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MARCH 2022

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WHAT'S UP, REAL PRODUCERS?

It's hard to believe it's already March of 2022! The last two years have flown by, and so much has changed in that amount of time.

Our last in-person event was on February 12, 2020, and we celebrated excellence with all of our peers. Little did we know how much things would change in such a short period. We haven't held an in-person event since!

But that's all about to change. I'm excited to announce we will be hosting networking events again this year, and they will be better than ever.

After rescheduling our last event in October, we realized hosting four significant events per year wasn't feasible, with our priority on our community's health and safety. So instead, we've decided to host two large events per year, alongside monthly happy hour mixers, celebrating the agents and vendors we feature in this magazine.

These mixers are open to the Real Producer community, and we will be sending out invites regularly.

We're also excited to be hosting our next CRRP VIP Party on May 10, 2022, at the Saratoga Winery from 1-4 pm. Be sure to claim your tickets ASAP to ensure you're able to attend.

We're excited to finally get our community together again and allow all of you to connect in meaningful ways.

If you have any questions or suggestions, feel free to reach out!

Thanks again for everything,

I appreciate you,

MIKE BAKER

Publisher

Capital Region Real Producers

mike.baker@realproducersmag.com

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CONGRATULATIONS!

Something is different. The winds have changed. That's right... There's a FRESH list of Top 300 producing real estate agents receiving this magazine, starting with this issue!

So if you are reading this in print, you made the cut! Woohoo! For many of you, congrats on qualifying again, and for some of you, welcome to the community!

Next steps to maximize your membership in this community:

1. Heads up; we communicate with you via three main channels: email, text, and our Facebook group. If you have not received an email and a text from us congratulating you on qualifying for the top 300, please email me, mike.baker@realproducersmag.com, and we will be sure all your info is updated. In addition, our welcome email includes important information and marketing collateral for you, so we want to ensure you received it!
2. If you haven't already, be sure to join our private Facebook group, "Capital Region Real Producers - VIP Group" The link is in your welcome email, or feel free to search for the group then request to join. This highly-active group has been an excellent resource for collaboration and contribution, including sharing ideas, recommendations, connections, CRRP event information, and updates.
3. This magazine and platform are made FREE for the Top 300 agents by our Preferred Partners. Check out our Preferred Partner index

in this edition to familiarize yourself with the different businesses that support this platform and come heavily recommended to me by YOU, the top REALTORS® in the local community. They are the best of the best, and we look forward to our top agents and partners continuing to build strong relationships for years to come!

You're Officially Invited! Congratulations on qualifying to receive Capital Region REAL Producers this year! Being a part of the CRRP Community comes with many perks. Not only do you receive a free copy of our monthly magazine, but you're also eligible to attend our community events throughout the year.

Keep an eye on your email inbox for invites to our monthly happy hour mixers and our two large VIP Parties scheduled for later on in the year. Our next big event is our Spring 2022 VIP Party! You're officially invited to attend this FREE event and take a few hours to connect with your peers and celebrate excellence. Our 2022 Spring VIP Party is scheduled for May 10, 2022 from 1-4 PM at The Saratoga Winery. Scan the QR code with your phone or visit the website below to claim your tickets today!



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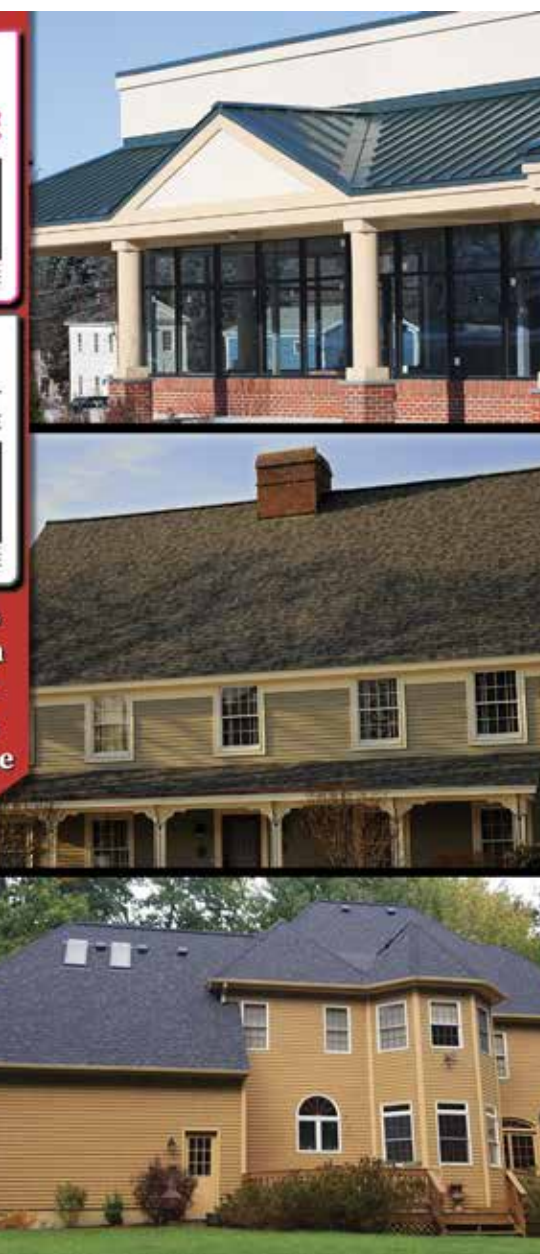
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Donna hails from Cairo, NY. She's married with 3 daughters and a cute Chihuahua-Pug mix. She's a food & wine enthusiast, loves the outdoor, and spending quality time with her family!

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Is It *Luck*?

► coach's corner

By Lisa Giruzzi

Many years ago, I was coaching a business owner who was quite successful. When people would congratulate him on his achievements, he would say, "I've been lucky."

While that may seem like an innocent or humble response, it actually had a negative effect. He truly felt luck had more to do with his success than his skills or abilities. Because of this belief, he often worried that his luck would run out.

Through our work together, he was able to see that by attributing his achievements to good fortune, he wasn't

taking responsibility for his success. This minimized how he viewed his accomplishments and undermined his confidence.

Over time, he recognized that a person without his skills and abilities would likely not have succeeded, even if given the same opportunities. Discovering this blind spot helped my client take ownership, drop his worries and make powerful business decisions.

Let's face it, luck or serendipity plays a role in everyone's success; there's always a degree of being in the right place at the right time. Some people say we make our own luck.

Perhaps luck is a state of mind? In my experience, when we trust our level of mastery and "show up" to life open to where it might take us, without resistance or thinking we know what's best, things turn out better than we could have imagined.

I don't know about you, but there have been countless times in my life when things didn't go the way I expected or wanted. But, in the long run, I was much better off. Was that good luck or bad

luck? It all depends on your perspective.

Maybe what's needed is the ability to be present in this moment without the distortion of our past thinking or future concerns. Then, we can make empowered decisions, recognizing that whatever happens, we have the tools to respond appropriately and make the best out of any situation.

Lisa Giruzzi is a peak performance coach, best-selling author, and accomplished speaker with over 25 years of experience helping people discover their true nature and live life powerfully – free from stress, regrets, judgments, and fear.

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2. What is your identity?

3. What competitive advantage and/or niche you will emphasize?

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MICHAEL GALLITELLI

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A PHOTOGRAPHIC EYE

Michael has always been drawn to creative pursuits and has consistently been in awe of the world around us. While the details of our world go unnoticed by many, Michael can often be found behind his camera, focusing his lens on people, places, and things.

“I entered into photography full force, never looking back,” Michael reflected. “Since the business of photography has evolved from film to digital, I still have that same passion for shooting weddings, commercial and equestrian photography, learning along the way as things have changed constantly.”

Michael and his sons often travel around the winding roads of Montana with photography gear in tow. The pair usually pull a trailer or boat and always manage to squeeze their vehicle off the road for a break to photograph the magnificent landscape.

“I see things that maybe a lot of people don’t observe,” he explained. “I look at everything with a photographic eye and an opportunity to capture an image.”

A photographer for the past 42 years, Michael launched his career shortly after graduating from high school. He began his post-secondary education with plans of becoming an architect but found out that his passions were not in the classroom.

So, he left college and moved to Florida. With little money to purchase camera equipment, Michael was determined. He began photographing the Florida landscape.

“I started taking pictures,” he said. “Then I sent them back to my parents, and they would say, ‘Oh, these are nice postcards.’

As a child, growing up at home with my parents and sister was always a happy place to learn about family and caring for others,” he explained. “My father was a barber who arrived from Italy before I was born. He wanted me to follow in his footsteps, but as we all know, that doesn’t always happen — and when I told him what my passion was, he eventually accepted my career decision.”

His family has always been an essential part of Michael’s journey. When Michael’s parents decided to move to Albany, they asked him to return to New York to help them. While he was on the waiting list for the Rochester Institute of Technology, he took his education into his own hands and purchased all the books he could on photography. He read everything he could on the subject and found an experienced photographer to train him on the job while he honed his craft.

Michael began to expand his photography experience into weddings and magazines.

After spending some time training with a wedding photographer and connecting with a publisher and advertising agencies, Michael struck out on his own and has been the owner of Metroland Photo, Inc. ever since.

That was 35 years ago, and Michael has combined all his passions into commercial, architectural, equestrian, and wedding photography.

He jumped into architecture on a large scale with Einhorn Yaffee Prescott (EYP) Architecture and Engineering. Michael was able to work across Albany within their niche of architecture and with other firms that consulted with EYP across the country.

...



Photo by Nancy Lobel

Photo by Nancy Lobel



“A picture is worth 1,000 words,” he said. “Photographs are essential to everyone, from family portraits throughout a loving home to employee headshots on a corporate website. I take the time to listen to my clients’ stories, starting with the surface details down to the real substance of my subjects.”

“I use this information to bring out the best of each image I take. I bring that same enthusiasm to each of my photoshoots. Whether it is a wedding in Saratoga, or taking headshots, architecture, and food shots for a local restaurant in the Capital Region or out of

...

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town, you will receive photos that you are proud to display for years to come.”

Thanks to his father’s love of the Saratoga racetrack and horses, Michael developed a passion for horses in his photography.

When it comes to weddings, I’m involved with what the bride and groom need and want, and I remind them to have fun and just enjoy the day so we can capture every moment. A friend of mine named me the people’s photographer. I think that’s a good description of me. I want to make people happy for their special day and deliver the best photos I can deliver!”

Michael’s approach to his photography remains the same whether he is capturing a commercial property or a business headshot.



Photo by Joan Heffler, Joan Heffler Photography

A PICTURE IS WORTH **1,000 WORDS.**

“My love of horses and photographing them has given me some opportunities to be part of the equestrian world,” he remarked. “My passion for capturing images of thoroughbreds working out on a brisk summer morning or a day at the track is such a thrilling and fulfilling experience.”

Living in New York allows Michael to capture the beautiful landscape in all four seasons while participating in his favorite outdoor hobbies. Michael usually brings his camera equipment on every outing.

When he does put the camera down, he can be found traveling, fishing, and bowling. His wife and three children accompany him on many of these adventures. Michael is proud of his three children for their career accomplishments. His daughter works on Broadway,

his oldest son works for Homeland Security in Montana, and his youngest son is an architect in Clifton Park.

Michael sees creative opportunity wherever he looks. Each day, Michael observes his local landscapes as photographic subjects and captures the local architecture to display the beauty of the Capital Region.

Michael’s creative eye and 42 years of experience with diverse subjects make him an indispensable resource for the area. Whether it’s for agency headshots, interior, and exterior property shoots, or a day at the racetrack, Michael will always bring along his photographic eye.

Michael Gallitelli
photographer



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►► on the rise

By **Erin Anderson**
Photos by **Michael Gallitelli**,
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ASHLEY NAGY

The Shannon McCarthy Team, Keller Williams Capital District

ASHLEY NAGY is now five years into her dream job as a **REALTOR®**. If you had asked her if she ever imagined a career in real estate, even as recently as six years ago, she wouldn't have believed it herself.

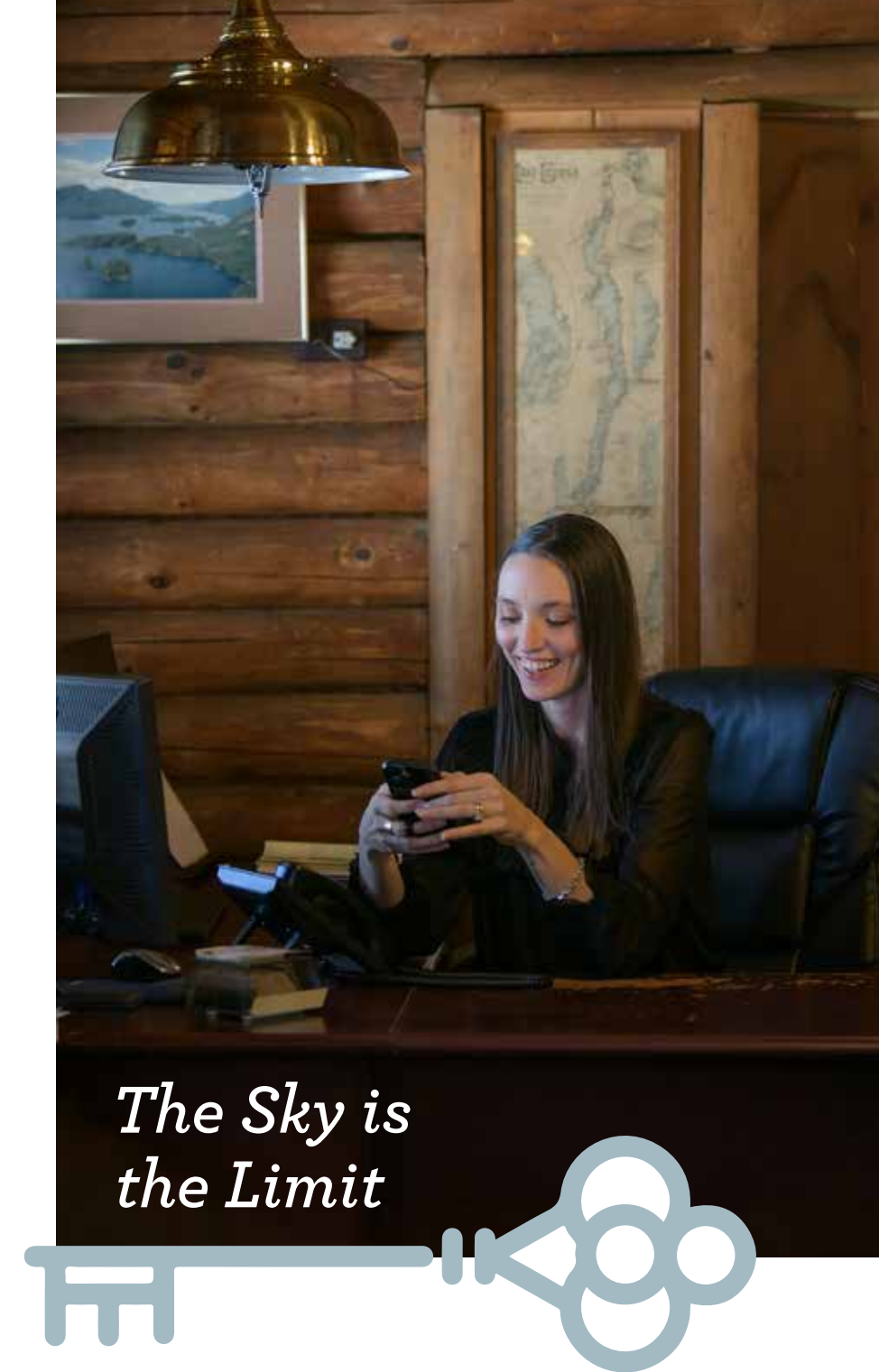
Ashley was on a science path, studying biology and considering medical school. After graduating from college, Ashley began a stable career in biotechnology, working for Regeneron Pharmaceuticals.

"After college, I wasn't sure what I wanted to do, but I figured it was going to be something science and health-related," Ashley shared. "But I never once in a million years thought about real estate."

While working in biotechnology was a good first step after college for Ashley, she found the long days and night shifts in the lab wearing down on her. So, she traded the sterile environment and her steady benefits for the excitement and community of real estate.

The career transition started when Ashley and her husband decided to put their first offer on a house. As luck would have it, her first REALTOR® would also become her career mentor.

"When you see a house on Zillow, and you hit 'contact agent,' it just goes out to whatever agent pays for Zillow leads and then whoever picks up the phone," Ashley explained. "I just got lucky. Shannon (McCarthy of Keller Williams Capital District) just picked up the phone, and she was my agent."



Although their first offer didn't work out, Shannon reached back out to Ashley a year later when the house was back on the market. Their second exchange proved to be the charm, and after the house purchase went through, Ashley's interest in real estate was piqued. When Ashley asked Shannon for advice on selling insurance, Shannon convinced Ashley she would be great for real estate instead. As Ashley worked to get her

real estate license, she left behind her salary and benefits in biotechnology and joined Shannon's team as a transaction coordinator.

Ashley reflected on how she learned so much of the business through that role and experience with Shannon.

"If she (Shannon) had an accepted offer and it was pending, I would be copied in on all of the emails to

...

the attorneys, inspectors, and lenders,” Ashley said. “I was helping her keep track of important dates and deadlines. If it was her listing, I attended the inspections, appraisals, final walk-throughs, and closings for her. She was doing a huge volume of sales. So, I just dove right in. She kind of just threw me in. And it was the best learning experience I could ever ask for.”

Ashley values those first challenging experiences and credits Shannon’s approach with her rapid success in the industry.

Ashley offered some advice for REALTORS® starting their first year in real estate: “I recommend learning by experience because I knew how to talk to attorneys and lenders. From that time, I gained confidence and knew how to act at inspections, what to look for, and what’s going on. It was just learning by experience. I had to do it, and Shannon has very high expectations.”

Five years into her career, Ashley still works on Shannon’s team. They collaborate daily, and Ashley now has a showing assistant to help her find balance when working with many buyers.

Last year was busy for Ashley. Her family expanded, with her youngest being born over the summer, and she still managed 428 showings in 2021, with the support of her showing assistant. With the help of her team, Ashley was able to sell nine homes in August — only a month after her son was born.

“My 11-year-old dog, Grizzly, is the love of my life!”

“The team helps you with leads and also supports you,” Ashley remarked. “I couldn’t do it all right now with two young kids the help of our operations team and our showing assistant. And if you have a question that you’re not sure about, you can ask the team. The support for that is awesome.”

Ashley offered additional advice for newer REALTORS®.

“You have to expect to work hard; it doesn’t come easy at all,” she explained. “I think a lot of people go into real estate thinking that it’s something easy, and maybe that’s why the failure rate is so high. It’s harder than you think to get your name out there, especially when you’re brand new trying to find buyers and sellers.”

She stressed the importance of working with a solid team to support you while growing your business.

Ashley’s mentor and work team have been a considerable part of her story. This type of support extends to her home life as well.

“Success to me is being able to have a lot of time with my family,” Ashley shared. “Time is currency. All the money wouldn’t matter without my quality family time. Family is everything to me; my family comes first.”

Ashley lives with her husband and children in Lake George, close to her parents and siblings. The family enjoys snowmobiling, hiking, mountain biking, and boating. Ashley also spends her free time running and exercising.

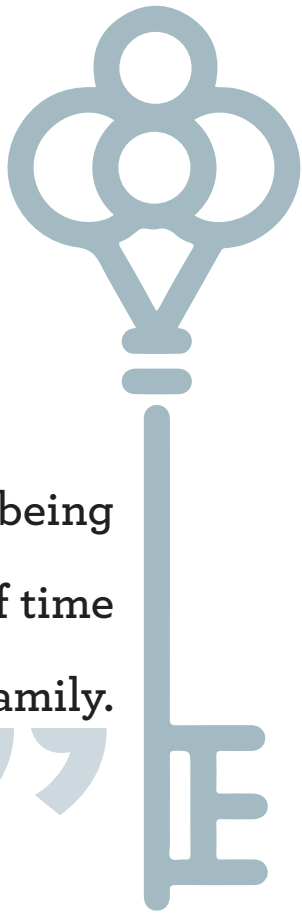
“Success to me is being able to have a lot of time with my family.”



Ashley with husband Kory, Hudson (4), Hunter (6 mos), Grizzly and Cruz, enjoying their beautiful hometown of Lake George.



Ashley with her two boys



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Lake George is special to Ashley and her team; they have expanded into a new office where they already have a large client base and are excited to continue growing.

Ashley called the expansion a “huge milestone this past year.”

When Ashley left her biotechnology job, she could never have imagined the life she would build for herself and her family, thanks to her career in real estate. She was nervous about leaving stability, benefits, and a salary. But now, five years later, she barely looks back.

“In real estate work, the sky’s the limit,” Ashley noted.

With her community at work and home in Lake George, Ashley is grateful to have leaped into real estate, and she plans to make the next five years as strong as her first five in the Capital Region.



“Acquiring the Leavitt Lake George office with Shannon. I wouldn’t be where I am without her.”



“Our team!”

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nancy

HERRMANN

HOME AND CHOICE: TWO BEAUTIFUL WORDS

HOME CHOICE CAPITAL INC.

When Nancy Herrmann needed to choose a name for her mortgage loan company, she thought carefully about the words she would include.

"We looked at so many different names," she shared. "We can't use the word 'mortgage' anymore, but we wanted the words 'choice' and 'home' to be there; we don't want you to feel like you have to be pinned into a little box when finding a loan for your home. We can take you outside of that box."

And so, Home Choice Capital was born.

First, let's discuss the word "home."

"I believe everyone has the right to own a home," Nancy said. "No matter the circumstances, we should try to make that happen whether they're an 800-score borrower or a 600-score borrower."

For Nancy, there isn't a particular borrower she prefers, as she is happy to help everyone.

And that brings us to the word "choice." Home Choice Capital enjoys working with as many different loans as there are buyers.

"The 'vanilla' loans pay the bills, and the different loans put us on the map," Nancy remarked. "There are lenders out there who won't do USDA because the loans take a bit longer, but if that's the best product for the client, shouldn't they get that?"

Many lenders shy away from or refuse to offer loans that are untraditional; however, that is the exact opposite of Home Choice Capital's mission.

"It's about what's better for the client, not for me," Nancy shared. "A home is the biggest purchase anyone makes in a lifetime, and some people do it two to three times. Shouldn't you be working with someone who has your best interest in mind?"

Nancy isn't afraid to send people away if she doesn't have the best loan for their needs.

"I'll say, 'I'm not the right fit for you,'" Nancy explained. "I sent someone away yesterday, saying, 'You'll be better served over there.' I believe if you always do the right thing, it will come back to you in spades." ...



Nancy's motto remains true even when the loans prove difficult.

"Even when you think the loan will be easy, things come up in the loan process," Nancy commented. "We respond to those difficulties, and we're not afraid of a challenge."

That's because Home Choice Capital values options, creative problem-solving, and experience.

"We've got such a strong staff right now!" Nancy said with a huge smile. "We have experienced processors. Our top processor has been in the business for 17 years. And now, we have Donna Wright who has come on as a loan officer. She's taking the role by storm."

"We call ourselves 'small but mighty' and Nancy has a wealth of knowledge that I'm able to draw from" Donna added. "We have an amazing team of experienced processors who are also a great resource."

As a mortgage loan originator, Donna has countless responsibilities including helping customers research loans as well as navigating the application, approval, and closing process. She recommends personal loan options to clients and explains their terms while determining the risks and processing all the paperwork. Furthermore, she collects and prepares all materials for the loans and reviews applications.

Nancy said that Donna is a natural in this position. So, it's surprising to hear that she wanted to be a meteorologist when she was young. There is a quirky similarity, though. Now, instead of forecasting the weather, she forecasts the chances of getting a loan—and it seems like Donna has a lot of sunny prospects.

When she's not collecting data, communicating with clients, reviewing files, and verifying information, Donna enjoys cooking new recipes and drinking wine.

"I like exploring a various mix of restaurants, both fine dining, and quaint dives," Donna shared. "My favorite thing to do is to take care of my family and my home."

Donna not only cares for her family and home but for those of her customers as well. She knows all too well the responsibilities of homeownership, having purchased a house in Malta just last year. She has three daughters: one in elementary school, one in high school, and one in college.

"We are, and always have been, the softball parents," Donna remarked. "We've had the joy of traveling up and down the East Coast and Canada, watching our daughter grow up and play softball."

Nancy, too, cherishes her wonderful family. Her husband, a real estate attorney, and their two sons (now out of college) enjoy skiing, hiking, and spending time outdoors together.

Home and choice, choice and home. These are beautiful words. It's clear Nancy and Donna both know the value of "home" and "choice" and that they will do everything in their power to honor yours.



We respond to those difficulties, and we're not afraid of a challenge.



Meet the Staff: Donna Wright Mortgage Loan Originator



Donna Wright
Mortgage Loan Originator

What's the best part of your job?

First and foremost, I am very fond of the owner and leadership. We call ourselves "small but mighty." Nancy Herrmann has a wealth of knowledge that I can draw value from. In addition, we have an amazing team of experienced processors who are also a great resource to assist when needed.

What's your superpower?

I help customers research loans and navigate the application, approval, and closing process. I recommend personal loan options to clients, explain their terms, determine risks for loaning to clients based on their credit, and process paperwork. In addition, I collect and prepare all materials needed to secure a loan and review applications.

What did you want to be when you grew up?

A meteorologist.

Tell us more about you!


I love all aspects of food and wine. I love to cook and try different recipes. I like exploring a various mix of restaurants, both fine dining, and quaint dives. My favorite thing to do is take care of my family and home.

We purchased a lovely home last year in Malta, and it's everything that we'll ever need. I spend a large amount of time caring for and pampering our house. I have three wonderful daughters; one in elementary, one in high school, and a freshman in college at SUNY Cortland.



with the parents. Being a mortgage loan officer has positively added to one of the many joys of my life.

We are and always have been "Softball Parents." We've had the joy of traveling up and down the East Coast and Canada, watching our daughter grow up and play softball. We've built life-long close relationships



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With a commitment to clients and a varied real estate background, it's no wonder Jaylene Leonbruno opened Tailored Real Estate Group just a few short months ago. She comes from a family of entrepreneurs and a disciplined mother who taught her the meaning of determination. Jaylene's secret to this achievement is simple: answer the phone and plant seeds of success.

TAILORED
REAL ESTATE
GROUP

Jaylene Leonbruno

By Megan Taylor-DiCenzo
Photos by Michael Gallitelli, Metroland Photo



SEEDS OF SUCCESS



TAILORED
Real Estate Group

"It sounds like a no-brainer, but if you're not present, you're not going to be successful," Jaylene shared. "There's no part-time in real estate; it's overtime all the time."

She shares this formula with her clients as well.

"I've had to tell clients, 'If you decline this showing, it could be your buyer,'" Jaylene remarked. "It happened recently. A client said he was in the middle of painting the basement

and didn't want to show the house. But the people who came that day were the ones who bought the house. By being present, it shows your commitment; it's probably one of my biggest reasons for success."

This strategy has earned Jaylene dozens of accolades and certifications, including New Construction Agent of the Year two years in a row, Top Office Producer multiple years in a row, and the



Jaylene and family



Enjoying mom and daughter time



Jaylene with daughter Gennah

Presidents’ Council. In addition, she has been ranked in the top 10 percent of REALTORS® in New York State. Furthermore, she is licensed in both New York and Florida.

Some would think that with such a robust achievement list, Jaylene has been in real estate most of her career. However, she actually started in the restaurant and bar business.

“It taught me how to communicate with people and how to listen,” Jaylene said.

It was also where she met her husband, Perry.

When she was 18 years old, Jaylene worked at Good Times in Hudson Falls—a bar owned and operated by Perry and his father. Years later, Jaylene and Perry married and opened JP Brunos in Glens Falls. In fact, she spent more than 20 years in the restaurant and bar business before pivoting to real estate.

“My father-in-law was successful in the bar business, but also in real estate,” Jaylene shared. “That’s how it started, helping him with listing and selling, and here we are 14 years later.”

Jaylene was licensed for about six months when she joined a team.

“Initially, I was showing open houses during the day and bartending until 4 am; I don’t think I slept!” she said with a laugh.

Jaylene also delved into new construction, which required even more of her time.



Conquering the dunes in style

“Builders want open houses every weekend, and I don’t blame them,” she commented.

Jaylene soon moved from a part-time position to a full-time role.

“Through putting in more time, I felt like I was learning and improving every day; I’m dealing with situations today I’ve never dealt with in 14 years,” Jaylene shared.

Having weathered the COVID-19 pandemic, a severe lack of housing inventory, builder challenges due to supply chain demands, and increased prices, Jaylene was still able to maintain a more than \$20 million sales volume in 2021.

She is now embarking on a new journey: Tailored Real Estate Group.

“There was never a doubt that I was going to start my own company,” Jaylene said. “Not to build me as a brand, but to provide a space and environment for other like-minded and independent REALTORS® to do the same. I started Tailored RE because I know what tools I need, what support I need (administratively), but most importantly, what we all bring to this table as licensed real estate agents.”



Jaylene with daughter Jade

What sets Tailored Real Estate Group apart?

“I dedicate myself to my clients, I am present, and this sounds crazy, but I answer my phone,” Jaylene remarked. “This is our business, and so many agents act as though they are doing *you* a favor. I feel my clients are doing me a favor by choosing *me*. They trust me to get the deal done. This is an honor.”

Jaylene emphasizes that Tailored Real Estate Group is about putting the deal together and ensuring everybody’s happy with the outcome. It’s about negotiations and creative problem-solving. Jaylene and her team tailor every deal around the client.

“THROUGH PUTTING IN MORE TIME, I FELT LIKE I WAS LEARNING AND IMPROVING EVERY DAY;

I’M DEALING WITH SITUATIONS TODAY I’VE NEVER DEALT WITH IN 14 YEARS.”

”

“We have such an amazing team at Tailored RE,” Jaylene noted. “There are six of us already, and we’re only a few months in. I’d like to get even more new construction under my belt and create a team of builders. Everyone in my office is excited to be a part of that, and I love the fact I am starting with this seed and will watch it grow into this amazing business with great people.”

Jaylene’s seed of success was planted by her mother, a single mom who worked full-time, put herself through college, and single-handedly raised Jaylene.

“Her drive is what I’ve learned my whole life, and I thank her for all of that,” Jaylene shared. “Without her, I wouldn’t have what I have today.”

With that same love and determination, Jaylene planted the seed in her own daughters. Jade owns and operates Nash Beauty Bar in South Glens Falls, while Gennah runs Sculpted by Gennah inside Nash.

“Our daughters have grown into beautiful business-women,” Jaylene said.



Dunebuggy riding in the Dominican Republic

The two young women had a clear example to follow.

“It’s a big risk to open a business,” Jaylene acknowledged. “It’s scary to walk away from a company and do your own thing, but I just knew that I needed to take a chance. In the first two months, we sold millions in volume, and I’m so excited to see where 2022 will take us.”

There is no doubt that Jaylene and her family of entrepreneurs will continue to be successful as they plant their seeds of success and watch them grow. So if you want to cheer her on, call Jaylene; she’ll pick up the phone.

“

WE HAVE SUCH AN AMAZING TEAM
AT TAILORED REAL ESTATE GROUP.

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