

# TOP AGENT MAGAZINE

by Lara C. Chapman

## Gulf Coast International Properties The New Leaders in Luxury Real Estate



Two years ago, when many Naples real estate agents struggled in the industry, Tim Savage and his partner, Mike McCumber, created a cutting-edge business model that now includes luxury clients from all over the world. With considerable real estate experience already behind the co-creators, Tim and Mike were ready for a new chapter.

“The old way of selling real estate in Naples just wasn’t working anymore,” explained Tim, a 12-year veteran in the luxury real estate market. “My partner Mike and I both came to the conclusion a few years ago that if we wanted to do things right, we’d have to do it ourselves.”

Thus, the template for Gulf Coast International Properties (GCIP) was unlike any other real estate firm in Naples. With the assistance of Brad Johnson, sales agent and marketing director for GCIP, Tim and Mike branded their company based upon three key concepts: service, integrity, and luxury experience. “What we did was address the true needs of buyers and sellers in the luxury market,” said Brad, who worked previously in brand management for two national firms including the Pittsburgh Steelers. “We wanted GCIP to represent the very best of luxury real estate in Naples.”

For starters, Mike and Tim secured the finest office space available in the city—at the corner of Third Street South and Broad Avenue South, an area known for historical landsites and quaint side-walk cafe—not to mention, the only stoplight in town. According to Tim, no other commercial property can compete in terms of visibility and generous walk-in traffic.

But this boutique real estate firm is much more than a beacon on display. Inside there are 12 highly-experienced sales agents working around the clock—passionately bringing an unparalleled level of knowledge and insight into the Naples luxury marketplace. Both Tim and Mike employ polished, seasoned sales professionals “because agents are a walking billboard and on stage at all times,” Tim said. There are no flip flops or Tommy Bahama attire inside the office of Gulf Coast International Properties. Instead, agents are appropriately dressed in suits and ties.

Perhaps most noteworthy, however, is the strong moral compass guiding each agent as they work with buyers and sellers of luxury homes. Inspired by his father, Peter Savage, who is also the lead broker for GCIP, Tim joined the real estate business in 1998 and learned quickly that principles matter. In fact, stated Tim, if there is one thing lacking in the industry, it’s integrity.

“In a small town like Naples, it doesn’t take long for your reputation to precede you,” he said. “But that’s not how our firm works; we’re here for the long haul—building and maintaining strong relationships along the way.”

Clearly the concepts of Gulf Coast International Properties are working. With respect to closed sales, the firm consistently ranks in the top three of most local and national real estate companies in Naples. But money isn’t the only driving force at this firm. Rather, this boutique delivers a unique customer service experience to each client. As Tim rightly put it, “we are operating on a different level at Gulf Coast International Properties, and this is paramount to our success.”

Kathy Lee, Executive Assistant

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