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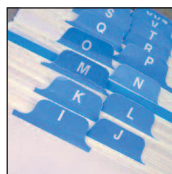
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Cover Story: Richard A. Zuber Realty is the largest independent locally owned and operated residential and commercial real estate organization serving clients throughout Berks, Montgomery, Chester, Bucks, Lehigh, and Lancaster counties.



10-13: A variety of gift giving options, dining, and services to help make your holiday unique and special.



27-31: Browse the Business Marketplace to grow your business, network, and keep your money local.

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RICHARD A. ZUBER REALTY, INC.

**Leadership, Teamwork, Diversified
Marketing and Personal Service
Produce Results for Local Commercial
and Residential Real Estate Clients**

There are a number of sound reasons why Richard A. Zuber Realty has distinguished itself as the largest independent locally owned and operated residential and commercial real estate organization in the region. Rich Zuber opened his first independent office on High Street in Pottstown in 1989. Since then, Zuber opened four additional offices in Boyertown, Royersford, Red Hill and Morgantown. This collection of neighborhood nerve centers allows local Zuber agents to conveniently serve clients throughout Berks, Montgomery, Chester, Bucks, Lehigh, and Lancaster counties.

Over the years, Zuber's experienced agents have successfully assisted thousands of real estate sellers and buyers — through good times and bad. Many independent realtors were absorbed by national companies or folded during the 2008-2014 recession that severely impacted the real estate market. Rich Zuber tapped into his vast experience and relentlessly positive outlook to sustain, support and inspire the best real estate team in the business. Combined with a pragmatic approach to marketing, the Zuber team continues to succeed where other independent realtors have fallen by the wayside.

Zuber cites professional, one-on-one service to clients through individual contact — a visit or phone call — as the common thread for his company's success. "Even as we grow and find the benefits of technology very exciting, we realize that the personal service we provide is our trademark and what really matters to our clients" he said. "Some things never change. Our motto, 'We Work for You', is as true and valued today as ever." That goes for both buyers and sellers served by the Zuber team.

"Our team is second to none," Rich Zuber says. "They are top notch. They take pride in the profession of real estate. They understand what it means to be a professional in this industry, and spend the time with clients. That's what makes the difference, along with experience. Nothing can replace experience in the real estate market. When we have new people come in, we train them by using the experience of the people who have been here," he said.

Rich Zuber has been instilling positive character traits in young people for 25 years, through his active involvement with youth baseball programs. Following his lead, Zuber Realty agents are dedicated to community service. The company's management style offers training, professional development and support for all agents, the flexibility offered through a trained and experienced office support staff, and the opportunity to take advantage of Zuber's assorted creative marketing services.

By listing with Zuber, your property is made available to thousands of sales agents



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

RICHARD A. ZUBER



through Zuber's extensive marketing strategy. In order to sell your home or commercial property at the best price in a minimum amount of time, Zuber puts together a personalized marketing plan. The resulting advertising campaign ensures maximum exposure utilizing everything from print publications to Open Houses to Internet and mobile marketing to local cable television ads.

"We want folks to know that we offer every marketing tool and technological advantage our corporate competitors offer, and more," Zuber said. "We emphasize a diversified marketing plan, mixing what works, and it doesn't matter if it's new, or been existing, it's all about does it work? We talk to our sellers and buyers. We ask them questions. How did you get to us? Why did you get to us? How are you looking for us to market your property? You have to get the input from the market," he said.

"We want folks to know that we offer every marketing tool and technological advantage our corporate competitors offer, and more."



Through research, Zuber has determined the optimal use of video and slide presentations to market properties via YouTube, community television, and www.zuberrealty.com. "You don't want to have too many pictures or too few pictures in either a video or slide presentation," he explains. "A prospective buyer will decide, in a 30 second to two-minute time frame, if they'll like a house and go any further with it."

While some realtors piggyback on free websites to market properties, those websites don't always update information like a price reduction in a timely fashion, if at all. Zuber's website (www.zuberrealty.com) is maintained to be current and comprehen-

sive, with each agent having the ability to customize their own site, one of several effective marketing tools utilized by Zuber agents.

"Technology is important, because we find out through research that 60-65 percent of people search for real estate using their mobile device," Zuber said. "We have emphasized that in our implementation of new technology and our website. But there are other things that we have determined to work also. I use a certain amount of print

advertising. I take a full page in the *Route 422 Business Advisor*, not because I've got an ego and I want to look at a full page. I do things that work. People pick up *Route 422 Business Advisor*, and there's a full page of commercial real estate listings from Zuber. I will get calls, inquiries into things, and will also get listings as a result of it," he said. "The point that I'm making is we emphasize diversity of our marketing plan," Zuber continued. "We survey

what works, and we also review it with the sellers and buyers, and that's how our marketing plan is developed."

They say a company takes on the character of its leader. That is certainly the case with Richard A. Zuber Realty. Richard Zuber is a leader with a proven track record of success and accomplishment, in business, and in community service, evidenced by taking his Pine Forge baseball team to the Senior Babe Ruth World Series this past year. He leads by example. He walks the walk and talks the talk. He is licensed to operate in all of the company's divisions.

(Continued on page 8)

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COVER STORY

(Continued from page 7)

"That's very, very important that people see that you're in the trenches with them. That's what I love to do. Therefore, that's what we all should be doing, is talking to people, and helping them solve their problems," he said. "When I get up in the morning, I wake up with a positive attitude. And I will not let anybody tear it down. I figure if I can offset someone's negativity by remaining positive, I'm going to accidentally make his or her day better. That is what I try to do. I continue to remain positive about everything that is around me."

Rich Zuber has built what is arguably the best real estate team in the region by inspiring his agents and staff with his dynamic personality, his can-do attitude, his tireless work ethic, his seasoned advice, and his ability to connect with everyone he comes into contact with. "I love that feeling of making decisions when the pressure is on," Zuber said. "I love it in business. I love it in sports. It's part of me because I've gone through it. I never talk about winning to my team. I never say we've got to make this sale or get this listing. That's not a form of motivation. A form of motivation is caring about the individual. Caring about the sales person. Caring about the support staff."

That applies to the customer as well. "The personal touch is of the utmost importance," Zuber emphasizes, "because we have gone into a technology world, and that's all well and good. But when you are dealing with somebody's most valuable asset, an email or a text is not enough. I do this personally. I know my agents do this. We pick up the telephone. We make a phone call and tell them an update. You

send them information over a week's time, and that's fine. That's what you should be doing. But then you have to pick up the phone and verbally reiterate everything that you have done. Without that, I think as agents in the industry, you lose something. We tell our clients that we want to be talking to you, because we need to stay in constant contact or we won't get your property sold."

A collective positive attitude and commitment to personal service, and a proven marketing approach continue to set Richard A. Zuber Realty's organization above any in the area. Sellers who choose Zuber benefit from a detailed, specific and time-tested strategy that helps quickly connect sellers with the right buyers.

More than just a real estate company, the Zuber Realty organization offers seller and buyer brokerage for both residential and commercial real estate, as well as title insurance through Manatawny Land Transfer, appraisal services through TriCounty+ Appraisal, a full range of insurance services through Zuber Insurance, a Property Management division, and expertise regarding commercial properties through Zuber Commercial.

Whether you are in need of commercial or residential real estate service, or both, please contact Richard A. Zuber Real Estate, and make them your team of professionals. Visit Richard A. Zuber Real Estate online at www.zuberrealty.com. Offices in: Boyertown 610.369.0303; Pottstown 610.326.7300; Springford 610.948.7300; Red Hill 215.679.0303; and Morgantown 610.286.3032.

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online at www.zuberrealty.com**

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Boyertown's 150*

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What grading or elevation needs to be shown?	How much does a Building Permit Plan cost?

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We offer many other services, including:

- Subdivision/Land Development Design
- Environmental Permitting
- Hydraulic Load Testing
- On-site Sewage Disposal System Inspections
- Boundary Surveys
- Wetland Investigations

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BE SURE TO ASK THESE IMPORTANT QUESTIONS!

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What is a septic tank?	

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