

WE *Love* HELPING PEOPLE

The Shane Waterfront Wilson Team

"We love helping people."

If you know the Shane Waterfront Wilson team, consisting of Shane Wilson, and his business partner and lifetime friend Derek Rodberg, you know this to be true. Both men were raised in the Keys, and not only call it home, but make it their goal to help people find their homes here too.

Becoming friends in elementary school, the two men met as children while attending Plantation Key School. "This was before there was even a building at PKS, and we were in trailers behind Coral Shores," explains Wilson.

The two grew up exploring the islands, and experiencing a way of life that would shape how they would do business later. "We had to earn everything we got," says Wilson. "When Derek and I—and our friends—were little kids, our parents would tell us, 'We need lobster for our friends and our own dinner tonight.' So we'd go out lobstering and make like...twenty dollars. If they wanted snapper, grouper, or stone crab we knew where to go, so we'd go get it and sell it to our parents and their friends to make gas money for our boat and spending money to go buy snacks and soda at Tavernier Creek Marina, or Purdue Dean Marina (which is now Plantation Boat Mart). Our parents taught us you can do anything, anything you put your mind to."

Additionally, Rodberg has fond memories of his days on the water with his father. "Days I will never forget are the ones where I'd go out with my brother and my dad and we'd get conch when it was legal. We'd go out, then go home, my brother and I would clean the conch and my dad would have the fryer going...We'd make conch fritters. Those times I remember very vividly, and that was a pretty magical time back then. You could go out in your own backyard and get 20- 30 conch in an hour, that was really fun."

After graduating from Coral Shores in

1986, Wilson left the island and went to Port Charlotte to join his family in construction, attending college in Fort Myers. Joining forces with his family became Wilson's start into real estate, making him a third-generation real estate broker. "My grandfather and grandmother were Realtors and developers in the Florida Keys and around the State of Florida, my mom, dad and Uncle were also Realtors and builders in the Florida Keys... it's just in the family, in the blood," says Wilson, who has experience as a Real Estate Broker in South West Florida for nearly 27 years. ▸





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△ Together, the family built homes and sold them, including properties in Ocean Reef to Marathon, as well as the Tamarin Bay Club, in Key Largo. Wilson continued working and learning, graduating as a member of the Institute for Luxury Home Marketing. He also became a member of the Elite Million Dollar Guild, which is only bestowed to members who meet required sales volume and have closed a minimum number of properties. He is also a "RMM (Residential Marketing Master), ABR (Accredited Buyer Agent), CRS (Certified Residential Specialist), GRI (Graduate Realtor Institute), and Premier Service Certified.

Rodberg, meanwhile, moved to New York City, and put in 24 years on Wall Street, earning him special insight into financial markets. However, both men eventually made the move back to the Keys, and opened Real Living Cypress Realty. "I take the knowledge I learned on Wall Street and apply it to the market down here and Shane can bring his knowledge from his endeavors in South West Florida and bring it down here, it's a pretty powerful partnership," says Rodberg.

Relocating to the Keys has allowed both men the experience of raising their children immersed in the Keys way of life. "Growing up in the Florida Keys, you can give your kids more freedom than you can other places. They can actually go explore and live life. It's a really good place for them to grow up. It's safe," explains Rodberg. "It's a dream come true to come back here and give the kids the life that I was given."

Wilson and Rodberg still spend days on the water, just like they did growing up, but now it's time spent with their children, family, and friends. These same friends and family are also now an integral resource to their clients. "We know builders, electrical contractors, plumbing contractors, air conditioning companies, tradespeople, sign and banner companies, and restaurant owners. We know these people. They trust us and we trust them, and we trust referring our new-found friends and customers to them, knowing that they will be taken care of. All of our people are local, not the people who won't show up," states Wilson.

"It is all about relationships" claims Wilson and Rodberg, "We are not just selling a property, we are selling a lifestyle and a home to folks. We want to be part of their transition to the Florida Keys, we want to help and be part of, say, their new boat purchase. Oh my gosh, if we got paid for every boat we have helped our customers buy over the years, we would have a fat wallet!" laughs Wilson and Rodberg. "This is part of the relationship and helping folks to acclimate to their new Florida Keys

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The duo, along with friends and family, have now made the business they opened almost 4 years ago into a thriving staple of the Florida Keys Real Estate Community. Wilson and Rodberg have had much success helping buyers to find their slice of paradise here in the Florida Keys as well as helping people sell to move on to bigger and better things.

"It's a lifestyle they've never had, that they want to live. It's about helping people achieve this dream, this goal. We see the happiness it brings our clients, their friends and family members. This is probably the most rewarding part of our Real Estate Career, helping folks to live their dream. People come from all over the world to be here," states Wilson.

At the end of the day, it's the relationships they have established and the dreams they've helped create that make Wilson and Rodberg great Realtors and a great team. The team strives to provide a specialty service that can be matched by no one else with values and ethics being a top priority.

Recently, the team brought a new team member onboard, Cody Turek. Cody is

Lifestyle. We want the phone call or the text asking, 'Hey Shane, Derek—where is a great place to go diving or a great shallow water reef we can take our family and friends to, to go snorkeling?' Or, 'Where is a great beach for us to go to or great sand bar to go to and just lounge in the ocean?'

'Hey Shane, Derek, where is a great place to go have an amazing dinner by boat and enjoy a killer sunset along the way?' Or, 'What is biting out in the ocean?' Many of our friends we grew up with in the Keys are professional fishing guides, so we get the real daily fishing reports!"



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a graduate of Coral shores, and his family all lives in the Keys. "Cody was born and raised in the Keys and he knows everyone and everyone knows him. Cody has always had a passion for Real Estate," says Wilson. "We know Cody's parents and have always heard he was a very hard-working young man. After meeting with Cody, we both saw the drive and determination to be successful. So, we asked Cody to join the team on the spot knowing that he is going to be an asset to our team."

"To have an honest relationship with your customers and with the people in town is what drives our business forward, our customers are either people we know or friends of people we know, and we're trusted to do the right thing for them." And the customers themselves have nothing but wonderful things to say about the team. The Palmer family, speaks highly of Wilson and Rodberg. "Shane and Derek did a great job. They were professional, knowledgeable and helpful. They answered all of our questions and made the whole process a great experience. I would highly recommend them to everyone I know." The Duncan family, saw first hand the ever present helpfulness in Wilson. "We knew he would be the right person to sell our home again. Shane kept in constant contact with us, keeping us optimistic throughout the entire process. He is the best and we would recommend him in a heartbeat."

They love what they do and love helping others. Wilson puts it this way: "It's like that saying, if you find something you love to do you will never work a day in your life. And I love helping people."

For more information on Real Living Cypress Realty go to: ShaneWaterfrontWilsonTeam.com

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