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A man and a woman are standing outdoors in front of a large stone sculpture and greenery. The woman is on the left, wearing a dark blue top and white pants, with her hand on her hip. The man is on the right, wearing an orange shirt and light-colored pants, with his arm around the woman's shoulder. The background features a large stone sculpture and lush green plants with red flowers.

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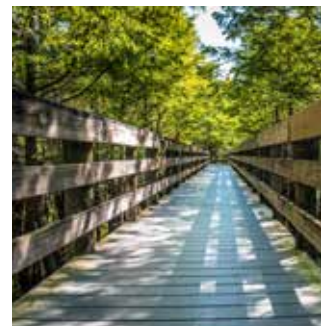
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Cover photo courtesy of Michelle Reed Photography.

RP

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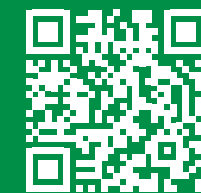
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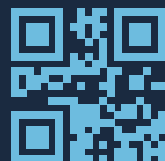
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►► publisher's note

SLOW DOWN TO SPEED UP

*"Slowing down is sometimes
the best way to speed up."*

—Mike Vance

Dear Real Producers of Fort Myers,

As we enter the slower summer months in Southwest Florida, I want to share an important concept that can transform the way you approach your business: slowing down as a powerful and effective approach to subsequently speeding up your efforts. This may seem counterintuitive, especially for entrepreneurs in an industry where speed is often equated with success. However, taking advantage of the opportunity in our relatively slower season to assess your business can yield tremendous benefits.

Reflecting on and assessing the allocation of your resources — be it time, money, or energy; establishing or reinforcing clear accountability structures for yourself and your team, if you have one; and focusing on root issues all foster continuous learning, drive the implementation of lasting solutions, and fuel strategic growth. Ultimately, this methodical pace enhances profitability by prioritizing efficiency, laying the groundwork for sustained success, and priming you for more effective acceleration as you emerge from it.

I want to emphasize that slowing down does not mean procrastination or a lack of urgency. Rather,

it's a strategic pause that allows you to delve deep into your business, identifying crucial drivers and issues for more informed decision-making. It's about moving forward with clarity and confidence, ensuring every action you take aligns with your overarching goals. As you navigate the summer months, I encourage you to embrace the wisdom of "going slow to go fast." By taking the time to reflect, assess, and strategize, you'll position yourself for success in the busy fall season ahead.

And speaking of a busy fall, here at Fort Myers Real Producers, we are gearing up for our busiest season yet. We are pulling out all the stops for the most exciting event we've ever hosted — our over-the-top, glamorous Gala, coming up in early November! Trust us, you do NOT want to miss this one — it's going to be epic! For this event, we're thrilled to be bringing together the top 500 agents from both Fort Myers and Naples for a night to remember. Keep your eye on your inbox for more information and your exclusive invitation as we count down to the big night!

In the meantime, enjoy your summer. We look forward to seeing you all again soon!

Very respectfully yours,

Andrew Regenhard

Owner/Publisher

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JoAnn BRANDON

— *The Natural* —

“The skill of listening was something I honed early in my career. I consider myself a natural connector, and that’s been one of the keys to my success,”

JoAnn Brandon begins.

JoAnn Brandon is a REALTOR® with MVP Realty. (Pictured here with her dogs, Lexi and Logan.)



JoAnn has worked in sales since the onset of her professional life, first in advertising, then in promotional products, and finally, in real estate. JoAnn’s real estate career began with a series of coincidences, but over the past eight years, she has transformed into one of Southwest Florida’s top REALTORS®. With an equal commitment to her craft and her clients, JoAnn now has her sights on the upper echelon of the local real estate rankings.

THE START OF SOMETHING BIG
Before moving to Florida in 2012, JoAnn had spent her entire life in Michigan, where she built an impressive sales resume. She worked for an advertising agency, where her top client was Chrysler Corporation. She then transitioned into the promotional products space, where she leveraged her relationships at Chrysler to become one of the company’s top salespeople. She eventually founded her own promotional products company, which she still operates today.

“
MY ABILITY TO
UNDERSTAND
MARKETING
REALLY
HELPED ME
GROW MY
BUSINESS.”

In 2012, JoAnn and her husband relocated to Fort Lauderdale full-time. They purchased a condo in a boutique development on a canal to the Intercoastal and subsequently got involved in the community. Soon, friends from Michigan began reaching out to JoAnn for advice.

“They asked me where they should rent, where they should buy, and what neighborhoods I knew of. We started referring out a lot of properties in the area, and I thought, ‘I should just get licensed and sell real estate,’” JoAnn reflects. “So that’s exactly what I did.”

HEADING TO FORT MYERS
JoAnn steadily built her real estate business in Fort Lauderdale from 2012 through 2018, when she relocated to Fort Myers. Since purchasing a home in Marina Bay, JoAnn has fully committed herself to the Fort Myers community. In 2023, she closed \$11 million, putting her in the top 3 percent of MVP Realty agents.

Since purchasing a home in Marina Bay, JoAnn has fully committed herself to the Fort Myers community.





FUN FACT

JoAnn Brandon celebrated her 60th birthday this year on February 29. “I was born on Leap Day, February 29th, so I really just celebrated my 15th real birthday,” she quips.

“Here, my business just took off. I attribute that to knowing a lot of people and being from the Midwest,” JoAnn says. “My ability to understand marketing really helped me grow my business, along with tons of referrals. That’s what really made the difference. I also attribute my success to all the training provided by MVP.”

Like most REALTORS®, JoAnn has experienced her fair share of challenges in real estate. For example, the higher mortgage rates of the past two years have tightened the market. On a more personal note, simply managing the number of tasks it takes to be an individual agent can be overwhelming. Despite the challenges, JoAnn aspires to continue growing her business year after year.

“I’m a perfectionist when it comes to the way I do my work,” JoAnn explains. “I feel like it’s my job to make sure everything is perfect, from the way a property listing looks to the way I communicate with my clients. I pay attention to every detail.”

Outside work, you’ll find JoAnn working out, enjoying theater or comedy with her husband, Jerry, or spending time with her two dogs, Lexi and Logan. She enjoys interior design, supporting nonprofits and other organizations, and being a light in the community.

“I would like to be known as someone who is genuinely helpful, dedicated, and great at what they do. I am passionate about my work, and I want that to show.”



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CLIVE DANIEL HOME



DESIGNING INSPIRATIONAL SPACES



Daniel Lubner, co-founder and CEO of Clive Daniel Home

In the world of luxury home furnishings and design, one name stands out as a beacon of excellence and innovation: Clive Daniel Home. With a family legacy deeply rooted in the furniture industry and a passion for creating captivating spaces, co-founder and CEO Daniel Lubner has spearheaded Clive Daniel Home to become a nationally respected leader in luxury home furnishings and design services.

Established in 2011 by Daniel and his father, Clive Lubner, Clive Daniel Home has become synonymous with exceptional quality and trend-setting aesthetics. Daniel's vision for the company goes well beyond furniture retailing; it embraces a comprehensive approach to customized design services. "We are a design firm first and a high-end furniture showroom second — and best-in-class in both categories," he says with a touch of pride.

"Our expertise encompasses merchandising luxury home furnishings and providing tailored design solutions to meet the unique needs of our discerning clients. We offer a wide range of high-quality furniture and comprehensive design services for both residential and commercial projects. From furniture selection to interior design consultation, we strive to deliver unparalleled excellence and innovation in the furniture industry."

A RICH HERITAGE

Daniel's journey into the furniture industry was deeply influenced by his family legacy. "My great grandfather was a furniture maker. My grandfather and father also joined this industry. I have sawdust in my veins!" he says with a chuckle. This heritage instilled in him a profound appreciation for craftsmanship and a deep understanding of the industry's intricacies.

With over 25 years of experience in the industry, Daniel's vision, philosophy, drive and leadership have propelled Clive Daniel Home to the forefront of the industry. The company's track record of over 430 regional and national awards, including the prestigious National Furniture Industry Leadership Award, is a testament to its unwavering commitment to excellence and innovation and solidifies its position as a leader in the highly competitive South Florida market.

"Our ability to handle large-scale, long-term custom projects sets us apart as a design firm, rather than just a furniture retailer. Unlike traditional furniture stores, we prioritize comprehensive design services alongside merchandising luxury furnishings," Daniel shares.



A CULTURE OF EXCELLENCE

At the heart of Clive Daniel Home’s ethos is the belief that inspiration is the spark that ignites creativity and innovation. “Inspiration Starts Here!” — the company’s tagline — embodies this core philosophy, signifying its role as the starting point for clients’ design journeys. Daniel explains, “We strive to provide an environment where our clients can find endless inspiration to create the spaces of their dreams.”



When asked about the key factors contributing to Clive Daniel Home’s success, Daniel emphasizes the company’s dedication to providing unparalleled design services and high-quality furnishings, their ability to handle large-scale, long-term custom projects, and their holistic approach to design as a full-service firm. In addition, Daniel credits the dedication of his team of 316 talented individuals, who play a pivotal role in bringing Clive Daniel Home’s vision to life, ensuring that each project is executed with precision and excellence.

“Our success is because of the hard work and dedication of the team!” Daniel affirms. “At Clive Daniel Home, we are most passionate about creating spaces that captivate and inspire. Our team lives and breathes design, constantly seeking fresh ideas and innovative solutions to exceed our clients’ expectations and transform their vision into reality with luxury home furnishings and comprehensive design services.”

Clive Daniel Home caters to clients who prioritize excellence, innovation, and sophistication in their interior design projects, whether for commercial or residential spaces. As such, they are the perfect partner for REALTORS® seeking a one-stop destination that offers both exquisite furniture selections and expert design consultation for their clients.

PARTNERING FOR SUCCESS

“By partnering with us, top producers gain access to a trusted leader in luxury home furnishings and design services, enhancing the quality and sophistication of their offerings to clients,” Daniel says. “Agents who give our business a shot can expect top-notch service, personalized design solutions, and access to a wide range of high-quality furnishings tailored to meet their clients’ needs. We provide agents with a competitive edge by delivering superior design outcomes and helping them stand out in a crowded market.”

As Clive Daniel Home continues to redefine luxury home furnishings and design, Daniel remains focused on his passion for transforming spaces and creating lasting impressions.

“Ultimately, it is our relentless pursuit of perfection and our passion for creating exceptional spaces that has propelled us to become a trusted leader in luxury home furnishings and design services,” he concludes.

For more information, contact Daniel Lubner at 239-213-7816 or at daniel@clivedaniel.com, visit Clive Daniel Home online at CliveDaniel.com, or stop by their showroom at 8650 Gladiolus Drive in Fort Myers.





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MATT & KIM BRESEE

Joining Hands for a Greater Cause

Since 2020, the husband-wife team of Matt and Kim Bresee have been building their real estate business side by side. Four years into their collective journey, they are taking the next big leap forward; in April 2024, they helped found RESIDENCE, a new eXp branch office. Through this venture, Matt and Kim intend to share their expertise and experience with the broader real estate community.

This move represents the next step in the evolution of Matt and Kim's business, one that will hopefully take them to new heights and allow them to serve the real estate community in even deeper ways.





Top producers Matt and Kim Bresee recently founded RESIDENCE, a new branch office of eXp Realty.

“Our hope is to bring other agents over to our eXp organization and help them grow their business. We want to give them guidance, training, and the tools to succeed,” Matt shares.

“When we talk about the future, ideally, we would like to have an organization of agents who are like us and treat their customers the way we treat our customers — with care and the highest ethics.”

JOINING HANDS

Matt began his real estate career first, in 2004. Born in Syracuse, New York, Matt was introduced to real estate and construction early on through his father, a general contractor. He moved to Naples in 1977 as a second-grader, graduated from Lely High School, earned a bachelor’s degree in graphic communications from Clemson University in 1992, and worked in the printing industry for 12

years. That work took him from the Carolinas to Connecticut to Virginia.

As he got older, Matt was ready to move back home to Southwest Florida. He took this opportunity to reassess his career, ultimately deciding to leave the printing industry to launch his real estate career.

“In 2004, I realized that the printing industry wasn’t where I wanted to be long-term,” Matt recalls. “I was moving from Virginia back to Southwest Florida and sold my house on my own in Virginia as a For Sale by Owner. It was that experience that made me realize, one, how exciting real estate could be, and, two, just how important real estate agents are, because I had no clue what I was doing. But I had the opportunity to start fresh, and I knew real estate could be pretty lucrative down here if you were willing to grind and hustle. I knew I had the work ethic it took, so I went for it.”

Over the next decade and a half, Matt built his business and reputation, becoming one of Southwest Florida’s top agents. Meanwhile, he and Kim got married, and Kim soon joined him in business.

“My formal education is in accounting,” Kim says. I did public accounting in a CPA office and then private accounting. At that point, my love for real estate and construction took hold of me. I worked a lot with commercial projects, compliance, contract review, and everything they needed behind the scenes. That’s where it started for me.”

When COVID-19 upended the world in 2020, Kim left her corporate accounting job behind to join Matt in real estate. With an analytical background and a strong understanding of real estate, she immediately became an asset.

“We decided it might be best if I go ahead and retire from accounting and help Matt with the real estate business. I felt really



“
WHEN WE TALK ABOUT THE FUTURE, IDEALLY, WE WOULD LIKE TO HAVE AN ORGANIZATION OF AGENTS WHO ARE LIKE US AND TREAT THEIR CUSTOMERS THE WAY WE TREAT OUR CUSTOMERS — WITH CARE AND THE HIGHEST ETHICS.
”

FAMILY SPOTLIGHT

Matt and Kim Bresee enjoy spending time with their daughters Madilyn (17) and Carly (15), cats Sonny and Misty, and golfing together. Matt also plays basketball and loves everything involving his alma mater, Clemson University, while Kim has a passion for painting and crafting.



good about it, and it’s been a huge success,” Kim explains.

SIDE BY SIDE

Today, Matt and Kim are equal partners in the business. Matt primarily handles the consumer-facing side of the business, while Kim manages the back end, including scheduling, paperwork, and accounting. The couple joined eXp Realty in 2021 and finished 2023 with one of their best years ever, closing 47 transaction sides for just under \$40 million.

“We’re genuine. We treat people like family. Every transaction we do, we give it all we can. People recognize those efforts,” Matt explains.

Now that they’ve opened RESIDENCE | eXp Realty in the Estero/Fort Myers area, Matt and Kim have a fresh opportunity to impact the real estate landscape. Their goal is to put more time toward

mentorship and training, allowing their brand to grow and their agents to thrive.

“We’re excited about that. It’s going to give us a brand new opportunity,” Matt says excitedly. “I have always been a teacher by nature.”

Regardless of the shape their business takes over the next few years, Matt and Kim want to be known as REALTORS® who do things the right way, act ethically, and serve with heart.

“We want to be seen as a husband-wife team that helps as many customers as possible and never wavers on their ethics or morals. We want people to look at us and say, ‘They did it the right way,’” Matt shares.

“More than anything,” Kim adds, “we want to leave the real estate world a little bit better.”



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