# CAPITAL REC REA CONNEC

# **JCERS** INSPIRING ING

COVER STORY: Jennifer Fortune

Fortune Realty Group, LLC

**Partner Spotlight: Dan Babinov Philan Electric** 

**Coach's Corner: Live Like You Mean It** Lisa Giruzzi, Transformational Conversations

> Partner Spotlight: Carl Breitenstein Junk King Albany

On the Rise: Andrew Barber Keller Williams Realty Capital District

**MAY 2022** 





Main Office: 18 Computer Dr. West Albany, NY 12205

TEL: 518-438-0010 FAX: 518-438-0030

Brian P. Rohan, Esq. brohan@rohanlaw.com Erin P. DeLancey, Esq. edelancey@rohanlaw.com

## Experienced | Knowledgeable | Personable | Responsive | Dedicated | Dependable

We Provide EXCEPTIONAL, COMPREHENSIVE, HIGH QUALITY Legal Counseling And Representation In All Aspects of Residential & Commercial Real Estate

- RESIDENTIAL REAL ESTATE CLOSINGS
- COMMERCIAL REAL ESTATE **CLOSINGS**
- LENDER REPRESENTATION/ SETTLEMENT AGENT
- BORROWER REFINANCES
- TITLE INSURANCE (Searches, Examination, Clearance)
- NEW CONSTRUCTION
- INVESTMENT PROPERTIES
- LANDLORD & TENANT REPRESENTATION

- PROPERTY MANAGEMENT
- FOR SALE BY OWNER (FSBO)
- SHORT SALES
- LOAN MODIFICATIONS
- RELOCATION
- BANK OWNED REAL PROPERTY (REO)
- DEED TRANSFERS
- LEASE-PURCHASE OPTIONS
- LAND CONTRACTS
- CONDOMINIUMS
- COOPERATIVE APARTMENTS
- LAND USE & ZONING

## Satellite Locations (By Appointment):

125 High Rock Avenue Saratoga Springs, NY 12866 Tel 518-306-4318 Fax 518-306-4518

333 Glen Street Glens Falls, NY 12801 Tel 518-338-3833 Fax 518-338-3983

Additional Areas of Expertise: Business & Corporate Law, Trusts & Estates, and Vehicle & Traffic Law.



for a better future."





**Bob Kelly Mortgage Originator** NMLS #66576 Cell: 518-330-9201

bkelly@sefcumortgageservices.com nbaratto@sefcumortgageservices.com



700 Patroon Creek Blvd., Suite 301, Albany, NY 12206 • Company NMLS #309847 • 518-783-1234 sefcumortgageservices.com • Licensed Mortgage Banker-NYS Department of Financial Services

# "The courageous do not lie down and accept defeat. Instead, they are all the more determined to struggle

# - Queen Elizabeth II



**Nicholas Baratto Mortgage Originator** NMLS #1392603 Cell: 518-605-1176



# **TABLE OF** CONTENTS







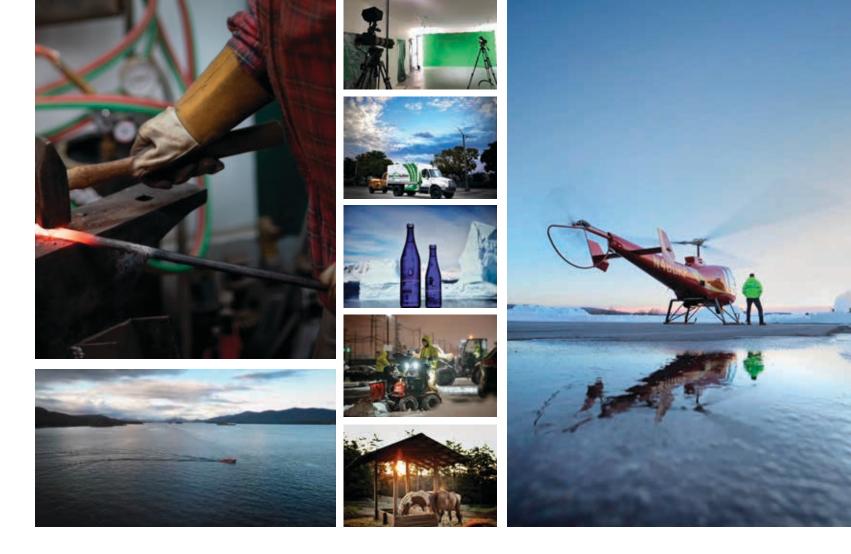




If you are interested in contributing or nominating REALTORS® for certain stories, please email us at mike.baker@realproducersmag.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Capital Region Real Producers magazine are not endorsed or recommended by The N2 Company of the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.





New beginnings require new actions.

Begin promoting your business with a fresh view of what you do and how you do it! We can help you show potential clients why your business deserves to be a part of their life.

Testimonials - Youtube content - Training - LinkedIn content - BTS -Introduction videos - Recruiting - Documentary

Contact us today for a free consultation to discuss how we can help you share your vision with the world!

# MITCHELL WOOD PHOTOGRAPHY AND VIDEO

creative capture and irresistible story telling

518.222.6138 • mitchellwoodmedia@gmail.com



# What if what's made you successful so far is preventing you from leveling up?



Coach, Speaker, Best Selling Author Let's Explore What's Possible.

Improve performance • Enhance communication • Navigate success Balance professional & personal time • Increase productivity Expand leadership capacity

<u>Lisa Giruzzi</u>

www.TransformationalConversations.com 518-369-9780 • Lisa@TransformationalConversations.com

COMMERCIAL ELECTRICAL. SNOW MELTING. **ROOF DEICING.** RADIANT FLOOR HEAT, HEAT PUMPS.



Electrician (518) 288-6172





- Move In / Move Out
- Downsize/Declutter
- Repair/Renovation Management
- Compassionate Estate Clearing
- Concierge Services

## Call Sheilah! Today for More Information 518-937-7908 • Callsheilah.com 🚯 🧿

\*\*\* KEEP CALM ASK FOR HELP



Michael Galla photographer



Saratoga Race Course



The Lake George Club



Acyo Building, Syvertsen Rigosu Architects

## www.metrolandphoto.com 518-459-8050



Pre-listing Inspections, Buyer Inspections, Commercial Inspections, Radon and Water Testing, Well-flow Testing, Mold Assessments

## WE DO OUR BEST TO MAKE **INSPECTIONS SUCK LESS!**





## We've got you covered.

The Capital Region's premier roofing contractor.

Commercial • Residential | Repair • Replace Contact us today to schedule a FREE inspection and estimate.

Call: 518-435-2400 or visit www.pinnroof.com







Winner of Owens **Corning Platinum** Conference 2021 **Top Performer & Product Excellence** Awards





# **CAPITAL REGION REAL PRODUCERS TEAM**



Michael Baker Publisher

Shari Baker Publication Manager





& Proofreader

Martyn

Photographer

Stephanie Mojica Editor



Michael Gallitelli Photographer



Isabella **Browne-Lörcher** Writer

Megan Taylor -DiCenzo Writer



## MEET THE





Haley Van Bellingham Content Coordinator & Advertisement Manager



Andrea Seeger Social Media Manager



Christina Center Assistant Editor



Chris Wright Proofreader



Meg Mosher Photographer



Gallina-Jones



Joan Heffler Photographer



Mitchell Wood Videography





Erin Anderson Writer



Osman Salam Hair and Makeup Artist



П

This section has been created to give you easier access when searching for a trusted local real estate/ business vendor to use. Take a minute to familiarize yourself with the businesses sponsoring Capital Region Real Producers. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting Capital Region Real Producers!

## **ATTORNEY - REAL ESTATE** Calabrese Law (518) 691-0019

Elizabeth A. Byrne LLC (518) 527-1949

www.byrnelawassociates.com

Ianniello Anderson P.C. (518) 371-8888

Rohan & DeLancey, PC (518) 265-0530

www.ialawny.com

## **BRAND STRATEGIST/SOCIAL MEDIA MANAGER**

Your Social Liaison (518) 669-1462

## **ELECTRICAL SERVICES**

Kot Electrical Services Chris Kot (518) 859-1860 www.kotelectrical.com

Philan Electric Daniel Babinov (518) 288-6172 www.philanelectric.com

## **FINANCIAL ADVISOR**

Northwestern Mutual Matt Haye (518) 785-4141 matthew.haye.nm.com

## **HEATING & COOLING**

Grasshopper Heating and Cooling Brian Correll (518) 545-4175 www.gograsshopper.com/

## **HOME FIX & FLIP.**

**INVESTING & CONSULTING** Find, Fund, Fix & Flip LLc **Richard Carr** (518) 488-2434 www.carrrealestategroupllc.com/

Find, Fund, Fix & Flip LLc **Richard Carr** (518) 488-2434 www.carrrealestategroupllc.com/

## **HOME INSPECTION**

Accurate Home Inspector John Veivia (518) 577-3954 www.accurate-home-inspector.com

Chris The Home Inspector Chris Iula (518) 928-4172 christhehomeinspector.com

**Top Gun Inspection Services** Josef Fasolino (518) 956-0532 www.topguninspectionservices.com

Wolf Hollow Home Inspections LLC Alyssa Hackett (518) 407-5260 www.WolfHollowHomeInspections.com

## **INSURANCE AGENCY**

Erik LaChance State Farm Agency Erik LaChance (518) 669-1846 www.SFLaChance.com

Hopmeier Evans Gage Agency David Evans (518) 377-7414 www.yourownagent.com

**JUNK REMOVAL & HAULING** 

Junk King **Carl Breitenstein** (518) 265-4805 www.junk-king.com/ locations/albany

## LIFE / BUSINESS COACH

Lisa Giruzzi (518) 369-9780 www.transformational conversations.com

## **MOLD TESTING &**

REMEDIATION **Epic Building Solutions** (518) 477-0809 www.epicbuildingsolutions.com/

## **MORTGAGE LENDER**

Allied First Bank (844) 417-8728 www.alliedfirst.com

Home Choice Capital, Inc. Nancy Herrmann (518) 280-7009

Homestead Funding Corp (518) 464-1100 x392 www.cliftonparksouth. homesteadfunding.com

## **MORTGAGE LENDING**

Catskill Hudson Bank Dawn Martinez (845) 798-2896 www.chbny.com

SEFCU (518) 783-1234 www.sefcu.com

Trustco Bank (518) 377-3311 www.trustcobank.com

## **MOVING & STORAGE**

Don's Moving and Storage, Inc (518) 462-0697 www.donsmovers.com

## **MOVING SERVICES**

Moving Made Ez John Payne (518) 792-1837 www.movesmadeez.net

## **ORGANIZATIONS**

Women's Council of Realtors - Capital Region (518) 469-8821 www.wcr.org/chapter-sites/ new-york/capital-region

## **PERSONAL CONCIERGE SERVICES**

Call Sheilah! Sheilah Sable (518) 937-7908 www.callsheilah.com **PORTRAITS / WEDDINGS** Metroland Photo Michael Gallitelli (518) 459-8050

metrolandphoto.com

**PHOTOGRAPHY** 

Joan Heffler

(518) 346-4485

**PHOTOGRAPHY** -

## **RADON/ASBESTOS/MOLD/LEAD**

AirWater Environmental John Snyder (518) 376-7345

## **RESTORATION** -WATER, FIRE & MOLD

Restoration 1 of the Capital Region (518) 817-9915 www.restoration1.com/ capital-region



## **PORTRAITS & EVENTS** Joan Heffler Photography

## ROOFING

Pinnacle Roofing Chris LaVallee (518) 435-2400 www.pinnroof.com

www.joanhefflerphotography.com

# **SOCIAL MEDIA**

## MARKETING/ MANAGEMENT

The Marketing Drill Andrea Seeger-Doring (518) 284-0600 themarketingdrill.com

## WELL DRILLING/ **INSTALL & WATER** TREATMENT

Hawk Drilling Company Inc. Sandra Baldwin (518) 885-7952 www.hawkdrilling company.com

## **VIDEO PRODUCTION**

Mitchell Wood Media Mitchell Wood (518) 222-6138 www.mediaave.com

## What's up, Real Producers?

# ΗΔΡΡ SPRING!

## > publisher's note

I would like to wish my beautiful wife, Shari, a Happy Mother's Day. Your love, kindness, and patience made me fall in love with you. I see those same qualities in our children every day.

Your strength never ceases to amaze me. I am blessed to have you as my wife and mother to our four amazing children. I can not forget about my mother, Colleen Baker. You are the one I look up to, and I appreciate all of the sacrifices you've made and all of the energy and

effort you've put into making your four children turn out to be decent people. I love you, miss you, and wish we were there.

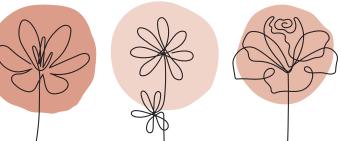
To all of the moms in real estate, both REALTORS® and our preferred partners, Happy Mother's Day! You are the real superheroes of the world, and you are genuinely appreciated.

Thanks again for everything. Stay well, and enjoy the spring!

Warmly,

## MIKE BAKER

Publisher Capital Region Real Producers mike.baker@realproducersmag.com





## MOLD & RADON REMEDIATION ASBESTOS CONSULTING

\*\*\*\*

<sup>66</sup>John was very quick to respond to calls and texts. Very personable and professional. He scheduled me last minute, and was worth the money. I highly recommend him. 77

MICHELLE B. Mitigate Radon Gas, Rennselaer, NY

JOHN SNYDER 518 376-7345

> RESPONSIVE HIGH QUALITY NEAT & CLEAN

**AMERICA'S BEST REAL ESTATE AGENTS** RECOGNIZED **BE PART OF THE NATIONAL REAL PRODUCERS MOVEMENT** FOLLOW US ON INSTAGRAM TODAY (O) @realproducers

Don't let the current rates hold you back from your dream of buying a home.

Call the ladies of Home Choice Capital today.

We work with over seven different lenders and can find the best option to serve you as you search for your new home!





(518) 441-9989 NMLS: 2027466 NMLS: 1135039



H 100 100 100

RP





# **TOP GUN** INSPECTION SERVICES Treating Clients Like Family

Home Inspection | Mold Assessment **Radon | Wood Destroying Insects** 

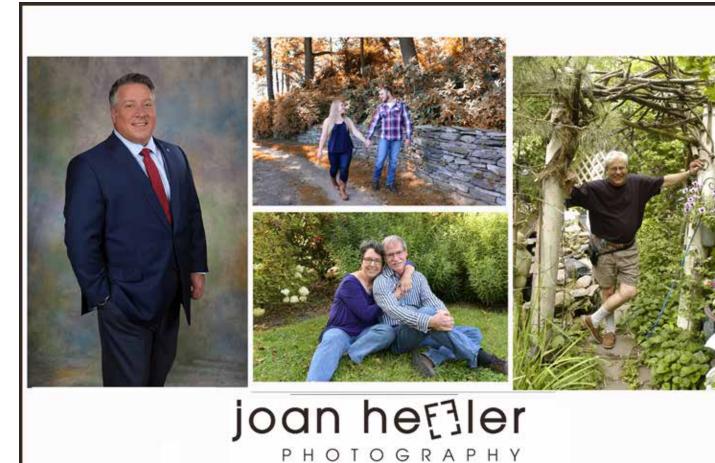
## When inspecting a client's house. I perform the home inspection as if it were my own son or daughter considering buying that house.

- Joe Fasolino, Top Gun Inspections Owner and NYS Inspector

## FASOLINO **Owner / Inspector** (518) 956-0532



NYS #: 16000077491 info@topguninspectionservices.com NYS Mold Lic. #: 00333



Pictures with Personality!

www.joanhefflerphotography.com

corporate portraits events weddings



07-1000 ID 2019 Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long term care benefits) and its subsidiaries Matthew Haye is an Insurance Agent(s) of NM. Matthew Haye, is a Registered Representative(s) of NMIS, Matthew Haye, is a Representative of Northwestern Mutual Wealth Management Company\*, (NMWMC) Milwaukee, WI (blockary and fee-based financial planning services), a subsidiary of NM and federal savings bank. All NMWMC products and services are offered only by properly credentialed Representatives who operate from agency offices of NMWMC.





# IF YOU LIVE FOR IT, WE'LL HELP YOU PLAN FOR IT.

We're here to help you do the things that matter most, with the people who matter most. Now and years from now. Because when you're in control of your money and start realizing your financial goals, planning looks less like planning and more like living. Spend your life living."

## LET'S GET STARTED



Matthew Have Financial Advisor 1201 Troy Schenectady Road, Latham NY 518.852.2671 matthewhaye.nm.com

# Live Like You Mean It

Lisa Giruzzi, TRANSFORMATIONAL CONVERSATIONS

## "TOO MUCH TO DO, TOO LITTLE TIME." "OVERWHELMED." "NOT ENOUGH HOURS IN THE DAY."

These are all common phrases I hear from people who come to me for coaching. These are intelligent people, high performers, producing great results. They have usually tried numerous approaches to solve their problem, from time blocking to atomic habits and everything in between.

Most of the time, folks are frustrated because they want more out of life than a feeling of being behind the eight ball all the time. No matter how successful they are, there is always something left undone, which makes them feel dissatisfied.

They come to me hoping for better tips, tactics, or strategies to help them navigate their overload more effectively. In my experience of over 25 years of coaching, time problems are not solved by tips and strategies. Time isn't the problem. Issues involving time are the result of something else.

It would be like trying to solve the problem of exhaust from a car without considering the engine which produces the exhaust.

Exhaust is a naturally occurring result of a carbon engine. It is a perfect result. Time problems are the same; they are naturally occurring effects of an underlying way of thinking based on a misunderstanding.

To solve a "time" problem, you need to go upstream and understand the thinking system that produces that result. This is not personal. Look around. Practically everyone is experiencing some time crunch or another. Sometimes it is talked about as work-life balance or being stressed or burnt out, but it all boils down to too much to do and not enough time.

It is common for people to be speeding through life, worrying about the next thing, squeezing in another task in an already overfull schedule, trying to do more and more, barely conscious of what they are doing basically going through the motions.

If you've ever driven somewhere and couldn't remember how you got there or eaten a meal and not even tasted it, you know what I am talking about.

This unconscious living is highly dissatisfying and leads to trying harder, doing more, and constantly seeking fulfillment, creating a never-ending vicious cycle.

The solution to this hamster-wheel living is to slow down. Although counter to what our grind culture tells us, slowing down is a game-changer. It's like putting a stick in the hamster wheel, so it stops spinning.

Slowing down allows us to be present in whatever we are doing, enabling us to experience it truly. Slowing down is another way of saying becoming grounded in the present. By being present, you perform at higher levels. You're not in your head thinking about life; you are in life *living* it – like you mean it.

Imagine you needed neurosurgery, and you had to choose between two equally qualified surgeons to perform the task. Would you choose the one who seems hurried and stressed or the one who is present and calm? When you slow down, you become more mindful of your actions and less likely to miss something or make an error.

Slowing down and being present allows your thinking to slow down, which interrupts habitual thought patterns. In this space, you can discover that you already have peace and well-being underneath all the thinking, so there is no need to seek fulfillment anywhere else.

There's no need to do more or get anywhere or try harder. There's just living life, consciously, like you mean it.

## coach's corner

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

More information is available at **www. TransformationalConversations.com**.



- Residential & Commercial Moving
- Truck/Pod Loading & Unloading
- Interior Moving & Deliveries
- Hourly-Day Rates

## Serving the Capital District

518-792-1837 • 323 Corinth Road, Queensbury, NY 12804 • www.movesmadeeez.net



# **MOVING MADE EZ** Professional Moving Services You Can Trust

Moving ading

# DAN WADE, ESQ.

YOUR HOMETOWN BUSINESS & REAL ESTATE ATTORNEY FOR LIFE

OFFICES CONVENIENTLY LOCATED IN ALBANY • CLIFTON PARK • SARATOGA SPRINGS • GLENS FALLS

IANNIELLO ANDERSON, P.C. CONTACT US 518-371-8888 IALAWNY.COM









XVoted Number One Bank in the Capital District by the Times Union.

XVoted Number One Bank by The Daily Gazette.

XVoted Number One Mortgage Lender by

The Daily Gazette.

- XVoted Number One Investment Firm by The Daily Gazette.
- XVoted the Best Bank on Wolf Road by the Anderson Group.
- ™Received a "Bestie Award" for the Best Bank in the Capital Region by Capital Region Living Magazine.
- XTrustco received recognition as a five-star Bauer-rated bank.

<sup>™</sup>Recognized by Newsweek as the Best Small Bank in New York State.









**Come Home To Trustco.** 



# **Any Questions?**

## Thank you for all of your loyalty and support in 2021. We look forward to an even better 2022!

XTrustco Bank ranked second place in the Albany Business Reviews annual ranking of deposit holdings in the Capital Region.

XCarly Batista received the prestigious honor of being recognized by the Albany Business Review as a 40 Under 40 recipient.

X Dollars under management by our Financial Services Department rose to an all time high while our Upstate Branch network achieved record highs in deposit holdings.

Florida reached \$1 billion in deposits.

Florida reached \$1 billion in loans.





# BREITENSTEI

# JUNK KING ALBANY

## partner spotlight \_\_\_\_\_

## LEARNING FROM THE PAST, LOOKING TO THE FUTURE

By **Isabella Browne Lorcher** Photos by **Michael Gallitelli,** Metroland Photo

or Carl Breitenstein, owner of Junk King Albany, the connection between where he came from and where he is now is clear. From his approach to working to his definition of success, Carl can always point to something or someone in his past, which has helped mold his outlook on life.



Carl believes his "can do" philosophy started with his grandparents.

As Carl put it, "they had to bite, scratch, and claw" for the money to buy a home for their family in Duanesburg. Carl still lives in that house today. His father had that same grit when it came to setting and achieving his goals in life; he worked on farms during the summer to put himself through veterinary school at Cornell University. Even after becoming a veterinarian and

owning his practice, Carl's father still found time for activities such as bailing hay each summer.

"He loved to work and be out and do projects, "Carl remembered of his father, who died in 2020. "He continued to do hay until the summer before he died when he was 81."

Carl joked that in being a competitive person, he had to reach the top just as his father did. Fortunately, Carl inherited his father's energy. When Carl was younger, he channeled his energy into wrestling. He was a New York State high school wrestling champion, which led him to become an NCAA Scholar All American at Williams College.

After graduating, Carl began a career in medical device sales but eventually decided it wasn't for him.

"I always felt I wanted to eventually follow my own path like my father did. When he passed, it was tough," Carl shared. "But I found a lot of





strength in the experience as well. I realized life is short. It led me to start Junk King."

From there, Carl dabbled in commercial real estate before transitioning into a career in medical device sales. However, it turned out that sales were not for him, but by that point, Carl felt as if he had hit a roadblock.

"I couldn't see another route," he said. But, when the pandemic hit, Carl, like many people, felt galvanized to make a change. "In this day and age, I can do anything new, anything."



After trying his hand at a few different things, Carl started Junk King Albany while still operating the family's hay farm.

But business has never been about money for Carl.

To him, success has always been unrelated to money; instead, success is related to freedom.

"It's about designing a lifestyle that makes you happy," Carl explained. His father always said, "I have enough money where I don't have to worry about money. Anything more than that is just about counting, and I don't like counting."

Another part of being successful to Carl is taking pride in a job well done.

"I am competitive," he admitted, "so I want to be the biggest, best junk removal company in the capital district. I'm not doing this to be in third place."

That being said, Carl knows it is difficult to distinguish yourself in this field. He pointed out, "No one cares who gets rid of their junk as long as it's gone."

However, Carl has found many ways to set himself and his team apart from other junk removal services in the area.

"As an operator and owner of heavy machinery, I can differentiate myself," Carl explained. "We can handle the biggest jobs, including demolition and industrial clean-ups. We do site work, excavation, grading, and drainage."

He also believes it is related to the small things.

"We sweep," he said simply. "By that, I mean we pay attention to detail, take pride in our work, and do a great job every time. If ever a customer is not satisfied or maybe we damaged something or made some ruts by mistake, we are there the very next day to fix it like new."

Performing a thorough job goes well beyond providing high-quality service to customers during the removal process. The other end of the equation is what to do with the junk once it has been removed. Carl and his team strive to do that part with just as much care and intentionality.

"Doing this job will make you sick at how much garbage goes into our landfills," Carl said. He and his team take the extra time to separate recyclable or reusable items from the junk they haul away. "We want to do our part to keep the environment healthy," he explained.

As part of diverting unnecessary waste from landfills,





Carl sets aside anything that is reusable. Those items are then donated if they are in good enough condition. Carl sells them and donates the proceeds to local charities, including St. Jude's Children's Hospital, Steve Caporizzo's Pet Connections, and local shelters. These are just a few ways Carl utilizes his business to make his community and its future a little bit better.

Carl works hard to create a happy workplace for people who need a job. He takes great pride in creating opportunities for those who need to get back on their feet.

"I always tell my guys, trust and reliability are number one, and I will go as hard for you as you go for me. I am never above getting on the trucks and working side by side with them.'

Carl said, "I'm building a brand around giving back to the community," he means it in more ways than one. Carl Breitenstein is truly the king of junk, turning trash into treasures while supporting our community, creating connections, and delivering solutions.

## JUNKOKING



# **Create Your 5 Minute Marketing Plan With The Marketing Drill!**

Take five minutes to answer each of the guestions on this worksheet. It shouldn't take you more than one minute per response!

1. What is your target market?

2. What is your identity?

4. What is the purpose of your marketing?

5. What is in your marketing toolkit? (media channels, direct mail, etc)





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

Now...are you ready to add fuel to your marketing plan? That's where we come in! TheMarketingDrill.com 518.284.0600



**christopher** iula home inspector & mold assessor

Through experience, expertise, thoroughness and dedication, you will be educated about your home.

Call or text **518-928-4172** today to set up your appointment.



Buying a Home with Confidence



www.christhehomeinspector.com | 518-928-4172 | chrisiula@hotmail.com



## **DID YOU KNOW??**

Our knowledgeable staff have been installing and servicing WATER TREATMENT for over 30 years!

> From Methane & Sulfur to Iron & Hardness to Salt and Bacteria!

Our staff are clean, kind, and polite.



CALL US TODAY! 518-885-7952 LIKE US ON FACEBOOK HawkDrillingCompany@gmail.com





*We represent 'CHOICE' for your clients and make you look like a rockstar for referring us.* 

- We have 21 different insurance companies to find the right insurance for your client.
- Commercial Buildings Rental Units STR's
  Flood insurance Homebuyers

## Todd@YourOwnAgent.com

2330 Broadway Schenectady NY 12306

Text '**QUOTE**' to (518) 901-2637 for a home quote in seconds. Only two questions and no credit pull.

Providing Legal Services for all aspects of residential and commercial Real Estate transactions.

Our team brings together comprehensive industry knowledge of property acquisition, financing, construction, taxes, contract law and in house title insurance agency to address the following representational needs: commercial and residential property purchases, purchasers/sellers, lenders, developers, brokers, contractors, landlords and commercial tenants.

(518) 691-0019 | Fax (518) 618-3146 | all@calabrese-law.com 30 Division St, Saratoga Springs, New York 12866





Capital Region Real Producers • 25

# <text>

## KELLER WILLIAMS REALTY CAPITAL DISTRICT

# MOVING FORWARD

The statistics for success during the first year in real estate can be discouraging for new agents. However, in 2016, Andrew Barber came into the industry ready to achieve and surpass expectations. Five years later, Andrew is not only thriving as a rising agent in the Capital Region but is also leading the training of new agents at Keller Williams Capital District.

As the director of education and a full-time agent, Andrew combines his passions for construction, house flipping, selling, and instruction. He values helping clients as much as he does helping new agents. As soon as Andrew talks about his five years as a REALTOR®, his face lights up with excitement, passion, and gratitude. Before starting his real estate career, Andrew worked in several other industries, such as insurance and body shop management, where he developed skills that translated to his new career. His interest in selling homes began when he bought and flipped several properties. He then realized that his love for construction and the market could lead to a fulfilling career in real estate, ideally suited for his skills and interests.

on the rise

Photos by Joan Heffler,

Joan Heffler Photography

By Erin Anderson

After living in different parts of the country, Andrew and his wife, Amber, moved back to his hometown in the Capital Region.

Andrew spoke about how fulfilling it is to sell homes in his hometown.

"One of my first listings was from one of my computer teachers from high school," he shared. "I could have sold real estate anywhere in the



WHEN YOU BUILD MOMENTUM, PEOPLE START TO REALLY SEE YOUR ADVERTISING. AND THEN YOU START GETTING PHONE CALLS VERSUS BEING THE ONE MAKING PHONE CALLS.



country, but it made sense to do it here, where I'm from. This is where people know me. This is where I was born and raised, and my family still lives in this area."

Andrew reflected on one of the more exciting moments when he first began as an agent.

He recalled, "When you build momentum, people start to really see your advertising. And then you start getting phone calls versus being the one making phone calls."

While hustling to get his name out there, Andrew built his client base through his passion for the business. Having a strong interest in the industry is an asset when interacting with clients.

Andrew shared, "Having the passion is more beneficial to my clients because they can feel my passion. They recognize it's a lifestyle, not just a career.

## ...

There's a big difference between the two. There's a big difference in enthusiasm."

Andrew's love for the industry helps him to remain competitive and focused.

"As a full-time agent, when the market is challenging, I don't see it as something negative. If anything, it's awesome because it makes me work a lot harder."

Andrew's hard work was a considerable part of his early-career success. In addition, he enjoys advising agents while working with the Keller Williams' Agent Leadership Council (ALC).

"Anybody can be successful in this business if they're willing to put in the hard work and the effort to succeed with it."



He shares his educational philosophy with new agents while remaining realistic about expectations for new agents.

"We want our new hire agents to succeed," Andrew shared. "We are also extremely transparent by telling them the statistics."

Andrew and his training team coach new employees on steps to avoid the high drop-out rate commonplace in the first 12 to 18 months. He noted that the first few years of a new career are difficult for everyone, especially in real estate. However, he recognizes not everyone thrives under stress and aims to meet new agents at their pace with tools to help them thrive.



AS A FULL-TIME AGENT, WHEN THE MARKET IS CHALLENGING, I DON'T SEE IT AS SOMETHING NEGATIVE. IF ANYTHING, IT'S AWESOME BECAUSE IT MAKES ME WORK A LOT HARDER.

When it comes to his own work, Andrew is motivated and "propelled to keep moving forward" when times get tough.

Andrew's theme for the lessons he teaches to new agents is to "keep moving forward."

"It's about not dwelling on the losses but celebrating your wins and constantly moving," he shared.

Triathlon training activities help maintain Andrew's work/ life balance and help him to keep up with his young son.



"He's cute as a button, and he knows it," the proud dad shared.

Andrew's completed seven 70.3 distance triathlons and countless sprint triathlons. He also pursues adventurous hobbies such as riding dirt bikes, ATVs, BMX, snowboarding, and golf.

After only five years in the industry, Andrew is already a top producing agent and a passionate educator for new agents.

The daily adventures of real estate tie into Andrew's love for new challenges.

"I can't imagine doing anything different," Andrew shared. "I will always be in this business in some capacity. It's just a part of who I am."

Climbing to new heights and helping others up along the way is Andrew's purpose. He's found his calling in real estate and will forever be moving forward toward his next adventure.



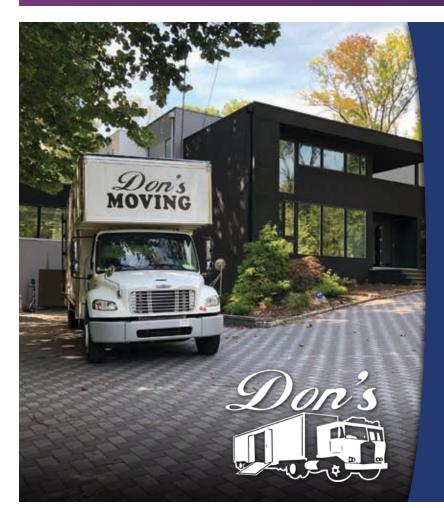




# \$3 MILLION DONATED THIS YEAR TO HELP

END MODERN-DAY SLAVERY.





# MOVING CAN BE A BEAUTIFUL THING

Did you know there are more victims held against their will today than ever before? That's why The N2 Company –

the company behind this publication

and 850+ others like it – is financially committed to end human trafficking.

FOR EVERY AD WE SELL.

**N2 DONATES ENOUGH** 

FROM CAPTIVITY.

charity. The N2 Company donates

of this horrible reality.

more than 2% of their gross revenue.

Thanks to the businesses within these pages, our Area Directors, and readers like you, we're able to break the chains

Visit **n2gives.com** to learn more about our fight.

**MONEY TO FREE 2 SLAVES** 



MOVING Services -SINCE 1952 -

www.donsmovers.com (518) 462-0697 glenn@donsmovers.com 981 Broadway Albany, NY 12207









**Drew Aiello** Licensed Sr. Loan Originator Cell: 518-573-2435 aaiello@homesteadfunding.com ma

Michael Angelo Licensed Sr. Loan Originator Cell: 518-281-7108 ngelo@homesteadfunding.com

1407 Route 9, Clifton Park, NY 12065 • Office: 518-373-0814 • Licensed Mortgage Banker • NYS Dept. of Financial Services • Drew NMLS ID# 64814 • Michael NMLS ID# 54521 • Company NMLS ID# 3232

Spring is here! Contact us for all of your home financing needs. We are available and delighted to be of assistance to you and anyone you would like to refer to us. We want nothing but the best for our clients!



## PROBLEMS SOLVED AND COUNTING

When Dan Babinov started Philan Electric, he had one idea: to over-promise and over-deliver. Philan is the abbreviation for philanthropy: the desire to promote the welfare of others located in Albany County. He is doing just that by providing safe, fair, and reputable electrical work.

Dan was born in Ukraine, and he's trilingual.

"I came here with my family when I was a toddler, just two years after the Soviet Union fell apart," he shared. "We moved to Florida for a short while, then ended up in Massachusetts.

Though Dan moved a few times in his life, he recognizes that most people live in a house for a prolonged period.

"If you want to refer a reliable professional, give Philan Electric a shot," he said, "and be confident knowing your client won't get any handyman 'bandages' sparking inside your wall."

Dan is aware that homeowners, renovators, and

real estate agents have many choices when hiring an electrician. Philan Electric can service both commercial and residential settings. In residential buildings, their work runs "Often, you might refer someone to the handyman the gamut, including attic fans, kitchen, and bathroom neighbor next door, but they may not be as reliable exhaust fans, circuit breaker panels, electric heat, garage or knowledgeable as you need them to be," Dan door openers, grounding, hot tubs and jacuzzis, lights, said. "If you're referring to a certified, licensed conceiling fans, main service cables, meter boxes, outlets, tractor, you shouldn't have to worry. It's not enough pools, intelligent home automation, switches, troubleto get the job done; you want it done right." shooting, and whole-house wiring.



Philan Electric makes sure the job is done right by finding out the best way to serve the client.

"All clients are different," Dan remarked. "But they all expect consistent service, and they get that with us. We're a small team of guys, and we're consistent. We know what we're doing."

...

# MANY CLIENTS **ASK FOR SERVICES CLOSELY RELATED** TO MY TRADE.



## WE TRY TO BE A **ONE-STOP-SHOP** FOR THEM."









## ...

Dan and his team also provide HVAC assistance. "Many clients ask for services closely related to my trade," he said. "We try to be a one-stop-shop for them."

Recently, Dan has focused on heating and cooling systems called minisplits, which is the most economical way to get rid of window air conditioner units and baseboards. Dan and his team can perform roof de-icing and even install home camera security systems.

"But a security system should be left to a security company," Dan added.



offer them.

He hopes to become certified in solar installation next.

Dan never stops learning to provide the most sought-after products and services for his customers.

The Philan Electric team is also trained in snow melting (heated driveways) and floor warming (in bathrooms, for example). Recently, those projects have been in high demand, and very few businesses

"I discovered the demand for heat pumps and radiant snow melting, and I became an expert in those niches," Dan shared.

"As a teenager, I explored a handful of trades hands-on. I chose electrical because I liked the challenge, but I didn't know if I wanted to run my own electrical shop or be an electrical engineer," Dan remembered. "After several years of engineering and electrician experience, I chose to stick to being an electrician because of the room to grow and pivot to become a business owner."

According to Philan's website, they have completed 9,740 hours of work and have 974 satisfied customers. Philan Electric has solved 438 problems, and they are ready to solve yours next.



## ▶ featured real producer

## FORTUNE REALTY GROUP, LLC

By **Megan Taylor-DiCenzo** Photos by **Martyn Gallina-Jones**, Gallina-Jones Photography

Jennifer Fortune started her company, Fortune Realty Group, LLC, in the summer of 2020. Before that, she worked at Howard Hanna in the Clifton Park office, earning several accolades, including Branch Top Producer, President's Council, and the National Sales Excellence Award

> Jennifer has an optimistic attitude, and her basis for success and the key to her many accomplishments is love for her family, friends, community, and fellow realtors. "That's one key element to my staying successful," she shared. "I don't let anything bother me for more than a few minutes. If I lose a listing, I need to move on. So you have to stay positive and brush it off."

Jennifer credits her optimistic attitude to her colleagues at her job with Veronica W. Lynch Realty. "Whenever something happened, my colleague, Chuck Poe, told me to go to the balcony in your mind and take five minutes before you react," she shared. "It prevented me from making rash decisions."

Jennifer's willingness to help others, especially her fellow realtors, is the second crucial aspect of her success. "In my business, being friends with and working closely with so many other brokers and agents is important," she said. "In the last year, so many of us have congratulated each other. It's fantastic. There is enough business for everyone. I'll drive by and see someone's sign down and stop to fix it. We do what we can to help each other."

...

## TWO KEYS TO SUCCESS & A WHOLE LOT OF LOVE

Jennifer doesn't stop there; her willingness to help extends far and wide.

work with me at Fortune Realty Group," she remarked." I have always helped new agents no matter what firm I was part of. I always see something in them and love to help them grow in their Real Estate career. I remember when I first started and thinking about all that I needed to know to succeed."

Jennifer also knows the importance of maintaining relationships and enjoys helping her clients, both past and present. "It is a stressful, emotional time for some people going through buying and selling," she said. "I have always felt we wear so many hats as a realtor. We are therapists, cleaners, stagers, organizers, movers, project managers for contractors, mediators to family members, and more! We do all of these extra things to help



"My daughters, Chloe (14) and Michaela (1). We love going up to be with family in Lake George whenever we have time."

people achieve their real estate goals, and it builds a long-lasting relationship with the client."

Jennifer has always felt compelled to give her clients more than expected.

"Paying attention to detail and putting in the extra effort is just what I do. Whether it's staging a home to sell, helping to clean a house you are about to list, or helping your buyer come up with a plan to remodel their new home, I'm on it. I can't just pass along a list of names for the client to call and figure out independently. I want to help them from beginning to the end, even if it isn't part of the transaction of buying or selling."

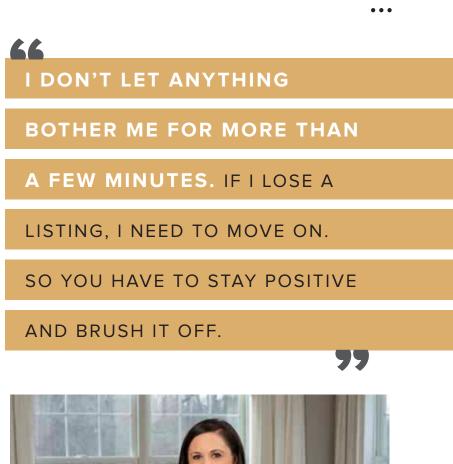
One way Jennifer goes above and beyond is by giving creative and thoughtful closing gifts to her clients along the way. In addition, she loves to celebrate holidays and often goes around and leaves holiday gifts.

"The Dollar Store must hate me and love me at the same time when they see me coming," she joked. "I just bought a bunch of Easter basket stuff. I love to give out little gifts for the kids, and going that extra mile goes a long way for me, personally, and my business."

She and her husband, Michael, live in Ballston Lake, and their daughters, Chloe Gras (14) and Michaela (1). She recalls giving birth to Michaela last year on Valentine's Day, six weeks early in the middle of COVID, which was certainly memorable.

"I did sell a couple of homes from my hospital bed," Jennifer remembered, "Once I was released, I was straight back to work. I remember having to wear slippers for weeks after getting home and apologizing to clients because my feet were still swollen; that's all that would fit!"

Jennifer wasn't much older than her daughter, Chloe when she started her real estate career at just 18 years old. Her jobs before real estate included a local boutique gift shop/cafe, a gym, and a tanning salon.



# 66

. . .

THERE IS **ENOUGH BUSINESS** FOR EVERYONE. I'LL DRIVE BY AND SEE SOMEONE'S SIGN DOWN AND STOP TO FIX IT. WE DO WHAT WE CAN TO **HELP EACH** OTHER.

77







"I do real estate now in the same town that I grew up in, and I have known so many people through these years. This has definitely played a role in my success as an agent, broker, and now owner of my own company."

"I had a crazy summer that first year," she recalls. "It was 2003, and the market was good. There was no social media back then, but I had a Blackberry. There weren't many young agents, so we started the Young Realtors (group) and had mixers with older agents."

Since that time, Jennifer's 19 years in business have had highs and lows. "There were times when the market was slower, or there would be a large gap of time for closings, and I was a single mom," she remembered. "But I would never let myself think that I couldn't keep doing this career; it wasn't even part of my thought process. So I would always stay calm and keep moving along, looking for new business. Then the phone would ring, and there would be a new house to sell."

Through the years, Jennifer has come to understand that the more time you have in the real estate business, the more successful you will be. She also recommends taking the time to volunteer as she has throughout the years. Two of the many organizations she has volunteered for are the MLS Board and the Women's Council of Realtors.

"At a time in my career when I could do so, I spent years volunteering on boards and committees," she shared. "That was a huge help for me and my learning experience on the local and national real estate levels."

From selling real estate, managing Fortune Realty Group, volunteering, to raising her girls, Jennifer firmly believes in being kind and helping others.

"It truly pays off to be nice, and it makes the process of future dealings with these people even better because of it," she said. "I can truly say many of my clients are good friends now, and I love to stay in touch with them and their families. The best part of this job is meeting new people and the long-lasting relationships that can develop."



- **1.** Jen with her husband, Mike, and daughter, Michaela, visiting the Saratoga Race course.
- 2. The Fortune Realty Group team Christmas dinner
- "Our annual Christmas photo we like to take each year. This was Michaela's first Christmas!"
- 4. Jen and her two younger brothers Philip and Brandon. Jen loves to visit Saratoga Race Track every weekend during the race season, spending time with family and friends!





First Time Homebuyer options to minimize down payment

NMLS# 203463 3201 Orchard Rd. Oswego, IL 60543 www.alliedfirst.com Information is subject to change without notice. This is not an offer for extension of credit or a commitment to lend. Effective as of 9/25/2018. This advertisement is not affiliated with USDA/FHA/VA or any other government agency Verification of income, employment and home value may apply

ALLIED FIRST

Nationwide lender servicina the Capital Region. **Over 80 Wholesale Lending** Partners to customize financina for your clients



**JOEL GLOVER** NMLS# 67135 Loan Originator 518-708-4433 jglover@alliedfirst.com

Do you need a pre-approval, call us today to start your path to home ownership

> Local Mortgage Professionals 844-417-8728

www.afbmalta.com 10 Blacksmith Dr. Suite 3 | Malta, NY 12020

FDie 🚇





## We've Moved Our Law Office to 203 Church Street, Saratoga Springs



## About Elizabeth A. Byrne LLC

The Law Offices of Elizabeth A. Byrne LLC is an established general practice law firm in Upstate New York. With over 20 years of legal experience, the Firm has an established reputation as one of the leading real estate firms not only in Saratoga Springs but in the Greater Capital District as well. The Firm's primary practice areas include residential and commercial real estate, title insurance, and business law. Elizabeth represents a wide range of clients, including buyers, sellers, lenders, and businesses throughout the region. The Firm is dedicated to pairing quality legal services with individual client attention to assist clients in achieving their goals.

**Elizabeth A. Byrne** O. (518) 450.0327 C. (518) 527.1949

## "We Take the Stress Out of Your Mess" 518.817.9915 restoration1.com/capital-region WATER | FIRE | MOLD

ebyrne@byrnelaw.net byrnelawassociates.com

# 1-888-888-JUNK



Junk King Albany's owner, Carl Breitenstein, took control of the business and quickly becoming the fastest growing iunk removal service in the Capital District. Don't believe us? Just ask Google! We have over 500 verified reviews and a 4.9 Star rating, which is the highest among any of our competition.



# JUNKOKING

Why is Junk King Albany simply the BEST to clean up your residential or commercial space? Because we are passionate about what we do and we built our business on a simple 4-pillar philosophy:

- Provide the best customer service, ANYWHERE.
- Lowest prices and best value vs. our competitors.
- Commitment to recycling and protecting our environment.
- Giving back to our community.

**North America's Greenest Junk Removal Service** 1-888-888-JUNK

The Women's Council of Realtors is dedicated to giving women a voice in the real estate world!

Women's Council of RFA Capital Region

Save the Dates for Our Apcoming Events. April: Breakfast Panel of Professionals May: Lunch & Learn w/ Leigh Brown & GCAR June: Annual Golf Tournament July: Kayaking & Membership Mixer August: Lunch & Learn w/ Keri Zoumis September: Deals in Heels October: GCAR Tradeshow Event November: Installation Gala

(f) facebook.com/wereapitalregion Become a Monb



# Social Media is Hard

- Stay Top-of-mind with your clients
- Spend less time on Social media
- your clients lives
- Increase your organic engagement on your content
- Have more Fun on Social Media!

# We make it easier

@YourSocialLiaison - yoursocialliaison@gmail.com

# Your Social Liaison **The Social Media Engagement Specialists**

 Increase your Repeat Customer/Referral Rate • Stay up-to-date on important events in





Simply Better Banking

Ŧ

# Bank locally with experienced Mortgage Specialists.



Catskill Hudson Bank Lending Made Simpler

> 877-CHBNY15 | www.chbny.com simplemortgage.chbny.com



**Rick Murphy** Senior Loan Officer Rmurphy@chbny.com (518) 461-6116 NMLS# 481564

