

TOP AGENT

MAGAZINE

Patty Ratner



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Four years ago, Patty Ratner decided to make a career change by getting into real estate. But it may be surprising to learn that Patty has had multiple career paths in her life, including running her own retail business, working as an accountant and as a counselor for juvenile delinquents. Although none are related to her current position, her interpersonal and business skills were strengthened and refined through them. She has now settled into her current path with Weidel Realtors and couldn't be happier.

“When I was married, my husband and I moved around a bit, and that's what sparked my interest in real estate. I loved looking at houses and decorating,” she explains. Serving Hunterdon, Somerset and Warren Counties in New Jersey, Patty spent two years making connections with her community and learning all that she could. “For the first two years, my main focus was on making



connections and educating myself. I have a lot of designations.”

Patty has designations as a Certified Distressed Property Expert (CDPE), Short Sales and Foreclosure Specialist (SFR), Senior Real Estate Specialist (SRES), Accredited Buyers



Representative (ABR) and as a Real Estate Divorce Specialist. It was this last designation that helped her become her community's go-to REALTOR® for divorce-related property sales. Only a handful of people in the state have this certification, and Patty strengthens her credentials

in this segment by being a member of the International Academy of Collaborative Professionals.

“So I have a whole referral base with them, but I already had a lot of divorce cases before that, too,” she says. This may be because Patty has



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been through a divorce herself, and understands how painful the experience can be. Her goal is to make any client she works with feel comfortable and cared for, even when they aren't going through a divorce.

“I do my marketing a bit differently than other agents because I don't focus so much on social media or online presence. I contact people through email, but I also make a lot of phone calls, face-to-face meetings, and letter mailing. This year I did all of my Christmas cards by hand. I try to make things personal so I can develop trust,” she says. This has worked quite well for Patty,



as last year she was the top producer in her office, and this year she was in the Circle of Excellence, doing almost \$5 million in sales.

Aside from developing trust with her clients, she is also marketing herself through involvement in various organizations in the community. She is the Co-Chair of the Hunterdon County Mental Health Board, having

attained a degree in psychology. She is also a board member for nonprofit Volunteer Guardianship One on One, an organization that trains people to care for wards of the court when they do not have family or friends to manage their affairs. In addition to that, she is on a financial advisory board for a local investment business and an associate of the Collaborative Divorce Group in Hunterdon.



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It is undoubtable that Patty is thriving in her career, and she hopes to continue to help people change their lives through real estate. “I like meeting the people and helping people. I’m one of those helper-type personalities. Buying or selling a home can be very stressful for people, and I like to be there for them to make it easier.”

For more information about Patty Ratner
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