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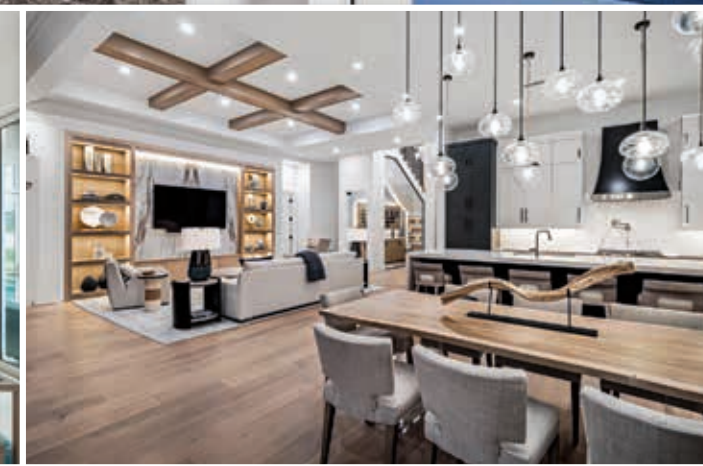
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# ACHIEVING BALANCE



Dear Real Producers of Naples,

Work-life balance. It's something we hear about often—especially in the stories we share in this magazine. It seems to be a constant pursuit in this fast-paced business, and lately, I've been thinking about it a lot in my own life. Between settling into a new home, training a new puppy, and keeping up with everything at *Naples Real Producers*—including two big events on the horizon—finding that equilibrium feels more relevant than ever.

But it's not just about managing a busy calendar. With everything happening in the wider world, many of us are asking: *How do we stay grounded when life feels uncertain? How do we show up for our clients, our families, and ourselves—especially when things feel off-kilter?*

For me, balance starts with how I manage my time. One strategy that helps is time blocking. Most of you probably already calendar everything—but the key is to be realistic. Build in space for the unexpected, and don't forget to include your personal and family time. The goal isn't perfection. Life throws curveballs. But laying out your priorities helps you stay focused and makes room for what matters most.

That said, balance isn't just about scheduling. When the world feels chaotic—rising prices, shifting markets, global uncertainty—it's even more important to find your internal

center. We need to be the calm in the storm—for ourselves and those we serve. For me, that deeper balance comes from practices that bring joy and reflection. Some find it through prayer or meditation. Others through movement—yoga, walking, swimming, hiking. And for many, it's found in joyful activity: pickleball, boating, fishing—or, for me, a round of golf. Whatever helps you reset, make space for it. That pause helps you return clearer, calmer, and ready to lead.

As I write this, I know I'm reminding myself as much as sharing with you. It matters—and I hope you find your rhythm of balance in the days ahead.

Speaking of making time for what brings us joy, don't miss our upcoming event at **Clive Daniel Home in Naples on Thursday, August 21st, from 5–8 p.m.** It's the perfect chance to step away from the daily grind and reconnect with friends, colleagues, and our incredible community. There's still time to RSVP—we can't wait to see you there!

Very respectfully yours,



**Andrew Regenhard**  
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THROUGH  
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# BONNIE ZAIKOV

BY JESS WELLAR  
PHOTOS BY NEW  
FRAME PHOTOGRAPHY

***“I lead with heart in everything I do. I’m committed to showing up fully—for the wins, the challenges, and everything in between.”***

That tells you everything you need to know about Bonnie Zaikov. As a top-producing REALTOR® with RE/MAX Alliance Group, Bonnie is a powerhouse in Naples real estate—consistently ranked among the best in Florida and among the Top 100 RE/MAX agents nationwide.

Whether she’s managing a multimillion-dollar listing or guiding first-time buyers, Bonnie blends her business background with relentless hustle and genuine compassion.

“I treat clients like family,” she says. “This business isn’t just about buying and selling — it’s about guiding people through major life transitions with care, clarity, and grit.”

**Switching Gears**  
Raised around the business of real estate in New Jersey and Nevada — her father a developer, her brother a builder — Bonnie always had real estate in her DNA. But before making the leap herself, she built an impressive foundation in marketing.

After graduating from the University of Nevada, Las Vegas with a bachelor’s degree in business marketing, Bonnie

interned at a real estate office and gained invaluable experience. She then spent six years at NBC TV in Fort Myers, where she became the company’s #1 sales and marketing associate multiple times.

“My marketing savvy certainly helps me stand out,” Bonnie notes. “It’s always outside the box — including a custom magazine that goes out to several local developments.”

That creative edge, paired with her tireless work ethic, gave her the confidence to help launch the Fiddler’s Creek brokerage as a senior sales executive. She remained with the team from groundbreaking through more



Bonnie Zaikov began her real estate career in Las Vegas and has been a top-producing RE/MAX agent in Florida since 2000.

“  
I TREAT  
CLIENTS LIKE  
FAMILY.”



than a dozen years, eventually landing at RE/MAX a decade ago.

**Making Her Mark**

Bonnie has been licensed in real estate for nearly 30 years — first in Las Vegas, then in Florida, starting in 2000. Her track record since joining RE/MAX speaks for itself. In Q1 of this year, she ranked #17 in the entire state of Florida and #10 overall in February.

She recently celebrated her 10-year anniversary with RE/MAX and has earned prestigious honors including the Hall of Fame, Chairman’s Award, Platinum Club, and Executive Club.

“Real estate was absolutely a natural fit for me,” she shares. “What keeps me motivated is the opportunity to grow every day — whether that’s learning something new, meeting someone with a unique story, or navigating a new challenge.”

And she’s not easing off the gas pedal. Bonnie is eyeing the RE/MAX Lifetime

Achievement Award and looks forward to rejoining the Chairman’s Club this year. She’s also laying the groundwork to launch the Zaikov Team, mentoring agents like Dana Hartman — her licensed associate and trusted right hand.

“If someone has a question, Dana is the fact finder,” Bonnie says. “She’s incredibly resourceful and helpful. I couldn’t run my business without her — she’s like a sister to me.”

**All-In, Always**

Bonnie’s approach is hands-on from start to finish. She doesn’t just tour homes with clients — she leads every part of the process, acting as project manager, counselor, strategist, and advocate all rolled into one.

“I treat every transaction like it’s my own,” she affirms. “I’m solving problems, anticipating needs,

negotiating like my name is on the line, and making myself available to get things done right.”

That no-nonsense, proactive mentality is what her clients count on — and what she believes every new agent should strive for as well.

“Focus on building trust, not chasing deals,” Bonnie advises. “The agents who last and thrive are the ones who treat every client like a long-term relationship — not a short-term transaction.”





“MY DREAMS  
ARE COMING  
TRUE EVERY  
DAY.”

— Bonnie Zaikov

She’s built her business around service over sales and isn’t afraid to get her hands dirty if that’s what it takes to get the job done. “Because I know my clients are trusting me with one of the biggest moments of their lives, I don’t take that lightly,” Bonnie offers.

#### **Anchored by Family**

Despite the hustle, Bonnie stays grounded by cherishing time with the people who matter most. She shares her life with her significant other, Rob Romano — a national account executive serving the military — and together they have four wonderful children.

Her daughters include Nicole, who recently graduated from the University of Florida, and Sara, a high school senior juggling academics and sports. Rob’s children, Gabi and Michael, are both college graduates — Gabi now works locally as an esthetician, and Michael just recently completed his undergraduate degree.



“Family always comes first — always!” Bonnie emphasizes. “We love boating, dining out, and traveling.”

The couple also enjoy time at home with Topaz, their beautiful golden retriever, and can often be found fishing, jet skiing, or cooking Sunday Italian dinners together.

“My favorite hobby as of late is gardening,” Bonnie shares. “And when time allows, we go to our beach club at the JW Marriott on Marco Island, or take our golf cart down the road to our favorite spot — Pelican Bend — to catch the sunset over fried clams and fresh seafood.”

Community service is another cornerstone of Bonnie’s life. She actively supports Wounded Warriors, the American Cancer Society, Our Daily Bread (the local food pantry), and the school system. One highlight: she chaired the annual fundraising event at Gulf Harbour Yacht & Country Club, raising over \$400,000 in a single year for Golisano Children’s Hospital.

“My dreams are coming true every day,” she smiles. “My next goal — which is not far off — is the RE/MAX Lifetime Achievement Award.”



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# DESIGN-FORWARD RENOVATIONS THAT SELL

In the competitive Naples real estate market, homes that stand out don't just rely on location—they win on style, functionality, and turnkey appeal. According to design and remodeling expert Leticia Uribe, founder of The Dapper House, intentional upgrades can elevate both the value and the emotional resonance of a property.

Here are her top renovation tips every real estate professional should know when advising sellers—or buying investment properties.

**1 / Focus on the First-Impression Areas**

Buyers often make a decision within the first few minutes of entering a home. Prioritize high-impact areas like the entryway, kitchen, and living room. These spaces set the tone and should reflect cleanliness, light, and modern updates. Even simple changes like fresh paint, updated lighting, or reimagined millwork can dramatically shift a home's perceived value.

**2 / Go Neutral, Not Boring**

When prepping homes for market, the design should feel warm and sophisticated—but not overly personalized. Soft, neutral palettes with natural textures (think linen, wood, and stone) create a sense of calm while allowing buyers to imagine their own belongings in the space. Layered lighting

and thoughtful staging can make even modest homes feel luxurious.

**3 / Don't Overlook Functionality**

Aesthetic updates should never come at the cost of function. Sellers often focus on the visual appeal of finishes but forget to improve layout or storage. “We often reconfigure spaces to add built-ins, optimize flow, or open up cramped spaces,” Letitia says. Smart space planning is a silent deal-closer.

**4 / Invest in Kitchens and Bathrooms**

These are the two rooms buyers remember. Upgrades don't always require a full gut—sometimes refacing

cabinets, updating hardware, and switching out countertops is enough. High-quality tilework, custom vanities, and elegant fixtures go a long way in bathrooms, even in small spaces. Timeless finishes with a touch of character help homes feel current without chasing trends.

**5 / Think Beyond the Walls**

Don't underestimate outdoor living. In Florida, patios and lanais are an extension of the home. “We help clients design inviting outdoor spaces that blend beauty and function—perfect for year-round Florida living,” says Letitia. These features are especially appealing

for buyers who entertain or relocate for the lifestyle.

**6 / Partner with the Right Professionals**

One of the most valuable things a real estate agent can do is connect their clients with the right trades. A skilled design-build team can evaluate budget, timeline, and the ROI of proposed renovations before a property hits the market. “It's about knowing how to spend your budget,” Letitia shares. “Not every update adds value—some just drain your budget.”

Leticia Uribe is the founder and creative director of The Dapper House, a Southwest Florida-based design and remodeling firm offering full-service renovations, custom interiors, and home improvement solutions. With over two decades of project management and leadership experience, and a passion for intentional design, she helps clients transform spaces with function, beauty, and purpose.  
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# 5 STAR VALET

BY ELLEN BUCHANAN  
PHOTOS BY NEW FRAME  
PHOTOGRAPHY

## Luxury Valet Services for Upscale Listings & Events

First impressions start at the entrance—and that’s where 5 Star Valet delivers. Specializing in parking management and luxury valet services for upscale events and listings, the company helps REALTORS® and clients elevate guest experiences with seamless, sophisticated parking solutions.

Founded over 20 years ago by Joey Rock, the company brings world-class hospitality to every interaction. What began as a small, hands-on operation has grown into a full-service parking management company with over 400 employees and locations around the country.

Guided by the motto “Driven by Excellence,” the company continues to reflect the founder’s Ritz-Carlton roots, ensuring that the same luxury standard is felt from the very first greeting.

### Where It All Began: From Hospitality to Entrepreneurship

After moving to Naples from Alaska at age 17, Joey graduated from Naples High and soon began working at the Ritz-Carlton. As head doorman, his polished presence stood out. When a former Ritz manager took over operations at The Club at Mediterra, he asked Joey to launch a valet company.

“He loved the way I ran the front door at the Ritz, so I agreed and opened 5 Star Valet pretty quickly. The promise was to bring the standards of Ritz-Carlton service outside the Ritz,” Joey recalls.

### Teaming Up with Leyna Rock

Originally from Binghamton, New York, Leyna met Joey in Naples, where they’ve now been married 17 years. Leyna initially wore many hats in the business. Over time, her role evolved into general operations, marketing, and assisting Joey in making future decisions on the direction of the company. Today, she serves as 5 Star Valet’s executive director—and is a key driver of the company’s strategic growth.

“If you ask anybody on our executive team about Leyna, they’ll describe her as our secret weapon,” Joey says with a smile.

### The 5 Star Advantage

At the heart of 5 Star Valet’s success is a close-knit executive team: Joey Rock, president;



As executive director, Leyna Rock plays a key role in 5 Star Valet’s operations.



Joey Rock, president and founder of 5 Star Valet, established the company over 20 years ago.

Alberto Castellon, senior vice president; David Munoz, vice president; and Ryan Earnhardt, director of operations.

During the pandemic, Joey and his leadership team took the opportunity to strategically plan for the company’s future. “We got to focus on the bigger picture, and the bigger picture is parking management,” Joey explains. With 20 years of parking management experience, Alberto, in particular, has played a pivotal role in driving the company’s growth and expansion into new markets.

Today, 5 Star Valet manages operations across multiple regions, including Southwest Florida, Miami, Palm Beach, Missouri, Michigan, and Colorado. What continues to fuel 5 Star’s success is the Ritz-Carlton ethos that Joey embedded into the company’s culture. The company hires just one in 12 applicants, focusing on personality and professionalism over experience.

“What sets us apart is who we hire. We’re not looking for trained valets; we hire for

personality and mindset—because that’s something you can’t teach,” Joey explains. “That’s how we’ve grown the company, and it’s still what we believe in today.”

For Joey, one of the most fulfilling parts of leading 5 Star Valet is watching its college student and young professionals workforce grow and thrive. Many go on to launch successful careers or their own businesses, often crediting 5 Star for the foundation. “That, to me, is what lights my fire the most,” Joey shares.

**On the Home Front**

Outside of work, Joey and Leyna stay occupied with their three highly involved children—twins Maya and Maximo (13) and Gabriella (9)—plus an energetic 9-month-old golden retriever, Cooper, and Maximo’s tortoise, Mikey. Both sets of grandparents live nearby, so the children enjoy a lot of quality time with them.

In their personal downtime, Joey and Leyna prioritize weekly date nights and fitness, and they love traveling together. As a family, they enjoy beach outings and seasonal getaways when the kids are out of school.



The Rock family (from left: Leyna, Gabriella, Joey, Maximo, and Maya)

launch valet services at a new tower called Una in Brickell, Miami. Additionally, they’re expanding their parking management operations with two new parking management opportunities in St. Louis and Mackinac Island, where they will oversee paid parking for over 6,000 spots.

Locally, 5 Star Valet is excited to work with more of the area’s top Realtors, who are increasingly relying on valet services not just for private events but also for open houses at their luxury listings.

“These past two seasons, especially the last one, we’ve seen a significant increase in valet services for open houses,” Joey says. “With the market becoming so competitive, top Realtors began calling us to provide valets for their high-end open houses. Some even brought in DJs and created a party atmosphere—with our valet service as an integral part of it. We’re looking forward to helping even more of Naples’ top-producing Realtors with their valet needs.”

For more information on 5 Star Valet’s services, visit [5StarValet.com](http://5StarValet.com) or call 239-770-1991.



Joey and Leyna also dedicate themselves to giving back through their company’s charitable efforts. 5 Star Valet supports St. Jude Children’s Research Hospital and Project Outreach, and Joey and Leyna serve on the steering committee for the Harry Chapin Food Bank of Southwest Florida, which is currently fundraising \$30 million.

**Growth and REALTOR® Partnerships**

Looking ahead, 5 Star Valet is gearing up for exciting growth both within Florida and on the national stage. They’re preparing to

“We’re looking forward to helping even more of Naples’ top-producing REALTORS® with their valet needs.”





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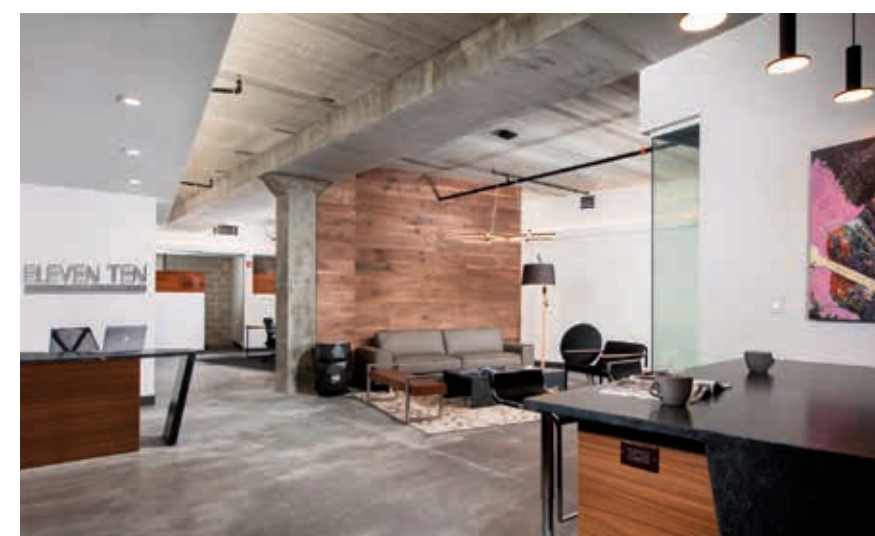
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# Is AI the Ultimate MASTERMIND?

BY MICHAEL DILL

**T**he question today is: Is AI the ultimate mastermind? Everybody is familiar with the term “mastermind,” but does everybody know exactly what it means? In the book, *Think and Grow Rich*, written by Napoleon Hill, “mastermind” is defined as: “Two or more people in harmony in the same conversation directed toward the same outcome, and only then will they reach infinite intelligence—the universe of all the answers.”

Think about it: Have you ever sat and beaten your head against a wall by yourself, trying to come up with a solution? Then you're having a conversation and brainstorming with someone else. The two of you are in harmony in

this conversation, directed toward the same outcome. And suddenly, it's like, “Oh my God, where did that come from?” Your brilliant answer arrives. You know this has happened to you. That's what masterminding is.

Think about this: All the conversations, all the answers are in this universe of knowledge called Infinite Intelligence. And AI, I believe,

is absorbing all this. All we have to do is get clear and ask AI the proper questions, and AI becomes the direct link between us and infinite intelligence, to capture the answers we are seeking. How valuable is that?

However, this doesn't leave out the human element. This conversation was really developed based on a conversation I had with my coach, talking about some of the things we do and the value we bring. We then tapped into AI to see the congruence between what AI says and who we are. It's quite fascinating. But the real masterminding was really about my coach and me in the same conversation directed toward the same outcome—obviously being more successful. Tapping into that extra universe of knowledge of AI was the icing on the cake.

Today, I just wanted to throw out the question “Is AI the ultimate mastermind?” for you to ponder. Remember, “mastermind” is when two or more people are in harmony in the same conversation directed toward the same outcome, and only then can we reach Infinite Intelligence—the universe of all the answers. My question to you is: Is AI the ultimate mastermind?



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](http://BusinessCoachMichaelDill.com).

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# Holly

FAGAN



## ➤ Hard Work Pays Off

BY ELLEN BUCHANAN  
PHOTOS BY LACASATOUR

Although Holly Fagan still considers herself a relative newcomer to the Southwest Florida real estate scene—having entered the business in 2017—she’s made a name for herself in record time. A solo agent with Coldwell Banker Realty, Holly continues to operate without even a transaction coordinator—yet her results speak volumes.

Fueled by drive, discipline, and the competitive spirit of a former athlete, Holly has cinched the prestigious Coldwell Banker International President’s Premier award—presented to the top 1 percent of their sales associates worldwide. She has been recognized by *RealTrends* as one of the top 1.5 percent of agents nationwide and one of the top 400 in Florida, as well as by *Naples Real Producers*, where she ranks among the Top 150 agents.

With a deep love for Naples and a passion for helping buyers, Holly thrives as both a REALTOR® and a trusted local ambassador.

“I’m really passionate about our area,” she says. “I think we live in the best place in the entire country. A lot of agents love working with listings—and I do too—but I love buyers more. I love giving them the tour of our area and helping them find the best homes.”

Holly isn’t just guiding people through their biggest financial decision—she’s introducing them to a community she genuinely believes is the best place to live. That fierce dedication, drive, and sense of purpose was shaped long before real estate entered the picture.

**The Drive Behind the Hustle**  
Originally from Miami, Holly discovered her love and talent for track and field early on. In high school, she became a standout high jumper and went on to attend Florida State University, where she earned a degree in education and became a four-time All-American. She earned a master’s from Nova Southeastern and began teaching, leaving her summers free to compete, primarily overseas.

Holly built her early career around athletics. She served as a track coach at the University of Miami and spent eight years as a teacher and athletic director at a Miami high school, while continuing to train and compete at an elite level.





“I’m really passionate about our area.”

#### Selling Southwest Florida

A self-professed real estate hobbyist, Holly always enjoyed watching HGTV and touring open houses. When she and her husband caught the bug and began flipping homes, she decided to get her real estate license. It began as support for their own projects, but with her mother-in-law already an active real estate agent in Bonita Springs, it quickly became more.

“When my husband and I began to flip some homes, having my real estate license provided a little ease. My mother-in-law, who’s an agent in the Bonita market, taught me a lot and got me more into real estate. I worked with her initially. She was my built-in mentor,” Holly says with a smile.

Over the next several years, Holly’s inner drive and natural sense of competition propelled her to impressive heights. In just the past year, she closed \$24 million across 16 sides.

Before launching her real estate career, Holly Fagan was a professional high jumper and a teacher and athletic director at a Miami high school.

Through the late 1990s, Holly remained active on the professional track and field circuit, competing both in the U.S. and across Europe, where the sport enjoys a larger presence. She joined the Nike Internationals team, was based out of Germany and Italy for several years, and competed in three Olympic trials.

When her time as a professional athlete came to a close, Holly transitioned seamlessly into a sales role with a company that supplies athletic equipment to high schools, colleges, and professional teams—a role she still holds today alongside her real estate business.

“I have so many great customers, like the Boston Red Sox, the Miami Dolphins, and the Tampa Bay Bucs, so I still like calling them,” she says. “I was a track and field athlete myself, and I just love to still be immersed in the sports community.”

Two decades later, when she and her husband began flipping homes, Holly was poised for a leap into a different kind of sales—one that would once again tap into her competitive edge and passion for performance.



What sets Holly apart is her local knowledge, straightforward approach, and tireless work ethic. She thrives on guiding clients through major financial decisions—whether finding the perfect home or selling for top dollar. But what energizes her most is the art of negotiation and the thrill of winning the deal.

“I bring strong negotiation skills to the table. And thanks to my experience as an athlete and coach, my work ethic is just go, go, go. I’m super competitive,” she says.

For Holly, one of the most important roles she plays is managing emotions and expectations. “Real estate is a very emotional transaction,” she notes. “When the market was hot, it was all about guiding buyers through intense competition. Now, it’s about educating sellers who are trying to understand the current market value of their listings.”

For anyone looking to elevate their real estate business, Holly offers advice grounded in connection and humility: build trust, start conversations, listen more than you speak, and find a good mentor.





Holly Fagan is a solo agent with Coldwell Banker Realty.

“Even the very top agents in our area have a mentor,” she asserts. “You can always get something from someone as you go along.”

#### A Full Life

Holly and her husband, Kirk, have been married for nine years and share a blended family of five adult children: Kirk’s sons—Stone (28), Jackson (24), and Bowden (21)—and Holly’s two children, Spencer and Paris Thompson (25 and 22). Both Spencer and Paris have clearly inherited Holly’s drive. Spencer manages the Enterprise and Alamo rental car operations at the Fort Myers airport, while Paris—a locally recognized volleyball champion—recently accepted a position in Atlanta as an analyst with a private equity and venture capital fund.

As a family, they enjoy boating, beach days, and adventurous getaways to Costa Rica and St. John. They also love heading north in the summer to their recently purchased New Hampshire home to hike and unwind.

Holly finds particular joy in shelling along Southwest Florida’s gleaming beaches and hunting for antiques

during her New England visits. Each year, she also hosts client appreciation events—the most recent being a well-received gathering at the Clive Daniel Home showroom in Naples.

#### Big Moves on the Horizon

Holly and Kirk are building a new home in South Naples and plan to move in by the end of the year. Their current residence—one of only two Victorian-style homes on Vanderbilt Beach with stunning water views—will soon become a thoughtfully curated Airbnb for others to enjoy.

On the professional front, Holly remains laser-focused on growing her real estate business year over year. She may form a team down the line, but for now, she’s thriving as a solo agent.

Despite her many achievements, Holly remains grounded. One of her favorite mantras is “Hard work pays off,” and another, which hangs on a plaque in her home, perfectly captures her quiet determination: “Grind in silence. Let your success make the noise.”

If her trajectory thus far is any indication, the Southwest Florida real estate community can expect to hear a lot more noise from Holly Fagan in the years ahead.

“Let your success make the noise.”



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# RESET to RISE

## Why Working Less Supercharges High Performance

BY CARLENE MARIE

You didn't get where you are by doing the bare minimum. You've built your life, your business, and your identity on showing up, pushing through, and staying sharp. But what if the very habit that got you here—working harder—might just be what's holding you back from your next level?

Let's talk about a paradox most high performers don't want to admit: many feel exhausted, overextended, or secretly stuck in overdrive, but don't give themselves permission to pause. And I get it. The hustle is familiar. It feels productive. But there's a quieter power available when we stop pushing and start resetting on purpose.

A recent article on Vocal Media, *The Productivity Paradox: Working Less to Achieve More*, breaks this down beautifully. The old model—work more, grind harder—is outdated. Today's most successful leaders protect their mental clarity, emotional regulation, and inner state like assets. Because they are.

As a mindset and performance coach to high performers, I've seen it time and again: when my clients adopt pausing with purpose, their entire energy shifts. They stop chasing and start creating. They go from reactive to intentional. And that's where real momentum lives, and results soar.

Neuroscience backs this up. Your Default Mode Network (DMN), the part of your brain responsible for creativity, reflection, and self-awareness activates when you're not task-focused. In other words, the insight you're working so hard to reach? It often shows up when you're walking the beach, sipping coffee on your lanai, or sitting in stillness as a thunderstorm rolls in.

Our everyday environment here in Southwest Florida is a masterclass in mindful presence. The summer pace softens. The Gulf sparkles with a quieter kind of stillness. And those signature afternoon thunderstorms? They roll in with a kind of cleansing rhythm, reminding us to slow down, tune in, and recalibrate.

Here's how to do that without losing your edge:

### 1 / The 90-Second Reset: A Micro-Moment That Changes Everything

High performers often resist rest because they think it takes too long. But neuroscience says otherwise. In just 90 seconds, you can interrupt a stress spiral, regulate your nervous system, and rewire your focus.

#### How:

Step away from your screen and plant both feet firmly on the ground—barefoot if you can. Let your shoulders drop.

Inhale slowly for four counts, hold for four, then exhale longer than you inhale. Do this 3–4 times.

Bring your attention inward. Drop out of your mind and into your body.

Ask gently: “What do I feel right now?” and “What do I need in this moment?”

No judgment. Just awareness. Just breath.

#### Why It Matters:

This simple act interrupts the cortisol surge that clouds your thinking and hijacks your emotional clarity. It activates your parasympathetic nervous system—your calm, creative, grounded state—and re-centers your mindset. You don't just feel better; you lead better. You make clearer decisions. You return to your day aligned instead of reactive.

This is the mindset of high performance: calm, present, intentional.

### 2 / The Productive Pause: Five Minutes to Rewire Your Mind

This isn't a break to scroll. It's a conscious pause to restore your mindset and reconnect to what matters.

#### How:

Find a quiet space. Step outside if you can. Feel the warmth on your skin, the breeze, the shifting sky.

Set a timer for five minutes. No input. No to-do list. Just you, your breath, and the moment.

Close your eyes or soften your gaze. Let your breath guide you, without needing to control it.

Notice the sensations in your body. Listen to the ambient sounds—the hum of cicadas, the distant rumble of a summer storm rolling in.

Let your thoughts come and go like clouds—nothing to fix, nothing to solve. Just be.

#### Why It Matters:

This short pause activates the Default Mode Network, which allows your brain to make new connections, access memory, process emotion, and generate insight.

It also gives your prefrontal cortex—the part of your brain responsible for decision-making and executive function—a much-needed reset. You'll return with more mental clarity, emotional steadiness, and intuitive focus. This is how a high-performance mindset is cultivated—not by doing more, but by creating space to think, feel, and see more clearly. Because mindset, not mileage, moves the needle. And clarity doesn't come from chaos. It comes from stillness.

When my clients begin to integrate small shifts like these into their daily rhythm, they're amazed at the ripple effect: greater focus, better decision-making, more aligned action. A mindset that's grounded instead of frantic. As I often remind them: small hinges swing big doors.

If you want to perform, lead, and live well—and last—in this high-stakes, high-performance world, we must learn to build in space to come home to ourselves. Let this season remind you that your sharpest edge doesn't come from hustle. It comes from alignment.

Let your reset become your rise.



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](http://CarleneMarie.com) | 513.383.5647

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# Shelbi HENDERSON

Master Touch  
Tile & Stone

BRINGING  
VISIONS TO LIFE

BY ELLEN BUCHANAN • PHOTOS BY LACASATOUR

**W**hen Chris Torres, founder and owner of Master Touch Tile & Stone, Inc., brought Shelbi Henderson on as his managing partner in 2017, it marked the beginning of a powerful partnership. Chris immediately recognized in Shelbi the kind of rare talent every business owner hopes to find—someone with exceptional potential, sharp business instincts, and a clear understanding of his vision for the company's future.

For her part, Shelbi saw the opportunity as the culmination of everything she had worked toward. Her past experiences had prepared her perfectly for this role—one where she could fully commit, grow alongside a company she believed in, and make a meaningful impact.

#### Small-Town Start, Big-Time Potential

Shelbi grew up in Sikeston, Missouri—home to the famed Sikeston Jaycee Bootheel Rodeo—where her drive and potential stood out early on. Raised by her Aunt Kelly and her uncle, retired Army Command Sergeant Major Bradley Scott—whom she describes as parental figures—Shelbi comes from a proud military family, with more than half a dozen relatives having served in the Army.

During high school, Shelbi's potential was already evident in her active involvement across a range of pursuits—from creative outlets like the National Art Honor Society, Graphic Arts, and the yearbook committee to playing softball. But the most impactful part of Shelbi's early school years was the guidance she received from several teachers, especially Andrea Pierce Baker and Julie Jones Kolwyck, who recognized her drive and promise, taking her under their wing.

After high school, Shelbi's career path unfolded through a series of serendipitous opportunities. While working her first job, she impressed a regular customer—a top executive with a communications company—who offered her a position and became a mentor. Later, another business owner recognized her potential and brought

her into his employment agency, where she gained a significant amount of experience running her own branch as a staffing consultant and HR professional—skills she still draws on in her managerial role at Master Touch Tile & Stone.

When it came time for Shelbi's uncle to retire, the Army provided a list of top U.S. cities for military retirement. Cape Coral, Florida, was among them—and in 2017, Shelbi and her family made the move.

"When we researched Cape Coral, I saw how my skills and experience aligned with the city's projected growth—it just made sense," Shelbi says. "I truly feel like it was meant to be. It was destiny."

#### A New Chapter: Master Touch Tile & Stone

Soon after moving to Cape Coral, Shelbi met Chris Torres and stepped into the role of managing partner at Master

Touch Tile & Stone, Inc., embracing the chance to help grow the company and taking pride in its craftsmanship, culture, and client-focused values.

Founded by Chris in 2005, Master Touch specializes in tile and natural stone flooring, the Schluter®-Shower System, and porcelain slab installation. What sets them apart is their meticulous care during installation—using dust-extraction methods to protect homes and a "back buttering" technique for long-lasting, seamless finishes. Every detail aligns with the client's vision and is executed with precision.

The Master Touch approach centers on quality, clear communication, and delivering a finished product that exceeds expectations.

"We have a craftsmanship with a unique approach to help our clients' vision





**“I absolutely believe in what we do.”**

Shelbi Henderson is the managing partner of Master Touch Tile & Stone, Inc.



become reality,” Shelbi says. “We listen, we understand the goal, and our entire team—from management to crews—is in constant training.”

Located in the heart of Cape Harbour, their Cape Coral showroom is supported by a team of 30 employees. While they operate between Naples and Cape Coral, the Cape Coral storefront is currently the sole public showroom—with more planned.

With a strong local presence and a reputation for excellence, Master Touch has also built meaningful connections within the real estate industry. They enjoy strong relationships with local REALTORS®, including Renee Hahn—whose introduction led them to *Real Producers*—and Bryan Keane, a longtime supporter who has referred numerous clients and remains a trusted industry ally. That initial connection helped pave the way for Master Touch to become a valued *Real Producers* partner and past event sponsor, building lasting industry relationships.

Through these connections, the team continues to deepen its commitment to the real estate community. Above all, Master Touch wants top agents to know they’re passionate about long-lasting quality workmanship and helping their clients’ visions become reality. “Let us bring your clients’ ideas to life with the value and craftsmanship they deserve,” Shelbi says.

#### Life Beyond the Business

Outside of work, Shelbi spends time with her extended family and friends in the area. She stays closely connected with her mother and sisters in Missouri, who continue to be a guiding influence in her life. Inspired by the support she’s received from loved ones and mentors over the years, Shelbi now pays it forward—especially to her nieces and nephews. She recently shared with her college-bound nephew a favorite quote by Rumi: “Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself.” The quote reflects Shelbi’s own values and intentional approach to personal



growth—a mindset that also shapes how she spends her time outside of work.

Shelbi stays active through fitness and channels her creativity into favorite outlets like painting, interior design, photography, and DIY projects. She and her family are active in their community and attend Cape Christian, where her Aunt Kelly and cousin Summer are deeply involved in charity events. Her uncle Bradley, retired after 32 years in the Army, now leads the Lee County JROTC program, which serves 16 high schools and 8,000 cadets.

Master Touch Tile & Stone shares that same heart for community. After Hurricane Ian, Shelbi and her team quickly mobilized to help with cleanup efforts. “I take pride knowing Chris, our management team, and I put our heads together and asked, ‘How can we help?’” Shelbi recalls. “We had the team, the trucks, and the tools. We cleaned up Cape Harbour inside and out because this is our home—this is our community.”

#### Vision & Momentum

Looking ahead, Shelbi has big plans, both personally and professionally. She hopes to purchase her dream home in the Burnt Store neighborhood of Cape Coral in the next few years.

Professionally, she’s focused on helping Chris expand operations and open additional showrooms. “We envision huge growth in the next five years, and it all starts now,” she says.

With the passion Shelbi brings to every aspect of her work, it’s clear she’s found more than a career—she’s found her calling.

“I absolutely believe in what we do,” she says. “It’s so fulfilling when a client’s vision is perfectly brought to life—from protecting their home to streamlining the process and delivering a beautiful result. At the end of the day, I feel proud knowing I helped turn our client’s goal or vision into reality.”



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# DEBBIE & LARRY BURBACK

In Naples' competitive real estate market, trust is earned. For Debbie and Larry Burback, principals of the Pappas-Burback Team at Compass, trust is the foundation of a thriving, referral-based business built on over 20 years of real estate experience. With unique and complementary backgrounds—Debbie as an All-American golfer and Larry a 15-year law enforcement veteran—the Burbacks bring discipline and heart to every client interaction. Together, they've built one of the region's most respected, service-driven teams.

Featured as a "power couple" by *Real Producers* in 2021, Debbie and Larry have since grown their business exponentially. But for them, success is measured in more than sales—it's in the impact they make and the lifelong relationships they build.

"Working with families and their loved ones over the years—helping them buy their first home, retire, and later transition to assisted living—is incredibly special and rewarding," Debbie says.

"We love helping people and serving as trusted advisors

during one of the biggest financial decisions of their lives," Larry adds.

## Discipline, Hard Work, and Community Service

Born in New York City, Debbie attended Rollins College in Orlando on a full golf scholarship. She spent her collegiate career as the number one player on the school's golf team, earning All-American honors and National Championship titles. The discipline and determination it took to reach that level of success have continued to shape how she approaches her work today.

"That work ethic and drive to become a top athlete align with our business," Debbie reflects. "I take pride in those accomplishments, and that discipline helps us navigate challenges and stay focused."

After college, Debbie worked in the golf business as an assistant golf pro and general manager before joining WCI Communities in golf membership sales.

Larry grew up in Minnesota and relocated to Naples with his parents and sister in 1983. From a young age, he witnessed the power of hard work and public

## DELIVERING BOUTIQUE SERVICE

BY ELLEN BUCHANAN  
PHOTOS BY MICHELLE REED





Top producers Debbie and Larry Burback are principals of the Pappas-Burback Team at Compass.

service through his father, a firefighter who not only protected the community but also built the family's homes with his own hands.

"My father did it all—plumbing, electrical, framing—and built our homes. I learned young and developed an early interest in architecture," Larry says.

Inspired by his father and with a calling to serve, Larry joined law enforcement—starting in Marco Island and spending the remainder of his 15-year career with the Collier County Sheriff's office, ultimately as a detective.

Debbie and Larry's foundations—shaped by athletic discipline, public service, and hands-on grit—instilled in them a relentless work ethic and a deep respect for community. These core values naturally carried over as they set their sights on a new chapter: real estate.

#### A New Calling

In 2004, while working at WCI, Debbie connected with the Keegan-Banks Team—two successful real estate professionals whom she credits as great mentors. Having her real estate license and exploring real estate investing to create personal and financial freedom for herself, Debbie joined the team as their assistant—just as the market began to unravel during the Great Recession. When the downturn forced the team to have to let her go, Debbie forged on as a solo agent.

"Larry was very supportive, and said, 'The market may not be strong, but we've got this,'" Debbie recalls. "I jumped in, learned as much as I could, and did not give up."

Six years later, in 2010, Larry joined her full-time.

"We wanted to grow the business together,"

Larry notes. "With my construction and architecture background, it made sense to give it a go."

And go, they did. Debbie and Larry became a formidable team, their strengths perfectly aligned—Debbie managing contracts and client details, while Larry brought vision to the design and construction creative side. Their clients appreciate the synergy of a husband-and-wife team working seamlessly in service of their best interests. What started as a career move became a calling—with Debbie and Larry channeling their discipline and service mindset into helping others navigate life's biggest decisions.

Today, the Pappas-Burback Team includes an operations manager and two additional agents. In 2024, they closed \$40 million across 36 transactions and are on track to match or come close to that figure in 2025.

Their drive has earned consistent recognition, including multiple Five Star awards from *Gulfshore Life Magazine*, placement among the top 1.5% of REALTORS® nationwide by *RealTrends* in 2024 and in 2025 for Best Real Estate Small Teams. Within Compass Florida and *Naples Real Producers*, they rank among the top 100 agents.

With a business built entirely on referrals, the accolades simply affirm what Debbie and Larry already know: their commitment to providing exceptional service is what sets them apart and fuels their ongoing success.

"We pride ourselves on boutique service," Debbie says. "We give the level of care we'd want for ourselves."

#### Finding Balance

For top producers like Debbie and Larry, real

“WE WANTED  
TO GROW THE  
BUSINESS  
TOGETHER.”





Debbie Burback was an All-American golfer in college, and Larry Burback served as a law enforcement officer in Lee County for 15 years.

estate can be all-consuming. They acknowledge their business runs around the clock, making work-life balance a priority.

In rare off hours, Debbie heads to SPENGA and Larry to Naples Family Fitness for workouts. Self-described “passionate foodies,” they love exploring new restaurants, catching live music and concerts, and spending time at their club, LaPlaya Beach Club. Golf

remains a shared passion, and when they can, they play at Imperial Golf Club, their home course—though Larry admits, “My golf game isn’t nearly as impressive as hers.”

Their shared love of fun extends beyond the fairways. A tradition born during the pandemic still brings joy: home karaoke nights. “We’re known as ‘The Singing Realtors’ at our golf club,” Larry says with a grin.

Home life is full of laughter and energy with their three beloved pups: Harvey, a long-haired mini dachshund; Leonard, a Jack Russell mix; and Cali, a 14-year-old Chihuahua who “runs the house.”

Debbie and Larry’s warmth and care extend beyond their home and into the community as well. In line with their service-oriented values, they give back to causes close to their hearts, proudly supporting Youth Haven, Pace Center for Girls, and Songwriters for Vets.

**On the Horizon**

With their twentieth wedding anniversary approaching next year, Debbie and Larry are in the planning stages for a well-deserved celebration.

On the professional front, they envision continuing to deliver the exceptional, boutique-level service they’re known for, support their team members’ individual success, and focus

on the work-life balance they value so deeply.

“We never want to get so busy that we can’t deliver exceptional service or lose sight of ourselves,” Debbie emphasizes.

For agents aspiring to follow in their footsteps, Debbie and Larry offer this advice: stay consistently engaged with your sphere, lead with authenticity and integrity, prioritize self-care, and work with a coach whenever possible.

“Coaches help you stay accountable, balanced, and on track,” Debbie says. “Working with a coach and having a mentor that you can lean on really helps keep your focus and everything aligned so you can be your best—and give that back to your clients.”

Drawing from one of his favorite quotes, Larry advises, “Work hard. Play hard. Life is short. Don’t take anything for granted.”



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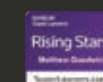
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