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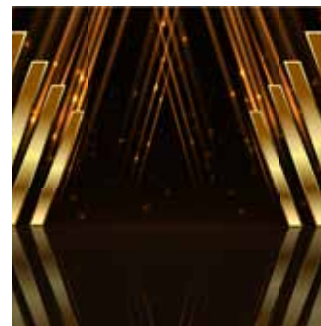
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Cover photo courtesy of Michelle Reed Photography.

RP

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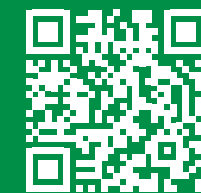
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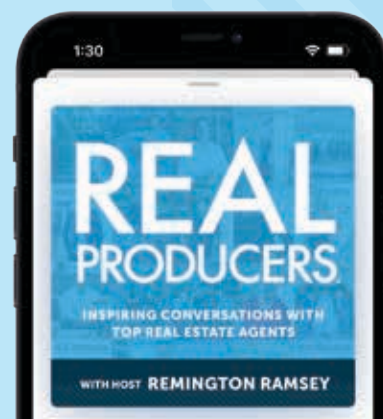
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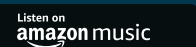
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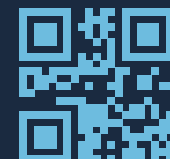
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►► publisher's note

Gearing Up for an Unforgettable AWARDS GALA

It's hard to believe that half of 2024 has already passed. We hope everyone is having a fantastic year so far!

We are currently planning our highly anticipated Real Producers' Awards Gala, scheduled for November 8th at Elite Jets, an impressive charter aircraft hangar perfect for large events. Our community will transform the space with unprecedented glitz and glam, with everyone dressed in their absolute finest for an unforgettable evening!

Only the Top 500 agents and their teams in both the Fort Myers and Naples markets will be invited to this exclusive event. In addition to the usual fine beverages, delectable food, and foot-tapping live music, we will be handing out prestigious awards for 2023, including Best Cover Story, Impact Award, Leader of the Year, Team of the Year, Rookie of the Year, Spirit Award, Most Inspirational Story, and more. Keep an eye on your inbox for information on how to nominate agents you think deserve recognition and for your exclusive invitation to the event. We're going to have some serious fun at the Awards Gala as we close out 2024!

This month, we are excited to bring you our cover story on top producer Trish Kelly, a Philadelphia, Pennsylvania, transplant with John R. Wood Properties | Christie's International Real Estate; a feature story on Valerie Masse, team leader of the newly formed Cornerstone Legacy Group; and a spotlight on Charles Smith and SCM Roofing, one of our highly valued vendor partners.

Enjoy your summer, and we look forward to seeing you all again soon!

Very respectfully yours,

[Andrew Regenhard](#)

Owner/Publisher

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VALERIE MASSE

►► featured agent

By Jess Wellar



Photo by LaCasaTour



From left to right: Andrea Miyares, Valerie Masse, Nina Masse (Photo by New Frame Photography)

B E T T E R T O G E T H E R

Growing up in chilly New England, Valerie Masse knew she was destined for the sunny shores of Florida at age 7, after a school assignment revealed a snowless land called Florida.

“We lived in Maine at that time, and I hated the cold,” Valerie recalls with a laugh. “I looked it up in two encyclopedias to be certain because I couldn’t believe there was such a place!”

Valerie’s life has been marked by a lifelong pursuit of helping others since then, a trait she notes is ingrained in her DNA, coming from a long line of dedicated teachers. This nurturing background has landed her in her current role, where she shines as a broker associate and a licensed real estate instructor for her newly formed team, Cornerstone Legacy Group at John R. Wood Properties | Christie’s International Real Estate.

BEFORE THE SUNSHINE

Originally from New Hampshire, Valerie honed her skills as a sales and marketing manager at a laser components manufacturing company, where she leveraged her associate’s degree in marketing to excel in a highly technical field.

However, the real turning point came when she decided to leave behind the cold winters of New England for Florida’s warmth — a decision fueled by her childhood fascination and a deep-seated desire for change.

“My parents eventually moved to Florida and bought and sold real estate, and we traveled at least twice a year to visit them, so I was familiar with their house flipping and had always had an interest in houses myself,” Valerie explains.

“With the move to Florida, I was working remotely for the New Hampshire company; and with the support of my husband, we determined it was time to shift gears,” she continues. “I worked part-time in real estate, but not for long; it felt like I was working two full-time jobs and I knew I had to make a choice.”

A SOLID FOUNDATION FOR SUCCESS

Valerie officially entered the real estate arena in 2016, a natural pivot from her first career, inspired by the influence of her parents’ entrepreneurial spirit. Since then, Valerie has continued to defy expectations, closing \$10 million last year alone while making *Fort Myers Real Producers’* Top 500 list and winning the prestigious AJ Richter award in 2018.

This year, however, Valerie is fixated on her new team’s growth and projects \$25 million or more by the end of 2024.

“I have my sights set on the glass corner office that I stare out at each day from my current office,” she smiles. “If we can get to that number, that office should be ours. But I don’t care about rankings; I don’t base my self worth on that. I just want to learn more and be better each year. I value multigenerational referrals above all else.”

Valerie started the Cornerstone Legacy Group in August of 2023, bringing together a powerhouse team that includes licensed agents Andrea Miyares and her daughter-in-law, Nina Masse; along with the indispensable support of Jill Van Horn in marketing.

“We are more like a family that supports each other’s growth,” Valerie beams. “We each live in the communities we service too — I am in Estero, Nina is in Naples, and Andrea is in Cape Coral.

“People are willing to pay money for two things: to solve a problem (pain relief) and to feel good (pleasure). When people begin to feel comfortable and perceive that my team and I can and will do this for them, that is where trust is formed,” Valerie offers. “We are known for our legendary service.”

Valerie’s fledgling team also reflects her devotion to mentorship, rooted in her belief in the power of education and support. Currently, she’s looking to expand her team, emphasizing the need for a perfect fit, particularly expressing a desire to find a Spanish-speaking agent to better serve the community.



Valerie Masse is a broker associate and team leader of Cornerstone Legacy Group at John R. Wood Properties | Christie’s International Real Estate. (Photo by LaCasaTour)



From left to right: Ken and Valerie Masse’s son Mitchell and his wife, Nina; Ken and Valerie; daughter Alexandra and her husband, Marco; and three of the grandchildren. Not pictured: son Austin and his wife, Ashlan; son Michael and his wife Jacqueline; and son Shane, who rests peacefully in heaven. (Photo by LaCasaTour)

“I enjoy teaching and helping the agents learn all the things I learned — many the hard way — as I always remember when I was newly licensed, wishing I had someone to turn to,” Valerie recalls. “I am grateful to be that person for these ladies.”

LIFE BEYOND LISTINGS

Outside the office, Valerie’s world revolves around her faith and family. Married to her husband and best friend, Ken, since 2018, Valerie’s home is often described as the family’s gathering place, brimming with joy and laughter from her large, blended family, including five children: Alexandra, Shane (whom they sadly lost in 2020), Austin, Michael, and Mitchell. The couple relishes their role as grandparents, eagerly anticipating the arrival of two more grandchildren later this year, which will bring their total to six.

“The water and the beach are my happy place. My first date with Ken was a walk on the beach. No wining and dining for this girl,” Valerie chuckles. “We love anything outdoors: kayaking, off-shore fishing, boating, golfing, and bonfires... And our family dart tournaments are chaotic, but a blast!

“I also love mowing on our rider. We have 11 acres, seven of which are mowable,” she adds. “My husband isn’t allowed near the mower! I throw on my headphones, pop on music, and look for deer.”

Valerie is also actively involved in her church and with local charities, supporting the “Every Child” initiative through her church and is an active donor to the San Cap Pink Project, a nonprofit benefiting uninsured or underinsured individuals needing

“

The water and the beach are my happy place. My first date with Ken was a walk on the beach. No wining and dining for this girl.

“

Each one of my team members has such a gift to give to this industry, and we are all better together!

mammograms and help with cancer-related needs.

ON THE HORIZON

Looking ahead, Valerie envisions a future where her professional endeavors continue to flourish while her personal life remains priority. “I would love to travel a little more with my husband. Another goal of mine is to rent a big house anywhere once a year and have all the kids and grandkids vacation together,” Valerie smiles. “I’m also going to pour my heart into the amazing team we’ve started, grow it with two more agents, and help with the success of each of these ladies. To see them thrive and succeed is the legacy I would like to leave them with one day.

“I can’t do any of this without my team,” she concludes. “Each one of my team members has such a gift to give to this industry, and we are all better together!”



Photos by LaCasaTour



Valerie Masse and her husband, Ken



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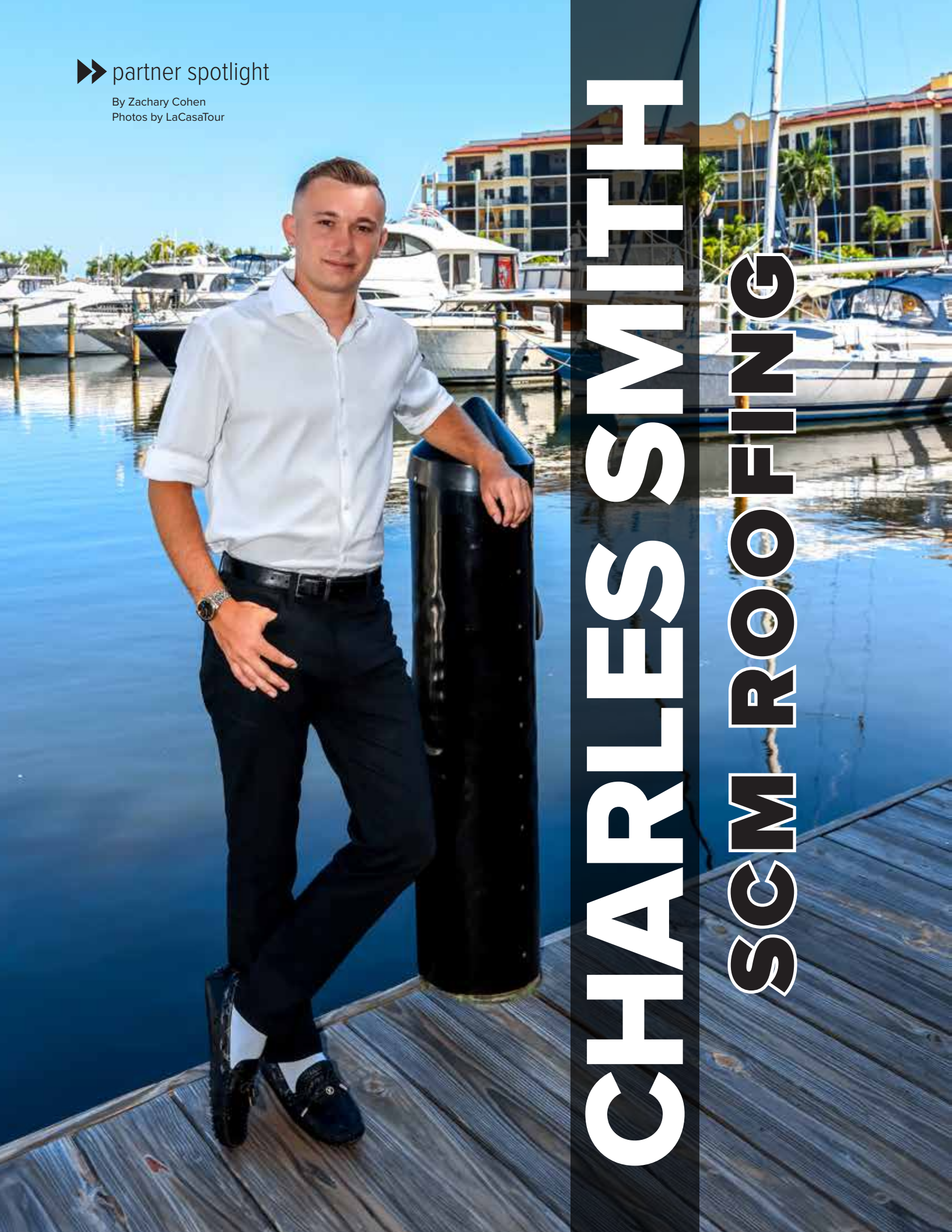


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CHARLES SMITH

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THE ROAD LESS TRAVELED

At just 22 years old, Charles Smith has already risen to become a leader at SCM Roofing. While most of his peers are just finishing college and looking for their first job, Charles has already amassed a wealth of experience. Now, he's leading the way for SCM Roofing as they gain market share and serve countless clients in Southwest Florida.

Charles might be young, but his dedication has carried him to the top. He often finds himself falling asleep reading roofing brochures and technical materials — a perfect example of his die-hard commitment to his craft.

“I worked my way to the top by never saying no,” Charles shares. “If there is something that needs to be done, I’m the person to call. It’s all about putting in the work and being willing to learn something new.”



A DIFFERENT PATH

As a teenager, Charles was encouraged to follow a similar path to those around him: graduate from high school, head to college, and get a job. However, Charles had other ideas.

“I just knew I didn’t want to go that route,” he says. “I saw things differently.”

Charles’ goal was to become a project manager and lead large construction projects. After a short stint in the hospitality industry, he landed a job with SCM Roofing in Tampa. Charles started as a runner making \$15 per hour. His role was to fulfill countless small tasks to ensure a smooth workflow within the company.

Before starting with SCM Roofing, Charles had never even been on a ladder, but his go-getter attitude and desire to learn carried him to a quick promotion. A year and a half later, he was tasked with leading a large project in Orlando, achieving his dream of becoming a project manager before his 20th birthday.

Once that project was completed, Charles was given his next assignment: to lead the company’s Cape Coral operations. He relocated to Southwest Florida in late 2022, beginning the next leg of his career journey.



“
If there is
something that
needs to be done,
I’m the person
to call.
”

Charles Smith is the Southwest Territory Manager at SCM Roofing, LLC.

THE SCM ADVANTAGE

Charles is grateful to work with a company known for its quality, workmanship, and client communication. SCM Roofing specializes in higher-end roofing, preferring to give clients the highest-quality product rather than the cheapest solution. Their products are well-vetted and come with industry-leading warranties. As an organization, they also highly value the customer experience.

“We’re easy to communicate with and work with,” Charles says. “We work around the clock. I have a lot of real estate agents who give me a call at 7:30 or 8 p.m. because they need something done first thing the next morning, and we are willing to make that happen.”

At just 22 years old, Charles Smith has already risen to management, but he’s not stopping there. He shows up every day with the same dedication and commitment to his craft, ensuring that his career will have many more bright moments. The company’s owner, Jason Nicholas, has taken Charles under his wing and has fueled Charles’ determination to succeed. The pair plan to continue growing and expanding SCM Roofing, but, for now, Charles is focused on one simple task: serving every client who needs the help.

For more information, please visit
SCMRoofingFL.com.



CARS & FOOTBALL

“I’m a huge car enthusiast. If I’m not at work, I’m probably at a car meet-up talking to other car enthusiasts. Other than that, I’m watching football or hanging out with my dog. I don’t miss a game. I love the Bucs and the Lions.”



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▶▶ cover story

By Zachary Cohen
Photos by Michelle Reed



TRISH KELLY

LEADING WITH **INTEGRITY**

In 1998, the U.S. housing market was on the upswing, with prices steadily rising from coast to coast. That was also the year that Trish Kelly and her family were completing their second new-construction home in the greater Philadelphia area. Trish delved deeply into the building process, falling in love with real estate and construction along the way.





“I remember that the builder actually used what I designed in the next development he sold. It was clear that I had a knack for real estate,” Trish shares. “It was all so interesting. I really enjoyed it, so I went to school to become a REALTOR®.”

After years in early childhood education, followed by a period when she was home with her daughter, Trish returned to the workforce at the turn of the millennium. In her very first year in real estate, she was the number two agent in her office. It was evident from the start that she was in the right place.

“It was for me,” Trish says with a smile.

Five years later, Trish transitioned her business to Southwest Florida, and since then, she’s been one of Fort Myers’s very best agents. She’s traded in the gray, cold winters of Pennsylvania for the year-round sunshine and greenery of Fort Myers, and she’s never been happier. Now, she’s on a mission to use her real estate expertise, love for the Florida lifestyle, and integrity-driven approach to make each of her client’s real estate buying and selling experiences that much simpler.

Today, Trish leads a small team of four agents, The Kelly Group with John R. Wood Properties. One of those agents is Trish’s daughter, Jessica, who was licensed in late 2023. Trish closed \$26 million individually in 2023, putting her in Lee County’s top 100 Realtors. But it’s not the accolades that get Trish excited; it’s the opportunity to make a difference.

“I really try to treat every transaction as if I’m purchasing it or selling it. I’m honest, and that’s so important in this market, especially in Fort Myers Beach,” Trish says. “I am just educating people. There’s a lot of extra stuff I do that people appreciate. I set up inspections, get insurance quotes, and more because the majority of our buyers are out of state and need someone to oversee things and care. I treat people like I would want to be treated. I always go a step above and beyond.”



Top producer Trish Kelly Trish leads The Kelly Group with John R. Wood Properties.

“
I’M HONEST,
and that’s so
IMPORTANT
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BE TREATED.
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AND BEYOND.**
”



“
HONESTY
 IS HUGE.
INTEGRITY
 IS HUGE.
EDUCATION
 IS HUGE.
The legacy
 I want to leave,
 MORE THAN ANYTHING,
 is that I am
HONEST
 AND FAIR
 and a **HARD**
WORKER.
 That's how I want to
BE KNOWN.”

BEYOND THE OFFICE

When she's not selling real estate, Trish enjoys traveling (she travels internationally twice a year) and spending time with family. She has two grandchildren, whom she sees every weekend.

“I want to be known as someone who was always there for my friends and family,” Trish shares. “On the personal side of things, that is what is most important to me.”

LEAVING A LEGACY

With over 20 years of experience behind her, Trish understands the importance of doing business with integrity well. It's been the backbone of her work, regardless of the market conditions.

“Honesty is huge. Integrity is huge. Education is huge. Never look at the money; work hard,” Trish continues. “There are other keys to this business, too, like working a full, 40-hour work week, staying educated, and prioritizing work-life balance. But the legacy I want to leave, more than anything, is that I am honest and fair and a hard worker. That's how I want to be known.”



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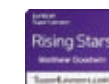
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