

▶ cover story

By Zachary Cohen  
Photo by Michelle Reed Photography

# YASMIN SAAD



Photo by Mary Beth Koeth

## THE MIND OF AN ATHLETE

**Growing up in Nebraska, Yasmin Saad was a standout competitive swimmer. She worked with some of the area's top coaches, who introduced her to psycho-cybernetics, a practice designed to optimize performance through positive visualization. This practice helped Yasmin excel as a high school and collegiate athlete.**

Today, the power of a positive mindset has continued to impact all corners of Yasmin's life. She not only competes athletically in marathons and Ironman competitions, she has leveraged her positive outlook to become one of Florida's top real estate agents.

### **The Road to Real Estate**

Yasmin swam for two Division I schools, the University of Miami and the University of Nebraska-Lincoln. After graduating from the University of Nebraska-Lincoln with a degree in journalism, she joined KETV, Omaha's ABC affiliate. She worked her way up the ladder, from the newsroom to producer and reporter.

In 2001, Yasmin's parents moved to Naples, where her mother, Fahada, relaunched her real estate career.

"She kept asking me to come work with her, and I kept saying no. I had my own career," Yasmin reflects.

But Fahada was persistent.

"She just kept asking and asking. Long story short, I finally looked at my future and looked at it like a pyramid in TV news. There are only a few people at the top that make real money. Then, all these people way down at the bottom. News is different today than 20 years ago, but I just knew it wasn't going to be my future. I was making \$26,000 a year."

Yasmin planned her relocation to Naples but still wasn't entirely sold. When she looked around for newsroom jobs in Florida and was offered a \$13,000-per-year gig, her decision to become a REALTOR® was affirmed.

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“So I said yes to join my mom, and The Saad Team was born.”

#### Taking the Lead

Yasmin found that her skill set was a great fit for the real estate business. She began as a buyer’s agent and built her own book of business. Slowly but surely, she gained traction to become one of Naples’ top agents.

Yasmin and Fahada worked side by side through 2016, when Yasmin’s father suddenly became ill.

“My dad got sick, and she literally just walked away from the business. I wasn’t prepared for that. We worked together a lot, but all the intricacies of the team, I didn’t know.”

Yasmin was thrust into a new role, suddenly solely responsible for leading the team. While it was a shocking transition, as the dust settled, she began to home in on her own vision.

“I created a vision of the team structure, who we want on the team, the qualities of the agents and people on the team,” Yasmin says. “Our core values are ‘figure-it-out-itude’ — finding a way and always looking for the yes. Authentic. And consistent. Our purpose is navigating clients through the messy middle to their goal.”

#### The Mind of an Athlete

As a Realtor and team leader, Yasmin continues to leverage the power of a positive mindset.

“I’ve probably done 10 marathons, two Ironmans, a number of half Ironmans. What I started to track and notice — whenever I had a big endurance race that required 16- to 20-plus weeks of training, I noticed my productivity went up. My best years in real estate were when I had the most on my plate.”



The Saad Team (from left to right: Yasmin Saad, Mike Schoback, Regina Day, Sandra Dell’Aquila. Not pictured: Tina Briggs). (Photo by Mary Beth Koeth)

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Yasmin Saad and her husband, Matthew Doyle. (Photo by Michelle Reed Photography)

#### FAMILY SPOTLIGHT

Many of Yasmin's family members are involved in real estate. Although her mother is retired, her older brother is a real estate attorney, his wife runs their title company, and Yasmin's younger brother and father work in development. Her sister-in-law recently joined her team as an agent, and her mother-in-law also works on The Saad Team. "So it's all-in in our family. Family and work are all intertwined."



Photo by Michelle Reed Photography

The opposite was true as well. When Yasmin had an injury that prevented her from working out, she struggled in business.

"When you have too much time, the mind can go into negative places. When you're busy and just going, you have to keep moving forward. Then, you don't have time to get sucked into the drama. You have no choice but to keep moving forward. Now, it's vitally important for me to continue this pace for my own mental health and well-being. I have to keep myself busy."

Yasmin reads two to three books each month. She devotes herself to keeping a positive outlook and avoiding any negativity.

"I have to protect my mind. It's constantly about being around things that are going to uplift."

#### Reflecting on Success

As Yasmin looks ahead, she taps into a sense of excitement. She leads a powerhouse team, has a few new construction projects in her pipeline, and is focused on training the next generation of agents.

"So for me, the future is to grow the business while growing people. I love what I do. I'm always looking forward, chasing, chasing, and sometimes I have to sit and look backward to see how far I've come."