

# Kelly Capolino

Real estate professional, Downing-Frye Realty Inc.

## Using knowledge and ethics to reach milestones

### WHO SHE IS

#### REAL ESTATE PROFESSIONAL:

Kelly Capolino, sales associate  
Downing-Frye Realty Inc.

**SPECIALITY:** Analyzing properties that have not sold previously. Presenting and positioning them to be sold is my specialty as well as “truly listening” to buyers wants and needs and not wasting their time to ultimately locate the property that works for them in an organized process.

**YEARS IN BUSINESS:** 23

#### What year were you founded?

1996.

#### What makes you the best at what you do?

I've been taught that in order to be the best, you must have goals, celebrate milestones and never stop learning.

Annually, I employ a weekly business coach, attend at least four serious real estate classes (not conferences) and use the knowledge and skills I learn to better service my clients.

#### What was your biggest challenge last year, and what did you learn from it?

The real estate market cycle correction that started in 2018 was a challenge to many sellers and remains to be so. The 2006 flow down, 2012 flow up and 2018 plateau with some downturn was a challenge. Naples clients always assume that in paradise we should go up. They forget economics. The lesson I learned was to ask more motivational questions of my clients.

#### What would employees say are the top three reasons they love working with you?

This is truly a wonderful question, so I asked my staff. Their replies were very encouraging and make me want to keep at it. They said: “Kelly’s ethics are true and how she really cares and works hard at serving her clients and selling. She keeps me busy, and there is never a dull moment. Kelly is always pushing to help her clients, which brings job diversity.”



VANDY MAJOR/FLORIDA WEEKLY

Kelly Capolino, real estate professional.

#### What was the last big achievement Downing-Frye Realty celebrated?

Personally, our biggest achievement is when both seller and buyer are happy at close. During the past 365 days, we have achieved our goal. On the larger scale, my brokerage achieved a billion dollars in sales last month. I am privileged to be surrounded by true professionals at Downing-Frye Realty Inc. who work hard and achieve goals. We have also received the Best of Naples Real Estate award 16 times in 17 years.

#### In what ways do you give back to the community?

How I give back is easy. I'm a realtor by day and a charity advocate by heart. There is not enough space for the list. I say that truly humbly. I just do. Much of what I do never even gets posted to social media. I've sat on boards, I've handed out water and I've started

new programs when needed. Serving at the Boys and Girls Club, I started the Junior Men of Initiative mentoring program just because I felt boys needed the same program the girls had. I founded the Diamond Volunteer Award and Reward program, where a portion of my gross income is provided to local initiatives, and co-founded the Thinking Outside the Box not-for-profit education series.

#### What differentiates your service from your competition?

My real estate service is truly a planned business model that most Realtors would not adhere to. We have a daily schedule that starts at 5 a.m. to service our real estate clients. The schedule and the 18-point plan of action are provided to our clients. Our care and commitment to the actions brings our clients to successful closings. It's not a cliché when we say

we work daily for each of our seller and buyer clients.

#### What is one thing most people don't know about your real estate history?

My love for contracts and negotiations started in the '80s in New York as a union contractor. Managing men, equipment and schedules is my expertise, and there was a need back then for women minorities who actually knew the business. Federal, state and city construction projects needed women, and I was a commodity they could rely upon. My projects were always on time and on budget. Now my clients get the benefit of all of those management, scheduling and negotiating skills in their real estate transactions. ■



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