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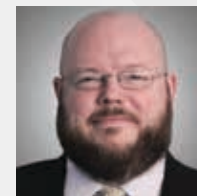
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*“A New Chapter In Life”*

# Diana MAHONEY

Nikki Shah Real Estate Team

After serving in the hospitality industry for over two decades, Diana Mahoney decided it was time for a change. With a heart for providing excellent customer service for clients in any price range, Diana has been recognized as a top agent for having the fastest-growing business for the first half of the year and is set to close on almost \$3 million in her second year as a REALTOR®. Diana's true joy is helping families prepare for, and find, the home of their dreams so they too can start a new chapter in life.

Diana grew up in a hard-working multicultural family. Her father was from the U.S., and her mother was from Puerto Rico. Although things did not come easy in life, her parents always made ends meet. Some of her fondest childhood memories were made during staycations at the shore. Diana learned to find pleasure in simple things and learned the value of diligence and maintaining a good reputation.

#### **FAITHFULNESS AND DILIGENCE**

Diana worked her way up from a position at the front desk of a hotel until she was working for the corporate office. She was diligent and thorough and related to clients with ease. Hotel patrons could sense that Diana cared about them as people, not just as customers.

Real estate titan Nikki Shah was friends with the hotel management group and had several positive interactions with Diana. On several occasions, at gatherings, Nikki told her that she would make a good REALTOR®. Although she was honored by his compliment, she was uneasy about stepping out of her secure comfort

...



•••

zone with her current employment in order to start a new career. She felt that she needed to maintain the stability that she had.

But then COVID-19 shutdowns changed everything.

#### ADDING A NEW CHAPTER

For the first time in her life, Diana found herself being faced with instability at work. She realized that she needed to create a backup plan, and so Diana reached out to Nikki to ask if he might still have a place for her on his team.

He did.

Diana took the opportunity and enrolled in real estate school. She passed the New Jersey real estate exam in July 2020, but because of the shutdown and backups in the system (due to COVID-19), she did not receive her physical license until January 2021.

While she was waiting to be officially added to the system, Diana began shadowing Nikki. It was exciting but very different to be “on the go,” traveling from location to location every day. She had been helping others from a desk for over 20 years, so it was a big adjustment. However, real estate gave her *purpose*.

In January 2021, the newly licensed REALTOR® hit the ground running. She remembered how hard it was to get a home when she was a single mom, and she knew she had to help others accomplish their dreams. Her internal motto was “*Everybody deserves a home!*”

#### 110%

Growing up, she was told, “If you’re not going to give 110%, why do it?” Now she is living that out, working full time as a REALTOR®. She is grateful that Nikki has trusted her to work with clients that have come to him seeking the dream of homeownership, along with the clients that have reached out to her directly after she helped their friends and loved ones.

Diana was honored and surprised to receive a Top Agent award from Home Snap, as well as Rookie of the Year from Long & Foster. She is also on track to receive the NJ REALTORS® Circle of Excellence Sales Award Bronze level for closing over \$2.5 million in sales this year. However, for Diana, success is being happy at work and at home; having meaningful relationships with family, co-workers and clients; and helping people make their dreams of homeownership come true.

I am humbled to be invited to share my story. I hope that it inspires others to know that it is never too late to try something new or discover a new passion.

”

She loves that she is part of the Nikki Shah Real Estate Group along with other team members who welcomed her like family. She is also grateful to be part of the Long & Foster Real Estate family.

Ever since childhood, Diana had put aside many of her own dreams and desires and just focused on the greater good for others. In the past two years, she has been able to help many families accomplish homeownership. She is very thankful that in this season in life, she has an amazing and trustworthy husband and family that have stood by her while she made this leap. She is also grateful that Nikki saw value in her and encouraged her to step out of her comfort zone.

She looks forward to making time to do more volunteering, and her favorite charity to support is St. Jude’s Children’s Hospital.

Diana and her husband, Nick met in 1999 and married in 2012 after the youngest of their children had finished high school. The Mahoneys have five grown children between them and four beautiful grandchildren. They love spending time having family gatherings and going on vacations, and they enjoy watching football games together.

“I am humbled to be invited to share my story,” Diana said. “I hope that it inspires others to know that it is never too late to try something new or discover a new passion. I am grateful for my family, friends and teammates who have supported and encouraged me through the years. I am also grateful for the trust that my clients have put in me as they made some of the most important decisions in that chapter of their lives and then recommended me to their family and friends.”

•••







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## financial fitness

By Shauna Osborne

# Year-End GIVING

As the year comes to a close, it is the perfect time to think about year-end giving. Particularly in the aftermath of a years-long pandemic, we can help those in need – necessary every year but now crucial for many nonprofits struggling to balance increased demand and decreased support – and, meanwhile, save on taxes. Year-end giving is a win-win!

### Support Nonprofit Organizations

Charities and nonprofit organizations often rely solely on donations to fund their missions. Interestingly, according to Charity Navigator, half of all nonprofits in the U.S. receive the bulk of their funding during the last quarter of the year. Make the final months of the year count through giving; resolve to help feed the hungry, find cuddly animals new homes or support people without housing ... whatever cause is near and dear to your heart.

When you do, be sure to keep a record of your donation. Taxpayers must have a bank record or some sort of written

receipt from the charity, which has the organization's name, date and amount of the contribution. Other acceptable records include bank statements, credit card statements or canceled checks.

Additionally, the 2020 CARES Act allows you to take a \$300 deduction for cash donations to qualifying organizations, which must have a charitable, educational, religious, literary or scientific purpose and be classified by the Internal Revenue Service as tax-exempt, even if you don't itemize.

### Donate Clothing and Household Items

Take time to clear the clutter and give

Don't let this holiday season pass you by without giving to those less fortunate.



to others this holiday season. Do you have gently worn clothes or functional household appliances, furniture, furnishings or electronics that you no longer use and could benefit someone else? Why not donate them? If your charitable donation is worth \$250 or more, be sure to include a receipt (or written acknowledgment) from the charity, with a description of the items.

Don't let this holiday season pass you by without giving to those less fortunate. After all, **'tis the season to be generous!** Doing so will help others and help yourself when April 15 rolls around.

# The Gateway PROFILE

## BRADLEY ZERBE

### HOMETOWN:

Mount Holly, New Jersey

### EXPERIENCE IN THE MORTGAGE INDUSTRY:

26 years

### BEST ADVICE I'VE RECEIVED:

Success is measured not so much by the position that one has reached in life, but by the obstacles that one has overcome while trying to succeed.

### MOST SATISFYING PART OF WORKING WITH CLIENTS:

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### HOW I'M DIFFERENT FROM OTHER LOAN OFFICERS:

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### LAST BOOK I READ:

*The Purpose Driven Life* by Rick Warren

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## top producer cover story

Keller Williams Moorestown  
Written by Ruth Gnirk  
Photos by Kellyman Real Estate Photography



# SIMIT PATEL

“From Slinging Drugs To Slinging Houses”

THE SIMIT PATEL GROUP ...



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Simit Patel dreamed of being a small business owner. Motivated by his desire to help people, he became a pharmacist and even opened a pharmacy staffing agency, but it was not enough. In 2008 he became a licensed REALTOR® and found great joy and fulfillment in helping community members and investors achieve their goals. Now as an experienced agent and investor himself, Simit's greatest joy is helping his family, his teammates, and his clients achieve their dreams.

**LIFE IN THE FAST LANE**

Born in North Jersey, Simit Patel and his family moved to South Jersey when he was only one year old. Back then Marlton was a small, unassuming, rural town. His father was a talented and committed civil engineer who believed that this country has opportunities for everyone! His diligence and creativity inspired young Simit's

interest in architecture and in owning his own business.

After graduating from Cherokee High School in 1995, Simit completed a rigorous five-year pharmacy program at Rutgers University. Although he dreamed of owning an independent pharmacy, he realized it would be hard to create a name and reputation for himself without experience to back it up.

Simit earned his degree in 2000 and accepted a position at a local pharmacy connected to a large chain of stores. He created a reputation of selfless service by putting customers first and taking care of his teammates as well. Simit genuinely enjoyed the opportunities he had to connect with people, especially "the regulars."

He distinguished himself through his diligence and focus, and through his personalized care for others. Simit quickly progressed to become a supervisor of

not only his own pharmacy but four others. A few years later he started his own pharmacy staffing agency. He was a selfless leader, always allowing his teammates to choose their vacation time before he would choose his.

**A NEW HIGH**

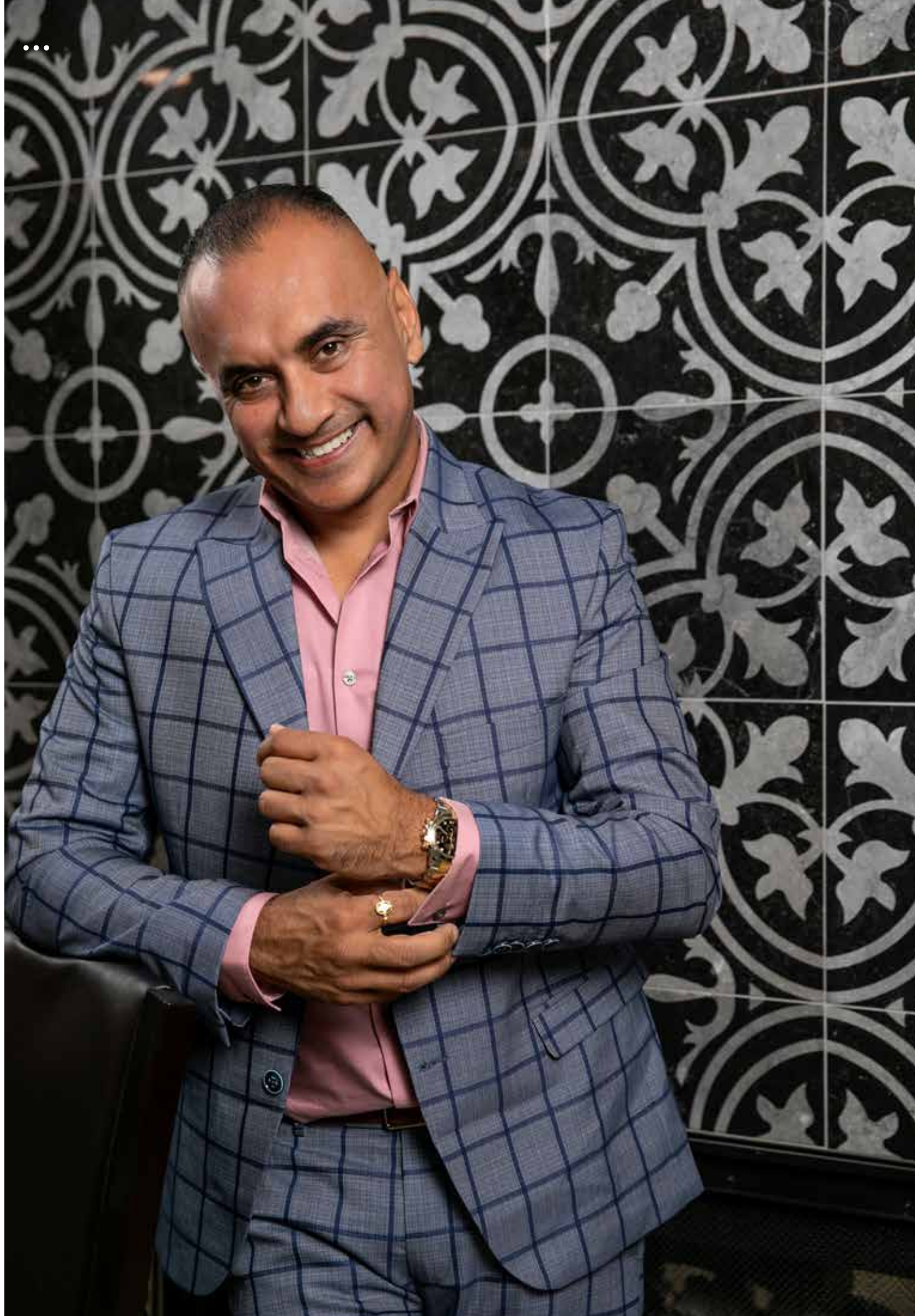
In 2008 Simit got a taste of the life-changing impact of real estate and he was hooked. He took a course at Cherry Hill that allowed him to attend two night sessions each week for 10 weeks while working full-time as a pharmacist and running his pharmacy staffing agency. Several months after he became a licensed REALTOR®, Simit completed his first sale to a client that had been referred to him.

"That experience fueled my passion even more," recalled Simit. "For me it was not about the money, it was about the challenge and the connection. Several years later I was also able to start flipping houses as well. Through



“ True success is found in teaching others how to succeed along with you. I’ve said for years that I know I’m successful when my team is crushing it!”





real estate I am able to help people achieve their dreams *and* tap into my interest in architecture and design.”

Simit continued working full-time in the pharmacy and managing his pharmacy staffing agency while working as a part-time REALTOR®. His twins were born 12-12-12, and although they made his life feel even more meaningful and rich, it also filled his schedule to overflowing with responsibilities as a father, pharmacist, pharmacy staffing agency owner, REALTOR®, and real estate investor.

In April 2016 he got a call from KW Moorestown team leader Joe Ryan, who is now a very good friend. Simit was honored to learn that his former coworker Sam Lepore, one of the top agents in South Jersey, told Joe that Simit would be a great addition to KW. During that initial meeting, Simit told Joe that it was his goal to step away from a dual career within five years so he could focus solely on real estate full time.

Joe saw that Simit was coachable. He told Simit that if he joined KW, followed the systems and models, and used his passion for helping others, he could take his real estate career to the next level and step out of pharmacy in just *two* years instead of five. Simit could hardly believe it, but he was willing to do what it took to be a full-time REALTOR®.

At the time Simit did not have a single social media account. Following Joe’s advice, Simit went home that evening

and created a Facebook account, introducing himself to the world as a REALTOR® not a pharmacist.

“I am thankful that Sam Lepore recommended me to Joe Ryan years ago,” said Simit. “They have both become my good friends as well as my mentors.”

#### TRUE SUCCESS

That November, a month before the boys would turn four, Simit’s father passed away. As an only child, Simit was ready to help his mother in whatever way she needed. It was hard for her to live in the big, beautiful house her husband had helped make into their home for decades. Simit had never been more grateful to be a REALTOR® as he helped honor his father and care for his mother by selling their family home and moving her into something that was a better fit for her.

In July 2017, Simit was able to step away from the pharmacy industry for good. Confident in his skills, connections, and reputation, Simit did not give himself any “Plan B.” He followed the systems and was soon able to recruit his first team member, talented agent Nicole Gendin.

Nicole and Simit have pushed each other to excel. Each year they have grown stronger and better, improving their serve. For the past three years their average real estate sales have been over \$20M each year. Recently Simit also added another committed real estate agent, Cate Rogov, to his growing team.

Realizing that social media, marketing, and digital exposure is of the utmost importance, Simit has brought on a super talented marketing, media director/influencer. Sydney Lockhead is helping take the team to even greater heights!

A few months ago, Simit was able to meet one of the people he admires most in the real estate world: Ryan Serhant from the hit TV show,

*Million Dollar Listing*. This was a real estate dream come true for Simit.

“There are always highs and lows in real estate, and we have to stay balanced,” observed Simit. “True success is found in teaching others how to succeed along with you. I’ve said for years that I know I’m successful when my team is crushing it!”

Another mark of Simit’s true success is that he doesn’t trade money for time with his family. He brings the boys along to showings after hours, on the weekends, and during the summer. Milan and Dilan are natural connectors, and Simit calls the 10-year-olds “The Closers.” They love looking sharp and enjoy building with LEGOS®. Because Simit would rather die with memories than dreams, he sponsors his sons’ baseball and flag football teams, and attends every game possible. He is intentional about making memories every moment they can. The father-son trio are foodies, and when they go out together, they are “The Wolf Pack.”

#### GIVING BACK AND PAYING IT FORWARD

His father’s cancer diagnosis prompted Simit to get involved with local cancer research fundraisers. He was so successful at fundraising that in 2019 Simit was awarded as a top contributor to the Keller Williams *Say Yes To The Breast* event.

Simit helps all clients from renters to first time homebuyers, to luxury clients and even investors. He loves networking in person, establishing and maintaining relationships, and building longevity.

“Everyone has a story,” reflected Simit. “I have gone through some hard things in life, like we all have, but it helps me have compassion for my clients. I don’t judge, and I treat everyone the same, regardless of their car, home, or financial status. I don’t regret being a pharmacist for 17 years, but I’m glad I’m slinging houses now!”

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