

COLDWELL BANKER HOSTS FIRST NORTH REGION AGENT PANEL AND ATTORNEY ROUNDTABLE

By [Kevin Guhl](#), Business | Jun 22, 2012 2:20 pm ET

WASHINGTON TWP., N.J. – The North Region of [Coldwell Banker Residential Brokerage in New Jersey and Rockland County, N.Y.](#) recently sponsored an Agent Panel and Attorney Roundtable Event at Seasons in Washington Township (Bergen County). The panelists were Coldwell Banker agents Joshua Baris, William "Bill" Boswell, James Collins, Jessica Rojas and Orly Steinberg, who discussed ways to increase real estate business in today's challenging market using technology, techniques and online marketing strategies. Attorney Robert Silber discussed the hot real estate topic of underground oil tanks.

"I want to thank all of our speakers for sharing their time, invaluable knowledge and secrets to success with all of our attendees. It made our first agent event as the North Region a huge success," said North Region Vice President Tracy Devine. The company's North Region was formed in January 2012 and includes Bergen, Hudson, Northern Morris, Passaic and Rockland counties.

[Joshua Baris](#), from Coldwell Banker in Fort Lee, discussed "Tools and Technology for Success." Baris has a successful track record of utilizing social media and online marketing to sell homes. He was ranked as the #4 top performer in his office for 2011.

[William "Bill" Boswell](#) spoke on the topic of "Properly Pricing" homes to be competitive in the real estate market. Boswell maximizes the use of technology in his business and recently moved to the Franklin Lakes office to expand his presence in the luxury home market.

[James Collins](#) of Coldwell Banker in Alpine/Closter has been with company for 15 years and specializes in new construction and high-end residential properties in Bergen and Rockland counties. He presented "The Art of Showing a Home."

[Jessica Rojas](#) of Coldwell Banker in Clifton discussed building a successful business. Rojas entered real estate three years ago with a background as a paralegal specializing in real estate and a mortgage broker. Rojas, who is bilingual in English and Spanish, recently obtained her real estate broker's license.

[Orly Steinberg](#) of Coldwell Banker in Ringwood has long been one of the company's top-producing agents and ranked #4 in 2011 based on total transactions. Steinberg, who has been featured locally and nationally as a real estate and motivational speaker, discussed "Maintaining a Consistent Business."

[Robert Silber](#) has been practicing law for 21 years in Englewood with a concentration in real estate. He works closely with Coldwell Banker Residential Brokerage's offices in Bergen County. Rob discussed dealing with underground oil tanks and how to navigate to a successful closing.

In addition , [John Keeler](#) of Coldwell Banker in Wyckoff was the winner of an iPad drawing sponsored by [NRT Title Agency](#).

Coldwell Banker Residential Brokerage in New Jersey and Rockland County, New York, a leading residential real estate brokerage company, operates more 58 offices with more than 3,000 sales associates serving all communities from Rockland County, N.Y. to Monmouth County, New Jersey. Coldwell Banker Residential Brokerage in New Jersey and Rockland County, N.Y. is part of NRT LLC, the nation's largest residential real estate brokerage company.

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