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Cover photo courtesy of Michael Gallitelli Photography.



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WHO SHOULD WE FEATURE AS A RISING STAR?

- ★ 5 years or less in the business
- ★ At least \$3 million in sales in one calendar year
- ★ Active on social media

For more information, to nominate or to request to be featured, please email wendy@kristinbrindley.com.

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FAQ

ABOUT THIS MAGAZINE

By Kristin Brindley, Publisher

Ever since *Capital Region Real Producers* launched seven years ago, we have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice!

Q: Who receives this magazine?

A: The top 300 agents in the Capital Region area. We pull the MLS numbers each year (by volume) based on residential sales by agents licensed in the Greater Capital Region. We cut off the list at number 300, and the next year's distribution is born. We did this again in January, based on the new top 300 agents in sales volume for 2023. Based on 2023's list, the minimum production level for our group is \$6.5 million. The list will reset again at the end of 2024 for the following year and continue to update annually.

Q: What is the goal of this magazine?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals. We take the top 300 real estate agents and our preferred partners and we build an exclusive community around that group. We share their stories, successes, and upcoming events — really, anything that will connect, inform, and inspire, we put in our monthly publication.

Q: Does Real Producers have events?

A: Yes! We will have specific networking events throughout the year.

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®

(or yourselves!), affiliates, brokers, owners, and office leaders can nominate Realtors as well. We will consider anyone brought to our attention because we don't know everyone's stories, so we need your help to learn about them. A nomination currently looks like this: email us at wendy@kristinbrindley.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that 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 all works out, then we put the wheels in motion for our team to write the article and for our photographer to schedule a photo shoot.

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! The only small fee you may incur would be for professional lifestyle photos for the article.

Q: Who are the Preferred Partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, attend our events, and be 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 personally referred every single preferred partner you see in this publication. Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events.

Q: How can I refer a Preferred Partner?

A: If you know and want to recommend a local business that works with top Realtors, please email Lexy@kristinbrindley.com, and let us know!

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2023

BY THE NUMBERS

HERE'S WHAT THE CAPITAL REGION'S TOP 300 AGENTS SOLD...

9,186


TOTAL TRANSACTIONS

\$3.5 BILLION
SALES VOLUME

5,109
LISTING SIDE
TRANSACTIONS


4,077
BUYING SIDE
TRANSACTIONS


\$11.6 MILLION
AVERAGE
SALES VOLUME
PER AGENT


30.62
AVERAGE
TRANSACTIONS
PER AGENT


Information is based on residential sales in 2023 by the top 300-producing agents licensed in our Greater Capital Region service area.

LEAD WITH LOVE!

Dear Real Producers of the Capital Region,

February is synonymous with love, and it's the perfect opportunity to examine the connections we cherish in our daily lives. Considering our nation and industry are navigating considerable upheaval, the importance of nurturing relationships has never been more paramount. **Now** is the time to step up by offering encouragement and support in every way we can. In the good times, leading with love is a powerful practice, and in challenging times, it becomes even more impactful!!

Valentine's Day has just passed, but let's continue to embrace the spirit of love and elevate our expressions of affection. Beyond romantic gestures, consider creative ways to bring smiles to the faces of your loved ones and your professional network. Is it the right moment to send notes of appreciation to past and prospective clients? Perhaps it's time to break the digital mold and pick up the phone for a heartfelt conversation, a simple yet exceptional act in today's tech-driven society.

As top producers, you hold a special place in the community, and many of you are already giving back in various ways. It doesn't have to be a massive time commitment; find a cause you're passionate about and contribute in a way that feels genuinely good for you and makes a significant impact for others.

Speaking of genuine connections, we encourage you to attend our upcoming Real Producers events! These gatherings are a celebration of your achievements — a chance to let your hair down, have fun, and network with the best of the best in our local real estate market!

Looking ahead, mark your calendars for the Industry Insights Masterclass on June 13th! It's not just another panel — it's an opportunity to learn from and rub elbows with leaders in the industry. Keep an eye on your inbox for your exclusive invitation!

Wishing you a February filled with love ... and we can't wait to see you soon!!



With gratitude,

Kristin Brindley

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For all information on all Capital Region Real Producers events, email info@capitalregionrealproducers.com.

Capital Region Real Producers' JANUARY MAGAZINE PARTY

JANUARY 18, 2024

For those who attended the *Capital Region Real Producers' Magazine Party* in January, we extend our sincerest appreciation for your presence. It was a pleasure having you join us at the exclusive gathering held at the Community Bank in Amsterdam, New York. We hope you had a fantastic time celebrating with us!

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

We would like to extend our appreciation to our Platinum Sponsor, **Community Bank, N.A.**, whose contribution and venue made this success possible. Thank you to **Toni Zidich, Tim Taylor, Stephanie LaPell** and the rest of the team at Community Bank; we couldn't have had such a special evening without your support.

A special thank-you to **Michael Gallitelli of Metroland Photo** for the amazing photos of the evening, and **Mitchell Wood**, for the incredible videography.



For those who couldn't join us at the event, we missed having you there. 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 remarkable celebration. We look forward to continuing our partnership and

celebrating your achievements. If you have any questions or feedback, please reach out to us.

Wishing all of you continued success and prosperity!

For more information on all Capital Region Real Producers events, please email us at info@capitalregionrealproducers.com.







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THE IMPACT OF EMOTIONAL BRANDING ON ORGANIC ENGAGEMENT

In the realm of marketing, where brands vie for attention amidst the digital noise, the power of emotional branding stands as a beacon, guiding authentic connections and fostering organic engagement. Emotional branding transcends the traditional transactional relationship between brand and consumer, delving deeper into the realms of feelings, values, and shared experiences.

By evoking emotions — be they joy, empathy, nostalgia, or excitement — brands can forge connections that resonate on a personal level. Emotionally resonant content tends to leave a lasting impact, compelling individuals to engage and share, thereby amplifying organic reach.

Tell a Story

The key to leveraging emotional branding lies in storytelling. Craft narratives that tug at heartstrings, weaving in elements that trigger emotional responses. Stories that depict real-life scenarios, triumphs, or challenges not only humanize the brand, but also

create touchpoints for audiences to relate to, igniting conversations and encouraging organic sharing.

Be Consistent

Consistency in emotional messaging reinforces brand identity and values. When emotions align seamlessly across various touchpoints — from social media posts to customer service interactions — it cultivates a cohesive brand personality that resonates with the audience.

Aim for Authenticity

Emotional branding isn't merely about selling a product or service; it's about selling an experience, a lifestyle, or a belief system. Brands that authentically align with the emotions and values of

their audience cultivate loyal communities who engage organically, becoming brand advocates in their own right.

Build Trust

Furthermore, fostering emotional connections fosters trust, a cornerstone of organic engagement. When individuals feel understood and emotionally connected to a brand, they are more likely to actively engage, share content, and participate in conversations, thereby amplifying the brand's organic reach.

Remember that emotional branding forms the bedrock of organic engagement, transcending transactional interactions to forge meaningful, enduring connections. Brands that tap into the emotional core of their audience create a ripple effect, fostering organic engagement that extends far beyond the initial touchpoint.

Mike Baker is owner and founder of Your Social Liaison. To learn more, call Mike at (518) 669-1462, email YourSocialLiaison@gmail.com, or visit Facebook.com/YourSocialLiaison.



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By Mike Baker



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THE ADVANTAGES OF INVESTING IN A LIMITED LIABILITY COMPANY (LLC)

In the dynamic landscape of business, investors are often faced with the decision of choosing the right legal structure for their ventures. One compelling option available in New York State is the Limited Liability Company (LLC).

One of the primary benefits of choosing an LLC structure is the limited liability protection it offers. Investors in an LLC are not personally responsible for the company's debts and liabilities. In the event of legal issues or financial troubles, the personal assets of the investors are shielded, providing a crucial layer of protection.

Furthermore, LLCs provide a flexible management structure, allowing investors to choose between member-managed or manager-managed setups. In a member-managed LLC, all owners actively participate in the company's operations. In a manager-managed LLC, investors can appoint a manager or managers to handle day-to-day affairs. This flexibility allows for a customized approach to management that aligns with the preferences of the investors.

Moreover, LLCs benefit from pass-through taxation, meaning that the company itself does not pay taxes. Instead, profits and losses are passed through to the individual members, who report this information on their personal tax returns. This can result in a more favorable tax treatment for investors compared to other business structures.

Choosing an LLC structure can enhance the credibility and professionalism of a business. Many investors prefer to

work with companies that have a formalized legal structure, and an LLC provides that level of legitimacy. This can be especially beneficial when attracting partners, customers, or additional funding.

Additionally, compared to other business structures, LLCs are relatively easy to form and administer. The filing requirements are straightforward, and ongoing compliance is less burdensome than that of corporations. This simplicity can save investors both time and resources.

In conclusion, investing in a Limited Liability Company in New York State offers a multitude of benefits, ranging from limited liability protection to pass-through taxation. The flexibility, credibility, and ease of administration make LLCs an attractive choice for investors seeking a favorable business environment. As the economic landscape continues to evolve, choosing the right legal structure is a critical decision for investors, and an LLC in New York State presents a compelling option.



Erin P. DeLancey is a practicing attorney and a published author with a strong background in real estate law. She graduated from the Roger Williams School of Law in 2016 and was admitted to the Bar in 2017. Erin specializes in residential and commercial real estate as a member of the boutique law firm Rohan & Delancey, PC, located in Albany, New York.

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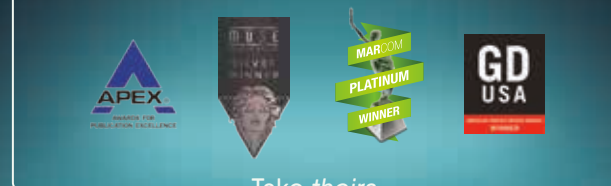
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Erin TIMS

► rising star

Photos by Michael Gallitelli

LOVE WHERE YOU LIVE

Erin Tims, a solo agent affiliated with Coldwell Banker Prime Properties, stands out as a beacon of success and compassion. With her in-depth market knowledge and personal touch, Erin's career is a testament to her commitment to helping others find their perfect homes.

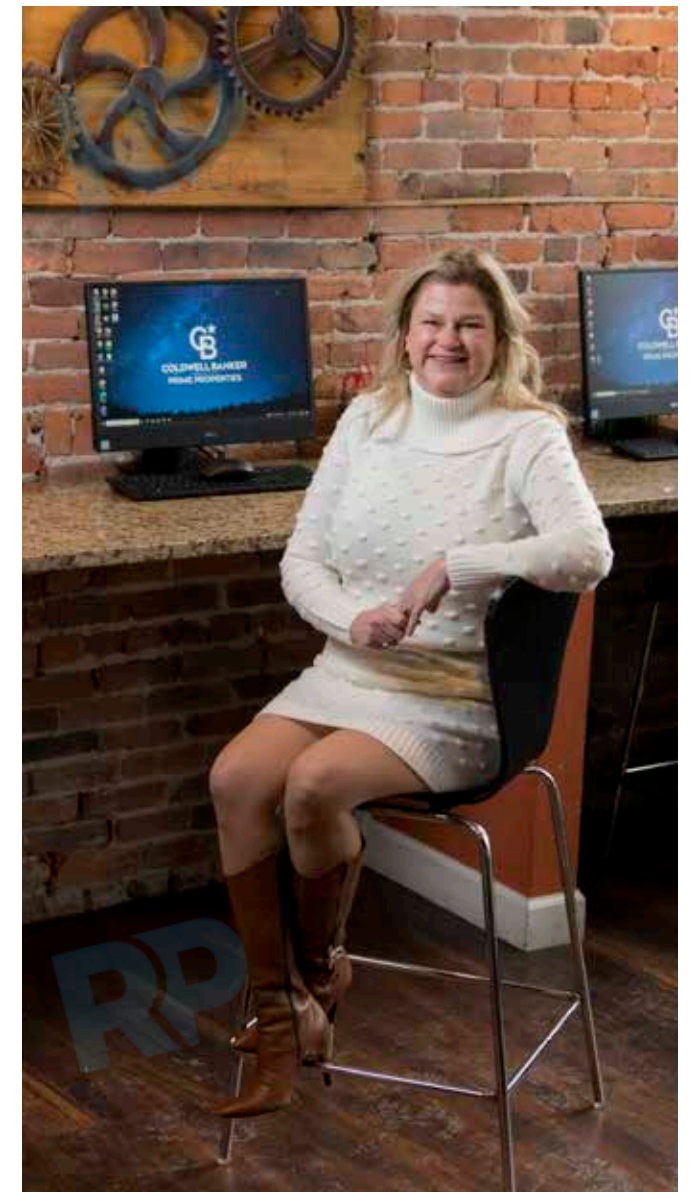
"I thrive on building relationships. My decision to become a real estate agent is rooted in the belief that by combining my people skills with industry expertise, I can play a pivotal role in shaping the positive chapters of others' lives," Erin explains.

Charting the Course

Before becoming a REALTOR® in 2021, Erin was a stay-at-home mom. She studied early childhood education at St. Joseph's University on Long Island and worked in a family business focused on construction, loan monitoring, and property assessment. However, the real estate industry beckoned her and resonated with her innate desire to assist and guide others.

"I'm a people person who genuinely enjoys helping others," Erin shares. "The prospect of guiding individuals through the significant life decision of finding or selling a home aligns perfectly with my passion for making an impact."

Numerous accolades have marked Erin's professional journey. In 2022, she achieved an impressive sales volume of almost \$7.9 million. Her commitment to excellence earned her recognition as a top producer multiple times with The Women's Council of REALTORS®, the International Diamond Society and Pinnacle awards with Coldwell Banker, and a position in the top 5 percent in GCI company-wide.



Yet, Erin’s success extends beyond numbers and awards; for her, it’s about the profound connections she forges with clients during pivotal moments in their lives and making her loved ones proud.

“True success, to me, is stepping outside of my comfort zone, doing the right thing even when no one is watching, and having my children look back and say what a wonderful childhood I provided for them,” she reflects.

Erin emphasizes the importance of her market knowledge, effective communication, and a personal touch as factors that set her apart from other Realtors. Her belief in the art of customer service, combined with a genuine interest in educating herself and by utilizing new resources, creates a unique and fulfilling experience for her clients.

In her world, every person deserves their personal best when buying or selling. She strives not only for personal success but also to contribute to the well-being of others. Her advice to up-and-coming top producers is grounded in education and simply showing up.

“Go to the office and find a mentor... For me, it was the broker/owner of the Glens Falls office, Teena Flores, who guided me every step of the way. And make yourself known in the community,” she encourages.

Outside the Office

Away from the hustle of real estate, Erin cherishes moments with her family. She and her husband, Jack, have raised three adult sons: Sean (29), Connor (26) and Braden (19). Married for over 30 years, the couple

has recently welcomed twin granddaughters into the family, as well as a third granddaughter. The family’s favorite retreat is Lake George, where they spend quality time on the pontoon, creating cherished memories with friends and family who share a special bond.

Their 10-month-old adopted puppy, Hank, adds joy to their lives, particularly on boat rides. Erin’s love for decorating, DIY projects, snow skiing, hiking, and shopping keep her busy when she’s not at the office. She is also actively involved with charities, such as



Rising Star Erin Tims is a Realtor with Coldwell Banker Prime Properties.



Open Door Mission, The Salvation Army, and Bay Ridge Volunteer Fire Co. Ladies Auxiliary. For Erin, a win is not just about personal achievements but also about positively impacting the community.

Looking ahead, Erin envisions taking her business to the next level by creating more connections, obtaining her broker’s license, and continuing her education. She hopes to travel more and focus on activities she enjoys, leveraging the experiences gained from raising her children.

Erin’s commitment to maintaining a moral compass and surrounding herself with professionals who share the same values highlights her dedication to her client’s best interests, and that will never change.

“You should love where you live,” Erin concludes. “My transactions are deeply personal... You will always get 110 percent from me.”

MARIANA DELUCA

FROM BRAZIL TO THE
CAPITAL REGION:
MAKING IT IN AMERICA

» cover story

Photos by Michael Gallitelli

With a physical therapy background and experience in the restaurant business, Mariana DeLuca brings a unique blend of skills and expertise to her role as a top REALTOR®. Since 2019, Mariana has consistently proven herself as a force to be reckoned with in the real estate market, exceeding expectations and delivering outstanding results for her clients.

HEEDING THE CALL

Armed with her bachelor's degree from Brazil, Mariana arrived in Upstate New York in 2008 as a J1 exchange student at Hunter Mountain, where she would end up meeting her future husband. Later, she pursued her passion for physical therapy in the Capital Region while simultaneously delving into the restaurant industry. Despite her dedication and years of effort abroad, she struggled to receive certification in the U.S. Faced with the realities of a complex and competitive system, she began exploring alternative paths.

"I tried to pursue my physical therapy career here at the same time that I was working in the restaurant business as a bartender, after years of trying to validate my bachelor's degree in the U.S. without success. Then, I started looking into a real estate career," she recalls. "After working in the restaurant business, I realized how much I like working with different people."

Heeding her new calling has proven to be the right choice for Mariana. Since she became a Realtor in 2015, her star has shone brightly. As a solo agent with Core Real Estate Team, she closed 37 deals worth \$10 million last year.

She has also been ranked as a Top Producer by the Women's Council of REALTORS® Capital Region from 2019 to 2022, and finished in the top 300 Realtors in the Capital Region in 2020 and 2022, according to *Capital Region Real Producers*, while finishing in the top 200 in 2021.

"My accolades prove just how much I love helping my clients achieve their goals," she says with a touch of pride.

Transparency is not merely a buzzword for Mariana but a guiding principle that shapes her client interactions.

"Every time I work with buyers and sellers, my goal is to provide full transparency into the process. I want them to understand what we are doing every step of the way and why," she says, revealing the philosophy that propels her success.

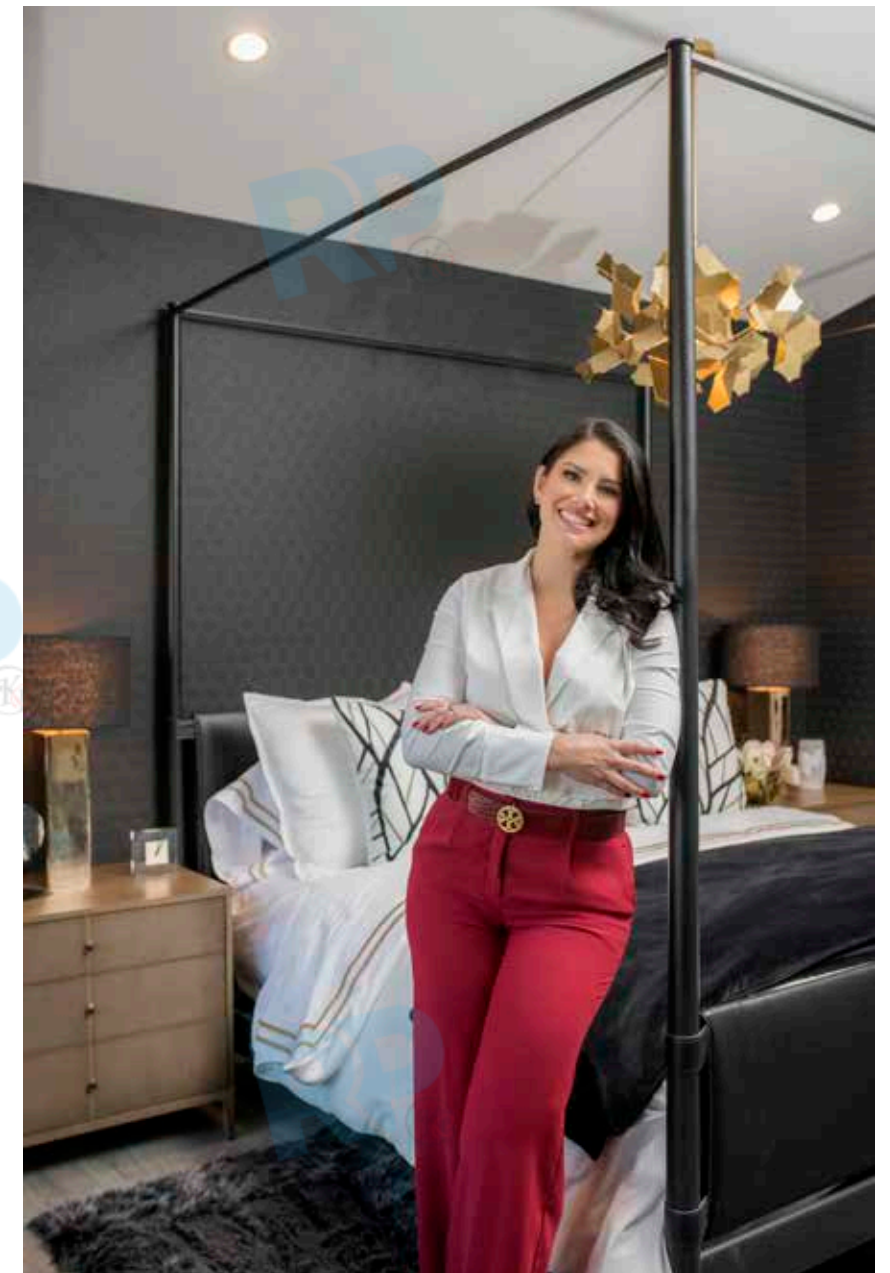
BALANCING LIFE

Beyond her career, Mariana is a proud wife to Frank, a doting mother to 7-year-old Natalia, and a fur parent to her affectionate springer spaniel named Diggy.

Her world is a delightful collage of shared moments and shared meals. An avid entertainer, her abode becomes a haven for family and friends, echoing with laughter and the clinking of glasses.

In the quiet pauses between work and play, Mariana finds peace in the sensory pleasures of good food and exquisite wines. "I don't cook, myself, but thankfully, my husband is very good at it and loves doing it," she laughs.

She also enjoys and appreciates life's simple pleasures. Even the meaning of success for her is straightforward yet profound. "Having a stable home



environment, a happy and healthy family, and being able to enjoy some of the finer things in life is enough for me,” she adds.

As she looks to the future, Mariana envisions continued success and professional growth.

“My highest hope is to continue to increase my sales volume and mentor new agents,” she states, illustrating her commitment to sharing the expertise that has made her a trusted name in the industry.

Meanwhile, Mariana plans to remain a beacon of sincerity in a world that sometimes feels impersonal, which echoes her parting advice to up-and-coming top producers.

“Do not be a secret agent! Everybody needs to know what you do for a living and how good you are at what you do,” she emphasizes. “Creating ‘raving fans’ who would highly recommend you to other people is the key to this business.”

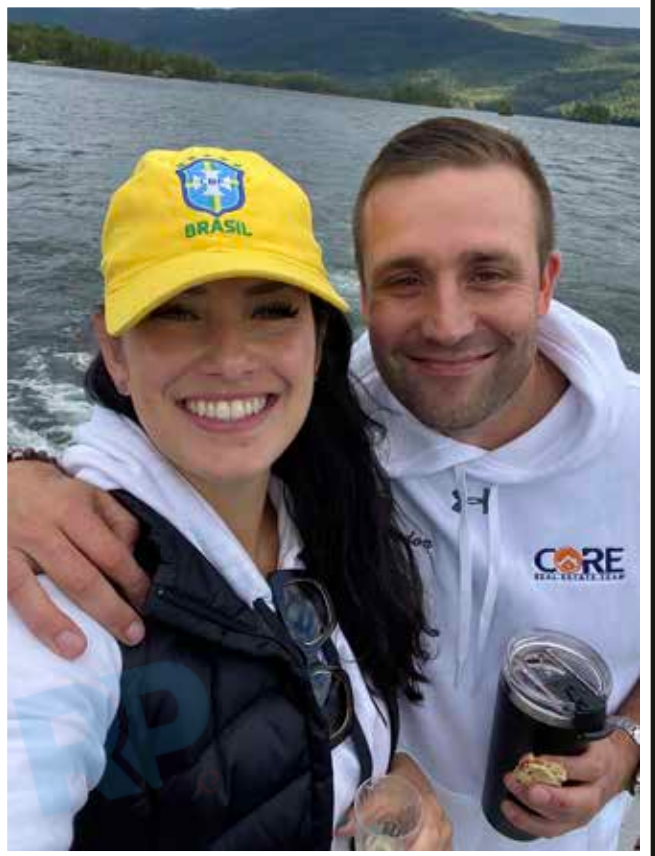


Top producer Mariana DeLuca is a Realtor with Core Real Estate Team.

“
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”



Mariana DeLuca with her husband, Frank, daughter, Natalia, and springer spaniel, Diggy.



Mariana with Brandon Oot, broker/owner of Core Real Estate Team

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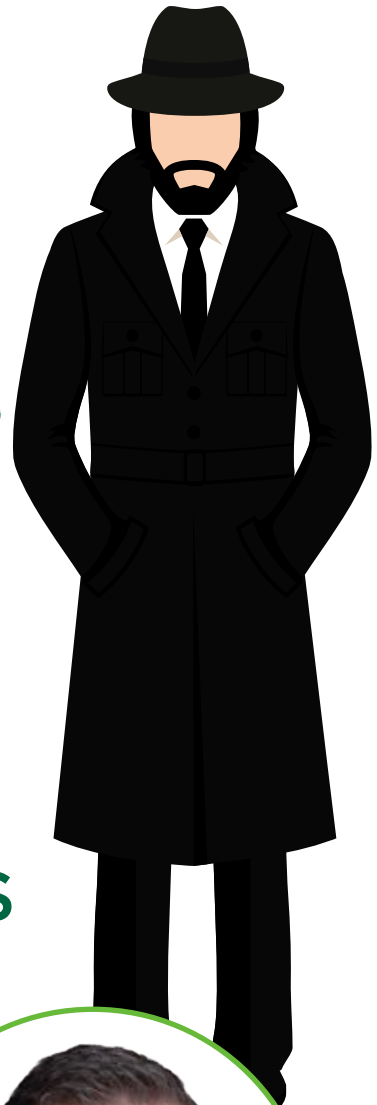
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