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Dear Real Producers of Naples,

The time has come once again to celebrate the very best in our community. On Friday, November 14th, we will gather at Elite Jets for the our *Real Producers'* Awards Gala—an unforgettable evening honoring the top professionals in Southwest Florida real estate.

This formal affair is more than an awards ceremony—it's a chance to come together as colleagues, friends, and partners to celebrate excellence, collaboration, and the stories that inspire us all. Guests will enjoy an elegant evening filled with live music, dancing, exquisite cuisine, and top-shelf beverages, surrounded by the energy and glamour that defined last year's inaugural gala.

Throughout the year, we've had the privilege of sharing the remarkable journeys of our top producers in the pages of *Naples Real Producers*. The Gala is the culmination of those stories—a night to spotlight the talent, perseverance, and leadership that make this community extraordinary. It's also a time to strengthen connections, network with peers, and acknowledge the invaluable role of our preferred partners.

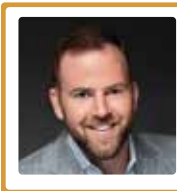
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Finalists for this year's awards will be announced soon, and we look forward to celebrating every one of them. This is truly our biggest and most anticipated event of the year—and one you won't want to miss.

Please watch your inbox for your exclusive invitation to this private, invitation-only event. Be sure to RSVP promptly to secure your place at what promises to be a spectacular evening of recognition, community, and celebration.

We can't wait to raise a glass with you on November 14th!

Very respectfully yours,



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MARK

LEDBETTER

Building Better Agents, One Career at a Time

BY ELLEN BUCHANAN
PHOTOS BY LACASATOUR

Some leaders are cultivated, while others seem born to lead—Mark Ledbetter is clearly the latter. Though he credits mentors along the way, his drive to help real estate professionals reach their full potential has always been clear. As a coach, trainer, and success strategist, he has spent years elevating both agents and the industry.

As concierge broker for Realty ONE Group MVP, Mark is one of five managing brokers supporting 1,100 agents. Beyond answering calls and emails, he trains and coaches agents to achieve their full potential.

He also runs “The MVP Advantage” training program, enrolling about 100 agents per year, with more than 500 having benefited since its inception.

From Asheville to Atlanta: Mark’s Early Path

Mark grew up in Asheville, North Carolina, and began his career in accounting with Rockwell International. In those early years, Mark had an uncle in real estate who inspired him to buy, renovate, and flip investment properties—a pursuit that quickly became a passion.

Drawn to Atlanta, Mark answered a blind ad that turned out to be for Home Depot’s corporate office. For over 12 years, he advanced through multiple positions and traveled the country conducting training for the retail giant. “It was an amazing experience—the mentors, the systems, and the training they offered,” he recalls.

When his mother began aging, Mark returned to Asheville and, leveraging his Home Depot expertise, opened Pizazz Accents & Gifts, a home décor shop, in 2003.

Catching the Real Estate Bug

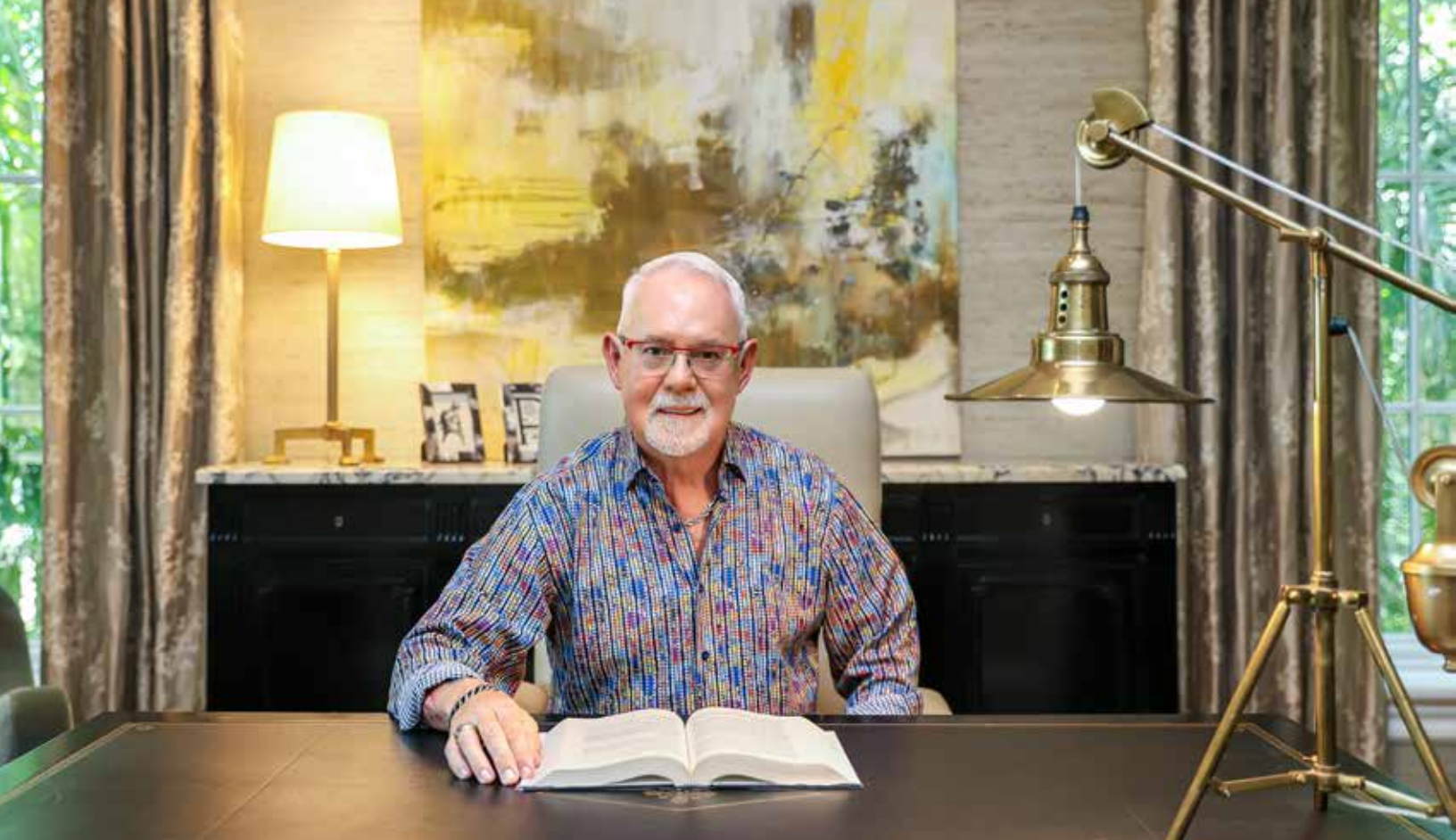
Mark’s interactions with local agents at Pizazz Accents & Gifts ultimately led him

to real estate. “We offered a lot of unique specialty items. Real estate agents would come into the store and order custom gift baskets for their clients,” he explains. “I built relationships, and they convinced me to get my real estate license, which I did in 2005.”

Mark joined Coldwell Banker Realty in Asheville and, within a year, took on a branch office managerial role that sparked his passion for leadership and training. He also served on the local board of REALTORS® education committee, improving agents’ skills and curriculum.

In 2008, amid the downturn, Mark transitioned to a Prudential office, managing a local branch and later being promoted to director of operations over five locations. He then moved to Keller Williams as assistant team leader and director of education.

Mark quickly realized that training was his true calling. His last sale under his own license came in 2010, and he has served exclusively as a non-competing broker and agent educator ever since.



Mark Ledbetter, concierge broker with Realty ONE Group MVP, developed and delivers “The MVP Advantage” training program to help agents maximize their success.



Mark has dedicated more than 20 years of his career to training and leading real estate professionals.

“At Keller Williams, I started teaching three to four days a week using the tools and systems, training materials, and curriculum they had already in place,” Mark recalls. His dedication and skill were recognized locally—he was named REALTOR® of the Year in 2012 by his local board and went on to serve as president of the Asheville Board of REALTORS® in 2013.

In 2014, Mark was recruited to come to Southwest Florida to run the KW Naples location as a team leader. He later moved to the Keller Williams office in Bonita Springs, where he returned, once again, to training and education.

The Consummate Trainer

In late 2016, Mark joined MVP Realty (now Realty One Group MVP) and also began working for a mortgage company across Southwest Florida, visiting various brokerages as a guest trainer.

“I was going into real estate offices, two, three, sometimes four days a week, teaching different topics,” he recalls.

One of the mortgage company’s clients was Realty ONE Group MVP (formerly MVP Realty), where Mark taught twice a month. In August 2019, he approached owner Derek Carlson about developing a proprietary training program—and “The MVP Advantage” was launched in January 2020.

The MVP Advantage: Elevating Real Estate Careers

Delivered via Zoom, Mark uses presentations, handouts, YouTube videos, and a Google Classroom library to deliver his training program with sessions tailored to each agent’s experience. He provides one-on-one coaching, helps agents work through challenges, and develops strategic plans. Since inception, many of the participants have reached



“THEY DO THE WORK; *I just give them the tools and teach them how to use them.*”



top-producer status, including several from *Real Producers*.

One of Mark's proudest moments was when the company was hosting a top-producer event with about 110 or more people in attendance. When Mark asked for a show of hands of how many had gone through his training program, it was a full 25 percent.

"So I was the proud papa, per se. But I do not take credit," he says humbly. "They do the work; I just give them the tools and teach them how to use them."

Giving Back to the REALTOR® Community

Mark's passion for the real estate community is evident in his deep involvement with boards and organizations. He received the President's Award in 2022 and 2023 from Bonita Springs-Estero REALTORS®, was named Educator of the Year in 2023, and served as the board president in 2024. Mark was named REALTOR® of the Year in 2024 for his impact on the members and the REALTOR® community.

He is also a proud member of the Florida Realtors® Honor Society for 2023 and 2024.

Off the Clock

Mark has been with his now-husband Bo for 28 years and married for 10.

Together, they have four Cavalier King Charles Spaniels that keep the household lively. For many years, Mark and Bo have enjoyed being competitive bowlers in multiple leagues a couple of times a week.

Prior to some health challenges, Mark was an avid runner, participating in over 150 5Ks, 50 half marathons, and one full marathon in Virginia Beach in 2014 that he's especially proud of. Today, he enjoys going to the gym three times per week. He's also a self-admitted "reality show junkie," enjoying shows like *The Voice*, *America's Got Talent*, and *The Traders* as a guilty pleasure and a getaway from the business of the day.

Mark also has a passion for his 2021 Corvette C8 convertible, affectionately named Elvira. He enjoys giving her a thorough wash and taking her out for a spin. "She's kind of my pride and joy—my toy," he says with a smile.

On the Horizon

On the personal front, Mark is embarking on a major home improvement project: remodeling his primary bathroom, a design he's been refining for six months.

Professionally, he was recently certified as a business coach through Realty ONE Group. His long-term vision includes offering coaching nationwide, initially



**"I LOVE
WHAT I DO
and look forward
to it every day."**

to the company's 20,000 agents, and eventually extending the program to agents from all brokerages.

Mark's approach to coaching is personalized, practical, and hands-on, allowing him to guide agents toward achieving their unique goals. "I am driven to help agents succeed at whatever level they want," he explains.

Mark's impact is measured not just in transactions, but in the careers, lives, and families he helps shape along the way. "I love giving back and making a difference in someone's career, someone's life, someone's family," he shares.

"I found that my passion is working with the agents rather than with the customer," he says. "Once I discovered that passion, I've never looked back. I love what I do and look forward to it every day."



Mark Ledbetter with his 2021 Corvette C8 convertible, "Elvira"—his pride and joy.



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Mental Real Estate:

How to Protect Your Most Valuable Property

BY CARLENE MARIE

If your brain were your most valuable listing, how would you care for it?

In a shifting market where uncertainty is high and pressure is constant, your ability to self-regulate isn't a luxury—it's your advantage. Top-producing agents know success isn't just about hustle. It's about presence. Precision. Energy that sustains instead of spikes.

In my work coaching high-performing professionals, I often say: your mental bandwidth is your business currency. But most people treat their minds like an unlimited resource—until the crash hits. Decision fatigue, emotional reactivity, burnout, and lack of clarity aren't time problems. They're brain problems.

So what does it look like to actually train your brain as a business asset—not just in theory, but in practice? Here are three science-backed tools to sharpen your edge and reset your internal operating system.

Protect Your Dopamine

Dopamine is your brain's motivation molecule. It fuels your drive, focus, and follow-through. But when you constantly spike it—scrolling, caffeine, texts, notifications—you deplete your reserves and dull your ability to stay energized and engaged.

Huberman's Rule: Delay your first dopamine hit. For the first 90 minutes of your day, skip the phone. Step outside for 2–10 minutes of natural light, hydrate, and move your body. These low-dopamine habits rebuild your baseline and help you show up clear, steady, and alert when it counts most.

Eliminate the "Task Switching Tax"

In this industry, no doubt you are pulled in a thousand directions: negotiations, texts, listings, contracts, conversations. Every time you switch tasks, you lose up

to 20 minutes of focus and clarity. That's a cost your business can't afford.

Coach's Tip: Time block by mental energy, not just availability. Schedule strategic tasks—like negotiation prep, client strategy, or creative work—during your brain's peak hours, typically in the morning. Save admin tasks for later.

My Mindpower Planning & Productivity System utilizes 90-minute "Jam Sessions" to work with your brain's optimal performance and peak flow, followed by 15–30 minutes of a break to allow your brain to idle, reset, and come back for the next "Jam Session" focused and ready. Protecting your attention is one of the smartest moves you can make for your bottom line.

Prioritize Your Parasympathetic System

Your body is your baseline. If your nervous system is stuck in fight-or-flight mode, it impacts everything—from how you think and respond to how well you sleep and recover.

Try NSDR (Non-Sleep Deep Rest): a 10-minute guided audio practice that calms your nervous system, boosts memory, and resets your energy between appointments. Free options are available on YouTube. One reset can help you lead from calm rather than chaos.

You don't need more hours in your day. You need more clarity in the ones you already have.

When you treat your mindset and wellbeing as business essentials, not afterthoughts, you lead differently. You think better. You respond faster. And you show up aligned with the version of yourself that your clients and colleagues trust most.

Protect your brain like you protect your business. Your next level depends on it.

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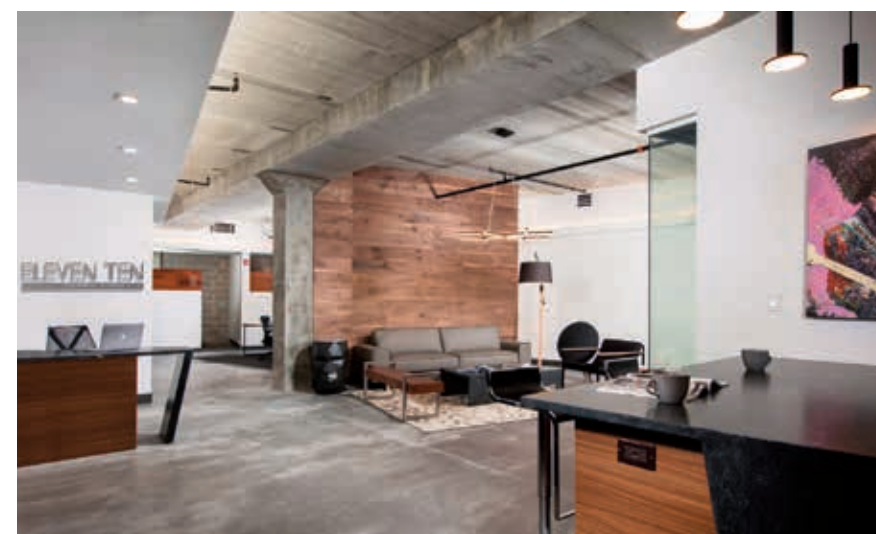
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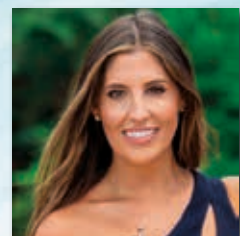
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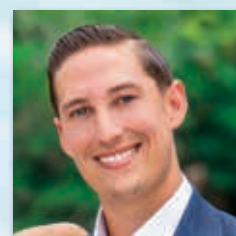


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NICOLA WAKELIN

Priceless Precision

BY JESS WELLAR

Nicola Wakelin prefers to let her preparation and stellar service do the talking at John R. Wood Properties Christie's International Real Estate in Naples. Her calm, detail-oriented approach is exceptionally thorough and always client-first — a combination that consistently delivers winning results.

Last year, Nicola closed 23 sales for about \$23 million; and as of August, she's already surpassed those totals thanks to appreciative clients who continue to send referrals. "I am internally driven," she explains. "I care about my customers; I listen carefully, put myself in their shoes, and do whatever it takes to put them first."

Inner Drive

Before entering real estate, Nicola built a foundation of skills that now shine at the closing table.

She spent a decade in the car industry starting with Vancouver Ford and progressing to Ford Motor Credit Company in roles spanning from finance manager to regional business development manager.

Then Nicola took a break from the auto industry to focus on raising her children. "Once my children were in school, I began dipping my toe in part-time work to rejoin the work force with a paraeducator/teachers aid stint," she recalls.

A Rockhurst University grad (Bachelor of Professional Studies, cum laude), Nicola also poured herself into faith-led service.

"I was involved in a humanitarian organization through church to help people in Nicaragua. The wonderful charity supplied mental and dental care by running clinics. I even went on two mission trips with them," she recounts.

Eventually, after years focused on raising her daughters, Nicola felt the tug back to sales. "After being a stay-at-home mom for several years, I was looking to get my career back on track," she explains. "I absolutely love sales — it's where I started my career and I wanted to get back into it in some capacity."

Mentored Leap

The move to Naples came suddenly for Nicola's family after a shift in

perspective. "My husband's best friend died of a brain tumor," she remembers. "We were living in Seattle at the time, we looked at ourselves and said, 'life is short.' Florida offered the kind of lifestyle and family closeness we had been dreaming of."

Her husband's parents had been in Naples since the late '90s, so the couple already knew and loved the area — and the chance to raise their kids near their grandparents sealed the decision.

Nicola earned her license in 2013 and joined forces with her mother-in-law, Rae Wakelin. What followed was an old-school apprenticeship of the best kind. "Rae and I were glued to the hip for the first several years of my career! She put a desk for me in her office in her house!" Nicola chuckles. "We did everything together... She was a spectacular agent and a tremendous mentor."

Husband Jeff joined their team part-time in 2021 and Rae retired in 2024. But The Wakelin Team's production hasn't missed a beat. Nicola's market credibility





Nicola Wakelin is a solo agent with John R. Wood Properties Christie's International Real Estate in Naples.

also rests on plenty of recognition: she's received the Women's Council of REALTORS® Top Producer Team (several years running), JRW Circle of Excellence (Emerald and Diamond), and the BHHS President or Chairman's Circle Award.

"Last year was challenging but we figured out how to pivot in this market, successfully positioning our listings, so this year is better!" she affirms.

Details Win Listings

Nicola is the very definition of prepared. Organized, process-oriented, and meticulous, she stages, strategizes, and sweats the small things — because the small things move houses. Builders have noticed her work ethic too: GL Homes and D.R. Horton selected her to list spec homes in Riverstone, StoneCreek, Valencia Trails, and Seasons at Bonita.

A Riverstone resident herself, Nicola has personally sold over 100 GL Homes in her community while being highly involved there. And when a house needs polish,

she calls in a professional — she doesn't believe in cutting corners.

"I work hard to present my properties in the best light and have a great relationship with a wonderful designer to consult before we list to minimize the time on the market and maximize the price," she offers.

Her seller playbook also includes proactively seeking feedback, something Nicola takes seriously.

"Something fun I like to do after showings, I ask agents to fill out a brief feedback survey for the seller and then give them a scratch lottery ticket for their effort. It's always nice to get a text when another agent wins!" she smiles.

Add a stack of credentials — GRI, Master Certified Negotiation Expert, ePRO, Resort & Second-Home Property Specialist, and NAR's C2EX —and you see why her listings present clean and perform in any market.



Family Fun

Born in London and raised in the Pacific Northwest, Nicola and Jeff (married 27 years) have two grown daughters, Natalie (23) and Riley (21). When she’s off the clock, her hobbies fit right in with the SWFL lifestyle — golf, the beach, pickleball (“very badly”), long walks and travel plans. And yes, great food.

“We visited Greece in 2023 and fell in love with the people, the food, and the culture,” Nicola shares. “So Estia is our new favorite restaurant because it reminds us of those wonderful memories — and it’s just down the street from us!”

Recent stamps in the passport include Ireland (to celebrate Riley’s semester studying abroad), London for family catchups on her side, Cape Cod for Jeff’s roots, and a Canadian detour to see old friends.

Day to day, the balance she’s chasing — equal parts career, faith, and family — shows up in how she defines winning: paying for her daughters’ college experiences, serving people through big life transitions, and staying connected to God and the people she loves most. As Jeff eyes a full-time leap into the business within the next two years and Nicola continues to thrive, the future looks busy in the best way.

Her goals say it all — and she’s not afraid to dream out loud: “I will look forward to a healthy retirement someday to enjoy traveling and playing golf with my husband, but this won’t be anytime soon!” she declares.



Nicola Wakelin and her husband Jeff enjoy the SWFL lifestyle.



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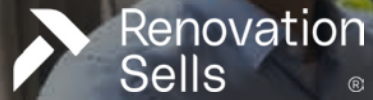
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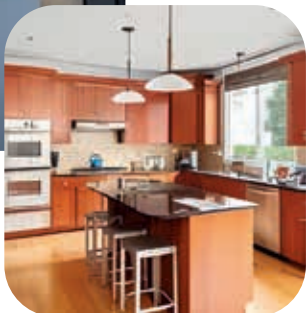
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RISK - DECISIONS - REWARD

BY MICHAEL DILL

As a coach, I work with many high-driving, type-A, decisive individuals who want to win. They want the best for themselves, their teams, and their organizations. They have big goals and aren't afraid to take risks. However, in business and life, we must be conscious of the risks inherent in our decisions and weigh them carefully.

Some of you may know that I'm an avid scuba diver and spearfisherman. I love the ocean. Recently, I was finishing my second of two dives. When ascending, you always want to scale up slowly. At about 20 feet, I was ascending gradually when suddenly I found myself surrounded by half a dozen cobia. For those unfamiliar, cobia are prized game fish—delicious, and they can weigh anywhere from 20 to 100 pounds. Any spearfisher would consider them a prize.

My spear gun was loaded and attached to my flag. When I aimed at one of the cobias, I felt resistance because it was attached. As I went to unhook it, I realized why I was surrounded: cobia often travel with tiger sharks. These cobias had temporarily left a tiger shark to investigate me. As I readjusted to take a second shot, a 10-foot tiger shark swam by leisurely, and the cobia returned to it and swam away. That got my adrenaline going—and obviously, no second shot was taken.

I discussed this experience with one of my coaches. I believe every life event can relate to business. This entire encounter happened in less than 15 seconds: seeing the cobia, feeling excitement, realizing what they were, aiming my gun, understanding I couldn't take a clean shot, and then a tiger shark appearing—at that point, all bets were off.

I asked myself, "What if my gun hadn't been attached and I shot the biggest cobia, unaware of the tiger shark?" That could have been disastrous. I also had limited air left—about 500 pounds—and was still 20 feet from the surface. If anything had gone wrong, I might not have been able to manage it. The boat was some distance away, so there were several factors against me. There were real risks.

Some spearfishers, mostly freedivers, actively seek out tiger sharks to shoot cobia off them. If you're one of them, you might say, "I would've done it." Not me. No thank you—I can always buy cobia at the seafood market.

In business, I work with high-driving, decisive individuals who aren't afraid to take risks. But every once in a while, we need to slow down, weigh the risks and rewards, and make the right decisions.

So, what was the reward in this experience? First, how many people have been surrounded by cobia? How many have had a 10-foot tiger shark swim by them? How many have felt that kind of adrenaline rush? I'm blessed to have experienced

it—and even more grateful to tell the story. Who knows what might have happened if I'd taken that first shot? It could have been an entirely different story.

To all high-driving, decisive individuals striving to reach the next level: first, if you're looking for a coach, I'm your guy. Second, every once in a while, take a deep breath, weigh the risks and rewards, and decide accordingly.



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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MATT GOODWIN, ESQ.

GOODWIN LAW, P.A.

Guiding Clients Through Life's Milestones

BY ELLEN BUCHANAN
PHOTOS BY LACASATOUR

Matt Goodwin, principal attorney and founder of Goodwin Law, P.A., has been practicing law for a decade and has built a thriving practice with a unique mission: helping people navigate life's most significant moments. "When people buy or sell a piece of real estate, it's significant. When someone dies and they need probate, it's significant. When they're planning for their death and their legacy, it's significant. So we help people navigate those times."

Goodwin Law, located in North Naples—just one stoplight north of Mercato—focuses on real estate transactions, estate planning, and estate administration. "We're the only law firm on the block in Naples Park," Matt notes with a smile. Ninety percent of the practice is devoted to real estate, and the firm has closed thousands of transactions across more than 25 Florida counties. "I've been a loan officer, a REALTOR®, a buyer, a seller, a landlord, and a tenant," Matt explains. "That





Matt Goodwin is the principal attorney at Goodwin Law, P.A.

perspective lets me assist in negotiations and offer practical advice, so the closing doesn't get derailed."

The Goodwin Law Advantage

Born and raised in West Palm Beach, Matt earned his undergraduate degree in political science from the University of Michigan and his law degree from the University of Florida. After less than a year at a small Central Florida firm, he launched Goodwin Law. "Naples was the first city we picked that didn't pick us for work or school. We picked Naples," he recalls. "It's quieter and calmer—and just as beautiful, if not more beautiful—than the East Coast."

Today, Goodwin Law includes one other attorney, Alexandra Kane, and four additional staff members, plus two more who work with the firm's title company. They represent buyers and sellers of residential and commercial properties across the state, operating by four core No's: no surprises, no fluff, no barriers, and no box.

"Realtors don't have to recommend the title company affiliated with their brokerage," Matt points out. "They need to establish their own professional relationship with a lawyer or title company—but they should always give their clients an option." Matt shares that utilizing a lawyer provides distinct advantages when it comes to negotiations—as advanced negotiators who counsel people regularly. Also, the team's estate planning and probate work gives them a unique advantage when issues arise in transactions. "Because we do wills and trusts, we can spot issues early and solve them before they derail a closing," Matt says.

He also serves as a faculty member for Florida Realtors® continuing education, teaching on professionalism and estate- and entity-owned property matters.

Beyond the Briefcase

Matt also shares his knowledge and community focus through his podcast, *Beyond the Briefcase: Conversations About Law, Life, and Community*. Professionally recorded in the firm's own studio, the podcast began in 2018 and now features full HD video and guests from all walks of life. "It's a passion I have," Matt says. "We interview local professionals and leaders in the community, and it's also a service we offer to our referral partners." Episodes are available on YouTube, Spotify, and all major podcast platforms, and Matt is easy to find on social media: @themattgoodwin.

Life Outside the Office

Matt and his wife, Dr. Nancy Goodwin, are raising two sons, Justin (14) and Jaden (9). Music is a shared passion—Matt has been a drummer since age 15, and Justin sings lead vocals in a band and plays drums and guitar. The family stays active with travel and adventure, from hiking in Alaska to skiing in Colorado, Utah, Vermont, and Montana. Matt has also embraced a daily meditation practice and contrast therapy with hot and cold plunging. "I'm always thinking about how I can live longer and healthier," he says. He is an avid reader, currently working



Matt has a passion for podcasting and hosts *Beyond the Briefcase* from his onsite recording studio.



Matt has been an avid drummer since age 15.



through *What Is My Legacy? Realizing a New Dream of Connection, Love and Fulfillment* by Martin Luther King III, Arndrea Waters King, Marc Kielburger, and Craig Kielburger, whom he recently met.

Giving back is also a priority. Matt supports The Immokalee Foundation, which empowers children through education and career pathways, and the David Lawrence Centers for Behavioral Health.

Looking Ahead

This fall, Matt is heading to South Africa for a safari, and he plans to visit the Greek Isles next summer. Professionally, he plans to continue growing Goodwin Law's impact in real estate, estate planning, and estate administration. What keeps him motivated? Relationships.

"When we're doing estate planning, getting to learn more about the person, their family, and how I can actually help them with their issues—it's very rewarding," Matt says. "When I get a phone call because somebody said that I was recommended and then I can have a very engaged conversation with them, there's nothing more fulfilling."

To learn more about the services that Goodwin Law, P.A., provides, call 239-207-3403 or visit them online at GLPA.law. Follow Matt on social media: @themattgoodwin.



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CAROLYN CLARK



BY JESS WELLAR
PHOTOS BY MICHELLE
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Selling Sunshine with Style

“As a listing agent I never use a lock box, I always show up to show my properties. I want to make sure the potential buyers know everything about every upgrade in the home but I also want to inform them about golf memberships, amenities, local shopping, restaurants, beach clubs, boating and supermarkets,” Carolyn Clark begins.

“One thing I have learned, if you want them to buy the house, you also need them to fall in love with the community and envision their lifestyle there.”

Since selling the first home she ever showed at the end of 2020, Carolyn has built a 100% referral-based business at Coldwell Banker, closing over \$35.7 million last year and earning spots among the 2024 Naples Top 100 agents and the Coldwell Banker International

President’s Premier Circle (top 1% worldwide). And those referrals for going the extra mile just keep coming, making it easier to understand how Carolyn was the only agent in Fiddlers Creek to sell two full-listing price homes this year in a difficult market.

Rural Northern Roots

Originally from Dundas Ontario, Canada, “a small town outside Toronto,” Carolyn earned her bachelor’s degree in business with a major in marketing from McMaster University, then headed south.

“I did a one-year stint in Connecticut on a work visa and that is when I fell in love with living in the US,” she recalls. “I went home and married my husband John and always spoke about how

I would love to return to the States someday.”

Eight years in account sales for large soap companies including Colgate Palmolive, Helene Curtis, and Unilever taught her the power of relationships while she kept her fingers crossed for an eventual transfer to the U.S.

But it was her husband that received the opportune transfer first, and Carolyn was “100%” on board the day he came home and announced the big news: “We moved from Toronto to California to Chicago to Austin to Atlanta and finally Naples,” Carolyn reflects. “It took us 13 years to get our American citizenship.”

Those stepping stones finally led her to embrace a flair for fashion as a stylist: “After

A full-page photograph of Carolyn standing in a modern kitchen. She is wearing a light blue sleeveless dress with double-breasted buttons and is smiling at the camera. The kitchen has white cabinets, a white countertop, and a large window in the background.

“I signed up, knowing I could do better.”

I finally received my work visa, I went and worked as a stylist part-time for four years. I absolutely love to dress up so it was a fun job; and I am a people pleaser, too. I love making people happy and feel beautiful.”

A Better Way to Move

Along the way, in every city the Clarks moved to, Carolyn found agents who focused on the sale, not the neighborhood. That frustration turned to opportunity when a friend asked her to join Realty World.

“I signed up, knowing I could do better,” she recalls. She obtained her real estate license and dove all in: “I loved it!” she smiles. She credits mentor Sandy Hansel for her early encouragement, but it was Carolyn’s own drive that set the pace.

She switched to Coldwell Banker in 2023 and tripled her sales volume after becoming a listing agent.

“CB wooed me with the marketing presentation!” she laughs. “It made me realize



I needed to ‘list to exist’ in a softening market and now I can double-end deals.”

Carolyn does whatever it takes to make her listings shine: “I have staged, repainted multiple times according to the agent feedback, in order to get a house sold!” she emphasizes. “I take agent feedback very seriously.”

And what keeps her going? The unending support and love of her family.

“I am especially grateful for my husband’s countless hours of helping me with all sorts of listing tasks, big and small... He has truly been my #1 fan!” she acknowledges. “When we were raising our girls, we always told them: *The Clarks Don’t Quit!* “

Savvy Strategy

Carolyn’s signature service is more than lip service—it’s concierge-level care “so the customer never has to worry about repairs after an inspection.” Never one to be content with just posting a sign in the yard, Carolyn is focused on how to earn a higher ROI for her clients.

“The days are gone of taking pictures and listing a home and hoping it sells,” she points out. “I stage every home and move items and change light fixtures no matter how perfect they seem for my customers to capitalize on bringing a higher return on investment.”

Beyond that, she immerses buyers in community life: Because for Carolyn, the real



luxury is the life customers will be able to build after the sale.

“I want to inform them about golf memberships, amenities, local shopping, restaurants, beach clubs, boating and supermarkets.” She’ll even tour an unfamiliar neighborhood with an agent: “If the buying agent is not familiar with the area... I always offer to take a tour with them so I can talk about upcoming changes, updates, renovations and assessments.”

To new agents, she offers hard-earned advice: “Dress



“I take agent feedback very seriously.”



for success, answer your phone, create a niche for yourself and most importantly work harder than everyone else.”

It’s a mantra she lives by — down to her sharp attire and punctual arrivals — because first impressions matter as much as closing deals.

On the Homefront

Away from the hustle, Carolyn’s life is anchored by family. Married to her husband John for 31 years, he is the CEO of Nicus Software. Together they have raised two amazing daughters: Chrissy, recently married to Jake and living in Nashville, and Jennifer, who lives and works in Houston.

The Clarks’ home in Marsh Cove of Fiddlers Creek is ruled by Chloe, their adorable Cocker Spaniel. Weekends find Carolyn joining John on the golf course at Naples National, squeezing in spin and Pilates classes, and cheering on her

kids’ college football alma maters, Michigan State and University of Texas.

Carolyn pours her success back into worthy causes she cares about such as Tunnel to Towers, an organization that provides “mortgage-free homes for disabled veterans and gold star families who have made the ultimate sacrifice for this country so people like myself can pursue the American dream.”

Looking ahead, she’s primed for new roles: currently mentoring two agents, she envisions “an official Sunshine Team launching someday down the road ... when life slows down.”

But her most exciting title awaits: “I am looking forward to becoming a grandmother for the first time and all that entails,” Carolyn beams. “I can’t wait to be a Mimi and enjoy even more grandchildren to come.”

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NAPLES REAL PRODUCERS' **Summer Event**

AT CLIVE DANIEL NAPLES

August 21, 2025

PHOTOS BY ASHLEY MERRILL & JAKE MACIOSEK

Our Naples Real Producers community came together for an unforgettable evening at the stunning Clive Daniel Home showroom in Naples. Surrounded by top-producing agents and trusted partners, the night was filled with meaningful conversations, new connections, and the energy that defines Real Producers events.

The evening highlighted what Real Producers is all about—connecting, elevating, and inspiring the local real estate community. Guests networked with some of the best in the business while celebrating success and strengthening relationships that extend far beyond the event itself.

A big thanks to our amazing event sponsors who made it all possible:

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- **Event Host:** Clive Daniel Home

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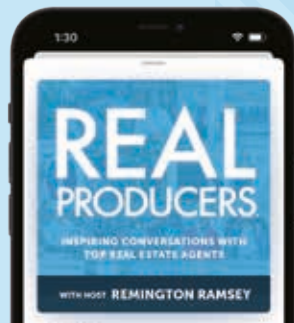
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