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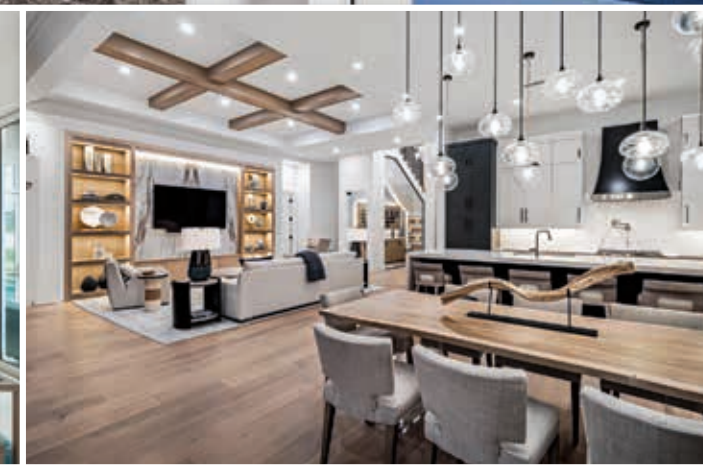
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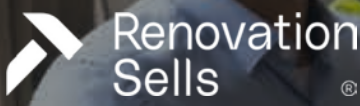
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READINESS

Dear Real Producers of Naples,

The Boy Scout motto, “Be prepared,” holds a lot of power—especially in our ever-changing world. Whether it’s a weather event, a health emergency, or a financial challenge, readiness gives us stability and confidence. Preparation helps us respond with clarity instead of panic and move forward—even when life throws curveballs.

Being Prepared for Acts of God

Here in Southwest Florida, we also face the added reality of hurricanes. As we enter the 2025 hurricane season, it’s worth taking a moment to check your plans: Do you have backup supplies, a safe evacuation route, and sufficient coverage?

Naples Real Producers partners with trusted industry affiliates who support REALTORS® in both business and life. Last month, we featured Rick Lindsey and his company, XINSURANCE, which provides protection for homeowners in high-risk areas, including flood zones and hurricane-prone neighborhoods. If you’re unsure about your current coverage or have struggled to find an insurer who will even take you on, Rick’s a great person to talk to. Let me know if you’d like an intro.

Protecting Health and Wealth

In this month’s issue, we’re excited to highlight Joe Garcia and SMG (SafeHarbor Management Group). SMG offers tailored insurance and retirement solutions for entrepreneurs. For independent business owners, this kind of product and expert guidance can be invaluable. Planning now means fewer surprises later. If you could use a review of

your health insurance or retirement plans, reach out to Joe—or let me know, and I’ll connect you.

Be Ready for Anything

I believe there’s opportunity in every market—good or bad. You just have to look for it and do some pre-thinking about, “What would I do if...?” That kind of mental preparation separates those who merely react from those who lead.

We’ve seen market ups and downs—and the Great Recession of 2008–2009 still lingers in memory for many. But time and again, I’ve met REALTORS® who started their careers during that downturn (this month’s cover story, Sarah Hudgins, for one) and ended up thriving regardless.

If the unexpected happened—like a housing slowdown or market shake-up—do you have a plan? Thinking it through now means you’ll be ready for anything.

As optimists, we hope for the best; as realists, we plan for the worst—and as a result, we do the best we can at all times. Wishing you peace of mind this season and the kind of preparation that transforms uncertainty into confidence.

Very respectfully yours,



Andrew Regenhard
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FROM THE DESK OF THE PRESIDENT

Florida Market Momentum: Inventory, Interest Rates, and Life Events Continue to Drive Real Estate

BY TIM WEISHEYER, 2025 PRESIDENT OF FLORIDA REALTORS®

There are three things that continue to impact Florida’s residential real estate sector: inventory, interest rates, and life events. As we break down the status of the market, the future outlook is probably stronger than some of us think after the drop in sales during the first quarter compared to this time last year.

Inventory has finally rebounded in Florida. Not since 2012 has there been so much product for our members to sell, according to Florida Realtors® housing data. The condo market is now officially a buyer’s market, and the single-family home market is close to it as well. Increased inventory means increased opportunities for buyers at all levels to analyze their needs and wants and find the property that is right for their home.

Although many hoped for a decrease in interest rates, they are holding steady between 6 and 7 percent. We know that a large number of potential buyers are sitting on the fence with a 2 to 3 percent interest rate on their current home and are hesitant to make a move. However, with more choices out there, buyers are starting to pop up—it’s just taking a little longer than what we’ve seen previously.

One of the many benefits of being a Florida REALTOR® is having access to comprehensive market data and our renowned research department.

Recently, Florida Realtors® chief economist, Dr. Brad O’Connor, shared, “When rates do eventually fall, as they enter the 5 to 6 percent range, it’s likely that inventory will be absorbed fairly quickly and prices will start to get bid upward again. So buyers who wait for lower rates may still face affordability challenges from higher prices, and on top of that, will have less selection available.” As real estate professionals, our market knowledge and expertise will be invaluable to buyers as they seek to make these important home-buying decisions.

Let’s also remember that even with higher interest rates and some buyers sitting on the fence, life goes on: babies are born, couples get married, job relocations happen, promotions and pay increases are earned—and sadly, people pass away and relationships change. These factors are life events that trigger a home sale or a purchase—and Realtors are always ready to help a family transition to the next stage in their lives.

According to the National Association of REALTORS® (NAR), in a two-year period, there can be as many as seven million newborn babies, three million marriages, four million net new jobs, and 50 million job switches alone. As Realtors, we have the honor of supporting Americans as they navigate all of these, and more, changes in life.

As we move through the summer selling season, let’s always remember we do so much more than sell real estate—we help individuals and families with their largest investment, we guide them to building stability and long-term financial wellness, and we serve as cornerstones of our communities.

For more statistical information or access to Sun Stats—Florida Realtors®’ proprietary tool designed to help Realtors better understand their markets and easily use their local data with their customers—please visit www.floridarealtors.org.



Tim Weisheyer, broker-owner of Dream Builders Realty and dbrCommercial Real Estate Services in Central Florida, serves as the 2025 president of Florida Realtors®.



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BY JESS WELLAR
PHOTOS BY NEW FRAME PHOTOGRAPHY

“IN ANY GIVEN MOMENT, YOU HAVE TWO OPTIONS: STEP FORWARD INTO GROWTH OR STEP BACK INTO SAFETY.”
— *Abraham Maslow*

Life rewards those who take chances...

That’s exactly how Devin Sweazy entered real estate five years ago—there was no dipping her toes in. As the sole provider and mother of three young children, an expensive marketing contract signed and her license freshly in hand, Devin launched herself into real estate with a well-researched business plan and a firm belief that she was meant for this business.

High Stakes

Devin got licensed at the tail end of 2019, just months before the world shut down with COVID. But global pandemic or not, she didn’t hold back: “I never worked under anyone, and sold \$19.5 million my rookie year,” she shares.

And that’s not a brag; it’s the genuine result of relentless planning and real skin in the game.

“I studied for my license at night after putting the kids to bed,” she recalls. “I didn’t tell anyone what I was doing, and I also committed to a \$40,000 advertising contract before I had even closed my first deal.”

At that point, she had already been out of work for over a year, and as the sole breadwinner for her daughters, the risk was massive—but so was the confidence in herself. “When I decide I’m going to do something, I am all in. I am wildly dedicated, I stay focused, and you better believe I’m going to accomplish my goal.”

And she has. In 2024 alone, Devin closed 16 transactions totaling \$24 million, including a career highlight: recording Marco Island’s highest-priced single-family home sale at a staggering \$11.375 million.

Door Knocking to Record Closings

Born and raised in Chicago, Devin grew up immersed in the Midwest values of hard work and resilience. Her grandfather owned a family restaurant, her dad served as assistant chief of the fire department and later retired to “work harder” with farm life, Devin quips.

Devin went on to earn a scholarship to Indiana University, where she completed her bachelor’s degree with a focus in finance. “I’m a numbers person,” she offers. “I love looking at data and trends to help support my recommendations.”

Before moving to Marco Island in 2013, Devin worked in both Yellow Pages advertising and the medical device industry, building up a successful 16-year career in sales. “I received extensive training, knocked on doors, and took a lot of no’s to get to a yes,” she chuckles. “It still helps me negotiate without fear to this day.”



DEVIN
SWEAZY

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“WHEN I DECIDE
I’M GOING TO
DO SOMETHING,
I AM ALL IN.”



Devin Sweazy is a REALTOR® with Premier Sotheby's International Real Estate.

The true turning point came one memorable day while she was in her kitchen with her oldest daughter.

“Jaidyn was 10 at the time, and we were talking with some neighbors about a house. I was rattling off details about comps and the street itself, and she looked at me and asked, ‘Mom, why aren’t you a REALTOR@?’”

That pointed question turned out to be a lightbulb moment.

“My brain went into overdrive,” Devin remembers. “And when I get a vision, I just know... And then I hard-core strategize and put together a plan.”

Her plan has certainly worked. Devin has been named to Sotheby’s coveted Club 1744, honoring the top 100 Premier Sotheby’s agents in Florida and North Carolina—not once, but twice, in 2021 and 2024.

A Network That Delivers

Devin’s most valuable business assets are also her most impressive: an extensive, reliable network, stellar support staff, and the top value she provides as a result.



“When I take on a listing, it is a full scope of service presentation. I schedule and manage all projects to ease the burden,” she emphasizes. “This is a transient market, and it’s nice that clients don’t have to worry about a thing.”

Moreover, the network she’s curated over the last dozen years since arriving in Southwest Florida is second to none. There is no concept of “island time” for the contractors Devin works with.

“My network is filled with skilled professionals who show up, do quality work, and take pride in it,” she states. “My customers benefit from those relationships, whether they’re local or snowbirds who won’t be coming back for a while.”



Add in her full-time videographer, editor, and transaction coordinator, and you’ve got the infrastructure of a high-end team, run by someone who knows how to lead.

“It took a while to find my people,” she acknowledges gratefully. “But I feel so fortunate. I have a great admin staff that I strongly believe in.”

Blessed by “Girl Mom” Status

Beyond her busy career, Devin’s world revolves around her three daughters: Jaidyn (now 16), Stella (14), and Vivian (8).

“Success is knowing that my daughters get to not only watch me be a Boss Babe, they get to be a part of my business,” she smiles. “They’ve helped stuff envelopes, hang door hangers, and record me for social media before I could invest in a



videography team. They’ve endlessly sat through car rides listening to negotiations.”

Even her youngest, Vivian, gets in on the action.

“Vivian is my wild child, exploding with personality. She also thinks she’s the star of my marketing videos and truly believes she’ll be famous from them,” Devin laughs. “She is all in for video production days!”

Athletics play a big role in the Sweazy household. Jaidyn and Stella have spent their entire education in Collier County and are thriving at Lely High School while taking full advantage of the school’s athletic programs.

Devin Sweazy Group has been a proud sponsor of Lely’s cross country, volleyball, basketball, and beach volleyball programs. As a mom and business owner, Devin values the important life lessons that come from childhood sports and is passionate about supporting her girls and their teammates.

When they’re not all working side by side at home or busy with school and sports, the girls are packing their bags to explore with their mom. “Travel, travel, travel. I believe in a

worldly education,” Devin notes. “We’ll be heading to Italy this summer, and I can’t wait!”

Fearless and Grateful

Devin doesn’t shy away from the truth. Her entry into real estate was born from hardship: leaving behind an abusive situation, quitting her corporate job without a back-up plan, and making the decision to protect her children at all costs.

“I was living in a nightmare, and my maternal instincts knew I had to protect my children,” she shares. “It was Jaidyn who opened my eyes to an opportunity and even saw my passion before I did. That was my moment.”

Her next chapter may include building a small boutique team, but it will never come at the expense of her prime focus: family and customer service.

“I do not take this opportunity for granted,” Devin concludes. “I have the true honor of living my dream, pursuing my passion, and providing a safe home and future for my children—and I get to do that each day with my clients’ trust.”



“WHEN I DECIDE
I’M GOING TO
DO SOMETHING,
I AM ALL IN.”

— Devin Sweazy

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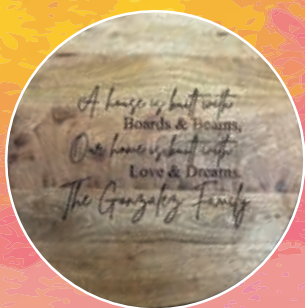


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Think BETTER, Lead STRONGER

3 Mindset Shifts to Power Your Summer Season

BY CARLENE MARIE

Because strategy can't thrive in a cluttered mind.

As we know, summer in Southwest Florida has its own rhythm. The heat slows the pace a bit. The market shifts. Schedules get shuffled. And whether you're catching your breath between closings or pushing to achieve new goals, this time of year invites a different kind of focus.

As a Mindpower Coach working with high performers, I've seen how easy it is to keep sprinting—physically present, but mentally overwhelmed. Behind the polished branding and packed calendars, there's often quiet fatigue, lingering self-doubt, or the pressure to keep proving yourself—even when you're already delivering.

But here's what I remind my clients: Success isn't just about what you're doing. It's 100 percent about how you're thinking. Your thoughts shape your

clarity. Your clarity fuels your confidence. And your confidence is what your clients feel—and that energy is what creates connection, trust, momentum and your very success.

If you're serious about showing up sharp, grounded, and strong this season—it starts in the mind.

Here are three common thought patterns I coach high achievers through—and the mindset strategies that can help you shift them for good.

1. "I should be further along by now."

This thought shows up in even the most accomplished. It sounds like drive, but it's usually rooted in quiet self-judgment. When this pattern plays on repeat, your brain enters a stress loop—pulling you into urgency and pulling you away from presence.

Growth doesn't always look like more. Sometimes it looks like deeper roots.

Try this: Instead of asking, "Why am I not further along?" ask, "What is this season preparing me for?" That single reframe activates your brain's prefrontal cortex, restoring perspective and allowing you to lead from strategy—not stress.

2. "If I don't do it, it won't get done right."

This one is common among high performers—and I've lived it myself. It feels responsible, but it's often rooted in control. And when this belief drives you, your nervous system never fully resets.

Neuroscience tells us that chronic over-functioning keeps the brain in survival mode. When you start to release the grip—even just a little—you begin building trust pathways in the brain. That's when leadership deepens.

Try this: Pick one task to delegate or simplify. Notice what comes up—and remind yourself: letting go is not failure. It's growth. It's

capacity. It's making space for the next level of you.

3. "It's just a slow market."

This one seems harmless—but language shapes your brain's filter system. When you repeatedly label the market as "slow," your Reticular Activating System (RAS) looks for proof to back that up—and guess what? It will find it.

In my coaching practice, I use the Mindpower Certainty Meter to help clients check in—not just on what they believe, but

also on how they're carrying it. Because buyers and sellers don't just respond to your information. They respond to your energy.

Try this: Ask yourself, "Where is the opportunity others aren't seeing yet?" This question activates a different part of your brain—the part wired for solutions, creativity, and leadership.

This season, your edge won't come from pushing harder. It will come from thinking more clearly. When your thoughts are aligned,

your presence becomes magnetic. When your energy is grounded, your leadership expands.

Let this be the season you pause, reflect, and reconnect with the strength that's already within you. You don't need to chase more to be enough. You need to lead from alignment, not urgency. As Tony Robbins says, "Where focus goes, energy flows."

This summer, anchor your focus. Honor your growth. Trust the power of your mind—and let that lead everything else.



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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Joe Garcia

SMG



Safeguarding What Matters

BY ELLEN BUCHANAN • PHOTOS BY NEW FRAME PHOTOGRAPHY

Real estate professionals face unique challenges with health insurance and retirement planning. Joe Garcia, founder of SafeHarbor Management Group (SMG), recognized this gap early. When he launched SMG in 2004, his first initiative was to find a practical insurance solution for a large group of RE/MAX Realty professionals in Michigan.

“We discovered that many RE/MAX agents needed to secure their own insurance, but there weren’t many viable options,” Joe explains. “Because they were self-employed and didn’t have employees, there weren’t many carriers who wanted to offer insurance products to them. So we partnered with a company out of Illinois and brought a product to the table specifically for people who were self-employed. We went back to the RE/MAX group and said, ‘We can do this for all your agents looking for insurance at a very good premium.’”

That early success helped define the mission of SMG: providing tailored health insurance and financial solutions for self-employed professionals.

Getting into the Protection Business

At just 29, Joe founded his full-service insurance and financial services agency. His drive to protect others’ assets was deeply personal, rooted in his own childhood.

When Joe was 12, his mother passed away from cancer, leaving his father to raise three children alone. The financial and emotional toll was immense.

“I got into the insurance business because I saw firsthand what can happen when a family isn’t protected,” Joe explains. “After losing my mom, I watched my dad struggle as a single parent.

Financially, it could have been different if he had believed in insurance—he might’ve been able to afford the help he needed. Instead, at 12 years old, I found myself helping raise my younger siblings.”

That early hardship became a defining moment in Joe’s life—and the foundation for his career. “I never forgot that experience,” he says. “It’s one of the main reasons I got into the protection business. Nothing’s guaranteed in life. But at least with insurance, we have some guarantees. That’s what drives me—always looking to help and protect others.”

The Journey from Michigan to Southwest Florida

Joe grew up in Lansing, Michigan, where he played football and basketball in high school. After graduation, he enlisted in the U.S. Navy for eight years, then returned to Michigan to earn his undergraduate degree from Western Michigan University and, later, his MBA from Michigan State University.

Directly out of college, Joe launched his professional career as an underwriter for homeowners and auto insurance at Foremost Insurance Group in Grand Rapids before transitioning to sales, becoming an independent Medicare agent under the guidance of a close friend and mentor. He played a key role in growing that business, expanding operations into 16 states. After several successful years, Joe knew it was time to build something of his own. In 2004, he founded SMG—a company grounded in the discipline, values, and drive he’d carried with him all his life.

As for his move to Florida, Joe says with a grin, “That was the easy part. I hated winter. As I got older, I kept complaining about how cold it was all the time. We started visiting Florida,



Joe Garcia is the owner of SMG, a niche health insurance products and retirement solutions company.



Joe with his wife, Jessica, and their golden, Disney.

and I just love the sunshine. We came down here as snowbirds while I worked remotely. And last year, we decided to move here full-time.”

SMG: A One-Stop Shop for Health Insurance and Retirement Strategies

Headquartered in Michigan, SMG now operates in 17 states, with offices in Michigan, Texas, and Bonita Springs, Florida. The company employs 16 people and maintains strong ties to Michigan, with Joe traveling back several times a month.

Originally focused on guiding individuals aging into Medicare, SMG soon expanded its services as it became clear that many clients needed more comprehensive support.

“We found that there were a number of services that these folks still needed—including retirement strategies to make sure their income was locked in and insurance for spouses who were younger than they were. So we started doing individual health insurance under the age of 65, and that all started to snowball into doing other insurance for niche specialties,” Joe explains.

Today, SMG offers a broad range of insurance and financial planning services designed for the self-employed, pre-retirees, and those navigating significant life transitions. This includes individual health plans for those under 65, as well as Medicare guidance for those eligible.

One of its core products is “America’s Choice,” a health insurance option that leverages national networks such as PHCS and Blue Cross Blue Shield of Nebraska. “The product is good for any self-employed person that’s 1099,” Joe asserts.

SMG also places a strong focus on retirement planning. The firm assists clients with evaluating Social Security timing, building guaranteed income strategies, and protecting assets in the event of long-term care needs. “We’re having these talks with clients in their 40s and 50s, too, while they’re still healthy and have more planning options available,” Joe says.

What distinguishes SMG, according to Joe, is its independence and fiduciary commitment. The firm has Series 65- and 66-licensed fiduciaries on staff—including Joe—who are legally obligated to prioritize clients’ interests. And because SMG is not tied to any one insurance carrier, the team has the flexibility to find the best fit for each client’s needs.

Life Outside the Office

Joe and his wife, Jessica, have two grown children: Alex, who recently completed the police academy in South Carolina, and Megan, a licensed barber who is finishing her college degree in Michigan. Sharing the couple’s Florida home is their golden retriever, Disney.



“That’s what drives me—always looking to help and protect others.”

Recently, Joe has been focused on a longtime passion—aviation—and is close to completing his pilot’s license.

A shared interest for the Garcias is golf. Jessica has become a competitive player, having won several championships within their West Bay community in Estero. The couple is also active in the neighborhood’s charitable work, contributing their time and energy to the West Bay Community Charitable Foundation, which supports nonprofit organizations in Lee County.

Joe and Jessica also enjoy traveling, but with their recent home remodel complete, Joe says they’re ready to “slow down, just relax, and enjoy the sun this summer.”

Looking Ahead

As Joe and Jessica settle into their new home, Joe focuses on SMG’s future and opportunities to better serve clients, especially top REALTORS®. In particular, Joe wants real estate professionals to know that SMG is fully equipped to assist with their health care needs.

“Sometimes, people get complacent and think, ‘Well, that’s just how much insurance costs,’” Joe says. “But that’s not necessarily true. There may be better options out there, and I would encourage them to explore those.”

As always, for Joe, the most satisfying aspect of his work is helping others safeguard what they’ve worked to achieve.

“The most fulfilling part is the ability to help people protect what they’ve worked so hard to have,” he says. “Whether it’s their health or their wealth, for me, it’s about protecting it and getting them set with the best life plan possible.”

To learn more about SMG’s benefits and retirement solutions, visit them online at www.oursmg.com. Call Joe Garcia at 239-319-3062 for a review of your current health care plan, email JGarcia@my-smg.com, or scan the QR code to schedule a meeting.



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THE FORMULA FOR *Success*



BE × DO = HAVE

BY MICHAEL DILL

Be x Do = Have. “Have” is what you want, “Do” represents the action you take, and “Be” represents who you need to be to take the action to get you what you want. However, unfortunately, there’s a flip-side default factor. If we are not in the zone—getting clear on what works for us, how we need to show up, and conditioning ourselves for wealth, abundance, and prosperity, our default factor slides to what we don’t have. Because of this some people go by the theory of Have ÷ Do = Be. What does that mean?

Unfortunately, some think “When I have this, I will do this, and I will be more confident.” Or “I will be the person I need to be and will grow when I have more wealth.” “When I am rich, I’ll be able to take vacations, and I will be a person who enjoys myself more.” “When I have the car I always wanted, then I’ll be able to drive around and be happy and confident.”

Why would you think this way? It doesn’t serve you happily and healthily. Don’t set yourself up with rules that this or that has to happen before you can take action and be the person you want to be. It doesn’t work that way.

What would happen if you talked, thought, and asked questions like this: “Who do I need to be to be happy with myself—to be confident, to have fun, to be the leader, to spread energy, abundance and information, to take the action I need to take to empower my team, grow my company, and build my relationship with my spouse and children so I can have wealth and be happy every day?” Great question. When you become the person you need to be, you’ll take the proper action to get what you want.

Now, let’s work backward. Let’s say you want more wealth. Let’s say you want a more organized, aligned, and efficient

team, and a more streamlined business. “What actions do I need to take to get this?” However, most importantly, “Who do I need to be?” “Who do I need to grow into as a leader, as a person, and as a communicator, to take that action, to get what I want?”

Don’t set yourself up for failure and say, “Well, I will be the person when I get this. When I have this, then I can be and do.” No. “I commit to being who I need to be to take action to get me clear on what needs to happen for me to get everything I want in this world because I know the

only way I will get that is by growing into the person who deserves it.”

Remember, God has a plan for you. He’s just expecting you to do the work to receive His plan, and His plan is for you to become the person you need to be and to take the action you need to take to receive His plan (what you want).

Set yourself up for success. Learn, grow, educate, take yourself out of your comfort zone, and become the person you need to be to get yourself what you want.



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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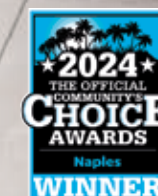
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FELIPE

MIRANDA

NO SHORTCUTS

BY JESS WELLAR • PHOTOS BY LACASATOUR

Felipe Miranda has only been in real estate a little over four years, but he’s quickly climbing the ranks with serious focus. With an impressive volume of sales recorded last year, Felipe’s career pivot from the auto industry seemed like a natural fit with a business firmly built on rock-solid values: hard work with no excuses, plenty of integrity, and a positive growth mindset.

Switching Gears

Originally from Brasília, Brazil, Felipe moved to the U.S. as a young teenager when his father came to pursue his doctorate at Clark University in Worcester, Massachusetts. Felipe spent nearly two decades living in New England and recalls striking out on his own at the tender age of 17.

After attending college and deciding computer programming was not for him, Felipe immersed himself in the auto industry for the next dozen or

so years, off and on. He began as a service advisor in Massachusetts and worked his way up to service manager. A classically trained musician, he also dabbled in local studio recording projects as a keyboardist for several years.

After moving to Florida in 2014 with his soon-to-be wife to escape the cold and start fresh, Felipe worked at a small, independent auto shop while pondering his next move.

Eventually, he launched an auto appraisal company while studying for his real estate license. He obtained his license at the end of 2020 and somehow held onto both careers for two years—working around the clock—until he decided it was time to go all in and launch a real estate team with a colleague.

“It was scary,” Felipe admits, “but I knew I had the skills necessary to succeed.

“I was always very interested in real estate and looked at all options, such as investment, wholesale, and sales,” he continues. “When COVID started in early 2020, I realized my auto appraisal business was going to be affected, so I worked diligently towards getting my real estate license. It was the best decision I ever made!”

Building a Dream Team

Today, Felipe co-leads the Miranda & Procopio Group, a top-producing team at Royal Shell Real Estate, alongside partner Frank Procopio. The two formed their team in 2023 after working together at their previous brokerage, realizing their skill sets complemented each other perfectly.

“We have two VAs, one transaction coordinator, and three other agents selling actively,” Felipe shares. “We’re very listing-heavy and looking to grow, too, but we want agents who are willing



“As I learned in the auto world, the pyramid approach applies to the real estate world as well. If you do all your homework on the base level, you have it easier as you go up the pyramid in the process to closing day.”



Felipe Miranda co-leads the Miranda & Procopio Group at Royal Shell Real Estate.



to show up, hold open houses, and take on any price point because we work them all—from luxury to mobile homes. The systems are in place, but the work ethic is a must.”

That hustle helped Felipe close 36 transactions last year alone, while his team achieved \$30 million to \$40 million in sales volume. Felipe’s strength lies in the fundamentals.

“I ask a lot of questions until I really understand how I can help,” he says. “I try not to assume anything. I follow up, I respond immediately, and I act fast.”

Having spent years in high-pressure customer service and sales roles, Felipe knows that the magic is in the details, and that showing respect to clients, regardless of their budget, is non-negotiable.

“Clients, especially here in Southwest Florida, are very smart,” he emphasizes. “I don’t talk down to them. I inform them with facts and data and let them make their decision. My opinion is irrelevant unless it’s requested by my client.”

He also believes that mindset matters just as much as market knowledge. “Whether you think you can or think you can’t, you’re right,” he recites. “Having experienced financial hardships throughout my life keeps me motivated. I don’t care how hard I have to work; I will do it so I can always move forward.”

Felipe also credits his former broker at Domain Realty, Adam Ruud, as an early mentor who helped guide him through the chaos of entering the real estate world during the COVID frenzy: “All the training and classes are irrelevant when you start in this business,” Felipe points out. “When the rubber meets the road, Adam was always there for me.”

Family Fun

Felipe and his wife, Sacha, recently celebrated their 11th wedding anniversary and stay quite busy raising two wonderful children: Arjen (9) and Zelia (7).

“
I TRY NOT TO
ASSUME ANYTHING.
*I follow up, I respond
immediately, and I act fast.*”



“We enjoy doing basic family things together such as cooking, watching a movie, swimming, going to the beach,” Felipe smiles. “My son loves to travel, so we’ve taken a lot of little trips. He saw snow for the first time on a ski trip last year. My daughter loves horses and is already an impressive little rider.”

As a family of foodies, they also love discovering great spots to eat, though Nosh in Naples Bay is a favorite.

Outside of work, you’ll often find Felipe decompressing at the gym or seated behind his piano.

“Music saved me when I was a kid,” he shares. “I started playing piano at age 9. It was my escape.” Though he no longer performs professionally, he still plays at home for the sake of his “mental sanity.”

Always Leveling Up

Felipe is currently studying for his broker’s license and recently completed his first fix-and-flip project. He has no plans on letting up, and he’s also open to trying different business ventures.

“I’m very much into dreaming big—and I certainly have sales goals—but I really focus on my day-to-day and what I can control,” he elaborates.

Felipe lives by an “abundance mentality,” helping others grow even as he levels up. Despite his accomplishments, he stays grounded in gratitude and his faith, regularly attending a local Baptist church.

“Whenever I am feeling down or going through a rough patch, I remind myself that I am still on the right path—and things could always be worse,” he points out. That resilient mindset is something Felipe will continue to bring to every transaction.

“I’m very positive and mentally strong,” he concludes. “I take my career seriously, but I don’t take myself too seriously.”

“**I TAKE MY CAREER SERIOUSLY,**
but I don’t take myself too seriously.”

— Felipe Miranda



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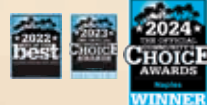
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DELIVERING OUT-OF-THIS-WORLD

HVAC SERVICES



BY ELLEN
BUCHANAN
PHOTOS BY
LACASATOUR

It's all too common to run into frustrations when dealing with contractors. From missed appointments and shifting price quotes to unfinished work and poor communication, the list of headaches for homeowners can feel endless. After experiencing these issues firsthand themselves, Daniel Peregrin and Tad Walgreen—co-owners of Rocket Cooling, a growing and highly reputable HVAC services company—decided to do something about it.

“Daniel and I founded this company on being tired of the experiences we were having with contractors in our homes,” Tad shares. “We thought, ‘There’s got to be a better way.’”

Founded in 2018, Rocket Cooling has quickly distinguished itself through a commitment to trust, transparency, rapid response times, top-quality service, and advanced technology to enhance the customer experience. Rocket Cooling also offers maintenance memberships, 24/7 service,

and helps homeowners access financing when needed.

Meet the Founders

Daniel Peregrin and Tad Walgreen were college classmates at Rollins College outside of Orlando, where Daniel studied economics and Tad pursued a degree in international business.

Originally from Arkansas, Daniel moved to Fort Myers, Florida, 12 years ago and worked as a certified building contractor. Tad, a Lake Forest, Illinois, native, spent much of his youth visiting Stuart, Florida, and permanently relocated there in 2018. Before teaming up with Daniel, Tad built a successful career as a headhunter specializing in C-suite executive searches for major corporations.

From Vision to Venture: Launching Rocket Cooling

Daniel had been running his own construction business, specializing in high-end remodeling and commercial projects across Hendry and Lee

Counties, when an upbeat HVAC subcontractor named Jon Johnson stepped onto Daniel's job site. At the time, Daniel was in the thick of a six-month project with a difficult client, and Jon's positive energy stood out. The idea he planted ultimately changed Daniel's career—and soon after, Tad's as well.

“When Jon walked onto the job site that day, he was genuinely excited about HVAC,” Daniel recalls. “I asked him why, and he told me that you're able to walk into a customer's house when they're hot and make their day when you leave a cooling a/c system. Happy customers make for a great business to be in. The concept didn't take much convincing. So we started growing the business together, and he's been a big part of our success.”

Jon now serves as Rocket Cooling's general manager, and both Daniel and Tad credit him as integral to the company's growth. “He's been in the business a long time,” says Tad, “and while Daniel and I focus on the business and tech side, we've learned a ton from him. His integrity and depth of experience allowed us to thrive right from the start.”

“Regarding the name Rocket Cooling, we wanted something that people could recognize at a distance,” Tad continues. “So we chose a blue rocket—symbolizing speed—which ties in with our mission to be fast with service and rapid in solving problems.”

Daniel adds with a smile, “Our slogan, which appears on our vans and our website, is ‘Our service is out of this world.’”

Raising the Bar in HVAC Services

Rocket Cooling provides comprehensive residential and commercial services,



including sales, new installations, system repairs, and maintenance of heating and air conditioning systems. What truly sets the company apart from their competition is how quickly they respond.

“Most HVAC companies take days or weeks,” Tad explains. “Our goal is to get to you in hours. We’re fast, we’re transparent, and we get the job done right the first time.”

Headquartered in LaBelle, Florida, Rocket Cooling has grown rapidly into a major HVAC player with a strong presence on both coasts of South Florida. With offices in LaBelle, Lehigh Acres, Stuart, and three locations throughout the Florida Keys, the company now employs nearly 100 highly trained professionals.

“We don’t just say we have great service,” Daniel says. “We are committed to doing what’s right for the customer, and it shows through our customer reviews—something the team is very proud of at Rocket Cooling.”

Tech-Forward and Customer-Focused

Daniel and Tad have taken a modern approach, combining old-school values with cutting-edge technology. They offer a user-friendly customer portal where clients can view service history, billing, and upcoming appointments. Rocket Cooling technicians also document each visit with detailed photos, giving customers a clear, visual understanding of any issues. Customers can even track their technician’s arrival in real time via GPS.

Despite the tech-forward approach, Rocket Cooling stays grounded in local knowledge. “When you call us, the dispatcher on the other end is someone local—someone who knows your area. That’s one part of the



Daniel Peregrin founded Rocket Cooling in 2018.



Tad Walgreen co-founded Rocket Cooling with Daniel.

customer experience we’ll never bend on,” Tad emphasizes.

The company also offers two maintenance membership plans and schedules the visits so customers don’t have to worry about keeping track.

“We don’t just maintain the unit—we sanitize the ductwork too,” Daniel points out. “We started doing it during COVID, but it just makes sense. It helps keeps the air in the house clean and fresh.”

Membership also includes discounts on repairs and access to Rocket Cooling’s online filter store, which delivers filters directly to customers.

Financing is another area where Rocket Cooling goes the extra mile. “We work with multiple lenders to offer instant credit financing, including some great no-interest options,” Daniel explains.

Life Outside the Business

Daniel and his wife, Elizabeth, have three energetic boys—Luke (7), Matthew (5), and John (3). The family also includes Lulu, a gentle 10-year-old Savannah cat who’s especially great with the kids. Much of their free time is spent outdoors, whether boating or casting lines with the boys.

Tad is a devoted dog dad to Rocky—a doodle named in honor of Rocket Cooling—and



“
**OUR SERVICE IS
OUT OF THIS WORLD.**
”



enjoys time with his extended family in Stuart. He never misses a chance to get out on the boat and is an avid pickleball player, regularly hitting the court for fun and charity.

Both Daniel and Tad share a strong commitment to giving back to the community, often sponsoring youth sports and supporting causes close to their hearts. Rocket Cooling proudly supports the Mark Garwood Foundation and the PACE Center for Girls, among others.

On the Horizon

Rocket Cooling is on a steady trajectory of continued growth, with a strong focus on exceeding customer expectations, delivering value, and further

refining internal systems and training programs.

“Improving the customer experience is always our number one goal,” Tad shares. “We also want to create a company with a state-of-the-art training program for people who want to launch their careers with us.”

Daniel and Tad want their Realtor partners to know they can count on Rocket Cooling for responsive, high-quality service—and that the technicians meeting their clients will represent them with professionalism and care.

Rooted in a shared vision of integrity and elevated service, Rocket Cooling is more than a business for Daniel and Tad—it’s a

way to serve people in a tangible, meaningful way.

“It’s fantastic to do business with people who are so happy you’re able to install a new unit or repair theirs and restore conditioned air to their space,” Daniel says.

“Everybody needs air conditioning... It’s a joy to bring that service to people.”

For more information about Rocket Cooling’s comprehensive HVAC services and solutions, call or text 239-970-6664, or visit www.rocketcooling.com.



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Sarah Hudgins

Shooting for
the Stars

BY ELLEN BUCHANAN

Michigan native Sarah Hudgins comes from a real estate family, so it's no surprise she found her calling in the industry. Now based in Naples, Florida, she has spent the past 16 years making her mark as a standout solo agent—earning the respect of clients and fellow REALTORS® alike through her integrity,

professionalism, and track record of success.

A Luxury Property Specialist with William Raveis Real Estate, Sarah enjoys the independence to shape her own path: the freedom to be there for her children, the flexibility to manage her time, and the opportunity to earn without limits. But what drives her just as much are the meaningful relationships

she builds with the people she serves.

Snowbird Child in The Sunshine State

Sarah grew up in East Lansing, Michigan, but considers herself a “snowbird child.” Her parents brought her to Naples each winter until fifth grade. By then, though, the constant transitions became challenging, and her parents

decided to stay in Michigan year-round so she could complete the school year in one place.

Back in Michigan, Sarah got her first taste of real estate through her family's business. Her parents own a student rental property business around Michigan State University, and Sarah was hands-on from a young age.

Photo by Michelle Reed

Photo by Michelle Reed

“I worked behind the desk, answered phones, handled customers, and was cleaning and painting student rentals starting in the summer of seventh grade—with all of my friends as my dad’s crew,” she recalls with a laugh.

Sarah went on to attend Michigan State University herself, earning a degree in communication arts. In 2005, she returned to her childhood second home of Naples for a post-college internship—and never left. “I always wanted to move back,” she says. “I was called away from the cold and the snow.”

Sarah’s first professional role in Naples was in marketing with Gates McVey Builders, a commercial construction firm. After a few years in the office, she began craving a career with more flexibility,

“**KNOW YOUR WORTH AND TRUST YOUR** gut.”



Top performer Sarah Hudgins is a Luxury Property Specialist with William Raveis Real Estate. (Photos by Michelle Reed)

variety, and financial upside.

“Sitting in an office job with a salary made me start looking at other options. I loved the idea that real estate could give me more flexibility when I eventually became a mom. Plus, I liked the variety—always something new to see—and the chance to earn without limits. I’m not really a person who likes having a ceiling,” she says.

In 2009, Sarah earned her real estate license and began building the career she was meant for.

A Real Estate Career Takes Flight
“The most difficult thing is the decision to act, the rest is

merely tenacity.” This quote by Amelia Earhart is one of Sarah’s favorites—and a fitting reflection of her path in real estate. Her tenacity has clearly paid off: in 2024, Sarah closed 17 transactions totaling \$38.5 million in sales volume. She was recognized as a Top Sales Associate for Volume company-wide at William Raveis and earned the title of being a Top Producer in Volume at the brokerage for the entire State of Florida.

For 2025, Sarah doesn’t have a specific target; just to equal or surpass last year’s success. “I’ll just keep shooting for the stars,” she says with a smile.

True to her Midwestern upbringing, Sarah doesn’t

often boast about her success, but she recognizes what sets her apart. “I’m honest, dedicated, empathetic, and personable. I’m also just a real person,” she says. “I’m professional, and I pride myself on educating my customers so they can make the best decision for their family and lifestyle. I’m not a pusher; I’m a problem solver.”

Some highlights of Sarah’s recent career have been her key role as a member of the development team and exclusive listing agent for Stella Naples—a 10-unit luxury development—and director of sales and marketing for The Huxley Naples, another exquisite boutique luxury development, both located in the heart of Olde Naples. All but one of the developer units at Stella Naples have sold, and she’s now handling her first resale in the building. Sarah’s dynamic new development

background extends beyond sales to essential business development strategies, including branding, marketing strategy, and broker engagement—areas of expertise that helped her shape each development’s public presence and buyer appeal.

Yet for Sarah, the most rewarding part of her work goes beyond the developments and transactions. It’s about the people.

“My clients end up becoming my friends,” she says. “I’m not a transactional person. I see my job as an extension of myself, and I take every deal purely personally. That’s how my business has been built—on great relationships and trust. Then those clients send their friends and family my way when they’re moving here or buying or selling a home.”

Sarah has built countless relationships through



real estate, but the most significant one began with a simple referral to a commercial agent helping a restaurant find space on Fifth Avenue—an agent who would later become her husband, Jon.

A Full Life
Sarah and Jon were married in December 2023 and

have five children between them—Sarah’s son Max (13) and daughter Katerina (12), and Jon’s three children: Presley (16), Emery (15), and Johnny Mac (12). Both of Sarah’s children are athletes: Max is a pitcher for the Burn Collier travel baseball team and also plays golf and tennis, and Katerina plays travel volleyball for



Photos by Michelle Reed



Sarah Hudgins and her husband, Jon, were married in December 2023.

USA South. Both Max and Katerina golf on their middle school team.

Sarah and Jon's blended family stays active, enjoying beach outings and plenty of pickleball matches together. Rounding out the crew are their two Maltipoo "COVID puppies," Teddy and Reggie.

When they have the chance to travel, the whole family often heads to northern Michigan in the summer, where both Jon's and Sarah's parents have homes. There, they enjoy hiking, swimming in the lake, going on canoe trips, and making bonfires.

In her personal downtime, Sarah enjoys fitness training—something she's done for over a decade at her friend Laura's gym, Bella Diva Wellness—working out twice a week with a close-knit group

of women. She also loves cooking whenever she gets the chance. "I love to cook. I'm always in the kitchen," she says. "And my daughter Kat really loves to cook with me too. We're always making some kind of new creation we found on Pinterest."

Onward and Upward

With a thriving business, a full house, and a strong foundation, Sarah shows no signs of slowing down. Looking ahead, she remains committed to continued professional growth while making time for meaningful family experiences.

This summer, Sarah and Jon are planning a belated honeymoon, hoping to slip away to Italy's picturesque Amalfi Coast.



Sarah Hudgins' blended family, from left: Emery, Johnny Mac, Presley, Jon, Sarah, Katerina, and Max

On the business front, Sarah is developing a new website focused on the latest in Naples-area construction and market insights. She's also laying the groundwork to expand her business by bringing on additional agents to work with her in the near future.

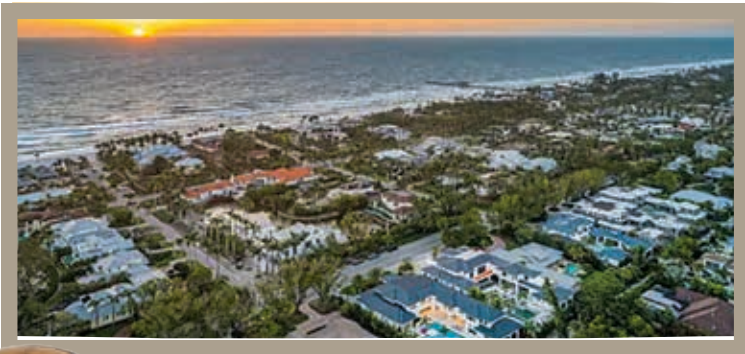
As she continues to evolve both personally and professionally, Sarah remains grounded in the principles that have fueled

her success—connection, community, and genuine care for the people she serves.

"I'm passionate about real estate, and I treat my customers like my family," she concludes. "I want to help everyone who dreams of living here to get the best of Naples. We're so lucky to be here, and I just feel so blessed and fortunate to have the opportunity to have this great career in such an amazing place."

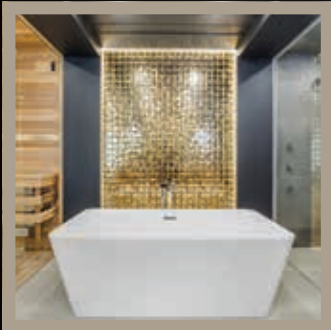


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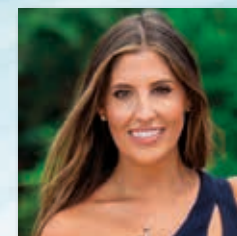
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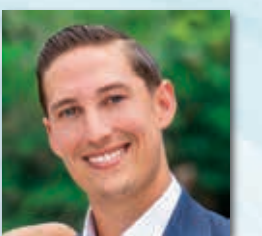
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