

# MATT & LINDSEY BROWN

▶▶ power couple

By Zachary Cohen

Photo by LaCasaTour



Photo by LaCasaTour

## FOR THE LOVE OF FLORIDA

By 2018, Matt Brown had become one of Hoboken's most well-respected real estate agents, alongside building an impressive development and investment portfolio. And yet, Matt and his wife, Lindsey, found themselves on the precipice of a major life transition.

Matt and Lindsey had been vacationing in Southwest Florida for many years. Matt's dad and stepmom had a place in the area, and good friends of theirs had also moved to Naples.

"So we would come to visit my folks and our friends," Matt reflects. "Every time it would be time to take the plane home to the city, we'd always try to extend our trip. We did that so many years in a row. At some point, we realized we wanted to spend more time here and weren't ready to retire. So we decided to make the move now."

After 15 years in real estate and over 500 sales, Matt picked up his business — and his family — and headed to Naples to begin anew.

"The move was more about family and lifestyle for us. It was very difficult to leave our community and my well-established business, but we were ready for a new chapter in life. And we just love Southwest Florida. It's been amazing. It's been an exciting adventure."

“

WE SUCCESSFULLY  
INVESTED IN  
AND DEVELOPED  
SINGLE-FAMILY  
BROWNSTONES,  
CONDOS, AND  
APARTMENTS IN  
THE HEIGHT OF THE  
ECONOMIC RECESSION.

...



Lindsey Brown entered real estate in 2008 after she and Matt got married. (Photo by Cary Lohmeier Photography)



Matt Brown was a top producer in Hoboken, NJ, for 15 years before relocating to Florida. (Photo by Cary Lohmeier Photography)

**Beginnings: Lindsey Brown**

Lindsey and Matt met in 2003, the night before Matt took his real estate exam.

“I probably should have been studying,” Matt laughs, “but it’s a good thing I wasn’t. The test was a breeze, and I met the love of my life.”

“I’ve been on this journey the whole time,” Lindsey adds. “I was working in Manhattan for an investment bank and had a different career path, but eventually I joined Matt in real estate.”

From 2003 to 2007, Lindsey continued to work in banking. On the side, she began helping Matt out with his investment properties, website, and marketing. She found a liking for real estate, and in 2008, they got married and she joined Matt in the business.

“We successfully invested in and developed single-family brownstones, condos, and apartments in the height of the economic recession,” Lindsey explains. “And when I began working in the sales business, Matt was my mentor.”

Lindsey built her own book of business and client base. She stepped away from the business in 2010 to raise their two young daughters and returned in 2014. In the meantime, Matt became one of the top three agents (out of approximately 6,000 agents) in the Hudson County, New Jersey, MLS.

**Becoming Floridians**

Upon landing in Florida, Matt and Lindsey took some time to settle into a new life. Matt took a year off to assess his next move, and Lindsey landed work for a local CEO managing her extensive real estate investment portfolio.

During this time, Matt played plenty of golf and spent ample time on the yoga mat, but he also started to dig his



Photo by LaCasaTour



Matt and Lindsey Brown with their daughters, Parker (left) and Sydney (right). (Photo by Cary Lohmeier Photography)

feet into his new community. He started to get to know local brokers, research neighborhoods, and learn about the market.

“He did his homework,” Lindsey says. “He went through another long training program to understand the market and the community. Matt has built his business based on knowledge.”

In the past three years, Matt’s business has taken off. Lindsey stepped back into the business to assist with advertising, marketing, and lead generation, and she recently obtained her Florida real estate license. The goal is for her to become more involved in selling real estate as the years go on.

**Living the Good Life**

Matt and Lindsey moved to Florida for the lifestyle, and they are enjoying it every bit as much as they imagined they would. They live on two and a half acres with fruit trees and gardens, chickens, a treehouse,

and a custom-built pickleball court. Lindsey’s parents live in the guest house for six months out of the year, making it a multi-generational property.

“It’s kind of an oasis,” Lindsey smiles.

Matt and Lindsey’s daughters, Sydney and Parker, are now 11 and 8. As a family, they enjoy pretty much anything outdoors, from boating to beachgoing to camping.

As Matt and Lindsey look ahead, they imagine more of the same — enjoying the Florida lifestyle while continuing to grow their real estate business in the place they love.

“I really do enjoy it,” Matt says. “I had a chance to take a break, and after 15 years in the business, maybe I was feeling a bit worn out. But taking that break, and a new community to work in with different properties and people — that’s been really refreshing and revitalizing. As I grow my business here and build my client base, continuing my trajectory is very exciting.”



Photo by LaCasaTour