

## Coldwell Banker Office Earns Achievement Award

The Westfield office of Coldwell Banker was recently presented with a Special Achievement Award for 13 straight years of award-winning sales performance.



Marilyn Kelly

The award trophy was presented to Manager Marilyn Kelly by Bruce Zipf, President, and Maureen Passerini, Senior Vice President of the greater New York region of Coldwell Banker, at the annual Awards Gala.

For 13 years, the Westfield office has been the number one office in Coldwell Banker's greater New York region, and is a perennial contender for the top ranking in the country, according to Mr. Zipf.

This year, the office ranked number one in Coldwell Banker's northeast region for total production, closed units and commission income. The office ranked number two in North America for total production and also for return on revenue.

The Westfield office also earned the company's Sales Growth Award, with a production increase of 79 percent

over the previous year. In addition, the production level of Coldwell Banker's Westfield office, based on listings sold and sales, also outnumbered all other offices on the Board of Realtors, Mr. Zipf explained.

Ms. Kelly credits the professionalism of her agents with the success the office has achieved. "A synergy builds when you have so many good people," she said. "Our Sales Associates are very proud of the success of our office, and have high standards and expectations of themselves and each other."

The Westfield office roster includes five Gold Level, 16 Silver Level and a total of 38 members of the New Jersey Association of Realtors Million Dollar Club.



**TOP PRODUCER...**Lois Berger, a Broker and Sales Associate with the Westfield office of Burgdorff ERA, ranked as number one producer in a company of over 600 sales associates for the month of February. Ms. Berger has been a Realtor in the Westfield area since 1977. She is a multimillion-dollar producer and is the Director of Sales Training for her office. She has also held many positions on the Westfield Board of Realtors, including Vice President.



CONGRATULATIONS...Carol Tener, pictured at right, of Burgdorff ERA's Westfield office, is congratulated by Jean T. Burgdorff, Chairwoman of Burgdorff ERA and a member of the New Jersey Real Estate Commission, on having received the New Jersey Association of Realtors (NJAR) Million Dollar Sales Club Silver Achievement Award. She was given the award for sales exceeding \$5 million in a year.

## Carol Tener of Burgdorff Is Silver Award Recipient

Carol Tener, a top producer in Burgdorff Realtors ERA's Westfield Office, recently earned the New Jersey Association of Realtors (NJAR) Million Dollar Sales Club prestigious Silver Achievement Award, for production exceeding \$5 million of business in a year.

Ms. Tener has been a member of the NJAR Million Dollar Sales Club every year since 1984, earning the Gold Achievement Award in 1992 and 1993 with more than \$10 million in business. In addition, she has garnered Silver Awards six other years. She has also received the NJAR Distinguished Sales Club Award, a

recognition of professional accomplishment for those who achieved the NJAR Million Dollar Sales Club for a minimum of 11 years.

She was additionally recognized as a member of Burgdorff's "Elite Group" at the Annual 1998 Awards Luncheon held at L'Affaire in February. As a result of her production in 1997, she was ranked 21 in the company out of over 600 sales associates.

Ms. Tener is a member in The Friends of the Westfield Symphony and the Junior League of Elizabeth-Plainfield. She has been a resident of Westfield for more than 30 years.

## Prudential Representatives Attend Fine Homes Forum

Marge Cuccaro and Bernadette Houston of Prudential New Jersey Realty's Westfield Office were among 150 realtors from the United States and Canada who attended the Fine Homes International Networking Reception on May 7 in New York City.

The international forum was hosted by The Prudential Real Estate Affiliates, Inc., a network of independently owned and operated North American real estate companies.

"The whole focus on the meeting concentrated on marketing strategies for upper-tier homes," explained Ms. Cuccaro, who specializes in luxury real estate properties in the Westfield area.

"It was enlightening to share the cutting-edge techniques that these Prudential Real Estate sales associates are using to attract international buyers," she remarked.

"From advertising properties in the Asian and European editions of *The Wall Street Journal*, to communicating with prospective buyers as

far as Malaysia on the Internet, Prudential Real Estate associates clearly are making it easier for affluent buyers from all over the world to shop for real estate," added Ms. Houston, who is the Manager of Prudential New Jersey Realty's Westfield office.

Ms. Cuccaro joined Prudential New Jersey Realty in 1994. She is the current Sales Associate of the Year in that office.

She is a Silver Level member of the 1997 New Jersey Association of Realtors' Million Dollar Sales Club and a member of Prudential's exclusive President's Circle, comprising the top 4 percent of the company's 38,000 agents.

She utilizes a target marketing program which reaches potential buyers for each of her listings, according to Prudential spokeswoman Pam MacKenzie.

For more information about Prudential's Fine Homes Program and Ms. Cuccaro's target marketing strategies call her at (908) 232-5664.

## Betty Lynch Is Recipient Of NJAR's Silver Award

Marilyn Kelly, Manager of the Westfield office of Coldwell Banker, has announced that real estate agent Betty Lynch has been inducted into the Silver Level of the New Jersey Association of Realtors (NJAR) Million Dollar Club.



Betty Lynch

The award, given to agents with sales in excess of \$5 million annually, was presented to Ms. Lynch during the Realtor Board's annual banquet in Mountainside. Her achievement ranks her in the top 1 percent of all Coldwell Banker Associates nationwide.

Ms. Lynch, who has earned the Silver Award more than a dozen times and the Gold Award twice for more than \$10 million in sales, closed in excess of \$9 million during 1997.

In addition, Ms. Lynch is a member of the NJAR's Distinguished Sales Club for recording high sales volume for more than 10 consecutive years.

"Betty's dedication is an inspiration to all of our agents," noted Ms. Kelly. "She is a true professional who understands exactly how to help each individual."

A 25-year veteran of the real estate field, Ms. Lynch stated that buying and selling residential real estate is

so emotional for people that sometimes they might not fully understand their own needs.

"I think many people today have the idea that they're buying their dream house. They don't expect their needs to change in a few years, and with the wisdom of my experience, I try to help them see a house not just as a place to live, but as a place to grow and to consider the investment potential," she said.

Ms. Lynch and her husband, Dan, are residents of the Sleepy Hollow area of Plainfield.

In total, 16 agents in the Westfield Office achieved Silver Level status in 1997. The office also had five Gold Level recipients, with 37 agents in all earning membership in the NJAR Million Dollar Club.

The office is located at 209 Central Avenue in Westfield. Ms. Kelly and Ms. Lynch may be reached by calling (908) 233-5555.



**BURGDORFF SILVER AGENT...**Realtor Bruce Elliott of the Westfield Burgdorff ERA office recently earned the Million Dollar Sales Club Silver Achievement Award from the New Jersey Association of Realtors. He also ranks in the top 10 percent of 27,000 ERA sales agents nationwide.