

NEW JERSEY REALTOR®

NOVEMBER/DECEMBER 2018: VOLUME 4 ISSUE 6



Triple Play 2018

Dec. 3-6

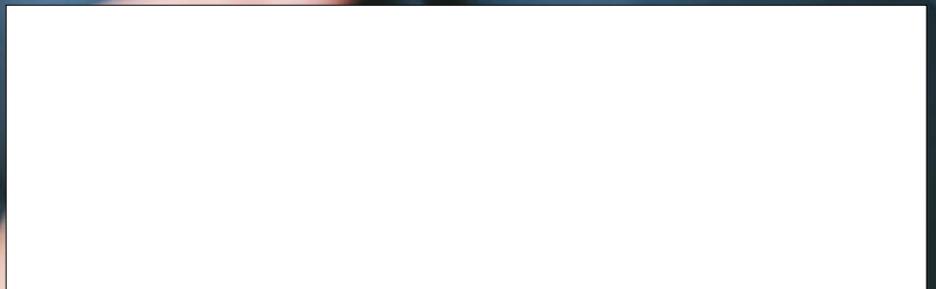
Atlantic City, N.J.

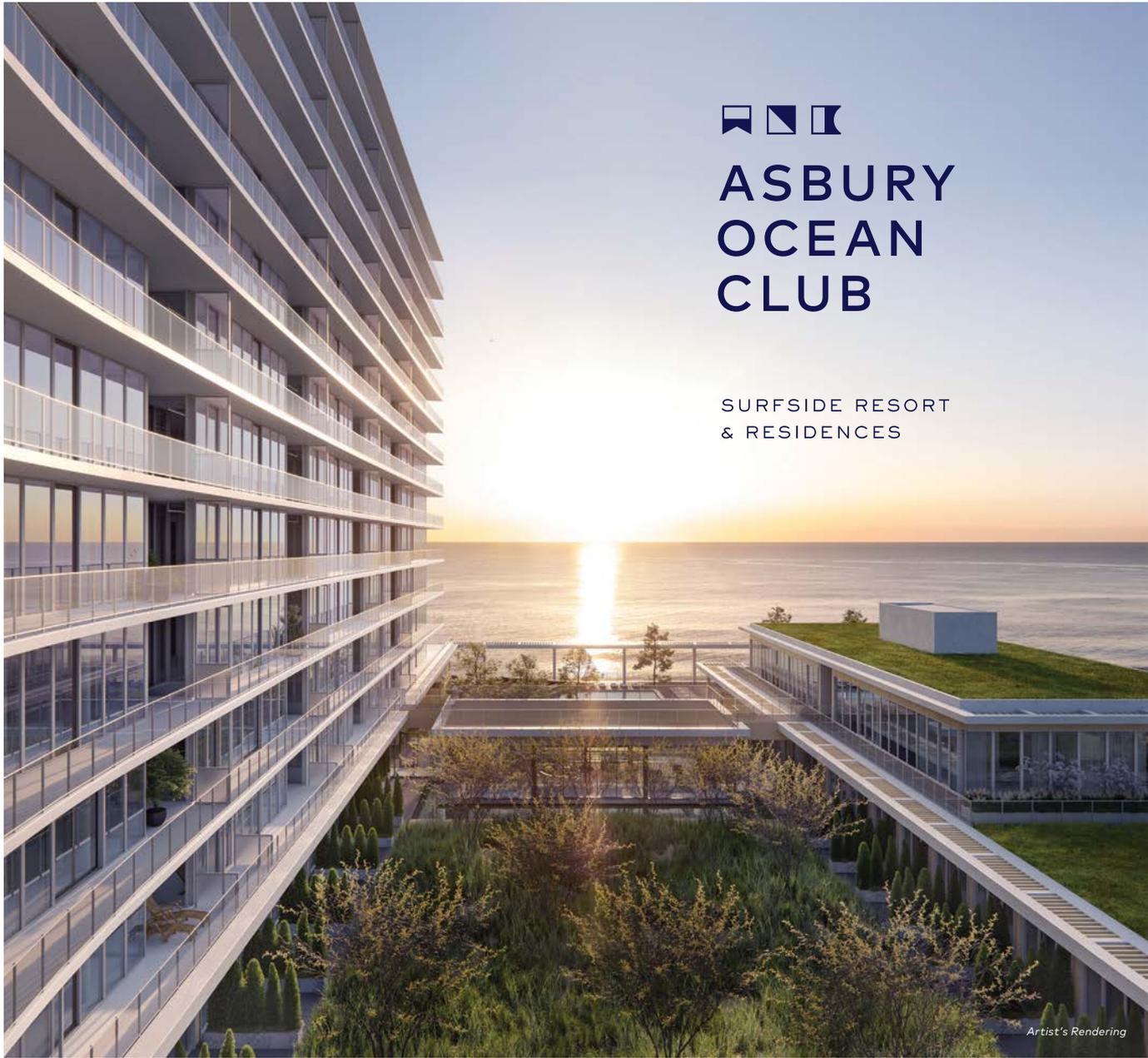


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November/December 2018

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A Stronger Outreach



Over the past year, we hope you have noticed a greater outreach from the association.

We believe there is always room for growth and New Jersey Realtors® wants to hear from as many of our 54,000 members as possible. These increased efforts throughout 2018 ranged from new town hall-style meetings to hosting the association's first-ever Realtor®-Palooza.

Member Outreach

During his term, 2018 NJ Realtors® President Christian Schlueter hosted three Town Hall meetings across the state, with the goal to engage members who are not active in the association. These informative sessions allowed attendees to ask questions, raise concerns, and engage in important conversations with the association.

We continued these discussions at Realtor®-Palooza, which you can read about on page 12. At this event, which took place at the NJ Realtors® headquarters in late September, members booked small group meetings with myself, President Chris, and Past Presidents to discuss important issues. There were other activities, such as free headshots and promotional video filming, continuing education courses, food, and entertainment. This was a day dedicated to you, the member, with the hopes of equipping you with knowledge to better your business and to learn more about how we can help you succeed.

Reader Experience

We also contacted you in September about your experience with *New Jersey Realtor®* magazine with regard to which topics you enjoy the most and what could use more coverage. We received hundreds of responses but if you still have ideas, suggestions, or feedback you can always send them to editor@njrealtor.com. Your responses matter and are integral in implementing changes to the magazine. In upcoming issues, we hope to better engage with our members and cover more suggested topics.

Advocacy in Action

2018 was a year filled with important legislation that we both supported and rejected. Call to Action emails we sent to you proved vital in defeating the proposed vacation tax and realty transfer fee proposals, and extending the flood insurance program. It is incredibly important that NJ Realtors® continue this activism. Even if an issue does not affect you directly, your participation demonstrates to legislators that Realtors® are paying attention and hold stake in legislative changes.

This past year has proved that elected officials listen when we speak. ■



Looking Ahead By Looking Back!

BY **CHRISTIAN J. SCHLUETER**

I was told that when you get to Leadership Team positions, time will fly. They did not lie! It has been a very productive year and it would not have been possible without the incredible staff at our state association. This staff has their eyes and ears tuned into anything and everything real estate in New Jersey and across the country.

In all my visits to our building in Trenton, I can honestly say that not once did I see staff hanging around doing nothing. NJ Realtors® is a very well-oiled machine, and these professionals not only have our membership's back, but the back of our residents. The relationship that Jarrod and I developed became a friendship that I don't think either of us saw coming.

Over the course of this year I have had the opportunity to speak to many people, build many new relationships and communicate the value of not only our association, but the value of a Realtor®. I had many in depth conversations with members who shared my concerns about our industry. Hopefully most of these members came away with a better understanding of our organization. I shared many of their same concerns years ago, which is why I decided to get involved and learn more. This experience has been priceless.

During this year, I have been honored to be part of an exemplary Leadership Team and I know that we will be in great hands in 2019. Being able to consult with many of our Past Presidents as we were facing challenges was very important to me. I was able to rely upon them to help us accomplish some of our goals and I am forever grateful for their support.

To NJ Realtors®' own Charlie Oppler and our staff who worked tirelessly to help get him elected as the 2019 National Association of Realtors® First Vice President, a huge congratulations. I am very optimistic and excited knowing that NAR will be in good hands going forward.

Our industry is changing rapidly. Technology is driving us into places we never thought we would be. Some embrace the change while others detest it. Everyone is concerned about Realtor® value and how it will fit into the future of real estate. While some may think the need for Realtors® is diminishing, I believe that the need for Realtors® has never been more important. Real estate is becoming increasingly more local and it will be the agents and brokers who are the experts in their area and will succeed in the long run. There are mountains of information for consumers to see, and they will look to YOU to interpret it and become their trusted advisor. Real estate has always been a contact sport. Texting and emails will never replace the relationships that a real estate agent must develop to succeed in this business.

Now it is time to thank a lot of people who over the past decade were influential in getting me to this position. I would like to thank my family first. To my wife Sharon who said "yes" to me over 43 years ago and has been supporting me for longer than that, you will always have my love and undying support. To my daughters, I could never have dreamed that my two beautiful girls would become exceptional, loving women and great businesspeople. To my brother Dave, who is also on our real estate team, thank you for your assistance and patience. To my own Ocean County Board of Realtors®, and particularly Mary Ann Wissel, Tom Wissel, and of course the incomparable Bonnie Fitzgerald, thank you for believing in me and convincing me that I needed to do this. You were right!

To our members, thank you for giving me the honor to represent the 54,000 plus of you on the local, state, and national levels. To our 2019 Leadership Team, you've got this!

As this adventure ends, I look forward to the next one. ■

The PRO\$ Edge

Oilheat.

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Winter is a historically slow time for the real estate business. But there are things you can do to take advantage of the opportunities that do come your way. In this issue of the PRO\$ Edge, we want to share three steps you can take to speed up the sale of an oil-heated listing so that you and your clients can get to the closing table faster.

- 1. Get your pro-oil talking points in order.** Be ready to talk about **Bioheat®** and the advent of **ultra-low-sulfur heating oil** in New Jersey. You'll want to be able to sell the benefits of your listings (or address any concerns) with buyers' agents as much as with buyers.
- 2. Underground tank? Address it right away.** If there is an underground tank on the property, establish a game plan with your sellers as soon as possible. You may want to encourage them to remove and replace it with a new aboveground tank. If that isn't an option, make sure that you've secured tank protection so that you can go to sale with fewer hassles.
- 3. Step up your Open Houses.** Buyers may not be familiar with oil-heated homes, but you can make the *Homeowner's Guide to Heating Oil* available to everyone who comes to your open house. We have other FREE materials available as well and they are all excellent tools to encourage greater interest in your oil-heated listings.

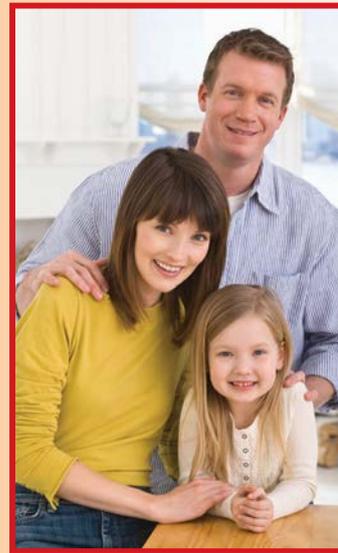
For more details and other talking points about oilheat, visit OilheatPROS.com/NJ and prepare yourself to close deals right through the winter!

PRO\$ Corner

Safety First with Oilheat

When it comes to safety for homeowners in New Jersey, oil-heated homes are some of the safest in the neighborhood. That's because heating oil does not and cannot explode. You could drop a lit match into a tank of oil and the match would simply go out.

While safety is a critical and often overlooked benefit of living in an oil-heated home, there are many reasons why millions of homeowners across the country choose oilheat. To help you communicate the benefits of heating oil to your clients, we encourage you to visit OilheatPROS.com/NJ. You'll be glad you did!



••••• A Little Bit of Knowledge can Go a Long Way •••••

Real estate is a crowded field. With tens of thousands of agents doing business in New Jersey, it can be difficult to break through. PRO\$ is here to give you an edge and help you close more business. When you or your broker schedule a brief, 15-minute presentation with us, you'll learn everything you need to secure more listings and close more sales. Our local experts will meet with you in your office, bring our FREE materials and get you answers to the tough questions that can blow up a sale. Visit OilheatPROS.com/NJ or contact our Program Director **Susan Janett** at SJanett@OilheatPROS.com to schedule your presentation today!



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



NOVEMBER

2-5 **Realtors® Conference & Expo**
Boston, Mass.
conference.realtor

6 **General Election Day**

12 **Region 3 Town Hall Meeting**
Manalapan, N.J.
njrealtor.com/town-hall

22-23 **NJ Realtors® Office Closed**
Thanksgiving Day observed

30 **Triple Play Realtor® Convention & Trade Expo Registration**
Deadline to register "regular" price
realtorstripleplay.com

CORRECTION: *In the September/October issue of New Jersey REALTOR®, page 11 incorrectly stated the 2018 median sales price at \$388,687. That number was the average sales price for June. The June 2018 median sales price was \$312,150, a 4.1 percent increase over June 2017.*

DECEMBER

3-6 **Triple Play Realtor® Convention & Trade Expo**
Atlantic City, N.J.
realtorstripleplay.com

25 **NJ Realtors® Office Closed**
Christmas Day observed

31 **Code of Ethics Training Requirement Deadline**
njrealtorsace.com

JANUARY

1 **NJ Realtors® Office Closed**
New Years' Day observed

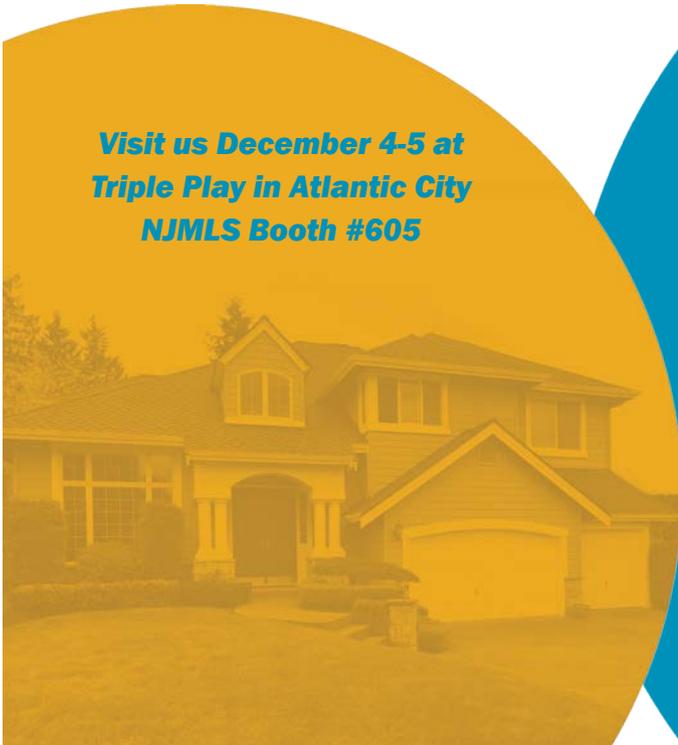
7 **NJ Realtors® Circle of Excellence Deadline**
coe.njrealtor.com

21 **NJ Realtors® Office Closed**
Martin Luther King Day observed

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Common Sense Ways to Get the Lead Out

BY DOUGLAS M. TOMSON

Anyone who has bought or sold real estate in New Jersey knows all too well the challenges of efficiently monitoring the presence of lead paint, and as we have seen recently in the news, the lead issue is far from over. While there have been many bills to appear before the legislature, we need common sense solutions to help get the lead out of NJ.

After the water crisis in Flint, Mich., we've renewed our look at the dangers lead poses to our children. Over 3,500 children had elevated lead levels in 2017. The three main sources of lead are in water, paint, and soil.

Let's start with water. The legislature has introduced several bills to address the lead levels in water. Some of the proposals would require that at the time of sale, every single point where potable water is available be tested for lead. Others would require public water systems compile an inventory of lead service lines in their distribution systems to adequately locate where problems exist. Another bill signed into law forces municipalities to levy special assessments and issue bonds to replace lead-contaminated water service lines. These bonds fund replacement of lead-contaminated house connections from the distribution main onto privately-owned real property and into the privately-owned structure.

Moving on to soil — last session, a bill was introduced that would require residential lots be tested for lead in the soil prior to sale. Those tests must then be given to the buyer, seller, and the state of New Jersey. We opposed this legislation for several reasons, including the fact that soil near roadways will almost always test for lead because lead was used in gasoline until the mid 70s.

This brings us to lead paint. Numerous bills have been introduced about the testing and full removal of lead. There are currently over 1.6 million homes that have lead paint in New Jersey and over 480,000 of those lead paint units are owned by seniors. This is a huge financial burden to take on; the average cost of a lead paint inspection ranges between \$500 and \$1,000 and the average cost to remove lead paint is \$15 per square foot. If we want to address this situation, we should face it head on. The state should offer free testing, and grants and loans for remediation. Asking homeowners to pay \$40,000 at the time of sale would devastate our industry and cause some properties to go vacant.

While NJ Realtors® continues to work on common sense solutions with legislators, please keep an eye on your inbox. Together, we will find a fair agreement that protects our youth and does not put this costly strain on our real estate industry. ■

**RPAC OF
NEW JERSEY**

\$920,000 *[\$743,840.40]
raised as of October 1*



AJR136 – Chapparro (D33), Wimberly (D35)/SJR84 – Van Drew (D1)

Commemorates the 50th anniversary of the Fair Housing Act.

New Jersey Realtors® Position:
STRONG SUPPORT

We strongly support this joint resolution in commemorating the 50th anniversary of the Fair Housing Act. NAR and NJ Realtors® are participating in activities occurring throughout 2018 to celebrate the signing of this law.

Bill History:

6/11/2018 – Introduced in Assembly and referred to Assembly Housing and Community Development Committee
6/11/2018 – Introduced in Senate and referred to Senate Community and Urban Affairs Committee
6/25/2018 – Reported out of Senate committee, second reading in Senate
7/26/2018 – Passed by the Senate 36-0
9/13/2018 – Reported out of Assembly committee, second reading in Assembly

A4047 – Freiman (D16)

Removes requirement for one and two-family residences to be equipped with portable fire extinguisher.

New Jersey Realtors® Position:
STRONG SUPPORT

We strongly support this bill as it will remove the fire extinguisher requirement at the time of inspection when a home is sold due to the delays and additional costs it places on home sales. It also alleviates safety issues for residents who will leave a building rather than attempt to put out a fire.

Bill History:

5/24/2018 – Introduced in Assembly and referred to Assembly Housing and Community Development Committee

S2680 – Singer (R30)

Requires energy efficiency report prior to sale of single-family residential property built before 2014.

New Jersey Realtors® Position:
STRONG OPPOSITION

We strongly oppose this bill as it will be more difficult and more expensive to sell older homes in New Jersey if an energy efficiency report is required at time-of-sale.

Bill History:

7/11/2018 – Introduced in Senate and referred to Senate Environment and Energy Committee

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Leigh Brown

Dedicated. Enthusiastic. Responsive. Knowledgeable. Professional. These are words that describe Leigh Brown, a Realtor® based in Charlotte, N.C. Though Leigh's career path is colorful — she's sold liquor, stocks, and chainsaws — for the past 16 years she has crafted the art of building relationships with her clients in real estate, whether that means maintaining past clients or cultivating new ones. Her enthusiasm about the real estate industry shows in her work ethic and with her strong team, which sells an average of 300 homes per year.



“In order to be successful in sales, you have to do one thing before anything else, every single day, and that is to get the hell out of your own way. And what is the best way to do that? It's to reconnect with your why.”

Leigh has strengthened her industry knowledge by participating in higher education courses and regularly upgrading her technology tool belt. Friends, clients, and colleagues admire her energy, commitment, professionalism, and ability to speak honestly and directly which better serves her clients.

Leigh's industry passions include working with NAR, CRS, and RPAC to improve the lives of Realtors® and to protect property rights for all. She is also a published author and coaches real estate agents. Leigh has participated in speaking engagements around the world in an effort to raise the level of professionalism and profitability of the industry.

One of the top three percent of real estate agents in the nation, Leigh will be hosting a session during the 2018 Triple Play Realtor® Convention & Trade Expo. In this session, you will learn about tools to present yourself confidently; use social media to explode your fan base; better understand your clients' needs; and brand yourself consistently for long-term results. Discover that sharing what makes you unique can strengthen your relationships with clients and explode your business! ■

LEIGH'S SESSION:

Closing Keynote -

OUTRAGEOUS AUTHENTICITY

Wednesday, Dec. 5

4:30 - 5:30 p.m.

Plan for Your Future at Triple Play

All too often Realtors® push retirement and planning for their financial future to the wayside. Working in a competitive business where your paycheck is contingent on the next deal, it's easy for real estate professionals to forget the importance of mapping a financial future.

Financial Literacy 100 – This session is designed for Realtors® who want additional education about financial planning. Taught by Jeffrey Christakos, discussion topics include personal finance, homeowners & business insurance, credit scores and budgeting expenses.

Tues., Dec. 4 from 1 - 3 p.m.

Financial Literacy 200 – This program will review amendments in the Federal Income Tax Law and break down how Realtors® and their clients will save tax this year. The new law is

complicated and this seminar will answer your questions, help you understand your own tax situation, and pinpoint why real estate is a better investment than ever because of these new tax changes. Session taught by Douglas Stives.

Tues., Dec. 4 from 3 - 5 p.m.

Topics will include:

- Deductions Realtors® can use to reduce taxes
- The new Qualified Business Income deduction which removes 20 percent of your income from taxation
- Like Kind exchanges - Section 1031 is still alive and well
- The \$250,000 / \$500,000 exemption on sales of personal residence - alive and well
- How to save for retirement and save taxes now
- Examples of how to depreciate real estate and what happens when property is sold ■

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OUTDOOR STAGING IN WINTER MAKE IT POP

BY LINDSEY GETZ

When a home's exterior is the first thing buyers see, there's no question that outdoor staging is vital. Unfortunately, it's just not something most people think about—particularly in the dead of winter. But the truth is, winter is actually an opportune time to stage the outdoors and there's more you can do than you may realize.

Katie Severance, a Realtor® at Prominent Properties Sotheby's International Realty in Montclair, and author of *The Complete Idiot's Guide to Selling Your Home*, says most people assume it's impossible to add color to their winter landscape since flowers aren't in bloom. But Severance says there are plenty of colorful plantings and evergreens that can brighten up a winterscape. These include Hollies, Beautyberry, Golden Sword Yucca, Red Twig Dogwood, and more. It's important to remember color can come from foliage, branches, and even berries.

Michael Pasquarello, landscape architect with Elite Landscaping in Berlin, says creating cut evergreen arrangements in a decorative container like an urn or piece of colorful pottery can also brighten up a property and add curb appeal.

"Cut evergreen arrangements in planters can offer a spray of color in the middle of winter," he says. "Blue





Spruce, Southern Magnolia, Gold Cypress, and Holly are just a few that would work really well in planters flanking a front door.”

But you don’t have to leave it all to the landscape. Severance says a really beautiful front door is also powerful.

“I’m a big fan of high-gloss paint on a front door,” she advises. “You don’t have to match the shutters—just go with a great color that really makes the front of your home pop. If there is hardware—especially brass—don’t forget to polish it up.”

Severance says it also helps to put up a new address number if the existing one is deteriorating, as well as replacing old light fixtures and railings if needed. She says a home’s entranceway is more important than ever in the dead of winter when there’s less to look at in the landscape.

“You can have the most turnkey house in the world but if the entrance is not up to par it immediately makes a bad first impression that might be difficult for buyers to

overcome,” she warns. “Even if you have a small budget, I suggest investing in the exterior.”

If you have a bigger budget, Pasquarello says you may want to think about replacing a front walkway if the existing one is dilapidated.

“First impressions are everything,” he adds. “A home’s front walkway and steps are its direct connection to the outside world—and it’s what brings one to the front of the home. That’s where first impressions are made. Custom pavers or even natural stone under their feet will lead them in the right direction.”

Finally, when it comes to those holiday lights, Severance says you can use them to your benefit. Even if you aren’t listing a home until January or February, she recommends taking photos in December if it has restrained/neutral holiday lighting that really enhances its look.

“When people are looking to buy a home, spending their future holidays in it is part of their thought process,” she says. “If you have a home that looks really pretty with lights, use that to your advantage.” ■

Realtor®-palooza

WRAP UP

More than 200 New Jersey Realtors® descended upon Trenton on Friday, Sept. 21 for the first-ever Realtor®-Palooza—a gathering of Realtors® for education, food and fun. Tickets to attend were \$15 and benefited the NJ Realtors® Educational Foundation—a nonprofit organization established to foster education, promote knowledge, conduct research, and assist in the education of students pursuing a college or university degree.

LUNCH & LEARN

Attendees were able to take part in continuing education classes, meet and greets with state leadership, mentoring from association Past Presidents, free headshots and promo reel shoots, a walking tour of Trenton led by John Hatch of Clarke, Caton & Hintz, and lunch from food trucks (DeLorenzo's On-The-Go, Rolling Pita, Chick Wings & Things and elemeN7ts by NitroGirl) as well as additional food and craft beer from Trenton Social. In the courtyard, members enjoyed live performances from the New Jersey-based band, Des and the Swagmatics.

There were several continuing education sessions offered during the day — a New Jersey Legal Update with Barry Goodman, Esq.; a Realtor® Safety course taught by current NJ Realtors® President Christian

Schlueter; and the keynote event given by real estate tech guru Craig Grant. Incoming National Association of Realtors® First Vice President Charlie Oppler was on hand to introduce the keynote and announce the winners of the door prizes.

CORN HOLE TOURNAMENT

The afternoon was capped off with a friendly tournament of corn hole, hosted by the NJ Realtors® Young Professionals Network. More than 20 teams gathered in the parking lot to try their hand at the bracket-style tournament. The final two teams (NJ Realtors® CEO Jarrod Grasso and NJ Realtors® Director of Government Affairs Doug Tomson versus Heather Tindall and Scott Lauri from ERA Central) battled for the coveted trophy, with Grasso and Tomson taking the win in a heated last round.

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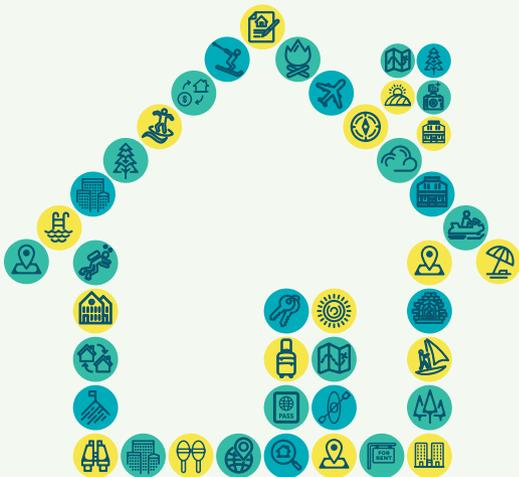
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www.NAR.realtor/Resort

*According to the 2016 NAR Investment & Vacation Home Buyers Survey

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RSPS



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December 3-6, 2018



CE KEY *All CE credit is free and pending approval.*

Appraisal and Real Estate CE
Limited Real Estate CE <i>(May not meet PA-required minimum of two hours; or are state specific)</i>
Real Estate CE

TRACK KEY *Schedule is subject to change.*

A	Appraiser	L	Legal/Tax/Environmental/Ethics
B	Broker/Manager	P	Professional Development
C	Commercial Practitioner	S	Sales/Marketing
E	Association Executive	T	Technology

PRE-REGISTRATION & ADDITIONAL FEE REQUIRED BY 11/23
Mon 8:30 a.m. - 4:30 p.m. At Home With Diversity <i>Eileen Cahill (\$100)</i>
Mon 8:30 a.m. - 4:30 p.m. CIPS: Transaction Tools <i>Roseann Farrow (\$150)</i>
Mon 8:30 a.m. - 4:30 p.m. CRETS: Designing & Sustaining Successful Teams <i>Adorna Carroll (\$150)</i>
Mon 8:30 a.m. - 4:30 p.m. RRC: Power Up on Smart Home Technologies <i>Matthew Rathbun (\$150)</i>
Mon 8:30 a.m. - 4:30 p.m. WCR Course: Leadership Excellence <i>Jennifer Vucetic (\$100)</i>
Mon 12:30 - 3:30 p.m. Discovering Commercial Real Estate <i>Mary Jean Agostini (\$50)</i>
Wed 8:30 a.m. - 4:30 p.m. 2018-2019 USPAP Update <i>Melanie McLane (\$150)</i>

To access the Triple Play 2018 schedule online, go to realtorstripleplay.com

♥ WHAT PEOPLE LOVE

Selecting favorite sessions to attend and building their schedule at REALTORSTRIPLEPLAY.com or in the Triple Play mobile app before they arrive!



SEATING IS OPEN SO ARRIVE EARLY!

APPRAISERS
Tue 8:30 - 10:30 a.m. The Changing Landscape of Appraising <i>John Torvi / Steven Young</i>
Tue 2 - 5 p.m. Oddballs: Pricing and Valuing Unusual Properties <i>Melanie McLane</i>
Wed 8:30 a.m. - 4:30 p.m. 2018-2019 USPAP Update <i>Melanie McLane (\$150 fee)</i>
Thu 9 a.m. - Noon Home Energy Efficiency for Real Estate Professionals <i>Matthew Dean</i>

BROKERS/MANAGERS
Tue 9 - 10 a.m. What Brokerage Software Vendors Wish They Could Tell You <i>Zvi Band</i>
Tue 11 a.m. - Noon How to Bring on New Technology Without Losing Your Mind <i>Zvi Band</i>
Tue 1 - 2 p.m. Be the B.O.S.S. and Dominate Your Market <i>Regina Brown</i>
Tue 1 - 2 p.m. Opening Doors - Using Video to Recruit Agents <i>Jason Jakus</i>
Tue 2 - 3 p.m. Stop Recruiting and Start Selecting! <i>Bill Fields</i>
Tue 2 - 5 p.m. Dogs, Horses & Ferrets: Service or Support? <i>Cynthia DeLuca</i>
Tue 2:30 - 3:30 p.m. Build an Empire: Scale Your Company Profitably <i>Regina Brown</i>
Wed 8:30 - 9:30 a.m. Seven Things Your Team Needs Right Now <i>Bubba Mills</i>
Wed 9 a.m. - Noon Post, Tweet or Chat! - Managing Risk <i>Jody O'Brien</i>
Wed 10 a.m. - Noon Coach Now! Creating Infinite Value Through Coaching <i>Chris Abazis</i>
Wed 1 - 2 p.m. Branding, Co-Branding and Expanding Your Influence <i>Bubba Mills</i>
Wed 1 - 2:30 p.m. Preparing for the Sale of Your Business <i>Cynthia DeLuca</i>
Wed 1 - 4 p.m. Post, Tweet or Chat! - Managing Risk <i>Jody O'Brien</i>
Wed 1:30 - 2:30 p.m. Get Sticky! Achieving Your Goals in Business and Life <i>Juanita McDowell</i>
Thu 9 - 11 a.m. Cyber Security, Technology and Real Estate <i>Matthew Cohen, Esq.</i>

ASSOCIATION EXECUTIVES
Wed 8:30 - 9:30 a.m. Why You Want the Next Generation on Your Team <i>Cynthia DeLuca</i>
Wed 10:30 - 11:30 a.m. Innovative Customer Service in a High Tech World <i>Juanita McDowell</i>
Wed 1:30 - 2:30 p.m. Get Sticky! Achieving Your Goals in Business and Life <i>Juanita McDowell</i>
Thu 9 - 11 a.m. Cyber Security, Technology and Real Estate <i>Matthew Cohen, Esq.</i>

COMMERCIAL PRACTITIONERS
Tue 9 a.m. - Noon A New Landscape: 1031 Exchanges & Tax Reform <i>Margo McDonnell</i>
Tue 2 - 4 p.m. Does Your Rental Property Still Measure Up? <i>Tom Lundstedt</i>
Tue 2 - 5 p.m. Dogs, Horses & Ferrets: Service or Support? <i>Cynthia DeLuca</i>
Wed 8:30 - 11:30 a.m. Capture Your Share of the RE Investor Market <i>Tom Lundstedt</i>
Wed 1 - 4 p.m. Big League Hardball for C-I Practitioners <i>Tom Lundstedt</i>
Thu 9 a.m. - Noon Inspiring Success with Real Estate <i>Bill Humphrey</i>



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



Indicates session is repeated

REAL ESTATE CE SESSIONS

MONDAY
Mon Noon - 2 p.m. How to Avoid Lawsuits & Save on Taxes (L) <i>Larry Oxenham</i>
Mon 12:30 - 3:30 p.m. Go Forth & Sin No More: Ethics & Pro. Standards (L) <i>Trista Curzydlo, Esq.</i>
Mon 1:30 - 3:30 p.m. Running Your Business in a Low Inventory Market (P) <i>Maura Neill</i>
Mon 2 - 3:30 p.m. Optimizing Tax Tools in Real Estate Investing (L) <i>Bill Humphrey</i>
TUESDAY
Tue 8:30 - 10:30 a.m. Beyond the Velvet Rope (S) <i>Neal Oates</i>
Tue 8:30 - 10:30 a.m. NYS Legal Update (L) <i>S. Anthony Gatto, Esq.</i>
Tue 8:30 - 10:30 a.m. Navigating the Tax Code for Small Business (L) <i>Andrew Kabatchnick</i>
Tue 8:30 - 10:30 a.m. PA Legal Update (L)
Tue 8:30 - 10:30 a.m. Solar Home Value (L) <i>Corey Ramsden</i>
Tue 8:30 - 10:30 a.m. The Changing Landscape of Appraising (A, P) <i>John Torvi/Steven Young</i>
Tue 8:30 - 11:30 a.m. Fair Housing's Inspiration (L) <i>Paula Monthofer</i>
Tue 9 - 10 a.m. Customer Before Company (P) <i>Maura Neill</i>
Tue 9 - 11 a.m. Reaching Hispanic & Latino Homebuyers (L) <i>Mikki Hernandez</i>
Tue 9 - 11 a.m. Successfully Selling HUD-Owned Homes (L, S) <i>Ronald Rudolph</i>
Tue 9 a.m. - Noon 1031 Exchanges & Tax Reform (C, L) <i>Margo McDonnell</i>
Tue 9 a.m. - Noon Go Forth & Sin No More: Ethics & Pro. Standards (L) <i>Trista Curzydlo, Esq.</i>
Tue 9 a.m. - Noon So, You Want to Run a Company? (P) <i>Adorna Carroll</i>
Tue 9 a.m. - Noon Utilizing Auctions as an Additional Resource (S) <i>Mary Jean Agostini/Samantha Kelley</i>

TUESDAY
Tue 10 - 11 a.m. NJ Real Estate Commission Regulatory Update (L) <i>NJREC Panel</i>
Tue 11 a.m. - Noon Improve Customer Service with Your Competition (P) <i>Maura Neill</i>
Tue 11 a.m. - Noon NJ Legal Update (L) <i>Barry Goodman, Esq.</i>
Tue 11 a.m. - Noon NY Agency Law (L) <i>S. Anthony Gatto, Esq.</i>
Tue 1 - 3 p.m. Up in Smoke? (L) <i>Trista Curzydlo, Esq.</i>
Tue 2 - 4 p.m. Best Practices for Condo & PUD Re-Sales (L) <i>Bill Huyler/Hal Barrow, Esq.</i>
Tue 2 - 4 p.m. Blockchain, Bitcoin & Robots in Real Estate (T) <i>Bill Lublin</i>
Tue 2 - 4 p.m. Can Agents Buy HUD homes for Flips or Keepers? (P) <i>Ronald Rudolph</i>
Tue 2 - 4 p.m. Does Your Rental Property Still Measure Up? (C, L) <i>Tom Lundstedt</i>
Tue 2 - 4 p.m. Navigating the Tax Code for Small Business (L) <i>Andrew Kabatchnick</i>
Tue 2 - 4 p.m. Running Your Business in a Low Inventory Market (P) <i>Maura Neill</i>
Tue 2 - 5 p.m. Code of Ethics and the Fair Housing Act (L) <i>Eileen Cahill</i>
Tue 2 - 5 p.m. Dogs, Horses & Ferrets: Service or Support? (B, C, L) <i>Cynthia DeLuca</i>
Tue 2 - 5 p.m. Oddballs: Pricing and Valuing Unusual Properties (A, L) <i>Melanie McLane</i>
Tue 2 - 5 p.m. Satisfying the Seller (S) <i>Sean Carpenter</i>
Tue 3 - 5 p.m. Expanding Your Global Outreach (P, S) <i>Neal Oates</i>
Tue 4 - 5 p.m. From Rags To Riches And On! (P) <i>Ellen Boyle</i>
Tue 4 - 5 p.m. You, Technology & the Law (L) <i>Trista Curzydlo, Esq.</i>

WEDNESDAY
Wed 8:30 - 11:30 a.m. Capture Your Share of the RE Investor Market (C, L) <i>Tom Lundstedt</i>
Wed 8:30 - 11:30 a.m. Safety Pays! (P) <i>Paula Monthofer</i>
Wed 9 - 11 a.m. The Intersection of Immigration & Real Estate (L) <i>Ray Lahoud/Rich Somach</i>
Wed 9 a.m. - Noon Code of Ethics and the Fair Housing Act (L) <i>Eileen Cahill</i>
Wed 9 a.m. - Noon Deal or No Deal: Negotiations (P, S) <i>Joe Meyer</i>
Wed 9 a.m. - Noon Defending Against the Data Breach (P, T) <i>Robert Siciliano</i>
Wed 9 a.m. - Noon Mortgage Calculations/Qualifying Borrowers (L, P) <i>Doug Vairo</i>
Wed 9 a.m. - Noon Post, Tweet or Chat! - Managing Risk (B) <i>Jody O'Brien</i>
Wed 9:30 - 11:30 a.m. Climate Change & Real Estate Investing (L, P) <i>Doug Bruggeman</i>
Wed 9:30 - 11:30 a.m. Hey, Who Are You Calling Old? (S) <i>Joanne Chando</i>
Wed 10:30 a.m. - 12:30 p.m. Blockchain, Bitcoin & Robots in Real Estate (T) <i>Bill Lublin</i>
Wed 10:30 a.m. - 12:30 p.m. Build Your Business & Reduce Risk (S) <i>Jason Jakus</i>
Wed 1 - 4 p.m. Agent & Client ID Theft Security & Awareness (T) <i>Robert Siciliano</i>
Wed 1 - 4 p.m. Big League Hardball for C-I Practitioners (C, L) <i>Tom Lundstedt</i>
Wed 1 - 4 p.m. How to Finance Using FHA VA Conforming Loans (L, P) <i>Rob Tuzzo</i>
Wed 1 - 4 p.m. Post, Tweet or Chat! - Managing Risk (B) <i>Jody O'Brien</i>
Wed 1 - 4 p.m. Solutions to Today's Toughest Listing Objections (P, S) <i>Joe Meyer</i>

WEDNESDAY
Wed 1 - 4 p.m. The Code, Social Media & Technology (L) <i>Paula Monthofer</i>
Wed 1 - 4 p.m. The Real Truth about Reverse Mortgages (L, P) <i>Doug Vairo</i>
Wed 1 - 4 p.m. Transaction Management (P, S) <i>Joe Rand</i>
Wed 1:30 - 3:30 p.m. Death, Defects and Disclosure (L) <i>Marc Singer, Esq.</i>
Wed 2 - 4 p.m. No Hitting Allowed! (S) <i>Joanne Chando</i>

THURSDAY
Thu 9 - 11 a.m. Cyber Security, Tech & Real Estate (B, E, T) <i>Matthew Cohen, Esq.</i>
Thu 9 - 11 a.m. Put Your Client's Property in the Best Light (P, S) <i>Tori Toth</i>
Thu 9 - 11 a.m. Successfully Selling HUD-Owned Homes (L, S) <i>Ronald Rudolph</i>
Thu 9 - 11 a.m. Using RPR to Better Serve Buyers and Sellers (P, S) <i>Veronica McManus</i>
Thu 9 a.m. - Noon Home Energy Efficiency for RE Professionals (A, L) <i>Matthew Dean</i>
Thu 9 a.m. - Noon Inspiring Success with Real Estate Investing (C, L) <i>Bill Humphrey</i>
Thu 9 a.m. - Noon The Code, Social Media & Technology (L) <i>Paula Monthofer</i>
Thu 9 a.m. - Noon The Consultative Presentation (P, S) <i>Joe Rand</i>

To receive CE credit, you must register with your license number(s) and attend 100 percent of a session.

NON-CE SESSIONS

MONDAY
Mon Noon - 1 p.m. Fun Apps for Great Snaps (T) Paula Monthofer
Mon 1:30 - 3:30 p.m. How Smart Homes Engage Every Household (P) Jerry Cibulski
Mon 4 - 5 p.m. Keynote: How to Convert Leads Like A Boss! (P) Jared James

TUESDAY
Tue 8:30 - 10 a.m. Social Media 101 (S) Jared James
Tue 8:30 - 10 a.m. Two Hours A Day To 200K! (S) Bruce Gardner
Tue 8:30 - 10:30 a.m. 50+ Ways to Get Listings, Buyers & Referrals (S) Sean Carpenter
Tue 9 - 10 a.m. How Smart is Your Smart Home? (T) Craig Grant
Tue 9 - 10 a.m. What Software Vendors Wish They Could Tell You (B) Zvi Band
Tue 11 a.m. - Noon Bring on New Technology without Losing Your Mind (B) Zvi Band
Tue 11 a.m. - Noon Real Estate in the Virtual World (T) Craig Grant
Tue 11 a.m. - 12:30 p.m. Make the Leap to 50+ Transactions a Year (S) Bruce Gardner
Tue 11:30 a.m. - 12:30 p.m. Six Things We Learned Watching 6,000 RE Videos (S) Stephen Pacinelli
Tue 11:30 a.m. - 1 p.m. Talk Your Way To Success With Scripts & Tips! (P) Ellen Boyle

TUESDAY
Tue 1 - 2 p.m. Be the B.O.S.S. and Dominate Your Market (B) Regina Brown
Tue 1 - 2 p.m. Opening Doors - Using Video to Recruit Agents (B) Jason Jakus
Tue 1 - 3 p.m. Financial Literacy 100 (P) Jeffrey Christakos
Tue 2 - 3 p.m. Fun Apps for Great Snaps (T) Paula Monthofer
Tue 2 - 3 p.m. Real Estate in the Virtual World (R, T) Craig Grant
Tue 2 - 3 p.m. Stop Recruiting and Start Selecting! (B) Bill Fields
Tue 2 - 3:30 p.m. Dominate a Local Market in the Digital Age (S) Bruce Gardner
Tue 2 - 3:30 p.m. Fast Track to Success! (P) Ellen Boyle
Tue 2:30 - 3:30 p.m. Build an Empire: Scale Your Company Profitably (B) Regina Brown
Tue 3 - 5 p.m. Financial Literacy 200 (P) Douglas Stives
Tue 4 - 5 p.m. Balancing the Important vs the Urgent (P) Zvi Band
Tue 4 - 5 p.m. Build Your Real Estate Business with LinkedIn (T) Steve Kodad
Tue 4 - 5 p.m. How Smart is Your Smart Home? (T) Craig Grant

PA licensees initially licensed on or after December 1, 2017 are required to take specific, mandatory courses that are not being offered at Triple Play 2018.

WEDNESDAY
Wed 8:30 - 9:30 a.m. Distinctive Open House Strategies (S) Jason Jakus
Wed 8:30 - 9:30 a.m. Instagram Marketing for Real Estate (S) Jeff Lobb
Wed 8:30 - 9:30 a.m. Seven Things Your Team Needs Right Now (B) Bubba Mills
Wed 8:30 - 9:30 a.m. Stop Buying Leads and Start Generating Them (S) Bill Fields
Wed 8:30 - 9:30 a.m. Why You Want the Next Generation on Your Team (E) Cynthia DeLuca
Wed 8:30 - 9:30 a.m. YouTube TV (T) Jeremias "JMan" Maneiro
Wed 8:30 - 10 a.m. Make the Leap to 50+ Transactions a Year (S) Bruce Gardner
Wed 9 - 10 a.m. Throw Away Your Listing Presentation (S) Kyle Kelly
Wed 10 a.m. - Noon Creating Infinite Value Through Coaching (B) Chris Abazis
Wed 10:30 - 11:30 a.m. Innovative Customer Service in a High Tech World (E) Juanita McDowell
Wed 10:30 - 11:30 a.m. Listing Secrets of the Top 17% (S) Bill Fields
Wed 10:30 a.m. - Noon Dominate a Local Market in the Digital Age (S) Bruce Gardner
Wed 10:30 a.m. - Noon Using LinkedIn for More Listings and More Buyers (S, T) Karen Yankovich
Wed 10:30 a.m. - 12:30 p.m. It's Called "Social" Media (P, T) Chirag Shah
Wed 11 a.m. - Noon Potential Client or Probable Headache? (S) Kyle Kelly

WEDNESDAY
Wed 11 a.m. - Noon The Buyer's Eight Most Impressionable Moments (S) Steve Kodad
Wed 1 - 2 p.m. Branding, Co-Branding and Expanding Your Influence (B) Bubba Mills
Wed 1 - 2 p.m. Listing Secrets of the Top 17% (S) Bill Fields
Wed 1 - 2:30 p.m. Preparing for the Sale of Your Business (B) Cynthia DeLuca
Wed 1:30 - 2:30 p.m. Achieving Your Goals in Business and Life (B, E, P) Juanita McDowell
Wed 1:30 - 2:30 p.m. Host Your Own Real Estate TV Show (T) Jeremias "JMan" Maneiro
Wed 1:30 - 2:30 p.m. Social Strategies to Win Listings (S) Jeff Lobb
Wed 1:30 - 3 p.m. Two Hours a Day to 200K! (S) Bruce Gardner
Wed 1:30 - 3:30 p.m. Scoring 5-Star Reviews From Millennial Consumers (P) Chris Abazis
Wed 1:30 - 3:30 p.m. Survive & Thrive in Real Estate (S) Jason Jakus
Wed 2:30 - 3:30 p.m. Stop Buying Leads and Start Generating Them (S) Bill Fields
Wed 2:30 - 4 p.m. Get More Business Using Social Media & PR (S, T) Karen Yankovich
Wed 3 - 4 p.m. Creating Your Online Show Using Facebook Live (S, T) Chirag Shah
Wed 3 - 4 p.m. Instagram Marketing for Real Estate (S) Jeff Lobb
Wed 4:30 - 5:30 p.m. Keynote: Outrageous Authenticity (P) Leigh Brown

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CENTURY 21





REGISTER TODAY AND SAVE

- ✓ Save \$10 when you register at REALTORSTriplePlay.com.
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Member Rates Online Fax/Mail

October 16 - November 30 \$109 \$119

On-site: \$139 Non-member rates are available online.
Register by 11/23 for courses that require pre-registration.

 After registering, reserve your hotel room.
Details available at REALTORSTriplePlay.com/travel.

TRADE EXPO

Tuesday, December 4, 10 a.m. - 6 p.m.

Wednesday, December 5, 9 a.m. - 5 p.m.

Find the latest products and services available to increase your productivity, boost your bottom line and simplify your life. Visit with nearly 300 exhibitors ranging from real estate coaching, technology and environmental services to insurance, sales promotion vendors and more!

WHAT PEOPLE LOVE

Special event pricing | Games and prizes | Networking
Morning coffee | Afternoon snacks NEW!

▶ Visit REALTORSTriplePlay.com/trade-expo to view the exhibitor floor plan and save booths to visit.

NEW! TWO KEYNOTE SPEAKERS



How to Convert Leads Like a Boss!
Monday, December 3, 4- 5 p.m.
with Jared James



Outrageous Authenticity
Wednesday, December 5, 4:30 - 5:30 p.m.
with Leigh Brown

DOWNLOAD (OR UPDATE) YOUR TRIPLE PLAY MOBILE APP THIS FALL!



"The Triple Play app was wonderful and very easy to use! I was able to plan out my classes and vendors to visit before arriving and it saved me so much time at the convention!"

- Janice Bouloutian, Weidel Real Estate, PA

RPAC HIGH ROLLERS' SUITE*

Wednesday, December 5, 10 a.m. to 4 p.m.

Get pampered while supporting the REALTORS® Political Action Committee. Your \$250 entrance fee will count toward your 2019 RPAC total.

*Contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and used for political purposes. The amount suggested is merely a guideline and you may contribute more or less than that. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70 percent of each contribution is used by the State PAC to support state and local political candidates. Until your state reaches its RPAC goal, 30 percent is sent to National RPAC to support Federal candidates and is charged against your limits under 2 U.S.C 441a; after the state reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.

See page 29 for more information.

SHUTTLE SERVICE

Complimentary shuttle service is provided from the official convention hotels to and from the Atlantic City Convention Center during convention and trade expo hours. Visit REALTORSTriplePlay.com for the shuttle schedule or parking options.

WHAT PEOPLE LOVE

Shopping and dining options in Atlantic City - especially with the special Triple Play discounts.

*Details at REALTORSTriplePlay.com/travel.

SOCIAL EVENTS *Pre-registration by 11/30 and fee apply.

Monday, December 3	8 - 11 p.m.	Kick-off Party (Hosted by tri-state YPNs)
Tuesday, December 4	11 a.m. - 2 p.m.	*PAR Luncheon NEW!
Tuesday, December 4	5:30 - 6:30 p.m.	NYSAR Reception
Tuesday, December 4	7 - 9 p.m.	*NJ REALTORS® Gala
Tuesday, December 4	9 p.m. - Midnight	Icebreaker Reception
Wednesday, December 5		Check the Message/Information board outside Hall B/C.



GET SOCIAL WITH US!
#TP18





Winter in Cape May

BY ALEXANDRA HOEY



James Kirkikis / Shutterstock.com

During off seasons, shore towns are often desolate and quiet. This is not the case for Cape May, one of New Jersey's southernmost beach destinations in no need of an introduction. Topping Travel Channel's "America's Top Ten Beaches" and a designated national historic district due to its high volume of Victorian homes, the city of Cape May is just as magical during the winter as it is in the summer.

Trolley tours of the historic district, themed dinners, scarecrow contests, and Christmas decorations all seem secondary when strolling through the streets of Victorian homes. Considered by the National Historic Landmark as "one of the largest collections of 19th

century frame buildings," in the United States, the houses in Cape May are by far a main tourist attraction and what makes it a favorite destination for people across the country. Though summers in Cape May generate billions of dollars in tourism revenue, according to the latest Cape May County Tourism Report, the charming architecture, bright colors and wrap-around porches still does the trick during the winter.

Washington Street is perhaps the most decorated in Cape May. The Washington Street Mall, which starts on Ocean Street and ends on Perry Street, is a walkway that passes the shops, galleries, restaurants, and many bed-and-breakfast spots along Washington. The brick



pathways allow pedestrians to enjoy the district and pass restaurants such as Tisha's Cape May, a local favorite for seafood, with lobster mac and cheese and seafood risotto on the menu. Also an upscale hotspot, Washington Inn is set in a Victorian plantation house with a bar and an extensive wine list.

It seems impossible to pick favorite shops with over three blocks of storefronts, but some popular spots include Whale's Tale, Cape Atlantic Book Company, and West End Garage, a converted garage with over 40 vendor stalls. During the winter, many stores decorate for the season with lights and festive window themes.

During Christmastime, Cape May residents enjoy the annual tree lighting at Rotary Park. The ceremony is topped off with caroling, performances by the high school choir, and a special visit from Santa Claus. Cape May also has Christmas candlelight house tours in early December, trolley rides that pass decorated inns and homes throughout the entire month, and Emlen Physick Estate, a Victorian house museum that hosts special exhibits. Originally an 18-room mansion, the Emlen Physick is decorated in thousands of holiday lights starting in early November. ■



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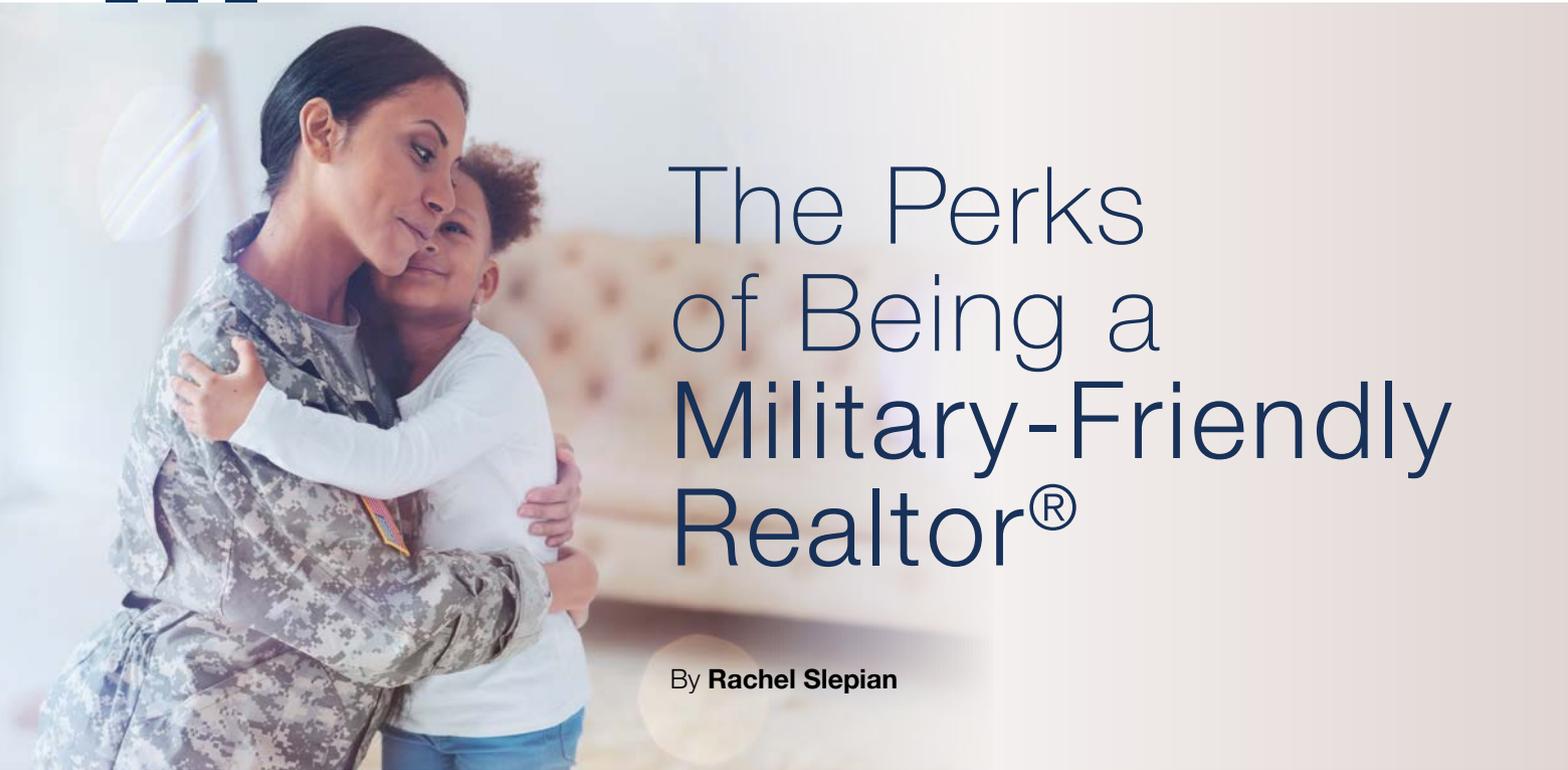
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The Perks of Being a Military-Friendly Realtor®

By **Rachel Slepian**

When a military person receives a “Permanent Change of Station,” or PCS, the process for relocating is quite different than that of their civilian counterparts. Military families are often up against the clock when they receive their orders with a typical window of ten days to house hunt in their new city. Matters can become complicated when housing benefits and loans come into play. Here enters the military-friendly Realtor®.

Being knowledgeable about services, housing trends, and practices for buyers and sellers in the armed forces, is crucial when working with a military client. “The needs of the military buyer can be different in many ways,” says James Leong, a Realtor® Associate at Keller Williams in Cherry Hill, who is also a Notary, retired Marine, and holds the MRP or Military Relocation Professional designation. “They are unfamiliar with the new area; they have concerns about schools and neighborhoods or the distance between the base and their potential new home.” Leong also says many military families prioritize the resale value of a home over their “dream home” because they relocate frequently.

Here in New Jersey, there are two military bases, with high populations of military families in the surrounding areas of Mount Laurel, Cherry Hill, Moorestown, and Marlton. These bases contribute \$9.6 billion in economic activity to the state, according to the NJ Business Action Center, and because many families opt for off-base housing for the extra amenities, childcare centers, and yard space

available, the military-friendly Realtor® is crucial to educate these particular clients about services and benefits.

Realtors® with the Military Relocation Professional certification are experts in the processes and procedures involved in a military relocation. These Realtors® are also cognizant of the emotional strain military members face when relocating.

Chuck Powell, a Realtor® at Keller Williams in North Wildwood, worked on a military base for more than five years as a civilian instructor and wanted to help military men and women by “being able to assure them that I had the required knowledge to find housing solutions that best fit their needs.” The certification gave him the ability to walk military clients through the relocation process and explain available Veterans Affairs financing, according to Powell.

“To be able to offer my service, integrity and protection in the home buying process for our service members is an honor and privilege,” says Powell.

Leong says knowledge about the VA loans and other services has been invaluable in assisting military clients. “I’ve met some military buyers who don’t even know their full entitlement when it comes to their VA loan,” says Leong. “They don’t realize that there is no down payment and no Primary Mortgage Insurance which is why it’s important for me to maintain my certification and extra training as a MRP.”



For some service members with poor credit, the VA mortgage guarantee opens the door to homeownership. When comparing a VA loan to conventional and FHA financing, a VA buyer can save significantly on monthly payments.

In addition to VA loans, there are other programs that exist to help military personnel buy homes. Homeseeker is a state-funded program which allows veterans to qualify as a new homeowner even if they already own a home. This means veterans interested in upgrading, downsizing, or relocating are able to do so more economically. Also in New Jersey, wartime veterans or individuals who were honorably discharged are eligible for a \$250 annual property tax deduction. Permanently disabled veterans are eligible for full tax exemption.

When meeting with a new client, military-friendly Realtors® typically discuss the topic of renting with their client; the possibility of deployment often determines if it's best to rent the home or to purchase it and then rent the property out if they are relocated. Military clients are also often looking for a quick deal due to their short timelines — they may want to view a couple dozen homes, make an offer, and seal a deal in the course of a long weekend. Military-friendly Realtors® must facilitate appointments with lenders, appraisers, and inspectors immediately. Realtors® in neighborhoods by military bases know it's important to tap into online communities, as this is where many families turn to when relocating to a new city. MILLIE is one of these community resources. Ken Robbins,

MILLIE cofounder, CEO, and U.S. veteran, moved 12 times in 20 years with his family.

“We wanted to connect military families with people who truly understood what they were going through with frequent moving. That is why our AgentHeroes are all veterans and military spouses and our Scouts are military spouses. It's about the community helping the community,” said Robbins.

MILLIE recently launched a new content membership called Agent Intel that allows Realtors® access to detailed content for use in their own marketing. “We are also very dedicated to helping Realtors® serve veteran and military clients more effectively,” says Robbins. There are other online communities as well, such as InMyArea and OneaSource.

When relocating from New Jersey to Fort Bragg, N.C. with her husband who's an army captain, Lauren Capper says her family relied heavily on their Realtor®. “When relocating to Fort Bragg, I did a variety of off-site research but still relied heavily on my military-friendly Realtor®,” said Capper. “Having someone who knew the process as well as was physically present was crucial for inspections, title issues, and closing as neither myself nor my husband could be there prior to moving.” ■

Military Relocation Professional Certification

- Educates Realtors® about working with U.S. service members, veterans, and their families to find the housing solutions to best suit their needs and to take full advantage of available benefits and support.
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New Jersey Realtors®
Housing Opportunity Foundation

REALTORS® Care Day

On Sept. 26, more than 180 New Jersey Realtors® assembled across the state to participate in Realtors® Care Day, the second statewide event created for Realtors® to give back to their communities by working to improve upon homes in need of exterior repairs.

This year 12 local boards participated—Burlington Camden County Association of Realtors®, Cape May County Association of Realtors®, Cumberland County Board of Realtors®, Eastern Bergen County Board of Realtors®, Gloucester Salem Counties Board of Realtors®, Hunterdon/Somerset Association of Realtors®, Monmouth Ocean Regional Realtors®, North Central Jersey Association of Realtors®, Ocean County Board of Realtors®, Passaic County Board of Realtors®, the Sussex County Association of Realtors®, and the Warren County Board of Realtors®—which more than doubles the number of boards, volunteers, and sites from last year.

The NJ Realtors® Housing Opportunity Foundation, a 501(c)3 organization that fosters safe, affordable housing opportunities in New Jersey, supports Realtors® Care Day and gives participating boards \$1,000 to cover necessities for the day.

“Last year, we had five boards participate in the statewide program,” said NJ Realtors® Housing Opportunity Foundation President Christina Clemans. “To see the program expand to 12 boards with 15 sites is extremely encouraging!”

Homes were chosen from a group of applicants based on the exterior work they needed, such as making safety modifications for the elderly or refreshing the paint on the front door. Projects for most sites were completed Sept. 26, with a few of the sites rescheduled due to rain.

In Fair Lawn, the Eastern Bergen County Board of Realtors® erected a new fence and removed overgrown shrubs that covered the entrance to the home. Since losing her husband and undergoing health issues of her own, Donna Rolando needed the assistance. “We never imagined how a team of cheerful volunteers would totally transform the front of our house; it looks amazing,” said Rolando. “Due to circumstances we needed a helping hand, and the Realtors® really came through in a wonderful display of community spirit we will never forget.”

For more information about Realtors® Care Day and the NJ Housing Opportunity Foundation, visit rcd.njrealtor.com or contact Mary Pilaar at mary@njrealtor.com. ■



Cape May County Association of Realtors®



Warren County Board of Realtors®



Eastern Bergen County Board of Realtors®



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Jared James

Jared James is a sought-after keynote speaker and trainer who has earned a reputation among many as the "why guy" due to his understanding of why people do what they do and how to get them to change their behavior. By age 28, over two million REALTOR® Magazine readers voted James as their "Web Choice Award" winner, an accolade recognizing readers' favorite Realtor® in the country. He was also inducted into the International Hall of Fame for the world's largest real estate company and had written a best-selling book, *Get Out of YOUR Way!*



"Many of today's agents are getting frustrated because they haven't been properly trained how to work with today's consumer in a way that they are consuming currently. In my sessions I'm going to help them solve that problem and equip them to get better results moving forward."

James' ability to connect and engage with his audiences has led to many keynote events for some of the largest companies in the world. These organizations include the National Association of Realtors®, Century 21, Coldwell Banker, Berkshire Hathaway and RE/MAX International, among many others. He has written articles for nationally syndicated magazines and websites such as Personal Development Magazine, REALTOR® Magazine, and RISMedia and was recently named one of the top 25 most influential people in the real estate industry today by Klout.

James will be speaking at two sessions during this year's Triple Play Realtor® Convention, the first being, "How to Convert Leads Like a Boss!" More and more people are turning to the internet to get the value of their home or to move, and the landscape of how we convert these potential prospects into clients has drastically changed. Learn the strategies that top agents from all over the country are implementing to double and triple their conversion ratios and ultimately make more money.

James will also be hosting a "Social Media 101" session. Learn how to utilize social media to dominate your local marketplace in a business where attracting people matters. Now accounting for over 52 percent of all web traffic, social media is an essential tool for real estate. Learn what platforms you need to be on, what to post, and how often you should be posting. Plus, get all your social media questions answered, no matter how specific they may be. ■

JARED'S SESSIONS:

Opening Keynote:

HOW TO CONVERT LEADS LIKE A BOSS!

Monday, Dec. 3

4-5 p.m.



SOCIAL MEDIA 101

Tuesday, Dec. 4

8:30-10 a.m.



Invaluable Independence

REALTOR® Annette Evans unlocks opportunities for developmentally disabled adults.

BY LAUREN TUSSEY



Annette Evans

participation in sports teams—soccer, basketball, and softball—often make that difficult. “I have a life,” he quips.

That most common trajectory toward adulthood was impossible for his parents Michael and Jackie to imagine when Ari, now 43, was a child. He was just 2 when doctors confirmed that Ari had special needs that would almost certainly prevent him from living independently. They expected he’d eventually need to be institutionalized while his parents faced uneasy questions: Where is my child going to live when he’s older? What will happen to him when we’re gone?

A House Nearby

The Levinsons worked tirelessly to secure a plan for their son. Using their community’s network of other parents with developmentally disabled kids, the Levinsons sought to find schooling that could foster Ari’s social skills and independence. When they found out about JESPY House, a local nonprofit that helps adults with similar disabilities live independently, the couple learned that they’d need to spend the next decade preparing their son for the program.

Like most young adults, Ari Levinson was eager to leave his parents’ nest. Today, he is proud of his South Orange, N.J., apartment and his job at the local Veterans Affairs hospital. While Ari appreciates when his parents invite him for dinner, his active social life and

Meeting REALTOR® Annette Evans at JESPY House gave them an immediate support system that seemed to alleviate all of their worries about Ari’s future. Evans’ involvement in JESPY grew from the caregiving role she had with her son, who became a JESPY client 30 years ago.

In her 30 years as a volunteer board member for JESPY, Evans, now a sales associate with Berkshire Hathaway HomeServices New Jersey Properties in Livingston, N.J., has filled many roles. “She doesn’t just sit at a board meeting,” says Michael, who serves on JESPY’s parent committee with Evans. “She is at every fundraising event, every seminar, every talk and discussion. She calls, emails, and writes to get more participation from parents so that JESPY raises money that it really, really needs.” Separate from JESPY House, she also staffs a parent helpline called Mom2Mom that provides peer support for families with children with special needs struggling to find resources and hope.

The Gems of JESPY

Evans’ voice grows warmer when she starts talking about the people who live in JESPY’s seven residential properties. She seeks to shine a light on all the ways the residents contribute to society. Before working in real estate, Evans was an administration manager and business control consultant at IBM and says she would have loved to have had developmentally disabled adults working on her team. They are efficient and excel at their jobs, she says. They can also advocate for themselves, she says, noting that some JESPY clients get involved in politics to make sure their voices are heard.



“Developmentally disabled people kind of get overlooked. And they have so much to offer. [JESPY] helps them to be well-rounded, happy, productive members of society, which is all they want to be.”

—Annette Evans

“In New Jersey, they’ve been taking funding away from developmentally disabled people. Our clients are going to political meetings and fighting for their rights,” Evans says. “They get up to speak and say, ‘I’m living this life, and it’s happy and productive, and you’re trying to take it away from me and that’s not right.’ It can teach us all something.”

Most of the people JESPY serves are leading full lives as employed, taxpaying citizens. Clients like Ari Levinson, who moved into his first JESPY residence at 21, receive transportation services at JESPY to get to work, run errands, and attend social outings. Case managers help JESPY clients maintain a budget and ensure they pay their bills. JESPY residents also help each other through the everyday struggles that come with having intellectual and physical disabilities.

“If more people were as kind as those who have developmental disabilities, I think it’d be a better world,” Evans says. “All they want to do is help, not hurt.”

Funds for the Future

Evans, co-chair of this year’s major fundraising campaign gala, helped the group raise more than \$200,000, roughly double the total raised in 2017. These funds go toward housing, recreational programming, events for clients and parents, job sourcing, counselors, and more.

In addition, Evans organizes workshops and brings in out-of-state academics who teach parents and caregivers how to prepare themselves for their loved ones to age in place at JESPY residences, which has become a top priority of the organization.

As clients’ needs evolve, Evans’ efforts have helped maintain JESPY House as a strong, adaptable program that currently serves 250 clients ranging from ages 18 to 70. As Tara Roberts, JESPY’s head of community relations, noted, some people are thinkers while others are doers—and Evans is a doer. “I think she does it for the people—she believes in the mission of the agency,” Roberts says, adding that advocates like Evans make sure no one’s needs go unmet.

Her demanding work and volunteer schedule means Evans is rarely home, but she has no complaints. “I do believe there’s much happiness in giving,” Evans says. “Some people get so busy with their lives, they don’t make time to volunteer, to help someone. I believe when I help other people, I get more back than I give. I truly, truly feel that.”

Annette Evans was selected as an honorable mention for REALTOR® Magazine’s 2018 Good Neighbor finalists. Learn more at realtor.com/goodneighbor.

Contact Annette Evans at annette.evans@bhhsnj.com and learn more about JESPY House at jespyhouse.org.

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Sean Carpenter

Sean Carpenter received his real estate license in 1998 and is the former Agent Development Director for the Ohio NRT companies. He jumped back into a sales role with Coldwell Banker serving buyers and sellers throughout Central Ohio and founded Sean Speaks in 2018 to expand his speaking, consulting, and facilitation opportunities. His most popular sessions focus on creating memorable customer experiences, maximizing social and digital media, and business planning, leadership and sales.



“My two favorite words this year are ‘On Purpose.’ It’s time to start being successful “on purpose” and not waiting for success to find us ‘by accident.’”

Formerly recognized by Inman News as one of the “Top 100 Most Influential Leaders in Real Estate,” Sean has also been named one of the “Top 20 Most Influential People in Social Media for the Real Estate Industry,” by The Swanepoel Report for the third year in a row.

Carpenter’s speaking appearances include Coldwell Banker Gen Blue Conferences from 2007-2017; the Coldwell Banker Global Management Summit; numerous Realtor® state association conventions such as Ohio, Wisconsin, Iowa, Virginia, Tennessee, Massachusetts, and the Triple Play Realtor® Convention. Carpenter has also presented at the Women’s Council of Realtors® and various board of Realtor® events around the country.

Carpenter’s mission is to “teach with passion and enthusiasm instilling confidence and excitement in his students.” His sessions include a mix of old-fashioned sales skills, cutting-edge technology ideas and lots of laughter, all helping his audiences learn how to build more relationships, solve more problems, and have more fun.

Carpenter will be speaking at two sessions during the 2018 Triple Play Realtor® Convention. “50+ Ways to Get Listings, Buyers & Referrals” will equip you with how to earn more opportunities to turn strangers into friends and friends into customers. Having the proper “attitude” is where it all starts but after that, you can choose which of these tried and tested ways work best to capture more business will work for your market and style of business.

“Satisfying the Seller: How to Secure, Serve and Succeed with Sellers” will show you how to build a listing focused business to help more sellers throughout the year and earn their repeat and referral business when you’re done. Sure, you might not lose a listing opportunity before you show up but what if the sellers have already chosen you as their agent before you arrived at the listing appointment? Having a systematic plan of attack can make a big difference in getting your next client to hire you, at the right price, and the right commission. ■

SEAN'S SESSIONS:

50+ WAYS TO GET LISTINGS, BUYERS & REFERRALS

Tuesday, Dec. 4

8:30 a.m. - 10:30 a.m.



SATISFYING THE SELLER: HOW TO SECURE, SERVE AND SUCCEED WITH SELLERS

Tuesday, Dec. 4

2:00 p.m. - 5:00 p.m.

Back to School Backpack Drive in Cape May

Over 20 Cape May County Association of Realtors® offices participated in a Back to School Backpack Drive collecting enough school supplies to fill 290 backpacks for the Glenwood Avenue Elementary School in Wildwood. Students in grades 2-5 grades received a backpack with binders, spiral notebooks, book covers, pocket folders, paper, and other school supplies. Backpacks were given to students on Aug. 30, the first day of school.



Pictured left to right: Travis LaFerriere, Glenwood Avenue Elementary School Principal; Bill Buchanan, CMCAR President; Anne Sanderson, CMCAR Event Director; Christine Rothwell, CMCAR President Elect; Melissa Preuhs, Long & Foster Realtor® volunteer

EBCBOR Goes Global at Luncheon

The Eastern Bergen County Board of Realtors® Global Business Council hosted a special lunch presentation on Friday, Sept. 28 at the newly constructed One Park Condominiums in Cliffside Park. The three panelists, Alireza Memar, of RE/MAX Select Properties, Larissa Ortiz, NAR 2018 CIPS Advisory Board Chair, and Benjamin Watson, Vice President of Marketing of DMG Investments, LLC led an informative presentation about global trends in the current market on a domestic and international level.

The EBCBOR Global Business Council highlights business opportunities in Bergen County by connecting brokers and agents who specialize in multi-national clientele with foreign buyers and sellers.



Pictured left to right: Ronnie Khurana, Penelope Gomes, Alireza Memar, Larissa Ortiz, Benjamin Watson, Chandrika Singh, Raj Rajpal

Mercer Gives Back to Students

The Mercer County Association of Realtors® donated 320 backpacks to the HomeFront Back-to-School Drive, which provides school supplies for children in need. An annual campaign, the HomeFront drive collects backpacks, clothing, school supplies, gift cards, and donations for over 1,000 children in the local area.



Join us at the RPAC High Rollers' Suite

During a long week of classes and events at the 2018 Triple Play Realtor® Convention & Trade Expo, treat yourself to a few hours of relaxation in Room 308/309 of the Atlantic City Convention Center. For a minimum \$250 investment pledge to RPAC, you'll get all-day access to the RPAC High Rollers' Suite, which includes:

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