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Learn More

HELLO, SUMMER!

Dear Real Producers of the Capital Region,

As the summer season unfolds, I want to personally wish you a happy and refreshing June ... and a Happy Father's Day to all the hardworking dads out there! This month marks the start of warmer weather, longer days, and the perfect time to enjoy the great outdoors. Whether you're planning on taking a vacation, spending time with friends and family, or just enjoying some much-needed downtime, I hope that you make the most of this wonderful time of the year.

While you're enjoying your summer adventures, I wanted to take a minute to reflect on the importance of being empathetic and accountable. As you're in the process of assisting clients with buying or selling a property, you may be working with a number of parties who are responsible for getting that deal to the closing table. It's important to remember that these professionals are people, too, and they also deserve a break to recharge and refresh.

Top agents should also understand the importance of maintaining communication with their clients, especially when they're 'OOO' for more than 24 hours. That's why they will always leave a designated, reliable agent who can assist with any urgent matters or concerns that may arise with a client while they're unplugging. This way, you can be assured that your clients are being taken care of, even if you are not physically present to show a house, for example.

This practice not only demonstrates a high level of professionalism and responsibility but also shows your clients that you care about their needs and are committed to providing the best possible service. Nothing is more frustrating than trying to reach an agent who is on vacation and has not left a backup contact... But as top 500 real estate agents, you probably already understand this and strive to meet those expectations!

So as you embark on your summer adventures, I encourage you to communicate openly and honestly with

your clients about your schedule. By doing so, you build a strong and trusting relationship with your clients that will help you achieve your real estate goals.

With this in mind, I hope that you can relax and enjoy your summer! We look forward to seeing you all again at our next big event in the fall.

With gratitude,



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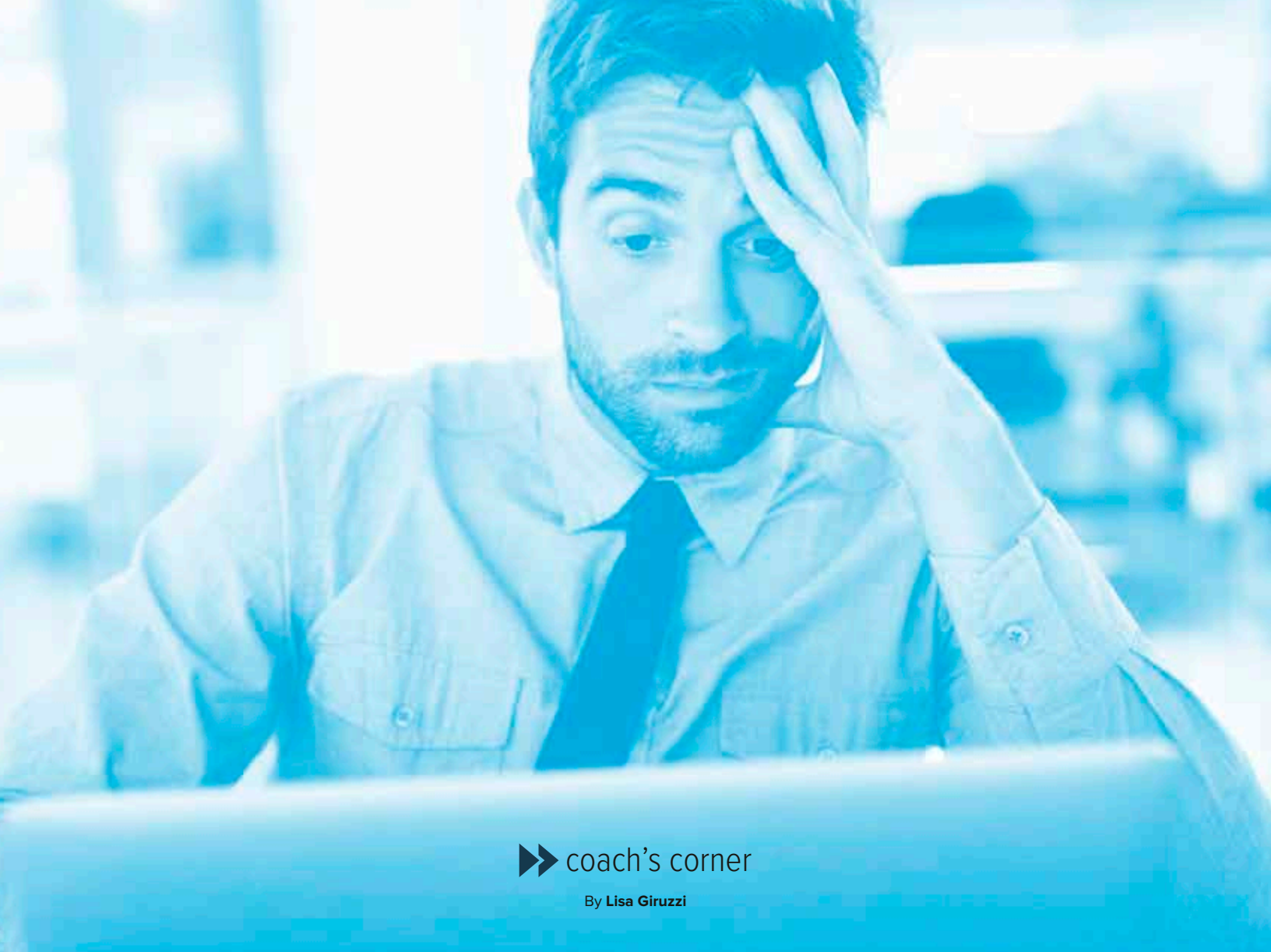
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By Lisa Giruzzi

THE CURE FOR PROCRASTINATION

IF YOU'RE STILL READING AND DIDN'T FOLLOW THE URGE TO PUT THE ARTICLE ASIDE THINKING, "I'LL READ IT LATER," CONGRATULATIONS! YOU ARE CURED!

I'm not kidding. That's a demonstration of your ability to act despite your thoughts in the moment. Procrastination isn't a thing, it's a thought. It's a conclusion that is drawn based on our interpretation of the facts. The problem is, our brains never allow us to see all the facts.

The brain has something called a reticular activating system (RAS) which lets us see more of

what we are looking for. This was essential to our evolution. If you are looking for berries in a field of green, being able to distinguish between the colors is very helpful for survival. We've all experienced this in life. For example, if you've ever purchased a car and then, suddenly, it seems everyone has the same car as you do, that's your reticular activating system at work. Those cars were always there, you just didn't notice them.

Think back over the past few weeks of your life. Chances are you accomplished many things both big and small. You took lots and lots of actions and

produced many results and yet, you label yourself a procrastinator. Your brain ignores or dismisses all the times that you took action to support the story called "I'm a procrastinator."

Is it also true that there were times over the past few weeks when you took longer to complete something than you think you should have or that you prioritized things to avoid certain tasks or projects? Probably. Everyone does that sometimes. So what? What's the problem with all that?

In my experience, the biggest problem is that in the times we don't take action, we have lots of thoughts, and those thoughts look like they deserve our reverence. When we give our thoughts significance and mistake our thinking for reality, the situation looks complicated. That is what keeps

us from acting. A confused mind does not act. We get so enamored with our thoughts that we forget that we made them all up.

The cure for procrastination is to recognize, first and foremost, that "procrastination" is a thought. It's not a permanent condition for you to work on or worry about. It has no existence except in your thinking. Secondly, be honest with yourself that, like every other human being on the planet, sometimes you take action and sometimes you don't. A label isn't necessary.

Consider, the only difference between the times you act and the times you don't is the thinking that looks real to you in the moment. When you notice that you are not in action, simply take action. It works every time.



Lisa Giruzzi is a peak performance coach, best-selling author, and accomplished speaker with over 25 years of experience helping people to discover their true nature and live life powerfully, free from stress, regrets, judgments, and fear. More information is available at [Transformational Conversations.com](https://www.transformationalconversations.com).



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By Erin P. DeLancey, Esq

WHAT IS “TIME OF THE ESSENCE”?

Contrary to what many people may believe, the closing date referenced in a contract is nothing but a tentative target date that all parties are trying to reach. To put it simply, the closing is not set in stone... That is, unless a “time of the essence” is set forth in the contract as an additional provision.

Definition of Time of the Essence

The term “time of the essence” is a legal term that is used to provide a drop-dead date by which all parties

must satisfy their contractual duties and close the transaction.

What is Time of the Essence?

As one may assume, “time of the essence” closing dates are not standard practice in residential sales transactions. Many individuals may wonder why that is. It simply comes down to the fact that once a “time of the essence” is declared, if either party does not meet this drop-dead date, for whatever reason, that party shall be held in

breach of the underlying contract. Therefore, it is imperative that clients and REALTORS® understand the risk associated with establishing a time-of-the-essence closing date. For a seller, it is important to understand that a seller can be held in breach should he/she be unable to close, such as, for example, if the seller is unable to vacate, seller must correct a title defect, etc. For a purchaser, it is important to understand that there is a risk that said purchaser may lose his/

her down payment for matters that may be outside of the purchaser’s control, such as, the lender not clearing a file in time, title not being completed, etc. With that in mind, it is important that attorneys clearly educate clients and agents on the concept of time of the essence.

Time of Essence in Practice

While this provision can seem worrisome, if used correctly it can be a great tool to push a party forward who may be dragging their feet to close on a deal.

For a “time of the essence” letter to be valid it should:

- Clearly state/confirm that all contingencies must have been satisfied/waived or lapsed;
- Provide a reasonable time frame that this deal must close by;
- Provide clear conditions of the

closing; and

- Provide information regarding the consequences if a party does not meet the stated timeline for a closing.

The most commonly asked question regarding a “time of essence letter” is, what constitutes a reasonable time frame? A reasonable time frame for performance depends upon the facts and circumstances of that particular transaction. The determination of reasonableness is usually a question of fact. Normally, we see, at minimum, a two-week time frame for a closing.

Let an Experienced Attorney Assist

The purpose of a “time of the essence” provision is to maintain accountabilities for all parties during a real estate transaction. However, it is imperative to utilize a law firm with experience and knowledge on this matter. When deadlines and

consequences are determined and clearly laid out, all parties can advance to a closing date.



Erin P. DeLancey is a practicing attorney and a published author with a strong background in real estate law. She graduated from the Roger Williams

School of Law in 2016 and was admitted to the Bar in 2017. Erin specializes in residential and commercial real estate as a member of the boutique law firm Rohan & DeLancey, PC, located in Albany, New York. With her Juris Doctor degree and a Master of Marine Affairs degree from the University of Rhode Island, Erin’s expertise extends beyond law, particularly in environmental policy issues affecting coastal states. She is also experienced in handling landlord-tenant matters, LLC formation, contract review, and estate planning and administration.

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“I know how I would want to be treated,” Sandra Baldwin remarks. “When we enter someone’s home, we take our shoes off and answer politely. When we’re at the office, we answer phone calls and speak with a smile on our faces. A customer is not just a number; they are a person we care about.”

“Customers are inviting us into their home, their sacred space,” Chris continues. “We try to be as considerate and courteous as possible. It feels like a lot of people these days are expecting poor service, in general, but we want to give excellent service every time, and we’re in the perfect boat to sail in that direction.”

With excellent customer service comes growth, and Hawk Drilling couldn’t be more excited about it. They’re buying more vehicles, including a new service van for water treatment and a new hoist.

“We just paved the driveway,” Sandra shares. “We have a kitchenette and a nice bathroom in the office. We’re always looking to improve. We’re always striving to be up to date.”

Being up to date is tough when you’ve been in business for nearly a century. Hawk began in 1927, when Monty, an oil driller, moved from the West following the market crash and drilled wells for residents of Sacandaga Lake. Sandra’s husband, Jeremy Baldwin, is now the fifth-generation owner of Hawk Drilling. He and Sandra met in college, where he was training as a hydrogeologist.

Sandra earned a master’s degree in nutrition. When Jeremy needed help at the office in 2013, she joined him. He purchased the company from his parents in 2020 and they’ve run it together ever since.

“When Jeremy and I came together, we wanted to make sure our team represented science,” she remembers. “We look at water as science. When Jeremy is drilling a well, he knows what he should be looking for and how to take his time. He’s a rock nerd. Water treatment is complicated; it’s chemistry.”

There’s certainly chemistry between Sandra and Jeremy.

“He was born to be a driller, and I was born to be his wife,” Sandra says with a smile. “We were always supposed to be this team together. But we couldn’t do it without our team. We have a great crew.”

▶▶ partner spotlight By Megan Taylor-DiCenzo | Photo by Gary Powell

HAWK DRILLING COMPANY INC.

5 Generations of Expertise & Top-Notch Customer Service

Hawk Drilling Company will celebrate its 100th anniversary four years from now. Their name has changed a bit over the years: Hawk and Sons, Guy

Hawk and Sons, and finally, Hawk Drilling. But in essence, it’s always been Hawk — a team, a family, and a company committed to doing the right thing.

“When I started with Sandra and Jeremy, we talked about our goal, our motto, and how we are going to conduct business,” says Chris Santilli, water treatment manager.

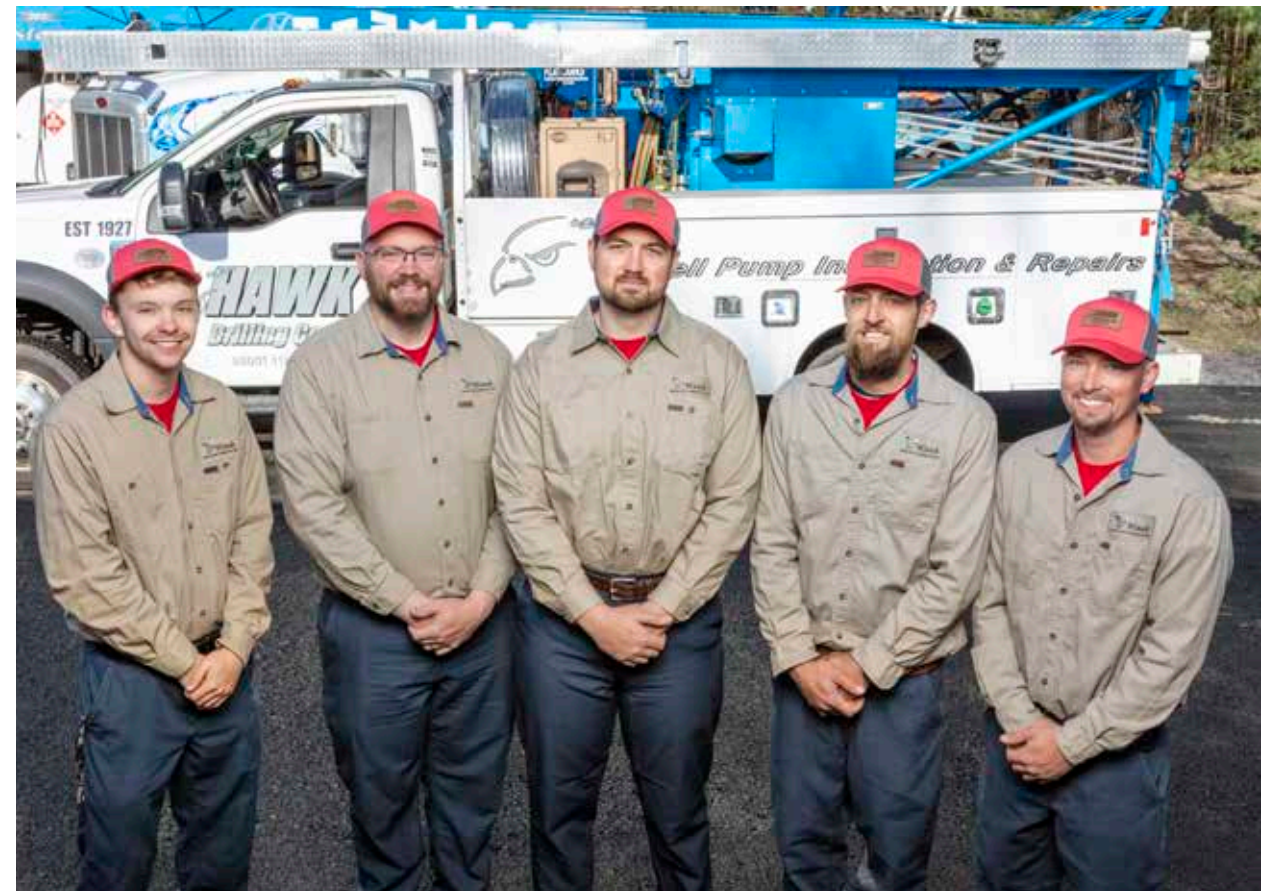




“

WE GET THAT IT'S JUST A JOB, BUT WE WANT PEOPLE TO BE HAPPY TO WORK HERE.

”



To honor their employees, Sandra and Jeremy like nothing more than spending time with their crew.

“We get that it's just a job, but we want people to be happy to work here,” Sandra notes. “We like to get together. We celebrate birthdays together and go on trips. With our new kitchenette, we're hoping to share some dinners — maybe a taco night. We want to make everyone feel like a person here, not just an employee.”

As they build their employees up, they're building their business too.

“We've always done water treatment, but we've never been a real competitor in the field,” Sandra notes. “Typically, we're called when there is a problem

with a pump or a well, but we're amazing with water treatment. If a person has a question about the water, I want them to think of Hawk.”

REALTORS® and homebuyers can benefit from Hawk's expertise as well. A lot of times, bacterial issues come up at closing. In the last couple of years, Hawk has helped 50 to 100 real estate agents with those problems to finish the transaction for the incoming buyer. However, they do a lot more than that.

“We do everything: water testing, installation, service down the road,” Chris remarks. “It can be daunting for buyers, especially those coming from a city or municipal water supply to a well-water situation. They're nervous when they see a water treatment

system in the basement, but it's nothing to be scared of. It's extremely common in Saratoga, Washington, and Schenectady counties.”

Hawk Drilling Company would love to work with Realtors more closely and can help with everything from water treatments to wells.

FOR MORE INFORMATION, CALL 518-885-7952, EMAIL HAWKDRILLINGCOMPANY@GMAIL.COM OR VISIT HAWKDRILLINGCOMPANY.COM.





Photo by Martyn Gallina-Jones

►► rising star By Megan Taylor-DiCenzo

BUILDING CASTLES

Each part of Tracy Mance’s past has helped build her beautiful future. She has been a protector, an educator, and an integral part of her community; and all of these roles have combined to create a down-to-earth, humble, and straightforward REALTOR® that everyone should have the pleasure to know.

In her 20s, Tracy lived every girl’s equestrian dream. She rode professionally, trained horses, and instructed riders. She also attended the College of Saint Rose and graduated with a bachelor’s degree in biology and a minor in secondary education.

In 2000, Tracy began her career at the Albany County Sheriff’s Office. She was a sworn law enforcement officer for over 21 years.

“When I started, I was on patrol, taking calls for service, and helping people for anything from a domestic incident to a car crash to a break-in,” she shares. “I learned how to talk to people in every instance, even through drama and turmoil.”

After several years, Tracy changed roles to focus on community relations. She ran the Stop DWI Unit from 2015 until the end of her law enforcement career.

TRACY MANCE

“I worked with victims of car crashes who lost loved ones,” she recalls. “I felt that if we could make people aware of the dangers, we could make a real difference. I feel I am a voice for the victims of those crashes. Not all victims can speak for themselves. I can be that voice and educate others.”

As Tracy approached retirement from the sheriff’s office, she put together an exit plan to start something new: real estate. She had personal experience buying and selling homes and enjoyed the process of staging the open houses. She even flipped one of the houses.

“That was when I knew I liked the idea of being an agent; I didn’t love the paperwork, though,” Tracy says with a laugh.

As her January 2022 retirement approached, Tracy took the 75-hour real estate license course from home during COVID.

“I came in during a hot market,” she remembers. “Throw a challenge in front of me and I’ll chase after it. It was good timing for me.”

Tracy’s “Plan A” involved getting her license and working with her



Photo by
Martyn Gallina-Jones

Rising star Tracy Mance is a Realtor with 518Realty.com. (Photo by Martyn Gallina-Jones)



Tracy adopted her German shepherd rescue pup, Ruger, in April 2022. (Photo by Martyn Gallina-Jones)

current broker, Steve Sbardella, at 518Realty.com. “I was hoping he would say yes because I didn’t have a ‘Plan B,’” she admits.

Steve welcomed her without hesitation, but Tracy felt anxious without any clients.

“I didn’t have a pipeline; I didn’t even know what a pipeline was,” she recalls.

While she waited for that first client, Tracy offered to help other busy colleagues.

“It allowed me to get comfortable with the process,” she remembers. “I didn’t need to know all the answers. I could ask the agents and learn along the way. I’m thankful to those agents who trusted me.”

Next, Tracy started a Facebook page and tapped into a bit of paid advertising.



Tracy Mance was a law enforcement officer for over 21 years before entering real estate.



Photo by Martyn Gallina-Jones

“I turned some not-so-great leads into transactions my first year,” she recalls. “That was exciting. I like to learn as I go and shoot from the hip.”

Since starting out two years ago, Tracy has been named to the 2022 Capital Region Women’s Council of REALTORS® for sales over \$5 million. Her accomplishments don’t end there, but for Tracy, it’s not about the number of transactions or the accolades.

“I know I can’t please everybody, but I just want to help homebuyers be happy,” she remarks. “My success is their success. If my clients aren’t happy, it’s not successful for me.”

Tracy helps her clients foster happiness by offering kindness and commitment.

“I can hold their hand,” she notes. “They have to make the choice, but they can lean on me, and I can support them.

Tracy pairs support with education, honing the skills she used in law enforcement.

“I tend to be more of an investigator when we look at homes,” she says. “If we see something questionable, I take a quick photo and send it to my resources to see if we should be concerned about it.”

She is also a voice of reason.

“Some people have huge aspirations, but they’re not realistic,” Tracy explains. “They have a wish list, but

“
**I’VE HAD TO
LEARN TO PUT
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they need to determine what they *want* and what they *need*. I can help them do that. If someone hands me a pile of pebbles, I’ll take the time to build a castle.”

When she’s not building castles, Tracy keeps herself busy with a variety of occupations and interests. She teaches defensive driving part-time through the sheriff’s office and educates trainers on products that teach about impaired and sober driving. She is also a new dog mom.

“I’ve never owned a dog,” Tracy shares. “Last April, I rescued a 13-week-old German shepherd mix. I’ve realized I had a void in my life. He filled it.”

In addition to all of that, Tracy welcomes any Realtor who needs help.

“My doors are open to everybody,” she says. “I like helping new agents; that’s how I learned. Helping them allows me to continue to educate myself.”

Real estate has been a joy for Tracy, but it hasn’t been effortless.

“In law enforcement, I lived a quiet life and kept my cards close to my chest,” Tracy remembers. “With real estate, I’ve had to learn to put myself out there. People need to see the real me. It’s been a challenge.”

Tracy was molded for this every step of the way. In the end, her goals are simple.

“I just want to be happy and continue to support myself,” she concludes.



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ANDREW “A.J.” BODDEN

BUILDING A TRIBE

Teamwork and collaboration can lead to extraordinary achievements beyond what any individual can accomplish alone. No one knows this better than A.J. Bodden, who credits a lot of his success in real estate to the people around him.

Before embarking on his career as a REALTOR®, A.J. worked in the media and entertainment industry at a national media company overseeing large-scale events. Eventually, the job’s travel schedule became too taxing, so he left to join Albany Broadcasting, where he oversaw the operation of six different radio stations.

Throughout A.J.’s life, he had a passion for real estate, but he never considered making it a career until he met Shannon McCarthy, associate broker and team lead of The Shannon McCarthy Team. She encouraged him to give it a try, and in 2020, he got his license with the intention of doing just that.

“I had plans to use 2020 to ease into the business and ‘test the water’ while doing some other consulting work,” A.J. recalls. “I was licensed on March 5, 2020. The next week, the world shut down and my consulting gig for large-scale events went away. I was instantly a full-time real estate agent, and I couldn’t sell any houses.”

Determined not to let time go to waste, A.J. took advantage of the training and coaching provided by Shannon and her team while he waited for the market to open up. By having a team alongside him, A.J. could focus on his strengths while delegating to other team members aspects of the business at which they were stronger.

“You can’t achieve your highest potential if you’re not focusing all of your time on your highest and best use,” A.J. shares.

Trusting his team and external partners is an integral part of this process, and he credits Shannon



Photo by Michael Gallitelli



for assembling a fantastic group of individuals that he can count on to do the job right.

“Our transaction coordinator is a 10 out of 10,” A.J. says. “She’s managing 50 to 70 files at a time for us, and she can crush that while we go out and sell or whatever it might be.”

But it’s not just about putting together a great team — it’s also about having the confidence in yourself to delegate to others.

“Trust is a huge piece of it,” A.J. remarks. “But before you can trust others, you have to trust yourself and know that you’re a strong enough professional to be able to handle the situation if you’re one step removed from it.”

A.J. loves identifying exactly what his clients want and need so he can hunt down the perfect property for them. For him, it’s not just about closing transactions; it’s about providing value to his clients and ensuring they have the best experience possible.

“I am always asking questions and thinking of ways to connect the dots to make deals happen,” A.J. notes.

One recent project that he’s excited about is the team’s partnership with Oak Ridge by Beechwood, a new construction community located in Saratoga Springs.

AJ’s passion for collaboration goes beyond selling real estate. He wants to help other Realtors who may be struggling while also building a community of Realtors who support and learn from each other.

“In 2023, one of my goals is to meet with more agents who want to grow,” A.J. says. “I want to help them by sharing what I have learned but, more importantly, introducing them to the people, groups, and tools that helped me.”



A.J. Bodden and his wife, Deirdre



The Bodden family enjoy time on their boat in Lake George (from left to right: Deirdre, Callahan, Preston, A.J.)



A.J. Bodden (center left) with his mother, Chris (left), father, Tom (right), and brother, Joe (center right).

In addition, A.J. wants to hear from other Realtors about what’s worked for them and what hasn’t so he can continue to develop his own business and share this knowledge with his team.

So what’s motivating A.J. to undertake all of this?

“It’s about building a life that I want to live for my family and with my family,” he shares. “My ultimate ‘why’ is to achieve freedom — financial freedom, freedom of time, freedom of health. Ultimately, I want to be able to not only earn an income that supports my family but also create wealth and residual income streams that I can pass down to my children.”

When he’s not selling homes, A.J. enjoys spending time on Lake George with family and friends or getting a round of golf in. He’s also passionate about giving back to the community. He’s currently the chair of the American Heart Association’s Executives with Heart Challenge and a long-time supporter of the Leukemia & Lymphoma Society.

A.J.’s advice to other up-and-coming top producers is to leverage technology, stay humble, and start every day as if you have nothing. But, of course, his most important advice is to not do it alone.

“Nobody can be successful alone, and my success is the result of the people I have surrounded myself with who support and care about me,” A.J. comments. “I encourage everyone to find their tribe and to be an active member.”

“
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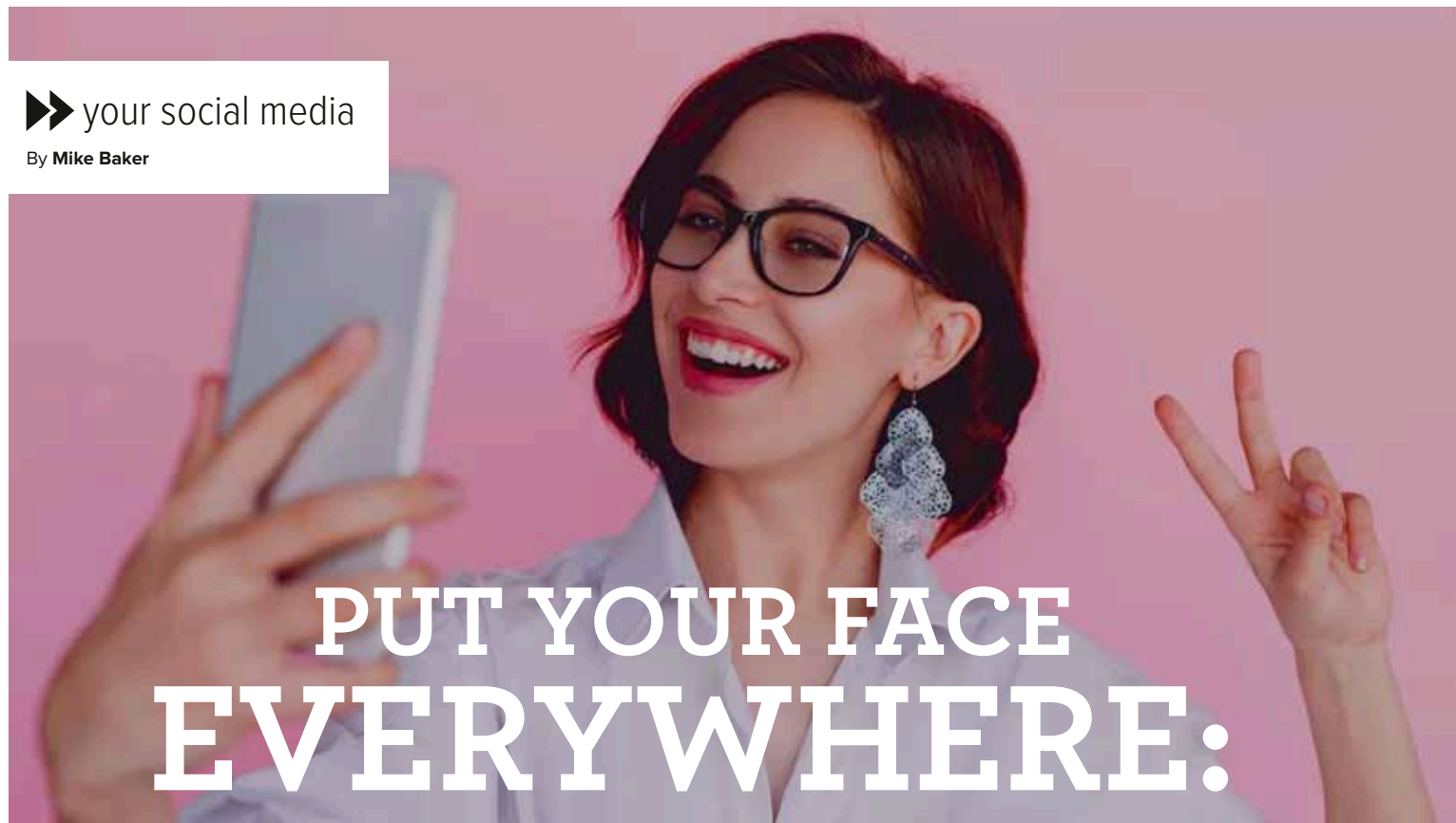
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WHY SELFIES ARE BEST

Why do I always take selfies?

To increase my familiarity with the community, show who I'm meeting with, and to extend my reach through the algorithm.

Adding a face to a photograph instantly draws more attention. It makes people pause when scrolling the news feed.

Consistent attention over time creates familiarity. The more people see my face, the more comfortable they become with seeing me. Consistency is key.

Here's the bonus perk: If I take a selfie with other people, it gets even more attention, and I can tag the heck out of it, multiplying my reach even more.

If you take selfies on the regular, then your Facebook posts effectively become billboards on your social media, without having to spend any money on a billboard. Use this to your advantage, and stay top of mind with all of your very important people.

If you're going to take a picture, unless it's of a puppy or a sunset, your face should be in it. And really, even if it's a puppy or a sunset, it would probably still do better if your face was in it.

So I guess the moral of the story is...

Put your face everywhere!



Mike Baker is the owner and founder of Your Social Liaison. To learn how to maximize your online presence and partner with Your Social Liaison, a company that shows you a different way to "Do" social media that takes you to the next level, call Mike Baker at (518) 669-1462, email YourSocialLiaison@gmail.com, or visit [Facebook.com/YourSocialLiaison](https://www.facebook.com/YourSocialLiaison).

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