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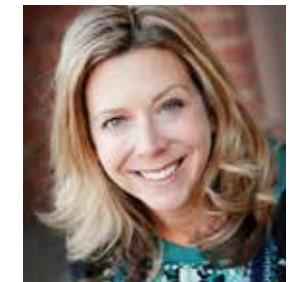
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Lindsay Musser



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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Open Book by Jessica Simpson

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Tara HomeKey Real Estate Group
at Compass RE

Hendricks



“Failing is not an Option”

If you trust someone with your children, you can be confident to trust them with one of the largest purchases of your lifetime as well. No one knows this better than Tara Hendricks. Having owned and managed a nursery school day care for 19 years, Tara had over 80 families a year trusting her with the care, safety and nurturing of their loved little ones. As a successful business owner, Tara had a keen knack for entrepreneurship. When she needed a change, she jumped right into real estate. Born in South Philadelphia, Tara had a local sphere from her family- owned nursery school to help guide the way.

Why real estate instead of something else? Tara recalls, “My brother was a realtor and my father a contractor. I loved talking real estate with them over the years. I always had a love at looking at homes and I also love helping people achieve their dreams.”

Tara was licensed on 3/24/2015 and never looked back. Tara initially worked with Keller Williams and Berkshire Hathaway as an independent agent. In her third year, she worked with a partner to form City to Shore Real Estate group. In 2020, branching back to her entrepreneurial spirit, Tara went solo once more to form HomeKey Real Estate Group within the Compass family group. (Tara formed HomeKey two years ago at Berkshire and now they are at Compass.) Within HomeKey Real Estate Group, Tara has retained a team of 10 buyers’ agents and is growing. HomeKey Real Estate Group is licensed in New Jersey as well as Pennsylvania.

During her past 7 years as a realtor, Tara has achieved the rank of a platinum producing agent with a total volume of 41 million in 2021.

Tara reflects on the changeover in careers. “I decided to sell my profitable daycare business because I knew I needed a change. Having 2 young children, life in a daycare was not working out for me and I knew that a change in a career, while still providing a service that helps make people’s life better, was needed. (My stepmom ran the business for a few years as I was a realtor before we sold it.) Real Estate gave me a different audience to work with on a daily basis, adults...not babies and kids. It was a challenge readjusting the schedules that are being a mom and being a business woman. The one constant thread from owning a daycare business to a real estate business was sales. Prospecting for clients is easy for me. I could cook a full meal while calling my sphere of influence which included past daycare clients and local businesses. My drive for success never faltered and the perseverance of “failing is not an option” was what pushed me forward to change careers.”

Tara’s passion is truly client focused. As a leader and manager of a team of dedicated agents, her role is critical to the success of her clients as well as team members as she strives to make the home buying process enjoyable. She understands the feelings of sellers who have had a lifetime of memories in a home, which at times makes selling bittersweet- she wants them to have an amazing experience as well.

Tara’s passion also rests in training and helping experienced agents excel in the field today. Tara shares, “We can only hope to work with amazing agents on the other end of a deal, we all want the same thing...for the deal to get to the closing table. If I can help educate agents coming into the field and make them great at the job, then I know we can make Realtors look like the experts that they are. Real Estate is a relationship business. We have to maintain the level of professionalism and make buyers and sellers understand that having a local agent will be more beneficial that these virtual agents you see other companies try to push out into the market. We have to do our job well in order to make virtual agents obsolete.”



Rewards have been plentiful for Tara and her team at HomeKey Real Estate Group. Tara notes, “Seeing my agents on the team setting goals and reaching them through steps and guidance I provide is very rewarding.... to see someone come into this line of work and go through the ups and downs of the learning process, and reach their goals, that is my reward.”

HomeKey Real Estate Group sphere includes the local community. They are a sponsor of Joseph’s House in Camden throughout the year. They also support local sports teams, dance studios as well as the Compass Cares initiatives.

When not in the office, Tara’s passion is cooking! It’s her favorite thing to do when at home. Entertaining ranks right up there as well-she has a large extended family in the area including her two children, Brooke, 16, and Brad, 14. Tara also has a fur baby named Roxy. Roxy is a 5- year- old Boxer/Pitbull mix. The family loves to host parties at the house and hang out with family and friends as much as possible. Music plays a pivotal role in all of Tara’s favorite activities. She grew up playing the piano and loves great tempos. Her favs include Dave Matthews, Adele, and John Mayer. Heading out of town, the Hendricks crew love to visit Ocean City, NJ.

Leader. Real Estate Agent. Mom. Tara Hendricks is a born leader. She sums it up best by saying, “My legacy is bringing people into real estate and teaching them so they can thrive in work and their personal life through the vehicle of Real Estate.”

“My legacy is bringing people into real estate and teaching them so they can thrive in work and their personal life through the vehicle of Real Estate.”



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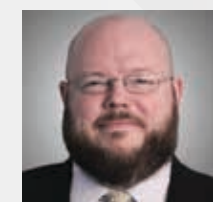
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Dream it, Believe It, Achieve it-
Colleen Dorrego's Ascent into Real Estate

In and around South Jersey, people know and trust Colleen Dorrego. With a bustling career in real estate for over 16 years, she is a “go to” agent in her field and highly experienced in helping buyers and sellers alike.

A New Jersey native grew up in Lindenwold, NJ. After attending Rowan University with a BA in Psychology, she worked as a Special Ed Teacher for 6 years at Bancroft before transitioning to a career in real estate.



Dream It: Colleen remembers she wanted to transition into Real Estate full time but was extremely scared and nervous as it was not her initial career plan. However, she always loved the business.

Believe It: With the support of her husband, Floyd, who believed in and encouraged her 100%, she took that leap of faith knowing she couldn't let herself or family down.

Achieve It: Licensed in 2004, Colleen has a great reputation and average yearly volume of over 10 million consistently. Starting at Weichert, then REMAX, and finding her home with Keller Williams, Colleen's hard work earned her a spot in the Keller Williams Silver Circle of Excellence as well as jumpstarted her future Brand, *Your Perfect Nest*.

Looking back to the career changing moment, what was Colleen's “WHY”? in regard to transitioning in to real estate? Dorrego shares, “I always loved helping people; the service and joy of being part of one of the biggest things in one's life. A career making new connections and learning about people from all walks of life. I've been invited to clients' weddings, baby showers, children's parties over the years.”

Colleen loves that work- family balance **can** be a reality. She loves that real estate business allows her the freedom to show her children that there isn't a ceiling in life. It is possible to work hard and create a life by design. Colleen has two children Ariana, 22, who just graduated from FIT, is working in NY. Her son, Rocco, 15, is a sports enthusiast who enjoys playing hockey, baseball and football. The family loves to spend time at their “happy place” in Wildwood, NJ with Butch and Charles, their French bulldogs.

She credits fellow influencers along the way. “I had a handful of strong, successful women mentors over the years in the business, however what stands out is when I first started in RE @ Weichert Realtors, I remember watching three special ladies whom I looked up to and still do till this day (Kathy, Lisa and Janet). I



“

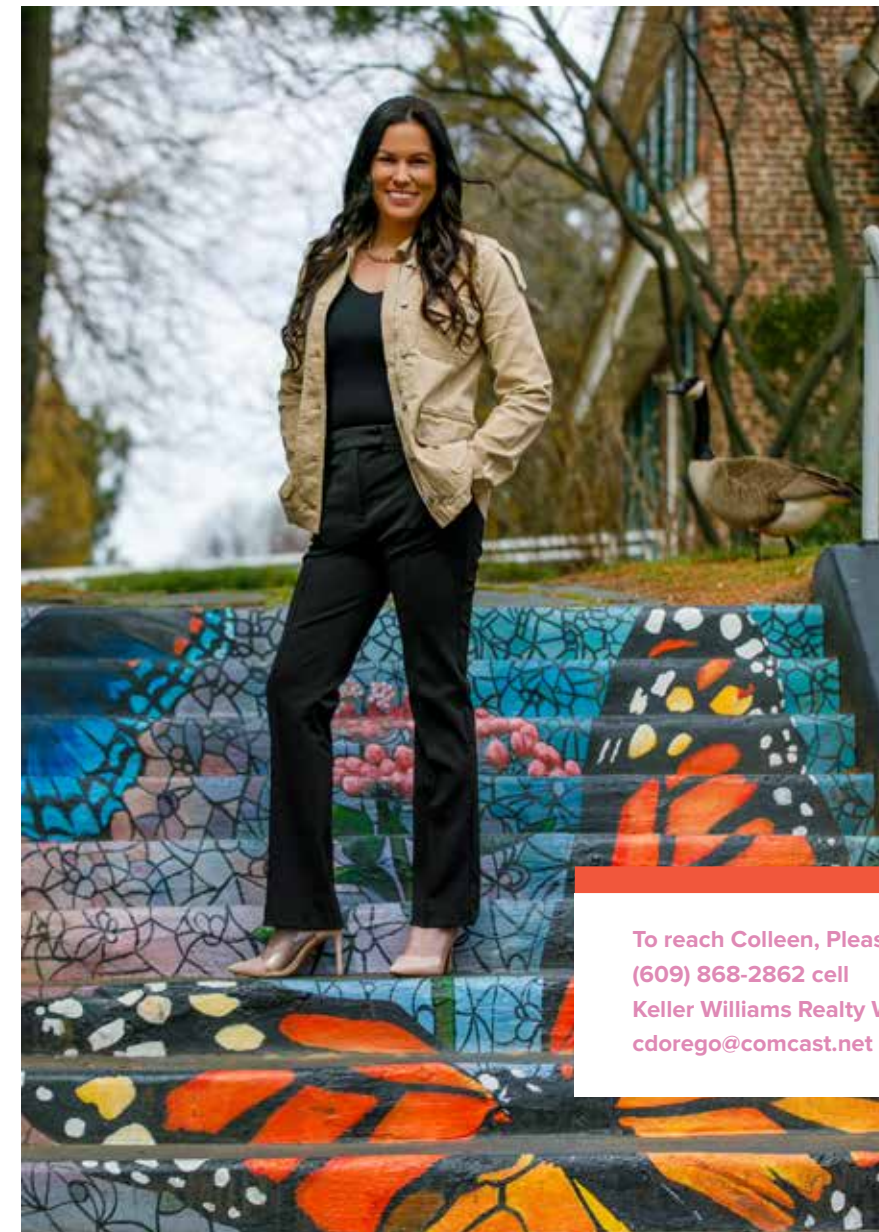
I always loved helping people; the service and joy of being part of one of the biggest things in one’s life. A career making new connections and learning about people from all walks of life. I’ve been invited to clients’ weddings, baby showers, children’s parties over the years.

”

would listen, mimic and ask a million zillion questions daily and always wanted to be in their presence to learn. They were never too busy to help me. Mentorship is so important.”

Dorrego feels building relationships and camaraderie is critical to success adding, “I’ve seen many different markets and you must be able to adapt which at times can be extremely difficult.... You need to always be building that pipeline even when things are going well. One of the most challenging aspects of the real estate industry is the working hours -for most of us, our clients work the traditional 9-5 workday... it’s a lot of juggling and making yourself available for them. Also, stepping outside Comfort Zones.... Real Estate in 2022 is a very different than previous years. Think outside the box and brainstorm with others within your field. Be KIND TO EACH OTHER. WE ALL Have a Common Goal and that’s to get to the table. “

Successful as well as gracious, Colleen is blessed that she has found a career she loves as well as one so rewarding. She wakes up each day feeling thankful and grateful for the real estate industry. Colleen appreciates the strong relationships she has made along the way; most of her business is all referral based from past clients. As a result, she initiated a monthly *Coffee with a Co-Op* around the time



COVID started- it was a way, mask and all, to still connect on human- to- human level with her peers.

Colleen elaborates, “I’m a big supporter of fellow agents. It’s never been a competition to me because I love to learn from others and make friendships. There’s no better conversation then with someone who can teach you something or vice versa - So many times, you develop a friendship or connection and before you know it your transaction is over. Don’t be afraid to talk to people because you never know the connection that will come out of it”.

When not working with clients, Colleen is active within the community with *Ronald McDonald House, The Giving Club, One Warm Coat*. She also enjoys hanging out with friends on girls’ trips, nights out supporting local businesses, and finding “ME” time. She laughs that a mani/pedi makes everything better! Colleen loves design as well- everything from paint to patterns to architectural. She is even restoring a 1969 VW Bus!

When asked about advice to those entering the field, Colleen is crystal clear, “Treat your real estate career like a business. You are an entrepreneur and you wear all the hats, The CEO, head marketer, lead generation, education director, etc. Build relationships so when *their* best friends’ sisters - brother becomes a real estate agent you are still there. #1 Be genuine and honest.”

Parting thoughts from this fabulous, talented, consistent performer is a simple one. Everything we do, we create from our dreams that lead to our achievements. When asked about success, Colleen is poignant, “Success = Peace of Mind!”

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A big thank you to our event sponsor **Paula Huhn** of **Crown Home Mortgage**.



With mojitos being shaken by the best bartender in Philadelphia, provided by **Cuba Libre Restaurant and Rum Bar** in Old City, Phila., complimentary cigars from the hottest Cigar Lounge in Phila., **Cigar Code**, complimentary headshots from the very talented **Chris Kellyman** - the owner of **Kellyman Real Estate Photography** & suit consultations done by **Chris Martin & Mr. Mike Edwards** - Managing Partners of **Elegance Custom Clothiers** (333 Preston Ave., Voorhees, NJ). Agents from all over South Jersey and vendors alike had the chance to network with fellow REI Professionals and utilize the provided services to revamp their image as we head into the Spring Market!

▶▶ event recap photos
Photography by Kellyman Photography



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It was an enjoyable evening to take advantage of the changing of the seasons. The room was filled with high energy, great music, delicious cocktails, and smooth vibes throughout. Thank you for all that came out & we look forward to seeing everyone at our 1-year anniversary party this May!

For more information on becoming a sponsor for our upcoming events please contact @ **sjrealproducersmag**

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