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PRESS RELEASE

For Immediate Release
9/14/2026

Royal Palm Coast Realtor® Association and Florida Gulf Coast MLS Name John B. Leonardi, RCE, Chief Executive Officer, Effective Oct. 26, 2026

*Veteran association and MLS executive selected following a national search; outgoing CEO
Sean O'Brien to support the transition.*



FORT MYERS, Fla. – The Board of Directors of the Royal Palm Coast Realtor® Association (RPCRA) and the Florida Gulf Coast Multiple Listing Service (Florida Gulf Coast MLS) has appointed John B. Leonardi, RCE, as Chief Executive Officer of both organizations, effective Oct. 26, 2026. Leonardi was selected following a national search conducted by Brexus Solutions that drew 253 résumés. A Presidential Advisory Group appointed by 2026 RPCRA President Shane Spring and chaired by Doreen Falcone guided the selection process.

The appointment comes as RPCRA and Florida Gulf Coast MLS advance a strategic plan built on four priorities: advocacy that protects private property rights and amplifies the Realtor® voice at the local, state and national levels; professionalism grounded in ethical standards, competency and accountability; direct, measurable value for brokers and members; and organizational excellence marked by transparency, financial discipline and modern technology.

“John brings a rare combination of association leadership, MLS operations and disciplined executive management to Southwest Florida,” said Spring, of The Keyes Company. “We are excited to welcome him and confident he will strengthen the value RPCRA and Florida Gulf Coast MLS deliver to every member and subscriber. We also thank Sean O'Brien for over nine years of service and for his commitment to a smooth transition.”

Leonardi brings more than 20 years of leadership across Realtor® associations, MLS operations, technology organizations and the United States military. Since 2005, he has served as Chief Executive Officer of the Buffalo Niagara Association of Realtors® and WNYREIS, Inc.

To learn more about Royal Palm Coast Realtor® Association and membership, [visit rpcra.org](http://rpcra.org).

About the [Royal Palm Coast Realtor® Association](http://rpcra.org)

Founded in 1922 as the Fort Myers Board of Realty, the Royal Palm Coast Realtor® Association has grown to serve multiple counties across Southwest Florida, achieving Mega Board status. The Association is a leading advocate and resource for its members, advancing their professional success through education, communication, and strategic leadership on key industry issues.



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In that role, he was the architect of the New York State Alliance of MLSs, a partnership uniting the Buffalo, Rochester and Syracuse MLSs that established regional collaboration and improved service delivery for thousands of subscribers. He has served on state and national Realtor® committees and holds the Realtor® Association Certified Executive (RCE) designation.

Leonardi retired from the United States Army as a Lieutenant Colonel, having served as Chief of Staff to a two-star general. He holds a Bachelor of Science in Economics and Marketing from Niagara University and coursework toward a Masters in Business Administration from the University of Pennsylvania.

"Leadership is bringing good people together, giving them the freedom to do their jobs, and never being afraid to change what isn't working," Leonardi said.

Leonardi will assume his responsibilities on Oct. 26, 2026, and will report to the Board of Directors. He succeeds Sean O'Brien, who has served the organizations for over nine years, the last three as CEO. O'Brien will retire after he works alongside Leonardi through the transition.

About the Royal Palm Coast Realtor® Association

The Royal Palm Coast Realtor® Association is the leading real estate trade association serving Lee and Hendry Counties in Southwest Florida. RPCRA equips its Realtor® members with education, advocacy, communications and professional resources; champions private property rights; and upholds the Realtor® Code of Ethics.

About Florida Gulf Coast MLS

The Florida Gulf Coast Multiple Listing Service is a wholly owned subsidiary of RPCRA and provides listing data, technology and market tools to subscribers serving Southwest Florida.

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