



MICHAEL J. FRYE
CCIM

AWARDS
HALL OF FAME
PLATINUM CLUB
100% CLUB
EAGLE AWARD
DISTINGUISHED SERVICE AWARD

Actively involved in the Florida real estate market for over 22 years, Michael J. Frye has achieved tremendous success. As owner of RE/MAX Realty Group, one of the largest agencies in South West Florida, Michael currently has 140 residential and 30 commercial agents in two offices. Michael values his people and strives to create a working environment that is second to none. The company is on track to hit \$1 Billion in closed sales volume for 2005, and his Commercial Division has been ranked number one. Michael has future plans to expand the company to 300 agents and to hit over \$2 Billion in sales. With Michael's expertise in commercial real estate, his people skills and personal touch, he continues to push the envelope in today's real estate market!

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PUSHING THE ENVELOPE

*Success isn't something you pursue;
it is something you attract by the person
you become.*

—John Rohn

After receiving my Bachelors in Finance at the University of South Florida, I originally started my career in the finance industry. Shortly thereafter, I decided to go into commercial real estate. Just 23 years old and working for a small commercial broker in Florida, they used to joke with me, telling me that I couldn't do it. But at the time I was so young, I didn't know any better. My first year in real estate, I made four times what I made in my banking career! Two years later, in 1985, along with my father and brother, I bought and opened South West Florida's first RE/MAX franchise, RE/MAX Realty Group. Back then, people didn't know what we were - they actually thought we were a balloon company!

In 1985, I had an opportunity to learn more about the RE/MAX system from Don and Glenda Hachenberger. Don's passion and desire to start the system was an inspiration to me. I quickly realized that as the system grows, you grow with it. Today, the strength of the system and the RE/MAX name is both incredible and powerful.

I love this business just as much today as when I started, and I am passionate about helping others increase their business. To be successful in the real estate market, you don't have to try and sell properties - you need to try and create relationships. Show potential clients and prospects the value of your business and they will buy into the properties. Listen to your customer's needs and understand the value of marketing. By keeping in the spotlight and advertising in major newspapers and magazines, people start to know who you are.

My success philosophy stems from the words of motivational speaker Richard Robbins, whose "Enduring Purpose" is to empower others to lead extraordinary and inspired lives. It has taught me to strive to create and sustain a fun and empowering, exciting, and high-energy working environment centered on personal growth. This philosophy, along with my determination and focus to be the best that I can be, has helped me with my goal to service my clients, customers, and sales associates. Who would have thought back in 1985, that today, RE/MAX Realty Group would be ranked in the top 25 RE/MAX offices worldwide!