



» featured agent

Lauren **FABY**

By Zachary Cohen
Photos by LaCasaTour

A Fresh Start

In 2020, the COVID-19 pandemic upended economies around the globe. While every corner of the economy was impacted, some sectors were affected far more than others. At the time, Lauren Faby was running her own marketing and PR firm, and the marketing and PR work she did for events in and around Naples was hit hard.

“I was doing some Naples-based PR and marketing, but quite frankly, it all dried up. I was producing events here in Naples, and so much got delayed and canceled. I still had two kids in college and had to decide what my next move would be,” Lauren reflects. “I looked around and thought, “I’m 50 with two kids in college. Time to make it happen.”

Lauren had long held an interest in real estate. Her first job out of college was in corporate relocation, and she had bought and sold several personal homes on her own (FSBO). But with her marketing business thriving, four kids, and a side gig refereeing lacrosse games, she simply didn’t have the time to invest in real estate — until she did.

Lauren began her real estate career in 2020 with





Lauren Faby's husband, Rick, was a real estate investor for many years and joined her in real estate in 2021.

John R. Wood Properties. She got her first home under contract in just a few weeks and was off and running. In 2021, Lauren closed \$6 million, followed by \$22.6 million in 2022, just her second full year in the business. Her husband, Rick, joined her in business near the end of 2021.

Lauren credits much of her success to her marketing background. She runs

her business like a corporation, creating detailed business and marketing plans three to six months ahead.

In her previous career, Lauren managed events and product launches for companies up and down the East Coast, including technical-based product and wellness launch events for Under Armour, employee engagement for Kaiser Permanente, and

marketing for Baby Basics of Collier County, a nonprofit that supplies diapers and kindness to needy, working families in Southwest Florida. She can now apply the skills she sharpened as a business owner to real estate.

“My marketing and PR background sets me apart,” Lauren says proudly. “I’m trained in my business to think three steps ahead. My business, when I was in marketing and PR, was to train my clients to think three steps ahead, so I train my buyers and sellers to think three steps ahead. Many people think linearly, but I think differently. I have five different ways to get to the end goal. We try to take all the roadblocks from selling a house out. For example, I get all my listings inspected before we list them.”

A New Chapter Ahead

Lauren and her husband, Rick, have seven children combined. All four of Lauren’s daughters played Division I lacrosse, and her youngest is closing



“ I train my **BUYERS AND SELLERS** to think **THREE STEPS AHEAD.** ”

out her time at the University of Maryland. So much of Lauren’s life has been devoted to her family, and soon, all four of her children will be college graduates.

While Lauren misses having her daughters home with her more often, she’s also excited about this next chapter in her life. She’s able to devote more of her time to her business and being with her husband. They enjoy traveling, especially to the Caribbean. Lauren also has a golden retriever that she loves doting on — even more than on her daughters!

As Lauren looks ahead, she's excited to continue growing her business. Her real estate work has become a core part of who she is. Yet, there are still things that are more important to her than being a top REALTOR® — mainly, her relationships and her values. For Lauren, her family and her integrity are what matter most.

“I pride myself on being super transparent and approachable. At the end of the day ... I pride myself on doing the best job. It's not important to me whether my clients buy a house. It's not important to sell something every week. I'll work with a client for years. You never know where it's going to lead,” Lauren says. “I mostly care about being known as a good mom, a good wife, and a good friend. Everything in business is secondary.”

FUN FACT

Lauren Faby lives a vibrant life outside of real estate. She continues to referee lacrosse for the NCAA, and recently took up tap dancing. One of her big goals for 2023 is to put on a recital.

