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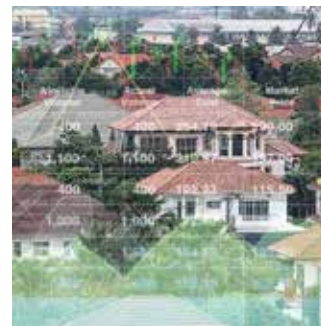
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Cover Story: Kyle Thompson

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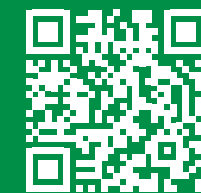
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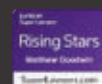
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► publisher’s note

PREPARING FOR THE FALL MARKET: Key Strategies for Success

Dear Real Producers of Fort Myers,

As we transition from the relatively slower summer months to the bustling fall season, when temperatures moderate and snowbirds begin arriving for the winter, it’s the perfect time to reassess our strategies and prepare for the busy real estate period ahead. September presents a unique opportunity to evaluate our approach and ensure we’re positioned for success in the Florida market.

The fall season often brings a shift in buyer and seller behavior. To stay ahead, it’s crucial to understand the latest market trends and adjust your strategies accordingly. Analyze recent sales data, track price movements, and identify areas of high demand to tailor your approach for the coming months.

With hurricane season in full swing, preparing properties for potential storms is essential. Advise your clients on safeguarding their homes, from securing insurance to implementing preventive measures. This proactive approach not only protects your clients but also demonstrates your expertise and commitment.

As we approach the final quarter of the year, it’s a great time to take the opportunity to review your goals

and set new targets. Reflect on your accomplishments and outline actionable steps to achieve your year-end objectives. Maintaining momentum and staying focused will help you close the year on a high note.

Speaking of ending the year on a high note, we’re also absolutely thrilled about our upcoming Awards Gala on November 8th at Elite Jets. This special event will be a celebration of excellence, bringing together the top talent from both Fort Myers and Naples real estate. If you haven’t yet RSVP’d, be sure to do so soon. This evening promises to be a memorable celebration of our industry’s finest. We look forward to celebrating with you! We also had an incredible time at our fall quarterly event on August 15th at Porsche Fort Myers. Be sure to check out the photos in this month’s issue and on our social media.

Very respectfully yours,

Andrew Regenhard
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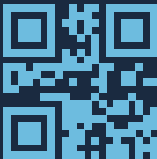
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KELLY BARNES



Realty Executives of Southwest Florida (from left to right: Araceli Leon, Laura Kirk, Breanna Crossett, Melinda Gutierrez, Barbara Brogdon, Kelly Barnes, Whitney Singletary, Lisvet Esquivel, Morgan Naylor, Giovani Cruz, Ashlee Pendarvis, Monica Villa)

►► celebrating leaders

By Zachary Cohen
Photos by LaCasaTour

A PATH OF SERVICE

Kelly Barnes has always known she wanted to be in a helping profession. Her first professional aspiration was to become a dental hygienist, and she later went back to college to become a healthcare worker — proof that her desire to serve has always been high. Yet, Kelly has found her place in the real estate industry, first as a mortgage broker and later as a real estate broker.



In lending, there was always a challenge. Trying to help people who have to overcome challenges is what I love.

Real estate has proven to be the perfect fit for Kelly, allowing her to combine her passion for service with her go-getter attitude and sales skills.

THE PATH HOME

Kelly began her career as a mortgage lender in 2001. As a 21-year-old college student, she followed her instincts and left Edison Community College to enter the lending business.

“I wanted to be a dental hygienist and I was working as an orthodontist’s assistant,” Kelly remembers. “I was seeing a boy and would always speak with his mom, who was a mortgage broker. After talking to her, I realized that her work really inspired me. So I took a chance. I got licensed, left the orthodontic industry, and started working in lending.”

Kelly’s gut decision proved to be a choice rooted in wisdom. By 2004, she became the principal mortgage broker at her own office. Things were looking up until the market crashed a few years later, causing Kelly to rethink her path.

She returned to health care again but decided it wasn’t a good fit. So after a stint in health and life insurance, Kelly got her real estate license in 2014. She opened the Realty Executives of Southwest Florida office two years later.

“In lending, there was always a challenge. Trying to help people who have to overcome challenges is what I love,” Kelly shares. “So in 2014, when I returned to real estate, it was a perfect fit. It was always my passion.”

REALTY EXECUTIVES OF SOUTHWEST FLORIDA

Today, Kelly leads a team of 17 agents. In 2023, she closed \$13 million individually. She prides herself on her expertise, presence, and commitment.



Kelly Barnes (left) with her top producer, Monica Villa (right)





BEYOND REAL ESTATE

Kelly Barnes and her fiancé, Pete, enjoy fishing, hunting, and relaxing at their house in Islamorada. Kelly's son, Blake, is entering his senior year of high school. "I was born and raised in Fort Myers, and I grew up on Old Olga Road, in the Alva/Buckingham area. My mom has lived on that street since she was 7, and she's 78 this year. I still live right near that street. It's a blessing to be here."



"People want to work here because of the help and guidance I give. I'm always available. I'm eager to teach people. I don't push people off on other agents," Kelly shares.

"People come here for the knowledge we have. I have a mortgage background, as well as being a licensed mortgage broker currently and working for America's Mortgage Lender. We hold training every week to teach new agents the processes and steps. We have coaching. We have the systems agents need. I'm honest. I'm loyal. People know I have their best interest at heart and that I'll fight for them. I do the very best job I can."

Kelly is also grateful for the efforts of her team; without each of them, she wouldn't have achieved such a high level of success.

"My team of agents has gotten our office where it is today, and without the help and dedication from everyone, this wouldn't be possible," she says.

Alongside Realty Executives of Southwest Florida, Kelly runs several other businesses. She owns a building and construction company, a beauty salon (Edge Salon and Suites), 15 rental properties, and the commercial building where her office is located. Running multiple businesses requires a lot from her, but with her organized, driven approach, she's proven she's up for the challenge.

Kelly is proud of the work she's accomplished. While she'd like to add a few more agents to the team, becoming a large brokerage isn't her ultimate goal. She just wants to see her agents and clients thrive.

"I want people to remember that I was always there to help them. I want to see people grow and succeed. I want to be known as a hard-working person who would do anything for anybody."



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▶▶ partner spotlight

By Zachary Cohen
Photos by LaCasaTour

STACEY MACZULIS
LUANN VIZZONE

FirstSource Title



TRAILBLAZERS

Stacey Maczulis and LuAnn Vizzone may have arrived in Florida from different parts of the country, but their professional experiences mirror each other. LuAnn began her title career in New Jersey in 2009, and Stacey began hers in Ohio in 2011. Both rose to become top salespeople for their organizations.

In 2023, they found themselves working on the same team for another Southwest Florida-based title company. They connected, realizing they shared a similar vision.

“We discovered that we worked in similar ways and were very like-minded,” LuAnn shares. “Stacey and I are both used to working with sales teams — for her in Ohio and me in New Jersey. When we came to this area, we discovered we were one of the only sales teams of more than one or two people. We had a vision to

create a large business development team, as well as provide excellent customer service, and we wanted to bring it to Southwest Florida.”

Stacey and LuAnn officially opened FirstSource Title’s first Florida branch in February 2024. Their team currently stands at eight people and growing. Even more importantly, they are filling a much-needed void, providing local real estate agents with a level of service that many have yet to experience.

“We bring as much value to the agents as possible. Many agents didn’t have a buffer between the escrow officer and the agent,” LuAnn explains. “We were hearing the same thing from different agents — there was a lack of communication, they were not aware of major milestones such as closings, cancellations, deposits, etc. We are that person in between the escrow

officer and the agent. You can get in touch with us after hours or on the weekends. Our clients work all hours, so we make sure we do the same. We are there; we want to be your go-to person, making sure every transaction closes smoothly.”

Coming Together

LuAnn began her title career in 2009, after nearly 25 years as a health club owner. Amid the recession in 2008, she decided to sell her club and get into real estate. She got her real estate license and mortgage license before finding her footing in the title business. Over the following years, LuAnn became a top title sales rep then a partner and vice president of sales for a title company. In 2023, she relocated to Southwest Florida, where she crossed paths with Stacey.

Stacey began her title career in 2011 in Cleveland, Ohio. She, too, became a



From left to right: Amina Mokhtari, Kristen Robertiello, Beth Huffman, Stacey Maczulis, LuAnn Vizzone, Ciara Lister, Scarlett Guerrero, Ginny Marles

top title sales rep. When her company opened a Naples branch in 2022, she headed south, becoming the company’s top business development rep. Building relationships has always been at the core of her work, and it’s ultimately what led to her partnership with LuAnn.

Providing Value

Stacey, LuAnn, and their team are keenly focused on providing value to their partners. They offer lunch-and-learns, educational opportunities, unique joint ventures, and even have an attorney on staff — a rarity for a title company.

“What can we do to add value to your business?” Stacey asks. “That’s what we’re focused on. We have business developers who are out and about and can help you with all of your clients’ needs.”

Stacey and LuAnn are proud to be an integral part of their community. They stand for empowering other

“
WHAT CAN WE
DO TO ADD
VALUE TO YOUR
BUSINESS?
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WHAT WE’RE
FOCUSED ON.”

**FirstSource
Title**

women (their whole team is composed of successful women). They even run a monthly series called “Boss Babe’z,” teaching and engaging real estate agents on topics such as self-defense, social media marketing, meditation, and more.

Stacey and LuAnn also serve on various committees for the Women’s Council of REALTORS® (Naples and Bonita) and volunteer with organizations such as Pace Center for Girls and Beverly’s Angels, two nonprofits that support underprivileged youth.

“The sky’s the limit for us,” Stacey says proudly. “Our goal is to get established in Southwest Florida and then grow.”

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**FirstSource
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►► cover story

By Zachary Cohen
Photos by Michelle Reed



KYLE THOMPSON

HEART OF A MARINE



“I’m like Forrest Gump. I’ve been in the right place at the right time my entire life. Of course, I’ve worked hard, but it took a lot of luck too,” Kyle Thompson begins.

Don’t let Kyle’s humility fool you — he is one of Lee County’s top real estate agents. Since beginning his real estate career, he’s closed nearly 1,500 transactions for half a billion dollars in volume. In 2023, he was his brokerage’s top agent for the fifth time in six years.

“The stats matter, but this business is about longevity,” Kyle continues. “My commitment speaks for itself.”

FROM MARINE TO REALTOR®

Originally from New England, Kyle comes from a hardworking, entrepreneurial family. He spent eight years in the Marine Corps, starting in 2003, and attended Rhode Island College, where he earned a degree in criminal law.

After graduating in 2008, Kyle hoped to find work in the financial or criminal justice fields, but he faced a historically challenging labor market. A career in real estate wasn’t initially on his radar. Meanwhile, Kyle used the savings from his service to purchase a home in Cape Coral, marking his entry into real estate.

After settling in Southwest Florida, Kyle balanced two jobs and graduate school. His Realtor, who eventually became a lifelong friend, encouraged him to get his real estate license.



From left to right: Heather Thornhill, Tony Laccetti, Kyle Thompson, David Tran, Rebecca Thompson (Not pictured: Robert Thompson)

BUILDING A THRIVING CAREER

“I realized I had nothing to lose,” Kyle explains. “I was engaged, didn’t have kids, and I knew I could always fall back on what I was doing before if I needed to. We had already owned two houses, and you could see where the market was headed. I wanted to be a part of it.”

Kyle began his career at Miloff Aubuchon on the George Patton Team, and learning from George was a monumental chapter in his life. Kyle was eventually ready to expand, so he moved to Keller Williams Elite Realty in 2016.

Fast forward to 2024, and Kyle is one of the area’s top agents. He leads the Thompson Group, has flipped over 50 homes, and owns several investment properties.

KEYS TO SUCCESS

So what have been the keys to Kyle’s success? He credits much of it to being in the right place at the right time, but his competitive nature, work ethic, and experience as a Marine have all made a difference.

“I’m extremely competitive. Everyone has the potential to do real estate, but do they have the will to be successful in this business? How do I separate myself year in and year out?” Kyle ponders. “Then, as a Marine, and now as a father and husband, there is a pride. There is a built-in resilience. In this business, you need that grit. You have to be disciplined.”

LIFE BEYOND REAL ESTATE

Clients also appreciate who Kyle is outside of his role as a real estate

agent. He’s committed to authenticity. As a former Marine, a husband, a father, and a devoted community member, he’s easy to root for.

Kyle and his wife, Jessica, a local elementary school teacher, have three children: Ella (8), Jack (6), and Grace (4). They enjoy traveling, hanging out with their dog, Barkley, and sports.

“What’s great about real estate is I can set goals and see what I need to sell to meet those goals. Life is short, and these kids will grow up quickly. I want to give them the experiences they deserve,” Kyle shares.

“What is important to me is health, family, and the experience. I truly enjoy what I do. The ride I’m on right now is pretty unbelievable.”

“Then, as a Marine, and now as a father and husband, there is a pride. There is a built-in resilience. In this business, you need that grit. **You have to be disciplined.**”



Kyle Thompson and his wife, Jessica, with their children, Grace, Ella, and Jack



Top producer Kyle Thompson leads the Thompson Group at Keller Williams Elite Realty.



“

I'm extremely competitive. Everyone has the potential to do real estate, but do they have the will to be successful in this business? What's great about real estate is I can set goals and see what I need to sell to meet those goals.

”

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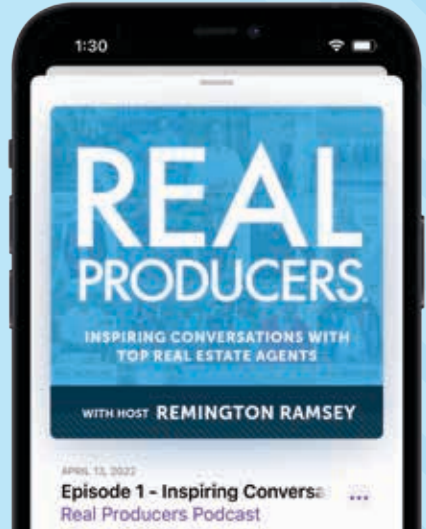
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