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Renewed Vision, New Horizons

Happy New Year!

As we step into 2025, we reflect on a remarkable 2024, which we ended on a high note, celebrating the incredible achievements of our real estate community at our first-ever awards gala in November. Each REALTOR® in the *Naples Real Producers* network is a top 500 agent — a testament to their skill, dedication, and passion — and is at the top of their game. Yet, even for those at the top, there’s always room for growth and new opportunities.

The new year offers a chance to reset goals, renew visions, and embrace fresh aspirations. It’s a hopeful time for what’s on the horizon, a time to plan boldly, approach challenges with positivity, and move forward with encouragement and determination. For us at *Real Producers*, it’s an especially exciting time as we will soon welcome new agents who’ve made it into our 2025 top 500 group based on their outstanding performance in 2024. Each year, these rising stars bring fresh energy and inspiration to our community. Look for them at our upcoming events!

In 2025, we remain committed to sharing the inspiring personal stories of the exceptional individuals in our *Real Producers* family in our monthly magazine. It’s our pleasure to showcase their talents and highlight the challenges they’ve faced and overcome in their personal lives and careers. These tales

of triumph, perseverance, and innovation serve as powerful reminders of what’s possible in both life and business. Each story offers unique insights and lessons to help us all grow.

We’re also honored to feature our preferred partners — industry affiliates who believe in the *Real Producers* mission to connect, elevate, and inspire our real estate community — and who have been referred to us by you, the top agents in Naples. We are forever grateful for their support in making our publication and quarterly networking events possible. These partners are truly the best in the market, and we encourage you to turn to them first for your business needs. If you’d like a personal introduction, please feel free to reach out to me and I’ll be happy to connect you.

Here’s to another exciting year of success, growth, and community! I can’t wait to see you at our 2025 kickoff event on February 27th at the Naples Therapeutic Riding Center. Keep an eye on your inbox for your exclusive invitation!



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Top Mortgage Tips for Real Estate Success in Naples

BY FLUENT MORTGAGE

In Naples' fast-paced real estate market, a deep understanding of the mortgage process can be the edge that sets top agents apart. Rajin Ramdeholl, senior vice president of Fluent Mortgage, brings over two decades of expertise to help agents navigate this industry. For Rajin, the mortgage process is more than numbers — it's about helping clients achieve their homeownership dreams. Here are his top insights for agents looking to elevate their service and drive success.

1 / Build Lasting Relationships

Rajin emphasizes that real estate is more about relationships than transactions. By engaging genuinely with clients and focusing on long-term trust, agents not only foster loyalty but also increase referrals. Clients remember agents who care about their unique financial goals, leading to a strong network of repeat business.

2 / Educate Your Clients

Agents who empower clients with knowledge about mortgage basics — loan types, interest rates, and credit scores — create a more confident client base. Educated clients make

informed decisions, reducing last-minute surprises and accelerating closings. This proactive approach saves everyone time and stress.

3 / Communicate Clearly and Regularly

Consistent communication is key to smoother closings. Rajin advises agents to provide regular updates, answering questions before they arise. Clear, ongoing communication reduces client anxiety and builds rapport, ensuring clients feel supported throughout the process.

4 / Embrace Technology for Efficiency

In today's digital age, technology can transform the client experience. Rajin recommends using digital tools for pre-approvals, document sharing, and follow-ups. This reduces errors, saves time, and gives tech-savvy clients a seamless process. For agents, it's a practical way to streamline their workflow.

5 / Stay Updated on Government Programs

Many clients, from veterans to retirees, benefit from specific mortgage programs like VA or FHA loans.

Agents who are informed about these options can offer tailored advice, demonstrating a commitment to clients' unique needs and showing expertise that clients truly value.

6 / Adapt to Market Changes

Market conditions can change quickly, and Rajin believes flexibility is key. When rates rise or the market slows, agents can shift focus to refinancing options or alternative mortgage products to keep clients interested. By adjusting services to meet market demands, agents can continue to succeed — even in a challenging environment.

Rajin's advice reminds us that real estate success is rooted in relationships, client education, and adaptability. By focusing on these principles, Naples agents can thrive in a competitive market, closing deals with ease while building a reputation as trusted, client-focused professionals.

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Patrick Hill

Faith, Family, and
Real Estate in Paradise

BY ZACHARY COHEN
PHOTOS BY NEW FRAME PHOTOGRAPHY



For Patrick Hill, real estate is more than a career; it's a lifelong journey shaped by family, faith, and a deep appreciation for the community he calls home. A seasoned real estate professional with a background in appraising and investing, Patrick now leads the Naples Beach Team with Compass, bringing his unique expertise to clients across Southwest Florida.

Family History

Born in Philadelphia and raised in Charleston, South Carolina, Patrick was immersed in the world of real estate from a young age. "My dad was an investor, and my mom had several properties before they met. Together, they shared a passion for real estate," he recalls.

That passion influenced Patrick's path early on. "Every two years, we would move to protect our capital gains tax," he says, adding that his father's broker

friends became informal mentors. After high school, Patrick spent four years on active duty with the Marine Corps, followed by time in the Reserves, before earning a degree in real estate and finance from Florida State University.

Patrick received his real estate license in 2006 and began his career as a commercial appraiser. When the market shifted in 2007, he adapted by starting a property management company in Philadelphia. He eventually returned to

Charleston in 2010 to focus on investing and brokering deals. He relocated to Northeast Florida in 2017 and to Naples in 2020.

Patrick's career has since come full circle, combining his experience in residential and commercial real estate to serve clients with a broad range of needs. "My background in investing and appraising gives me a unique perspective," Patrick explains. "Today, my focus is brokering deals that help my clients achieve their goals."



“

I enjoy sharing wins with my team, and it's a bonus for clients because having a team allows me to be in two places at once.”

The Naples Beach Team at Compass (from left to right: Dana Giles, Patrick Hill, Jan Harris)



Finding Home in Naples

While Patrick's career took him up and down the East Coast, Naples was always in the background. His wife Alexandra's family has lived in Naples since the 1970s.

In 2020, the family relocated to Naples full-time, drawn in by its serene beaches and vibrant community. "The beach is a big lure," Patrick says. "It's calm and relaxing, and the sunsets are the icing on the cake. I love how accessible the beaches are to everyone here, whether it's Vanderbilt Beach or spots in North and South Naples."

Patrick also appreciates Naples' unique character. "It's a melting pot of people from all over — Chicago, New York, Germany, Italy — coming together to share a

love of Naples. It has a small-town feel with a national and international presence, which is very special."

The Naples Beach Team

In early 2023, Patrick launched the Naples Beach Team with Compass. The team currently consists of two agents and is growing, supported by Compass' staff and resources.

"Teams are wonderful," Patrick says. "I enjoy sharing wins with my team, and it's a bonus for clients because having a team allows me to be in two places at once."

Patrick's leadership style is rooted in integrity and personalized service. "Clients understand that their interests are 100 percent my priority," he says. "I don't represent dual agency



because I want my clients to know I'm fully committed to their side of the transaction.”

Faith also plays a significant role in Patrick's approach. “Faith has been a huge part of my life, and many of my clients connect with me around that,” he shares. “It shapes how I work and how I treat people.”

Life Outside Work

When he's not busy with real estate, Patrick's life revolves around his family and faith. He and Alexandra are raising five children — Grace (15), Frederick (10), Gavin (8), Vivian (5), and Theodore (2) — who keep them active and engaged.

“Our kids love sports, so we're usually at the park half the week for baseball or tennis,” Patrick says. Weekends are often spent boating or relaxing on Naples' beaches. “The beach is our space to unwind as a family,” he adds.

Patrick is also committed to staying physically fit and working with his trainer, Michael, at NCH. “Training my physical body is important so my mind stays clear,” he says.

A Legacy of Faith and Integrity

Patrick's vision for the future is deeply tied to his values. “On a professional level, I want the team to embrace integrity and go above and beyond for clients,” he says. “The team itself is part of the legacy I'm building.”

On a personal level, Patrick hopes to inspire others through his faith. “I want everyone I come into contact with to know I walk with Jesus and to find their own path,” he says. “If it weren't for Jesus, my life wouldn't be where it is today. It's His legacy living through me.”



FUN FACT

Patrick Hill holds dual citizenship in the United States and the European Union (his mom is French).



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How to Embrace Certainty in Uncertain Times

“Desire backed by faith knows no such word as impossible.” —Napoleon Hill

BY CARLENE MARIE



In the fast-paced world of real estate, uncertainty is part of the landscape. The market fluctuates, economies shift, and the foundation beneath you often feels unsteady. For you, uncertainty might come from wondering how the NAR changes will affect your client relationships, transactions, or even your long-term goals. Rather than letting this shake your confidence, you can cultivate an unbreakable internal belief in your ability to navigate any change — anchoring yourself from the inside out. Real certainty doesn’t come from external stability — it comes from an unshakable belief within yourself. This internal strength keeps you anchored, no matter what storms arise.

Imagine showing up every day with complete confidence in your vision, radiating that certainty to clients and colleagues alike. This level of conviction isn’t influenced by the economy or market trends; it’s cultivated from within, by intentionally rewriting and rewiring your beliefs.

Years ago, I faced a limiting belief of my own. I’d been told I would never make it on my own, and, unknowingly, just hearing that statement momentarily planted itself in my mind. It lingered as an invisible barrier to what I thought I could achieve. To finally break free, I had to rewrite that belief and rewire my mind to embrace my own potential fully. Today, I’ve created a life of success and purpose — not despite that old belief, but because I chose to release it and shape a new internal narrative. This is the kind of inner work that builds 100 percent certainty.

For you, this journey begins by tuning in to your self-talk. Ask yourself, “Am I 100 percent certain I can reach my goals, no matter what twists the market throws at me?” If there’s even a trace of doubt, consider it an invitation to rewrite your

script. Often, those doubts are echoes of old conditioning and not truths. By recognizing them, you gain the power to release or reshape them into beliefs that elevate you.

Try this to rewire any lingering doubts: write down any uncertain thoughts. Maybe you’re familiar with ones like, “I’m not sure I can do this.” Or “Is this really possible for me?” Can I really achieve this next level of success?” Next to each uncertain, limiting belief, create an empowering affirmation, such as “I am fully capable, and my success is inevitable.” Or “I am 100 percent certain I will achieve all my goals and more.”

Picture each limiting belief being rewritten in your mind — crossed out and replaced with your new, empowered thought. This exercise rewires your mind to shift from hesitation to confidence.

- Now, to go deeper, here’s a powerful Mindpower tool — the **ICE Method**:
1. **Identify.** Name the specific belief or challenge holding you back.
 2. **Change.** Rewrite your response or learn something that strengthens you.
 3. **Embrace.** Accept that challenges are part of growth and rewire your thinking to see them as fuel for your journey.

I have the honor each day of guiding my clients and witnessing them transform their thoughts and create success. It’s 100 percent possible for them and for you. In uncertain times, remember YOU build your certainty from within.

Napoleon Hill was right: “Desire backed by faith knows no such word as ‘impossible.’” Every challenge you overcome proves that you can succeed, regardless of external forces. Choose that belief each day, and watch your path unfold with purpose, strength, and unstoppable momentum.



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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Photo by LaCasaTour



Steve Purcell

A Marco Island Staple

BY ZACHARY COHEN
PHOTO BY LACASATOUR

Steve Purcell’s connection to Marco Island runs deep, rooted in a family legacy of service, community, and entrepreneurship. Steve spent his childhood in a quieter version of Marco Island, amid the undeveloped land, pine forests, and sand dunes. Decades later, his love for Marco Island and the local community remains strong.

“We would walk and bike everywhere because the park area and south of San Marco wasn’t developed yet. The beach was our life. There was a great sense of communication and togetherness,” Steve recalls.

Real estate has also been a central theme in Steve’s life. His father entered the real estate business in the ‘80s, eventually becoming a broker/owner. His mother followed suit, building a

specialization in rentals and management. Steve has followed in their footsteps as a real estate agent, brokerage owner, and property manager — but most importantly, as a stalwart of the Marco community.

“When I grew up, it was island style — everyone helped everyone,” Steve recalls. “As a REALTOR®, you get to be a part of that. There’s a mentality of giving and giving; if you help enough people, you help the island grow, and you can run a quality business here. Through the years, a lot of that changed, but people are still the same.”

A Community Stalwart

Born in Cincinnati, Steve and his family first landed on Marco Island when Steve was 4, but life on Marco Island was a part of his life even before then.



Steve Purcell was immersed in real estate from an early age, with a father who was a broker/owner and a mother who was also a Realtor.



“I want to leave that mark on people around me. It’s not about the money in life; it’s about the people who surround you.”

FUN FACT
Steve is a board member of Naples Take a Soldier Fishing and has been a yacht salesperson since 2009. “It’s amazing how you can help a family get a condo with a boat slip or a house on the water with a boat in the backyard. The two work together. It’s an amazing lifestyle.”



Photo by LaCasaTour

Steve Purcell is a Realtor with RE/MAX Affinity Plus. (Photo by LaCasaTour)

“Growing up, it was awesome. My grandparents bought a condo on the beach pre-construction in the ‘60s, so my mom and dad came down here for their honeymoon. I grew up coming down here when I was young. Then, we made the move to raise the family here.”

Steve’s parents have been in real estate since he was a kid. His father and a group of agents founded the brokerage 1st Southern Trust in 1988, and, in 1994, it became part of the Century 21 brand. Steve was licensed at 20, sold real estate through college, earned his mortgage and real estate broker’s license, then became a Realtor full-time.

In 2017, he bought his parents out of the Century 21 1st Southern Trust brokerage, and in 2019, separated the rental company and transitioned the brokerage to RE/MAX.

Today, Steve works with RE/MAX Affinity Plus alongside his rental business, VacationOnMarco.com. The brokerage currently has over 50 agents, and Steve continues to sell real estate actively.

“I truly enjoy working with great salespeople and don’t want to get out of the trenches. I really enjoy helping people buy and sell, and it keeps me, as a broker, in tune and in touch,” he says.

Leaving a Legacy

Steve has seen tremendous change on Marco Island, yet much remains the same.

“Marco saw a lot of change with us becoming a city. There are more resources for the people through local businesses, utilities, roads, and safety. When you look at houses, we went through a big transition with elevation and building codes



Steve Purcell with his wife, Jalila, and their daughter, Layla



change,” Steve explains. “But the culture is the same. Now, we see grandkids and parents raising their kids in the same culture. You see families really enjoying this island lifestyle.”

Steve is blessed to enjoy the Marco lifestyle alongside his wife, Jalila, and their 5-year-old daughter, Layla. His father passed away last year, and his mom remains a big part of his life. Steve also enjoys fishing, boating, and traveling.

Looking ahead, Steve hopes to continue growing his business while moving more deeply into a mentorship role. He also aspires to follow in his father’s footsteps as a community advocate.

“The legacy that’s important — and I saw it in my father — he always took time for people. He talked while driving down the road. He helped old ladies in the grocery store. He always listened to folks’ stories. When someone was done talking to him, they felt that warm feeling and a motivation they didn’t have before.

“I want to leave that mark on people around me. It’s not about the money in life; it’s about the people who surround you.”



Photo by LaCasaTour

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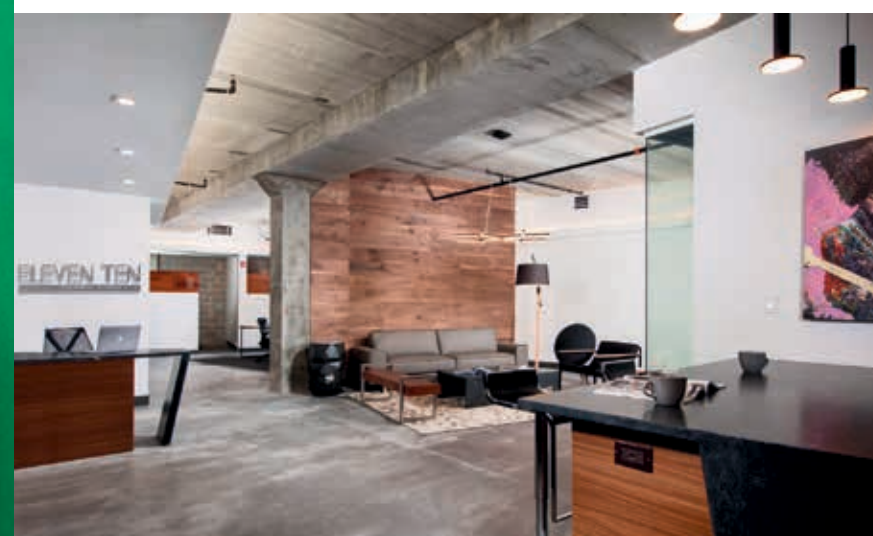
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Greisy Rodriguez & Irina Prell

Esquire Land Title of Naples



MAKING IT PERSONAL

BY JESS WELLAR • PHOTOS BY NEW FRAME PHOTOGRAPHY

“Guided by Faith, Built on Trust, Closing with Excellence” isn’t just a motto for Greisy Rodriguez and Irina Prell at Esquire Land Title of Naples — it’s the very foundation of their way of doing business that challenges the norm.

With an attentive, white-glove approach to each client, Greisy and Irina are quickly proving that in an industry driven by corporations fixated on speedy transactions, getting to really know their clients is the key to true success.

From Abroad to Naples

Greisy and Irina both found their way to Naples from afar. Greisy was born in Cuba and moved to Naples in 1999, driven by a desire for freedom of expression and the pursuit of a better life. “We didn’t have any family here,

but my dad’s friend had come over before we did and he was in Naples, so that’s where we went,” she recalls.

Greisy began her career in the early 2000s as a mortgage processor, navigating the ups and downs of the real estate market. When the market crashed, she took on a new challenge, working for a prominent criminal defense law firm for several years. But after the birth of her third child, Greisy decided to take time off to focus on her growing family. In 2012, she re-entered the workforce with a fresh start in the title industry, where she found a renewed sense of purpose.

“My journey has always been guided by my faith, love for my family, and a commitment to excellence,” Greisy emphasizes. “If it’s anything short of that, it’s not for me.”

Irina, on the other hand, grew up in Russia’s post-Soviet Union transitional period. “Words like ‘market economy’ sounded to us as real as Santa Claus,” she recalls with a chuckle. “It was something we all heard of, but had never seen.”

Irina studied law in Russia and received a master’s degree in economics, driven by her fascination with real estate and the novel idea of private property ownership. “I ended up traveling to the United States to see how constitutional freedoms were enacted since entrepreneurship was considered a crime in Russia when I was growing up,” she remembers.

This year, the global-minded pair launched Esquire Land Title of Naples, a boutique company that provides secure property transactions, delivering peace





Irina Prell

of mind to buyers, sellers, and real estate professionals alike.

Always Proactive

Esquire Land Title of Naples’ boutique operation focuses on providing a tailored experience for clients. The office is located on 5th Avenue South in downtown Naples, a prime location that emphasizes its dedication to serving the Southwest Florida community. But Greisy is quick to point out that their customer service doesn’t stop when the office clock hits 5 p.m.

“We’re not a 9-to-5 operation by any means,” emphasizes Greisy. “I’m in the business of making it happen. If it’s within my reach and my capabilities, I will get creative and deliver for my referral partners and clients.”

Irina, an experienced real estate attorney, works out of Lee County, and her expertise is a cornerstone of the company’s offerings. Greisy manages the day-to-day operations in Naples, focusing on networking, closings, and market growth, while Irina provides

essential in-house legal insights for complex real estate transactions.

Greisy’s laser focus on relationships, not transactions, truly sets them apart. She has a proactive approach and is always extremely welcoming. This also means keeping parties up-to-date, collaborating, and providing full transparency throughout the transaction.

“Irina does an incredible job keeping everything running smoothly behind the scenes and specializes in resolving complex issues and finding solutions; she is available whenever I need her,” Greisy elaborates.

“But at the core, I’m out there building relationships and creating the connections that make us more than just a name on the door. This is my baby, and it’s the drive and passion I bring every day that truly shapes our office atmosphere.”

Fulfillment in Every Closing

For Greisy, the most rewarding part of her work is helping clients through



Greisy Rodriguez

significant moments in their lives, whether it’s buying or selling a home or refinancing.

“Guiding them with care and making a positive impact every day is what drives me,” she smiles.

Irina echoes this sentiment: “I like helping people realize their dreams and solving the puzzle of how to make all pieces fall into their place.”

In an industry that often prioritizes speed over service, Esquire Land Title of Naples is deliberately bucking the trend of corporate consolidation within the title industry.

“It’s becoming more and more difficult for smaller, privately-owned title companies to compete,” Irina admits. “Larger corporations minimize personal interaction and take relationship building out of the closing process.”

To counteract this, Greisy and Irina are committed to their boutique approach that ensures direct communication.

“We employ the highest level of technology, yet we go against the trend

by focusing on relationship building and creating lasting connections,” Greisy adds. “I work closely with agents and their clients, maintaining an open line of communication throughout the process because we are interested in the relationship, not just the transaction — those will come.”

Life Beyond the Office

When they’re not busy working, both women value time spent

with loved ones. Greisy delights in good food, music, dancing, and creating special moments with her husband, three children, and beloved mini goldendoodle. “Food is my love language,” she laughs, adding that she’s eager to start traveling more in the future to enjoy different cuisines and cultures.

For Irina, quality time with her partner revolves around outdoor activities, boating, and hitting Southwest

Florida’s beautiful beaches. She also carves out quiet time to paint, read, and play piano. “I find the world to be a fascinating place,” Irina muses. “Every year, we commit, as a family, to take international trips to learn more about the places we visit, their history, and their culture.”

At Esquire Land Title of Naples, giving back to the community is just as much a priority as building relationships. “We actively participate in local events



“

I like helping people realize their dreams and solving the puzzle of how to make all pieces fall into their place.”

- Irina

“

My journey has always been guided by my faith, love for my family, and a commitment to excellence.”

- Greisy



Irina Prell (left) and Greisy Rodriguez (right) launched Esquire Land Title of Naples in 2024.

and initiatives, supporting causes that strengthen our community,” Greisy says. “I’m very passionate about empowering women in business and leadership and am personally involved with several groups in our community.”

Looking ahead, both women have ambitious plans for Esquire Land Title of Naples.

“While we are a boutique company, our vision is to be the premier choice for top producers in the Naples market.

My goal is to cultivate our company into an exclusive title service, known for its commitment to excellence and tailored approach, serving the very best in the industry,” Greisy concludes.



To experience a seamless closing with Esquire Land Title of Naples, visit www.esquirelandtitle.com or call Greisy Rodriguez at 239-289-7371. You can also reach her via email at greisy@esquirelandtitle.com.



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Coaching Is Preventive Maintenance

BY MICHAEL DILL

Today, I want to share about how hiring a coach is preventive maintenance for you and your business. We have cars... As long as we're keeping up with the preventive maintenance, getting the oil changed, getting the tires rotated, our cars will naturally last longer. However, here's something interesting to think about, as God made us all human: I really believe being human is a liability. It takes us our entire lifetime to figure out how to consistently show up right, make the right decisions, do the right things, and not take things so seriously. Some of us do a good job at it, and some unfortunately don't.

In business and in life, if we're left to our own devices, we're going to miss some things as we all have our blind spots. Sometimes, we're going to procrastinate on a decision that should be made more decisively. We're going to avoid having the tough conversations. We're going to maybe hire too fast sometimes or fire too slow, as opposed to hiring slow, letting people qualify to represent our brand, and firing slow because we don't want to hurt any feelings — or we're leading from a place of fear that if we let them go, we're going to fall behind. This is all self-sabotage.

Sometimes, as humans, we just do stupid stuff. Having a coach is actually preventive maintenance to keep you on track with doing the little things you need to do in your business to keep it moving forward correctly. Having a coach also gives you the ability to have somebody challenge you,

encourage you, take you outside your comfort zone, and share the strategies, solutions, and systems needed to create a business that works more for you. When you are stuck with some type of situation and you cannot get out of your own way, you vent with your coach and have your coach get you back on your A game so you can be who you need to be for your clients, for your team, for your family, and for your organization. We all need a guide. We can't go at it alone.

I was having a conversation with a client recently and realized that coaching is preventive maintenance. My two coaches will keep me on track not only with all the great advice and guidance I receive, however by also guiding me not to make stupid decisions that might sabotage a relationship or my success. And that is simply priceless.

Don't think hiring a coach is just about getting to the next level. Getting to the next level is not necessarily about the different things we're going to apply in our business. Sometimes, getting to the next level with ourselves and our business is about being able to stop doing the stupid stuff that is sabotaging the progress of our greatness. And only a coach who is aware and not afraid to challenge you can catch that stuff when we, alone, aren't catching it.

Coaching is not only a vehicle to help you, your team, and your organization become better; it just might keep you from doing some stupid stuff that doesn't serve you, your organization, or your business. And that is simply priceless.



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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SPECTRUM CONCIERGE

Creating New Standards for Peace of Mind

BY JESS WELLAR • PHOTOS BY NEW FRAME PHOTOGRAPHY

“Our focus has always been on people, both our clients and our employees. The quality that we put forth for our clients starts with our people. We have a very positive, tight-knit group of team members, most of whom have been with us for a long time. They’re dedicated, and we’re dedicated to them in return,” explains Dave Feightner, co-owner of Spectrum Concierge in Naples, Florida.

Alongside his wife, Steph, Dave has spent over a decade redefining the home-watch industry, not only by catering to their clients’ every need, but also by taking care of the people who make their business shine.

Based in Naples, Spectrum Concierge provides premium home-watch, estate management, maintenance, and concierge services to homeowners in Naples and Bonita Springs. Known for being on call 24/7/365, the company’s attention to detail, along with an innovative approach to client relationships, has made them a standout in the local market.

Dave and Steph, who also operate Accent Cleaning Services as a sister company, believe that Spectrum’s success lies in their unique model, amazing team members, and the time

and attention they put into serving clients and their homes.

“Setting a New Standard in Home Services’ isn’t just our tagline — it’s our commitment,” Dave affirms.

The Road to Business Ownership

Before entering the home-watch industry, Dave and Steph each had careers that emphasized service and relationship building. Dave, originally from Chatham, Massachusetts, earned his degree in business and professional golf management from Methodist University. He spent the early part of his career as a golf pro at prestigious clubs, including Nantucket Golf Club, Ocean Reef Club, and The Club at Mediterra in Naples. Steph, from Wyomissing, Pennsylvania, graduated from Villanova University and worked in administrative roles in Washington, D.C., and Miami.

Their backgrounds in hospitality, administration, and customer service made a home services business a natural fit.

“We wanted to start a business together, something that would play to our strengths,” Dave recalls. “We were drawn to the home-watch field because it allowed us to help people take care

of their properties while also working together as a team.”

In 2013, Spectrum Concierge was born. The business has since expanded, driven by Dave and Steph’s goal of providing clients with peace of mind and maintaining their properties to the highest standards.

“We didn’t want to be just another home-watch company,” Dave remarks. “We wanted to create a premium service that goes above and beyond. That’s what Spectrum Concierge is all about.”

Raising The Bar

Both Feightners take immense pride in providing services that are truly tailored to their clients’ unique requirements. “Each client has a dedicated admin who ensures communication is clear and captures whatever the homeowner needs. We’re not a 9-to-5 operation,” Dave points out. “We’re on call for clients any time of day, every day of the year.”

A significant part of their service includes proactive maintenance to protect clients’ homes from the sometimes harsh Florida climate.

“SWFL weather does a number on people’s homes,” Dave emphasizes.



Dave and Steph Feightner founded Spectrum Concierge in 2013.

“These properties require a lot of time and attention, especially with things like hurricanes and extreme heat. We help our clients combat that with proactive maintenance. Our goal is to deliver their homes in the finest condition, both aesthetically and functionally.”

In addition to their white-glove approach, Spectrum Concierge recently developed proprietary home management software that allows them to track and communicate with clients more effectively.

“Our new software has been a game changer,” Dave offers. “It keeps us ultra-organized and allows us to communicate updates to clients efficiently. Paired with our admin team, it’s a tangible difference that sets us apart.”

Spectrum Concierge’s unique model includes an annual retainer fee, rather than charging per visit. “A lot of people are used to paying per visit, but we’ve found that the retainer fee allows us to customize our programs to our

client’s needs while also ensuring we build a company that is able to offer quality career opportunities to our team members, ultimately leading to longevity and high-trust relationships with our clients,” Dave elaborates.

Investing in People

One of the core values at Spectrum Concierge is team appreciation and personal development. Dave and Steph view their employees not just as staff but as an integral part of the company’s success.

“Being able to provide the best possible compensation and benefits to our team members, along with advancement opportunities, has always been a priority for us,” Dave acknowledges. “Watching their personal and professional growth over the years has been incredibly fulfilling.”

Many of Spectrum Concierge’s employees have been with the company for years, and several have even been



“WE’VE SET A HIGH STANDARD FOR OUR SERVICES, AND WE’RE ALWAYS WORKING TO GET BETTER. WE’RE EXCITED TO KEEP RAISING THE BAR FOR OUR CLIENTS WHILE BEING AN INTEGRAL PART OF THE COMMUNITY TO MAKE NAPLES A GREAT PLACE TO LIVE.”



able to purchase their first homes. “It’s rewarding to see our team members achieve these kinds of milestones,” Dave continues.

“We also run internal committees for growth, like language-learning programs and other employee-sponsored initiatives. We believe in helping our employees become the best versions of themselves, both on and off the job.”

Building a Local Legacy

When they’re not managing Spectrum Concierge, Dave and Steph enjoy spending quality time with their two children, Wade (9) and Riley (7). “We’re a close family,” Dave says with a smile. “We have lots of little traditions, we love sports, and we do our best to travel and see friends and family when we can.”

Looking to the future, the couple remains optimistic about the continued growth of Spectrum Concierge and the difference they can make in the Naples community. Recently, the company moved into a new office in North Naples,



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a space that's better suited to their expanding team and evolving operations. "We've been through a lot of challenges over the years, from hurricanes to the COVID-19 pandemic," Dave reflects. "But through it all, we've stayed focused on serving our clients and supporting our team. This new office is a fresh start for us, and it's going to help us be even better prepared to serve our clients efficiently."

As they continue to expand, though, the Feightners remain committed to maintaining Spectrum Concierge's reputation for excellence.

"We've set a high standard for our services, and we're always working to get better," Dave concludes. "We're excited to keep raising the bar for our clients while being an integral part of the community to make Naples a great place to live."



The Spectrum Concierge team is dedicated to providing premium home-watch services.

To learn more about Spectrum Concierge and the premium home-watch services they offer, visit www.spectrumconcierge.com or call Dave and Steph Feightner at 239-777-6173.

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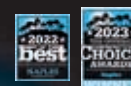


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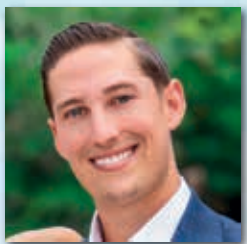
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MELINDA & JAKE GUNTHER

The Next Generation



BY ZACHARY COHEN • PHOTOS BY MICHELLE REED

Since she began her real estate career in 2012, Melinda Gunther has dreamed of one of her children joining her in business. In 2024, that dream finally became a reality when Melinda's son, Jake, earned his real estate license. Now, Melinda is mentoring her son with the goal of ushering in the next generation of Gunther REALTORS®.

Melinda's plan for Jake is unique. She's not necessarily expecting him to stay on her team; rather, she wants to help him gain the skills to build a real estate business in whatever form or locale he desires.

"My plan is to teach Jake everything I know over the next year or so and then allow him to build his own business," Melinda says. "I want to see him spread his wings."

A Family Foundation

For Melinda Gunther, real estate has been more than a career; it's been a cornerstone of her family's life for the past 13 years. Originally from Grand Rapids, Michigan, Melinda's journey took her to Phoenix, Houston, Alberta, and finally Naples, Florida — a place she's proudly called home for 25 years.

The Gunther family's transition to Naples came when Melinda's husband, a former oil industry professional, was introduced to custom home building. In 2000, an opportunity arose to purchase Imperial Homes, a luxury home-building company.

"We were vacationing here and met a family looking to retire and sell their business," Melinda recalls. "It was a new career for my husband, but a great opportunity for us to start over."

While her husband oversaw Imperial Homes, Melinda focused on raising their children, Jake and Lauren. Once they were old enough for school, she was drawn to the luxury real estate market — a natural extension of the family's involvement in high-end home building.

"I've always worked as a solo agent and never considered building a team — unless it was with a family member," she explains. That dream has now become a reality as she mentors her son Jake.

Jake's Journey

For Jake, real estate wasn't an obvious career choice at first. As a child, he spent weekends visiting construction sites with his father, observing the intricacies of custom home building. Meanwhile, he watched his mother thrive in her real estate business — but he didn't immediately see himself following in her footsteps.

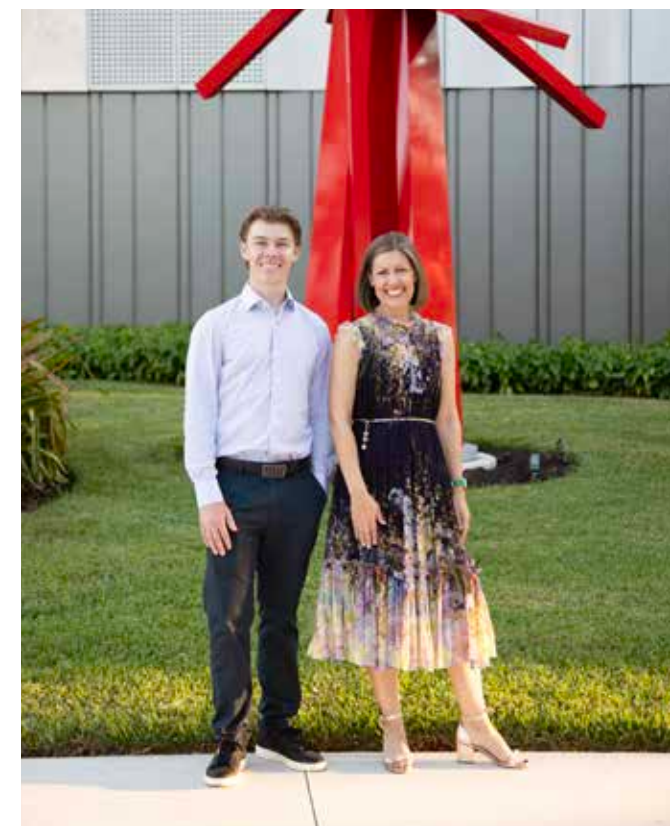
"She always brought up the idea of joining her team, but I wasn't sure," Jake admits. "Over time, I began to see the unique opportunity in real estate, especially the chance to learn from someone as experienced as my mom."

After testing the waters in his father's business, Jake decided to take the plunge into real estate, earning his license in May 2024. Now, he supports Melinda's business while learning the ropes of the industry.

"Real estate is an attractive career because it allows me to be an entrepreneur," Jake says. "Having someone to guide me along the way is a huge advantage."



Jake Gunther partnered with his mother, Melinda Gunther, at Premier Sotheby's International Realty in May 2024.



A Collaborative Dynamic

The partnership between Melinda and Jake is more than just professional — it's deeply personal.

“It's been my dream since they were 10 that one of them would come to work with me,” Melinda says. “I love it. I'm constantly learning and gleaning best practices from colleagues around the world, so sharing that with Jake is incredibly rewarding.”

Jake shares similar sentiments, expressing gratitude for the opportunity to work alongside his mother. “She has great ideas and is always improving on what she knows,” he says. “That's a big help. The world changes fast, and she stays on top of things, which makes it fun.”

For Melinda, mentoring Jake is about more than passing down knowledge; it's about setting him up for success in his own right. “I still have a big career ahead of me,” she says. “My plan is to teach Jake everything I know over the next year or so, then allow him to build his own business.” Jake agrees, adding, “My goal is to gain a better understanding of the industry and eventually go out on my own.”

A Legacy of Giving

Beyond their professional ambitions, the Gunthers are deeply committed to their community. “In Naples, I always say charitable giving is a competitive sport,” Melinda laughs.

“ALL YOU CAN LEAVE IS THE IMPACT
YOU MAKE ON YOUR COMMUNITY.”



Together, Melinda Gunther and her son Jake are The Gunther Group

“Everybody here is giving-minded, and that’s been a legacy for our family too.”
Over the years, the Gunthers have supported numerous charities and community initiatives, embodying a philanthropic spirit that is integral to their family values. “You can’t take anything with you,” Melinda reflects. “All you can leave is the impact you make on your community.”

For Jake, the future is filled with possibilities. “There are a lot of unanswered questions I’ll find answers to in the next five years,” he says. “I’m excited for that.”
As Melinda continues to lead by example, she finds immense joy in watching Jake embrace the challenges and opportunities of real estate. “He’s showing me how to learn too,” she says with pride. “It’s exciting to see him launch and watch him fly.”

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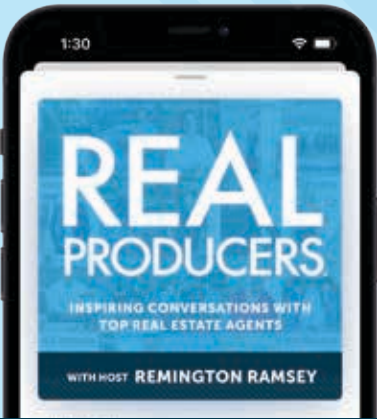
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