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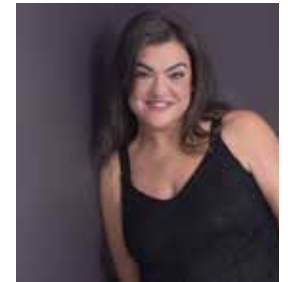
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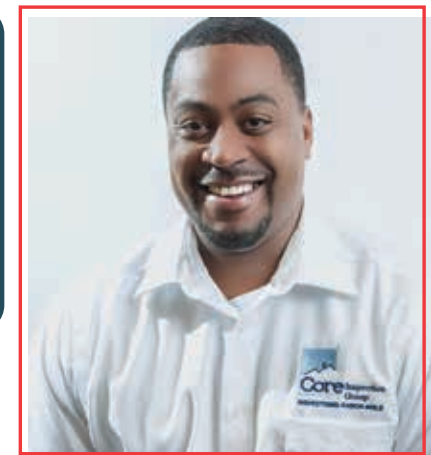
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FAQ

ABOUT THIS MAGAZINE

Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *South Jersey REAL Producers* launched in April 2021. Name a large city and we are there or will be soon!

In every market, we take the Top 500 agents, based off of the MLS production, and we build an exclusive magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication.

We strive to inform and inspire the top producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: WHO RECEIVES South Jersey REAL PRODUCERS MAGAZINE?

A: The top 500 agents in South Jersey. We pull the MLS numbers (by volume) from in the South Jersey area: Camden, Gloucester, Burlington and Salem Counties. Approximately 15,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The 2020 Top 500 cutoff is \$4.5 million. The list will reset at the end of every year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email us at Keenan.andersen@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photoshoot.

Q: WHAT DOES IT COST A REALTOR® /TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at Keenan.andersen@realproducersmag.com.

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NICK ALVINI

» agent on the rise
Written by Brian Amend
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Alvini-Ayers Group At Prime Realty Partners

Nick Alvini's passion for being a REALTOR® and the help that it can offer others shines through in conversation with him. "Being in real estate is where I feel like my life began," he says. He is now an agent producing \$11 million of volume on his own and is starting to recruit agents to mentor at Alvini-Ayers Group in Sewell. In this he is partnering with Mark Ricci of Prime Realty in Haddon Township. Nick explains that the dollar number does not necessarily represent the volume of transactions he has shepherded through, as the homes he has helped to close this year average in value about \$250,000.

Nick has always had an interest in real estate. His father was in the mortgage business as Nick grew up in south Philadelphia, and he was intrigued by REALTOR® Mike McCann, whom Nick looked on as "a local celebrity." Nick describes himself as having a "freebird" mentality in that he has "always done whatever he wanted to." This includes becoming a REALTOR® even though he does not consider himself to have the Type-A personality many associate with that role. "I'm a big believer," he relates, "in you only have a short time on this earth. I want to do something where I am fully in control of my schedule, where I'm able to help people in and out of tough situations, so real estate really works for me on a lot of fronts."



Being in control of his schedule allows Nick occasionally to play golf and to spend time with his wife, Kim, and his two daughters, Gia, aged 15, and Brooklyn, aged 7. Both Gia and Brooklyn are involved in color guard, and Brooklyn does gymnastics as well. They support the Animal Welfare Association of South Jersey, which has a mission "to eliminate animal suffering, promote the importance of the human-animal bond and improve the role of animals in the well-being of people."



The majority of Nick's time is spent helping two groups of people: clients looking to buy or sell a home and agents looking to become better REALTORS®. His passion for helping the latter stems in large part from the difficulties he faced when becoming a real estate agent himself, since he jumped into it "on a whim" with "everything self-taught" and "learned on the fly." He explains that his vision for opening a real estate office entails "people not having to learn the same way" that he did. When asked about advice for new REALTORS®, he states, "Save six months of salary" and "have a strong core of people to support you, especially at the beginning, and find a broker who's going to give you support and training." Nick thinks of himself as a "born leader" and has had success recruiting and mentoring new agents.

...



You only have a short time on this earth. I want to do something where I am fully in control of my schedule, where I'm able to help people in and out of tough situations, so real estate really works for me on a lot of fronts.

Nick also enjoys helping clients to sell houses, and he has had his skills put to the test recently. A client was facing foreclosure when the moratoriums related to the current pandemic phase out. Nick contacted many of the people whom he has met by working in real estate and found "the right buyer" for the client's house. The client not only avoided foreclosure but netted some money from the sale "so that she was able to have a good Christmas and provide some extra gifts for her kids." A referral from a previous client had Nick selling a family home that had had its equity diminished by a reverse mortgage. The mother had recently passed away, and the house had to be sold quickly in order to avoid foreclosure and repossession. Closing happened shortly before this article was written, and the client also netted proceeds rather than having assets taken over by a lender. Although these two deals sound similar, Nick notes that "no two deals are the same" and "no two clients are even the same—everyone has different needs and wants, different personalities."

Nick has found that despite being a businessman, deals that don't generate the most commission and do require more extensive work can be the most gratifying. The human situations above, where clients were able to avoid hard times and realize a happier situation, are for Nick the most enjoyable.



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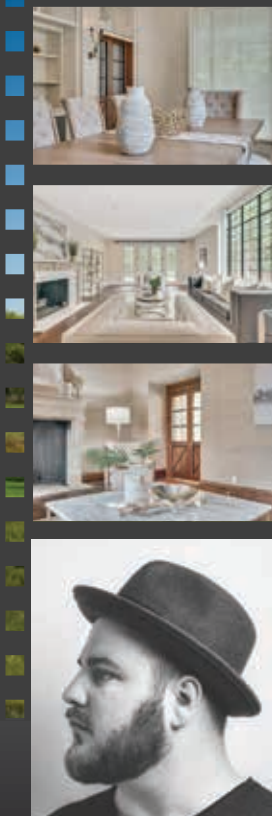


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Open Book by Jessica Simpson

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Jacki & Stan SMOYER

WEICHERT REALTORS, MOORESTOWN



▶▶ top producer cover story

Written by **Brian Amend**
Photography by **Bria Strube Photography**

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When Jacki Smoyer re-entered the workforce, she decided that instead of resuming her public accounting career, she would focus her energy on real estate. She joined Weichert Realtors in their Moorestown office in 2012. In her first six months, she only earned \$250. Undeterred, she redoubled her efforts and grew. In 2021, with the help of her husband, Stan, and the recent addition of a buyer's agent, she handled 102 transactions totaling \$37 million. They have had to turn away business in order to focus on the clients they currently have and remain "hands on" with "no question too small."

Jacki and Stan first met each other while working for the same public accounting firm in Manhattan. This accounting background is a bonus for their clients when advising whether certain decisions make financial sense. Stan moved away from corporate America in 2017 to become a REALTOR® and now leans on his experience of running a business within a corporate structure, to train and mentor new agents. Regarding new agents, Jacki and Stan had similar but different advice. They both said to be prepared to "stick with it" and "work very hard" and cautioned that success will not be instantaneous. Jacki advises to "treat it like a true business" and know that "it's not just an eight-hour day – you're working from 7 to 7 – it's a whole day."



Stan advises new agents to consider joining a team and be prepared for the fact that "everyone who becomes a REALTOR® has got friends, and they think that everyone's going to use them once they find out that they're a REALTOR®, but these are people's properties; they're going to want to go with someone with experience. So get experience as quickly as possible." When asked about their approach with clients, Jacki stated that she strives to make sure that "every client feels like they're her only client." Stan added that "you have to understand your client. You have to understand what their concerns are, what they're

afraid of, and you've got to take those fears away. That's how you win people. It's just that simple."

Jacki and Stan described the dynamics of a husband-and-wife REALTOR® team as positive for both of them and definitely positive for their clients. Their clients benefit from receiving two unique perspectives and the increased availability of having two agents working for them. They conceded that each of them has their own strengths and weaknesses. Fortunately for them, one's weakness is the usually other's strength. Stan stated that they have been working

...



“

YOU HAVE TO UNDERSTAND YOUR CLIENT. YOU HAVE TO UNDERSTAND WHAT THEIR CONCERNS ARE, WHAT THEY'RE AFRAID OF, AND YOU'VE GOT TO TAKE THOSE FEARS AWAY. **THAT'S HOW YOU WIN PEOPLE. IT'S JUST THAT SIMPLE.**

”



“
WHEN WE ARE HOME,
WE ARE ALWAYS AT THE
OFFICE ... **TOGETHER.**
”



together out of their home offices for years. “So, when we are home, we are always at the office ... together.”

When the Smoyers decide to leave the office, their favorite thing to do is find a beach, put their feet in the sand, enjoy a sunset and perhaps a glass of wine too. In the summer, Long Beach Island is their destination of choice. When it’s cold, they escape to the Caribbean.

Their four children are all grown up, graduated from college and gainfully employed. So, with an empty nest, and in a moment of weakness for Jacki, they recently added a Bernese Mountain Dog, named Cosmo, to their family. They describe him as a combination of goofball and knucklehead that is either entertaining or, when he is bored, just plain annoying. Cosmo is especially bored when they are speaking on the phone with their clients.

The Smoyers describe themselves as animal lovers. In 2019, prior to the pandemic, they raised money for

a local animal shelter at a local Mount Laurel event. They hosted a professional pet photography session in exchange for donations to the shelter. The Smoyers also matched all donations, dollar for dollar. Some of these photos were used in an annual calendar that the Smoyers had been producing as a gift to the community. The calendar transformed from a “Scenes of Mt Laurel” calendar to an “Adorable Dog” calendar. Now they have local residents submit pictures of their dogs to be voted on for inclusion in upcoming calendars. Cosmo is always included.

The Smoyers are gradually growing their team to create a little more “free time” for them while their business continues to grow. Their expansive passion for real estate is obvious when you speak with them. Their children told them at a recent family gathering, “Hey, Mom and Dad, stop talking real estate!” The Smoyers did not expand on whether or to what degree their children’s request was heard. A little more “free time” for them may not change anything for their children.

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