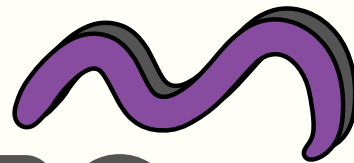


Summer
2025



BONITA SPRINGS-ESTERO
REALTORS®



THE REALTOR® REVIEW

LOCAL ROOTS, FUTURE VISION

- Condo Transparency Law
- Global Trade Missions
- 2025 Remodeling ROI
- 4 MORE Hidden Gems
- Mid Year Market Stats



REALTORS® BUILDING TOMORROW'S BONITA & ESTERO



**DOWNING-FRYE
REALTY, INC.**

Does this describe your 2025 real estate activity?

AVERAGE 2025 CLOSED SALES PRICE = \$936,185

★ **AWARD FOR HIGHEST COMMISSIONS PAID**

In 2024, 246 Downing-Frye Realty agents won Year-End Awards (based on income earned).

★ **VOTED "BEST REAL ESTATE COMPANY"**

Naples Daily News Readers have voted Downing-Frye Realty, Inc. as the "Best Real Estate Company" for 21 of the the last 22 years.

DOES YOUR CAREER NEED A BOOST? CALL US!

WE OFFER YOU:

- **100% COMMISSIONS**
- ***2 Technology Trainers***
- ***Mentoring***
- ***2 Real Estate Trainers***
- ***Multiple Brokers Available***
- ***Weekly Zoom Market Update***
- ***Weekly Agent Zoom Open Forum***



YOU HAVE AN OPPORTUNITY TO MAKE MORE MONEY WITH DOWNING-FRYE.

You keep 100% of your commission while we provide the training, support and tools for your success.

Please call us for a confidential interview.



MIKE HUGHES
Vice President and Gen. Mgr.
Call/Text: (239) 398-7572
MHughes@DFryeRealty.com





WOODS • WEIDENMILLER
MICHETTI • RUDNICK

Upgrade Your Real Estate Closings

with the **Legal Representation** of Woods, Weidenmiller, Michetti & Rudnick



Michael Michetti • Joshua Rudnick • James "Jay" Caudill • Samuel Colburn • Brian Cordero



A Personal Approach to Real Estate Law

*Closing Attorneys Serving All of Southwest Florida,
including Naples, Bonita Springs, Fort Myers and Beyond*



239.325.4070 | lawfirmnaples.com

Offices in Naples, Bonita Springs/Estero and Jacksonville Beach

Woods, Weidenmiller, Michetti & Rudnick, LLP a Florida Professional Limited Liability Partnership

The hiring of a lawyer is an important decision that should not be based solely on advertisements. Before you decide to hire an attorney be sure to request free written information about qualifications and experience. Rule 4-7.2(d).

Mid-Year Update:

THE Year of Opportunity and Growth

As we welcome the summer of 2025, I'm filled with pride at how far we've come in just half a year. Our "Thrive in 2025" journey is truly in full swing – driven by your active engagement, resilience, and collaborative spirit. From energetic membership breakfasts to successful community events, you have shown that when we come together with purpose, anything is possible. Thank you for your unwavering dedication and the warm sense of community that defines our association.

Community Highlights: Fellowship, Fun, and Giving Back

One recent highlight was our 32nd Annual Golf Challenge held this May. Dozens of members and partners hit the greens for a day of friendly competition and camaraderie. This event wasn't just about golf – it was about giving back. I am thrilled to announce that we dedicated the tournament's proceeds to preserving a piece of local history: the relocation and restoration of Estero's historic Alvarez-Smith House to a new home in Estero Park. Supporting this project means we're helping save a treasured early-20th-century landmark for future generations. Thank you to everyone who played, volunteered, sponsored, or donated – you've proven once again that REALTORS® have big hearts for our community.

We also continued our tradition of member networking and education. Our spring Membership breakfasts and socials were well-attended, including the fun "Gotcha Covered" social on May 21st. These gatherings not only keep us connected but also spark new ideas and partnerships. As June brought Homeownership Month, we joined the celebration by highlighting the immense benefits of owning a home. Did you know Southwest Florida boasts a homeownership rate of around 78–81%, well above state and national averages? It's a reminder of the American Dream we help fulfill every day. Through workshops and articles, we showed how owning a home builds wealth (40× that of renting!), stabilizes families with steady housing costs, and strengthens our community ties. I hope you shared this information with your clients – together we're not just selling houses, we're building futures.

Advocacy & Industry Updates: Big Wins in Tallahassee

Halfway through 2025, we've seen significant movement on issues affecting our industry. In March, our leadership joined forces with colleagues across Florida for the annual Great American REALTOR® Days in Tallahassee. Our advocacy paid off. Florida's legislature passed new condo law reforms and other measures that mark major victories for property owners and REALTORS® alike. For instance, one new law boosts transparency in condominium sales – condo associations must now publicly post a full year of meeting minutes (including any pending special assessments), and buyers have 7 days (up from 3) to review documents and cancel a purchase if needed. This extended protection is a huge win for consumers and will reduce last-minute surprises in our condo transactions.

And that's not all. Several pro-real estate bills from the 2025 session are set to make our work smoother and our markets stronger. Lawmakers approved streamlined post-hurricane rebuilding permits and tougher anti-squatter rules, and even modernized notification laws (yes, email can now count for certain official notices!). Taken together, these reforms will safeguard investments and bolster consumer confidence in Southwest Florida real estate. I encourage each of you to familiarize yourselves with these updates – knowing the new rules is key to guiding your clients successfully. When REALTORS® speak up, leaders listen, and these legislative wins prove the value of our collective voice.

Looking Ahead: Thriving Together Through 2025

Standing at mid-year, I am optimistic about what's ahead. Our market shows signs of stabilizing and new opportunities emerging, and our association is poised to finish 2025 strong. But our success depends on you – the passionate members of this community. I encourage you to stay engaged and make the most of all BER has to offer. Join a committee, become a New Member Ambassador, or simply reach out to a colleague you haven't met yet. Share the latest market insights and policy changes with your clients to keep them informed and confident. Little actions like these, multiplied across our 1,300+ members, create an unstoppable momentum.

Together, we thrive! Let's make the rest of 2025 a time of unparalleled growth, unity, and success.



Adam Ruud, 2025 BER President

THRIVE IN 2025!

REALTOR® REVIEW COMMITTEE MEMBERS:

Amy Alvarez-Betz, Danielle Damianov, Holly Marth, Kevin Weinkauff, Lisa Mishler, Mark Ledbetter, Ned Hale, Pollyanna Caddell-Vierling, Sarah Anstett (chair), Sheron Isaacs, Steven Bray, Tabatha Hale, Terri Philips, WWM&R

TABLE OF CONTENTS

Featured Articles

8 Florida's Condo Transparency Law: New Rules, Smoother Closings

Sweeping 2025 reforms move key safety-reserve deadlines to Dec 31, 2025, require associations to post a full year of minutes online, and give resale buyers seven days (up from three) to cancel after receiving documents—reducing last-minute surprises and protecting your deals.

11-13 2025 Realtor® Party Wins & New Laws

REALTORS® advocacy delivered big: elimination of the Business Rent Tax, \$50 M boost for Hometown Heroes down-payment aid, \$385 M for affordable housing, \$310 M for storm-hardening grants, plus condo-transparency, anti-squatter, flood-disclosure, and e-notice reforms—proof RPAC dollars turn into real-world benefits for members and clients.

15-16 2025 Remodeling ROI: National Trends vs. Bonita-Estero

NAR's Remodeling Impact data show kitchens and primary suites score highest on owner "Joy," but in Bonita-Estero the best resale payoffs come from curb-appeal basics (new doors, impact windows) and storm-ready roofs—insights you can use to advise sellers this season.



Page 7 – Summer 2025 Events

Page 9 – BOARD SLATE

Page 10 – BER Goes International

Page 14 – 4 Hidden Gems of Bonita-Estero

Page 17: Realtors® Giving Back: Summer of Service

Page 8 – Florida's 2025 Condo Law Reforms

Page 11 - 13 – Celebrating 2025 Realtor® Party Wins

Page 15 - 16: 2025 Remodeling ROI: National Trends vs. Bonita-Estero

Page 18 – Summer 2025 Market Stats

Interested in Advertising? Contact Tech@BERealtors.org

DATES TO REMEMBER:

Sips & Tips - Condo Law Changes & More - July 29th

August Membership Breakfast - August 15th

Fifth Annual Poker Run - August 23rd

Riverside Rally for Clean Water - September 27th

2026 BER Installation & Awards Banquet - November 19th

Where in the World is the REALTOR® REVIEW?



SNAP A PIC & BE SURE TO SEND US WHERE OUR MAGAZINE IS GOING AROUND THE WORLD!



Hilton Moving & Storage operates from 30,000 square feet of dedicated moving and storage space at 3500 Shearwater Street in Naples, Florida. It is our goal to earn your business by demonstrating that we are the only mover you will ever need. Hilton will put our vast resources to work to exceed all your expectations.

Referrals and word of mouth alone keep Hilton busy. Our clients will assure you that we are your best option when researching movers. Join our legacy of consistently satisfied customers and put Hilton Moving & Storage to work for you.



Hilton's Team of Naples Movers Have a Proven Reputation
3500 Shearwater Street, Naples, Florida 34117

(239) 572-9312 (office) • www.hiltonmovers.com

Servicing your residential & commercial needs locally, nationally & worldwide!

Realtor's Paradise

Selling paradise should be stress free. Your customers expect the very best closing experience – and so should you.

Partner with Sam Saad and his trusted family of companies—your dedicated, around-the-clock team that clears hurdles, solves problems, and gets deals across the finish line with ease.

LAW OFFICE OF
SAM J. SAAD III
REAL ESTATE | BUSINESS | LITIGATION



Naples | Bonita Springs | Cape Coral | Marco Island | Fort Myers
saadlegal.com | 239-963-1635 | paradisecoasttitle.com

FLORIDA'S 2025 CONDO LAW REFORMS EXTEND DEADLINES, BOOST TRANSPARENCY

TALLAHASSEE – Florida has enacted a sweeping condo reform law that takes effect July 1, 2025, bringing major changes for condominium associations, unit owners and real estate transactions. Spurred by concerns that earlier post-Surfside safety laws led to sudden financial burdens, the 2025 reforms aim to balance building safety with affordability. For REALTORS® and their clients, these changes promise clearer condo dealings – from extended maintenance timelines to stronger buyer protections.

WHO'S AFFECTED

Condo Boards & Associations

- Budget now for the new 2025 reserve-study deadline.
- Schedule milestone inspections only for 3-plus-story buildings.
- Keep a public website with current minutes and records—non-compliance blocks future state safety-grant eligibility.

Condo Owners

- Extended timelines and financing options soften fee spikes.
- More influence—and more time—when planning major repairs.

Condo Buyers

- Full year of association minutes available pre-contract.
- Seven-day document-review window after contracting, with the right to cancel.

Real Estate Professionals

- New Florida REALTORS® contracts (effective July 1, 2025) reflect the 7-day review and added disclosures.
- Listing agents: assemble bylaws, budgets, reserve studies, etc. before going live.
- Buyer's agents: use the longer window to brief clients thoroughly—missing docs or deadlines can void deals.

WHAT CHANGED

• Safety & Reserve Deadlines Extended:

Condo associations get more time to meet safety mandates. The deadline for a Structural Integrity Reserve Study (SIRS) moves out one year to Dec. 31, 2025, easing the urgency on budgeting for repairs. Importantly, only buildings 3 stories or higher now fall under these inspection and reserve rules (smaller condos are exempt).

• Financial Relief Measures:

To prevent “special assessment shock,” associations can pause reserve contributions for up to 2 years right after a required structural

inspection if serious issues are found. This lets critical repairs happen first, without immediately hiking fees on owners. The law also raises the reserve funding threshold – now only components costing over \$25,000 (up from \$10,000) must be reserved for. This focuses budgets on big-ticket safety items rather than minor projects. Plus, condo boards gain flexibility in raising funds: with owner approval, they can use special assessments, loans or lines of credit to fulfill reserve requirements instead of relying solely on upfront fees.

• **Transparency & Buyer Protections:** Condo associations must post 12 months of meeting minutes online, revealing any pending special assessments or major decisions. Prospective buyers now have 7 days (up from 3) to review a resale condo's bylaws, budgets, and inspection reports after receiving them. During this extended review window, buyers can cancel the contract if they discover red flags – a significant expansion of consumer protection. The law also mandates conflict-of-interest disclosures and competitive bidding for association contracts to curb self-dealing, and it encourages use of virtual meetings and e-voting to boost owner participation in condo decisions.

KEY DATES & PENALTIES

July 1, 2025 — Go-Live:

New condo rules and updated contracts take effect; all resales now require a 7-day document-review period, and associations must start posting records online.

Dec 31, 2025 — Reserve-Study Cut-off:

3-plus-story buildings must finish their Structural Integrity Reserve Study or lose access to state safety-grant funds.

Long-Term Cycle:

Milestone inspections repeat every 10 years (sooner for coastal towers). From Feb 1, 2026, the \$25 k reserve threshold will rise with inflation—update budgets accordingly.

Non-Compliance Stakes:

Associations risk state penalties and grant ineligibility; REALTORS® who miss docs or the 7-day window give buyers a free exit and can derail the sale.



「SUMMER 2025 EVENTS」



GLOBAL CONNECTIONS

BER Goes International

Bonita Springs-Estero Realtors® (BER) is proving that local expertise can extend well beyond Southwest Florida's borders. Florida REALTORS® has been dedicated to building and nurturing international ties for its members, organizing global trade missions to major hubs such as London and Dubai. BER has proudly taken part in these endeavors – for example, BER CEO Meighan Harris recently joined a Florida REALTORS® delegation in London, forging relationships with overseas brokers and promoting our region's properties abroad. This participation showcases the association's growing global reach and reputation for being internationally savvy.

How does this benefit local agents?

In short, global engagement opens new doors. By networking abroad, Bonita-Estero REALTORS® build referral networks that can lead to real business: One Florida team expanded its client base to include buyers from Canada, Europe, and beyond after attending a Dubai trade mission. International outreach also helps attract foreign buyers and investors to our market – a significant advantage, since Florida draws more international homebuyers than any other U.S. state. Southwest Florida's lifestyle and luxury properties appeal to retirees and investors worldwide, and having overseas connections allows local agents to tap into that demand. In a nutshell, global involvement means more opportunities for Bonita-Estero REALTORS® to close deals and serve diverse clients.

Looking ahead, there are exciting opportunities for members to get involved on the global stage. Florida REALTORS® hosts events year-round to increase international influence, and BER's Global Diversity Committee is planning a virtual trade mission with Italy in the coming months – stay tuned for details. Members can also consider attending the National Association of REALTORS® global conference sessions or networking with NAR's international partners. These initiatives are all about inspiring REALTORS® to think beyond our borders. Bonita-Estero's growing international activity is a point of pride for the association, and it signals to our 1,300 members that they can leverage a world of connections. The takeaway: our REALTORS® are globally minded and ready to serve an international clientele, proving that even a local market can have a worldwide footprint.

EVERYONE IS Flocking

TO SOUTHWEST FLORIDA

MEDIAN HOME PRICE
\$634,000 As of early 2025

US \$1.3 billion in Florida residential real estate during the latest 12-month survey period (August 2023 – July 2024)

VISIT PARADISE!

FOR MORE INFO VISIT:
BER WEBSITE
FLORIDA REALTORS

RESOURCES:

CANADIAN BANKS IN FLORIDA:

- BMO Harris Bank
- RBC Bank
- TD Bank, N.A.
- CIBC Bank USA
- Scotiabank
- Deutsche Bank, N.A.
- National Bank of Canada
- Canadian Imperial Bank of Commerce (CIBC)

CANADIAN CONSULATE:

- The Canadian Consulate in Miami plays a crucial role in supporting Canadian citizens in Florida, especially those involved in property transactions and other legal matters. Visit <https://tinyurl.com/Consulate> for more info.
- Citizenship services**
 - Steps to become a Canadian citizen. Get proof of citizenship.
- Passport services**
 - Apply for a passport and what to do if your passport is lost, stolen or damaged.
- Visa and Immigration services**
 - Apply to immigrate. Get a visa to study, work or visit Canada.
- National services**
 - Have your documents certified and authenticated.
- Studying abroad**
 - Information on education or research opportunities in foreign countries.

PROXIMITY FROM TAMPA AND MIAMI

Bonita Springs to Tampa – 149.4 MI (~240 KM)
EST Drive: 2 HRS 17 Mins via I-75

Bonita Springs to Miami – 139.5 MI (~222 KM)
EST Drive: 2 HRS 16 Mins via I-75 &

SOUTHWEST FLORIDA INTERNATIONAL AIRPORT (RSW) STATISTICS

- Southwest Florida International Airport (RSW) offers direct flights from Toronto to Fort Myers. Airlines operating these routes include Air Canada, WestJet, and Porter Airlines, providing multiple flights throughout the week.
- Southwest Florida International Airport (RSW in Fort Myers) saw 11.9 million passengers in 2024, the highest in its history.

Sample of some of the materials we bring to Canada, Spain, Jamaica, etc. Looking to promote SWFL and the benefits to becoming an international investor!

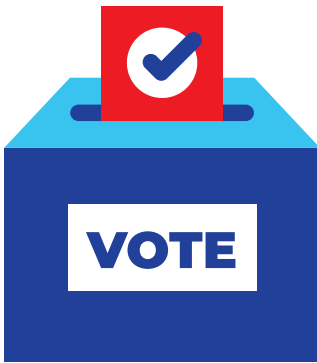
Top Choice Solutions

From New Listings To Seamless Closings – We've Got You Covered

Locally Owned & Operated Estero FL

Are you overwhelmed by administrative task? Top Choice Solutions is a local team of certified real estate assistants, offering a flexible, contract-free support, so you can focus on GROWING YOUR BUSINESS, not your to-do list!

Contact Us today – We Are Here For You!
239-268-1006
Bo@TopChoiceSolutions4u.com
www.TopChoiceSolutions4u.com



2025 BOARD OF DIRECTORS SLATE

Bonita Springs-Estero REALTORS®

Official Vote at the upcoming membership breakfast
Executive Slate (August 15th, 2025)



Fawn Estes
President

With a real estate career spanning back to 2006, Fawn specializes in new construction, land acquisition, and luxury custom home projects throughout SWFL. A well-known presence in local development circles, her expertise makes her a leader worth backing.



Jeanne Drath
Vice President

Jeanne transitioned from a 30-yr fashion career to real estate in 2016 and quickly established herself as an industry leader. As a proud advocate of professionalism in real estate, she was BER's 2021 REALTOR® of the Year and has served on or led many committees at BER and FR.



Wade H. Abed
Treasurer

Wade brings 20+ years of experience in mortgage, title, and luxury real estate, relocating to SWFL in 2012. As Managing Broker at Royal Shell and 2022 BER REALTOR® of the Year, he holds CLHMS and ABR designations and leads BER's Government Affairs and RPAC Committees.



Gina Lamouth
Secretary

Licensed since 2003, Gina serves SWFL clients and holds elite designations. A NAHREP Naples co-founder, she's earned awards from WCR Bonita-Estero, the Builder & Entrepreneur Club, and the 2021 Global Business Achievement Award.

Additional Board Positions



All Returning Directors

Our experienced current directors will remain in place, continuing their commitment and guidance into 2026.

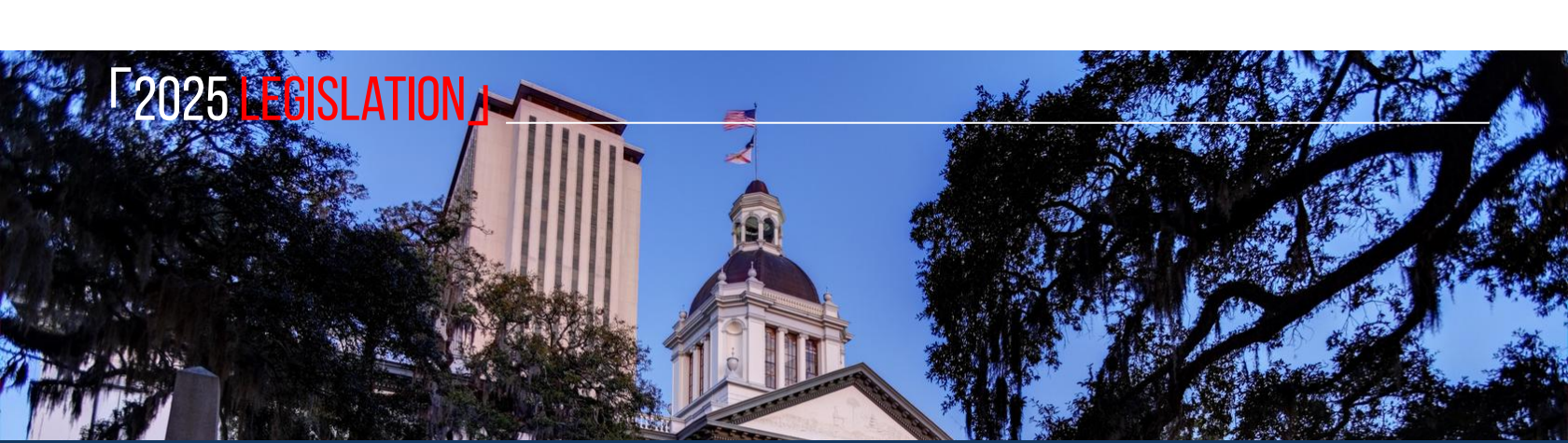
**Todd Golnick, Ellen Boyce, Erin McDonald,
Alice Schwer, Michael Mahan, Doug Purcell, and
Saundra Hinton.**

New Affiliate Director



Gail Langner
Ex-Officio Affiliate
Director

Representing State Insurance USA, Gail brings decades of experience in marketing and community leadership. A past chair of the Estero Historical Society and ABWA Woman of the Year, she bridges the gap between REALTORS® and insurance partners.



「2025 LEGISLATION」

CELEBRATING 2025 REALTOR® PARTY WINS:

ADVOCACY PAYS OFF FOR REALTORS® AND COMMUNITIES

Late on June 16, Florida's Legislature adjourned Sine Die after an extraordinary 105-day session – and what an outcome it was for REALTORS®! Despite an extended schedule to iron out budget differences, lawmakers ultimately delivered numerous victories benefiting our profession, property owners, and communities across the state. From eliminating an infamous tax to securing major investments in housing and protecting property rights, the 2025 legislative session proved to be one of the most successful in recent memory for the REALTORS® Party. Florida REALTORS® 2025 President Tim Weisheyer even hailed it as a “tremendously successful legislative session” thanks to REALTORS® lending their voice and their time to advocate on behalf of their profession”. In short, when REALTORS® talk, legislators listen – and this year they heard us loud and clear.

TOP 2025 LEGISLATIVE VICTORIES (AT A GLANCE)

Business Rent Tax: Full elimination of Florida's Business Rent Tax (BRT) on commercial leases, ending a decades-old burden on businesses.

Homeownership Boosts: \$50 million added to the Hometown Heroes Housing Program (down-payment assistance for essential workers).

Storm Protection Funds: \$310 million for home-hardening programs (My Safe Florida Home for single-family homes and condos) to help Floridians fortify their properties against hurricanes.

Affordable Housing Investments: \$385 million for state and local affordable housing programs (down payment assistance and construction of affordable rentals).

Modernized Landlord-Tenant Notice: Landlords and tenants can now opt to send official notices via email (with consent), streamlining communications

Clean Water and Environment: \$1.5 billion dedicated to water quality projects and Everglades restoration, plus new protections for our state parks and natural lands.

Condo Transparency Law: New requirements for condo associations to post 12 months of meeting minutes online and extended buyer contract-cancellation rights (7 days, up from 3).

Property Rights – Squatters: Stronger laws to help vacation rental owners and commercial landlords remove unlawful squatters quickly.

Post-Storm Rebuilding Relief: Elimination of onerous “lookback” rules that hinder rebuilding after hurricanes.

Flood Risk Disclosure: New requirement for landlords and sellers to disclose a property's flood risk to prospective tenants and buyers.

RPAC: YOUR \$20 AT WORK

It's clear proof that investing in REALTOR® advocacy – from attending “REALTOR® Days” in Tallahassee to contributing your \$20 fair-share RPAC donation – delivers real results!



EMPOWERING HOMEBUYERS AND STRENGTHENING HOUSING OPPORTUNITY

Housing affordability and homeownership access were front and center this session. Lawmakers heeded REALTORS® calls to bolster programs that help Floridians purchase homes and keep housing attainable. One headline victory was the decision to inject \$50 million into the Hometown Heroes Housing Program – Florida’s popular down-payment assistance fund for teachers, nurses, first responders and other essential workers. This program has been wildly successful since its 2022 launch, helping over 20,000 hardworking Floridians become first-time homeowners through zero-interest down-payment loans. The new \$50 million infusion ensures even more local heroes can “get a foot in the door” of homeownership in the coming year. It’s a big win for our community’s workforce, many of whom – from Bonita Springs teachers to Estero EMTs – will now have expanded help to buy a home right here in our area.

Affordability got another boost with \$385 million allocated to Florida’s housing trust funds. This includes \$163.8 million for the SHIP program (which funnels down payment and closing-cost assistance to local governments) and \$221.2 million for the SAIL program to finance affordable rental housing development. What does that mean for us? It means more resources to support local down-payment assistance initiatives and spur affordable housing projects in Lee and Collier counties – easing the inventory crunch and helping more families find a place to live. These investments build on last year’s landmark Live Local Act and show that the Legislature is keeping up momentum to address Florida’s housing affordability challenges.

In a win for every small business owner (REALTORS® included!), Florida’s Business Rent Tax (BRT) was finally eliminated effective October 1, 2025. Florida was the only state charging a special sales tax on commercial leases, something our REALTOR® advocacy teams have fought to reduce for years. Now, thanks to 2025 legislation, the remaining 2% state tax – and any local sales tax – on business rents is gone. This repeal is projected to save Florida businesses over \$900 million annually! For any REALTOR® who leases an office or any of our members’ commercial clients, that’s money back in their pocket to reinvest in growth and jobs. As Rep. Lawrence McClure noted, helping businesses thrive “is good for the Floridians that work for those companies”. Indeed, local real estate brokerages, shops and restaurants in Bonita-Estero will all benefit from this tax relief, strengthening our area’s economy.

THE MY SAFE FLORIDA HOME PROGRAM

This provides grants for hurricane hardening of homes – also got a major funding boost. Lawmakers approved \$280 million in new funding for My Safe Florida Home, plus re-authorized \$30 million for the My Safe Florida Condominium grant pilot. Why is this important? Because stronger roofs, windows, and structures mean lower insurance premiums and safer homes for all of us in storm-prone Southwest Florida. Many Bonita-Estero homeowners learned after Hurricane Ian that mitigation is key to both surviving storms and keeping insurance costs in check. These additional dollars will help more locals fortify their properties – a timely win as we navigate a challenging insurance market.



PROTECTING PROPERTY OWNERS, CONSUMERS AND COMMUNITIES

How 2025's new laws make Southwest Florida real estate safer and smoother

REALTORS® have long fought for clear rules and strong property rights. This legislative session rewarded that advocacy with a package of reforms that will protect owners, boost buyer confidence, and streamline every transaction in Bonita Springs-Estero.

Condo Transparency Takes Center Stage (HB 913)

In the wake of Surfside, condo buyers demanded sunlight—and lawmakers delivered. Associations must now publish the last 12 months of board minutes online, and purchasers have 7 days (up from 3) to cancel after receiving governing documents. Fewer “surprise” assessments mean calmer closings and happier clients in our condo-rich market.

Faster Post-Storm Rebuilding (SB 180)

Hurricane Ian exposed the misery of local “look-back” penalties that blocked permits for homes with past improvements. SB 180 wipes out those retroactive rules in any community that participates in the National Flood Insurance Program and requires a plain-language Hurricane Recovery Guide on each county’s website. The result: quicker repairs, clearer answers for homeowners, and neighborhoods restored sooner.

New Protections—At a Glance

- **Short-Term Rental Squatters (SB 606)**
 - Police may treat hold-over guests as trespassers and remove them immediately.
- **Vacant-Property Squatters (SB 322)**
 - Owners can go straight to the sheriff—no protracted eviction suit.
 - Harsher penalties for damage and for fraudulently listing a property you don’t own.
- **Flood-Risk Disclosure (SB 948)**
 - Landlords (leases ≥ 1 yr) and developers must give tenants/buyers the same flood-zone/history info sellers already provide.
- **Email Notices OK (HB 615)**
 - With written consent, all landlord-tenant notices—renewals, repairs, terminations—may be sent electronically, cutting certified-mail delays.

Why It Matters for Your Business

- **Confidence in Condos** – Buyers can spot looming roof or reserve expenses early, reducing last-minute walk-aways.
- **Quicker Storm Recovery** – Standard FEMA guidelines, no hidden local hurdles, and an online roadmap mean projects (and commissions) stay on schedule.
- **Investor Peace of Mind** – Swift squatter removal keeps rental income flowing and protects neighborhood reputation.
- **Fully Informed Tenants** – Up-front flood data shrinks “I never knew” disputes and encourages proper insurance coverage.
- **Digital Convenience** – Snowbirds, military families, and out-of-state owners can handle notices at the speed of Wi-Fi.

From condos to commercial lots, these 2025 laws reinforce Florida’s commitment to transparency and property rights—and give Bonita Springs-Estero REALTORS® powerful new talking points at the listing table. Keep this summary on hand, share it with clients, and show how REALTOR® advocacy delivers results where it counts: their bottom line.

4 HIDDEN GEMS OF BONITA-ESTERO

Local Lifestyle & Neighborhood Spotlight.

1 OAK CREEK PRESERVE (SECRET PARK TRAIL)

Oak Creek Preserve is a tiny slice of “old Florida” tucked away off Matheson Avenue, where towering sabal palms and ancient oaks draped in Spanish moss create a tranquil retreat. This nearly 4-acre conservation node has no formal trails or amenities – just a quiet creek (once a main tributary of the Imperial River) winding through a shady hammock of greenery. It’s a perfect spot for a low-key nature escape, bird-watching, or simply enjoying the serenity that comes with living here. (Pro tip: there’s no sign or parking lot – truly a hidden gem you’d only find with local insight!)



3 IMPERIAL RIVER PARK (NEIGHBORHOOD NOOK IN IMPERIAL SHORES)

Tucked along the Imperial River behind a row of shops, River Park (in the Imperial Shores area) is a secluded riverfront park so under-the-radar you’d miss it if you didn’t know where to turn.



Those who venture in are rewarded with shell-paved walking paths and wooden boardwalks that wind through mangroves to scenic overlooks on the calm Imperial River. There’s a kayak/canoe launch for paddlers and even local art installations hidden among the trees. Dogs are welcome on leash, making it a great stop for an evening stroll with pets. For REALTORS®, this park is a perfect showcase of the area’s natural beauty – it’s easy to say, “Bring your buyers here to see the kind of peaceful, waterfront leisure that comes with living in Bonita Springs.” Clients can easily imagine spending weekends picnicking by the water or launching a kayak from this gem of a park.



it’s a social scene where neighbors meet for coffee and new residents quickly feel at home. REALTORS® often recommend the market to newcomers as a crash-course in the Southwest Florida lifestyle: sunny, friendly, and focused on fresh, local living. Whether you’re picking up tropical fruit or chatting with the fisherman who caught last night’s dinner, you’ll feel connected to the community. Plus, special summer market events and farm-to-table demos keep the spirit going even in the off-season, showing that the Bonita-Estero area’s “local roots” run deep all year round.

2 CANARY CLUB PIZZA & COCKTAILS

Downtown Bonita Springs is bursting with new flavor, thanks to recent redevelopment along Old 41. The Waterline mixed-use project, for example, is bringing exciting dining options like the new Canary Club Pizza & Cocktails, a chic wood-fired pizzeria and lounge by local restaurateurs.



Housed in a stylish restored building, Canary Club and its neighbors are transforming downtown into a culinary hotspot – something few outsiders expect from “sleepy” Bonita. It’s the kind of insider knowledge REALTORS® use to wow buyers: you’re not just getting a home, you’re getting a vibrant downtown with local craft breweries, cafes, and eateries where you can truly live like a local

4 BONITA SPRINGS FARMERS MARKET (LOCAL ROOTS)

Nothing conveys community spirit quite like a bustling farmers’ market. Every Saturday morning in season (October–May), the Bonita Springs Farmers Market at the Promenade Shops comes alive with nearly 60 vendors of local produce, artisanal foods, and crafts. Operated by the Local Roots team, this market is a one-stop celebration of local flavor – think farm-fresh tomatoes, homemade empanadas, fresh seafood, baked goods, and live music under the palms. It’s not just shopping;

2025 REMODELING ROI: NATIONAL TRENDS VS. BONITA-ESTERO

Why 2025's Remodeling Trends Matter: In a housing market defined by high buyer expectations, knowing which home upgrades pay off is essential. Buyers in 2025 are more discerning than ever – 46% say they're less willing to compromise on a home's condition. The National Association of REALTORS® (NAR)'s 2025 Remodeling Impact Report sheds light on which remodeling projects deliver the best bang for your buck nationally, and how much joy homeowners get from improvements. But how do those national trends compare to what we see here in Bonita Springs-Estero? Let's break it down.

NATIONAL REMODELING TRENDS: ROI MEETS "JOY"

More Joy, Not Always More \$\$: NAR introduced a "Joy Score" to measure homeowner happiness with renovations. The average Joy Score was a healthy 8.2/10, and three projects earned a perfect 10: adding a primary bedroom suite, a kitchen upgrade, and new roofing. These big-ticket projects make owners happiest – a new kitchen or owner's suite can truly transform daily life – but their resale return on investment (ROI) isn't necessarily sky-high. For instance, a primary suite addition only recoups about 54% of its cost at resale, even though it delights the homeowners.

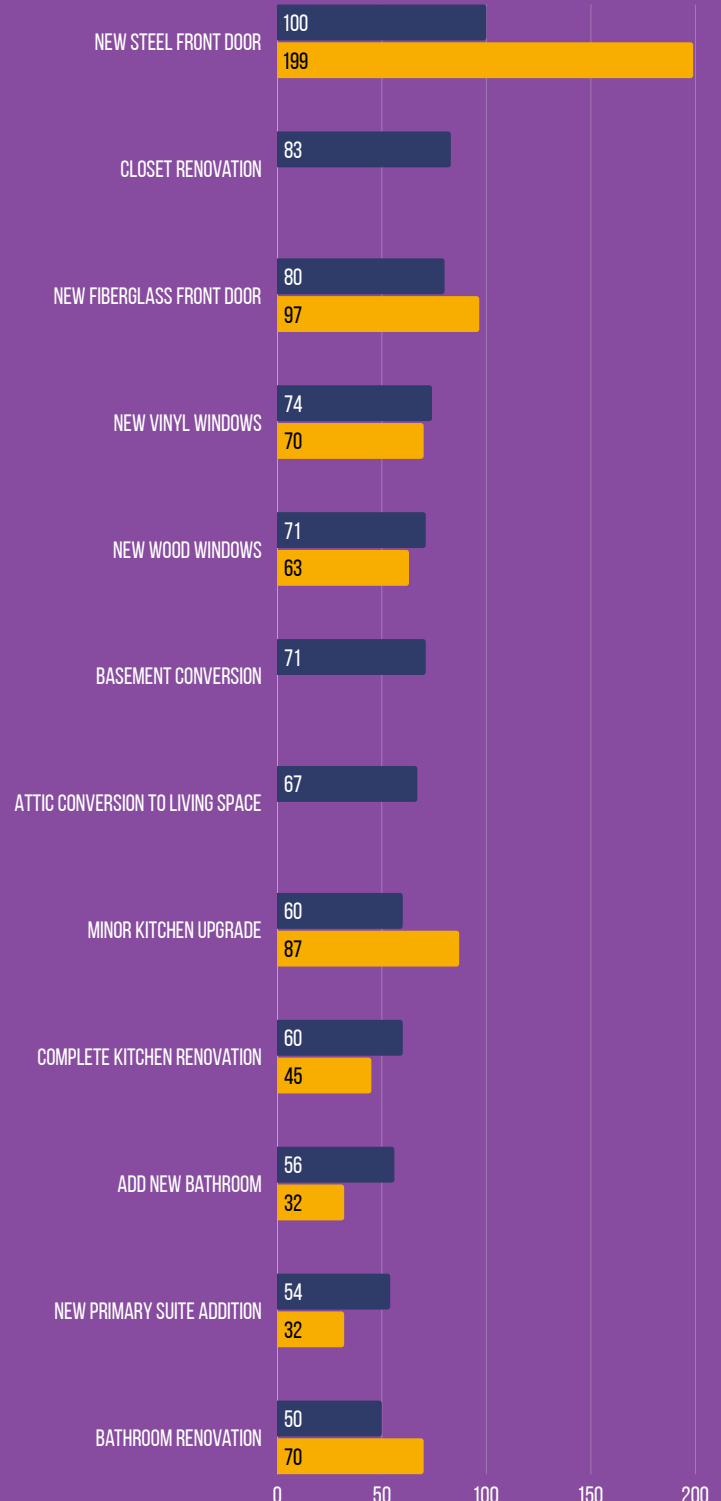
Nationally, small curb-appeal upgrades lead in cost recovery. Projects like replacing an entry door or windows yield the highest percentage of costs recovered at resale.

Top ROI Projects (National): It turns out the simpler, highly visible improvements give the best payback when selling. According to NAR, a new steel front door tops the list, recouping 100% of its cost on average. Replacing an old door instantly boosts curb appeal and security. Other high-ROI winners include a closet renovation (~83% ROI) and new fiberglass or vinyl windows (74–80% ROI), which improve energy efficiency and modernize a home's look. By contrast, extensive kitchen or bath remodels tend to return only ~50–60% of their cost at resale – great for enjoyment, but less so for pure investment.

Buyer Desires vs. ROI: Importantly, what today's buyers demand aligns with some of these trends. Nearly half of REALTORS® report that kitchen upgrades are a top priority for buyers (48%), with new roofing next (43%) and bathroom renovations not far behind. This means even if a new roof or updated kitchen doesn't return every dollar spent, it can make your home far more marketable. A move-in ready home with fresh paint, a modern kitchen, and no looming roof issues will attract more offers and higher prices. In fact, 50% of agents nationally say painting the entire home before selling is critical – a relatively low-cost update that can dramatically improve first impressions.

NATIONAL VS. LOCAL REMODELING ROI (12 KEY PROJECTS)

● % COST RECOVERED – NATIONAL (NAR 2025)
● % COST RECOVERED – SWFL (2024)



BONITA-ESTERO MARKET: REMODELING FOR THE FLORIDA LIFESTYLE

How do these national stats stack up in Southwest Florida? Bonita Springs and Estero buyers share many of the same expectations – plus a few local twists:

Focus on Move-In Readiness: Many Bonita-Estero buyers (often retirees or relocating families) want homes that are “turn-key”. Outdated popcorn ceilings, original 1990s kitchens, or 20-year-old roofs can turn them off. Here, a small investment in cosmetic updates (like fresh neutral paint or refaced cabinets) can pay dividends by speeding up your sale, even if the measurable ROI in dollars is modest.

Climate and Storm Proofing: Our coastal Florida climate means certain projects carry extra weight. A new roof may not top national ROI percentages, but locally it’s a huge selling point – not just aesthetically, but for insurance and peace of mind during hurricane season. The same goes for impact-resistant windows and doors. Upgrading to storm-safe windows (comparable to a standard window replacement ROI nationally) is often expected by buyers here and can even earn you insurance discounts.

Essentially, these “behind-the-scenes” improvements add invisible value: buyers might not pay 100% of the cost back, but your home will likely sell faster and smoother if big-ticket items like roof, windows, and A/C are updated.

Outdoor Living Matters: In Bonita-Estero, outdoor enhancements are highly valued. Creating inviting outdoor spaces – think screened lanais, pool areas, outdoor kitchens – is always popular in Southwest Florida. A new paver patio or upgraded landscaping may not have a precise ROI figure, but it extends the living area and taps into why people move here (sunshine and outdoor entertaining). Pools are another big one: many buyers dream of one, and homes with well-maintained pools definitely stand out. Just note that installing a brand-new pool can be expensive, and you might not get every dollar back on resale. However, if most homes in your neighborhood have a pool, not having one could hurt your sale. It’s a prime example of balancing lifestyle “joy” vs. resale value – a theme to keep in mind.

No Basements, No Attics – No Problem: National lists of top ROI projects often include basement or attic conversions, but that’s moot here (our water table doesn’t allow basements, and attics are small). Instead, Southwest Florida homeowners look to flex spaces like dens or bonus rooms, or even golf cart garages, to add functional square footage. Converting a little-used dining room into a home office or gym might be more practical in our market than a basement remodel elsewhere.

KEY TAKEAWAYS FOR REALTORS® AND AFFILIATES

Educate on ROI vs. Joy: Help clients understand the difference between renovations that feel great and those that pay off. A deluxe kitchen overhaul might make the owner love their home more (Joy Score 10!), but a seller shouldn’t expect to get 100% of that cost back at closing. Sometimes smaller improvements yield better ROI – and that’s okay. Frame it as enjoy now, recover some value later.

Prioritize Curb Appeal & Basics: First impressions and fundamental upkeep are king. Emphasize low-cost, high-impact projects: fresh paint (inside and out), a neat landscape, updated light fixtures, and especially a modern front door. Something as simple as a new steel or fiberglass front door can return most or all of its cost and signal to buyers that the home is cared for. REALTORS® should also encourage fixing any glaring deferred maintenance – a clean inspection report is a huge asset.

Leverage Local Expertise: Contractors and remodelers can guide homeowners toward upgrades that fit the Florida market. For example, suggest replacing an aging shingle roof before listing – it not only makes the home more appealing, it prevents insurance hurdles. HVAC and plumbing updates might not be pretty, but our summer climate makes a reliable air conditioner a selling point. Affiliate professionals (inspectors, contractors, designers) should team up with REALTORS® to identify which improvements will matter most for a Bonita-Estero sale.

Set Realistic Expectations: All professionals should prepare clients with realistic ROI forecasts. If a homeowner is considering a big remodel solely to boost their sale price, advise caution. Some projects simply do not pay for themselves in full (e.g. a major kitchen remodel or adding a pool). It may still be worth doing for a quicker sale or personal enjoyment, but clients should know the likely numbers. Use the NAR report data to back this up – e.g., “On average, kitchen renovations recoup ~60% of their cost”. This helps sellers decide which upgrades make financial sense.

Highlight Florida Lifestyle Value: Don’t ignore the emotional and lifestyle value of upgrades, especially in our area. A high “Joy Score” project (like that beautiful new primary suite or a spa-like bath) can be a selling story: even if it’s not a dollar-for-dollar ROI, you’re selling the experience of living in the home. Affiliates can provide “before-and-after” examples to show how certain changes (like opening up a floor plan or adding a lanai enclosure) both increase enjoyment and broaden your buyer pool. In marketing, REALTORS® can spotlight these upgrades as turnkey perks, which can indirectly boost the sale price by enticing more buyers.

REALTORS® GIVING BACK: SUMMER OF SERVICE

The 1916 Alvarez-Smith House is being saved with help from local REALTORS®. Our May Golf Challenge charity tournament raised funds to help relocate this historic cottage, an effort to keep Estero's heritage alive. This project demonstrates Realtors' commitment to preserving local history and community heritage.

REALTORS® volunteer alongside Habitat for Humanity to build a home. Several REALTORS® spent their Saturdays with Habitat for Humanity this summer, swinging hammers to help construct an affordable home for a local family. By building homes, they show that volunteers truly are "the heart of Habitat," vital to building communities and hope – another way REALTORS® invest in our neighborhood's future.

Each of these heartfelt initiatives spotlights our members as community leaders (with many brokers and offices represented). It also reflects a broader trend: nearly 70% of REALTORS® volunteer in their communities each month – truly neighbors helping neighbors. Our Bonita Springs-Estero REALTORS® are living that motto every day, deepening their Local Roots and making a positive impact all summer long.



REALTORS® GIVING BACK: SUMMER OF SERVICE

Keller Williams Elite Realty – RED Day Habitat Build (May 2025)

On RED Day 2025, the Keller Williams Elite Realty team in Bonita Springs paused business to give back to the community. Agents partnered with Habitat for Humanity to help build and improve homes for local families in need. The office shared photos of agents in their red KW shirts working on a build site, exemplifying their motto "Give Where You Live." This day of service had a tangible impact – from painting and construction tasks to landscaping – contributing to Habitat's mission of providing affordable housing. "We're not just about real estate; we're about giving back and supporting our neighbors!"

Coldwell Banker Realty – "Par for a Cure" Paradise Coast Golf Classic (May 2, 2025)

More than 120 agents, clients and sponsors teed-off at TPC Treviso Bay for the 2nd annual Paradise Coast Golf Classic, a full-day scramble that combined lunch, dinner, on-course contests and an auction. The event—branded "Par for a Cure"—was organized by the brokerage's CB CARES committee to raise money for two children-focused nonprofits:

- Ronald McDonald House Charities of Southwest Florida – providing lodging and support for families with hospitalized kids.
- The D.I.O.N. Foundation – funding therapies and adaptive equipment for children with special needs.

MVP Realty (Realty ONE Group MVP) – "MVP Cares" \$100 Dinner Club (Jan 2025)

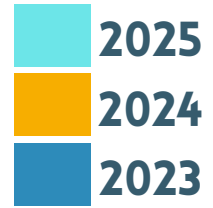
MVP Realty kicked off 2025 by continuing its unique "\$100 Dinner Club" tradition, where a group of agents meets at a local restaurant and each agent contributes \$100 toward a surprise mega-tip. In January 2025, for example, dozens of MVP agents dined together at a popular Estero eatery and astonished their server with a \$1,600 tip. This heartfelt gesture – organized under the office's "MVP Cares" outreach – was a way to thank hospitality workers and spread generosity. "Blessing our server with \$1,600 in tips was a heartfelt gesture... Moments like these exemplify the transformative power of giving back," wrote MVP Realty's CEO in a recap of the event.



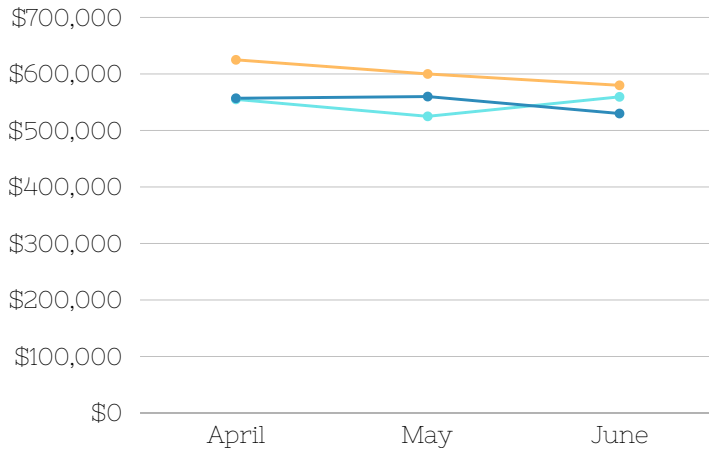
SUMMER 2025

Bonita Springs + Estero Area

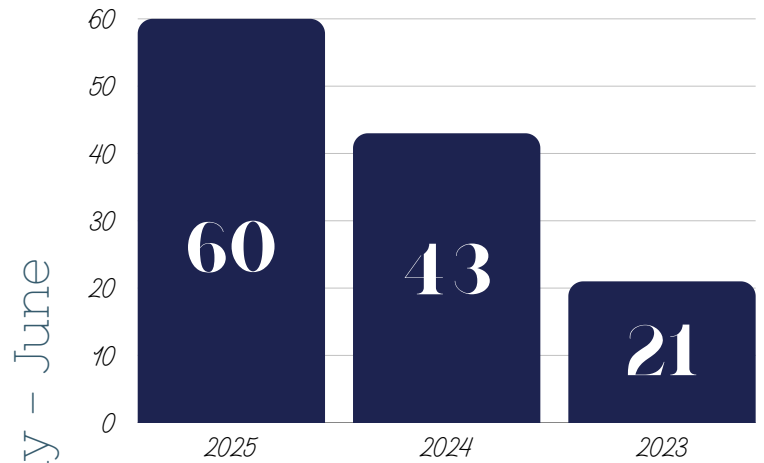
MARKET STATS



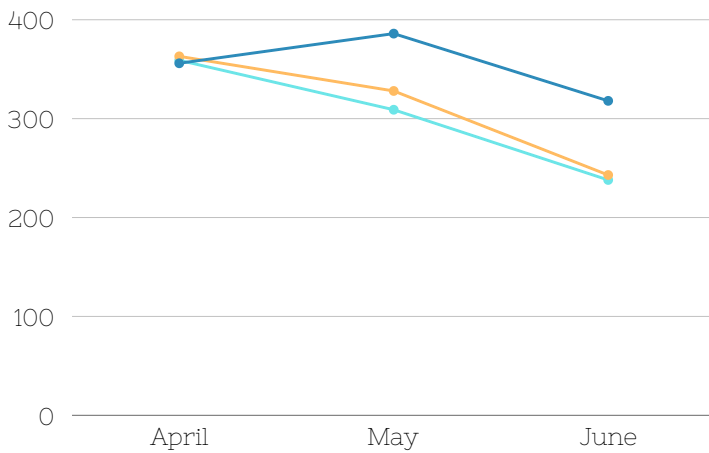
MEDIAN SALES PRICE



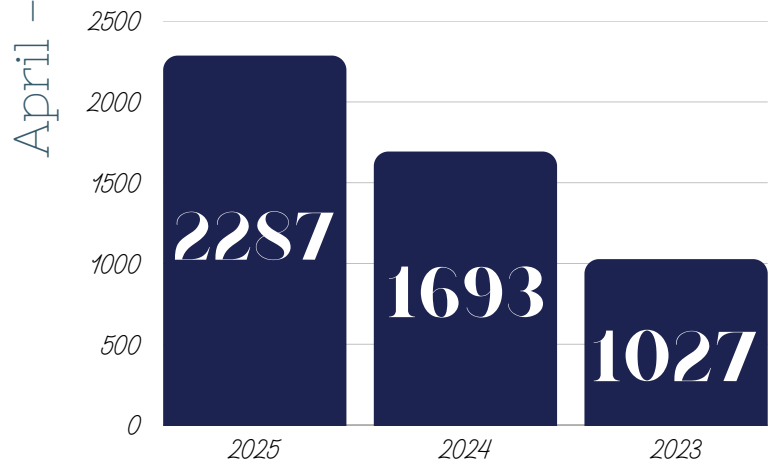
DAYS ON MARKET (MEDIAN)



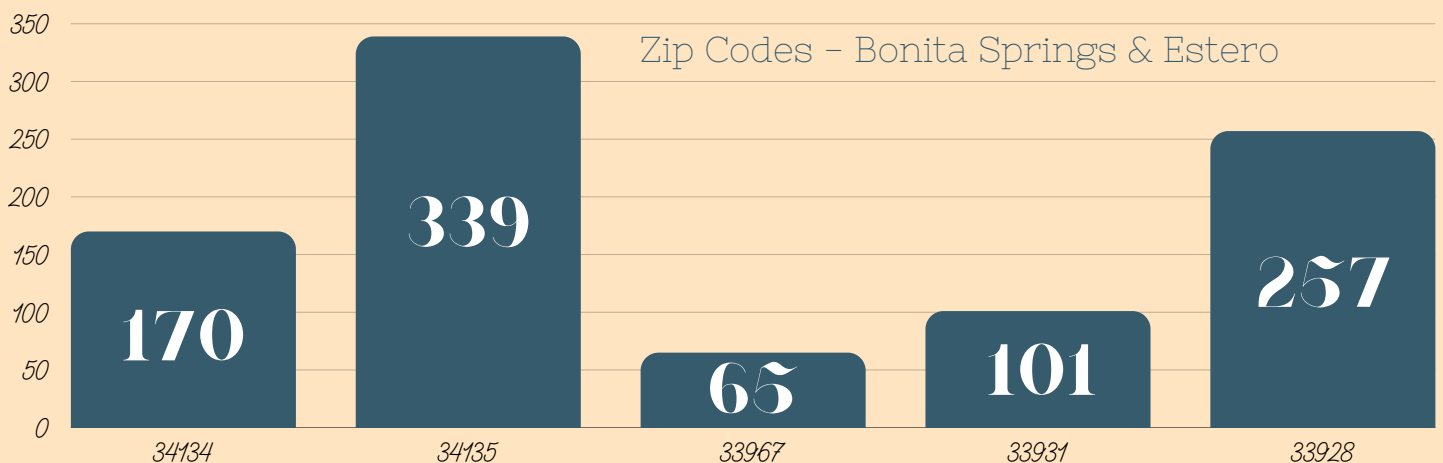
MEDIAN CLOSED SALES



HOMES FOR SALE (AVERAGE)



TOTAL PENDING SALES (3 - MONTHS) Apr - May - June



Source: Data provided by SWFLAMLS, with analysis and visuals generated via Domus Analytics.
All statistics and insights reflect the most recent available data at time of publication.



BONITA SPRINGS-ESTERO
REALTORS®

25300 Bernwood Drive, Suite 1, Bonita Springs, FL 34135

Phone: (239) 992-6771

www.BonitaEsteroRealtors.com

2025 Year Sponsors



DAVIES | DUKE

uction Law | Real Estate Law | Business



Helping You Close More Deals *Faster*

Flexible Financing for Every Client Scenario

- Conventional
- FHA
- VA
- USDA
- Jumbo
- Mobile Homes
- Non-QM
- OTC Construction
- Reverse Mortgage
- Down Payment Assistance
- Rate Buydown
- Non-Warrantable Condos

LET'S MAKE *MOVES.*



RYAN BECKMAN

Branch Production Sales Manager
NMLS#368681

970.319.9163

E rbeckman@revolutionmortgage.com

W revolutionmortgage.com/rbeckman

9990 Coconut Road, Office #307, Bonita Springs, FL 34135

Revolution
MORTGAGE

COMPANY NMLS#1686046

ADVERTISEMENT | T2 Financial, LLC D.B.A. Revolution Mortgage (NMLS#1686046) is an Equal Housing Opportunity Lender and an FHA, VA, and USDA Approved Lending Institution. Borrowers must meet all loan program and eligibility requirements. This is not an offer for an extension of credit or a commitment to lend. Terms, conditions, and restrictions apply. Information is subject to change without notice. Reverse mortgages are available for homeowners 62 or older with home equity, requiring continued payment of taxes, insurance, and maintenance to avoid default and home loss. FHA-insured reverse mortgages involve upfront and ongoing costs; consult your loan officer. Construction-to-permanent financing is available for primary residences and second homes, including Jumbo One-Close construction loans with interest-only payments during construction and modification to fully amortized payments upon completion. Soft costs may be financed, but closing costs may not. Full third-party builder contracts are required, and tear-downs are eligible. Loan amounts up to \$2 million are available nationwide, though fees, charges, and availability vary by state. Important information will be provided in disclosures after your application and at loan closing. All loans are subject to credit and underwriting approval, and Revolution Mortgage is not acting on behalf of or endorsed by HUD/FHA, VA, USDA, or any governing agency. Some restrictions may apply. Branch Address: 9990 Coconut Road, Office #307, Bonita Springs, FL 34135 - Branch NMLS# 2661256 - Branch Phone: 970-703-0002.

HouseMaster®
Home Inspections. Done Right. Since 1979.®



JOHN PRETE
OWNER/OPERATOR

\$25 off

on any standard HouseMaster home inspection. Limit one per customer.

Call your local HouseMaster office to redeem:
239-430-8220

THE ONLY INSPECTION COMPANY IN SOUTHWEST FLORIDA THAT HAS A ONE YEAR LIMITED GUARANTEE.

- **Exceptional Customer Service** from the first phone call!
- **Comprehensive, full-color reports** with pictures delivered the same day.
- **Mold/Air Quality Analysis, Radon Testing,**
- **4 pt Inspections / Wind Mitigation Reports.**
- **All Florida State Licensed Inspectors.**
- **Fully Insured, General Liability – E&O Insurance.**
- **Referral Liability Certificates Available.**
- **Ask about Our Pre-Listing Inspection Program.**
- **Free Concierge service** to all customers.

HouseMaster®
Home Inspections. Done Right. Since 1979.®

4151 Corporate Square Naples, Florida 34104

www.naples.housemaster.com

239-430-8220