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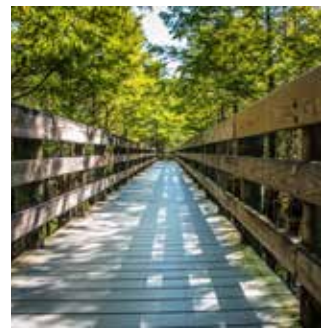
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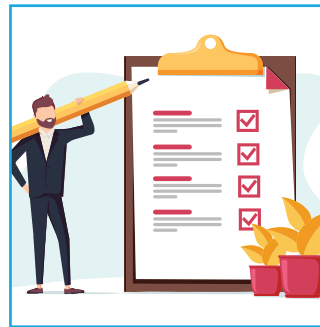
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RP

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SLOW DOWN TO SPEED UP

"Slowing down is sometimes the best way to speed up." —Mike Vance

Dear Real Producers of Naples,

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 slowing down to speed up. 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 Naples 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 Naples and Fort Myers 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

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▶▶ from the desk of the president

ADVANTAGES OF BUYER REPRESENTATION AGREEMENTS

By Gia Arvin, 2024 President of Florida REALTORS®

All REALTORS® need to know that effective the end of July 2024, we are required to use written buyer representation agreements before touring property with buyers. Many Realtors, however, are new to the use of these agreements and might not be aware of the incredible advantages that accompany the use of them:

1. Compliance Protection: Buyer representation agreements are meticulously crafted to protect both the buyer and the Realtor.

2. Professionalism: Utilizing buyer representation agreements demonstrates professionalism to clients, customers, and other parties involved in the real estate transaction. It shows that you operate under clear guidelines and standards.

3. Clarity in Expectations: These agreements establish clear expectations regarding commission rates, client or customer representation, and other crucial aspects of the real estate process. This clarity helps avoid confusion and ensures that everyone is on the same page.

4. Streamlined Processes: By using written buyer representation agreements, Realtors can streamline their workflow and focus more on serving their customers and clients effectively.

5. Risk Mitigation: Most buyer representation agreements include clauses that address various potential risks in real estate transactions, such as liabilities, disclosures, and confidentiality. By adhering to these agreements, Realtors can minimize their exposure to legal and financial risks.

7. Support and Guidance: Florida REALTORS® provides support and guidance to Realtors throughout the transaction process. Our agreements serve as a framework for conducting business ethically and efficiently, with access to resources and expertise whenever needed.

Overall, by utilizing buyer representation agreements, Realtors can enhance their professionalism, mitigate risks, and streamline their business operations, ultimately leading to greater success in the competitive real estate market.



Gia Arvin, broker-owner of Matchmaker Realty in Gainesville, is the 2024 president of Florida REALTORS®, the state's largest professional trade association. She is active in her residential brokerage and is a leader in regional, state, and national real estate associations. Gia was the 2011 president of the Gainesville-Alachua County Association of REALTORS® and the 2017 Florida president of the Women's Council of REALTORS®, among multiple other previous leadership positions.

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DRIVING LUXURY & EXCELLENCE

In the heart of sunny Naples, Florida, Lamborghini Naples stands as a sanctuary for automotive aficionados. A proud division of the Warren Henry Auto Group, Lamborghini Naples commenced operations in spring 2023, offering unparalleled service for all exotic car brands alongside its extensive fleet of new and used Lamborghinis. Beyond a mere dealership, Lamborghini Naples promises an immersive experience meticulously crafted by General Manager Nick Del Negro and his outstanding team.

With a passion for excellence and a commitment to unparalleled customer service, Nick has sculpted Lamborghini Naples into more than just a dealership; it's a sanctuary for those who seek the pinnacle of automotive indulgence.

"Our clients range from young, successful car lovers to the older, retired, wealthy car collector," Nick notes. "Our ideal fit is any car enthusiast looking to add to their collection or buy their first exotic car. We specialize in selling the nicest exotic cars at a fair price while providing excellent customer service."

FOR THE LOVE OF EXOTIC CARS

For Nick, the exotic car business is a passion project, a labor of love cultivated by over two decades of dedication and hard work. Influenced by his older brother and guided by the timeless wisdom of his father, Nick has imbued Lamborghini Naples with the values of integrity, work ethic, and authenticity.

"I have always had a love for luxury and exotic cars," Nick says. "My older brother, Brian, was a big influence and mentor to me in the car industry. I started working with him 20 years ago, and his support and guidance helped me excel in my career. And I have always looked up to my father, who taught me two important things to be successful: work ethic and integrity. He taught me to always do the right thing and you will never have to worry, so I do just that."

THE LAMBORGHINI NAPLES EXPERIENCE

At Lamborghini Naples, the ethos is simple yet profound: "Treat people

the way you want to be treated." This foundational principle permeates every interaction, every transaction, ensuring that each customer is not just satisfied but exhilarated by their experience.

"We enjoy helping our customers through the process and make it fun, as it should be, when buying a car of this magnitude," Nick asserts. "We truly care about them and want to create a memorable car-buying experience each and every time."

Nick and his team understand that buying a Lamborghini or any exotic car is not merely a transaction but a milestone, a dream fulfilled. From

I AM GRATEFUL TO BE PART OF SUCH AN ICONIC BRAND AS LAMBORGHINI. WE ARE BUILDING SOMETHING SPECIAL HERE IN NAPLES.

“ ”



Nick Del Negro, general manager of Lamborghini Naples.



The Lamborghini Naples team

the moment a customer walks through the door to the exhilarating drive off the lot, every step is orchestrated with precision and care.

“Buying a Lamborghini is a special experience,” Nick says. “That is why we go above and beyond the call of duty for every customer. We pride ourselves on making the buying process easy and memorable.”

AN EXCEPTIONAL TEAM

According to Nick, what sets Lamborghini Naples apart is not just

the exquisite cars it offers but the people behind the scenes who make the magic happen. His exceptional team includes Sales Associates Jordan Maxey, Tyler Zamzow, and Kiah Ordogne, seasoned luxury car experts who ensure seamless customer assistance across all brands; Detail/Inventory Manager Derek Swilley, who ensures every Lamborghini is showcased impeccably and standing tall; Service Manager Anthony Gilberti, who guarantees a first-class experience; veteran technicians Nick Reed and Stavros Siounis, who are

certified to repair and service most all brands; Parts Manager Alex Rosado, who plays a key role behind the scenes and also provides their sought-after Lamborghini swag; and Administrative Assistant Adriana Rivero, who excels in multitasking and customer care. Together, they make Lamborghini Naples stand out as a premier destination for luxury automotive excellence.

“I am very lucky to have them all as part of my team,” Nick says. “You are only as good as your team, and my team is second to none.”

CONNECTING WITH THE COMMUNITY

Nick took great pride in hosting the Naples Real Producers’ spring event at his showroom on April 11, 2024. It was an opportunity to meet and connect with some of the region’s top-producing REALTORS®. Looking ahead, Nick eagerly anticipates collaborating with agents who share an understanding of luxury, cater to discerning clients, and appreciate fine automobiles.

“We share the same demographic and both strive to provide superior customer service. It’s fair to say that people buying homes also buy cars — the two go hand in hand. It’s always good to know someone in the car business,” he says with a smile.

Lamborghini Naples stands as a beacon of luxury, a testament to Nick Del Negro’s vision and the unwavering dedication of his team. In every gleaming Lamborghini that graces its showroom, there resides not just craftsmanship and engineering excellence but the spirit of a team united in their pursuit of the ultimate exotic-car-buying experience.

“I am grateful to be part of such an iconic brand as Lamborghini,” Nick says. “We are building something special here in Naples.”

For more information, contact Nick Del Negro at 239-357-3505 or email ndelnegro@lamborghiniinaples.com. Alternatively, visit Lamborghini Naples online at LamborghiniNaples.com or stop by their showroom located at 5154 Tamiami Trail East in Naples.



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By Carlene Marie

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The Science Behind 90-Minute Jam Sessions

Research has shown that our brains operate in cycles of approximately 90 minutes, known as the ultradian rhythm. During each cycle, our brains move from a state of high focus and alertness to a state of fatigue. By working in alignment with this natural rhythm, we can optimize our productivity and maintain a high level of focus throughout the day.

Studies have also found that taking regular breaks can help prevent burnout and maintain motivation. By working in 90-minute intervals, followed by a short break, you can recharge your mental energy and stay fresh and focused throughout the day.

Blocking Out the Noise

To make the most of your 90-minute jam sessions, it's essential to create

a conducive work environment. Minimize distractions by:

- Turning off notifications on your phone and computer
- Designating a quiet workspace
- Using noise-canceling headphones if needed

Steps to Implement 90-Minute Jam Sessions

- 1. Set a Timer:** Start by setting a timer for 90 minutes. This will be your focused work period.
- 2. Work with Intensity:** During your 90-minute jam session, eliminate all distractions and focus solely on the task at hand. This is your time to dive deep into your work and make significant progress.
- 3. Take a Short Break:** After 90 minutes, take a short break of 10 to 15 minutes. Use this time to relax,

stretch, or do something enjoyable to recharge your energy.

- 4. Repeat:** Repeat this cycle throughout your day, aiming for one to two sessions to start, and gradually increasing to four sessions as you build your focus and stamina.

Micro Steps for Success

Start by incorporating one to two 90-minute jam sessions into your day. Gradually increase the number of sessions as you build your focus and endurance. Over time, you'll train your brain to work more efficiently, leading to increased productivity and success.

In the words of Benjamin Franklin, "Lost time is never found again." Embrace the power of 90-minute jam sessions to make every minute count and unlock your full potential.



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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Elizabeth

HAYES HOFFMANN

MAKING HER MARK



Elizabeth Hayes Hoffmann was born and raised in Toronto, Canada, and spent several years living in Berlin, Germany, but Naples, Florida, has truly become home. Now, as a broker and founder of Bonnycastle Realty, Elizabeth is helping countless others achieve their dream of homeownership in Southwest Florida.

The Road to Naples

Although she is originally from Toronto, Elizabeth has been traveling to Southwest Florida for as long as she can remember. Every Christmas, she'd head down to Bonita Springs, where her grandparents owned a condo. Her parents followed, landing in Southwest Florida full-time in 2015.

After graduating from Queen's University Smith School of Business with a bachelor's degree in 2015, Elizabeth headed across the Atlantic to Berlin, where her partner (now husband) was born and raised.

"I'd been visiting the city for several summers, learned German, and later had an internship there. So I packed up and did it," Elizabeth reflects.

In Berlin, Elizabeth worked in digital consulting and then worked in the communications department for Delivery Hero, a Berlin-based online food ordering and delivery startup.

After visiting Naples in 2018, however, Elizabeth was inspired to make another big change. She and her now husband packed up their lives and resettled in Naples to begin anew.

"There were a lot of things that attracted us to Naples. My family was

here, which was a big draw. But we got here, and wow — the quality of life. There is something to be said for being outdoors 12 months a year. We were within walking distance of the beach and restaurants. We had a good feeling. The area is growing a lot. Everyone is so friendly and wants to get to know you," Elizabeth explains. "It felt right."

Making Her Mark

Upon moving to Florida, Elizabeth decided to launch a career in real estate. She was drawn to sales roles and was inspired to help others through service.



Elizabeth Hayes Hoffman is the broker and founder of Bonnycastle Realty.



When I first moved down here, I wanted to get into real estate. A REALTOR® advised me, ‘If you do anything in your first year, go get sales training. That was amazing advice for me. Yes, there is so much you have to learn in terms of the contracts, process, and industry. You also really need to learn how to sell, and there are different styles of selling. That advice made a big difference for me.

“I felt I could really help people, and I knew I wanted to go into more of a sales role. I became passionate about the lifestyle here, and real estate was the answer,” Elizabeth explains. “I just went for it. I had a good feeling about it, and I just did it.”

Elizabeth was licensed in late 2018, began actively selling in 2019, and quickly rose to become one of Naples’ top agents. In 2022, she closed 21 transactions for \$21 million. In 2023, she took the next big step in her business, partnering with Side to found Bonnycastle Realty.

Today, Elizabeth has a small team (which includes her husband, Victor, who works the backend of the business), and plans to grow the brokerage in the future.

“I was doing well, and it was our dream to found a company. Is there ever a perfect time? Probably not. But we decided to just go for it. We had nothing to lose and everything to gain. That was our belief.”



The Future is Bright

Outside real estate, you’ll find Elizabeth staying active. Tennis, pickleball, and golf top her list of favorite pastimes. She also enjoys reading business and self-development books and traveling.



Elizabeth hopes to grow Bonnycastle Realty to a larger organization in the coming years, but first, she's keenly focused on laying the groundwork for a successful business.

"We want to do something different by adding value for agents and customers. It's ultimately all about providing the customers with an amazing experience," Elizabeth explains. "If someone thinks of me or Bonnycastle Realty, I want them to feel they were in great hands, that we worked with integrity, and that we were at the forefront of this industry."

FUN FACT

Bonnycastle is a family name. It's Elizabeth Hayes Hoffmann's father's middle name and has been in her family for generations. "This was the first idea that came to us, and it just fit really well. Bonn, in French, means good. Castle — you picture something beautiful and magnificent. It fits, and it has a deep personal meaning to me."



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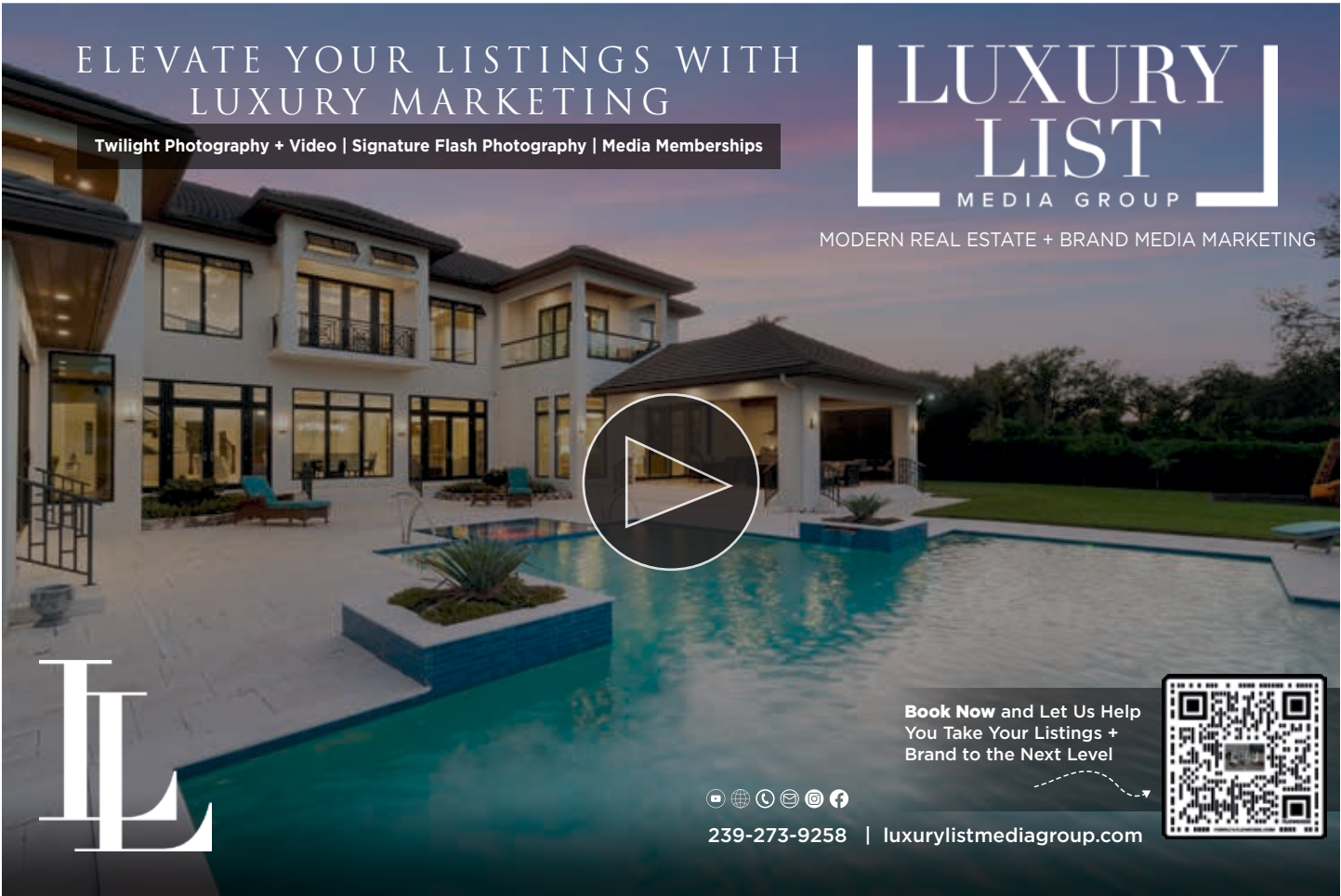
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MARKETING MADE SIMPLE

Marketing, marketing, marketing. It's all about marketing your brand, your company, your product, and your service to your ideal clients and customers so you can create revenues for your company. It's about creating a win-win for both you and your customers.

There are all sorts of marketing strategies. There are magazines, radio, podcasts, Instagram, LinkedIn, Facebook, to name a few — all the ways to get in front of your particular customer that you're looking to attract. There are low-cost strategies and there are high-cost strategies and ways of doing it.

However, I believe in marketing made simple. I'm going to give you three simple disciplines to find your ideal customer. Remember, you want a business that works for you, and when you have clients and customers you love dealing with, you now have a business that works for you.

1. Get clear on your ideal customer or client. Be very clear on who you would like to work with. When you are clear on who your ideal customer is, you can deliver your goods and services to achieve superior results for them. Two simple tools I use to get clear on that:

- **Create an ideal client checklist.** Everybody has a client they would love to clone. Take all the characteristics of that client, list them down in bullet points, and then add some more, and create your ideal client checklist. This way, when you sit down with someone, you could mentally check off these boxes and understand that this is a perfect client for you.
- **Do the contrast/clarity checklist.** Contrast is what you don't want in a customer and clarity is what you do want in a customer. This will get you clear on when they show up as to what column they fit into. When you get clear on

your ideal client checklist and the contrast and clarity of what you don't want and what you do, you become intentionally clear on who is a perfect client or customer.

2. Simply go where they're at. That's it. Marketing is getting in front of your target customers. So wherever your ideal target customer and client is, go there. Advertise in the magazines that cater to them. Go to the events where they hang out, whether it be a country club, a certain networking group, or an event that's holding a big group of those certain individuals. It doesn't matter. Once you get clear on who you want to work with, go where they're at and spend your time, energy, effort, and money there. Once you go there, you're going to find your ideal prospects. They become a customer or a client.

3. Ask them who else they know. People hang out with people like them. It's pretty safe to say if you're very clear on who a perfect client or customer for you is, you're going to where they're at. They become a client or customer of yours. They're now doing business with you. When they're happy, simply ask them, "Who else do you know just like you who's not doing business with me that I would be able to service?" It's that simple. Keep it simple, keep it intentional. Be intentional about exactly who your ideal customer or client is, go where they're at, and when they become a client or customer, ask them who else they know.

These are three very simple tips that will simplify your marketing strategy and efforts. Good luck!



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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LUXURE LIFESTYLE

▶ partner spotlight

By Zachary Cohen
Photos by New Frame Photography

WHITE-GLOVE HOME SERVICES

In 2019, Christine Lord made a sharp turn in her career trajectory, leaving her law career to found her first luxury organization, design, and decorating business. Over the past five years, that concept has evolved into the company now known as Luxure Lifestyle.

Christine's choice to rebrand to Luxure Lifestyle in early 2024 has allowed her brand to represent her ever-expanding array of services better. Today, Luxure Lifestyle is a full-service luxury concierge company based out of Naples, Florida. Their specialties include estate concierge, decorating and styling, organization, moving services, home watch, and staging, but the company's ability to execute for clients extends far beyond these services. As a luxury home concierge

company, Christine and her team can handle anything from decluttering to renovating a kitchen.

"Think of the Ritz, the Four Seasons, a luxury travel destination — that's the experience we want to bring to your house," Christine shares. We do everything home-related. If a client calls and they need pressure washing or prep for a move, we will handle it for them so they can spend their time living their life and enjoying it. We handle it all. We are creating a white-glove home experience."

SPREADING HER WINGS

Before founding Luxure Lifestyle, Christine worked in law. By 2019, she was studying to take the bar exam, working long hours, and struggling to find joy at work.

"I was unhealthy, working 80 hours a week for other people, and it was really draining to be emotionally involved in people's divorces," she offers. "If I didn't make a change in my life, I knew I wouldn't get to where I wanted to be emotionally, physically, and as a mom and woman."

Around the same time, Christine started clearing things in her personal space. Her decluttering and organizational efforts made a tremendous impact on her mental health, planting a seed for her future business.

"I decided once that little seed was planted that I'd grow it and harvest it," she shares. "It started with one client during COVID. I started professionally organizing people's





Christine Lord is the founder of Luxure Lifestyle, a luxury estate concierge business.

homes and prepping their space to move. One job led to the next, and our business is now a luxury estate concierge business.”

CATERING TO REAL ESTATE

The real estate industry has become an essential part of Christine’s business. REALTOR® connections, in particular, are one of her primary sources of business.

“I can help real estate clients prepare for the process, whether it’s home staging, preparing for photos because the house needs to be decluttered and cleaned, or working with home inspectors to do a pre-inspection before listing.

We work to determine which items can be listed for sale with the house. We also move them, pack up the house and prep it, move them into the new house, and turnkey that new house for them.

“There’s a lot we can do for agents and their clients,” Christine continues. “There are no limits. That’s the premise of an estate concierge. If I don’t know, I know someone who knows. I have an extensive preferred vendor list we work with. I can renovate a kitchen or find someone to do your makeup.”

Luxure Lifestyle helps sellers get top dollar for their properties, move faster, and do it all with less stress and labor.



DREAMING BIG

Luxure Lifestyle has been a big success so far, but Christine believes she is just getting started. She aims to expand her company throughout Florida, the nation, and internationally.

“My goal is for this type of business to be in everyone’s homes. I want to follow you and our clients to their home destinations. If you have a client going to Chicago, I want to go to Chicago. If they are in Italy, let’s go. I have really big dreams, and we have the foundation to make it happen.”

For more information, visit. www.luxurelifestyle.com.



HOME LIFE

Christine Lord is a single mom to a 15-year-old son, Jacob.



He’s the best human being in the world. He would be the ultimate why — to demonstrate that no matter the obstacles, you can make life what you want it to be. This business allowed me to take back control of my life as a woman and a mom.





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In a state like Florida, known for its tropical storms and intense sun, ensuring a quality roof is protecting your investment is a crucial decision. It's recommended to have your roof inspected at least once a year, preferably before the rainy season. Inspections are highly advisable especially after severe weather events like hurricanes.

Often, a roof can make or break a sale for a homebuyer. A newly replaced roof appears as an asset for homebuyers; however, at the same time, a roof with storm damage or more noticeable damage, can cause the seller to lose their buyer after the inspection process. Keeping an eye out for leaks, missing/damaged shingles or tiles, sagging areas, and granule loss from asphalt shingles is key

to knowing when to call out a licensed professional. Below, we dive into key aspects of roofing for real estate professionals that will ensure you *make* that sale!

- Start by researching local roofing contractors with a strong reputation for various roofing projects. Check online reviews, ask for referrals from other businesses, and verify their credentials and licenses.
- Request quotes from multiple contractors to compare costs, materials, and services they offer. Do not settle for the first quote received. Ensure each quote includes the scope of work, materials, warranties, and pricing breakdowns.
- Confirm that the roofing contractor has the necessary licenses and insurance, including

liability and workers' compensation coverage. It's imperative to protect all parties in case of any accidents or damages.

- Choose a roofing contractor with experience working in Florida's climate. Local expertise is invaluable for dealing with the region's weather, including hurricanes, intense heat, and humidity.
- Select a roofing material that aligns with your climate, aesthetic preferences, and budget. Metal, tile, and asphalt shingles are the most common, with each option having countless benefits that should be carefully reviewed to ensure it meets all wants/needs.
- Discuss the project timeline, including start and completion dates, and ensure it aligns with your client's needs

» pro tips
By Charles Smith

and any potential weather-related constraints.

- Remember, a new roof not only helps provide protection for the home, it also provides a beautiful transformation that complements the home exterior, resulting in impressive curb appeal.

There will be times when there is NO visible damage or issues with the roof. Then, the question becomes, should you still call out a roofing expert? It's important to remember that most roof inspections are FREE and come at no cost to either party for invaluable information.

Nowadays, most real estate transactions involve home inspections, so it's imperative to have the inspector perform a thorough attic inspection. Many leaks start very small and it can take over a year to show up on the ceiling as a stain. The roof may look good to the naked eye, but something small can be causing a leak that becomes a larger issue down the line.

To further minimize possible issues with a transaction, I always suggest calling the jurisdiction where the home resides and finding out the last time a roof permit was passed for the

property. If it has been over 10 years since a new roof was installed, consider having the roof evaluated, as homeowner's insurance is another obstacle that can make or break a sale.

Roofing plays a pivotal role in the real estate process in Florida. Whether you're a buyer ensuring the safety and value of your investment, a seller looking to streamline your transaction, or a real estate agent aiming for client satisfaction, understanding the impact of roofing is key.



Charles Smith is the Southwest Regional Manager for SCM Roofing. He has almost five years of roofing experience with several accolades from GAF and Gulf Coast Metals; always striving to educate others with vital knowledge. He hopes to continue to push the bounds within his industry and ensure everyone can protect what matters most!



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► featured agent

By Zachary Cohen

NANCY BRADLEY

Paving the Road to Success

“

It's a goal of mine to stress to anyone at any age: you can do what you set out to accomplish.

Nancy Bradley dove into real estate in October 2019 after a divorce left her in search of more financial stability. After graduating from The Ohio State University in 1983, Nancy built a 20-year career as a dental hygienist, where she served countless community members. From 2014 to 2017, she even helped develop a business that brought a mobile dentistry unit to senior citizen facilities.

“That work was rewarding, but it wasn't enough for me financially to live on my own,” Nancy offers. “I was divorced in my mid-50s from a man who provided a good living for me in a country club lifestyle, but the marriage didn't survive and I was left out on my own. So I thought, ‘What am I going to do?’ I knew I still needed to serve people, to help them be happy and achieve their goals. I asked myself, ‘How can I still work with



Photo by LaCasaTour

people and hold the intention to serve?” I wanted to prove to myself that I could come alive again in the workforce.”

For Nancy, a career in real estate was the answer. In late 2019, she decided to venture into a new career, confident she would be successful.

MAKING HER WAY TO THE TOP

Nancy’s first-ever sale was a \$5.35 million home, paving the way for her entry into the luxury market. She quickly formed a niche in golf communities, although she asserts she serves clients of all types and price points.

“One of my concepts is that I would rather sell no house than the wrong house,” Nancy explains. “Because of my patience working with individuals in dental hygiene, where I got a lot of personalities in my chair, I’m able to be patient and let my clients take the lead. I don’t pressure people. I don’t sell them just anything. I sell what I know will meet their needs.”

Nancy closed an impressive 12 transitions for \$18.5 million in 2022. She handles buyers and listings and prides herself on her no-pressure, concierge approach.



Photo by
LaCasaTour



Photo by LaCasaTour

Nancy Bradley is a Realtor with Hartford Realty.



Photo by
LaCasaTour

———“———

*Persevere through dedication, with your goal to be successful.
Set goals and commit.*

“I’m serious about what I do for my clients and optimistic I’ll find something that meets their goals. I’m a good problem solver, and people realize I am grateful for helping them find their homes. That goes a long way.”

NEW HORIZONS

Outside real estate, you’ll find Nancy on the golf course; she’s a nine-time country club champion

(at three different clubs she’s belonged to). She now plays at Kensington Golf & Country Club. Nancy also enjoys animals (she pet-sits frequently), boating, traveling, working out, and spending time with family.

“My sphere of influence is growing rapidly. I’m committed. I set goals. I’m giving, unselfish, and optimistic. I just love what I do. Working with people is great. And through

golf, I’ve met a lot of great people in events I enter.

“I want to be known as a good person — friendly, kind, giving, someone who will open up my door for anybody. I hope to remain healthy, continue providing for customers in their search for a home, and become their REALTOR® for life. I don’t see this going anywhere but up.”



Nancy Bradley is a nine-time country club champion at three different clubs and the 2023 Club Champion at Kensington Golf & Country Club. (Photo on left by Mila Bridger)

“

*I would rather sell
no house than the
wrong house.*

FUN FACT

*“I’m probably one of the
most eclectic art collectors
someone has met. All of
my art is original, from
photography to oils and
watercolors to pottery.
If it’s eclectic, I love it,”
Nancy Bradley shares.
“Most of my art is either
headshots, clay head
models, or garden planters
that are heads. It’s bizarre,
but that’s what I love.”*



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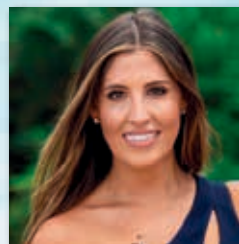
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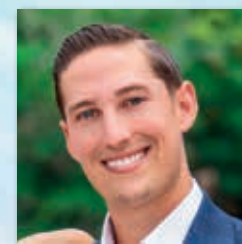
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Shereen Ally





» cover story

By Jess Wellar
Photos by Michelle Reed

Whatever It Takes

"I once did a deal on a jet ski," Kara Heaslip remembers with a laugh. "I was on vacation and my client called, so I raced back to the dock and put the deal together. You don't set your own hours in this business — your clients do."



IT TAKES TIME AND A LOT OF ENERGY TO MAKE IT IN A TOWN WITH SUCH **FIERCE COMPETITION.**

”



Top producer Kara Heaslip is a member of The Patrick Dearborn Team at John R. Wood Properties | Christie's International Real Estate.

It's exactly that sort of mindset that is behind Kara's exceptional success as a Certified Luxury Home Marketing Specialist with John R. Wood | Christie's International Real Estate. In the business for 14 years, Kara has earned the reputation of being "the concierge REALTOR®" for good reason.

A NATURAL ENTREPRENEUR

Born and raised in Richmond, Kentucky, Kara comes from a proud military background. Her family settled in Naples when she was 7, and Kara learned the value of hard work and salesmanship from an early age while working in her family's local grocery store.

"Both my mother and father (who met at Camp Lejeune), my grandfather, and my uncles are or were United States Marines and Army,"

Kara notes. "So loyalty, dedication, and discipline were ingrained in me growing up."

After marrying her husband, a professional golfer, in 1996, Kara spent the next seven years on the national golf circuit as his caddy, touring the country in the couple's RV. She notes it was a fun time in her young adult life, caravanning on the road. But once Kara became a mother, a change of pace was in order.

Her husband took a job running a local golf course while Kara stayed home to raise their infant daughter. However, after a few months of listening to her husband return home from work sharing stories of his members' housing woes while they were away on vacation, a lightbulb suddenly went off. Kara decided to start her own house-sitting business, a role that

perfectly leveraged her people skills, attention to detail, and self-described "type A, high-gear personality."

Kara notes this experience laid the groundwork for an eventual pivot to real estate, sparked by her in-laws' suggestion to obtain her license to take over their clientele as they eyed possible retirement.

"My in-laws, Judy and Kevin Heaslip, were wonderful mentors and I worked with them for nine years. They have been brokers in our town for 30 years and really made me the Realtor I am today," she acknowledges.

"I was already housesitting in that realm anyway, so when I became an agent, I had clients," she adds. "I had honestly never thought about real estate, but decided to give it a try feet-first — and here we are!"

AUTHENTICITY AT THE CORE

Since transitioning into real estate in 2010, Kara has made her mark without obsessing over stats. Yet, her accomplishments speak volumes, including a groundbreaking \$7.8 million residential sale that set a new benchmark in The Bayshore Arts District last year. Kara closed over \$20 million in sales in 2023, as well, and had no clue she had even made the top 100 ranking in SWFL until her phone rang.

"When the publisher called and told me I was in the top 100, I was like, 'I am?' she laughs. "If you start driving for numbers, you're not focused on your clients."

As part of The Patrick Dearborn Team for the past five years, Kara loves being on a close-knit group of seven agents that works well together. "As a team,

we all just balance each other out," Kara affirms. "Together, it's a perfect medley of professionals to give our clients the best service. Everybody vibes."

Kara's approach to connecting with clients is 100 percent authenticity and passion 100 percent of the time. "What you see is what you get — I'm the person on social media making fun of myself," she declares.

Kara's secret sauce also includes striving to be a "concierge Realtor," as she will go above and beyond to ensure her listings shine and her clients feel valued. "I will do whatever it takes to get a listing sold," she asserts. "I will spend hours decluttering and staging my listings prior to the photos and video to ensure the property is at its absolute best. I have completely redesigned the interior decor as well. I meet with my

client's contractors, especially if they are out of town. Whatever it takes!"

Kara's advice to aspiring agents echoes this same mantra of perseverance. "Do not think that this is a business that you can do part-time," she counsels. "It takes time and a lot of energy to make it in a town with such fierce competition. It's also a crazy business and there's a lot of work behind the scenes."

A BALANCED LIFE

Outside of work, Kara cherishes time with her family, including her husband of 28 years, Dan, and their young adult daughter, Isabella. Dan has been the director of golf at Windstar on Naples Bay since 2007, while Isabella is a junior at Florida State University.

The Heaslips enjoy boating and exploring new destinations together with





Kara Heaslip and her German shepherd, Charley



“

AS LONG AS YOU
DREAM BIG, MAKE A
CONCENTRATED EFFORT,
AND AREN'T AFRAID OF
THE WORD 'NO,' THEN

**ANYTHING
IS POSSIBLE.**

their three beloved dogs — rescues Maggie and Lulu, and 100-pound long-haired German shepherd Charley — adding extra fun to their family outings.

In her spare time, Kara is fully committed to her well-being, and can usually be spotted at CycleBar most mornings. “I love being outside in nature and working out. This profession can be all consuming so decompression is important to me to stay mentally and physically refreshed... As long as I get fresh air and sunshine somewhere, it recharges me,” she shares.

Kara’s commitment to well-being extends to her community involvement with the Bayshore Arts District, where she helps nurture creativity and inclusivity. “I am on their board of directors as I believe creativity and individuality are so important in this world. It would be very boring if we were all the same,” Kara points out. “We raise funds for the area to expand artistic event programming, provide studio space for local artists at lower costs, and advance our community outreach initiatives.”

As she looks ahead, Kara envisions continuing down a long, fruitful path in real estate, potentially pursuing a broker’s license someday.

“The future is limitless, right? As long as you dream big, make a concentrated effort, and aren’t afraid of the word ‘no,’ then anything is possible,” she concludes.

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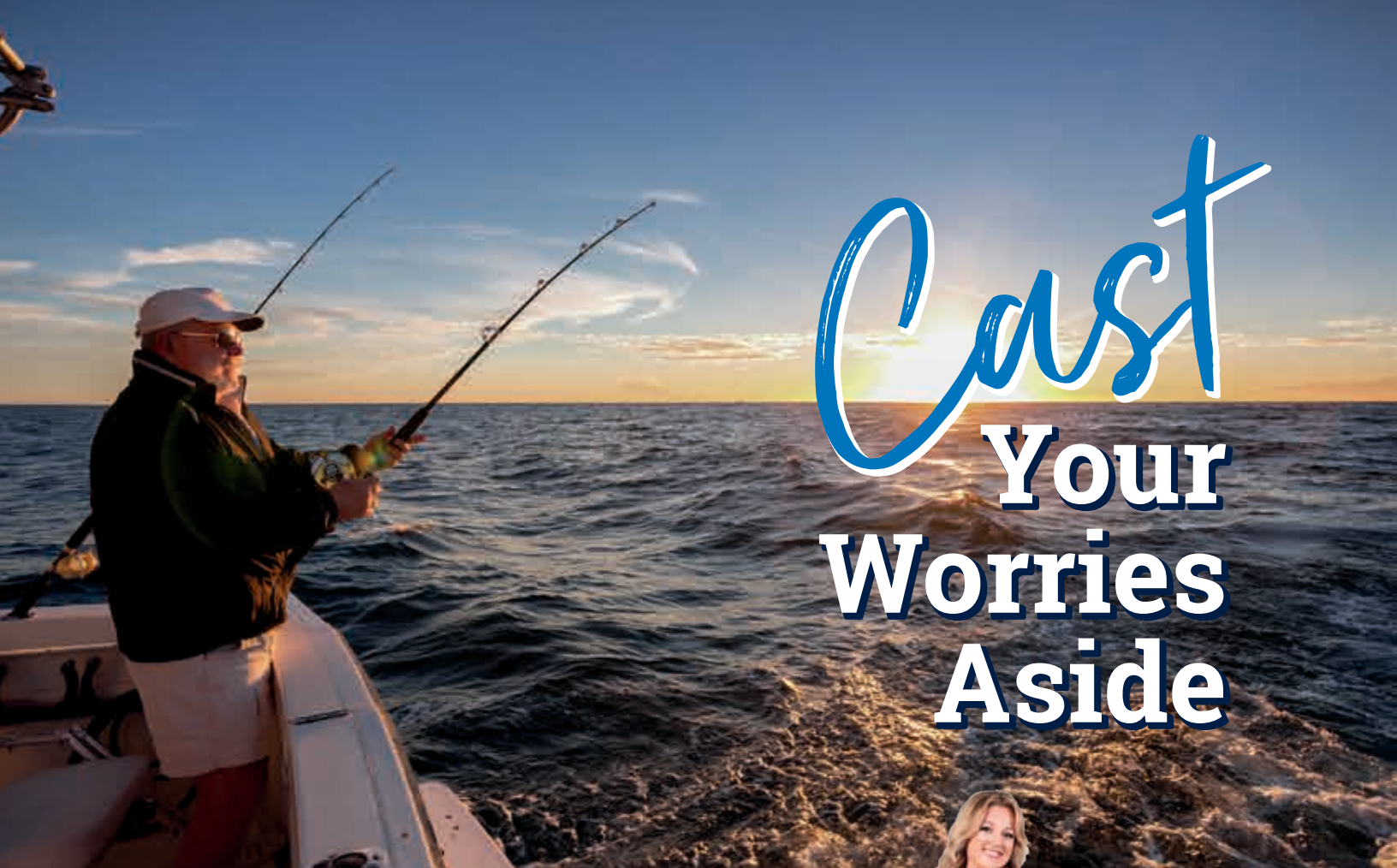
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