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If you are interested in nominating REALTORS® to be featured in the magazine, please email Wendy@KristinBrindley.com.

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▶▶ publisher's note

Embracing Resilience

Dear Real Producers of South Jersey,

As the vibrant colors of autumn paint the world around us, I am reminded of the beauty that comes with change. We all face seasons of transition and growth in our professional and personal lives. This October, let us recognize the power of resilience while embracing change — a quality that defines our top agents and preferred partners.

Resilience is not just a trait; it's a mindset that propels us forward, no matter the challenges we encounter. In real estate, where every day presents new opportunities and hurdles, resilience is our compass. Just as the leaves fall, creating space for renewal, resilience allows us to shed what no longer serves us and embrace new possibilities! With the changing real estate landscape, we rely on our collective resilience to navigate uncertainty and chart new paths to success.

October is also Breast Cancer Awareness Month — a time to honor the resilience of survivors and raise awareness about early detection and prevention. Please join me in supporting this vital cause, fostering unity among those who have battled breast cancer and those who stand by their side.

Speaking of unity, we will be coming together as a community on November 14th for our first ever South Jersey Real Producers Mastermind. We look forward to seeing everyone

for a powerful and inspiring event bringing together the best of the best in South Jersey real estate to commune, collaborate, learn and elevate the industry. Hope to see you there!

As October unfolds, let's channel the spirit of resilience in every endeavor as we continue to adapt, grow, and inspire each other!

Best regards,

Kristin Brindley

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6 TASKS TO OUTSOURCE AND FREE UP TIME AND ENERGY

As a real estate agent, your to-do list is never-ending, right? Between meeting with clients, scheduling showings, negotiating contracts, and managing administrative tasks, it's easy to feel overwhelmed.

Outsourcing tasks can be your secret superpower that levels up your business, allowing you to get more done with less time and energy expended. If you haven't experienced working with a virtual assistant (VA) yet, here are some of the most popular tasks to consider outsourcing. Investigate whether these obligatory activities can be shipped off to your trusty VA.

1. DATABASE MANAGEMENT: Keeping track of client information, leads, and contacts is essential for a successful real estate business. A VA can help an agent manage their database, input new leads, and keep the information up to date.

2. SOCIAL MEDIA: From scheduling to designing posts, responding to messages and running analytics, there are plenty of repetitive tasks across your social media channels that a VA can effectively do.

3. SEO AND BLOG POSTING: What keywords are the best for you to rank for? Are they being utilized properly on your website? Are your blog posts effectively optimized for search rankings? Rather than dive into Surfer SEO and other search tools, leave it to the pros and free up at least a few hours every week.

4. ADMINISTRATIVE TASKS: Real estate agents are often bogged down with administrative tasks such as answering phone calls, responding to emails, and managing paperwork. By outsourcing these tasks to a VA, you can free up more time to focus on revenue-generating activities. A VA can help you with various administrative tasks such as data entry, appointment scheduling, and bookkeeping.

5. GRAPHICS: Who has time to sit on Canva for a few hours making reels and infographics? Link up with a designer who gets the aesthetic you're going for and get your marketing materials created in bulk.

6. LEAD GENERATION: Generating leads is critical to any real estate business's success, but it can be time-consuming and challenging.

Outsourcing lead-generation tasks to a professional can help you identify potential clients and streamline your sales process. A lead-generation professional can assist you in creating a targeted lead-generation strategy, developing marketing materials, and managing outreach campaigns.

Outsourcing certain tasks can help you manage your workload more efficiently and allow you to focus on your core strengths as a real estate agent. Consider outsourcing marketing and advertising, administrative tasks, photography and videography, home staging, and lead-generation tasks to professionals who can help you achieve your business goals.



With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu.

Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.



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LINDSEY WATSON

THE CONSUMMATE PROFESSIONAL

“My bulletin board in my office is covered in thank-you notes from clients, colleagues, and vendors for the work I’ve done to improve their lives because I work tirelessly for my clients and always have their best interests as priority number one,” Lindsey Watson beams.

With over 20,000 REALTORS® in the bustling real estate market of Southern New Jersey, Lindsey has certainly carved her own niche as a solo agent at Weichert Premier. With a background in law and a passion for serving her community, Lindsey says she has found her true calling in real estate and credits her genuine approach and unparalleled professionalism for getting her this far.

With a law degree from Temple University and licenses in New Jersey, Florida, and Texas, Lindsey started

her legal career as an assistant state attorney in Miami, Florida, then moved to employment and consumer rights litigation in Dallas, Texas. Prior to transitioning to real estate sales, Lindsey worked in the real estate division of Holland & Knight in Fort Lauderdale, Florida, handling commercial real estate transactions for a national telecommunications provider. However, Lindsey says a burning desire to get more involved in her community and align her work with her passions led her to shift into real estate in 2016.

“I wanted to do something I was truly passionate about, something where I could make a difference in people’s lives,” Lindsey explains. “Real estate offered the perfect opportunity to combine my legal background with my desire to help individuals navigate one of the biggest decisions they’ll ever make.

“Prior to switching to sales, I served as a commercial real estate attorney, which involved title work and a lot of the things we see as agents. From a commercial standpoint, it’s all about the best business decision for the company,” Lindsey continues. “I enjoyed the work, but it didn’t really have a personal approach. Now, I really get to know families, and it’s a heart-warming and humbling experience to know people in such an intimate way... I love being able to share that with someone.”

A Genuine Facilitator

With her extensive legal knowledge and expertise, Lindsey brings a unique perspective to the real estate industry. Her clients appreciate her meticulous attention to detail and her ability to guide them through complex transactions. Lindsey notes her commitment

“ I REALLY GET TO KNOW FAMILIES, AND IT’S A HEART-WARMING AND HUMBLING EXPERIENCE TO KNOW PEOPLE IN SUCH AN INTIMATE WAY... I LOVE BEING ABLE TO SHARE THAT WITH SOMEONE. ”



to her clients goes beyond the transaction itself; she genuinely cares about their well-being and their dreams of homeownership.

“I am always honored and humbled to be trusted with one of the biggest emotional and financial decisions my clients make in their lifetime,” Lindsey shares. “My clients are always the captain of the ship, and I am just a worker moving it in the direction they want to go.”

Lindsey’s humble dedication and hard work have paid off, evidenced by her impressive stats and recognition within the industry. In 2022, she moved over \$5 million in sales, and had already eclipsed that figure in the first half of 2023. Lindsey’s consistent performance has also earned her quarterly and annual awards, culminating in her recent recognition as the top agent in her office.

When asked about the key to her success, first and foremost, Lindsey advises up-and-coming top producers to treat real estate as a business and approach every interaction with the utmost professionalism.

“This is a business and should be treated like one. Professionalism is the key to success,” Lindsey emphasizes.

“With my background as an attorney, there is an incredible level of integrity and professionalism that has been instilled in me. That’s important too,” she adds. “New agents need to also find a mentor and understand they’re going to have to roll up those sleeves and be on time, put in the hours, go above and beyond and check emotions at the door... This is not an ego business.”

Lindsey’s dedication to her clients and her community is a reflection of her positive attitude and gratitude for the opportunities she has been given in her

“**WE ARE
IN CHARGE
OF OUR
ATTITUDES.**”

life. She says she continually draws inspiration from a quote by Charles Swindoll, which reminds her of the power of attitude in shaping one’s life: “The longer I live, the more I realize the impact of attitude on life,” Lindsey recites. “Attitude, to me, is more important than facts. It will make or



A former attorney, Lindsey Watson is now a Realtor with Weichert Premier in Haddonfield.



break a company, a church, a home... We are in charge of our attitudes.”

Outside the Office

Beyond her thriving real estate career, Lindsey cherishes her role as a mother to her two children, Bernadette (11) and Brendan (9). Together, they enjoy boogie boarding at the beach, attending Phillies games, and engaging in sports like lacrosse and baseball. Lindsey also finds time for self-care through activities like yoga, golfing, and exploring her local farmer’s market.

In addition to her family and personal interests, Lindsey is actively involved in her local community. She previously served as PTA president at Tatem Elementary, as chair of the Samaritan Healthcare & Hospice Gala committee, and is a member of the Haddonfield zoning board.

“I hope to continue to grow my business, remain consistent, and support other local businesses in the process, but with the caveat that my children come first,” Lindsey concludes. “I realize that someday I won’t have the option to go to the ballfield to watch their games anymore.”



Colleen O'Hara

THE INVESTOR SPECIALIST

▶ cover story

By Zachary Cohen
Photos by Chris Kellyman



For the past decade-plus, Colleen O'Hara has been one of South Jersey's top REALTORS®. But before she ever sold a home, she built a career as a mental health counselor. After starting a family, Colleen left her post in mental health care to stay home and raise her four children. In 2010, she was presented with an opportunity that would reshape her life.

"A relative of mine invests in real estate, and we got to talking about what it would be like for me to represent them," Colleen explains. "I figured I'd

make some side income by doing a few deals a year. I never had big aspirations to be a top Realtor."

Colleen helped her family member buy and sell properties for the next few years. Her children continued becoming more independent, and with that, her business expanded organically.

"The business has ups and downs, and that's always the case. This relative of mine was doing a lot of development in Philly. There was a time when a



Top producer Colleen O'Hara is a Realtor with Berkshire Hathaway Fox & Roach Moorestown.

few of the projects he was working on were frozen. There was a break in the work," Colleen recalls. "I played volleyball at the time, and I had a friend I played with who wanted to get back into real estate investing. I ended up helping him through a house flip. It seemed innocent at the time, but once the wheels started moving, it took off. There was such a market here for investing."

Soon enough, Colleen had transformed herself into a full-time real estate agent. She began climbing the local rankings and building a reputation as one of the best. Along the way, she fell in love with her work.

Fully Invested

Today, Colleen is a top agent with Berkshire Hathaway Fox & Roach Moorestown. Her small

team closed 65 transactions for over \$20 million in 2022. Colleen continues to focus on investor clients, although she does help her fair share of traditional buy/sell homeowners.

"I bring a different feel... I run more of a business than someone selling a personal home. The investors I work with — it's a business for them. They are looking at dollars and time frames more than the emotional experience," she explains.

Colleen has a particular knack for design, staging, and the creative process of flipping a home. She enjoys taking a house that was abandoned or poorly kept and making it beautiful. In the process, the neighborhood improves, and the community becomes stronger.

A Calming Force

Colleen continues to be a mother, first and foremost. She and her husband, Tom, have four children: Eamon (22), Fiona (19), Declan (18), and Teagan (17). With her youngest in her senior year of high school, Colleen is preparing for a quieter household soon.

"I'm almost an empty nester, and that's a whole new journey right there. I've spent so much time and energy being there for my kids. Now, it's a new beginning, a new and humbling time," she offers.

When Colleen isn't walking her dogs, going on dates with her husband, or spending time with her children, she's focused on getting through her next few closings. She also participates in "The American Dream." Her experience on the popular real estate show has offered her insight into a new way to market and grow her business.

"The future would be to continue with 'The American Dream' because that's inspiring and motivating, maybe growing my team and doing more in my community, and connecting with small businesses in Moorestown and Philly," Colleen says.

As Colleen looks ahead, she also keeps her values in sight. Although her days as a mental health counselor are behind her, she continues to use the skills she learned as a counselor daily.

"I aspire to, in some kind of way, have a calming effect. I like to have nice conversations, think about the positive frame, and develop relationships. So when I deal with people, I'd like to be thought of as kind. Hopefully, people see a calm, capable person who is here to help."



WORDS OF WISDOM
“ Be patient with yourself. What seems like an awful lot in the beginning ... you will get it. You will learn it. Take your time. Be patient. Whatever problems there are usually can be fixed. ”

SOUTH JERSEY REAL PRODUCERS MAGAZINE PARTY

SEPTEMBER 13, 2023

Photos by Chris Kellyman

For those who attended the South Jersey Real Producers' September magazine party, we extend our sincerest appreciation for your presence. It was a pleasure having you join us at the exclusive gathering held at the beautiful property provided by **Nikki Shah**. We hope you had a fantastic time celebrating with us!

The event was a resounding success, and we want to express our gratitude for your participation as one of our featured agents and esteemed partners. Your presence added an extra touch of significance to the celebration, and we are immensely thankful for your ongoing support.

A heartfelt thank-you to our amazing partners, **NJ Realty Solutions** and **Maximus Mortgage Advisors**. Their contributions helped in making this event a resounding success. We couldn't have done it without you! Additionally, a special thank-you goes to **Chris Kellyman** for capturing stunning photos and to **Angel Rodriguez**

for the beautiful videography that captured the essence of the party.

For those who couldn't join us, we missed having you at the event. We understand that circumstances can change, and we hope to have the opportunity to celebrate with you in the future. We appreciate your support and encourage you to stay connected with us for upcoming events and exciting opportunities.

Thank you again for being part of this special celebration! We look forward to continuing our partnership and celebrating your achievements in the days to come. If you have any questions or feedback, please feel free to reach out to us.

Wishing all of you continued success and prosperity!

For more information on all South Jersey Real Producers events, please reach out to us at info@southjerseyrealproducers.com.



Magazine parties are smaller gatherings where we celebrate all of the rock-star agents who have graced our pages in the past few months.



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