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518-573-2435
drew.aiello@fairwaymc.com



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- ★ Active on social media

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FAQ

By Kristin Brindley
Publisher

ABOUT THIS MAGAZINE



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. To nominate, email us at wendy@kristinbrindley 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, 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® or 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.

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Kristin Brindley
Publisher



Haley Van Bellingham
Associate Publisher



Ellen Buchanan
Editor



Wendy Ross
Operations Manager



Lexy Broussard
Sales Manager



Michael Gallitelli
Photographer



Martyn Gallina-Jones
Photographer



Mitchell Wood
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Osman Salam
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If you are interested in nominating REALTORS® to be featured, please
email the publisher at wendy@kristinbrindley.com.

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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.



►► publisher's note

Big congrats to all of the new Top 500 agents who are now part of our *Capital Region Real Producers* community, thanks to your stellar sales performances in 2023. You guys rock! By now, you should have received your 2024 *Capital Region* Real Producers Top 300 badge in your inbox, a testament to your achievements and success!

March is a special milestone for our team; seven years ago this month, we launched our flagship publication in Greater Washington, D.C. Thanks to the amazing Real Producers and preferred partners in our various communities, we have expanded to have a presence in seven markets around the country!! We're so proud of all of our

publications ... and excited for our newest top agents to join us at our fabulous, exclusive events throughout the year.

March also brings the end of Q1 and St. Patrick's Day — a time when I often reflect on what it means to me to be "lucky." What does luck have to do with success? Are we either born lucky or unlucky ... and can we change?

According to famed psychologist Richard Wiseman, author of "The Luck Factor," a 10-year scientific study into the nature of luck revealed that, to a large extent, people make their own fortunes. The results also show that it's possible to enhance the amount of luck that people encounter in their lives.

Moreover, Wiseman's findings revealed that luck is not magical or random; it has much more to do with one's thoughts and behaviors, which ultimately proved responsible for one's fortune. So if you want more luck this year, heed Wiseman's advice using four basic principles:

- Create and notice chance opportunities!
- Listen to your intuition when making decisions!
- Set positive expectations!
- Adopt a resilient attitude to transform your luck!

Congratulations again to all 2024 Top 300 agents! Be on the lookout for your invitations to the **Hal Elrod "Best Year Ever" Zoom event on April 18th**, exclusive to our top agents, and to our **Mastermind, coming up on June 13th**. We can't wait to see you all there!

Lastly, a warm welcome goes out to our newest Capital Region Real Producers preferred partners, **Ace Home Inspection, Arnoff Moving & Storage, Hand & Frame Creative, MG Septic,**

and **Northeast Home Inspections**. Your expertise enriches our community, and we're eager to embark on this journey together!

If you have questions, comments, suggestions for us on feature stories, event locations, or anything related to this community, please don't hesitate to reach out to me personally.



With gratitude,
Kristin Brindley
Capital Region Real Producers
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What was the luckiest thing that has ever happened to you — and what were the circumstances around it?



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stephanie.lapell@cbna.com | 838-250-7798
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▶▶ your social media
By Mike Baker

Effective Content Strategies to Boost Online Engagement

In today’s digital landscape, creating organic content that resonates with your audience is crucial for increasing engagement on social media. Here are some effective content ideas that businesses can employ to enhance their online presence and foster deeper connections with their followers.

Capturing Moments with Clients

Sharing photos taken with clients is a powerful way to showcase your business’s human side! These images can reflect the joy and satisfaction of your clients, offering a glimpse into the positive experiences they’ve had with your brand. Whether it’s a satisfied customer at the end of a successful project or a casual snapshot at your business location, these images create a sense of community and trust.

Behind-the-Scenes Glimpses

Offering a peek behind the curtain is another great way to engage your audience! Sharing images or videos of your team at work, the process of creating a product, or setting up for a service can build transparency and authenticity. This type of content helps in humanizing your brand and makes your audience feel more connected.

Networking Selfies

Taking selfies with fellow professionals or influencers in your industry and sharing them can also be effective! It not only showcases your professional network but also positions your brand alongside respected individuals in your field. This strategy can help in expanding your reach and presenting your business as an active participant in the industry.

Remember, these helpful content ideas are much more than just posts; they are opportunities to tell your brand’s story in an engaging and relatable way. By focusing on authentic, personable content, you’re likely to see a noticeable uptick in engagement, fostering a community around your brand that’s built on genuine connections and trust.



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



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By Erin P. DeLancey, Esq.

UNDERSTANDING

The Difference Between LLCs and CORPORATIONS

IN NEW YORK STATE

Choosing the right business structure is a crucial decision for entrepreneurs in New York State (NYS). Limited Liability Companies (LLCs) and Corporations are two popular options, each with its own set of advantages and disadvantages. In this article, we will explore the key differences between LLCs and Corporations in NYS to help you make an informed decision for your business.

FORMATION PROCESS

LLC: Forming an LLC in NYS involves filing Articles of Organization with the Department of State. The process is relatively straightforward, and it requires the selection of a unique

business name and the appointment of a registered agent.

Corporation: Corporations are formed by filing Articles of Incorporation with the Department of State. This process includes specifying details such as the corporation's name, the number of authorized shares, and the names and addresses of initial directors.

MANAGEMENT STRUCTURE

LLC: LLCs offer flexibility in management structure. Members (owners) can choose to manage the company themselves or designate managers to handle day-to-day operations.

Corporation: Corporations have a more rigid management structure, with a board of directors elected by shareholders. Officers appointed by the board handle the daily operations.

PERSONAL LIABILITY

LLC: Members of an LLC enjoy limited liability, protecting their personal assets from business debts and liabilities. The personal assets of members are typically not at risk.

Corporation: Shareholders in a corporation also benefit from limited liability. Their personal assets are generally shielded from business debts, lawsuits, and other financial obligations.

PIERCING THE CORPORATE VEIL

LLC: While limited liability is a fundamental feature, improper commingling of personal and business finances or engaging in fraudulent activities can lead to the "piercing of the corporate veil," potentially exposing personal assets to business liabilities.

Corporation: Similar to LLCs, maintaining a clear separation between personal and business affairs is crucial to prevent the piercing of the corporate veil.

TAX FLEXIBILITY

LLC: LLCs are typically treated as pass-through entities for tax purposes. Profits and losses flow through to the members, who report them on their individual tax returns.

Corporation: Corporations may be subject to double taxation,

as the entity itself is taxed on its profits and shareholders are taxed on dividends received. However, certain corporations, known as S corporations, can elect pass-through taxation.

FRANCHISE TAX

LLC: LLCs in NYS are subject to a filing fee known as the "LLC publication requirement" and an annual filing fee.

Corporation: Corporations in NYS are subject to a franchise tax, which is based on net income or the authorized shares method.

In conclusion, choosing between an LLC and a Corporation in New York State involves considering factors such as formation requirements, management structure, liability protection, and taxation. Both structures offer unique

advantages, and the decision should align with your business goals and preferences. Consulting with legal and financial professionals is recommended to ensure that you make the best choice for your specific circumstances.



Erin 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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►► partner spotlight

By Haley Van Bellingham
Photo by Joan Heffler



ALYSSA

HACKETT

WOLF HOLLOW HOME INSPECTIONS

A PASSION FOR SERVICE

In a world where resilience and determination intersect, Alyssa Hackett emerges as a true embodiment of strength, service, and entrepreneurial spirit. As a Navy veteran and dedicated social worker, she has seamlessly translated her unwavering commitment to others into home inspections, carving a unique niche for herself as the proud owner and operator of Wolf Hollow Home Inspections LLC.

A WINDING ROAD

“My path has been a winding one,” she shares. “I was compelled to join the Navy after 9/11. There are people in the world that see burning buildings and want to run into them and those who want to run away from them. If you are a person that wants to run into the burning building, whether it’s literal or metaphorical, not honoring that is doing a disservice to your entire life.”

When Alyssa was discharged from the Navy, she returned to the Capital Region to reconsider her path and decided to enter into social work.

“It seemed like social work was the complete opposite of the military, but the common theme was being

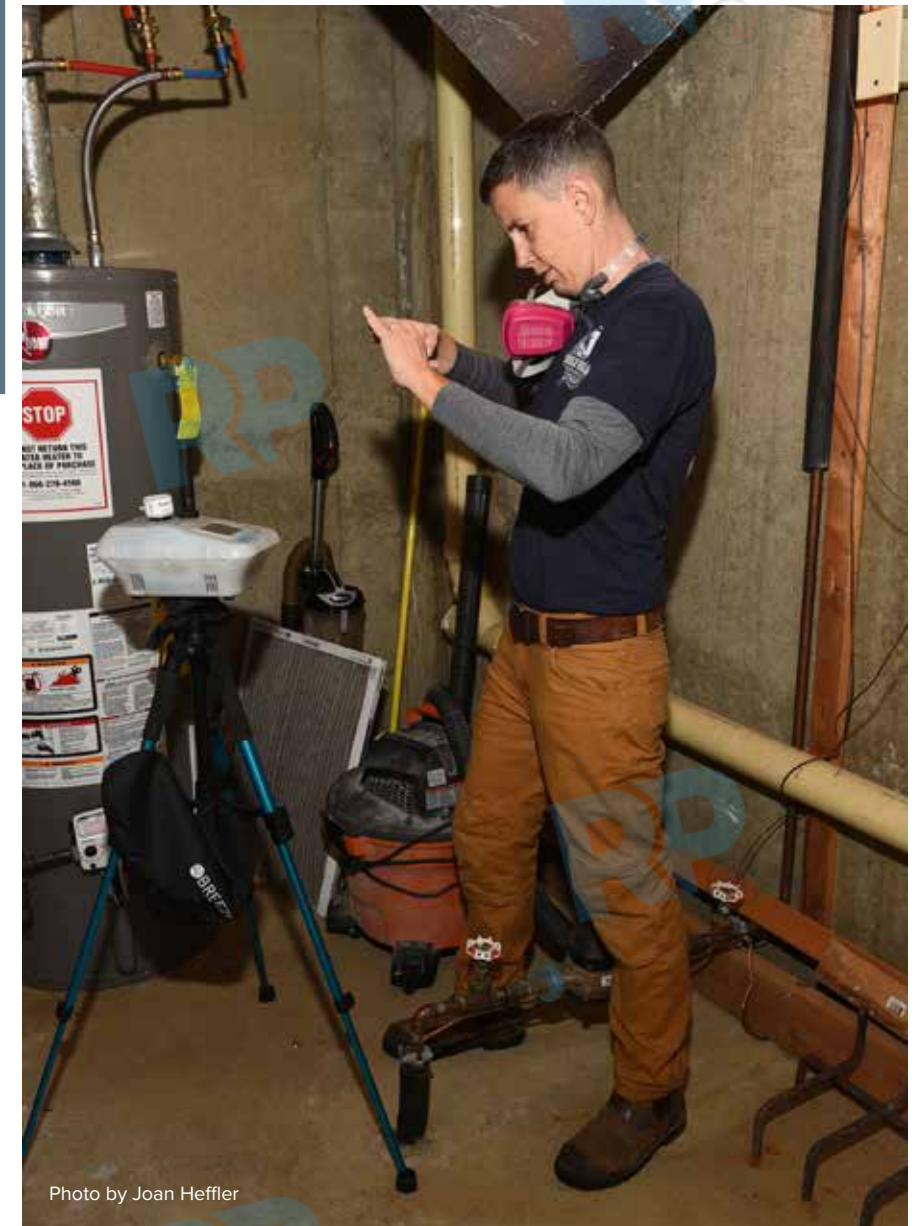


Photo by Joan Heffler

of service to others,” she notes. “I liked the idea of being challenged and pushed out of my comfort zone, so I applied to Saint Rose.”

After obtaining her degree in social work, Alyssa took a position with the AIDS Council (now the Alliance for Positive Health), then the Pride Center in Albany as a program supervisor. Though the work fueled her professional drive and her yearning to help others, some aspects of the profession didn’t sit right with Alyssa.

“There was always this nagging feeling that I had to bend too much

of who I was to make this work,” she remembers. So when the Pride Center began layoffs, Alyssa pivoted towards her next chapter — leading her to a spiritual deep dive and evaluation of her life path.

“I was at a place where I was either going to run off and move to India or become an entrepreneur,” she says with a laugh. She chose the latter.

HER NEXT CHAPTER

Alyssa had done home repair work as a hobby and used that to support herself financially while figuring out her best path forward. “I ran into a home



Alyssa Hackett is the owner of Wolf Hollow Home Inspections. (Photo by Joan Heffler)

“

TO PRESENT INFORMATION IN A WAY THAT DOESN'T SCARE PEOPLE IS MY NUMBER ONE PRIORITY. I ENJOY EDUCATING CLIENTS.

inspector who opened my eyes to the industry and enrolled in classes to become licensed within a couple of weeks,” she shares. “It turns out, being a home inspector was the perfect marriage between my role as a social worker and my love for home maintenance and repairs.”

Alyssa found herself metaphorically “running toward fires” again, helping clients in their journeys to homeownership.

“As inspectors, we’re constantly having hard conversations with folks and sharing information no one wants to hear,” Alyssa explains. “To present information in a way that doesn’t scare people is my number one priority. I enjoy educating clients, so they feel empowered

by homeownership rather than overwhelmed by it.

“I read a quote once that said exceptional customer service is nothing more than empathy paired with common sense; that feels true to me. When I look through the reviews for my business, it brings tears to my eyes because it’s so powerful to see that people understand that I genuinely, honestly care.”

A RICH LIFE

Outside of her work in the fast-paced home inspection industry, Alyssa cherishes moments of tranquility and reflection. Balancing the demands of clients and agents, she finds solace in simply being in the company of her partner, Lisa, their dog, Nora, and their cat, Kali. Nature becomes their shared sanctuary, with kayaking, hiking, camping, and leisurely days immersed in books ranking among her favorite pastimes.

“Kayaking, hiking, camping, and lazy days with books are some of my favorites! I love having all four seasons in our area and the proximity to major cities. Living in the political hub of New York State creates a transient population base that brings a constant influx of new ideas and personalities.

“As a business owner, I have come to believe that work-life balance is more mythical than anything else,” she remarks. “What I strive for most is ‘work-life integration,’ where I give myself and the business what’s needed daily.”

PUTTING CARE FIRST

Alyssa’s hero, Brené Brown, has a call to “stay awkward, brave, and kind,” which Alyssa strives for, both personally and professionally. Her home inspection business is unique, in large part due to how deeply she cares and how passionate she is about her clients.

“Being of service isn’t what I do; it’s who I am,” Alyssa smiles.

Elevate your home buying or selling experience with Wolf Hollow Home Inspections. Serving various counties, including Hamilton, Warren, and Albany, Alyssa Hackett offers meticulous inspections tailored to your needs. Schedule your home inspection today for peace of mind in your significant investment. Take the first step toward a confident homeownership journey! Call 518-407-5260.



1. Alyssa and her partner, Lisa Suarez, having some fun while celebrating a wedding

2. Oldie but a goodie, Alyssa circa 1988

3. Who doesn't want to put their face in some pie? Alyssa competing at a fundraising pie-eating contest

4. “Lisa and I parasailing on vacation. A perfect representation of who we both are and why we work as a couple.”

5. Alyssa hanging out with Nora



Photo by Joan Heffler Photography

LINDON PAUL

» rising star



Photo by
Michael Gallitelli

BLUEPRINT FOR SUCCESS

With his multifaceted skill set, Lindon Paul is a REALTOR® with plenty of distinct advantages. Having a profound understanding of construction and building systems, Lindon stands out as someone who can envision a property and design and build it. Moreover, his background as a photographer and videographer enhances his ability to market listings with unparalleled effectiveness.

From the Caribbean to New York

Born and raised in the picturesque landscapes of Grenada, Lindon's creative side was evident from an early age.

"I grew up in nature, loving art and sketching. I always drew houses and worked in construction with my family. My passion for art and buildings steered my educational pursuits," he shares.

Lindon attended SUNY Alfred for architecture and construction management. His commitment to his craft is evident through his attainment of degrees in both fields, supplemented by a background in civil engineering.

"I have always had dreams of becoming a real estate investor," Lindon explains. "I felt it was important to have a profound understanding and experience of the real estate process and market strategies to be a successful investor so I could then design, build, and sell it. I give my clients a wide array of options — they love that!"

A Quick Study

With an impressive 13-year architecture and construction career, Lindon seamlessly transitioned into the real estate industry in 2021. Currently affiliated with Diamond Key Realty NY in Watervliet, New York, Lindon leverages his unique skill set to offer clients a comprehensive experience.

"Honor, integrity, and honesty are the key elements of my business, amplified by creativity. I strive to ensure every client receives outstanding service," he emphasizes.

Lindon's projected volume for 2024 is \$5 million. Aside from all the transactions, he extends his

Lindon Paul with his broker and longtime friend,
Coty Demers (Photo by Michael Gallitelli)





The 2024 Executive Board of the Women's Council Of REALTORS® Capital Region Network (Photo by Kevin Curran)

impact to community service. He is a proud volunteer for Habitat for Humanity and contributes his time to build homes and hope for those in need.

Lindon also devotes his time at the Women's Council of REALTORS®. As the director of events, Lindon is charged with planning and executing all events for the Capital Region Network. This is Lindon's second year on the executive board, after serving one year on the membership committee.

Fulfillment in Family

Lindon's life outside of real estate revolves around his family. Alongside his wife, Jessica, an ER nurse, and their two spirited boys, Carson (6) and Roman (2), he cherishes spending precious time with his loved ones.

The Lindon family also includes an 8-year-old Hungarian vizsla named Mason — a spunky, red-haired companion who finds joy in chasing raindrops, snow, and squirrels.



Lindon Paul with his wife, Jessica, and their sons, Roman and Carson

Outside of work and family, Lindon finds rejuvenation in the simplicity of running, the camaraderie of soccer, and the discipline of martial arts. These endeavors serve as outlets for physical exertion and as vital sources of balance in Lindon's busy life.

"I try to break a sweat whenever time permits," he affirms.

Looking Ahead

For Lindon, success is not merely a monetary figure; it's about freedom, true happiness, and the ability to help others while paving the way for future leaders, outlining a future that blends passion, profession, and philanthropy.

"My goals are to continue impacting lives through real estate and photography and grow into a successful investor and developer," he offers.

"And I will also continue to strive to ensure every client receives consistent, extraordinary service on a silver platter."





HEIDI ROTTER

NEVER GIVING UP

cover story

As the charismatic, top-producing principal broker and owner of Brass Tacs Real Estate, Heidi Rotter is also the TV Host of “The American Dream: Selling Albany,” where she blends lifestyle, culture, and real estate into a captivating show. But don’t assume Heidi is just chasing mansions.

“A lot of hosts want to showcase million-dollar homes. I’m looking for unique ones upstate — the gingerbread houses, the nostalgic homes, the ones we passed a trillion times as a kid that everyone remembers,” shares Heidi.

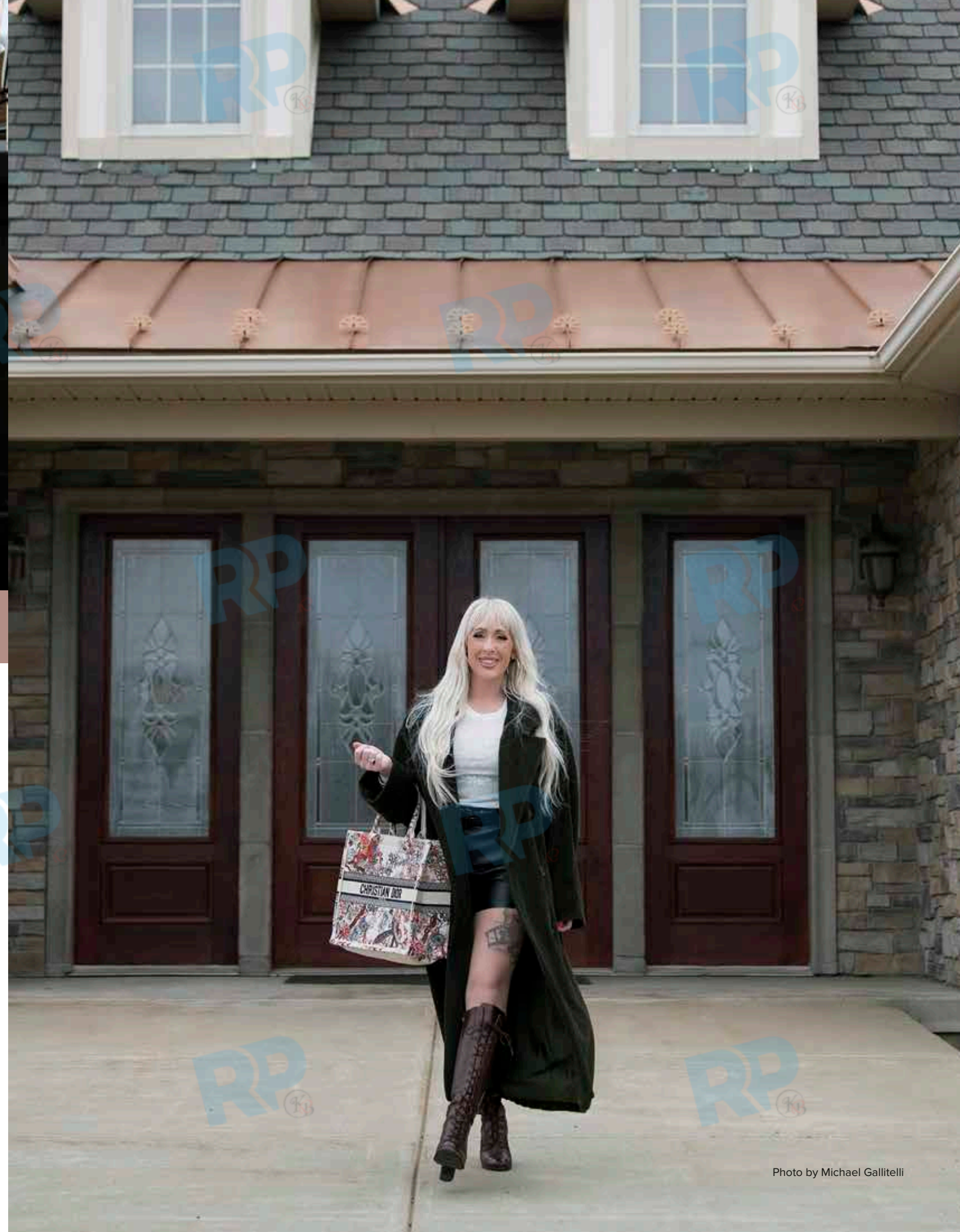
OVERCOMING ADVERSITY

Before making her mark as a prominent REALTOR® and broker, Heidi faced challenges that would have broken the spirit of many. Yet, she emerged stronger, not only as a resilient, young mother, but as a powerhouse in the real estate arena.

Heidi’s journey began in high school with an unplanned pregnancy, leading to independence as she worked full-time while graduating. Despite facing domestic violence, she fought a five-year court battle for sole child custody, securing a better life for herself and her son.

Heidi attended Schenectady County Community College to obtain a criminal justice degree before holding diverse roles such as florist, dispatch clerk, and working in a pediatric office until obtaining her real estate license in 2009.

“While I was working at the pediatric office, several people mentioned that I’d be a good Realtor. I thought, ‘Yeah, right’ (sarcastically). But I looked into it anyway and realized the class schedule and the cost would probably make it impossible to do, because I never had any extra cash after bills, and I worked full-time with two kids,” Heidi explains.





Top producer Heidi Rotter, principal broker and owner of Brass Tacs Real Estate, hosts the TV series, “The American Dream: Selling Albany” (Photos by Michael Gallitelli)



her efforts. Starting with zero clients, Heidi has built not just a client base but a cherished community of clients, fostering relationships that extend far beyond real estate transactions.

Heidi’s advice to up-and-coming top producers is crystal clear: “Stay true to yourself. Stay humble. Help one another. We’re all winning when we work together.”

MAKING IT HAPPEN

With full support from her family, Heidi conquered her fears, eventually passed her exams, and secured her real estate license. Her career took a significant turn when she joined a firm specializing in flipping houses. Over six years, she evolved into the acquisitions manager, training new agents and closing an impressive average of 70 deals annually.

Heidi’s remarkable success in real estate is reflected in her impressive stats.

“I had an outstanding year in 2022 — my best year yet, nearly \$15 million. I’m genuinely proud of myself for reaching that figure. This past year was a bit of a bear... Humbling, actually. I’d be lying if I said it wasn’t hard, but I sold nearly \$11 million, certainly nothing to minimize. I have set a goal of \$20 million this year, or 50 homes. I would be pleased with either,” she notes.

Heidi also overcame skepticism and launched her own real estate firm, defying expectations. In 2022, she achieved an impressive \$16.5 million in revenue, with \$15 million generated directly through



Heidi Rotter met her husband, Jason, at a home renovation.

BEYOND THE OFFICE

Outside of her successful real estate career, Heidi offers a glimpse into her vibrant personal life. Married to Jason since 2022, their family includes Niklaus (21), Gabriella (13), and Wolfgang (3), along with their puppy, Ruthie, Gracie the cat, and a bearded dragon named Bruce. The couple’s love story began during an encounter at a renovated house where Jason worked on floors, leading to an inseparable bond.

“I pulled up to a house I was helping an investor manage, and as I walked through the door, I saw Jason running a floor machine and looking all buff, wearing a bandana. He sees me out of the corner of his eye, turns off his floor machine, and comes strolling over to greet me. It was love at first sight,” Heidi reminisces.

Family activities range from Brazilian jiu-jitsu to creative pursuits like photography for Niklaus and art for Gabriella. Wolfgang’s playful antics, Jason’s mastery of floor restoration, and Heidi’s self-care rituals add unique dimensions to their household.

Heidi looks ahead to a future focused on personal well-being and professional growth. Keen on introducing yoga into her routine and enjoying more quality time with her husband, she envisions dates centered



Heidi Rotter (right) with her husband, Jason, and their children, Wolfgang, Niklaus, and Gabriella

around wellness, such as yoga sessions followed by refreshing smoothies.

On the professional front, Heidi is determined to expand her real estate business. Beyond transactions, she aims to mentor like-minded individuals aspiring to become Realtors, paving the way for others in the industry.

“Above all, I want to show my children that no matter what others may say, when you stay true to yourself and go for the things you want in life while building other people up, you will be a lot further ahead.”




Photo by Michael Gallitelli

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