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PROFILES



Featured Agent Andrew "Andy" Alvarez



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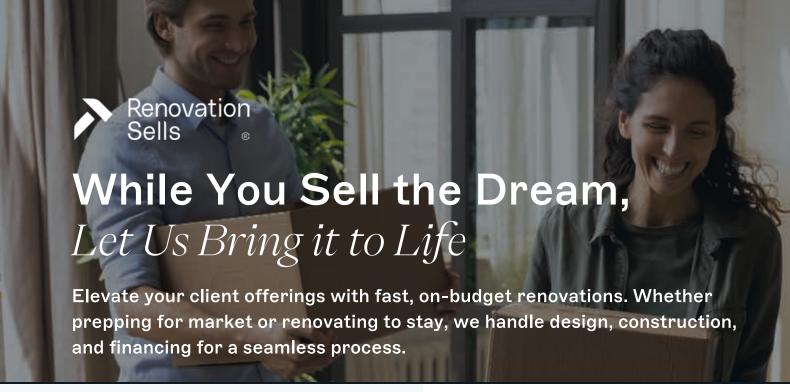
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FRIDAY, NOVEMBER 14, 2025 ELITE JETS

Dear Real Producers of Fort Myers,

The time has come once again to celebrate the very best in our community. On Friday, November 14th, we will gather at Elite Jets for our *Real Producers*' Awards Gala—an unforgettable evening honoring the top professionals in Southwest Florida real estate.

This formal affair is more than an awards ceremony—it's a chance to come together as colleagues, friends, and partners to celebrate excellence, collaboration, and the stories that inspire us all. Guests will enjoy an elegant evening filled with live music, dancing, exquisite cuisine, and top-shelf beverages, surrounded by the energy and glamour that defined last year's inaugural gala.

Throughout the year, we've had the privilege of sharing the remarkable journeys of our top producers in the pages of *Fort Myers Real Producers*. The Gala is the culmination of those stories—a night to spotlight the talent, perseverance, and leadership that make this community extraordinary. It's also a time to strengthen connections, network with peers, and acknowledge the invaluable role of our preferred partners.

Their dedication and support make both our magazine and these exceptional events possible, and we are deeply grateful.

Finalists for this year's awards will be announced soon, and we look forward to celebrating every one of them. This is truly our biggest and most anticipated event of the year—and one you won't want to miss.

Please watch your inbox for your exclusive invitation to this private, invitation-only event. Be sure to RSVP promptly to secure your place at what promises to be a spectacular evening of recognition, community, and celebration.

We can't wait to raise a glass with you on November 14th!

Very respectfully yours,



Andrew Regenhard Owner/Publisher Fort Myers Real Producers 239-290-0692 andrew.regenhard@n2co.com www.swflrp.com



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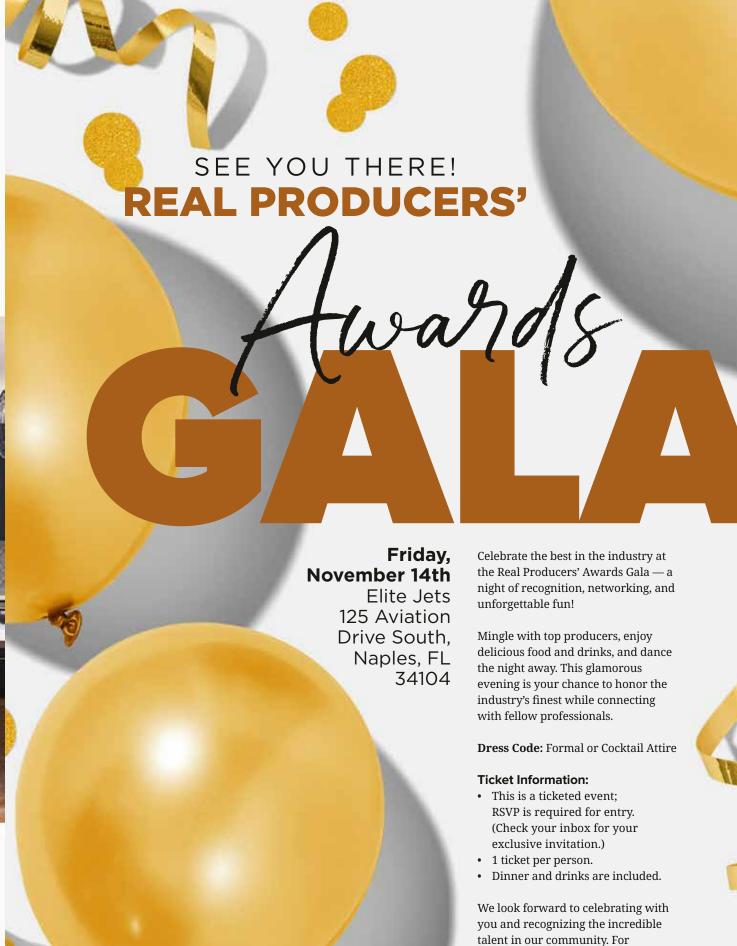
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ANDREW ALVAREZ

"Our philosophy is 'Less about us, more about them.' It really comes down to the happiness factor and how we make this process seamless and enjoyable."

BY JESS WELLAR

When Andy Alvarez talks, you can practically feel his enthusiasm building. As president of the Alvarez Group at Douglas Elliman Real Estate in Naples, Florida, Andy and his wife Erin have built a concierge-level team that turns transactions into celebrations.

Since 2016, Andy's blend of unstoppable energy, marketing savvy, and genuine care have earned him placement in the top 2 percent of Southwest Florida agents by *Real Producers* and recognition among the top 1.5 percent of REALTORS® nationwide by *RealTrends*.

Sunshine State Roots

A Florida native, Andy grew up in West Palm Beach and later moved to Southwest Florida to attend Florida Gulf Coast University. With a degree in computer information systems from Florida Gulf Coast University, he felt right at home in a computer lab.

Recruited by Miromar
Development before he had even
finished school, Andy spent the
next 13 years working his way
from IT to marketing to becoming
their top-producing sales agent at
Miromar Lakes Beach & Golf Club.
But he was extremely reluctant to
sell at first.

"The owner of Miromar
Development saw something
in me that I hadn't yet seen in
myself. She encouraged me to
leave my corporate role and step
into sales, a move I was definitely
hesitant about," Andy admits.
Her confidence in his potential
led him to make the switch—one
that ultimately shaped the next
chapter of his career.



"The homeowner is in control every step of the way.

We work for them,not the other way around." Andy recalls that challenge and opportunity emerged after Hurricane Ian, as Fort Myers Beach began its long road to recovery.

"It was a turning point for a lot of people," he shares. "I got a call from my now broker, who had been referred to me. With my background in new construction and development sales, it was a natural fit for where Douglas Elliman was headed in this market." Since joining the firm, Andy's list of accolades has continued to grow. In 2025, he earned the Douglas Elliman Diamond Award. And with his wife Erin joining the business full time last year, the Alvarez Group gained serious momentum.

"Erin's background is in marketing, having worked for Parr Moto, which serviced corporate Harley-Davidson. She later used that experience to help local businesses elevate their marketing," Andy notes.

"From there, she was recruited to join the agency of record supporting the philanthropic marketing team at NCH and helped rebrand the hospital," he continues. "Together, we've been building something we're both incredibly proud of ever since."



The couple's blend of systems and strategy has allowed Alvarez Group to leverage technology for impressive, high-touch service while making the process simple.

"Alvarez Group is an extension of me. With the help of Erin, we've built a strong support team made up of trusted members who help deliver a concierge-level experience from start to finish," Andy offers.

The group handles the heavy lifting so customers can move forward stress-free. "Our customers are busy, so we give them exactly what they need to make quick, executive-level decisions. Our job is to make the process not just efficient but enjoyable," Andy states. "That's why I sign off on all my emails with 'At Your Leisure."

He underscores the fact that he believes specialization beats a





one-size-fits-all approach: "Every home we represent is approached the way a tailor approaches a bespoke suit—precise, thoughtful, and built to fit. Everything is customized to reflect the customer's goals," he affirms.

Andy is also quick to point out he doesn't ever forget who's in charge.

"We meet weekly to review results, assess positioning, and adjust quickly to stay competitive," he adds. "The homeowner is in control every step of the way. We work for them, not the other way around; they're the decision-makers, and our role is to provide the data and insights they need to make informed, strategic choices."

Andy's advice to rookies? "Work with someone who wants to work with you! It's not about working with the best, or a big team or brokerage—it's about learning and growing together."

All In at Home Too

While Andy admits "not working isn't really in his vocabulary," when he does step away, you'll usually find him on the water, trying new restaurants, or spending time with good people.

"I grew up on the water, and these days, I really love exploring mangrove tunnels with Erin and appreciate paddling in nature on our kayaks and SUP... It's our happy place, and if you're lucky, you see dolphins!" The couple share their home with two fur babies, including Dolce, a "50-pound purebred mutt" and Hashbrown, their animated Chihuahua.

Beyond family, Andy's faith keeps him grounded: "I was raised Catholic and I know there's a higher power, especially when life is stressful and crazy. Having our faith and being able to let go is everything to me."

A big fan of giving back, one cause especially close to Andy's heart is the Musella Foundation for Brain Tumor Research.

"We deeply admire their mission to advance research and provide



Family and friends of the Musella Foundation, including cancer survivors Zach McBride and Morgan Mitchell. (From left: Kelsey Sola with daughter Morgan Mitchell, JoAnn Elardo, Erin and Andy Alvarez, Zach McBride, and Mike McBride.)

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Andy Alvarez grew up on the water and enjoys fishing and kayaking along the coast with his wife, Erin. support for families facing brain tumors," Andy explains. "My brother-in-law became seriously ill just before marrying my sister and needed specialized care. Thankfully, they found the Musella Foundation, which provided guidance and support, and my brother-in-law has since made a full recovery. It was such a blessing."

Looking ahead, Andy is dialed in on growth at all levels. Personally, he dreams of new horizons with more travel. He's hoping to visit Greece or South Africa some day soon and build a second home to enjoy the life he and Erin have worked hard to create.

"Preferably, with a cold drink and a water view!" he chuckles. "But I will always be involved in real estate. I have found a career where I get to use every talent God has blessed me with, all while meeting new people and doing everything with creativity and intention."

"Work with someone who wants to work with you!"



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MATT GOODWIN, ESQ.

Guiding Clients Through Life's Milestones

BY ELLEN BUCHANAN PHOTOS BY LACASATOUR

Matt Goodwin, principal attorney and founder of Goodwin Law, P.A., has been practicing law for a decade and has built a thriving practice with a unique mission: helping people navigate life's most significant moments. "When people buy or sell a piece of real estate, it's significant. When someone dies and they need probate, it's significant. When they're planning for their death and their legacy, it's significant. So we help people navigate those times."

Goodwin Law, located in North Naples—just one stoplight north of Mercato—focuses on real estate transactions, estate planning, and estate administration. "We're the only law firm

on the block in Naples Park," Matt notes with a smile. Ninety percent of the practice is devoted to real estate, and the firm has closed thousands of transactions across more than 25 Florida counties. "I've been a loan officer, a REALTOR®, a buyer, a seller, a landlord, and a tenant," Matt explains. "That perspective lets me assist in negotiations and offer practical advice, so the closing doesn't get derailed."

The Goodwin Law Advantage

Born and raised in West Palm Beach, Matt earned his undergraduate degree in political science from the University of Michigan and his law degree from the University of Florida.



After less than a year at a small Central Florida firm, he launched Goodwin Law. "Naples was the first city we picked that didn't pick us for work or school. We picked Naples," he recalls. "It's quieter and calmer—and just as beautiful, if not more beautiful—than the East Coast."

Today, Goodwin Law includes one other attorney, Alexandra Kane, and four additional staff members, plus two more who work with the firm's title company. They represent buyers and sellers of residential and commercial properties across the state, operating by four core No's: no surprises, no fluff, no barriers, and no box.

"Realtors don't have to recommend the title company affiliated with their brokerage," Matt points out. "They need to establish their own professional relationship with a lawyer or title company—but they should always give their clients an option." Matt shares that utilizing a lawyer provides distinct advantages when it comes to negotiations—as advanced negotiators who counsel people regularly. Also, the team's estate planning and probate work gives them a unique advantage when issues arise in transactions. "Because we do wills and trusts, we can spot issues early and solve them before they derail a closing," Matt says.







Matt has a passion for podcasting and hosts Beyond the Briefcase from his onsite recording studio.



Matt has been an avid drummer since age 15.



He also serves as a faculty member for Florida Realtors® continuing education, teaching on professionalism and estateand entity-owned property matters.

Beyond the Briefcase

Matt also shares his knowledge and community focus through his podcast, *Beyond the Briefcase: Conversations About Law, Life, and Community.* Professionally recorded in the firm's own studio, the podcast began in 2018 and now features full HD video and guests from all walks of life. "It's a passion I have," Matt says. "We interview local professionals and leaders in the community, and it's also a service we offer to our referral partners." Episodes are available on YouTube, Spotify, and all major podcast platforms, and Matt is easy to find on social media: @themattgoodwin.

Life Outside the Office

Matt and his wife, Dr. Nancy Goodwin, are raising two sons, Justin (14) and Jaden (9). Music is a shared passion—Matt has been a drummer since age 15, and Justin sings lead vocals in a band and plays drums and guitar. The family stays active with travel and adventure, from hiking in Alaska to skiing in Colorado, Utah, Vermont, and Montana. Matt has also embraced a daily meditation practice and contrast therapy with hot and cold plunging. "I'm always thinking about how I can live longer and healthier," he says. He is an avid reader, currently working through *What Is My Legacy? Realizing a New Dream of Connection, Love and Fulfillment* by Martin Luther King III, Arndrea Waters King, Marc Kielburger, and Craig Kielburger, whom he recently met.

Giving back is also a priority. Matt supports The Immokalee Foundation, which empowers children through education and career pathways, and the David Lawrence Centers for Behavioral Health.

Looking Ahead

This fall, Matt is heading to South Africa for a safari, and he plans to visit the Greek Isles next summer. Professionally, he plans to continue growing Goodwin Law's impact in real estate, estate planning, and estate administration. What keeps him motivated? Relationships.

"When we're doing estate planning, getting to learn more about the person, their family, and how I can actually help them with their issues—it's very rewarding," Matt says. "When I get a phone call because somebody said that I was recommended and then I can have a very engaged conversation with them, there's nothing more fulfilling."

To learn more about Goodwin Law, P.A.'s, services, call 239-207-3403 or visit them online at GLPA.law. You can also follow Matt on social media: @themattgoodwin.





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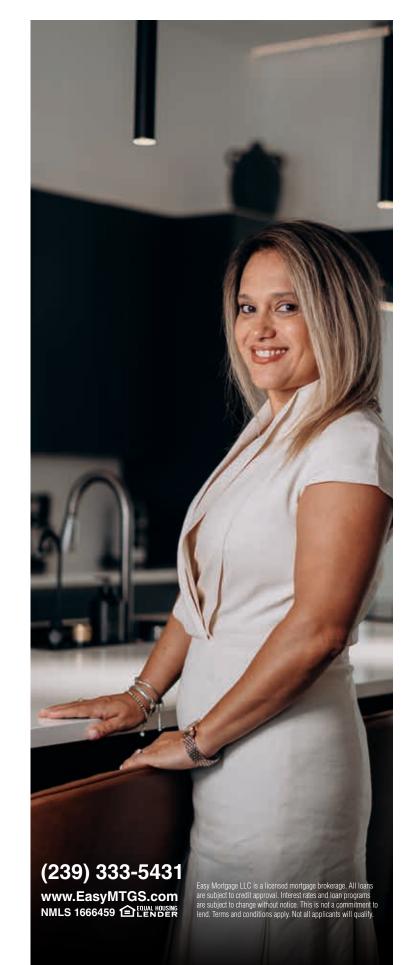
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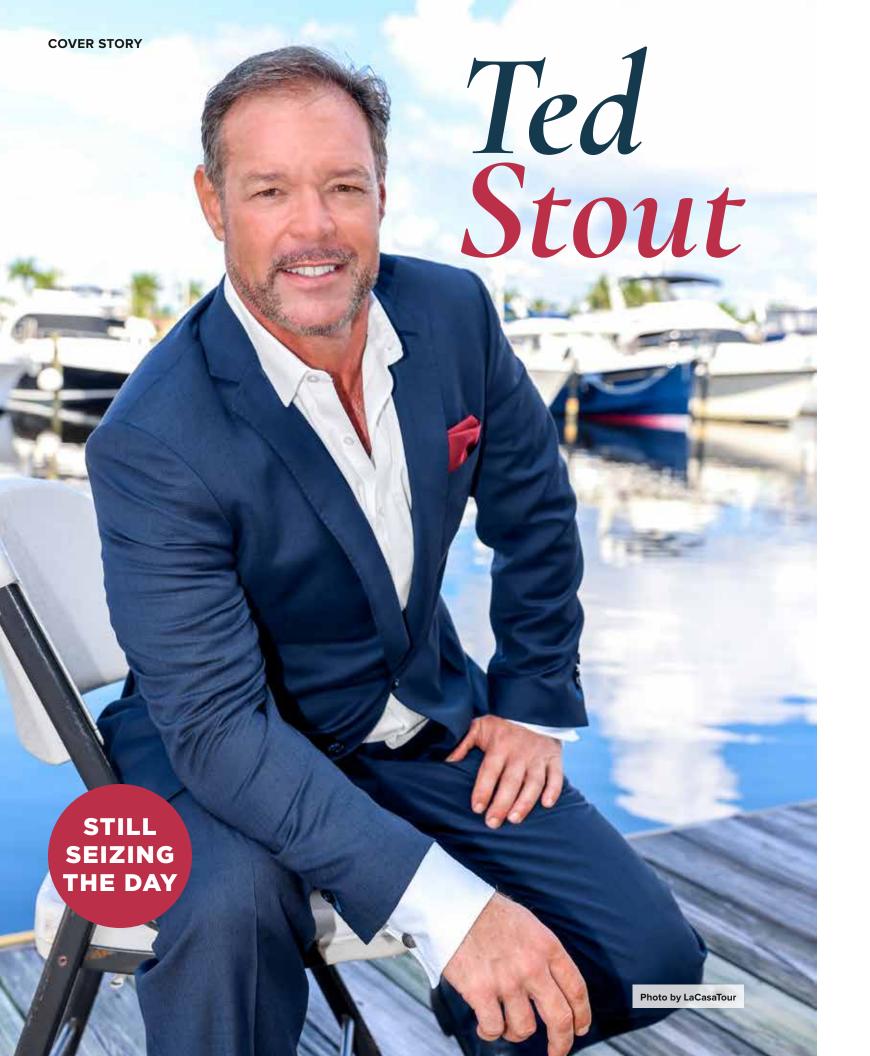
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BY JESS WELLAR

or more than 25
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As broker/owner of
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his boutique operation—
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office manager and a
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in 2024, making it one of
the top-producing teams in
Southwest Florida.

With an office and boat at the Marina in Cape Harbour, Ted's blend of creativity, expertise, and "carpe diem" spirit keeps clients and his boutique team thriving, even in a downturn.

"I actually run a 'teameridge,' a relatively new real estate business model that combines the strengths of both traditional brokerages and real estate teams," Ted explains. "Certain people are skilled at certain things. The advantage of a team is that you can specialize and hone your craft versus someone that tries to do it all. Everyone has a specific role which helps us deliver concierge-level service.

"I am also looking to hire a full-time agent to serve as a vacation rental manager for our team... It's a great opportunity for a newer agent that's looking to build up a book of business," he offers.

The Water Called

Originally from Atlanta, Ted attended FSU to obtain an impressive array of degrees in film, business and entrepreneurship before landing a job as a multimedia producer at IBM in Atlanta.

"My focus was the DVD platform," he recalls.
"When DVDs first came out, we were on the cutting edge and produced popular films digitally such as 'Independence Day' and 'Halloween."

Ted loved the work, but Atlanta was landlocked, and his heart missed the sea. When his father, a brokerdeveloper, offered him an opportunity to sell new homes at Burnt Store Marina in Punta Gorda, Ted jumped at the chance and obtained his license in 2000.

"I wanted to live on the salt water again and got a job selling new homes. It was wonderful — I went fishing every day and lived on the marina." he smiles.

Ted transitioned to general real estate a few years later and it was off to the races after that: "I was good at it — I have sold several thousand homes over the years," he reflects. "









Carpe Diem Mindset

Ted was inspired by Robin Williams's character in "Good Will Hunting."

"Carpe diem, or "seize the day" — when I first heard that phrase in the movie I found it transformative," he shares. "You can't count on your past or your future; you only have today and that is a good way to live life."

That mentality informs both Ted's attitude and his definition of success, which he describes as "being fully content with the present outcome and free from any desire for it to be different." Ted's blend of experience and innovation also makes his team a local powerhouse.

"We are always coming up with creative marketing ideas to get the property seen, viewed or clicked on. Given my background, I like this aspect to the business to find unique ways to showcase the property," he adds. "We go out of our way shoot sunsets, staging homes and even offer house makeovers to make the property stand out."

Perhaps another part of Ted success in the industry can be attributed to his personal character and values. His business has been built on honor and integrity a lesson bestowed on him by his father: "My dad always said, 'In business, your reputation is everything. You can't buy it—you have to earn it, through honesty, consistency, and doing what's right. So whatever you do, don't screw it up."







After two and a half decades in the business, Ted's advice to newer agents reflects both wisdom and caution: "It is a very litigious business and difficult to be successful," he admits. "There is so much to learn!" He suggests finding a coach or experienced mentor to navigate the inevitable bumps in the road.

Anchored in FamilyOff the clock, Ted is a devoted

father to Mackenzie (10) and Venice (7). Mackenzie has embraced the world of Taylor Swift, while Venice channels her competitive spirit through gymnastics and tumbling classes — a testament to the drive that

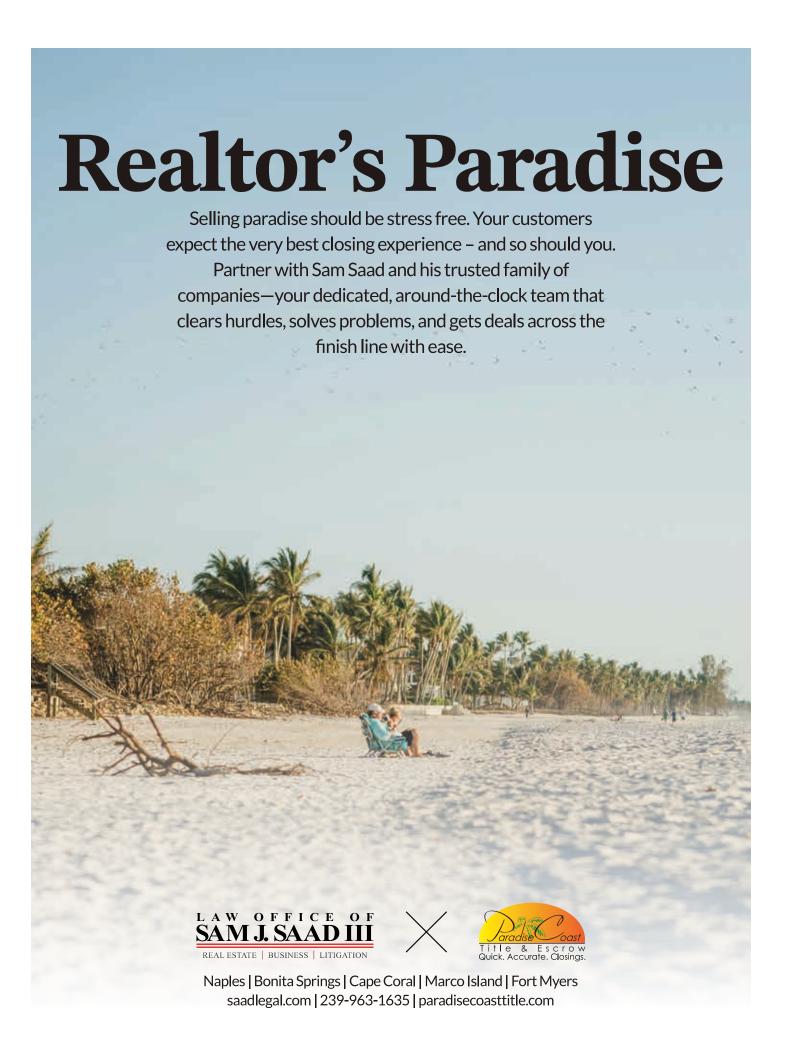
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runs in the family. When Ted isn't closing deals or cheering on his daughters, you'll find him enjoying some of his passions including cross fit, boating, fishing or recovering at Bikram Yoga.

Ted plans to pay that hardwon wisdom forward: "Ideally, I'd like to mentor other people and retire," he concludes. His ultimate goal is for his "team to run the business without me," freeing him to enjoy family, travel, and of course, the water he loves.





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