

LONG ISLAND

# REAL PRODUCERS<sup>®</sup>

CONNECTING. GROWING. INSPIRING.



**BARRY  
PALEY**  
THE BUILDER

**RISING STAR**  
Zehava Friedman

**PARTNER SPOTLIGHT**  
David Goldklang  
Citizens Bank

SEPTEMBER 2023





## Ready to prepare clients for their homebuying journey.



At Citizens, we recognize that helping your clients find their ideal home can be a challenge. Backed by our financial strength, we're prepared to make their search for the right financing easier with a variety of loans to meet their individual needs including:

- Fixed and adjustable-rate mortgages
- Jumbo loans
- FHA/VA loans
- Condo financing
- Second home & Investment property loans
- Construction-to-Permanent financing
- Renovation-to-Permanent financing
- Physician home Loans

Call David Goldklang today with any questions you may have about home financing.



**David Goldklang**

**NMLS ID# 86601**

Senior Loan Officer

Cell: 917-757-4957


David.goldklang@citizensbank.com


lo.citizensbank.com/dgoldklang




SCAN ME

Mortgages are offered and originated by Citizens Bank, N.A. (NMLS ID# 433960) All loans are subject to approval. Equal Housing Lender. 2043688\_HL23\_MortgagePrintAd



ANDREW  MALARY





Scan The Code To  
Save My Contact Info!

**Andrew Malary**  
VIDEOGRAPHER | REAL ESTATE PHOTOGRAPHER | EDITOR

[AndrewMalary.com/RealEstate](https://AndrewMalary.com/RealEstate)  

## WHEN ONLY THE BEST WILL DO

2000+ 5-Star Google Reviews

- ✓ 24/7 Online Scheduling
- ✓ Buyer Protection Plan
- ✓ Attics & Crawl Spaces
- ✓ Free Termite/WDI Inspections
- ✓ Luxury Home Specialist
- ✓ Free Alarm System Credit
- ✓ Pool and Spa Inspections
- ✓ Exterior Sprinkler Testing

**Schedule  
Now!**



**inspecticore**  
A Property Inspection Group



SERVING NASSAU, SUFFOLK & QUEENS  
**516.524.0673 • [inspecticore.com](https://inspecticore.com)**



# TABLE OF CONTENTS

	<b>05</b> Index of Preferred Partners		<b>06</b> Meet the Long Island Real Producers Team		<b>08</b> Publisher's Note: Finding Balance in the Rhythm of Life
	<b>12</b> Partner Spotlight: David Goldklang, Citizens Bank		<b>18</b> Rising Star: Zehava Friedman		<b>22</b> Cover Story: Barry Paley

Cover photo courtesy of Chris with Dynamic Media Solutions.



Long Island Real Producers  
@realproducerslongisland



Long Island Real Producers  
@realproducerslongisland

LONG ISLAND  
**REAL PRODUCERS**  
CONNECTING. ELEVATING. INSPIRING.

WANT TO BE FEATURED AS A  
**RISING STAR?**

OR KNOW SOMEONE WE SHOULD FEATURE?

- ★ 5 years or less in the business
- ★ At least \$5 million in sales in one calendar year
- ★ Active on social media

For more information, to nominate or to request to be featured, please email [info@longislandrealproducers.com](mailto:info@longislandrealproducers.com) or visit [www.longislandrealproducers.com](http://www.longislandrealproducers.com)!

## PREFERRED PARTNERS



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

### CPA/ACCOUNTING

Palmetto, Mollo, Molinaro & Passarello, LLP  
(631) 761-8989  
[info@pmmpllp.com](mailto:info@pmmpllp.com)

### HOME INSPECTION

Inspecticore Inc  
(631) 366-2776  
[Inspecticore.com](http://Inspecticore.com)

### INSURANCE

The Zabbia Insurance Agency  
Rob Zabbia  
(516) 799-3800  
[ZabbiaAgency.com](http://ZabbiaAgency.com)

### MOLD REMEDIATION

Healthy Home Services  
(516) 206-1600  
[HealthyHomeServices.com](http://HealthyHomeServices.com)

### MORTGAGE

Citizens Bank  
David Goldklang  
(917) 757-4957  
[DaveGoldklang.com](http://DaveGoldklang.com)

Cliffco Mortgage Bankers  
Ryan Riddle  
(516) 408-7300  
[CliffcoMortgage.com](http://CliffcoMortgage.com)

### MOVING & STORAGE

All Around Trucking  
(516) 424-9201  
[aat.allaroundtrucking@gmail.com](mailto:aat.allaroundtrucking@gmail.com)

Hall Lane Moving and Storage  
(800) 425-5526  
[Hall-Lane.com](http://Hall-Lane.com)

Maffucci Moving & Storage  
(631) 842-6400  
[MaffucciMoving.com](http://MaffucciMoving.com)

### OIL TANK ABANDONED AND REMOVAL

C2G Environmental Consultants  
(631) 414-7757  
[C2G.us](http://C2G.us)

### PEST CONTROL

Extermicore  
(516) 584-5007  
[Extermicore.com](http://Extermicore.com)

### PHOTOGRAPHY

Dynamic Media Solutions  
(631) 923-1464  
[DynamicMediaSolutions.com](http://DynamicMediaSolutions.com)

### PHOTOGRAPHY/VIDEO PRODUCTION

Andrew Malary Productions LLC  
(561) 865-3086  
[AndrewMalary.com](http://AndrewMalary.com)

### WEALTH MANAGEMENT

Silver Spring Capital  
(973) 434-9130  
[SilverSpringCap.com](http://SilverSpringCap.com)



## MOLD REMOVAL... Naturally!

We help homeowners, property owners, property managers, real estate professionals, service professionals and medical professionals.

*We specialize in non-invasive mold and odor treatments.*

*All products used are natural and safe.*



**Sam Allman, Owner**  
Call Today for a **FREE Estimate!**  
(516) 206-1600  
[service@hhsnys.com](mailto:service@hhsnys.com)

View Website!  


**HEALTHY HOME SERVICES**

**MOLD REMEDIATION • ODOR • AIR QUALITY • DISINFECTION**



MEET THE LONG ISLAND REAL PRODUCERS TEAM



**Kristin Brindley**  
Publisher



**Blaise Ingrisano**  
Associate Publisher



**Ellen Buchanan**  
Editor



**Wendy Ross**  
Operations Manager



**Lexy Broussard**  
Sales Manager

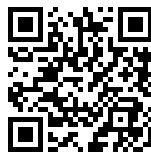


**Frank Urso**  
Photographer



If you are interested in nominating REALTORS® to be featured, please email the publisher at [wendy@kristinbrindley.com](mailto:wendy@kristinbrindley.com).

**DISCLAIMER:** Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.



To view our magazine online, visit [longislandrealproducers.com](http://longislandrealproducers.com) and look for “magazine” or scan this QR code.  
(Password: lirp connecthere )



## Moves • Cleanouts • Deliveries

Free estimates, No minimums,  
Flat rates available, Flexible pricing,  
Fully Insured

Grigo and his entire team are the most professional, attentive to detail and kind movers. For a very stressful process, the All Around Trucking team has always made moving so easy. I've used grigo for about 10 moves between myself and my siblings and parents and we keep coming back. I remember during one of my moves, I was absolutely shocked at how quickly grigo and his team took to pack everything up. Grigo is so responsive to all my emails and requests and each of his movers are very strong and handle my delicacies with care. I always recommend All Around Trucking to all of my friends and everyone has such a pleasant experience. Whether it's moving one piece of furniture to or from storage or moving an entire 3 bedroom apartment or more, All Around Trucking will get the job done without ripping you off and while keeping a smile on your face.

- Marti Schwartz

 (516) 424-9201  [aat.allaroundtrucking@gmail.com](mailto:aat.allaroundtrucking@gmail.com)

# FAQ

By Kristin Brindley

## ABOUT THIS MAGAZINE



We realize that Real Producers is a new concept here in Long Island, and some of you may be wondering what it's all about. That is why we

have created a “FAQ About this Magazine” page. Here, we will answer the most commonly asked questions around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice!

A nomination currently looks like this: you email us at [info@longislandrealproducers.com](mailto:info@longislandrealproducers.com) with the subject line, “Nomination: (Name of Nominee),” and 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. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photoshoot.

### Q: WHO RECEIVES THIS MAGAZINE?

**A:** The top 500 agents in the Long Island area. We pulled the MLS numbers (by volume) from Jan. 1, 2022, to December 2022 in the Nassau and Suffolk county areas. We cut the list off at number 500, and the distribution was born. For this year's list, the minimum production level for our group is \$12 million in 2022. The list will reset at the end of 2023 for next year and continue to update annually.

### Q: 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 because we don't know everyone's story, so we need your help to learn about them.

### 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 or many of you have 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.

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

**A:** If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to [Lexy@kristinbrindley.com](mailto:Lexy@kristinbrindley.com).



# FINDING BALANCE IN THE RHYTHM OF LIFE

Dear Real Producers of Long Island,

As summer draws to a close, we find ourselves transitioning from the carefree days of vacation and back into the frenzy of productivity. Now, more than ever, we must focus on maintaining a sense of balance as we navigate the demanding waters of work, life, and leisure.

Work-life balance is not just a buzzword; it's a crucial aspect of our well-being and success. In the fast-paced real estate industry, achieving this equilibrium can be a challenge, but it's a challenge that we must rise to meet.

- **Time management** is a cornerstone of achieving this balance. Embrace productivity tools, prioritize tasks, and set realistic goals to make the most of your day. By focusing on essential tasks and delegating when needed, you can create space for both work and personal commitments.
- Amidst the hustle, don't forget the importance of **self-care**. Nurturing your physical and mental well-being is not a luxury; it's a necessity. Whether it's taking short breaks during the workday or practicing mindfulness, self-care rejuvenates.
- Finding joy in **leisure activities** is equally vital. Whether it's a scenic hike or enjoying a football game with friends, leisure activities recharge our spirits.

This month, we extend a warm welcome to **Andrew Malary Productions**, our newest partner to have joined the Long Island Real Producers community. Your expertise enhances the strength of our network and we are excited to collaborate with you!

Wishing you a fantastic and balanced September ahead, Real Producers!

For any questions, contact me or my assistant publisher, **Blaise Ingrisano**, at **631-219-5011** or **Blaise@longislandrealproducers.com**. I look forward to meeting you at our upcoming events!

Warm regards,



**Kristin Brindley**  
Owner/Publisher  
Long Island Real Producers  
(313) 971-8312  
www.longislandrealproducers.com



## FOOD FOR THOUGHT

What do you do to anticipate market changes and manage through them?

# 2022 BY THE NUMBERS

HERE'S WHAT LONG ISLAND'S TOP 500 AGENTS SOLD...

12,894  
  
TOTAL TRANSACTIONS

\$12 BILLION  
SALES VOLUME

7,833 LISTING SIDE  
TRANSACTIONS  


5,061  
BUYING SIDE  
TRANSACTIONS  


\$24  
MILLION  
AVERAGE  
SALES VOLUME  
PER AGENT  


26  
AVERAGE  
TRANSACTIONS  
PER AGENT  


Information based on 2022 residential sales in New York, by the top 500-producing agents licensed in Nassau and Suffolk Counties.



▶▶ special events

Photos by Ryan Corvello

# COMING SOON!

## LONG ISLAND REAL PRODUCERS' EVENTS



Real Producers events are exclusive to the top 500 agents in the Long Island area by sales volume, as well as our preferred partners.

You will not want to miss the complimentary food, fun, and conversation. This is a great time to network and connect with other top producers!

Be on the lookout for invites from [info@longislandrealproducers.com](mailto:info@longislandrealproducers.com) coming to your inbox soon!

Thank you in advance for being part of our *Long Island Real Producers* community. We appreciate you and can't wait to see you at an upcoming event!

For more information on all Long Island Real Producers events, please email us at [info@longislandrealproducers.com](mailto:info@longislandrealproducers.com).



- High-Quality Photography •
- Videography • Floorplan Rendering •
- 3D Matterport • Drone Solutions •



**Call today to schedule!**  
(631) 923-1464 • [DynamicMediaSolutions.com](https://www.DynamicMediaSolutions.com)



# GOLDKLANG

DAVID

CITIZENS BANK

► partner spotlight

By **Jess Wellar**  
Photos by **Frank Urso**



“ALWAYS OPEN TO HELP YOU CLOSE”

With his deep knowledge of lending and commitment to building relationships, David Goldklang has become a trusted partner for clients and REALTORS® alike. A mortgage loan officer at Citizens Bank, David brings 25 years of industry experience and a passion for exceptional customer service to his role.

“As a full-service bank, Citizens Bank offers a wide range of lending services, including mortgages, lines of credit, construction to permanent loans, physician loans, asset dissipation, VA and FHA loans,” David notes. “But there are only two or three banks that have construction loans, and Citizens Bank is one of them.

“This unique offering sets Citizens Bank apart from others in the industry, providing clients with comprehensive solutions tailored to their needs. We have offices in Melville and New York City, but Citizens can lend in almost all states (with the exception of Alaska, Hawaii, and Iowa),” he adds.

#### Building Trust

What distinguishes David’s business is his unwavering commitment to exceptional customer service. As he likes to put it, “I’m always open to help you close.” His brand of customer service, built on trust and personal connections, has earned him a loyal clientele over the years.

“It’s the pilot, not the plane,” David asserts. “People love my brand of customer service. I believe that people want to do business with someone they know, like, and trust. No one wants to do business with a stranger they don’t care for and don’t trust, right? I focus on building strong relationships, and people know I’m one of the good guys in the industry.”

In his new role at Citizens Bank, David is excited about the opportunities to offer better customer service and competitive rates. With his expertise, unwavering dedication, and the support of a reputable bank, he is poised to continue making a positive impact in the mortgage industry.

David adds that he actively participates in networking groups, forging connections and helping agents expand their professional networks. He also collaborates closely with financial advisors, attorneys, and accountants, ensuring comprehensive financial support for his clients.

“I do what I say I’m going to do when I say I’m going to do it,” David affirms. “As a one-stop shop for Realtors’ lending needs, I go above and beyond to provide a seamless experience.”





David Goldklang is a mortgage loan officer at Citizens Bank.

### As the Market Turns

Throughout his two-and-a-half-decade career at various banks, David has witnessed significant changes in the mortgage industry. From his early days working in a subprime call center to his experience with large banks and brokers, he has seen it all. But despite the challenges currently facing the market, he remains cautiously optimistic.

“This business, like life, has its ebbs and flows. It’s always changing,” David reflects. “Enjoy life and the good times while saving for the down markets and the bad times. Right now, it’s a tough market, but it may rebound next year. Everything is in cycles, usually around election cycles. It doesn’t matter who gets in office, things change. Once rates start to drop, there will also be a refinance resurgence. And I think there will be more inventory as baby boomers age, and as things begin to stabilize, people will also get more comfortable to move.”

Regardless of market conditions, to David, the most fulfilling aspect of his work is the opportunity to make a positive impact on people’s lives. Whether it’s helping them achieve their homeownership dreams or securing better refinancing options, he truly loves being part of the journey.

“I enjoy helping people. No matter if they are buying a property or refinancing one that they own, my job only brings positive vibes,” he beams. “I love attending purchase closings to share the joy.”



Looking ahead, David remains dedicated as ever to his clients and his joy-inducing profession.

“This business is all about relationship building, and business doesn’t stop at 5 p.m.,” David emphasizes. “I’m always on call. Nights and weekends, I’ll get a text and I’ll respond; and if I don’t have an answer, I will get it for you. Building relationships is the bloodline of my business ... and the greatest compliment is a referral from a client, of course.”

To learn more about how David Goldklang and Citizens Bank can help your business, visit [DaveGoldklang.com](http://DaveGoldklang.com) or email [David.Goldklang@citizensbank.com](mailto:David.Goldklang@citizensbank.com). NMLS# 86601

Mortgages are offered and originated by Citizens Bank, N.A. (NMLS ID# 433960) All loans are subject to approval. Equal Housing Lender.



I ENJOY HELPING PEOPLE; NO MATTER IF THEY ARE BUYING A PROPERTY OR REFINANCING ONE THAT THEY OWN, MY JOB ONLY BRINGS POSITIVE VIBES.



### FAMILY MAN

Outside of work, David cherishes time with his family. Attending Broadway shows, concerts, embarking on food crawls (where each family member gets to choose a destination for different courses), and taking impromptu road trips are some of the Goldklangs’ favorite pastimes. David also enjoys golfing and indulges in a weekly pickleball game.

“We are a very spontaneous family! We’ve hopped in the car before and just hit the road from our house in Plainview,” David laughs. “I’ve been married to my wife, Liz, for 20 years, and we have an 18-year-old son, Jordan, who is headed off to the university of South Carolina in the fall; a 15-year-old daughter, Zoe; and a teddy bear dog named Tosh — a mix of the bichon frisé and shih tzu breeds — that I’m obsessed with! Tosh is currently napping on my feet while I work; he’s very needy, but he’s my loyal companion.”







**SILVER SPRING  
CAPITAL**

**Building wealth takes hard work  
& passion. So should managing it.**

As successful as you are, we know there's still more you want to do. At Silver Spring Capital, we've been helping our clients care for their hard-earned assets for more than 30 years. Find out why so many people trust us to help manage their wealth with the care it deserves. Give us a call today.

**ROBERT LOPINTO**  
973-434-9130

**ROBERT J. LOPINTO**  
SILVERSPRINGCAP.COM

Silver Spring Capital is a full-service wealth management practice specializing in retirement planning & portfolio management. We offer a variety of services designed to help our clients achieve their financial goals.

Investment products & services are offered through Wells Fargo Advisors Financial Network, LLC (WFAFN), Member SIPC. Silver Spring Capital is a separate entity of WFAFN.

*Coverage for*

- HOME
- AUTO
- LIFE
- BUSINESS



**REWARDS PROGRAM**  
Recommend your clients for a quote from us and we'll donate \$10 to our current community cause campaign and send you a \$50 gift card for every person you recommend!

*Se habla español.*



**The Zabbia**  
INSURANCE AGENCY  
*Serving New York since 1915*

**Robert Zabbia**  
Agency Owner  
(516) 799-3800  
ZabbiaAgency.com



# We're Licensed To Kill Those Pests

**Don't Let Termites KILL Your Deal!**

**\$250 OFF Bait Stations**  
with code **Termite250**





**516.584.5007**  
**Extermicore@gmail.com**  
*Serving Nassau, Suffolk & Queens*

A Pest Management Company

**REAL PRODUCERS PODCAST**

**Inspiring conversations with the nation's top real estate agents.**



*Same Brand, New Reach – Tune in for free today*

Listen on **Apple Podcasts**

LISTEN ON **Spotify**

Listen on **amazon music**



**FAMILY OWNED FOR 70+ YEARS & AWARD-WINNING  
MOVING AND STORAGE COMPANY**



**LOCAL & LONG DISTANCE MOVING  
PACKING • STORAGE • JUNK REMOVAL**



**QUESTIONS? GIVE US A CALL!**  
**631-543-6801 | HALL-LANE.COM**  
**Request a FREE estimate! →**





Z  
E  
H  
A  
V  
A

Friedman

» rising star

By Jess Wellar  
Photos by Frank Urso

## Trailblazing the Extra Mile

“Being a real estate agent is more than just selling properties; it’s about building relationships, guiding clients, and using my experience to help them achieve their goals,” Zehava Friedman passionately states. “To be invited into someone’s home, witness their dreams of homeownership come true, and know that I played a significant role in making it happen — it’s an incredibly gratifying experience.”

As an agent with Coldwell Banker American Homes, Zehava has established herself as a trusted professional in the industry, driven by her unwavering dedication and integrity.

Zehava initially got her real estate license shortly after the Twin Towers

fell. Needless to say, the NYC market post 9/11 was tough, and after becoming pregnant with her first child, she stepped away to raise her family. Eventually, Zehava went back to work as a relationship manager for prominent institutions such as Chase and Bank of America. However, as her children entered their teenage years, Zehava felt the pull for greater flexibility and independence in her schedule.

### The Comeback

In 2017, Zehava made her triumphant return to the industry, seizing the opportunity to collaborate with the esteemed Dona Malter. For five years, Zehava thrived as a member of the Dona Malter Team, benefiting from Dona’s 40 years of experience in the local market.

Although Zehava now operates solo, Dona remains a valued mentor and confidante. “Dona is still my first call of the day and usually my last,” she notes.

Zehava’s track record speaks volumes about her expertise and commitment to go the extra mile for her clients. In 2022 alone, she closed an impressive 29 deals, amounting to a total volume of \$22 million. Her exceptional performance has earned her several accolades, including the prestigious President Circle, Diamond, Sterling, Number 4 Small Team, and Quality Service Awards. Among these, Zehava says she holds the Quality Service Award in high regard, as it symbolizes her dedication to providing unparalleled support to her clients.

66

To be invited into someone's home, witness their dreams of homeownership come true, and know that I played a significant role in making it happen — it's an incredibly gratifying experience.



Rising Star Zehava Friedman is with Coldwell Banker American Homes.



When asked about the secret to her success, Zehava is quick to highlight her radical honesty and commitment to her clients' well-being. She views her role not merely as a salesperson, but as a trusted guide, educator, and advocate, noting that she holds a CCIM designation, as well as an SRES certification, to assist seniors with their unique relocation needs.

Born and raised in Israel, Zehava also credits her incredible work ethic for making it this far, as she has been shaped by many diverse life experiences. At the age of 18, she joined the

Air Force, where she honed her discipline and determination. Following her military service, she pursued a degree in business administration, laying the foundation for her future endeavors.

Her passion for the industry is evident in the advice she imparts to up-and-coming top producers: "Be authentic, work hard, and avoid overselling."

Zehava firmly believes in always going the extra mile for clients, as well, whether you're a new agent or a seasoned one. "I take the time to know you

as a person, to take care of you. At the end of the deal, when a client tells me, 'You did everything you promised,' that means the world to me. Anyone can make promises, but I deliver."

Zehava adds that integrity and honesty define her approach to real estate, and new agents would do well to do their homework. "Credibility is a hard thing to earn. Never make things up. If I don't know something or I'm unsure, I'll admit it, or say, 'I think I know the answer, but let me check.' Doing my homework and providing accurate information is essential to me."

**66** I take the time to know you as a person, to take care of you. At the end of the deal, when a client tells me, 'You did everything you promised,' that means the world to me. Anyone can make promises, but I deliver.

**Outside the Office**

In addition to her real estate career, Zehava cherishes her role as a single mother to her two remarkable daughters, Elina and Nadia. Zehava and her daughters find joy in traveling, exploring Long Island's scenic beauty, visiting museums, and bonding over their shared love for music.

"Spending time with my children is invaluable to me," she shares. "As they grow older, I realize the importance of cherishing these moments."

Zehava's commitment to her community extends beyond her real estate endeavors. Through her involvement in charitable initiatives, she showcases her compassion and desire to make a positive impact. Zehava's active participation in raising funds for organizations like the Leukemia & Lymphoma Society and organizing food drives exemplifies her dedication to giving back.

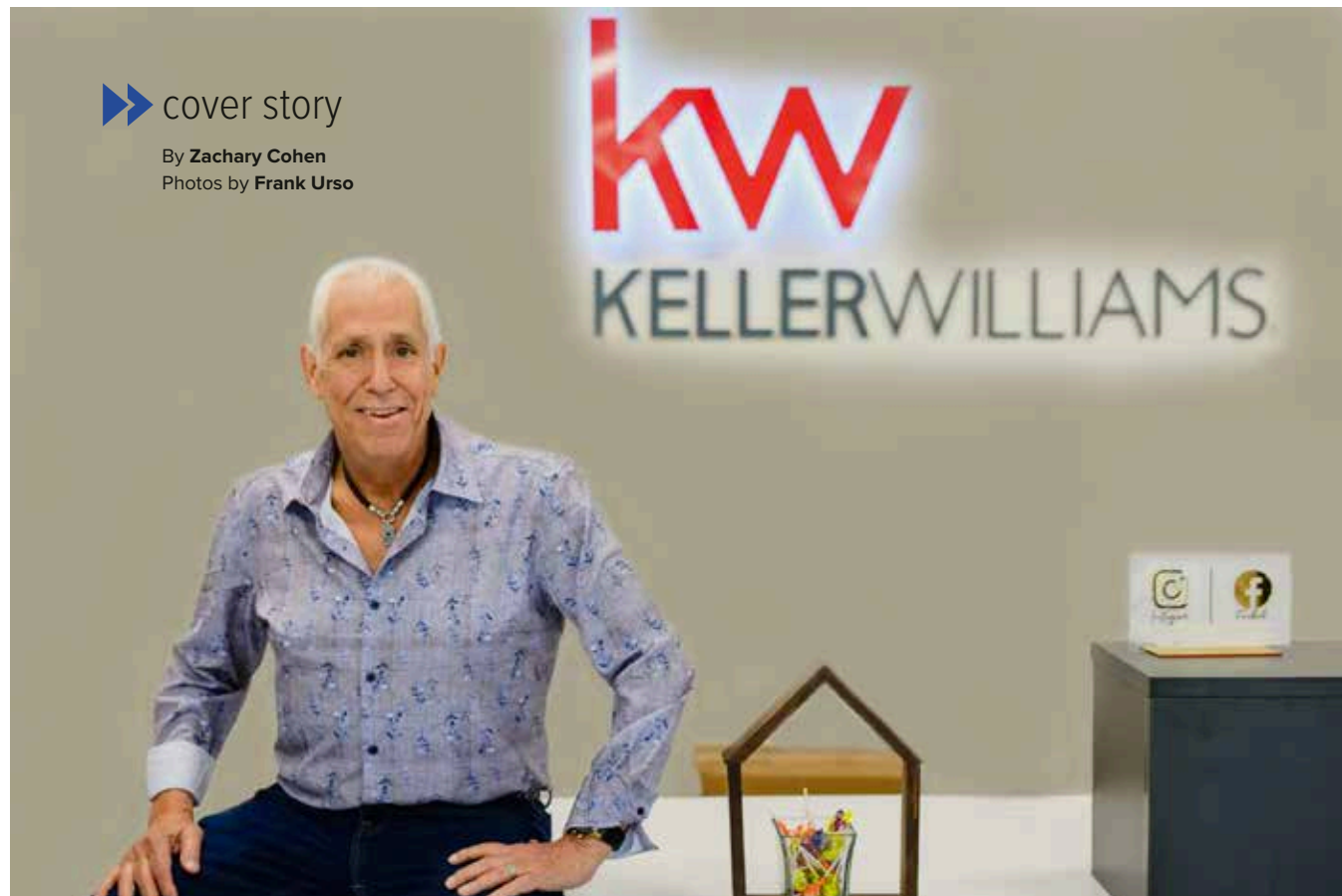
Looking to the future, Zehava envisions a personal and professional journey filled with growth and fulfillment.

"Professionally, I aspire to establish my own small team of agents, empowering and guiding them toward success. I would also like to meet some developers and get into the multifamily space," Zehava concludes. "But as my children navigate their own paths, I plan to travel more and savor the precious moments with my family too."



cover story

By Zachary Cohen  
Photos by Frank Urso



# BARRY PALEY

## THE BUILDER

Barry Paley is one of Long Island's most recognizable real estate agents. He's been in real estate for nearly 20 years, but the last five years have been the most fruitful. Since moving to Keller Williams in 2018, Barry has redefined himself as an agent, business owner, and human being. He's left behind old ways of thinking, trading them in for a modern, team-based approach, and the results have been impressive. Team Paley of Keller Williams Points North is ranked number 31 in RealTrends Top Five Hundred in New York State in 2023 and is in the top half of a percent of the MLS on Long Island. Barry is also an owner and investor in multiple market centers in Long Island, Brooklyn, and Queens.





So what drives Barry to such professional heights? He says it's all about the opportunity to create something bigger than himself.

“I love creating and building businesses. I want to leave a legacy that lasts long after I’m retired. I want to make a difference in the world and help people reach their goals. I’m passionate about my work, and I’m not slowing down anytime soon.”

**The Road to Real Estate**

Before launching his real estate career, Barry spent nearly 30 years in the women’s fashion industry. He opened his first business in the garment district in 1976 and quickly recognized a void in the plus-size market, so he began to design and produce fashionable and functional clothing for plus-size women. This unique approach to the industry quickly gained traction, and his designs were sold in retail stores across the country.

During this time, Barry became interested in real estate investing. So when the garment industry shifted in the early 2000s, his transition into real estate sales was natural. Over the ensuing years, his business grew steadily, but it wasn’t until he joined Keller Williams in 2018 that he really took flight.



Barry Paley (left) is team lead of Team Paley at Keller Williams Points North and works alongside his son, Luke (center), and his wife, Hope (right).

“It’s unfortunate I did not move to Keller Williams sooner, but as Gary Keller says, you can completely transform your life in five years. I did just that after joining Keller Williams in 2018. My life changed dramatically in three years,” Barry shares.

**Rising to the Top**

Barry enthusiastically talks about his brokerage and team. He expresses his pride in being part of an agent-centric

organization that enables him to build a life by design.

“I am proud to be part of an ecosystem that allows you to grow your business and yourself however you choose,” Barry explains. “Through my immersion in the system, I helped us grow into a team that closes \$80 million to \$90 million in sales a year and helps around 200 families. We are the number one KW team in Nassau,



Suffolk, and Queens. Our marketing and distribution are unparalleled in the market. What does it take to sell a house? The right price, marketing, content, distribution, and getting as many eyes on the property as possible, and we do that at a high level.”

Barry is also proud to run a family business that provides the highest quality customer and consumer experiences possible.

“To achieve this goal, we are using innovative drone footage and lifestyle videos created by my wife, Hope Paley,” Barry continues. “Hope is the marketing director for the team and the owner of RealtyLeagueVideoez. We are also joined by my son, Lucas Paley, our director of sales and a licensed real estate salesperson. He brings experience and knowledge to our company.”

Barry also offers praise to his transaction coordinators and assistants, who deserve recognition for their pivotal role in keeping the business running smoothly and efficiently. The multilingual, multigenerational, and multicultural team is committed to staying

informed and up to date on the latest trends and technologies.

“This enables us to provide innovative solutions. We strive to maintain positive energy and collaborate to create successful, lasting relationships with our clients,” Barry says.

**Leaving a Legacy**

As Barry reflects on his journey, he’s most proud of the organization he’s built. He’s also proud of the impact he’s had and the human being he’s become. He’s immersed himself in learning, become a leader, and honed his big-thinking mindset. And at 73, there’s no slowdown in sight.

“One of my favorite musicians, Ray Orbison, was asked, ‘What would you say is your greatest song?’ And he said, ‘I haven’t written it yet.’ I think the legacy I would like to leave is that anybody can do or be anything they want if they are willing to go the distance. I would like my legacy to be that I built something that extended beyond me. I helped people and had an impact on people’s lives through sharing, teaching, and being an effective leader.”



The Team Paley mastermind group at work.

“

I love creating and building businesses. I want to leave a legacy that lasts long after I'm retired... I'm passionate about my work, and I'm not slowing down anytime soon.

”

**WORDS OF WISDOM**

“My biggest lesson has been to focus on progress rather than perfection. Start now. What one man can do, another man can do, and no one succeeds alone. It is critical to act and never give up. We can all learn from each other and grow together.”





# We Target Your Financial Success

with  
**INNOVATION, INTEGRITY & RESULTS.**

Our experienced team is dedicated to helping you solve problems and find new opportunities for personal, business, and financial success.



**CALL TODAY!**

(631) 761-8989

info@pmmpllp.com • pmmpllp.com

Accounting & Auditing • Bookkeeping (Compliance Services)  
Financial Planning • Management Consulting • Tax Services

## 100 YEARS OF TRUSTED AND RELIABLE MOVING & STORAGE IN THE TRI-STATE AREA.

Family-Owned.

Award-Winning Reputation.

Full-Service.

No household, commercial, or specialized move is beyond the capabilities of Maffucci Moving & Storage. Serving you since 1909!

MAFFUCCI MOVING & STORAGE  
**BEKINS**

CONTACT US FOR A **FREE** ESTIMATE!  
(631) 842-6400 • maffuccimoving.com

# Don't Wait For Your Oil Tank To Fail...Replace It Now!

Underground oil tanks were the norm for heating homes for generations. Today, natural gas is the source of heating a home. Underground oil tanks can turn into severe liabilities for homeowners due to corrosion, which will leak oil into surrounding soil and groundwater.

Our experienced team  
will help you every step  
of the way with your  
underground oil tank  
removal, above-ground  
oil tank removal,  
basement oil tank  
removal, or  
Oil Tank Locating with  
GPR (Ground  
Penetrating Radar).



Call today for an estimate!

**866-670-5366**

info@c2g.us

LONG ISLAND | HUDSON VALLEY  
WESTCHESTER | CONNECTICUT | NEW JERSEY





# POWER UP YOUR MORTGAGE EXPERIENCE

Throughout our 30 years in business, we have earned an exceptional reputation among accountants, attorneys, builders, financial planners, real estate professionals, and our valued clients!



**Down Payment Assistance • FHA • VA • Conventional**

**I look forward to working with you, and your clients!**

***Call me today!***

**Ryan Riddle, Loan Office, NMLS #: 1730872**

**(516) 350-5377 • [rriddle@cliffcomortgage.com](mailto:rriddle@cliffcomortgage.com)**

**70 Charles Lindbergh Blvd, Suite 200, Uniondale, NY 11553**

**CLIFFCO**  
Mortgage Bankers

