



Real estate has always been a part of Carla Masse's history. Her father and grandfather were active in the industry back in Brazil, and in 2005, Carla decided to follow in their footsteps. "I was always watching them do business and it was part of my life from a very young age," she remembers. "When I got licensed and began working as an agent, I discovered this was what I wanted to do for the rest of my life."

Today, Carla spearheads her work with the support of two intrepid team members — an assistant and a marketing lead. Together, they serve buyers and sellers under the banner of Sun Realty, USA, focusing on the areas of Marco Island, Naples, Bonita Springs, and Estero, though they have built experience across the greater Southwest Florida market at large. Because the region is well-known for its waterfront, second home, and vacation properties, Carla has built substantial know-how in this arena — knowledge she readily passes along to those she serves. To date, she manages to drive more than half of her business through repeat and referral clientele — a testament to her lasting impact on the clients she works alongside.

To account for her steady success thus far, Carla cites ethics, strategy, and lasting relationships as some of her professional hallmarks. "We're very proactive and we take the whole picture into account when working with clients, and we always focus on their priorities," she explains. "When we're working with buyers, we're proactive by beginning with an interview to learn their goals and specifications. When working with sellers, we're proactive by pricing the property competitively, creating beautiful presentations, and marketing to the right buyer. No matter who we're working with, we do our best to make the process as smooth as possible and help clients reach their goals."

Over the course of her 14-year career, Carla has been repeatedly recognized for her professional accomplishments. She is the recipient of her real estate board's Gold and Platinum Awards for high production volume, and her clients also sing her praises. "Carla worked hard to find the right property for our family," said one happy client. "We regularly received updates with new properties, and she patiently visited many properties with us. Her negotiations on our behalf saved us a lot of time and money. When it was time to sell, Carla quickly moved our property and helped us get a great price!"

When listing properties, Carla ensures no detail is overlooked, and her work is fortified with the help of her team. All properties are showcased through high quality photography and then leveraged across the leading online listing platforms and social media outlets. Geographic target marketing ensures the ideal buyer is sourced in short order, while strategic pricing and negotiations give clients an edge during the transactional process. "I love working with residential buyers and sellers because it's such an important and exciting time," she says. "Especially here on Marco Island, where we are often working with waterfront properties — families are so happy to find their dream vacation home, explore the area, go boating and fishing. At the end of the day, it's all about the client, being professional, and following a code of ethics. We make sure our clients are protected and always think about the customer first."

Beyond the office, Carla gives back on a local level through work with her children's Girl Scout and Boy Scout troops, her church, and through various community events. In her free time, she stays busy with her family and loved ones. She also enjoys exploring the natural beauty of Southwest Florida and taking in a coastal sunset.

As for the future, Carla intends to grow her business continually, with hopes to share her knowledge with up-and-coming agents as they ascend the industry ranks. Now, with 14 years of insight behind her, Carla is content to use her skills within the community to build homeownership and local growth for years to come.

*Carla Masse*

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