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Sheryl Moreno
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Hana Snajdrova
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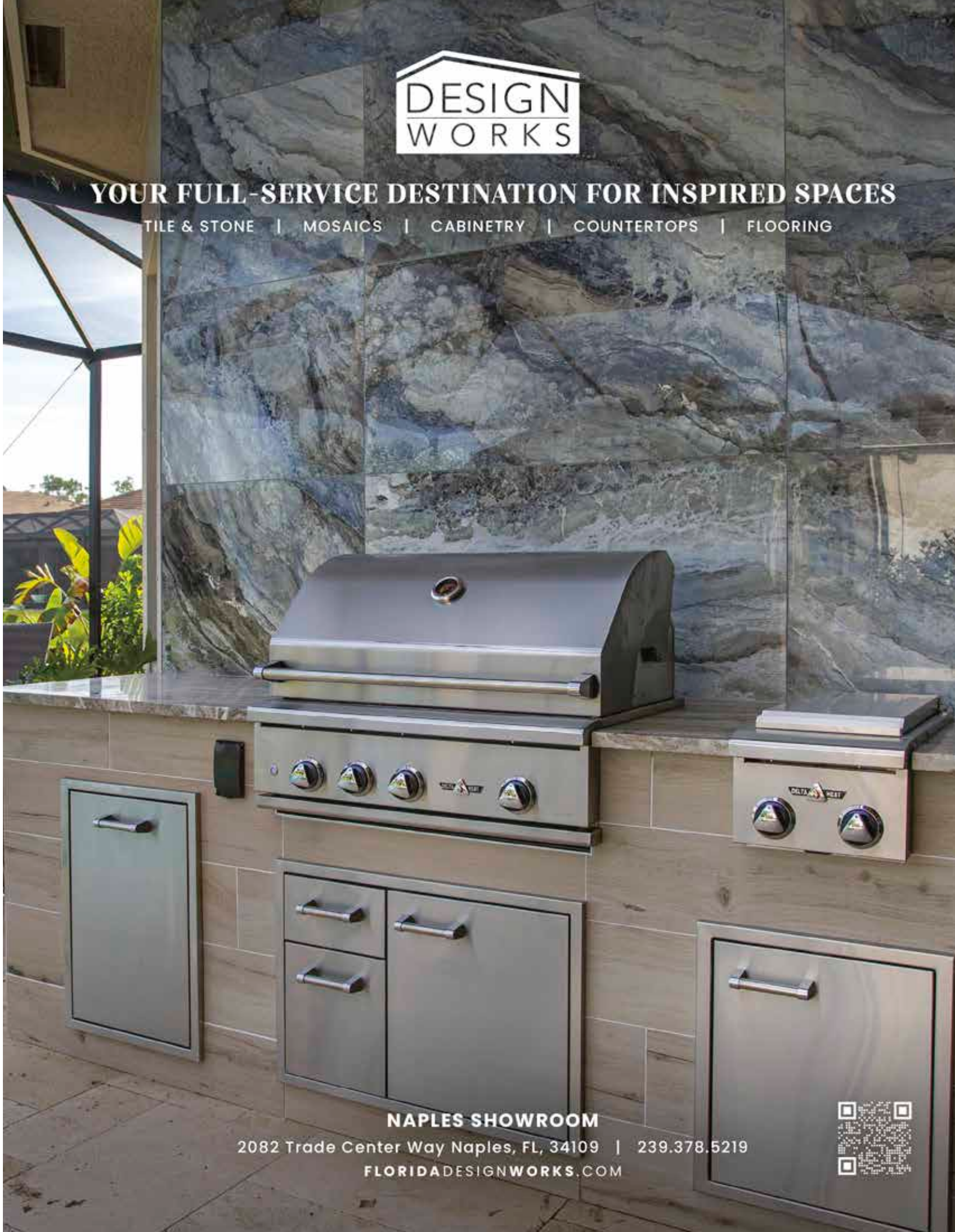


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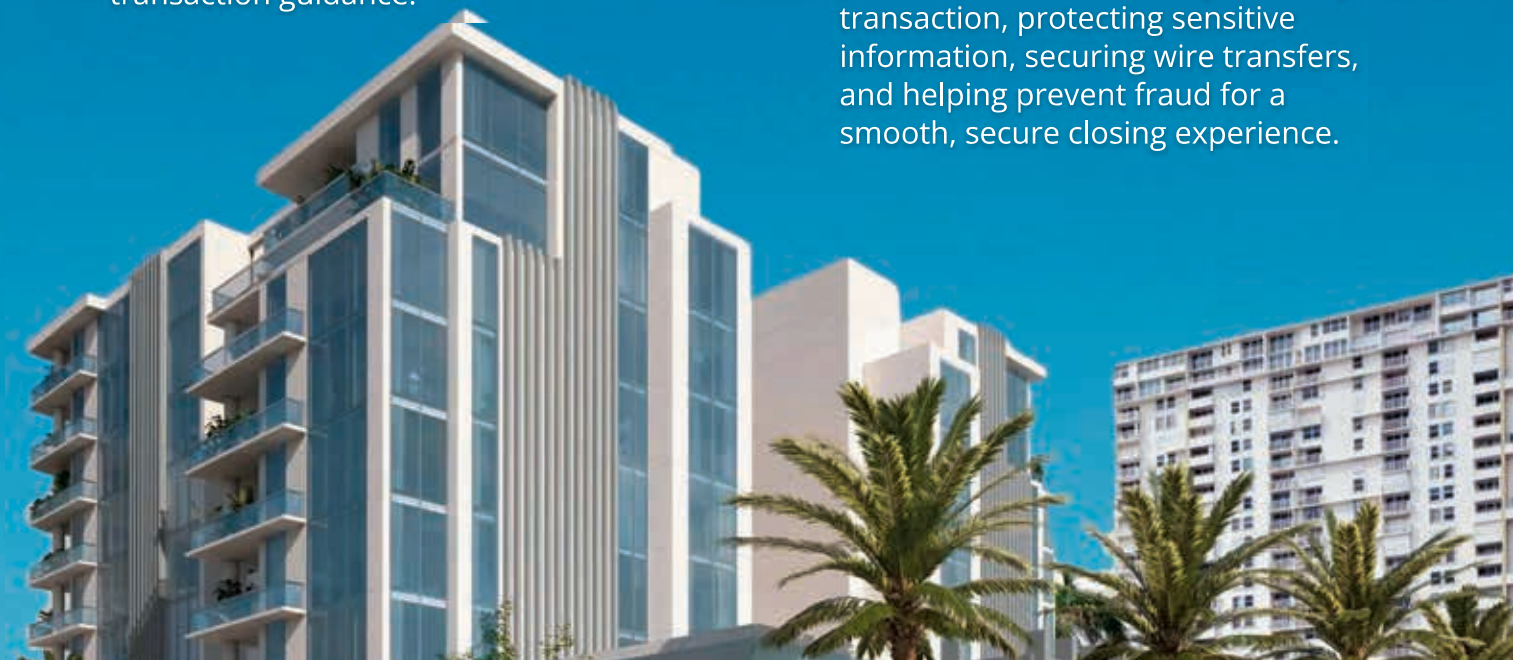


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Happy 250TH Birthday, America!

BY ANDREW REGENHARD

Dear Real Producers of Naples,

This July, we celebrate a remarkable milestone in our nation's history — 250 years since America's founding and the birth of one of the most ambitious and enduring experiments in self-governance the world has ever known.

Two and a half centuries ago, 13 courageous colonies united in pursuit of freedom, self-determination, and the right to shape their own future. Together, they stood against tyranny and laid the foundation for a constitutional republic built upon liberty, opportunity, and the belief that people should have a voice in directing their own destiny.

From that fragile beginning emerged a nation that has continued to grow, evolve, and thrive through generations of challenge, sacrifice, innovation, and perseverance. What an incredible testament to the strength of that vision

that, 250 years later, America remains a beacon of resilience and possibility.

As we gather this month with family, friends, neighbors, and colleagues, we honor the brave men and women whose sacrifices secured the freedoms we enjoy today. We also celebrate the extraordinary communities those freedoms helped make possible — including the beautiful Southwest Florida lifestyle so many of us are fortunate to call home.

Here in Naples, the spirit of celebration feels especially meaningful this year. From the parade to the fireworks and gatherings throughout our community, this Independence Day serves as both a reflection on our shared history and a celebration of the opportunities still ahead.

At *Naples Real Producers*, we are grateful to be part of a community built on hard work, leadership,

entrepreneurship, and connection — values deeply woven into the American story itself.

Happy 250th birthday, America. Here's to honoring the past, appreciating the present, and looking forward to the future with pride and gratitude.

Very respectfully yours,



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WHY Effort Alone ISN'T ENOUGH in Business

BY MICHAEL DILL

“I’ll give 150 percent.”

You’ve heard it. You’ve probably said it. It sounds great. It sounds committed. It sounds like the kind of mindset that should guarantee results. But here’s the truth most people don’t want to hear:

150 percent in the wrong direction still gets you the wrong result.

And that is where a lot of business owners get stuck.



COACH MICHAEL DILL is an award-winning, certified business coach, global speaker, and published author. He is a proud Action Coach Franchise partner, as well as the president of Power & Ice Wealth Creation, a strategic leadership company that works with business owners, leaders, teams, and entrepreneurs to both develop a systematized and structured organization while accelerating their mindset, efficiencies, and effectiveness to grow both personally and professionally to achieve extraordinary results. He brings more than 40 years of business and entrepreneurial experience in his leadership, team training, and mentoring practice. BusinessCoach MichaelDill.com

The Problem with “Working Harder”

Most entrepreneurs are not lazy. They are grinding. They are showing up early. They are staying late. They are doing everything they can to move the business forward.

But effort without direction creates exhaustion, not growth.

You can give 150 percent to:

- The wrong priorities
- The wrong clients
- The wrong systems
- The wrong habits

And when you do, you don’t get ahead... you just get tired. That is why so many business owners feel like they are running hard but not actually moving forward.

150 Percent Needs a Target

Effort is powerful, but only when it is applied with intention. Before you double down on effort, you have to ask:

- What actually moves the business forward?
- What are my highest value activities?
- Where do I create the most impact?

Because not all work is created equal. There are a handful of activities in your business that truly drive results. Everything else is support.

If you give 150 percent to low-value work, you are spinning your wheels faster. If you give 150 percent to high-value work, you create momentum.

Stay in Your Lane

This is where most leaders struggle. They say they want growth, but they spend their time:

- Answering emails that someone else could handle
- Fixing small problems instead of leading big outcomes
- Jumping into tasks that are outside their strengths

Instead of staying in their lane, they try to do everything. And when you try to do everything, you dilute your impact everywhere.

The most effective leaders I know are crystal clear on this:

They know where they are great. They stay there. And they build a team around everything else.

That is how you actually get more with less.

Effort + Clarity = Results

If you want to win in business, it is not about giving more effort. It is about giving the *right* effort.

That means:

- Clear goals
- Clear priorities
- Clear roles
- Clear expectations

When those are in place, effort becomes powerful. Without them, effort becomes chaotic. So before you say, “I’ll give 150 percent,” pause and ask:

150 percent toward what?

Because clarity turns effort into progress.

A Better Standard

Instead of chasing effort for the sake of effort, raise the standard. Do not aim to work harder.

Aim to:

- Think clearer
- Focus sharper
- Execute better
- Lead stronger

Then bring your 150 percent to *that*. That is where real growth happens.

Final Thought

Hard work is not the problem. Misapplied work is.

You do not need to do more. You need to do what matters most... better and more consistently.

Give 150 percent to the right things, and everything starts to change.

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JOHN O'NEILL

NO CUSHION, JUST DRIVE

"I shocked all of my competitors and colleagues in Chicago when I left a business I had spent a decade building to move to a city where I had zero connections, family, or friends, to start from scratch in an incredibly competitive and agent-saturated market," John O'Neill begins.

BY JESS WELLAR
PHOTOS BY
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That kind of decision doesn't come from impulse, it comes from conviction. Today, John is building momentum in Naples with Douglas Elliman as part of the nationally renowned Eklund | Gomes Team, widely recognized as the number one mega team in the country. But long before the accolades and high-level connections, his drive was shaped by something much deeper.

Early Lessons in Self-Reliance
John's story begins with a level of independence that most people never have to experience so early in life. Raised in the suburbs of Chicago by his single father from the age of 5, he grew up in an environment that demanded accountability.

"My upbringing caused me to really grow up fast and provide for myself," John shares.

"That experience didn't just shape his mindset, it became his motivation. His father pushed him hard in school and sports, instilling a competitive edge that would carry through every phase of his life.

When his father passed away at just 22, that responsibility became even more real, reinforcing the idea that everything John wanted in life would be something he had to build himself.

"I had no one there to catch me, whether it was parental support emotionally or financially — everything was on me," John adds. "But my father's influence to try my best at whatever I set out to do has stayed with me and is something I am forever grateful for."

Starting from Scratch Again
After graduating from the University of Illinois with a degree in finance and a



concentration in real estate, John initially planned to pursue commercial real estate. However, when the market shifted during the global financial crisis, he pivoted into residential out of necessity, and quickly found his niche.

“Once I started helping people and realized I was good at it, I came to enjoy the emotional aspect of it more than the transactional side of commercial real estate,” he remembers.

What began as a practical decision turned into a thriving career. In Chicago, John built a highly successful business, ranking among the top 100 agents in a city of more than 10,000. He carved out a name for himself in luxury development early while still in his 20s, standing out in a space that was, at the time, dominated by agents almost twice his age.

Then came the decision that would define his next chapter.



“

I had no one there to catch me, whether it was parental support emotionally or financially — everything was on me.”

“I never saw myself staying in Chicago forever, I always wanted a warmer climate,” John explains. “So when I was ready to put down roots and knew I wanted to start a family, it was a toss up between Scottsdale and Naples due to those being the top luxury second-home communities for Chicagoans.

“My wife and I loved the Southwest Florida area and saw that great growth potential,” he continues, “so ultimately we chose the beach over the desert — golf and sun was always a constant!”

Starting over wasn’t easy, but it wasn’t unfamiliar either. The difference this time was perspective: “I think I’m definitely still overcoming, this business takes time to build the network,” John admits. “But it’s still the same thing I had to do the first time, so I already knew the playbook.”

Precision Meets Perspective

Today, John’s business stands out for its balance of analytical expertise and genuine care for his clients. With a background in finance and development, he approaches every deal with a level of precision that clients immediately recognize.

“After 15 years in the business, I have had a lot of clients tell me that they feel like I am very passionate and can quickly tell I truly care for their best interests,” he smiles. “Those reasons are why I believe my business has been 98-plus percent referrals throughout my career.”

That trust is something he takes seriously. Rather than chasing transactions, John focuses on long-term relationships, treating each deal as if it were his own property.

His role on the Eklund | Gomes Team has only amplified that approach. With mentorship from Fredrik Eklund, John

Gomes, and Douglas Elliman Florida CEO Jay Parker, John has been able to accelerate his growth in a new market operating at the highest level

. And through Douglas Elliman, John has cultivated a strong network of top-producing agents across major markets including Chicago, New York, Miami, and Los Angeles. That national reach has created a steady pipeline of opportunities so far in his career

as a Naples luxury agent. It’s a strategic advantage that continues to accelerate his growth.

“My clients went from my friends to being my friends’ parents and grandparents,” he reflects. “The average price point has changed, but the fundamentals haven’t.”

What It’s All For

While business continues to grow, John’s motivation today is rooted firmly in his family.



John O'Neill is an agent with Douglas Elliman Real Estate.

“

My favorite saying has always been, 'You miss 100 percent of the shots you don't take.'”



He works alongside his wife, Jessica, an experienced agent of 10 years in her own right, and together they've built a flexible lifestyle that allows for both professional success and personal presence.

Their 3-year-old son, Jack, is now at the center of that world, along with their sweet goldendoodle,

Rudy, who still holds a special place as the “firstborn.”

Outside of real estate, the O'Neills enjoy exploring Naples' many neighborhoods on foot, something that never gets old after years of long Chicago winters. John is a big fan of trying new restaurants, as well, while noting you can usually find him “at least once or twice a

week” at his favorite spot, Prime Social, dining with family, friends, and clients.

Looking ahead, John remains focused on growth, but not at the expense of balance. He has his sights set on expanding into personally developing luxury homes in Naples, a space that has always been a passion.

“I'd love to be in the top 10 individual agents within the next three years and I think I'm definitely headed in that direction,” he states. “However, I also want to have a flexible schedule to be very present for my wife and son.”

And no matter how far John goes, that mindset forged early in life continues to guide him.

“I don't want to be in my last years having any regrets that I didn't try harder,” John concludes. “My favorite saying has always been, 'You miss 100 percent of the shots you don't take.'”



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The Calm Advantage

BY CARLENE MARIE

“Calm is not the absence of pressure.
Calm is the ability to stay connected to yourself while pressure is present.”
- Carlene Marie

There is a certain kind of pressure that comes with high performance.

It often hides beneath competence. From the outside, it may look like a full calendar, thoughtful follow-up, polished conversations, successful negotiations, and the ability to stay visible, responsive, and ready. You know how to handle a great deal. You know how to anticipate needs, solve problems, manage expectations, and keep moving. But internally, pressure has a way of accumulating.

Especially in a market where buyers are cautious, sellers are emotional, decisions take longer, and conversations require more patience, clarity, and skill. One moment you are offering strategy. The next, you are managing someone’s fear, frustration, hesitation, or urgency. And because you care about your work, your reputation, and the people you serve, it can be easy to carry more than what is yours.

This is where calm becomes more than a personal wellness practice. It becomes a professional advantage.

In today’s market, people are not only looking for expertise. They are looking for steadiness. They want to feel guided. They want to feel that someone can hold the bigger picture when they are caught in emotion, uncertainty, or fear. Whether you are sitting with a seller who needs a direct pricing conversation, a buyer who keeps hesitating, or a client who is reacting to headlines instead of strategy, your nervous system enters the room before your words ever land. And people sense it.

They may not know how to name it, but they know when someone feels grounded. They know when someone is rushing. They know when a conversation feels pressured versus clear. They know when a professional is trying to convince them, and they know when a professional is calmly leading them. That difference matters.

Neuroscience continues to show us that stress changes how we think, listen, and respond. When the nervous system perceives pressure as a threat, the body prepares to protect. The breath shortens. The jaw tightens. The mind narrows. In that state, it becomes easier to rush the conversation, defend a position, over-explain, or absorb someone else’s urgency as your own.

For high performers, this can be subtle. You may not think of yourself as stressed. You may simply notice that you are more tired at the end of the day. Less patient in a conversation. Quicker to check your phone. More likely to replay a client interaction in your mind. More affected by someone else’s tone than you want to admit. Or perhaps you find yourself needing quiet at the end of the day, not because anything dramatic happened, but because your system has been processing all day long.

That is the body asking for a reset.

Your nervous system was designed to scan for safety, conserve energy, and protect you from perceived threat. That is wise design. The challenge is that capable, ambitious people often

override those signals because they have learned to perform through discomfort. They push harder. They stay “on.” They take one more call, answer one more message, hold one more person’s emotion, and then wonder why their own clarity feels harder to access.

I see this often in high achievers. They are not lacking discipline. They are often incredibly disciplined. What they are missing is recovery inside the rhythm of performance.

That distinction is important.

You do not always need a week away, a silent retreat, or a major life reset to return to yourself. Sometimes, the most powerful shift begins in a few seconds. A pause before the call. A slower exhale before the response. A grounded question before the reaction.

Calm is trained.

It is built through repetition, awareness, and the willingness to come back to yourself before the day pulls you in 10 directions. The most effective professionals I know still feel pressure. They still have demanding clients, full schedules, and moments that test them. They have simply learned how to return to themselves inside the pressure.

They pause before reacting. They create space before responding. They lead with clarity instead of urgency. That is the calm advantage.

Here is a simple process you can use before a difficult conversation, negotiation, showing, pricing discussion, or decision.

The 3-Step Calm Advantage Reset
1. Pause before you perform.
Before you walk into the room, pick up the phone, answer the message, or step into a conversation that carries weight, take one intentional pause.

Not a long pause. Not a dramatic pause. Just enough space to let your body arrive before your mind starts solving. Put both feet on the floor. Relax your shoulders. Notice your jaw. Let your hands soften. This small moment interrupts the automatic stress loop and reminds your nervous system that you are not in danger. You are preparing to lead. That pause may seem simple, but simple does not mean small. It gives you access to the part of you that is wise, seasoned, and steady.

2. Exhale longer than you inhale.
Inhale gently through your nose, then exhale slowly and fully. Repeat three times. A longer exhale helps signal safety to the body. It supports the shift out of urgency and back into presence. You do not need 10 minutes. You need 10 honest seconds.

Before a hard conversation, this matters. Before you respond to a reactive text, this matters. Before you walk into a listing appointment, a closing table, or a negotiation where emotions are high, this matters. Your breath is one of the fastest ways to communicate with your body. Use it as a bridge back to yourself.

3. Ask: What is needed here?
This question changes the energy immediately. Not, What am I afraid of? Not, How do I fix this fast? Not, How do I make everyone happy? Not, How do I prove I have this handled?

Ask yourself: What is needed here? Maybe what is needed is a clearer explanation. Maybe it is silence. Maybe it is a firmer boundary. Maybe it is compassion. Maybe it is data. Maybe it is the courage to tell the truth kindly and directly.

That one question brings you back to leadership. It moves you from reaction to response. It helps you listen beneath the words, read the room with more clarity, and choose the next right step instead of the most familiar one.

In a changing market, your ability to stay calm is not only about feeling better. It is about leading better. When you are grounded, your clients borrow your steadiness. When you are clear, conversations become more productive. When you are regulated, you stop carrying every emotion as if it belongs to you. And that is an important part of well-being too.

You can care deeply without absorbing everything. You can be responsive without being reactive. You can lead with strength and still protect your peace. You can be excellent at what you do without abandoning yourself in the process.

The market will continue to shift. People will continue to bring their questions, hopes, worries, expectations, and fears into the conversation. That is part of the work. But you get to decide what leads inside of you.

Urgency does not have to lead. Pressure does not have to lead. The old habit of over-functioning does not have to lead.

You can pause. You can breathe. You can return to center. You can ask what is truly needed and move from there. That is the work. That is the practice. And in this season, that may be one of the most powerful advantages you bring to the table.



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Brian CHAPMAN JR.

CHAPMAN
INSURANCE
GROUP

BY JESS WELLAR
PHOTOS BY NEW FRAME PHOTOGRAPHY

The People Behind the Protection

Over the past 16 years, Brian Chapman Jr. has grown Chapman Insurance Group from a single office in Port Charlotte into one of Florida's largest independent insurance agencies, with six locations and more than 100 insurance professionals serving clients across the state. Along the way, the company has become especially well known throughout Southwest Florida for its expertise in coastal property insurance, flood coverage, and helping Realtors navigate an increasingly complex insurance landscape.

"We believe insurance should be more than just a transaction. It should be education, advocacy, and long-term protection," Brian explains. "Chapman Insurance Group also focuses heavily on relationships and communication because in today's Florida market, insurance can truly make or break a real estate transaction."

Forging His Own Path

A lifelong Southwest Florida resident raised in Fort Myers, Brian originally expected to follow a more traditional route into the insurance industry through State Farm, where his father worked as an agent. After graduating from Florida Gulf Coast University with a business management background, he joined his father in the business and quickly gained firsthand experience in the industry.

Over the next several years, however, Brian began to recognize gaps in how insurance was being approached, particularly in a coastal market such as SWFL.

"Many people viewed insurance as transactional, but I saw how important it becomes during major life events, hurricanes, flood claims, home purchases, and business disruptions," Brian recalls.

The biggest turning point came in 2008 after his wife Julie suffered a serious back injury while they were at their family lake house. During the months spent caring for her and reevaluating priorities, Brian began thinking differently about both his life and his business.

"I was scared to death to open my own business," he admits. "But my wife really supported me when I didn't know if we would make it. She allowed me that freedom and the grace to work those long nights while she continued to work as a nurse practitioner, which she still practices today."

The following year, he launched Chapman Insurance Group with a relationship-driven approach that still defines the company today.

The Core Values Behind The Growth

As Chapman Insurance Group has expanded across Florida, Brian has remained intentional about preserving the culture and values that helped build the business from the beginning. At the center of the company are five core values: *A Can-Do Attitude, Fun, Our People, Results, and 100%/100%.*





“
Our goal is
to become
**A TRUSTED
RESOURCE TO
REALTORS,**
not just another
vendor in the
process.”

For Brian, those values are not simply words displayed on a wall. They actively shape how the team operates, communicates, and supports one another every day.

“We give 100 percent 100 percent of the time,” Brian explains. “It’s a mentality, a mindset and an approach that can be heard and seen.”

That philosophy extends into the company’s internal culture as well, where leadership works hard to create an environment focused on growth, accountability, and positivity. Quarterly evaluations even include reflection around those core values to help team members continue improving personally and professionally.

At the same time, Brian believes maintaining a fun, energetic atmosphere is equally important in an industry that can often feel stressful.

“Fun is one of our core values that’s always questioned,” he says with a laugh. “It’s really just a unique environment where in the moments in between the chaos you’ll hear a lot of laughter in our offices.”

“We also look for fun people since we’re going to be spending a lot of time together,” he continues. “Everyone has clarity on why we’re here and works hard while having everyone’s back.”

A Resource Realtors Can Rely On

That combination of culture and expertise has allowed Chapman Insurance Group to thrive while continuing to embrace innovation. Brian also understands how critical insurance has become within the real estate process itself. Flood zones, older roofs, condo regulations, and carrier restrictions can all create unexpected complications if buyers and agents are not properly prepared upfront.

That’s why Chapman Insurance Group approaches each transaction with a strong emphasis on education, accessibility, and proactive communication.

“Our goal is to become a trusted resource to Realtors, not just another vendor in the process,” Brian emphasizes. “We work hard to educate agents upfront so there are fewer surprises at closing.”

As an independent agency, the company also offers flexibility many buyers and agents may not realize exists within today’s insurance market. Rather than being limited to one carrier or product line, the team works across a broad network of top-rated providers to help clients find coverage solutions that best fit their needs.

Brian and his team have also focused heavily on reducing turnaround times and simplifying the quoting process itself. The company is currently developing tools designed specifically to help Realtors quickly obtain insurance estimates while showing homes, eliminating much of the traditional back-and-forth that can slow transactions down.

“Our team approaches each transaction with a Can-Do Attitude and a commitment to giving 100% effort to help solve problems and keep deals moving forward whenever possible,” Brian affirms.

Beyond Insurance

Outside of work, Brian’s life revolves around Julie, and their five blessings, all close in age: Cade (16), Ellie (15), Ty (13), Addie (12), and Oaklie, (11). Between various sports schedules, boating, travel, and church life, the Chapman household stays busy, but Brian notes making intentional memories together remains a priority.

The family enjoys annual ski trips out west along with spring break travel, including a recent trip to the U.S. Virgin Islands. Brian also spends much of his free time mentoring other business owners and working on technology and innovation projects within the insurance space.

Giving back remains equally important to both Brian and the company itself. Chapman Insurance Group regularly supports local organizations, schools, charities, and educational initiatives focused on helping homeowners and communities better understand coastal risk and property protection.

Looking ahead, Brian sees tremendous opportunity despite the uncertainty many people currently feel surrounding Florida’s insurance market. As technology continues evolving and the state adapts to industry changes, he believes agencies that combine expertise with genuine relationships will continue to distinguish themselves.

“Our team is passionate about helping Florida continue to grow and thrive for generations to come,” Brian concludes. “This community has given a lot to me and my family, and I’m grateful to be able to contribute back through business and community involvement.” 🏠



Brian Chapman Jr. is the founder and owner of Chapman Insurance Group.



To learn more about Chapman Insurance Group or schedule an appointment, visit www.cigflorida.com or call 239-205-2012.





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Ianula “YANI” Moen

Onward
& Upward



BY JESS WELLAR
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“I don’t need an alarm or coffee to get out of bed; I have a personal drive that won’t let me stay still.”

For Ianula “Yani” Moen, that relentless energy has become the engine behind a rising real estate career in Naples. As a REA/LTOR® with William Raveis Real Estate and a partner on the respected CVJ Team — a luxury group responsible for more than \$700 million in sales across Southwest Florida — Yani has carved out a reputation for determination, intuition, and an ability to connect deeply with the people she serves over the past six years.

Bold Moves

Yani’s story began in Bucharest, Romania, where she was born and raised before pursuing higher

education at the city’s National School of Political and Administrative Studies. There, she earned both a Bachelor’s Degree in Communication and Public Relations and a Master’s Degree in Communication and European Governance while gaining early experience through internships in public relations and marketing.

At just 23 years old, she took a leap of faith and traveled to the United States for a summer job, where she met her partner, Trevor. What began as a temporary visit soon evolved into a life-changing move, one filled with both opportunities and challenges.

“My life has been a journey of ‘starting from zero,’” Yani reflects. “I came to

this country 11 years ago with a suitcase that had a few t-shirts, a few pairs of jeans and a purple sweater as a base.”

The years that followed tested her resilience in ways few could imagine. From navigating life as a new immigrant to surviving a life-threatening health crisis during pregnancy, and recovering from a severe car accident that required a year of medical care, Yani faced hardship head-on. Those experiences reinforced a deep belief in perseverance and faith. She also credits Trevor’s parents for helping them through the tough times as her “second family.”

“Let go and let God’ in everything in life,” Yani affirms. “When you let go of the need to control

every aspect of everything, and you lean into faith and trust, things start to gain momentum.”

Finding Her Groove

Before real estate entered the picture, Yani spent several years working in the hospitality industry, where the fast pace and constant interaction with people suited her personality perfectly. But while she thrived in the environment, she eventually realized there was a limit to how far she could go.

The turning point came when a coworker earned her real estate license and closed her first deal, earning more in a single transaction than Yani had made in months of serving tables.





“It was a huge wake-up call,” Yani remembers. “I realized I already had the work ethic and the ‘people skills’ — I just needed a bigger stage.”

She obtained her real estate license in September 2020, just as the Florida market was entering the fast-paced, post-COVID boom. Yani dove in fully committed, working in real estate while still holding her hospitality job for the first year as she scaled.

Her persistence paid off. In 2025 alone, she completed 16 transactions totaling more than \$11.7 million in sales volume.

“Success is subjective,” she points out. “I believe success is found in the courage to keep going and the resilience to stay whole.”

People, Not Property

Ask Yani what truly sets her apart in real estate, and the answer isn’t complicated: people always come first.

Her background in hospitality taught her how to read people quickly and understand their needs, a skill that now translates directly into her work with buyers and sellers. Rather than chasing volume, Yani focuses on building meaningful relationships by actively listening first, then delivering thoughtful service that clients remember long after closing day.

“I make it my mission to understand exactly what you want and then work relentlessly to deliver it — whether that’s the perfect new house or the best possible return on your sale,” she offers.

Her multilingual abilities — she is fluent in Romanian, English, and Spanish — also help her connect with clients from a wide range of cultures and backgrounds. Combined with a natural empathy and strong intuition, that ability to communicate openly has become a defining feature of her business.

Clients often credit her attention to detail and the personal touches she brings to every transaction, from understanding their preferences to ensuring they feel valued throughout the process.

“To me, going above and beyond isn’t an ‘extra’ — it’s just how I do business,” she emphasizes.

On the Home Front

Outside of work, Yani’s greatest source of motivation is her 9-year-old son, Aidan, whose curiosity and enthusiasm bring constant joy and inspiration to her and Trevor’s lives

“My son is the soul I do not want to disappoint and I want to support, love on and show up for every day,” Yani shares.

Their household also includes two beloved beagles — Seven and his son Puppy — who have been loyal companions through many of the family’s life changes.

When she isn’t working, Yani enjoys exploring Southwest Florida with her family, whether searching for



My life has been a journey of ‘starting from zero.’”



Yani Moen is a REA;LTOR® with William Raveis Real Estate and a partner on the CVJ Team.



shark teeth at Venice Beach, trying local restaurants, or planning travel adventures. Having spent years exploring Europe before moving to the U.S., she remains passionate about experiencing new cultures and hopes to pass that curiosity on to her son.

“I’ve always believed that you learn more from experiencing a new culture than you ever could from a book or documentary,” she notes.

This year, Yani also launched The Wholeness Collective: Grounded Growth for the Modern Woman, a quarterly

series of curated events designed to help women cultivate balance, personal growth, and alignment in their lives.

Looking ahead, she envisions continued growth in her own life as well; she could see herself potentially building a team of her own one day while continuing to expand her impact in the Naples market, as well as adding to her personal investment portfolio.

“As an immigrant and pioneer for my family, I have taken my destiny in my own hands and built a



I feel like life is just getting started, and I am embracing every opportunity that opens up for me with an open heart.”

life in the United States of America,” Yani concludes. “I am a citizen now, became a homeowner at 30, and am now looking to make my second investment in the Naples area at 34.”

“I feel like life is just getting started, and I am embracing every opportunity that opens up for me with an open heart.”

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DAVE & STEPH FEIGHTNER
SPECTRUM CONCIERGE
RAISING THE SWFL BAR ON
HOME WATCH EXPECTATIONS

BY JESS WELLAR
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“Our focus has always been on people — both our clients and our team members. The quality that we put forth for our clients starts with our people. They’re dedicated, and we’re dedicated to them in return,” explains Dave Feightner, co-owner of Spectrum Concierge.

Alongside his wife, Steph, Dave has spent 13 years redefining the home watch industry, not only by catering to their clients’ every need but also by taking care of the people who make their business shine.

Based in North Naples, Spectrum Concierge provides home watch, estate management, property maintenance, and concierge services to homeowners in Naples and Bonita Springs. Known for their 24/7 on-call service, highly responsive administrative

concierge team, and keen attention to detail has made them a standout in the local market.

Dave and Steph, who also operate Accent Cleaning Services as a sister company, believe that both businesses’ success lies in their unique model, amazing team members, and the time and attention they put into serving clients and their homes.

“A New Standard In Home Services’ isn’t just our tagline — it’s our commitment,” Dave affirms.

The Road to Business Ownership
Before entering the home watch industry, Dave and Steph each had careers that emphasized service and relationship building. Dave, originally from Chatham, Massachusetts, earned his degree in business and professional golf management from Methodist University. He spent the early part of his career as a golf pro at prestigious clubs; including Nantucket Golf Club, Ocean Reef Club, and The Club at Mediterra in Naples. Steph, from Wyomissing, Pennsylvania, graduated from Villanova University and worked in administrative roles in Washington, D.C., Miami, and the Florida Keys.

Their backgrounds in hospitality, administration, and customer service made a concierge-style home service business a natural fit.

“We wanted to start a business together, something that would play to our strengths,” Dave recalls. “We were drawn to the home watch field because it allowed us to help people take care of their properties while also working together as a team.”

In 2013, Spectrum Concierge was born. The business has since expanded, driven by Dave and Steph’s goal of delivering an exceptional service experience to homeowners here in Naples.

“We didn’t want to be just another home watch company,” Dave remarks. “We wanted to build a great business with great people. With an average tenure of nearly five years, we are immensely proud of the group of people that dedicate themselves to serving our clients every day. They make this a place we look forward to coming into every day... everyone genuinely cares about each other, and cares about our clients.”

Setting A New Standard

Both Feightners take immense pride in providing services that are truly tailored to their clients’ unique requirements.

“Each client has a dedicated admin who ensures communication is clear and captures whatever the homeowner needs. Homes don’t sleep, and we’re not a nine-to-five operation,” Dave points out. “We always

have a team member available for our clients... any hour of the day, every day of the year.”

A significant part of their service includes proactive maintenance to protect clients’ homes from the sometimes harsh Florida climate.

“The weather in SWFL does a number on people’s homes,” Dave emphasizes. “These properties require a lot of time and attention, especially with things like hurricanes, coastal humidity, and extreme heat. We help our clients combat that with proactive maintenance. Our goal is to deliver their homes in the finest condition, both aesthetically and functionally.”

In addition to their white-glove approach, Spectrum Concierge boasts proprietary home management software and soon their very own app that allows them to track and communicate with clients more effectively.

“Our new software has been a game-changer,” Dave affirms. “It keeps us ultra-organized and allows us to communicate updates to clients efficiently. Paired with our tenured administrative team, we’re able to offer a very high level service.”

Of note, Spectrum Concierge’s unique model includes an annual retainer fee, rather than charging per visit.





Left to right: Senior Administrative Concierge Terry Alzado, Home Service Professional Elihu Mendoza Jr., Lead Home Service Professional Chris Peters.

“A lot of people are used to paying per visit, but we’ve found that the retainer fee allows us to customize our programs to our client’s needs, while also ensuring we build a company that is able to offer quality career opportunities to our team members, ultimately leading to longevity and high trust relationships with our clients,” Dave elaborates.

Investing in People

One of the core values at Spectrum Concierge is team appreciation and personal development. Dave and Steph view their employees not just as staff but as an integral part of the company’s success.

“Being able to provide the best possible compensation and benefits to our team members, along with advancement opportunities, has always been the vision for us,” Dave acknowledges. “Watching their personal and professional growth over the years has been incredibly fulfilling.”

Many of Spectrum Concierge’s employees have been with the company for years, and several have even been able to purchase their first homes.

“It’s rewarding to see our team members achieve these kinds of milestones,” Dave continues. “We also run a number of internal committees to grow and develop our service and our team... encompassing everything from safety and office maintenance to AI and software development, our whole team is integrally involved in the betterment of our company. We believe in helping our employees become the best version of themselves, both on and off the job.”

Building a Local Legacy

When they’re not managing Spectrum Concierge, Dave and Steph enjoy spending quality time with their two children, Wade (10) and Riley (8).

“We’re a close family,” Dave says with a smile. “We have lots of little traditions, we love sports, and we do our best to travel and see friends and family when we can.”

Looking ahead, the couple remains optimistic about the continued growth of Spectrum Concierge in tandem with Accent Cleaning Services, maintaining their reputation for excellence and the difference they can make in the Naples community.

And as their team expands, the company has grown into their North Naples office on Shirley Street, with plans currently underway to franchise both operations in the near future.

“We look forward to launching this initiative for other people in South Florida by the end of the year,” Dave shares. “We recognize the importance that a high level of attention and detail are a prerequisite to success for each business, and I look forward to collaborating with likeminded partners in the area in the coming years.”

To learn more about Spectrum Concierge and the premium home watch services they offer, visit www.spectrumconcierge.com or call Dave and Steph at 239-777-6173.



Dave and Steph Feightner are co-owners of Spectrum Concierge.

“We always have a team member available for our clients... any hour of the day, every day of the year.”



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Brittany Moore
Regional Branch Manager
NMLS # 824215
239.292.4194
BMoore@moorelend.com



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Tyler Moore
Producing Branch Manager
NMLS#: 1408486
239-292-4191
TMoore@Moorelend.com



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Greg Sofranko

*Success
Without
the
Spotlight*

BY JESS WELLAR
PHOTOS BY MICHELLE REED

“I would rather promote all my other agents instead of myself. The name on the door is just a formality,” Greg Sofranko asserts. “I want to focus on the individuals. My ego has been stripped; I learned that a long time ago getting sober — you have to kill your ego to make it happen.”

The Gregory
Sofranko
Group

That hard-earned lesson and complete candor is not necessarily what people expect from the man at the helm of one of the top-producing large teams in the country. As team lead of the Gregory Sofranko Group, co-founded with Alexander “Alex” Deron Torcomian, Greg oversees a team of eight sales agents and three administrators that closed \$86.5 million across 35 transactions in 2025 with William Raveis Real Estate in Park Shore, ranking number eight nationwide in large team volume for the company.

But for Greg, success has taken a backseat to growth — both personally and professionally. And much of that perspective was shaped long before the accolades ever arrived.

Born to Sell

Greg’s entrepreneurial mindset was hard-wired early. Originally from Wheaton, Illinois, he moved to Naples with his family in 1999 to attend high school at Barron Collier before eventually earning an associate degree in business from Florida SouthWestern State College. He then spent nearly a decade immersed in different forms of sales, from cell phones and optical sales to door-to-door dry cleaning and business-to-business office supply sales.

“My goal, since I could remember, was to own my own business and be my own boss,” Greg recalls. “I had given my all to two career paths prior to real estate, both of which crashed and burned in their own fantastic way.”

By late 2012, Greg had moved back to Naples at 25 years old and was living with his parents again, “with his tail between his legs,” as he puts it, while trying to figure out what came next. In the meantime, his parents had launched second careers in real estate after the housing crash, and his mother encouraged him to give the business a shot.

“My mom’s favorite line is, ‘Real estate is not for the faint of heart,’” Greg chuckles. “My parents worked as a team and gave me really good advice and suggestions of what I should be doing, so if I had a question I could always go to them.”

While the guidance mattered, Greg credits his early momentum largely to the relentless sales habits he had already developed. Open houses, cold calling, and door knocking became the foundation of his business, eventually leading to Rookie of the Year honors during the 2013-2014 season.

“I had thought I wasted my time with all my other sales jobs, but I started bringing that into my real estate,” Greg reflects. “Eventually, cold calling led to my first million-dollar listing within six months.”

Developing Agents Beyond Business

When Greg officially launched the Gregory Sofranko Group in 2022, the goal was never simply to build volume, but rather to create an environment where agents could genuinely grow in all areas of their lives.

“We are tight-knit and everybody really gets along,” Greg offers. “What we do is stressful, so we try to offset the work with fun and laughter while still taking the business seriously.”

That balance between accountability and camaraderie has become one of the





defining characteristics of his team. While the production numbers speak for themselves, Greg places equal importance on culture, authenticity, and helping agents build their own unique brands to promote their individual businesses.

At the core of the team are five guiding principles centered around service, hustle, integrity, teamwork, and treating every home like it belongs to them personally. Those

values influence not only how the team works with clients, but also how they recruit. Greg is always open to bringing on new talent, but he is intentional about the kind of personalities that fit the culture.

“Someone who is a self-starter is key, because sales are really an individual sport while we play as a team,” he points out. “Integrity, being personable, and having a thick skin are all a must as well.”

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More than anything, Greg sees his role as an opportunity to help people mature, evolve, and gain control over their own lives — not just their careers.

“As the team leader, I try to go beyond real estate itself and impart some life lessons as more of a coach,” he adds. “Sales is not only a way to make a living, but also a way to live your life with control and help those around you.”

The Turning Point

For Greg, one of the most defining chapters of his life happened long before



Greg Sofranko is team lead of the Gregory Sofranko Group at William Raveis Real Estate.

“

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his business reached its current level of success. At 22 years old, after years of consequences tied to alcohol, he made the decision to get sober — a choice that would ultimately reshape every part of his life moving forward.

“I felt like I didn’t have much of a choice,” Greg admits. “Drinking led to a lot of bad consequences at a young age and I finally took everything that happened as a wake-up call.”

The road back was not easy. Greg spent years rebuilding trust and learning how to live differently while trying to establish himself professionally at the same time.

“Being completely free from all restraints — I think that is the best story I can tell about success,” he emphasizes.

Along the way, a 12-step program and a renewed sense of faith became foundational to his recovery. What once felt like something to hide has gradually become a source of pride and perspective.

“I was so scared people would judge me when I first got sober and now it’s become a badge of honor,” Greg affirms. “To me now, success occurs when you are the sole director of your own life.”

Eyes on the Future

Outside of helping clients and his agents, Greg’s focus these days is centered less



on production and more on building a meaningful life outside the office. He enjoys traveling, flying planes recreationally, staying active in the gym, and spending time with his girlfriend, friends, and family whenever possible.

Before aviation became his newest passion, Greg also spent years involved in comedy, improv, and theater, experiences that likely explain some of the humor and energy his team appreciates today. He still hopes to revisit theater again someday when time allows.

Travel remains another major priority, with South America already a favorite destination and Japan next on the list. But more than anything, Greg says the future he is working toward now is much more personal than professional.

“My desire to start a family is very strong while also developing the relationships close to me,” he concludes with a smile. 🏠



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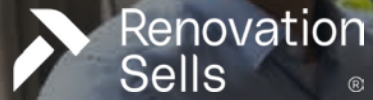
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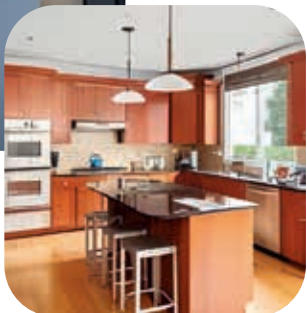
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