

BUCKS COUNTY

REAL PRODUCERS[®]

CONNECTING. FOSTERING. INSPIRING.

TOP PRODUCER COVER STORY

**LAURIE
DAU**

LAURIE DAU TEAM | EXP REALTY



AGENT ON FIRE

JANINE ALLAN-DECARLO
MESSINA REAL ESTATE

EVENT RECAP

REALTOR[®] AWARDS DERBY 2023
THE BUCK HOTEL

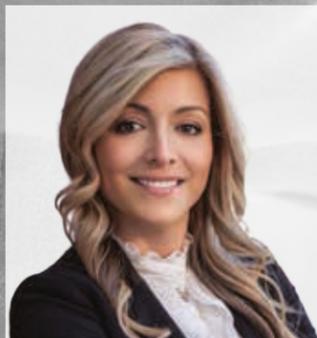
AND MUCH MORE...

JULY 2023



Your **Trusted** Title Solution

RESIDENTIAL TRANSACTIONS | COMMERCIAL TRANSACTIONS | FORECLOSURE & REO TRANSACTIONS
SETTLEMENT SERVICES | RECORDING SERVICES | MOBILE CLOSING SERVICES



Yara Chamas
Founder/CEO
646.645.8700

InnovationTitleInc.com
PA | NJ | FL

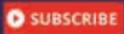


Marisa Goldman
COO
917.423.5822



THE REAL ESTATE SHOW WITH PAT LOPEZ

YOUR ONE SHOW FOR ALL THINGS REAL ESTATE

BE SURE TO  **SUBSCRIBE** AND TUNE IN
TO HEAR MY GUESTS' STORIES AND THEIR PROFESSIONAL EXPERTISE

 @ THE REAL ESTATE SHOW WITH PAT LOPEZ

 @ THERESHOWWITHPATLOPEZ

 @ THE REAL ESTATE SHOW WITH PAT LOPEZ



Don't Let Credit Be *A Hurdle* To Homeownership For Your Clients!

- Accelerated Results
- Applicable Experience
- Honest Conversations



Call The Credit Expert!

Andrew Smith

888.391.3387

TrinitySolutionsUSA.com

Powered By Better Qualified

Celebrate **FREEDOM!**

When you include a First American home warranty with your transactions, your clients can celebrate freedom from costly repairs and replacements on covered household items.

Contact me for details



First American Home Warranty™

Your Local Resource

Mike Cono

267.642.3630

mikecono@firstam.com



"My goal is to bring value to your business"

firstamrealestate.com | Phone Orders: 800.444.9030

©2023 First American Home Warranty Corporation. All rights reserved. #135659 #1680087



Unlock Your Client's Dream Home This Summer:

Where Homeownership & Fun Come Together!

Team Up With The Home Of The 7-Day Closing!



LENDING CAPITAL GROUP INC.

**Susan Terra-Podio
Branch Manager**

267.767.5759 | STPodio.com

260 Knowles Ave., Ste. 330 | Southampton



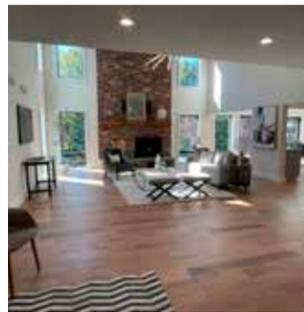
NMLS #135659
NMLS #1680087



TABLE OF CONTENTS



10
Preferred Partners



12
Home Design: The Home Staging Process



16
Britt Around Town!: Explore Bucks County State Parks



22
Agent on Fire: Janine Allan-DeCarlo



30
Event Recap: REALTOR® Awards Derby 2023



36
Top Producer Cover Story: Laurie Dau



If you are interested in contributing or nominating Realtors for certain stories, please email us at josh.buchter@realproducersmag.com

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Bucks County Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

NOMINATE A COVER STORY

BUCKS COUNTY
REAL PRODUCERS

Please send all nominations to
josh.buchter@realproducersmag.com



YOUR BUYER'S VISION IS OUR CREATION.

KITCHENS • BATHROOMS • BASEMENTS • FULL-HOME RENOVATIONS

J.LEVEL & SQUARE
REMODELING

484.381.0070 • JLevelAndSquare.com

Real Estate Photography for the Real World!

HIGH-QUALITY REAL ESTATE PHOTOGRAPHY
 REAL ESTATE DRONE PHOTOGRAPHY AND VIDEO
 HD VIDEO REAL ESTATE WALKTHROUGHS
 360 ZILLOW VIRTUAL REAL ESTATE TOURS
 VIRTUAL DUSK ENHANCEMENT • VIRTUAL STAGING



PREMIERE
360° TOURS
 267-580-9813
 www.premiere360tours.com

MAKING YOUR CLIENT'S LENDING PROCESS Smooth Sailing!

Best Customer Service and Experience
 Five Star Professional 12 years in a row for customer testimonials!

SCAN TO PARTNER WITH A LENDER THAT WILL DELIVER RESULTS TO YOUR CLIENTS!

Carmella McGonegal
 Branch Manager at Bristol, PA
 CMcgonegal@AdvisorsMortgage.com
 215-901-8083
 Bristol, PA

ADVISORS MORTGAGE GROUP
 Branch NMLS: #1749249
 Branch Manager NMLS: 134037

You Have Enough To Juggle... QUOTING INSURANCE FOR YOUR CLIENTS SHOULDN'T BE ONE OF THEM!

Team Up With An Agency That Shops With Over 35 "A" Rated Carriers To Find The Best Possible Fit For Your Clients' Needs & Budget!

goosehead INSURANCE

Eric Frain | Agency Owner
 Eric.Frain@goosehead.com
 Direct: 267.405.3957
 Cell: 267.760.3389
 License# 651568 | Servicing PA & NJ

MEET THE BUCKS COUNTY REAL PRODUCERS TEAM



Josh Buchter
 Owner/Publisher



Bethany Williams
 Partner/Co-Publisher



David DeSue, Jr.
 Social Media Manager



Sara Howanski
 Marketing Director



Kevin York
 Kevin York Photography



Megan McDonnell
 Publisher Assistant



Matt Robnett
 PLUSH Image Corp.



Bryant Sanders
 Bryant Sanders Photography



Thato Dadson
 Thato Dadson Photography



Ryan Berridge
 Berridge Photography



Shy Espinosa
 Virtual Assistant



Heather Pluard
 Writer



Brittany Brown
 Writer/Blogger
 "Britt Around Town"



Chris Menezes
 Writer



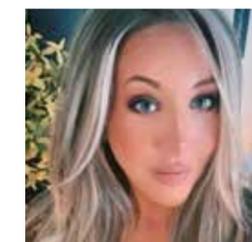
Dave Danielson
 Writer



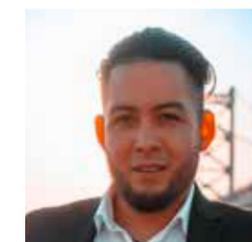
Ruth Gnirk
 Writer



Jamie Taylor
 Writer



Sarah Cosentino
 Ad Design/Management



Miguel Victoria
 Brand & Marketing Consultant

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at josh.buchter@realproducersmag.com



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

CHARITY / FUND RAISING

Happy Smiles Inc
Carlo Vitale
(609) 751-8048
happysmilesfoundation.com

CLEANING SERVICE

JC Latimer Cleaning LLC
Katrina Green
(215) 671-6882
www.jclatimercleaning.com

CREDIT REPAIR

Trinity Solutions USA
Drew Smith
(888) 391-3387
trinitysolutionsusa.com

CUSTOM BOUTIQUE AND GIFTS

Savvy Custom Swag
Katie Taylor
(610) 427-8142
katie@thesavvygiftgiver.com

HOME INSPECTION

Vitale Inspection Services LLC
Carlo Vitale
(732) 221-4711
www.vitaleinspection.com

HOME STAGING

StagingCraft, LLC
Nancy Vander Zwan
(215) 262-7306
www.StagingCraft.com

HOME WARRANTY

First American Home Warranty
Mike Cono
(267) 642-3630
mikecono@fahw.com

INSURANCE

Goosehead Insurance
Eric Frain
(267) 760-3389
www.gooseheadinsurance.com

INSURANCE / LIFE / FINANCIAL

GE Insurance for Life
Glenn Eckstut
(215) 421-4555
www.geinsuranceforlife.com

MOBILE LED BILLBOARD ADVERTISING

Direct Ad Network Philadelphia
(215) 266-9403
DirectAdPhilly.com

MORTGAGE LENDER

Advisors Mortgage Group
Carmella McGonegal
(215) 901-8083
www.advisorsmortgage.com

Contour Mortgage

Meredith Smalley
(610) 585-4082
contourmortgage.com

Lending Capital Group
Susan Terra-Podio
(267) 767-5759
stpodio.com

Princeton Mortgage Corporation
Frederick Lahm
(609) 737-4365
fred.princetonmortgage.com

Prosperity Home Mortgage
Alex Luboff
(267) 303-3368
www.AlexOnlineApplication.com

Quaint Oak Mortgage
Patrick Lopez
(267) 800-2132
plopez@quaintoak.com

THT Powered by Movement Mortgage
Gabe German
(917) 574-2611
gabe.german@movement.com

PEST CONTROL

Bug N Out
Nicholas Egan
(215) 331-6318
bugnout.net@gmail.com

PHOTOGRAPHY

Berridge Photography, LLC
Ryan Berridge
(267) 930-1857
ryan@berridgephotography.com

Bryant Sanders Photography
Bryant Sanders
(267) 230-5488
www.bryantsanders.com

Kevin York Photography
Kevin York
(484) 390-2820
kevinyorkheadshots.com

Thato Dadson Images
Thato Dadson
(302) 521-3014
www.tdadsonimages.com

REMODELING

J. Level & Square Remodeling LLC
Jay Salloom
(484) 381-0070
jlevelandsquare.com

SOCIAL MEDIA CONSULTING

Buxmont Social Media
Amy Berridge
(267) 689-7505
buxmontsocialmedia.com

TITLE INSURANCE

Innovation Title Inc.
Yara Chamas
(646) 645-8700
www.innovationtitleinc.com

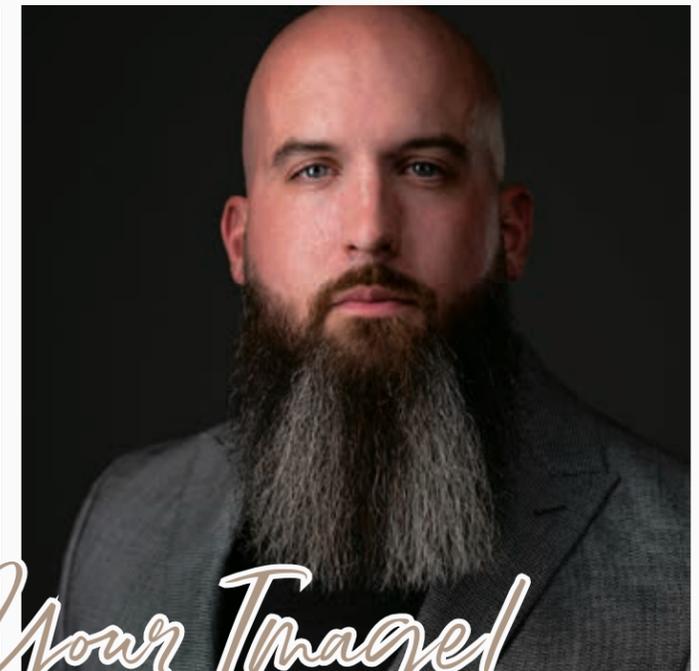
Title Family of RockStarClosers
Nicole Malcom
(215) 579-8800
nicoel@deedsearchers.com

KEVIN YORK

PORTRAITS
HEADSHOTS
BRAND IMAGERY

Extraordinary Photography
for Extraordinary People.

CONFIDENT. APPROACHABLE. AUTHENTIC. GENUINE.



Upgrade Your Image!

Scan To
Book Your
Headshots!



KEVIN YORK PHOTOGRAPHER
484.390.2820
www.KevinYorkHeadshots.com
kevinyork@kyorkphoto.com



THE HOME STAGING PROCESS

@stagingcraft

Since the 1970s, professional home staging has been an essential part of the marketing process for REALTORS® on the West Coast and in larger metropolitan areas such as Dallas, Chicago, Miami and New York City. In Pennsylvania, home staging is a relative latecomer to the real-estate landscape.

For savvy, successful REALTORS® in our region, however, that has changed. Why? Because staged properties are seeing, on average nationwide, a return of 3-6 percent OVER listing price.

Anecdotally, my REALTOR® partners tell me that having a home staging consultation as part of their listing package sets them apart and gets them listings. So, if you haven't used a home staging professional before, what's it all about, how does it work, how much does it cost, and who pays for it?

While every stager works a bit differently, here's a general description of the process professional home stagers employ:

OCCUPIED LISTINGS:

1. You call an Accredited Home Staging Professional (preferably me!) to schedule a one-time consultation with your sellers. We tour your listing and advise sellers on what they should do to prep their properties for amazing MLS photos and successful showings. Unless REALTORS® have told us otherwise, we always assume your sellers plan to use what they already have to prepare their houses. This is a

one-time cost, and almost all of my current REALTOR® clients include this consultation in their listing packages. Professional, accredited home stagers in our area generally charge between \$275-500 for this one-time service.

2. Most home stagers own inventory we can rent to your sellers to refresh/update their spaces, including furniture, art/decor, and lighting. The cost of this starts at a few hundred dollars and depends on how much inventory is installed and how long it takes, as well as the length of the contract. It's a mixed bag on who pays for a refresh like this—some REALTORS® pay, and some pay a portion or expect the seller to pay (for example, you might tell your sellers that you'll pay up to \$X amount for professional staging services beyond the consultation).

3. The staging contract specifies the maximum length of time the inventory will remain on the property. Generally,

we write contracts for 60 days, and furnishings stay in the property until a home-sale contract is signed and all contingencies have been met or waived. Then, the staging team will destage the house and collect the inventory between the time the contingencies are met/waived and the expiration of the staging contract. We're always prepared to extend contracts if requested, and we need anywhere from between 3-7 days' advance notice to schedule a destage prior to settlement.

VACANT LISTINGS:

1. The home stager gets your call and will either preview the property or look at photos/floor plans you provide to provide an estimate to furnish the key living spaces in the property. In this market, we rarely recommend that every room in a house be furnished; usually the main living spaces of the house and the primary suite are the important areas to stage.

2. You and the seller agree in advance on who pays for the home staging. We stagers then issue a contract to the payor that specifies the price to stage, the length of the contract, the rooms to be staged, and other factors. Home staging is an up-front, 100 percent payment. Because our goal is to help your sellers get an offer as quickly as possible, we don't prorate

our service for fast sales. After all, if you get an immediate offer, then we've done what you paid us to do!

3. The home stager, REALTOR®, and seller choose a mutually agreed-on staging day, and your seller ensures the house is spotless and all interior work is finished.

4. We stage the property. For liability reasons, home stagers want no one except our team on the property during staging, especially children and pets. We also ask you to schedule MLS photography for the day after the scheduled staging day to take into account issues that may arise during staging.

5. Once all property sale contract issues have been satisfied, we return to the property and collect our inventory. We tell you when we've finished and report whether any of our inventory has been damaged, stolen, etc. (a rarity, thank goodness).

You can see it's a straightforward, easy tool for you to use in marketing your listings, and the payoffs can be enormous. StagingCraft has helped Realtors garner upwards of 11-23 percent over ask this spring for our REALTOR® clients' listings. Your listings look amazing and elevate your own brand, and sellers love what staging does for the bottom line!

Nancy Vander Zwan is an Accredited Staging Professional Master (ASPM) and owner and CEO of StagingCraft home staging services. She and her team love partnering with Bucks REALTORS® to help their sellers maximize profits. She also loves answering your questions, so call her at 215-262-7306



Before @stagingcraft ...

After @stagingcraft !



Transformations That SELL...



StagingCraft creates listings that buyers can't resist!

215.262.7306
Connect With Us @StagingCraft



Bryant Sanders Photography

Services that we provide:
Head Shots 24 Hour Turnaround - Real Estate Photography - 360 Virtual Tours

REAL PRODUCERS
PREFERRED PARTNER
20 RP 22

WEDDINGWIRE
COUPLES' CHOICE AWARDS®
2022

the knot
BEST OF WEDDINGS
2022

Bryant Sanders
PHOTOGRAPHY

PA, NJ • 267-230-5488
BryantSandersPhotography@gmail.com
www.BryantSanders.com @Bryant_Sanders_Photo
Jasper Studios • 2930 Jasper St, Phila PA 19134

Loan Officers!

NOW IS THE TIME TO GROW YOUR BUSINESS

CONTOUR MORTGAGE
Your Hometown Lender

metre
PHILLY'S BEST 2022
BEST MORTGAGE COMPANY
2 TIME WINNER!

Meredith Smalley
610.585.4042
Executive Director of Branch & Business Development
NMLS ID#1721368
msmalley@contourmtg.com

Let's get started.
CALL ME TODAY!

Contour Mortgage Corporation, 990 Stewart Avenue, Suite 690, Garden City, NY 11530 | Tel: 516.385.6900 | Licensed Mortgage Banker - NYS Department of Financial Services Mortgage Banker License #0500543 | Licensed by Pennsylvania Department of Banking and Securities Mortgage Lender License#33359 (NMLS ID#34394 www.nmlsconsumeraccess.org)

Don't Let Your Client's Dream Home Turn Into A Nightmare...

Partner With An Expert Extermination & Pest Prevention Company!

BUG N OUT PEST CONTROL

MENTION THIS AD FOR AN EXCLUSIVE OFFER!
215.410.6280

facebook | linkedin

Selling Made Easy With Our Expert Cleaning Services!

JCL
LATIMER CLEANING
REDEFINING YOUR EVERYDAY CLEANING EXPERIENCE

Contact Us Today To Transform Your Sellers' Listings!
215.671.6882
JCLatimerCleaning.com

Build Wealth Maximize Retirement

Life Insurance
Long-Term Care
Disability
Fixed Annuities
Retirement Planning

Glenn Eckstut
President
GEInsuranceForLife.com

INSURANCE FOR LIFE

215.421.4555

EXPLORE BUCKS COUNTY STATE PARKS



Not only is Bucks County blessed with breathtaking landscapes and historic towns, but it is also home to six magnificent state parks: Nockamixon, Ralph Stover, Delaware Canal,

Delaware Canal State Park

Delaware Canal State Park is situated along the picturesque Delaware River between Easton and Bristol and offers visitors a captivating journey through American history. Spanning 58.89 miles, this park is an integral section of the Delaware & Lehigh National Heritage Corridor, a historic pathway that played a pivotal role in fueling America's Industrial Revolution, transporting coal and iron, and is now a 165-mile multi-use trail from Wilkes-Barre to Bristol. As you explore the towpath of Delaware Canal State Park, you will be treated to a diverse tapestry of natural beauty and rich cultural heritage. From the serene riverside vistas to the sprawling farm fields and charming historic towns, the ever-changing scenery along the park's corridor will leave a lasting impression. Open every day of the year from sunrise to sunset, Delaware Canal State Park provides numerous access points along its 60-mile length, allowing visitors to embark on their own personalized exploration of its wonders. While the park itself does not offer overnight facilities, nearby state, county, and private campgrounds provide camping and cabin options for those seeking an extended stay. Whether you are an avid nature enthusiast, a history buff, or simply seeking an idyllic outdoor escape, Delaware Canal State Park offers a captivating experience that seamlessly blends natural beauty, cultural significance, and recreational opportunities. Embark on a journey through time as you stroll along its towpath and immerse yourself in the wonders of this remarkable park.

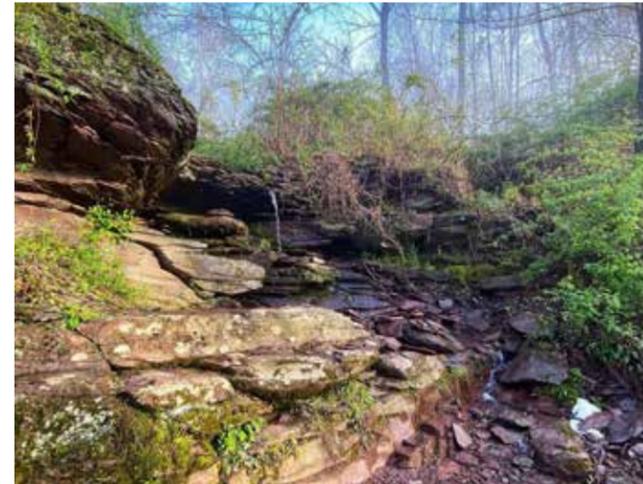


Delaware Canal State Park

Neshaminy, Tyler, and Washington Crossing. These parks offer visitors a diverse range of natural wonders, recreational activities, and historical significance. However, these six parks are just a fraction of the impressive park system that the state of Pennsylvania boasts. With a total of 124 state parks spread across the state, covering over 300,000 acres, the Department of Conservation and Natural Resources (DCNR)'s Bureau of State Parks ensures the preservation and management of these invaluable resources.

From the serene beauty of Nockamixon State Park, with its expansive lake and verdant woodlands, to the rugged cliffs and picturesque trails of Ralph Stover State Park, Bucks County's state parks offer something for everyone.

Join us on a remarkable journey as we explore the natural wonders, recreational opportunities, and historical treasures the that state parks of Bucks County embrace. Whether you're seeking outdoor adventure, a peaceful escape, or a glimpse into the past, these parks will captivate your senses and leave you with unforgettable memories. So, lace up your hiking boots, pack your picnic basket, and get ready to discover the extraordinary beauty of Bucks County's state parks.



Ralph Stover State Park

Ralph Stover State Park

Ralph Stover State Park, situated in eastern Bucks County, is a captivating natural haven spanning 45 acres along the scenic Tohickon Creek. The park offers a serene picnic area, with the soothing sound of the creek flowing through it, creating a picturesque setting for visitors to enjoy. One of the park's notable attractions is the nearby High Rocks section, which provides a stunning vantage point overlooking the magnificent Tohickon Creek. The High Rocks offer a breathtaking view of a horseshoe bend in the Tohickon Creek Gorge, encompassed by the surrounding forest. This area is frequently known as the "Grand Canyon of Bucks County". Although the 150-foot sheer rock face entices experienced rock climbers, it is essential to note that the cliffs pose inherent dangers. For safety purposes, visitors are advised to remain behind the designated safety rail. Accessible year-round, from sunrise to sunset, Ralph Stover State Park welcomes visitors to immerse themselves in its tranquil beauty. Located just two miles north of Point Pleasant, the park is easily reached via State Park Road and Stump Road. The park is an exceptional opportunity to appreciate nature's grandeur and serenity. Whether seeking a scenic picnic spot or marveling at the awe-inspiring vistas from High Rocks, visitors can indulge in the park's natural wonders while adhering to safety guidelines.



Tyler State Park

Tyler State Park

Tyler State Park in Bucks County is a vast natural sanctuary spanning 1,711 acres. It seamlessly blends park roads, trails, and facilities with

the surrounding farmland and woodlands. The park features a renowned 36-hole disc golf course for enthusiasts of the sport. Kayaking along the Neshaminy Creek is a popular activity, offering a peaceful experience amidst the park's natural beauty while equestrians can explore the park's horse trails on horseback. The park also houses the historic Schoefield Ford Covered Bridge, a well-preserved landmark showcasing the region's heritage. Diverse hiking trails cater to all levels of hikers, providing stunning vistas and wildlife encounters. Conveniently located near the Newtown/Yardley exit of I-95, the park's main entrance can be accessed at the intersection of Swamp Road and PA 413. Tyler State Park offers a serene and captivating escape for visitors.

Washington Crossing Historic Park

Washington Crossing Historic Park is a revered National Historic Landmark that preserves the site where George Washington famously crossed the Delaware River during the Revolutionary War. Divided into Upper and Lower Sections, the park offers a range of attractions such as historic buildings, walking paths, picnic areas, and fishing spots. The Upper Section also features the impressive Bowman's Hill Tower, providing breathtaking views of the Delaware River Valley. Nearby, the Bowman's Hill Wildflower Preserve showcases Pennsylvania's native plant diversity. Operated by the Friends of Washington Crossing, some parts of the park require a fee, while others are free and open from sunrise to sunset. Visitors can engage in guided tours, bike along the Delaware Canal State Park towpath, witness the Christmas Day re-enactment, fish in the Delaware River, explore the exhibit area, attend educational programs and history lectures, participate in races, and pay respects at the Soldiers' Graves. A visit to the nearby wildflower preserve completes the experience. Washington Crossing Historic Park offers a captivating blend of history, natural beauty, and diverse activities for all to enjoy.

Neshaminy State Park

Nestled along the picturesque Delaware River in the serene landscape of lower Bucks County, is Neshaminy State Park - a captivating destination for nature enthusiasts and outdoor enthusiasts alike. Derived from its surrounding Neshaminy Creek, which gracefully converges with the majestic Delaware River at this very location, the park's 339 acres offer a multitude of recreational opportunities and serene natural beauty. Within its expansive grounds, visitors can find picnic areas that provide the perfect backdrop for a delightful outdoor gathering, creating lasting memories with friends and family. For those seeking respite from the summer heat, the park boasts a refreshing swimming pool, offering a cool escape and a chance to bask in the joys of the season. Additionally, Neshaminy State Park caters to the needs of its younger visitors with a separate children's spray park, providing endless hours of exhilarating water play and boundless laughter. Water enthusiasts will also find themselves delighted by the marina, which grants convenient boating access to the Delaware River, inviting exploration and discovery along its scenic waters.



Neshaminy State Park

Nockamixon State Park

Nockamixon State Park, spanning over 5,286 acres, is an ideal staycation destination for a day trip, while offering a peaceful retreat for those seeking a longer getaway. The park's centerpiece is the magnificent 1,450-acre Lake Nockamixon, nourished by Tohickon Creek, Three Mile Run, and Haycock Run. This pristine lake not only serves as a sanctuary for migrating waterfowl but also beckons boating enthusiasts and anglers alike. Fishing and boating are permitted round-the-clock in designated areas, ensuring ample opportunities for outdoor enthusiasts to indulge in their favorite pastimes. Picnicking amidst the breathtaking scenery, taking a refreshing dip in the swimming pool, hiking through the park's enchanting trails, or engaging in a thrilling game of disc golf are just a few of the popular options available. For those who relish the thrill of the hunt, hunting is also permitted within the park's designated areas. Operating year-round, the park welcomes visitors from sunrise to sunset, while day-use areas close at dusk. It is important to note that certain sections of the park are closed to vehicles during winter. Nockamixon State Park also goes beyond recreation, offering a wealth of environmental education programs to foster appreciation and understanding of its natural and cultural resources. Through guided walks, interactive educational activities, tailored children's programs, and engaging evening programs, visitors have



Nockamixon State Park

the opportunity to develop a sense of stewardship towards the environment. These programs are typically available from late spring through fall, and the park's Environmental Education Center is exclusively open for these educational initiatives. Conveniently located along PA 563, just off PA 313, the main entrances to Nockamixon State Park are easily accessible from various directions, including PA 309, PA 313, PA 611, and PA 412. Plan a visit to this captivating park and discover the natural wonders and recreational opportunities that await.

A NEW ERA IN KINDNESS.

we are committed
to making people
happy. Even if it's
just for a moment.

100 Charities Funded
1000 Gifts Given
\$20,000 Donated

Volunteer or Donate At
HappySmilesFoundation.com



Financing America...

One Home At A Time!

With My Experience & Expertise, Let's Go Over The Options To Help You In This Market!



Alex Luboff
Sr. Mortgage Consultant

267.303.3368

Alex.Luboff@phmloans.com
313 Arch St. Unit 1
Philadelphia

NMLS #143925

Prosperity
HOME MORTGAGE®



Scan HERE
→



BUILD CONNECTIONS, NOT LINKS.

BUXMONT
Social Media & Marketing



**SOCIAL MEDIA STRATEGY & CONTENT CREATION
BRANDING & DIGITAL MARKETING | WEBSITE & SEO**
AMY BERRIDGE | 267.689.7505 | BUXMONTSOCIALMEDIA.COM



Berridge Photography

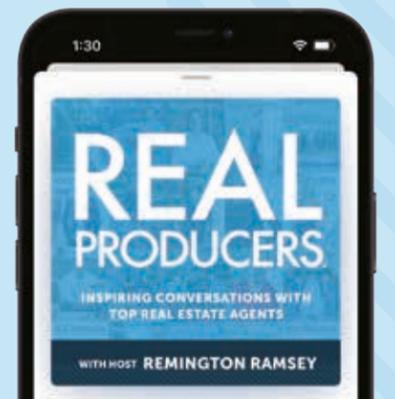


Headshots | Residential Real Estate Photography | Events

Ryan Berridge | 267.930.1857 | BerridgePhotography.com |   

REAL PRODUCERS. PODCAST

**Inspiring conversations
with the nation's
top real estate agents.**



Same Brand, New Reach – Tune in for free today



podcast.realproducersmag.com

▶▶ agent on fire

Written by: **Dave Danielson**
Photography by: **Thato Dadson | Dadson Images**

Janine Allan-DeCarlo

MESSINA REAL ESTATE



Winning Face-to-Face

There is no shortage of technology and remote options that are making real estate transactions, faster, more efficient and ... oh wait ... less personal.

Yet, in the face of the techno juggernaut, there are those who realize that even the greatest AI algorithms can't do what people can do with each other.

That's where leaders like Janine Allan-DeCarlo make a real impact.

Getting to the Goal

As Broker/Owner of Messina Real Estate, Janine is helping people win their dreams and realize their goals face-to-face in Bristol Borough, Pennsylvania.

"In addition to helping people buy and sell real estate, we do property management," Janine says.

"Being in a small town what differentiates us is having face-to-face interaction on a monthly basis. We have a lot of our tenants who come in and pay their rent in person because they want to talk with us. I have a unique opportunity to learn about people and spend time with them one on one."

Legacy of Excellence

Janine continues a legacy of excellence that her grandfather started 75 years ago.



"He built an office attached to his house. He worked with Levitt building Levittown Homes," Janine explains. "My father, Fred Allan, joined him 45 years ago and he was a real estate agent working alongside my grandfather and my grandmother was the secretary."

Janine's father passed in March 2012 after a battle with prostate cancer during her senior year of college. She dropped what she was doing and started to work full-time in the business, getting her real estate license three months later in June 2012.

She ended up graduating from West Chester University, and she went on to earn her master's degree from LaSalle University in Business Administration.

Moving Forward

Seven years ago, her grandfather passed. Janine bought the business, made it an LLC under the same name and earned her Broker's license over a year ago.

Today, Janine works with one of her sisters, Jacquelyn Keegan, in operating the business.

Her passionate pursuit of excellence in the business is easy to see.

"My drive comes from two areas. One is the passion to help people find their home whether it's a rental short term or purchasing their



first home or upgrading to their next home... wanting to keep the family business alive and strong," Janine says.

"Also my grandfather built a great reputation, and it's my goal to uphold that."

Signs of Success

In the time since she bought the business, their property management volume has skyrocketed ... from 13 units being managed ... to 250 rental units.

Family enriches life for Janine. She treasures time with her husband, Benjamin. She continues to live with the examples given to her by her grandparents (Anthony and Pauline Messina), and her parents

(Fred and Fran Allan). She also cherishes her sisters — Jennifer and Jacquelyn, as well as Jacquelyn's 6-year-old son, Trey.

In her free time, she is very engaged in the community ... on the Historical Board in Bristol Borough, as well the Christine McCaffrey Fund.

She also looks forward to time spent at the beach.

Janine offers helpful tips to those who are trying to move forward in their lives in the business.

"One of the biggest things that helped me was being involved with

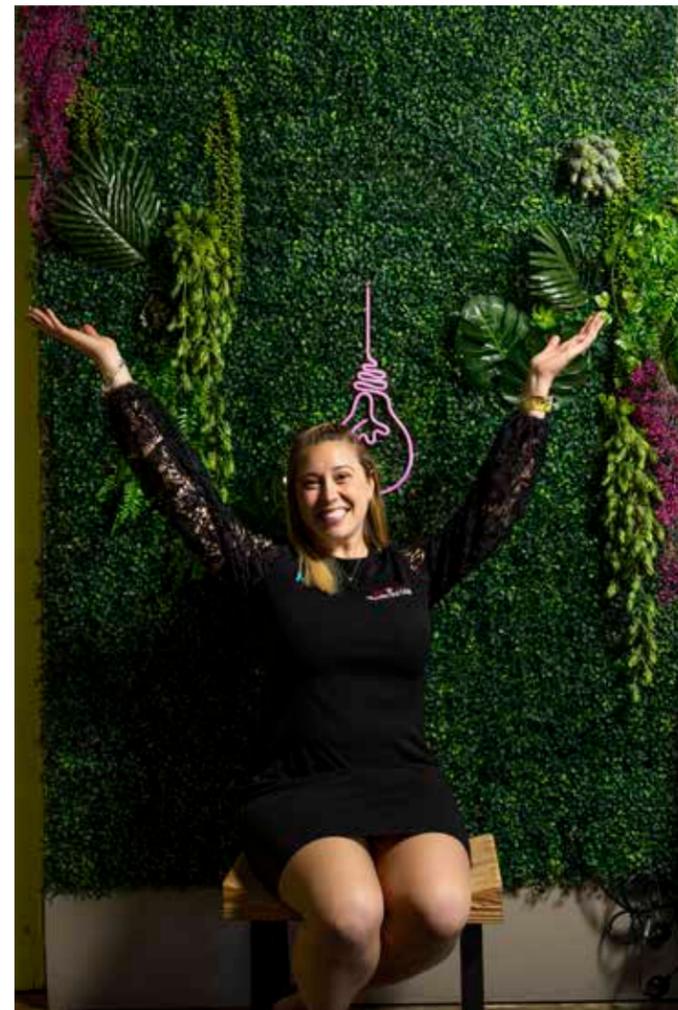
“I LOVE THIS COMMUNITY AND I WOULDN'T GIVE UP WHAT I DO FOR ANYTHING.”

the Bucks County Association of REALTORS® ... you can get involved, educate yourself and get to know others," Janine says.

"My grandparents instilled in me the need to get a great education and that's very important with things changing so much."

Always Leading

With kindness, patience and a deep willingness to serve the best interests of others, Janine has



moved forward with humility and a hunger to continually learn.

When she just started in the business, Janine was very young. In fact, she was the youngest member ever elected to be on the Board of Directors of the Bucks County Association of REALTORS®.

"Being this young and owning my own business required a lot of sacrifices along the way, but I have no regrets," Janine says. "I love this community and I wouldn't give up what I do for anything."

WE MAKE
BUYING
A HOME
Effortless!

Team Up With A Trusted
Lender, Top Producer To Make
Your Clients Happy
& Make You Look Fantastic!



**PRINCETON
MORTGAGE**



Frederick Lahm III

Branch Manager
NMLS #205717
Licensed In NJ, PA, DE, FL, & VA
215.266.9572
Flahm@PrincetonMortgage.com
Fred.PrincetonMortgage.com
439 Grand Ave | Ewing



Were you, your
broker, or the
team featured
in an issue of
Real Producers?

Want a copy of
your article or full
magazines that you
were featured in?



▶ print me more!

REPRINTS!
What the heck is a reprint?
A reprint is a four or eight-
page, magazine-quality grade
paper with your full article
and photos and you on the
COVER of the publication.

WHY DO I NEED THOSE?

- These reprints are a professional marketing tool that can help brand you, your team and/or your business.
- Use on listing appointments
- Send out to friends and family
- Send to clients with your holiday greetings
- Brokers, use as recruiting tools for capturing new talent.
- Use when farming your favorite neighborhood

WHAT IF I CHANGED COMPANIES OR NEED SOMETHING CORRECTED IN MY ARTICLE?

No worries! We can make any changes needed. We send you a proof, you approve, and then they are sent to you via FedEx.

WHO CAN BUY THESE?

The REALTOR® that was featured, the Broker, our Partner, or family. Anyone that wants to promote you.

HOW DO I ORDER?

Email bethany.williams@realproducersmag.com or give us a call, at 267-216-4181.

HARNESSING THE POWER OF SHORT-FORM VIDEOS:

The 4 Videos Every REALTOR® Should Be Making

Imagine reaching hundreds, even thousands, of potential clients with the click of a button. Welcome to the powerful world of short-form social media videos! This burgeoning trend is not just altering the face of real estate marketing; it's creating an entirely new platform for REALTORS® to showcase their offerings, build rapport, and educate their audiences. Amidst the clutter of real estate listings, how does one make a lasting impression? The answer lies in the engaging power of social media videos. This article will delve into four compelling types of videos that every forward-thinking REALTOR® should be crafting: Home Tours, Behind-The-Scenes, Market Updates, and Informative videos. Buckle up as we navigate this game-changing landscape together.



1. Home Tours

One of the most engaging types of short-form videos REALTORS® can create is a home tour. These tours offer a dynamic, interactive way to showcase properties and allow viewers to get a sense of a home's layout, design, and unique features. By focusing on highlighting the best attributes of each room, this can make a property more appealing to potential buyers. Videos could also be used to tell a story about the property, adding an emotional appeal to prospective clients. Home tours are a virtual open house and provide an opportunity for REALTORS® to reach a broader audience beyond their locality. If you have a more outgoing personality, don't be afraid to think outside the box and take a more non-traditional approach to home tours by infusing some humor or some of your personality into the video. Whichever approach you take, make sure to keep it professional, and remember, these types of videos are for social media use, not the MLS. The MLS has specific guidelines for videos.

2. Behind-The-Scenes

Creating behind-the-scenes videos can be a powerful way for REALTORS® to build trust and authenticity with their audience. These videos could include a day in the life of a REALTOR®, the process of staging a home for sale, a quick post open house video talking about the process, or even the negotiation of a deal (keep the confidential details out of this one). They offer an opportunity for REALTORS® to demonstrate their expertise, work ethic, and dedication to their clients.

Behind-the-scenes videos can humanize REALTORS®, making them more approachable and relatable. They also help clients understand what goes into buying and selling a property, increasing appreciation for the profession.

3. Market Updates

Market updates are essential to keep clients informed about current trends and changes in the real estate market. These videos could cover changes in home prices, the availability of properties, shifts in mortgage rates, or any other factors that could impact a client's decision to buy or sell a home. The frequency of these videos could be weekly, monthly, or quarterly, depending on market volatility and audience interest. Don't be afraid to put your own spin on these. Talk about what you are personally seeing in the market rather than just talking numbers. Market update videos position REALTORS® as trusted experts and are a fantastic way to provide value to clients, potential clients, and the wider community, when done correctly.

4. Informative Videos

Informative videos are an excellent tool for educating clients and helping them make informed decisions. These could include videos on the process of buying or selling a home, the importance of home inspections, or tips for first-time homebuyers. Real estate is a complex field with many nuances, and these videos can help simplify these complexities for viewers. They can also be used to address common questions or misconceptions about real estate, reducing confusion and uncertainty for clients. Be creative with your take on these. Don't be afraid to be humorous or show your personality. Providing informative content can help REALTORS® build their reputation as a valuable resource and guide in the real estate journey. Remember, trust is a key factor when someone is choosing a REALTOR®.

Short-form social media videos present an incredible opportunity for REALTORS® to connect with their clients in a dynamic and engaging way. These types of videos—home tours, behind-the-scenes looks, market updates, and informative content—can help REALTORS® stand out in a competitive market, showcase their expertise, and build lasting relationships with their clients. By harnessing the power of video content, REALTORS® can not only elevate their professional standing but also enhance the real estate experience for their clients. It's time to embrace this trend and start telling your unique real estate story through the compelling medium of short-form videos.

Amy Berridge is the owner of Buxmont Social Media & Marketing, a full service digital marketing agency specializing in social media strategy, and has 15 years experience in the field of social media.

See Your Name In
Lights!

Direct Ad network

Mobile LED Digital Billboards • Digital TV Networks

DirectAdPhilly.com • 215.266.9403

Facebook Instagram YouTube

▶▶ event recap

BUCKS COUNTY
REAL PRODUCERS.

REALTOR® Awards Derby 2023 at The Buck Hotel

Photography by: Bryant Sanders & Olga Crespo-Glover

PLATINUM SPONSOR



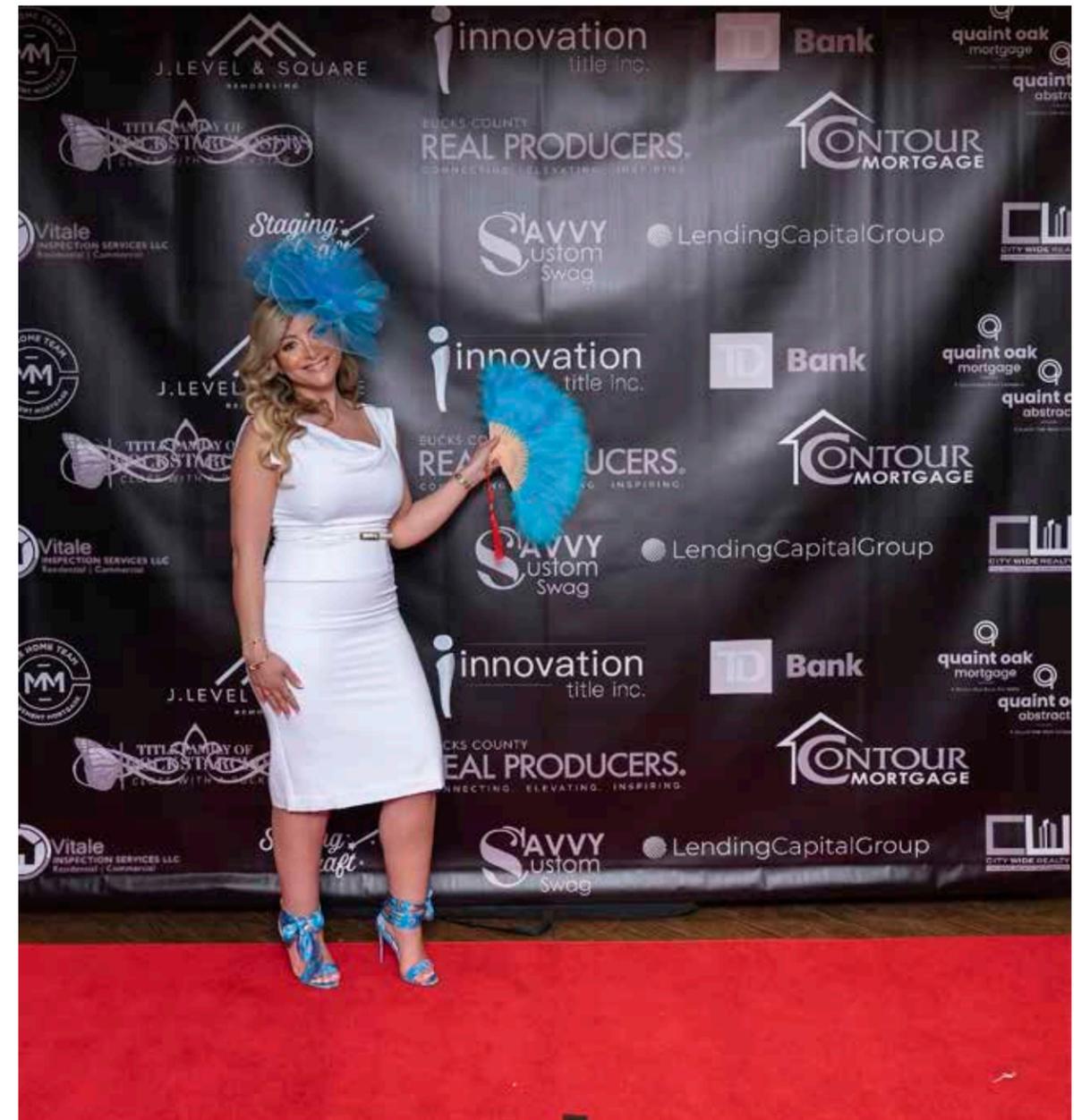
GOLD SPONSORS

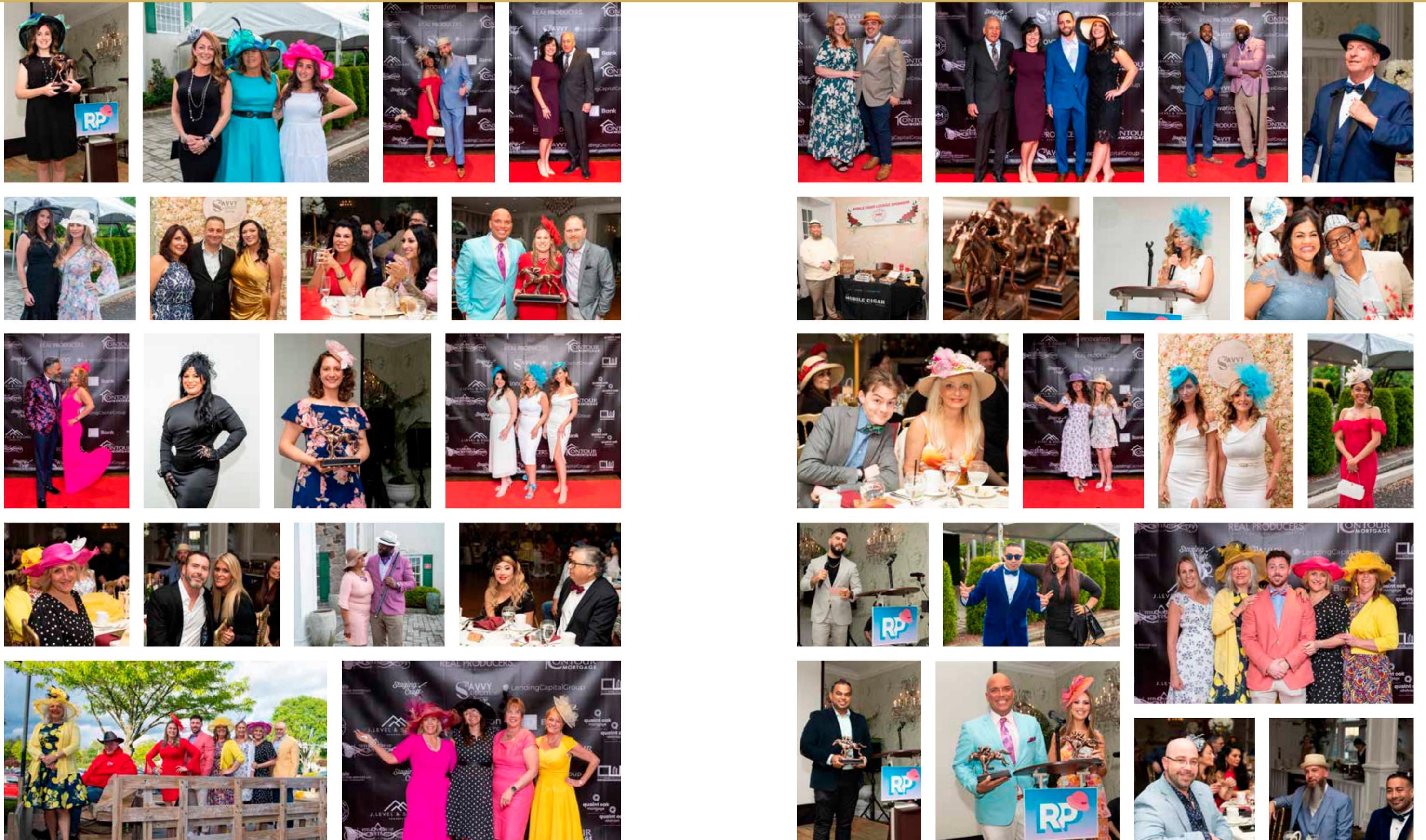


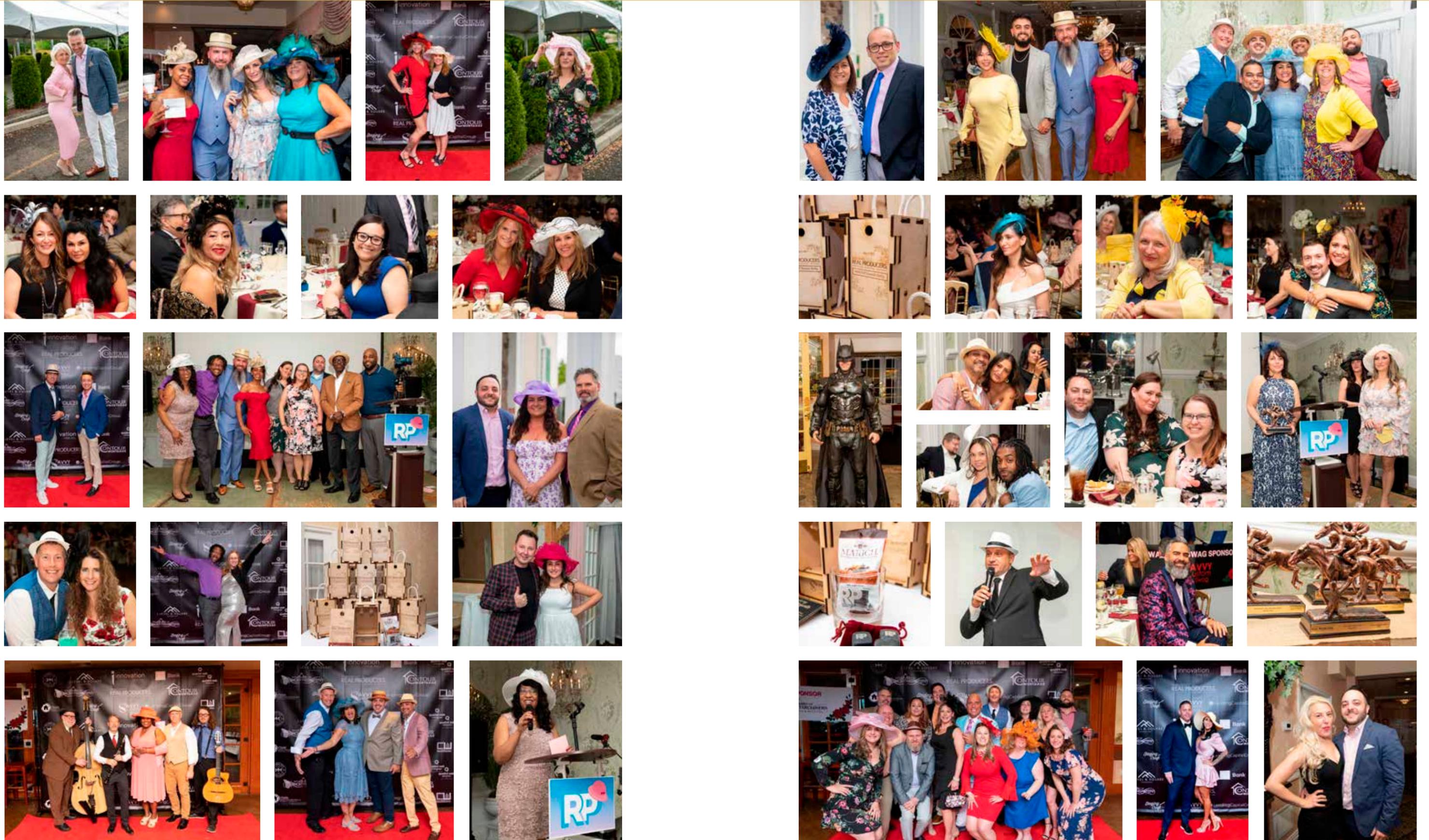
SILVER SPONSORS



THANK YOU TO OUR HEADLINE SPONSOR









▶▶ top producer cover story

Written by: **Jamie Taylor**
Photography by: **Thato Dadson | Dadson Images**

Laurie Dau

Laurie Dau Team | eXp Realty

In the game of life, Laurie Dau knows how to find the end zone, and her M.O. (visualize and execute) packs a one-two punch that serves her well. Growing up with entrepreneurial parents who built a successful business from the ground up, Laurie gained valuable insight into the benefits that hard work and successful systems bring to a brand, and she fell in love with the intricacies of enterprise early on. “I had a spark in my heart to create and build a business of my own one day...” she shares.



After graduating college with a dual major in business management and marketing, Laurie started her career in the pharmaceutical sales field before shifting gears to form her own graphic design and marketing agency. The company boasted an impressive 18-year run, but when her youngest child set off for college, Laurie says it felt like the right moment for a professional reinvention. “I jumped into my real estate career and never turned back.”

Though her new venture was exciting, it was also marked with a big challenge in the beginning. “I started in real estate in 2010, and the market was going through a very difficult period after the 2008 collapse. While this was a very difficult time to launch my business, it also taught me how to hone my skills and get very intentional about separating myself from the average agent. I spent hours on training videos and courses to become educated in all aspects of real estate, and, in my first year, I was named Rookie of the Year in a large office of experienced agents. That’s when I knew I could create something special,” she recalls.

But it was a quick rise that came at a cost. “Early on, as a single agent, I worked 7 days a week, nights and weekends, sacrificing a lot of personal and family time,” Laurie explains. She eventually took steps to create more work/life equilibrium, and, in the long run, that decision propelled her career further. “I knew the long hours were not sustainable, so I turned to coaching to learn how to hire and train an admin who could eventually take a large load off my plate, allowing me to focus on my clients’ needs. Fast forward to today, and I am now the branch manager at the Doylestown Borough eXp Realty office, and I run one of the most successful teams in the Bucks County area.”

Successful indeed, so says the gaggle of industry awards that Laurie and her team have won...accolades that reflect their commitment to their craft and their colleagues. “Even with our decades of experience, we never stop learning. We participate in weekly trainings to stay sharp and be the best agents we can be. We are also there for each other. When one person needs help for a showing or open house, there is always an eager agent to hop in and provide support. I love

—“—
I love
my team
members
and very
much care
about their
well-being,
happiness
and financial
success
in life.
—”—



my team members and very much care about their well-being, happiness and financial success in life. I try to lead by example and not ask them to do anything I wouldn't do," Laurie says, adding that her administrative squad also plays a key role in keeping things running smoothly.

Being at the top of their game allows Laurie and team to offer their clients five-star service that transcends the closing table. "Our client relationships don't stop at the end of a transaction - that's actually just the beginning. We want to be there for our clients for all their future real estate needs and as a support in other ways. If they need recommendations for painters or house cleaners, we are there for them. We also look forward to reconnecting with our clients' families yearly, at our Memorial Day Porch Party, our Fall Fun Fest and photos with Santa events. These are all great ways to catch up with them, see how the kids have grown, and stay connected."

Having nurtured her business to well-oiled machine status, Laurie has been able to focus her free time on a new business angle - mentoring. Through her work with Lars Hedenborg and Real Estate B School, she has an avenue to share her experience and insights and build up her contemporaries. "I am committed to helping other agents exit the 24-7 hamster wheel of real estate, gain leverage, and grow profitable businesses that will help them create a life they never dreamed possible," she says, adding that she regularly holds mastermind sessions for agents around the country and in the local market.

Laurie's career has proved very profitable, and it has allowed for the purchase of an income-generating rental property and a second home in Florida. The Florida digs provides a wonderful vacation destination for



“

I am committed to helping other agents exit the 24-7 hamster wheel of real estate, gain leverage, and grow profitable businesses that will help them create a life they never dreamed possible

”

Laurie's family, which consists of her college sweetheart-turned-husband (of 35 years), Michael, her two children, and her pup Henry, who Laurie says will make friends with anyone who will have him. A new family member will soon be joining the Dau ranks, with an anticipated arrival in September, and Laurie and Michael are thrilled about their upcoming roles as first-time grandparents. (If you thought Laurie was impressive as a five-star realtor, just wait until she sets her sights on a five-star grandma ranking.)

In addition to time spent with her people, Laurie also loves being outdoors, taking daily walks, and going on bike rides along the Delaware and in Florida (bike riding aside, she can also hold her own on a horse. Ask her about her days in equestrian sports). Additionally, she enjoys volunteering her time to worthy causes, and many of her philanthropic efforts are focused on nonprofits that tackle homelessness, food insecurities, and cancer research. She and Michael are consistent supporters of the Bucks County Housing Group, The Coalition to Shelter and Support the Homeless in Bucks County, St. Jude's Children Hospital, and Feed My Starving

Children. She and her real estate team have also raised funds for The Breathing Room Foundation, which provides resources for families experiencing cancer, and Café of Life, a food bank in Bonita Springs, Florida. "As a real estate professional, I know how important proper shelter is to create a sense of security and well-being for people. When I see individuals in vulnerable situations where they are lacking basic needs, I want to help them. Donating time and financial gifts to these organizations is something my husband and I have done during our entire marriage. We love to supply gifts and food to the Bucks County Housing Group during the holiday season so that families living in the shelter can experience happiness and good food during this time of year," she says.

Who had heart of gold on their REALTOR® Bingo card? With her philanthropic spirit, can-do attitude, and team-player vibes, Laurie is checking all the boxes. There is no doubt that she is well equipped to tackle any future opportunities (or obstacles) life may throw her way, and her arsenal of skills places her in the best position of all - right in that end zone, ready for the touchdown.

Our Process

Learn how the 6-7-1 Process can help your business!

6-HOUR UNDERWRITING*

Our goal is to have a completely underwritten loan within 6 hours.

7-DAY PROCESS*

Next, we aim to complete processing in 7 days.



CLOSING UNDER CONTROL*

Last, our closers work with a settlement agent with a goal to close in as little as 1 day.

*While it is Movement Mortgage's goal to provide underwriting results within six hours of receiving an application, process loans in seven days, and close in one day, extenuating circumstances may cause delays outside of this window.



SCAN FOR CO-BRANDING MARKETING MATERIALS



SCAN FOR CO-BRANDING MARKETING MATERIALS



GABE GERMAN

LOAN OFFICER | NMLS# 1584294

917.574.2611

gabe.german@movement.com
movement.com/gabe-german
1031 Route 11, Ste 203,
Bridgewater, NJ 08807

JEFF TINNEY

TEAM LEAD | NMLS# 54537

718.483.6421

jeff.tinney@movement.com
movement.com/jeff-tinney
1051 Winderley Place, Ste 100,
Maitland, FL 32751



Gabe German: FL-L070990, NJ, NY, PA-75294 | Jeff Tinney: FL-L070192, NJ, NC-I204006, PA-65675 | Movement Mortgage LLC. All rights reserved. NMLS ID #39179 (For licensing information, go to: www.nmlsconsumeraccess.org). Additional information available at movement.com/legal. Interest rates and products are subject to change without notice and may or may not be available at the time of loan commitment or lock-in. Borrowers must qualify at closing for all benefits.



Vitale
INSPECTION SERVICES LLC
Residential | Commercial

VUEW is in association with Vitale Inspection Service

TELEMEDICINE FOR YOUR HOME

You Get a **FREE**

auto sign up with your Vitale Inspection Service

Get peace of mind and connect virtually with an expert service provider through video on your smartphone.

SIMPLE INSTANT SECURE



FIND OUT MORE BY VISITING
govuew.com
scan and go view

SCHEDULE TODAY
609.751.8048

www.vitaleinspection.com



SAVVY Custom Swag

....FOR EXTRAORDINARY OCCASIONS

Awards & Recognition Gifts

Bags & Apparel

Promotional Items

(855) 642-4438

savvycustomswag.com



SCAN ME





To Close Like A
Rockstar,
You Have To Close With
The Rockstars!

- ✓ Family Owned & Operated
- ✓ Multiple Underwriters
- ✓ Title Educated Employees
 - ✓ Quick Turnaround
- ✓ Close Anytime, Anywhere
 - ✓ We Can Come To You
- ✓ We Get It Done When Others Can't



TITLE FAMILY OF
ROCKSTARCLOSERS
CLOSE WITH A ROCKSTAR.

215.579.8800

DeedSearchers.com
info@deedsearchers.com

@RockstarClosers

**Proudly Serving PA, NJ, & DE With
Title Insurance Services!**