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Johnathan Shirey



Julie Hill



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STRATEGIC THINKING

BY ANDREW
REGENHARD

Dear Real Producers of Naples,

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 March 26th at The Halcyon. 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,



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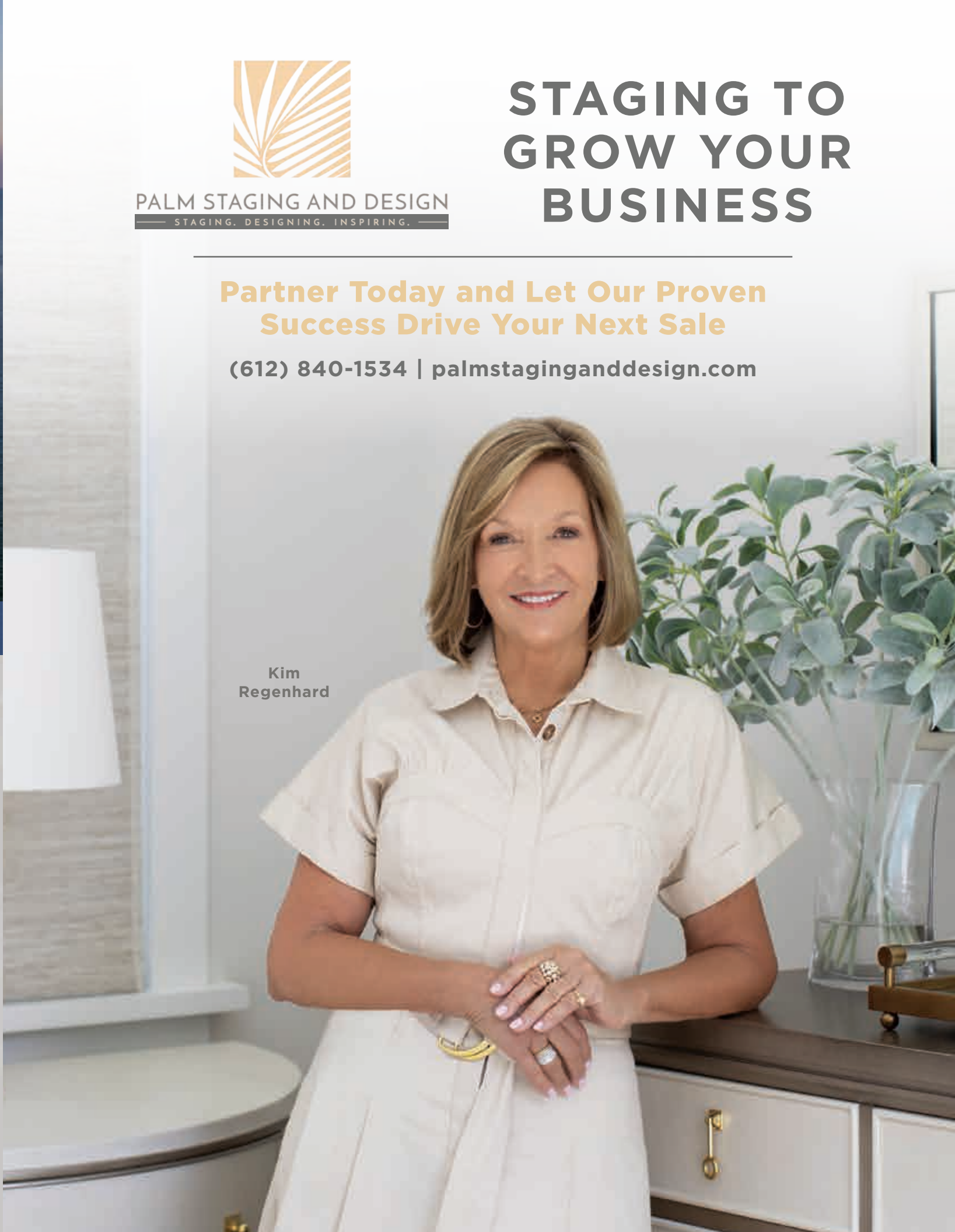
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The Feeling of Home

Why Connection Still Matters Most

BY CARLENE MARIE

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

—MAYA ANGELOU

That quote feels especially meaningful right now. We are living in a time when speed matters, technology is advancing quickly, and artificial intelligence is changing the way many industries operate. It can help draft, organize, analyze, and simplify. It can absolutely support the work. But for all it can do, it cannot offer what people need most when life feels uncertain. It cannot create the feeling of safety. And that matters more than we may realize.

As a coach and guide, I come back again and again to what helps people stay grounded when the stakes feel high. We know from both research and lived experience that human connection is essential to well-being. We are wired for it. Strong relationships support emotional health, help regulate stress, and give us the steadiness we need to navigate change well. That truth matters in every part of life, and it matters here too.

Because buying or selling a home is never just about property. It is about transition. It is about the first-time buyer trying to look composed while quietly wondering, *What if I make the wrong choice?* It is about the couple balancing hope, finances, timing, and the pressure of getting it right. It is about the person leaving a long-time home and realizing they are not only packing boxes, but touching memories, identity, and an entire season of life.

Even the most exciting move can stir stress beneath the surface.

That is part of what makes this market feel more layered. People are weighing more. Thinking longer. Feeling the emotional strain of uncertainty, affordability, insurance, timing, and the simple fact that important decisions carry weight. And when uncertainty stretches on, the nervous system responds. The mind can become more vigilant. Second-guessing gets louder. Fear starts to sound convincing.

This is why presence matters so much.

When people feel supported, they think more clearly. When they feel rushed or overwhelmed, clarity narrows. Neuroscience helps explain why. Under stress, the brain shifts toward protection. It becomes more focused on scanning for what could go wrong than on seeing what is wise and possible. But when someone feels calm, heard, and safe enough to exhale, they are more able to access sound judgment, perspective, and trust in their next step.

That is no small thing. And it is one of the quiet gifts a grounded professional brings. Yes, expertise matters. Strategy matters. Market knowledge matters. But so does the ability to steady a room. To listen beyond the words. To notice when someone needs a breath before they need more information. To bring calm to a moment that could easily spiral into pressure.

That kind of presence cannot be automated. Artificial intelligence may improve efficiency. It may sharpen systems and lighten administrative load. But it cannot read the look in someone’s eyes when doubt rises. It cannot sense the tenderness beneath a major life decision. It cannot offer the calm reassurance that helps another person settle enough to hear themselves again.

And often, that is what people remember most. Not only the transaction. Not only the result. But the way they felt while moving through one of life’s significant thresholds. Home has always been more than a place. At its deepest level, home is the feeling of belonging. It is where we hope to breathe more deeply, rest more fully, and set down what feels heavy.

The people who help others find home are offering far more than a service. At their best, they are offering steadiness in the midst of change, wisdom in the middle of complexity, and the

kind of human connection that helps people move forward with greater clarity and confidence.

Technology will keep evolving. But the ability to make another human being feel seen, supported, and safe enough to trust their next step will never lose its value.

If anything, it is becoming more precious.



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.
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BY JESS WELLAR

JOHNATHAN SHIREY

Photo by New Frame Photography

“My success is intrinsic to making others successful, in my case, my clients,” Johnathan Shirey begins. “My business focus is ‘less is more’ so I can offer a high quality experience rather than one of quantity, and therefore the client is never just a number.”

Selective by design and strategic by nature, Johnathan has quietly built a boutique luxury practice that mirrors the very clientele he serves as a solo agent with Gulf Coast International Properties in Naples. With nearly \$20 million in volume across just four transactions in 2025, his approach is clear: he would rather do fewer deals exceptionally well than chase volume for the sake of optics.

Drinking from a Firehose

After relocating from Canton, Ohio, to Naples in 2004, Johnathan stepped into the industry as an assistant to one of the top-producing agents in the world at the time. It was an apprenticeship in the truest sense, very hands-on, high-level, and demanding.

“I never viewed real estate as supplemental income; I knew if I committed, it was going to be all in or no one would take me seriously,” Johnathan recalls. What began as a role leveraging his tech background quickly evolved into something deeper. He was drawn not just to the homes, but to the strategy behind them.

“Real estate combined entrepreneurship, analytics, and relationship-building in a way no other industry did,” Johnathan reflects. Pricing strategy, negotiation leverage, timing the market: he saw the chessboard immediately and wanted to master it.

Then, 2008 arrived. Entering the industry during the financial crisis shook many newcomers, but for Johnathan, it became a proving ground. He adapted, diversified into rentals during the downturn, and learned to operate in uncertainty.

He notes that season sharpened his instincts and built the resilience that now defines his calm, measured presence in luxury negotiations today.

Less Is More

Johnathan operates as a solo agent, but he leverages in-house marketing, transaction coordinators, and development sales teams when necessary, allowing him to remain personally involved in every relationship without sacrificing operational excellence. The experience of working with him remains boutique, but the support is full-scale.

His approach may not be conventional, but that’s absolutely fine with him.



Photo by New Frame Photography



“I’ve never been an agent going after sides,” he states. “I realized early on that I’d rather have less transactions and offer a better quality experience for the buyer or seller.”

In a luxury market like Naples, where discretion and nuance matter deeply, that mindset clearly resonates, as his 2025 production proves. And his recognition as a *RealTrends* Verified Top 60 agent by volume in Naples further confirms that precision works.

But for Johnathan, numbers are secondary.

“Success is measured by the strength of relationships, repeat clientele, and the ability to consistently deliver value, not just transaction count,” he explains. That long-view perspective keeps him motivated.

He’s candid about the thousands of calls he made between 2016 and 2020 while continuing to build his business. It wasn’t glamorous, and it wasn’t fun. But it taught him discernment to “weed out” clients. Today, he’s comfortable referring out a prospect if it’s not a mutual fit.

“Anyone that has chosen to work with me I never had to chase, it just clicked like a meeting of the minds,” he adds.

“

My business is unique because they get *me!*”



Photo by New Frame Photography



Photo by New Frame Photography

Johnathan Shirey is a solo agent with Gulf Coast International Properties in Naples.

Strategy Over Pressure

Johnathan doesn’t see himself as a salesperson at all, but rather as a strategic advisor.

“My business is built on trust, education, and long-term relationships — not pressure or volume,” he emphasizes. That foundation shows up in how he prepares clients for negotiations and how he breaks down complex market data into digestible insights.

His background in computer networking and systems thinking still influences how he adds value to clients today. He studies neighborhood-specific trends, development pipelines, and pricing analytics with the same precision someone else might bring to a balance sheet.

At the same time, he’s aware that luxury is highly personal.

“My business is unique because they get *me!*” he laughs. “Everyone has a different flavor and clients choose their agent for their brand; it’s important to note my clientele is selective as well.”

Refined Living

Away from the office, Johnathan’s home life reflects the same intentional balance. He and his wife, Greice, recently returned from visiting Rio de Janeiro, in her home country — a reminder that while Naples may be home base, seeing the world remains part of their shared passion.

The Shireys also have a 1-year-old, long-haired white chihuahua at home, aptly named “Aspen,” in honor of one of their favorite ski spots. Between travel, tennis, skiing in Colorado and Jackson Hole, Porsche Club events, and regular fitness routines, Johnathan prioritizes experiences that challenge and refine him.



Johnathan Shirey
and his wife, Greice.

“A guiding principle for me is: ‘Get a little better every day,’” he shares, “because growth compounds.”

Looking ahead, Johnathan remains as focused as ever. Growth, for him, doesn’t mean scaling indiscriminately, though, but rather elevating service, deepening specialization, and expanding thoughtfully into complementary markets that align with his lifestyle and client base.

He isn’t opposed to forming a team someday, but only if it protects the core of what he’s built with his boutique, relationship-driven approach. Quality, discretion, and trust remain non-negotiable.

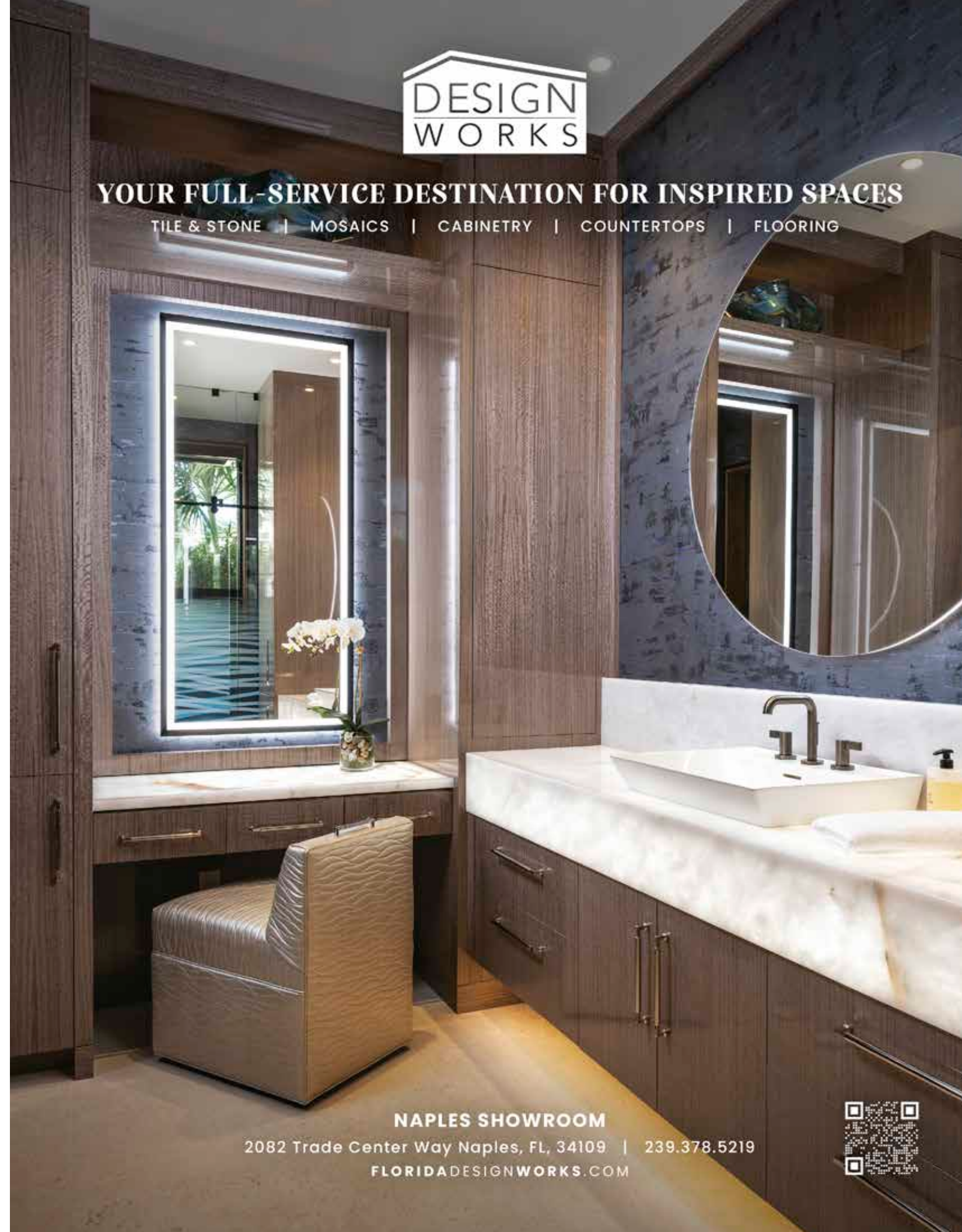
And as for longevity?

“I will always be involved in real estate in some capacity, but I’m keeping my mind open for other ways I can make an impact for myself and other people,” Johnathan concludes thoughtfully. “As long as the passion is there, I’ll persevere.”

“As long as the
passion is there,
I’ll persevere.”



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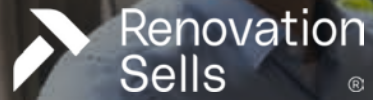
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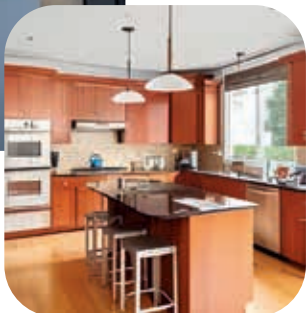
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5 Strategies to Unlock Your True Potential

Why Most People Stay Stuck — And How to Break Through

BY MICHAEL DILL

Everyone talks about potential.

“You have so much potential.”
“You’re capable of more.”
“You just need to tap into it.”

But here’s the reality:

Potential means nothing if it stays unused.

And that’s where most people get stuck. They don’t lack ability. They don’t lack opportunity. They lack a process to turn potential into results.

The Gap Between Knowing and Doing

Most people already know what they *should* be doing.

They know:

- They should lead better
- They should focus more
- They should be more disciplined
- They should step outside their comfort zone

But knowing is not the issue. **Execution is.** And execution starts internally before it ever shows up externally.

Strategy #1: Internalize It First

Everything starts with belief. Before you can perform at a higher level, you have to believe you are capable of it.

If you don’t believe it, you’ll hesitate. You’ll second guess. You’ll hold back.

That’s why the words “I am” matter so much.
“I am disciplined.”
“I am a leader.”
“I am capable.”

Those statements are not fluff. They are shaping your identity. And your identity drives your actions.

Strategy #2: Visualize the Outcome

You cannot hit a target you cannot see.

What does success look like for you?

- What kind of leader do you want to be?
- What kind of business do you want to run?
- What does winning this quarter look like?

If that is unclear, your actions will be scattered. When it is clear, your focus sharpens. Visualization gives direction to effort.

Strategy #3: Verbalize It

There is power in saying things out loud.

When you speak your goals:

- You create ownership
- You create accountability
- You make it real

If you are unwilling to say it out loud, there is usually a part of you that does not fully believe it yet. And that is a gap you need to close.

Strategy #4: Surround Yourself with the Right People

You do not unlock potential in isolation. You unlock it in the right environment.

The people around you either:

- Challenge you
- Support you
- Stretch you

...or they keep you comfortable. If you stay in a comfortable environment, your growth will stay limited. If you step into a room that pushes you, everything changes.

Strategy #5: Materialize It Through Action

At some point, it has to show up.

Belief matters.
Clarity matters.
Environment matters.

But without action, none of it counts. This is where most people fall short. They stay in preparation mode.

They think, plan, and talk... But they do not execute consistently. **Potential becomes reality through action. Period.**

Stop Waiting for the Perfect Moment

There is no perfect time. There is no moment where everything lines up. There is only a decision.

A decision to:

- Start now
- Show up differently
- Execute consistently

Because momentum is built through action, not intention.

Final Thought

You don’t unlock your potential all at once. You unlock it step by step ny:

- Thinking differently
- Showing up differently
- Acting consistently

And over time, those small shifts create massive results. So stop waiting to “feel ready.” You already have what you need.

Now it’s time to use it.



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 BusinessCoach MichaelDill.com.

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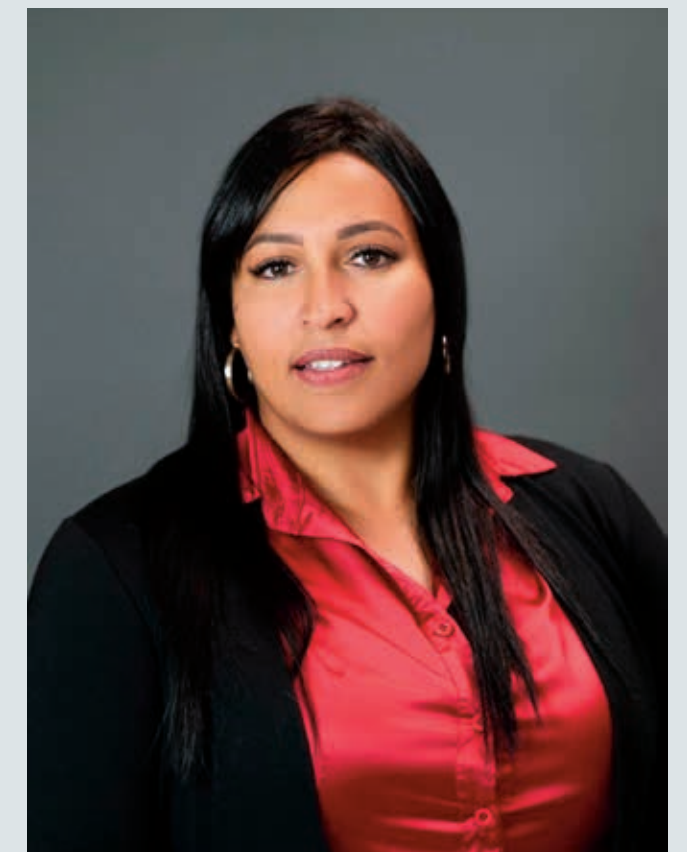
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Dali

MIHAJLOVIC

ALL IN PROPERTY MANAGEMENT

**STEWARDSHIP,
NO SHORTCUTS**

BY JESS WELLAR
PHOTOS BY NEW FRAME
PHOTOGRAPHY



As Southwest Florida's market has whipsawed between explosive growth, sharp corrections, and everything in between, property management has become less about collecting rent and more about protecting long-term investments. That evolved focus is the very core of ALL IN Property Management LLC, a Naples-based firm led by owner Dali Mihajlovic that has steadily grown into a trusted resource for homeowners and REALTORS® alike.

Founded in early 2021, ALL IN Property Management now oversees roughly 200 residential properties from Naples to Babcock Ranch with a team of seven dedicated employees. But the company's momentum wasn't born out of a grand business plan or aggressive scaling strategy. Instead, it grew organically, rooted in accountability, and a belief that ownership deserves care, not complacency.

One 'Yes' at a Time

Originally from Serbia, Dali earned a finance degree from Indiana State University and later a master's in finance, credentials that would eventually become invaluable as a business owner. Before Florida, however, his professional life revolved around tennis. For nearly 18 years, Dali coached and competed in Chicago before relocating with his family to Naples in 2018.

The big pivot came during the pandemic, when real estate activity surged and investors flooded Southwest Florida. What began as a willingness to help quickly turned into a full-fledged operation.

"Being a newly licensed agent, I didn't want to turn anyone down, and a lot of people were buying investment properties during the pandemic and needed

someone to manage it," Dali recalls. "So I kept saying 'yes' to everyone, one after another, and it just took off organically."

"Next thing I knew, I had 30 to 40 properties that I was managing on my own," he adds.

That tipping point led to a clear realization: managing exceptionally well required structure, systems, and a team. ALL IN Property Management was formed to deliver "first-class" service — one that removed the daily burden from owners while elevating the experience for tenants and partners alike.

Trusted with Relationships

At its foundation, ALL IN is guided by intention. The company culture emphasizes responsibility not just to properties, but to people: "A culture of accountability means we truly go all in, every day," Dali affirms.



Dali Mihajlović, owner of ALL IN Property Management with his fiancée, Miona.

That mindset is captured in the firm’s guiding principle as well: “Your property deserves more than management — it deserves stewardship,” he emphasizes.

To Dali and his team, stewardship means proactive communication, detailed oversight, and a willingness to be available when others aren’t. Property management doesn’t pause after hours, and ALL IN is built to reflect that reality.

“Property management requires 24/7 availability, and we also understand the highs and lows of seasonal demand,” Dali notes.

Rather than chasing volume, Dali and his team focus on consistency: protecting assets, anticipating issues, and treating every home as if it were their own investment on the line.

For Realtors, property management referrals can often feel risky. A poorly handled experience doesn’t just affect the client, it reflects back on the agent who made the introduction. Dali understands that dynamic intimately.

By acting as an extension of the Realtor’s brand, ALL IN allows agents to stay focused on sales while knowing their investor clients are supported with professionalism, responsiveness, and care long after closing.

“When you refer a client to us, you’re not just handing them off — you’re trusting us with a relationship you worked hard to earn,” he points out. “We take that responsibility seriously and Realtors can relax and feel comfortable knowing their client is protected and in good hands.”

Market Momentum

Like much of Florida, the property management landscape has evolved rapidly over the past few years. Pandemic-driven demand reshaped owner expectations, and the return to a more seasonal market has required recalibration.

At the same time, technology has allowed firms like ALL IN to scale responsibly without sacrificing service.

“Technology has changed for the better with various apps, allowing us to manage a bigger



portfolio more efficiently,” Dali notes with a touch of pride.

With rental demand and seasonal ownership aligning once again, Dali sees plenty of positive momentum ahead.

“It is definitely a favorable market right now for both seasonal home purchases and property rentals; and as the local market has picked up over the past several months, we can see our business picking up as well,” he elaborates.

Beyond the Day-to-Day

Outside of managing properties, Dali’s family life is just as busy. He and his fiancée, Miona, are raising three children — Marko (13), Kalina (11), and Filip (10) — and recently added an adorable Cavapoo

A CULTURE OF
ACCOUNTABILITY
MEANS WE TRULY GO
ALL IN, EVERY DAY.”



puppy named Buddie to the mix. Free time is often spent shuttling kids to sports or exploring Southwest Florida’s restaurant scene together.

“Most recently, we tried Sails in Naples and they had a great brunch I’d recommend — it is an amazing, tasty experience,” Dali shares. “We also love to travel, but these days our focus is on our kids and getting them through college; then we can start doing more things for us.”

That balance of family, discipline, and long-term thinking shows up in how Dali approaches business partnerships with top Realtors as well.

“I want to partner with each one of you, where you know that you have someone you can trust and rely on that will take care of your client just like you would,” he concludes. “My goal is to take this part of the business away from each one of you so that you can focus on what you do best, selling homes.”

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Julie Hill

RELENTLESS,
REFINED & READY

BY JESS WELLAR • PHOTOS BY LACASATOUR

“I’m like a dog on a bone!” Julie Hill laughs. “There can be road blocks for a deal, but I’ll make it happen. If clients don’t hear from me, then it’s because their message didn’t go through.”

That tenacity has become Julie Hill’s calling card in Naples, where she has quickly reestablished herself as a standout agent and respected team owner after relocating from her home state of Illinois five years ago.

Today, she leads The Julie Hill Team at Local Real

Estate with the same competitive drive that has shaped her career from the very beginning.

Strong Foundations

Born in Pella, Iowa, and raised in Springfield, Illinois, Julie was a collegiate swimmer at Iowa State University, where discipline was second nature. After graduating with a bachelor of science, Julie worked briefly in retail management before taking on high-stakes corporate sales roles in telecommunications and medical sales.

For years, Julie balanced real estate part-time with the demands of a sales career while her husband, Doug, built homes as a contractor.

“I traveled five days a week in medical sales,” Julie remembers. “But once I had my youngest, I knew it was time to go all in with real estate in 2018.”

That leap would eventually lead to another major one. In 2020, Julie and Doug moved their family from Illinois to Florida, a decision they had talked about for

years but finally embraced when the timing felt impossible to ignore.

“After COVID hit, we decided, ‘What are we waiting for?’” she remembers.

Momentum in Motion

Rebuilding in a new market was no small feat, but Julie has never been someone who shies away from hard things.

“Starting over pushed Doug and I outside our comfort zone and taught us the value of adaptability and



“
IT’S
ALWAYS
BEEN
ABOUT
PEOPLE *First*
FOR ME.”



Julie Hill leads The Julie Hill Team at Local Real Estate.

perseverance,” Julie shares. “Looking back, it was one of the most challenging yet rewarding decisions we’ve made, both personally and professionally.”

In Naples, she has turned that fresh start into serious momentum, producing at a high level while also growing a team that reflects her hustle.

Last year, Julie closed \$14.4 million individually, while The Julie Hill Team closed \$22.7 million. Those numbers are backed by a long list of recognition as well. On the team side, they earned 1st Place in Sales Volume as a Team in 2024 and have also received Best of Zillow from 2021 to the present day.

Individually, Julie has earned Platinum in Sales Excellence through Bonita Springs-Estero Realtors® from 2021 through 2025, Legacy Club through Local Real Estate from 2021 through 2025, Top Producer Platinum Level with the Women’s Council of Realtors® Bonita Springs-

Estero the past three years, and Homes.com Excellence in Client Services in 2021. She was also named Women’s Council of Realtors® Bonita Springs-Estero Realtor of the Year in 2024, the same year she served as President of the Women’s Council of Realtors® Bonita Springs-Estero Network.

Julie is quick to point out success is a team effort, with five licensed members and Samantha Pasquino being the primary producer in addition to herself. Additionally, Sheron Isaacs assists with her social media savvy and Nicky Marshall keeps everyone on track as the team’s capable transaction coordinator.

With great intention, Julie has established a team presence that is both productive and professional, and any potential recruits would be held to the same exacting standard.

“We’re always interested in speaking with new agents, but we’re also not just

looking for bodies,” Julie points out. “An agent is expected to take ownership of their own business and in order to do so properly, it should be a full-time effort.”

Strategy Meets Structure

Julie certainly brings a skill set that reaches beyond the usual transaction. Between telecommunications and medical sales, she spent more than two decades learning how to read people, communicate clearly, and stay calm under pressure.

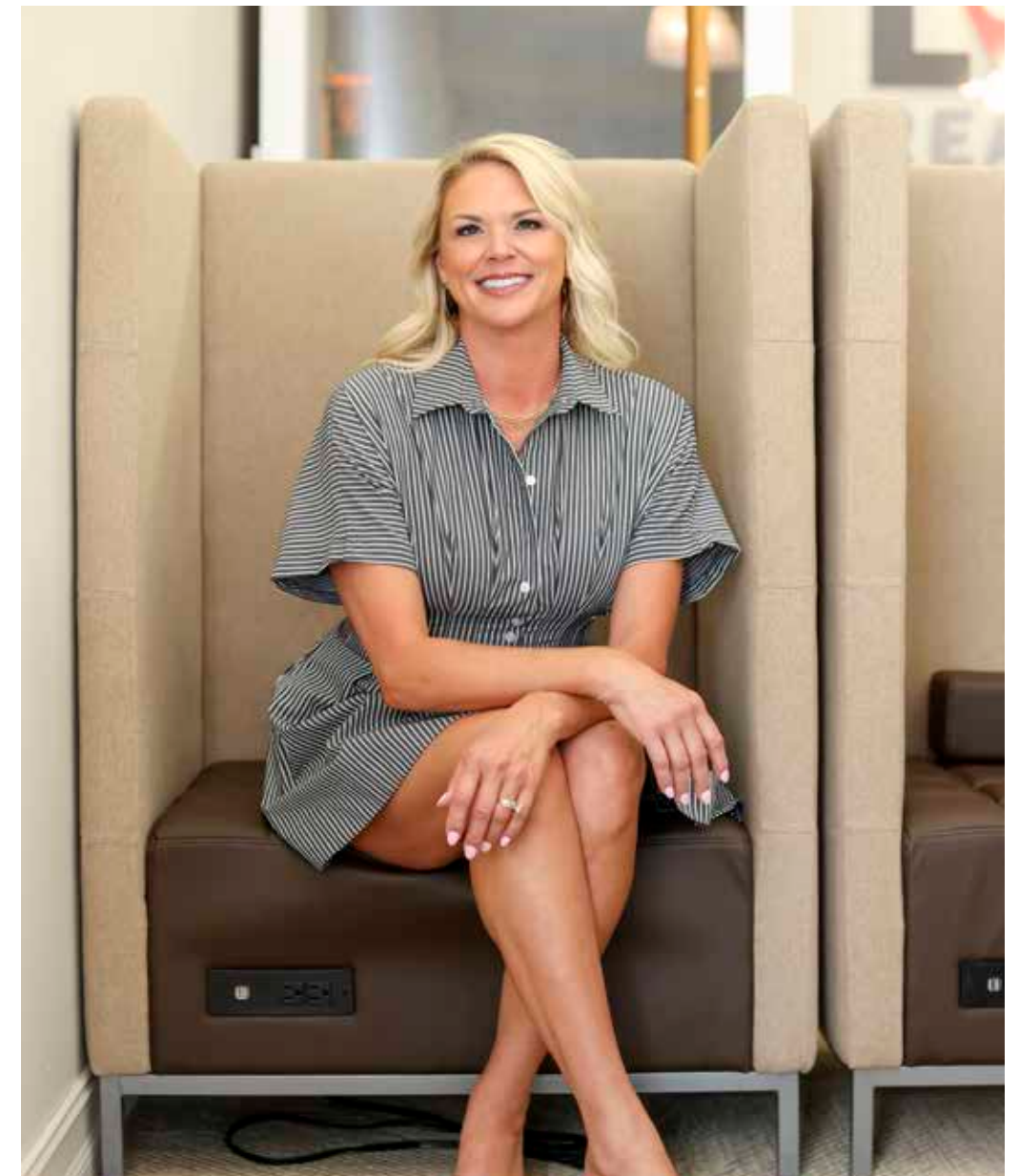
“My corporate sales experience combined with professional training and strong contract negotiation skills sets me apart,” Julie affirms. “I understand how to advocate strategically for my clients while keeping the process smooth and results-driven.”

Those years also sharpened Julie’s ability to connect quickly with anyone she meets; she loves asking questions to build rapport quickly while being genuinely interested in her clients’ lives.

“I pride myself on being relatable and approachable because I want my clients to feel comfortable, informed, and confident every step of the way,” she shares.

“It’s always been about people first for me,” she continues. “I would not be successful if it weren’t for all the relationships I have made throughout my career.”

Her value is only strengthened by the fact that Doug is part of her team as a state-licensed general



contractor with more than 20 years of residential building experience. His expertise brings another layer of confidence to the client experience, especially when questions arise around remodel potential, inspection issues, repairs, or the overall quality of a property.

That powerful combination gives Julie's clients an unusually well-rounded advantage. They are not just getting a strong negotiator or a seasoned agent, they're getting a broader perspective that helps them make informed decisions.

Family Focus

On the home front, Julie and Doug have been married for 26 years and have built a life that is full and busy in the best way. Their daughter Macy, 21, will graduate from USF this May. Their son Owen, 20, has completed the Fire Academy at FSW and North Collier Fire and is graduating from Florida Academy in April with his HVAC certification. And their youngest, Quinn, is a first grader at First Baptist Academy. Rounding out the household is Chunk Chunk, the family's adorable French bulldog.

Beyond her work, Julie most enjoys watching Quinn dance competitively with Dance City Productions, spending time at home with her family, enjoying good food and wine with friends, and sneaking away to the beach whenever life allows. She also stays active in her community, serving at First Naples Church and being very involved at her daughter's school.



“

AND IF I EVER WON THE LOTTERY, I'D STILL BE A REALTOR BECAUSE I REALLY DO ENJOY THE WORK

so much!”



As for the future, Julie is not someone who spends much time gazing too far down the road. After the whirlwind of rebuilding a business in Florida while raising a family in multiple life stages, she is focused on being present for what matters most right now. Her older children are stepping into adulthood, her youngest is growing up quickly, and Julie is determined not to miss a moment.

“I just want my family to be happy and healthy,” Julie concludes. “And if I ever won the lottery, I'd still be a Realtor because I really do enjoy the work so much!”

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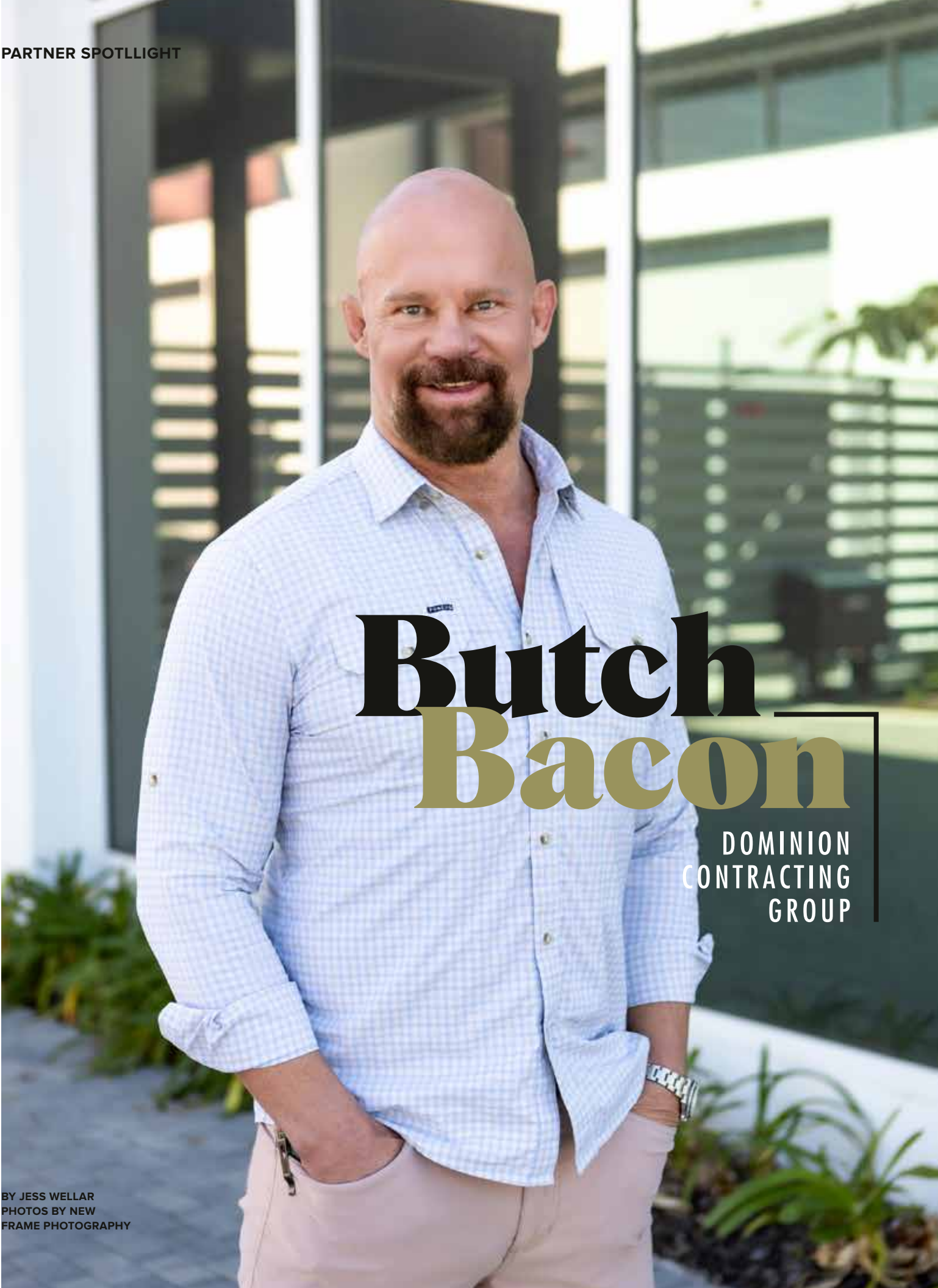
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BY JESS WELLAR
PHOTOS BY NEW
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Relentless Commitment to Quality

“I was a Marine, and I strive for perfection,” Butch Bacon states candidly. “I will make sure the job is done to the highest level of skill.”

That veteran life experience has guided Butch for more than three decades in the construction industry, and for the last 17 years as the owner of Dominion Contracting Group.

Based in Naples, Florida, Dominion Contracting Group specializes in remodels of all sizes — from full home renovations to kitchens, baths, and everything in between — serving homeowners from Marco Island up through Fort Myers, Cape Coral, and Fort Myers Beach. And in the competitive Southwest Florida market known for high expectations and discerning clients, Butch has built his reputation on precision and accountability.

A Foundation of Discipline
Born and raised in Minnesota, Butch’s family relocated to Naples when he was 12 years old. Construction was never a career Butch stumbled into either.

“My father was a contractor, so I grew up in the business working

alongside him and surrounded by other contractors,” he explains.

After initially working in new home construction, Butch took a detour that would permanently shape how he approaches his work: four years in the United States Marine Corps.

“In the Marines, you have to do your job and you do it to the best of your ability,” he offers. “The focus on details is the top priority; and if you miss the details, bad things happen — which means higher consequences for standards of excellence.”

That eagle-eyed attention didn’t fade when he returned to civilian life. After earning his general contractor’s license in 1994, Butch jumped back into new home construction with Gulf Stream, gaining extensive experience before deciding to go out on his own.

Today, with more than 30 years in the industry, Butch still approaches every project with the same discipline that was drilled into him decades ago.

A Team Fixated on Quality
Dominion Contracting Group may be lean by design, but it’s anything

but small in execution. Butch leads a core team of three employees who coordinate and direct a network of roughly 100 subcontractors, depending on project needs.

“Company wide, all of our employees strive for excellence as well,” he affirms proudly. “Our motto is ‘Commitment to Quality.’”

That culture of excellence shows up in the way Dominion handles projects from start to finish. Whether it’s a complete remodel or a targeted update, the focus is always on craftsmanship, proper execution, and long-term results.

“We make sure the job is done to the highest level of skill,” Butch reiterates. “And that’s not a sales pitch, it’s my personal standard.”

That approach has earned Dominion Contracting Group the highest rating with the Better Business Bureau, a reflection of consistency and integrity. Butch is also quick to point out that quality isn’t just about what the finished project looks like, it’s about how it’s delivered and how clients are treated along the way. Putting an emphasis on the personal side of the business is one





Butch Bacon (left) has partnered with Kevin Thorpe (right) who builds custom car garage build-outs.

“

Company wide, all of our employees strive for excellence as well.”



of the reasons Dominion continues to thrive after all these years.

Recently, Butch has also partnered with Kevin Thorpe, who designs and builds out custom car condos, to add another layer to his offerings with custom garage build-outs.

“Kevin is a long-time friend and has been in the business of designing custom car storage for several years,” Butch elaborates. “He needed someone who understood his level of detail so it’s a perfect match.”

A REALTOR’S Ally

For top-producing agents, Dominion Contracting Group is built to be a reliable partner, not a wildcard.

“I appreciate their partnership and we are glad to help them in any way possible to help them get their contracts closed,” Butch emphasizes.

That promise starts with accessibility. “I’m a 24/7 guy,” he elaborates. “So I get back to Realtors quickly and I’m always available.”

Butch adds that Dominion works closely with Realtors to assess, then align on realistic budgets to find solutions that keep transactions moving without cutting corners.

“We’ll work with Realtors on the scope of the project to meet budget expectations and do whatever needs done to close the deal while remaining ethical,” he states. “That balance of problem-solving without compromising integrity is what keeps Realtors coming back and working with us.”

Life Beyond the Job Site

When he’s not wearing his toolbelt, Butch’s life is centered on faith and family. He and his wife, Lori, have been married for 21 years and are raising three wonderful children — Jake, Emma, and Asher — who are all high-level wrestlers competing across the country and even internationally.



Butch Bacon is the owner of Dominion Contracting Group.

“We enjoy watching our kids compete and attending their wrestling tournaments,” he beams, noting that much of their family time revolves around supporting their children’s passions.

The Bacon family is also deeply involved in their church community at Freedom Life Church, where they participate in youth outreach and mission work both locally and abroad.

When he does carve out personal time, though, it’s often outdoors, enjoying hunting and fishing. A recent trip to Missouri yielded a successful buck hunting season, and closer to home, he helps manage the wild pig population, along with pursuing deer and alligator when and where permitted.

Eyeing the future of his business, Butch sees more momentum and he looks forward to building more great relationships with Realtors like Dave Gruninger and other partners as well.

“Right now, we are definitely seeing an upturn in business,” he concludes with a grin. “Part of it is due to our partnership with *Real Producers*, and interest rates are also starting to drop. I expect business to continue growing this year.”

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Deeply Rooted and Heartfelt

BY JESS WELLAR

PHOTOS BY MICHELLE
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“The year 2007 was a challenging one in real estate; and, personally, it was daunting for me as my beloved parents passed away several months from each other,” Karen Coney Coplin begins.

“I was pretty much sleepwalking through life for a period of time after that when it struck me: their daily acts of kindness, and really, their whole intentional way of being gave me a way of honoring their legacy. Simply by being true to their values and my upbringing — kindness matters — I let that guide every aspect of my life.”

That realization didn’t just shape Karen’s outlook on life, it quietly refined the way she approaches her business as well. A seasoned REALTOR® with Downing-Frye Realty in Naples, Karen brings nearly three decades of experience to the table, grounded in a solid foundation that began by practicing real estate law.

Natural Evolution

Originally from Binghamton, New York, “the land of the grey skies” as she describes it,

Karen attended SUNY-Oswego before earning her law degree from Cornell. Her early career took her to Palm Beach, where she began practicing real estate law before ultimately settling in Naples in the mid-1990s.

For nearly a decade, she worked tirelessly as a real estate attorney at respected firms, gaining an intimate understanding of contracts, negotiations, and the intricacies of property transactions. Even then, though, something about the process began to pull her beyond the desk.

“There were times during the contract-to-close process where I felt like I was almost shadowing the agents,” Karen recalls. “I really got to see buildings, neighborhoods and developments through their perspective, and that was something I naturally gravitated toward.”

That curiosity only deepened as she began exploring Naples more personally, attending open houses and immersing herself in the different communities she had once only encountered on paper. When the time



came to make the transition from her attorney practice in 2000, Karen went all in. Armed with her legal background and a strong network of clients who already trusted her advocacy and attention to detail, she stepped into real estate sales with both confidence and a willingness to learn.

And this had a welcome and not entirely unexpected benefit.

“I’ve been able to meet interesting people from all walks of life and all over the globe,” she adds, “An ongoing experience I enjoy fully.”

An Advantage You Can’t Teach

An important connection helped guide that next step. A trusted Realtor and fellow attorney Tom Campbell encouraged her to interview at what is now Premier Sotheby’s International Realty. That introduction to a top firm proved to be a pivotal one.

There she was welcomed by his colleagues, including Ruth Trettis, widely regarded as the “First Lady of Naples Real Estate.” Karen quickly found herself learning from the very best while working at that brokerage for a decade.

“Ruth was so warm and welcoming!” Karen acknowledges. “She said I would receive lots of advice as a new agent, and she offered her own: ‘Be true to yourself and the right clients will come.’ I’ve never forgotten that and I’m so grateful to have built a relationship with her over the years.”

From day one, Karen’s legal training quickly set her apart.

“My background provided me with a focus on anticipating rather than reacting to potential issues,” she explains. “Sometimes, that means telling people what they need to know and not always what they want to hear, and doing this in a meaningful and thoughtful way.”

That proactive, yet tactful mindset is paired with a level of accessibility that clients consistently appreciate, something Karen admits has become part of her secret sauce.

“When someone calls, I actually answer my phone if I can,” she says with a laugh. “People are often embarking on a significant financial transaction, and it makes no sense to delay in responding if I’m otherwise available. And I feel the same if a fellow agent calls me.”

Beyond responsiveness, Karen’s longevity in Naples gives her an informed perspective that few can match. Having lived in the area since 1994, she brings both historical context and current insight to every conversation.

“I’d like to think of myself as a heartfelt Naples cheerleader who has hyper-local expertise,” she smiles. “I love what I do, and I want that to be reflected in every interaction.”

Relationships Lead the Way

While Karen’s career has been rooted in impact rather than numbers, her results speak for themselves. Last year alone, she



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Top producer Karen Coney Coplin is with Downing-Frye Realty.

closed \$33 million across 11 transactions, a reflection of both her steady presence in the Naples market and the trust she has built over time. She has also been recognized as a Top Listing Agent at her firm twice, in 2011 and again last year — out of approximately 500 agents — and earned the Titanium Top Producer award with the Women’s Council of Realtors® on two occasions, along with a Platinum Award.

“Making a positive impact on others and leaving the world better than how you found it — that’s success to me,” she offers.

That perspective shapes how she approaches every transaction, with a focus on relationships rather than outcomes alone. Whether working with long-time clients or those new to the Naples market, Karen prioritizes communication, transparency, and a steady, calming presence throughout the process. That winning combination has led to a business built largely on repeat clients and referrals over the past 25-plus years.

“Clients tell me they felt updated, cared for, and that I accomplished what they were asking for while going the extra mile,” she shares. “Especially for those clients who are out of town, that level of responsiveness and presence makes a difference.”

Karen also remains deeply committed to personal and professional growth, continually investing in education to better serve her clients.

“I’ve become somewhat of a training junkie,” she admits. “Whether it’s traditional real estate courses, mindset curricula, or daily mastermind calls, I believe in evolving and growing.”

A Purposeful Life

Outside of real estate, Karen’s life is filled with the relationships that matter most. She is the proud mother of two daughters, Tabitha and Phoebe, and treasures the time they spend together, especially trips to Key West, a favorite destination that has become something of a family tradition.

“We also like walking, animal rescue, and thrifting!” Karen adds.

Her interests also include a deep appreciation for art. From local galleries to the Baker Museum, Karen finds inspiration in creative expression and the way it shapes both spaces and experiences.

Karen is also deeply involved in her community, from wildlife advocacy and related initiatives, to her long-running “Heart to Heart” column highlighting local charities and a variety of programs offering support and guidance to the Naples community.

“And, I’ve always felt a strong pull toward writing and storytelling,” she shares. “Real estate has given me a front-row seat to people’s lives and transitions, and I’m drawn to capturing those emotions and stories.”



As a breast cancer survivor, Karen brings a particularly meaningful perspective to her involvement with The Cancer Alliance of Naples support group, offering encouragement and advocating for early detection.

Looking ahead, Karen remains focused on building a life and business rooted in connection, one that is genuinely fulfilling.

“I look forward to continuing to learn and flourish, enjoy meaningful relationships, and hopefully have peace of mind and good health too,” she concludes. “Last year was one of my strongest, and while I am always open to growth, I’m equally committed to finding a balance and flow and enjoying my time along the way.”

FUN FACT

In her former legal career, Karen was one of two pro bono attorneys to assist Naples Botanical Garden in becoming incorporated as a not-for-profit, an initiative that means a great deal to her for the Garden’s positive effect on the Naples community.

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NAPLES REAL PRODUCERS’ TOAST TO THE TOP

MARCH 26, 2026

PHOTOS BY JAKE MACIOSEK AND JEAN VELASQUEZ

On March 26th, *Naples Real Producers* hosted “Toast To The Top” at The Halcyon Residences & Marina, and the turnout said it all! The room was filled wall to wall with top agents, preferred partners, and industry leaders, creating an electric atmosphere from start to finish. It was a night defined by strong connections, great conversations, and the kind of energy that continues to set the Naples real estate community apart.

We’re incredibly grateful to the agents who showed up and continue to raise the bar, as well as our preferred partners who support this community in such a meaningful way. A special thank-you also goes out to our event vendors who helped bring the experience to life and ensured everything ran seamlessly.

Events like this would not be possible without the support of our outstanding sponsors. Thank you to our Headline Sponsor, **Maxwell Mortgage Team**; Venue Sponsor, **The Halcyon Residences & Marina**; Signature Bar Sponsor, **Joe the Home Pro**; Food Sponsor, **HouseMaster**; Photobooth Sponsor, **Easy Mortgage**; Tap Wall Feature by **ALL IN Property Management**; Entertainment Sponsor, **Nash Insurance & Associates**; Valet Sponsor, **Chapman Insurance Group**; and our High Top Sponsors, **Law Office of Sam J Saad III**, **The Pina Team – Pillar To Post Home Inspectors**, and **Easy Title and Escrow**.

With such an incredible turnout and momentum, we’re excited for what’s ahead and look forward to bringing everyone together again soon!





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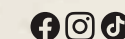


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