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Meet the Rest of  
the KB Team



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# publisher's note

Hello December,  
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As we step into December, the air is filled with festive cheer and the twinkle of holiday lights. This is a month of celebration, a time to gather with loved ones, reflect on the past year, and look forward to the new one with hope and excitement.

December is a time of giving, of sharing joy and kindness with those around us. Whether it's through holiday traditions, thoughtful gifts, or simply spending quality time together, let's embrace the spirit of the season and spread warmth and happiness.

As we embrace the festive season, let's keep this quote in mind: "It's not what's under the tree that matters, but who's gathered around it." Here's to cherishing our loved ones and making the most of this special time.

A heartfelt welcome to our newest preferred partner, **CrossCountry Mortgage!** We're thrilled to have them join our community and can't wait to create beautiful memories together.

Wishing you all a December filled with joy, love, and memorable moments. Happy Holidays and Happy New Year to everyone!

**Kristin Brindley**  
Owner/Publisher  
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## Save the Dates Exciting 2025 Event Lineup

Mark your calendars! We have an incredible lineup of exclusive events. Prepare for an amazing year of connecting, inspiring, and elevating with like-minded industry rainmakers!

APR  
3

**MASTERMIND:**  
Wisdom, Wealth & Wellness  
(SERIES 1)

JUN  
3

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JUL  
TBD

**VIRTUAL MASTERMIND:**  
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OCT  
16

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(SERIES 3)

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# KARLA JUSKO

ELEVATING THE REAL ESTATE EXPERIENCE



“

I gauge my success on how well my agents are growing and enjoying their own success.

Karla Jusko is a business leader who upholds high standards in her work. As the head of a team, she emphasizes key values like compassion, connection, cooperation, accountability, integrity, and transparency. These principles guide her decision-making, from hiring to team management, ensuring that her organization remains focused on ethical and effective business practices. Karla fosters a workplace environment built on trust and mutual respect by centering her leadership around these core values.

#### Embracing Change

Before Karla became a thriving real estate professional, she spent years in education, a background that deeply influences how she approaches her career today. A former elementary school teacher for children with cognitive differences, Karla earned her Master of Science in Teaching

from Rowan University. She also holds certifications in K-5 and Special Education and spent time as an adjunct college professor, teaching reading and writing to students struggling with entrance exams.

Karla credits her teaching background with shaping her approach as a team leader and real estate agent. “I can’t imagine not having my teaching background; as a team leader, I have to teach every single day,” she says. Her educational training has enabled her to build effective systems and processes, which are key to her team’s success. “Everything needs a flow and a system for consistency of services,” she adds, emphasizing the importance of structure in her operations.

Her transition to real estate began when she set out to buy her first home. What started as a personal interest

quickly turned into a passion. Initially pursuing real estate to earn extra income while her children were young, Karla eventually dove into the field full-time once they started school. “I got the bug,” she explains, “I’ve only been a full-time agent for three years, but it feels like it’s been much longer.”

Now fully immersed in the industry, Karla finds real estate aligns perfectly with her goals and skills as an educator. “I don’t just want to push my clients through the transaction,” she says. “I want them to understand every step of the process if they want to.” This educator’s mindset, paired with her structured systems, sets her apart from many in the field and allows her to provide exceptional, personalized service to the families she serves.

#### A Rising Star

Karla began her real estate career



“  
If you make a  
mistake, OWN  
IT AND FIX IT.”

in 2007 and has experienced significant growth since transitioning to full-time work in 2021. Based at EXIT Realty Defined in Franklinville, New Jersey, she leads The Concierge Group, which includes two partner agents, a client care coordinator, and a transaction coordinator.

From 2014 to now, Karla has closed over 230 transactions, generating more than \$40 million in sales volume. In 2023, she completed 35 personal deals, and her team added another 22, totaling nearly \$12.5 million. For 2024, her projected team volume is expected to reach between \$14 million and \$15 million.

Karla's accomplishments include the Circle of Excellence Silver Award in 2022 and 2023, the Top Commission Agent Award at her brokerage in 2023, and the EXIT International Bronze Sales Award from 2020 to 2023, as well as an EXIT top team award in 2023, highlighting her as a top performer in the industry.

**Balancing Family, Hobbies, and Community**

Karla is not just a dedicated real estate professional but also a family-oriented individual. She is married and has three children, ages 14, 12, and 10. The family shares a love for travel, highlighted by a memorable

three-week cross-country trip to Colorado this summer. Karla reflects on the freedom her career provides, stating, "If I were in any other career, I never would have had the freedom to take a trip like that."

Animals are a significant part of their household. Karla, who grew up without pets, has ensured her children enjoy a variety of animals, resulting in quite the menagerie. Currently, the family has two cats, a rabbit, seven chickens, a freshwater turtle, and a fish tank. "I didn't anticipate SO many pets," she admits, "but the kids love it."

Karla enjoys reading outside of work and family life, mainly historical fiction. She practices yoga and values outdoor activities, often biking with her children or playing basketball with her oldest. Music plays a significant role in their home, with Karla's children involved in various musical pursuits, including piano and singing. "I love listening to them play and sing," she shares, noting that one of her children is even learning the clarinet, her instrument from middle school.

In addition to her family activities, she and her team are committed to community service. They recently hosted a blood drive for

the American Red Cross and plan another in the upcoming quarter. They also look forward to planning some local community projects in the near future.

**Goals and Aspirations**

Karla believes that success equals freedom. For her, this means having the ability to travel and spend quality time with her family while also supporting her agents in their growth and achievements. "I gauge my success on how well my agents are growing and enjoying their own success," she explains.

Looking ahead, Karla envisions a future filled with personal and professional opportunities. She desires to coach and motivate others, helping them reach their goals. Her professional goal is to expand her team into a group of high-achieving, multiple six-figure producers, dedicated to delivering exceptional service in the real estate market.

On a personal level, Karla and her family are eager to complete several home reno projects. They also plan to spend several weeks traveling across the U.S. and Europe each year, making lasting memories together.

For those looking to follow in her footsteps, Karla emphasizes the importance of time management and organization. She advises future top producers to focus on time blocking, track daily activities, and dedicate consistent time to prospecting. "Make sure to have a very organized CRM and keep in contact with all of your past and present clients as well as your leads," she suggests. She also highlights the significance of transparency within teams and with clients, stating, "If you make a mistake, OWN IT AND FIX IT."



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# MARK ELLIS

## Building Wealth and Community

By George Paul Thomas | Photos by Chris Kellyman



### ➤ rising star

It's common in the real estate industry that many agents focus on sales numbers and units. However, for Mark Ellis Sr., a dedicated realtor with Keller Williams, his and Ellis Realty Group's standard measurement is by the number of families he helps and his team's impact on the community. From guiding first-time homebuyers and investors to hosting educational seminars and attending local events, Mark is committed to providing meaningful support. His philosophy centers on embracing the process of helping others trusting that the results will follow.

#### A Career Pivot

Born and raised in East Orange, New Jersey, Mark is a proud alumnus of Rutgers University, where he studied Africana Studies and Sociology with a concentration in Economics. His career began far from real estate, as he spent over 25 years working for major brands like Tommy Hilfiger, Levi Strauss, Nike, and Adidas. "My focus was brand marketing and retail development," Mark recalls. "I was helping create and grow brands at the brick-and-mortar level."

But when COVID-19 hit, the retail landscape changed. "As stores closed their doors and malls became vacant, my role shrunk," Mark explains. "I knew it was time for a career pivot." Personal transactions sparked his interest in real estate, but he was shocked to discover how many people in his circle lacked basic knowledge of property ownership. "We didn't learn about real estate and financial literacy in school," Mark says. "There was a clear need for education, and that's when I found my direction."

In 2019, Mark leaped into real estate, drawing on his corporate experience to guide his new career. Now, as the Team Lead of Ellis Realty Group, he continues his mission to help others. "Our goal



is to help families build generational wealth through real estate," he says. "That's what drives me every day."

By 2021, he had established Ellis Realty Group with a clear mission. "Our goal is to help families build generational wealth through real estate," Mark says. "We want to be active in the community—whether it's educating people at vendor events, seminars, churches, or even local youth sports."

As the Team Lead of Ellis Realty Group, Mark takes pride in fostering a collaborative environment. "We're not just about transactions; we're about building relationships and helping people achieve long-term goals." His leadership extends beyond his team—Mark is also a 2024 Agent Leadership Committee member (ALC) member. This prestigious role allows him to influence the direction of his brokerage while mentoring newer agents.

In 2023, Mark and his team reached impressive milestones, closing 50 transactions worth \$14 million. “I handled 25 units totaling \$6.6 million,” Mark notes. He’s set even higher goals for 2024, projecting 30 units and \$12 million in individual sales and 75 units with \$25 million for the team.

His dedication hasn’t gone unnoticed. Mark has earned the NJ Realtors Circle of Excellence Sales Award at the Silver Level for three consecutive years (2021, 2022, and 2023). But for him, the numbers just reflect the deeper work he and his team are doing.

#### Family Ties and Personal Passions

For Mark, family and real estate are deeply intertwined. He’s a proud husband and father of two young adults who are not only following in his footsteps but are key members of his team at Ellis Realty Group. His daughter, Raven, specializes in commercial real estate and serves as the team’s Community Relations Liaison. She also runs a successful mobile bartending company that was recently featured on PHL17. His son, Mark Jr., focuses on investor clients and is designated with Keller Williams Sports and Entertainment, further expanding the family’s real estate expertise.

Mark’s wife, La Onque, brings her own entrepreneurial spirit to the table, running a thriving transaction coordination business, Transaction Coordinator Solutions. With real estate at the core of their family dynamic, the tight-knit group still finds time to bond, often gathering at church or relaxing by the pool with their grandchildren.

“

We’re not just about transactions; we’re about building relationships and helping people achieve long-term goals.



The family is completed at home by their two dogs—Brooklyn, a 13-year-old Boxer, and M’Baku, a 4-year-old Cane Corso. When not immersed in real estate, Mark treasures his time with his grandchildren and indulges his love for Philadelphia sports, avidly supporting the Eagles, Phillies, Sixers, Flyers, and even the Union. He also hopes to see a WNBA team come to the city.

Outside of his personal passions, he is committed to giving back. His team actively supports local charities like Salem County Habitat for Humanity, where they contribute to home-building efforts. For Mark, the balance between family, work, and community truly defines success.

#### Growth Through Service

Mark’s vision for the future is rooted in a commitment to helping others. For Mark, service, education, and mentorship form the foundation of Ellis Realty Group, and he intends to carry that mission forward.

In the short term, Mark is focused on expanding his clientele and growing Ellis Realty Group strategically, all while

ensuring that his agents receive the coaching and mentorship they need to become top producers in the industry. In the long term, he envisions a broader reach for his team, emphasizing building wealth for families through real estate.

Professionally, his highest hope is to foster a culture where service to the

community is as important as closing deals. Personally, he aims to strike a balance between family life and business growth. Mark lives by the mantra, “You miss 100% of the shots you don’t take,” and it’s clear that, for him, the future is about taking the right shots—not just for himself, but for everyone whose lives he touches through his work.



Exciting times as Ellis Realty Group, led by Broker/Owner Mark Ellis, brings award-winning expertise and a vision for building generational wealth in New Jersey! With a dedicated team and a passion for service, they’re here to guide clients in achieving their real estate goals—one home at a time.



“IT'S FUN TO WORK WITH A FRIEND WHO SHARES THE SAME PASSION AND COMMITMENT FOR REAL ESTATE AS YOU.” - BRENDA

# BRENDA BENCINI & DOROTHY MACQUADE

## The Golden Standard



Known as Golden Girls NJ in real estate, Brenda Bencini and Dorothy Macquade of Century 21 Alliance and Bob Meyer Communities in Medford, who are celebrating their 20th anniversary together this year, operate as a team, blending their talents to bring their best to new construction and resales.

### Timeless Foundation

Brenda, a 30-plus-year real estate veteran, grew up in the industry, following her mom's footsteps as a successful female real estate professional in the 1970s. From a young age, Brenda assisted her mom, Pat (Block) Muckenfuss, in the office, performing various duties such as Greeting clients, filing, and producing real estate spreadsheets, which she jokingly called her "math homework." While studying business and photography at college, a career opportunity arose that led her to jumpstart her real estate career. Her mom always said: "To be successful in real estate, you need to constantly advertise and market yourself in an upmarket, as assertively as you would in a down market." These words of advice have stayed with Brenda throughout her real estate career and have been the backbone of the marketing plan for Golden Girls, NJ.

On the other hand, Dorothy discovered her love for real estate once her children were full-time in school. In 2002, she was searching for a new career and saw

that a friend had successfully combined selling new homes with raising a family. Dorothy decided to give it a go and jumped in, only to find that she had a knack for selling homes and a desire to learn more about her newfound field. Dorothy emphasizes that her skills and experiences are invaluable to her real estate success. "My education and previous work experience has helped me in several ways in my 22 years of selling real estate," Dorothy notes. "I became acclimated to fast-paced multi-tasking via the packaging industry, and my writing background has been key to advertising and marketing for both new homes and resale," she explains.

### Milestones of Success

Before becoming Golden Girls NJ, Brenda and Dorothy began their real estate careers by selling new home construction for prominent builders like Scarborough, Orleans, Pulte, Pond & Spitz, and Bob Meyer Communities. They began working together in 2004 while selling luxury townhomes for Orleans Homebuilders in Lambertville, NJ. Although they had sold homes individually and together before and after 2004, their collaboration that year sparked a friendship and a business partnership that has thrived for over 20 years.

"It's fun to work with a friend who shares the same passion and commitment for real estate as you," Brenda says.

"We both prioritize our clients above all else. Listening to the needs and wants of buyers and sellers is crucial. We believe that

if you provide excellent customer service, clients will remain loyal,” Dorothy adds.

Achieving results has always been central to Golden Girls NJ. They take pride in their determination and creative problem-solving skills when serving their clients. Their skills were put to the test in 2008 when they began working for Bob Meyer Communities. It was a challenging time in real estate, especially for selling a new home community. “We learned how to navigate a down market and bring excitement to Wyngate, an Active Adult Community in Medford, NJ,” Brenda recalls. Despite the market conditions, Wyngate became widely successful and remains one of the most sought-after Active Adult Communities in South Jersey.

By 2010, Brenda and Dorothy saw an opportunity to support the Wyngate community further. With their builder’s consent and support, they began to market and sell resales alongside new home construction. They managed both the new and resale markets in the community. Their efforts paid off, with the successful sale of all 257 new homes at Wyngate and more than 75 resales.

In 2013, Brenda and Dorothy were appointed sales managers for another Bob Meyer community, Heritage at Medford, which included 228 homes. This was followed by two more single-family home communities: Brookside at Medford and Glover Mill Village in Haddon Heights, NJ. “We sold out both communities and have remained active in the Heritage community, where we’ve resold over 25 homes,” Brenda shares.

Around 2017, the duo expanded their services by offering home staging. “We believe a well-staged home tells a story, allowing buyers

to see how it can meet their needs. It helps them envision themselves living there, which maximizes the home’s value,” Dorothy notes. They’ve staged countless homes, both their listings and those of other agents, and take great pride in presenting each house at its best.

When COVID hit in 2020, the Heritage community was nearly sold out. Despite the challenges of the pandemic, Brenda and Dorothy remotely sold the last five homes in the community and even sold two new custom builds. “The pandemic pushed us to work with buyers in new ways, which broadened our expertise. Embracing change has always been key to our success,” Brenda reflects.

From 2020 to 2023, Golden Girls NJ shifted their focus to resales, expanding their client base to include estate, single-family, and vacation homes. “Refreshing and rebranding during this time helped us sharpen our skills and continue growing,” Dorothy explains. They also marketed Orchard View at Mullica Hill, a new Active Adult neighborhood by Bob Meyer Communities, and began presales in November 2023. They collaborated with a web-based company to create interactive graphic designs and virtual tours. Their diligence bore fruit, earning them nine awards in 2023, including Best Sales Office Design and Sales Team of the Year from the Builders League of South Jersey, which they also won this year. They achieved over \$22 million in combined resale and new home sales that year and are projected to surpass \$40 million in 2024.

A significant part of their marketing strategy has been creating videos during COVID and after to stay connected with their communities and clients. Their videos, which often feel like Hollywood productions, bring a fun, lighthearted vibe to their real estate messages and can be viewed



Dorothy and her husband, Steve, share a close-knit family bond with their two grown children, Jennifer, 30, a photographer, and Mitchell, 28, a realtor. “We’re fortunate to live nearby so that we can see each other every week,” Dorothy shares. Family game nights are a cherished tradition, and they often vacation with extended family and friends. When she’s not working, Dorothy enjoys biking, reading, and traveling, making the most of her rare downtime.

Over the years, both families have become invaluable supporters of their real estate ventures. Jennifer, a talented photographer, has taken on the role of videographer and editor for many of Golden Girls NJ videos. Mitchell, Tyler, and Josh often help with staging homes, providing the workforce behind the scenes, while Keith and Steve assist with everything from technical support to building signs to transporting materials. “It’s incredible to have families who respect and support our careers,” Brenda and Dorothy agree.

#### Insights and Inspiration

Brenda and Dorothy offer this advice for those just starting in real estate: Find your niche, master it, but remain open to new opportunities. “We absolutely love what we do and can’t imagine a better career. Having a partner for support and camaraderie has made all the difference. When challenges arise, we lift each other up and constantly strive to improve,” they explain.

Golden Girls NJ continues to market, stage, sell, and embrace all the exciting adventures the real estate world offers. Their motto, born during COVID, still rings true today: “Stay safe, stay Golden, and stay tuned” for more from Golden Girls NJ.

on their YouTube channel @Goldengirlsnj6131. “We’re always brainstorming new marketing ideas and ways to connect with our clients,” Brenda notes. Over the years, Golden Girls NJ has hosted various community events, including parades, ice cream socials, customer appreciation days, and holiday house tours/seasonal events. These efforts keep Brenda and Dorothy at the forefront of an ever-changing market, bringing fresh energy and creativity to their work.

#### The Heart Behind the Golden Girls

When Brenda and Dorothy formed their dynamic partnership, one of their top priorities was ensuring quality time for family and friends. Brenda’s husband and high school sweetheart, Keith Conklin, is also a Realtor. Together, they’ve raised two sons: Tyler, 28, a local radio producer, and Joshua, 25, a High School Physics teacher. As a family, they enjoy various outdoor activities, including skiing, golfing, photography, traveling, and family gatherings. Their beloved dog, Hendricks, has become Golden Girls NJ’s unofficial mascot, often appearing in their fun and engaging real estate videos.

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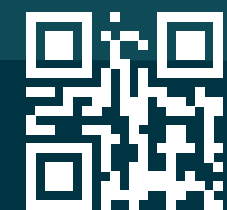


# ENOUGH OF THE NONSENSE



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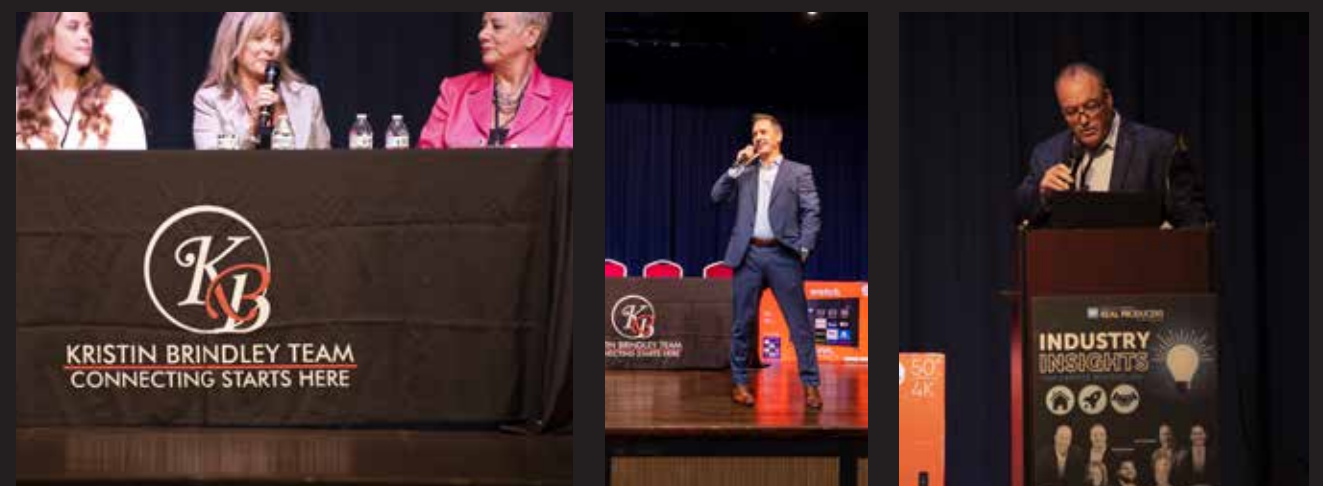
## INDUSTRY INSIGHTS MASTERMIND

OCTOBER 22, 2024

Photos by Chris Kellyman & Michelle Douthitt

We had an incredible time at the Real Producers South Jersey Mastermind! The local real estate market was buzzing with excitement, and the event surpassed all of our expectations.

A big shout-out to our incredible sponsors, Maximus Mortgage Advisors, Gateway Mortgage, Logan Lending Group, Good to be Home Title, Actual Spaces Staging,





With Heart Coaching for their generous support in making this event possible. They were instrumental in making this event a grand success.

Our superstar panel of top-producing agents and partners, Christine Dash, Nancy Kowalik, Dave Ralic, and Kristen Cappitelli, shared their success stories and invaluable insights. Many thanks to our superstar moderator, Mark McKenna,

who did an amazing job of keeping the event flowing! Kudos to Skye Michiels for being an awesome Master of Ceremonies!

And let's not forget the revolutionary speakers, Scott Einbinder and Matt Boyce, who provided indispensable education for our attendees with a side helping of entertaining humor.

Check out the relationship-building and learning captured by Chris Kellyman of Kellyman

Photography and Michelle Douhitt of Yellow Umbrella Imagery.

We can't wait to see you at our 2025 events!

For more information on all South Jersey Real Producers events, please contact us at [info@southjerseyrealproducers.com](mailto:info@southjerseyrealproducers.com).



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