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PROFILES



Tara Dyar



Callum Gardner, ADM Photo & Video

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What Serious Agents Should Evaluate Before Saying Yes to a Title Opportunity

Not every title opportunity is built on the same foundation. Deep local roots, trusted leadership, real compliance, and operational depth matter more than most agents realize.

More agents are being approached with title-related opportunities, and many sound compelling at first glance. But for serious agents, the real question is not just what is being offered. It is what kind of company they are aligning their name with, and whether that relationship will strengthen their brand over time.

1. Built on Real Local Service

The strongest title opportunities are built on a real operating company with deep local roots and a proven service history, not just a structure designed to sell ownership.

2. Attorney Leadership That Is Truly Involved

There is a meaningful difference between access to legal support and a model built with true attorney-owner oversight, accountability, and day-to-day involvement.

3. A Structure Built for Long-Term Trust

Serious agents should care how a model was built, how carefully it was structured, and whether it was designed for long-term trust, compliance, and confidence rather than quick expansion.

4. A Closing Experience That Reflects Back on the Agent

A closing is not just a final event. It is a multi-week client experience that shapes how buyers and sellers remember the transaction and the agent behind it.

5. Growth That Protects Quality and Long-Term Value

Not every model grows the same way. The strongest ones are built to protect service, trust, and long-term value as they expand.

At Florida Property Title, we believe a title relationship should do more than get a file to closing. It should strengthen client confidence, enhance the agent's brand, and be built on trusted local leadership, compliance, and real operational depth.



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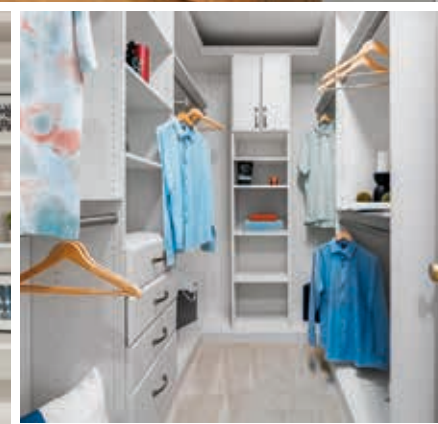
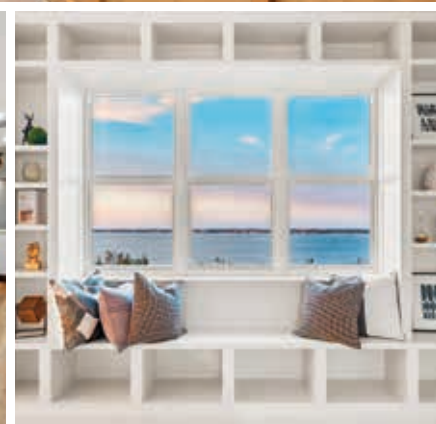
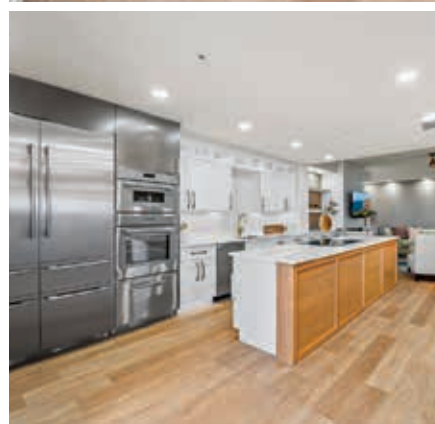


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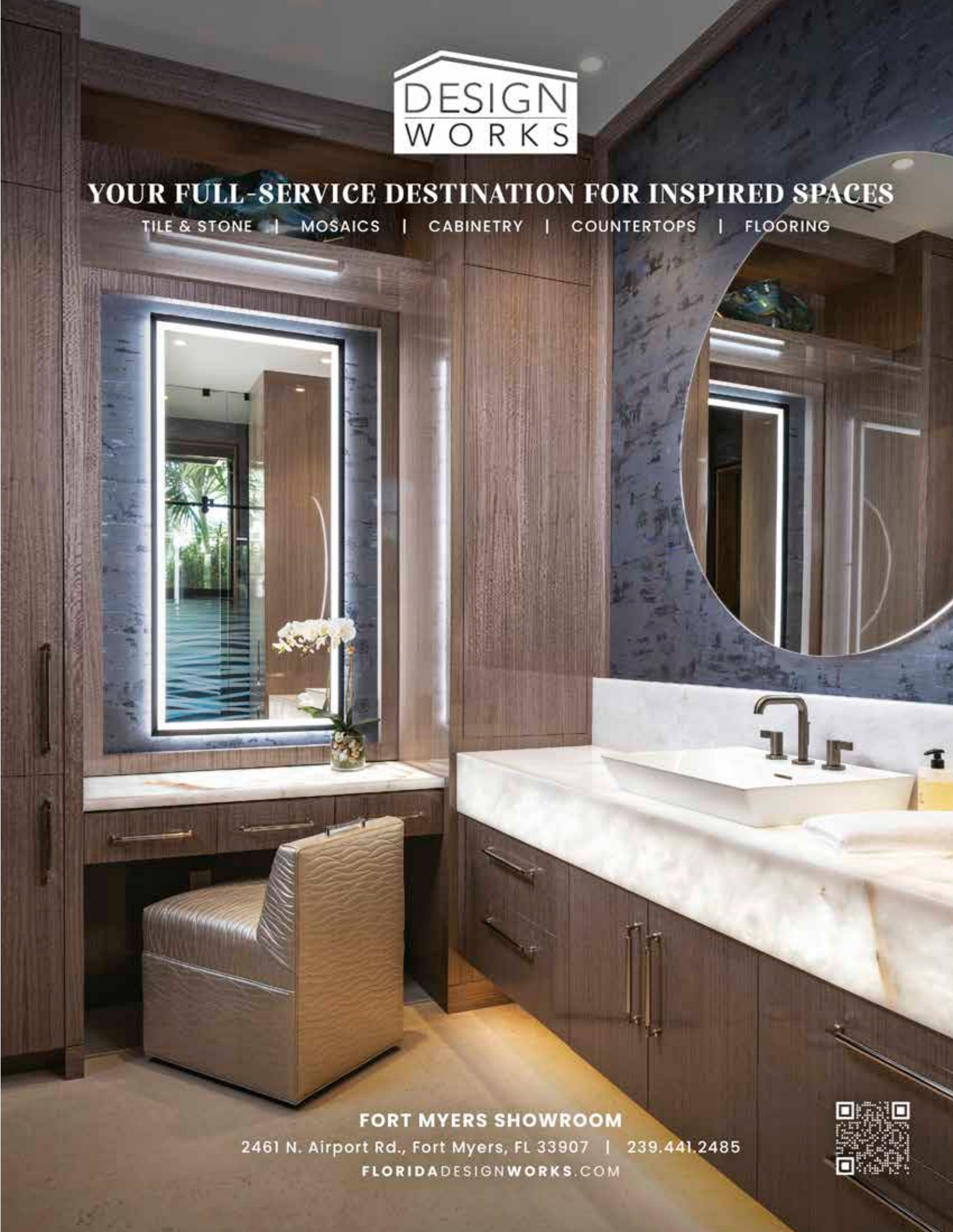
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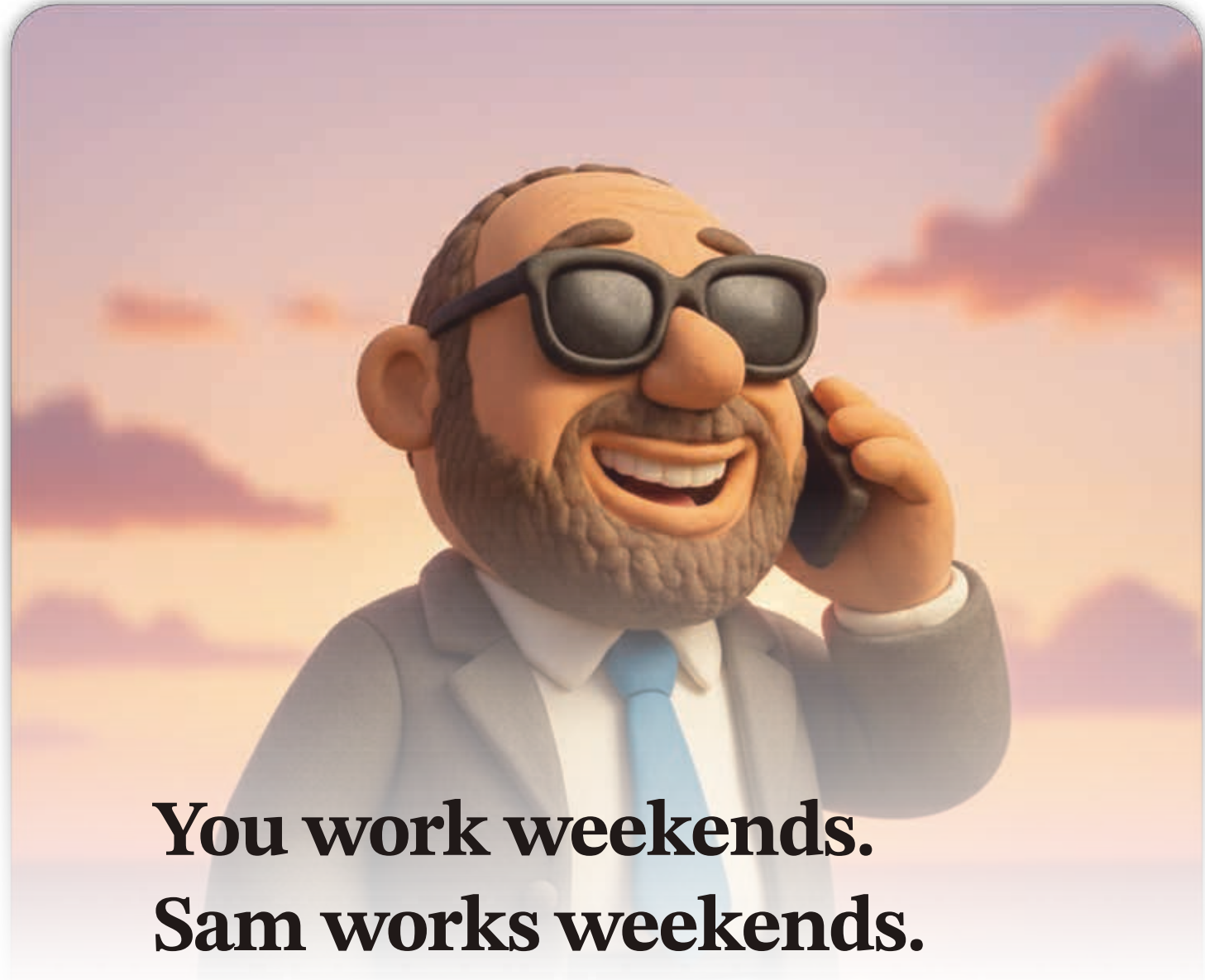
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Thanks to our Mentors

BY ANDREW
REGENHARD

Dear Real Producers of Fort Myers, In June, we celebrate Father's Day and take a moment to honor the men who were often our very first role models.

Whether or not we followed in their professional footsteps, these early influences helped shape our values, our work ethic, and the way we show up in the world.

In real estate, those foundational lessons often carry forward in meaningful ways. Many agents were introduced to the industry by a parent—fathers and mothers who not only modeled what it means to build a career, but also served as trusted guides along the way. Their example leaves a lasting imprint.

For others, mentorship is discovered within the business itself. It shows up in the form of seasoned agents who take the

time to invest in someone new, brokers who offer direction and perspective, and peers who are generous with their knowledge. These relationships become a cornerstone of growth.

By all accounts, mentorship plays a critical role in long-term success. While it is certainly possible to navigate this industry independently, the path is often accelerated—and the results amplified—when guided by the experience and insight of someone who has been there before. A strong mentor can help you avoid missteps, recognize opportunities, and move forward with greater clarity and confidence.

Over time, those who have benefited from mentorship often find themselves in a position to give back. They become the guides, the teachers, and the steady voices for the next

generation. In doing so, the circle of influence continues to expand.

This month, as we recognize our fathers, we also celebrate the mentors who have helped shape our professional journeys—and those who continue to light the way forward.

Very respectfully yours,



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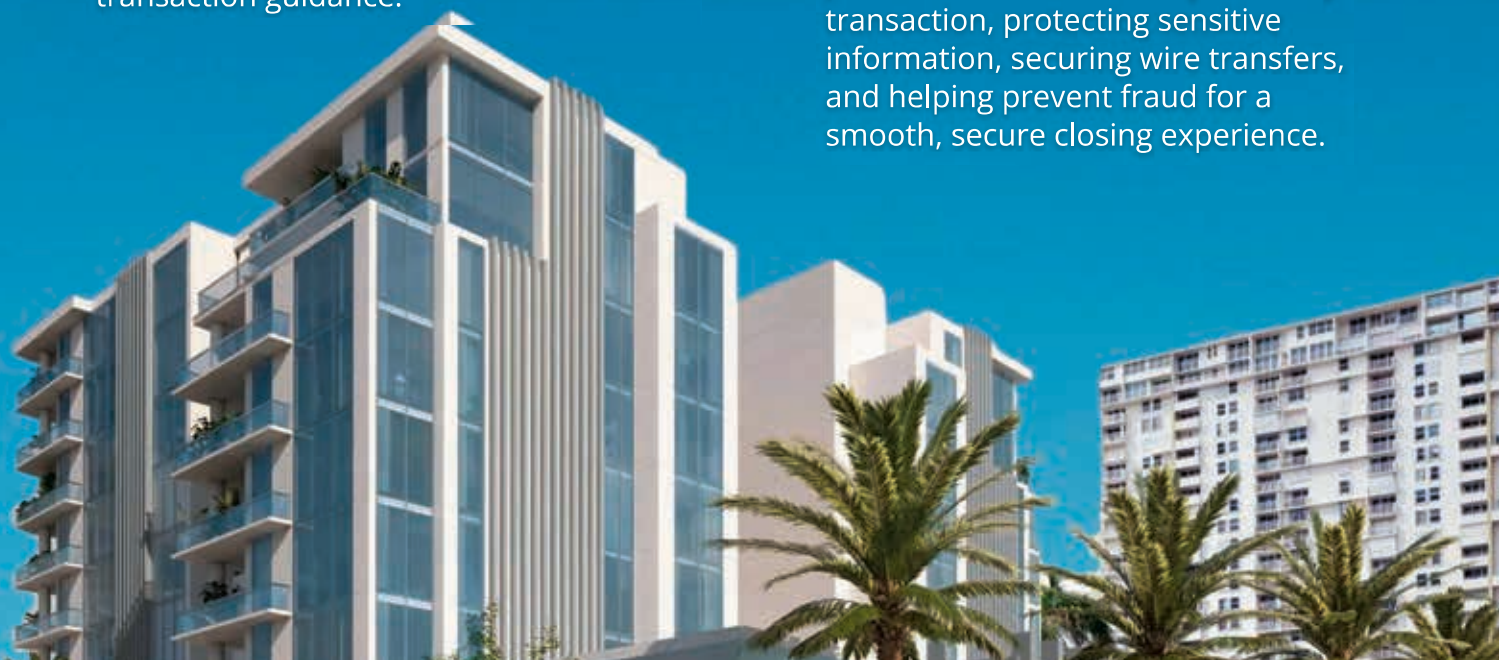
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ROYAL PALM COAST REALTOR® ASSOCIATION

NEW FORT MYERS HEADQUARTERS IS OPEN!

After years of planning, delays, and determination, the Royal Palm Coast Realtor® Association (RPCRA) is preparing to open the doors to its new 23,384-square-foot headquarters at 5265 Summerlin Commons Blvd in Fort Myers.

The new, two-story facility marks a major milestone for RPCRA, whose leadership first recognized about five years ago that the Association had outgrown its former spaces. As Southwest Florida continued to expand, so did the needs of the more than 9,000 real estate professionals RPCRA serves.

“Southwest Florida has experienced incredible growth, and our Association has grown right alongside it,” says RPCRA CEO Sean O’Brien. “This new headquarters represents years of vision, perseverance, and commitment to ensuring we can continue delivering the education, tools, services, and support our members rely on every day.”

The project’s path from concept to completion was not without challenges. RPCRA’s leadership began planning for a new headquarters as the region’s population surged, with roughly 1,000 people continuing to move to Florida each day, many settling in Southwest Florida. That growth put increasing demands on the Association’s services, facilities, and staff.

The journey was slowed by a series of major setbacks, including the COVID-19 pandemic, escalating construction costs, and the impacts of Hurricane Ian. Even so, RPCRA remained committed

to moving forward and was guided over the course of the long journey through the leadership of volunteer leader Donna Stout, who served tirelessly on the project with staff.

The official groundbreaking took place in December 2024, commemorated by RPCRA President Marliessa Gervasoni, representatives from Studio AD architects and Stevens Construction, Fort Myers Mayor Kevin Anderson, and Lee County Commissioner Cecil Pendergrass.

Construction management has been led by Stevens Construction, which projected the project would create dozens of jobs throughout the building process. The work has involved 23 subcontractors, each bringing between five and 20 workers onsite. By the numbers, the new headquarters required approximately 765 cubic yards of concrete, 23,000 concrete blocks, 21 tons of rebar, 15 miles of wiring, and 400 light fixtures.

Once complete, the new headquarters will provide the space RPCRA needs to better serve both its members and staff. The building includes modern training rooms, conference areas, private offices, multipurpose rooms, a kitchen, storage area, and a covered patio designed to encourage networking and member engagement.

“This building is about preparing for the future,” says 2026 RPCRA President Shane Spring. “Our members deserve a headquarters that reflects the strength of this Association and the momentum of our region. From professional development and technology support to collaboration and community, this new space will allow RPCRA

to better meet the needs of our members for years to come.”

The facility is designed to support the Association’s broad range of services, including education, MLS resources, technology assistance, and member support. With a staff of 23 employees, RPCRA plays a vital role in helping real estate professionals succeed in one of Florida’s most versatile regions.

With the move of staff in late May, they worked to wrap up remaining items to allow the building to shine as a visible symbol of RPCRA’s long-term investment in the future of Southwest Florida real estate.

“Our mission has always been to serve our members at the highest level,” O’Brien says. “Occupying this new headquarters is more than a move, it is the beginning of an exciting new chapter for RPCRA and for the professionals we are proud to support. This milestone would not have been possible without the steadfast commitment of Donna Stout, Jacob Meyer, and Doreen Falcone, whose dedication was pivotal in bringing this vision to life.”

More than just a building, RPCRA’s new headquarters will serve as a driving force for education, innovation, and connection, igniting the next era of real estate in Southwest Florida. It reflects the strength of the Association and its vision for supporting members in an ever-evolving industry.



ROYAL PALM COAST REALTOR® ASSOCIATION ANNOUNCES NEW HEADQUARTERS GRAND OPENING

The new RPCRA headquarters is set to be completed and open June 2026

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TARA
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“Real estate was a natural progression from my passion for design and helping people,” Tara Dyar begins. “I realized I could combine creativity, strategy, and relationships while guiding clients through one of the most important financial decisions of their lives.”

Based in Cape Coral with RE/MAX Trend, Tara has built a solid reputation for blending her thoughtful design expertise with attentive service and strategic guidance. Nearly five years into the business, she continues to grow her presence while staying deeply committed to the people she serves.

Roots of Resilience

Originally from Dayton, Ohio, Tara grew up in the Midwest, where she notes “strong values, hard work, and meaningful relationships” shaped her outlook early in life. Her natural creativity eventually led her to Milwaukee, Wisconsin, where she attended college to study interior design.

Before making the leap into real estate, Tara spent several years working in residential interior design and home staging. Those experiences gave her a unique understanding

of how buyers connect emotionally with a space and how thoughtful presentation can make a powerful difference when selling a home.

“I’ve always loved homes — not just how they look, but how they make people feel,” Tara reflects. “Becoming a real estate agent allowed me to turn that passion into a career where I could truly impact people’s lives.”

But Tara’s resilience was shaped by more than her professional path. As a child, she faced a life-altering diagnosis that would ultimately shape her outlook on everything that came after it.

“One of the greatest challenges in my life was being diagnosed with pediatric cancer as a child,” Tara shares. “It taught me resilience, gratitude, and perseverance. Surviving something so significant gave me a

deep appreciation for life and a strong inner drive to overcome obstacles.”

Rolling Up Her Sleeves.

Tara officially launched her real estate career in August 2021, but the early days were anything but easy.

“When I got licensed, it was a lot harder than I thought it was going to be,” she admits. “I realized I needed to 100 percent devote myself to my business.”

Her solution was simple: show up, work hard, and meet as many people as possible. For nearly two years, Tara dedicated herself to doing something most new agents try to avoid — hosting countless open houses while building relationships throughout the community.

“It helps that I’m talkative!” she laughs. “I can talk to a wall, and I’m a strong person who doesn’t give up. I am also not afraid of hard work and I am selective with who I work with — all of my vendors share that same mindset.”

Her strategy paid off. In 2025 alone, Tara closed 17 transactions totaling more than \$5.8 million in sales volume,

Tara Dyar is an agent with RE/MAX Trend.



earning recognition within her brokerage along the way. She was honored with the RE/MAX Executive Club award in both 2023 and 2024 and achieved the RE/MAX 100% Club last year.

While the accolades are meaningful, Tara measures accomplishment in a far more personal way.

“Success, to me, means creating a business built on trust, relationships, and results, while also maintaining balance with my personal life,” Tara emphasizes. “I keep motivated knowing the work I do truly matters; buying or selling a home is both emotional and financial, and I take that responsibility seriously.”

Design with Intention

One of the qualities that sets Tara apart in the competitive Fort Myers market is the way she integrates her background into every aspect of her business. Her years in interior design and home staging allow her to help clients see possibilities that others might overlook.

For sellers, that expertise often means thoughtful staging recommendations and marketing strategies that highlight a property’s best features. For buyers, it means the ability to envision how a house can become their dream home.

“I also operate my business with a concierge mindset — strong communication, hands-on guidance, and attention to detail from start to finish,” she offers.

Clients consistently praise Tara for the level of service she provides throughout the process while leaving a lasting impression that she genuinely cared. She frequently receives feedback that her customer service and support team made the transaction smooth as well.

“And if I don’t know something,” she adds, “my clients appreciate the fact that I get back to them within 24 hours with the correct information.”



Fun Fact

Tara designed her own home without realizing it! A friend asked for her help putting her 1960s ranch house on the market and Tara’s husband quickly fell in love with the property and they made an offer.





Heart Beyond Homes

When Tara steps away from work, her focus shifts to the people who mean the most to her. She and her husband, Duane, have been married for 28 years and have built a life centered around family and faith.

Their son, Cameron, 26, is an Army veteran who served with the 82nd Airborne and is currently attending school full-time in Reno, Nevada. Their

daughter, Alexandria — better known as “Lexie” — is 22 and a graduate of the University of Alabama, where she now works for the university.

The Dyar household also includes two beloved rescue dogs, Smokey and Harley, who are very much part of the family.

In her precious downtime, Tara enjoys heading to the beach, listening to country music, attending concerts,

reading mystery novels, journaling, and completing her nightly Bible devotionals. She also loves traveling when she can find time in her schedule, with upcoming trips planned to Nevada to visit her son and to Ohio to reconnect with lifelong friends.

Tara’s personal journey has also inspired a deep passion for giving back to the organizations that saved her life. She actively supports St. Jude Children’s Research Hospital and Dayton Children’s Hospital, where she once served as the hospital’s first children’s ambassador at just 6 years old. She later represented the American Cancer Society as a child ambassador as well.

Looking ahead, Tara is focused on continuing to grow her real estate business while staying true to the values that have brought her this far: maintaining a high level of personalized service and building a recognizable brand.

At the same time, she is excited about the simple joys life still holds.

“Personally, I look forward to spending time with family, traveling more, and continuing to create beautiful spaces,” she concludes with a smile. 🍷

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CALLUM GARDNER

ADM PHOTO & VIDEO

Seizing the Power of Your Brand BY JESS WELLAR • PHOTOS BY NEW FRAME PHOTOGRAPHY

Top REALTORS® know first impressions are everything, but some struggle to leave a lasting one. Over the past eight years, ADM Photo & Video has steadily become one of those rare businesses that can make sure that scenario is avoided. Since its founding in 2018, the Fort Myers-based media company has helped nearly 1,000 Realtors elevate their listings, strengthen their personal brands, and stand out in an increasingly visual market across Southwest Florida.

Behind that growth is co-owner Callum Gardner, whose approach to real estate media is less about flashy shots and more about strategic storytelling. From Port Charlotte to Marco Island, ADM has positioned itself as a trusted extension of an agent's business, not just another vendor on the transaction checklist.

Drones to DSLR

Callum's path into real estate media wasn't exactly planned, but in hindsight, it makes perfect sense. His family moved from England to Fort Myers when he was just 3 years old. Years later, while attending Limestone College in South Carolina to study biology (with the sole goal of playing soccer), Callum found himself unsure of his long-term direction.

"I thought I would become a physical therapist but I knew in my heart it wasn't my true passion," he admits.

That uncertainty led him back home during school breaks, where he worked part-time with his father, Earl,

at his father's website development company, Alchemy Digital Media. His father had recently purchased a drone to photograph clients working at height, such as roofers, builders, and contractors, and that piece of equipment changed everything for his son.

A Realtor friend soon asked Callum if he could photograph a listing. One referral to a colleague turned into another, and before long, steady business followed. With that momentum, Callum and his

dad launched ADM Photo & Video, carrying over the acronym from Earl's original company as tribute.

At first, their offerings were limited to aerial photos and Matterport 3D tours. But it didn't take long to spot a gap for agents to stand out.

"We realized pretty quickly that the still photographs from Matterport weren't good enough compared to a DSLR camera photograph," Callum explains.



They invested in professional camera equipment, learned the craft inside and out, and expanded into full-service photography, videography, and 3D tours. Post-COVID, the business took another major step forward with the opening of their first studio.

“This allowed ADM to offer agent headshots, branding photography, and video content under one roof, as

well as family portraits and corporate photography,” Callum points out. “We could give clients consistency across every visual touchpoint.”

Built for Scaling Agents

Today, ADM Photo & Video operates as a full-service real estate media company with seven employees, including an additional experienced real estate photographer supporting the team.



Callum Gardner is co-owner of ADM Photo & Video.



Rather than offering one-off services, ADM functions as a strategic one-stop partner. Photography, cinematic video, drone work, 3D tours, and personal branding are all designed to work together, helping agents appear more professional, recognizable, and competitive in their markets.

That consistency matters, especially for Realtors managing high volume.

“What truly sets us apart is that we don’t just create visuals, we create marketing tools that help homes sell and agents stand out,” Callum notes. “At that level, it’s not about checking a box for photos or video — it’s about consistency, speed, and brand positioning.”

ADM’s workflows, quality control processes, and creative standards are built specifically with scaling agents in mind. The team understands the pressure of back-to-back listings and the importance of delivering polished results every single time.

Over the years, that approach has paid off. ADM is approaching 1,000 happy Realtor clients and maintains a 5-Star Google Star Rating. The company has also been recognized as one of Best Real Estate Photographers in Southwest Florida in 2023, 2024, and 2025 awarded by Expertise.com.

Those accolades are certainly meaningful, but for Callum, the most fulfilling part comes from growth.

“It’s incredibly rewarding to know not only did we help a home sell faster or attract stronger offers, but building long-term relationships with agents and watching their brands grow over time,” he grins.

Evolving with the Industry

There’s no denying real estate media expectations have changed dramatically since ADM’s early days.

“The biggest change I’ve seen is that real estate media has shifted from being a nice extra bonus to a must-have in all listings,” Callum notes. “Today’s buyers expect more before they ever

schedule a showing: high-quality photos, video walkthroughs, drone shots, and immersive experiences that allow them to evaluate a home before they even walk through the door.”

At the same time, agents are becoming increasingly aware of the importance of personal branding. As a result, on-camera video and consistent visual identity have become standard, not optional.

“Agents understand that they need to get their faces seen and voices heard more in order to promote their personal brands,” he adds.

Family at the Core

ADM Photo & Video remains a family-driven business at its heart. Working alongside his father, Callum still spends much of his time collaborating, planning projects, and shaping the future with him. His mother, Rosemary, works nights as a nurse, but family time remains a priority whenever schedules align.

Outside the studio, the Gardners share a love of soccer, beach days, Topgolf outings, and cheering on their favorite team, Manchester United. Callum also spends his downtime at the gym, fishing, boating, and soaking up the SWFL lifestyle.

Giving back is equally important to Callum and his loved ones. ADM volunteers their photography services at assisted living facilities, creating portraits of military veterans, providing images that families can treasure long after.

Looking ahead, ADM continues to enjoy year-over-year growth with future plans to hire additional photographers to support Southwest Florida.

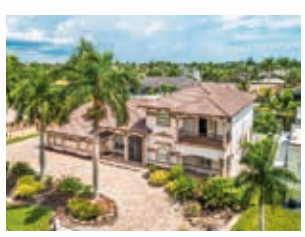
“But our main goal is not to grow as fast as possible,” Callum concludes. “We want to maintain the exceptional standard of our work with slow, steady expansion — quality always comes first.”

“THE BIGGEST CHANGE I’VE SEEN IS THAT REAL ESTATE MEDIA HAS SHIFTED FROM BEING A NICE EXTRA BONUS TO A MUST-HAVE IN ALL LISTINGS.”



To learn more or schedule media services with ADM Photo & Video, visit www.realestatephotographerfortmyers.com or call/text Callum Gardner at 239-223-8224.





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Melissa Orta



Turning Sacrifice Into Success

BY JESS WELLAR | PHOTOS BY MICHELLE REED PHOTOGRAPHY

“To this day, my parents motivate me because they sacrificed so much for me to come to the U.S., and I want to be able to repay them that much more,” Melissa Orta begins. “For that reason, I never waste an opportunity.”

That burning desire has helped fuel Melissa’s remarkable rise in Southwest Florida real estate. In just a few short years, the broker associate with Marzucco Real Estate has built an impressive presence across Lehigh Acres, Labelle, and Naples, earning recognition as a top producer while proving that resilience and discipline can turn opportunity into lasting success.

ROOTS OF RESILIENCE

Melissa spent the first eight years of her life in Cuba before her family moved to Miami in search of greater opportunity. Life there looked very different from what she experiences in the United States today.

“It was a difficult upbringing. We didn’t have access to a phone, let alone the internet, and only had two channels to watch on TV,” Melissa recalls. “Information was extremely limited and those memories of government control have helped shape my drive to keep going.”

Those early years left a lasting impression, instilling a strong appreciation for opportunity and the determination to take advantage of whatever came her way.

After settling in Miami, Melissa eventually attended Florida International University, where she studied politics, international relations, and communications. Along the way, she worked in a variety of roles, from banking to retail and art sales, gaining





Melissa Orta
is a broker
associate with
Marzucco
Real Estate.

valuable experience in communication, negotiation, and customer service that would later become the foundation of her real estate career.

BELIEVING IN HERSELF

The idea of real estate first surfaced while Melissa was working at a bank during college, when a regular client who was a real estate investor suggested she consider the industry.

“That conversation really stuck with me and made me start looking into the industry,” Melissa remembers. “I had honestly never thought about real estate before that moment, but the more I researched it, the more I realized it matched my personality and entrepreneurial mindset.”

After graduating, Melissa felt ready for a fresh start and decided to leave Miami for Southwest Florida. She obtained her license in early 2022 and committed to the career fully, even though doing so meant starting over in a completely new market without a network.

“I only had a little bit of money saved and ended up draining my savings during that time,” she remembers. “It wasn’t an easy transition at all — I was basically in survival mode and building everything from zero in a place where I didn’t know anyone.”

“But I had faith and felt like real estate was meant for me, I was passionate about it from the beginning,” she continues. “I also knew I wouldn’t be successful overnight and had to put the time in and endure a growth period of sacrifice.”

MARKETING WITH PURPOSE

Melissa embraced the risk and poured her time and resources into building her brand through social media and marketing. And needless to say, her sacrifice and persistence eventually began to pay off.

In just her third full year in the business, she closed 76 transactions totaling more than \$16.7 million in sales volume in



2025, earning recognition as a Top Producer at her brokerage two years in a row and a place among the Top 100 agents in Lee County.

“I’m very dedicated to my business, but I also invest heavily in it and spend a lot of time building relationships within my community,” Melissa explains

A major component of her strategy revolves around marketing. Melissa focuses heavily on professional video, storytelling, and social media to ensure each property stands out in a competitive market.

“Real estate today is no longer just about putting a home on the MLS and waiting for buyers,” she points out. “It’s about creating exposure, attention, and demand so the property reaches the right audience.”

Equally important to Melissa is the trust she builds with clients throughout the process by keeping their best interests top of mind. Her communication style is straightforward and transparent, something she believes helps establish stronger relationships from the beginning.

“I’m very honest with my clients and tell them exactly what they can expect from the start,” she states. “Even when the truth isn’t always what someone





Top producer Melissa Orta with her Doberman, Miro.

enjoys hearing, that honesty ultimately helps them make better decisions.”

BUILDING A FUTURE LEGACY

Outside of real estate, Melissa prioritizes the relationships that matter most. She intentionally carves out time to slow down and connect with family, appreciating the everyday traditions that keep her grounded.

“Family is a big part of my life,” she smiles. “Those small moments — just hanging out, eating good food together, making cafecito and talking — mean everything to me.”

She also shares her home with Miro, her beloved Doberman, who has become a constant companion when she’s not working with clients. When time allows, she also enjoys Pilates, listening to music, and reading books focused on philosophy, finance, and personal growth.

She also enjoys supporting causes that align with her values, particularly the Animal Refuge Center, an organization

close to her heart because of her lifelong love for animals.

Faith plays an important role in her life as well. Melissa attends Victory Church, where she continues strengthening her spiritual foundation while staying involved in her local community.

“My faith keeps me grounded and reminds me that everything I’m building has a bigger purpose behind it,” Melissa shares. “I truly believe that with faith, discipline, and hard work, you can overcome challenges and keep moving forward.”

Looking ahead, Melissa remains intentional about keeping her priorities centered, ensuring that faith continues to guide the decisions she makes by keeping God front and center in her life. At the same time, she’s focused on continuing to grow her presence across Southwest Florida while building a brand defined by trust, creativity, and results. She’s open to the possibility of forming a team when the timing is right

and envisions plenty of opportunities to grow beyond real estate as well.

“I could also see myself being involved in politics someday because I enjoy being part of conversations that help improve communities and create opportunities to help others,” she concludes. ❏

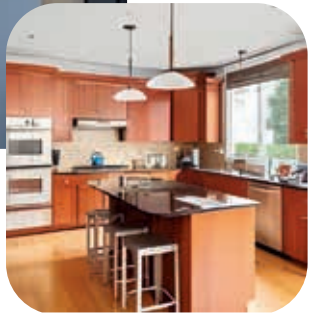


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