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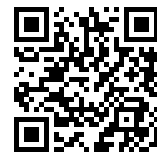


Frank Urso
Photographer



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publisher's note

Hello, Real Producers of Long Island!

We're excited to present the first issue of *Long Island Real Producers*, a local, REALTOR®-centric publication connecting, elevating, and inspiring real estate professionals in Nassau and Suffolk counties. Congratulations on being among the top 500 Realtors in Long Island last year out of over 20,000!

Long Island Real Producers is a unique publication reflecting the local real estate market. We also publish *Real Producers* magazines in other regions, such as D.C. Metro, NOVA, Richmond, Charlotte, South Jersey, and the Greater Capital Region of New York. Each month, we showcase top-producing agents, offering an exclusive, inside look at their businesses, personal lives, and success strategies. Expect the latest developments, business information, top standings, photos, personal stories, and relevant articles. You'll also receive details about upcoming meetings and exclusive, free Real Producers social and networking events. Our event locations range from top restaurants to stunning listings, conference venues, awards galas, and online workshops. Be on the lookout for invitations from info@longislandrealproducers.com. If you haven't received emails, please contact us to update your information.

Long Island Real Producers is committed to supporting the best of the best and fostering relationship building in our real estate community. Our publication and events provide opportunities

to grow your business and expand social connections with top Realtors and affiliates. It's my personal goal to contribute to your success through valuable content.

We're proud to offer this publication at no cost, thanks to our advertisers who cover production and printing expenses. If you know businesses that do excellent work, let us know. They may want to be featured in *Long Island Real Producers* and gain visibility among your associates.

I extend gratitude to our business sponsors and contributing Realtors who made this magazine possible. *Long Island Real Producers* exists for you!

For any questions, contact me or my assistant publisher, Blaise Ingrisano. Blaise can be reached at **631-219-5011** or at Blaise@kristinbrindley.com. I look forward to meeting you at our upcoming events!

All the best,



Kristin Brindley

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FAQ

By Kristin Brindley

ABOUT THIS MAGAZINE



We realize that Real Producers is a new concept here in Long Island, and some of you may be wondering what it's all about. That is why we have created a "FAQ About this Magazine" page. Here, we will answer the most commonly asked questions around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in the Long Island area. We pulled the MLS numbers (by volume) from January 1, 2022, to December 2022 in the Nassau and Suffolk county areas. We cut the list off at number 500, and the distribution was born. For this year's list, the minimum production level for our group is \$12 million in 2022. The list will reset at the end of 2023 for next year and 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 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 info@longislandrealproducers.com with the subject line, "Nomination: (Name of Nominee)," and 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. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photoshoot.

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 or many of you have 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 have a recommendation for a local business that works with top Realtors, please let us know! Send an email to Lexy@kristinbrindley.com.

▶ partner spotlight

By Jess Wellar
Photos by
Chris at Dynamic
Media Solutions



FRANK & NICOLE URSO

DYNAMIC MEDIA SOLUTIONS

Picture-Perfect Service

In the quaint beach town of Centerport, New York, a digital media production company is making its mark. Co-founded by Frank and Nicole Urso, Dynamic Media Solutions specializes in providing high-quality photography, videography, floor plan renderings, 3D Matterport, and drone solutions to its clients. With a boutique-like approach, DMS has established itself as a reliable and personable service provider in the industry since 2017.

“Real estate photography and marketing are constantly changing and shaped by technological advancements,” Frank points out. “We are ready to work and embrace these trends with our customers and use these advancements and changes to highlight their properties and set them apart from the crowd.”

For Frank, the roots of his passion for real estate photography can be traced back to his childhood. Growing up in a family deeply involved in the real estate business, he witnessed firsthand the importance of customer service and the impact of quality photography and marketing. After joining his parents’ brokerage for a few years in the early 2000s, Frank discovered his true calling and dedicated himself to honing his skills in real estate photography and marketing.

Nicole’s journey to co-founding DMS was guided by her parents’ values of education, compassion, and hard work.



Frank Urso’s love of real estate photography began in childhood as he watched his parents and their real estate business, later joining their brokerage.

“My parents have always instilled that education, compassion, and hard work are the basis for success, and since I was young, my mom has told me, ‘We are architects of our destiny,’ and it has truly been the cornerstone for my life decisions.” That motto was passed down to her from her maternal grandfather, Nicole explains. “We make our consequences in life, and as I evaluate anything, those words inspire me.”

With familial support behind her, Nicole embarked on an academic path that led her to obtain a bachelor’s degree in accountancy and a master’s in taxation from St. John’s University. Her diverse work experience, ranging from prestigious firms like Deloitte, LLP, to small accounting firms, provided her with invaluable insights into various business aspects.

“In order to stay ‘dynamic,’ I learned we must adapt to constant change. We grow through creativity, progress and innovation while integrating honesty, integrity and business ethics into all aspects of our business,” she emphasizes. “I focus on the customer service and billing, and Frank stays in his technical lane, shooting videos and photos, so it works.”

BLUEPRINT FOR SUCCESS

The convergence of Frank and Nicole’s experiences and aspirations led them to begin an entrepreneurial adventure together. With their combined expertise and a shared vision, the couple laid the blueprint for DMS.

“We created a vision and laid out a plan that best suits us, from a personal and business perspective, and our customers using our creed and staying ‘dynamic’ as our foundation,” Frank beams. “It also gives us incredible pride to nurture and watch the business grow.”

However, the dynamic duo is quick to point out their success wouldn’t be possible without communication, collaboration, and the unwavering support of their families.



Dynamic Media Solutions was founded by Frank and Nicole Urso in 2017.

66

**WE BELIEVE IN TREATING OUR CUSTOMERS
WITH THE VERY SAME CARE AND RESPECT WE
WOULD WANT FOR OURSELVES.**



“We feel fortunate that our experiences and beliefs were aligned at the right time to start the blueprint for Dynamic Media Solutions from an entrepreneurial and operational standpoint,” Nicole affirms. “Most importantly, our families and young sons — ages 5 and 2 — provide us with the love and support that drives us daily.”

Six years later, the Ursos’ passion for their craft and commitment to their clients still shines through in every aspect of their business. Frank reflects on the couple’s unique approach, stating, “We believe that love, respect, compassion, and collaboration are the pillars that hold our personal and professional lives together. These principles drive our interactions with clients, ensuring that every project receives the utmost care and attention to detail.”

AHEAD OF THE DIGITAL CURVE

As they navigate the ever-evolving landscape of digital media production, Frank and Nicole are constantly scanning the horizon for new features, innovations and technology, such as adopting the latest AI tools in the Adobe editing software to continue to deliver high-quality and consistent media. Frank was also one of the first on Long Island to obtain legal certification from the Federal Aviation Administration under part 107 to operate drones commercially, adding a new dimension to their services. By incorporating innovative technologies and staying up-to-date with industry trends, the Ursos ensure that DMS remains at the forefront of the market.

“As a child, I noticed changes when my parents started in the ‘90s and opened their brokerage. My parents were using a catalog resembling a phonebook with property listings that included drive-by photos,” Frank recalls. “In the early 2000s, when my passion for real estate photography started to set in concretely, I felt digital photography and websites showcasing listings became very important for marketing.”



FAMILY IN FOCUS

When they’re not busy in the office or on photo shoots, Frank and Nicole Urso enjoy spending as much time as they can with their young sons, Frankie (5) and Sebastian (2).

“They are still small and demand attention, so we love giving it to them and sharing experiences, such as going to our beach, the museum, parks, the library, and going away on vacation with them because we know it means the world to them,” says Frank.



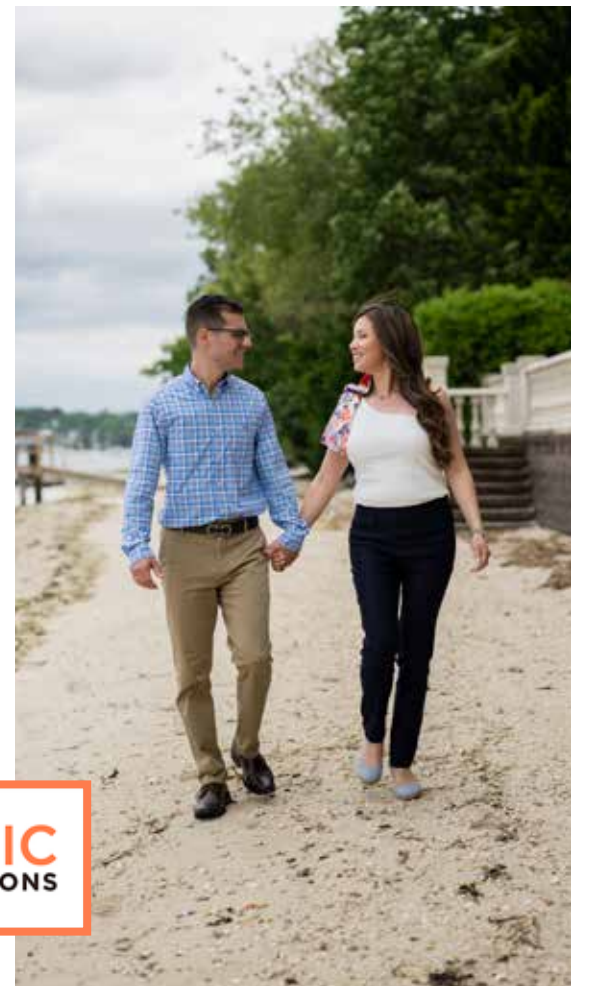
“Nowadays, photography on the MLS is the minimum acceptable in most circumstances,” he continues. “But if you want to make the listing stand out, videos such as walkthroughs, or drone videos, drone photography, floor plans, 3D tours, and single property websites that track activity may also be needed, especially for high-end listings.”

As the market continually shifts, Frank and Nicole have a positive outlook for their business. Frank notes the couple had a steady winter season and is currently “slammed” with up to four or five photo shoots per day, per photographer. With each new project, the Ursos continue to refine their craft while remaining dedicated to building lasting relationships with their clients and

delivering exceptional results. As DMS grows and adapts to new technology, the Ursos say they are forever committed to guiding the company with their shared vision and fueled by their love for what they do.

“With over 26 years of combined experience in the industry we know how important each and every job is,” Nicole concludes. “We believe in treating our customers with the very same care and respect we would want for ourselves.”

To inquire how Dynamic Media Solutions can help you showcase your unique property, please visit www.dynamicmediasolutions.com or give them a call at 631-923-1464.





► rising star

By Jess Wellar
Photos by Chris at
Dynamic Media
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NIKKI TAYLOR FRIEDMAN

A Passion for Shaping the Future

Nikki Taylor Friedman's path to real estate started at a young age. Hailing from a real estate family, it was only a matter of time until she found her passion for the industry. During her time at Indiana University, she initially pursued a different career trajectory. However, fate intervened when she discovered IU's Real Estate Club.

"I started college with the plan to become a malpractice attorney. However, I quickly realized law wasn't for me and I started pursuing a career in management," Nikki recalls. "At the time, I was the captain of the equestrian team, and one of my teammates introduced me to IU's Real Estate Club, which quickly sparked my interest — I joined within 24 hours!"

Intrigued, Nikki wasted no time delving into the club's intensive two-year workshop. During this transformative experience, Nikki says she gained invaluable knowledge by collaborating with renowned commercial firms such as JLL and Cushman & Wakefield. However, she says her presentation and negotiation skills come from her mother, who has been a broker since 1988 and a mentor to Nikki from day one of expressing interest in the career. Post graduation, she obtained her real estate license in 2017.

"Then, my mom was diagnosed with breast cancer one month into my real estate career. At that point, I was still focused on commercial real estate; so when that happened, my mom was out of work for several months. Suddenly, I was her day-to-day contact, doing errands and appointments for her — and that's when I realized

I could do this because I am a people person. I'm empathetic and can understand what people need, and residential is so much more emotional than commercial."

In 2017, Nikki joined Douglas Elliman, where she has since flourished as a solo agent, achieving an impressive \$22 million in volume over the past year alone while also being recognized as a Top 20 Rising Star Under 40 by Long Island Board of REALTORS' Young Professional Network, and 30 Under 30 by the Huntington Chamber of Commerce. For Nikki, though, numbers and awards don't matter as much as fulfilling her clients' dreams. Whether it's helping a family find the perfect home, assisting someone in securing an apartment close to their dream job, or enabling individuals to live out their desired lifestyle, she thrives on being a part of her clients' journeys.

"My approach is rooted in my drive, focus, and exceptional work ethic," Nikki explains. "With the negotiating skills of an attorney, I always go above and beyond to fight for my client's best interests, ensuring they achieve their goals."

Preserving the Industry

Beyond her role as a real estate agent, Nikki's passion extends to actively participating in the industry's evolution and preservation. Not content with merely

being a Realtor, she says she strives to make a difference at a much higher level. "As soon as I was eligible in 2020, I went back to obtain my broker's license three years later," Nikki says. "I wanted another feather in my cap to show I should be taken seriously and be trusted regardless of age. I go to Albany, I sit in meetings, I have a vote for how New York is moving forward... I don't just sell properties, I want to preserve the industry."

"In the era of Zillow and AI," she continues, "I want to emphasize the value that Realtors bring to the table with our experience, extensive reach, and the ability to maximize profits while minimizing stress. Realtors are not obsolete."



“

I have devoted much of my time to bettering the industry and strive to empower young professionals to be involved in making a difference.



Rising Star Nikki Taylor Friedman is a solo agent with Douglas Elliman.

Last year, Nikki was voted in as secretary of LIBOR's YPN and currently serves as president-elect for 2023; she will serve as president in 2024. Additionally, this year she became a director of the New York State Association of Realtors (NYSAR) and serves on LIBOR's Grievance Committee reviewing allegations of violations of the Code of Ethics and member requests for arbitration, while also becoming a major investor in the Realtors Political Action Committee.

"I have devoted much of my time to bettering the industry and strive to empower young professionals to be involved in making a difference," Nikki explains. "At my age, a lot of people think when you're this young you don't have the skills or the knowledge, but I think people need to give young people a chance. Our industry is changing so

quickly; young people are sponges evolving and soaking up all the changes, and they should get more involved to be more respected."

Outside of her professional involvements, Nikki prides herself on her work with numerous charities such as Huntington's Helping Hands Mission, Caumsett Preservation, God's Love We Deliver, The American Cancer Society, and the Long Island Cares food pantry.

When Nikki isn't busy helping clients achieve their dreams and working for the betterment of the industry she loves, she cherishes spending time with her loved ones — especially on the water! In her leisure time, Nikki enjoys dining with friends and indulging in water sports, and she is currently renovating her Huntington home, purchased in 2021.

Writing Her Own Story

Looking ahead, Nikki envisions a future where she continues to grow personally and professionally. While she acknowledges the possibility of starting a family someday, she recognizes that her current chapter is still being written, and she anticipates a lifelong journey in the real estate industry.

"I definitely want to follow in my grandfather's footsteps and own multiple investment properties in order to have a second stream of income, and I hope to be able to travel with friends and family more, see parts of the world I haven't seen, and truly continue to grow into the best version of myself," Nikki concludes. "I'm only 27, so I have a long way to go. I also want to have a family at some point too. I imagine I'll be practicing real estate forever, though."

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► cover story

By Zachary Cohen
Photos by Chris at Dynamic Media Solutions

FRAN MAZER



KEEPING IT REAL

Fran Mazer has solidified her standing as one of the North Shore's top REALTORS® for the past two decades. She is the leader of The Fran Mazer Team at Compass, a team of five agents, but before she ever sold a house, she built a thriving career in another industry altogether.

BEGINNINGS

Fran began her professional life as a designer in the garment industry. Early in her career, while working solely as a designer, she was thrust into a sales role. Fran delivered, showing that she had a knack for presenting, communicating with clients, and producing results.

"One day, the salesperson for our biggest account was out. I was told that I was going to sub in for him to present the line to the clients. I was young and inexperienced but faced the challenge head-on and was able to wow the client. The client left that day, leaving the biggest order the company ever got in 41 years in business and, as they say, the rest is history," Fran reflects.

All told, Fran spent 25 years in the garment industry, most of which she spent as a designer and a salesperson. Her unique role allowed her to take projects from start to finish with clients, developing her presentation and communication skills along the way.

"I learned very early on, and I say this to my team now, it really is all in the presentation. That's how it started for me — from showing garments on a wall to showing a house to how I present myself. It matters," Fran says.





The Fran Mazer Team at Compass (from left to right: Michael Ratner, Andrea Jordano, Fran Mazer, Michele Glassberg, Therese DiRenzo)

THE SECOND ACT

By the early 2000s, Fran was thriving in her career and traveling across the country for work. But when the tragic events of 9/11 struck close to home in 2001, Fran reconsidered how much she was willing to travel.

“The garment industry was changing a lot, and I really didn’t want to be flying at that time. I was nervous. It was a scary time, and I had young children.”

Fran began to rack her brain ... what work would allow her to remain closer to home?

“In looking for my own house, which took me three years to find, I learned a lot about real estate — what I liked and what I didn’t. I was also meeting many REALTORS® who suggested I get my license, so I did. It was a good time, the market was strong, and it took off for me.”

THRIVING IN REAL ESTATE

Fran has now been in real estate for 23 years. Over the course of her career, she has closed over 700 transactions totaling over \$800 million.

IN MY EXPERIENCE AS A
LONG ISLAND REAL ESTATE
PROFESSIONAL, I'VE FOUND
THAT PROVIDING THE VERY
BEST SERVICE IS ABOUT
PUTTING MY CLIENTS FIRST.

Fran takes a unique approach to selling real estate. She brings in her design skills to ensure that each home is presented to its fullest potential. Fran stages homes for her sellers and curates buyer books that give prospective buyers a detailed analysis of the age and condition of the house. This allows buyers to make offers based on the true state of the house, preventing renegotiation during the inspection process except in the most extreme cases.

Perhaps the most essential component of Fran’s business is her commitment to customer service. She has unparalleled community and market knowledge, but above all, she knows that a client’s trust is the foundation of a successful real estate transaction.

“I simply love helping people,” Fran shares. “In my experience as a Long Island real estate professional, I’ve found that providing the very best service is about putting my clients first. This means being a good listener, a good communicator, being accessible, and responding quickly to my client’s needs.”



FAMILY SPOTLIGHT

Fran grew up on Long Island; she is originally from East Williston. Fran and her husband, Steve, have been married for 23 years and have a blended family with four adult children. One of Fran’s sons, Michael, is an agent on her real estate team. Fran loves the beach, fashion, and Wordle. She and Steve love to explore Long Island restaurants, travel, and spend time with their dog, Cooper.





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