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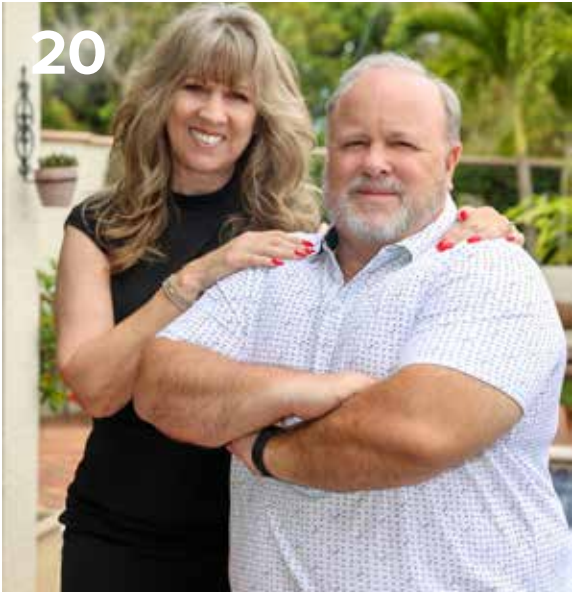
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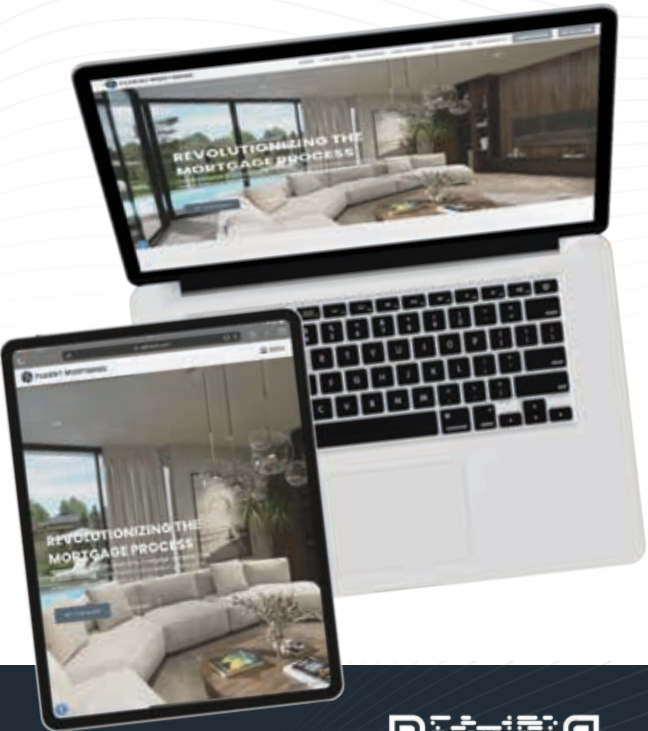
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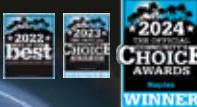
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Dear REALTORS® and Valued Partners,

At *Fort Myers Real Producers*, community isn't just a word—it's at the core of our mission. Through our monthly publication and exclusive events, we strive to elevate the local real estate industry by fostering camaraderie, collaboration, and professional growth. Over the years, we've been privileged to witness top-producing agents and high-caliber affiliates form lasting friendships, forge powerful partnerships, and share insights that help strengthen their businesses.

Our publication serves as a platform to highlight these valuable connections, but our events take it one step further. Those who have been with *Real Producers* from the start know that our gatherings are more than just a great night out—they're an opportunity to build meaningful relationships within the industry. Unlike markets without a *Real Producers* presence, Fort Myers offers consistent opportunities to meet, network, and put a face to the names behind the transactions.

We kicked off 2025 with an incredible event on February 6th at Margaritaville Beach Resort on Fort Myers Beach! It was fantastic to welcome so many new faces—agents who achieved

top 500 status in the area thanks to their success in 2024. If you missed it, don't worry—this is just the first of many exciting events this year!

As we move through 2025, my door is always open. Whether you have questions about our publication, upcoming events, or need a connection to one of our outstanding preferred partners, I'm here to help. Our partners play a key role in making our events possible and are eager to serve and collaborate with more top real estate professionals like you.

Wishing you a successful April!

Very respectfully yours,



Andrew Regenhart

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The Power of Smart, Cost-Effective Renovations

BY GEORGE NAHRA

Today’s real estate market presents new challenges for agents and sellers alike. Inventory is rising, days on market are increasing, and buyers are more selective than ever. In a competitive landscape, move-in-ready homes continue to stand out — making cosmetic updates one of the smartest ways to attract buyers and maximize sale prices.

Three cost-effective home improvements offer the biggest return: kitchen updates, bathroom refreshes, and a fresh coat of paint throughout the home.

Kitchen Updates That Make an Impact

The kitchen is one of the first places buyers evaluate, and even minor upgrades can dramatically enhance a home’s appeal. Sellers don’t need a full renovation — simple, high-impact changes go a long way:

- **Cabinet Hardware:** Swapping outdated handles and drawer pulls can give a kitchen a fresh look without a hefty price tag. Matte black, brushed gold, or sleek nickel hardware can refresh cabinets instantly.
- **Painted Cabinets:** Instead of replacing cabinetry, painting in light, neutral tones — like white or soft gray — can make a space feel clean and inviting. This update is significantly less expensive than new cabinetry but just as impactful.
- **Countertops & Backsplashes:** Buyers often view outdated countertops as an expensive fix. Replacing laminate with quartz or adding a stylish



backsplash can modernize the entire space without a complete remodel.

- **Updated Lighting:** Pendant lights above an island or a statement fixture over a dining space create warmth and character. Coordinating lighting with cabinet hardware and faucets enhances the overall design.

Refreshing Bathrooms for a Competitive Edge

A well-designed bathroom can be a major selling point. Buyers look for clean, updated spaces, and small changes can make a big difference:

- **Fixtures:** Upgrading faucets, showerheads, and vanity hardware adds instant appeal. A fresh coat of paint on the vanity is another easy, high-impact update.
- **Lighting:** Good lighting is essential — sconces or updated vanity lights can transform the look and feel of a bathroom.
- **Materials:** New tile, flooring, or a framed mirror can elevate a space without requiring a full remodel.

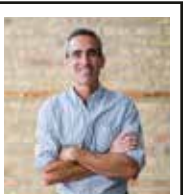
Whole-Home Updates That Sell

One of the most effective ways to refresh a home before listing is a neutral, fresh coat of paint throughout the home. Fresh paint makes rooms look brighter, larger, and more inviting. Soft whites, warm beiges, and light grays appeal to the widest range of buyers, making it easier for them to visualize themselves in the space.

Helping Sellers Maximize Value

For real estate agents, guiding clients toward the right pre-sale updates can mean faster sales and stronger offers. These simple, strategic improvements not only enhance a home’s presentation but also help listings stand out in a tough market.

With the right partner by your side, sellers can make impactful changes without the time and cost of a full renovation. A trusted renovation expert ensures the process is smooth, efficient, and tailored to what buyers are looking for — leading to quicker closings and better results.



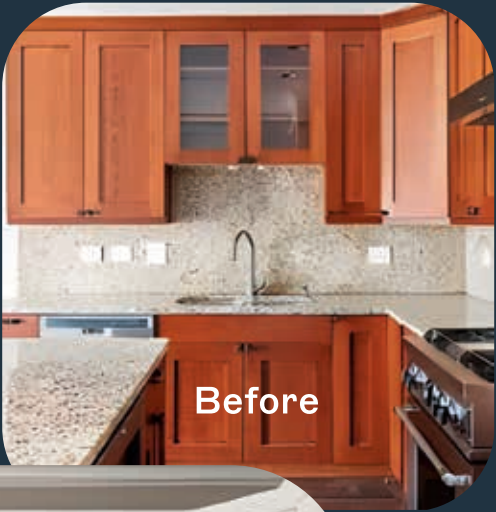
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BRENDA & MARTY SHEETS



The Power of Family

BY JESS WELLAR • PHOTOS BY LACASATOUR

For Brenda and Marty Sheets, real estate isn't just a business — it's a family legacy. As the leaders of their team by the same last name at RE/MAX Realty Team, the couple has spent over two decades building a reputation for excellence, mentorship, and giving back. Alongside their talented son Adam, who has been featured in *Real Producers* himself, Brenda and Marty continue to evolve their thriving business while remaining deeply rooted in family values.

"It's not just about the transactions," Brenda emphasizes. "It's about relationships, mentoring others, and giving back to the community that has given so much to us."

A Strong Foundation

Launched in July 2004, The Sheets is a close-knit group of five full-time REALTORS®, including Brenda, Marty, Adam, and two additional agents, Kimberly Stout and Tara Kiely. Their team closed 80 units in 2024, while Brenda personally closed 31 units, continuing her track record as a powerhouse producer in Fort Myers and listed as one of *Gulfshore Life's* Five Star Real Estate Agents for her 18th consecutive year.

Brenda is the team's highly effective "boots on the ground," managing client relationships, showing properties, and mentoring new agents on everything from MLS to farming, while Marty focuses on administrative tasks such as contracts, marketing and negotiations.

However, they are both quick to point out their collectively thoughtful, prepared nature sets them apart. Paying attention to detail, taking pride in customer response, and simply following the Golden Rule, they go the extra mile to ensure clients feel informed and cared for.

“Brenda is also very particular about what leaves our office,” Marty explains. “Consistency in branding and professionalism is key.

“I’m the face of the business,” Brenda adds, “but Marty is the glue that keeps everything together.”

Adam, their eldest son, has made his own mark on the team. With a background in television production, Adam joined in 2015 and quickly became an integral part of the business.

Acknowledging a certain bias, Brenda says that Adam is the best at social media marketing as it pertains to real estate that she has seen, even coaching to Realtors throughout the country.

“Adam is well-respected by clients and peers alike,” Marty says proudly. “He brings fresh ideas, incredible energy, and has truly embraced the work-life balance that we’re all trying to master.”

Brenda’s leap into real estate was a natural extension of her impressive professional background. Before becoming a Realtor, she spent 18 years as the executive director of a



Adam Sheets (right) joined his parents, Brenda and Marty, on their real estate team in 2015.

national not-for-profit organization, overseeing fundraising, marketing, and event planning, among other duties.

“I worked with some of the best physicians in the world, so there were always high expectations,” Brenda points out. “That experience taught me to take care of clients and pay attention to the details, which made transitioning into real estate easy.”

Likewise, Marty’s background in medical and dental administration gave him a strong foundation in operations and multilocation management. Both raised in Southwest Florida and graduates of North Fort Myers High School, Brenda and Marty further honed their business acumen over 17 years in West Texas, successfully running ventures such as a dry-cleaning operation, floral shops, and developing surgical benefits programs for large employers. Together, they’ve combined their diverse skill sets to create a team culture that’s both professional and family-oriented.

“We launched our team because we wanted a career that gave us the flexibility to spend time with our kids, who were 5 and 11 when we started,” Brenda recalls. “Family has always been our priority, and now we’re excited to watch Adam grow within the team.”

Team Culture

The Sheets philosophy on real estate is centered on the belief that to be truly successful, you need guidance, you need to be all in, and you definitely need to give back.

FOR BRENDA, MENTORING ISN’T JUST ABOUT PROFESSIONAL DEVELOPMENT, IT’S ALSO PERSONAL.

“I’M KNOWN AS THE TEAM MOM.”

“Our culture is cooperative and mentoring-focused,” Brenda notes. “We’re not just coworkers; we’re a work family. We go out together after work and volunteer together.”

Marty agrees, adding, “We want people on our team who are fully committed — people can’t wait in this business. If you’re a new agent, joining a strong team like ours can give you the mentorship and training you need to avoid pitfalls and build a successful career.”

For Brenda, mentoring isn’t just about professional development, it’s also personal. “I’m known as the team mom,” she smiles. “We share our knowledge to help shape tomorrow’s real estate professionals; and through educating others, we continue to educate ourselves and evolve with the market.”

The team’s emphasis on giving back is just as strong as their devotion to serving clients. They volunteer together quarterly, supporting organizations like the Children’s Advocacy Center,

“WE’D LOVE TO SLOW DOWN A BIT IN THE COMING YEARS TO SPEND MORE TIME WITH OUR GRANDKIDS AND TRAVEL,” MARTY NOTES.

“BUT WE’LL NEVER RETIRE COMPLETELY. WE LOVE WHAT WE DO TOO MUCH!”

Fun Fact

Marty and Brenda Sheets were married in 1983 and have never spent a night apart!



Community Cooperative, and Harry Chapin Food Bank, where they’ve helped feed up to 70 families during Thanksgiving.

“Our next project is volunteering with Habitat for Humanity. It’s incredibly rewarding to work together as a team and make a difference,” Marty elaborates.

On the Homefront

Outside of work, Brenda and Marty are focused on making memories together with their growing family. Their youngest, Brendan, is forging his own path as an analyst for The Bank of NY Mellon and just welcomed the family’s first granddaughter, Jude, in May 2024.

The Sheets love boating, traveling, and spending time together outdoors. They’ve been fortunate to visit 28 states and 16 countries thus far, with cruising becoming a newfound favorite pastime. At home, they enjoy walks on the beach, a good glass of wine with friends, and quality time with their two Vizslas, Dude and Artemus.

As the couple looks ahead, they’re focused on growing their team, mentoring new agents, and continuing to serve their community.

“We’d love to slow down a bit in the coming years to spend more time with our grandkids and travel,” Marty notes. “But we’ll never retire completely. We love what we do too much!”

With Adam by their side, the Sheets are excited to think about the legacy they’re building. But for both Brenda and Marty, the heart of their vision lies in their ability to balance business, family, and community.

“We believe life is about creating memories and sharing them with the people who matter most,” Brenda concludes. “And we’re lucky to do what we love, with the people we love, every day.”

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JENNIFER M. CAIL

MEDRANO & CAIL



EMPOWERING SMALL BUSINESSES TO SUCCEED

BY ELLEN BUCHANAN • PHOTOS BY LACASATOUR

Jennifer M. Cail, owner and CEO of Medrano & Cail in Naples, Florida, specializes in personalized bookkeeping and accounting services tailored to her clients’ unique needs. Passionate about helping small businesses thrive, she and her team provide hands-on support to build solid financial foundations for growth and success.

Known for her trust-based relationships and expert guidance, Jennifer has earned a strong reputation in the community. As she expands her services, Medrano & Cail continues to stand out as a premier boutique accounting services firm in Naples.

Foundations and a Career in Justice

Born in New York to Salvadoran parents, Jennifer moved to Miami Lakes, Florida, as an infant. At 19, her family relocated to Naples, where she has lived ever since. She earned dual master’s degrees in criminal justice and forensics with a concentration in behavioral analysis from Florida Gulf Coast University (FGCU), leading to a 14-year career in county and federal law enforcement. Along the way, she met her husband, Matthew, a deputy with the Lee County Sheriff’s Department.

Jennifer’s life took a new turn when she became pregnant with the couple’s son, whom she calls her “miracle baby.”

“We were told we couldn’t have kids,” she recalls. “But then I ended up pregnant. Having both of us in law enforcement wasn’t ideal with a child, so I retired in January 2020 to be a stay-at-home mom ... and then the world shut down.”

Switching the Focus

Jennifer’s mother introduced her to bookkeeping at 15 to assist with the family’s successful construction business. More than a role model, she was Jennifer’s mentor — an unwavering force who managed the company finances while working full-time, going to school, and running the household.

“My mom taught me bookkeeping — QuickBooks Desktop, TSheets, old-school accounting,” she says. “I even worked at a bank for three years to help pay for college, so I’ve always had that accounting background.”

While adjusting to life as a stay-at-home mom, Jennifer noticed many mothers in Facebook groups seeking bookkeeping advice for family businesses. Having grown up watching her own parents manage finances, she understood their challenges and offered guidance. “I had the experience and thought, ‘Why not get certified and use my skills to help people?’”

She earned industry certifications and, in 2020, launched Medrano & Cail Bookkeeping Professionals — a name reflecting both her maiden and married names. Within six months, she had 22 clients, all while working

from home. As demand grew, she realized she was going to need some help.

Building a Vision

Within eight months of launching her business, Jennifer expanded her team and secured an office in a coworking space. Over time, she built a team of 12 contractors and employees serving clients nationwide, all sharing her vision of empowering small businesses.

“We’re all about our client relationships and experience,” Jennifer shares. “And we have goals that our whole team aligns with that we use with our clients, like faith, family, commitment, and being authentic. We really like to strive to be an extension of our clients’ in-house accounting.”

Medrano & Cail offers bookkeeping, payroll, business consulting, budgeting, and recently added CPA tax services. Jennifer intentionally keeps her team U.S.-based, ensuring clients receive direct, personal support. Two years ago, she moved into her current Naples office at 3435 10th Street North, Suite 302, off Route 41, enhancing accessibility.





Jennifer M. Cail is the owner and CEO of Medrano & Cail, a boutique accounting firm in Naples, Florida, specializing in services for small businesses.

“I didn’t want to be that computerized, remote bookkeeper. I wanted to be someone you can come in and talk to in person. And with accounting, you want to be a little more private, too, so this office was a very good move for us,” she explains.

Helping REALTORS® Thrive

With real estate professionals comprising about 25 percent of her client base, Jennifer has developed a strong understanding of their unique financial needs.

“I relate a lot to real estate professionals because they take the same customized, intimate approach with their clients,” she explains. “When they need us, we’re there. Our motto is to respond to every call and email within 24 hours. That level of reliability is something real estate agents understand well, which is why the synergy is great when we work together.”

Jennifer and her team specialize in maximizing tax deductions and uncovering financial benefits agents may overlook. She’s well-versed in the Millionaire Real Estate Agent (MREA) model, providing strategic financial guidance aligned with brokerage training.



“There are many legal deductions that agents often overlook but could benefit from,” she notes. “Some of our clients follow the MREA model, and we’re very familiar with the strategies brokerages teach their agents on the financial side. We’re accepting new clients and are happy to work with anyone from *Real Producers*.”

Family, Faith, and Service

“Family is huge to me,” Jennifer shares. She and Matthew have been married 12 years and live on a 10-acre family compound in Golden Gate Estates. Her parents and brother reside on one half, while she, Matthew, and their 6-year-old son, Jaxon, enjoy their own space on the other.

“We love the peacefulness of country living,” she says. “It’s nice to be away from the noise, just relaxing on the property. Out here, you can actually see the stars.”

Their home is lively, shared with dogs, cats, and chickens — Jennifer even sells fresh eggs on the side. “I joke that I’m an egg dealer,” she laughs.

As a family, they love adventure, from riding side-by-sides to traveling. They frequently visit their house in El Salvador, enjoying Central America’s stunning beaches. Closer to home, their days revolve around Jaxon’s sports — currently basketball and jiu-jitsu. Jennifer also enjoys time with her entrepreneurial women friends, a good book, or a relaxing spa day.

Faith and service are also central to Jennifer’s life. Her family has attended Naples Church since moving to the area, and she is passionate about giving back to the community in the best way she knows how — with her expertise and time. She volunteers as a SCORE subject matter expert in accounting and serves as treasurer for Biz Kids, HR Collier, and Night to Shine, as well as the Women’s Council of Realtors Naples on the Gulf for the past two years. A graduate of FGCU’s 2024 SWFL Leadership Institute and Leadership SWFL’s 2023 program, and a member of the Entrepreneurs’ Organization’s Accelerator program, Jennifer also serves on the Collier Resource Center and Hispanic Business Council committees, as well as the Women in Business Committee for the Fort Myers Chamber of Commerce.

“I love to give back to the community,” she says. “I serve on several boards and dedicate a lot of my time to helping others. Giving back is something I truly enjoy and make a priority in my life.”

Looking Ahead

As their son grows older, Jennifer and Matthew look forward to resuming overseas travel, especially returning to Italy — a place close to Jennifer’s heart. She also aspires to teach at FGCU in the future. Professionally, Jennifer plans to expand her team and introduce CFO services next year. Helping clients and their businesses succeed brings her immense fulfillment, and by relieving clients of financial management burdens, she enables them to enjoy a better quality of life.

“What I enjoy most is helping people focus on growing their business and elevating their success without the stress of managing their finances. By taking the burden of worrying about money or accounting work off their shoulders, they’re able to spend their free time on what they need to — and that’s their family,” she says.

To learn how Medrano & Cail can support your business, visit www.medranoandcail.com. To schedule a meeting with Jennifer, call or text 239-677-5888. Don’t miss out on valuable tax insights — sign up for her newsletter by emailing jennifer@medranoandcail.com.



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AARON WOLF



FAMILY, FAITH, AND SELLING THE FLORIDA LIFESTYLE

BY JESS WELLAR • PHOTOS BY MICHELLE REED

When a hurricane devastated parts of Southwest Florida, Aaron Wolf didn't just help his clients find new homes — he guided them through sophisticated tax strategies that saved them hundreds of thousands of dollars. With 17 years in the industry and a team that closed \$65 million in sales last year, Aaron is redefining what it means to be a real estate professional.

Redefining Success

"Volume is not my core 'why,'" he emphasizes. "Perfect service is. Having all 5-star reviews and customers that rave about us is more important."

As the leader of the Aaron Wolf Group at John R. Wood Properties, Aaron ensures his clients don't just buy homes — they invest in the dream of Southwest Florida

living, backed by his team's top-tier service and expertise.

"I joke that in 17 years of real estate and thousands of transactions, I do not have one person that says, 'Hey, I regret buying in Florida. I regret moving down here and having this lifestyle,'" Aaron chuckles.

Caroline Murphy, Aaron's director of operations and licensed confidante, echoes that sentiment: "We would rather have more 5-star ratings and every single client happy with white-glove service than just getting in more deals."

From Modest Beginnings to Market Leader

Growing up in Palo Alto, California, Aaron's mother never owned a home.

Determined to secure his financial future, Aaron bought his first home at 19 — solidifying his passion for real estate.

"My mother was intellectually quite brilliant, but terrible with common sense and street smarts," he shares. "She passed away about four years ago, never having owned anything in her life." Aaron set out to create a different future — one built on stability and ownership for himself and his family.

Before making the leap into real estate, Aaron worked in sales — partnering in a contracting company and working in the automotive industry in finance and insurance sales. The financial crisis of 2008 became the catalyst for his career change.



“Nobody was making any money doing anything, so it seemed like I might as well do what I love and struggle through that. It was kind of Armageddon at that time,” he laughs.

The Secret to His Success

Aaron’s expertise extends beyond negotiations and open houses. He has built a reputation for his deep understanding of tax law, contract law, market strategy, and new construction. His knowledge of construction methods, products, designs, and finishes allows him to guide clients through both custom-built and speculative luxury home purchases with precision.

“Most decent agents know what a 1031 exchange is. But I’d say less than a tenth of a percent know what a 1033 exchange is,” he explains. A 1033 exchange allows homeowners forced to sell due to disasters or eminent domain to reinvest their funds without capital gains tax — a provision of the tax code that Aaron has leveraged to save his clients substantial sums after Hurricane Ian.

His commitment to strategy, financial literacy, and client advocacy has earned him the highest-ranking Diamond Circle of Excellence award at John R. Wood Properties and a spot in Christie’s International Real Estate’s Masters Circle of 2025 — a recognition based on elite sales performance.



“A home is the foundation of a person’s life — the backdrop to their biggest moments, their family, and their future.”



The Aaron Wolf Group (from left to right: Caroline Murphy, Aaron Wolf, Ari Paya)

For Aaron, these accolades are a reflection of something deeper — his belief that real estate is about more than just transactions; it’s about life-changing moments. “This isn’t just about a house sale,” he reflects. “A home is the foundation of a person’s life — the backdrop to their biggest moments, their family, and their future. Our role is to ensure that transition is handled with expertise and care because the impact of a home sale extends far beyond a financial transaction. We’ve had deals where someone was relocating to be close to their grandkids, and getting that home sold changed their entire future. That gratitude — that’s what makes this job special.”

A Boutique Team with Big Impact

The Aaron Wolf Group is intentionally small but highly effective. Aaron, Caroline, and Ari Paya — a former Chanel executive — form a powerhouse trio that prioritizes quality over quantity.

“In addition to our core team, we align with a handpicked network of title experts, attorneys, coordinators, and support staff — ensuring every

transaction is executed with precision and excellence,” Aaron notes. “I prefer a boutique, highly specialized approach. We could scale, but only if we find people who fit our culture of meticulous service and expertise.”

Caroline, who has worked with Aaron for nearly three years, values the work-life balance he fosters. “In my previous real estate job, I was working constantly and run into the ground. Aaron understands the importance of family, and that balance makes a huge difference.”

Faith, Family, and the Ocean

Despite his high-flying career, Aaron prioritizes his wife, Amanda, and their three daughters — Gabby (13), Penny (7), and Slone (5). Their youngest daughter was diagnosed with a rare form of epilepsy, a battle that brought years of relentless therapies, doctor appointments, hospital stays, and unimaginable stress.

“Navigating the complexities of her condition was the hardest and most demanding challenge my wife and I

have ever faced, requiring resilience, faith, and unwavering commitment,” Aaron shares. “Through it all, we fought tirelessly to ensure she received the best care possible. Today, she’s overcome the odds, and is thriving — a testament to perseverance, dedication, and faith in God.

“My wife is truly amazing — she’s been my rock through it all, and I can’t even begin to express how grateful I am for her,” Aaron acknowledges. “Amanda is my soulmate.”

Their family also includes two French bulldogs, a cat, and even a bunny. “I am privileged to sell the finest luxury homes, but personally I live in a barn,” Aaron quips. “I’m a total sucker for my three girls, so I don’t stand a chance when they want a new pet.

“I play pickleball with Gabby and we all do a ton of swimming. Penny is 7 years old and working on being in the Olympics” he adds proudly. “She is fearless, she loves sharks, and she can’t wait to go diving with me.”

Aaron’s passion for the ocean runs deep — literally. As a technical diver, he often dives 200 feet down for spear-fishing. It’s a hobby not for the faint of heart, as Caroline readily points out: “Aaron’s stories are pretty intense. This isn’t normal diving — this is swimming with massive sharks at 200-foot depths.”

In addition to family, faith and giving are cornerstones of Aaron’s life. The Wolf family attends Ocean Church in Estero every Sunday (with the exception of the occasional open house conflict). His involvement with Make-A-Wish Foundation was inspired by his late best friend Justin Hegge, who passed away in a car accident. Equally important to him is his unwavering commitment to the sanctity of human life. Supporting pregnancy resource centers is not just a cause for Aaron — it’s a mission. He is passionate about being a voice for the voiceless and standing for the most vulnerable, ensuring young mothers have the resources and support they need to choose life with dignity and hope.

Ahead: Legacy and Impact
Aaron isn’t chasing sales numbers — he’s building a legacy. “I’m starting to transition into mentorship. I want to see Caroline be successful. I still love the practice of real estate, but I’m thinking about a managerial role.”

Recently, Aaron and Amanda purchased a new home and are planning a trip to Japan for their long-overdue honeymoon after 10 years of marriage.

As for the business, Aaron says, “I don’t strive for X number of transactions or X dollars. We want solid, luxury, white-glove service.

“My value is that I will know every aspect of the house you’re buying or selling — the contract, the tax implications, the financing, the construction. That’s what I bring to the table.”

And that’s why clients trust Aaron again and again — not just to buy or sell their houses, but to navigate the market with integrity, expertise, and a deep understanding of what really matters.



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