested I look at finance, which led me to become a financial advisor with Merrill Lynch for two and a half years. But it wasn’t what I had imagined. Friends were suggesting I get involved in real estate. I was hesitant, but I became passionate about the market and began seeing the potential.”

In 2005, Todd finally made the leap, getting his real estate license and launching a new career. By that time, Todd realized there was a great opportunity to serve in real estate, and over the past 19 years, he’s proven that to be true.

“I meet with interesting people from all over the country, talking to them about the biggest investment of their life. I love what I do,” Todd says with a smile.

As a REALTOR®, Todd is out to serve one client at a time. He gives them his full attention, putting his all into delivering results. Time and time again, he’s shown he’s more than capable of coming through for his clients, even in the most challenging circumstances.

A man with dark hair, wearing a blue blazer over a light-colored checkered shirt and tan trousers, is standing in a room. He is smiling at the camera. To his right is a dark wooden arched display cabinet filled with various decorative items, including vases and figurines. The background wall is white with a subtle floral pattern.

“I meet with interesting people from all over the country, talking to them about the biggest investment of their life. I love what I do.”



FAMILY SPOTLIGHT

Todd Tooley and his wife, Wendy, have two college-age children, Brooke and Brayden.

After 18 years with VIP Realty Group, Todd moved to John R. Wood Properties. Although he has fond memories of his time at VIP, the move has allowed him to take the next step in his business.

“I feel at home at John R. Wood. The technology is superior. They have an incredible network of resources. It’s been a game changer for me,” Todd says.

Todd closed 2023 with 42 transactions for \$23.8 million, making him one of Fort Myers’s highest-producing agents. Real estate transactions tend to be stressful, but Todd can easily navigate complex transactions and negotiate with his client’s best interests at heart.

As we checked in with Todd about his future plans, he said he will always continue to better himself through real estate coaching, seminars, and reading. He’d like to continue to grow his network by connecting with the community, and even expand his team at John R. Wood.

“I’m very lucky. I’m fortunate. I don’t see myself as a top agent. I see myself as a humble person. I grind every day. We live in one of the most beautiful parts of the country, and I’m just here to help share it.”

Todd Tooley is a top-producing Realtor with John R. Wood Properties.



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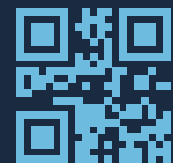
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LEFT TO RIGHT: BRIAN CHAPMAN, JANELLA WEILAND, CALEB CHAPMAN



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