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TOGETHER INTO 2026

Dear Real Producers of Naples,

A new year officially begins in January, but after the holidays fade and routines settle back into place, it's often February when the year truly finds its rhythm. With that in mind, welcome to 2026—a fresh chapter filled with momentum, opportunity, and anticipation.

This time of year is always especially exciting at *Naples Real Producers*. Behind the scenes, our team is hard at work determining who has earned a place in our 2026 Top 500. These are the professionals who will receive the magazine throughout the year and be invited to our exclusive, relationship-driven events. It's a process that reflects both consistency and growth—honoring those who have maintained their standing while celebrating those who have reached this milestone for the very first time.

Each year, we see a strong group of agents retain their rank, a testament to their dedication and sustained excellence. At the same time, we're energized by the newcomers—professionals who have elevated their businesses and are stepping into the Top 500 community for the first time. Welcoming these new members is one of our favorite parts of the year, and March marks the beginning of that celebration.

Our first event of 2026 is just around the corner. Be sure to keep an eye on your inbox for your invitation to our upcoming gathering on March 26, 2026. Additional details will be shared soon, and we look forward to bringing everyone together—reconnecting with familiar faces while introducing many new ones—as the year fully gets underway.

Thank you for being part of what makes this community so special. Here's to a year of connection, collaboration, and continued success.

Very respectfully yours,



Andrew Regenhard

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The Step Most High Performers Skip Before Setting New Goals

BY CARLENE MARIE

By February, even the most motivated high achievers can feel that familiar slip. The gym visits thin out. The calendar fills. The fresh-start glow fades, and the goals that felt exciting in January start to feel heavy. This is not a character flaw. It is not a lack of discipline. It is often the predictable way the brain responds when we try to sprint into the future while the past is still unfinished.

By this time a surprising number of people are already off track with their resolutions. High performers are not immune. You can be wildly successful in business and still struggle to follow through on personal goals. That is not because you are inconsistent. It is because the brain is wired to conserve energy and keep you safe, not reinvent

you on demand. If you’re reading this and nodding, you’re not alone.

The New Year does not reset your nervous system. Completion does.

And that is the Mindpower approach I want to offer you here: Completion. Closing out the old so you can open the new with cleaner energy, clearer focus,

and far less inner noise. Because if you do not take a moment to learn the lessons and claim the learnings, the year you just lived has a way of following you. Not as a memory, but as a pattern.

That is why I encourage a different approach before you set new goals. A short Year in Review that works with the brain, not against it. It is simple, but powerful.

Three steps: Wins, Challenges, Silver Linings.

First, Wins.

Most high performers move right past this because there is always a next level, a next deal, a next milestone. But the brain has a built-in negativity bias. It remembers what was hard faster than what went well. Naming wins is not fluff. It is training. It teaches your brain to register evidence of capability, progress, resilience, and growth. Evidence builds confidence, because confidence is not a personality trait. It is proof repeated over time.

Write down your wins over the last year. Grab your calendar or scroll through your photos. Recall the clients you served well. The closing you got across the finish line. What are you proud of? Then really bathe in that feeling of gratitude. Allow all your accomplishments and the feelings associated with them land. This is you closing the loop on what went right, so it becomes fuel instead of something you forget.

Second, Challenges.

This is not a complaint session. This is just real honest data. What did not go as planned? And yes, if you are willing to be honest, where did you fail or miss the mark?

When challenges remain unnamed, they stay emotionally charged. When you name them clearly, you engage the part of the brain responsible for reflection, meaning making, and choice. You move from reaction to response. Emotion

becomes information. Information restores power. This is how you stop dragging the same stress into the next quarter, the next listing, the next relationship, the next version of you.

Third, Silver Linings and Learnings.

This is where your process becomes different. Most success advice rushes you into bigger goals, stronger habits, and the next win. That can be useful, but it often skips the integration that prevents repetition. If the mind does not extract the lesson, it tends to recreate the pattern. The same challenge shows up again, just wrapped in a different bow.

Silver linings are not about pretending something painful was good. It’s about asking, what did this teach me, and what is the takeaway I refuse to ignore? It is about learning the lesson and claiming the learning, so you are not sentenced to repeat it. When you extract meaning, the brain integrates the experience instead of replaying it. Your nervous system gets the signal that the loop is closed. And when something is complete, it stops taking up space.

Annie Dillard said it best: “How we spend our days is, of course, how we spend our lives.” That is why this review matters. It shapes how you show up on an ordinary day, not just on January 1.

When you close out the past year this way, you free up attention and energy. Your focus sharpens. Your inner noise quiets. And when you set new goals from this space, you are creating from clarity, energy and momentum to now propel your success forward in the new year open because you closed out the past one.

Try it. Take 10 quiet minutes this week and write three headings on a page: Wins. Challenges. Silver Linings. Then be honest. Be concise. Let it be complete.

Close your year before you claim your new one. The results will speak for themselves.



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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DANIEL LUBNER & CLIVE DANIEL HOME



DESIGNING INSPIRATIONAL SPACES

In the world of luxury home furnishings and design, one name stands out as a beacon of excellence and innovation: Daniel Lubner, CEO of Clive Daniel Home. With a family legacy deeply rooted in the furniture industry and a passion for creating captivating spaces, Daniel has spearheaded Clive Daniel Home to become a nationally respected leader in luxury home furnishings and design services.

Established in 2011 by Daniel and his father, Clive Lubner, Clive Daniel Home has become synonymous with exceptional quality and trend-setting aesthetics. Daniel's vision for the company goes well beyond furniture retailing; it embraces a comprehensive approach to customized design services.

"We are a design firm first and a high-end furniture showroom second — and best in class in both categories," he says with a touch of pride.

"Our expertise encompasses merchandising luxury home furnishings and providing tailored design solutions to meet the unique needs of our discerning clients. We offer a wide range of high-quality furniture and comprehensive design services for both residential and commercial projects. From furniture selection to interior design consultation, we strive to deliver unparalleled excellence and innovation in the furniture industry."

A Rich Heritage

Daniel's journey into the furniture industry was deeply influenced



Daniel Lubner,
Owner of Clive Daniel Home

by his family legacy. "My great grandfather was a furniture maker. My grandfather and father also joined this industry. I have sawdust in my veins!" he says with a chuckle. This heritage instilled in him a profound appreciation for craftsmanship and a deep understanding of the industry's intricacies.

With over 25 years of experience in the industry, Daniel's vision, philosophy, drive and leadership have propelled Clive Daniel Home to the forefront of the industry. The company's track

record of over 430 regional and national awards, including the prestigious National Furniture Industry Leadership Award, is a testament to its unwavering commitment to excellence and innovation and solidifies its position as a leader in the highly competitive South Florida market.

"Our ability to handle large-scale, long-term custom projects sets us apart as a design firm, rather than just a furniture retailer. Unlike traditional furniture stores, we prioritize comprehensive design services alongside merchandising luxury furnishings," Daniel shares.

A Culture of Excellence

At the heart of Clive Daniel Home's ethos is the belief that inspiration is the spark that ignites creativity and innovation. "Inspiration Starts Here!" — the company's tagline — embodies this core philosophy, signifying its role as the starting point for clients' design journeys. Daniel explains, "We strive to provide an environment where our clients can find endless inspiration to create the spaces of their dreams."

When asked about the key factors contributing to Clive Daniel Home's success, Daniel emphasizes the company's dedication to providing unparalleled design services and high-quality furnishings, their ability to handle large-scale, long-term custom projects, and their holistic approach to design as a full-service firm. In addition, Daniel credits the dedication of his team of 316 talented individuals, who play a pivotal role in bringing Clive Daniel Home's vision to life, ensuring that each project is executed with precision and excellence.

"Our success is because of the hard work and dedication of the team!" Daniel affirms. "At Clive Daniel Home, we are most passionate about creating spaces that captivate and inspire. Our team lives and breathes design, constantly seeking fresh ideas and innovative solutions to exceed our clients' expectations and transform their vision into reality with luxury home furnishings and comprehensive design services."



Clive Daniel Home caters to clients who prioritize excellence, innovation, and sophistication in their interior design projects, whether for commercial or residential spaces. As such, they are the perfect partner for REALTORS® seeking a one-stop destination that offers both exquisite furniture selections and expert design consultation for their clients.

Partnering for Success

“By partnering with us, top producers gain access to a trusted leader in luxury home furnishings and design services, enhancing the quality and sophistication of their offerings to clients,” Daniel says. “Agents who give our business a shot can expect top-notch service, personalized design solutions, and access to a wide range of high-quality furnishings tailored to meet their clients’ needs. We provide agents with a competitive edge by delivering superior design outcomes and helping them stand out in a crowded market.”



“

WE ARE BEST IN
CLASS IN BOTH
CATEGORIES.”

As Clive Daniel Home continues to redefine luxury home furnishings and design, Daniel remains focused on his passion for transforming spaces and creating lasting impressions. “We are best in class in both categories,” he asserts.

“Ultimately, it is our relentless pursuit of perfection and our passion for creating exceptional spaces that has propelled us to become a trusted leader in luxury home furnishings and design services.”

For more information, contact Daniel Lubner at 239-213-7816 or at daniel@clivedaniel.com, visit Clive Daniel Home online at www.CliveDaniel.com, or stop by their showroom at 8650 Gladiolus Drive in Fort Myers.



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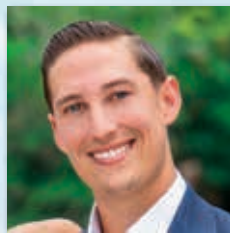


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JOE NUGENT

JOE THE HOME PRO HOME INSPECTIONS

RELENTLESS
SERVICE AT
ITS FINEST



BY JESS WELLAR
PHOTOS BY
LACASATOUR

For Joe Nugent, owner and CEO of Joe the Home Pro Home Inspections, two decades spent in hospitality is more than a resume filler — it defines the way he has built his business and his reputation in Southwest Florida.

“Relentless Service’ is our number one core pillar and I credit those hospitality days to being able to understand what it takes to have a service-based business be the best,” he explains.

Today, Joe leads one of the most trusted inspection companies in the region, with a thriving team, multiple locations, and a growing licensing division that’s taking his business nationwide.

Switching Gears

Born and raised in Cleveland, Joe attended Xavier University, where he earned a bachelor’s degree in communications. For 20 years, he thrived in hospitality, working his way up to director of sales and marketing for a large hotel company with several bumps along the way.

“In July of 2013, I lost my job. I was married at the time with two kids and tired of relying on other people to give me a paycheck,” Joe recalls. “I was watching HGTV and got the idea to look into inspections.”

Joe officially launched his inspection business in 2015, but it wasn’t an overnight leap. He ran Joe the

Home Pro on the side for five years, steadily building up a portfolio of clientele while working full-time. Then COVID hit and Joe lost his hospitality job again in June of 2020 — for the last time.

“COVID was the catalyst I needed to work for myself full-time,” Joe offers. “It also helped that the housing market here went ballistic during the pandemic so the timing didn’t hurt either!”

Setting the Standard

Joe runs his business like the service pro he’s always been — super methodical, intentional, and people-focused. It’s no wonder word of his company’s culture has spread, as Joe notes he currently has a “deep bench of people on the wait list” that he knows personally who want to work for him.

Currently, Joe the Home Pro Home Inspections has four employees, including three state-certified inspectors personally trained by Joe, and one office manager who, in his words, changed everything.

“Joe Pate has been the most influential and important hire,” Joe shares. “He has elevated everything we do and it goes to show that who you hire matters.”

Joe’s lead home inspector has been with him for five years, and he takes a tremendous amount of pride in knowing that his team was trained correctly from the outset.





Joe Nugent is the owner of Joe the Home Pro Home Inspections.



“We have one team member who worked for another inspection company for about a year but we trained him the Joe the Home Pro way! So there are no bad habits to break,” he points out. “The fact that we have multiple inspectors and can get to a home within 48 hours typically also helps. Our reports go out within two hours after we complete an inspection.”

What really sets his company apart, though, are its four pillars: In addition to Relentless Service, Joe’s business values Unwavering Ethics and Morals, Intentional Communication, and Community Centric values.

“I chose Unwavering Ethics and Morals to be on the right side of everything. I will never ask an employee to do something I wouldn’t do myself,” Joe emphasizes. “And Intentional Communication comes from my hospitality days, as I have always made a conscious effort to talk to people in terms they can understand so we’re all on the same page.”

“We’re also Community Centric, because we wouldn’t be here without community,” he adds. “We have an obligation to give back.”

That commitment shines through, as Joe and his team perform a Day of Service several times a year, while Joe himself chairs multiple committees, sits on local boards, and contributes to various nonprofits across Naples.

At the end of the day, though, it’s the impact on clients that drives him.

“This is the most expensive purchase someone will make in their lifetime,” he notes. “It is our job to help them understand their home, as well as help them avoid costly items in the future.”

Life Beyond the Business

When Joe isn’t scaling his business, he’s soaking up life with his two kids, Logan (15) and Maddy (13).

“We love to explore Southwest Florida, go to Disney, hit the beach and stay active,” he shares.

Weekends might find Joe on the water, traveling, or at Boston Beer Garden catching a game with friends. He’s also quick to admit he’s a foodie at heart.

“I love to check out the latest Southwest Florida restaurants,” he elaborates. “Blackbird and Tigress are two new spots I’d highly recommend.”

No Slowing Down

A decade into his inspection career, Joe sees a bright road ahead. He currently owns Tampa to Marco Island, with plans to expand all over the country, including Lynchburg, Virginia, and soon, Cincinnati, Ohio.

“As we grow and scale, I am in the process of purchasing another home inspection company. I am also currently licensing my company nationwide and want to help put 200 Veterans to work!” Joe says with conviction. “I am not a Veteran myself, but it is a cause that is near and dear to my heart. Veterans match perfectly with the skills required for home inspection.”

He even offers Veterans a 50 percent discount on licensing, equipping them with the tools to launch their own business. “We show them how to scale as we have a roadmap to success by offering essentially a ‘business in a box.’”

Looking ahead, Joe is both grateful and motivated. With more inspectors, more locations, and a nationwide licensing vision, he is building something much bigger than himself—he’s building opportunity, community, and trust.

“This industry is getting younger; COVID caused a lot of people to get out or sell,” he concludes. “And the ability to incorporate AI is something we are looking into so that we can add to our stellar customer service and make things even more efficient for ourselves and our clients.”



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Leaders Don't Multitask. They Prioritize.



BY MICHAEL DILL

LET'S GET REAL ABOUT THE MODERN WORKPLACE.

There is a myth floating around that multitasking is the mark of a high performer. That the more you juggle, the more effective you are. That jumping between meetings, emails, texts, and social media means you're getting things done.

But here is the truth:
Leaders do not multitask. They prioritize.

If you want to be productive, focused, and profitable, you have to stop reacting to everything and start owning your time.

The Distraction Epidemic
Let's look at the numbers:

- The average entrepreneur is distracted for **2.1 hours every day**
- They are interrupted every **11 minutes**
- It takes **22 minutes** to get back in the zone after each interruption

Do the math. That means some of us are stuck in constant distraction mode. All day. Every day. We're not working. We're reacting. And it's costing us—big time.

Because time is money. And if you lose a couple of hours a day to shallow focus, you are leaving serious money on the table. Not just today, but week after week, month after month, year after year.

Multitasking Doesn't Work. Period. Exclamation Point!

Think you're a great multitasker? Think again.

Studies show that when you multitask:

- Your IQ drops **10 points**
- You become **less accurate**
- You take **longer** to finish tasks

For reference: smoking marijuana drops your IQ **by 5 points**. So multitasking makes you **twice as cognitively impaired** as being high.

Let that settle in.

When you switch tasks, you lose your edge. You are not a superhuman. You are simply doing multiple things badly.

The Bigger Problem: Burnout
Multitasking leads to more than mistakes. It leads to exhaustion.

- **1 in 4 U.S. workers** took no vacation time last year
- Americans left **millions of unused PTO days** on the table
- We are ranked **#1 globally in burnout and depression**

This is what happens when we glorify busyness and ignore boundaries. People burn out. Teams get overwhelmed. Innovation dies.

The Solution: Intentional Leadership
It starts with a shift in mindset.

Shift from having an **attention deficit disorder**—your phone, your inbox, your open browser tabs, or shiny objects as they say.

Create an **attention distraction device**—a device that focuses you in on what's most important so you're not distracted.

Here's some tips on how to do the latter instead:

- Schedule Quiet Time**
Stillness creates clarity. Whether it is a walk, a workout, journaling, or meditation, create space where your brain can breathe. The answers will come.
- Prioritize Intentions**
Ask yourself:
Where do I need to show up today?
What result matters most?
That is your intention. Anchor to it.
- Then Prioritize Tasks**
Once your intention is clear, design your task list to support it. Protect your schedule. Say no to everything that pulls you away from what matters most.
- Use the WIN Formula**
What's Important Now?
That is your guiding question. One thing at a time. Do not move on until it is complete.

Final Thoughts

Distractions are everywhere. But discipline is your edge.

If you want to do more than survive your week—if you want to create impact, margin, results, and freedom—you must become ruthless about focus.

Stop multitasking.
Start prioritizing.
Lead with intention.

You will get more done. You will feel freer. And yes—you'll probably make more money. And in the bottom line, that's not such a bad thing!

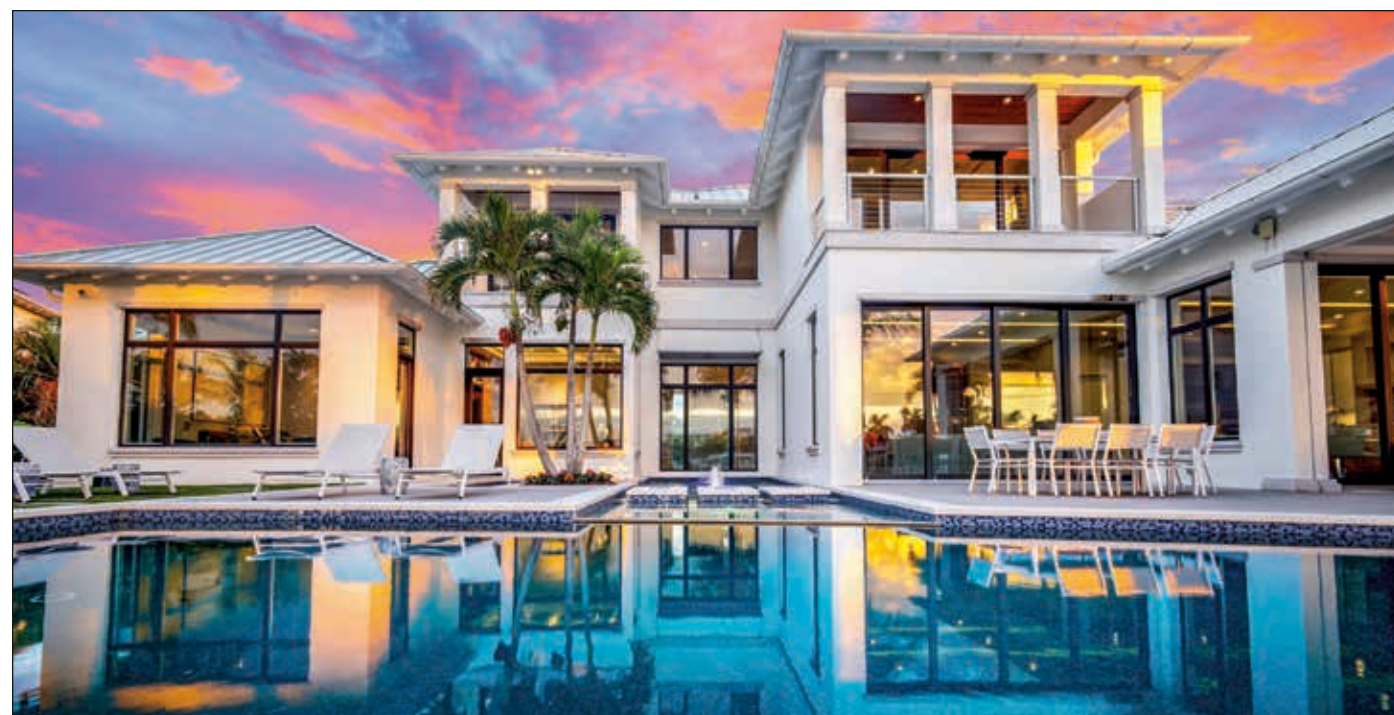


Coach Michael Dill is an award-winning, certified business coach, global speaker, and published author. He is a proud ActionCOACH franchise partner, as well as the president of Power & Ice Wealth Creation, a strategic leadership company. Michael brings more than 40 years of business and entrepreneurial experience to his leadership, team training, and mentoring practice. To learn more, call 954-675-9536 or visit BusinessCoach MichaelDill.com.

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LAURA NOBIL

BY JESS
WELLAR
PHOTOS BY
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When people ask Laura Nobil what keeps her showing up in an industry where the pressure can be relentless, her answer is simple: joy.

“I absolutely love to make people happy — it feels good to help them find exactly what they want,” Laura explains. “I became a real estate agent because I’m passionate about helping people step into the next chapter of their lives, and because I absolutely love Naples.”

Finding Her Groove

Laura’s life and colorful career began in a small Ohio town, in classrooms filled with third graders. She attended Kent State University for her undergrad

in psychology and then for her masters in Early Childhood Education and “loved being with the kids.”

“I was in the Kent State Music Conservatory for two years studying piano as well,” she recalls. “Quite honestly, it was very humbling to be playing piano alongside budding orchestra students but really an amazing opportunity.”

Laura was also one of the first to attend the University of Akron Technology Academy, bringing technology, specifically computers, into the classroom. “So different from today,” she reflects.

She taught off and on for 25 years while raising her children, and later stepped into roles spanning

technology, web design, consulting, lifestyle blogging, and teaching water aerobics. But the more she started splitting her time between Cleveland and Naples, Laura realized something important about herself: she thrives when she’s around people, creating moments, making memories, and helping others do the same. Forget laying on the beach.

For someone who had spent most of her life staying busy, learning, creating, and educating, the move into real estate was a natural progression. But when she earned her license in late 2020, Laura had no idea how quickly everything would fall into place.

“For me, real estate is so much more than selling





Laura Nobil is a solo agent with Coldwell Banker Realty.

homes,” she emphasizes. “It’s about selling a lifestyle — sunset walks on the beach, world-class dining, vibrant arts and theatre, and the sense of joy and community that Naples radiates.”

Her early confidence came from a blend of curiosity and wholehearted passion, but her greatest mentor was the broker who saw the spark in her from day one.

“Albert Yavor, my broker at Coldwell Banker Realty, is selfless and amazing and available 24/7,” Laura acknowledges gratefully. “I knew when I walked into that brokerage it felt like the right fit. I am not competitive, just collaborative.”

A Concierge Experience

Now five years in, Laura has earned a long list of distinctions: the

International Diamond Society (2022), International Sterling Society (2023), International President’s Circle (2024), and over \$15.4 million in sales volume in 2024 alone. While she was on track to match or exceed those totals as 2025 wound down, her business is rooted in something far less transactional than numbers or awards.

“I work tirelessly, and treat every client like family,” she shares. “Being a solo agent allows me the flexibility to service my clients with a concierge approach.”

Laura delivers elevated marketing, powerful negotiation, and smooth, seamless closings — but what truly defines her as a Realtor is how deeply she cares for clients and the experience they have from

start to finish. Her clients get full-fledged Laura: the thoughtful follow-up, the consistent communication, the meticulous attention to detail, and the ability to make even the heaviest decisions feel simple.

“I’ve never had a problem or a complaint with a client and I think it’s my approach to working with people: it’s not about me, it’s about them,” she adds.

It’s also about Naples, the paradise she loves introducing people to. Whether she’s guiding newcomers to the perfect white-table restaurant on 5th Avenue or showing locals a hidden gem off the beaten path, Laura believes her love for the city itself is one of her greatest assets.



Laura Nobil and her husband, Steve.



“I don’t just know the market; I have a deep understanding of the Naples lifestyle,” she affirms.

On the Home Front

When she isn’t selling paradise, Laura is fully immersed with her big, blended family and her wonderful husband, Steve, who has been incredibly supportive of her new career.

“My son Jeffrey lives in Aurora with my daughter-in-law Mackenzie and grandkids Ford (5) and Penn (1), and my daughter Jodi lives in Boca with my son-in-law Neil and grandkids Hayes (7) and Banks (4),” she shares. “We love doing everything together ... the beach, museums, dinners, zoos, aquariums, or just hanging out.”

Steve’s side includes two daughters and four grandkids, which also keeps her calendar lively. The couple enjoys flying back for Cleveland Browns games, thanks to Steve’s longstanding work connection. On her last birthday, Steve surprised her with ringside WWE Smackdown seats for the whole crew.

“We ate tacos, had water balloon fights and a huge sleepover ... that’s what you do with all grandsons,” she laughs.

In her downtime, Laura looks forward to theater outings, teaching water aerobics, playing tennis, golf, pickleball, cooking, shopping, and exploring Naples’ restaurant scene. Blackbird



“
The future
for me
is about
growth.”

Modern Asian, HB’S at the new Four Seasons Naples Beach Club and Estia top her list of must-try spots.

Her commitment to community runs deep, too; from CB CARES initiatives to her work with Humane Societies, zoo organizations, and local charities. And she still likes to tickle the ivories at home — even if Steve, who is self-taught, “loves to hog the piano.”

On the Horizon

Looking ahead, Laura sees more opportunity: not in the sense of climbing ladders, but in continuing to pour into the people and place she loves most.

“The future for me is about growth,” she states. “I see myself not just helping people to find homes, but to embrace the Naples lifestyle by sharing all of the beauty and culture this amazing community offers.”

She remains open to mentoring newer agents as her career evolves. “I’m always happy to help and collaborate,” she adds. “I would entertain the idea of starting a team or joining a team as well.”

But most importantly, she looks forward to more days with Steve, now a full-time Florida resident, and more long walks on the beach, more shared moments, and more ways to help others discover the “upscale beachy vibe” she knows so well.

“Life is good!” Laura concludes with a grin. “I tell people all the time that we live in a place where you come to visit and never want to leave.”



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Photo by New Frame Photography

Carolyn Castaneda

SMILEY GRAPHICS & PROMOTIONS

BY JESS WELLAR

“When it comes to promotional items, I recommend gifts people will actually keep and utilize,” Carolyn Castaneda explains. “No one is going to toss out a cutting board, measuring spoons or a pizza cutter! Don’t just give a pen, be different so people remember you.”

That practical philosophy continues to drive Smiley Graphics & Promotions, the Naples-based printing company Carolyn co-owns with her husband, Smiley.

From agent gifts that actually get used to bold listing signage, embroidered shirts, and wrapping, her team gets creative so your clients won’t forget you after the sale has come and gone.

Truly In-House
Speed and quality start on Smiley’s own production floor, not an out-of-state vendor queue. The business runs from a private 2,500 square-foot warehouse on Pine Ridge and Collier, where clients can pick up items or request delivery.

Then there are the impressive in-house tools that ensure items feel personalized, not generic.

“We have a full-color 54” printer, laminator and counter cutter. This prints car wraps, signs, banners and counter-cut vinyl or stickers, a full-size direct-to-film shirt printer, a 18x24 UV printer that prints specialty cards and various specialty items, an embroidery machine and a laser engraver/printer,” Carolyn notes with pride.

It’s not just machines, though; it’s the people that continue to elevate Smiley’s. Carolyn’s crew is small, skilled, and invested, with a full-time installer, embroiderer, t-shirt expert and a wrapper. And let’s not forget Smiley, who has a graphic design degree and more than 20 years of design and printing experience.

“Our team has helped us tremendously to build the growth of our business over the years,” Carolyn gratefully acknowledges.

Putting Down Sunnier Roots
Carolyn’s path to promotions blends retail grit with creative problem-solving. Originally from Wisconsin, she moved to Naples 22 years ago with her family to escape the cold.

“When we arrived in Naples, it was still very small, and has grown exponentially,” she recalls. “Nothing like it is now!”

After obtaining an associates degree in marketing and theology, Carolyn worked at JC Penney in the retail world from the age of 16; first in the catalogue department, then transitioning to their drapery department before taking a management job at Party City.

Enter Smiley, a true Florida native, born and raised in Miami before moving to Naples to launch his graphics and promotion business.

“Smiley was delivering his business flyers to local clubs when we met, while I was a manager at Party City,” she recounts. “We became friends and then partners in both business and life. I helped him grow his business to a full-fledged wrap shop.”



Photo by New Frame Photography



Photo by New Frame Photography



Carolyn and Smiley with daughters Cadence and Cassandra. (Photo by New Frame Photography)



On a family trip to Paris with Elya, their foreign exchange student..

Make It Memorable
For top producers, Smiley's business translates into smart spend and standout execution.

"We love helping real estate agents maximize their budgets so they sell more homes," Carolyn notes. "We also enjoy helping agents create exclusive gifts they can't find anywhere else that really make a statement, like robes."

Because the shop controls production, customization goes beyond a logo slap. Deep engraving for heirloom-feel gifts, UV-printed specialty cards, fitted apparel, vehicle wraps that actually turn heads — it's all on-site, with quick turnarounds to match real estate timelines. And clients notice.

"Our clients love that we're fast, communicative and always provide them exactly what we say we will."

"We have a ton of online Google reviews, more than 100 and a 4.8 rating... Not bad for almost 20 years in business!" Carolyn beams. "Our clients love that we're fast, communicative and always provide them exactly what we say we will."

And when trends shift, Smiley's adapts rather than clings: "As our business continues to grow, paper printing is heading out; we are moving more towards digital printing and we print less and

less paper products every year," Carolyn points out.

Beyond the Shop

Away from the printer, it's a full, family-first life for both Carolyn and Smiley. The couple are busy raising two wonderful girls: Cadence (11) and Cassandra, aka 'CeCe' (7), both hybrid homeschooled at a nearby microschool.

A love of travel runs deep in the Castaneda family. Carolyn's brood recently returned from two weeks in Paris.

"We hosted a foreign exchange student from Paris and then went to visit them and explore their city and culture," Carolyn shares.

Closer to home, the DIY creativity never stops, even outside the shop. Carolyn is constantly updating their home and property, which includes the private warehouse. And her green thumb is generous.

"I love plants and am always propagating something," she smiles. "I also enjoy gifting plants to friends."

Giving back isn't an afterthought for Carolyn or her business either; it's baked into her weekly schedule. She is a board member of the Marine Industries Association of Collier County, helping protect local waterways for boaters, and is a proud Kiwanis member.

One initiative that is especially close to her heart, though, is the Night to Shine, an event she co-chairs to ensure a fun prom for those with special needs and sponsored by the Tim Tebow Foundation. She notes registration is now open to help with the next event in February; she also encourages any interested party



Photo by New Frame Photography

to reach out to her directly, as 375 volunteers are needed to make the magic happen.

"It's a beautiful night showing our special needs community that God has a plan and loves you, unconditionally," she elaborates. "I also am a board member and helped put together our nonprofit, Night to Shine SWFL."

As for the next chapter? It's all about school pride.

"I am working on opening some spirit stores for providing school

uniforms to small schools across the city and will be releasing our first school uniforms next month," she concludes. "And I'm really looking forward to partnering with more schools."

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“I truly believe that every life experience, no matter how different, gives us valuable perspective and helps us become better at what we do — especially in a profession as personal and meaningful as real estate.”

Ursula Boyd brings serious hustle and European flair to Naples real estate. A Luxury Real Estate Advisor with Premiere Plus Realty, Co., Ursula closed over \$63 million last year and has the distinction of being the Top Individual Sales agent at PPR for the past several years (and top 5 across United Real Estate’s national network of 24,000 agents). While her results are certainly impressive; the way she got there is perhaps even more so.

“I am living proof of the American Dream. I came to this great country at age 8 from the former Yugoslavia, now Slovenia, and did not speak a trace of English,” Ursula recalls. “But I was raised by parents who taught me that education, integrity, and a strong work ethic are among life’s greatest assets.”

That mindset carried her from a Wisconsin private liberal arts college to a semester at the Sorbonne in Paris, where architecture, food, and language sharpened her eye for design and connection. “That experience and mentorship from my French professor changed my life,” she adds.

Ursula’s early career spanned a decade analyzing corporate real estate at Walgreens HQ — evaluating sites nationwide and presenting directly to the president and board. Then came

a two-decade pause to raise four children, while she and her developer husband, Bret, designed and built custom homes.

Eventually, as her children began heading off to college, she eyed her return to the workforce as a crossroads, “One where I wanted to rechannel my energy and pursue a new professional chapter,” she explains. “With three boys in or about to go to college, plus medical school ahead, I was determined to build a meaningful career once again. My motto became, ‘Starting new at 52.’

“More importantly, I wanted to show my family that it’s never too late to begin anew — that with passion, discipline, and heart, you can reinvent yourself at any stage in life and create something truly fulfilling.”

Firehose Turns to Flow

Ursula earned her license in 2017 and went full throttle with the help of a terrific, top-producing mentor, Kim Price. “I was learning so much in the beginning, I think I slept five hours a night the first year!” she chuckles.

The leap from corporate analysis and hands-on homebuilding to client representation felt familiar and as more deals were behind her, Ursula’s confidence grew. She refined her processes and realized her strengths were compounding in the background: market study, negotiation with empathy, design

“I would love to be that person for someone else — to help open a door and give another young person a chance to pursue their dreams.”



Top producer Ursula Boyd is a Luxury Real Estate Advisor with Premiere Plus Realty Co. (Photos by Michelle Reed)

instinct, and a genuine, European-style hospitality that keeps people lingering long after open houses wrap.

Eight years on, Ursula's book of business reflects both production and trust: repeat clients in Grey Oaks and an appreciative network that responds to consistent, clear communication.

“To me, success begins with truly knowing yourself — recognizing the God-given talents and strengths you've been blessed with, and then dedicating yourself to refining them through learning, discipline, and hard work,” she states.



Signature Experience

Ask what sets Ursula apart and you'll hear a meticulous, concierge-approach that lives and breathes in the details.

Before any shoot or showing, she conducts a thorough, room-by-room review and stages personally so the photos and video capture the buyers interest and make them feel at home the second they cross the threshold.

Her open houses aren't “open” so much as curated: fresh flowers, soft music, a few elegant bites...and always some bubbly to add a touch of elegance. Ursula strives for a calm energy that invites conversation at the kitchen island, where most decisions are made anyway.

“I don't see open houses as simple showings — I see them as an experience,” she shares with a smile. “And every home — and every seller — is different, so my approach is always customized to fit their needs and style.”

Between listings, her monthly State of the Market write-ups and videos keep Grey Oaks homeowners educated and engaged, one more consistent touch that proves she cares.

Life at Home

Outside of work, Ursula's personal world is delightfully full. She and Bret have been married for more than 31 years and raised four wonderful children — Frank (27), Christian (26), Jack (23), and Gabi (20). While Grey Oaks has been their family base for over two decades, they still have strong ties to the Midwest, where both Bret and she still have family. An

international thread seems to be a part of her life and runs through everything: one son wed a wonderful girl from Brazil, her daughter studied abroad in Paris, and another son married a lovely Bolivian, with a recent Lake Bled wedding, framed by the Julian Alps. Ursula is fiercely proud of her Slovenian heritage and overjoyed that two of her sons have obtained their Slovenian citizenships.

Closer to home, Ursula enjoys her morning workouts. “Those daily workouts set the right tone for my day,” she points out. In addition, she regularly hosts the International Ladies Club Dinners at Grey Oaks. Now entering its 10th season, she personally curates an internationally-themed feast every six weeks where the Club's amazing chefs execute a global menu while a sommelier pairs the wine.

“I started this dinner club to meet other women who I could speak French or German with to keep up with my languages,” Ursula elaborates. “It's a celebration of culture, friendship, and connection, and truly brings me joy.”

There's also a new joy at the center of it all: her granddaughter Ellie. “Our little wildflower has brought a whole new kind of joy and laughter into our lives,” Ursula beams.



Photo by Michelle Reed





Ursula Boyd enjoys starting her days with morning workouts. (Photos by Michelle Reed)

Ursula loves to give back to the community as well. One organization especially dear to her heart is Habitat for Humanity. She rolls up her sleeves on build days and redirects furnishings to Habitat when clients decide not to keep them.

“I believe it’s an incredible program — not only helping families achieve homeownership, but also teaching financial literacy, responsibility, and the importance of hard work,” she states.

Ursula and Bret are also longtime members of Moorings Presbyterian Church, where her children grew up learning “compassion, gratitude, and the importance of serving others in our community.”

On the Horizon

Eyeing the future, Ursula’s goals are clearly grounded in what she values most.

“I pray to the Lord every day for good health, because I truly believe that when He blesses us with health, anything is possible,” she affirms.

Professionally, Ursula is exploring a family chapter — bringing son Jack into the business more formally; he’s already licensed and built her website with a sharp eye for marketing. Who knows, perhaps one day, other family members may be involved — only time will tell.

Personally, the bucket list is long: renting a house in Europe for a month or two each summer and filling it with family and friends to cook for; and eventually, sponsoring an annual college scholarship to pay forward the encouragement she once received. There’s also the bucket list trip — an African safari.

In the meantime, Ursula plans to keep staging beautifully, negotiating wisely, and serving with the kind of care that turns her clients into great friends, all while lifting up the next generation as well.

“I would love to be that person for someone else — to help open a door and give another young person a chance to pursue their dreams,” she concludes. “This business rewards those who have grit, are disciplined, resilient ... and genuine.”

“This business rewards those who have grit, are disciplined, resilient ... and *genuine*.”



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