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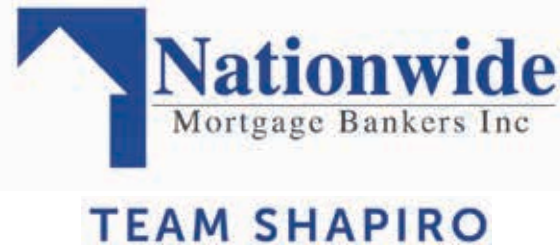
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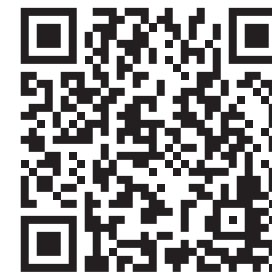
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PUBLISHER'S NOTE

Hello September, the Season of Change!

As we transition from the lazy, hazy days of summer into the crisp, invigorating days of autumn, there's a sense of renewal in the air. September is a time of new beginnings, fresh starts, and the perfect opportunity to set new goals and embrace change.

September is also a time for reflection as we look back on the memories made over the summer and the growth we've experienced. It's a chance to appreciate the journey so far and to plan for the exciting months ahead. Let's take this moment to reassess our goals, reignite our passions, and prepare for the opportunities that lie ahead.



Mark your calendars for our big event on Moonlight Masquerade on October 9th! We can not wait to see you in your finest; it's going to be an amazing way to kick off the fall season.

As we step into September, let's keep this quote in mind: "Autumn shows us how beautiful it is to let things go." Here's to embracing change and making the most of this transformative season.

Cheers to a September filled with new beginnings, fresh perspectives, and endless possibilities!

KRISTIN BRINDLEY

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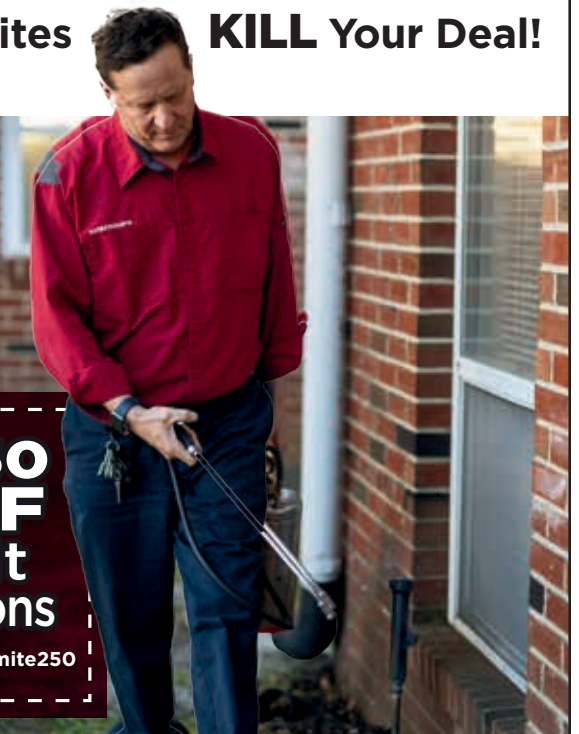
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MICHAEL RATNER



Knowing the End Goal and Achieving It

Parents significantly influence their children's career choices, both directly and indirectly. While it's common for children to follow in their father's footsteps, Michael Ratner chose a different path, inspired by his mother's successful career in real estate.

▶▶ rising star

By George Paul Thomas
Photos by Chris at
Dynamic Media Solutions



FROM ADVERTISING TO REAL ESTATE

Michael, a Long Island native, was born and raised in Woodbury. His educational journey took him from Northside Elementary in East Williston to graduating high school in the local district. Although he shared living time in Mineola with his father due to his parents' divorce, he found continuity in his schooling, which shaped his early years.

Initially, Michael aspired to become a high school history teacher, a goal he pursued at SUNY Cortland. However, his college experience took an unexpected turn. Reflecting on this period, Michael shares, "I had a little bit of a party mentality, as most kids do when they get that taste of freedom for the first time. Long story short, I was suspended from college for a semester." This setback was a turning point. He returned home, balancing school with multiple jobs, which instilled a strong work ethic and a clearer sense of purpose.

After earning his degree in communications with a concentration in advertising, Michael entered the advertising and publication industry. Over a decade, he worked with major publishers like Condé Nast and Time Inc., contributing to prominent titles such as Architectural Digest and Sports Illustrated. Michael encountered a setback despite his success when a startup venture he joined failed. This experience prompted him to reassess his career path.

His mother, a top producer, influenced his decision to enter real estate. "It almost seemed like a natural fit; it was straightforward to talk about, and I was very outgoing," Michael says. He acknowledges that while real estate offers financial rewards and status, he views it as "a stepping stone to get into bigger and larger things and create larger, big-scale conversations."

Michael officially obtained his real estate license in September 2019. He began his career at Signature Premier Properties, where his mother, Fran Mazer, worked.

Currently, he is with Compass Greater New York. While he doesn't hold a specific title beyond being a REALTOR®, Michael's role extends to managing social media for his team lead.

Michael is one of five members of the Fran Mazer Team. Including Fran, the lead agent; Michele Glassberg, who has been with Fran for over 20 years and acts as both her admin and an agent; Andrea Jordano, a buyer specialist; Therese DiRenzo, who focuses on luxury listings on the North Shore, and Michael rounds out the team, as a showing & buyers agent who focuses on first time home buyers and listings. As proof of his and Fran's dedication, they received press recognition for achieving the highest sale in Woodbury for one month with their listing at 31 Kodiak



stats. “Family members used to quiz me on random players, and I could pull up stats instantly,” he recalls.

Michael is also committed to charitable causes. He supports the Alzheimer’s Foundation in memory of his grandmother, who suffered from the disease. He is also an advocate for mental health charities, having lost a close friend to suicide.

LOOKING INTO THE FUTURE

Michael draws motivation from a quote by Maximus in his favorite film, Gladiator: “What we do in life echoes in eternity.” While he admits he’s not looking to be remembered solely for his career as a realtor, the quote underscores his drive to remain active and purposeful. “If you’re going to be lazy and not do anything in your life, that’s what you’ll be for the rest of eternity,” he says. He also embraces the mantra, “Live life with no regrets,” and humorously adds, “Well, that and Everybody Wang Chung tonight.”

To Michael, success is multifaceted. “Success means a lot of different things to different people,” he acknowledges. While societal definitions often focus on status and financial gains, Michael’s view is more personal. “Success is about living comfortably and supporting a family without sacrificing what matters most,” he explains. He values having a loving family and a robust support system, highlighting the importance of both financial and emotional support.

Looking ahead, Michael has both short-term and long-term aspirations. “I hope for a happy and loving relationship with my wife and a thriving, healthy family,” he says. Professionally, he aims to continue succeeding in real estate and explore further opportunities. His immediate goal is to sell his highest-priced listing, a property at 4 Polo Drive in Old Westbury, New York. Michael’s long-term vision includes continued growth with Compass.

Michael advises aspiring top producers: “You’re not getting free handouts. Don’t expect people just to hand you leads. You have to bust your butt, market like crazy, and be a social media guru. Be creative!”



Drive. The team has also been ranked as one of the best small teams in New York State per Real Trends.

Michael reports completing over 20 transactions last year, including sales and rentals, with a total volume close to \$25 million. He anticipates that his projected volume for the current year could fluctuate due to the number of luxury listings, though he prefers to focus on his work rather than the numbers.

LIFE AND PASSIONS

Michael is newly married, having tied the knot with Carly on September 10, 2022. “It was one of the best days of my entire life,” he reflects. The couple has shared a deep bond beyond marriage for nearly seven years. “We’re best friends. I get excited to tell her things, send her memes, and talk about everything,” Michael says. Their shared interests include exploring Long Island’s restaurant scene and traveling. “We love going out to dinner and have been to multiple countries and domestic destinations,” he adds. They make the most of their time together, going on boat trips upstate, visiting family & friends in New Jersey, or playing with their dog.

Mike and Carly are joined at home by their golden retriever, Boomer. “He’s very outgoing, loves cuddling, and is probably one of the most gaseous dogs you’ll ever meet!” Despite his dog’s quirks, Michael treasures their companionship and even says Boomer is his best friend.

Outside of work, Michael’s passions include music, movies, and sports. Although he admits he’s not musically talented, he has an exceptional ear for music. Michael is a huge fan of hip-hop and rap, among other genres. “People don’t expect me to be a hip-hop head,” he laughs. I can rap song lyrics word for word, and if I’m in a bar or car, you’ll see me rapping along without missing a beat.”

He is also a die-hard fan of the Yankees, Islanders, Knicks, and the Jets. Baseball holds a special place in Michael’s heart. As a child, he collected baseball cards and memorized



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▶ agent spotlight

BARBARA CHMIL



EMPOWERING

WITH COMPASSION

By Amelia Rosewood
Photos by Chris at Dynamic Media Solutions

A mother's love is boundless and knows no limits, a truth that resonates deeply with Barbara Chmil, a REALTOR® with Howard Hanna Coach Realtors. She understands that finding the perfect career is not just about earnings but about creating a space with her family where memories are made and dreams are nurtured.

NURTURING BEGINNINGS

Barbara's journey from corporate to real estate reflects personal commitment and professional evolution. With a strong sense of independence and drive, Barbara's career began in marketing within the financial sector. After earning her degree in marketing from American University, she embarked on a significant role at Dreyfus Corporation, where she spent over a decade rising to the position of Media Director. This experience honed her data analysis, strategic communication, and media management skills.

Her career in marketing was marked by a deep engagement with the financial industry, but a pivotal life event prompted a major shift. Barbara recognized a unique opportunity in 2014 as her youngest son prepared to make a college decision. Her son, a talented lacrosse player, had the chance to attend Duke University—a choice that would require frequent travel to support his athletic and academic endeavors. Reflecting on this transition, Barbara said, "When my youngest was choosing which college to attend, it came down to Harvard and Duke. He asked if I would attend all his games if he chose Duke. I knew this was a chance to shift my career and be more present for him. I

became a Realtor to be at every game without financial stress."

In 2015, Barbara began her career as a REALTOR® with the flexibility she desired. Her marketing background proved invaluable in her new role, where she applies her expertise to crafting effective newsletters, analyzing market data, and managing social media. Barbara's proficiency with Delta Media Group technology has further enhanced her ability to grow her client base and streamline communication through advanced CRM and market watch features.

Barbara's success in real estate is evident in her impressive statistics. In 2023, her volume was \$19.9 million with 26 transactions. For 2024, Barbara is projected to maintain a volume close to \$20 million. Her accomplishments have been recognized through various awards, including the Top Producer award at her company, placing her in the top 2.5% by sales volume among company-wide agents. She received the Pinnacle Award and the Platinum Award for 2022 and 2023 and was honored with the Coach Realtors Relocation Agent of the Year award in 2019. Her dedication to client satisfaction and innovative use of technology

set her apart in the real estate market, underscoring her commitment to personal and professional success.

OFF THE CLOCK

Barbara's family is central to her life, providing support and joy. Her husband, a former professional baseball player with the Dodgers and Braves organizations, now works in the financial industry and helps with Barbara's real estate endeavors. Together, they navigate a busy household and share a passion for family activities.

Their oldest daughter, Alexandra (33), is pursuing a master's in education at Fordham University while also working as an assistant teacher at the Viscardi School. Their son, Stephen (32), is recently married and expecting a baby this year. He is a former lacrosse player at Brown University, where both he and his wife played. Barbara and her husband eagerly attended their games. Courtney, the next in line, was also a student-athlete playing lacrosse at Fairfield University. She now works in finance and recently celebrated her marriage in June. Their youngest, Matthew (25), attended Duke University and, due to COVID, extended his stay to





Photo by Jodi Applebaum

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complete a master's at the School of Business. He also recently got engaged to Sydney, whom he met at Duke, where she played soccer.

Barbara and her family have called Garden City home for 34 years and share their lives with two senior dogs: Max, a 13-year-old white lab, and Millie, a 12-year-old mini labradoodle with a mischievous streak.

Outside of work, Barbara cherishes her time at the beach, where she enjoys swimming and soaking up the sun. Her creative side finds expression in painting, and she enjoys hobbies like biking and participating in triathlons.

Barbara and her family also give back to the community through charitable efforts. They are involved in raising money for a Long Island community, collecting shoes, gift cards, and clothing to support those in need and send aid to their native countries. This commitment to philanthropy reflects their broader dedication to positively impacting their community.

LOOKING AHEAD

Barbara's approach to her career and life is guided by a simple yet powerful philosophy: "W.I.N.," which stands for "What's Important Now." This mantra,

embraced by Barbara and her family, reminds her to focus on the present and prioritize what truly matters. "If you focus on that, you'll end up winning in the end," Barbara explains.

For Barbara, success is defined by personal fulfillment and happiness. "Success for me is not on a monetary level; it's more on a happiness level. If I do something and I'm happy for doing it, then I feel that that's successful," she states.

Looking ahead, Barbara eagerly anticipates becoming a grandmother, a milestone she views with great excitement. Barbara's long-term vision includes maintaining her business's vibrancy and leading within her company. "My short-term goal is to get an accepted offer on a deal right now that I am negotiating," she notes.

Given her status and expertise, Barbara offers practical advice to up-and-coming top producers. "For top producers, staying focused and consistently marketing, even during slow periods, is crucial. Keep up with your marketing at all times. Also, read everything you can—articles, rules, and watch webinars. Many agents neglect this, so stay informed and keep learning."



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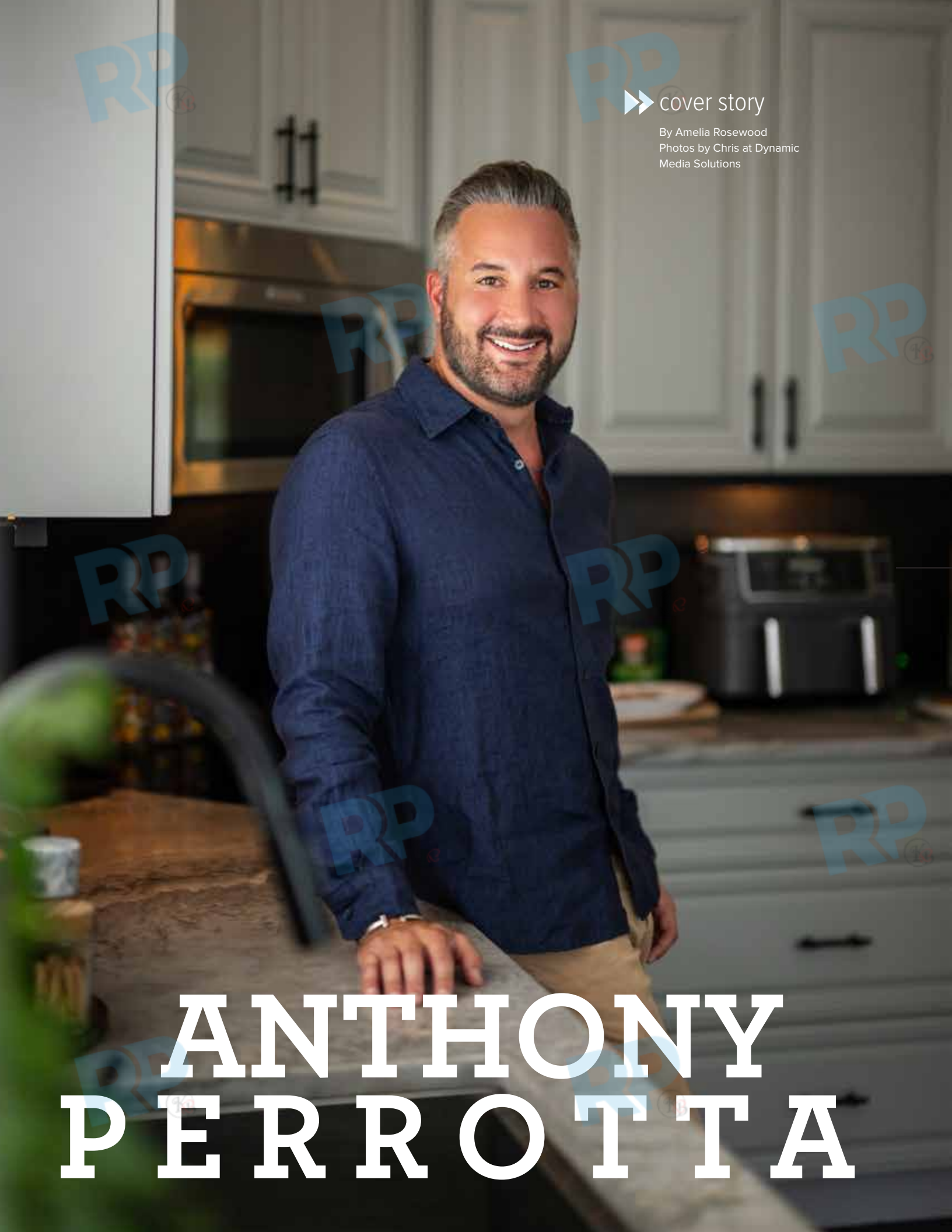
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ANTHONY PERROTTA



Building Trust and Success

Anthony Perrotta is a one-of-a-kind entrepreneur. As a REALTOR® with Signature Premier Properties, Anthony has carved out a niche by focusing on the finer details that can make or break a sale. His commitment to presenting homes in their best light ensures sellers achieve top dollar. By meticulously crafting a lifestyle around each listing, Anthony transforms properties into the “shiny penny” on the market. His dedication to this process underscores his belief that the success of a sale hinges on the attention to detail given to every aspect of getting a home market-ready.

VENTURING FORTH

Anthony, a 46-year-old Realtor, has a story that highlights his journey from a marketing graduate to a successful real estate professional. Raised on Long Island, Anthony graduated from Hofstra with a degree in marketing. He initially ventured into public relations, doing the daily grind of commuting to the city for work. Although he found the PR world entertaining, it wasn't until a family trip to Aruba that Anthony's true calling became apparent.

During a visit to the Marriott Surf Club in Aruba, Anthony's parents were interested in purchasing a timeshare. They met with a local realtor who detailed the amenities and features of the property. Anthony

found himself captivated by the process. He later met a couple at the swim-up bar and enthusiastically sold them on the idea of purchasing their own timeshare. Anthony instinctively said to them to mention his name for a referral discount. The next day, he saw them at the pool again, and they told him they were now proud owners of the timeshare. After Anthony's mother heard that they bought the timeshare because of her son, she knew Anthony was a natural salesman. She enthusiastically suggested he consider a career in real estate upon their return to Long Island.

“At 22, I took my mother's advice and jumped into real estate,” Anthony recalls. “I sold four houses in my first month and thought, ‘Wow, this is easy.’ But when the market shifted, I realized I had much to learn.”

He attended a Brian Buffini seminar and, after initially dismissing it, he embraced its teachings ten years later and started working with his own real estate coach, who pushes him and challenges him out of his comfort zone. Anthony knows that people always do better when held accountable and have someone motivating them to succeed. Anthony's dedication to building strong relationships and his strategic use of branding have been instrumental in his success. He credits his perseverance and ability to adapt for his sustained growth over the



past 22 years. “Learning how to adapt and be the leader in a deal is very important to show your clients that you are in control and guiding them properly,” he explains.

Last year, Anthony achieved a sales volume of \$31 million and is on track to match or surpass that this year. His outstanding performance has earned him top honors in his office for GCI, volume, and units for the past five years, as well as a place in the Diamond Circle of Excellence, and he is proud to be in the top 1% of Signature Premier Properties. His commitment to excellence and personal touch has set him apart and solidified his reputation as a trusted and accomplished Realtor with his clients and peers.

He takes pride in being a full-service realtor. Over the years, Anthony has built an exceptional network and a dedicated team supporting agents and clients. If you ever need a solid referral, he is the person to reach out to.

Anthony has also discovered another passion: mentoring new and seasoned agents. He has mentored over 600 agents and loves having agents come to him for guidance or advice on any challenges or deals that need help. He teaches a 16-week class twice a year at Signature, focusing on building a business based on referrals and teaching agents how to negotiate and work with buyers, sellers, and many other real estate-related topics.

HEART AND HOME

Anthony values family above all else. “I have a very tight-knit family, and we are very fortunate to spend a lot of time together,” he shares. Anthony cherishes moments spent with his parents, who give him invaluable advice and guidance. Also, he is a proud uncle, adoring his sisters’ daughters and soaking in all his time with them. The Perrotta family enjoys game nights, Sunday dinners, and family vacations, creating lasting memories.

Moreover, Anthony has become an unexpected cat lover living with his partner, Michael. “I was never a cat person, but I can honestly say they are easy to love,” Anthony admits. Michael’s cat, Schmitzel, has become part of the family. When Anthony met Michael almost 13 years ago, he took on another important and special role as a proud stepfather. “Watching Maggie grow up and become the person she is today is something that I love, and we were lucky to share an

entire year of her life in Fort Salonga with us before she moved to Dublin this summer!” She also brought her cat Minnow with her, so Anthony did not have only one but two cats living in the house.

When he’s not working, Anthony is a self-proclaimed foodie who loves exploring Long Island’s diverse culinary scene. He also enjoys Broadway shows, shopping, and game nights with friends and has recently taken up piano lessons again.

Few people know that Anthony is an avid Jeopardy fan. “I watch Jeopardy every night and love to play along and see how many I



can get correct,” he reveals. Additionally, Anthony is committed to giving back to the community and has served on the committee for The LGBT Network’s annual gala.

LOOKING INTO THE FUTURE

Anthony Perrotta lives by the mantra, “Never too busy for any of your referrals,” reflecting his dedication to maintaining strong relationships in his business.

For Anthony, success has evolved over the years. “It used to be about selling a certain number of houses a year, then raising my average selling price and achieving a certain GCI,” he says. Now, success means having the time and energy to build a great career while focusing on what truly matters—family, friends, and loved ones. He strives to balance his professional achievements with personal fulfillment, learning to be present and minimize distractions.

Looking ahead, Anthony is targeting short-term goals like continuing to push himself in Real Estate and starting to invest in properties for future income. His long-term vision is centered on sustaining a career that allows him to enjoy life with his loved ones. “The relationships I build have always been the most important part of my business,” Anthony emphasizes. He takes pride in the trust his clients place in him and works hard to ensure they have a great experience.

Anthony shares some candid advice for aspiring producers: “Practice, find the words that connect, and refine your delivery,” he advises.

“One of my strengths is setting expectations and adjusting my delivery to fit the person I am speaking to. It’s crucial to learn how to read people and ask strategic questions. By asking the right questions, you can determine the level of service your clients require,” he explains.

“Integrity, honesty, and fairness have always been my guiding principles. Consistency in my approach helps minimize conflicts. As one of my favorite quotes goes, ‘Conflict arises when expectations differ.’ I resonate with this because real estate is a challenging journey. Setting expectations and being transparent in your approach will reduce conflicts.”

As the real estate landscape evolves, so does Anthony. He knows how to adapt and pivot, ensuring he and his clients are always prepared for what’s ahead. With an eye on the future, Anthony remains enthusiastic and never too busy for your referrals!

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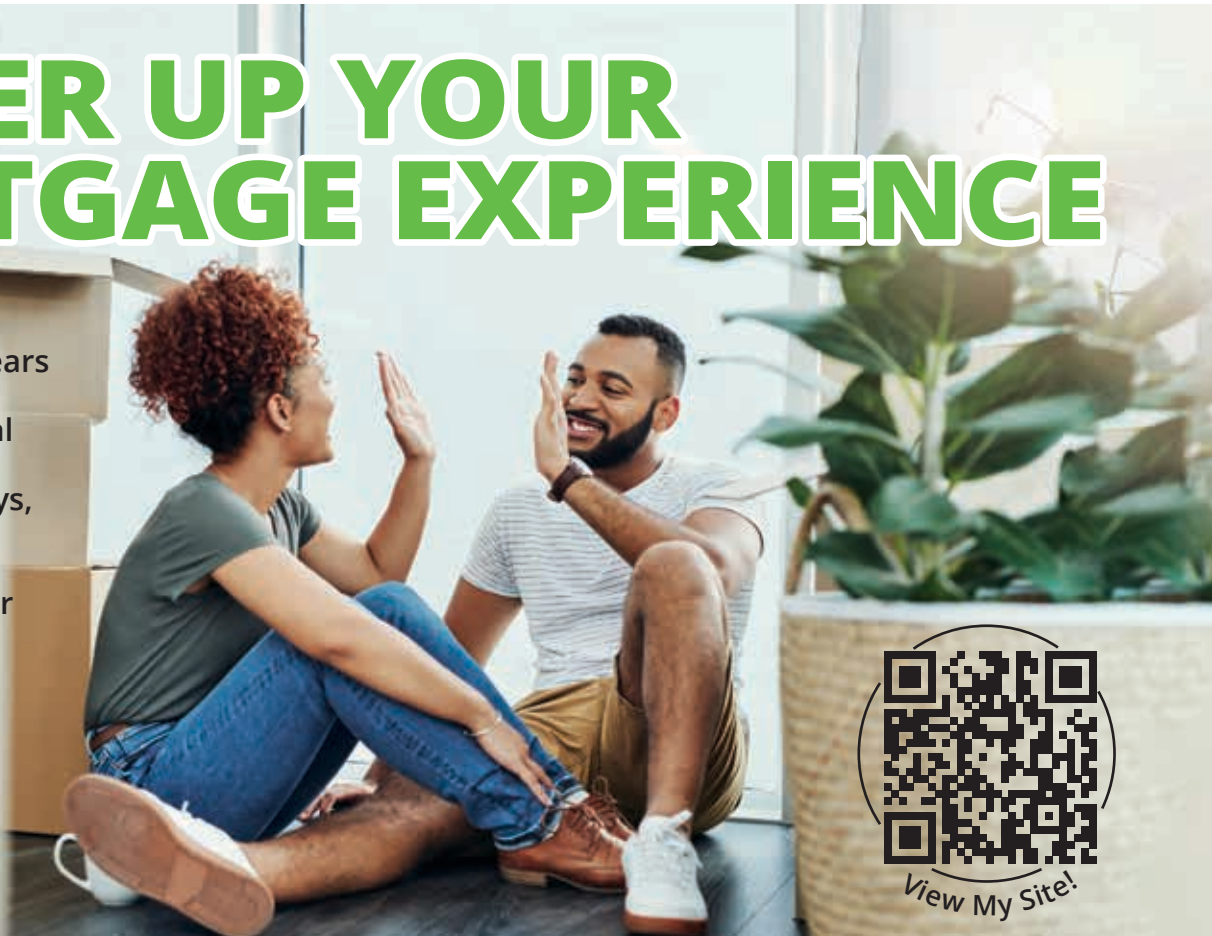
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