

greater naples edition

BROKER★AGENT

magazine



broker/agents of the month

*Chip*HARRIS & *Michele*PEPPE

COLDWELL BANKER *Reviews*



Chip HARRIS

#1 Real Estate Team—

Though the market was burdened with high interest rates and many challenges, she says that she never doubted her potential for success. “I knew I’d be a good sales associate, because I am goal oriented, have excellent follow-up skills and attention to detail,” Michele explains. “I’m also creative, and am able to utilize my talents in making quality marketing materials for my clients’ listings.”

Chip graduated from college with degrees in Psychology and Business, and had a successful career in life insurance sales before entering the field of real estate. In search of a new adventure, he left behind a position as one of the top 2 percent of insurance agents around the world, and embarked upon a new direction as a REALTOR®.

With experience in his own real estate investment properties, Chip says that he never doubted his abilities to succeed as a sales associate. “I’ve been in sales and customer service positions all my life, and that’s the foundation upon which to build a real estate career,” he says. After learning the market and honing his skills in listening to clients and evaluating their needs, Chip’s business took off.

Successful high-end agents often partner up to maximize their business potential, but Chip and Michele’s union started out on a personal level. They met while working in the same office, and soon began to see each other socially. When they realized that they worked well on a personal level, the couple decided to join forces professionally, as well.

Some partnerships are developed through careful consideration as to who will play a given role, but Michele reveals that the Harris-Peppe team has been a very natural progression. “Chip’s strengths are in statistics, numbers and negotiations,” she says. “There’s no one as skilled as Chip in finding a buyer for a property and closing a sale.” She adds that each of them has brought unique strengths and talents to their team. “When we first joined forces, I was able to provide the market knowledge and professional designations. Chip brought the invaluable ability to work well with a varied clientele, including builders, developers and investors. Together, we have found a great balance,” states Michele. “In our nine years together, we have continued to evolve in our professional partnership, and are constantly raising the bar on the quality of services that we provide.” Michele has proven her commitment to excellence by earning her CRS designation, which is held by less than four percent of all licensed REALTORS®.

The Harris-Peppe Team from Left to Right:
Chip Harris, Meagan Harris, Alexis
Seldin-Rodriguez, and Michele Peppe

When it comes to living and selling the Naples lifestyle, Chip Harris and Michele Peppe have the market covered. This dynamic team boasts a hugely successful real estate practice that has represented more than \$350 million in home and condo sales since they formed their partnership in 1997. Despite their amazing success, Chip and Michele remain truly grounded. It’s immediately obvious that they love what they do, and they never lose focus on the most important aspect of their business: taking care of their clients.

Michele, who is celebrating her 25th anniversary as a REALTOR®, entered the field at the encouragement of her mother. “She recognized my people skills and my salesmanship,” she says, “and suggested that I’d do well as a sales associate.” With three children at home, Michele enjoyed the unique opportunity to balance a full time career while remaining actively involved in her kids’ lives.

Entering the field in the early 1980’s meant that Michele had to use creativity and ingenuity in order to make a living as a REALTOR®.

Michele & PEPPE

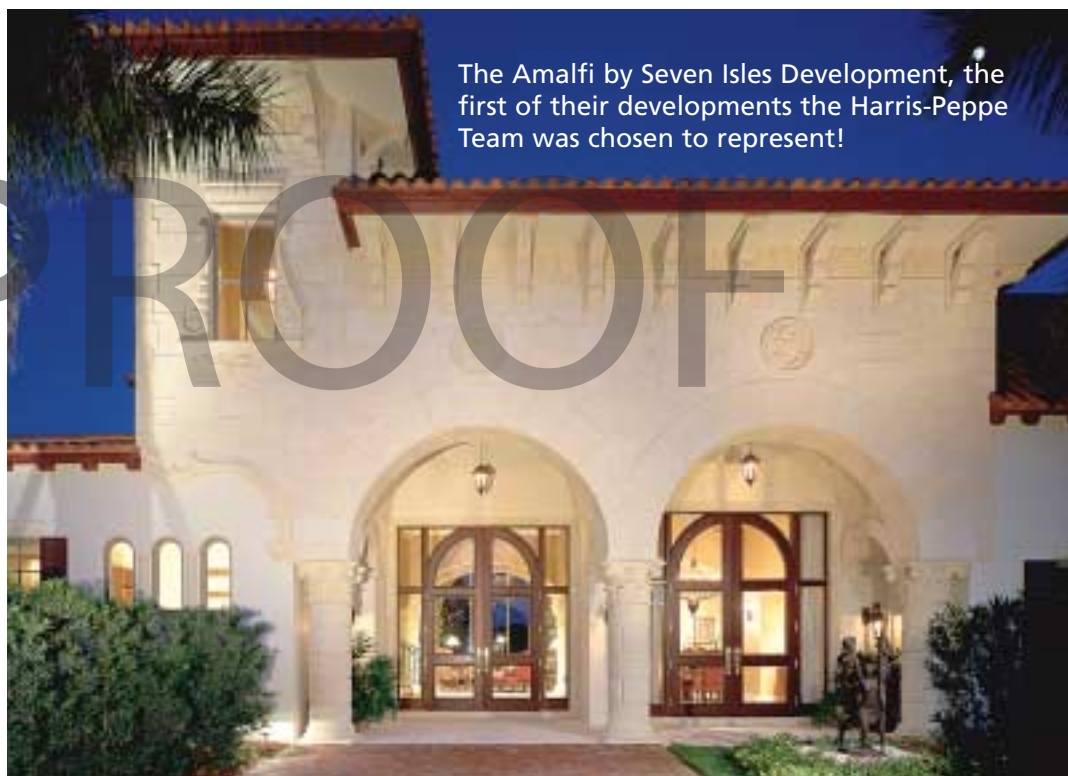


Coldwell Banker Previews International—Naples South

In holding themselves accountable for providing exceptional customer service, Chip and Michele recognize the value of aligning themselves with a team of quality individuals. In addition to Chip and Michele, the Harris-Peppe team is comprised of two full-time agents and two full-time support personnel. Alexis Seldin-Rodriguez is a bilingual REALTOR®, fluent in Spanish and English, who has earned both GRI and ABR credentials. She is responsible for working with property listings and sales. Chip's daughter Meagan Harris has a Master's degree in Education, and is also a licensed sales associate who handles the listing and sales of clients' properties. Licensed executive assistant Judy Rowan brings over 28 years of office management experience to her role as the team's administrator. The team is rounded out by marketing coordinator Sam Wells, who utilizes her background in graphic design to maintain websites and coordinate marketing and advertising efforts for the team's brand and their listings.

Michele adds that Chip's daughter Krista will soon be joining the team. "She is in the process of earning her license, and we are thrilled that she will be coming on board. Working with two people whom we love and trust as partners in this business is a wonderful opportunity for us!" she notes.

Chip and Michele specialize in downtown Naples, as well as waterfront and golf course communities. Their passion for quality service has been recognized by a high percentage of repeat and referral clients, as well as numerous professional accolades. They are ranked among the top one-tenth of one percent of all Coldwell Banker real estate agents, and have been named the top listing and sales agents in their office for three consecutive years. After earning in excess of \$1 million in commissions in 2005, they are also the proud recipients of the Coldwell Banker Legends Society award, which is the company's highest professional recognition.



They pride themselves on offering ethical service and maintaining personal relationships with their clients. "We are in a people business, and we treat our customers the way that they want to be treated," explains Chip. "It goes beyond our own ideas of what good service entails; we specifically strive to meet each client's individual standards and expectations."

Recognizing the value of a comprehensive market presence, Chip and Michele have placed a special emphasis on their Internet advertising. They are the proud owners of NaplesRealEstate.com, a website that boasts over 400,000 visits each month.

When asked to be the featured agents for *BROKER AGENT Magazine*, Chip and Michele immediately requested that they share the spotlight with Seven Isles Development, a client whom they are thrilled to be working with. The couple was recently selected to serve as the exclusive agents for the company that is combining the art and science of building in creating unique homes for Naples' luxury home market.

Formed in 2004, Seven Isles Development is comprised of professionals who have been building and developing in the Naples area

Mixing business with pleasure...Chip and Michele showing waterfront properties by boat, piloted by Chip!



for twenty years. President Mark Chaney says that, as a process-driven company, Seven Isles Development utilizes a full project-management system that expedites the building process, which ultimately results in less stress for the homebuyer. "Building a new home can be fun and exciting," he observes. "We maintain communication with our clients in order to facilitate a smooth and stress-free experience."

Mark says that, though the company considered hiring its own inside sales team, they soon realized that it would be difficult to find agents with the experience, networking potential and knowledge of the area that Michele and Chip offer.

After interviewing the region's top sales associates, Seven Isles chose the Harris-Peppe team to represent their upcoming developments. "They were so friendly and likeable, and it was clear that they love what they do," says Mark. "And we were immediately impressed with the relationships that they have built in the business." He adds that, with the backing of Coldwell Banker Previews International, the team brings an incomparable level of service to their practice. "From a high profile Internet presence and superb marketing campaigns, to the convenience of in-house financing, Chip and Michele bring a team of professionals to our business," he states.

With an emphasis on creating unique homes, Seven Isles is excited to present "The Amalfi," a Tuscan-style signature design in The Estates at Bay Colony Golf Club. The spacious structure includes a main house that boasts luxurious details like oversized crown molding, barrel

vaulted ceilings and spacious entertainment areas, plus a glass-floored guest house that sits atop a gorgeous 120' lagoon-style pool.

"Our goal is always to create a home that is special," explains Mark. "We spend quite a bit of time conceptualizing our designs, because we recognize that a home holds personal as well as financial value. This is a place to raise a family, entertain, and create memories. And in the market that we're serving, there should be no sacrificing certain amenities. We believe that our clientele shouldn't expect anything less than the best, and that is what we strive to offer with each custom design." He adds that the company emphasizes unique designs that cater to the Naples lifestyle. From spacious master bathrooms to large outdoor kitchens, each home offers quality design with attention to style.

"We are confident that, in the near future, Seven Isles Development and their wonderful designs will be the talk of the real estate community," asserts Michele. "Their signature home was completed in May, and we look forward to the opportunity to introduce this exciting and innovative company to our colleagues." The team plans another REALTOR® roll-out in the Fall Season, to which industry professionals will be invited to see firsthand the quality craftsmanship and unique designs that Seven Isles Development brings to the region.

Chip says that the couple keeps their relationship fresh by "turning the switch off" once they leave work. "People find that hard to believe, but when we are at home, we're truly focused on our life together," smiles Michele. "We are very fortunate to have our family close by, and we make it a point to recognize our children's accomplishments. Our lives are marked by a comfortable balance between career and family time."

Time away from work is often spent on the couple's boat, piloted by Chip who is a licensed boat captain. They do mix business with pleasure, though, and enjoy showing waterfront properties by boat. Chip and Michele are also active in their children's and grandchildren's lives. Michele volunteers her time regularly in her grandson's classroom as well as many other community activities.

Ultimately, Chip and Michele say that they are truly satisfied with their professional and personal lives, and look forward to the opportunities that await them. "We enjoy working with our clients and helping to make their dreams come true," enthuses Michele. "We're fortunate to enjoy the Naples lifestyle, and we are proud to show our clients the beautiful scenery and world-class amenities that our region has to offer!" ★

The Harris-Peppe Team

Chip Harris, P.A. • Michele Peppe, CRS

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