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Cover photo courtesy of Michelle Reed Photography.

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- ★ At least \$8 million in sales in one calendar year
- ★ Active on social media

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Nominate a REALTOR® you'd like to see featured in this magazine by emailing SWFL@n2co.com.

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FAQ

ABOUT THIS MAGAZINE

By Andrew Regenhart, Publisher



If you just made the 2024 Top 500 producers in Fort Myers and are new to our publication, you may be wondering what it's all about... "FAQs About This Magazine" answers the most commonly asked questions around the country regarding the Real Producers platform. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice, and to connect, elevate the industry, and inspire!

"Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photo shoot.

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in Fort Myers. We pulled the MLS numbers (by volume) from January 1, 2023, to December 31, 2023, in the Fort Myers area, cut the list off at number 500, and our new 2024 Top 500 distribution list was born. This magazine is free exclusively to the top 500 agents in the area each year. This year, the minimum production level for our group was \$6.8 million in 2023, based on data reported to MLS.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate Realtors. We will consider anyone brought to our attention. Because we don't know everyone's story, we need your help to learn about them.

A nomination currently looks like this: You email us at swfl@n2co.com with the subject line,

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: Who are the preferred partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors in the area, but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top Realtors, please let us know! Email me at andrew.regenhard@n2co.com.



► publisher's note

WELCOME, NEW TOP AGENTS!

Hats off to the outstanding new Top 500 agents who've earned their spot in our Fort Myers Real Producers community through stellar sales performances in 2023. Kudos to all! By now, you should have received your 2024 *Fort Myers Real Producers* Top 500 badge in your inbox, a testament to your achievements and success!

As we dive into March, it's a special milestone for us here at *Fort Myers Real Producers*. Four years ago this month, we launched our flagship publication, *SWFL Real Producers*. Thanks to our incredible Real Producers and preferred partners in both Fort Myers and Naples, we were able to create two publications, one dedicated to Naples and one to Fort Myers almost two years ago now! We take immense pride in both our magazines and our community, and eagerly welcome our newest top agents to the exclusive events awaiting you throughout the year.

March also marks the end of the first quarter and St. Patrick's Day, a time when I often reflect on the concept of "luck" and its connection to success. Can we change our luck? Renowned psychologist Richard Wiseman, author of "The Luck Factor," unveils that luck isn't merely chance — it's deeply connected with our thoughts and behaviors, playing a crucial role in shaping our fortunes. This

month, let's increase our luck by creating and seizing opportunities, trusting our intuition, fostering positive expectations, and adopting a resilient attitude.

Congratulations once again to our 2024 Top 500 agents! By now, you should have received your exclusive invitation to our March 28th event. If not, please reach out to us for more information. We can't wait to see you there! Looking ahead, we will be holding two additional large Real Producers events in May and September, and round out 2024 with an exciting end-of-year gala with sister community, Naples Real Producers, in November.

For any questions, comments, or suggestions on feature stories, event locations, or anything related to our community, feel free to reach out to me personally. Your input is valued, and I'm here to make your Real Producers experience even more exceptional.

Very respectfully yours,



Andrew Regenhard
Owner/Publisher
Fort Myers Real Producers
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2023

BY THE NUMBERS

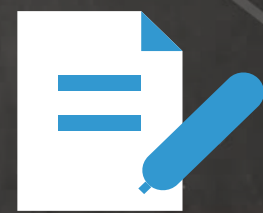
HERE'S FORT MYERS'* TOP 500 AGENTS SOLD...

14,571

TOTAL TRANSACTIONS

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8,916 LISTING SIDE
TRANSACTIONS
 #

5,651
BUYING SIDE
TRANSACTIONS


\$14.7 MILLION
AVERAGE
SALES VOLUME
PER AGENT


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AVERAGE
TRANSACTIONS
PER AGENT


*Information is based on residential sales in 2023 in Lee County by the top 500 agents by total sales volume.

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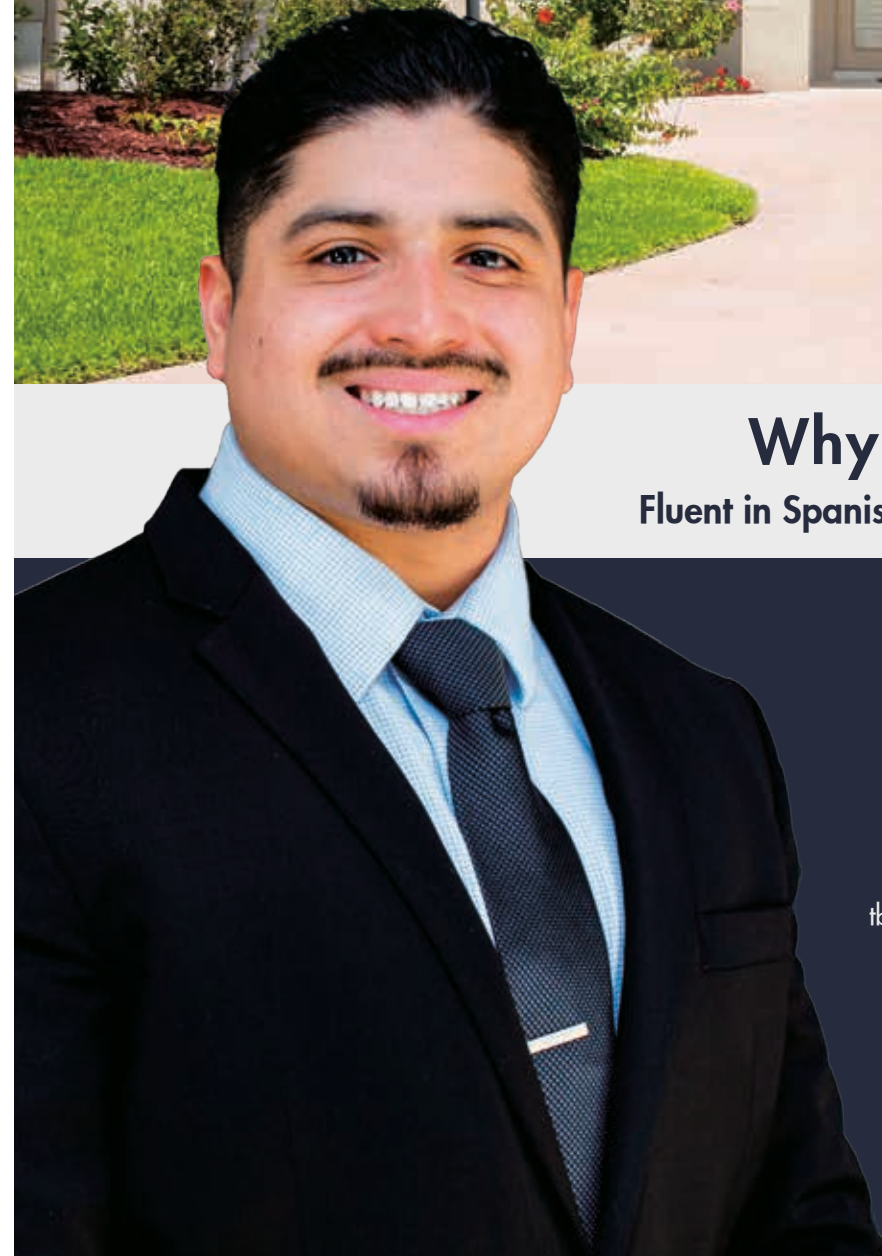
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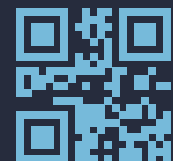
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SARAH Klotzbach

MAKING A U-TURN



► featured agent

By Zachary Cohen
Photos by LaCasaTour

Sarah Klotzbach has proven that it's possible to live the life of one's dreams. Over the past two years, she's made a complete U-turn in business and life. Originally from Upstate New York, Sarah and her family relocated to Southwest Florida permanently in 2021. She simultaneously decided to take a massive leap of faith professionally, leaving behind her two-decade-long career in engineering sales and management to launch a career in real estate.

During this transition, Sarah has overcome every obstacle in her path. With perseverance and a profound commitment to her dreams, she's already risen to become one of Florida's top real estate agents. Better yet, she's never been happier.

"Hard work pays off. You can accomplish anything you set out to," Sarah affirms.

CHASING THE SUN

After graduating with a degree in industrial engineering, Sarah began building what would become an incredibly successful engineering career. She started in technical sales for large manufacturing companies and steadily worked her way up the corporate ladder, eventually becoming the general manager of a Buffalo-based company. By all external accounts, Sarah was wildly successful.

"I made it to the top rung, but there was something missing," Sarah offers. "There was a lot of red tape and bureaucracy, and I struggled to add value. Something wasn't working."

Meanwhile, Sarah and her family took their first vacation to Southwest Florida in 2016. The idea of living on the water was intriguing, and by 2019, Sarah began seriously considering a move to Florida.

“
HARD WORK PAYS
OFF. YOU CAN
ACCOMPLISH
ANYTHING YOU
SET OUT TO.
”

"It's laid back. The people are nice, and we slowly fell in love with it here," Sarah says.

Sarah and her husband purchased a vacation home in Fort Myers in 2019. Then, COVID-19 struck, accelerating their timeline for a move.





Sarah Klotzbach is an associate broker with EXIT Realty.

“During COVID, all of our renters canceled so we came here, and we just never wanted to leave. We flew back to New York, listed our home, and talked our daughters into moving here permanently,” Sarah continues. “We had a 10-acre property in Buffalo with horses and traded that in for a canal in our backyard. It was a big change, but we love it.”

Upon moving to Florida, Sarah decided to go through a career transition. She knew she wasn’t happy in the corporate environment and wanted to change her professional path. Her passion for engaging directly with clients led her to launch her real estate career in November 2021.

“I had a heart-to-heart with my husband. At that time, I was still working in an engineering sales role, leading a sales team. Then, I decided to go ahead and get my real estate license. I was missing the customer interaction. After going through a transaction here in Florida, I realized



real estate was something I could be passionate about.”

LEVERAGING A FAST START

In 2023 — just her second full year in real estate — Sarah is tracking to close 25-plus transactions for over \$12 million. As an associate broker with EXIT Realty, she focuses primarily on Fort Myers and Cape Coral.

“I’ve been really lucky to see success fairly quickly,” Sarah explains. “And I’ve been lucky to have amazing clients.”

Sarah’s engineering background has supported her efforts. The detailed nature of her engineering roles has helped her navigate the complexities

of a real estate transaction. She’s also been able to lean into the part of herself that loves building community and caring for people.

“I’m detail-oriented. I focus on the facts. People appreciate my honesty. I am a tough, thorough negotiator. I’ve been able to take my skill set and bring it into this world,” Sarah says. “I’ve also been spending a lot of time farming, getting out in the community, and working to establish a customer base.”

For up-and-coming agents looking to become top producers, Sarah offers the following sage advice: “Some agents come in thinking they can do this part-time and fit real estate in

“
I’VE BEEN REALLY
LUCKY TO SEE SUCCESS
FAIRLY QUICKLY.
”



Sarah Klotzbach launched her real estate career in 2021, after relocating from Buffalo, New York.



between other things, but the bottom line is, this takes a lot of hard work and sacrifice. The biggest thing is who you surround yourself with. Having a good mentor goes a really long way in this business.”

CONTINUED GROWTH

Outside work, you’ll find Sarah hanging out with her husband, Scott, and their four children, Brendin (23), Timothy (22), Paige (18), and Madison (15). She enjoys boating, jet skiing, and visiting the islands. Sarah also does engineering consulting and runs a small business making epoxy tables and stained glass.

As Sarah reflects on her path to Florida — and into real estate — she feels immense gratitude for being where she is today. That doesn’t mean she doesn’t have more big goals, though. In 2024, she aspires to open a brokerage. Suffice it to say, there will be more to come from Sarah Klotzbach.



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Ariel LAWRENCE

►► featured agent

By Zachary Cohen
Photos by LaCasaTour

GIVERS GAIN

My mom always tells a story that I never received Halloween candy. I always gave it away. I would bring a bag full of candy to go trick or treating, and I would give my candy out and wouldn't take anything in return. That's my mantra of who I am. I want to give to every person I possibly can. That correlates with my career and who I am as a real estate agent too. I have that emotional connection with people. That's followed me through my life. That's me.

Born and raised in Fort Myers, Ariel Lawrence spent her early years enjoying a quieter version of Southwest Florida. She fell in love with the beach and the water, played sports, played the violin, and was involved in ballet.

As a third-generation Fort Myers local, Ariel knew she would continue to call the area home. She went on to spend 10 years in hospitality, bartending and managing





Ariel Lawrence is a Realtor with John R. Wood Properties in Cape Coral.

at some of the area’s top bars, country clubs, and restaurants. After a decade in hospitality, Ariel had a realization: she needed a career change.

“I knew I could help our community, and sitting behind a bar was making me too small. I wanted to share the excitement and love for where I live,” she explains. “One day, I woke up and thought, ‘I’m selling alcohol... I want to help people. I want to sell homes.’”

Three weeks later, Ariel had her real estate license and embarked on her new chapter.

KEEPING FOCUS

Ariel began her real estate career at the end of 2019. She spent six months as an administrative

assistant before launching her sales career in early 2020. Three years later, she’s running one of Southwest Florida’s top businesses.

Ariel has built her business off a commitment to open houses (she often sits open houses five days a week). The result is a thriving, relationship-based business.

“It hasn’t been all butterflies and rainbows, but I have built a strong business by sitting at open houses and just talking to people about the area and the benefits of living here,” Ariel explains. “I love nothing more than talking to people and helping them feel as comfortable as they can with the biggest purchase of their lives. I treat every single transaction as if I am selling a home to a loved one. I care.”

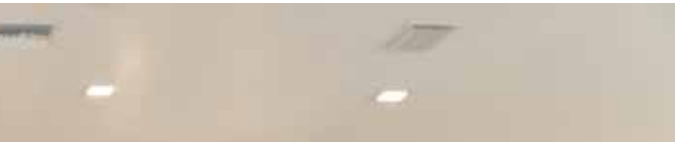


Ariel’s approach has been a success. Now a solo agent with John R. Wood Properties in Cape Coral, she closed over \$35 million from 2021 to 2023, her first three years in the business, and started 2024 out of the gate with over \$5 million in the pipeline. In 2022, Ariel was named the number nine overall agent at her brokerage.

FOR THE LOVE OF SOUTHWEST FLORIDA

Ariel remains a Florida girl at heart. She enjoys yoga, travel, beachgoing, hanging out with her dog, and volunteering at the local YMCA with her wife, Traeley. Ariel’s passion for all things Florida remains as strong as ever.

“It’s all about the people and the culture,” Ariel says. “Our authentic downtown, the Old Town stories... It has been fun to watch Cape Coral be built from the ground up. When I was young, we’d drive over the Cape Coral bridge and take four-wheelers out because every other lot was empty.”



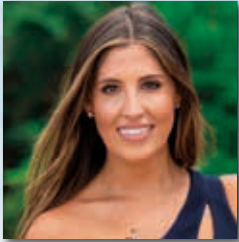
Ariel has big dreams for her future, including opening a boutique brokerage and coaching new agents. But for now, she's focused on building her reputation as a local REALTOR® who is out to serve her community.

“I’m looking forward to helping as many people as I can within the community. I want to make a name for myself because when people work with me, they are in the most caring hands... I am focused on my goal, and that’s to create a space where someone can grow, heal, love and laugh, where they can have children and families or retire. I enjoy giving clients their dream home and a safe space. That’s what makes me successful. Any time I want to give up, I think there’s someone out there who needs me.”



Third-generation Fort Myers local Ariel Lawrence turned her love for the area into a thriving real estate business.

“ I got into real estate in 2020 at a time when we couldn’t even go into houses. I remember a time when I wanted to give up. Something in me kept pushing. The thing I run into a lot with new agents — the first year is the hardest year, but if you keep going, anything is possible. Anyone can make it in this industry. ”



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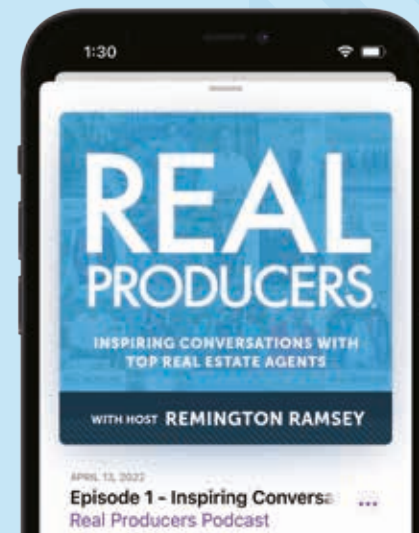
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SCAN ME



ADAM SHEETS



cover story

By Zachary Cohen
Photos by Michelle Reed



THE ART OF BALANCE



When we last sat down with Adam Sheets, he was featured as one of our Rising Stars. A few short years later, he's returning as our cover feature — a testament to his continued ascent in the real estate industry.

The results speak for themselves; Adam closed an impressive 37 transactions for \$15.3 million in 2023. And yet, there is more to the story. Adam is a well-respected real estate coach, a husband, an avid golfer, and a huge proponent of work-life balance.

DRAWING ON HIS ROOTS

As a teenager, Adam watched his parents transition from their corporate roles into real estate sales. His father, who ran dental practices across the nation, and his mother, an executive director of a nonprofit, left their traditional nine-to-five jobs behind for the flexibility and hope of a real estate career. Adam had a front-row seat to their transition.

“They both had really good corporate jobs, but they were missing our hockey games, soccer games, and family life. So they decided to find something else. They moved into real estate in 2003 together. I was 12, and I didn’t know what that meant at the time, but I got to see all the benefits. Then, in high school, they could make every event. They became more present. So I already saw how much freedom the job provided,” Adam explains.



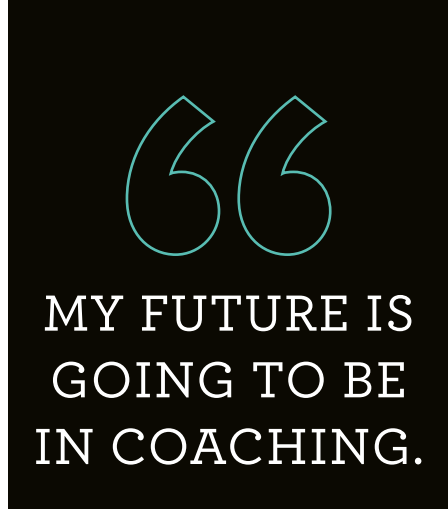
As he got older, many of Adam’s friends and family members encouraged him to follow in his parents’ footsteps, but he resisted. Instead, he headed to film school, hoping to become a producer.

As the years passed, however, Adam began to warm to the idea of selling real estate. He saw what some of his peers were making in their post-graduation roles and knew he could do better in real estate. So in 2012, he took his first real estate class; in 2014, he officially launched his real estate career.

REACHING THE TOP

Nearly a decade later, Adam’s business is thriving. Although he struggled early on — he made only \$13,000 income his first year — he eventually cracked the code and built a sustainable business. Today, he is a one-third partner at The Sheets Team with RE/MAX, alongside his mom, Brenda, and his father, Marty.

Adam has discovered a few keys to success. One has been his ability to leverage social media when selling homes. He used that skill to become a real estate coach; at one point, he coached over 100 agents nationwide on how to use Facebook to grow their businesses. Although he’s stepped back



from coaching for the time being, he sees it as a big part of his future.

“My future is going to be in coaching,” Adam says. “I don’t see myself selling real estate long-term. In the next three years, I plan to be a full-time coach. I want to travel and speak.”

Another of Adam’s bright spots is his ability to connect with people. He’s not a salesman type, preferring to build long-term relationships over closing deals.

“If you can make people feel comfortable in this business, you’ll have a relationship with them for a long time,” he shares.



Adam Sheets with his wife, Zoë, and their Pyredoodle (Great Pyrenees/poodle mix), Brewer



Adam Sheets has coached over 100 agents nationwide on how to use Facebook to grow their businesses.



Top producer Adam Sheets is a partner on the Sheets Team at RE/MAX.

WORDS OF WISDOM

“Take a day off — an actual day off. Take time for yourself... People think they can push the pedal to the metal all the time, but it’s not going to work for longevity.”

BALANCE MATTERS

When he’s not selling real estate or coaching fellow agents, you’ll find Adam boating with his wife, Zoë, or enjoying one of Southwest Florida’s many golf courses. In fact, he has played at over 95 percent of the local courses and continues to play three to four times each week.

“I don’t use golf as a business tool. It’s my getaway,” Adam says. “I don’t like to work while I’m at the golf course. I don’t need to always be working, and I’m big on that. I bring that into my coaching too;

it’s okay to have a day off. Culturally, we’ve come to a palace where it’s cool to say you work 20 hours a day ... but that’s not cool at all.”

Adam is a big advocate of work–life balance, and he, his clients, and his coachees enjoy the rewards of valuing balance.

“I want to be known as the guy who was able to work very hard and provide value but also enjoy himself and live his life to the fullest while he was young.”



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