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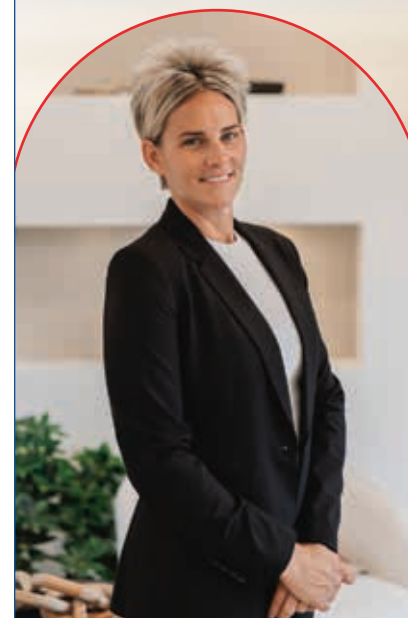
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Joe

FORTUNA

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Joe Fortuna, the principal broker and founder of Fortuna Realty LLC, has spent the last 15 years growing his brokerage into a place where collaboration and mentorship take center stage. Guided by servant leadership, he continues to shape Fortuna Realty as

a community where professionals can grow and succeed together.

“I started in the mortgage business in 1998,” Joe explained. “After the crash between 2007 and 2010, I knew I had to help my clients who were dealing with job loss, mortgage default and

equity shortages. I got involved with loss mitigation services, short sales and loan modifications. In the process, I got licensed as a real estate agent — initially, just to facilitate the short sales. Early 2010, I sold my first house as an agent. I enjoyed it so much, I decided to make real estate my focus.”

PHOTOS BY JAY DUNBAR OF GREAT LAKES AERIAL VIDEO SERVICES

PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT PRESTON CORNERS VILLAS IN SHELBY TOWNSHIP



“

THIS IS A PEOPLE BUSINESS. For good or bad, people often make emotional decisions, and you have to remember that **it's not about you.**”



For Joe, the career pivot laid the foundation of Fortuna Realty, a brokerage firm designed to support agents as they build their own businesses while working within a team-focused environment. “My goal is for the agents to have a successful business, financial security, and sustained growth as professionals with our help,” Joe said.

While Joe may be a seasoned broker, he views himself as a lifelong learner and giver. “None of this is about me,” he said. “I want to provide opportunity and success to my clients and my agents. I’m always looking to help people succeed.”

With more than two decades of experience in mortgage lending and real estate education, Joe brings an educator’s perspective to the brokerage world. He also leads Fortuna Academy LLC, a continuing education initiative designed to develop agents beyond transactions and into well-rounded professionals. “I’ve always loved helping clients, but nowadays, my business is all about developing agents to be better than I ever was,” Joe shared.

Joe credits a former mentor, Stephen Luigi Piazza, for instilling in him the concept of “servant leadership” — a principle that has guided his life and business. “He was a great man because of his heart, compassion and positive energy,” Joe said. “I think about that often when I remind myself of my purpose and my goals.”

A former athlete and lifelong competitor, Joe also brings his team mentality to Fortuna Realty. “Coaching, teaching, and mentoring have become my tendencies and strengths through all of this. A lot of it transfers to real estate and managing a brokerage firm,” he said.

Raised in Clinton Township, Michigan, Joe credits his hardworking father — who balanced an automotive industry career, a military role, and multiple business ventures — for shaping his

path in life. “My father has been my best friend and mentor,” Joe said. “He taught us hard work, business ownership, and responsibility.”

When he’s not working, Joe is spending time with his children — Alessandro, 18, and Maria, 16. “We love building things together, playing games, watching movies, and laughing,” Joe said. “Alessandro is so creative and a caring young man. He often accompanies me on projects and volunteer work. Maria and I golf, go to the gym, bake together, and attend Sunday church service with her head on my shoulder. It’s the best.”

As for Joe, he is an 80s and 90s pop culture fan and enjoys playing basketball with a men’s group in Romeo. “I am blessed to be surrounded by good people: family, friends, clients and kids who keep me motivated to be at my best. I usually have more time than money to offer, so my way of giving back ends up being as a coach and volunteer,” he added, smiling.

For up-and-coming agents, Joe reminds them to take all of the steps. “Build a foundation of good habits and a sphere of influence, surround yourself with people who challenge you, work your calendar, be patient, and don’t be afraid to balance another source of income early on until you’re established,” he shared.

“This is a people business,” Joe added. “For good or bad, people often make emotional decisions, and you have to remember that it’s not about you. You can’t take things personally. You have to do things for the right reasons, stay positive, and keep moving forward in your purpose.”

For agents who are seeking mentorship and a true team dynamic, Joe and his firm, Fortuna Realty, offer a path forward. “You just do your best and give of yourself what you can,” Joe said. “That’s what it’s all about.”



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According to Amy Mikhu, real estate is all about changing lives. “Seeing people accomplish their goals, helping with their largest assets, and watching them continue to thrive — that’s what fulfills me most,” she said.

Amy’s path to real estate was shaped by a desire to overcome the odds. “Coming from nothing, watching the ones around you give up or fail — I was determined to break the chains,” she explained. That drive, paired with her background in applied science and nursing certifications, gave her a strong foundation for client care and attention to detail.

An agent at Brookstone, REALTORS® for the past two years, Amy is committed to providing clients with personalized service and education. “Problem-solving and truly giving people a hand-held experience, along with as much value and applied education as one can offer — that’s what sets my business apart,” she said.

Besides excellent client care, Amy’s business is built on three core values: family, dedication, and determination. Time management and structure have also been essential to her success. “Having a set schedule and treating real estate like a 9-to-5 was a game changer,” she said.

Whether she’s experiencing successes or difficulties, Amy credits her faith for guiding her through it. “God, first and foremost,” she said. “Remembering where you come from, helping families in need, and counting our blessings every day.”

When she isn’t helping families with their homes, Amy stays active in the community and enjoys music and family movie nights. She and her husband, Wally, have three children. “We love spending time outdoors, traveling, and hanging out with family,” Amy said.

“
Coming from nothing, watching the ones around you give up or fail — I was determined to break the chains.”

Amy also runs a photography and videography business with Wally, who is a professional wedding photographer and videographer.

“My husband and I have always been a team,” Amy said. “Watching, learning, and assisting him have been a true inspiration.”

Amy hopes to be remembered not only as a successful agent but also as a kind-hearted person who made a difference. “Being a good person, a good wife, a



good mother, and a positive resource for anyone in need — that’s what matters to me,” she shared.

For new agents, Amy encourages them to embrace perseverance and community. “You cannot fail if you do not give up,” she said. “When things get tougher and tougher, you’re likely on the brink of something amazing. Keep pushing! Surround yourself with top producers and stay focused.”

“Consistency is key,” Amy added. “If you think you can do it alone, I disagree. Lock in, keep faith, and never give up.”

As she continues to grow her business, Amy remains committed to serving families with compassion and dedication. With her heart for others and her drive to push through any challenge, Amy is poised to make an even greater impact in the years ahead. 📌



Consistency is key. If you think you can do it alone, I disagree. Lock in, keep faith, and never give up.”

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RIMI HIRMIZ

Rimi Hirmiz did not take the traditional route into real estate, but that is exactly what makes his story stand out. Since getting licensed in 2017, Rimi has carved out a thriving career by staying consistent, embracing change and, most importantly, putting people first.

Before stepping into the world of real estate, Rimi spent several years in the retail space. “I was actually in the smoke shop industry for a little while, since 2012, and I just wanted something different,” he admitted. “I wasn’t really into retail anymore.”

Rimi’s desire for something new sparked a decision that would change everything. “I like meeting people, so it was between a real estate agent or an insurance agent,” he said. “I ended up just going with a real estate agent. I love investing. I like looking at properties. I like helping people.”

As with many new agents, the beginning was a balancing act. Rimi did not jump in full time right away; instead, he eased into the business while maintaining his previous job. “I started off a little slower because I still had my other job and I was slowly transitioning to being a full-time real estate agent,” he said.

By 2019, Rimi was already building momentum, producing several million in annual sales while juggling both careers. Eventually, he pivoted to full time, a decision that paid off. Now an agent with Platinum

Home Realty, Rimi continues to build on that success. In 2024, he closed around \$12 million in sales, followed by \$13 million in 2025.

For Rimi, a key influence early on in his career was a family connection. “It was actually an uncle of mine named Leif Morogi,” he said. “He’s a broker at Keller Williams. That’s who I worked under in the beginning.” Leif’s guidance helped lay the foundation, but Rimi quickly developed his own approach to growing the business.

Today, a significant portion of Rimi’s success comes from social media. “Instagram

is probably a good 25% of it,” he shared. “This is just me posting random videos. People actually enjoy them, and they reach out when they see you’re being pretty active.”

While some agents rely heavily on structured marketing strategies, Rimi keeps it simple and authentic. His online presence reflects who he is, and that relatability resonates with clients.

Even with consistent growth, Rimi is not one to get comfortable. “I’ve been stuck at this number for the last three years, and I’m trying to move on and

hit maybe the \$20 million mark,” he explained. “I’m trying to find different ways to get new business.”

Rimi’s drive to improve is matched only by his work ethic — he runs his real estate business entirely on his own. “It’s literally just me,” he said. “There’s nobody else. No assistant or any of that.”

Alongside his real estate career, Rimi is also juggling multiple business ventures. “I still have my smoke shop, believe it or not,” he said. “I recently opened a coffee shop, so I’m still trying to balance everything.”



Busy might be an understatement, but Rimi thrives in the chaos. “I am working all day, every day,” he said.

What truly sets Rimi apart, however, is not just his hustle: It is how he treats his clients. “I’m really, really good at communicating,” he explained. “Somebody calls me at 10 p.m., no problem. Call me at seven in the morning, I’m there for you answering questions.”

Rimi’s accessibility, combined with a low-pressure approach, has become his signature style. “I’m not pushy,” he admitted. “It’s not about sales — you’re helping somebody make the biggest purchase of their life.”

Rimi’s philosophy is based on patience and honesty. “If I have to show you 50 houses, it is what it is, just so you can find the right one,” he said. “Honesty and communication, really — that’s what kind of separated me from other agents.”

Like many in the industry, some of Rimi’s most rewarding moments come in competitive situations. “When it’s the highest and best situation, and I’m able to get the deal going, that really is what sticks out for me,” he said. Building relationships with other agents has also played a role in helping his clients succeed in those high-pressure scenarios.

For those considering a career in real estate, Rimi offers straightforward advice: “Just be consistent and make calls. You can’t just come to the office and sit around.”



Rimi also emphasizes the importance of showing up every day, especially in a digital world. “Make videos on Instagram and TikTok, and be consistent,” he said. “You can’t do it one week and be off for the next three weeks. That’s what helped me — just being consistent every single day, same process.”

When he is not working, Rimi enjoys exploring the world and experiencing new locations. “I’ve

always liked to travel,” he shared. “We went to nine different places last year.”

For Rimi, one destination stands out above the rest. “We went to Dubai last year. That was probably my favorite place,” he said. “There was so much to do. You just don’t get bored.”

Closer to home, Rimi and his wife enjoy trying new restaurants and spending time with family.

“Every other week, we’ll go to a new restaurant,” he said. “Hanging out with my nephews, that’s my other hobby.”

From retail to real estate to coffee shops, Rimi has built his journey on adaptability, hard work, and never losing sight of what matters most. For him, success is not just about numbers: It is about building relationships, staying consistent, and always moving forward. ▀



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2025

BY THE NUMBERS

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\$2,391,281,345
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7,856
TOTAL TRANSACTIONS



26
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AVERAGE SALES VOLUME PER AGENT



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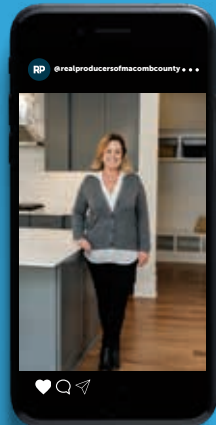
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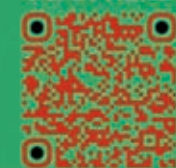


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THANK YOU FOR COMING TO OUR BREAKFAST OF CHAMPIONS!

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A heartfelt thank-you to everyone who joined us for another amazing Breakfast of Champions event! The morning was filled with great conversations, meaningful networking, and valuable insight from some of the top professionals in the real estate industry.

A special thank-you to our **Presenting Sponsors**, John Adams Mortgage represented by Chris DeRosier and Stephen Anderson, along with Morse Moving & Storage, for their incredible support and partnership in making this event possible.

Shout-out as well to our **VIP Sponsor**, Luke Sasek with Cutco Gifting, and to our **Support Sponsor**, Berkshire Hathaway HomeServices Kee Realty.

Of course, we couldn't do this without our amazing team and partners behind the scenes: Real Leverage Solutions, Luana Nakano Photography, Elite Edge Network Podcast, and our event vibe curator Todd Everett for

helping create such an energetic and welcoming atmosphere.

A huge thank-you to our moderator Jimmy Nelson from Elite Edge Network and co-moderator Brittany Moscone from Epique Realty for leading such an engaging and insightful panel discussion.

And a very special thank-you to our incredible panelists Kim Agemy from Realty Consultants brokered by eXp Realty, Kevin Paton from @properties Christie's International Real Estate, Tricia Maskin from Berkshire Hathaway HomeServices Kee Realty, Mike Nafsou from KW Lakeside / KW Domain, and Rob Beam from Best Life & Co. with eXp Realty for sharing their experiences, strategies, and expertise with everyone in attendance.

We are so grateful to everyone who attended and supported the event. Thank you for making this Breakfast of Champions another memorable and successful gathering!



To sponsor a future event, reach out to Terra.Csotty@n2co.com.



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