

featured agent

magazine



MARC
STEIN



MARC STEIN

It's hard to believe that real estate was once Marc Stein's "back-up plan." As the Broker Owner of Links Residential, he has grown his business from one small office where agents worked at folding tables, to three offices in just three years. But when you consider Marc's background, his rapid success is not surprising. "I was always an entrepreneur, starting from when I was in high school. I started my first business while in college. After selling to my partner, I worked on other businesses and decided to go into real estate during my junior year so I would have a back-up plan depending on where my businesses were going," Marc explains. "I worked part-time for the first three years and loved it so much I decided to make it my career. Being able to operate my real estate business as I wanted to fit right in with my entrepreneurial spirit."

Now Marc oversees three offices with approximately 40 agents who provide residential real estate services throughout North Jersey, with a special emphasis on Bergen County. He believes that, regardless of a transaction's price point, everyone involved should be treated like they're the most important person in the world. He works to instill that philosophy in his agents as well. "We are all here to help families achieve their goals when buying or selling a home. Helping them move on to the next chapter of their lives is truly rewarding."

Marc views his role as going far beyond what many agents may feel responsible for. "I am not one to just list and sell houses; rather, I am a broker who becomes my clients' project manager to make sure every detail is taken care of throughout the process



LINKS RESIDENTIAL

when buying and selling,” he explains. “At Links we designed a program to make sure all agents are project managers when working with clients to set goals, develop an action plan, and then execute it in every way.”

A hands-on broker, Marc also offers his agents the education and tools they need to succeed, as well as the wisdom he has gained during his years in the business. “There are many ups and downs throughout a transaction and as an agent, you need to learn to deal with it while staying calm and professional,” he says. “If things are not working out one way, then look at it from another angle and see if it will work another way; in the end you will succeed when you find the way to get the job done.” His advice expands beyond client relationships, and into dealing with

other real estate professionals as well. “I tell my agents that working in this business, all agents are competitors but we are also co-workers, so treat everyone as you would want to be treated,” Marc explains. “You never know when an agent will be working with you on another deal.”

Another reason clients love working with Marc is his ability to balance both the business and personal aspects of a real estate transaction. “We are dealing with people’s emotions and money so you need to be extremely sensitive, and be ready to deal with everything that comes with that,” he explains. “You need to have a lot of patience and listen to every client to really hear what he or she is looking for.”

That keen sense of understanding clients’ needs is



“We are all here to help families achieve their goals when buying or selling a home. Helping them move on to the next chapter of their lives is truly rewarding.”

on mid-rise and high-rise buildings where Links Residential will be the exclusive marketing, leasing, sales and management company at those properties. Our expertise and organizational structure are what gives them the confidence to use Links for all their projects.”

Marc gives back to the New Jersey real estate community by serving as a member of the Board of Directors for the Eastern Bergen County Board of REALTORS®, and the Board of Directors for the New Jersey Multiple Listing Service (NJMLS).

He is understandably proud of building a company that is well known throughout the state, and it makes him feel good to hear from others how much they like working with his agents. “What I love most about this business, more than anything, is my team,” he says. “I’m building the Links team by finding the best agents out there who don’t even know they’re the best yet. It’s exciting to be able to give them the tools and confidence to succeed and then seeing them happy when they have reached that success.”

helping Links continue to grow into additional sectors of the business. “I work with many builders, developers and investors. Being able to help them identify a property and decide its best use while understanding the costs associated with doing so keeps them coming back,” Marc explains. “In addition, we invite the developers into our offices to meet with our agents to help educate them on what buyers are looking for. We are also working with developers

MARC STEIN

BROKER OWNER / REALTOR® | LINKS RESIDENTIAL | BERGEN COUNTY, NJ
201.522.9733 | MARC@LINKSNJ.COM | WWW.LINKSNJ.COM