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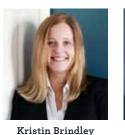
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Ellen Buchanan

Editor

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SELLING SUNSET

The August Real Estate Market and You

Dear Real Producers of South Jersev.

Is it really the tail end of summer already?! It feels like just yesterday we were eagerly anticipating the warm days and endless possibilities... As we navigate through August, I can't help but draw inspiration from an unexpected source — the Netflix hit series "Selling Sunset."

Just like the glamorous world of luxury real estate displayed on the show, our industry is dynamic and ever evolving. This month, I encourage you to channel your inner "Selling Sunset" agent and embrace the excitement and energy that comes with it. Adapt to the changing marketplace with agility and enthusiasm, just as these agents do when faced with new challenges and demanding clients.

While we may not have the Hollywood backdrop or the drama-filled moments, we DO share a common goal — to deliver exceptional service and create memorable experiences for our clients. Every transaction closed is an opportu-

With each passing day, let us reflect on the achievements we have already accomplished this year. Celebrate your successes, whether big or small, and let them inspire you to reach even greater heights.

nity to make dreams come true!

Don't forget to take a moment for selfcare amidst the busyness of this end-ofsummer season. Find time to recharge and indulge in the joys of summer while it's still around! Whether it's a quick weekend getaway, a beach stroll, or simply relishing in the company of

loved ones, nurturing your well-being will enhance your ability to serve your clients.

Wishing you a sizzling August filled with growth and countless achievements!

With gratitude,



Kristin Brindley Owner/Publisher South Jersey Real Producers 313-971-8312 Kristin@kristinbrindley.com



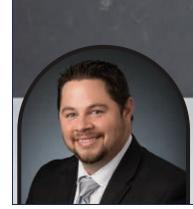
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> partner spotlight By David Danielson

REALTY SOLUTIONS LLC

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When you and your clients are looking for professional service support, it's a given you want a variety of high-quality services. It's invaluable for that service provider to be a partner with you in the process. That's exactly what you get with Realty Solutions LLC — a true affiliate partnership.

A Full Range of Results

Dave Gorham is the co-founder, CEO, and broker of record of Realty Solutions LLC, a real estate management company serving Southern New Jersey. His partner Rob Gleaner, Esq., co-founder, CLO,

and attorney, provides the necessary expert real estate legal services through Robert A. Gleaner, P.C. (www.ragpc.com). Together, they and the members of their team deliver an important advantage to their investor clients, association boards, and REALTOR[®] partners throughout the region.

"We are an enterprise company with a familystyle attitude, where I, the property management division, and Rob, as the attorney, serve as a legal authority for all our clients and accounts," Dave says.



Dave Gorham, CEO and broker of record, co-founded Realty Solutions LLC. (Photo by Chris Kellyman)



Rob adds, "That's how we came together about 24 years ago. We built the business by tailoring, first, a real estate property management company, and then combined that with the law office to be an all-inclusive real estate solution. The two divisions of the business are separate, but we run them in tandem to provide clients on both sides with what they really need: professional opinions, advice, and know-how."

Joining Forces

Dave and Rob started out as real estate investors together, buying, selling, rehabbing and renting property. They bring that experience and expertise to their clients each day.

"We were friendly colleagues and had a brainstorming session, thinking we had matching value systems and an enthusiasm for real estate," Dave says. "We quickly realized that we could help the local market of landlords, Realtors, and investors with our combined experience."

Depth and Drive

Those who work with Realty Solutions appreciate the depth of knowledge that the team has and the way they apply a truly needs-based and strategic approach to achieving their clients' goals. As Dave says, he appreciates



Rob Gleaner, Esq., co-founded Realty Solutions LLC with Dave Gorham and provides the firm's expert legal services. (Photo by Chris Kellyman)



Photo by Chris Kellyman

having the opportunity to reach real results for clients and partners alike. In addition, he has a strong passion for coaching and mentoring, as does Rob with legal opinions and advice.

"We built the business using our unique approach with clients. We want to know 'why.' We take time to ask this important question. Why do they want to buy a rental property or why do they own it and why do they want fullservice property management?" Dave points out.

"It helps to know what the exit plan or end game is. Understanding whether someone wants to sell in the next month or 20 years from now is extremely helpful to the service relationship. I thoroughly enjoy coaching our clients and, in turn, mentoring and educating team members to do the same. I also love promoting the business and developing new business ventures, getting creative, researching cutting-edge technology, and supporting efforts towards efficiencies for the company and the people we serve."

Powerful Impact

The value that Realty Solutions delivers is impactful.

"When it comes to rental management, we manage assets and the relationships that come with them, such as with residents, municipalities, and contractors. We manage the coordination of maintenance along with receivables and payables. A large part of our business is handling community management for homeowner and condo associations."



Dave Gorham (left) with Jeannie Connors, COO (right)

Realtors, and investors with our combined experience.

66



Rob Gleaner (left) and Dave Gorham (right) co-founded property management company Realty Solutions LLC in 2001. (Photo by Chris Kellyman)

"While we're technically a real estate brokerage, it's only a technicality. What we are is a property management company," Dave explains. "That's all we do 24/7. We do not compete in residential sales on the open market. If a Realtor introduces us to a rental investor customer, they know we are there to support their relationship. We protect their right to sales listing with that client in writing. We keep that bond they have strong so that the partnership we have with Realtors is even stronger."

Winning Spirit

Realty Solutions is a firm that works with a high-tech and high-touch spirit, heavily invested in technology

to success. "We have a fantastic team, and we operate through the lens of how our decisions align with our values," Dave says. "As an example, when we talk about our people, one of our success stories is our 'Number One,' Jeannie Connors, COO. She worked her way up, over time, in the organization

We quickly realized that we could help the local market of landlords,

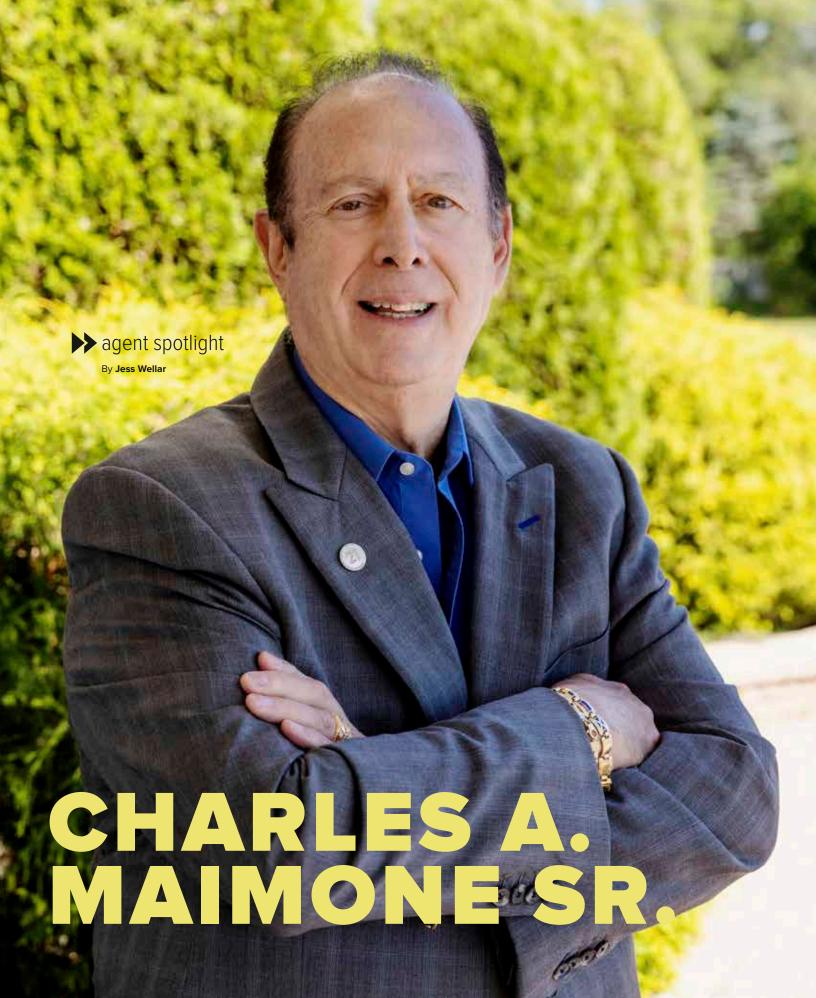
so the company can work efficiently, and equally invested in excellent customer service and communication.

Each day, Realty Solutions moves forward with three overarching core values: respect, teamwork, and simplicity. They look for it in everything they do, and it is their secret

from entry-level to where she resides now, in charge of all divisional operations. This makes a big positive impact on who we are and what we do."

For more information on comprehensive, professional property management services, call Realty Solutions LLC toll-free at 1-855-547-4700.







A Legacy of Integrity

With a passion for business and entrepreneurship instilled in him from his family's farm and roadside hawking business, Charles Maimone started buying real estate right after finishing high school in 1972. One day, while pumping fuel at a gas station, young Charles struck up a conversation with Paul Reilly. The pair discussed Charles's interest in buying property, and Paul was so impressed by the youth's ambition and outgoing personality, he suggested the boy come to his real estate office for a visit.

"Paul told me I would be a great REALTOR® and said he would guide me to getting my real estate license and teach me the business," Charles recalls with a smile. "He was a very intelligent and aggressive businessperson. Nine years later, I purchased the business from Paul - my entire background was based on his hard work and dedication to the customer."

"I was just pumping gas trying to figure out how I was going to make a living, and I remember that day when Paul asked me to come to his office because I had just

bought a property in Winslow Township near my grandparents," Charles continues. "I knew I would get married someday and would want a house near my family... And since I was born into a family of hawkers with roadside stands, business was in my blood. It's true what they say: you can paint stripes on a horse but you can't make it a zebra; I wanted to make money and I had it in me."

Located in Berlin, New Jersey, Century 21 Reilly Realtors currently has 20 agents, and Charles notes that he is always recruiting and refueling the company pipeline with the right people.

"It's rare in this business, but I've had agents with me for 25 to 40 years; I maintain a group of people that have allegiance to me and the company," Charles notes with a touch of pride. "Our company culture is about sincerity and honesty, that is the most important thing. Obviously, I look for good character and being aggressive too. I mean, let's face it, it's a sales job, and they have to be motivated to make money. I'm also



I am most fulfilled when I can help my clients fulfill their dreams, and I now do business with the second and third generations of my original clients, who know my loyalty to them is unwavering.

by Chris Kellyma

very hands-on... Agents can walk into my office anytime. And our company has the best support system. That's another reason we have agents with such longevity."

FIVE DECADES OF SUCCESS

In 2022, Charles closed over \$10 million in sales and sold over 100 units. He has racked up plenty of accolades since he was licensed in 1970, including a Centurion Award, a Masters Award, and many years of the Circle of Excellence Award.

Regardless of revenue and a lifetime of awards, though, Charles notes that it's his unparalleled dedication to his clients that keeps him motivated, and he will go to any lengths to make them happy. "I am most fulfilled when I can help my clients fulfill their dreams, and I now do business with the second and third generations of my original clients, who know my loyalty to them is unwavering," Charles beams. "That's my definition of a successful career — repeat clients and constant referrals are my life. Be fair and honest to everyone and it will always come back to you. And work hard. It's the best thing for you."

A TRUE FAMILY MAN

Charles has been married to the love of his life, Andrea, for 51 years. The couple has two sons, Charles Jr. (49) and Daniel (46), as well as two grandchildren, and enjoy spending much of their downtime with family at their beach home in Ocean City, New Jersey.



"It was like a bungee cord; I just jumped," Charles says, recalling his wedding day with a smile. "I got married and got into my real estate career around the same time... I actually met my wife at a roadside carhop burger joint called Chicken Burger. She was a good-lookin' girl delivering my window tray of food."

In addition to spending time with family, Charles is actively involved in his community, supporting charities like the Knights of Columbus, the Atco Lions Club, and his church, advising for 20 years to the Assumption Parish and on the real estate review board for the Diocese of Camden.

NO RESTING ON HIS LAURELS

Looking towards the future, retirement is not in Charles' vocabulary. He says he aims to keep on keeping on as long as he can be of assistance to his clients and is physically able to do so.

"My goal is just to stay healthy to continue to serve and satisfy my clients forever," Charles concludes. "I have no plans to retire; I love the art of the deal. And I also want to continue to spend as much time with my family as possible." The Maimone family (from left to right: Sara, Giulia, Daniel, Charles Jr., Elise, Leonello, Andrea, Charles Sr.)



My goal is just to stay healthy to continue to serve and satisfy my clients forever.

CENTURY 21 REILLY REALTORS







38 Years and Counting

"I'm a REALTOR[®] and a family man — that's who I am."

on Bruce launched his real estate career in 1985 at the age of 22. At the time, the average 30-year mortgage rates had fallen off their high but still topped 12 percent, and the median home in America was just over \$80,000. Suffice it to say, he began his career in a world that was much different than today.

The real estate industry was dramatically different too. The popularization of the internet was still more than a decade away, and real estate transactions were



Photo by Chris Kellyman

conducted in a far different manner. Documents were faxed, keys needed to be picked up for house showings, and new homes were listed in a biweekly print of the MLS book. That's a stark contrast to today's standards, where clients have access to vast information from the comfort of their homes and technology drives the real estate business.

Through it all, Ron has been a constant. He has weathered the up-and-down cycles of real estate to become a consistent top producer. Nearly 40 years after beginning



FAMILY SPOTLIGHT

Ron and his wife, Terrie, have been married for 40 years. (Fun fact: They were named the class couple for the West Deptford High Class of 1982.) Their family includes their two adult children, Alicia and Ronnie, their spouses, Jon and Melissa, and a grandson, Brayden.

his real estate career, Ron remains as passionate about his work as when he started. Real estate and family are his life.

"I'm a laid-back guy. I work real estate, and I'm with my family," Ron says.

Finding His Groove

Ron's business has changed shape a few times since he began. He became a top producer and eventually purchased the real estate brokerage that he worked for. In time, he sold that brokerage and has settled in as an agent and team leader.

Today, Ron leads The Ron Bruce Team with Berkshire Hathaway HomeServices Fox & Roach, a group of nine agents. His team closed 151 transactions for \$43.6 million in 2022.

So what keeps Ron in the business after so many years? For him, it's all about serving the client.

"I enjoy helping people sell their homes. It's not the 'same old' every day. It's always interesting. It can be frustrating, but I do enjoy it. I still enjoy it enough to be working seven days a week," he says.

Words of Wisdom

It's easy to look at Ron and be impressed by his storied career, but it wasn't always easy for him. Getting a business off the ground is tough work, and in the '80s, Ron had to push past some significant obstacles to find success. He's now able to help his agents avoid the same pitfalls.

"I grew up in the area. My father had a bar where I bartended. I also drove a truck full-time, so I knew a lot of people. I thought the business was going to be easier when I started, but I realized I have to hustle," he reflects. "I had a sale fall through in 1986 that caused me to go back to driving a truck full-time for a month. I was planning to use that as Christmas money to buy my kids' toys. I was driven to make this real estate career work. My broker said, 'If you want to make this your career and stop working three jobs to support your family, do what I tell you to do.' He took me in his red Corvette to a development and said, 'You're going to knock doors here every day. I'll drop you off, you knock on doors, and I'll pick you up.' Every day, I'd knock for hours. Once I did that, people started getting to know me, and I started getting business. My name started getting around the neighborhood."



Top producer Ron Bruce is team leader of The Ron Bruce Team with Berkshire Hathaway HomeServices Fox & Roach. (Photo by Chris Kellyman)



Photo by Chris Kellyman

"I didn't know how hard it was to be a new agent. You really have to work at it to make it happen. I thought it was going to be easier, but you really have to work the sphere."

Staying the Path

At 59 years old, Ron has no plans to slow down. His goal is to continue growing his team and focusing his attention on listings.

" I want to leave a legacy of being someone that was successful in this business year after year, but also as being down-toearth. I don't think I'm better than others. I treat everyone with kindness — clients, agents, and anyone I meet."



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