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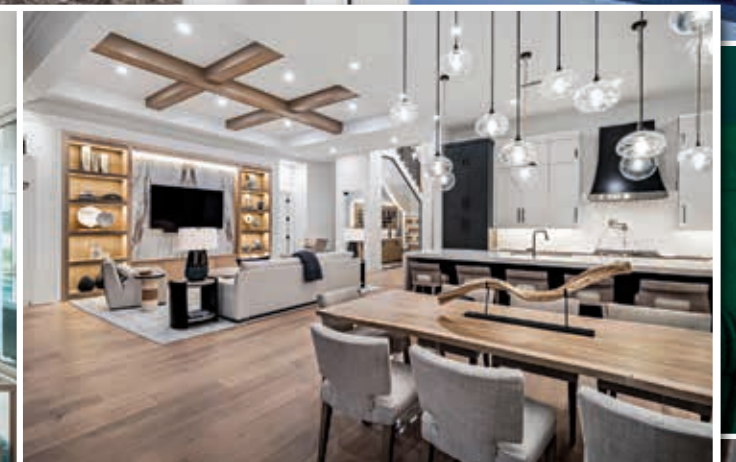
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Owner/Publisher



Ellen Buchanan
Editor



Geneva Eilertson
Ad Strategist



Mercedes Mikalaitis
Event Coordinator



Jess Wellar
Writer



Michelle Reed
Photographer



Sheryl Moreno
Photographer



Hana Snajdrova
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Samuel Saum
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Owner
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A Season Of GRATITUDE & CELEBRATION

Dear Naples Real Producers,

As the holidays approach, I find myself reflecting with deep gratitude for our incredible agents, trusted partners, and the vibrant community we've built together. Every connection we make and every story we share is because of your passion, commitment, and collaboration. Real Producers wouldn't exist without you!

This November, that spirit of gratitude comes to life in a truly special way. On **Friday, November 14th, at Elite Jets**, we'll gather for the **Second Annual Real Producers Awards Gala**, an unforgettable evening honoring the very best in Southwest Florida real estate. More than an awards ceremony, the Gala is our opportunity to come together as colleagues, partners, and friends to celebrate excellence, leadership, and the journeys that inspire us all.

Guests will enjoy an elegant evening of live music, exquisite cuisine, and top-shelf beverages. Most importantly, we'll

shine a spotlight on the finalists and winners whose talent, perseverance, and dedication continue to elevate our industry.

We are also mindful that November is a month of honoring service, both in our community and across our nation. As we celebrate our peers, we also pause to remember and thank our veterans for their sacrifice and courage.

To our agents, partners, and my incredible team: thank you for your continued support, creativity, and dedication. We can't wait to raise a glass with you on November 14th and celebrate all that makes this community extraordinary.

With gratitude and excitement,



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We look forward to celebrating with you and recognizing the incredible talent in our community. For questions, email swfl@n2co.com.

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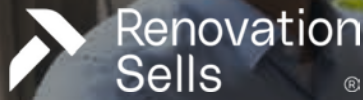
October 7, 2025 Del Mar Naples

PHOTOS BY SAMUEL SAUM

On October 7th, we had the pleasure of hosting an intimate Magazine Release Party at the beautiful Del Mar Naples. This exclusive gathering brought together our Fort Myers Real Producers' and *Naples Real Producers'* September and October issues features and their guests, along with a select group of our trusted *Real Producers* partners for an afternoon of celebration, connection, and appreciation.

A heartfelt thank-you to the team at Prime Social Reserve and Del Mar for the exceptional hospitality, and to our partners for making events like this possible.

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Robin Borriello

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Passion

BY JESS WELLAR
PHOTOS BY NEW
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“

Real estate isn't just a job for me — it's my passion. Some people escape to the golf course; I find my joy in matching people with the perfect home. Real estate is my golf.”

A Luxury Real Estate Advisor with John R. Wood Properties | Christie's International, Robin Borriello shifted seamlessly from high-end fashion and interior design to luxury real estate in early 2020 and never second-guessed herself.

Last year alone, Robin closed \$9.5 million across seven sales, earned Top 500 Real Producer (2024–2025), and joined the brokerage's elite Emerald Circle of Excellence. But the metrics are mere background noise; Robin prefers to focus on trust, excellent taste, and a lifestyle-driven approach that fits her to a tee.

From Design to Deals

Born and raised in Long Island, New York, Robin moved to Manhattan at age 17, but visited Florida often as a

kid. She and her husband, Michael, eventually made Naples their full-time home after years of splitting time between two households.

Robin's move into real estate started with a nudge and a need to pour her energy into something new when she and her husband finally made Naples their permanent homebase.

“I really didn't know what I was going to do when we moved down here full-time in the fall of 2019!” she recalls with a chuckle. “My husband is an avid golfer but I don't golf and I knew I couldn't just lay in the sun or shop all day long.

“But I met Dina Skinner at a restaurant in Naples, we became good friends and she convinced me to get my real

estate license,” she continues. “I owe my journey to Dina, she really planted the seed and encouraged me.”

That seed stuck — and then quickly took root. Robin still keeps a hand in interior design, but real estate rapidly became the lane where her instincts and work ethic clicked. It wasn't just about not sitting still; it was about channeling decades of design experience into a new way to serve people.

“For me, design and real estate aren't just industries — they're life-changing elements,” she reflects. “They shape how we gather, how we recharge, and ultimately, how we call a house a home.”

A Natural Fit

The professional pivot felt familiar from day one. Robin graduated from the Fashion Institute of Technology and Parsons School of Design in New York, then built an impressive 35-year design career working in homes, coordinating with architects,





“Luxury real estate is about much more than the property, it’s about **lifestyle.**”

expertise, and care to one of life’s most important decisions.”

Family-Fueled Focus

Married for 15 years, Robin and Michael have a blended brood of eight children and 10 grandchildren. Her three children are Morgan (37, Naples), Elle (35, New York), and Jacqueline (31, Houston). Two grandchildren live nearby — Leo (8) and Rai (4) — which means plenty of gelato runs on 5th Avenue, soccer games, and dance recitals.

Off the clock, Robin loves browsing design and furniture shops; she’s also aiming to log more pickleball practice as the weather cools. She laughs that she’s not much of a cook at home, so dining out is very much a favorite pastime.

“Truluck’s is our neighborhood ‘Cheers,’ we have been going there for 20 years!” she shares. “That is our home away from home.”

Her “why” is clear and always close to her heart: “My children and grandchildren rule my passion for real estate and my commitment to creating a future I’m proud to share with them,” she offers.

That drive sharpened years ago when Robin found herself as a single parent raising three very young daughters.

“I was their only emotional and financial support so I needed to find strength and courage while re-entering the job market,” she recalls. “I knew I needed to ignite a passion in my work



and shaping spaces that function and feel right. That experience carried over beautifully in her second act.

“The transition was so natural for me into real estate,” she affirms. “When I was away from New York, I would go to open houses all the time and just admire the different decor and trends in whatever city or country I was in.”

Timing also helped, as COVID paused her design travel schedule and cleared the decks so she could go all-in. Steady production, repeat clients, and plenty of early recognition followed, including a Top 10 ranking in volume at her previous brokerage in 2023 and a growing luxury brand built on word of mouth.

Concierge by Nature

Ask Robin what sets her apart and she’ll start with service, then back it up with action.

“Having always run my own businesses, I bring a concierge mindset to real estate that is defined by detail, integrity, and exceptional follow-up skills,” she offers. “It might sound cliché but it’s absolutely true — my professionalism and my honesty sets me apart, and it all comes from my passion.”

That shows up in how Robin prepares listings, how she communicates, and how she navigates decisions when emotions run high. Her interior design lens adds an extra edge for staging at the luxury level as well. Robin will meticulously curate, style, and polish until a home presents the way buyers in a tight market expect — clean, bright, and lifestyle-forward.

“Luxury real estate is about much more than the property, it’s about lifestyle,” she emphasizes. “To me, success is when clients trust me to bring vision,

so I could raise them to be strong, successful women and teach them they could be and do anything they wanted to in this world.”

Looking down the road, Robin keeps her professional priorities centered on the work itself and the experience clients have along the way.

“My dreams and goals are simple. To live life each day filled with love and passion,” she explains. “This career is my love and my legacy for my grandchildren.”

She closes with the advice she wants every client — and every aspiring agent — to hear: “To find your passion and truth, live each day guided by them; that’s the key to a meaningful life.”



“
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FROM THE DESK OF THE PRESIDENT

Leadership in Real Estate: A Call to Serve,
A Commitment to Lead

BY TIM WEISHEYER, 2025 PRESIDENT OF FLORIDA REALTORS®



As president of Florida Realtors®, I am reminded of the profound impact that leadership can have—not just on business outcomes, but on the communities we serve and the professionals we invest

in. Leadership in real estate is not about titles or accolades; it’s about service, responsibility, and the unwavering commitment to elevate those around us.

The Essence of Servant Leadership

My journey in creating meaningful impact across multiple verticals has been deeply influenced by the principles of servant leadership. From my parents, I learned that true leadership is about making a positive difference in the lives of others. This philosophy has guided me throughout my career, whether in brokerage, development, or community service. In practice, servant leadership means prioritizing the needs of others—our clients, colleagues, and communities. It involves listening actively, empowering team members, and leading with empathy, knowledge and humility. This approach fosters trust, collaboration, and a culture of mutual respect, all of which are essential for long-term success in our industry.

Empowering the Next Generation of Leaders

One of our primary goals for 2025 is to identify and nurture the next generation of real estate leaders. This involves providing mentorship, training, and opportunities for emerging professionals to take on leadership roles within their organizations and communities. By investing in leadership development, we ensure the continued growth and vitality of our industry. For me, it is not just about finding people to elevate, but ensuring they possess the true character, competency, courage and commitment required to lead effectively.

Advocacy: Supporting Small Business and Strengthening the Great State of Florida

Leadership means advocating for policies that empower small businesses—the backbone of Florida’s economy—and ensuring our state remains the best place to live, work, and thrive. From fostering a business-friendly environment to protecting property rights and promoting your role as a vital part of every transaction, our leadership is committed to creating opportunities that fuel entrepreneurship and economic growth. Whether it’s working to streamline regulations, improve infrastructure, or address workforce challenges, we must be proactive and informed, championing the interests of our members and ensuring Florida continues to attract and retain talent and investment.

Innovation: Adapting to a Changing Landscape

In today’s rapidly evolving market, effective leadership requires embracing innovation. This means staying abreast of technological advancements, understanding market trends, and adapting our business practices to meet the changing needs of clients and communities. By fostering a culture of innovation, we can enhance our services, improve efficiency, and maintain our competitive edge.

Conclusion: Leading with Purpose

As top-producing professionals in Florida’s real estate market, you are already demonstrating leadership through your success and influence. I encourage you to extend that leadership beyond transactions—to mentor others, advocate for positive change, and serve our communities. Together, we can uphold the values that make our profession a cornerstone of the American Dream.

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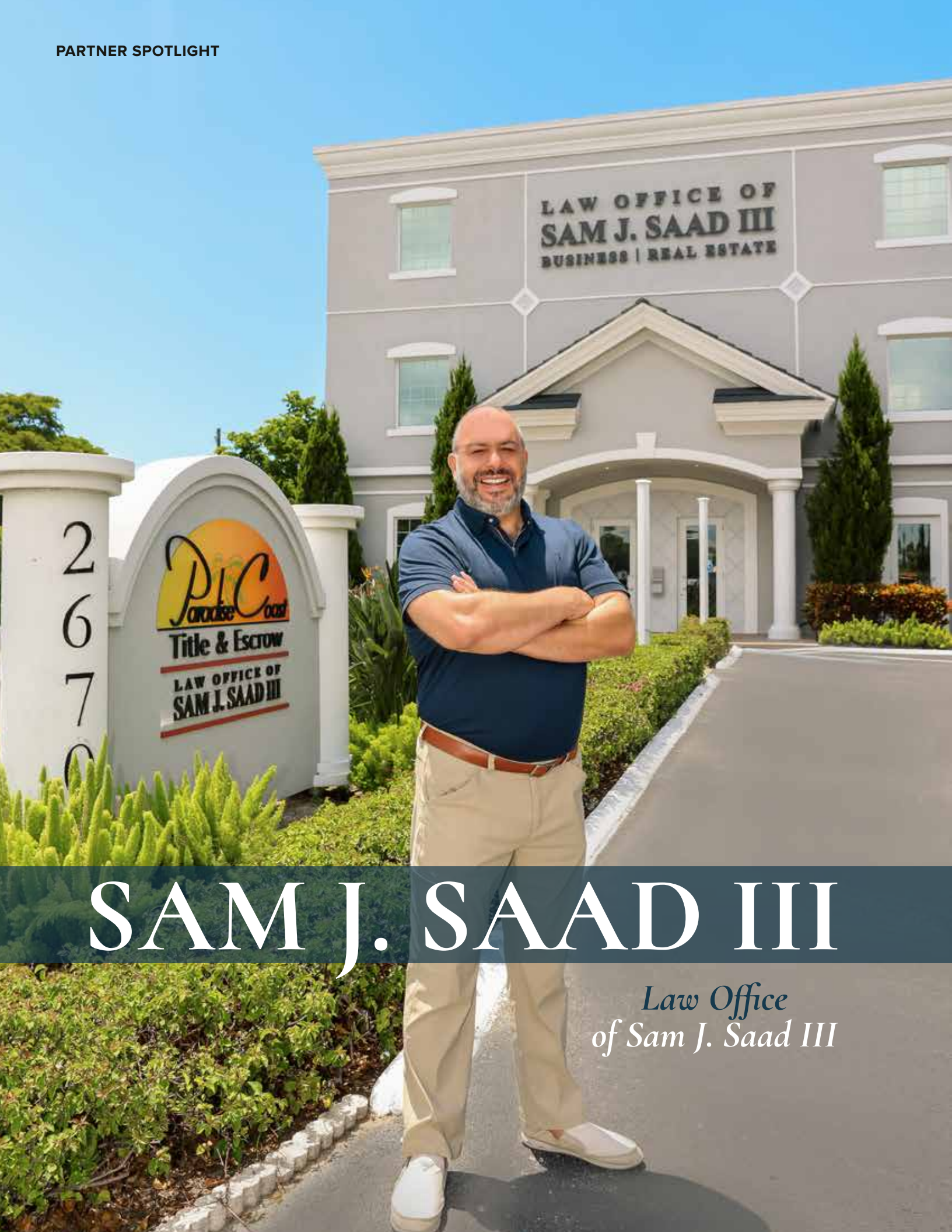
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staceymac@firstsourcetitle.com
440.522.9404

LuAnn Vizzone
lvizzone@firstsourcetitle.com
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SAM J. SAAD III

*Law Office
of Sam J. Saad III*



Happy To Help

“My creed is simple: Do what is right, do your best, and treat other people as you want to be treated.”

BY JESS
WELLAR
PHOTOS BY
LACASATOUR

That guiding principle has been the very foundation of Sam J. Saad III’s practice as the managing attorney at his law firm by the same name for the past 18 years.

A regional firm dedicated to serving buyers, sellers, REALTORS®, property managers, and small business owners across Southwest Florida, the Law Office of Sam J. Saad III boasts over a century of combined experience among his exceptional team of five attorneys.

With 10 support staff behind him as well, Sam has built one of the most respected law firms in SWFL, with offices in Naples, Marco Island, Estero, and Fort Myers.

Midwestern Values

Sam grew up in Omaha, Nebraska, where he notes “midwestern values of hard work and honesty were the norm.”

After graduating with a marketing degree from the University of Nebraska, Sam wasn’t entirely sure where his future would take

him. He decided to apply to law school at Creighton University while he figured out his next move, but thankfully, he didn’t have to wait long.

“That first day of law school I loved what I read!” he recalls with a chuckle. “So I just kept reading — and three years later I was a lawyer.”

After obtaining his law degree, Sam followed his retired parents to Florida. “My dad loves to play golf,” he explains. And shortly thereafter, he launched his own firm in 2007 and never looked back.

A Labor of Love

Sam is quick to point out he has built a legal practice that thrives not just on technical expertise but on genuine fulfillment in the work itself.

“For me, this is a labor of love. I am one of those people who truly enjoys their work,” he offers. “Property law and contract law were

my two best classes in law school. It just comes naturally to me.”

The satisfaction derived from his work comes through with every transaction successfully recorded.

“The best part of my day is when the deal is closed and all parties are happy with the result. The buyer gets a new home and the seller has their money,” he states. “As a transactional attorney, I bring people together to accomplish a shared goal. That is what makes the day great.”

Sam’s dedication extends to impressive accessibility as well; he isn’t shy about going above and beyond for his Realtor partners.

“Our availability is 24/7; I actually give out my cellphone number to Realtor partners,” he shares. “Our client feedback from our reviews always compliment us on our availability and willingness to answer questions to get the deal done right every time.”

Built on Trust

In an industry where clients have no shortage of choices, Sam makes sure his firm also stands out through values, professionalism, and a forward-thinking embrace of technology.

“We use the latest technology for safety and protecting clients’ information,” he emphasizes.

The results speak for themselves: thousands of satisfied clients, dozens of five-star reviews, and a reputation for being both professional and personable.

That people-first focus extends to charitable work as well. Beyond the legal field, his law offices donate to St. Matthew’s House, helping feed the homeless and poor in Collier County.

“Our firm also contributes to the Collier County 100 Club, which provides immediate financial assistance to the families of first responders in Collier County and Southwest Florida, who have



experienced tragedy or died in the line of duty,” Sam adds.

Anchored by Family

Outside his office, Sam’s world revolves around his wife Amy — his wonderful partner of 19 years — and their two teenagers, a senior and a junior in high school. His daughter has earned her Eagle Scout rank, while his son plays football.

Saad family trips are always a highlight Sam looks forward to every fall. This year his crew is heading to South Carolina. But in his spare time, you will usually find Sam fishing or simply floating in the pool.

“I really enjoy going fishing with my buddies every year to some exotic locale, too,” he shares, with a future adventure already on the books: “Next up, we’re going to Patagonia to go trout fishing.”

Looking ahead, Sam is pragmatic but optimistic: “Many significant changes have occurred since I joined the business 18 years ago,” he reflects, citing shifts from Dodd-Frank to pandemic-era technology.

“Going forward though, I think we can expect AI and blockchain technology to replace a lot of the title clearing tasks that humans currently do. I also think this will decrease fraud and increase the efficiency of the process, both of which will greatly increase customer satisfaction.”

It’s that combination of deep experience and forward focus that keeps Sam energized as his practice continues to expand.

“We’re still growing and we’re in hiring mode right now,” he concludes. “Helping people is my ‘thing,’ I really enjoy what I do, and we are looking for others that feel that way, too.”

To connect with the Law Office of Sam J. Saad III today, call 239-963-1635 to book an appointment, stop by their Naples office at 2670 Airport Road South, or visit www.saadlegal.com to learn more.



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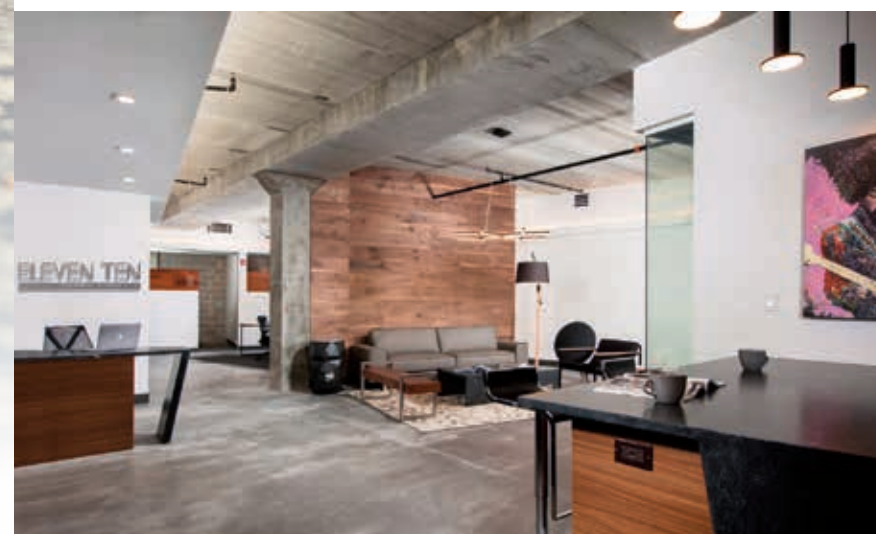
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Presence Over Perfection



“Performance, health, & happiness are grounded in the skillful management of energy.” – *Jim Loehr*

BY CARLENE MARIE

He’s right. And here’s what I know about high performers: you don’t need another strategy to squeeze more into your day. You need a way to reclaim your focus, your energy, and your calm. **Perfection won’t give you that. Presence will.** And presence isn’t just nice to have, it’s your competitive advantage in every negotiation, every decision, and every client relationship.

In my work coaching leaders and top producers, I see the same challenge repeatedly: the push for perfection creates stress, burnout, and disconnection. What shifts everything is when they stop chasing flawless execution and start cultivating presence;

physically, mentally, and emotionally. That’s not just a business move; it’s a wellness practice that sustains you for the long game.

And trust me, I know the temptation well. Some days I want nothing more than to cocoon up, pull back, and protect my energy and sometimes that pause is exactly what’s needed. Other times, I’ve pushed so hard I nearly ran myself into the ground. Neither extreme creates balance. That’s why presence, and especially community, is so vital. It’s the reset button that brings us back to center.

So how do we do it? By weaving in small, consistent practices that keep us grounded, even when the market and our calendars are anything but.

I know the pull to overcomplicate things. But presence isn’t about adding more to your plate, it’s about creating

small anchors that keep you steady in the middle of everything else. Here are three to try:

1 / The Two-Minute Reset Journal
Wellness Impact: Research shows that focusing on progress over perfection lowers stress and builds resilience.

How to practice: Each morning, jot down three quick prompts:

- One thing I learned yesterday.
- One thing I’ll experiment with today.
- One way I’ll stretch outside my comfort zone.

I use this myself when the noise in my head gets too loud. It clears the clutter and reframes the day ahead.

Why it works: This practice rewires your brain to look for opportunities instead of threats. It builds adaptability and steadies your nervous system.

2 / Breathe Before You Speak
Wellness Impact: Stress is contagious but so is calm. Deep, intentional breathing regulates your nervous system and improves focus.

How to practice: Before every appointment, pause for 30 seconds. Inhale through your nose for five, hold for five, exhale for seven. On the inhale, think *present*. On the exhale, think *steady*.

One client laughed when I suggested this until he tried it before a high-stakes negotiation. He walked in calm, centered, and in control of his voice.

Why it works: Breathing this way activates the parasympathetic nervous

system, lowering stress hormones and bringing clarity fast.

3 / Find Your Mirror (Peer Huddles)
Wellness Impact: Isolation drains energy. Connection builds resilience and keeps burnout at bay.

How to practice: Form a small group of 3–5 colleagues. Meet once a week for 20 minutes. Each person shares: one challenge, one shift they made, and one step they’ll take next.

I’ve lived both extremes: pulling back too much when life felt heavy and going full tilt trying to outrun stress. Neither worked for long. What saved me was community. The people I could lean on, learn with, and be reminded I wasn’t alone.

Why it works: Speaking truth in a safe circle regulates stress and reinforces presence. You leave lighter, clearer, and stronger.

Presence over perfection isn’t about lowering your standards. It’s about raising your capacity to lead from a place of calm, clarity, and courage. That’s both good business and good health.

And here’s the truth I want to leave you with:

Perfection drains. Presence restores. And when you choose presence, you not only serve your clients better, but you also serve your health, your relationships, and your very joy. **Because when you lead from presence, you don’t just build a business, you build a life you love.**



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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BRIAN GIACOMELLO

BY JESS WELLAR
PHOTOS BY LACASATOUR

“One of the first times I went out with a buyer to look at a property, I was shadowing another agent and I was all decked out in a suit and tie,” Brian Giacomello recalls with a chuckle. “The buyer’s wife actually came over and ripped that tie off of me and said ‘Hell, no!’ I haven’t worn one since — I love how relaxed and low-key it is down here.”

Brian grew up north of Boston and landed on the Gulf in 2010 with the same relentless work ethic, just a sunnier mindset. He’s since swapped neckties for sports jackets — without losing the straight talk New England raised him on.

A solo agent with William Raveis in Naples, Brian closed over \$10 million on 16 sales last year, earned an Honorary Club nod within the Raveis family (roughly 300 agents across 8 offices), and holds a 5-star reputation according to raving client reviews.

Boston Blunt Meets Naples Chill

Brian grew up in Tewksbury, Massachusetts, always plotting a warmer life. He somehow

juggled three jobs for five years before the grind began to take its toll.

“I would get up every morning and go to the gym, then go to my corporate mutual fund job, then go to the restaurant, and then run to the clubs at night to work,” he recalls. “Then I would hit repeat. To say I got burnt out is an understatement.”

In 2009, Brian began to see the writing on the wall while working in the financial sector and convinced his business partner to sell their Italian take-out restaurant. In 2010, he finally made the jump, leaving the mutual fund world behind with a layoff package, declaring he was done with snow.

“I have never been a fan of winter, even when I was young. I always said I was moving to SoCal or Florida someday; and it was a great decision, I only wish I had moved down sooner!” he laughs. “I packed up my car and had no real plan. But I found myself in Fort Myers and started exploring ... and when I hit Naples, I stopped.”

Those first two Naples years? He jokes he “pretended to be retired” while finishing his online bachelor’s degree, until boredom nudged the next chapter.

Real estate came by way of a friend’s brother in the business.

“I jumped in not knowing the area, the people or really anything related to the sales side of real estate,” Brian offers. “All I knew was the opportunity, but the first few years were truly not easy.”





Perseverance Pays Off

The learning curve was steep: Brian found himself in a new town without a pipeline in a post-recession market. But he met the challenge head-on with open houses, neighborhood-by-neighborhood study, and a willingness to grind as he's always done.

"Just like in the restaurant business, you don't make money for a few years and then in the 3rd or 4th year I started getting referrals and I started to see it becoming easier," he admits.

That relentless hustle also shows up in how he defines winning.

"To me, success means being able to keep a roof over my head and a small circle of friends that will do anything for you without wanting something in return other than your friendship," he says. "But uber success is having cars, multiple homes, a solid core of people in your corner and the ability to travel whenever you want."

Ask what sets him apart and Brian won't try pitching you. He'll just tell you the truth; he notes his pals often tease him for this personality trait.

"My friends warn people not to ask me something if they don't want their feelings hurt!" he chuckles. "But I'm

"I jumped in not knowing the area, the people or really anything related to the sales side of real estate."



very forward and truthful when it comes to the market, the property and direction I think the market is going.

"I know sometimes people take what I have to say in a negative way, but I'd rather be fully transparent and truthful than just tell people what they want to hear," he adds.

He also prefers to keep the sales process personal and hands-on.

"I'm not the typical sales person. Selling you and guiding you with verbiage on something is not my strong suit; but showing you the best homes that fit your lifestyle and letting you make the decision that brings us to the point where I can do what I am good at is my strong suit," Brian emphasizes. "I am a total control freak so I do everything on my own from start to finish. This means you know

when you work with me, you're working only with me."

Life Beyond Closings

Off the clock, Brian keeps it uncomplicated with a regular gym regimen, great food, quiet time, and travel. "I love trying all the new restaurants in town as they open as well," he adds. "My favorite new restaurant is Unidos, it's South American cuisine and doesn't disappoint."

He also welcomes an excuse to unplug with subtitles and a history lesson while cuddling next to Pirate, the stray black cat who 'adopted him' four years ago.

"My break from work and technology revolves around watching foreign films and tv shows; I can't really be on the phone when I have to read what's on the screen!," Brian points out.



"There are so many possibilities in this business!"

Next on Brian's travel bucket list? "I'm hopefully going to Greece for a couple of weeks to see friends next year," he grins.

Family is central in Brian's life and he appreciates the close bond he shares with his two brothers still in Massachusetts, as well as with his parents, who moved to Fort Myers eight years ago. Seeing their pride fuels him.

"When I see them talk about my accomplishments and the gleam in their eyes when they do, that's the feeling that keeps me going," he beams. "They just celebrated their 50th wedding anniversary this month and I get to see them often since they moved 45 minutes away."

Looking ahead, Brian's goals now are as personal as they are professional: more travel, two home bases, and a leadership lane if it fits.

"I see more travel abroad as I finish attaining my dual citizenship with my Italian heritage — but it's harder than I thought! My ultimate dream is to have a home here in Naples and one in either Italy or Spain," Brian smiles.

And he's keeping his options open for the industry he's grown to love: "I have my broker's license and as I get older, I could see myself being open to leading a company someday. There are so many possibilities in this business!," he concludes.



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LEAD LIKE A BUFFALO, Not Like a Cow

BY MICHAEL DILL

Life and business are full of challenges. Sometimes they come out of nowhere, and other times you can see them building on the horizon. The question is not whether adversity will show up—it always does. The real question is, how will you respond?

Let me share a story that shifted my perspective and might just shift yours.

The Buffalo and the Cow

Out in the open plains of Colorado and Montana, storms often roll in fast from the west. The animals that live on those plains have learned to respond in very different ways.

When a storm approaches, **cows** sense it coming. Instinctively, they start running east, away from the storm. The problem is, the storm is faster than they are. So, as the cows run,

the storm catches up. They end up stuck in it longer, tired, stressed, and overwhelmed.

Buffalos, on the other hand, do something very different. When the storm rolls over the mountains and into the valley, the buffalo turn to face it. And they run directly into it.

They charge the storm head-on.

As a result, they spend less time in the storm. They move through the adversity more quickly, more powerfully, and with greater clarity.

A Lesson for Leaders

The moment I heard this, I thought, what an incredible lesson for leadership and life.

Every business, every leader, every person is going to face storms. You cannot avoid them. Whether it is financial pressure, personal setbacks, team conflict, or market shifts, adversity is part of the journey.

The choice you have is simple: will you be the cow or the buffalo?

Will you try to outrun the problem, only to find yourself stuck in it longer? Or will you face it head-on, move through it with strength, and get to the other side faster?

Run Toward the Storm

Great leaders do not avoid problems. They do not run away. They recognize that storms are inevitable, and instead of reacting in fear, they respond with courage.

They turn their head, face the wind, and run straight into what others avoid.

And here is the thing. The storm always passes. Eventually the sky clears. The sun comes out. The landscape settles. The person you become in the middle of that storm is stronger, braver, and more prepared for whatever comes next.

Put a buffalo next to a cow. One clearly looks built for the battle. So should your leadership.

Final Thoughts

Whatever storm you are facing today—lean in.

Face it. Move through it. Grow because of it.

Lead like a buffalo. Not like a cow.



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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JOE & LETICIA

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Finding Peace and Purpose

BY JESS WELLAR • PHOTOS BY NEW FRAME PHOTOGRAPHY

Uribe



In 2022, Joe and Leticia Uribe packed up their RV, left behind their Northern California life, and hit the road in search of something better. Ten weeks of state parks, open skies, and a lot of reflection later, they landed in Southwest Florida.

On a quiet country acreage, they set up shop and launched The Dapper House Florida LLC — a full-service remodeling business that has since grown into one of the area’s most trusted design-and-build teams.

Shared Ambitions

Joe and Leticia first met as 17-year-olds, when he played varsity baseball and she was on the varsity softball team. Their shared drive and youthful ambition turned into a marriage by age 20, and for the past 22 years, they’ve been building their family on a foundation of creativity and hard work.

Joe’s first taste of carpentry came as a teenager working alongside his grandfather.

“My grandfather paid me in lunch instead of money!” Joe recalls with a chuckle. “But I loved the work.”

Always drawn to art and creativity, Leticia earned her Bachelor’s degree in Design and Visualization in 2005. The pair went on to work in healthcare administration for nearly two decades — Joe in supply chain management, Leticia in revenue cycle operations — sharpening skills in leadership, organization, and problem-solving.

Yet despite their corporate jobs, their passion for design and renovation was still there flourishing on the sidelines.

“Ever since we were 19, we were always tackling renovation projects together on the side,” Leticia explains.

From interiors and pools to landscaping and even flipping a short-term rental, over the years the couple’s part-time projects became the training ground for what would one day become The Dapper House.

Turning Passion into Purpose

When the Uribes finally traded the corporate grind for Florida sunshine, their vision became clear: build a company that would elevate not only homes but the lives of the people who lived in them.

“What started as something we enjoyed quickly revealed itself to be our true purpose,” Leticia shares. “Opening The Dapper House wasn’t just about building a business — it was about discovering the work we were meant to do.”

Joe’s craftsmanship and Leticia’s design expertise fuse seamlessly into projects that reflect balance, beauty, and purpose. Their focus is on much more than function as they aim to create aesthetically-pleasing spaces that inspire well-being and greater connection.

Clients often remark that the duo’s process feels different somehow — streamlined, collaborative, and yet, surprisingly enjoyable. With their lighthearted approach and shared eye for every last detail, Joe and Leticia make renovations feel less like a headache and more like a creative pursuit.

“Many of our clients return for multiple projects, not only because of our results, but because we make the journey fun!” Leticia affirms with a smile.

A Family Affair

The Uribes don’t just build for clients either; they love to build for their community as well.

That commitment shows up in their active participation in charity events, as well as through their sponsorships using their popular Dapper 360 Photobooth.

“Community is at the heart of The Dapper House,” Leticia notes with a touch of pride.

Up next, they’re sponsoring Minds Over Tumors, a student-led nonprofit run by a 17-year-old entrepreneur funding research for brain tumor patients while providing hope for their families.

“Ever since we were 19, we were always tackling renovation projects together on the side.”





“Many of our clients return for multiple projects, not only because of our results, but because we make the journey fun!”

renovation team. With memberships in FHBA, NAHB, and CBIA, plus regular attendance at trade shows, they remain plugged into the latest innovations to deliver the best results.

“We’ve also seen that today’s clients want more than beauty — they want durability and designs that last,” Leticia points out. “Living in Florida comes with unique elements, from humidity to sun exposure, and we create spaces that not only look stunning but also withstand the test of time and climate.”

Looking ahead, the future of The Dapper House looks bright while priorities remain firm: “We want to expand the

That spirit of giving back also extends to their long-term vision. As their business grows, the Uribes dream of one day opening a nonprofit to use their design and building expertise to help people in need.

But for Joe and Leticia, the greatest joy is sharing their passion for their work with their three children. Their twin daughters, Layla and Lily, are juniors in high school — one already shadowing Leticia in design, the other handling content and both expertly running the photobooth at events. Meanwhile, their son, Luke, a freshman, is eager to build alongside his dad when time allows.

Travel remains a cornerstone of family life. The couple recently took their first solo trip in five years to explore Colombia and will spend Christmas with the kids in the Blue Ridge Mountains. Closer to home though, they treasure simple delights such as sushi dinners, cozy movie nights, and afternoons at the beach. But when their youngest is old enough, they plan to take the whole family to Thailand for a build assignment, blending travel and philanthropy.

On The Horizon

As The Dapper House nears its third anniversary, the business is firmly in expansion mode. From post-Hurricane Ian essential repairs to more creative, design-driven projects, the Uribes are carving out their niche as a top-tier



business while continuing to keep the quality exceptional,” Leticia emphasizes. “We don’t want to ever trade quality for quantity as we grow.”

Through it all though, the Uribes will never lose sight of what really matters: being together and creating a life that feels intentional.

“We’re living our dream jobs and life out here together,” Leticia concludes thoughtfully. “We’ve found peace in Florida while finding our purpose, too.”

To learn more about The Dapper House Florida LLC or to start your own dream renovation, call (239) 955-4730 or visit www.thedapperhousefl.com today.

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A Match Made In Paradise

BY JESS WELLAR
PHOTOS BY MICHELLE REED

You know you're on to something special as a Realtor when other agents call to ask if they can list their own homes with you!

"We get calls weekly from agents wanting to hire us to stage their listings as well, but we politely decline to focus on our clients," Nina Llorca explains.

Nina and Carlo Llorca have made that kind of impression across Naples. The husband-and-wife duo behind Coldwell Banker

Realty's Nina Loves Naples closed \$32 million on 39 transactions last year, earned Real Producers' "40 Under 40" team honor in 2023 and the "Customer Satisfaction" award in 2024, and rank among the top 1% of Coldwell Banker agents nationwide.

They also run a tight three-person unit with Director of Operations Deanna Monastiero — "the Three Musketeers," as they like to say — pairing boutique care with

powerhouse staging that make their listings shine.

Deep Insurance Roots

Nina was born in Montenegro and moved with her family to Long Island before relocating full-time to Naples in 2004. She'd been passionate about insurance since high school and spent 23 years as a licensed agent, ultimately opening and running her own agency for 13 years.

Carlo's own career path wound through service and public safety. Born in Cuba,



he spent time in Spain before migrating to Naples in 1976, completed his education, served eight years in the U.S. Navy in San Diego, and later worked in law enforcement (road patrol, SWAT, Aviation, and Dive team) back in Naples. Carlo has seen a multitude of changes in the local area over the years.

After the two met at a local CrossFit class in 2013, Carlo joined Nina at the agency two years later. By 2019 they'd both earned real estate licenses and went all-in together — because the learning curve was already underway and they knew they could count on each other's support.

“At the insurance agency, we were dealing with buyers on a daily basis so it felt easy jumping into the business after seeing all the inspections, contracts, etc. to close on a property. It was a no-brainer,” Carlo offers.

Nina nods in agreement. “Not to mention life changes by the minute as a Realtor, so we decided to go into this business together so we could understand each other's life. We hear from other agents all the time that their spouse doesn't understand when their phone rings and that



creates a wall; thankfully, we don't have that issue.”

Roles That Click

The Llorcas edge is the way they divide and conquer. Nina leans into people and presentation; Carlo lives in contracts, timelines, and clarity. And Deanna? She's the engine.

“We each have our niche and Deanna is everything behind the scenes — she is our right-hand girl,” Nina beams.

From intake to post-close, the three operate like a precision crew: quick to respond, painstaking with details, and unapologetically candid about pricing, condition, and strategy so clients can move forward with confidence.

But ask what truly sets them apart and Nina will point to their signature: Staged and Styled to Sell. It's exclusively for their sellers, and it shows.

“We understand where all the pieces fall into place. We

“We understand where all the pieces fall into place.”

also believe that how a home looks is the key to selling it, which is why we created the ‘Staged and Styled to Sell’ brand,” she elaborates. “We meticulously stage and style all listings using a multiple-step process and transform each home listed into a showstopper, attracting buyer interest and statistically getting higher sales prices.”

Family Focus and Future Plans

For Nina and Carlo, the win is much deeper than the stats. “To us, success is happiness. It's not about money, it's having a happy life with my husband and children,” Nina shares. “Our kids are our world, and it makes us happy to see them happy and thriving.

“We are happiest together, even if we're just spending time at home,” she continues. “And that goes for our customers as well, we want them to be happy and satisfied with the service we provide — so happy they recommend us to their friends and family.”

Married nearly 10 years, the couple have three daughters — Alina (20), Adela (17), and 9-year-old “Princess” Angelina, who has already declared herself “Angelina Loves Naples” and tags along for showings like a natural.



The newest family member is Louie the XIII, a 5-month-old Maltipoo puppy with plenty of personality.

When they're not with clients, the Llorcas are a tropical brood — beach days, trying every new restaurant in town, or wheels-up in their plane to the Bahamas and the Keys (Carlo is a pilot).

Service remains close to home, too. As a Navy veteran, Carlo is proud to support Soldiers' Angels and Treats for Troops alongside Deanna, who "regularly bakes and ships care packages to soldiers stationed overseas."

The Llorcas' business stays intentionally small by design. They've built a structure that fits their life, their standards, and their clients' expectations and they don't see that changing anytime soon.

"We never say never to adding a team member down the road, but for now,

we like the structure that we've created," Carlo says of future growth, noting they already employ help on the staging side. "Besides, it would be hard to find someone else that shares the same mentality."

And on balance? They're extremely mindful as well.

"Family time is extremely important and I would like to set more family time aside. Work will always be here," Nina points out.

"We are learning how to separate our time and family time," Carlo adds. "It can't be all work all the time. Outside of work and the kids, we still take that time to throttle it back and relax together."

Looking ahead, Nina and Carlo plan to keep things humming along for quite some time in their signature 'no-filter, very real' way while keeping their eyes open for any opportunity to innovate.



"To us, success is happiness."

"We are constantly thinking and coming up with new ways and ideas that will not only make our business better but more enjoyable for those who we work for," Nina concludes. "We genuinely love real estate and have both had successful careers before this; I can't imagine loving anything more though, because this never feels like work to us."



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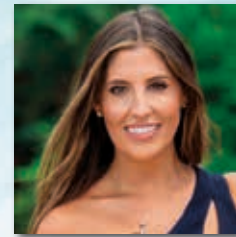


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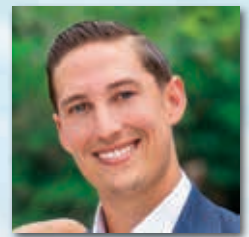
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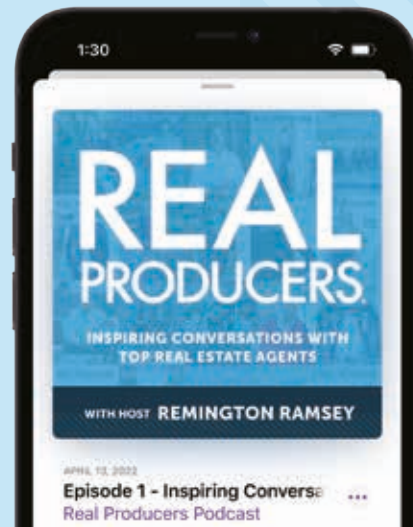


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