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Smart Set Builders

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COVER STORY

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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STRATEGIC THINKING

BY ANDREW
REGENHARD

Dear Real Producers of
Fort Myers,

Happy Mother's Day! We hope
this season brings meaningful
moments with the people who
matter most.

As we step into May, with much
of the year still ahead, it's an
ideal time to pause and think
strategically about the months
to come. With the typically
slower summer selling season on
the horizon, there's a valuable
opportunity to evaluate not
just the market, but the inner
workings of our businesses.

Are your systems performing at
their highest level, or could they
benefit from refinement? Are
your current procedures aligned
with today's market conditions, or
is there room to adjust for greater
efficiency and impact? And just
as importantly, is your team

structured to best support your
goals in this evolving landscape?

This time of year invites us to take
stock. A thoughtful reassessment
now can position you for stronger,
more consistent results through
the end of the year. Sometimes,
stepping back—whether through
a well-earned vacation or simply
creating space to reflect—can
offer the clarity needed to identify
meaningful improvements. A
brief reset often leads to fresh
perspective, renewed focus, and
smarter execution.

Whether you choose to recharge
or double down, May presents a
powerful opportunity to fine-tune
your approach and set the tone
for a strong finish in 2026.

We were thrilled to kick
off the year with our first
networking event on April 9th
at The Heitman House. It was a

fantastic evening of connection,
conversation, and insight into the
current state of the market. Be
sure to check out photos from the
event in this month's issue.

Wishing you continued success as
you move forward with intention,
strategy, and momentum.

Very respectfully yours,



Andrew Regenhart
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When REALTORS® Engage, We Win

Why Advocacy Matters More Than Ever BY KEVIN BESSERER

Advocacy is not a side function of real estate. It is the foundation that protects our business, our clients, and private property rights. Every day, decisions are being made at all levels of government that directly impact how we operate and serve our communities. If you are not involved, those decisions are still happening, just without your voice at the table. That is why Realtor® advocacy, and the work supported by RPAC, matters now more than ever.

At the state level, Florida Realtors® delivered meaningful wins during the 2026 legislative session. These were real outcomes that directly impact how you do business and how you protect your clients.

One major victory was increasing penalties on squatters. This sent a clear message that private property rights matter and that bad actors who try to exploit property owners will face real consequences. This is a direct win, not just for property owners, but for Realtors® who are often on the front lines dealing with these situations.

Another critical win was protecting consumers by fighting off efforts to deregulate the real estate industry.

While deregulation can sound appealing, in this case, it would have removed important safeguards that ensure professionalism, accountability, and trust in real estate transactions. Maintaining those standards protects your clients and the integrity of the Realtor® brand.

Beyond that, there were broader efforts to support housing availability and fund the Hometown Heroes downpayment assistance program. Just as important were the defensive wins where harmful proposals were stopped before they could take hold. That kind of success does not happen by accident. It happens because of RPAC.

RPAC is not about politics. It is about protection. It ensures that Realtors® have a seat at the table when decisions are made about land use, taxes, insurance, and development. If you have ever closed a deal impacted by zoning or regulation, you have benefited from advocacy whether you realized it or not. But state wins only go so far if we lose ground locally.

This year, local elections across Southwest Florida will shape the future of our communities. Local leaders

make decisions on zoning, impact fees, and development that directly affect inventory, affordability, and your ability to do business. We are proud to support Realtor® champions who understand these issues.

In Fort Myers, we support Mayor Kevin Anderson, along with Fred Burson, Terrilyn Watson, and Teresa Watkins Brown. In Cape Coral, we support Mayor John Gunter and Jennifer Nelson-Lastra. For Lee County School Board, we support Armor Persons, Jada Langford-Flemming, and Sam Fisher.

These races matter. The wrong decisions at the local level can increase costs, limit housing supply, and create unnecessary barriers to homeownership.

Here is the reality. It is easy to say advocacy matters. It is harder to participate.

If you are not investing in RPAC, you are relying on others to carry the load. If you are not voting, you are giving up your voice. If you are not engaged, you are missing the chance to shape the future of your business.

Advocacy is not about being political. It is about being proactive. This year proved that when Realtors® engage, we win.



Kevin Besserer is vice president of public policy at Royal Palm Coast Realtor® Association.

RPCRA ANNOUNCES 2026 LEE COUNTY ENDORSEMENTS

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(School Board District 6)

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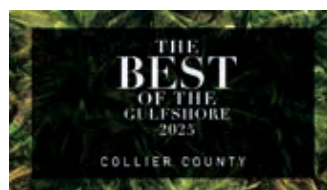
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PATRICK CRAWFORD

Trust the Honest Local

"I was born and raised in Southwest Florida, so this isn't just a market to me, it's home," Patrick Crawford reflects. "I've watched the cycles, the growth, the rebuilding, and the evolution firsthand. That perspective matters."

BY JESS
WELLAR
PHOTOS BY
LACASATOUR

Unlike so many others, Patrick didn't relocate to chase opportunity. He graduated from Fort Myers High School in 2000 and earned his Bachelor's Degree in Business Administration from Hodges University. And he's weathered the region's biggest changes right alongside his clients.

Fourteen years into real estate, with \$10.3 million in volume across 17 transactions last year and a 2025 John R. Wood Platinum Circle of Excellence Award to his name, Patrick has carved out a reputation for radical honesty and local knowledge that simply can't be Googled.

Proud Roots

Patrick's introduction to real estate happened the way many meaningful career pivots do — by the power of suggestion at the right time.

While in high school, he began working at The Prawnbroker, a Fort Myers staple. Over the years, he did just about everything: bussing tables, serving, bartending, eventually rising to assistant manager. It wasn't glamorous, but it was formative.

"The restaurant taught me how to talk with people," Patrick acknowledges. "The biggest thing you can do to be a good real estate agent is to be a good communicator and be likeable."





“
THERE
WASN'T TIME
TO DWELL,
THOUGH.
PEOPLE
NEEDED
GUIDANCE.”

After college, still unsure of his long-term path, a regular customer casually asked if he'd ever considered getting his real estate license. It hadn't crossed his mind up until that moment. But the more he thought about it, the more it made sense. He didn't want a corporate job, he wanted autonomy.

After getting licensed in 2012, Patrick's early years starting out were anything but easy. He ran open houses during the day and worked the restaurant at night, pointing out he "wasn't afraid of the grind." He stayed the course until he built enough momentum to step fully into real estate.

Thankfully from day one, he had plenty of guidance from Tom Swanbeck, his mentor and steady influence.

"If it wasn't for Tom, I don't think I would still be in real estate," Patrick says gratefully. That mentorship shaped his discipline and professionalism, lessons that would later be tested in ways no one anticipated.

Sharpened by the Storm

A few years ago, Hurricane Ian changed the course of Patrick's career forever. For a decade, he worked out of an office on Fort Myers Beach alongside Tom and his team.



Patrick Crawford is an agent with John R. Wood Properties.

The Monday before the storm, they assumed they'd return once it passed. They never did.

"I had no idea that when I walked out that day, it would be the last time I would see the office — and the beach — the way I had known it since I was a kid," Patrick shares.

The loss was both personal and professional: Family photos, belongings, familiar landscapes all gone. At the same time, Patrick's clients were facing devastation of their own with homes destroyed, investments wiped out, and decades of memories erased.

"There wasn't time to dwell, though," Patrick recalls. "People needed guidance."

That difficult season forced him to adapt quickly and reinforced what he already believed: relationships are everything. He notes the storm sharpened his perspective, strengthened his resolve, and

propelled him into a new chapter with deeper determination.

Process Over Pressure

Patrick doesn't describe himself as a salesperson, and he's quick to clarify why.

"I don't think agents are salespeople, we're 'process people' and there are always going to be hiccups in the process," he states. "The way you deal with those hiccups defines your success."

That mindset shapes how he works with both buyers and sellers. He's known for being extremely direct — not abrasive, just honest. If the data doesn't support a price, he says so. If a listing isn't positioned correctly, he won't sugarcoat it.

"My job isn't to win a listing appointment; it's to help clients make smart decisions," he offers.



“I’M COMPETITIVE, WITH WHO I WAS YESTERDAY.”



“Success, to me, is measured in trust,” he continues. “Because this is my home, my reputation matters beyond the closing table.”

That level of transparency has built long-term loyalty. Much of his business now comes from referrals, and he takes pride in being available, responsive, and proactive. Patrick isn’t one to drag his feet and his clients appreciate that he likes to keep things moving.

And perhaps most telling, he’s competitive — but not with other agents. “I’m competitive, with who I was yesterday,” he elaborates. “I always want to raise the standard for myself.”

What Matters Most

At home, Patrick and his wife Kristen have been married since 2018. They’re busy raising two daughters, Charlotte and Savannah, alongside Bella, their loyal golden retriever. Soaking up the Florida lifestyle together for the Crawfords means fishing on their boat and being annual passholders to Disney World. Those moments together matter.

“Regardless of how busy work gets, time with my family is what keeps everything in perspective,” Patrick shares.

If he’s not at the office or with his loved ones, you’ll likely find Patrick on the golf course. He’s been playing in the same league for over 20 years and now helps run it, having grown it to more than 32 players. Many of those players are past clients, proof that for Patrick, business and community naturally overlap. He’s also a parishioner at St. Katharine Drexel Parish in Cape Coral, grounding his life in something more eternal than earthly treasures.

Looking down the road, Patrick isn’t chasing a different lane. He’s exactly where he wants to be.

“This is what I was meant to do, and I’ve worked extremely hard to build my referral clientele,” Patrick concludes.

“I simply want to keep growing my business and serving my community at a high level. Providing for my family is important, but leading them well is even more important.”

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BY JESS WELLAR
PHOTOS BY LACASATOUR

Jhonandy Herrera

— SMART SET BUILDERS —

RAISING THE BAR ON REMODEL EXPECTATIONS

“Our goal is to elevate both the property and the professional recommending us,” Jhonandy Herrera begins.

That statement from the founder and managing director says a lot about how Smart Set Builders operates, and why the company has become a trusted partner for luxury homeowners and top-producing REALTORS® across Southwest Florida.

Founded in 2021, Smart Set Builders sits at the intersection of design, construction, and market

strategy, helping homes present better, live better, and ultimately sell better. While known for high-end remodels, the business is equally grounded in protecting the reputations of the professionals who refer them.

Curated, Not Chaotic

At its core, Smart Set Builders operates differently than most remodeling companies and that’s intentional by design. Instead of open-ended construction projects that can spiral in cost and timeline, the team focuses on intentional upgrades that

deliver maximum visual impact and market value.

“We approach remodeling with a curated, package-based mindset rather than a chaotic, open-ended construction process,” Jhonandy explains.

The company specializes in kitchens, bathrooms, full-home remodels, and architectural accent features like built-ins, ceiling details, and custom walls. Each project is evaluated through a lens of aesthetics, efficiency, and resale value, ensuring that upgrades

serve both lifestyle and long-term equity.

“Our work is driven by three principles: aesthetics, efficiency, and resale value,” he emphasizes.

Behind the scenes, Smart Set Builders operates with a focused in-house management team and a vetted network of high-end trades, allowing them to stay nimble while maintaining quality. Permitting, scheduling, and material ordering are handled with precision, a detailed approach that matters when



projects are tied to listing timelines or post-purchase move-in schedules.

A Solid Foundation

Jhonandy’s path into construction seemed like a foregone conclusion growing up, a career built over time, experience, and a deep understanding of how homes come together. Born in Guatemala and raised in Florida from the age of 7, he was exposed to construction early, working alongside family members who worked for a concrete business.

“I have nearly 15 years of experience in the industry, which began while I was still in high school,” he recalls. “I started doing construction during the summer months with my family.”

That early exposure turned into a career that spanned shell construction and project management with local builders. But over time, Jhonandy noticed a recurring disconnect in the luxury market: homeowners and Realtors weren’t just looking for someone who could build, they wanted someone who could manage expectations and communicate.



Jhonandy Herrera (left) is the founder and managing director of Smart Set Builders.

Smart Set Builders was born from that realization five years ago, designed to bring structure and refinement to an industry that often feels murky with unpredictable timelines and costs.

“I’ve always been drawn to environments where design, craftsmanship, and business intersect,” Jhonandy reflects. “Working closely with homeowners and Realtors made it clear that high-end clients wanted more than just a contractor; they

wanted guidance, clarity, and confidence in the process.”

Ready to Make You Look Good

One of the clearest differentiators for Smart Set Builders is how intentionally the business is built around Realtor partnerships. From pre-listing refreshes to inspection-driven upgrades, the company positions itself as a solution provider, not another obstacle in the transaction.

“Our business is built almost entirely on referrals and Realtor relationships,” Jhonandy shares with a touch of pride. “We see ourselves as an extension of your brand, not just a contractor.”

That mindset shapes how the team communicates, schedules, and executes.

“We understand showings, listing timelines, buyer psychology, and the small design details that make a

“Balance and presence outside of work are key to **staying sharp and grounded professionally.**”



home photograph better, show better, and sell faster,” he continues. “Whether working with sellers preparing to list or buyers customizing a home after closing, the goal is always the same: deliver polished results that reflect well on everyone involved.”

Beyond the Build

For Jhonandy, the most rewarding part of his job isn’t just the finished product, it’s the ripple effect that his high-quality work creates.

“The most fulfilling part is transforming a space in a way that changes how a home feels — and how it performs on the market,” he smiles.

That fulfillment extends beyond the job site. Married to his wife Brittney for a decade, Jhonandy values time with his loved ones and views family time as a top priority.

“Balance and presence outside of work are key to staying sharp and grounded professionally,” he affirms.

And as the industry continues to evolve, Smart Set Builders is poised to keep evolving with it. With recent team expansions and steady growth year over year, the outlook remains strong.

“Clients today are far more design-aware and time-conscious while being less tolerant of inefficiency,” he points out. “They expect transparency, speed, and a higher level of professionalism. This is something I see as an opportunity rather than a challenge.”

“Smart Set Builders is built specifically for that evolution and that is why we are continuing to grow year after year,” he concludes. 🏡



To learn more about Smart Set Builders or explore a partnership, visit <https://smartsetbuilders.com> or call Jhonandy Herrera at 239-849-2702.





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Dawn

LUTZI BRAY

Nothing for Granted

BY JESS WELLAR
PHOTOS BY MICHELLE REED

"I care deeply about people, my business and my clients," Dawn Lutzi Bray begins. "I have applied that core value to everything I've done in life: as a mom and wife, as a school teacher, as a trainer of educators, and now as an agent."

Today, the Premiere Plus Realty REALTOR® is recognized as one of the most consistent top producers in the Bonita Springs and Fort Myers area, known for her tireless work ethic and genuine care for the people she serves. Her leap into real estate, however, came after an unexpected family crisis forced a career pivot.

Early Influences

Dawn grew up in Pennsylvania's Lehigh Valley and later attended Kutztown University, where she earned both her bachelor's and graduate degrees in education. Teaching quickly

became her calling, and she spent more than two decades in the classroom working with students across several grade levels, most notably first graders.

Education wasn't the only influence shaping her work ethic, however. Her family owned several restaurants and even operated a Haunted Hotel attraction, which became one of the more memorable chapters of her life. Dawn often spent her weekdays teaching before stepping into a completely different role on weekends — performing as a live actor hidden in the rafters or around corners, jumping out to surprise guests as they made their way through the attraction.

"My father was also an agent at one point, as well as a contractor; I learned a little bit of everything from going



with him over the years: electrical wiring, painting, and even how to hang insulation,” Dawn recalls with a smile.

“I also remember my father working all day in our restaurant and leaving to build our family home between the lunch and dinner hour, and then going back again until the wee hours of the morning to get that house completed,” she adds.

Those lessons stayed with her.

Turning Point

Dawn’s career path changed dramatically during what should have been an ordinary school day, setting her family on a completely different course.

“Our daughter Alyssa suffered an AVM rupture in her cerebellum while waiting for the school bus to take her home from school,” Dawn shares.

The months that followed were filled with surgeries, hospital stays, and a long road to rehabilitation. Doctors warned that Alyssa might never regain her independence, but Dawn and her family refused to accept that outcome. Her daughter’s recovery became her full-time focus, gradually replacing the teaching career she had built for more than 20 years.

“They told us that given the severity of her stroke and the location, it

was miraculous that she survived,” Dawn recalls.

As Alyssa slowly regained strength and independence, Dawn began searching for a career that would provide flexibility while still allowing her to be involved in education. She became a professional development specialist with Discovery Education, traveling throughout the country, training educators and helping schools integrate technology into their teaching methods. The work was rewarding but demanding.

“I was often traveling Sunday evening through Friday and home on weekends,” Dawn recalls.

Encouraged by her sister — a successful broker in Southwest Florida — Dawn decided to pursue real estate instead.

Taking the Leap

Dawn officially entered the real estate business in 2018, relocating to Florida to work alongside her sister, Angela Lutzi Dellatore, while also being closer to their parents as her mother battled Alzheimer’s.

Dawn Lutzi Bray is an agent with Premiere Plus Realty.

“My sister is a real powerhouse, owning her own brokerage,” Dawn acknowledges. “I was blessed to have Angela as my mentor.”

Dawn’s background in education proved to be a powerful asset in her new career. In 2025 alone, she closed 51 transactions totaling nearly \$45 million in sales volume. She has also been named Bonita’s Best Realtor for four consecutive years by readers of the *Naples Daily News* and remains a consistent top producer within Premiere Plus Realty.

Despite the impressive numbers, Dawn measures accomplishment in a far more personal way. She strives to create meaningful connections with clients who are often relocating and beginning a new chapter in their lives.

“Working in this area, you are often one of the first friends your clients make,” she points out.

Concierge-Level Care

Ask Dawn what sets her apart, and the answer always comes back to service.



She believes buying or selling a home should feel personal and supportive rather than transactional.

Together with her daughter Alyssa — now fully independent, licensed, and working alongside her — Dawn ensures clients receive exceptional care throughout the entire process. Alyssa manages much of the behind-the-scenes work, including transaction coordination and social media, allowing



the two to provide a smooth experience for both buyers and sellers.

“My daughter and I are there for anything that comes up along the way,” Dawn emphasizes. “Whether it is providing vendors, meeting a contractor — I’ve even scrubbed toilets!”

Dawn often hears from clients who appreciate the extra effort she puts into every detail, from marketing listings

to helping newcomers settle into their new community.

“I recently closed a home for a repeat client and I sent him a message to tell him we were officially closed. He called me at that moment and he said, ‘Dawn, I have to thank you and also tell you that I have never seen anyone work as hard as you do!’ I think it’s probably one of the best compliments I have received in this business.”



Dawn Lutzi Bray (right) with daughter Alyssa and husband Scott.





Her Driver

Outside of real estate, Dawn's life centers around her loved ones. She and her husband Scott will celebrate 35 years of marriage this April — a relationship that began when they were just teenagers.

"My husband is the key to my success," Dawn says. "He's my rock, and I am very appreciative that I have him to lean on."

In addition to Alyssa, the couple's grown son Tyler, an NYU grad and college professor, recently relocated here from Manhattan. After the challenges their family has faced, they cherish even the smallest moments spent together.

"My family motivates me every day and my daughter motivates me," she adds. "I know that if our family can get through what we have experienced with her illness, then there is nothing we can't do."

In her off hours, Dawn enjoys staying active through running and fitness. She has completed both full and half marathons over the years and recently returned to running after recovering from a hip replacement. She also enjoys golfing with Scott, often bringing her laptop along just in case real estate business calls.

Travel remains another passion. Having spent years visiting cities across the country during her education career, Dawn still enjoys exploring new places and hopes to someday experience an African safari and return to Europe with her son.

Looking ahead, Dawn envisions dedicating more time to mentoring new agents while continuing to give back to her community through organizations like WildBlue Charitable Neighbors and Feed Thy Neighbor.

"I love sharing my knowledge, and always welcome the opportunity to teach others," she concludes. "But for now, I'm grateful for where this journey has taken me and excited for what still lies ahead." ■



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April 9, 2026

Fort Myers Real Producers' "Toast to the Top" at The Heitman House brought together a full house of both familiar faces and new connections, creating an atmosphere that truly captured the spirit of the community. The energy throughout the evening was a powerful reminder of what Real Producers represents at its core—relationships, collaboration, and a shared commitment to growth at the highest level.

A sincere thank-you to every agent and preferred partner, who made the night so memorable. Events like these are only possible because of the people who show up and invest in the community.

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