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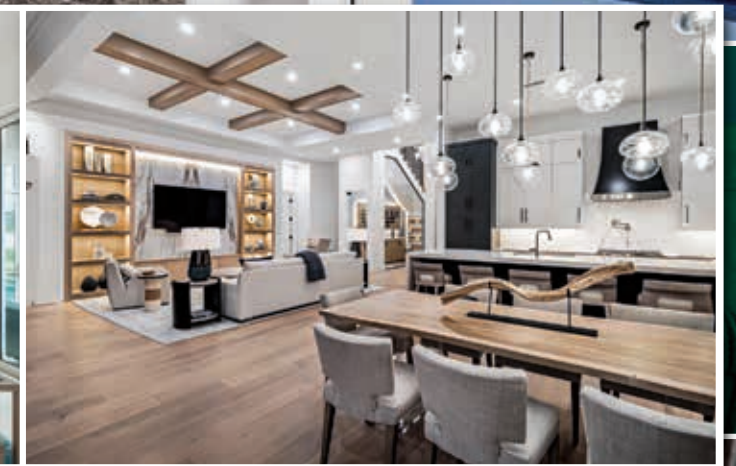
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SUMMER VIBES & MARKET MOVES

Hey everyone,

Happy July! I hope you have an amazing Fourth of July and find time to enjoy the holiday with family, friends, picnics, barbecues, and parades.

We're officially halfway through 2025, and the Southwest Florida real estate scene is showing some interesting shifts. After a rollercoaster of a market in the last four years—first booming for two years, then cooling off for the next two—the dust is starting to settle. That's great news for both buyers and sellers.

Here's the scoop: home prices have relaxed slightly, and inventory is finally on the rise—especially when it comes to condos and townhomes. If your clients have been waiting for more options, now's a good time for them to take another look.

Even though mortgage rates remain on the higher side, buyer interest is holding strong. And here's the exciting part—many experts are forecasting rate drops later this year, which could lead to another boom. Mortgage

lenders, in particular, are getting ready. So here's to a summer and beyond that's full of possibilities.

One of the things you shouldn't miss this summer is our big quarterly event coming up on **August 21st at Clive Daniel Naples**. Registration is open, so if you haven't received your exclusive invite yet, just let me know, and I'll make sure it finds its way to you. I'm especially excited to check out the showroom—might even pick up a few ideas for my new home while I'm at it!

Thanks for being such an integral part of our *Real Producers* community. Wishing you a July full of good times, growth, and new possibilities.

Very respectfully yours,



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What's Your DAVID?

BY MICHAEL DILL

I was reading a great book recently—*10x Is Easier Than 2x*. And I know, for some, the phrase “10x” triggers the thought, “Oh no, here we go again... do more, push harder, hustle longer.” However, that is not what it’s about. It’s not about doing *more*—it’s about doing *less*, but with more clarity and more leverage.

Let me share a story.

Michelangelo is widely regarded as one of the greatest sculptors of all time. And his most famous piece? David. Now, here’s the part that is often overlooked—David wasn’t carved from a flawless slab of marble. Quite the opposite. That piece of stone was rejected, tossed aside by

other sculptors. Too flawed. Unusable. Michelangelo saw something different.

Before he ever picked up the chisel, he already saw his David. The image was clear in his mind. And then? He simply removed everything that *wasn’t* David.

That’s it. That’s the magic. That’s 10x thinking.

I recently had a coaching conversation with a client. He’s launching a franchise and there are a lot of moving pieces. I asked him a simple question: “Is this your David?” He paused, thought about it, and said, “Yes. This is my David.” Perfect.

Now, if that’s true—if this is your masterpiece—then the next step is just as important: what has to go? What needs to be removed, delegated, or released so you can stay focused and chisel away at the one thing that matters most?

That’s the essence of this work. We’re all surrounded by distractions—new ideas, conferences, social media, AI this and that, books and podcasts and emails. There’s always something shiny pulling at our attention. But when you’re clear on your David? The noise fades. You see what fits and what doesn’t. You know

your role, your focus, and your lane. And when you’re in that lane—when you’re working from your highest purpose—you bring others into theirs. You empower your team, your business, your life.

So this week, I encourage you to ask yourself: What’s your David? What’s the thing you’re building that matters more than the rest? And just as importantly—what needs to be removed so it can fully take shape?

Let’s get clear. Let’s get focused. Let’s get sculpting.



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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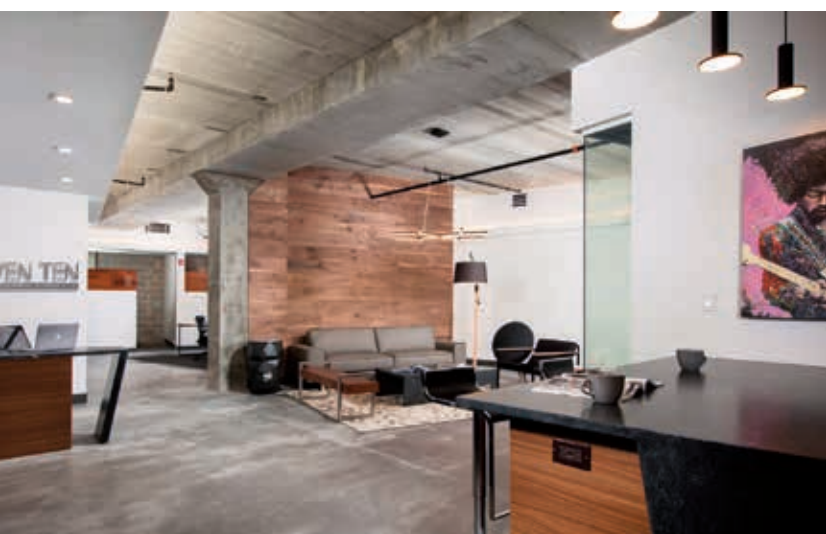
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Debbie Seifert



NO COASTING THIS
TIME AROUND EITHER

BY JESS WELLAR • PHOTOS BY NEW FRAME PHOTOGRAPHY

“Each new real estate client brings motivation. Just like my students from my days in the classroom, they all have different backgrounds, different stories, different needs,” Debbie Seifert begins. “Once I get to know them and their needs, I’m on a mission to find them what they are looking for.”

The heart of a true teacher never really leaves you. And in Debbie’s case, that heart is exactly what continues to drive her consistent success at Downing-Frye Realty. After three decades of shaping young minds in Collier County classrooms, Debbie took the same patience and solid work ethic and applied it to her real estate business—and didn’t skip a beat.

New Chapter

After graduating from the University of South Florida with a degree in elementary education, Debbie spent 30 years in education. She raised her family in Naples and has called the area home

for over three decades. But by year 23 in the classroom, she started to feel the itch for something new.

“I have a huge love for people,” she says. “I knew when my teaching career ended I was not going to be ready for retirement. I had friends who were REALTORS® and they were always telling me that I should definitely consider real estate. I thought it might be ‘fun’ and decided to look into it.”

It turned out to be more than just fun; it was a perfect fit. Debbie’s reputation in the community and local roots made for a smooth entry into the business.

“Having those years of teaching experience and education as a local, my business took off very quickly,” she recalls.

Debbie dove into real estate in 2014 while still teaching full-time and hit the ground running. In fact, she snagged

Rookie of the Year at her former brokerage while somehow managing dual careers. She taught school all day, worked with buyers and sellers by night, and ran on four hours of sleep for years—seven, to be exact—before retiring from the classroom to launch her full-time real estate career in 2021.

A Solid Foundation

Debbie credits her teaching career for preparing her to be the kind of agent clients trust and return to again and again. “Success is when my clients call after closing and want to meet for lunch,” she says with a smile.

Her clients span all ages and price points, from first-time buyers to luxury listings, and she approaches every transaction with the same honesty, care, and attention to detail.

“Whether on the listing side or the buyer’s side, I take a personal interest in my clients,” she affirms. “I’m a



real person, who treats each client with honesty and integrity.”

She leans into personal touches, too, such as birthday cards, handwritten notes, and thoughtful phone calls, and her repeat business reflects that effort.

“I have also developed a passion for decorating and designing,” she adds. “It really helps because I’m able to assist my clients with staging, and oftentimes after a buyer closes, I go in and help them make selections for their new home.”

Debbie closed nearly \$22 million in sales last year across 19 transactions, proving that consistency, heart, and a reputation for doing things right still go a long way.

Rooted in Community

Born and raised in Immokalee, Debbie says her upbringing gave her a helpful perspective she carries into every relationship today.

“It is one of the most diverse towns in America. I learned to respect people from all walks of life,” she shares. “Seeing people for who they are as a person and not what they have or who they know is how I was raised.”

Her family wasn’t wealthy, but Debbie notes they were rich in affection and values: “My parents were hardworking people, and we always had what we needed—most importantly, love and faith!”

Now living in Naples, Debbie still makes frequent trips back to Immokalee and never forgets her roots. “There are multiple times throughout the year where we will either attend functions or donate to different school clubs or functions. It always feels good to give back,” she adds with a smile.

Off the Clock

Debbie has been married to her husband Steve for 15 years. Steve works in the construction industry and often steps in when a second set of expert eyes are needed on a property.

“It’s great having my husband available to help out when my clients need something construction-related. We really do make a great team!” Debbie acknowledges.

Their blended family includes five adult children spread across different states, but they always make time to return to Naples for holiday fun and family trips.

“We all love cruising, so our destinations are usually filled with warm weather and lots of sunscreen,” Debbie points out. They’ve got a family cruise planned next summer to celebrate a few big birthdays, including hers.



Debbie Seifert, a REALTOR® with Downing-Frye Realty, spent 30 years teaching in Collier County schools before shifting to real estate full-time in 2021.



“THERE IS ALWAYS ROOM FOR LEARNING AND TRAINING TO KNOW MORE... AND AS THE MARKET IS CHANGING DRASTICALLY, I WANT TO STAY IN THE KNOW OF WHAT’S GOING ON.”

The Seifert gang is completed by their “furry children,” a Yorkie named Snickers and local rescue, Winston, a high-energy Jack Russell mix. Both pups keep the house “full of chaos and joy,” Debbie chuckles. “But we wouldn’t have it any other way!”

When Debbie does carve out time for herself, it’s usually to relax poolside, at the spa, enjoying lunch with friends, or engaging in a little “retail therapy.” With her love of baking, she also looks forward to when the holiday season rolls around.

“Christmas is my absolute favorite time of the year because it’s full of family, food, and fun!” she beams.

Debbie Seifert brings her passion for baking to life—especially during the holidays.



**“I HAVE
A HUGE
LOVE FOR
PEOPLE”**



The Road Ahead

After 11 years in real estate, Debbie clearly has no intention of tapping the brakes.

“Not a chance!” she declares. “There is always room for learning and training to know more... and as the market is changing drastically, I want to stay in the know of what’s going on.”

Though many agents have suggested she consider building a team or pursuing her broker’s license, Debbie knows what lights her up—and it’s not paperwork.

“I think it would take away from what I love the most about real estate: interacting with my clients,” she concludes. “But I do love to mentor young agents and am always willing to help anyone who comes to me to look over a contract or give advice.

“I’m just excited to see what the future holds for me in my real estate journey. Bring it on!”



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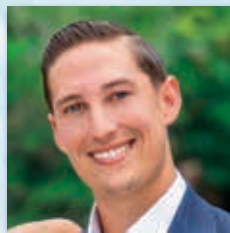


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Self-Talk is your *HIDDEN* SUPERPOWER

BY CARLENE MARIE

As a high achiever, you can have the drive, the skill set, the knowledge, and the network, but if your self-talk is working against you, it will shape how you show up, connect, and succeed, and often without your awareness.

The words you speak to yourself affect your energy, your presence, your ability to focus under pressure, and your confidence in critical moments. Yet most often, our self-talk runs in the background, unchecked.

You may walk into a negotiation well-prepared, but if your inner script is whispering, “Don’t mess this up,” that message leads. Doubt shows up in your body language, voice, and timing even if no one else hears it.

Studies in neuroscience confirm this. According to Dr. Ethan Kross, psychologist and author of *Chatter*, the thoughts we repeat influence our decisions, emotions, and stress responses. When our internal dialogue turns negative or loops old beliefs, it limits how we lead and perform.

Some researchers estimate we speak to ourselves at a rate of 4,000 words per minute. That inner monologue quietly shapes everything from your mood and memory to your physical posture and performance.

The problem isn’t that, you think. It’s that you’ve never been taught to direct those thoughts. Most self-talk is unconscious and defaults to fear, comparison, or pressure. But you can shift it. You can become the empowered director of your inner script, mastering your story and your very mindpower.

In my work with high performers, I use a simple framework to help retrain self-talk and create the mindset for lasting success. It’s a step-by-step approach that begins with awareness and ends with aligned action.

Step 1: The Thought Awareness Trigger

Before any high-stakes moment—an appointment, a call, a negotiation—first simply pause and check in. Ask, “What am I telling myself right now?” Labeling the thought creates space. You can’t change what you don’t notice. This step builds conscious awareness and gives you choice.

Step 2: Identity-Based Affirmations

Once you’ve interrupted the old script, redirect it with identity-based language. Say, “I lead with calm. I solve problems. I bring clarity.” Grounded, present-tense statements rewire the brain and rebuild trust in yourself.

Step 3: The 90-Second Reset

Even with intention, emotion can hijack clarity. When pressure builds, regulate first. Breathe deeply. Try two inhales through the nose and then one long exhale out. Dr. Jill Bolte Taylor notes emotional reactivity only lasts 90 seconds unless fed by thought. Let the wave pass so your mindset can lead.

Step 4: Inner Coaching Language

Speak to yourself as you would a respected client. Replace judgment with strategic guidance. Ask, “What’s my next best step?” This keeps you anchored in clarity, not criticism.

Mindset and performance are inseparable. The thoughts you repeat become your energy and your energy is what others feel and impact their response.

The most important conversations you have every day are the ones no one hears. So speak with clarity. Lead yourself with calm. Anchor in truth, not pressure and faulty old beliefs. And remind yourself daily that you are driven not by fear but by vision. Because the voice you choose to lead, believe, and master ultimately determines your very success in every aspect of life.



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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GEORGE NAHRA



RENOVATION SELLS SWFL BEAUTIFUL RESULTS, HASSLE-FREE

BY JESS WELLAR • PHOTOS BY NEW FRAME PHOTOGRAPHY



Who wouldn't want to sell a home faster and for more money? It's little wonder George Nahra's fledgling business, Renovation Sells Southwest Florida, is quickly gaining traction.

"The reception has been very positive so far!" George says with a grin. "One client at a time, I aim to prove that renovations don't have to be painful with the right tools, experience, and mindset. It really can be hassle-free."

That hassle-free approach is a core focus for George, who launched the Naples-based branch of Renovation Sells

in November 2024. While the national franchise was initially focused around pre-sale cosmetic renovations—helping REALTORS® get listings market-ready—the model quickly adapted to shifts in the real estate market. The company also serves homebuyers who want to update outdated homes prior to moving in, as well as homeowners who want to renovate their spaces to stay put and enjoy their refreshed surroundings.

"We handle design, construction, and even offer financing," George explains. "I want to simplify

the renovation process by leveraging trusted local experts, timeless designs, and a streamlined experience from start to finish. It's a white-glove, all-in-one experience."

A Background in Strategy and Service

George's business background makes him uniquely qualified to deliver exceptional results. Originally from Chicago, Illinois, George attended Duke University for his undergrad and Wharton for his MBA.

"I worked for over 20 years in leadership roles with major retail brands and consulting

for CEOs on strategy, sales growth, and profitability," George notes. "I worked for McKinsey in Chicago for several years and am fortunate to have had the opportunity to serve many recognizable clients."

That extensive experience taught George the value of stellar customer service, a skill that translates perfectly to his own business endeavors today.

"My ultimate goal is to serve the client, whether that's the Realtor or their homeowner," George emphasizes. "Renovations can be



George Nahra is the owner of Renovation Sells in Southwest Florida, an all-in-one home renovation company offering design, construction, and financing.

stressful, but I aim to deliver an excellent experience. I've been through the pain of renovating myself, so I completely understand where clients are coming from."

In fact, George had tackled his fair share of renovation projects before launching Renovation Sells locally.

"I've renovated both of the homes we've lived in here in Southwest Florida, one in Fort Myers and one in North Naples," he points out. "I've also renovated a few condos while living in Chicago and Columbus, Ohio. I know firsthand how daunting the process can be, and that's why I'm focused on making the experience easier for everyone involved."

A Trusted Network

George launched Renovation Sells in Naples last November to serve both Lee and Collier Counties. Employee-wise, he's running the business "lean and mean" for now and recognizes that subcontracting can raise eyebrows for some homeowners, but he's very intentional about the people he works with.

"I only use subcontractors I've personally used in my own home or who were referred to me by people I trust," he says with pride. "I want my clients to know I'm not bringing random people to work in their homes."

That focus on trusted connections has been key in delivering beautiful, lasting results thus far, and in building George's

reputation as a reliable renovation partner.

But if you ask George what separates Renovation Sells from the competition, his answer is simple: communication.

"I've found that one of the biggest pain points in renovations is the lack of communication and transparency," he continues. "So I take the opposite approach. I'm always available via text, phone, or email. I keep an open line of communication and provide full transparency for everyone's peace of mind."

Because Renovation Sells primarily focuses on cosmetic renovations such as floors, paint, countertops, cabinets, lighting, and plumbing fixtures, George's team can typically complete projects in four to six weeks,

depending on the scope of the improvements.

"There's a lot you can do without pulling permits," George elaborates. "Cosmetic updates aren't just 'lipstick on a pig.' You can drastically remake a home without permits, and that makes the turnaround faster while still delivering a high-impact transformation."

Family Man

When George isn't busy helping Realtors and homeowners achieve their renovation goals, he's spending every spare minute with his loved ones.

"I have a 2-year-old son, Jonathan, so most of my free time is spent with him and my wife, Samantha," George beams. "We'll be celebrating our 10th wedding anniversary this October, and as a family, we love going for



"INSTEAD OF A HOME SITTING ON THE MARKET FOR MONTHS, A FEW KEY UPDATES CAN GET IT SOLD IN A MATTER OF WEEKS. **AND WE'LL BE HERE TO HELP."**

walks, visiting the zoo, and spending time at the beach."

George and Samantha moved to Southwest Florida from Ohio nearly a decade ago for George's work, but he notes the region quickly became home.

"My in-laws have a home in Bonita, and my mom has a condo on Marco, so this area has become our happy place," he smiles. "We love being here."

Rosy Outlook

Looking ahead, as George continues to grow Renovation Sells Southwest Florida, his focus remains on delivering consistently excellent results and building meaningful partnerships. He also sees major opportunities for growth in the Southwest Florida market in particular.

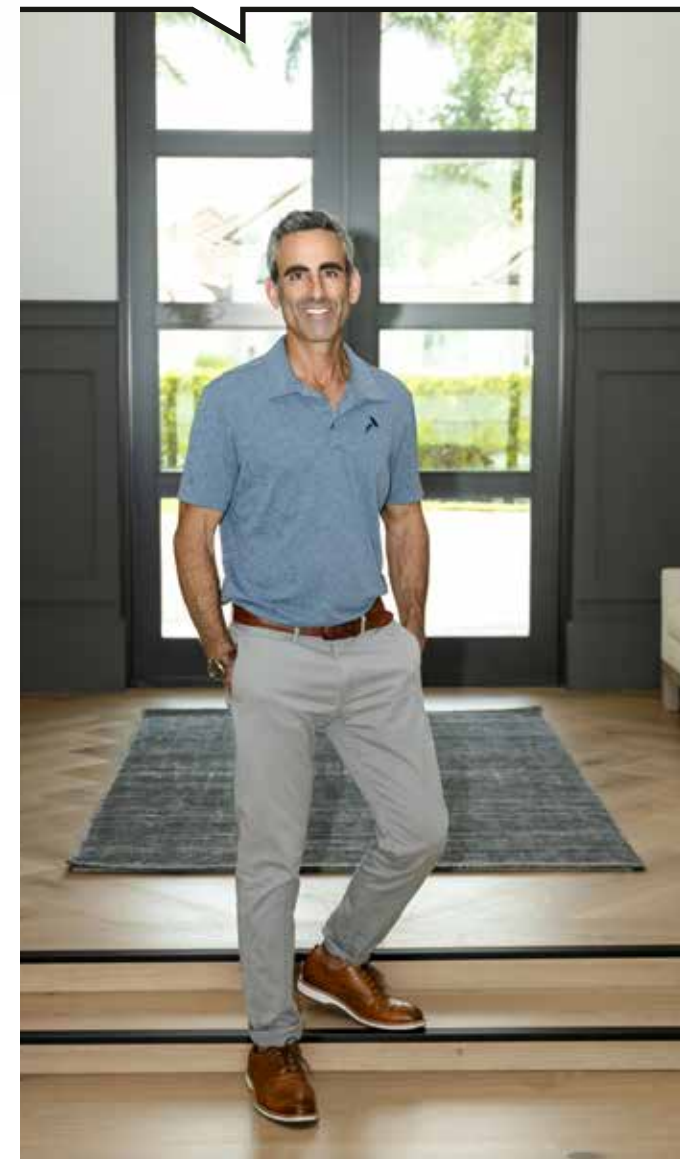
"A lot of the homes here lend themselves to cosmetic

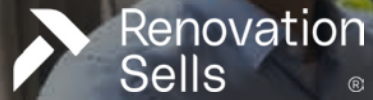
updates," he offers. "There are so many homes that have been lived in for 20 or 30 years that are overdue for a refresh. That's where we come in—we can modernize those homes without the stress of extensive, permit-heavy projects."

With an increase in available inventory, George believes cosmetic updates are the key to helping homes stand out in the current market.

"Instead of a home sitting on the market for months, a few key updates can get it sold in a matter of weeks," he concludes. "And we'll be here to help."

To learn more, visit RenovationSells.com or contact George Nahra directly at 239-880-2992.





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Photo by LaCasaTour



The Gina Guarino Group (from left: Alec Guarino, Dominic Guarino, Gina Guarino, Sue Teske, Joey Guarino, Jeanne Sopiartz) (Photo by Ash Wittmer)

A Family Affair

BY ELLEN BUCHANAN

For over 30 years, Gina Guarino—team leader of the Gina Guarino Group at John R. Wood Properties—has been expertly guiding clients through some of the most important decisions of their lives. A real estate icon and multimillion-dollar producer, Gina’s career spans three states: Illinois, Indiana, and now, Florida.

To say real estate is a family affair for Gina would be an understatement. She got her start under the wing of her mother, a successful REALTOR®, and today, her team includes her three adult sons.

While expanding her business in Southwest Florida, Gina continues to serve clients across all three states. Given her proven track record and tireless work ethic, there’s no doubt

Gina will continue to deliver excellence and results throughout the region.

Roots in Real Estate

Gina grew up in a suburb of Chicago and was introduced to real estate early on by her mother, a successful agent in her own right. By age 16, Gina was working part-time as a secretary at her mother’s brokerage. Two years later, when her mother opened her own RE/MAX office, Gina stepped into the role of administrative assistant.

After high school, Gina had plans to attend UCLA—but her mother had other ideas. According to Gina, her mother paid (“bribed”) her to attend the local community college instead and help run her brokerage. Taking her mother up on the offer set the course for Gina’s career. She was licensed at 21 and began selling real estate.

After her mother sold her brokerage, Gina moved to Indiana with her husband to start a family. She took a brief break from real estate—but not for long.

“My husband didn’t really want me to work, so I told him, ‘Don’t worry—I’ll just sell one house a month.’ And here I am,” Gina says with a smile.

From One Generation to the Next

Gina’s three sons—Dominic (30), Alec (29), and Joey (25)—all went to college intending to pursue their own careers. But much to Gina’s surprise, each eventually came to her with the same realization: they’d rather work with her in real estate. And with that, the Gina Guarino Group was born.

The team now includes Gina’s sons, her mother, Sue Teske—who, at 81, still sells the occasional home in Illinois and Indiana—and a couple of dedicated buyer’s agents. Dominic has been with the team for 12 years, Joey for seven, and Alec officially joined the family operation a year ago.

Gina spent more than 15 years with Coldwell Banker Realty in Illinois and Indiana, during which she was named to the President’s Club multiple times,



Photo by LaCasaTour



Gina Guarino's three sons (from left: Alec, Joey, and Dominic) decided to join her in real estate and now manage operations across Illinois, Indiana, and Southwest Florida. (Photo by Ash Wittmer)

was ranked as the number one agent in the state of Indiana, and earned a coveted spot on *RealTrends*' "The Thousand" list—recognizing the top 1,000 real estate agents in the country—every year from 2016 to 2023. She's also been named to the 2025 list, with her ranking forthcoming.

Today, Gina and her sons continue to serve the Illinois and Indiana markets through McColly Real Estate. The team divides and conquers—with Dominic and Alec managing operations up north, while Joey covers both states and now works alongside Gina in their newest location as well.

Planting New Roots in Southwest Florida

In 2018, Gina decided to expand her business to the Southwest Florida market. It was a client who inspired her to seriously consider relocating.



“
I thrive on my clients' success. If their home isn't sold, I literally can't sleep at night.
”

"I wasn't even licensed in Florida, but a client who was buying a house wanted me to be here to oversee everything because they'd bought and sold so many times up north with me. I just loved it here and thought, 'Oh my gosh, I'm definitely doing this.'"

Two years ago, Gina joined John R. Wood Properties and opened an office on Fifth Avenue in Naples. With strong local support from her son Joey and a dedicated buyer's agent, Gina has continued to thrive in Southwest Florida. In 2024 alone, her entire group closed 60 transactions across their three-state territory, and Gina was honored with the prestigious Platinum Circle of Excellence at John R. Wood.

Systems, Strategy, and Standing Out

Beyond experience and industry knowledge, Gina stands out for her professionalism, drive, streamlined systems, savvy marketing, and total commitment to client satisfaction.

"I think what sets me apart is being absolutely obsessed with client satisfaction," Gina shares. "I thrive on my clients' success. If their home isn't sold, I literally can't sleep at night."

This client-first mindset drives Gina to refine systems and embrace innovative marketing strategies. Meticulous checklists and streamlined processes help manage high transaction volumes, while savvy social media amplifies



Photos by LaCasaTour

visibility to keep deals on track and maximize client success.

In the last few years, Gina has actively embraced social media to showcase properties, share client success stories, and educate both clients and prospects. During the COVID pandemic, with a bit more time on her hands, she took the opportunity to enroll in online classes in social media marketing and began applying those strategies on Facebook and Instagram.

"It's working really well," she says. "In fact, one of my clients from up north bought a condo down here that I posted on Facebook—sight unseen."





“
I'd always been a firm
believer in 'If it's meant to
be, it will be. That is, until
I heard this at a conference
a couple years ago: 'If it's
meant to be, it's up to me.'”

Thirty-year real estate veteran Gina Guarino leads the Gina Guarino Group at John R. Wood Properties, Christie's International Real Estate. (Photo by LaCasaTour)

Life Beyond Real Estate

Gina and her husband, Rock, are celebrating 30 years of marriage this year. Loving Southwest Florida, they savor evenings dining out with friends. As a family, they make the most of their time outdoors, enjoying the beach, golfing, boating, and fishing together.

Even off the clock, though, like many top agents, Gina and her sons are never truly “off.”

“I made a reel showing how comical it was when we were all together for Mother's Day weekend—we're on the beach, on the boat, riding the golf cart, and everyone's on their phone or computer. Things just had to get done,” she chuckles.

Looking Ahead

Even after three decades in real estate, Gina shows no signs of slowing down.

She remains focused on actively growing her business in Southwest Florida and is open to expanding her team if and when the time is right.

On the personal front, Gina and Rock are eagerly planning a long-awaited trip to tour Italy this year in celebration of their 30th anniversary.

As Gina looks toward the future, she reflects on what truly drives her in real estate: a passion for helping people make confident, life-changing decisions. The most fulfilling moments come from seeing the joy on a client's face when buying a first home or selling a property that was tough to move, but that she sold with ease.



Photo by Ash Wittmer

Having built a thriving career through determination, discipline, and heart, Gina knows that success in real estate doesn't just happen—it's something you create. One quote in particular captures her philosophy.

“I'd always been a firm believer in 'If it's meant to be, it will be,’” she says. “That is, until I heard this at a conference a couple years ago: 'If it's meant to be, it's up to me.’”



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ZACH FARRELL & NATHAN BERGUM

AMERICAN LEGACY ROOFS

*Radical
Honesty
Meets
Expertise*

BY JESS WELLAR

Some roofing companies just want to cash the check and move on. Not Zach Farrell and Nathan Bergum. You'll find them juggling roofing jobs across Naples and Fort Myers, but you won't catch them cutting corners.

"We are 100 percent transparent and we stay truthful to the roof," asserts Zach, co-owner and president of American Legacy Roofs. "We don't lie to help agents, REALTORS®, or homeowners make a sale. I believe in karma, and I treat people how I would want to be treated, like family—they're not just a number."

That level of honesty and integrity is exactly why American Legacy Roofs has been building momentum so quickly in

Southwest Florida. Launched less than a year ago, the business is already fielding steady work and earning a reputation for doing things consistently the right way, even if it's not the easy way.

Getting Started

A Cleveland, Ohio, native, Zach never set out to be in roofing. "I started in the roofing industry by chance," he explains. "While I was still in college, my best friend and his dad asked me to work with them in the summer of 2010, going door-to-door to sell roofs based on insurance claims."

The first summer was brutal. But Zach stuck with it and by the time he graduated from The University of Akron

in 2013 with a business communication degree, roofing had already evolved into a steady side hustle. After dabbling in a few other jobs post-college, Zach realized his real career was right in front of him the whole time.

"I made the decision to make it my full-time career in 2017, and it was a great success," he recalls.

Starting out as a sales rep, Zach rose quickly through the ranks and by 2019 was general manager of his former employer. Like many households, COVID brought big changes, though; for Zach, that meant a move to Florida with his family.

"We had visited Florida several times during COVID and we loved it. Being from Ohio, it was pretty great to be wearing flip-flops in winter and living on the water," he grins.

After two and a half years selling roofs for a well-known Naples roofing company, Zach knew it was time to build something of his own. That's when he joined forces with fellow Midwesterner Nathan Bergum—co-owner of American Legacy Roofs—who hails from Wisconsin. The two had worked together for years at their former roofing company and brought different strengths to the table.

"We have over 23 years of roofing experience between the two of us," Zach says with a touch of pride. "Nathan runs the back end of the business and marketing while I handle production."



Zach Farrell is the co-owner and president of American Legacy Roofs.



Co-owner and Sales Manager Nathan Bergum leads marketing and oversees the back end of the business.

We are a family-oriented business that puts homeowners' needs over money or profit."

Above Code Every Time

Whether it's a re-roof, repair, or preventative maintenance, American Legacy Roofs specializes in tile, shingle, standing seam metal, stone-coated metal, 5V metal panels, and both residential and commercial flat roofs.

American Legacy Roofs' business model is refreshingly straightforward, as well, just like Zach's personality: no fluff, just quality work, fair pricing, and a homeowners-first mentality.

"We are a family-oriented business that puts homeowners' needs over money or profit," Zach says. "I talk with homeowners and want to make sure they are comfortable with the entire roofing process before we start talking dollars and cents."

And the quality of the craftsmanship speaks for itself. "The roofs we install are done above the Florida Building Code to ensure homeowners have peace of mind that they don't need to worry about their roof after it's been replaced," Zach adds.

Full Transparency, For Better or Worse

For top-producing Realtors, American Legacy Roofs is the rare contractor partner who won't give their client the runaround—or the silent treatment.

"I'm very straight-up, honest, and blunt," Zach notes. "That's my nature as someone from up north; I'm not going to sugarcoat anything."

When it comes to roof life expectancy, he doesn't mince words either. "According to the insurance companies, roofs last a certain amount of time... but typically they last much longer than that," Zach points out. "A roof's life expectancy depends on many factors: the material, if it's been through hurricanes, if it's near the water, if it's under trees, if it's in direct sunlight... Everyone here knows that warranties are worthless, though, if the insurance won't cover the damage."

Zach also realizes how important time is in a deal. That's why he keeps his phone on him 24/7. "I'm very responsive because I understand the reality: time is



money for Realtors, so I will respond via call or text at all hours," he affirms.

That responsiveness and transparency make a huge difference for both buyers and sellers, especially in a post-Ian marketplace. "People don't want to deal with roofs at all, especially not the snowbirds that are here just to enjoy themselves and the Florida lifestyle," Zach continues. "Most people don't know they have damage until the roof is inspected."



Photo by New Frame Photography

The most rewarding part of what we do is showing up for people when they need it most—after hurricanes, when everything feels uncertain—and helping them find peace of mind again.”



Zach Farrell (left) and Nathan Bergum (right), co-owners of American Legacy Roofs, worked together for many years at their prior roofing company. (Photo by New Frame Photography)

And with insurance claims from Hurricane Ian still being processed, the volume hasn't slowed down one bit.

Outside of Work

When he's not busy installing roofs, Nathan enjoys working out at the gym, hunting, and shooting guns.

In the early hours, you can find Zach hitting the gym, as well, or relaxing on the water. He and his wife, Carrie, have a blended family that includes four children and two rescue dogs, Nala and Blue. "Carrie is the driving force for what I do!" Zach says appreciatively of his wife. "She really encouraged me to go into business for myself, and I am so thankful she believed in me."

A Heart for Service

Both Zach and Nathan approach their work with a heart for service—prioritizing trust, follow-through, and genuine care for the people they help.

"Our business donates to local fundraisers whenever possible and helps out with local food drives," Zach offers. "It's incredibly rewarding to give back to our community."

What does Zach find most fulfilling about the job? "Homeowners have a lot of stress dealing with the roofing process," he says. "I love being able to deliver on what I promised them from the start and to see them happy with the whole process."

For Nathan, too, the most fulfilling part of the job is helping people.

"The most rewarding part of what we do is showing up for people when they need it most—after hurricanes, when everything feels uncertain—and helping them find peace of mind again."

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CARLA Masse

BY JESS WELLAR
PHOTOS BY
MICHELLE REED

According to Inman Intel, 71 percent of REALTORS® in the country didn't close a single transaction in 2024. Carla Masse certainly wasn't one of them. Ranked among the top 1.5 percent of agents across the country, Carla serves as the founder, team leader, and visionary at her boutique brokerage, Sunrizon Realty.

Located in Marco Island, Carla's company is built around the mission of serving her customers at the highest level while giving back to the community she loves. And while she now leads a growing boutique brokerage with five agents under her banner and nearly \$40 million in sales closed last year, Carla's path to such an impressive level of success started thousands of miles away.

From Brazil, with Vision

Carla was born and raised in a rural farming village of Brazil, where the principles of hard work and financial discipline were as foundational as family dinners and faith. Carla's grandfather, a small-scale homebuilder and landlord, instilled in her early the idea that "land doesn't grow" while pointing out that real estate would always be a wise and tangible investment. Her father, a businessman and farmland investor, echoed the message that homeownership was a top priority, further planting the real estate seed for his young daughter.

After earning her bachelor's degree in education in Brazil, Carla came to the U.S. in 1999 to learn English. She enrolled in college again, this time on Cape Cod, to study art. She ran an art gallery and did art framing, but life had other plans.

She met her future husband, David, at the Hyannis public library while both were studying for a test—the man who would

ONLY BLUE
SKIES AHEAD





I REALLY DON'T PAY
ATTENTION TO NUMBERS;
I PAY ATTENTION TO

Details."

later become her greatest champion in her new career. Together, they discovered a shared passion for real estate investment and decided to pursue it as a business.

"We even got licensed at the same time," she recalls with a smile. "We learned together, and David has been such a great inspiration and help to me."

Two Decades, One Mission

Carla earned her real estate license in June 2005. But just as she got started, the recession hit, and she quickly learned how to navigate short sales, foreclosures, and distressed properties by working with a law firm. To this day, she remains grateful for the lessons those challenging years taught her.

"It gave me such an incredible experience for when the market

eventually turned around too," she adds.

Two decades later, that endurance and optimism have become part of Carla's brand. Her boutique brokerage, Sunrizon Realty, opened in January 2023. And somehow, Carla closed nearly \$40 million in volume last year while many agents across the country struggled to stay afloat.

She's currently the top-producing Realtor in Marco Island by transaction count and has earned the Five Star Professional Award for six consecutive years. Her national recognition as part of the top 1.5 percent of agents in the country (according to *RealTrends*) extends across 2021, 2022, 2023 and 2024.

"My goal from the very beginning has been to help my clients," she states. "That's



never changed. I really don't pay attention to numbers; I pay attention to details."

Experience You Can't Teach

Carla's steady, consistent growth hasn't just come from being detail-oriented, though that certainly helps. Her reputation for providing a high-end experience with a personal touch has earned her trust in the community. Clients lean on her for strategic negotiation, clear communication, and a systematized approach to listings and marketing that continues to evolve with market trends.

"Experience really sets me apart. I've seen the highs and the lows, and that means I can guide people through just about anything," she affirms. "I am always watching the market and adjusting our team's marketing strategies to be as effective as possible."

That mindset is exactly what she now instills in her team, and what she looks for in potential new agents. Sunrizon Realty is actively recruiting, and Carla is open to agents with experience who are looking to grow under her leadership. But it's not about the volume or the résumé for her—it's about alignment.



Top producer Carla Masse founded Sunrizon Realty in January 2023.



Originally from Brazil, Carla Masse and her family travel there every summer to visit relatives.

“We’re focused on excellence,” Carla emphasizes. “I want agents who have a little experience under their belt, are committed to the client experience, and are ready to take their business to the next level.”

A Labor of Love

For Carla, real estate is more than a career; it’s a mission of service. Whether she’s helping a first-time buyer find their dream home, listing a gorgeous waterfront investment property, or sharing her inspiring story with a classroom full of teenagers, Carla brings the same energy to the table.

She volunteers at her local church, helps lead food drives for the

church food pantry, and is eager to give back through education.

“In the future, I plan to teach real estate and business classes to high schoolers,” she offers. “I want to help them understand the importance of owning a home and plant that seed early.”

When she’s not selling homes or growing her brokerage, Carla can be found doing one of her favorite things: spending time with David, their two children, Cordell (13), Kena (12), and their sweet Wheaten terrier dog, Abby. The family returns to Brazil every summer to visit loved ones, while her team handles the business at the office. Locally, they enjoy

boating, sunsets, and walks through the peaceful streets of Marco Island.

She also stays busy raising two creative kids: her daughter loves painting and her son plays violin. So Carla’s downtime often involves music and art, just like her early years before real estate.

Eyeing her future, Carla is focused on sustainable team growth, more travel, and finding new, innovative ways to serve her community and clients.

“The sky’s the limit! There’s so much more ahead, and I’m very grateful,” she acknowledges. “I truly believe this is just the beginning.”



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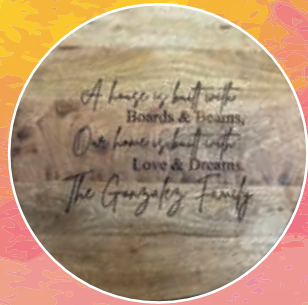
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