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ACHIEVING BALANCE



Dear Real Producers of Fort Myers,

Work-life balance. It’s something we hear about often—especially in the stories we share in this magazine. It seems to be a constant pursuit in this fast-paced business, and lately, I’ve been thinking about it a lot in my own life. Between settling into a new home, training a new puppy, and keeping up with everything at *Fort Myers Real Producers*—including two big events on the horizon—finding that equilibrium feels more relevant than ever.

But it’s not just about managing a busy calendar. With everything happening in the wider world, many of us are asking: *How do we stay grounded when life feels uncertain? How do we show up for our clients, our families, and ourselves—especially when things feel off-kilter?*

For me, balance starts with how I manage my time. One strategy that helps is time blocking. Most of you probably already calendar everything—but the key is to be realistic. Build in space for the unexpected, and don’t forget to include your personal and family time. The goal isn’t perfection. Life throws curveballs. But laying out your priorities helps you stay focused and makes room for what matters most.

That said, balance isn’t just about scheduling. When the world feels chaotic—rising prices, shifting markets, global uncertainty—it’s even more important to find your internal center. We need to be the calm in the storm—for ourselves

and those we serve. For me, that deeper balance comes from practices that bring joy and reflection. Some find it through prayer or meditation. Others through movement—yoga, walking, swimming, hiking. And for many, it’s found in joyful activity: pickleball, boating, fishing—or, for me, a round of golf. Whatever helps you reset, make space for it. That pause helps you return clearer, calmer, and ready to lead.

As I write this, I know I’m reminding myself as much as sharing with you. It matters—and I hope you find your rhythm of balance in the days ahead.

Speaking of making time for what brings us joy, don’t miss our upcoming event at Corkscrew Weddings & Winery in Estero on Thursday, August 7th, from 5–8 p.m. It’s the perfect chance to step away from the daily grind and reconnect with friends, colleagues, and our incredible community. There’s still time to RSVP—we can’t wait to see you there!

Very respectfully yours,



Andrew Regenhard
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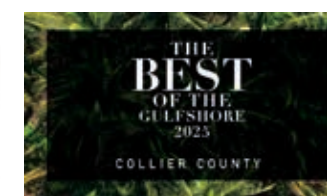
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Is AI the Ultimate Mastermind?

BY MICHAEL DILL

The question today is: Is AI the ultimate mastermind? Everybody is familiar with the term “mastermind,” but does everybody know exactly what it means? In the book, *Think and Grow Rich*, written by Napoleon Hill, “mastermind” is defined as: “Two or more people in harmony in the same conversation directed toward the same outcome, and only then will they reach infinite intelligence—the universe of all the answers.”

Think about it: Have you ever sat and beaten your head against a wall by yourself, trying to come up with a solution? Then you’re having a conversation and brainstorming with someone else. The two of you are in harmony in this conversation, directed toward the same outcome. And suddenly, it’s like, “Oh my God, where did that come from?” Your brilliant answer arrives. You know this has happened to you. That’s what masterminding is.

Think about this: All the conversations, all the questions, all the answers are in this universe of knowledge called Infinite Intelligence. And AI, I believe, is absorbing all this. All we have to do is get clear and ask AI the proper questions, and AI becomes the direct link between us and infinite intelligence, to capture the answers we are seeking. How valuable is that?

However, this doesn’t leave out the human element. This conversation was really developed based on a conversation

I had with my coach, talking about some of the things we do and the value we bring. We then tapped into AI to see the congruence between what AI says and who we are. It’s quite fascinating. But the real masterminding was really about my coach and me in the same conversation directed toward the same outcome—obviously being more successful. Tapping into that extra universe of knowledge of AI was the icing on the cake.

Today, I just wanted to throw out the question “Is AI the ultimate mastermind?” for you to ponder. Remember, “mastermind” is when two or more people are in harmony in the same conversation directed toward the same outcome, and only then can we reach Infinite Intelligence—the universe of all the answers. My question to you is: Is AI the ultimate mastermind?



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



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Kelly & Amanda Olin Bolduc



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FEATURED AGENTS



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THE PERFECT PAIRING

BY JESS WELLAR

“I have been documenting my successes and failures in order to create a recipe for success for others to follow,” begins Kelly Olin, co-founder of RESIDENCE | eXp Realty in Fort Myers. “I don’t judge my success based on my own achievements but rather how many others I have helped achieve success.”

That quote sets the tone for how Kelly Olin and Amanda Bolduc approach not only their booming business but the entire industry: service over ego, and systems that empower agents rather than control them.

Together, the pair are behind one of the fastest-growing real estate partnerships in Southwest Florida. Since joining forces in mid-2023, Kelly and Amanda have taken Kelly’s initial year’s business from \$10 million in sales to more than

\$25 million in their first year together—and they’re on track to more than double that again in 2025.

From Pickleball to Partnership

Originally from Maine, Amanda and her family had moved into The Place at Corkscrew in 2018. A couple of years later, Kelly and her family relocated from Michigan to the same community. One day, Kelly and her husband were out for a walk and heard laughter coming from the pickleball courts so they took the opportunity to introduce themselves to their neighbors.

“Amanda was so welcoming,” Kelly recalls. “She was one of my first friends in the neighborhood, and we just hit it off.”

That bond deepened over the years, and when Amanda started considering a career change, she saw how much success Kelly was having and knew exactly who she wanted to align with. Kelly recounts, “I had more business than I could handle, and I knew Amanda would be the perfect fit.”

“Kelly paved the road,” Amanda adds. “And once I got licensed, we hit the ground running together.”

Different Paths Converge

Kelly started her career in new home sales with Pulte Homes in Michigan before moving into corporate training and development. She later built two international sales teams spanning three countries with over 5,000 representatives, mastering digital marketing and scalable systems along



Kelly Olin (left) and Amanda Bolduc (right) are partners at RESIDENCE | eXp Realty in Fort Myers, which Kelly co-founded in 2023. (Photo by LaCasaTour)

the way. That experience helped her launch a modern, video-forward real estate business in August 2022.

Amanda, on the other hand, is a U.S. Army Combat Engineer and veteran who served for over 12 years. After the military, she homeschooled her three children for more than a decade while running a homeschool co-op of 80 students. Her colorful life experience includes graphic design, marketing, carpentry, reality TV, interior design, negotiation, customer service and counseling—“all skills which have become part of my everyday life now as a REALTOR®,” she reflects.

Their diverse backgrounds, paired with a yin-and-yang dynamic, make their partnership especially effective in serving clients.

“Kelly has no off switch,” Amanda laughs. “She’s the visionary and an Energizer bunny. When she sees something, she goes and gets it.”

“Meanwhile, Amanda’s calm, confident, patient, and nurturing nature makes her an ideal match for working with buyers,” Kelly points out. “I focus more on listings, marketing, and business growth. We’re both creative, but Amanda’s incredibly detail-oriented, and we complement each other perfectly.”

Standing Out

What sets these two apart in a crowded market? For starters, both women are passionate about cutting-edge marketing and share a willingness to be bold.

“We’re tech-savvy, we generate massive online exposure, and we’re not afraid to get creative,” Kelly explains. “From jumping in pools fully clothed in listing videos to getting our listings on TV, we’ll do whatever it takes to showcase a home.”

The duo also personally stages many of the homes they list, often bringing in furniture and décor from their own stockpile. They’ve even purchased and

designed a rental property together. When needed, they supplement their in-person efforts with virtual staging using professional software.

“It started out with us pulling items from our homes, but now we have three storage units full of staging pieces,” Kelly laughs. “Someday we’ll probably outsource this service, but we enjoy the design aspect, and it really adds value in a tight market.”

Their high-production YouTube channel, “Selling Southwest Florida,” also generates steady inbound leads, especially from out-of-state buyers looking to relocate to the area.

“Being on camera doesn’t intimidate us,” Kelly points out. “We treat our videos like HGTV segments — it’s all about telling a story and selling the lifestyle, not just a house; and since we both relocated here from elsewhere, we have that same perspective on coming to Southwest Florida.”

Their approach is clearly working: Kelly and Amanda’s production continues to skyrocket, and they hold the distinction of being the top-selling resident agents in The Place at Corkscrew in 2024 and top agents overall in 2025 (YTD); moreover, Kelly has been designated as one of eXp’s Luxury Division agents.

But for both women, success is about more than sales or accolades. “Being able to coach and train others to have the same or more success than you do — that’s real success,” Kelly emphasizes.

Kelly co-founded RESIDENCE | eXp Realty with Matt Bresee in 2023 and together they opened an office off Alico Road in 2024. Kelly describes RESIDENCE | eXp Realty as a self-organized team that is intentionally structured to break the mold. There’s no “rainmaker” model here. Agents are empowered to build their own brands, generate their own leads, and scale independently with support — not control.

“I believe in teaching agents how to fish versus fishing for them,” Kelly explains. “Our systems are designed to be documented, repeatable, and scalable.”



Kelly Olin with her husband Marc and sons Beckett, Carter, and Briggs



Amanda Bolduc is a professional sand and snow sculptor who has been featured on television.

Off the Clock

Beyond the office, both women lead active lives with their loved ones. Kelly has been married to her college sweetheart Marc for nearly 20 years. They have three sons: Briggs (14), Carter (12), and Beckett (10). Two of her boys are AAA hockey players, while Carter competes in barrel races and rodeos with his own horse.

“My schedule is wild,” Kelly laughs. “We’re constantly on the road between hockey and rodeos, but we love it.”

A former exchange student, Kelly also has a deep love for travel—having been to over 20 countries and counting—and enjoys taking her kids on international adventures.

Amanda and her husband Rob are celebrating 30 years of marriage this year. They also have three children:

Brayden (21), Sydney (20), and Ellie (13), and a loveable, fluffy Australian Labradoodle named Sammy who, Amanda says, “cries when I do my makeup because he knows mama’s leaving the house.”

The Bolducs spend summers in Maine, skiing and boating with family and friends, and attend Summit Church in Estero. Amanda is also a professional sand and snow sculptor, creating sculptures as tall as 20 feet, and has even been featured on TV for her talents. “If I’m near a ski mountain, you’ll find me on the slopes, though,” she smiles.

When it comes to giving back to their beloved community, Kelly and Amanda recently joined a team for Habitat for Humanity’s Women’s Build to fundraise and donate their time to help this initiative build a home for a much-deserving female head of household in Lee County.

Leaving a Legacy

The future for this dynamic duo isn’t just about scaling production, it’s about revolutionizing the real estate industry by flipping the script on the usual agent playbook.

“Too many agents are stuck using outdated methods and struggling to generate leads,” Kelly offers. “I saw an opportunity to simplify the process of growing a real estate business, and I spent the past two years creating a comprehensive roadmap for agents.”

By documenting and systematizing everything they’ve built — lead generation, client experience, marketing, training — they’re paving a road others can easily follow.

“The real estate industry is evolving, and we are at the forefront of that change,” Kelly asserts. “Our modern approach, innovative team model, and commitment to agent success set us apart from the traditional brokerage model.”

Amanda agrees. “To be a great Realtor, you have to use every life skill you’ve ever acquired — and then stay open to learning more!”



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ROCKET COOLING

DELIVERING OUT-OF-THIS-WORLD

HVAC SERVICES



BY ELLEN
BUCHANAN
PHOTOS BY
LACASATOUR

It's all too common to run into frustrations when dealing with contractors. From missed appointments and shifting price quotes to unfinished work and poor communication, the list of headaches for homeowners can feel endless. After experiencing these issues firsthand themselves, Daniel Peregrin and Tad Walgreen—co-owners of Rocket Cooling, a growing and highly reputable HVAC services company—decided to do something about it.

“Daniel and I founded this company on being tired of the experiences we were having with contractors in our homes,” Tad shares. “We thought, ‘There’s got to be a better way.’”

Founded in 2018, Rocket Cooling has quickly distinguished itself through a commitment to trust, transparency, rapid response times, top-quality service, and advanced technology to enhance the customer experience. Rocket Cooling also offers maintenance memberships, 24/7 service,

and helps homeowners access financing when needed.

Meet the Founders

Daniel Peregrin and Tad Walgreen were college classmates at Rollins College outside of Orlando, where Daniel studied economics and Tad pursued a degree in international business.

Originally from Arkansas, Daniel moved to Fort Myers, Florida, 12 years ago and worked as a certified building contractor. Tad, a Lake Forest, Illinois, native, spent much of his youth visiting Stuart, Florida, and permanently relocated there in 2018. Before teaming up with Daniel, Tad built a successful career as a headhunter specializing in C-suite executive searches for major corporations.

From Vision to Venture: Launching Rocket Cooling

Daniel had been running his own construction business, specializing in high-end remodeling and commercial projects across Hendry and Lee

Counties, when an upbeat HVAC subcontractor named Jon Johnson stepped onto Daniel's job site. At the time, Daniel was in the thick of a six-month project with a difficult client, and Jon's positive energy stood out. The idea he planted ultimately changed Daniel's career—and soon after, Tad's as well.

“When Jon walked onto the job site that day, he was genuinely excited about HVAC,” Daniel recalls. “I asked him why, and he told me that you're able to walk into a customer's house when they're hot and make their day when you leave a cooling a/c system. Happy customers make for a great business to be in. The concept didn't take much convincing. So we started growing the business together, and he's been a big part of our success.”

Jon now serves as Rocket Cooling's general manager, and both Daniel and Tad credit him as integral to the company's growth. “He's been in the business a long time,” says Tad, “and while Daniel and I focus on the business and tech side, we've learned a ton from him. His integrity and depth of experience allowed us to thrive right from the start.

“Regarding the name Rocket Cooling, we wanted something that people could recognize at a distance,” Tad continues. “So we chose a blue rocket—symbolizing speed—which ties in with our mission to be fast with service and rapid in solving problems.”

Daniel adds with a smile, “Our slogan, which appears on our vans and our website, is ‘Our service is out of this world.’”

Raising the Bar in HVAC Services

Rocket Cooling provides comprehensive residential and commercial services,



including sales, new installations, system repairs, and maintenance of heating and air conditioning systems. What truly sets the company apart from their competition is how quickly they respond.

“Most HVAC companies take days or weeks,” Tad explains. “Our goal is to get to you in hours. We’re fast, we’re transparent, and we get the job done right the first time.”

Headquartered in LaBelle, Florida, Rocket Cooling has grown rapidly into a major HVAC player with a strong presence on both coasts of South Florida. With offices in LaBelle, Lehigh Acres, Stuart, and three locations throughout the Florida Keys, the company now employs nearly 100 highly trained professionals.

“We don’t just say we have great service,” Daniel says. “We are committed to doing what’s right for the customer, and it shows through our customer reviews—something the team is very proud of at Rocket Cooling.”

Tech-Forward and Customer-Focused

Daniel and Tad have taken a modern approach, combining old-school values with cutting-edge technology. They offer a user-friendly customer portal where clients can view service history, billing, and upcoming appointments. Rocket Cooling technicians also document each visit with detailed photos, giving customers a clear, visual understanding of any issues. Customers can even track their technician’s arrival in real time via GPS.

Despite the tech-forward approach, Rocket Cooling stays grounded in local knowledge. “When you call us, the dispatcher on the other end is someone local—someone who knows your area. That’s one part of the



Daniel Peregrin founded Rocket Cooling in 2018.



Tad Walgreen co-founded Rocket Cooling with Daniel.

customer experience we’ll never bend on,” Tad emphasizes.

The company also offers two maintenance membership plans and schedules the visits so customers don’t have to worry about keeping track.

“We don’t just maintain the unit—we sanitize the ductwork too,” Daniel points out. “We started doing it during COVID, but it just makes sense. It helps keeps the air in the house clean and fresh.”

Membership also includes discounts on repairs and access to Rocket Cooling’s online filter store, which delivers filters directly to customers.

Financing is another area where Rocket Cooling goes the extra mile. “We work with multiple lenders to offer instant credit financing, including some great no-interest options,” Daniel explains.

Life Outside the Business

Daniel and his wife, Elizabeth, have three energetic boys—Luke (7), Matthew (5), and John (3). The family also includes Lulu, a gentle 10-year-old Savannah cat who’s especially great with the kids. Much of their free time is spent outdoors, whether boating or casting lines with the boys.

Tad is a devoted dog dad to Rocky—a doodle named in honor of Rocket Cooling—and



“
**OUR SERVICE IS
OUT OF THIS WORLD.**
”



enjoys time with his extended family in Stuart. He never misses a chance to get out on the boat and is an avid pickleball player, regularly hitting the court for fun and charity.

Both Daniel and Tad share a strong commitment to giving back to the community, often sponsoring youth sports and supporting causes close to their hearts. Rocket Cooling proudly supports the Mark Garwood Foundation and the PACE Center for Girls, among others.

On the Horizon

Rocket Cooling is on a steady trajectory of continued growth, with a strong focus on exceeding customer expectations, delivering value, and further

refining internal systems and training programs.

“Improving the customer experience is always our number one goal,” Tad shares. “We also want to create a company with a state-of-the-art training program for people who want to launch their careers with us.”

Daniel and Tad want their REALTOR® partners to know they can count on Rocket Cooling for responsive, high-quality service—and that the technicians meeting their clients will represent them with professionalism and care.

Rooted in a shared vision of integrity and elevated service, Rocket Cooling is more than a business for Daniel and Tad—it’s a

way to serve people in a tangible, meaningful way.

“It’s fantastic to do business with people who are so happy you’re able to install a new unit or repair theirs and restore conditioned air to their space,” Daniel says.

“Everybody needs air conditioning... It’s a joy to bring that service to people.”

For more information about Rocket Cooling’s comprehensive HVAC services and solutions, call or text 239-970-6664, or visit www.rocketcooling.com.



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JAY WESTERLUND



SERVANT-CONNECTOR

BY ELLEN BUCHANAN • PHOTOS BY AMELIA CONTE PHOTOGRAPHY

“I would call myself a ‘servant-connector’ of people. I love serving, helping, and connecting people. All of those things really fill me up—fill my bucket.”

Whether it’s helping clients find a new residence or selling their property based on the homeowner’s strategic goals, Jay Westerlund is passionate about people. He’s driven by the opportunity to connect others with what matters most in their lives.

Team lead of The Westerlund Team at Premier Sotheby’s International Realty, Jay has consistently been ranked among the top 1.5 percent of U.S. agents by

RealTrends. Prior to real estate, his world revolved around golf—he played at the collegiate level and went on to become a golf professional, guided by the same discipline and drive that now fuel his real estate success. But it was a serendipitous trip to Florida that would ultimately change the course of his life.

Before Real Estate, There Was Golf
Jay was born in Indiana and spent the first 12 years of his life there before his family relocated to Northern California. He spent the next 14 years in The Golden State and attended UC Davis, where he earned a degree in communications and played on the university’s golf team.

After graduation, he turned pro and spent three years working toward a spot on the PGA Tour.

While visiting extended family in Florida, Jay’s life took an unexpected turn. During a visit to a friend’s house, his sister spotted a photo of the friend’s niece on the fridge. “She’s cute,” his sister remarked. “She should meet my brother.” As it turned out, the niece was also in town visiting from out of state, and a blind date was soon arranged. “They set us up, and the poor girl couldn’t get rid of me,” Jay says with a grin.



“I WOULD CALL MYSELF A
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After the couple relocated to Southwest Florida, Jay became the Director of Golf at a private club, where he sold memberships, played and studied many of the region's premier courses, and gained invaluable insight into the industry. Just as importantly, he built a wide network of personal connections—something he says played a pivotal role in launching his future career in real estate.

Teeing Up a New Career

A career in real estate had long lingered in the back of Jay's mind—perhaps not surprisingly, given that his sister and brother-in-law owned a local brokerage. In 2008, he officially made the leap, earning his license and joining their firm. "It kind of made sense to learn from them, and they gave me a nice intro into the business," he reflects.

After nine years gaining foundational experience there, Jay spent a year and a half with another small brokerage before joining Premier Sotheby's in 2018. It was there that he built a small but high-performing team that consistently earns accolades within the brokerage. Since 2020, Jay and his team have closed over \$294 million in sales in Southwest Florida. When asked what sets him apart and has fueled his success, Jay is quick to credit the four team members who work alongside him: Scott Richardson and his wife Jenna (the team's operations manager), Graham Diemer, and Maddie Marck-Sherk, who markets the team's listings extensively.

"I've got a great group of people around me that do things very, very well," he says. "This business is becoming more challenging by the minute. The group of people that I've surrounded myself with are experts at what they do, and it really helps us serve our customers well and give them every advantage. So that's been a big differentiator for us, without a doubt."

That emphasis on surrounding himself with trusted experts reflects Jay's core belief about success in real estate: it all comes down to building and maintaining strong relationships. He



Jay Westerlund leads The Westerlund Team at Premier Sotheby's International Realty.

stresses the importance of cultivating your sphere of influence.

"It's all about your network. People want to transact business with someone who knows what they're doing, but also someone they like and trust. Building a supportive network—especially within your farm areas—is key," he says. "How can you be in front of those people and let them know what you're doing?"

Family: The Heart of His Game
Jay says his life is pretty simple: family, golf, and real estate. He and his wife,

Nicole, have been married for 15 years and are raising four children: Noah and Grace (both 10), Ruth (8), and Elizabeth (3). Interestingly, although Noah and Grace are the same age, they are not twins...

After losing their third biological child (after Grace and Ruth) shortly after birth in 2018 due to a rare chromosomal disease, Jay and Nicole were unsure about expanding their family. Through their church's wraparound ministry, they supported a family fostering a young boy named Noah. With no other

“IT’S ALL ABOUT YOUR NETWORK.

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family available, Noah became eligible for adoption in 2021, and Jay and Nicole joyfully welcomed him into their family.

“We adopted Noah, and about halfway through that process, Nicole got pregnant and we went from two kids to four kids in four months,” Jay says. “So we’ve got a full house—a lot of action—but I married very well. My wife’s amazing.”

As a family, golf is something the Westerlunds often do together, along with boating, swimming, and spending time with extended family who live nearby. Travel is also a favorite family pastime. One of their more memorable recent adventures was a spring break trip to Beaver Creek, Colorado, where the kids got to ski and experience snow. In the summer, the family typically returns to Indiana to visit relatives. Whether traveling, boating, or visiting Indiana, they enjoy making the most of their time together. The family is also actively involved in their faith community at Summit Church.

For Jay, any downtime outside of real estate and being a devoted dad is usually spent on the golf course—primarily at Bonita Bay Club, where he’s a member. “I’m still very fortunate to get to play down here, and it’s a big part of my business,” he shares. “I play with family, friends, and clients.”



The Westerlund family (from left: Grace, Elizabeth, Jay, Nicole, Ruth, and Noah)

Outside of work and family commitments, Jay contributes to the community by serving on the advisory board for Florida Gulf Coast University (FGCU) Athletics. His business is also the official real estate sponsor of FGCU Athletics.

Looking Ahead

Jay is looking forward to his family’s annual summer trip to Indiana and a golf getaway up north hosted by his club—both traditions that help him recharge and reconnect with the people who matter most.

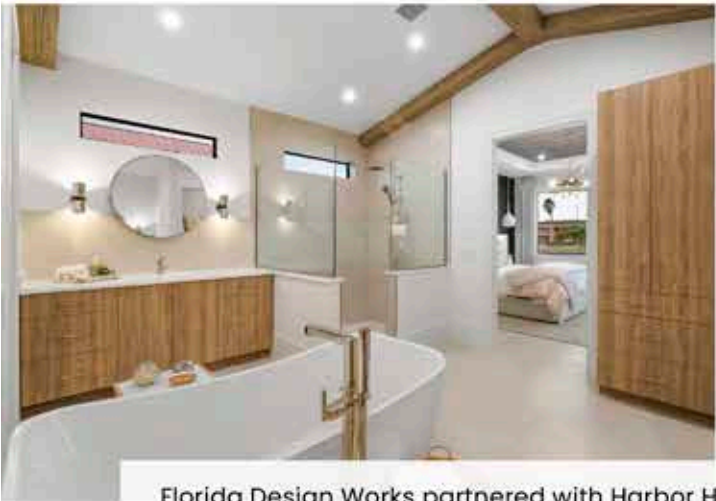
On the professional front, he and his team are setting their sights on reaching \$70 million in sales volume in 2025. They’re actively exploring new opportunities for growth and continually raising the bar to better serve their clients.

Through it all, Jay remains grounded in what matters most—being a devoted husband and father, an inspiring team leader, and a trusted advisor.

As a self-described “servant-connector,” he leads with heart, putting people first and building bridges that help others achieve their next chapter of life.



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