

TOP AGENT MAGAZINE

Carla Masse



Naples Top Agent Carla Masse first fell in love with real estate as a young girl growing up in her native Brazil. “My father and grandfather used to buy and sell investment properties,” she explains. “I always thought the connection with the people and what they accomplished together was something great.”

But when the time came to choose a career path, she pursued her love of art as an artist and gallery owner—that is until she moved to Florida. “I decided then it was the right time to get into real estate,” she says. “I see the connection between art and real estate as putting the pieces of a puzzle together until you see the big picture.”

Carla became a licensed REALTOR® in 2005 and enjoyed quick success, being named the Top Producer in her office of 50+ agents her first year. She has since developed a thriving business working primarily with sellers in Naples, Marco Island, Bonita Springs and Estero. Many of her clients have worked with her more than once and are happy to refer others. “I love helping sellers through the process,” she says. “It’s my favorite part of the business.”

A positive, patient attitude and calming demeanor are some of the qualities that set Carla apart from other agents. “I think I am a good listener,” Carla says. “I try to very quickly learn about my clients so I can help them with whatever they need.” Her goal is always to make her clients feel comfortable and cared for, no matter what challenges the transaction may bring. “I have the skills to keep everyone calm and put things in perspective so we can reach the end of the transaction and feel good about everything that has happened.”

Clients often remark on how Carla provides the care and attention that makes them feel as though their transaction is the most important thing she’s working on. Here is what one recent client had to say about working with her: “I have worked very successfully with Carla on several properties. She went above and beyond what I believe most REALTORS® would have done to provide assistance. She pays attention to her clients and works diligently to address their needs and concerns.”

A self-described “people person,” it’s no surprise that Carla feels the most rewarding aspect of her real estate career is the personal connection with her clients. “As long as I’m helping someone, I feel like I’m doing something great,” she says. “It is my privilege to be part of my clients’ history and lifetime memories.” Carla approaches every client interaction with a spirit of service, and keeps this quote in mind: “People may forget what you say, but they will never forget how you make them feel.”

When she’s not busy helping clients, Carla enjoys spending time with her husband and two young children, taking walks on the beach, discovering new communities in the area and traveling.

Looking to the future, Carla would like to grow her business to include a team of agents and work on developing her brand. She also has plans to become more involved with the community through volunteering and donating funds to the causes she cares about.

To learn more about Carla Masse of Sun Realty, call 239-207-5614 email massesellsflorida@gmail.com or visit www.massesellsflorida.com