



Primarily serving the southwest Florida counties of Lee, Charlotte, and Collier, Alex spearheads his work from the offices of Schooner Bay Realty, Inc. in Fort Myers. There, Alex fields deals that run the gamut from commercial and residential purchases and sales,

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to leasing office and industrial spaces, listing vacant land, and navigating investment property deals. In fact, it is Alex’s ability to negotiate across specialties that meaningfully sets him apart in the industry. Often-times, a residential client will require commercial real estate guidance down the line, or has a contact in need of representation. Equipped with first-hand, multidimensional professional know-how, Alex is capable in navigating whatever diverse needs a client might have. In a similar vein, Alex’s approach to his client relationships are rooted in professionalism, follow-through, and transparent communication. Especially when it comes to first-time homebuyers making their way through the intricacies of homeownership, Alex is devoted to compassion and patience as the driving qualities of his work. “I’m a strong believer in the Golden Rule,” he explains. “Everyone knows it, but not everybody practices it. I like to under-promise and over-deliver and set realistic expectations with clients. Plus, when it comes to serving first-time homebuyers — with all the emotions involved in helping them find and purchase their first ever home — compassion and patience go a long way.”

As a native resident of Fort Myers, Alex is readily able to pass along his in-depth knowledge of the area to his clients, providing them a valuable edge in a competitive field. In addition to closely tracking local market trends, changes, and developments, Alex also understands city leadership and the area’s inventory, affording clients an expert’s insight into the region’s real estate. “I’m not only a huge advocate for this area, but I love this area,” he reflects. “I grew up here, my family is here, and I

Born and raised in Fort Myers, Alex Henderson came from a long line of successful real estate professionals. Growing up with both parents pursuing active careers in commercial and residential real estate, along with a grandfather at the helm of a flourishing investment property enterprise, Alex learned early on the value and potential of a career in the industry. After graduating from Florida Gulf Coast University with a degree in Business Management, Alex decided to follow in his family’s footsteps and pursue his own license. That was back in 2014, and since then, Alex has demonstrated an impressive track record, brokering multifaceted deals across industry specialties and fostering a practice built on consistency, tenacity, and an unflagging commitment to the Golden Rule.



invest in real estate here myself. When I can share that specialized knowledge with a client, it builds trust.” Having already earned a considerable amount of returning clientele and continuing to see repeat clients and referrals, Alex’s ability to deliver results is driving his business’s development. Having doubled his returns year-over-year, and with 2017 on track to triple his volume, Alex’s trajectory is decidedly upward.

To stay in touch with those he’s served in the past, Alex makes an effort to function as a resource to his clients. “I’m just a phone call away if you want to learn something about real estate in Southwest Florida,” he tells his clients. Likewise, he sends mailers, stays accessible and responsive, and has served repeat clientele as a result. Considering what he enjoys most about his career, Alex says: “While I really enjoy the autonomy and mobility of my work, being able to provide a service to people making big changes in their life, and being part of something bigger than myself is what I love most about what I do.”

Extending his hometown pride to his charitable and civic engagements, Alex is an avid participant in the Royal Palm Coast REALTORS® Association and its Young Professionals Network. As a member, he is actively playing a role in organizing a charitable fishing competition benefitting Valerie’s House, an organization that supports families and their children grieving the loss of a loved one. In his free hours, Alex enjoys all things outdoors, from fishing and golfing to traveling to explore new locales.

As for the future, Alex has a strategic plan in place to continue his imprint’s annual growth, with hopes to ultimately evolve to a brokerage or investment group, in the spirit of his grandfather’s legacy. He also plans to stay on track toward owning 100 rental units in the next ten years, a testament to his ambition and belief in the Fort Myers market. Today, with three remarkable years already behind him and a decisive eye toward the future, the best is assuredly still to come for Alex Henderson.

Alex Henderson

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