At Home

By Jill Zima Borski

"Find something you love to do and you'll never have to work a day in your life."

Shane Wilson of Islamorada and Fort Myers heard that adage from his parents and Grandparents. He has managed to make the saying come true in his own life.

Shane has earned the nick name "Waterfront" over the years. Shane spent his life living on the water and playing on the water, boating, fishing, diving, lobstering, skiing; you name it, and Shane has probably done it on the water. Many years ago, Shane turned the nickname into his slogan. Shane "Waterfront" Wilson. Shane has been known as Shane"Waterfront" Wilson for more than 25 years. Shane carries on the family tradition as a third generation real estate broker. Shane's mother, father and grandparents were all real estate brokers and developers in the Keys from Ocean Reef to Marathon.

Shane and Derek Rodberg, lifelong friends were having drinks at a local watering hole and discussed opening a real estate office in Islamorada. They both decided it would be a great idea and a lot of fun. Shane and Derek have forged friendships and relationships in the Keys for more than 40 years. People know Shane and Derek, and trust Shane and Derek.

Shane has been a broker with Real Living Cypress Realty, Inc. since 2002. They currently have a full staff and more than 30 agents. Shane loves mentoring and helping new agents when they have questions or get discouraged. Shane says real estate can be very stressful, but you have to make it fun and make it an amazing, satisfying experience for your clients.

Born in Miami and raised on Key Biscayne until the age of 4, Shane's parents then decided to move to the Keys full-time. Shane attended

Key Largo Elementary School then transferred to Plantation Key School when they moved south to Tavernier. Shane and Derek both graduated from Coral Shores High School.

Wilson attended Edison Community College for two years and then graduated from Tallahassee Community College with a degree in business administration. In 1992, he started his real estate career in Fort Myers and specializes in waterfront properties.

Shane and Derek have a unique approach to selling real estate in that they build relationships with their clients; then comes the trust and ultimately friendships. While out in the boat, they may decide to do a little fishing, snorkeling or sightseeing to further explore the Keys lifestyle. Once clients believe the Keys lifestyle is for them, buying property here becomes a "must."

When commuting between Fort Myers and the Keys became burdensome, Shane earned his pilot's license and bought an airplane. Now, he can fly between Fort Myers and the Tavernaero Airstrip in about one hour.

As a consequence, Shane gets to spend more time with clients showing them around the Keys. Shane and Derek have two different clients who purchased properties here and are full-time residents. These clients, who are now friends, cannot wait for dolphin season to get here. Shane and Derek are going to take them offshore to catch dolphin and show them how it's done as part of the Keys lifestyle they aspire to.

Wilson said he has worked very hard at growing his business. He wakes up at 5 a.m. and is "stoked" about helping people anyway he can. Many of Shane's close friends call him the "over helper," always willing to jump in and help someone.

"I worked hard to get to where I am today. Real estate is not easy. In my early years, I was in the office at 7 a.m. -- the first to arrive and the last to leave. I choose to work hard."

When work and play are joined together, that makes long hours in the Real Estate business much more pleasurable. To reach Shane, go to ShaneWaterfrontWilsonTeam.com or call at 239-851-3861.

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Jill Zima Borski has lived in Islamorada for 23 years and her website is www.jill-zima-borski.com