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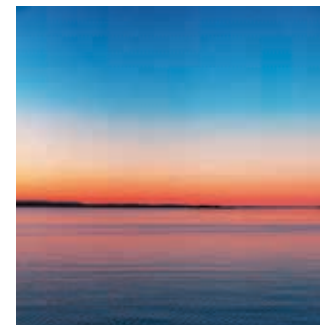
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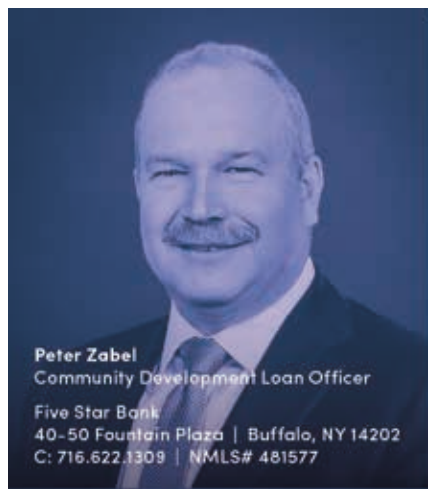
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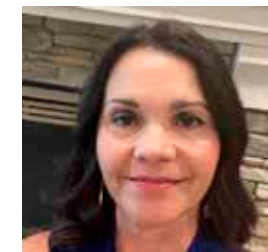
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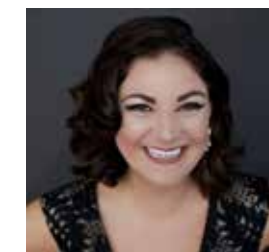
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at David.Schaub@N2co.com.

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waited for this day to come for a few years. We are overjoyed with all the support and that mom/baby are healthy.

A COUPLE OF QUICK ANNOUNCEMENTS:

1. Assistant Publisher Be Hired.

As our family grows so will *Buffalo Real Producers*. We are in the middle of hiring an “Assistant Publisher” who will help with the background of Real Producers. We will make this announcement soon as everything is finalized. This is exciting for us as it helps us continue everything that BRP does for the top 300 realtors and bringing them together and sharing their stories.

2. Top 300 Realtor Sunset Cruise on September 12th (Tuesday) at 6pm

We are having a big sunset cruise celebrating all the top realtor’s hard work this past summer in September. Only top 300 realtors may RSVP to this event. Event Invites have been sent out via email. Please only bring yourself. We only have 100 spots on this boat so we have to make sure these spots are saved only for the top 300 realtors and our preferred partners. Spots are first come first serve. For the sake of spots and the popularity of this event, we ask that no one brings any team members (As much as we would love for them to come on) to the event. Please only the realtor team leader. If you have any questions about this event or want me to send you the private link to RSVP please email us David.Schaub@N2co.com

3. Rochester Real Producers Coming This Winter!

Buffalo Real Producers has done so well that we are now expanding and launching Rochester Real Producers this upcoming Winter. We will start this process in Fall. If you know any Rochester Realtors that you think we should consider featuring for free for our first couple of issues please send us an introduction at David.Schaub@N2co.com. As always, the magazine and events are 100% free serving the top 300 realtors in a specific area like Buffalo & Rochester.

Thanks again for everyone’s support over the past year on everything we’ve done with *Buffalo Real Producers*!

I can’t believe its been a year already! We are just getting started!

Cheers
DAVID SCHAUB
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▶ publishers note

HAPPY ONE YEAR

BUFFALO REAL PRODUCERS!

New Additions & Expanding Real Producers

Dear Realtors & Friends,

It’s been one whole year since our first issue came out last August! I cannot believe it and had to double-check if I’m being honest.

A big thank you to all the Realtors who have met with me over the past year. Over 100 realtors have grabbed coffee with me, given ideas, nominated realtors and shared their stories with me. I am grateful and it never gets boring to me.

Also, a big shout to our preferred partners who pay for our events and magazine each month. They are the backbone financially of this platform and they make it all possible to share your stories and bring our realtor community together on a different level. Thank you!

I know the summer is busy. It is for everyone but especially you. This summer looks a little different for me as I became a dad for the very first time with my wife and I. We welcome Briggs Evelyn Schaub into the world on May 27th at 6:45am. We are thrilled and



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DAVID

PASCUCCI



▶ realtor® on the rise

Article by: **David Cornwell**
Photography by: **Glass Forest Media**



If there's one thing Dave Pascucci, an agent at Century 21 Winklhofer, knows for sure it's that no matter what the challenge, if he keeps working, eventually everything will fall into place.

"Hard work always pays off," he says. And for Dave that work ethic first instilled in him by his Mom, has indeed paid off.

"Growing up it was just me and my mom and my sister," he says. "Looking back, I really appreciate all she did. I see a lot of her in me because of how hard I work for my daughter—the best thing that's ever happened to me."

He's had ample opportunity to put his mantra that hard work always pays off to the test. In his first year as an agent, he only sold three properties with a combined value of \$325,000. The next

year, it was seven properties valued at \$1.3 million. And then Covid came along.

Only working part-time, Dave says it was then he realized that to be successful in real estate he needed to give up his other job and devote himself full-time to the profession. Last year, his first working full-time as an agent, he hit \$6.5 million in sales from 32 properties. This year he's shooting for \$8 million.

It was buying his first home about a decade back that sparked Dave's interest in selling them. As a first-time buyer, he says learning about mortgages, taxes, titles, insurance and the myriad of other complexities of transactions piqued his interest enough to get his license. Buying that first home also made him realize that if he was going to succeed, one of his guiding principles needed to be to always put clients first.

"I don't look at the client as a dollar sign," he says. "My main focus is to make sure clients are comfortable with and fully understand what they're doing. It's not like you're going to the store and picking up fruits and vegetables. You're about to make a 30-year quarter of a million dollar or more decision."

Putting clients first is also just good business, he says. "At the end of the day, our business is sales and most of those come from referrals." Being the best, most

informative agent he can and building relationships with clients, he says, is the best way to get those referrals and repeat business.

Among those he credits for his continuing success are Amy and Eric Winklhofer, the brother-sister team behind Century 21 Winklhofer, recalling that when he joined the firm 2 years ago, both assured him they had his back for anything he needed.

"At the time I just thought they said it because that's what they were expected to say," he says. "But they've been true to their word. They've pushed me and pushed us all to be the best we can be."

Another person he credits is Mary West, the brokerage's administrator, who has been a mentor and also helped him overcome an early problem with confidence. "You're still questioning yourself," she told him. "You just have to look at a client as a person because that's the way they're looking at you."

“HARD WORK ALWAYS PAYS OFF.”

The collaborative spirit, family atmosphere and highly ethical culture at C21 Winklhofer are yet another reason for that success.

The biggest influence on his future success, though, was his mother. “Growing up it was just me and my mom and my sister,” he says. “She raised us herself. She figured it out on her own.”

You can hear the love in his voice when he talks about his Mom and his grandfather, his de facto stepfather growing up and another major influence. Both died within a month of each other a couple of years back, deaths he says he will always grieve. “But you’ve got to keep going and live with the pain,” he says, adding his grief has helped fuel his desire to succeed in their honor.

Outside the office, there’s nothing he’d rather do than hang out with his daughter, Addelyn—hiking, taking in sunsets at Fort Niagara, running around area parks, grabbing a bite at Porky’s and a cone at Hibbards. Dave’s girlfriend, Kayley, joins them from time to time. Like himself, she’s a business person driven to success.

Another focus outside the office is keeping healthy.

He loves working out and you’ll find him hitting the gym regularly. And having played basketball in college, he took the sport up once again about eight months back and plays a couple of times each week. He also enjoys hiking at spots like Devils Hole and Joseph Davis.

Next to putting clients first, his second guiding principle in life and business is, not surprisingly, simply to work hard. “Work as hard as you can every single day no matter what,” he says. “If you’re in a rut you just have to keep going.”

Along those lines, he mentions advice given to him a number of years back by well-known WNY Realtor Samuel Talarico.

“I was in a bit of drought,” Dave recalls. “I told Sam I had been working 12 to 14 hours a day, seven days a week for months and asked him what to do when I was exerting maximum effort for minimum results.”

Sam, he says, just looked at him and then gave a two-word answer: “Work harder.”

And Dave did just that.



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MATTHEW FOSS



Article by: **David Cornwell**
Photography by: **Eagle 1 Photography**

Matthew Foss will be the first to admit he likes side hustles. While he's been a real estate agent, the associate broker at Trank Real Estate has also owned an ice cream and sweets shop, a DJ service and currently owns WNY Trackless Train, fun on wheels for everything from car shows to corporate events.

"I try a lot of stuff," says the associate broker and sales leader for six years running at Trank Real Estate. "I like side hustles." He's done everything from selling sunglasses and ugly Christmas sweaters to doing house cleanouts for clients and other Realtors' clients. He even got ordained as a minister to add to the resume.

Before becoming a top producer at Trank though, his professional career really started at McDonald's after school when he was 16. "I became a shift manager when I was 18, a general manager when I was 20 and a corporate supervisor when I was 25," he says of an 18-year career with a McDonald's franchisee, overseeing training, scheduling and systems implementation for the franchisee's 24 locations. He also consulted at the corporate level,

even creating a marketing concept that was implemented by McDonald's nationwide.

While there, he also launched a community fundraiser for Ronald McDonald House that began with car washes and pancake breakfasts at one McDonald's location and grew into annual holiday concerts featuring stars like Tony Bennett, Liza Minnelli and Brian McKnight. Those concerts raised about \$500,000 over the years.

The same attention to detail that helped his highly successful career at McDonald's has also been a key to his success in real estate. "I don't think of myself as a salesperson," he says. "I don't ask what would it take to get you into this house today."

Like McDonald's founder Ray Kroc, who said he wasn't in the hamburger business but the people business,



Matt says he's not in the real estate business but the business of helping people achieve their real estate goals.

He does consider himself a marketer, however, and knows that paying attention to details helps homes sell quickly for the best price. "Real estate today is all online and it's important to market that way. You can't afford to lose people's attention," he says. "Attention to detail and knowing where to market a property gets those properties the most views and, therefore, the most interest." He even believes the day of the week to list a property can make a difference in the number of online views and in turn the number and quality of offers.

Small details like the order of photos for a listing are important, too. With most buyers searching for homes online, he says things like a photo of a home's exterior followed by one of its water heaters can lose someone's attention in a second. "We are in an instant gratification society and we have only a few seconds to catch a buyer's interest online," Matt says "Every word and photo matters, which is why I always use an award-winning photographer to shoot my listings."

Another of his strengths, he says, is also one of his pet peeves. As Trank's top producer, he's ranked in the top five percent of area real estate agents for seven years and in recent years has twice been one of Western New York's top 100 agents. While he's rightfully proud of those accomplishments, he's most proud of accomplishing them by himself, without a team.

"With me, you get me. You get me from day one," he says. "I don't pass you off to a transaction coordinator, a buyer's specialist, a seller's specialist, a closing coordinator or anyone else. When you get me, you get my cell phone and can follow up with me 24/7."

With \$8.2 million in sales from 43 properties last year, Matt notes that many of the top-ranked agents often have teams of 5-30 people all contributing to the team leader's totals.

Another advantage Matt and other agents at Trank Real Estate enjoy is their status as Zillow Premier Agents.

"Some agents don't look at Zillow leads as a positive, but they have made my life so much easier," he says. "Everybody goes



to Zillow. I mean you can fight them, but why? Everything is geared toward the Internet."

Interests outside of real estate include WNY Trackless Train. "I didn't want to be a carney or anything like that," he says of the purchase. But after seeing the train for sale, "I just kept looking at it and thinking 'This is just so cool.'" His wife thought it was cool, too, and they bought it.

While Covid put the brakes on the business shortly after the purchase, the train is up and running again and he's also building a few commercially for resale with the hopes of building this business into another six-figure income.

When he's not working, he and his wife Kelly are kept busy with their three children—Keaton, 9, Amelia, 6, and Ava, 2—and shuttling them to Taekwondo, gymnastics and other activities. Family is important to Matt and he still gets together with his parents and brother who live nearby. He's also a 20-year Bills season ticket holder, along with his dad.

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If you take a step back & look at things, maybe a solution will present itself that might not be obvious at first.

For someone who wasn't sure if he wanted to be a lawyer when he started law school, attorney Eric Vallone of Vallone Law sure loves his job. And he's good at it too.

With his father, Jim, being the attorney who started the firm, folks might think it was a foregone conclusion that Eric would follow his Dad into law and join him in the practice. But it wasn't.

"My first thought was to go to medical school," he says of choosing a career path when he started his undergraduate degree at Canisius College. But he wasn't feeling the love for the science involved, he says, and changed majors, ending up with a bachelor's in history.

So "with a history degree that wasn't really worth much," he decided to take a couple of years off to decide what was next. That next turned out to be entering law school at the University of Buffalo.

"I figured even if I didn't become a lawyer, I would end up with a lot of skills that were really valuable."

While he wasn't sure the path his law career would take when he graduated, it didn't necessarily include joining his father's practice. But a week after passing the state bar exam, his father called. Jim had just been appointed a judge in Cheektowaga's Justice Court and needed Eric's help in handling cases while he served.

At the time, Eric says the firm was in general practice, handling family and matrimonial law, criminal defense, traffic violations, real estate and just about everything else. "Whoever ended up calling me and needed help, I tried to help them."

Since real estate law was what he most enjoyed and was a growing segment of the firm's business, he decided to focus on it.



Over the years he's advised thousands of buyers and sellers, investors and others in residential and commercial real estate transactions and worked with private and institutional lenders.

In addition to real estate, he works with clients on estate planning, planning for nursing homes and elder law issues. He also represents executors, administrators and beneficiaries during the probate process.

"I think one of my skills is making complicated things relatively simple or at least as simple as they can be," he says.

While many real estate transactions lend themselves to being simple, others, like a transaction he is currently working on, can get complicated quickly.

That transaction, in which a client is purchasing a commercial property, was moving smoothly until research discovered the seller had a mortgage on the property that the buyer didn't know about. Worse yet, the seller had not

been paying the mortgage and the property ended up in foreclosure.

"It could have ended up in a disaster for the buyer," Eric says, but he was able to contact the lender involved and work things out. It now looks like the purchase will be saved for the buyer.

Eric is one of two partners at Vallone Law, the other being his sister, Gina Vallone-Bacon, whose primary practice areas are matrimonial and family law, although each helps the other out when needed. They lost their father in January.

While Eric says he learned a lot from his Dad, he also learned some key lessons in better ways to do things—at least for himself.

"We had different personalities," he says, explaining he thinks things through before reacting to a situation whereas his Dad tended to react and then think things through.

"If you're acting like something is an emergency it will become an emergency," he says. "If you take a step back and look at things, maybe a solution will present itself that might not be obvious at first."

In addition to his day job, Eric is also a board member of GROW Buffalo, the non-profit he started during the pandemic with a mission to help small business owners. He also serves on the executive committee of the Good Government Club of Western New York and the Erie County Bar Association's Real Property Committee.

He and his wife, Amanda, are parents to two sons, Aiden, 8, and Xander, 5, whose primary form of entertainment, Eric says, seems to be beating each other up. As for his wife, his favorite thing about her "is how she's always pushing me to be a better version of myself."

And while he loves his profession and is very good at it, he says there's something he wants to be even better at—being a good and loving husband and father.

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Buffalo Niagara

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TOWNE HOUSING

REAL ESTATE

FOR JAMES WANGELIN, 80 PERCENT OF SUCCESS ISN'T JUST ABOUT SHOWING UP, AS WOODY ALLEN FAMOUSLY SAID, BUT SHOWING UP WITH THE RIGHT MINDSET.

"When I've been successful in business, I didn't necessarily play a perfect game," says the co-owner and co-broker at Towne Housing Real Estate. "I didn't hit it out of the park my first attempt but my mindset was to keep on doing it until I got it right."

Combined with taking the right actions—the other 20 percent of success for James—it's been a formula that's served him well, both in life and in business. His tendency to enjoy and be energized by multiple projects has also served him well.

In addition to Towne Housing, he's owner of Wangelin Development, which oversees his personal real estate investments and Cellino and Wangelin Construction, which handles needed repairs and rehabs for the 62 units he owns. It also offers a significant advantage in purchasing others, he says. "It allows us to have full control of a real estate deal. So when we purchase it, we know how much it's going to cost to rehab. Then we can go ahead and rehab, get it financed and rent it out."

Before Towne Housing, he had founded a successful boat detailing business and a successful summer storage business for college students in New York and Florida, both of which he eventually sold.

His most important title, Dad, was acquired six months ago when he and his wife, Marcy, welcomed their first child, James, to the family. Marcy is also an associate broker at Towne Housing and an investor as well. They met while taking their broker's course.

"I talk to him about real estate," James says of his son, perhaps only partly tongue-in-cheek. "Hopefully he will enjoy it as much as I do."

James joined Towne Housing in 2018 after having met founder Jeremy Ballsmith at a gathering of real estate professionals.

An investor and Realtor, Jeremy had begun Towne Housing in 2012 with an eye primarily toward providing property management services for his investments and those of other investors. Under his leadership it has grown to one of the largest property management firms in Western New York.

When they met, James had just gotten his broker's license and was thinking about starting his own agency while Jeremy was looking to expand real estate sales at Towne Housing. The two clicked and James now mostly manages the real estate sales side of the business and Jeremy its property management side.

realtor® team spotlight

Article by: **David Cornwell**
Photography by: **Adore Studio**





“YOU CAN’T JUST TIPTOE, YOU CAN’T JUST PUT YOUR FOOT IN THE WATER AND BE PART-TIME IN YOUR ENTREPRENEURIAL JOURNEY. YOU’VE GOT TO JUMP IN, DO A CANNONBALL, MAKE A SPLASH AND GO FOR IT.”

Learning from and working with Jeremy, he says, has been one of the most positive influences on both his career and investments.

Since 2018, the brokerage has grown from a few agents to about 30 and last year was ranked No. 17 out of 300 in Western New York, with aspirations, James says, to continue to grow and become a major player in the Western New York market. Towne Housing agents are a big reason for its continued success, he says, describing them as young, energetic and in tune with social media and video marketing. “That’s the generation that Jeremy and I grew up in.” There’s also a collaborative spirit among the agents, comparing notes about marketing, listings, sharing advice and educating buyers, sellers and investors.

One important point he tries to instill in those agents focuses on lifestyle. He tells them that once they start making money, they can choose a life of luxury but warns that under that scenario, “The moment you stop selling real estate is the moment

you stop making money. If you’re smart, you put your money in investment products so when you stop selling real estate, you’re still making money.”

Among the keys behind his own success, he says, has been the support of his parents and family. “They supported me the entire way, even though they thought I was pretty nuts for quitting my full-time job to become a full-time entrepreneur 10 years ago.”

Outside the office, he still enjoys picking up a sledgehammer from time to time for demos and rehabs, as he did on their restoration of a 1900 home in the Allentown neighborhood, giving it a historically correct facade and modern appointments inside.

Another passion he’s started enjoying again is running. A member of Buffalo State’s track team while earning a degree in marketing, he was the team’s MVP one season. He was also honored for his snowboarding skills, finishing fifth in the USASA (United States of America Snowboard and Freeski Association) Snowboarding National

Championships when he was 18. He continued to coach the sport until a couple of years back.

Active in a number of civic and charitable activities, James served as the 2022 president of the Women’s Council of Realtors Buffalo Niagara. Under his leadership, a record \$40,000 was raised from fundraising events to benefit organizations such as Haven House and Hospice Buffalo. Additionally, he’s served as president of Grant-Amherst Business Association for the past two years and was able to get his district a \$500,000 Main Street Grant to fix up local storefronts in the Black Rock District.

Of course, parenthood has a way of changing priorities and despite his often hectic schedule, time with his son is “totally special,” he says. “Any time I get to spend with him just means the world.” He adds his son went to his first closing when he was just two months old.

“The way I look at it,” he says in summing up the mindset behind his success, “You can’t just tiptoe, you can’t just put your foot in the water and be part-time in your entrepreneurial journey. You’ve got to jump in, do a cannonball, make a splash and go for it.”

He’s hoping that’s the way his son will look at it, too.





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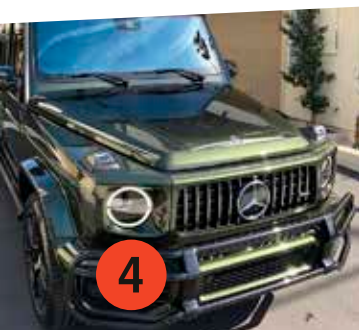
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REALTORS COOL WHIPS

THANKS FOR EVERYONE'S SUBMISSIONS!

We asked realtors if they have a cool ride, car, ATV etc.. to please share it in this issue. We love celebrating realtors and what makes them unique. For this issue, we asked for any cool rides they have. Take a look at some of the realtor's cool rides they use to be a top-producing realtor in Buffalo!

- | | |
|---|---|
| 1. Kevin McMullen
2018 Audi R8 V10 Plus | 6. Sharon Ciminelli
1998 Mercedes SL500 Convertible |
| 2. Maria Laurendi
Ford Mustang 2004 Special Edition | 7. Kevin McMullen:
2017 Ford F-350
6" Lift
37" mud tires
Fox suspension |
| 3. Chris Williams
Lamborghini Gallardo Spyder | 8. Jason Sokody
1993 AMG Military Hummer |
| 4. Mike Hartke
Mercedes G63 AMG Bi-Turbo 580HP
/ Olive Green Metallic | 9. Kevin McMullen
2021 Lamborghini Huracan Evo |
| 5. Mike Hartke
Mercedes G63 AMG Bi-Turbo 580HP
/ Olive Green Metallic | |



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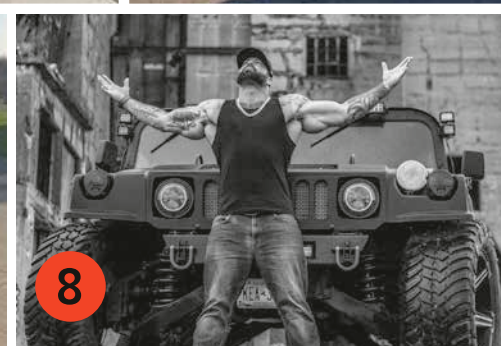
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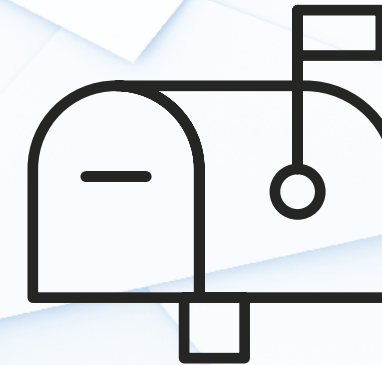
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