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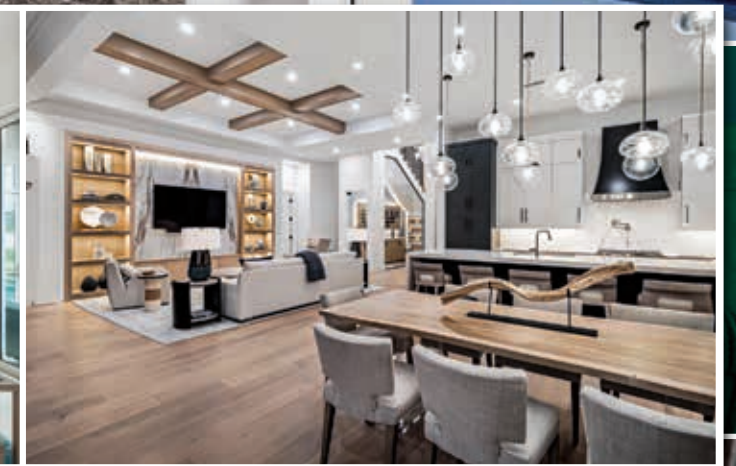
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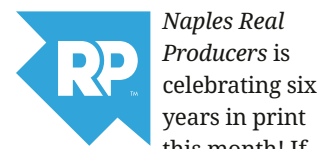
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FAQ

ABOUT THIS MAGAZINE

BY ANDREW REGENHARD, OWNER/PUBLISHER



Naples Real Producers is celebrating six years in print this month! If

you just made the 2026 Top 500 producers in Naples and are new to our publication, you may be wondering what it's all about. "FAQs About This Magazine" answers the most commonly asked questions around the country regarding the Real Producers platform. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice, and to connect, elevate the industry, and inspire!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in Naples. We pulled the MLS numbers (by volume) from January 1, 2025, to December 31, 2025, in the Naples area, cut the list off at number 500, and our new 2026 Top 500 distribution list was born. This magazine is free exclusively to the top 500 agents in the area each year. This year, the minimum production level for our group was \$8.85 million in 2025, based on data reported to MLS.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate Realtors. We will consider anyone brought to our attention. Because we don't know everyone's story, we need your help to learn about them.

A nomination currently looks like this: You email us at swfl@n2co.com with the subject line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "Preferred Partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach

us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors in the area, but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to me at andrew.regenhard@n2co.com.



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WELCOME, New Top 500 AGENTS!

Dear Real Producers of Naples,

March always brings a special kind of excitement here at *Naples Real Producers*. It's the month when the numbers are finalized, the data is reviewed, and we officially determine which agents earned a place among our area's Top 500 for the 2025 calendar year—forming our new Top 500 community for 2026.

This moment is always meaningful. Many high-performing agents continue their well-earned streak, maintaining their place in the Top 500 year after year through consistency, discipline, and exceptional service. At the same time, there is always a wave of new faces—agents who elevated their business, exceeded expectations, and earned their way into this elite group for the very first time. That balance of legacy and momentum is what makes this community so powerful.

To our returning Top 500 members: your continued excellence sets the standard. To those joining us for the first time: welcome. Your hard work has not gone unnoticed, and we are thrilled to celebrate your achievement and officially welcome you into the *Naples Real Producers* community.

In the year ahead, our Top 500 agents will receive this mhly publication, gain access to our exclusive networking events (see you on March 26th at 7J7 Sky Lounge for our first event of the year), and have opportunities to be featured in the magazine—sharing your stories, insights, and experiences with fellow top producers. These moments of connection, recognition, and collaboration are what Real Producers is all about.

We can't wait to meet you, learn your story, and celebrate alongside you throughout the year. This community

continues to grow stronger, more dynamic, and more inspiring with each new class of Top 500 agents.

Congratulations to all—and welcome. It's going to be a great year.

Very respectfully yours,



Andrew Regenhart

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\$12.5 Billion



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TOTAL
TRANSACTIONS



8,095

LISTING SIDE
TRANSACTIONS



4,409

BUYING SIDE
TRANSACTIONS



3,686

\$25 Million



AVERAGE SALES
VOLUME PER AGENT



AVERAGE
TRANSACTIONS
PER AGENT

16.2

*Information is based on residential sales in 2025 in Collier County by the top 500 agents by total sales volume.

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The Three P's

That are Stopping You from Greatness

BY MICHAEL DILL

Maybe you know what you *should* be doing, but you're not doing it. Maybe you've got ideas, goals, or plans—but nothing seems to move forward. Maybe you're busy, but deep down, you know you're not making real progress.

Here's the hard truth: What's stopping you probably isn't external.

It's internal.

And it usually comes down to three very common traps:

Perfection. Procrastination. Paralysis.

They show up quietly. They sound reasonable. And if you're not careful, they will completely derail your momentum.

Let's talk about each one.

Perfection: The Most Acceptable Excuse

Perfection is tricky because it disguises itself as excellence.

It sounds responsible.
It sounds disciplined.
It sounds like high standards.

But more often than not, perfection is just fear dressed up in good intentions.

Perfection says:

"I'll start when I have more time."

"I need to think this through a bit more."

"It's not quite ready yet."

The problem is this: **perfect never arrives.**

If you wait until everything is flawless, you'll be waiting forever. Progress is made by people who are willing to act before they feel fully ready.

Excellence is about doing your best with what you have right now.

Perfection is about avoiding movement altogether.

And one creates momentum.
The other kills it

Procrastination: The Thief of Opportunity

Perfection almost always leads to procrastination.

You don't say no.
You just say "not yet."

Not today.
Not this week.
After the busy season.
Once things calm down.

Napoleon Hill listed procrastination as one of the major causes of failure for a reason. It doesn't feel dangerous in the moment, but it compounds quietly over time.

Every delayed decision steals momentum.
Every postponed action builds doubt.
Every missed window becomes harder to reopen.

Procrastination convinces you that waiting is wise, when in reality, waiting is often what keeps you stuck. Leaders decide.
High performers act.
Growth requires movement.

Paralysis: When Fear Freezes You

When perfection and procrastination team up long enough, paralysis sets in.

This is where you stop moving altogether.

You overanalyze.
You question every option.
You replay worst-case scenarios.
You get stuck trying to choose the "right" move.

But here's the truth:
There is no perfect move.

There is only the *next* move.

Paralysis doesn't mean you're incapable. It means you care.

It means the stakes feel high.

And that's exactly why action matters most.
Momentum breaks fear.
Movement restores clarity.
Action brings confidence back online.

Even a small step forward is enough to loosen the grip.

The Better Framework: Attitude, Action, Results

If the three Ps are what stop you, here's the simple framework that gets you moving again:

Attitude. Action. Results.

It starts internally.

Get your attitude right. Reset your mindset daily.

Then take action. One step. One decision. One conversation.

And let the results build from there.

You don't need a full plan.
You don't need every answer.
You just need forward motion.

Results are built through consistent action, not perfect conditions.

Final Thoughts

Greatness isn't reserved for the boldest or the smartest.

It's built by those who are willing to move when others hesitate.

If you're feeling stuck right now, ask yourself:

Where am I chasing perfection instead of progress?

What have I been putting off that needs action?

What is one small step I can take today?

Break the cycle.
Choose movement.
And remember this:

You were not created to be stuck.



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



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Marissa DiMare

MAKING
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BY JESS WELLAR
PHOTOS BY
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“In real estate there is so much noise and competition, but there is only one you — so I just focus on being me and serving people at the highest level,” Marissa DiMare begins.

“I treat every property like it’s my own and it has come back to me *10 times over*. Being irreplaceable is not always doing the most, it’s about caring the most and being intentional.”

That heartfelt focus explains how Marissa has quickly built a thriving, referral-driven business spanning two states. Today, she operates as a solo agent in Naples while also leading a small team at the Central New Jersey Shore covering both Monmouth & Ocean Counties, rooted in lasting relationships and the ultimate client experience.

College Hustle to Career Calling

Marissa grew up in a business-oriented family and planned on a future that would land her on Wall Street. Raised in New Jersey and attending Rutgers University, she took a job during her freshman year that quickly turned into something more.

“I fell into real estate by accident, just wanting part-time work while I was in school,” she recalls.

“I worked for a high-energy, top-producing REALTOR® and literally started by stuffing envelopes.”

Within six months, she was licensed, managing more than 20 transactions at a time, and operating as a full-time assistant. The fast pace and possibilities clicked immediately — even if the people around her weren’t convinced.

“I instantly knew I had a passion for real estate and the endless opportunity it offers; but my family told me to get a real job!” she laughs.

She graduated in 2009 with a degree in business and environmental economics, smack dab into the Great Recession. After turning down a Wall Street internship at JP Morgan, she knew she needed to make real estate work. She realized that real estate offered what finance never could — alignment, autonomy, and the ability to build a business that reflected her life.

Two Markets, One Standard

After building her New Jersey business for 12 years, Marissa expanded to Naples in 2018, a place she first visited in 2014 and immediately felt drawn to. But moving to The Sunshine State full-time in early 2021 came with hurdles she didn’t fully anticipate.



“

IF I DON'T THINK A
PROPERTY IS RIGHT
FOR A CLIENT,
I WILL LET THEM
KNOW WHY.”



Marissa DiMare is a solo agent in Naples and maintains a small team on the Central New Jersey Shore.

“I underestimated the challenge of relocating to Naples while I was about to have a baby during COVID times,” she admits. “Not to mention, rebuilding my entire network in a town where I didn’t know anyone meant starting over.”

Still, the decision wasn’t driven by ideal timing, it was driven by her strong conviction. “I thought to myself, ‘If not now, then when?’” she remembers. “There is never going to be a perfect time — but when your heart tells you to go for it, you go for it.”

Today, Marissa and her family are full-time in Naples, but spend time at the Central New Jersey Shore, maintaining deep roots in both markets. In 2025, she closed 13 transactions in Naples and over 30 in New Jersey.

“I define success by impact though, not volume,” she emphasizes. “I have experienced the high production years and I have also intentionally chosen seasons that prioritize family, presence, and alignment.”

That mindset extends into her content too. Through her blog *Health, Wealth and Real Estate*, as well



Marissa DiMare with her husband Darren and son Nicholas.

as a monthly newsletter, Marissa shares insight beyond transactions: from market education to the importance of going the extra mile, even when no one is watching.

The Secret Sauce

Ask Marissa what sets her apart and she won’t give you a rehearsed answer, she’ll give you the truth.

“I just say it how it is,” she explains. “I don’t tell people what they want to hear, I tell them what they need to hear.”

That honesty shows up in pricing conversations, property evaluations, and buyer guidance. If a home isn’t right, she frequently says so. If a listing strategy won’t work, she won’t recommend it — even if it costs her a deal.

“I will not list a property way over market value because I know it’s not what is going to get the seller the results they are looking for,” Marissa affirms. “If I don’t think a property is right for a client, I will let them know why.”





“

I CHANGED, THE
WORLD CHANGED, MY
LOCATION CHANGED...
AND NOW, I FEEL LIKE
I CAN REALLY DO
ANYTHING.”

Her service model is built around elevated experience, not volume for volume's sake. She likens it to walking into the Ritz-Carlton: think thoughtful, hands-on service that appears seamless.

Another way Marissa distinguishes herself is rooted in her genuine love of negotiation. Protecting her clients, reading between the lines, and securing the strongest possible outcome is where she absolutely thrives.

She also brings meaningful, human touches most agents overlook, like asking sellers to write a short statement about why they bought their home in the first place. That insight helps her connect with potential buyers at an emotional level, not just on paper; and it's exactly why her clients trust her with their biggest decisions.

Family Life and the Long View

At home, Marissa balances business with family life alongside her husband Darren and their four-year-old son, Nicholas, while also embracing her role as a stepmom of older children.

“I wear lots of hats!” she chuckles.

Outside of work, she gravitates toward sunshine, outdoor living, boating, skiing, and anything that supports a healthy, active lifestyle.

Her love of connection has also fueled her community involvement, from founding a Young Professionals Network at the Board in New Jersey to serving with the Naples Garden Club, where she helps raise funds through the annual House & Garden Tour.

Eyeing her future, Marissa's goals are expansive, yet firmly grounded in her top priorities. And while her vision includes investments, possible team expansion, and even a future boutique hotel renovation, the driving force remains the same.

“My goal is to live a big life and business that still gives me my freedom to continue to be really intentional in every season,” she concludes. “I changed, the world changed, my location changed... and now, I feel like I can really do anything.”



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COGNITIVE RESILIENCE:

THE NEW CURRENCY OF PERFORMANCE

BY CARLENE MARIE

Have you ever finished a full day of meetings and conversations and realized the tiredness is not in your body but in your brain? Foggy thinking. A shorter fuse than you like. That feeling of being “on” for everyone, then getting in the car and exhaling like you have been holding your breath all day. If you’ve ever felt this, your mind is simply

doing what minds do under sustained demand. That is what it feels like when your cognitive resilience is running low.

Cognitive resilience is the capacity to stay clear, grounded, and responsive when pressure is high, change is constant, and decisions stack up. It gives you faster recovery so you lead from intention

rather than urgency. Clearer decisions. Intentional conversations. Better outcomes.

In my coaching work, I see a clear difference between people who sustain success and people who run on adrenaline until they do not recognize themselves. The ones who sustain it treat attention like an asset. They protect their internal state

like it matters. They build emotional regulation as a skill, not a personality trait.

Emotional regulation is not about suppressing emotion. It is about staying anchored while emotion moves through you. You still feel pressure. You just do not let pressure lead. You direct intentional steadiness to choose your next sentence, your tone, your pace.

Stress tries to take that steadiness away. It narrows focus and speeds everything up. You speak faster and listen less. You start reaching for control, closure, or certainty. You can be mid conversation and miss what the other person is truly asking because part of you is already responding to the threat of getting it wrong.

You know these moments. Walking up to a front door with your phone still buzzing, jaw tight, already rehearsing. Pulling into a parking lot after back-to-back calls, trying to switch gears instantly, then wondering why you feel sharp or scattered two minutes later.

Here is the key. Under strain, the brain prioritizes speed and protection. Patience gets shorter. Discernment becomes harder to access. That is why even the

most capable people can overexplain, rush, interrupt, or try to steer too hard.

Cognitive resilience gives you another way. You notice the shift early and you come back to clarity right in the moment. This is where mindset and well-being become one integrated discipline. Mindset is the meaning you assign. Well-being is the state your body is in while you assign it. When those two align, resilience becomes something you live.

Try this before your next meeting, call, or negotiation. Think of it as a pre-game reset. Same you, steadier system. Give yourself a 60-second pause that brings you back to center. Stand still for a moment and feel your feet on the ground. Let your shoulders drop. Unclench your jaw. Take three slow breaths and make the exhale longer than the inhale. A longer exhale signals safety to your nervous system, and safety is what allows higher thinking to return. Then name what is true in one sentence. *I feel pressure. I feel rushed. I feel keyed up.* Naming it creates space.

You are no longer inside the feeling. You are with it. Finally, ask a better question. *What would clarity*

look like here? Now, walk in carrying that.

This works because the mind follows the body. Interrupt the stress response and attention widens. The mental load lightens. Discernment comes back online. You stop operating from urgency and start leading from choice. No long practice required. Just a reliable micro reset you can use in real moments, in real rooms, on real days.

Your advantage is steadier inner leadership. Cognitive resilience makes decisions more consistent. Communication becomes calmer and more precise. Presence strengthens in the moments that matter. You listen without rushing to control the outcome. You stay present long enough to hear what is really being said. And that changes everything.

High performers who lead best are not carrying more. They are carrying differently. With clarity. With steadiness. Cognitive resilience is not a soft skill. It is leadership. It is the quiet power to bring steadiness into rooms that move fast, and to bring your best mind to the moments that matter most. That is the currency of performance and you are more than capable of building it for your whole life success.



Carlene Marie is a Certified Master Mindpower Coach and Certified Health, Wellness & Life Coach. She specializes in private and group coaching, keynotes, workshops and publications helping high performers cultivate mental toughness and emotional resilience. With extensive expertise in unlocking human potential, Carlene Marie's programs empower and guide toward lasting change for optimal success in every area of life. CarleneMarie.com | 513.383.5647



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BRANDON NASH

NASH INSURANCE & ASSOCIATES

A Family Standard of Service

BY JESS WELLAR
PHOTOS BY NEW FRAME PHOTOGRAPHY

In an insurance market that has been anything but predictable over the years, consistency has become a rare commodity in Southwest Florida. Brandon Nash, however, has made it his advantage.

As the owner and founder of Nash Insurance & Associates, Brandon has spent the last 18 years helping families, investors, and business owners navigate coverage decisions with plenty of options and a long-term mindset, instead of fearing the fine print.

At its core, Nash Insurance is an independent insurance agency specializing in both personal and commercial lines. With two Fort Myers locations and a team of 18 agents separated into dedicated sales, service, and commercial departments, the agency serves clients across Lee, Collier, Charlotte, and Palm Beach counties.

Local Roots

Southwest Florida isn't just Brandon's market, it's also home. Born and raised locally, Brandon attended Fort Myers High School and Evangelical Christian School before graduating from Florida State University with degrees in business management and social science.

"My education helped me tremendously as an entrepreneur with marketing, accounting and how to run a business. I learned why people think certain ways," he explains. "I always knew I would own my own business one day."





Brandon Nash's parents, Melloe and Brad, joined him at Nash Insurance & Associates and help him run the business.

Insurance wasn't always the obvious path. Brandon is a third-generation insurance professional; following in the footsteps of both his father and grandfather, who worked with State Farm. While in college, Brandon helped his dad part-time and eventually decided to become licensed after graduation while he figured out his next steps.

Within his first year in the business, Brandon had written a million dollars in commercial insurance policies and, more importantly, was saving clients serious money on their premiums — over half the sticker price on average.

"Helping clients save tens of thousands of dollars definitely felt good," he grins. "And that's what I still find fulfilling about my work; making sure our clients are properly covered at a competitive price."

Later, when State Farm pulled out of the commercial insurance market in Florida, Brandon saw firsthand the limitations of national players. Independent agencies,

on the other hand, could pivot, having many more options.

That realization led him to work with a friend who ran an established independent agency in Naples before opening his own office in Fort Myers. This gave his clients access to the top carriers in the Florida market from day one.

Independent Advantage

That "independence" remains one of the agency's greatest strengths. In a volatile insurance environment, having many choices matters.

"The power of the independent agency is that you can always provide the next best option if the policy is cancelled," Brandon explains. "Whereas with big agencies like State Farm, you only have their option — there's no alternative."

Today, some of the best insurance companies operating in Florida work with only a select number of agencies, including Nash Insurance & Associates. That access allows the team to shop

coverages strategically, adjust quickly when markets shift, and protect clients from unnecessary cancellations or price shocks.

The agency's philosophy is simple yet effective.

"Our motto is: 'Any Definition of Success Should Include Serving Others,'" Brandon shares. "That is how my family has approached the business in Southwest Florida for more than 70 years; and since I started, we have written policies for approximately 7,500 families in the region."

For top-producing REALTORS®, Nash Insurance & Associates functions as a behind-the-scenes partner. The agency specializes in supporting real estate and mortgage professionals by keeping insurance from becoming the bottleneck in a transaction.

"Our goal is to offer the best coverage at the best price with a quick turnaround," Brandon affirms.



A True Team

That efficiency is backed by experience. The agency works exclusively with seasoned agents and top-tier carriers, ensuring fewer surprises and faster solutions. Nash Insurance & Associates is very much a family operation. Brandon's father, Brad Nash, works alongside him and brings more than 47 years of industry experience to the table. "I constantly bounce ideas off of my dad every day," Brandon acknowledges gratefully.

Brandon's mother, Melloe Nash, also played a pivotal role. She helped her husband start his own agency years ago and later assisted Brandon administratively during the early years of Nash Insurance & Associates.

"My mother has always been the backbone of our family, supporting us in every way possible," Brandon shares.

Outside the office, the family stays active together. They enjoy playing tennis,

pickleball, golf, beach days, and regular family reunions. The agency also has a four-legged morale booster named Nash, Brandon's mini goldendoodle. Nash serves as the company's unofficial 'CMO' — Chief Morale Officer — a title bestowed by Brandon's team.

Faith and service are also woven into the fabric of the Nash family. Brandon and his father are actively involved in prison ministry through Kairos International and have supported WeCare Outreach for more than two decades, helping individuals who are facing homelessness and addiction. This past year, their fundraising efforts were instrumental in helping to save Hannah's House, a women's shelter.

Brandon adds proudly that his father was recently nominated to lead a 30-to 40-person prison ministry team, a reflection of the values they bring into every aspect of life and business.

On the Horizon

After years of instability, Brandon sees encouraging signs in Florida's insurance

market. Legislative reform has made the state more attractive to new carriers. Competition is increasing and premiums are finally beginning to ease.

As the local real estate activity picks up, Nash Insurance & Associates is feeling the momentum.

"We have had an explosion of new business this year and we are excited to work with more Realtors to help their clients with transactions," Brandon concludes. "We are up 60% in leads from real estate transactions — and as real estate picks up, we pick up."

For insurance guidance rooted in experience, options, and service, contact Brandon Nash with Nash Insurance & Associates at www.nashfl.org or call or text 239-770-8521.



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RENATA

THRIVING ON TIKTOK

FRISONE

BY JESS
WELLAR
PHOTOS BY
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“I am an overachiever. I can’t do anything halfway. Good enough is not in my vocabulary,” Renata Frisone admits. “I truly believe that you can do whatever you set your mind to.”

That positive outlook isn’t just for her social media branding; it’s how Renata has lived her entire life, built her business, and shown up for her family. Today, she’s a top-producing agent in Southwest Florida with RE/MAX Alliance Group and a key member of the Chris Sullivan Luxury Group, closing \$67 million in sales last year alone; but before she ever

arrived on Marco Island, she was already dreaming big while never settling for ‘no.’

Wired to Go All In

Renata was born in Recife, Brazil, raised in Kearny, New Jersey, and moved to Florida as a teenager — a global upbringing that quietly shaped her grit. From an early age, she knew one thing for certain: she wanted to work for herself and build something bigger than circumstance. She studied marketing, worked her way up through luxury retail, and quickly proved she could outperform expectations.



“
I TRULY
BELIEVE THAT
YOU CAN DO
WHATEVER
YOU SET YOUR
MIND TO.”



Starting as a sales associate at Michael Kors, she sold so many bags that she was quickly promoted to a management position, then later moved into a visual merchandising role with Diesel, overseeing brand presentation across South Florida. The common thread wasn't fashion though: it was discipline and the ability to connect with people quickly and authentically.

Those years sharpened her eye for detail and taught her how to represent a brand at the highest level, skills that would later translate seamlessly into real estate, even if she didn't know it yet. Her visual strengths have helped her win listings time after time. She often stages her listings, which often results in getting her sellers more money.

The Right Fit

Real estate didn't come from a single 'aha' moment for Renata. It came from exhaustion, curiosity, and opportunity colliding at the right time.

"I got tired of working every single holiday at the stores, so I reached out to a friend of mine who was in the tech recruiting business," Renata explains. That call led her to a role as executive assistant to a VP at Lennar Homes, a job she held for four years and credits with igniting her real estate fire.



Renata Frisone is a member of the Chris Sullivan Luxury Group at RE/MAX Alliance Group.

Sitting in meetings, learning the mortgage process, and watching how new construction projects came together gave her an insider's education most agents never get. It also gave her confidence. Renata bought her first home at 23, made a six-figure profit, rolled it into another purchase in Naples, and never stopped paying attention to land values and opportunity in Southwest Florida.

"New construction fascinates me, I think my first 10 sales were all new construction," she reflects. That fascination turned into expertise, and eventually into a full-time leap in 2021, driven largely by her top priority: controlling her time as a mother.

When she went all in, awards followed shortly thereafter, including the 2023 Bonita Estero Realtors Sells Excellence Platinum Award and Legacy Club recognition that same year.

Turning TikTok Into Trust

Renata's business looks different by design. While many agents chase algorithms, she has built something far more powerful: trust at scale.





“
JOINING THE CHRIS
SULLIVAN LUXURY GROUP IS
THE BEST DECISION I HAVE
EVER MADE FOR MYSELF.”

“Our family has a TikTok account, NickyFrizzz, with 445,200 followers and 37.1 million likes,” she says with a touch of pride. “Our account really has nothing to do with real estate but it brings in 85 percent of my clients and referrals.”

She notes her daily authenticity is the key. The account showcases family life, humor, chaos, and connection, making people feel like they already know her before they ever pick up the phone. Clients come from Canada, across the U.S., and straight to Marco Island after watching her family videos. Other agents refer clients to her because they know she’ll treat them like family, and she means it.

Renata’s fierce negotiation skills back it all up: she’s known as a buyer’s agent who doesn’t flinch, once negotiating a \$2.6 million home down to \$1.465 million. She also speaks Portuguese, English, and Spanish, understands construction deeply thanks to her family’s involvement, and delivers five-star service that turns clients into lifelong friends.

Super-Involved Mom

At the center of everything is Renata’s famous, lively brood — loud, loving, creative, and deeply connected to their community. She and her husband, Nicky (known affectionately as Saint Nick), met in middle school and have built a life that blends business, faith, and fun. Together, they’re raising three daughters — Natalie (7), Noelle (4), and Lulu (2) — in their proud Sicilian/Brazilian household on Marco Island, where their home is often filled with friends, music, food, and laughter.

Giving back isn’t a social media strategy either, it’s who they are. From raising \$12,000 for Hurricane Ian victims to helping fund IVF for their nanny, coaching youth soccer, sponsoring local teams, hosting an exchange student, and staying deeply involved in church and school life, Renata’s impact goes well beyond real estate.

She’s also building a life with intention, focused on faith, health, and staying present while still dreaming big.

“Joining the Chris Sullivan Luxury Group is the best decision I have ever made for myself,” she concludes. “Our group sets the standards of excellence in the real estate industry with unmatched dedication, professionalism, and quality marketing.”



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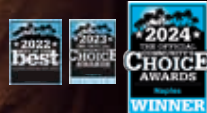
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KENDALL

Borelli

The Powerhouse
Behind Naples’
Hottest Builds

BY JESS WELLAR
PHOTOS BY MICHELLE REED

*B*efore Kendall Borelli ever became the top female solo agent in Naples, she was simply trying to carve out a career that actually felt like hers.

After earning a marketing degree from Southern Methodist University and bouncing between a handful of local marketing jobs in Naples, she came to the conclusion she was meant for more.

“I got my real estate license shortly after moving to Naples and worked in marketing for five years,” she shares. “But I made the leap to full-time real estate because I knew there was more growth potential.”

That leap didn’t just reroute her career — it set her up for one of the fastest ascents in Naples luxury real estate.

Making the Leap
Kendall grew up in Southern California and went to school in Dallas before moving to Naples with her college sweetheart, Parker Borelli. He joined his family’s construction business, and she planned on finding a marketing job with upward mobility. What she found instead was a growing itch to try something different.

Once they were married, real estate began to make more sense than anything she’d done in the corporate world. Her husband’s investment properties needed attention, especially on the sales side, and Kendall felt that her marketing background, paired with her natural drive, made her the perfect fit.

“I worked on some real estate transactions here and there and realized that my husband, who

is a custom home builder, had a major hole I could fill with his investment properties,” Kendall recalls. “Thankfully, Parker was supportive of my decision.”

By 2019, Kendall was all in, taking courses, joining NABOR, rebranding her family’s brokerage, West Shore Properties, and managing every buy/sell transaction for Borelli Construction’s investment portfolio. And when the market exploded shortly thereafter, Kendall was ready. The COVID boom, Hurricane Ian recovery, and the surge in high-end new construction placed her front and center in Naples luxury real estate.

Built Better, Sold Better
Today, Kendall partners closely with Borelli Construction, selling impeccably built custom and spec homes ranging from \$5 million to \$10 million, sometimes even more.





“But I made the leap to full-time real estate because I knew there was more *growth potential.*”

Kendall Borelli partners with her husband, Parker, selling his custom Borelli Construction homes.

Her results speak to that synergistic relationship: \$87.7 million in volume across 18 transactions in 2024, with, at the time of this writing in late 2025, projections pointing even higher for the year. She's earned four Sand Dollar Awards, Top 50 Real Producers recognition two years running, and is ranked number 7 overall in Naples by *RealTrends*.

“I am lucky to partner with my husband and be able to sell homes that I believe are truly superior to other builders,” she says. “Other REALTORS® know to come to me when they have a buyer looking for new construction that families can enjoy.”

But success didn't come without friction early on.

“When I first started full-time, I was working in neighborhoods with high price points because of my husband's connections, and some of the big agents didn't take too kindly to my sudden presence — especially given my young age,” she remembers. “It has taken time to earn the respect of my peers, but that also motivated me to rise to their level.”

And rise she did, becoming the highest-producing female solo agent (per 2024 *RealTrends*) in one of the most competitive luxury markets in the country. Yet, she isn't someone who hangs her hat on titles.

“I am not really an inspirational quote type of person, either,” she laughs. “I just get after it every day and enjoy getting creative to keep deals together.”

Kendall is a powerhouse in the market with a high level of professionalism, but her clients know her as a relationship-driven Realtor who actually listens and genuinely cares.

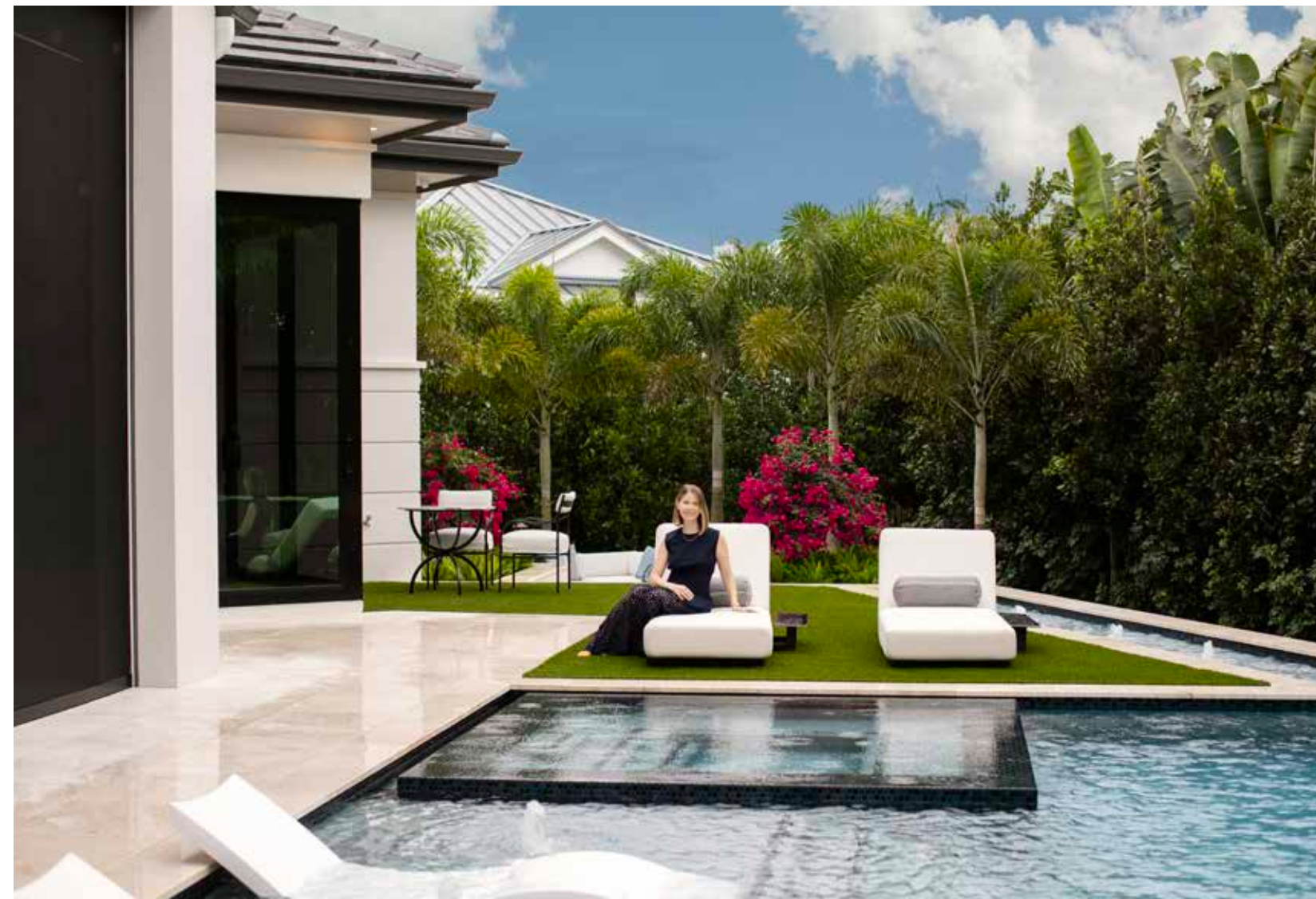
“I enjoy being kind and building relationships while remembering that a real estate sale becomes

somebody's home,” she offers. “I am also a very strong negotiator and sometimes that takes other agents by surprise.”

Life at Home

Behind the scenes, Kendall is a proud wife, a mom, and someone who finds just as much joy in her everyday life as she does in closing a major luxury sale. She and Parker met in college and have been together 13 years, celebrating their 10th wedding anniversary this April.

Their two daughters, Poppy (3) and Paisley (6 months), keep life busy in the most rewarding ways, even if Kendall is missing sleep in this season of life. The Borellis also have two miniature Australian shepherds, Blue and Maple, who complete the family crew.



“

It has taken time to earn the respect of my peers, but that also motivated me to rise to *their level.*”



Travel is woven into their routine whenever time allows: Dallas, Disney, Minnesota, and Palm Beach are regular favorites. Kendall's family is also committed to giving back, donating to, and attending events for various local charities and foundations.

When she does manage to carve out personal time, Kendall plays tennis for fun, golf to be social, and spends plenty of time getting fresh air: “I enjoy throwing the ball for our dogs and being outside with our daughter while she rides her scooter or runs around,” she shares.

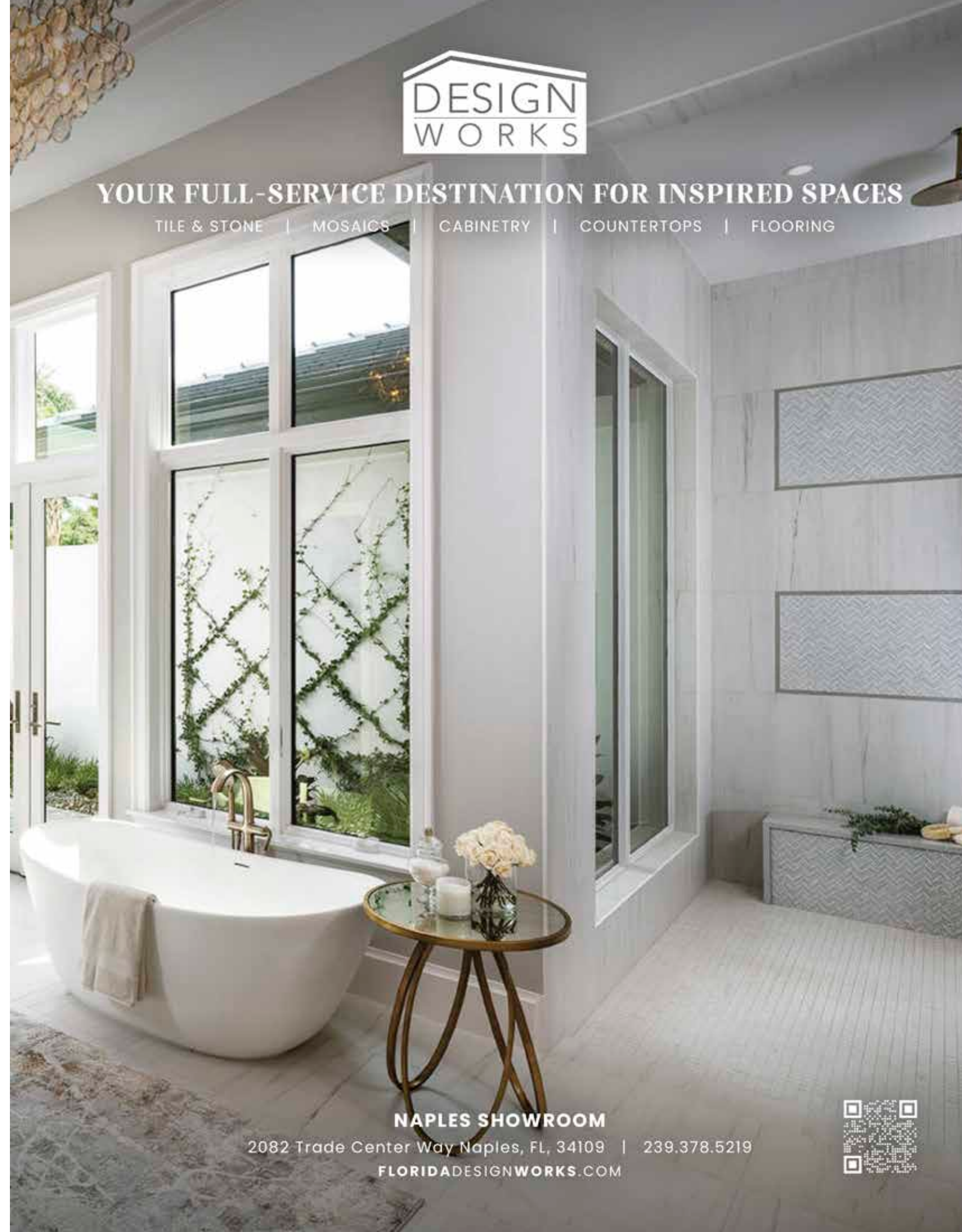
Banner Year Ahead

As for what's next, Kendall is entering her biggest professional year yet.

“I am sales director for a new development, Harbour House, on Gulf Shore Boulevard North, which Borelli Construction launched in January,” she beams. “This is a huge project for us; we are so excited to bring this beautiful piece of property to the Miracle Mile that was devastated by Hurricane Ian.”

The project includes 14 luxury units, and Kendall will personally lead all sales. “Balancing those sales with spending time with my daughters and raising them to be independent and kind women is my top priority,” she affirms.

When asked whether she could ever see herself doing anything other than real estate, her answer is immediate: “I don't believe I could do anything else,” Kendall concludes thoughtfully. “This business is so intertwined with our family, and I certainly don't see my husband slowing down any time soon!”



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