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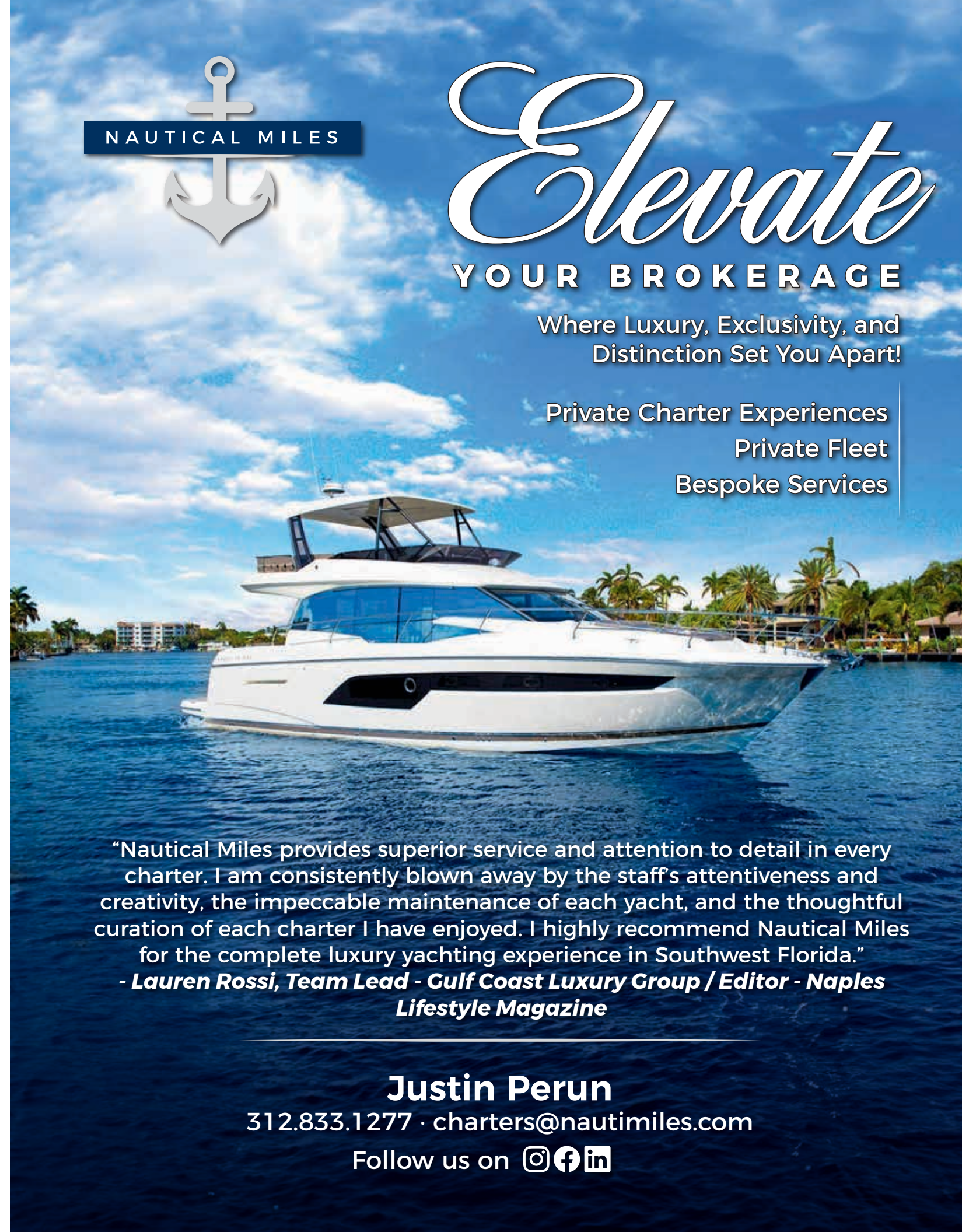
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Dear Real Producers of Naples,

By now, you know we have one of the most dynamic, impactful monthly magazines showcasing Naples' best-of-the-best, top Realtors.

Our mission is to feature the inspiring stories of top agents and to elevate our real estate community. However, our core purpose is to connect the community through exclusive, memorable networking events for the Top 500 Realtors, their teams, and our preferred partners.

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
September 5, 2024
Naples Motorsports
1250 Airport Road South
Naples, FL 34104

AWARDS GALA
November 8, 2024
Elite Jets
125 Aviation Drive South
Naples, FL 34104

Our Fall Quarterly Event on September 5th at Naples Motorsports will be wonderful, especially with so many new faces among this year's top 500 agents and preferred partners. This event is a great prelude to our big Awards Gala on November 8th at Elite Jets, 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! We'll also be in touch with details for the Fall Quarterly Event.

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,



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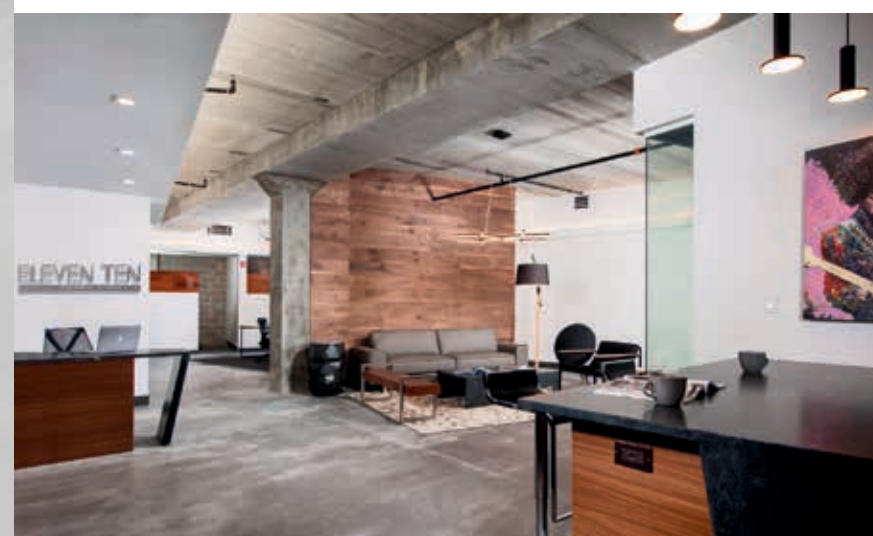


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the power of ACCOUNTABILITY

Buddy Up to Optimize Your Peak Performance

“Alone we can do so little; together we can do so much.” —Helen Keller

Ever find yourself slipping back into old habits despite your best intentions? What if the secret to lasting change lies in the power of partnership? Yes, the good ol’ “Buddy System.”

As a high performer, you are often faced with immense pressure to maintain peak performance. Yet, even the most disciplined can struggle with consistency and focus. The challenge lies not just in setting goals but in staying accountable and creating sustainable habits. This is where the buddy system comes into play, a powerful way to enhance your brain health and optimize your performance and results.

Dr. Theo Compernelle, in his insightful book, “Brain Chains,” emphasizes the significance of social support and accountability in optimizing cognitive function. By having a dedicated accountability partner, you can foster

an environment of mutual growth and consistent progress.

Regular check-ins with a buddy can significantly improve your focus, memory, and problem-solving skills by keeping the brain engaged and motivated. The mere act of discussing your goals and progress can help reinforce positive neural pathways, a process known as neuroplasticity. Moreover, having someone to share your journey with reduces stress and anxiety, leading to better mental health.

When it comes to physical health, exercising with a partner offers numerous benefits. Increased motivation, better adherence to fitness routines, and improved overall physical health are just a few. Sharing health goals with a buddy can also lead to better nutrition, sleep, and lifestyle choices. Regular physical activity with a partner can enhance energy levels, endurance, and overall physical performance.

An accountability partner provides invaluable emotional support, fostering resilience and a sense of belonging. Mutual support can ignite a sense of purpose and drive, helping both partners stay committed to their goals.

In our Mindpower world, as coaches, we constantly reinforce with our clients: Breakthrough, Action and Focus, and this applies to implementing your buddy system too.

Identify Your Buddy: Choose someone you trust, who shares similar goals and is equally committed to mutual growth and accountability.

Set Clear Goals: Define specific, measurable, achievable, relevant, and time-bound (SMART) goals together.

Establish a Routine: Schedule regular check-ins to discuss progress, challenges, and strategies for improvement.

Share Progress: Use a shared journal or app to track daily or weekly achievements and setbacks.

Provide Constructive Feedback: Offer and accept feedback with a positive and growth-oriented mindset.

Celebrate Successes: Acknowledge and celebrate milestones together to maintain motivation and reinforce positive behavior.

Empower your accountability partner by granting your buddy the permission to hold you accountable and provide honest, constructive feedback. Emphasize the importance of mutual support in fostering meaningful and lasting change. True success is often a collaborative effort, and with the right partner by your side, you can conquer any challenge and reach new heights.

The journey to peak performance and optimal brain health doesn’t have to be a solo endeavor. By embracing the power of a buddy system, you can enhance your cognitive function, improve your physical health, and nurture your spirit. Together, you and your accountability partner can create lasting change, stay focused, and achieve your highest potential.

Invite a trusted friend or colleague to embark on this journey with you. Experience the transformative power of mutual support and discover the true potential of your mind, body, and spirit. Remember, the path to excellence is paved with the support of those who believe in you and your dreams.

Stay committed, stay focused, and try the power of partnership to elevate you to new heights of well-being and success!



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 Marie’s programs empower and guide toward lasting change for optimal success in every area of life.

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BRIAN & JESSICA ASBEL

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and Hard Work



“

Our faith is something we rely on. We put God first in everything. We never say no to God. God has a bigger purpose for us here. Whatever that is, we're here for it. We think some big things are ahead, but we don't know what they are. We move when God tells us to.”

—JESSICA ASBEL



Brian and Jessica Asbel lead the Asbel Team with Premiere Plus Realty.

Brian and Jessica Asbel launched their real estate careers just three short years ago, and in the time since, they've quickly become two of Naples' fast-rising real estate agents. Brian and Jessica now lead the Asbel Team with Premiere Plus Realty, a growing group of agents who, in 2023, closed over \$28 million. Although they come from humble beginnings, Brian and Jessica have broken into the Old Naples market, allowing them to achieve their dream of being luxury REALTORS®.

Today, Brian and Jessica are two of Naples' top luxury agents, but their story began in a much more humble setting — the emergency department at Physicians Regional Medical Center.

THE ROAD TO REAL ESTATE

Brian and Jessica met at Physicians Regional Medical Center in 2015. At the time, Brian was a part-time emergency room technician alongside his work as a firefighter, while Jessica worked in hospital administration and management.

"Around that time, I had gone through several different ventures in the corporate workforce," Jessica reflects. "I was trying to find what worked for me. When I was at the hospital, I worked in registration, was an ER secretary, was an administrative assistant, and then moved into HR. I eventually got a master's degree to work my way up the ladder and become a leader, but I realized that work wasn't what I wanted to do long-term. I wanted to create my own culture. I wasn't fulfilled."



Jessica knew something bigger and better awaited her. She parlayed her passion for health care into an insurance sales job, where she had the opportunity to learn about the business world. That work eventually led her to real estate.

"I met someone who suggested I become a referral agent for real estate. I felt I had nothing to lose with Brian holding down the fort financially, so I went for it," Jessica continues.

What began as a part-time venture quickly turned into much more. Brian got licensed a month later, initially intending to support Jessica on the back end of the business. But their real estate business took off, and both were thrust further into their new careers than expected.

ONE THING WE CAN SAY HAS BEEN A KEY TO SUCCESS — NEVER SAY NO TO SOMETHING UNLESS YOU KNOW WHAT IT'S ABOUT.

—JESSICA ASBEL



"Through the processes we implemented, we've built a business, and we couldn't be happier," Brian says.

ENTERING OLD NAPLES

Over the past three years, Brian and Jessica's business has grown tremendously. They've broken into the Old Naples market, allowing them to increase their price point and achieve their dream of becoming luxury agents. They recently opened an office on 8th Avenue South to house their growing team.

"One thing we can say has been a key to success — never say no to something unless you know what it's about," Jessica shares. "We never say no. We always hear people out because you never know what opportunity lies ahead of us. Adopting that mindset has helped us tremendously over the last few years. It has allowed us to remain open-minded, and through that, we have grown in our business."



“We are implementing business strategies as opposed to just winging it and hoping we get lucky. We use a proven structure,” Brian adds.

GENERATIONS PAST, GENERATIONS TO COME

Outside work, Brian and Jessica can be found with their two children, Briella (5) and Brayden (4); and their puppy. They enjoy being active, singing (well, everyone except Brian), going to the park, and traveling.

“We are continuing to grow an appreciation for each other. That’s really

important. Not everything is about business. That’s what keeps us married and still business partners,” Jessica says.

As Brian and Jessica reflect on their journey to the top of the real estate rankings, they marvel at how far they’ve come in just three years. Yet, they also recognize that their journey has been much longer than that. Tracing back from the generations that came before them to the present moment, every step has led them to the success they now enjoy.

“I’m Haitian, and my father came to America in the late ‘80s, and then I was born and raised in Naples. My father passed away three years ago, and it’s important to me for my kids to know that if it weren’t for the hard work and dedication of my father, we wouldn’t have what we have today,” Jessica shares. “That’s where my work ethic comes from. I get to have this opportunity, and it’s a blessing. The legacy we want to pass down is, number one, to never to forget those who were here before us.”



“WE ARE IMPLEMENTING BUSINESS STRATEGIES AS OPPOSED TO JUST WINGING IT AND HOPING WE GET LUCKY. WE USE A PROVEN STRUCTURE.”
—BRIAN ASBEL



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TALENT & PASSION *Revives Disney*

I have an interesting story that most will likely remember. Back in the late '90s, Disney was killing it with a run of successful movies, however, all of a sudden, they went into a decade-long slump, where the majority of movies they delivered weren't that good. They were struggling, attempting to figure it out, and Bob Iger decided to acquire Pixar. Everybody remembers the acquisition of Pixar, however, there's a story behind this acquisition that you may not know.

When Disney made this acquisition of Pixar, there were a lot of challenges. Pixar was a much smaller company, and Disney was gargantuan. There was a difference in location of 350 miles, and when Pixar came in, Bob Iger gave total control to the owners of Pixar to run the show at Disney. Fortune Magazine said it's like the whale swallowing Nemo. It's not going to work, too many inconsistencies here. You have the tail wagging the dog.

However, when the new executives came in from Pixar, they sat with the team, the directors, and the talent, and

were told, "Disney will not be a clone of Pixar. We're going to focus on your talent and your passion." Immediately what they did is they flipped the script. Why Disney was struggling was because the executives were delivering their ideas to the producers and directors, who were supposed to follow those instructions and were struggling. Essentially, the non-creative executives were managing the creators, and it was not working. So the executives of Pixar pretty much said, "Boom, you guys are out of the equation. We're going to let the directors take care of the creativity and what we're going to produce."

What they also did was create a little "caffeine patch" mastermind gathering, as they called it. (It's amazing how we always mastermind around coffee.) What this did was create a place of collaboration and masterminding. All these directors and talented, passionate people started speaking about what they wanted to create. By making these small but significant shifts — flipping the script, changing the team's belief, shifting ownership, allowing them creative freedom, supporting them, and aligning the team with the mission — Pixar turned Disney around. This resulted in a series of successful movies, extreme profitability, and restored Disney to the forefront of delivering fantastic films. We all remember that Pixar changed the way these types of movies were done.

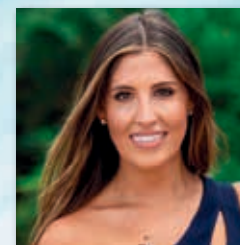
However, here's something you want to understand: there was no employee turnover. Disney was struggling

producing results. The executives of Pixar came in, looked at the team and said, "We're going to focus on your talent and passion." With a few shifts in alignment, belief, support, and ownership, they turned Disney around, and produced amazing results with the same people, the same team who were previously struggling. Now, there's something to think about.

Sometimes, it's not necessarily the team. If they're being given instructions and they don't feel empowered, they just might not be able to deliver the goods. However, as you empower them, provide them ownership, align them with the mission, and provide them a space to collaborate and mastermind over a cup of coffee about the possibilities of what they want to create to get those juices flowing, you just might be able to take your company to a whole new level of excellence.



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.

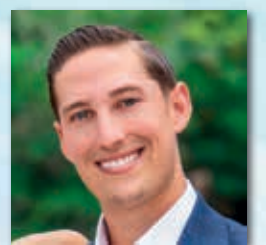


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JOE NUGENT

JOE THE HOME PRO

THE HEART OF SERVICE



▶ partner spotlight By Zachary Cohen | Photos by New Frame Photography

In March 2015, Joe Nugent launched Joe The Home Pro, parlaying his 20-plus years of experience in the hospitality business into the home inspecting world. Over the past nine years, Joe has transformed Joe the Home Pro into one of Southwest Florida's most well-respected brands.

Most recently, Joe has taken his company nationwide. He's helping other inspectors and entrepreneurs around the country implement his systems and processes to raise the standard of their business and serve clients with the highest level of care.

"The one thing I want people to know is that I love helping people," Joe says in an impassioned voice. "There is nothing else I enjoy doing more."

THE START OF SOMETHING BIG

In July 2015, Joe unexpectedly lost his job working for a major hotel chain. While he landed a new position just a

week later, this event highlighted his desire to become an entrepreneur and put his success in his own hands.

"There I was, married, my kids were really little, and I had just built a house in North Naples. I thought, 'This is it, the final push. I'm done with others telling me whether or not I have a job,'" Joe explains. "I was making over \$100,000 a year with good benefits and travel perks. People asked why I would want to start my own business, but I knew it was my calling."

Joe became inspired by the home inspection business and founded Joe the Home Pro just a few short months later. Over the next five years, he built his business on nights and weekends while working full-time in hospitality. When COVID-19 struck in 2020, Joe was furloughed from his hospitality job. This time, he was well prepared. He decided the time was right to go full-time in home inspecting, leaving the hospitality industry behind for good.



Joe Nugent is owner and CEO of Joe the Home Pro.

THE HEART OF SERVICE

While the home inspection business may appear to be a divergence from a career in hotels and hospitality, Joe doesn't see it that way. He believes his hospitality career set him up perfectly to become a best-in-class inspector.

"Obviously, I have a strong desire to be of service. That servant attitude is what it's all about. I'm always asking, 'How can I help other people?' Forty percent of home inspecting is how you talk to clients. I know how to talk to clients," Joe explains. "And I really enjoy homes and how they work. You get to see a lot of different things, and that's fun and exciting."

Most people don't know how their home works or what to do about preventative maintenance, so inspection is fun, but so is the education side of this business."

Joe and his team work seven days a week, typically deliver inspection reports within two hours of completing the inspection, and highly value their communication. They talk to clients on a level everyone can understand and take an educational approach to their work.

GOING NATIONAL

Now almost a decade into his journey with Joe the Home Pro, Joe is taking his business model nationwide through a licensing



agreement. He believes this is the next step in ensuring more homeowners get the quality of service that only Joe the Home Pro can provide.

"The idea is to help inspectors struggle less and be more efficient. There are a majority of home inspectors who struggle on the business side, and we're trying to give them the business tools and resources to be successful, creating a community of inspectors around the country who own their own Joe the Home Pro, which helps propel them," Joe shares.

BALANCING BUSINESS AND FAMILY

"When I'm not Joe the Home Inspector, I'm Joe the Dad to my two kids, Logan (14) and Maddy (11)," says Joe. "They come before anything. Joe the Dad is the most important title that I have, more than Joe the CEO. I also have an amazing girlfriend, Melissa, whom I have been with for two and a half years."

As Joe the Home Pro expands throughout Florida and the nation, Joe is also doubling down on his commitment to Southwest Florida. After all, this is where the business started, and it will remain the company's primary focus going forward.

"I want to continue to grow and have a really strong footprint in Southwest Florida," Joe says. "The future of the company is really bright. I'm excited about where we're going, and the only reason we can do this is because we have unbelievable partners who trust and believe in us."

For more information, visit www.joethehomepro.com.



FUN FACT

Joe was recently featured on the entrepreneurial docuseries, "The Blox." After a week of grueling competition in Tulsa, Oklahoma, he was named the winner out of over 110 entrepreneurs from around the country. Now, he's pursuing an opportunity to be a judge on the show.





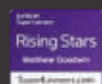
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►► pro tips By Keith Stopko

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Preparation is the cornerstone of an effective epoxy flooring installation. The process should begin with meticulous substrate preparation using industrial diamond-grinding equipment. This step is vital for removing contaminants like oil, dirt, and tire marks, and for opening up the pores of the concrete. Creating a proper profile enhances the mechanical and chemical bond between the coating and the concrete. It's also the stage where any existing imperfections or damages are addressed to ensure the integrity of the concrete substrate.

Another critical factor is the selection of industrial-grade materials.

The choice of materials often varies based on the specific application, be it commercial or residential, the contractor's access to quality materials, and the intended use of the space. For optimal results and a long-lasting floor, it is imperative to use industrial-grade products that include moisture vapor barrier (MVB) capabilities in the base coat. This feature is crucial for resisting moisture from the substrate, and proper moisture testing should be conducted prior to any application. In environments with high moisture levels, an additional MVB layer might be necessary.

The professionalism and experience of the installation team are equally important. Seasoned professionals are adept at navigating the challenges that may arise during the preparation and application phases. Companies confident in their systems and materials should back their installations with a lifetime warranty, underscoring their commitment to quality.

Finally, the choice of system should be based on the highest quality outcome, not convenience for the installer. For areas like garage floors that endure heavy vehicle traffic, a two-day installation process using an industrial-grade epoxy base coat, followed by a full broadcast flake system and a polyaspartic clear top coat, is recommended. This approach allows the epoxy to cure gradually, enhancing its bond with the concrete and providing a robust, moisture-resistant surface. The final polyaspartic coat adds UV stability along with abrasion and chemical resistance, ensuring durability and longevity.

Selecting the right contractor who uses proven, high-quality products is paramount. This approach not only ensures a superior installation but also serves as a sound, long-term investment for maximum client satisfaction.

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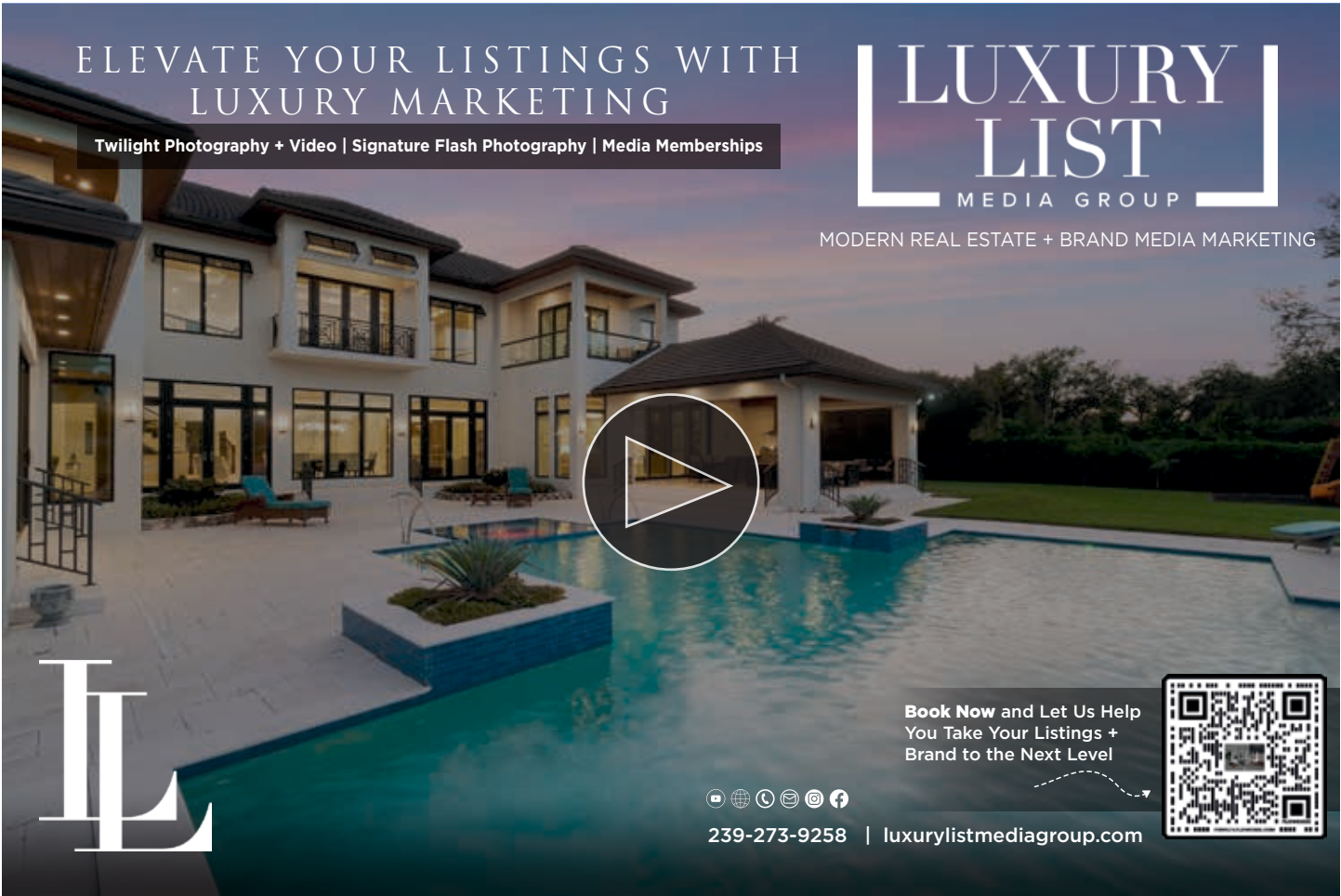
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Sandra Schlaupitz

• A Life of Possibilities •



In the late '90s, Sanda Schlaupitz found herself in a situation she knew she needed to change. Sandra owned a bakery in her home city of La Paz, Bolivia. She was, by Bolivian standards, successful at her work, but a challenge in her personal life led her to pick up her life and her three children and move more than 3,000 miles north to Southwest Florida.

While this transition was challenging, Sandra is ever-grateful for the bravery and commitment to her family she displayed. Over 20 years later, she's living a life she couldn't have even dreamed of two decades ago.

Setting Down Roots

Sandra landed in Naples in 1999 with three children, ages 10, 8, and 1. She had little money, no documents, and didn't speak English well, but she knew that life in America would provide her children with the best chance to succeed. So she set out on the most significant and daring journey of her life, beginning again in Naples.

In Naples, Sandra managed to land a job caring for older adults. She rode a bike to work and around town, often with her young children in tow.

"In 1999 in Naples, no one spoke Spanish," Sandra recalls. "I didn't know what to do. I was afraid of how to start a life. It was very challenging, but at the same time, I had to think about my children. So I persevered and found something that would change my life completely. That mindset was very important."

Sandra began practicing English with the women she worked with. She

scrapped and clawed her way to financial success for years, often working several jobs at a time. Then, in 2000, a meeting with a fellow Bolivian changed the course of her life. He suggested Sandra sell real estate.

"I thought, 'How can I sell? I didn't even have documents,'" Sandra continues. "He opened a map of Naples and said, 'There's a mobile home park here. There, you don't need a license because they don't own land. Go and sell.'"

Despite her doubts, Sandra listened. She went to that mobile home park and knocked on every single door. In

her first month, she sold eight homes, earning \$8,000 in commissions.

“I said, ‘This is it. This can change my life. This is the dream that everybody talks about.’ The U.S. gives you the opportunity to become better if you want to.”

Sandra continued selling those mobile homes with success. Soon enough, she took her real estate exam, and her career took flight. She also began investing in real estate; by 2004, she owned 24 homes. Before the market crashed in 2007, she had a \$7 million real estate portfolio. And although she lost most of that during the recession, she built her portfolio again.

“What I want to communicate is that whenever you want to do something, this country gives you all the possibilities to do so.”

Leading the Way for a New Generation

Over the past 24 years, Sandra has become one of Naples’ best. Now with eXp Realty, she leads a small team with Coastal Luxe Group, mentors 20 more agents, and is on the brokerage’s leadership team. She was also a former president of the National Association of Hispanic Real Estate Professionals® (NAHREP), is the 2024 Director for Florida REALTORS®, is the 2024 chair of diversity, equity, and inclusion for the Naples Area Board of REALTORS®, and is the 2024 President of the Women’s Council of Realtors Naples on the Gulf.

“I’m pulled more into leadership and coaching. That opened a different part of my life,” Sandra says proudly. “Being a leader has opened a completely different world. I am here to give my knowledge to other people to help them to be the best they can be.”



Sandra Schlapitz leads the Coastal Luxe Group at eXp Realty.



“

BEING A
LEADER HAS
OPENED A
COMPLETELY
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WORLD.



66

**WHENEVER
YOU WANT
TO DO
SOMETHING,
THIS COUNTRY
GIVES YOU
ALL THE
POSSIBILITIES
TO DO SO.**



Sandra Schlaupitz immigrated to Naples from Bolivia in 1999 and began a new life.

As she reflects on her journey to success, Sandra marvels at just how far she's come. Now, it's her mission to ensure others get the same opportunity.

"I want to impact and help others. I want to help women be the best of themselves, to motivate people, to show them how important it is to believe in themselves, to set goals and accomplish them — and to know that there is no barrier when you really want to accomplish something in life."



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The Blue Moon Estate Sales Team (from left to right: Gabriel Nieves, Shereen Ally, Salina Ally, Bibi Alli)

SHEREEN ALLY

BLUE MOON ESTATE SALES

After nearly 28 years in accounting and auditing, Shereen Ally set out on a new professional venture in 2023. Shereen had been working in fraud and forensic auditing in the corporate sector, but in June 2022, her entire department was moved out of the country and she was left without a job. Luckily, she got a severance, offering her the space to consider the next step in her professional life.

The first thing Shereen did was take some well-deserved time off, during which she spent a great deal of time with her mom and her mom's friends.

"I heard a lot of stories from the elders and the issues they were

having. Many were feeling lonely and starting to lose their independence. I noticed that and it saddened me," Shereen offers.

Shereen also witnessed the struggles older people have navigating our modern world. Shereen believes they are the most likely demographic to be scammed and often struggle to make sense of an increasingly technology-driven society. Then, Shereen had a bout of inspiration: she wanted to denote the next leg of her journey to the older population.

"I made it my mission that in my next job, I would support the older population. I was going to renew my

resume and start looking for a job in a nonprofit," Shereen offers. "Then hurricane Ian hit, and I started to put on my t-shirt, jeans, and sneakers and walk around to the homes of my older friends. I'd help cut and haul branches and take out the trash. That work made me feel really good. I realized I didn't want to sit behind a desk all the time and enjoyed being out in the community."

As Shereen explored her choices, one rose to the surface: a franchise opportunity with Blue Moon Estate Sales. It gave her the chance to combine her newfound love of being hands-on in the community with her passion for serving the senior population.

PROTECTING OUR ELDERS

By Zachary Cohen
Photos by LaCasaTour





I WANT TO BE
REMEMBERED
AS THE ONE WHO
IS ALWAYS THERE TO
HELP PEOPLE THROUGH
THE CHALLENGES OF LIFE.



“I handle what’s in the house before the real estate agent lists the home. The agent may go to a home and see that it’s full, and the client doesn’t know what to do with the items. We come in and look at the value of the items. If it’s a good fit for an estate sale, then we would stage the home, price all those items inside the house, and advertise and run a sale in the house. The home becomes like a shopping store where people come in and buy items,” Shereen explains. “It’s an opportunity to do a lot of good things. We are helping the environment by reusing items. It’s economically sustainable with prices that are reasonably set at a fair value. And, finally, we can quickly clear out that home for the client so they can get it sold and move on to their next venture.”

When she’s not working, you’ll find Shereen traveling, exercising, and doing charity work. She’s been involved with Big Brothers Big Sisters of America since 1998 and works with youth at her local mosque. Shereen also serves as a board member of the local Association of Certified Fraud Examiners (ACFE) and is getting certified as a volunteer ombudsman through the Long Term Care Ombudsman Program (LTCOP).



Shereen Ally owns the Blue Moon Estate Sales franchise in Naples and Fort Myers, Florida.



“I started going to estate sales and saw how fun and meaningful it could be, so I dove in,” Shereen explains.

Since opening Blue Moon Estate Sales of Naples and Fort Myers in June 2023, Shereen has served people in transition. She guides folks who are downsizing, liquidating, or needing an estate sale to sell their home goods. She often works with seniors in need of care or communal living accommodations.

“Blue Moon Estate Sales is one of the largest estate sales franchises in the country, and we promise to provide the most honest and professional estate sales service, complete with clear systems, guidelines, and true transparency. Blue Moon Estate Sales is owned by Best Life Brands, whose sister companies also serve the senior population,” Shereen says.

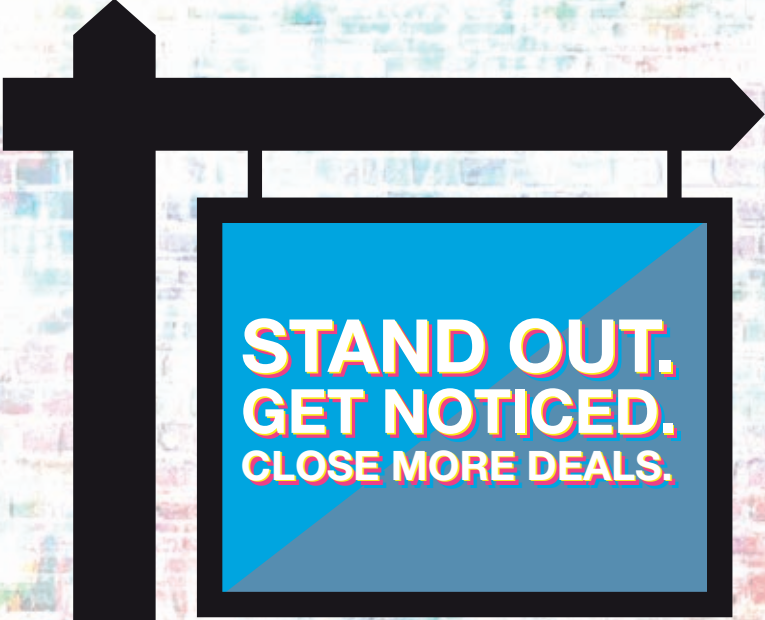
Blue Moon Estate Sales typically sells over 80 percent of the items in the house and donates as much of the remaining items as possible. In addition to running in-person sales, Shereen manages outreach locally and supports communication with the franchise’s loyalty program of over 150,000 shoppers. She also publishes listings on the largest online site for estate sales, EstateSales.net, and is a member of the American Society of Estate Liquidators (ASEL).



“I always want to make an impact where people feel like they are not alone, especially the youth and the elders. I have always felt connected to them because they are the ones who can be taken advantage of. I’m very protective,” Shereen says. “The legacy I want to leave is like my father, who passed away six years ago. He served his country and always helped others. I was lucky that all my parental figures — my mom, dad, and grandparents — were extremely charitable, kind, and compassionate persons. I want to be remembered as the one who is always there to help people through the challenges of life.”

For more information on Blue Moon Estate Sales, please visit them online at:
BlueMoonEstateSales.com/naples-ft-myers.





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► cover story

RENÉE HAHN



Right Where She's Meant to Be

By Zachary Cohen
Photos by Michelle Reed

Growing up outside of Kalamazoo, Michigan, Renée Hahn and her family rented homes in some of the area's nicer suburbs. While Renée's single mom worked hard to ensure her family could live in a safe area with good schools, this situation created complex feelings inside Renée — mainly, a feeling that she didn't measure up to her peers.

Early in life, Renée tried her best not to let others see her imperfections and insecurities, but that has shifted as she's gotten older. Now, she uses her story as a springboard, inspiring her to create a life of abundance for her family and be a positive force in the lives of others. Renée wants nothing more than to let others know that no matter where they come from, they can create a life they love.

"I want people to understand we are all imperfect," Renée shares. "I have scars, banged-up shins, and stories that would be embarrassing. I finally reached a point where I can let people know that's okay, and that's even part of what makes life rich. You can have a wonderful life, even with bumps and bruises. I sure have."

THE ROAD TO REAL ESTATE

Before moving to Naples and starting her real estate career, Renée had a high-powered career with General Electric. After earning a master's degree, she was accepted into GE's leadership development program. Her work with the company over 15 years brought her around the country, with stops in Detroit, Cincinnati, St. Petersburg, Charlottesville, and Greenville.





I like where I am in my business. I want to sustain my business while continuing to grow, learn, and find creative ways to deliver results.



\$15.5 million in 2019, and \$25 million in 2020. She's averaged around \$30 million in sales for the past three years.

RIGHT WHERE SHE'S MEANT TO BE

So what have been the keys to Renée's success? She says it's all about relationships.

"I decided from the get-go it was going to be all about the clients. If you read my Google reviews, the consistent thing is I take care of the people I serve. I do that in a lot of different ways, and that's how I've grown my business," she says. "It's always been about the personal touch."

Renée recently changed brokerages, moving to Alfred Robbins Realty Group. She believes the move sets her up for the most success going forward. The boutique feel of the brokerage is a strong match for her style, and she believes in the company's leadership and mission. Although the brokerage name has changed, Renée's business remains steady.

"I never set out to be a top salesperson, and I don't necessarily want a real estate team," she says frankly. "I like where I am in my business. I want to sustain my business while continuing to grow, learn, and find creative ways to deliver results. And I strive to be the best REALTOR® my clients have ever worked with."



Top producer Renée Hahn leads the Renée Hahn Group at William Raveis Real Estate.

"I was a small-minded, hardworking, lucky girl who got picked up by a major company. The leadership program was a whirlwind experience. I was incredibly lucky," Renée reflects. "With that came a very aggressive career — constant job and geographic moves."

When Renée first joined GE, she was a single mom with an elementary-school-aged daughter. Moving around as a single parent had its challenges, but it provided the backdrop for Renée to be agile in her career moves. When she got married and had two more children, that changed. Her husband was often left serving as the primary caregiver for two little ones while Renée traveled for work.

"My husband felt like a single parent with a 2- and 3-year-old," Renée continues. "So I finally left GE and moved to a smaller company to try to get some work-life balance, which brought me to Naples. I took a significant pay cut

to see if I could still have a career in corporate and have balance."

Renée fell in love with Naples, but unfortunately, the new job she chose was a poor fit. She gave a year and a half departure notice less than a year into her new role, leaving her ample lead time to consider her next steps.

"The hardest part of the change was I gave up my identity," Renée explains. "I gave my life to a career. I was a really good executive and employee. When I left, it was like getting naked in a crowd. I was in a brand new world, and I had to figure out who I was and what else I could be good at."

As Renée assessed her options, one rose to the surface: a career in real estate. It was a big change from her previous career, but otherwise a perfect fit for her skill set. Renée sold \$5 million in 2017, her rookie year, putting her on a path to success. That number increased to \$13 million in 2018,





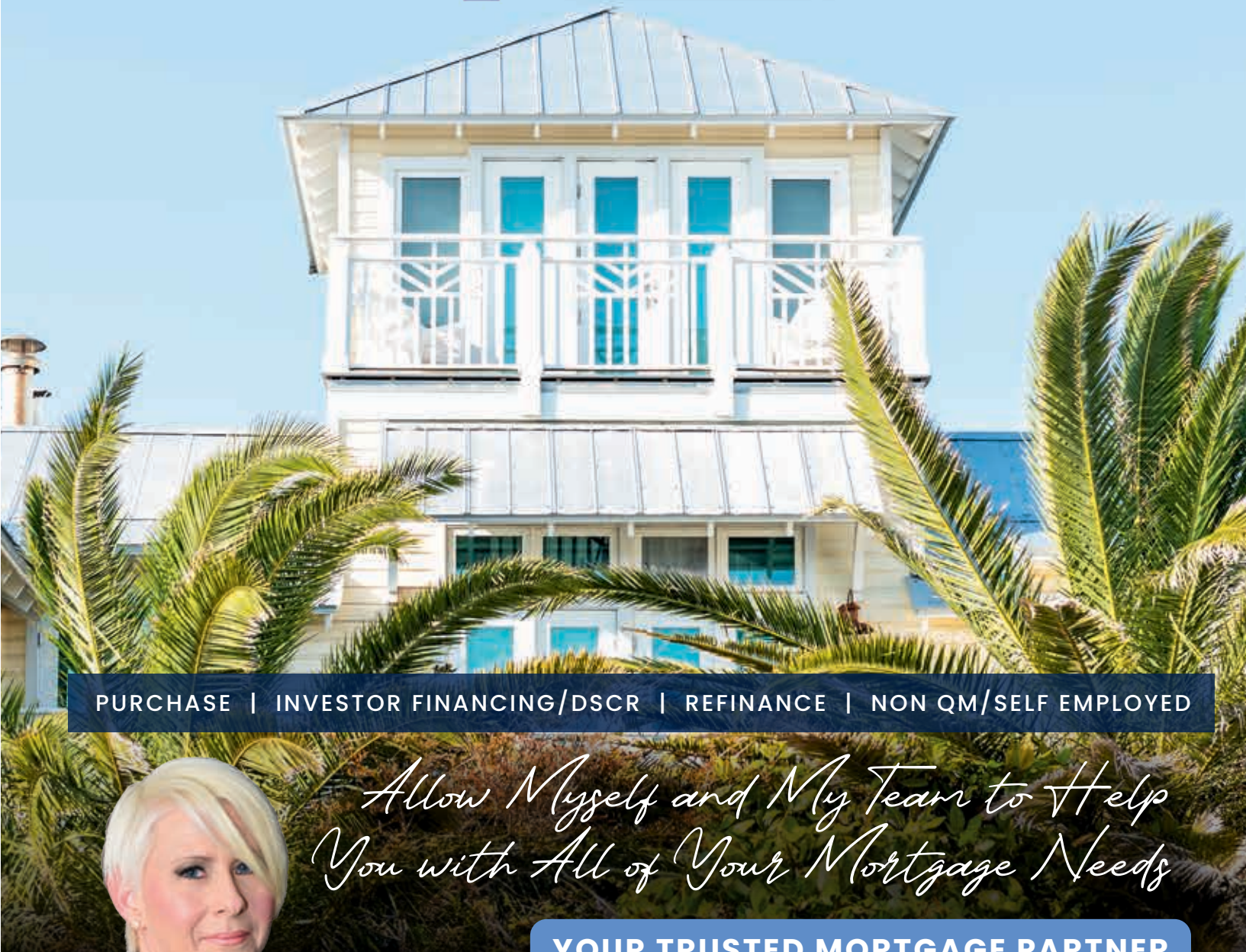
FAMILY SPOTLIGHT

Renée Hahn enjoys spending time with her husband, Tom, and three daughters, Kia (32), Madison (18), and Paige (17). Renée also enjoys golf, pickleball, tennis, boating, and family dinners. There's more change on the horizon: Paige is heading into her senior year of high school, meaning Renée and Tom are about to become empty nesters.



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