

# NEW JERSEY REALTOR®

NOVEMBER/DECEMBER 2017: VOLUME 3 ISSUE 5

## BLUEPRINT FOR SUCCESS

### TRIPLE PLAY 2017 PREVIEW

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INDUSTRY TRADE EXPO  
EVENING SOCIAL EVENTS  
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# November/December 2017

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Jarrold C. Grasso, RCE Chief Executive Officer

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## PRESIDENT'S VIEW

# Time Flies

BY BOB OPPENHEIMER

**T**empus fugit! I had been warned that the year would be over in a blink, but little did I realize how fast. Despite the brevity, together with my Leadership Team and with the help of our CEO and his amazing staff, we were able to accomplish so much in a short time, and for this I want to thank them and all involved in helping me make this such a successful year.

A few of our successes this year were:

The introduction of a **financial literacy program**. Together with Monmouth University's Kislak School of Real Estate, we were able to develop and administer a series of classes for Realtors® covering taxes, financial planning, retirement and so much more. In an industry dominated by independent contractors and a complex tax code, planning for right now, and the future, is of utmost importance to a Realtor's® career.

A reformatting of our **state governance**. In line with our strategic plan, we revamped our governance structure this year. A Presidential Advisory Group was appointed to research other association arrangements and find a structure that would streamline our Executive Committee and Board of Directors, but maintain a body that was representative and transparent. The new structure, approved at the September Board of Directors meeting, creates an environment that is able to react nimbly in tough situations and encourages engagement with a tighter focus on the



issues. With the smaller board, meetings can be held at our Trenton headquarters, and members can attend via video conferencing with a new electronic voting system available.

The creation of a **state political coordinator program**. As Doug explains in detail on page 6, you can see the benefits of our new state political coordinator program in NJ. My Leadership Team and I were excited to get that program off the ground and start building and maintaining relationships with our state legislators on a more personal level. We look forward to the continued success of the program in the future.

My hope for 2018 is that our members will be better educated and informed in political and financial areas, so that they can advocate for themselves and their clients. It's been a pleasure serving as your president this year. Thank you for the opportunity and your support. I look forward to the continued success of not only these programs, but those that the 2018 Leadership Team are already working on, as NJ Realtors® continues to support its members and the home owners of NJ.

# Tax Reform Should Do No Harm



New Jersey's economy is hugely dependent on the survival of a robust real estate market. Any obstacle that hinders homeownership or detracts from incentives to purchase homes

threatens the market. The proposed tax plan coming out of the current federal administration guts many of the incentives and financial benefits of homeownership when it comes tax time.

Since its inception, the U.S. income tax system has provided a deduction for state and local taxes. Removing this provision eliminates what is often the largest deduction claimed by homeowners and supports a fundamentally flawed tax policy: double taxation.

Instead of creating more economic hurdles for homeowners and potential homeowners, we should be doing everything — at local, state, and federal levels — to encourage the development and sustainability of thriving communities, which starts with, and depends on homeownership. Without this incentive, home values are at risk and with the market still in recovery mode, this puts the stability of the entire market in jeopardy.

Let me be clear: We want tax reform; we need tax reform. But, tax reform should do no harm to homeowners, and removal of this critical deduction is not the comprehensive, thoughtful reform Realtors® and homeowners everywhere are looking for.

Consider these staggering numbers:\*

- Of approximately 2,021,000 owner-occupied houses in NJ in 2014, 1,382,000, or 68% held a mortgage.
- In 2014, 1,252,700 taxpayers in NJ claimed a deduction for MID, with total amount \$11,459,761,000.
- Average taxpayer claiming MID subtracted \$9,150 from taxable income in 2014.

On Wednesday, Oct. 18, the National Association of Realtors® launched a call for action on this critical issue. I urge you to join this call, speak up for yourself, your industry, and your clients and we urge Congress reconsider this potentially devastating plan.

Keep an eye on your inbox for important messages regarding this campaign or visit [njrealtor.com](http://njrealtor.com). Only together can we enact the sort of change we hope for and that starts with you.

*\*Data according to 2014 IRS records.*

A stylized, handwritten signature in black ink, appearing to read 'Jarrod C. Grasso'.

Jarrod C. Grasso



## EVENTS AND DEADLINES

### >> NOVEMBER

**3** 2017 Realtors® Conference & Expo  
[nar.realtor/convention](http://nar.realtor/convention)

**7** Election Day

**11** Veterans Day

**23, 24** NJ Realtors® office closed in observance  
of Thanksgiving

### >> DECEMBER

**4** Triple Play Realtor® Convention & Trade Expo  
[realtorstripleplay.com](http://realtorstripleplay.com)  
[complete schedule on p. 14](#)

**8** RPAC 2017 end of year deadline  
[njrealtor.com/account](http://njrealtor.com/account)

**12** Hanukkah Begins

### >> JANUARY

**1** NJ Realtors® office closed in observance  
of New Year's Day

**5** NJ Realtors® Circle of Excellence Sales Award®  
applications due

**15** NJ Realtors® office closed in observance  
of Martin Luther King, Jr. Day

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# One-on-One with Legislators

BY **DOUGLAS M. TOMSON**

Each year at New Jersey Realtors®, we work hard to build upon the past successes of the government affairs department. One program in particular that has exceeded expectations for our association is the Federal Political Coordinator program, which allows dedicated members to develop, grow, and sustain one-on-one working relationships with members of Congress. At the national level, a FPC's most valuable contribution to the national association is this relationship they develop with their member of Congress. The connections they build help us lobby key issues on a very personal level.

Now we are bringing this program to the Garden State. The new NJ Realtors® State Political Coordinator Program is considered the middle tier of the government affairs efforts for the National Association of Realtors®.

Each SPC in the program will be a designated NJ Realtor® selected to foster a relationship with a particular member of the legislature. The association will rely on SPCs to advocate on policy initiatives that will result in a sound and dynamic real estate market, and help foster

vibrant communities throughout New Jersey.

Some of the current issues we are discussing with legislators as part of the SPC program include:

- Requiring homes to be tested and abated of lead at the time of sale
- Legislation that would allow first time homebuyers to save for a down payment by putting money in to tax free savings accounts.
- Legislation that would regulate AirBnB and bring tax fairness to the unregulated transient space marketplace.
- Working to ensure there are no new taxes on real estate or real estate agents (i.e. sales tax on commissions, increasing the realty transfer fee).

While a strong lobbying arm in Trenton is important, the real power of any industry lies in the activism of its members. With more than 50,000 members, NJ Realtors® has the true potential to be an extremely powerful force at the state capital. However, it will take

significant grassroots engagement and momentum to accomplish our legislative and regulatory goals. And that is where you can help.

Legislators want to know how a specific issue will affect their districts and will look to you as the experts who know the industry best. It is your voice and your experience that will guide their decisions.

If you think you may want to volunteer as a SPC for a senate or assembly member, please contact Catherine Best at [cbest@njrealtor.com](mailto:cbest@njrealtor.com) for additional information.

We will make every effort to connect you with your representatives so you can help us achieve our legislative goals. ■



**S2975 – Greenstein (D14),  
Bateman (R16)**

*Creates Statewide Housing Bank.*

**NJ Realtors® Position: SUPPORT**

We support this bill that gives municipalities the option to address up to 25 percent of their affordable housing obligation by contributing funds to an account that would be used to provide affordable housing in the same housing region.

**Bill History:**

1/30/2017 – Introduced in Senate and referred to Senate Community and Urban Affairs Committee

**A4564 – Quijano (D20), Vaineri Huttie  
(D38)/S3022 – Greenstein (D14)**

*Exempts from sales and use taxation purchase of fire sprinkler systems installed in residential new construction.*

**NJ Realtors® Position: SUPPORT**

We strongly support this bill as it provides an incentive rather than a state-imposed mandate to encourage the installation of fire sprinklers in new homes.

**Bill History:**

2/14/2017 – Introduced in Assembly and referred to Assembly Appropriations Committee  
2/28/2017 – Introduced in Senate and referred to Senate Budget and Appropriations Committee

**A427 – Eustace (D38), Mukherji (D33)/  
S55 – Lesniak (D20), Allen (R7)**

*Requires bear-resistant containers in certain areas located in black bear habitats under certain circumstances, including garbage collection, and prohibits certain actions resulting in feeding of black bears.*

**NJ Realtors® Position: OPPOSE**

We oppose this bill, as it would require homeowners in certain parts of the state to buy bear-resistant trash containers, which can cost upwards of \$200.

**Bill History:**

1.12.2016 – Introduced in Senate and referred to Senate Economic Growth Committee  
1/27/2016 – Introduced in Assembly and referred to Assembly Agriculture and Natural Resources Committee  
12/5/2016 – Withdrawn from the files in Senate

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# Sharing spaces

BY ALEXANDRA HOEY

As the co-working trend continues to grow, *New Jersey REALTOR®* has compiled a list of the state's emerging spaces.

Freelancers, startups, and even corporate businesses are starting to ditch the traditional office spaces or coffee shops for the collaborative, cost-efficient environment of co-working spaces. By the end of 2017, it is estimated that over 1 million people worldwide will have worked in a shared office space, according to the 2017 Global Co-working Survey.

## SERENDIPITY LABS

**Where:** Ridgewood

**Cost:** Multiple service packages available from \$49 to \$199 a month depending on type of workspace, hours, and desire for amenities like the café bar and work lounge.

**Website:** [serendipitylabs.com](http://serendipitylabs.com)

An upscale ambiance and hospitality is the name of the game for Serendipity Labs, which has seven locations across the country and 23 more currently under development. Serendipity Labs prides itself as a community member, hiring locals and offering residents in town special deals. Facilities include private offices, meet-up spaces, media rooms, co-working spaces, corporate meeting spaces, shared offices, lounge areas, workbars, and a café.



Serendipity Labs, Ridgewood



CoWerks, Asbury Park

## MISSION50 CO-WORKING & OFFICES SPACES

**Where:** Hoboken

**Cost:** Open desks can be purchased for \$20 a day or a monthly, dedicated desk can be reserved for \$350. The space also has mailbox deals and three different types of private offices and conference rooms.

**Website:** mission50.com

Established in 2011, Mission50 caters to entrepreneurs, freelancers and small businesses in the Hoboken area. Members enjoy a collaborative environment with open workspaces and glass walls. Currently stationed near the border of Jersey City, Mission50 was approved for over \$500,000 in grant money in 2015 and will be relocating closer to the PATH station, making the space even more accessible.

## TIGERLABS

**Where:** Princeton

**Cost:** Five available packages range from \$35 per day to \$1200 a month. Tigerlabs also provides phone rooms, conference spaces, a mailing address, and stocked kitchenette.

**Website:** tigerlabs.co

Tigerlabs embodies the entrepreneurial spirit of Princeton by fostering a workspace that not only attracts small firms, hedge funds, and writers, but also provides services

that help its members grow. This includes workshops, mentoring programs for aspiring entrepreneurs, and its TigerLabs Accelerator program, which invests in young software companies. "Work hard, play hard" is the motto, as members enjoy ping pong tables, vibrantly decorated spaces, and special outings like baseball games, paint ball, and beer tastings.

## COWERKS

**Where:** Asbury Park

**Cost:** Provides five different plans for members to select from ranging from \$25 a day for common desk spaces to \$550 a month for a private office. Conference rooms and private event spaces have hourly rates.

**Website:** cowerks.com

Cowerks' network of over 2,000 members in the Monmouth County area has access to conference rooms, common area desk spaces, private offices, and private event spaces. Located in the heart of Asbury Park's restaurant and bar scene, members can also enjoy special outings like coffee networking events, digital marketing workshops, and happy hour meet-ups. ■



Serendipity Labs, Ridgewood

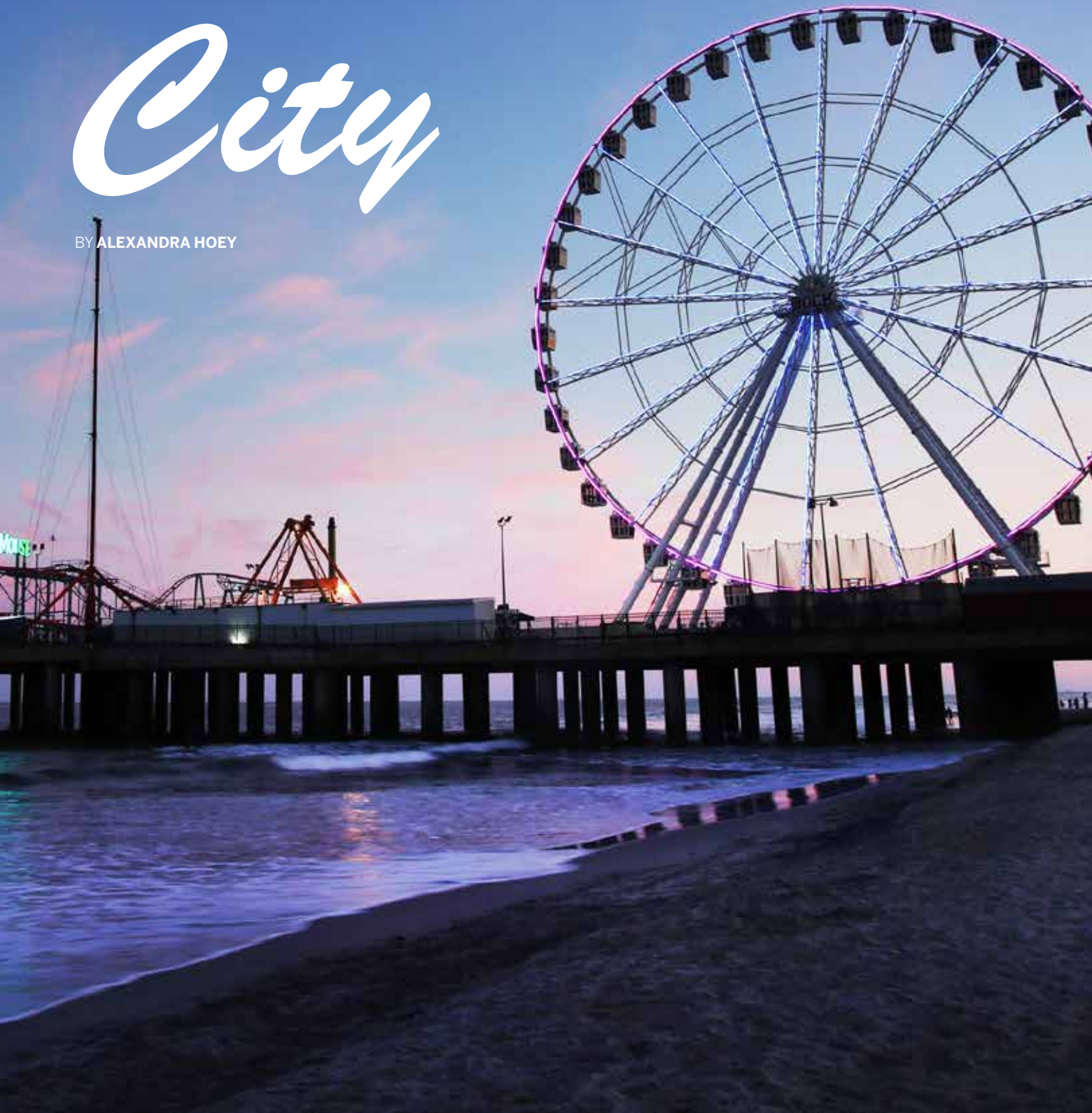




TOWN SPOTLIGHT

# *Atlantic City*

BY ALEXANDRA HOEY





Atlantic City is home to many firsts: the first boardwalk in the United States, the first Miss America pageant, and the first known salt-water taffy.

It is also one of the first cities created purely as a destination resort and for decades, its history, casinos, and boardwalk attracted visitors from the tristate area and beyond.

Walking on the boardwalk today, you might unknowingly pass sites where historic hotels and nightclubs once stood. Bally's Atlantic City is where the Marlborough-Blenheim, which was the world's largest concrete building, once towered over the Atlantic. The Traymore Hotel is now a Caesar's parking lot. The 500, Frank Sinatra's favorite venue, is the current site of the Trump Plaza parking deck.

Though many buildings were demolished to make way for casinos in the 70s and 80s, the boardwalk and the resorts that outline it is a testament to Atlantic City's history; rich in perseverance, transformation, and survival.

In recent years Atlantic City has experienced financial turmoil; five casinos shut down within three years of each other and there was a state takeover to assist the city with its \$400 million debt.

But, this isn't the first time Atlantic City faced hardships. Known as "the world's playground" in the early 1900s, Atlantic City was a mecca for middle and upper class tourists who packed the grand hotels and beach.

Following World War II, the city struggled to survive economically, as crime increased and affordable air travel costs took away significant

business. The city looked to Las Vegas, the only place in the country where patrons could legally gamble, as a source of hope to revitalize the once energetic city.

Gambling was legalized in 1976 and the Atlantic City cityscape changed almost immediately. The Resorts International – formerly the Chalfonte-Haddon Hall Hotel – was the first casino to open in 1978. By November 1981, eight more opened and soon Atlantic City was again considered a top destination spot.

Troubles again arose when neighboring states like Connecticut and Pennsylvania built casinos in the early 1990s. Already suffering from plummeting revenues, the country was hit with the Great Recession in early 2000, which set Atlantic City into an economic crisis.

By 2016, five casinos shut down within three years of each other, over 10,000 jobs were lost, and Atlantic City led the country in foreclosures.

Gov. Chris Christie also announced the controversial decision to

proceed with a state takeover of the municipality's government, meant to assist in the city's \$400 million debt.

But since then, Atlantic City has shown promising signs of recovery. In the last year, the median sales prices has increased since 2016 by 27 percent. Another component is the Atlantic City Convention Center, which attracts over 400,000 people annually, hosts at least 88 events each year and pumps over \$150 million a year into the economy.

Like its unpredictable and, at times, challenging past, Atlantic City has proven to always get back up.

And right now, it looks as though history is repeating itself. ■



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# The PRO\$ Edge

## Oilheat.

*Know more, sell more.*

### Tips, Tools, Rebates and More to Help You Sell This Fall

**At the Partnership for Realty and Oilheat Success**, we pride ourselves on being the difference between closing the sale and losing the deal for New Jersey Realtors. And now that the fall season is here, you will have lots of opportunities to close more sales of oil-heated homes. But it's important to strike while the iron is hot. **Here are three tips to help you support your clients this season. Happy selling!**

- 1. Your listings don't heat with oil anymore... it's Bioheat®!** – Did you know that heating oil is becoming renewable? Heating oil in New Jersey is now Bioheat, which is a blend of regular heating oil and biofuels. Bioheat is even cleaner than regular heating oil, it reduces system maintenance issues and it



leads to higher efficiency. Market your listings differently by focusing on Bioheat. For more information, visit [myBioheatonline.com](http://myBioheatonline.com).

- 2. Open House? Give buyers a Welcome Pack** – Many buyers just aren't familiar with heating oil. **The Homebuyer's Welcome Pack** is a free tool that PRO\$ makes available to you, so that you can help your clients get more comfortable with heating oil, especially when they're looking at a home that could be perfect for them. Just visit [OilheatPROS.com/NJ](http://OilheatPROS.com/NJ) and we'll send you as many pieces as you need.

- 3. Old heating system? Rebates available to help your clients upgrade!**



– Whether you're working with a seller who is concerned about the old system in the basement or a buyer who is thinking they'll need to upgrade the heating system after they move in, let them know about available rebates. Your clients can get up to **\$700 when they install a new, high-efficiency heating oil system in their home**. Visit [UpgradeAndSaveNJ.com](http://UpgradeAndSaveNJ.com) for more information!

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### PRO\$ Corner

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Paid for by the Fuel Merchants Association of New Jersey and the National Oilheat Research Alliance

# **TRIPLE PLAY 2017** SCHEDULE AT-A-GLANCE BY TRACK

## Pre-convention Designation Courses

\*CE credit is pending approval.

\*\*Pre-registration by 11/22 and additional fee required.

Monday, December 4			
9 a.m. - 5 p.m.	<b>ABR Elective: Real Estate Investing: Build Wealth Representing Investors and Becoming One Yourself**</b>	Melanie McLane	\$125
9 a.m. - 5 p.m.	<b>CCIM: Commercial Real Estate Negotiations**</b>	Barbara Crane	\$295
9 a.m. - 5 p.m.	<b>CRB: Firm Rules - Policies to Mitigate Risk**</b>	Adorna Carroll	\$150
9 a.m. - 5 p.m.	<b>CRS: Zero to 60 Home Sales a Year (and Beyond)**</b>	Frank Serio	\$150
9 a.m. - 5 p.m.	<b>Professional Standards Administrator's Training** For Board/Association Staff ONLY</b>	Hank Lerner/Paula Tansey	\$50
9 a.m. - 5:30 p.m.	<b>RSPS: Home Sweet (Second) Home: Vacation, Investment, Luxury Properties**</b>	Roseann Farrow	\$125

## Appraiser Track

Tuesday, December 5		Wednesday, December 6	Thursday, December 7
9 a.m. - Noon <b>He Who Has the Money Sets the Rules</b> Michelle Bradley	2 - 5 p.m. <b>Did the Appraiser Just Kill My Deal?</b> Michelle Bradley	9 a.m. - 5 p.m. <b>2018-2019 USPAP Update**</b> \$125 fee Michelle Bradley	9 a.m. - Noon <b>Anatomy of a House</b> Melanie McLane

## Association Executives Track

Wednesday, December 6			
9 - 10 a.m. <b>Presentation Skills for Association Leaders</b> Dan Elzer	10:30 - 11:30 a.m. <b>Building Bridges with Your Brokers</b> Adorna Carroll	2 - 3 p.m. <b>Build, Lead &amp; Grow Your Team Through Effective Leadership</b> Marc Cunningham	3:30 - 4:30 p.m. <b>RESO Data Standards &amp; NAR MLS Policy Makers</b> Jeremy Crawford

## Broker Track

Monday, December 4		Tuesday, December 5	
2 - 3:30 p.m. <b>ADVANCE Conference</b> Terry Watson, Steve Pacinelli, Jed Carlson, Sherry Chris	4 - 5 p.m. <b>How to Drive Better Results with Social Media</b> Broker Panel with John Featherston	9 a.m. - Noon <b>Company Policy Manual</b> Roseann Farrow	9:30 - 11 a.m. <b>Get in Gear — Go from Zero to Success in 2018</b> Sean Carpenter
Tuesday, December 5			Wednesday, December 6
11:30 a.m. - 12:30 p.m. <b>The Consumer, Core Values &amp; the Future of Real Estate</b> Sherry Chris	1:30 - 2:30 p.m. <b>Build a Better Agent in Thirty Minutes or Less!</b> Pam Ermen	3 - 4 p.m. <b>50 Questions Brokers Should Ask Before Starting Teams</b> Pam Ermen	9:30 - 11:30 a.m. <b>Leadership &amp; HR: How to Build, Lead &amp; Grow Your Team Through Company Culture</b> Marc Cunningham
Wednesday, December 6			Thursday, December 7
2 - 3 p.m. <b>The "On Purpose" Principle</b> Dan Elzer	2 - 5 p.m. <b>Herding Cats: Best Business Practices</b> Cheryl Knowlton	3:30 - 5 p.m. <b>How to Avoid Extinction: Renewing Talent in Your Company</b> Kate Conquest	9:30 - 10:30 a.m. <b>RPR: Beyond the Basics</b> Ernie Bottom

## Commercial Track

Tuesday, December 5		Wednesday, December 6	
11 a.m. - Noon <b>Increase Your Property Management Income</b> Marc Cunningham	2 - 5 p.m. <b>Property Management 101</b> Marc Cunningham	10 a.m. - Noon <b>National Economic Trends in Commercial Real Estate</b> Robert Nahigian	2:30 - 4:30 p.m. <b>Commercial Brokerage Due Diligence</b> Robert Nahigian



Indicates session is repeated



Indicates CE is pending approval



Plan to arrive early to ensure your seat in your desired sessions.



# Real Estate Licensee CE Sessions\*

Sessions with anticipated CE credit are green.  
\* All CE is pending approval

Tuesday, December 5				
9 - 11 a.m. <b>NYS Legal Update</b> Anthony Gatto, Esq.	9 a.m. - Noon <b>ADA: The Lawsuit You Never Saw Coming</b> Terry Watson	9 a.m. - Noon <b>Company Policy Manual</b> Roseann Farrow	🔄 9 a.m. - Noon <b>Crack The Code</b> Leigh York	9 a.m. - Noon <b>Get Your Geek On</b> Trista Curzydlo, Esq.
🔄 9 a.m. - Noon <b>GPS for Pricing</b> Linda D'Amico	🔄 9 a.m. - Noon <b>He Who Has the Money Sets the Rules</b> Michelle Bradley	9 a.m. - Noon <b>How to Read an Appraisal Report</b> Doug Vairo	🔄 9 a.m. - Noon <b>PA - Using Standard Forms</b> Hank Lerner/ Desiree Brougher, Esq.	9 a.m. - Noon <b>Why Deals Fall Apart</b> Adorna Carroll
9:30 - 10:30 a.m. <b>Fix It to List It</b> Dan McNally	9:30 - 10:30 a.m. <b>NJ Legal Update</b> Barry Goodman, Esq.	9:30 - 11:30 a.m. <b>Get a Grip on Environmental</b> David Sulock	10 a.m. - Noon <b>The Risks of Renting</b> Jamie Borodin	11 a.m. - Noon <b>Increase Your Property Management Income</b> Marc Cunningham
11 a.m. - Noon <b>NJREC Regulatory Update</b>	11:30 a.m. - 12:30 p.m. <b>The Buyer Counseling Session</b> Sean Carpenter	11:30 a.m. - 12:30 p.m. <b>The Consumer, Core Values &amp; the Future of Real Estate</b> Sherry Chris	2 - 4 p.m. <b>PA Legal Update</b> Desiree Brougher, Esq.	2 - 5 p.m. <b>Actions vs. Action</b> Willie Miranda
2 - 5 p.m. <b>1031 Tax Exchanges and Self-Directed IRAs</b> Linda St. Peter	2 - 5 p.m. <b>Avoiding Fair Housing Roadkill</b> Terry Watson	2 - 5 p.m. <b>Did the Appraiser Just Kill My Deal?</b> Michelle Bradley	🔄 2 - 5 p.m. <b>GPS for Pricing</b> Linda D'Amico	🔄 2 - 5 p.m. <b>How to Qualify Your Buyer</b> Doug Vairo
🔄 2 - 5 p.m. <b>Procuring Cause</b> Lynn Madison	2 - 5 p.m. <b>Property Management 101</b> Marc Cunningham	🔄 2 - 5 p.m. <b>Put an Attorney Out of Business</b> Trista Curzydlo, Esq.	2:30 - 4:30 p.m. <b>The Real Estate Professional Tool Box</b> Sean Carpenter	🔄 3 - 5 p.m. <b>Making Opposites Agree</b> Leigh York
Tuesday, December 5	Wednesday, December 6			
4 - 5 p.m. <b>Service the Listing</b> Brent Lancaster	🔄 9 - 11 a.m. <b>Top 10 Ways Technology Can Ruin Your Business</b> Craig Grant	🔄 9 a.m. - Noon <b>Age in Place: Accessible Design, Smart Houses &amp; You</b> Melanie McLane	9 a.m. - Noon <b>Credit &amp; Credit Repair for the Mortgage Borrower</b> Doug Vairo	9 a.m. - Noon <b>Duties in Conflict: Handling the In-House Transaction</b> Lynn Madison
9 a.m. - Noon <b>Facebook or Face Plant?</b> Cheryl Knowlton	9 a.m. Noon <b>Financial Literacy: Insurances &amp; Tax Planning</b> Douglas Stives	9 a.m. - Noon <b>Go Global: Risk Management for International Practitioners</b> Carla Rayman/Pat Tan	9 a.m. - Noon <b>How's That Working Out For You?</b> Trista Curzydlo, Esq.	🔄 9 a.m. - Noon <b>Radical, Relevant, or Ridiculous</b> Pam Ermen
🔄 9 a.m. - Noon <b>PA - Using Standard Forms</b> Hank Lerner/Desiree Brougher, Esq.	9 a.m. - Noon <b>Tax Strategies &amp; Business Planning for Real Estate Professionals</b> JoAnn Koontz, Esq.	9 a.m. - 5 p.m. <b>2018-2019 USPAP Update**</b> \$125 fee Michelle Bradley	9:30 - 10:30 a.m. <b>The Seller Steers the Ship</b> Anthony Gatto, Esq.	🔄 10 a.m. - Noon <b>Making Opposites Agree</b> Leigh York
10 a.m. - Noon <b>National Economic Trends in Commercial Real Estate</b> Robert Nahigian	11 a.m. - Noon <b>NYS Fair Housing Essentials</b> Anthony Gatto, Esq.	🔄 2 - 5 p.m. <b>Age in Place: Accessible Design, Smart Houses &amp; You</b> Melanie McLane	🔄 2 - 5 p.m. <b>Crack The Code</b> Leigh York	2 - 5 p.m. <b>Foreign Nationals and the New FIRPTA Compliance</b> JoAnn Koontz, Esq.
2 - 5 p.m. <b>Go Global: Jump Start Your International Business</b> Carla Rayman/Pat Tan	2 - 5 p.m. <b>Herding Cats: Best Business Practices</b> Cheryl Knowlton	🔄 2 - 5 p.m. <b>How to Qualify Your Buyer</b> Doug Vairo	🔄 2 - 5 p.m. <b>Procuring Cause</b> Lynn Madison	🔄 2 - 5 p.m. <b>Put an Attorney Out of Business</b> Trista Curzydlo, Esq.
🔄 2 - 5 p.m. <b>Radical, Relevant, or Ridiculous</b> Pam Ermen	🔄 2 - 5 p.m. <b>Real Estate Professional Safety Survival Guide</b> Osbarido Mejil	2 - 5 p.m. <b>Second Home &amp; Pre-Construction Investing</b> MaryAnne Simmons	🔄 2 - 5 p.m. <b>The Consultative Presentation</b> Joe Rand	2:30 - 4:30 p.m. <b>Accepted Offer, Now What?</b> Nancy Mosca
Wednesday, December 6	Thursday, December 7			
2:30 - 4:30 p.m. <b>Commercial Brokerage Due Diligence</b> Robert Nahigian	9 a.m. - Noon <b>Anatomy of a House</b> Melanie McLane	9 a.m. - Noon <b>Cracking the Code</b> Cheryl Knowlton	9 a.m. - Noon <b>Negotiating for a Win-Win</b> MaryAnne Simmons	🔄 9 a.m. - Noon <b>Real Estate Professional Safety Survival Guide</b> Osbarido Mejil
🔄 9 a.m. - Noon <b>The Consultative Presentation</b> Joe Rand	9 a.m. - Noon <b>Winning with Short Sales</b> Nancy Mosca	9:30 - 10:30 a.m. <b>RPR: Beyond the Basics</b> Ernie Bottom	🔄 9:30 - 11:30 a.m. <b>Top 10 Ways Tech Can Ruin Your Business</b> Craig Grant	

## Non-CE Sessions

Monday, December 4		Tuesday, December 5		
2 - 3:30 p.m. <b>ADVANCE Conference</b> Terry Watson, Steve Pacinelli, Jed Carlson, Sherry Chris	4 - 5 p.m. <b>How to Drive Better Results with Social Media</b> Broker Panel with John Featherston	9 - 10 a.m. <b>Real Estate Professional Business Planning</b> Christine Beckwith	9 - 10:30 a.m. <b>Seven Specific Ways to Create Predictable Transactions</b> Jared James	9 - 10:30 a.m. <b>The Four Skill Sets Necessary for Success</b> Rich Levin
9:30 - 10:30 a.m. <b>10 Times Video Says It Better Than Text</b> Steve Pacinelli	9:30 - 10:30 a.m. <b>Lead Management</b> Amy Chorew	9:30 - 10:30 a.m. <b>Operation Outsource: Master Efficiency Using Technology</b> Crystal Washington	9:30 - 11 a.m. <b>Get in Gear — Go from Zero to Success in 2018</b> Sean Carpenter	11 a.m. - Noon <b>Follow the Money — The New Movement of Capital</b> Amy Chorew
11 a.m. - Noon <b>Networking Excellence for Real Estate Professionals</b> Christine Beckwith	11 a.m. - Noon <b>Top Three Tactics for Increasing Social Media Leads</b> Crystal Washington	11 a.m. - Noon <b>How Automation Will Save Time, Money, and Energy</b> Jed Carlson	11:30 a.m. - 12:30 p.m. <b>Stop Wasting Time &amp; Money on Technology</b> Steve Pacinelli	1:30 - 2:30 p.m. <b>Build a Better Agent in Thirty Minutes or Less!</b> Pam Ermen
2 - 3 p.m. <b>Digital Marketing Landscape</b> Amy Chorew	2 - 3 p.m. <b>Real Estate Professional Business Planning</b> Christine Beckwith	2:30 - 3:30 p.m. <b>Systems Equal Success</b> Brent Lancaster	2:30 - 4 p.m. <b>Finding Listings in a Low Inventory Market</b> Rich Levin	3 - 4 p.m. <b>50 Questions Brokers Should Ask Before Starting Teams</b> Pam Ermen
Tuesday, December 5		Wednesday, December 6		
3 - 4:30 p.m. <b>Seven Specific Ways to Create Predictable Transactions</b> Jared James	3:30 - 4:30 p.m. <b>Follow the Money — The New Movement of Capital</b> Amy Chorew	4 - 5 p.m. <b>Networking Excellence for Real Estate Professionals</b> Christine Beckwith	9 - 10:30 a.m. <b>Become a Marketing Expert &amp; Celebrity Using Facebook Live</b> Chirag Shah	9:30 - 10:30 a.m. <b>Where New Agents Make Mistakes with Marketing</b> Bennie Henderson
9:30 - 11:30 a.m. <b>Leadership &amp; HR: How to Build, Lead &amp; Grow Your Team Through Company Culture</b> Marc Cunningham	10 a.m. - Noon <b>From Soirees to Sales — Marketing Luxury Homes</b> MaryAnne Simmons	10:30 a.m. - Noon <b>The Agent's One-page Business Plan</b> Kyle Kelly	11:30 a.m. - 12:30 p.m. <b>Home Staging</b> Marie Graham	11:30 a.m. - 12:30 p.m. <b>Market Like a Rock Star on a Roadie's Budget</b> Craig Grant
1:30 - 2:30 p.m. <b>Getting More Referrals with Facebook</b> Chirag Shah	2 - 3 p.m. <b>The "On Purpose" Principle</b> Dan Elzer	2:30 - 3:30 p.m. <b>10 Amazing Tips to Guarantee Your Website Rocks</b> Craig Grant	3 - 4:30 p.m. <b>Get Off the Emotional Rollercoaster</b> Kyle Kelly	3:30 - 4:30 p.m. <b>Home Staging</b> Marie Graham
3:30 - 5 p.m. <b>How to Avoid Extinction: Renewing Talent in Your Company</b> Kate Conquest	4 - 5 p.m. <b>All the Best Apps for Real Estate</b> Craig Grant	PA licensees initially licensed on or after December 1, 2016 are required to take specific, mandatory courses that are not being offered at Triple Play 2017.		

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**On-site: \$139** Non-member rates are available online.

Registration for courses where pre-registration and extra fees are required must be received by November 22.

## TRADE EXPO

**Tuesday, December 5, 10 a.m. – 6 p.m.**

**Wednesday, December 6, 9 a.m. – 5 p.m.**

Vendors from across the country will be on-hand to display the latest products and services available to enhance, improve and simplify your life and business. Don't miss your chance to:

- ✓ Partake in special event pricing and enter to win valuable prizes.
- ✓ Grab a morning coffee in the Expo while you meet one-on-one with vendors.

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- Find contacts for your specific questions.



## ADVANCE Conference and Broker Panel

**Monday, December 4**

Industry visionaries share their tips to ADVANCE your business, value, resources and opportunities. Then, a panel of top brokers share their best strategies for automating social media to engage with prospects and generate more leads.

## VENUE

The Atlantic City Convention Center is the site of most convention events. Complimentary shuttle service is provided from the official headquarters hotels to and from the convention center during convention and trade expo hours. Headquarters hotels are Borgata, Caesars Atlantic City and the Sheraton Atlantic City Convention Center Hotel.

## >> EVENING SOCIAL EVENTS

Monday, December 4	8 – 11 p.m.	<b>Kick-off Party (co-sponsored by tri-state YPNs)</b>
Tuesday, December 5	4:30 – 6 p.m.	<b>PAR Reception</b>
Tuesday, December 5	5:30 – 6:30 p.m.	<b>NYSAR Reception</b>
Tuesday, December 5	6 – 9 p.m.	<b>NJ REALTORS® Gala</b> pre-registration and fee apply
Tuesday, December 5	9 p.m. – Midnight	<b>Icebreaker Reception</b>

  
**Connect with us on Facebook & Twitter.**  
**Play Along!**  
**Use #TP17 in your tweets.**

## RPAC HIGH ROLLERS' SUITE

**Wednesday, December 6, 10 a.m. - 4 p.m.**

Get pampered while supporting the REALTORS® Political Action Committee.\* Your \$250 entrance fee will count toward your 2018 RPAC total.



"What a fabulous opportunity to learn, earn and bring your business to another level. I learned several things that I was IMMEDIATELY able to convert into DOLLARS once I got back home."

**- Michael Riccio, Douglas Elliman Real Estate, NY**

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# MONDAY DECEMBER 4

## Advance Conference & Kickoff Party

### ADVANCE CONFERENCE | 2 P.M.

Gain insights from leading experts on how to advance: your value; your business; your resources; and your diversity. [Starring Terry Watson, Steve Pacinelli, Jed Carlson & Sherry Chris!](#)

### KICKOFF PARTY | 8 P.M.

Don't miss the most attended party of Monday night at Triple Play!

[RealtorsTriplePlay.com](http://RealtorsTriplePlay.com)







# Leading My Employees Should Not Be This Difficult!

BY MARC CUNNINGHAM

**“W**hy can’t I find employees who are self-motivated and get their satisfaction from just coming to work everyday?”

This was the question posed to me by a frustrated real estate business owner as we discussed the idea of how to lead employees.

After I picked myself up off the floor from laughing, we talked about the fact that if our employees were as self-motivated as we think they should be, and if they did not rely on us for some level of energy, motivation, clarity, and happiness, then maybe they would not need us at all and simply leave us to go work for themselves. That is not the outcome my friend wanted.

Leading our employees — or team members as we call them — is simple to understand, but very hard to do well.

As a leader, you need to bring three things to your team everyday. These three things are as necessary and important as bringing your cellphone, wallet, or purse with you. If you realized that you had left your cellphone in your car as you walked into your office, you would turn around and go and get it knowing that you can’t perform effectively

without it. In the same way, if you don’t bring these three things into the office with you every day as a leader, you can’t lead your team effectively.

**Energy.** A primary goal as a leader is to motivate the people around you to perform at their highest level. You need to inspire them and energize them. We all look to people who can ‘bring us up’ when we fall down. People will follow and remain loyal to any individual who cares enough about them to want to see them energized. Energy is more than high-fives, it is about knowing your team on a personal level. Once people are excited and energized about what they do, the next thing they need is clarity in order to channel that energy into results.

**Clarity.** Your employees want and need clarity. An energized team member without clarity will move fast, but get little to nothing important accomplished. They need clarity on why their duties matter, how they contribute to the overall success of the team, and what success looks like for their role. One way this can be accomplished is through documented systems outlining the job functions for each employee.

**Accountability.** By accountability I do not mean micro-management. Healthy accountability is when team members buy into what they are working to accomplish, understand and agree to the clear expectations of what winning looks like, and regularly measure their performance against those clearly stated and measurable goals.

When you bring energy, clarity, and accountability to the office with you every day, the people around you will take notice. You will grow in your leadership and the people around you will become more successful — what a cool concept! ■

Marc Cunningham is the President and Director of Operations for Grace Property Management, which manages over 600 residential and commercial doors. Marc will be presenting *20 Ways Your Cash Cow Can Graze: Increase Your Property Management Income* on Dec. 5 at 11 a.m.; *Property Management 101: The Essentials* on Dec. 5 at 2 p.m.; *Leadership & HR: How to Build, Lead & Grow Your Team Through Company Culture* on Dec. 6 at 9:30 a.m.; *Build, Lead & Grow Your Team Through Effective Leadership* on Dec. 6 at 2 p.m.



# BE EFFICIENT & GET REFERRALS

BY CRYSTAL WASHINGTON

If there are two challenges that Realtors® are always eager to overcome, it's the need for greater efficiency and more referrals. At this year's Triple Play, I'm excited to have the opportunity to share two sessions, sponsored by PNC Bank, that will tackle these areas — *Top 3 Tactics for Increased Social Media Leads and Referrals* and *Operation Outsource: Master Efficiency Using Technology*.

## TOP 3 TACTICS FOR INCREASED SOCIAL MEDIA LEADS AND REFERRALS

While any good agent will enjoy a sporadic recommendation, generating consistent referrals requires both strategy and consistency. The three tactics agents will discover how to leverage in this session include market segmentation, online retargeting, and customization. Segmentation covers how to split up customers, prospects, and influencers online in a way that makes it easy to build relationships with each group. Retargeting is the act of sending ads to people who have already viewed a website or an online resource. In the customization portion, agents will discover some of the best tools for creating engaging content.

Canva is easily one of my favorite tools for creating DIY polished,

customized, content. Easily create a quick brochure, meme, or fun social media invite for an open house. With both free and low-cost options, it's the perfect tool for Realtors® who don't have access to a round-the-clock graphic designer but are still committed to posting quality graphic work.

## OPERATION OUTSOURCE: MASTER EFFICIENCY USING TECHNOLOGY

There are just not enough hours in the day for busy Realtors®. One of the biggest myths perpetrated on modern professionals is the belief in work-life balance. No one accomplishes this unreachable goal. However, real estate professionals can use technology to help move things off their plates. This session will tackle the most persistent time-wasters in the industry while proposing that agents embrace using technology to outsource non-important tasks, automate items that don't have to be done manually, and leverage technology to build relationships.

When it comes to automation, one of my very favorite tools is If This Then That. If a certain action happens via one digital space, IFTTT will then trigger a second action based on rules you set up as a user. For instance, if IFTTT detects that you

are in your office via your phone's GPS, then it will set it to silent. If you receive an email from a VIP customer, then IFTTT will send you a text message to inform you. The possibilities are endless.

Stop by the sessions for all of the juicy tips! ■

Crystal Washington, CSP is a technology strategist, futurist, author and speaker. She is the author of *One Tech Action* and *The Social Media Why*. Crystal will be presenting *Top 3 Tactics for Increased Social Media Leads and Referrals* on Dec. 5 at 11 a.m.; *Operation Outsource: Master Efficiency Using Technology* on Dec. 5 at 9:30 a.m. and Dec. 5 at 3:00 p.m.

*The views and opinions expressed in this presentation are those of the speaker's and do not necessarily reflect the policy or position of PNC Bank, N.A. and should not be construed as legal or professional advice.*

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# REALTORS® RELIEF FOUNDATION

In the wake of such devastating storms such as Hurricane Harvey, Irma and Maria, the Realtors® Relief Foundation is working hard to provide assistance to our Realtor® family in need.

Just as the Realtors® Relief Foundation accepted donations and provided help for those in need during Superstorm Sandy in 2012, they will do so again.

In September, New Jersey Realtors® held a blood drive at its Trenton headquarters to replenish supply, which was at a critical low, after the storms and a slow donation summer



In the time since the storms hit, individual and state and local association donations to the Realtors® Relief Foundation have totaled \$1.2 million. The National Association of Realtors® also announced this week that it would give an additional \$600,000 contribution to the RRF.

To donate to the RRF, visit [nar.realtor/rrf](http://nar.realtor/rrf).

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# 2017

## RPAC Suite



### EXPERIENCE TRIPLE PLAY IN COMFORT

Take a well deserved break from the busy class schedule and bustling convention! With your \$250 investment in RPAC, you will receive an all day pass to the RPAC Lounge on Dec. 6 from 10 a.m. to 4 p.m.

### WHAT'S INCLUDED WITH YOUR PASS?

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- Chair Massages
- Professional photographer for headshots
- Breakfast
- Gourmet hot lunch buffet
- Variety of snacks

Gain entrance into the RPAC Suite by investing or pledging a minimum of \$250 in RPAC in 2018.

## Wed., Dec. 6

## 10 a.m. - 4 p.m.



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# A New Century, A New Market

Since 2005 when the housing market crashed and the country fell into a great recession, the real estate industry has been rebuilding itself. From the fourth quarter of 2006 to the end of 2010, home values fell more than \$6 trillion and interest rates increased as people lost their jobs and could not pay their mortgages. New Jersey was also hit with the record breaking Superstorm Sandy in 2012, which damaged 346,000 homes, left over two million homes without power, and killed 37 people. With the support of the Realtor® family and the country, New Jersey recovered and so did the market. Today, New Jersey Realtors® has nearly 50,000 members, 16 committees, and a new headquarters in Trenton with environmentally-conscious designs and cutting edge technology.

Revisit this year's earlier issues of *New Jersey REALTOR®* for a closer look at previous decades, and head to [100.njrealtor.com](http://100.njrealtor.com) to learn even more about the association's history and to purchase your commemorative book.

## 2010

### Continuing Education

State requires real estate brokers and agents to complete Real Estate Commission-approved continuing education courses as a condition of license renewal.

## 2012

### Superstorm Sandy

Superstorm Sandy devastates the Jersey Shore and causes catastrophic damage throughout the state.

## 2011



### ACE

Association launches the Academy of Continuing Education to offer members CE credits online for free or at a very low cost.

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# SHARE YOUR MEMORIES! #NJREALTORS100

## 2013



### Membership Drop

As a result of the nationwide recession, state association membership falls to 39,022.

## 2016



### Relocation

NJ Realtors® returns to Trenton with a three-story, state-of-the-art office building.

## 2014

### Rebranding

New Jersey Realtors® sells its Edison office and changes its logo and brand to reflect the updated name.



GROW YOUR BUSINESS

GAIN A COMPETITIVE EDGE

SAVE TIME AND MONEY

# NAR's REALTOR BENEFITS® PROGRAM

YOUR OFFICIAL MEMBER BENEFITS RESOURCE

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- Short term medical
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Xerox

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### UPDATED! Placester®

REALTOR Team Store®

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Xceligent

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# Get in Gear

**Are you ready to finish 2017 strong and launch into 2018 with energy and enthusiasm and make it your best year ever?**

BY SEAN CARPENTER

It's all possible if you stay committed to what I feel are three critical components to success in your career: building relationships, solving problems, and having fun.

I am excited to be presenting at Triple Play for my first time ever, so I'll be sharing some of my favorite sessions with you and your peers.

*Get in Gear: How to Go from Zero to Success* in '18 will help you see the big picture of your business and show you the road to success begins with you behind the wheel. Buckle up and be ready to accelerate in 2018.

Recognized by *Inman News* as one of the Top 100 Most Influential Leaders in Real Estate, Sean Carpenter will be presenting *Get in Gear* on Dec. 5 at 9:30 a.m.; *The Buyer Counseling Session* on Dec. 5 at 11:30 a.m.; *The Real Estate Professional Tool Box* on Dec. 5 at 2:30 p.m.

In today's fast-paced, low inventory markets, it's critical that we can spend our time, effort and money with not just any buyer but the best buyers. *Building a Better Buyer* will help you understand the power of a good Buyer Counseling Session can turn your lookers into satisfied clients.

And finally, my signature class is *The Realtor's Toolbox: Tools, Tips, and Techniques to Build Your Business*. This one is perfect for the newest agent or the most experienced broker looking for reminders of what works and being re-energized to try some new things. If you want to nail down more appointments, learn some new *drills* and *hammer* out more deals in 2018, *awl* you have to do is come listen to the *Carpenter*.

See you in Atlantic City this December. Until then, keep building relationships, solving problems, and having fun. ■





## BOARD/ASSOCIATION NEWS

### MEMBER APPRECIATION DAY

For its Member Appreciation Day, RealSource Association of Realtors® partnered with Bergen Community College's new program "Move For Success" and collected hundreds of clothing for students unable to afford outfits for job interviews.

The student-run program was developed by board affiliate Cindy Myer, who wanted to ensure students in need have the tools necessary for a bright future. RealSource Association of Realtors® will continue to donate clothing on a quarterly basis, which goes directly to the college's "career closet" boutique, where clothing is free for students.



## SUDOKU

Have a few minutes? Challenge yourself!

9			1				2	7
	6			3	7	9		1
	1			8				
	7			4	1	2	9	6
		9				8		
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				5			1	
3		6	9	1			5	
4	5				2			9

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# My why?

I'm selective about who I work for. So, when I heard about the origins of RE/MAX, I was intrigued. Their North Star was simple, yet radical: pay agents what they deserve. And that I can get behind.

Why RE/MAX? Their story is my why.

