

Freed joins Prominent Properties, Ridgewood

RIDGEWOOD – Beth Freed has joined the Ridgewood office of prominent Properties Sotheby's International Realty as a broker/sales associate. The announcement was made by Charles Oppler, chief operating officer.

"We are delighted to have Beth join our team. She is a great fit as she has distinguished herself in this industry for sales success, marketing acumen and leadership. Her enthusiasm and professionalism for client and customer care is remarkable," said Linda Purdy, broker/manager in Ridgewood.

Freed and her husband, Arty, have resided in Ridgewood for 24 years. She became licensed to sell real estate in 2004 and earned the broker designation in 2010. Her approach to selling homes centers on three key variables – market timing, property condition and marketing.

"I work with my clients' objectives and develop a unique plan for selling their homes," said Freed.

Prominent Properties Sotheby's International Realty has ten regional offices in northern New Jersey. The Ridgewood office is located at 55 N. Maple Avenue.

"We are looking forward to helping Beth and her clients achieve their real estate goals," said Purdy.

Freed can be reached at 201-639-5555. For more information about Prominent Properties Sotheby's International Realty, visit www.prominentproperties.com.



BETH FREED

John Turco of RE/MAX wins Hall of Fame Award

MONTVALE – John Turco, of RE/MAX Elite Associates in Montvale, has been presented with a Hall of Fame award for 2011.

Turco attributes his success to "hard work, follow up and perseverance." In addition to the Hall of Fame award, he has earned five Circle of Excellence awards and been named to the 100% Club ten times. He is also a member of the Executive Club and among the top Realtors in New Jersey.

"Try to do the best you can everyday for your customers," said Turco. He said he relies heavily on references for his business and constantly keeps in touch with his former clients, most of who are located in Bergen County.

The focus of Turco's sales is residential properties. But in 2003, he completed the Certified Commercial Investment Member (CCIM) introduction course and is now a former member of CCIM.

"I've been in the business a long time," said Turco, who has been with RE/MAX for 14 years. His first 10 years were with RE/MAX Real Estate Associates in Woodcliff Lake.

Turco started out in the industry in 1987 as a builder, and now uses his construction background to contribute to his sales. "It has helped tremendously," he said.

Turco can be reached at RE/MAX Elite Associates at 305 West Grand Ave., Suite 10, Montvale; call 201-264-1171 or e-mail cjturco@aol.com.

Joanne Robles joins Marron Gildea Realty

RIDGEWOOD – Earlier this year, Wendy Esposito, broker manager for the Marron Gildea Ridgewood Office, welcomed Joanne Robles to her team of associates.

"I am so pleased that Joanne made the decision to join our growing team of successful associates," said Esposito. "Joanne takes great pride in being an industry expert. She is a consummate professional, who goes above and beyond for each and every client."

A Realtor for more than 10 years, Robles comes to Marron Gildea with a history of being a consistent top producer. Throughout her career, she has received many awards for her productivity in sales including Circle of Excellence at the Bronze Level and company designated Million Dollar Sales Club.

Robles said she couldn't be more enthusiastic about her new partnership with Marron Gildea. "It is so refreshing to be a part of a family friendly organization with an outstanding reputation for demonstrating the highest levels of professionalism," she commented. "I am confident that partnering with Marron Gildea will help me to expand my business and enable me to offer the highest levels of customer service that my clients deserve."

A Ridgewood native, Robles enjoys helping people achieve the "American Dream" of home ownership. "The satisfaction that I get from helping people find their perfect home is priceless," she said. "I pride myself on really listening to the wants and needs of my clients and working diligently to exceed their expectations. I am privileged to be a part of such an exciting and important time in their lives."

Marron Gildea Realty Inc. is a full-service real estate firm with offices in Ridgewood, Saddle River and Ho Ho Kus. For more information, call 201-445-8880.



JOANNE ROBLES

OPEN HOUSE

Director of Outside Real Estate: Tim Gerstmyer
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North Jersey Media Group
1 Garret Mountain Plaza
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Open House is a new product of The Record and Herald News Advertising Department. Every Friday, its pages will contain information about open houses and real estate events happening that weekend, as well as additional information to assist prospective homebuyers in their search for a new home.

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AGENT ON THE MOVE

Anat Eisenberg has the platinum touch

By WINNIE BONELLI
SPECIAL TO OPEN HOUSE

'C'an't' is a word Anat Eisenberg has dismissed from both her vocabulary and consciousness. "I have a positive 'can do' attitude. There is always a solution to every challenge. It just takes patience, willingness, and the perseverance to fill a buyer's needs with the right property," said Eisenberg, a consistent top earner at Prominent Properties Sotheby's International Realty in the Tenafly office.

She met her husband Eran in Israel where she was born and raised. The couple eventually migrated to the United States 18 years ago, settling in Tenafly. She originally thought of becoming a psychotherapist, yet as time passed Eisenberg felt drawn to reinvent herself.

"I've always been an energetic person and like working with people. I wanted to channel this energy into an occupation that would work anywhere in the world," she recalled.

Eisenberg weighed her options and decided to try real estate. "Bergen County draws people from all over and I'm fluent in German and Hebrew so it seemed like a suitable match, especially since I draw my clients from a broad international pool," she said.

Learning through "trial and error," Eisenberg said, "I soon became pretty good." Her list of accomplishments and awards confirm that claim, since Anat is the only Realtor at Prominent Properties Sotheby's International Realty's Tenafly office to win the Platinum Sales Award for six consecutive years between 2003-2010.

Selling more than \$250 million worth of property in recent years, Eisenberg has sold close to 100 properties alone in Tenafly through out the past decade. The mother of three proudly exclaimed, "Tenafly is an amazing town. My children all attended the local school system and I'm extremely satisfied."

Q & A

What assets and personal qualities do you have that translate well into selling real estate – finding the right home for buyers?

EISENBERG: I'm very plugged into the community, and have a great level of understanding. The truth is that every Realtor has access to the same data, but living in the area gives me an understanding of the in's and out's. Being well connected brings extra value to the table. Doing the best job entails many things other than just buying or selling a property.

What advice do you have for clients shopping for a home in this difficult economy?

EISENBERG: Taking into account the present economical climate it's easy to become pessimistic, but the truth is that you have to remain optimistic. Properties might be a little harder to find, but they are out there. Choose a Realtor by references, not who you know or who your uncle knows, just as you would do when choosing an attorney or a doctor.



PHOTO BY EUGENE PARCIASEPE, JR.

Her ability to close real estate deals - 100 alone in Tenafly over the past ten years - has paid off for Anat Eisenberg who considered a career as a psychotherapist before becoming a Realtor.

What was your most interesting or challenging home-buying or -selling experience?

EISENBERG: I had a listing for a three-family house, which took me several years to sell. When a homeowner is anxious to sell, they will make themselves available. But that's not necessarily the case with tenants. So the most difficult part was trying to coordinate everyone's schedule in order to show the property. At the same time we were going through different market values. I never put in on the back shelf, however, and eventually managed to sell it.

What can prospective homebuyers do now, on an immediate basis, to further their search for the ideal home?

EISENBERG: Remember that your primary home is not an investment property where only the numbers matter. Be open to your instincts. If the numbers are right, but the feeling is not, it probably isn't the house for you.

Are buyers' priorities different today?

EISENBERG: Definitely, in the past the size of the land was important and whether the home had the potential to be expanded or renovated. Today, buyers are much more interested in moving right in and having everything already done. This is true at every price point. They're seeking a maximum return on their money and they are willing to compromise less land for more house.

When attending an Open House, what key things should prospective homebuyers look for or ask about?

EISENBERG: Most importantly, the features of the house, along with its mechanical and structural condition. Next, check out the neighborhood for the convenience of the schools, and the commuter options.

ANAT EISENBERG

Prominent Properties Sotheby's International Realty

Address

90 County Road
Tenafly
201-568-5668
201-341-4765 (cell)
www.prominent-properties.com

Social Media

Website - www.anateisenberg.com
Blog - blog.anateisenberg.com
Youtube Channel - <http://www.Youtube.com/anateisenberg>

Accolades

Consistently ranked No.1 in Prominent Properties
Only Realtor to consistently win the Platinum Sales Award for six years running
Sold more than \$250 million in properties during recent years.

Special Skills

Fluent in English, German and Hebrew



Passaic Realtors award 2011 scholarships

The Passaic County Board of Realtors chooses two qualified high school recipients each year to receive scholarships that help pay some of their college tuition.

"Providing opportunities and helping members of our community achieve their goals is part and parcel to our mission," said Carol Van Savage, president of the Passaic County Board of Realtors. "The board feels, as members of the community, that helping the community – whether it's through charity work or helping to provide opportunities in higher education – is part of a responsible corporate citizen's duty."

"The Passaic County Board of Realtors is proud to assist such fine young people who have altruistic goals and who are already wonderful members of the community."

CAROL VAN SAVAGE, PRESIDENT OF THE PASSAIC COUNTY BOARD OF REALTORS

This year, the two recipients were Amanda Titus and Ketelyn Van Vlaanderen.

Titus is a graduate of Pompton Lakes High School and will be attending The College of New Jersey. She'll be majoring in Elementary Education. Her ultimate goal is to become an elementary school teacher. She also has a deep love of theatre. Her ultimate goal is to combine her interests in drama and education. She sees producing and putting on plays as a wonderful vehicle to teach and inspire students.

Van Vlaanderen is a graduate of Kinnelon High School and will be attending the County College of Morris and majoring in Radiography. She would like to enter the medical field and have a career in performing diagnostic imaging examinations. Helping people in a hospital or in a private practice setting is her ultimate goal.

"The Passaic County Board of Realtors is proud to assist such fine young people who have altruistic goals and who are already wonderful members of the community," said Van Savage.



PHOTOS COURTESY OF THE PASSAIC COUNTY BOARD OF REALTORS

Scholarship recipient Amanda Titus, center, is pictured with Kelly Titus and Carol Van Savage.



Scholarship recipient Ketelyn Van Vlaanderen, second from left, is pictured with Carol Van Savage of the Passaic County Board of Realtors, left, and Vlaanderen family members, right.