

Nothing could be finer than a meal at Lake Park Diner

WHY WE LOVE IT: Lake Park Diner, which opened in November, brings together all the best of what the team of Chef Michael Voorhis and developer Adam Smith created first at the Bevy restaurant downtown Naples, and later their Smith Organics food truck, in an upscale diner and garden setting. It's perfect for grabbing a quick and healthy business-day breakfast or lunch to go or for a relaxing al fresco dinner with craft cocktails and splurge-y desserts that make you feel like a grown-up kid.

IDEAL MEAL: Dinner time calls for a specialty cocktail to ease the workday's tensions. Try the Pineapple Ridge for the kick of tequila and heat of muddled jalapeños stirred with pineapple and lime juice, house sour mix and tajin seasoning, a Mexican blend of chili peppers, salt and lime. For starters, the Fry Flight lets you sample a hat trick of sweet potato fries with avocado aioli, truffle fries with garlic aioli and herbed fries with kalamata aioli. Specialties of the house include rotisserie chicken and grass-fed burgers or go gourmet with Miso Wild Salmon and organic brown rice, miso-glazed sweet potato and kale and pumpkin seed pesto. Whatever you order, save room for one of LPD's crazy dessert shakes. Crazy, because not only do you get a creative shake, like the



red velvet one, for instance, but also a wedge of cake or maybe a donut for “garnish.”

VIBE: Grab a wood-slat table on the covered patio wrapped in podocarpus yews and other greenery. Peruse the menu posted outside, then head to the order window. It all sounds like a fast-food chain operation, but it is far from it. Your order arrives on lovely tableware with real utensils (unless you're getting it to go, in which case everything is disposable but earth-friendly). It's like you're on a designer picnic.

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—CHELLE KOSTER WALTON

Etiquette Check

When it comes to professionalism, etiquette is as important as ever.

BUSINESS PROFESSIONALISM, ESPECIALLY IN REAL ESTATE, is crucial to the success of a partnership or transaction. It's easy to dismiss professionalism in the favor of casual interactions—which modern technology makes incredibly accessible—but clients are longing to work with someone who puts their needs first. The old rules of etiquette still apply. In fact, they are as important as ever.

Evelyn Cannata, who owns the Etiquette by Evelyn consulting service in Naples, believes that because the local real estate business is so competitive, standing out from other REALTORS® simply has to be your No. 1 goal. The key to achieving that aim is to build meaningful relationships with your clients.

“They have to become part of your family,” says Cannata. “It is building warmth, empathy, conscientiousness and optimism.”

She likens each client interaction to what she calls a “custom fitting,” in which agents tailor their service to the individual and his or her needs. Cannata suggests REALTORS® invite their client out for lunch or coffee to chat and get to know more about them.

“Learn their personal history, their wants and their needs so you become armed with information and can anticipate their needs before they even tell you,” she explains.

She adds that REALTORS® can extend their courteousness to the information they give a client. Any details that are crucial to the home or property being considered should not be omitted.

“You have to know your product inside and out: the neighbor-

hood, school system, if children are in the picture, and safety factors,” she says. “You never want your client to feel blindsided or not informed if they forgot or did not ask you something they should have.”

To establish good customer service over the phone, Cannata recommends that agents follow a formula when answering or placing a call: “State your full name, title and company,” she says. “Always return a call or a follow-up—unfortunately, today that does not always happen.”

Cannata reiterates that first impressions matter—what you wear and the state of your office when meeting a client will create an image of you that the client will remember. To ensure that the impression is positive, dress the part of the consummate professional. It should almost go without saying that wearing jeans and a T-shirt when meeting a new client is a big mistake.

During that meeting, greet the client with eye contact and a firm handshake. Cannata advises agents to maintain open body language by keeping the arms and legs uncrossed and hands out of your pockets. This shows that you are alert and attentive to the client, she explains.

Showing a client how much you care makes the difference in a market that is highly competitive. A client who trusts you and has confidence in your work is likely to earn you several new referrals.

—TESS RAINES