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TABLE OF CONTENTS



08

Index of Preferred Partners



10

Meet the Fort Myers Real Producers Team



12

Publisher's Note: Strengthening Relationships for a Lifetime



14

Featured Agent: Billee Silva



20

Partner Spotlight: Matt Goodwin, Goodwin Law, P.A.



26

Cover Story: Mike McMurray

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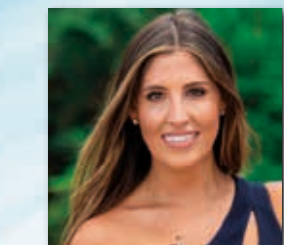
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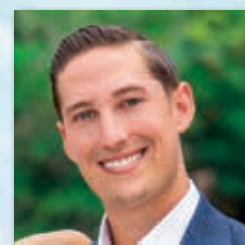


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» publisher's note

STRENGTHENING RELATIONSHIPS FOR A LIFETIME

Dear Real Producers of Fort Myers,

With Valentine's Day on our radar, February serves as an opportune time to turn our attention to what forms the backbone of our successes — relationships, both personal and professional.

For us Real Producers, where relationships are the lifeblood of our business, it becomes paramount to not just recognize their importance, but to actively nurture and fortify them for sustained success in this volatile industry.

Where to begin? Let's start with the basics — infusing a personal touch into every interaction. Thoughtful gestures, genuine client touches, and personal phone calls, all contribute to the foundation of enduring connections.

The power of a customer relationship management (CRM) system also *cannot* be overstated. Consolidating all your clients — past, present, and potential — into one comprehensive system is a game-changer. Capture pertinent details, from the last contact date to notes and important personal milestones. Then, craft a system to reach out with thoughtful cards, texts, emails, or calls on significant dates to show clients it's not just about transactions; it's about building shared memories.

Networking, another crucial facet, involves

intentional efforts to foster vital business relationships with fellow agents and industry affiliates. As the saying goes, your network is your net worth.

Speaking of networking, mark your calendars for several upcoming *Fort Myers Real Producers* events in 2024! These gatherings aren't strictly business either; they're about building connections, sharing experiences, and having a great time. We'll kick off the year's first event on March 28th, and there's more fun to come on May 23rd, September 26th, and an epic GALA on November 15th, uniting the Fort Myers and Naples Real Producers communities for an unforgettable evening.

Here's to a lifetime of powerful relationship building — and may your year be filled with meaningful connections, shared successes, and the forging of lasting partnerships.

Very respectfully yours,

Andrew Regenhard
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BILLEE SILVA

▶▶ featured agent

By Zachary Cohen
Photos by LaCasaTour

BUILT ON RELATIONSHIPS

Before launching her real estate career, Billee Silva spent over 20 years in higher education administration. Early in her career, Billee thrived working in the trenches with students. She was fulfilled by her work and able to make a positive impact in the lives of those she worked with.

As she rose the corporate ladder, however, things began to shift. Much of Billee's time one-on-one with students was supplanted by meetings, paperwork, and politics. She felt more disconnected and even frustrated with her work. She knew something had to change.

As she considered her next steps, Billee reflected on her work in leasing in the late '80s and early '90s. It was Billee's job to teach leasing agents how to sell. She'd traveled the country on 45-day assignments, helping new or struggling apartment complexes set up marketing campaigns and sales strategies.





That work brought her from Atlanta to Charlotte to Boston and, eventually, to Southwest Florida. Along the way, she met her husband, got married, obtained a master's degree, and transitioned into higher education, but her love for homes never left.

So decades later, when Billee became frustrated with her work in university administration, she turned back toward real estate. She was licensed in 2013 and finally took the leap of faith to launch her real estate career three years later.

"During the first year, I had many regrets and second-guessed myself on more than one occasion," Billee reflects. "But they say if you make it through the first year, you can make it in this business, so I was committed to making it through that first year. And after that, my career started taking off. I began making a difference in people's lives and building relationships, and that's what I love."

RIISING TO THE TOP

Today, Billee is an individual agent with Jones & Co Realty. She closed

an impressive 46 transactions totaling \$19 million in 2022 and, at the time of this writing, was poised to repeat that performance by year-end 2023. Despite her hard-earned success and top-tier statistics, Billee remains a humble, down-to-earth real estate agent.

So what is Billee's secret to success? She says it's all about relationships.

"I tend to coddle my customers, perhaps more than I should, and I hold their hand from the minute we meet until way past closing, making sure

“

I began making a difference in people's lives and building relationships, and **that's what I love.**

FUN FACT

Billee Silva took a semester off from college to work at Walt Disney World, where she played a monkey in The Jungle Book experience. After growing up in Michigan, that was her first taste of life in Florida.



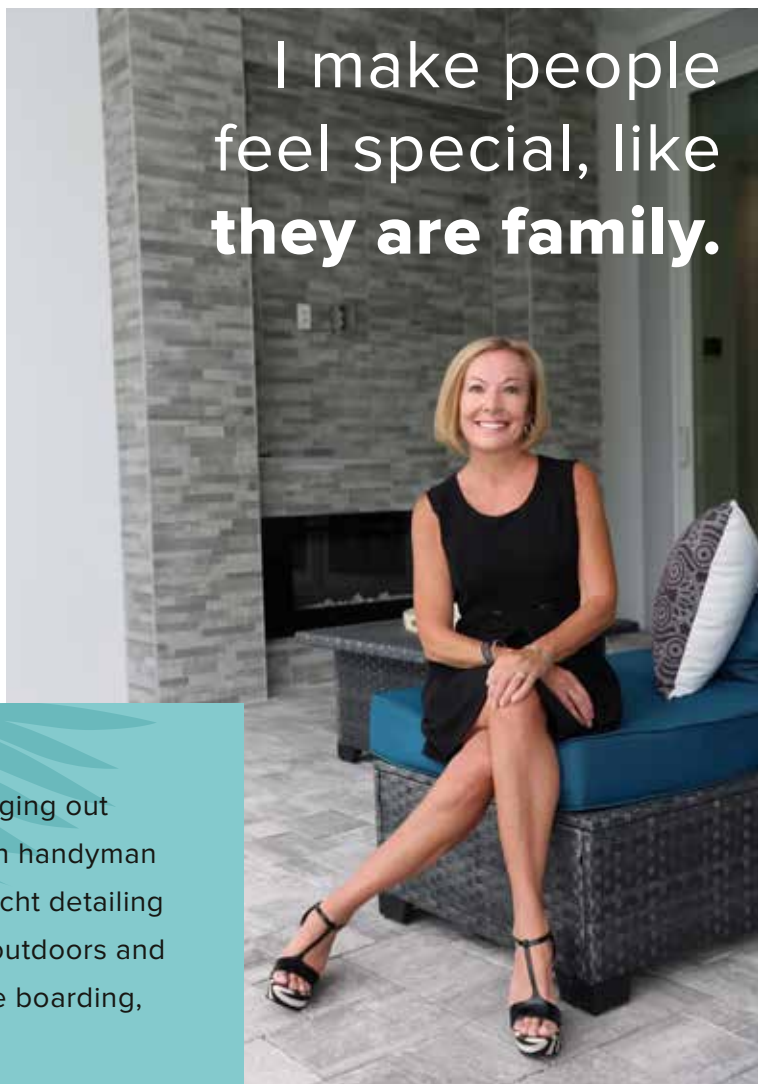


Billie Silva is a Realtor with Jones & Co Realty.

there are no hiccups. I'm always there," she says. "I keep in touch with 98 percent of my past clients, spend time with them, and they become dear friends. That's what I love about this profession — not only helping people but the lifelong friends I've made in the process. I make people feel special, like they are family."

Billee also brings her education experience into her work. By educating her clients — not selling them on anything — she builds the trust necessary to run a referral-based business.

"The legacy I want to leave is a simple one: I want to make a difference in the lives of others. That's always been my path."



I make people
feel special, like
they are family.

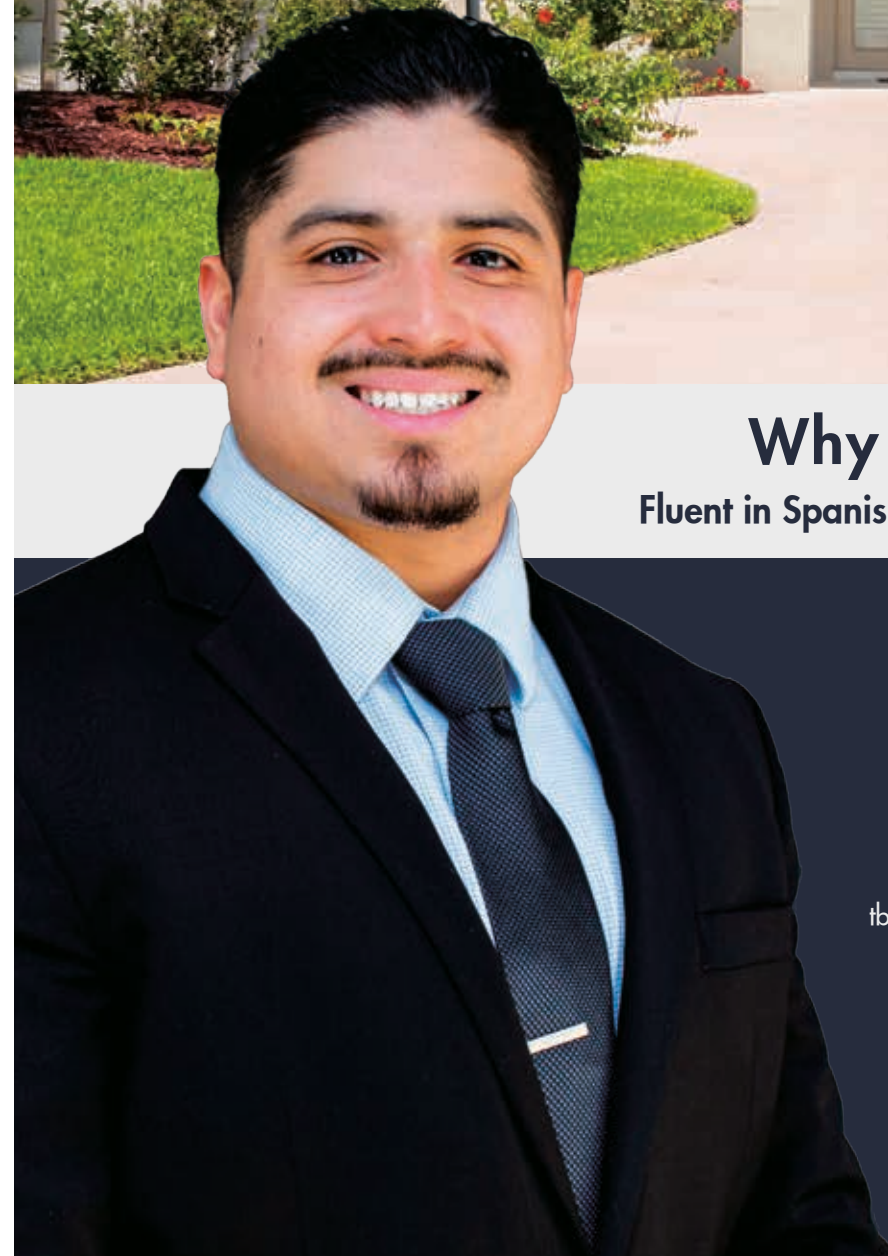
RELATIONSHIPS FIRST

Outside real estate, you'll find Billee hanging out with her husband Roy (who owns his own handyman business), adult son Ryan (who runs a yacht detailing business), and two dogs. She loves the outdoors and has a passion for boating, fishing, paddle boarding, kayaking, and biking.



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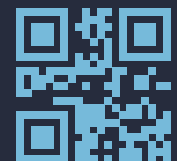
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► partner spotlight

MATT GOODWIN

GOODWIN LAW, P.A.

Your Real Estate Expert

By Zachary Cohen | Photos by New Frame Photography

Since the founding of Goodwin Law in 2015, Matt Goodwin has become well known for the real estate closing services he and his team provide. While he understands the need to streamline the closing process, Matt and his team offer a customized approach to the closing process. As an attorney, not a title company, he's able to provide expert legal advice, implement custom contract terms and conditions, and offer guidance on estates and probate administration. The result is a law firm that has quickly developed

a solid reputation for helping real estate deals close.

"When an issue arises, members of my team will listen to what that issue is and find a resolution. We help keep deals together or prevent them from falling apart," Matt says proudly.

FINDING HOME

Matt was born and raised in West Palm Beach, Florida. His first career was as a FOREX trader and commodities broker, trading futures

and options on the New York and Chicago Boards of Trade. He went on to work as a mortgage broker and loan officer — first in Florida and later in New York City.

Matt found success in his career, but his lack of a college degree hindered his growth. So at 26, he decided to head back to school to level up his credentials. "There was always something missing for me. I felt like I couldn't stack up to the other professionals without

“
I saw a lot of time and clients’
money wasted, and I knew I
could improve upon that.”



Goodwin Law has offices in Naples, Palm Beach Gardens, and Tampa. (Matt Goodwin shown here at his new office at 9955 Tamiami Trail North in Naples.)

those credentials. And my wife said I’d make a hot lawyer,” Matt laughs.

Matt got an undergraduate degree from the University of Michigan and then a law degree from the University of Florida. All told, he spent seven years back in school on a non-traditional path.

After graduating, Matt spent a short period with another law firm in Central Florida. Ultimately, it wasn’t a good fit, and he was let go. “It was one of the best things that could have happened because I had too many of my own ideas to apply — cost-effective legal services, eliminating waste, and running a law firm as a business. I saw a lot of time and clients’ money wasted, and I knew I could improve upon that,” Matt explains.

In 2015, Matt decided to move down to Naples and launch a law firm focused on real estate services, estate planning, and probate administration. Why Naples? To him, it’s the ideal location.

“After law school, we lived in The Villages, Florida. It was landlocked. My wife and I were craving that coastal living again. I was born and raised 10 minutes from the beach and was accustomed to that ocean breeze. My wife suggested Naples, so we drove down



FUN FACTS

Matt Goodwin is an avid percussionist and will play any set of drums — any time, any place. He’s played in reggae bands, nightclubs, and house parties across the country. Matt also runs a podcast, Goodwin Law Unplugged, focused on educating the public, investors, and real estate professionals on different aspects of buying and selling real estate.

Subscribe via your preferred podcast platform, or scan the QR code to follow Goodwin Law on Instagram and be one of the first to hear about new episodes.



for a weekend. As soon as we drove in, I saw the palm trees and the cleanliness. We went out to eat, took the trolley ride around, and explored, and the decision was made. It felt right from the moment we arrived.”

THE REAL ESTATE EXPERT

Over the past eight years, Matt has come to be known as a real estate expert. Ninety percent of his business is in real estate, with the other 10 percent a combination of estate planning and probate administration. Goodwin Law has offices in Naples, Palm Beach Gardens, and Tampa, with most of their business coming from Collier, Lee, and Palm Beach counties.

Matt leads his company with a well-articulated mission statement, a solid set of core values, and vision for the future. His company’s mission is to “Serve our stakeholders with honesty and excellence for a greater purpose.” Their core values are relationships, excellence, accountability, and listening.

“Relationships are everything in this business,” Matt emphasizes. “Goodwin Law values the quality, not the quantity, of organic relationships and seeks like-minded people to do business with. If we can’t do something with excellence, we won’t do it. We hold ourselves accountable to clients and referral partners by doing what we say and admitting when we’re wrong. We diligently listen to each other, our clients, and our referral partners by seeking first to understand, then to be understood. It’s a more genuine experience.”

“Goodwin Law’s vision is to be the leading law firm that inspires and improves the lives of our team, clients, and referral partners in a manner that pleases God.”



As an attorney, Matt can offer services that title companies simply cannot. He and his team can analyze things from a legal perspective, advise agents on contract language, and assist with negotiations.

“There are a variety of legal issues intertwined in a real estate transaction. When a legal question is presented, there is someone on the team that can answer it.”

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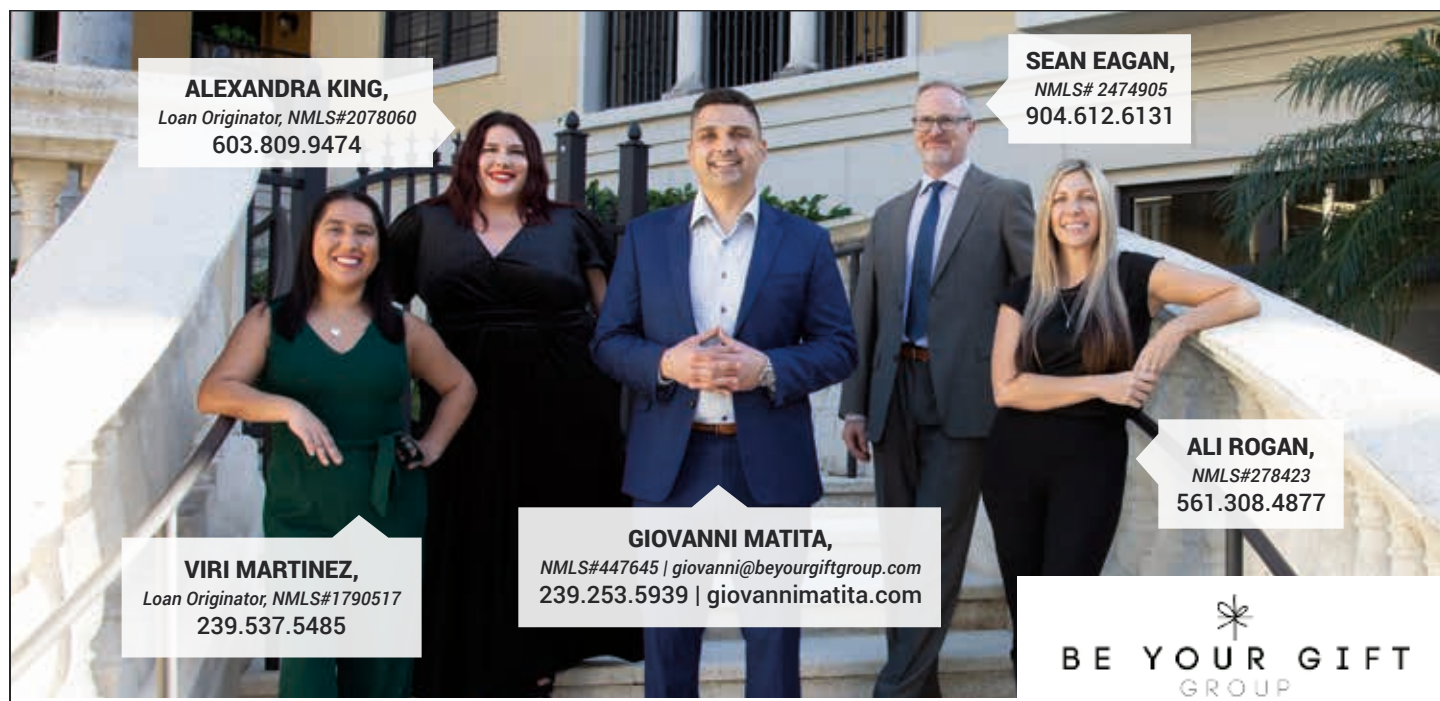
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» cover story
By Zachary Cohen
Photos by Michelle Reed



A HEART OF GIVING

“ There’s more to life than work.
There’s more to life than making
money. Life is about giving back.
Life is about helping others. ”

Mike McMurray has been selling real estate at a high level for more than 30 years. He’s risen to the top of the Southwest Florida real estate rankings and stayed there despite numerous market shifts and cycles.

Mike is undoubtedly proud of his real estate success, but another cause truly has his heart.



The vision of the Valerie's House forever dream home was made possible with the help of Lennar Homes.

“
Real estate gives
me purpose. I love
helping people.
”

“It took me 25 years to find something that hit my heart outside of my family and my work,” Mike shares. “And those two things — family and real estate — I’ve done at a high level because that’s the way I do things.

”Yes, real estate gives me purpose. I love helping people, and that’s what real estate is about. And I love giving back.”

Mike’s newest passion is Valerie’s House, a nonprofit organization that provides ongoing support programs for children and families grieving the death of a loved one.

Mike knows the impact of grief all too well. He lost his father as a kid — first, to divorce at the age of 3, and then more permanently when his father died in a car accident seven years later.

“That experience has helped me become a very open and vulnerable person,” Mike shares, emotions rising. “What you see is what you get. I share. I’m not afraid of sharing who I am. I’ve found strength in being vulnerable. Anyone who knows me knows who I am.”

Mike is also the type of person who gives his all to anything he’s involved in. That’s why he committed himself fully when he began offering his time to Valerie’s House six years ago.



Mike McMurray is board chair of Valerie's House. Shown here in front of the new Valerie's House property on Valerie's House Way, off Veronica S. Shoemaker Boulevard in Fort Myers.



After being introduced to Angela Melvin, founder and CEO of Valerie’s House, Mike began donating his time to the organization. He got his children and wife involved. He immersed himself fully in the project. A year later, he joined the organization’s board of directors. Now, he’s the chairman of the board.

“I wanted to stay involved and make a difference, to be there for that person who was struggling over the loss of a loved one, just like I experienced as a 10-year-old boy and continue to experience as a 55-year-old man because grief never leaves you. You learn to accept but not forget,” Mike continues. “When it comes to grief, grief is up and down; it never goes away.”

Alongside his work at Valerie’s House, Mike continues to shine in real estate. He runs McMurray & Members with Royal Shell Real Estate, the group he founded in 2006. He maintains a high level of commitment, integrity, and professionalism in his craft.

“The business has been great to me. I started at 23 years old, and I’ve always respected my peers. I’ve never forgotten where I come from, and I don’t think anyone should.

”I plan on selling real estate until my mind and body can’t do it anymore because it’s helping people,” Mike offers.

Mike and his wife, Annie, have been married for 27 years. They have three daughters, Sydney (23), Olivia (20), and Mackenzie (19), who he describes as “smart, beautiful, brave, determined, and good people — just like their mom.”

As Mike looks at his life and where he’s put his energy, he taps into pride and gratitude for his journey and circumstances. He’s proud of his



Top producer Mike McMurray founded the McMurray & Members team with Royal Shell Real Estate in 2006.

business, his family, and the work he’s done with Valerie’s House.

“My legacy — I’m living it right now with my family, my workplace, and Valerie’s house. And I’m not done,” he smiles.

“Find your passion. I found mine, and I was lucky. If you get involved in something, do it to make a difference, to make a real impact. Are you really engaged and making a difference?”

For information on Valerie’s House, visit www.valereshouse.org.

“My legacy — I’m living it right now with my family, my workplace, and Valerie’s house. And I’m not done.”



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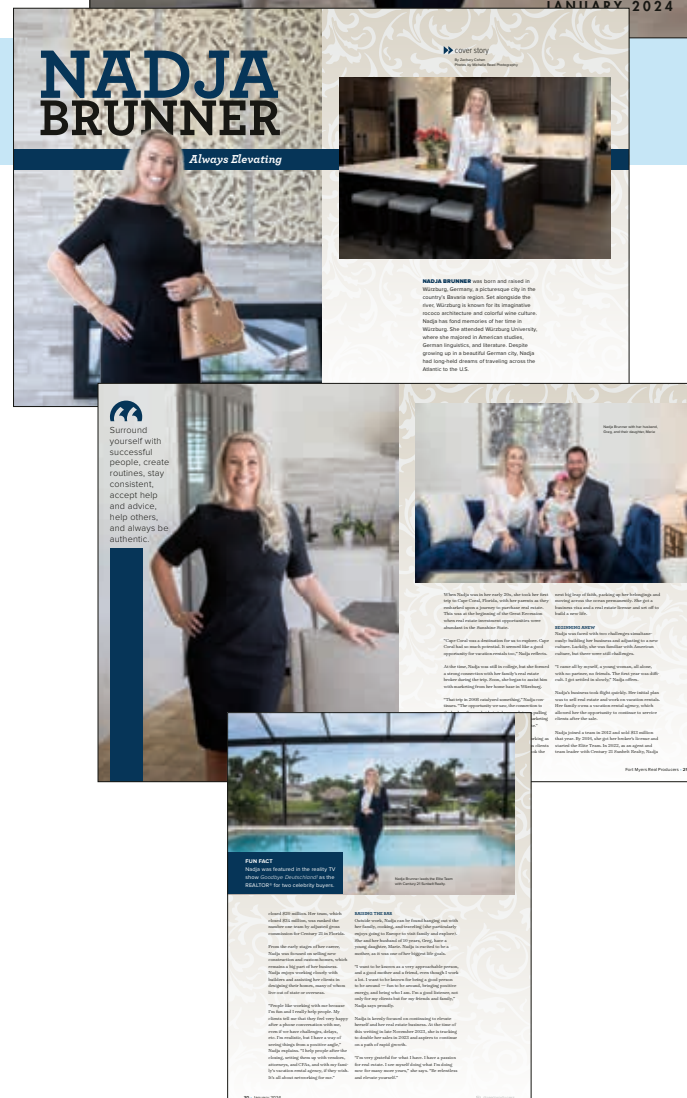
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