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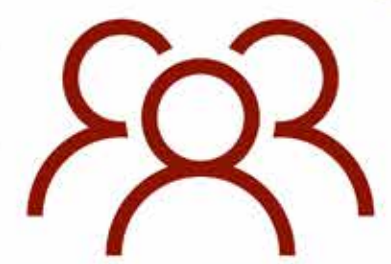
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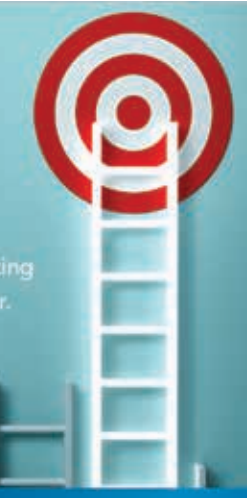


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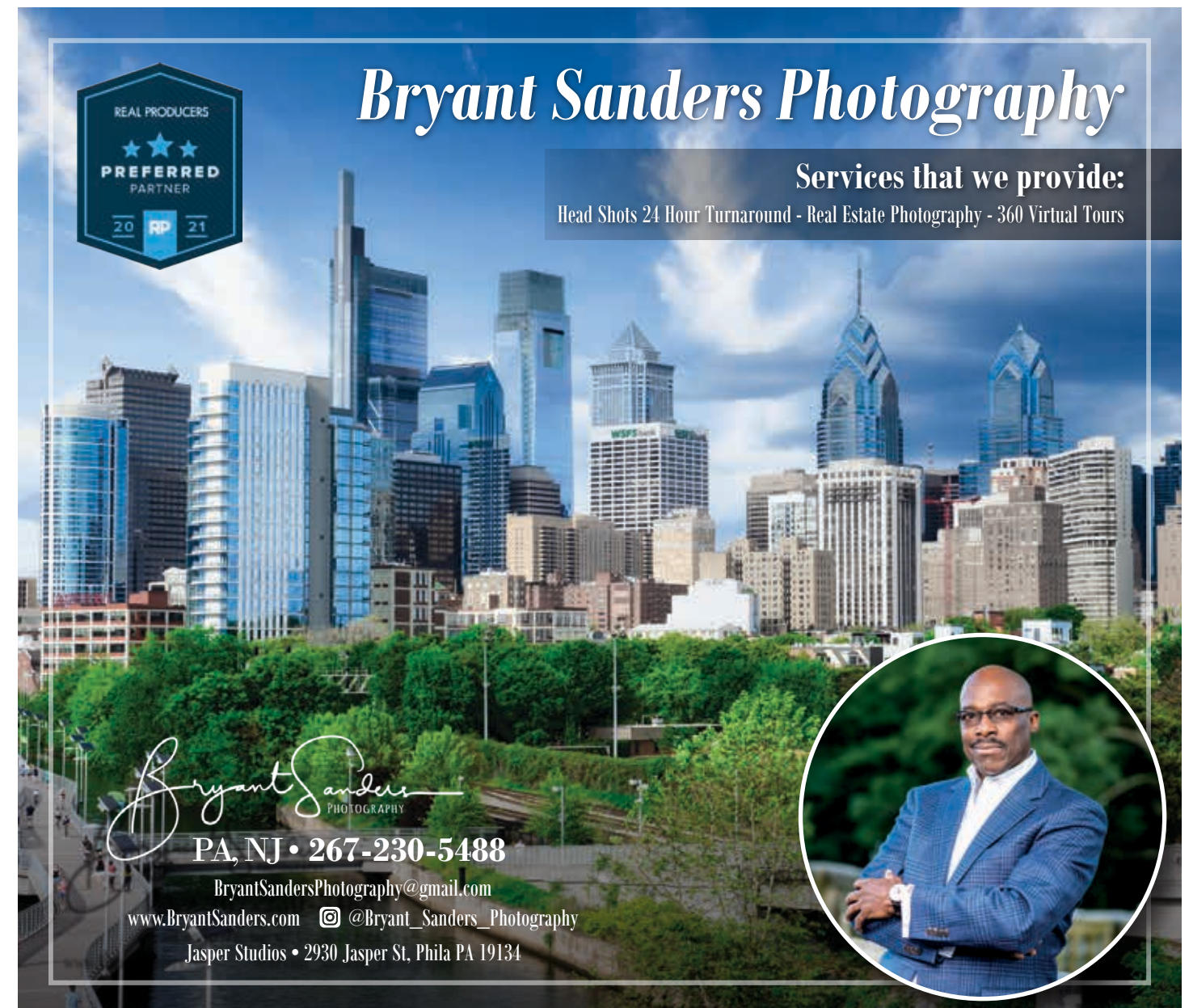



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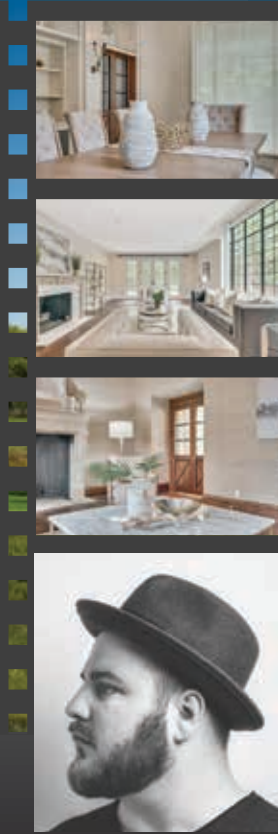
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Steady Focus Productions



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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Keenan.Andersen@realproducersmag.com.

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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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MICHAEL



THOMAS FIT

How Great Do You Want To Be?

Photography by **Bria Strube Photography**
Written by **Heather Pluard**



A fresh coat of paint can quickly transform a room, but changing bad habits takes a lot more work! Through consistent effort, focus, and determination, TJ's Painting Company owner Michael Brennan lost 50 pounds in one year and gained a whole new life perspective. Now he's launching Michael Thomas Fit, a health and wellness company designed specifically for successful individuals who may not be living up to their potential because they aren't taking care of themselves.

"How great do you want to be?" Michael asks. "If you come to Michael Thomas Fit looking to get in the best shape of your life, we can do that. But, more importantly, I can help you change your mindset to start winning in all areas of your life. So many people today are dealing with anxiety, stress, depression, alcoholism, or addiction that prevents them from maximizing their lives. I used to be one of them."

A successful entrepreneur for nearly two decades, Michael found himself stressed out, burnt out, overweight, and suffering from massive anxiety in 2020. Then the pandemic hit. "I had to shut my business down for a week, which turned out to be a blessing in disguise," he says. "I finally had time to breathe, and I realized if I didn't make some significant changes, my lifestyle was going to kill me. I was 240 pounds, drinking every night, eating like crap, and dealing with a huge amount of stress on my plate, most of which was self-induced."

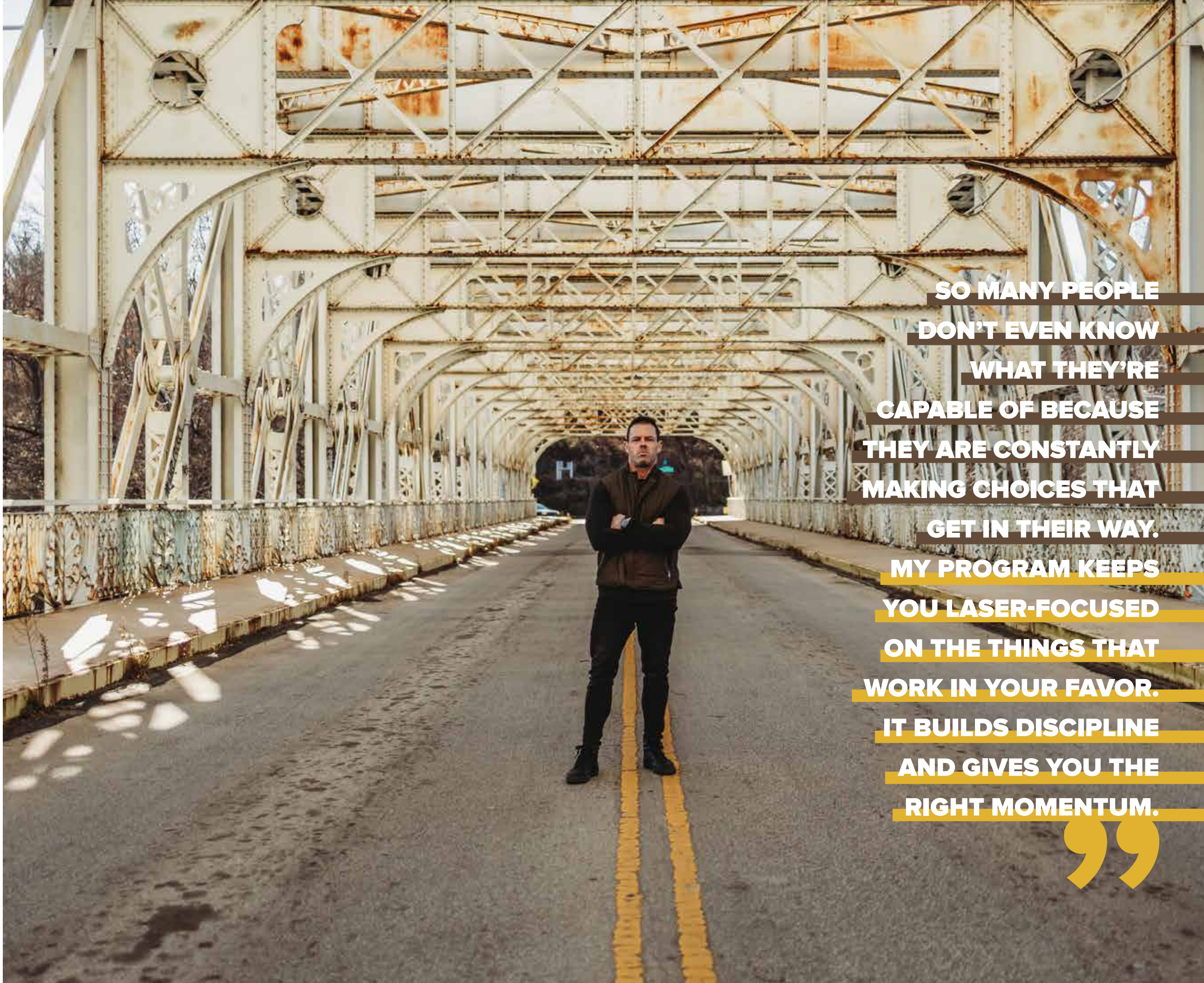




The first thing Michael did was hire a trainer. Then, he tackled his nutrition and found ways to change his mindset. Before long, he transformed his entire life. “People in bad places need to build good habits,” Michael says. “Once you develop healthy habits to replace those that cause you to regret, you start feeling good about yourself. You look better as the weight comes off, you move more confidently in the world, and it all starts to come together.”

Today, Michael has built a program to help others find the same personal success, regardless of any issues that have kept them from moving forward in the past. He offers online coaching, weekly zoom calls, custom meal plans complete with macro-breakdowns, and tailored workouts using a fitness app he monitors to increase his client’s accountability. His holistic approach of integrating mindset, nutrition, and training leads to remarkable results.

“Give me thirty days of 100% commitment, and you will be amazed at what you can accomplish, not just with your fitness goals but with all of your life goals,” Michael says. “So many people don’t even know what they’re capable of because they are constantly making choices that get in their way. My program keeps you laser-focused on the things that work in your favor. It builds discipline and gives you the right momentum. Clients develop tunnel vision for their ‘why,’ whether that’s their business, their health, their finances, or their relationships.”



**SO MANY PEOPLE
DON'T EVEN KNOW
WHAT THEY'RE
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GET IN THEIR WAY.
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Michael's "why" is his wife of 10 years, Michelle. "She has seen and appreciated the complete change in me," he smiles. "I'm more present, and we have more fun together, but not the kind of fun that makes me reschedule all my Monday appointments the way I used to have to after a long weekend of partying! Now, I wake up early every day ready to kill it. I start my mornings with a glass of water and a few exercises to get the blood flowing. Then I get my mind right by reading something positive for an hour and finish my routine with 20 minutes of meditation. There's no deviation from the plan. I'm stacking wins before I leave the house, creating good energy and a positive attitude before stepping out into the world."

Understanding the struggles of the world, Michael is passionate about helping people find maximum wellness. "People are often afraid to admit their issues, but they shouldn't be," he says. "I went to rehab in my twenties and overcame drug and alcohol addictions. Now, I'm over 40 and in the best shape of my life, mentally and physically. I'd love to help as many people as possible accomplish the same. The change is like night and day, and it's so rewarding watching clients embrace their best selves."

To learn more, please send Michael a direct message on Instagram @michaelthomas_fit.

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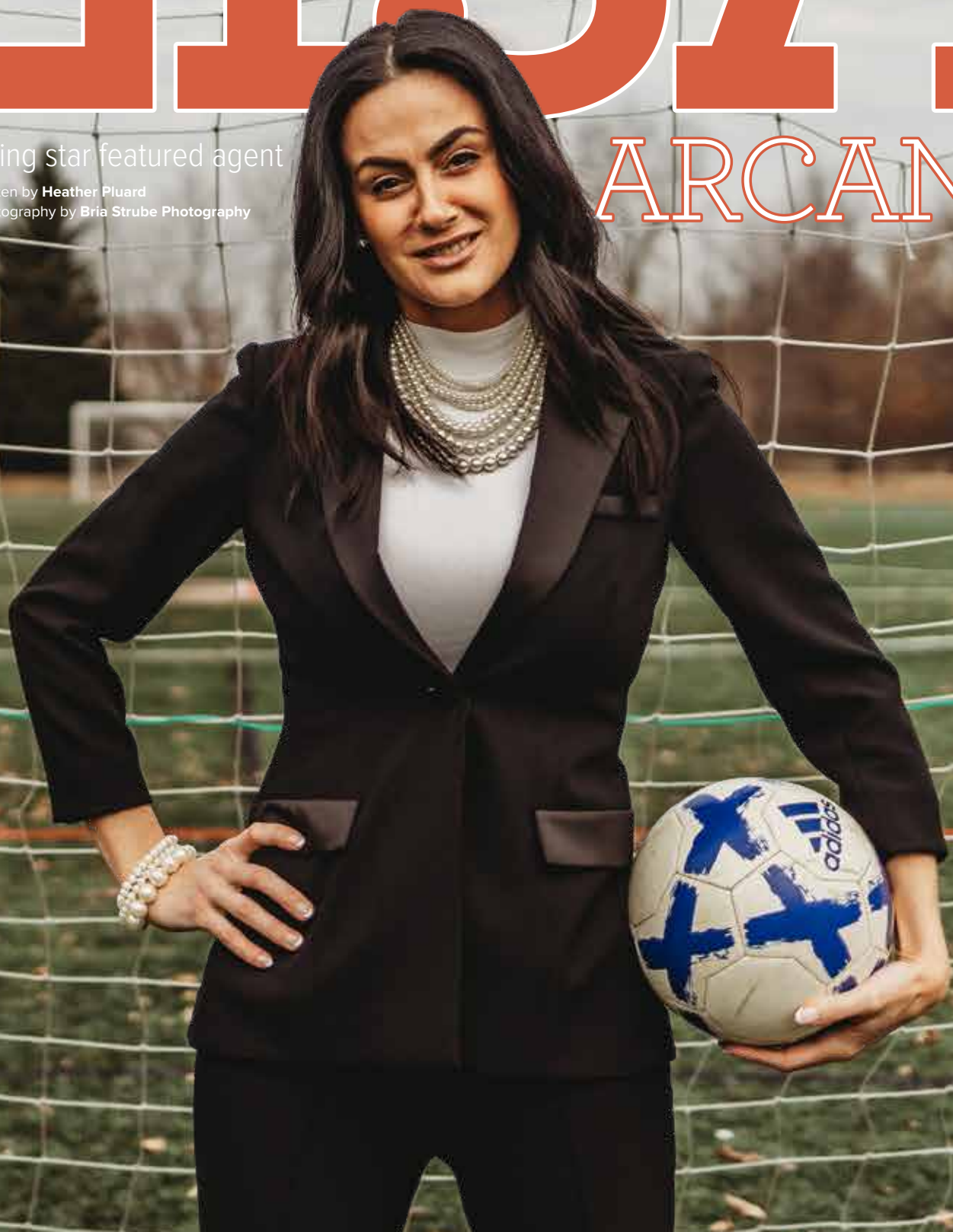
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LISA

ARCANO

► rising star featured agent

Written by Heather Pluard
Photography by Bria Strube Photography



Understanding that nothing worthwhile in life comes easily, Rising Star REALTOR® Lisa Arcano has excellent advice for agents looking to reach the top of the South Jersey market; “Be a badass and work for it!” That’s precisely how this former health care worker went from conducting cardiac stress tests to selling nearly nine million dollars a year in local real estate. Known for being a shark during negotiations, Lisa is also considered an empathetic hand-holder extraordinaire.

“I like to nurture people,” Lisa says. “Throughout my adult life, I have been helping people maximize their greatest assets – first their health, and now their homes. My goal is to deliver clients an exceptional experience with incredible results, and it warms my heart when we stay in touch long after the sale. Sometimes, clients want business to be just business, which I respect, but I really like turning them into friends.”

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A Cherry Hill, New Jersey native, Lisa went to work for Virtua Cardiology while earning her business administration degree with a concentration in healthcare management. She was pregnant with her second child at the time. Ten years and a third baby later, Lisa divorced her husband and quickly realized her income potential in healthcare wouldn't provide the lifestyle she wanted for her children. Thanks to a family member in the industry, she was familiar with real estate sales and decided to obtain her license in 2017, essentially working two full-time jobs for the next four years.

"I specialized in REO sales my first year in real estate, which was a fantastic foundational experience," Lisa says. "I learned so much about construction, environmental hazards, and township and county ordinances. I deeply appreciate my time at Keller Williams and everything that my former mentor, Martin Hill, taught me. Today, when a real estate crisis pops up, I'm thoroughly

prepared to handle whatever it is. And I don't mind getting my hands dirty even if I have to do it in a suit and heels!"

In 2019, a serendipitous lunch led to Lisa changing brokerages. "I met with Aileen Konzelmann, Weichert Realtor's BIC, and we hit it off immediately," Lisa says. "Aileen exudes strength and authenticity, and I knew she would be an incredible female mentor who would help me leverage my business. So after joining Weichert, I started branding myself differently and focusing on my strengths, including organic relationship-building. My best advice to new agents is to find mentors who can help you navigate the industry and guide you to your area of expertise. Then be consistent."

Last year, Lisa finally left the healthcare field to focus solely on her real estate career. "It was scary because I walked away from a stable income and great benefits, but I saw my trajectory and knew my potential," she says. "I had sold \$1.2 million in 2018 and

doubled that in 2019. But, I knew I couldn't keep doing both of my jobs efficiently. So when COVID hit, and I had to be home full-time with my three kids, I took it as an opportunity to make the change, even though it was really hard to leave my Virtua family. They've always supported me, and, thankfully, we still stay in touch."

When she isn't working, Lisa loves spending time with her kids, Brandon (17), Sophia (13), and Avery (8). The family also includes two adorable mutts, Theodore and Cooper. "Our typical Friday nights include Netflix and pizza," Lisa smiles. "We also like going down to the shore a lot in the summer. My kids are heavily involved in sports, so you can usually find me at the soccer field or swim club when I'm not with clients. I want other single moms to know they can do this if they are passionate and have the right work ethic. A career in real estate isn't easy, but you will be successful if you want it badly enough. For me, it has always been worth it!"

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▶▶ top producer cover story

Written by Heather Pluard
Photography by Good Vibecations

STEVE KEMPTON

He's widely known as "Steve Sells South Jersey," but Steve Kempton is more than just a top-producing REALTOR®. He's also an amateur vintner! As a hands-on, detail-oriented, results-driven person, Steve loves both the real estate and the wine-making process. So, in addition to having \$27.5-million in sales and 95 transactions in 2021, he also produced four barrels of wine from his home in Washington Township.

"My wife, Shannon, and I have been making wine for about three years along with a close group of friends," Steve says. "We love trying different styles and learning new things." Just like making wine, with my business, I like looking at the big picture and then setting achievable goals that make me work hard every day to attain them. For example, in real estate, my number one goal is to do such a fantastic job for my clients that they never forget me and use me again when they need a REALTOR®."

Born and raised in Washington Township, Steve started his career in real estate with a vast sphere of influence. He was one of 750 in his graduating high school class. After earning a marketing degree from Rowan University in 2008, Steve pursued entry-level work in Corporate America while DJing weddings on the weekends.

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RE/MAX Community - Williamstown

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“I made more money in my side-gig as a DJ than I did working a 9-to-5,” Steve says. “And I enjoyed running my own business and being an entrepreneur. My parents were part-time real estate agents, so they encouraged me to try real estate. I obtained my license in 2010 and launched my career at Century 21 Hearst when I was only 25. I quickly left that office and joined Century 21 Rauh & Johns. While there, Anthony Iovino took me under his wing and taught me the business. He was then, and still is now, the best mentor I could have asked for. Anthony changed my mindset from ‘this is a job’ to ‘this is a career/business.’ When he became an owner at RE/MAX in 2015, I left with him.”

“
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MONITOR THEM LIKE YOUR
MOTHER IS WATCHING.**
”



As a single agent with Re/Max, Steve earned the New Jersey REALTORS® Circle of Excellence Sales Award® Silver in 2015, 2016, and 2018. In addition, he reached the New Jersey REALTORS® Circle of Excellence Sales Award® Gold in 2017, 2019, and 2020. In 2021, he’s going platinum.

“There’s no easy way to get started in this business,” Steve says. “There isn’t a magic trick that will fund your deals for life. The industry is constantly evolving. Success comes down to building your sphere of influence, networking, making connections, and continually staying in front of people. My best advice is to maximize social media platforms and monitor them like your mother is watching. No posting politics, party pics, or anything off-color. Instead, provide helpful information, build your brand, and show your true personality. If you don’t have many listings of your own, share new listings in your office as ‘ours.’ But make sure you are knowledgeable about them first!”

While Steve has no interest in starting a big team, he is a great team player when co-oping. “I work with other agents, not against them in the transaction,” he says. “I don’t like to battle, and I always do what I’m supposed to do. When working with my clients, I try to make buying or selling a house as stress-free as possible. I will never tell a client what to do, but I will encourage them one way or the other based on what I see because I’m always looking out for their best interest. I am also fortunate to have Mike Lanzilotta, an investor who is a licensed agent, working alongside me. He’s a great asset and brings another layer of knowledge and expertise to the services we offer.”

...



...

At home, Steve's team includes his wife of three years, Shannon, and their 1-year-old son, Donovan. "We just held a Biggie Smalls-themed birthday party for him," Steve smiles. "He is our world and our 'why.' And Shannon is my biggest supporter. I couldn't do what I do without her. We enjoy sneaking out for the occasional date night, but we also love spending time at home with our family tasting different wines. Success to me has never been about the number of houses I sell or how much money I make. I remind myself and others, come January 1st, we all start at zero deals. What matters most is time with family, happiness in your career, and helping others achieve their goals."

And that's something to which we can all raise a glass and toast!

The Gateway PROFILE

MIKE HYLAND

HOMETOWN:
Medford, NJ

BEST ADVICE I'VE RECEIVED:
Always be honest - no matter what.

MOST SATISFYING PART OF WORKING WITH CLIENTS:
Getting to help them realize their dream of homeownership - especially first-time homebuyers!

HOW I'M DIFFERENT FROM OTHER LOAN OFFICERS:
I will always answer my phone or get back to you faster than anyone else.

MOVIE I CATCH MYSELF WATCHING OVER AND OVER: *Happy Gilmore*

FUN FACT ABOUT ME:
I'm a former PGA tour player, and I love taking clients out to the golf course.

CONTACT INFORMATION:

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