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GIVING BACK

To whom much is given, much will be required. – Luke 12:48

Dear Real Producers of Naples,

I hope this note finds you well. Within *Real Producers*—and throughout our greater real estate community—we’re constantly inspired by how many of you give back in meaningful ways. Many of us have been fortunate to experience great abundance, and with that comes the opportunity—and responsibility—to serve others. Whether it’s supporting local nonprofits, volunteering time and talent, or stepping up when hurricanes or flooding strike, our community consistently rises to the occasion. It’s moving and inspiring to witness.

Over the years, *Real Producers* has contributed to many local nonprofits in an effort to support and uplift the place we call home. So many of you do the same. In a spirit of gratitude for the abundance we enjoy, we extend that abundance outward—lifting the collective around us. I’ve always loved the expression, “A rising tide lifts all boats,” and you all embody that spirit in action.

You may have noticed that many of our feature stories include charitable work and community involvement. That’s no accident. Despite busy lives and growing businesses, so many

of you still find time to give back. We’re proud to spotlight those contributions to inspire others. If you or someone you know is doing meaningful work in the community, please reach out—we love highlighting those stories in addition to our regular agent and partner features.

On July 31st, we held a magazine release party celebrating our July and August featured agents for both *Naples* and *Fort Myers Real Producers*. It was an honor to bring everyone together. Be sure to check out photos from the magazine release party in this month’s issue. And don’t miss our social media coverage from the larger *Real Producers* event held on August 21st—tag yourself and your friends, and look for more photos in next month’s issue.

Up next: we’re excited to be planning our second annual awards gala this fall, where we’ll once again honor the best of the best in our industry.

Thank you, as always, for all you do for the community and for this platform. You continue to inspire and lead by example.

Very respectfully yours,



Andrew Regenhard
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Magazine Release Party

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PHOTOS BY
SAMUEL SAUM

On July 31st, we had the pleasure of hosting an intimate Magazine Release Party at the beautiful Del Mar Naples. This exclusive gathering brought together our *Naples Real Producers'* and *Fort Myers Real Producers'* July and August issues featured agents and their guests, along with a select group of our trusted *Real Producers* preferred partners for an afternoon of celebration, connection, and appreciation.

From the thoughtful conversations to the warm atmosphere, every moment reflected the spirit of our community. We're so grateful to everyone who joined us to honor the stories and

achievements of some of Southwest Florida's top real estate professionals.

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.

If you're interested in dining at Del Mar or Ocean Prime, we'd be happy to connect you with the concierge team at Prime Social Reserve. Just email us at swfl@n2co.com and we'll help coordinate your reservation.

Thank you again for being part of this special celebration—we were honored to share your stories and successes.





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FROM THE DESK OF THE PRESIDENT

Tackling the Cost of Homeownership While Transforming the Insurance Market in Florida

BY TIM WEISHEYER, 2025 PRESIDENT OF FLORIDA REALTORS®

Like most things in life, the cost of homeownership has continued to rise due to many factors, including inflation, taxes, and insurance, to name a few. Florida Realtors® is known for taking the lead on important issues, and transforming the trajectory of the insurance market in Florida was no exception.

Working closely with the state legislature and regulators, the association advocated for major legislative reforms in 2022 and 2023—including limits on one-way attorney fees, curbs on Assignment of Benefits abuse, and stricter claims procedures. These reforms significantly reduced litigation-related costs and discouraged fraudulent claims, helping stabilize the system.

Experts like Florida Realtors® Vice President of Public Policy Trey Goldman agrees, stating, “These reforms are game changers for insurers and reinsurers. We knew the solution would take time, however, we see improvements each quarter and know these reforms were paramount.”

Even though the cost of insurance premiums remain a concern for buyers, property owners, and Realtors alike, Florida Realtors® tracks and reports on significant improvements to the market. According to the Florida Office of Insurance Regulation, in 2024, Florida saw an average homeowners insurance rate increase of just 1 percent, the lowest in the United States, with some

companies filing for rate decreases or zero percent increases. In the fourth quarter of 2024, premiums actually fell by 0.7 percent, the first decline since 2016. Additionally, insurance reforms and this new regulatory clarity have encouraged new insurers to enter the Florida market, creating an even more competitive, open marketplace and providing additional options for consumers. We attracted eight new insurance companies in 2024, growing to 14 new domestic companies by mid-2025. All moves in the right direction...

The reforms we helped champion and testified on before the legislature stopped a possible catastrophic collapse of the Florida insurance market. And while real estate and other industry stakeholders understood it would take time for the changes to be felt by consumers, we also knew there were other solutions we could bring to the table to continually improve the overall insurance market and homeownership journey for all Floridians.

This advocacy led to the creation of programs like My Safe Florida Home, which provides grants to harden homes (impact windows, roof upgrades, storm shutters). This proactive approach to mitigate damage, costs, claims, and, ultimately, recovery efforts further strengthens the future of Florida homeowners and the insurance market. In fact, studies show that for every dollar spent on mitigation, it saves six dollars on recovery. Understanding

the success of this program, in 2025, we advocated for additional funding, and the legislature once again led the way by allocating another \$280 million in funding for the program in 2025 to 2026, allowing tens of thousands of homeowners to improve safety and possibly qualify for insurance discounts. This risk reduction not only lowers premiums but also makes Florida properties more resilient—benefiting homeowners and insurers alike.

As always, our work continues, and we stand ready to serve as a resource for you, your business, and your success. To obtain more information on how to access these programs, engage in Realtor advocacy and monitor the ongoing positive developments in the insurance market, scan the QR code below.



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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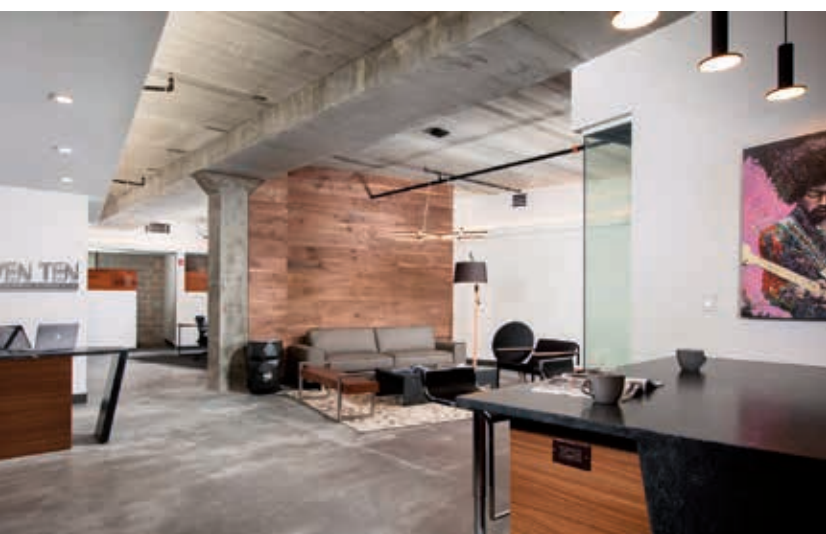


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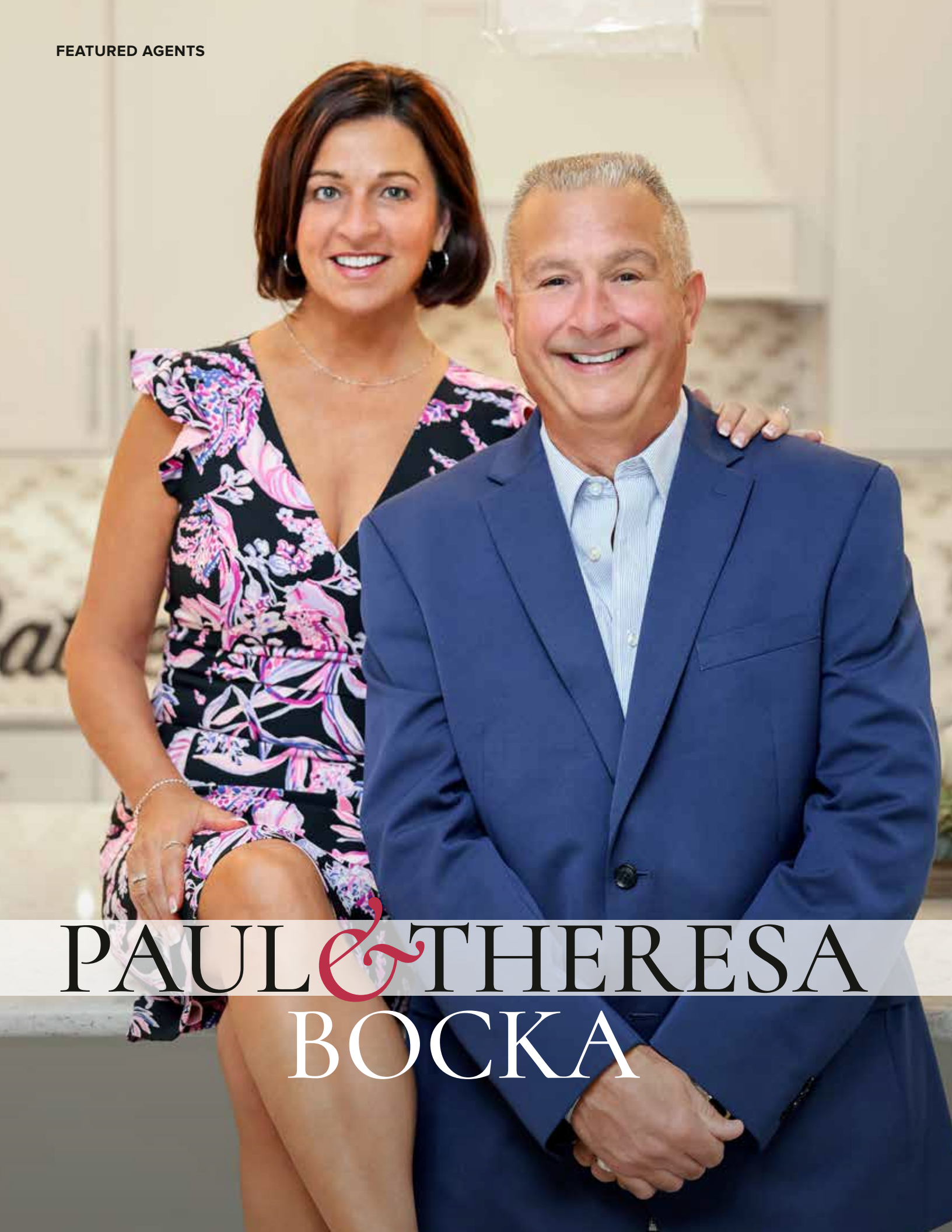
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PAUL & THERESA BOCKA



THRIVING TOGETHER

BY JESS WELLAR
PHOTOS BY
LACASATOUR

Paul and Theresa Bocka aren't just any husband-and-wife team—they're a powerhouse pairing at William Raveis Real Estate in Naples, Florida, whose combined 32 years of experience have translated into astounding success.

Last year alone, The Bocka Group closed 15 transactions, earning back-to-back customer service awards, the Chairman's Elite Club award for top-producing partnership in both volume and units in Florida, and the prestigious President's Club Award in 2023.

Their focus on adding value, combined with their noticeably distinct personalities, creates a dynamic that clients absolutely love and trust.

A Marriage of Minds

"It has its benefits, and we are always having fun," Paul says of working side by side with his other half. "We do talk shop quite a bit since we work out of our home office, but we are blessed to

continue to be busy and always on the same page."

Theresa readily agrees that their synergy comes from complementary strengths: "One of the benefits of working as a team is that certain clients gravitate toward me and others gravitate toward Paul."

By blending Theresa's detail-oriented approach and unwavering patience with Paul's analytical mind and gift for connection, they deliver a full-service experience.

Paul downplays their impressive accolades, choosing to focus on their service instead: "In business, success is making a positive difference and impact in someone's life who called upon you for help," he notes.

Theresa echoes that mindset: "I define success as doing God's will, caring for others, building relationships, providing

“WE ARE BLESSED TO BE BUSY AND ALWAYS ON THE SAME PAGE.”



Paul and Theresa Bocka are The Bocka Group at William Raveis Real Estate.

excellent customer service, listening to our customers’ needs, setting personal goals, and giving back to our clients and community whenever possible.”

Northern Roots

Real estate was a second act for both. Paul, originally from Rochester, New York, spent two decades as a police sergeant before retiring and earning impressive accolades as a graduate of the FBI National Academy in Quantico, Virginia. Encouraged by a REALTOR® acquaintance, he sat for his exam in May 2001 and never looked back.

“Law enforcement gave me two very important skills and perspectives that help in our real estate business,” he explains. “Being a cop helped me come out of my shell as a young adult at 22 and communicate with all types of people in stressful situations. Secondly, real estate can be a very difficult job filled with anxiety, but because of what I was exposed to on a daily basis for 20 years, not too much rattles me.”

Theresa, also a Rochester native, spent over 25 years in automotive warranty administration, in charge of multiple dealerships at once, and worked in the hospitality industry previously.

“Working in the auto warranty administration made me efficient with details and timelines, which serves me well in real estate,” she points out. “The sales manager was always approaching me to come out on the sales floor and I received many compliments on how well I talked to people. But I never wanted to take that leap until we moved to Florida, which gave me an opportunity to seek a different career path.”

When Theresa’s daughter started searching for a college in a warmer climate, the Bockas relocated to Florida in 2017, and Theresa’s experience as a sales manager in new-construction projects and resales further primed her for real estate. She obtained her license the following year and began to develop The Bocka Group.



Their collective advice for aspiring agents echoes their own values: Paul urges, “Always do the right thing no matter the outcome. A reputation that takes years to develop can be erased in one second... and may never return.” Moreover, Theresa reminds new agents that “this business takes time to develop, so always be open to learning, growing, and being able to adapt to many situations.”

On the Home Front

At home, the Bockas balance their business with family, faith, and community service. Paul and Theresa have been married for 10 years and have five adult children between them, including: Philip (39), Christian (31), Lauren (30), Derek (39), and Jorden (26). They are adoring grandparents to Mateo and Luca (both 1) and Ayden (11). Their household also includes two beloved

Heart-Centered Service

For Paul and Theresa, their business serves as an opportunity to give back to their sphere. They host an annual client appreciation outing to a Florida Everblades hockey game at Hertz Arena, now in its fourth year. Moreover, their local informational seminars—covering NAR settlement guidelines, flood and homeowner’s insurance, and more—offer clients real-world insights.

“Our next appreciation event is already in the works; we’ll be booking a band and restaurant to raise money for a local charity. Giving back is always on our mind,” Paul affirms.

Both agents hold the coveted GRI designation, as well, which requires a high level of professional service and is awarded to only a select percentage of Realtors nationwide, demonstrating their shared commitment to ongoing education and excellence.



“EVERY TRANSACTION GIVES US
SOMETHING NEW TO EXPLORE.”



Paul and Theresa Bocka are active members of The Rotary Club of Naples.

furry friends, Mazy, a golden/cocker mix, and Drake the Labrador.

Paul is a proud Naples Rotarian, having just finished his term as club treasurer. Theresa regularly attends and volunteers at most Rotary functions. Theresa and Paul are active members of First Naples Church where they both volunteer and serve the community.

“We love Rotary,” Paul beams. “It’s an important part of our lives and guides us in how we live each day and conduct business—guided by ‘Service Above Self’ and the Rotary Four-Way Test.”

Outside of service, the pair embraces Florida living and any excuse to venture out on the water. They love cruising, fishing, and pulling up to the beach for a picnic. They are season-ticket holders for Florida Everblades hockey.

They’re also quick to recommend new local hotspots. Theresa raves about Estia, “a new Greek restaurant in North Naples that our Rotary

friend took us to. The food and service were both phenomenal!”

On the Horizon

For Paul, the future is simple: keep doing what motivates him. “Because I love what I do, I plan on continuing with residential real estate sales for as long as I’m able,” he affirms.

He and Theresa also intend to ramp up their volunteer work through their church and The Rotary Club of Naples, and Paul can’t wait to return to Italy and explore his grandparents’ hometowns.

“Before I met Theresa, I never traveled anywhere!” he chuckles. “She has arranged several trips for us to enjoy, and I look forward to continuing the exploration in other parts of the world.”

Theresa’s goals center on genuine connections and service as she aims to “continue to build relationships and make new friends while helping those buying and selling homes, travel much more, and



invest more time to giving back to those in need around our community and around the world,” including a mission trip next year.

“We don’t consider this a job; it’s a passion that we love, and it’s a great way to be a part of the community and meet new people,” Paul concludes.

Theresa nods in agreement: “And there’s always an opportunity to learn and to grow. Every transaction gives us something new to explore.”

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THE MENTAL EDGE OF TOP PRODUCERS

Rewiring Your Brain for Resilience & Results

BY CARLENE MARIE

You know that moment when a deal falls apart, a client ghosts you, or three closings hit you in the same week? Every top producer knows it too. The difference isn't that they don't feel the stress, it's that they've trained their minds to recover faster, reset their focus, and show up as the calmest person in the room. That's the real edge.

And we all have moments like this, don't we? High performers aren't immune to stress, we've simply trained our minds to move through it faster, clearer, and calmer, with the cool

headedness to ask, "What is my next best step?" Just as we hone our craft, we strengthen our mindset, build emotional resilience, and protect our energy for the clients who trust us, the families who depend on us, and the life we're building beyond real estate.

One of my favorite reminders comes from Marcus Aurelius: "You have power over your mind, not outside events. Realize this, and you will find strength." That's the mindset of every top producer I coach.

Why Mental Recovery Wins the Game

The truth? Success in real estate isn't just about skill or hustle. It's about how you handle yourself in the moments that you feel overwhelmed, stuck, stressed or out of control.

Neuroscience proves this. Under stress, your brain's amygdala fires up, triggering fight-or-flight and flooding you with cortisol. That's great for outrunning a tiger, but not for negotiating a deal. In that state, the part of your brain you need most—the prefrontal cortex—your logical decision-maker essentially goes offline. The good news? You can train your brain to recover faster. Harvard research shows simple practices can calm the amygdala and strengthen the prefrontal cortex. When you reset quickly, you think clearer under pressure, respond strategically, and protect the energy that drives results, repeat business, and referrals.

And here's what that looks like in real life.

When Stress Hijacks Your Focus

A high-performing client I worked with admitted he used to replay every setback for hours. "I'd spiral after a deal went sideways," he told me. "By the time I walked into my next meeting, I was still stuck in the last one." His confidence dipped, clients felt his energy shift, and he began questioning if he could sustain this level of performance.

He didn't need to work harder, he just needed to train his brain to reset faster. That's where the B.L.A.H. Method came in. This neuroscience-backed tool interrupts spiraling thoughts, calms your nervous system, and gets your logical, problem-solving brain back online in under two minutes.

The B.L.A.H. Method for High-Stakes Moments

Here's how it works:

- **B – BREATHE**
Box breathe: Inhale 4, hold 4, exhale 4, hold 4, repeat.

Why it works: Slow, deep breathing activates your parasympathetic nervous system, your body's "brake pedal." It lowers cortisol, oxygenates the brain, and restores clarity.

- **L – LOOK UP**
Shift your eyes upward for 30 seconds. Keep your head level.

Why it works: Looking up moves you from tunnel vision to peripheral vision, signaling safety to your brain. This interrupts emotional hijack and activates the visual cortex, opening creative problem-solving.

- **A – ACCESS A POSITIVE THOUGHT**
Ask, "What's one thing I'm grateful for right now?"

Why it works: Gratitude boosts dopamine and serotonin, shifting you from survival mode into possibility. Your brain can't spiral and feel grateful at the same time.

- **H – HANDLE IT**
Take one small, clear step. Ask, "What's the next right move?"

Why it works: Stress stalls action. Even the smallest aligned step reactivates your executive brain, builds momentum, and turns clarity into confidence.

This client started practicing B.L.A.H. in moments of overwhelm and shared, "I can stop the spiral in under a minute now. I'm not dragging one negative interaction or thought into the next. I feel sharper, calmer, and my clients, colleagues and my family can feel it too."

One of my favorite quotes is from Viktor Frankl: "Between stimulus and response, there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom." Pretty powerful, right?

That space is where your power lives. Every time you pause, breathe, and choose your response, you're rewiring your brain for resilience. You become the calm in the chaos, the person clients trust, families rely on, and colleagues admire, even in the toughest market. Top producers aren't born with this edge. They build it. And so can you.

Try This This Week

Before your next meeting, showing or negotiation, take one minute to practice B.L.A.H. Notice how your energy shifts and how others respond to the calm, clear, more confident version of you.

Success leaves clues, and the mental habits you practice daily shape how far you go. You already know how to hustle, but mastering your mindset is what will keep you sharp, steady, and successful for the long haul. Remember, calm sells, presence builds trust, and confidence closes deals. Continue cultivating your mental edge daily for the success you desire!



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.
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AN UNFORGETTABLE REFERRAL



Bill Reiman (right) with his brother, Bobby Reiman, and sister, Jenna (Reiman) Popoff—all of whom joined the family business.

BY JESS WELLAR • PHOTOS BY LACASATOUR

“Building someone’s dream home is one of the most personal things you can do. You’re not just putting up walls, you’re helping build a future, create memories, and design something that will outlive trends and stand the test of time.”

That’s how Bill Reiman sums up the obvious passion he has for his career—and after more than a decade leading one of Southwest Florida’s most respected luxury home building firms, it’s clear those aren’t just words. It’s the driving force behind every creative project that his family-run company, R.K. Reiman Construction, brings to life in Marco Island and Naples.

With over 30 years of solid reputation behind the Reiman name, Bill and his team specialize in delivering a client-first experience that’s deeply personal and obsessively detailed.

Truly Born to Build

Founded by Bill’s father, Keith, R.K. Reiman Construction has established a reputation for delivering on promises. This devotion to excellence inspired his sons, Bill and Bobby, and daughter Jenna to join the family business and carry its legacy forward.

“Construction is in my blood,” Bill reflects. “I grew up watching my father build beautiful homes the right way, with pride, precision, and a reputation you can’t buy.”

As proud co-owners, Bill serves as the leader and makes sure everything operates smoothly within the business while Bobby manages projects. Their sister, Jenna, oversees financial management, and Bill’s wife, Elizabeth, coordinates operations. Together, with a team of 10 full-time employees, they foster a tight-knit culture that balances professionalism with camaraderie.

R.K. Reiman Construction specializes in high-end new constructions, large-scale remodels, and estate management services. Their comprehensive approach covers every aspect of the building process, from design and planning to construction and post-completion care.

“We are known for crafting legacy-level homes that reflect timeless design, world-class quality, and our clients’ unique lifestyles,” Bill states proudly.

The company’s motto, “Excellence in Custom Homes and Design,”

underscores their dedication to quality over quantity. Each project is highly customized and personally managed, ensuring unmatched attention to detail.

“We’re not chasing volume here; we’re focused on building legacy homes that stand the test of time,” Bill emphasizes.

This commitment is further evidenced by their impeccable record: “We’ve been in business for three decades, and we’ve never had a lawsuit or insurance claim! I think that says something about our integrity,” Bill adds.

Reputation Booster

For top-producing REALTORS®, partnering with R.K. Reiman Construction means introducing clients to a builder who understands the nuances of working with high-net-worth individuals.

“We understand their expectations, we respect their time, and we speak their language,” Bill affirms.

By ensuring clients feel heard and supported throughout the process, Bill’s company enhances



The R.K. Reiman Construction leadership team—back row: Jenna (Reiman) Popoff, Office Manager, and Elizabeth Reiman, Design Coordinator; front row: Bobby Reiman, Vice President and Project Manager, and Bill Reiman, Vice President and Director of Construction.

the Realtor’s reputation and fosters long-term relationships.

“This isn’t just a referral. It’s a reputation booster,” he points out. “We help make you unforgettable.”

For Bill, the most rewarding aspect of his work is witnessing a client’s project come to life.

“It truly fulfills me seeing a vision become reality—not just on paper, but in the eyes of the client when they walk through the door of their finished home for the very first time,” he shares.

Changing With the Times

Beyond the day-to-day projects, Bill is passionate about mentorship and educating others through his *The Real Build* podcast. Launched five years ago and currently on episode No. 228, he aims to bring transparency to the building process and help clients avoid common pitfalls.

There’s no doubt the construction industry has evolved, with a shift toward smarter, more energy-efficient, and personalized homes. Clients now seek innovation along with full transparency.

Looking ahead, Bill believes that builders who prioritize authentic relationships and elite craftsmanship will ultimately thrive.

“We embrace technology, use cutting-edge building materials, and focus on building long-lasting client relationships,” Bill asserts.

Backed by Gratitude

R.K. Reiman Construction isn’t just known for their beautiful builds; they have earned a reputation for how they give back too. The company is proud to be veteran-owned, with roots tracing back to Bill’s father, a Vietnam veteran who got his start in construction after returning from service. After completing over 200 homes in Marco



Bill Reiman and his wife, Elizabeth



downtime for personal and spiritual growth and attends First Baptist Church in Naples.

With a solid foundation built on integrity, craftsmanship, and family values, R.K. Reiman Construction’s owner looks to the future with optimism.

“We are committed to expanding our presence in Naples, delving deeper into high-end remodels, and ultimately becoming one of the largest luxury builders in the state, while maintaining the top quality and service we currently provide,” Bill concludes.

For more information or to schedule a consultation, visit RKReiman.com or call Bill Reiman at 239-642-3364.



“CONSTRUCTION IS IN MY BLOOD.”

Island alone and expanding steadily into Naples, it’s clear the relationships they’ve built are every bit as enduring as the homes themselves.

“We’ve donated to a lot of churches and to the WayFM radio station over the years,” Bill shares.

That commitment to their local community also involves plenty of fun.

“We actually just threw a big party for client appreciation,” Bill smiles. “We had 100 of our clients in attendance! It’s our way of saying thank you.”

Beyond the Business

Off the clock, Bill cherishes time with Elizabeth and their young son, Will.

“He’s the center of our world,” Bill beams. The family enjoys beach days, boating, and exploring new places together. An avid fitness enthusiast and golfer, Bill loves to cheer on his beloved Chicago Bears on football Sundays. He also sets aside



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Leads Don't Pay the Bills— CONVERSION DOES

BY MICHAEL DILL

For any of you that have the goal of growing your customer base, understand the statement “Leads don’t pay the bills, conversion does.”

I have had many conversations over the years with business owners and salespeople where we apply this formula called “The 5 Ways.” All businesses want three things—and more of them: more customers, more

revenue, more profits. That’s it. But how many businesses can specifically clarify how to get there based on their current numbers? The answer is: not many.

We look at customers, revenue, and profits as outcomes. Customers result from **leads × conversion rate**. Revenue comes from **customers × average dollar sale × number of transactions**. And profits are simply **revenue × margins**.

Now—and most importantly—there is a certain order to these five ways: leads, conversion, average dollar sale, number of transactions, and margins. If you get the order wrong, you’re going to be behind the eight ball. Most people say leads are number one. Wrong—number one is margins. Why? If you do \$1 million in revenue with 25% margins, you’re putting \$250,000 in the bank. When you sit down with a coach

or accountant, go over your P&L, adjust some line items, and your margins improve to 30%. Now you’re putting \$300,000 in the bank on \$1 million. That has nothing to do with leads—it’s simply about being intentional and reviewing your numbers.

The second most important is what we’re talking about today—and that’s conversion. Number three is average dollar sale, number four is number of transactions, and number five—the one most people mistakenly put first in The 5 Ways—is leads. It’s last because leads don’t pay the bills—conversion does.

So my first question to you today is: how many of you know these numbers in your business? If you don’t, that’s the first thing to address. With that in mind, let’s move to the next question concerning The 5 Ways: how many different strategies do you have to generate leads? A few examples are marketing, referrals, strategic alliances, and networking. The big question is, are you measuring each of those strategies to know exactly what your conversion rate is for each? If you’re not, you’re already dropping the ball.

We need to know our conversion rate to know where the money’s coming from. We must identify the most successful

strategies—the ones that will bring us the most clients—before moving on to average dollar sale, number of transactions, and margins. If you’re running around trying to accumulate more leads without an intentional focus on conversion, you’re simply leaving money on the table.

I’ll tell you a funny story. When I was a new coach, I met an electrician who kept telling me he needed leads. I asked him what he was doing to accumulate leads. He was networking, sending out a monthly newsletter, and posting on different social media channels. He was doing all the things to get leads.

I then asked him, “Great—what do you struggle with?” He said, “Oh, yeah, right, I need to fix that.”

I wasn’t exactly sure what he meant, so I jokingly asked, “If you pulled your drawer out right now, would you have a stack of proposals you haven’t followed up on?” He replied, “Yeah, I need to get better at that.”

Here’s what he was doing: he’d get the lead, send a proposal, and then never call them back to see if they wanted him to come out. So I suggested, “How about you just hire a high school kid, give them a script, and have them call

to say, “We have your proposal here, and we can come out next Tuesday between 2 and 4 or Thursday between 10 and 12. What works best for you?” Give them the either/or.” This strategy would have increased his conversion rate quite easily. His response? “I can’t have someone else do it. I’d have to do that myself.”

Hmm.

Three years later, I conducted a workshop and shared this story. A woman said, “Oh my God, that just happened to me.”

“Really? Interesting. Do you happen to know who it is?” I asked. “Yes—I actually have his business card right here.”

It was him.

Three years earlier, this man had told me how much he needed leads. (By the way, he didn’t hire me.) Three years later, he was still doing the same thing—chasing leads with no systematic conversion strategy. He simply never got it.

So let me be clear. *Leads do not pay the bills, conversion does*. Figure it out. Test and measure. Come up with strategies. Need a little assistance? Give me a call. I’ll walk you through the process.



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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ONE TEAM
PROTECTING
THE DREAM

BY JESS WELLAR
PHOTOS BY NEW FRAME PHOTOGRAPHY



“My personal mission statement is to ‘Live to love, live to serve, live to give, and live to forgive,’” Blake Chapman begins.

As the CEO of State Insurance USA, that quote isn’t just a mantra for Blake; it’s the very ethos of his remarkable career in the insurance industry. After nearly a dozen years in business, State Insurance USA has become one of the top property and casualty insurance agencies in Southwest Florida, thanks to Blake’s leadership, strong values, and an exceptional team.

From Contractor to Coverage Expert

A proud Southwest Florida native, Blake attended Florida Gulf Coast University for his business management degree and originally set out to become a contractor; he even spent several years in the industry. However, insurance seemed destined to be in his future.

“My father is an insurance agent for a national company, and he heavily encouraged me to follow in his footsteps,” Blake recalls. “Growing up, I saw how he handled his customers and how he prided himself on being there in a time of need.”

Blake eventually joined his family’s agency, but in 2013, he decided to break away and launch State Insurance USA. He proudly calls the agency a “marketplace for insurance,” offering a wide range of policies tailored to clients’ specific needs.

“My background as a contractor has been extremely helpful, though,” Blake notes. “I’m still licensed as a home inspector and

general contractor in Florida, and those prerequisites really help me better assess coverage needs for homeowners.”

Building an Elite Team

Today, State Insurance USA has grown to include 40 employees across four locations: Fort Myers, Estero, Naples, and a satellite office in Fort Myers Beach. Their Naples office just opened this January, and Blake says building out that branch is a major focus this year.

But according to Blake, growth isn’t just about adding offices—it’s about piecing together the right team.

“Our people make all the difference,” Blake acknowledges. “We have ‘One Team Protecting the Dream.’ That’s our rally cry, and we live by it. We’re a large team, but we work collaboratively to deliver an exceptional customer service experience.”

Standing Out

In a tough Florida insurance market, Blake believes State Insurance USA’s unwavering values are what truly set them apart.

“Our business is built on seven core values: Love, Trust, Excellence, Communication, Proactiveness, Appreciation, and Ownership,” he recites. “Our mission is simple: We exist to love and value *all* people, build trusted relationships, and deliver an elite insurance experience.”



Blake Chapman is CEO of State Insurance USA.

That declaration is more than just lip service. While Blake's agency takes pride in offering competitive rates, their top priority is the customer experience.

"We're constantly retooling our process to make our customer service the best in Southwest Florida," Blake emphasizes. "That is our number one goal. We have expert local agents like me who know the market inside and out, and they're committed to being the best advocates for our clients."

Blake says his expert team's ability to simplify transactions has been key to earning REALTORS®' trust.

"We're extremely helpful on the transactional side for Realtors to get to closings," he offers. "We make it easy. Our team is always ready to jump in and problem-solve when time is tight, while sticking to our core values."

He adds that State Insurance USA's expertise became especially critical after Hurricane Ian.

"We had thousands of claims come through our office," Blake recalls. "It was an incredibly stressful time for so many people, but we guided our clients through the settlement process. That experience showed us how important it is to have a knowledgeable team that can manage high-volume claims while still giving every client the attention they deserve."



Giving Back Joyfully

For Blake, running a successful business means having ample opportunity to spread the love around to impact his local community.

Through State Insurance Cares, the agency supports local nonprofits, both financially and through volunteering. Each month, they donate to a charity nominated by clients and partners.

"We do this in every office, every month," Blake says with pride. "It's at the core of who we are."

Their largest annual gathering, the "Hats Off" event held each November, is a heartfelt celebration of their community partnerships and always a night to remember.

"We invite all of the charities and nonprofits we've supported throughout the year to a catered event with tons of giveaways," Blake shares. "Our last one was at Margaritaville, and we usually have 24 to 36 charities attend. It's our way of giving back and celebrating those who do so much for our amazing community."

Beyond the Desk

When Blake isn't working, you'll find him with his wife, Lisa, and their five children: Bailey, Reed, Tenley, Jolie, and Benjamin.

"We love traveling, hitting the local beaches, being on the boat, eating at local restaurants, or just hanging out at the pool," Blake grins. He has no shortage of favorite local spots, but notes The Island Gypsy in Naples is his go-to for its fun waterfront bar atmosphere.

As he looks to the future of his business, Blake remains incredibly optimistic. With plans to expand the Naples office and a continued focus on providing elite customer service, he believes State Insurance USA is poised to keep thriving.

"After going through a recent hard cycle of high rates, we're already starting to see more capacity, more insurance options, and more carriers coming to Florida in this current soft market cycle," he concludes. "That competition will help drive down premiums, and that's great news for our clients and Realtor partners alike."

Reach out to Blake Chapman and his expert team at State Insurance USA today by visiting StateInsuranceUSA.com or calling 239-567-9992.



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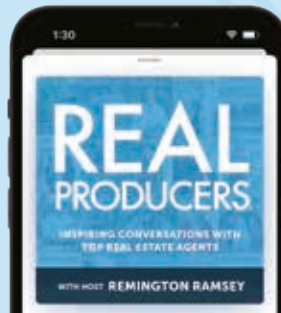
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ELEVATING PROPERTY VALUE

How Luxury Tilework Turns Key Spaces Into Powerful Selling Points

BY CHRIS TORRES

In the luxury real estate market—especially in prestigious coastal enclaves like Naples—fine details often distinguish a property from the rest. While open-concept layouts and natural light remain strong selling points, it's the craftsmanship in key spaces like kitchens and bathrooms that can truly command a buyer's attention—and their offer.

When expertly executed, custom tile work and spa-like showers transform these essential areas into elevated design moments that not only photograph beautifully but also signal enduring value.

Custom Showers that Command Attention
Today's discerning buyers view the bathroom as a private sanctuary, not just a functional necessity. A thoughtfully designed, spa-inspired shower—complete with sleek tile work, integrated niches, and frameless glass—often becomes a home's showpiece. In high-end listings, it's these sophisticated

touches that resonate with buyers looking for something beyond the ordinary.

It's important to focus on crisp lines, meticulous slope engineering, and seamless transitions. The goal is always to marry performance with polish. For real estate professionals, such details translate to stronger listing appeal and faster, higher-value closings.

Luxury Underfoot: Tile Flooring That Marries Style and Substance

In a coastal climate like Naples—where humidity, sand, and saltwater are part of daily life—durability must complement elegance. Premium porcelain, natural stone, and high-end, wood-look tile offer homeowners a low-maintenance flooring option that withstands the elements without sacrificing style.

Even modest updates in strategic areas—like an entry foyer, powder room, or laundry

space—can elevate a property's overall presentation. For agents, showcasing quality tile flooring as both a design feature and a lifestyle solution is a winning strategy.

On-Trend Without Being Overdone: Tile Styles That Add Value

In luxury design, it's essential to strike a balance between personality and broad market appeal. Neutral palettes in warm taupes, soft greys, and organic stone textures continue to dominate high-end renovations for their timeless feel and versatility. While classic subway tile remains popular, current trends are leaning toward oversized formats, vertical stacks, and textured finishes.

Subtle custom touches—like mosaic inlays or accent strips—add visual interest without alienating future buyers.

Craftsmanship That Speaks Volumes

In a polished home, tile work should be flawless—because buyers notice when it's not. Crooked lines, sloppy grout, or mismatched seams can instantly devalue a space and raise

red flags. Conversely, precision tile installation enhances not just aesthetics, but a home's perceived quality and care.

Agents previewing listings should always assess tile work with a critical eye and highlight professional craftsmanship in marketing materials. Whether in a multimillion-dollar beachfront condo or a bespoke estate, homes with high-quality tile installations consistently stand out—and often sell faster.



Chris Torres is the founder of Master Touch Tile and Stone, Inc., a Naples-based tile installation company specializing in custom showers, high-end flooring, and luxury renovations. With an uncompromising commitment to craftsmanship and contemporary design, Master Touch's work has been featured in premier homes throughout Southwest Florida.

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Mike & Lauren TARANTO

Captains of the Ship



BY ELLEN
BUCHANAN
PHOTOS BY
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In the high-stakes world of Naples, Florida, real estate, Mike and Lauren Taranto have become synonymous with trust, creativity, and results. As the powerhouse duo behind the Taranto Team at Coldwell Banker Realty, Lauren brings 38 years of real estate experience, while Mike first spent 28 years in academia and corporate America in food science and product development. Together, they have spent the past 25 years building a thriving partnership in the luxury real estate market. They are recipients of Coldwell Banker's prestigious President's Elite award and are ranked among the top 100 of the brokerage's agents in Florida.

The two have redefined what it means to be real estate professionals. Top producers who adapt swiftly, they leverage creativity and complementary strengths to stay connected with

clients—guiding buyers and sellers like seasoned captains through ever-changing waters.

As Mike puts it, “We have a unique combination of talents. I bring my corporate business background. Lauren brings market knowledge, enthusiasm, and a flair for marketing.” That dynamic blend of talents would eventually converge as they became partners in both life and business.

The Early Years

Lauren's real estate journey began at age 19. A New England native, she bought and flipped five homes before age 21. “You get quite an education when you're buying, fixing, and selling over and over,” she says.

While living in Maine, Lauren earned her real estate license. She also owned a boutique called the Fashion Wheel, reflecting

her entrepreneurial mindset and flair for style—now a hallmark of her marketing.

After falling in love with Naples on a vacation in the early '90s, Lauren made the bold decision to relocate. It took nearly three years for her real estate business to gain traction, but once it did, her momentum never stopped.

Originally from Bay Ridge, in Brooklyn, New York, Mike earned a food science and technology degree from Penn State, followed by a master's degree and PhD from Texas A&M. He taught at the University of Illinois Urbana-Champaign before joining Continental Baking Company—maker of Wonder Bread and Twinkies. At Frito-Lay in Dallas, Mike developed iconic snacks—including SunChips, Fritos Scoops!, and Tostitos—and earned a prestigious company award in the late '80s for SunChips.

Monsanto recruited Mike to Chicago to create healthier foods, but when the company scaled back, he opted for early retirement and moved to Naples, where his parents lived.

“That’s when I met Lauren. Both divorced, we met and fell in love. She said, ‘I’ll marry you on one condition: you come work for me,’” Mike recalls with a laugh.

That was 1998. In year one, they saw an astounding 340 percent increase in business—and have been growing ever since.

Consummate Real Estate Advisors

For over 25 years, Mike and Lauren have built a reputation for professionalism, deep market insight, and unwavering commitment. As Mike puts it, they see themselves as consummate “real estate advisors”—a title that reflects their experience, standard of service, and the loyalty they inspire in their clients.

With multimillions of dollars in luxury sales over the years, they credit their success to precision service, client-focused strategy, and a broad, well-nurtured network. “Our success has been with our sphere of influence,” Lauren notes. “And the trust. People love that we always take care of them.”

That trust has been earned through experience and deep market knowledge. Mike and Lauren keep their finger on the pulse of what’s happening in the industry. “Both of us have an extremely high level of market knowledge,” Mike says. Mike and Lauren have also built a curated

network of vendors to offer as resources for their buyers and sellers.

Though they’ve explored growing their team, they’ve found they work best solo. “I look at him, and he already knows what to do. We work our best when it’s just us,” Lauren says.

What fuels the Tarantos most is the meaningful impact they’ve had on their clients’ lives—and the satisfaction of building something of their own.

“We’ve made dreams come true,” Lauren says. “And I thoroughly enjoy what I do now,” Mike adds. “It’s wonderful to be independent and run your own business.”

A Flair for Marketing

One way Mike and Lauren stand out is through creative, high-impact marketing. They use TV, radio, and print

“
We work our best when it’s just us.



Top producers Mike and Lauren Taranto are the Taranto Team at Coldwell Banker Realty.



ads, along with a dynamic website and strong social media presence.

Lauren enjoys creating themed listing videos tailored to the home, like a James Bond spoof they once did: “He rode in on a jet ski, ran across the beach in a wetsuit, and jumped onto the balcony in a tuxedo,” she recalls.

Their open houses and events are equally lively, often featuring live music to spark connections. “Lauren’s favorite quote is, ‘Contacts are contracts,’” Mike says. “You’ve got to get to know people, and they’ve got to get to know you.”

Navigating the New Paradigm

The new buyer’s agreement law has shifted the landscape

and presented serious obstacles—most notably, buyer hesitation.

“We thought our ShowingTime app was broken,” Lauren recalls. “Nobody was calling to show our listings.”

Many buyers have balked at the commitment of signing a representation agreement. To adapt, Mike and Lauren have doubled down on open houses. “This is where we’ve picked up our leads and have been able to get some buyers, win them over, and gain their confidence to work with us,” Lauren explains.

But they remain concerned about how some undervalue being represented by a REALTOR®.



“
We’ve made
dreams
come true.”



Since joining forces in real estate in 1998, Mike and Lauren Taranto have built a thriving business together.

colorful style—often paired with luxury accessories. In 2024, she was honored with the “Dressed to Impress” award at the *Real Producers Awards Gala*, a fitting recognition of her vibrant fashion sense. Mike stays active with regular workouts, walking and biking, and enjoys the occasional round of golf. An avid reader, he gravitates toward science fiction.

Giving back is part of their rhythm too. Both are active participants in Coldwell Banker Cares, supporting causes like St. Matthew’s House, a homeless shelter close to their hearts.

Future Outlook

Looking ahead, Mike and Lauren hope to carve out time for a European getaway aboard a Viking cruise. Meanwhile, both remain committed to health, growth, and innovation.

Lauren is channeling her lifelong love of fashion into designing her own clothing

line—“a fun and fulfilling hobby that energizes me,” she says. Professionally, she’s open to mentoring other agents as long as it’s a win-win. “I have agents always asking me if I would mentor them,” she shares. “I actually would like to work out business arrangements to do that.”

As for what’s next, Mike and Lauren’s mission remains clear: evolve with the market, deepen client relationships, and deliver results.

“We want to continue to be on the cutting edge of the real estate industry and provide top-tier services to our customers so every buyer gets the best deal and every seller gets the best return on their investment,” Mike says.

With their signature blend of professionalism, passion, and persistence, Mike and Lauren are charting a bold course for the future—where innovation, service, and heart are always at the helm.



“People think they’re educated because they have the internet,” Mike says. “If you want to buy a multimillion-dollar property, are you going to negotiate everything yourself? Clients need a captain of the ship who’s going to steer it in the direction that gets buyers the best deal and sellers the highest price.”

Lauren agrees: “This market wouldn’t be as vibrant and successful as it is if you didn’t have the full-time commitments of people like us.”

Life at Home

Mike and Lauren have a blended family that includes three children and four beloved grandchildren. Whether hosting backyard parties or pool time, they cherish family life. Home life also includes Oscar de la Renta, their 10-year-old Havanese, whose name is a playful nod to Lauren’s fashion roots.

The couple shares a love of travel and prioritizes wellness. Lauren practices Pilates three times a week, enjoys tennis, and is designing her own clothing line that reflects her bold,



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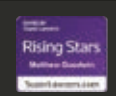


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