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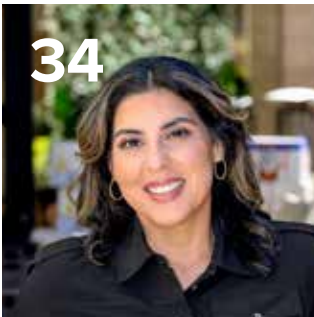


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PARTNERS



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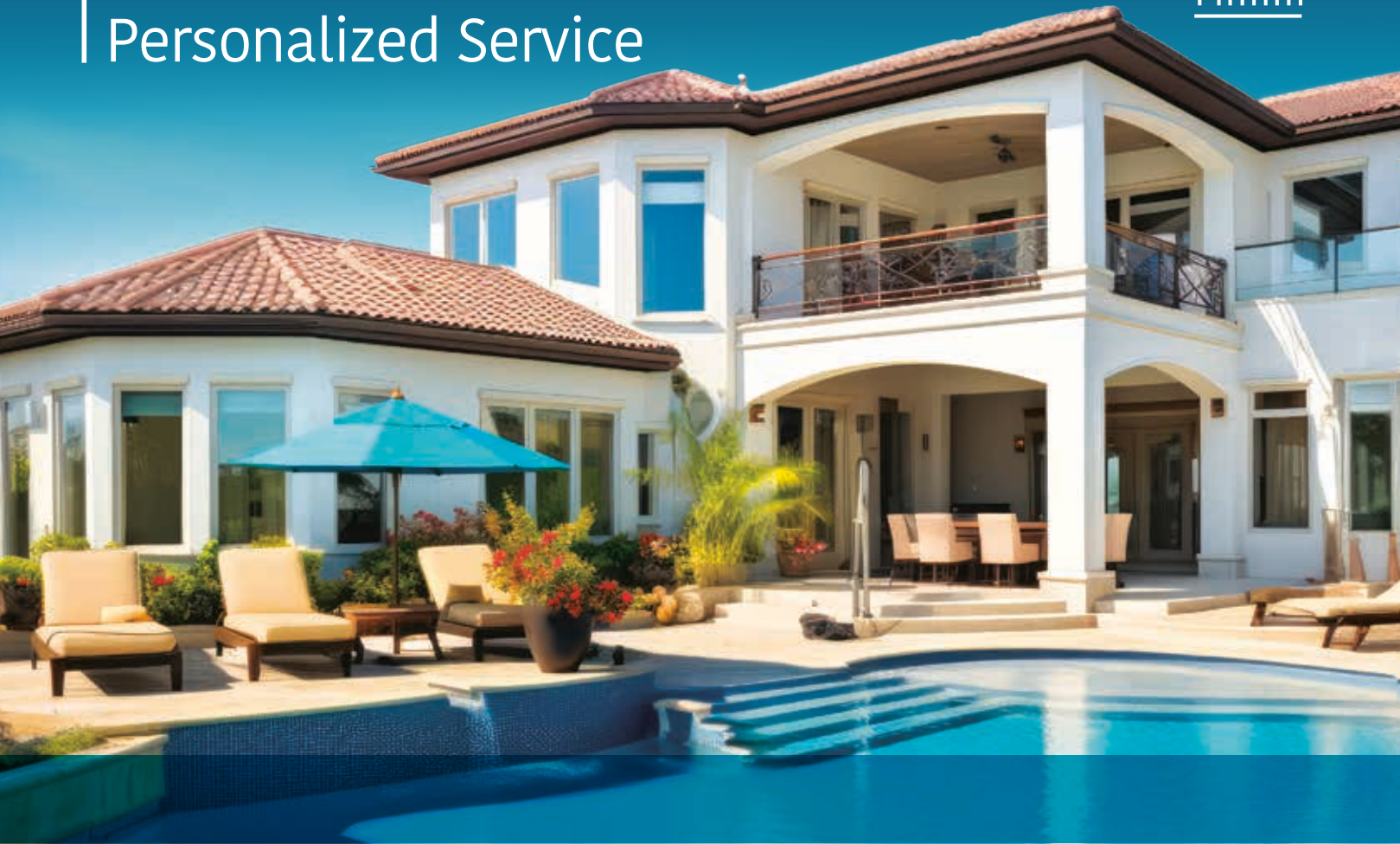
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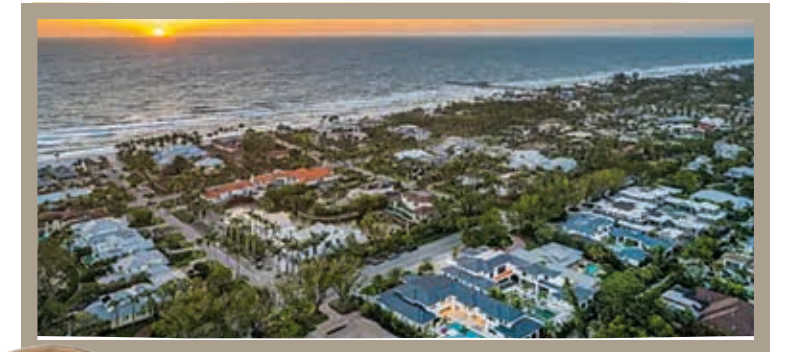


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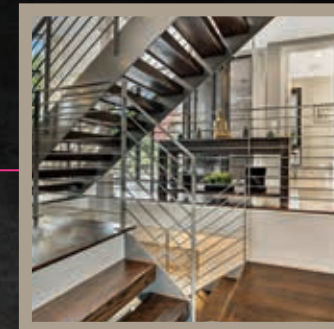
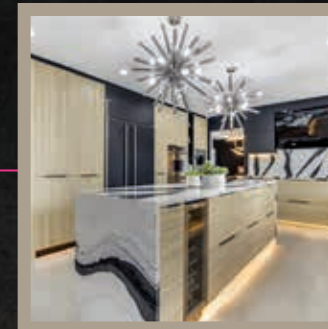
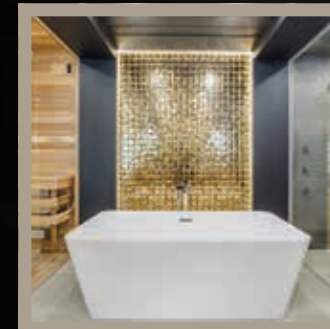
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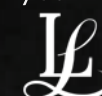
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Dear REALTORS® and Valued Partners,

At *Naples 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, Naples 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 27th at the Naples Therapeutic Riding

Center. 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. Be sure to check out the event photos in this month's issue and on our social media!

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. These 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!



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PHOTOS BY JAKE MACIOSEK AND JESSICA KOCH

What a fantastic evening! A heartfelt thank-you to everyone who joined us for an unforgettable night at the Naples Therapeutic Riding Center. This event celebrated the achievements of Naples' top agents while providing an opportunity to build new connections and strengthen relationships within our vibrant real estate community.

The relaxed, country-inspired atmosphere—complete with cowboy hats and boots—set the perfect tone for

an evening of great conversations and networking with the best in the industry. It was a wonderful way to reflect on past successes and gear up for another year of exciting opportunities!

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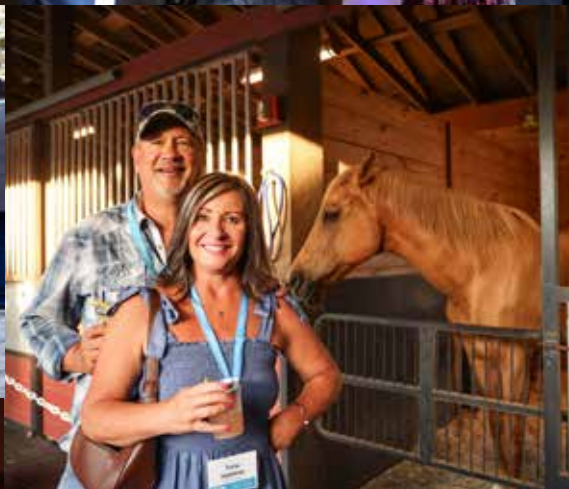
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The Power of Renovation

BY GEORGE NAHRA

Maximizing Home Value with Smart, Cost-Effective Updates

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.



George Nahra is the owner/operator of Renovation Sells Southwest Florida, a turnkey service that includes design, construction, and financing — all in one. They aim to simplify the renovation process to unlock the full potential of your clients' homes. 239-880-2992 RenovationSells.com/location/southwest-florida

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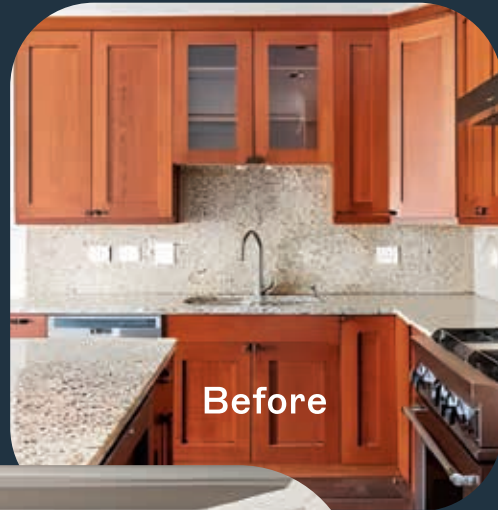
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JENNIFER M. CAIL

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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's 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.





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 RELATE A LOT TO REAL ESTATE PROFESSIONALS BECAUSE THEY TAKE THE SAME CUSTOMIZED, INTIMATE APPROACH WITH THEIR CLIENTS. WHEN THEY NEED US, WE’RE THERE.”

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.

“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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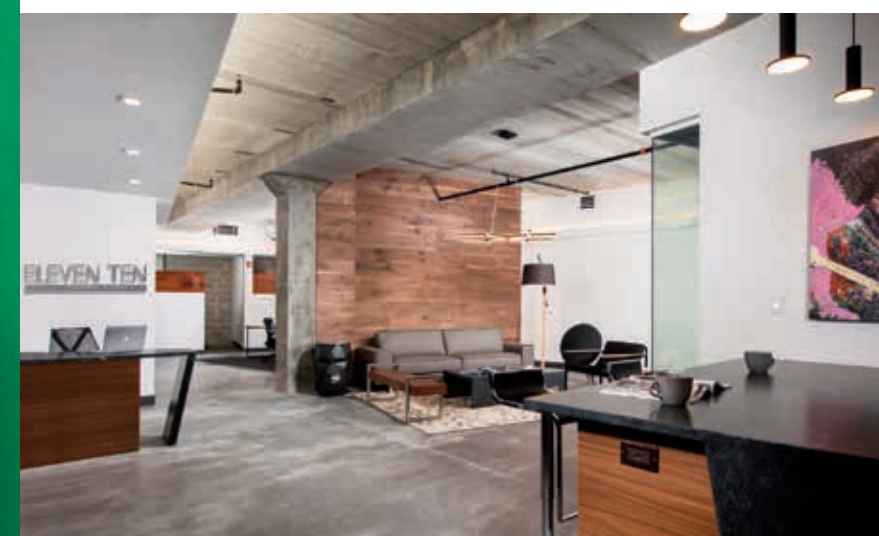
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Lisa Lagergren

Photo by LaCasaTour



Photo by LaCasaTour

In Full Bloom

BY JESS WELLAR

Lisa Lagergren never expected to be a florist. And she certainly never imagined herself as a REALTOR®. But her entrepreneurial spirit, creativity, and vast network have made her a powerhouse in both industries — first as the owner of a successful flower shop, and now as a rising luxury agent at John R. Wood Properties | Christie's International Real Estate in Naples.

Lisa's path to real estate also speaks to the power of suggestion. It was one of those pivotal, unexpected conversations that changed everything.

"My mother-in-law, who lives with us during the winters from Sweden, said to me one night, 'I can see you being a Realtor and selling homes in Naples,'" Lisa recalls. "That comment really struck me."

That small remark planted a seed that Lisa couldn't ignore. Two weeks later, she was enrolled in real estate school, ready to take on her next entrepreneurial challenge.

Solid Foundation

As the owner of The Flower Spot in Naples for a decade, Lisa built a reputation for excellence, attention to detail, and — most importantly — customer service.

"Little did I know that owning a flower shop would give me such a strong network of people who already knew, liked, and trusted me," Lisa says. "That gave me a huge advantage when starting out."

Lisa passed her real estate exam in early 2020 just before COVID-19 shut everything down. She used the unexpected downtime to dive into training

and research. By the time open houses resumed, Lisa was prepared.

"I had a mentor that helped me through my first few transactions, and I soaked up every piece of knowledge like a sponge," she explains. "I also had an open mind and a 'fail forward' mentality while remembering not to be hard on myself."

Her early deals weren't exactly small, either. But with confidence and guidance, she successfully got her early clients to the closing table.

"I dove right into the luxury market," Lisa recalls. "I actually received a cold lead and sold a \$3 million condo on the beach as one of my first sales. I just tried to project confidence, and if I didn't have the answer, I would say I'd get right back to them."



Better Balance

For Lisa, her second career is about more than just a padded bank account and status — it's about crafting a life that aligns with her goals and values.

"I became a real estate agent to provide more for my family than the flower shop could and to create my 'life by design,'" she explains.

Her husband, Henrik, was a private jet pilot for a sovereign overseas client, meaning he was gone for weeks at a time. Raising their young son, Miles, solo every other month was difficult, and Lisa knew she wanted a career that gave her the ability to provide for her family while also being present.

"I was never the 'stay-at-home mom' type — I love to work," she emphasizes. "Real estate fits the mold perfectly for me."

High-Touch Approach

Over the past five years, Lisa has become a force in the Naples luxury market. In 2024 alone,



Lisa Lagergren is a luxury agent with John R. Wood Properties | Christie's International Real Estate. (Photo by LaCasaTour)

“I dove right into the luxury market.”



Photos by LacasaTour

she closed \$19 million across 26 transactions. Her reputation for responsiveness, attention to detail, and a strategic Certified Luxury Home Marketing Specialist designation make her stand out.

"I just had a new client tell me today that I'm 'ultra-responsive' when it comes to text messages, phone calls, or emails," Lisa smiles. "That is definitely my 'superpower' in setting myself apart."

Lisa moves quickly, too, a trait she attributes to her Northeast roots.

"I'm originally a Jersey Girl from up north, and I work fast-paced," she laughs. "I enjoy getting things done quickly and efficiently. My clients know they can count on me to be on top of things."

And her creative drive — honed during her years as a florist — still plays a huge role in her real estate business.

"What do you give a client who already has everything?" she muses. "For my luxury buyers, I will gift them a private chef for six people so they can create wonderful memories in their new home. It's about those thoughtful touches."

Faith and Family

Beyond the office, Lisa and her loved ones are deeply involved in their community at St. Agnes Catholic Church.

"My dad has been the head usher of our 9 a.m. Mass for years," Lisa shares. "My son has followed in his footsteps as the youngest

junior usher in the church, and I am a Eucharistic minister."

Lisa adds that her faith profoundly influences her attitude and outlook: "I come from a grateful standpoint every morning," she affirms. "I am always counting my blessings. If something doesn't work out, I believe it wasn't meant to be."

When she's not working or serving her church, Lisa loves spending time with her family. And, of course, there's Isla, the family's golden retriever, who is always by her side.

"The boys love to go offshore fishing with my dad — three generations of fishermen in our family," she beams. "We love being on the boat and the water,



Lisa Lagergren with her father, Frank Stanek, and her son, Miles.



Lisa's family boasts three generations of fishermen, with her son Miles enjoying the sport alongside his father and grandfather.



hosting friends for bonfires and pool days, and going to Everblades hockey games.”

On the horizon, Lisa has big plans for her business. Her long-term goals include strengthening her reputation as a go-to luxury expert in Naples, breaking sales records in exclusive communities like Bay Colony and Olde Naples, and building her own investment portfolio.

“I love that there are so many avenues to explore in real estate,” she says. “My business coach is always pushing me to form a team, but I don’t feel it’s the right time for me. I’ll never say never, though. And I do want to get my broker’s license down the road to add that extra level of knowledge for my clients as well.”

At the heart of it all, Lisa remains focused on what matters most — family, faith, and making sure every client feels like her top priority.

“You can be one of the big names in the luxury Naples market if you set your mind to it and never give up,” she concludes.



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The State, Story, Strategy FORMULA FOR SUCCESS

BY CARLENE MARIE

The most successful don't just react to the market — they rise above it. Markets shift, clients hesitate, and external challenges will always exist. But the true differentiator? How you manage yourself in those moments.

If you've felt off your game lately — frustrated by buyer indecision, slowed deals, or competition edging in — it's not because you're lacking skills, drive, or talent. The market isn't stopping you. Your internal state is. As Tony Robbins says, "Emotion is created by motion. The way you move determines the way you feel." This isn't just motivation, it's neuroscience. The fastest way to shift how you're showing up is to change your physiology, mindset, and strategy — intentionally.

With increased inventory, rising insurance costs, and hesitant buyers, some are feeling the pressure. But

success isn't about waiting for the market to change — it's about mastering yourself in it. That's why the most effective way to regain momentum is through a three-step process that works in any market, any season, and any challenge utilizing the State — Story — Strategy Formula. It's a favorite coaching tool and proven approach to transformation.

Step 1. Shift Your State So Your Energy Shapes Your Success

Ever notice how some days you walk into a listing appointment and own the room — confident, focused, magnetic? And other days, you feel stuck, second-guessing everything? That's "state" in action. Your physical and emotional energy dictate how you show up and perform.

How to Shift Your State in Minutes:

- **Move with Power:** Stand up, stretch, walk with energy. Posture alone increases confidence.

- **Control Your Breath:** Slow, deep breathing signals your nervous system to shift from stress to clarity.
- **Interrupt the Loop:** If frustration creeps in, break the pattern — change your environment, listen to music, get outside.
- **Fuel Your Brain:** Hydration, quality nutrition, and movement aren't just "health tips" — they're peak performance tools.

Success isn't about grinding harder — it's about training yourself to operate from a state of clarity and confidence, no matter what's happening around you.

Step 2. Reframe Your Story — The Market Is What You Make of It

If your internal dialogue is feeding doubt, your actions will follow suit.

- "The market is slowing — buyers aren't moving."
- "This is taking too long — maybe I'm missing something."

- "Competition is everywhere — how am I supposed to stand out?"

Challenge the story. The most successful don't wait for external conditions to shift — they shift how they see the conditions.

Reframing in Action:

- Instead of "Buyers are hesitant," try "Buyers need confidence. I can educate them on why the right time is now."
- Instead of "The market is uncertain," try "I adapt and thrive in any market. My edge is in how I pivot."
- Instead of "There's too much competition," try "No one brings my unique expertise and presence to the table. I own my space."

When you shift your story, you shift how you show up — and that changes everything.

Step 3: Align Your Strategy — Execute with Precision

When your state is strong and your story is empowering, your strategy naturally becomes sharper. Instead of reacting, you move with intention.

How to Execute Aligned Strategy:

- **Pause Before Acting:** Top performers don't rush — they assess. Take a breath, recalibrate, and then move.
- **Focus on Relationships Over Transactions:** Trust is the ultimate leverage in this market. Build it.
- **Be Adaptable:** If one approach isn't working, shift it. The best in the business don't force old strategies — they refine and evolve.
- **Stay Informed and Invest in Growth:** Market knowledge,

coaching, and industry events keep you ahead of the game.

Success isn't found in the perfect strategy — it's found in executing the right strategy from the right state of mind.

Master This, Master Everything

The real estate market will always fluctuate. Your ability to master yourself in any environment is what separates you from the rest.

The highest performers don't control the market — but they control how they show up in it. And that makes all the difference.



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. CarleneMarie.com | 513.383.5647

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JUSTIN B. PERUN

NAUTICAL MILES

UNIQUE EXPERIENCES ON THE WATER

BY ELLEN BUCHANAN
PHOTOS BY NEW FRAME
PHOTOGRAPHY

Nautical Miles, founded by Justin B. Perun in January 2024, is redefining luxury yachting in Southwest Florida. The company specializes in exclusive yacht charters, offering customized experiences along Florida’s Gulf Coast, from Tampa to Marco Island, with a primary focus on Naples.

In its first year, Nautical Miles gained attention with its flagship three-hour sunset charter, offering guests a way to explore the beauty of Florida’s coastline aboard a luxury yacht. Whether it’s a peaceful evening on the water or a special event, Justin’s team offers a top-tier experience designed to be memorable and stress-free. “We offer more than just a charter,” Justin says. “We offer an experience.”

Beyond sunset cruises, the yachts host corporate events, family gatherings, and unique ticketed experiences, like in April 2024 with a Masters viewing party, where guests hit biodegradable golf balls off the back of an 84-foot yacht while enjoying food and beverages inspired from the tournament, and the chance to win a replica Masters green jacket. Transforming simple charters into unforgettable moments has been key to the company’s success.

A Cut Above
Unlike other yacht charters in the region, Nautical Miles stands out with its fleet and all-inclusive service. They handle everything from captain and crew to food and drinks, ensuring a seamless experience.

“When guests book with us, they don’t think about a thing other than just completing any legal documentation and a food and beverage preference sheet,” Justin explains. This hassle-free approach appeals to clients seeking a turnkey luxury experience.

Charting His Course
Justin grew up in Connecticut before pursuing higher education at Methodist College in Fayetteville, North Carolina, where he majored in business administration and minored in finance. During his time at college, he also developed a passion for golf, eventually becoming a Class A golf professional with the PGA, a credential he still holds today.

After college, Justin took a job in Chicago working for the Crown family and stayed in the city for nearly 18 years. His time in Chicago was marked by working for several startups in technology and finance, eventually leading him to start his own financial firm in 2008. “I’ve been an entrepreneur since 2008 and have had six or seven startups of my own since then,” Justin shares.

A New Venture
Family inspired Justin’s move from Chicago to Naples. “My father had his own business and was looking to retire,” he recalls. “One of his close college friends had a home here in Naples. He told me I should come down here and check it out.”

After visiting, Justin purchased property in 2017 and relocated his family in 2019.

In 2022, a yacht charter during a friend’s anniversary celebration sparked his passion for the maritime industry. “We chartered a yacht and had a great time,” Justin says. “I’ve always loved being on the water, and the experience helped me realize I wanted to create something unique in the industry.”

Recognizing a gap in the market, he launched Nautical Miles to offer all-inclusive luxury yacht charters at an accessible price. “This is the first time I’ve done a service-based business, and it’s so fulfilling,” he



"WE OFFER MORE THAN JUST A CHARTER.
WE OFFER AN EXPERIENCE."



Justin Perun founded Nautical Miles, a luxury yacht charter service, in January 2024.

shares. "It's about providing people with an experience they'll cherish forever."

Justin began with a 42-foot yacht in Naples, laying the groundwork for a company that now boasts 6 team members and a diverse fleet ranging from 42 to 120 feet, with vessels stationed in Naples, Marco Island, Fort Myers, and Tampa. The rapid fleet expansion was fueled by Justin's ability to network effectively. "The growth of our fleet has been a direct result of building strong relationships within the community and our ability to offer a unique value proposition," he affirms.

Securing Connections
Nautical Miles has built strong ties within the local real estate community through its partnership with *Real Producers*

magazine. "Our relationship with *Real Producers* has given me the opportunity to connect with top REALTORS® to showcase how Nautical Miles can elevate their business," Justin says.

The company sponsors key *Real Producers* events and offers exclusive charters monthly for featured agents, partners, and their guests. He also gifted a group charter to winners of the magazine's awards gala last November. "These charters are a great way for me to not only connect with industry leaders but also offer them an unforgettable experience on the water," he says.

Business frequently unfolds onboard, as Justin has observed. "It's incredible how often business gets done on the water," he remarks. "People are more relaxed and open,

and we've seen it lead to real business opportunities.

"We want agents, brokers, and partners to see the yachts as a valuable tool for conducting business," Justin says, "whether as a space to entertain existing clients, as a unique client gift, or a way to gather people in a dedicated space to foster connections that help grow and benefit their businesses."

Anchored in Family
Outside of work, Justin still enjoys playing golf. He has a fulfilling family life with his wife, Jackie; their two sons, Davis (5) and Carter (3); and their bichon poo puppy, Teddy. His father, who lives nearby, plays an active role in the family, spending quality time with his grandchildren. "Family is important," Justin says. "For me, any free time I

have, I try to dedicate to my family, making experiences and special moments."

Justin is also dedicated to giving back to the community. Nautical Miles supports the Freedom Waters Foundation, which serves veterans and children with special needs through therapeutic boating experiences. Additionally, Justin and his family are actively involved in the school community at Seacrest Country Day School, where the children are enrolled.

On the Horizon

Looking ahead, Justin remains steadfast in his commitment to upholding the high standards of service that have defined Nautical Miles and is eager to continue delighting guests with exceptional, one-of-a-kind yachting experiences.

"What is really fulfilling is being able to provide an experience, as we call it," Justin explains. "We don't view this as a charter... It's a charter experience."

"One of the most fulfilling parts of this business is seeing people come off the boat and say, 'That was unforgettable.' It's in those moments where people truly realize what an unparalleled experience on the water can be."



For more information about Nautical Miles or to book a luxury private or group yacht charter, call 941-216-7625 or visit them at NauticalMilesYachtCharters.com.





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CLARITY SAVES TIME

BY MICHAEL DILL

I was recently sitting down with a group, where we were conducting a mastermind. We participated in an exercise of eight-pointed questions. As we were going through this exercise, I found myself answering these questions very quickly. Fortunately, as a coach for over 13 years, I have done plenty of exercises to get extremely intentional about what serves me, and where to spend my time, energy, effort, and

money. It was easy for me to quickly go through these questions and answer them because I have tremendous clarity.

When I was done, I put my pen down, went to the restroom, and came back, and I saw that the rest of the group was taking a lot of time brainstorming on answering these questions. It came to me that it's because they haven't necessarily done the work I've done as a coach to

create extreme clarity and most likely haven't been asked these questions before. This displayed that they were searching for clarity on what serves them, which took a lot of extra time versus what it took me. This scenario made me realize that *clarity saves time*.

When you're intentional about what to say yes to and what to say no to, that saves time. There are a lot of people

who say yes to anything that is asked of them, then they begrudge it. Why? They want to be liked. They don't want to let people down. They want to be a team player. So they say yes, put too much on their plate, and become overwhelmed. When you get clear on who to surround yourself with, you know exactly who and what serves you, who shares valuable wisdom, and who lifts you. You're saving time by generating those relationships and not hanging with the people who don't build you up.

Create clarity on where your business is going, what it looks like in 5 years, 10 years, and 15 years, and get clear on the culture of the organization so you'll know exactly what type of employee fits your culture to represent your brand. All these decisions save time, however, it's because you're extremely clear on where to spend your time, energy, effort, and money. Think about your business and life. If you're not crystal clear on everything you want, you're going to waste time belaboring your options.

You're not going to be able to make an immediate decision simply because you lack clarity.

If you wish to create more clarity, I have a few exercises you can partake of, if you wish. One is Contrast/Clarity. I love the exercise. I use it for anyone before working in my organization. I use it for identifying my type of clients, and anyone I deal with. Contrast represents what I don't want, and clarity represents exactly what I do want. When you go through this exercise, whether it's on a marketing person, a sales assistant, a client, whoever or whatever it may be, you get clear on exactly what you don't want and exactly what you do. This creates clarity and saves time because when the right or wrong person shows up, you'll know it because you're crystal clear on what or who you're looking for.

Remember, clarity saves time. If you have a challenge with time, create clarity on where to spend your time and your time will get better.



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, call 954-675-9536 or visit BusinessCoachMichaelDill.com.

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MARC HERNANDEZ

MR.
MARC(O)
ISLAND

BY JESS WELLAR
PHOTOS BY NEW FRAME PHOTOGRAPHY

Marc Hernandez never had to learn Naples while studying a map. A true local with deep roots on Marco Island, Marc’s knowledge of the vacation home market comes from a lifetime of living and breathing Southwest Florida real estate and development.

“My grandfather, Mario Lamendola, was an architect here — and is my biggest inspiration for the man I am today,” Marc shares proudly. “He taught me what hard work means. Believe in the relationship you have, take the time to ask questions, and listen twice as much as you speak.”

Those lessons have paid off in spades. Today, Marc

is a leading luxury agent with Compass, specializing in high-end vacation homes and full-service property management for seasonal homeowners. In his partnership with Hans Haedelt, they closed nearly \$35 million in sales across 24 transactions in 2024, all while delivering a personalized client experience.

A Natural Fit

Marc grew up watching his grandfather design commercial and residential developments across Naples, including notable projects like Isles of Capri’s Tarpon Village and several Catholic churches. Though Marc never officially worked for his grandfather, the time spent visiting job

sites and observing the intricacies of construction laid a foundation that would later profoundly influence his career.

“Whether it was running around the family office or visiting job sites, the passion for local real estate and development started in childhood for me,” Marc recalls.

That experience gave Marc a unique perspective when transitioning into residential real estate. Unlike many agents, he understood the process from the ground up; he also knew the bones of a home, the development side of new construction, and how to anticipate clients’ concerns before they even asked.

Leaping Into Luxury

Late in 2017, Marc took the leap into residential sales. His transition was smooth, thanks in part to his mentorship under Hans and his extensive knowledge of the local market. He and Hans moved to Compass five years ago from their own brokerage on Marco Island with zero regrets.

“Hans has been a big mentor, and our partnership is based on a mutual respect for the client. But our Compass support team deserves a lot of praise, too, and our broker is fantastic.”

From day one, Marc was drawn to luxury vacation homes, a niche that felt like a natural fit. Naples and





Marc Hernandez is a luxury real estate agent with Compass.

Marco Island are full of seasonal residents who need more than just an agent — they need full-service boots on the ground.

“Our team has created a customer experience like no other,” Marc explains. “We are hands-on and have in-house services that provide support and convenience to our homeowners — sales, rentals, property management, home watch, vendor referrals. We’re a one-stop shop, which takes a lot of worry away from seasonal residents.”

But what truly sets Marc’s team apart isn’t just the services — it’s the consistency.

“Our success is in our follow-up,” he continues. “If someone isn’t looking to buy for two years, we call them in two years — not before. Our value is in the people, not the transaction. My grandfather taught me that too.”

“
**OUR TEAM
HAS CREATED
A CUSTOMER
EXPERIENCE
LIKE NO
OTHER.**
”

That philosophy has earned Marc recognition from Realtor.com and Homes.com as one of the top lead converters two years in a row, proving that success isn’t just about flashy marketing — it’s about genuine connections.

Top Priorities
As a third-generation Naples native, Marc’s career is about more than just business — it’s a family legacy. And his loved ones are at the heart of everything Marc does. His wife, Kaitlin, and



“
**MY FAITH,
MY
GORGEOUS
WIFE, AND
MY SON
KEEP ME
GROUNDED.**
”

son, Mario (named after his grandfather), are his greatest motivation.

“I am a family man,” Marc says proudly. “My faith, my gorgeous wife, and my son keep me grounded.”

The same way Marc used to visit job sites with his grandfather, he now takes Mario along for the ride, hoping to pass down those same values of hard work while building solid relationships.

When he’s not working, Marc is an avid Boston sports fan, catching as many Celtics, Patriots, Red Sox, or Bruins games as he can. And though his work often



Marc Hernandez’s son, Mario, is named after Marc’s grandfather, a successful local architect whose legacy inspired Marc to pursue a career in real estate.





A third-generation Naples native, Marc Hernandez has strong ties to the community.

or Realtor.com — so the average buyer is savvy to the market.

“My short-term goal is to capitalize on that by improving the customer experience,” he continues, “streamlining the process, making it easier for clients, and continuing to deliver top-tier service in a luxury market.”

Long-term, Marc is big on expanding the team’s reach further east while maintaining the white-glove service that made him one of the top agents in 2024.

“My motivation for becoming an agent was — and still is — to make a difference in people’s lives,” Marc concludes thoughtfully. “In small ways or big ones.”



“MY MOTIVATION FOR BECOMING AN AGENT WAS — AND STILL IS — TO MAKE A DIFFERENCE IN PEOPLE’S LIVES.”



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SHAY TRASK

BY JESS WELLAR • PHOTOS BY MICHELLE REED

“My dad jokes with me all the time that I act retired, but it only seems that way because I love where I live and what I do,” Shay Trask chuckles. “Life’s a lot more enjoyable when you love where you live and what you do. And now I get to sell that lifestyle to other people.”

For Shay, a real estate agent at Gulf Coast International Properties, life in Naples is more than just a place to call home. Still embracing the Naples lifestyle since *Real Producers* last caught up with him a few years ago, Shay has firmly settled into his local groove while retaining his Midwestern values.

Now one of Naples’ top 100 REALTORS® out of over 9,000, Shay remains laser-focused on helping families by always maintaining his integrity and signature brand of radical honesty. “Trust Trask” is something he hopes people regularly say.

A Natural Fit

Growing up in Iowa, Shay was fully immersed in the world of real estate from an early age. His father designed and built houses, and Shay worked for the family business throughout his youth, starting with tweaking floor plans at just 6 years old.

“Selling real estate was a natural fit,” he explains. “It flowed with everything I was already doing. I knew the planning and construction side well, so continuing my focus to the end-user was a natural next step.”

After transferring from the University of Tampa, Shay earned his bachelor’s degree in real estate from the University of Northern Iowa. The program, which included coursework in finance, marketing, accounting, management and entrepreneurship, provided him with a well-rounded foundation for his real estate career.

After graduation, Shay quickly got his feet wet working under Amy Wienands, a top Iowa Realtor for many years.

“Amy was a huge mentor to me,” he acknowledges. “With her lead source and guidance, I sold a few houses my first week, then it was off to the races! She taught me the value of always doing the right thing — even if it meant losing the commission check — by thinking long term in this business while always protecting our reputation.”





Shay Trask is a top producer with Gulf Coast International Properties.

That valuable lesson carried over when Shay moved to Naples and decided to join Gulf Coast International Properties, where he found another tremendous mentor in Tim Savage.

“Tim runs the brokerage with the same values I learned early in my career from Amy,” Shay elaborates. “He and our COO, Vicki Tracy, have been instrumental in keeping my career on an upward trajectory. I can’t say enough about our brokerage; some of my colleagues are *the* best in the industry, and rubbing shoulders with them daily has been a game changer for my success.”

Trust and Transparency

Ask Shay what sets him apart, and he doesn’t mince words: “I don’t sugarcoat things to tell people what they want to hear,” he says

candidly. “If a house is overpriced or needs repairs to sell, I’ll tell you ... even if you don’t want to hear it. My clients deserve honesty, even when it’s hard.”

Over the course of his career, Shay has helped hundreds of families buy or sell homes since 2013, building a solid reputation as a trusted expert in Naples’ luxury market, especially near the water. He’s also become known for his lightning-fast response times, deep knowledge of new construction, and his soft spot for fun cars and modern architecture.

“I’m constantly driving around, exploring roads near the water in Naples and keeping tabs on new projects started or what house has been taken down. It’s important to me to stay ahead of the curve so I can deliver the best service possible,” he points



out. “I want to be everyone’s first call for anything real estate related. I even have other Realtors who call me to discuss what’s going on. It’s humbling to be such a trusted source.”

“I also often hear from clients that they appreciate my quick communication,” he continues. “I try to respond to an email or text within minutes, if not seconds. But my big connection with most of my clients is a love of cars.”

For newer agents looking to make their mark in the business, Shay’s advice is simple: find a mentor and learn from the best.

“The learning curve can be greatly decreased when you work with someone who’s already successful and doing things the

right way,” he notes. “Get as much experience as you can under your belt early on and *always* do the right thing. Integrity is everything in this business.”

Embracing the Lifestyle

The Sunshine State first captured Shay’s heart in 2013 during his freshman year of college. A friend invited him to visit, knowing his passion for cars, boating, and real estate, and it was love at first sight for Shay and the Naples lifestyle.

“I went back to Iowa to finish my real estate degree, but I knew I wanted to call Naples home one day,” he smiles. That day came in 2018 when Shay made Naples his permanent home. Now, he fully embraces the SWFL lifestyle, attending car events, going boating, and frequently





Shay Trask grew up in Iowa, where his father was a builder, sparking his love for the real estate industry.

"AT THE END OF
THE DAY, I JUST
WANT TO KEEP
HELPING PEOPLE
WHILE ENJOYING
THE
Ride."

exploring new restaurants throughout the area.

At 34 years old, Shay is living a life he once dreamed of. "I always joked about wanting to retire by 35," he says. "What I meant was that I wanted to be living a life I love. And I'm there. I'm so happy doing what I love, in a place I love, with people I love."

Looking ahead, Shay is focused on continuing to grow his business while maintaining a healthy work-life balance. He feels fortunate that it's been fairly smooth sailing to grow his business because he's so passionate about service.

"I have a boat that I need to use more often, though," he laughs. "I've also been exploring different parts of Europe in the off season; I'm really looking forward to visiting Italy again later this year."

"Work-wise, though, it's all about balancing concierge-style service for my clients and making the experience great for them while keeping their best interest as my top priority. At the end of the day, I just want to keep helping people while enjoying the ride."



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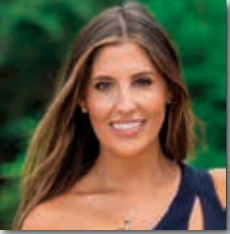
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