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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Keenan.Andersen@n2co.com.

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#### MEET THE

# SOUTH JERSEY

#### **REAL PRODUCERS TEAM**



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Ruth Gnirk Writer



Chris Kellyman Kellyman Real Estate Photography Creative Director



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Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. South Jersey Real Producers launched in April 2021. Name a large city and we are there or will be soon!

In every market, we take the Top 500 agents, based off of the MLS production, and we build an exclusive magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication.

We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

#### Q: WHO RECEIVES SOUTH JERSEY REAL PRODUCERS MAGAZINE?

A: The top 500 agents in South Jersey. We pull the MLS numbers (by volume) from in the South Jersey area: Camden, Gloucester, Burlington and Salem Counties. Approximately 15,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The cutoff for the Top 500 Agents of 2022 is \$5 million.

#### O: 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 who is in the Top 500 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 Keenan. Andersen@n2co.com with the subject line, "Nomination: (Name of Nominee)." Please 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, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photoshoot.

#### Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

#### 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 of many of the top agents has 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.

#### O: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at Keenan.Andersen@n2co.com.



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By **Ruth Gnirk** Photos by **Chris Kellyman** 

# B11SCCE

To "rise like a phoenix from the ashes," means to emerge from a catastrophe stronger, smarter, and more powerful. Rising Star Garnett Briscoe rose from humble beginnings and entered the entertainment industry. In addition, he is making an impact in his community through the real estate industry.

#### Not Defined by Circumstances

After the passing of his mother to domestic violence, imprisonment of his father, and separation from his older brother at the tender age of 8 years old, Garnett had a tough road ahead of him in life.

"Everyone in my family played an intricate role in my upbringing," Garnett shares. "I was raised by my aunt, Theresa Wynn, and godmother, Evely Holland. My grandmother, aunts, uncles, cousins, parents of



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my friends, and even my sports coaches all did their best to make sure I stayed on the right path. I saw that it takes a *community* to raise a child."

With the cards stacked against him, it would have been easy to give up and let his circumstances consume him. Instead, Garnett learned to turn his tragedy into triumph.

"Rather than reacting negatively to my hardship and becoming bitter, fearful, or acting out in anger, I learned to respond positively," he reflects. "And I learned to be resilient."

#### Next Steps

At 18 years old, Garnett was at a crossroads, needing to decide what was to come next. During a conversation with a family member, he mentioned that he wanted to become a real estate agent.

"As soon as I heard the words come out of my mouth, I was even surprised!" he smiles. "At the time, I didn't have any connections to the real estate world, but I caught the vision for the impact I could have."

But maybe real estate was closer to him than he thought. Garnett remembers how he and his father had spent some of their quality time together going to view luxury homes.

"I recall my father talking about life, teaching me lessons, and riding through different neighborhoods," said Garnett. "Those times will always stay with me."

#### The Gift of Laughter

Before becoming a rising star in real estate, Garnett put his

heart into podcasts and radio. He was mentored by the popular Jersey personality Mina "SayWhat" Llona from the local hip-hop station WUSL Power99 after completing an internship with her. He honed his craft and joined fellow podcaster Yvette Jamison in the creation of Who Ya Wit: The Podcast in 2015.

By 2018, Garnett had enrolled in Philadelphia Comedy College. He planned to live out his dream of being a comedy host and a stand-up comedian. As his graduating comedy class was completing their showcase in Atlantic City, Garnett realized the power of producing. He drew from his experience in radio, podcast production, and improv and expanded his personal brand to include WhoYaWit Comedy. Garnett started working with friends and fellow comedic artists to create shows in South Jersey, Philadelphia, and even New York

#### SherlockHomeBoi

At one point, Garnett had the opportunity to interview a REALTOR® who owned more than 20 investment properties. He was fascinated by the story of this wholesaler turned investor who was his own age.

At one point, Garnett had the opportunity to interview a REALTOR® who owned more than 20 investment properties. He was fascinated by the story of this wholesaler-turned-investor his own age.

Immediately after the show, Garnett did some research. What he discovered was so inspiring that he signed up for real estate classes the very next day!

Garnett had a renewed vision for what he could do to impact his community by utilizing the skills and



Rising Star Garnett Briscoe is a Realtor with Keller Williams Realty.



talents that he had cultivated in the entertainment industry. Comedy would become his main social media marketing tool (find him on Instagram @SherlockHomeBoi) as he became a licensed REALTOR® in July 2021.

"The best part about real estate is that I get to be myself," Garnett says. "I get to use all of my tools to communicate and have an impact on people. I enjoy coming up with different creative ideas to market myself through social media, and I use comedy as an outlet."

#### Sky's the Limit

He has enjoyed serving others as a real estate agent. For Garnett, every transaction is memorable, but there are two that have deep meaning. One transaction reconnected him with a friend from his childhood as Garnett helped sell his friend's grandmother's house. It blossomed into a triplegeneration connection; he also worked with his friend's mother (the seller's daughter).

The other transaction that is close to Garnett's heart involves the first house he sold in his hometown. The value went much deeper than mere location as Garnett was able to develop a multigenerational relationship with a client who had attended school with Garnett's mother. Hearing firsthand stories of his mother was a priceless experience. Garnett also enjoyed catching up with the client's daughter, who had been his classmate through middle school and high school.

"Family means a lot to me," Garnett shares, "and I find great meaning in having a multigenerational impact with clients. The usual progression is that a client or stranger becomes a friend, and then friends progress into positions like that of family members. For me, real estate is full circle."

#### Learn More, Earn More

Garnett still produces comedy shows and creates comedy sketches on his social media. He also enjoys networking and talking to people. For fun, he likes to bowl and watch (or play) sports. He occasionally plays video games and finds the beach very relaxing. The podcast producer also enjoys listening to podcasts, such as *The Joe Rogan Experience* and *Earn Your Leisure*.

One of Garnett's goals is to acquire investment properties of his own. He plans on using his properties to build up and beautify communities while creating affordable luxury living spaces. He also dreams of creating a non-profit organization in honor of his mother. The future nonprofit will help those who have been impacted by domestic violence.

Garnett has served meals to the homeless, and is available to mentor agents or those who want to learn to help others see the lighter-hearted side of life. He wants to share his wisdom and life experiences to impact generations as he shares his story of healing and overcoming.

"Recently, I had an incredible opportunity to share my life story and my real estate expertise at the United States Courthouse in Camden, New Jersey," Garnett explains. "The audience was a group of men who had a second chance to make better decisions. They were looking for ways to make a positive change in their lives. I was honored, to say the least! I cherish every moment I receive to connect with others and inspire them through my personal journey. That is what keeps me going. Those





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By **Allison Parker** Photos by **Chris Kellyman** 

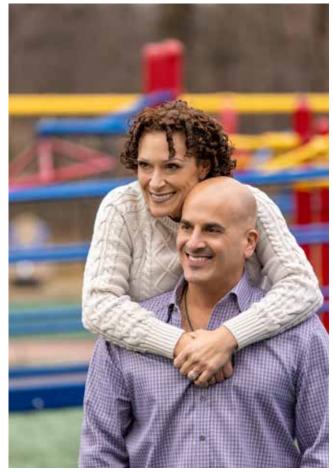
## **Keeping It Real**

Visionary. Leader. Mentor. Entrepreneur.

With 20-plus years in the real estate industry, Marc Ricci has made quite the name for himself. As the broker/owner of Prime Realty Partners and co-owner of Alliance Abstract Title Company, Marc has achieved a holistic business conglomerate. Rounding out his portfolio of real-estate-related businesses, he also owns multiple rental properties and is a partner in a development company that buys and renovates properties.

Marc had not always been in real estate. As fate would have it, a heart-stopping encounter with an armed robber led Marc to a moment of clarity and a pivotal career change...

Born in Cherry Hill, New Jersey, Marc attended Guilford College in Greensboro, North Carolina, graduating with a degree in business management, after which he started his career in recruiting for a healthcare staffing agency in North



Marc Ricci and his wife, Danielle, have their hands full with four boys.



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Carolina. He returned to New Jersey to work with his mom in her advertising agency but soon realized North Carolina was calling, and advertising was really not his thing. He was drawn to working with people, and landed a successful restaurant career as a corporate trainer and then restaurant manager. It was in this role, one evening as he was closing the restaurant, that Marc was robbed at gunpoint with the gun braced against his head. Survival was in his blood, as well as the clarity to make a change right then and there.

Serendipity took over from that moment. Marc's family had an entrepreneurial spirit... At that time, they decided to purchase a real estate franchise with Marc's parents as silent partners. Looking back to that moment, Marc saw real estate as a way to take control of his future.

Marc obtained his real estate license in 2003. Reflecting on his ascent into the real estate industry, Marc shares, "I think the easiest way to explain it is, my career has been a whirlwind of an evolution that has led me to where I am now. I owned a franchise, led a large team, and had been a





company manager for a couple of big-box brokerages over the years. Now, I am the broker/owner of Prime Realty Partners and co-owner of Alliance Abstract Title Company, as well as partner in a company that buys and rehabs homes in addition to holding multiple rental properties."

Marc's career skyrocketed, but it hadn't always been an easy road.

"Being a business owner is a roller coaster. I have never seen myself as a REALTOR®; I've always seen myself as a business owner with a real estate license. That is something we coach our agents on, as well — being a business owner. It's a non-stop grind. I've had tons of failures throughout my career, which have cost me tons of time and money. But each failure helped me get just a little bit better. I've had countless nights waking up with panic attacks, wondering how I was going to pay my mortgage or put food on the table. I've had countless times when I have had to pivot my business because the direction I was going wasn't working. But every

challenge, every roadblock, every obstacle ... I have figured it out and persevered, which has led me to where I am now. I have never had more fun and success than I have since I started Prime Realty Partners."

Marc notes his biggest measure of success is the many wonderful friendships and relationships he has gained through the years in real estate, as well as his ability to provide the life he had always dreamed of for his family when he got married.

Family is very important to Marc. He has always looked up to his parents for all the valuable lessons they have taught him. His father coached him in sports throughout his life, as well as worked three jobs so his mother could be home with Marc and his sister. When the kids were grown, his mother then went on to build her own advertising agency.

Married to his beautiful wife, Danielle, since 2005, Marc puts his family front and center in his plans. Danielle is a stay-at-home mom to the couple's four amazing boys, Jason (16), Luca (14), Dom (10), and Rocco (9). The family also has three dogs and a bearded dragon.

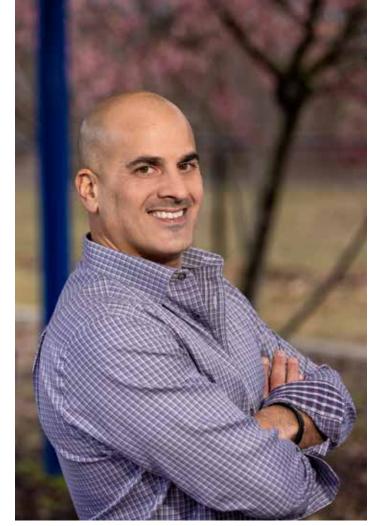
Marc laughs, "It's a crazy show every day, and never dull, but I wouldn't have it any other way. There are always activities the boys are in, running around non-stop, being an Uber every day... But we are always spending a lot of time together with those activities, and that's the important part for us — that we are together."

Marc's passion for his family extends to his crew at Prime Realty Partners and Alliance Abstract. He dedicates his days to spending time with his agents and staff, helping them grow as business owners, and being there to support them in their journey and their path to achieve what they want. He feels a true sense of accomplishment when he sees agents grow into their goal of being business owners... The look on their faces is one of the best accolades for him to receive at the end of the day.

The future is beaming bright ahead, and Marc is planning for it—for his family and his crew. Real estate will always be his place. Marc wants to leave a legacy in real estate for his family, children, and his children's children. He feels strongly that generations will benefit from the work he is putting into his passions today.

Sharing his knowledge and mentoring others is second nature to Marc. He has been through a lot in his rollercoaster ride to real estate, and his struggles always paved the way for the next win.

Hardworking and plain speaking, Marc sums himself up as inherently authentic. "I'm transparent and direct," he says. "I don't have time for the BS ... and you'll never see smoke and mirrors with me."



#### home matters

By Shauna Osborne

# HOUSE-PLANTS

FOR YOUR HEALTH

Enjoy these houseplants that, in addition to being elegant décor, offer outstanding health benefits to the members of your household.

I grew up in a Southern family with roots deep in the soil. My grandparents grew anything at all you'd want to eat right there in our back gardens, though my grandmother's favorite plants to meddle with were, by far, her houseplants. That love spilled over to my mother and her sisters and, eventually, to me. Though my collection may look a little different than hers, we both recognize(d) the endless benefits of having useful, versatile and visually engaging plants in the home, such as those on the list below.





#### Peace Lily

In addition to its gorgeous white "flowers" in the summer, the stunning peace lily is a master of air pollutant removal, working hard to absorb and break down toxic compounds throughout your home. Sometimes called "closet plants," peace lilies are perfect for rooms that don't get much natural light.



#### **Snake Plant**

This low-maintenance plant is a popular choice for small apartments and bedrooms, working while you sleep to convert carbon dioxide to oxygen. Snake plants purify by removing toxins from the air, absorbing them through their leaves.



#### Aloe Vera

This plant has been used for thousands of years as a natural remedy to ease irritated skin. The clear, gel-like substance found inside the plant's leaves can be used to soothe and heal burns and even cold sores when applied directly to the skin.



#### **Boston Fern**

With its lush green foliage, the Boston fern helps to rid the home of harmful toxins and is the ideal houseplant for locales with humidity problems, as it is considered a natural humidifier, benefiting those who suffer from dry skin, noses or throats.



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By Shauna Osborne



## Good CREDIT Habits

We look forward to the month of March for many reasons: Sports fans anticipate March Madness, outdoor lovers hail the coming of spring, and all carousers revel in St. Patrick's Day. A lesser-known, perhaps equally important March event is National Credit Education Month, the perfect time to educate yourself and others on the intricacies of credit, including types of credit and how to build or repair credit.

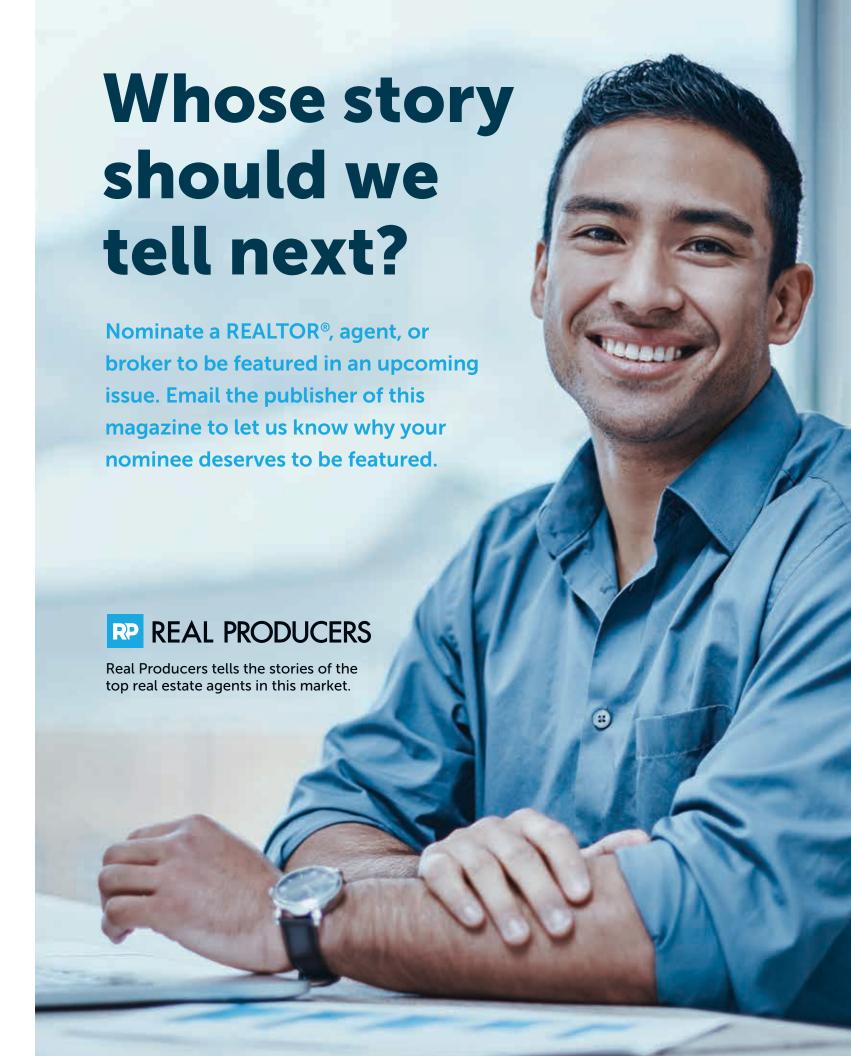
The latest data from LendingTree indicates that nearly 40% of Americans don't know their credit score, which

leads to the first and most important way to observe National Credit Education Month: Check your credit score. Nearly every major purchase an adult will make — mortgages, car loans — is in some way impacted by their credit score, and many utility companies and landlords now use credit data to make crucial decisions about consumers. Make it a habit to check your credit score.

Next, study your credit report comprehensively. Familiarize yourself with the major factors that contribute to credit scores: the amount of debt carried, the age of debt, whether payments are made on time, and the number of loans

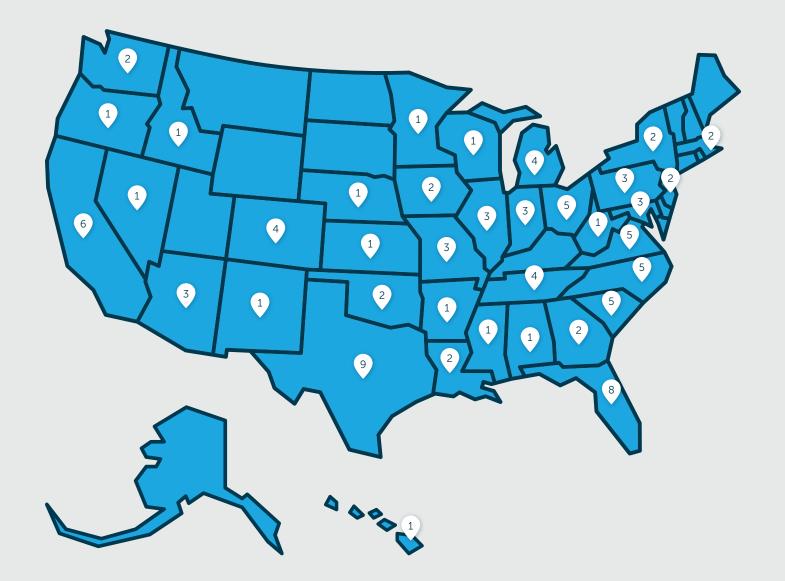
a consumer has. Check your report for inaccuracies, including accounts you don't recognize or balances you thought were paid off, and report any errors right away. Sign up for a free credit monitoring program, such as Credit Karma or Credit Sesame, to help you control your data.

One last — and critical — way to observe National Credit Education Month is to pass along your knowledge to the next generation of consumers. It's never too early to start sharing financial wisdom with children and grandchildren, especially when it comes to prudent credit card usage and building good credit.



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