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MASTERMIND  
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# 'Tis the Season of Joy, Giving, & Connection



Dear Real Producers of South Jersey,

The holidays are upon us, and as the world sparkles with festive lights, it's a time to cherish family, friends, and meaningful connections. It's also a season of giving, a magical time when we come together to share our gratitude and appreciation.

The holidays offer the perfect backdrop for strategic gifting, an opportunity to reflect on our client appreciation efforts. As the year comes to a close, it's a great moment to review your client-gifting strategies. Are you continuing with what's been working, or is it time to shake things up and explore fresh options?

For creative inspiration, consider checking out cutting-edge closing gifts at [www.strategicgifting.com](http://www.strategicgifting.com). They offer innovative branding and client gifting ideas that can help you stand out and deepen your client relationships.

Living in joy is not just reserved for the holiday season; it's a mindset that we can carry with us throughout the year. Let's remember to infuse joy into our daily lives! Whether it's through acts of kindness, finding joy in the small moments, or sharing a laugh, we can create a life filled with satisfaction and meaning.

On a personal note, I want to express my heartfelt gratitude for everyone who attended our first South Jersey Real Producers Mastermind we held on November 14th! It was an elevating and informative session with the incredible top-producing agents and preferred partners who make up this special community. Photos from the Mastermind can be found in this issue, capturing the shared wisdom and camaraderie that defined the event. Thank you for making this Mastermind event a resounding success!

I'm already looking forward to our next gathering in early 2024! Keep an eye on your inbox for an exclusive invitation; we can't wait to create more cherished memories together.

Lastly, we extend a warm welcome to our newest preferred partner, **Good To Be Home Title**, who has joined the South Jersey Real Producers community this month. Your expertise enhances the strength of our network and we are excited to collaborate with you!

Happy holidays to you and yours!

With gratitude,



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### FOOD FOR THOUGHT

What new and creative client appreciation ideas could you explore to strengthen your connections in the coming year?

## Happiness & Joy

Best wishes for a happy holiday season filled with family, friends, and joyful festivities. I love being part of your team, and wish you a very merry 2024.

Happy Holidays!



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# SOUTH JERSEY Real Producers' MASTERMIND



NOVEMBER 14, 2023

We had an incredible time at our first South Jersey Real Producers' Mastermind! The local real estate market was buzzing with excitement, and the event surpassed all of our expectations.

A big shout-out to our incredible sponsors, **Maximus Mortgage Advisors, Logan Lending Group, Inc., Good to be Home Title,** and **Transaction Coordinator Solutions** for their generous support in making this event possible. They were instrumental in it being a grand success!

Our superstar panel of top-producing agents, including **Tara Hendricks, Mark McKenna,**

**Nikki Shah, Dan Mauz, and Dave Ralic** shared their success stories and invaluable insights.

And let's not forget the revolutionary speakers, **Matt Boyce, Matt Curcio, and Val Nunnenkamp,** who provided indispensable education for our attendees with a side helping of entertaining humor.

We can't wait to see you at our 2024 events. Be on the lookout for the entire calendar coming soon!

For information on all South Jersey Real Producers events, please email us at [info@southjerseyrealproducers.com](mailto:info@southjerseyrealproducers.com).







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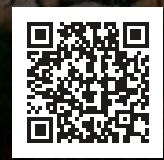


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# AMBER CRUSE

▶ agent spotlight

Photos by Chris Kellyman

With a journey as unique as the homes she sells, Amber Cruse, CEO and team lead of the Amber Cruse Realty Group at Keller Williams Realty–Moorestown, is redefining what it means to be a REALTOR®, utilizing a blend of her media background and her passion for helping people achieve their homeownership dreams.

Amber is no stranger to being in front of a camera. Since her time interning with NBC while attending Rutgers University, Amber has always had a keen interest in storytelling. What she wasn't prepared for, though, was the heaviness of news.

"I remember the first night of my internship, we were among the first responders to a fatal car accident," Amber recalls. "Being so empathetic, I was paralyzed with emotion witnessing the EMTs arrive and lay a white sheet over the body on the street. It was a cold, dark night. It resonated with me because it reminded me of another fatal car accident that I lost a grandfather figure to earlier that year... I enjoyed the happy part of news reporting, but the weight and heaviness of having to go from tragedies to happy stories was a bit too much for me."

After graduating from Rutgers University in 2013 with a degree in journalism and sociology, Amber became a mother



From NBC  
to HGTV



to her first and only child, Yasin, in 2014. As a new mother, Amber took on a leadership role as a director of a non-profit. From there, she became an adoption worker for the State of New Jersey's Division of Child Protection and Permanency. Both of those roles opened Amber's eyes to societal challenges. Encountering heartbreaking cases that weighed heavily on her spirit, she eventually realized she needed to make a change.

"It was tough. I had a child on my caseload who almost died. And it was the adoptive parents who were at fault," Amber shares. "I was the only one in the hospital with that child overnight while my own child, who was also 3 years old at the time, was home without me. That's when I knew it wasn't the career choice for me. It was feeling like a hamster wheel that I needed to get off." During that time, Amber started attending real estate classes with goals of something more.

### The Spark

The thought of becoming a Realtor ignited a fire in Amber's heart, so she decided to trust the path that inspired her. "Real estate made me feel excited about something again," she says with a smile. "I vividly remember getting butterflies in my stomach at the thought of changing careers."

It was this excitement that spurred her to take a leap of faith in 2017. Amber took a leave of absence from her stressful job, joined a real estate team, and had her first three deals under contract within her first 30 days. "That's when I knew this career was for me. Helping people accomplish their real estate goals lit a spark that has never been extinguished since the day I started my real estate career," she notes.

Amber's dedication to her new career has led to extraordinary success and fulfillment. In the past six years, she has achieved an incredible \$50 million-plus in sales volume and has helped hundreds of families buy and sell real estate.

For Amber, real estate is not about her personal success; it's about helping others achieve their dreams of homeownership. Assisting luxury buyers and sellers is one of her real estate passions. She sees herself as a problem solver and a matchmaker to her clients for their dream homes, guiding them through life's joyous milestones and even helping them overcome challenging transitions.

Now a proud homeowner herself, Amber has found that real estate provides an amazing opportunity to take care of herself and her family in an exciting way she had not been able to before.

### The Perfect Blend

Amber incorporates video into her marketing strategy as a seamless way to secure new clients and was recently



Buyer's specialist Chanel Jackson (left) and Amber Cruse (right), CEO and team lead of the Amber Cruse Realty Group



Amber Cruse with her son, Yasin, and their puppy, Sasha



featured on an episode of HGTV's "House Hunters," where she helped one of her luxury buyers find a 6,000-square-foot home in Voorhees, New Jersey. "I finally found the perfect blend of what I was trained to do in college and what I am passionate about, which is real estate, so it never feels like work," she affirms.

With dreams of one day having her own real estate television show, Amber appreciates the storytelling the "House Hunters" episodes provide and is looking forward to filming more. "The producers are ready for me," she says. "I am looking forward to filming another "House Hunters" episode soon. I just need to find my co-stars, a.k.a. my buyers."

### Setting Herself Apart

Amber brings a relentless devotion to providing exceptional service to all of her clients. For the past few years, she has focused on building a solid team, including an admin, a director of marketing, and a buyer's specialist, Chanel Jackson. "Chanel has made an amazing addition to my team to allow both of us to accomplish more together. The growth we have both seen in each other over the past year has been so powerful. We can literally do anything we set our minds to."

Amber's dedication to client appreciation is evident in her annual client parties — a night of dining and wine with her clients that includes extravagant giveaways. She goes above and beyond to ensure her clients feel appreciated. "I love on my people," she says. "My clients truly turn into friends and family. They are always so grateful as we accomplish their goals, whether it was buying, selling, or investing in real estate."

For aspiring top producers, Amber emphasizes the importance of mindset. Positive affirmations, prayer, meditation, and daily journaling are her tools for starting each day with a winning attitude. She encourages others to envision their success and prepare for it before it even happens. "Mindset is everything; you can manifest your way to success — or manifest the opposite," Amber points out. "And more importantly, praising God along the way is key. My faith is everything," she declares.

### Looking Ahead

Amber's future is filled with endless possibilities. She plans to continue spending as much quality time as she can with her 9-year-old son, whether it be traveling to new places, enjoying dinner at new restaurants, playing video games together, or simply playing with him and their new puppy, Sasha. She also looks forward to traveling the world with her partner, Jamel, and enjoying the love that they share. Professionally, Amber aims to continue to grow her business, particularly in luxury real estate.

"I pump myself up with positivity every day because it's no one else's responsibility to do so. My daily routine of gratitude helps me to be a better leader by example. It allows me to fill my cup so that I am prepared and ready to pour that positivity into others," Amber concludes. "God is so good. Real estate has literally changed my life."

# LINDSEY BINKS



cover story

Photos by Chris Kellyman



## C e l e b r a t i n g   C o n n e c t i o n s

Lindsey Binks is a beacon of warmth, authenticity, and enduring relationships. As a REALTOR® with Keller Williams Realty in Moorestown, New Jersey, Lindsey's journey is a testament to the art of forging lasting connections, finding balance, and nurturing a legacy of excellence.

"Real estate serves as the perfect conduit for realizing my personal dreams and goals," Lindsey asserts. "It empowers me to be a devoted parent, offering a flexible schedule that ensures I'm there for every important moment in my children's lives. This aligns seamlessly with my desire to grow as a Realtor, team leader, and mentor."

### EARLY LIFE

Lindsey spent her formative years in Southampton and attended Lenape High School. Her education took her to Monmouth University in West Long Branch, where she pursued a degree in communications.

Sports played a significant role in shaping Lindsey's character, as she dedicated herself to field hockey, competing at the Division I level while attending college. "Athletics has always been a cornerstone of my journey. I channeled my passion from this experience and it instilled in me the values of teamwork, determination, and discipline," Lindsey shares.

Lindsey began her professional career in information technology (IT) sales, where she contributed to a company's growth for over a decade. Her diverse roles, ranging from account executive to director and manager of the company's creative division, provided Lindsey with a multifaceted skill set. This diverse experience also instilled in her a keen understanding of collaboration, innovation, and effective communication.

### TAKING THE LEAP

In 2015, a pivotal life event led Lindsey to contemplate a new direction for her

career. Her commitment to marriage prompted her to reevaluate her professional trajectory. Despite her notable achievements in the IT and technology sector, Lindsey began yearning for a career that was more personally fulfilling and less standardized.

"The allure of real estate began to cast its compelling spell on me, offering the promise of a profession that was inherently more human-centric and intimately connected to individual lives," Lindsey recalls. "The prospect of facilitating the pivotal moments in people's journeys, such as finding a home where they would build their lives and families, resonated deeply with my evolving aspirations.

"Moreover, the impending responsibilities of starting a family fortified my resolve to seek a profession that provided greater autonomy and flexibility," she adds. "The realization that real estate presented an opportunity



Top producer Lindsey Binks is a Realtor with Keller Williams Realty in Moorestown.

to work independently and without the constraints of a corporate glass ceiling ignited my motivation to chart my own course.”

**A QUICK STUDY**

Since obtaining her real estate license in January 2016, Lindsey’s career has been marked by impressive growth and outstanding achievements. In the past year, she closed 50 transactions with a total volume of just under \$24 million, a testament to her dedication.

Lindsey’s accolades include the 2016 KW Moorestown Rookie of The Year Award and recognition as the Top Sales Units for a Small Group/Team at her brokerage. She has also earned the Bronze and Platinum Nexus awards and, notably, the 2021 and 2022 Sale to List Price awards, consistently getting sellers on average 3 to 6 percent over list price, establishing her as a top agent in her field.



**STRATEGIES FOR SUCCESS**

What truly sets Lindsey apart in the world of real estate is her dedication to cultivating meaningful connections. She prioritizes the development of authentic and genuine relationships with her clients, taking the time to comprehend their unique goals, aspirations, and concerns. Integral to her distinctive approach is comprehensive

and hands-on involvement in each transaction.

“I firmly believe in being an active presence every step of the way, providing unwavering guidance, clarity, and unwavering support,” Lindsey notes. “My team is a dynamic blend of talents that work together seamlessly to ensure our clients’ needs are met with dedication and excellence,” she



Lindsey Binks with her boys, Max and Ben

continues. “Currently, I am joined by my skilled transaction coordinator, Patricia Coomer, who plays a pivotal role in ensuring smooth and efficient processes, allowing us to provide a high level of service and guidance to our valued clients. We may be small, but we’re mighty. In just August and September alone, I closed just under \$10 million in sales. In 2024, I’m looking to expand my team.”

Lindsey’s passion for social media marketing and branding adds another dimension to her services. She leverages the power of social platforms to connect with clients and showcase properties in innovative and compelling ways.

For Lindsey, her role as a Realtor doesn’t conclude with a closed transaction; it extends into a lifelong relationship where she celebrates clients’ milestones, provides guidance through pivotal decisions, and remains a steadfast advocate for their real estate needs.



**OUTSIDE OF REAL ESTATE**

Lindsey’s life revolves around her cherished family, which includes her husband, Sam, and her two incredible boys, Max (5) and Ben (2) — both bundles of energy and endless curiosity. Their cozy abode in Medford, nestled within a lively lake community, beautifully complements Lindsey’s passion for the great outdoors.



“We also share our home with three lovable King Charles Cavaliers: Rosie, Sophie, and Daisy,” Lindsey smiles. “In addition to our furry companions, we’ve also added a new aquatic member to our family — Freddie the goldfish, a delightful addition after this year’s Farm Fair.”

Whenever a window of opportunity opens, Lindsey prioritizes her well-being by indulging in high-intensity interval training (HIIT) boot camps or immersing herself in the flowing movements of power yoga.

“Real estate isn’t just a profession,” Lindsey concludes. “It’s a harmonious blend of family, growth, and meaningful connections that underpin a purpose-driven life.”

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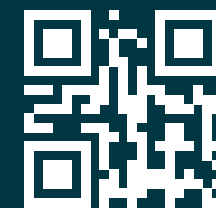


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