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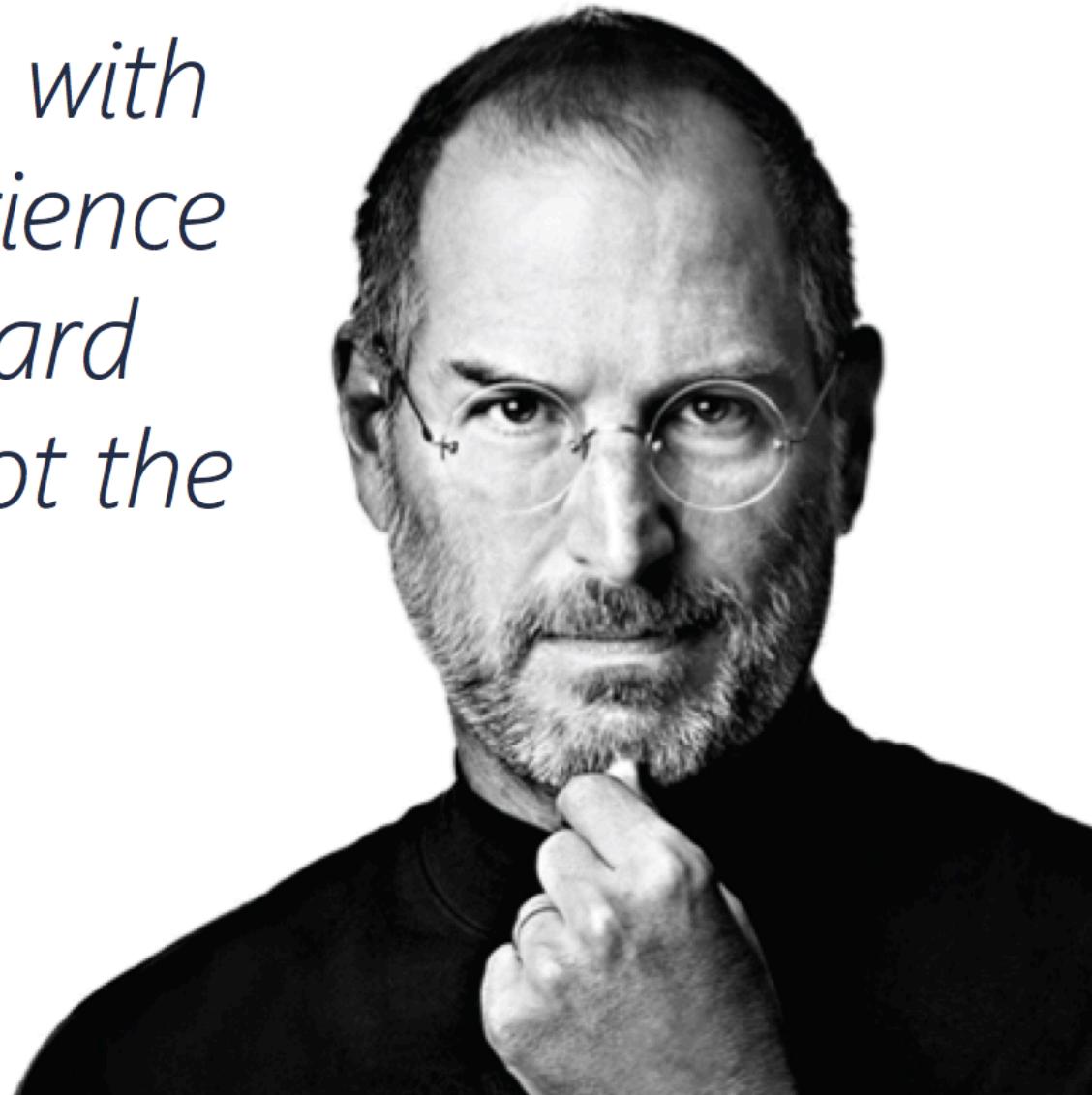
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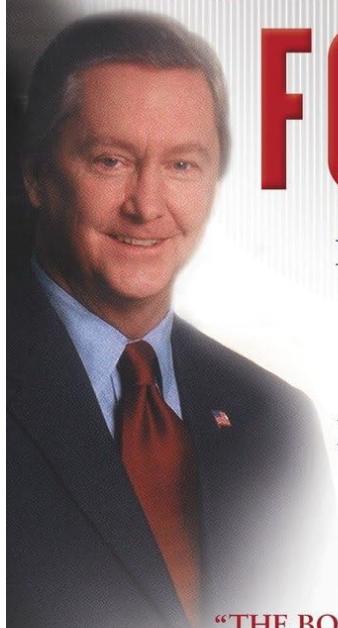
*"You've got to start with
the customer experience
and work back toward
the technology – not the
other way around"*

Steve Jobs



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CUSTOMERS FOR LIFE

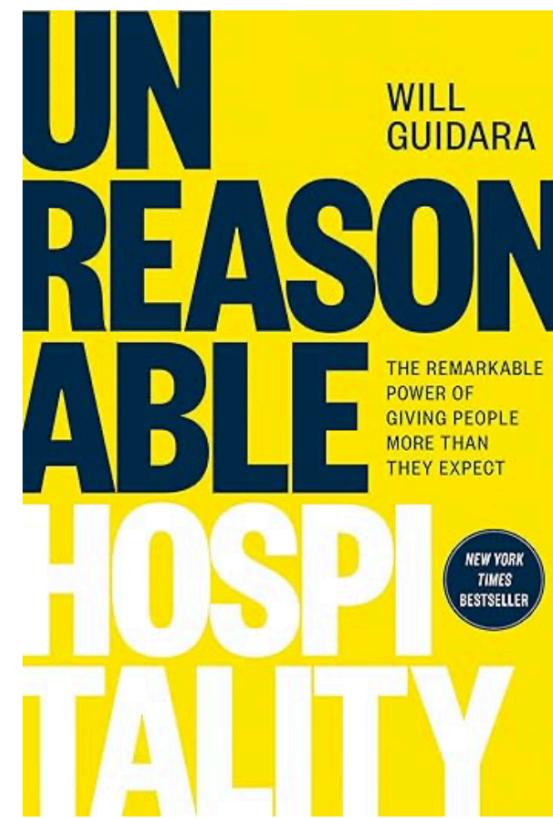


HOW TO TURN THAT
ONE-TIME BUYER
INTO A
LIFETIME CUSTOMER

“THE BOOK OF THE YEAR.

I cannot imagine any business or businessperson who could not benefit
from this book...it could invigorate any enterprise.” —Tom Peters

CARL SEWELL
AND PAUL B. BROWN

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Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect

Hardcover – October 25, 2022



by [Will Guidara](#) (Author)

4.8  4,398 ratings

#1 Best Seller in [Hospitality, Travel & Tourism](#)

[See all formats and editions](#)

The must-read *New York Times* bestseller that's redefining hospitality and inspiring readers in every industry.

- Featured in FX's *The Bear* and Showtime's *Billions*
- JP Morgan NextList Pick

Will Guidara was twenty-six when he took the helm of Eleven Madison Park, a struggling two-star brasserie that had never quite lived up to its majestic room. Eleven years later, EMP was named the best restaurant in the world.

How did Guidara pull off this unprecedented transformation? Radical reinvention, a true partnership between the kitchen and the dining room—and memorable, over-the-top, bespoke hospitality. Guidara's team surprised a family who had never seen snow with a magical sledding trip to Central Park after their dinner; they filled a private dining room with sand, complete with mai-tais and beach chairs, to console a couple with a cancelled vacation. And his hospitality extended beyond those dining at the restaurant to his own team, who learned to deliver praise and criticism with intention; why the answer to some of the most pernicious business dilemmas is to give more—not less; and the magic that can happen when a busser starts thinking like an owner.

Today, every business can choose to be a hospitality business—and we can all transform ordinary transactions into extraordinary experiences. Featuring sparkling stories of his journey through restaurants, with the industry's most famous players like Daniel Boulud and Danny Meyer, Guidara urges us all to find the magic in what we do—for ourselves, the people we work with, and the people we serve.

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& Break Bad Ones



James Clear

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14 Peaks: Nothing Is Impossible

2021 · TV-MA · 1h 41m

[Mountain Adventure](#)[Sports Documentary](#)[Adventure](#)[Documentary](#)[Sport](#)

Fearless Nepali mountaineer Nirmal Purja embarks on a seemingly impossible quest to summit all 14 of the world's 8,000-meter peaks in seven months.

Director [Torquil Jones](#)

Writers [Gabriel Clarke](#) · [Gabriel Clarke](#) · [Torquil Jones](#)

Stars [Nirmal Purja](#) · [Suchi Purja](#) · [Klára Kolouchová](#)

[IMDbPro](#) See production info at [IMDbPro](#)

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What Do Sherpas Specifically Do?

1. Load Carrying & Transportation

- Sherpas transport **food, oxygen tanks, ropes, tents, and other essential gear** up the mountain.
- They carry much heavier loads than regular climbers, often **50-80 pounds (22-36 kg)** at high altitudes.

2. Route Preparation & Fixing Ropes

- Before climbers arrive, Sherpas **set up ladders, fix ropes, and create safe paths** through dangerous sections like the **Khumbu Icefall on Everest**.
- They establish **camp sites** at different altitudes, ensuring climbers have a place to rest.

3. Providing Climbing Assistance

- They help **set up tents, cook meals, melt snow for drinking water, and ensure climbers have supplies** at each camp.
- If a climber struggles with altitude sickness, Sherpas provide **immediate assistance, guide them down, or call for rescue**.

4. Guiding & Navigation

- Their experience allows them to **predict weather changes, recognize hazards, and make life-saving decisions**.
- Many Sherpas serve as **personal guides**, ensuring climbers stay on the safest route.

5. Rescue & Emergency Support

- If climbers fall ill, get injured, or run into extreme weather, Sherpas **help with evacuations** and sometimes carry climbers down the mountain.
- Some are **trained in first aid** and can administer basic medical care.

6. Acclimatization & Altitude Support

- Since Sherpas **naturally have a higher lung capacity and oxygen efficiency**, they help climbers **adjust to extreme altitudes** by setting a steady pace and sharing their experience.

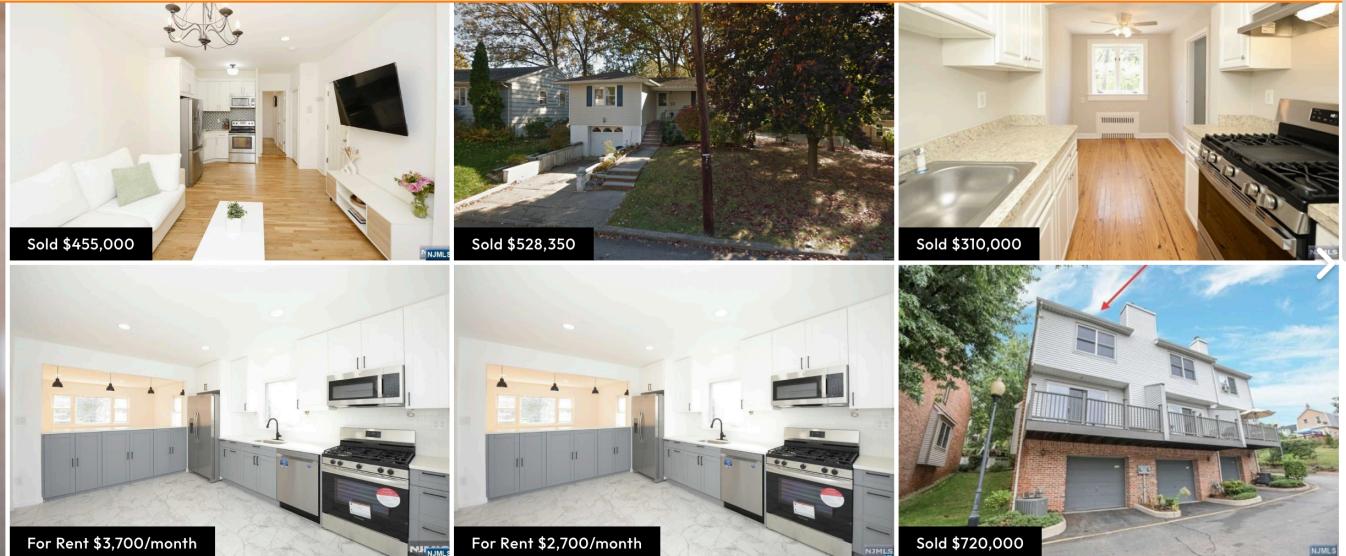
Why Are Sherpas So Important?

- Without Sherpas, most climbers **would not be able to carry enough gear or safely navigate** the extreme conditions.
- Their deep understanding of the mountains **prevents accidents** and increases the **success rate** of expeditions.
- Even elite climbers rely on **Sherpas' skills, endurance, and decision-making** to survive in the **death zone** (above 8,000 meters / 26,247 feet).

Sherpas are the **unsung heroes of high-altitude mountaineering**, often taking **more risks than the climbers they guide** while receiving far less recognition.

When I'm rewriting a bio, I ask ChatGPT to:

- Highlight the person's unique value and expertise
- Add wit and personality to make it engaging
- Emphasize credibility through awards, roles, and accomplishments
- Show how they solve problems in today's market (especially tight inventory or competitive environments)
- Include a light fear of loss to create urgency
- Tailor it for the intended audience (website, LinkedIn, pitch deck, etc.)



Nicola Esposito

Ridgewood, NJ
Gilsenan & Co.

33 Closed Sales

\$19.4M Total Value

\$18 - \$3M Price Range

\$588.2K Average Price

Prior five years



(845) 327-2052

Nicola, I'd like to learn more about
your real estate services.

Send a Message

Connect with Agent

About Nicola

Nicola Esposito became a realtor in 2014 and joined Gilsenan and Company the same year as a full-time Realtor. With a Bachelor of Music Degree from Berklee College of Music and a background in hospitality, Nicola offers a unique perspective of the Real Estate industry. Servicing both Residential and Commercial Real Estate, Nicola was awarded the Circle of Excellence Sales Award 2018-2022.

In 2017, Nicola was nominated to serve on the Board of Directors of Real Source Association of Realtors and as Chairperson to the Young Professionals Network Committee in 2018 and 2019. He previously served on the Technology Committee at the New Jersey Multiple Listing



PROPERTIES ▾ COMMERCIAL ▾ BUYERS ▾ SELLERS ▾ WHAT'S MY HOME WORTH? OUR PRO

Nicola Esposito

Realtor



Phone: 201-445-1600
Cell: 201-394-7094

Ridgewood Office
219 E. Ridgewood Avenue
Ridgewood, NJ 07450
Languages:
English

Contact me

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Nicola Esposito became a Realtor in 2014 and joined Gilsenan & Company the same year as a full-time Realtor. With a Bachelor of Music Degree from Berklee College of Music and a background in hospitality. Nicola offers a unique perspective of the Real Estate industry. Servicing both Residential and Commercial Real Estate, Nicola was awarded the Circle of Excellence Bronze Award in 2016 and the Silver Award in 2018.

In 2017 Nicola was nominated to serve on the Board of Directors of Real Source Association of Realtors, and selected as Chairperson to the Young Professionals Network Committee in both 2018 and 2019. Nicola previously serves on the Technology Committee at the New Jersey Multiple Listing Service and is now a Director of the Greater Bergen Realtors Association. Nicola holds the SRS Designation from the National Association of Realtors. He is a member of the New Jersey Multiple Listing Service, the Hudson County Multiple Listing Service and the Garden State Multiple Listing Service.

Nicola Esposito: Your Secret Weapon in a Real Estate Market That's Running on Empty

In a market where **inventory is tighter than skinny jeans after Thanksgiving**, you need more than just an agent—you need a **strategist, a connector, and a deal-maker** who knows how to deliver results when homes are scarce and competition is fierce. Enter **Nicola Esposito**—award-winning Realtor, hospitality-trained negotiator, and yes, a Berklee College of Music grad who hits all the right notes when it comes to buying or selling property.

Nicola became a full-time Realtor in 2014 with Gilsenan & Company and has been a **standout performer in both residential and commercial real estate** ever since. He quickly climbed the ranks, earning the **Circle of Excellence Bronze Award in 2016** and **Silver in 2018**—not for luck, but because **he knows how to find opportunities when others see dead ends**.



Why Buyers & Sellers Can't Afford to Miss Out on Nicola:

In Low Inventory Markets, He Finds Hidden Inventory

Homes aren't exactly growing on trees these days. But while others are refreshing Zillow like it's a slot machine, Nicola is **leveraging his deep MLS access (he's a member of THREE: NJMLS, Hudson County, and Garden State)**, his local connections, and his **reputation among fellow agents to uncover listings before they hit the market**.



Commercial & Residential? He Handles Both.

Whether you're upgrading your home or expanding your business footprint, Nicola has the expertise, tools, and market savvy to **navigate both worlds with ease**.

Hospitality Background = Unmatched Client Experience

Nicola's hospitality roots make him the kind of agent who knows how to **anticipate your needs before you say a word**. From first showing to final signature, his service is white-glove, five-star, and stress-free.

Music Degree, Master of Timing

A Berklee-trained musician doesn't just know harmony—they know **when to move, when to pivot, and how to orchestrate the perfect offer** in a competitive market.

Deeply Connected, Highly Respected

Nicola doesn't just play in the industry—he **helps lead it**. He's served on the Board of Directors for Real Source Association of Realtors, chaired the Young Professionals Network twice, sat on the NJMLS Tech Committee, and is now a **Director of the Greater Bergen Realtors Association**. When he speaks, people listen—and **that means doors open faster for you**.

Designated Expert (Literally)

He holds the **SRS designation (Seller Representative Specialist)** from the National Association of Realtors—a badge of honor that proves he **knows how to maximize your equity and protect your bottom line**.

Fear of Loss? You Should Have One.

-  In this market, hesitation = losing the home of your dreams.
-  Overpricing your property? Expect crickets. Nicola gets sellers real offers, fast.
-  Waiting for "the perfect time"? Spoiler alert: It was yesterday.

Bottom Line:

Nicola Esposito isn't just a Realtor—he's **the edge you need in an inventory-starved market**. With his award-winning expertise, unbeatable network, and one-of-a-kind approach, **he doesn't just close deals—he makes them happen**.

-  **Reach out before your dream home becomes someone else's success story.**

Nicola Esposito: Your Real Estate Sherpa—Because Mount Everest Has Nothing on This Market!

Buying or selling a home is a lot like climbing a mountain—**dangerous if you don't have the right guide!** That's where **Nicola Esposito** comes in. Like a **Sherpa leading climbers up Everest**, he expertly **navigates the treacherous terrain of real estate**, ensuring you **don't fall into hidden pitfalls, overpay for a home, or get buried under a mountain of paperwork**.

Why Nicola?

- ⛰️ **Unmatched Market Expertise** – He knows every peak, valley, and shortcut in the real estate world. Want the best deal? He's already scouted the route.
- 🎒 **Carries the Load for You** – Listings, negotiations, contracts? **He hauls the heavy lifting**, so you can enjoy the journey.
- 🚧 **Risk Reduction Master** – Just like a Sherpa wouldn't let you walk off a cliff, **Nicola makes sure you don't make costly mistakes** that could haunt you for years.
- 💨 **Faster Than the Competition** – In this market, speed matters. **Hesitate, and someone else snatches your dream home.** Nicola makes sure you **stay ahead of the pack**.

Fear of Loss? Here's the Truth:

Not working with Nicola means:

- ✗ **Overpaying** because you didn't see the red flags.
- ✗ **Missing out** on the best properties because you didn't have the inside scoop.
- ✗ **Drowning in paperwork** while your dream home slips away.

Whether you're buying, selling, or just **climbing the mountain of homeownership**, Nicola is the guy who gets you to the summit—safely, successfully, and with zero oxygen tanks needed. 

 **Moves Faster Than the Competition** – In this market, waiting too long to make a move means watching **Karen from accounting** snag your dream home while you “think about it.” Nicola makes sure you **stay ahead of the pack**—because hesitation in real estate is just another way to say, **“I’d love to pay more later.”**

Want to See What Happens When You Don’t Hire Nicola?

- ✗ You overpay for a house that “just needs a little TLC” (translation: a full demolition).**
- ✗ Your dream home is sold to someone else because you blinked.**
- ✗ You get buried under a mountain of paperwork, wondering why real estate is more complicated than NASA launching a rocket.**

Hire Nicola. Save Money. Keep Your Sanity.

You have two choices: **climb the mountain of home buying alone and hope for the best, or hire Nicola and actually make it to the summit—without financial frostbite.**



FRANCES BLAKELY

#9232061

RE/MAX SELECT

[Write FRANCES BLAKELY's 1st review](#)

[Write FRANCES BLAKELY's 1st recommendation](#)

About FRANCES BLAKELY

Broker Associate with almost 20 years of Real Estate experience in Northern New Jersey!

RE/MAX Hall of Fame Award Winner

RE/MAX 100% Club

New Jersey Association of REALTORS® Distinguished Sales Club Member

NEW Jersey Association of REALTORS® Member

RealSource Association of REALTORS® - Member

Chairperson, RealSource Association of REALTORS® Community Service Committee - January 2010
- December 2011

New Jersey Monthly - 5 Star REALTOR® Award

Human Resources Liaison - RE/MAX HomeTowne Realty

Bachelor of Arts Degree - Business Education
Montclair State College - graduated Cum Laude

Frances Blakely: The Real Estate Powerhouse Who's Seen It All (And Still Makes It Look Easy)

Buying or selling a home in **Northern New Jersey**? You could roll the dice with just any agent, or you could work with **Frances Blakely**—a **battle-tested, market-savvy, negotiation-sharpened expert** who's been winning real estate deals for nearly **20 years**.

Frances has **navigated every kind of market—booms, busts, bidding wars, buyer's markets, and interest rate rollercoasters**—and she **still gets her clients the best deals**. Why? Because while other agents are panicking, she's **calmly strategizing your next move** over a cup of coffee (and probably predicting what the market will do next).

Oh, and speaking of coffee—**she knows the market like your favorite barista knows your order**. Whether you're looking for a **"trendy fixer-upper with character"** or need to sell at **top dollar, fast**, Frances makes it happen—**without the bitter aftertaste**.

Why Frances?

 **Market Mastermind & Economic Jedi** – She's survived and thrived through **every type of market shift**—which means she knows **how to pivot, strategize, and make the market work for YOU, no matter what's happening**.

 **Smarter Than Your Average Agent (Literally)** – Frances graduated **Cum Laude** from Montclair State with a **Business Education degree**, meaning she's not just experienced—**she's a numbers person, a strategist, and a deal-maker** all rolled into one.

 **Negotiation Genius (Who's Seen Every Trick in the Book)** – Think you'll get out-negotiated? Not with Frances. Whether she's **winning a bidding war for buyers or getting top dollar for sellers, she plays chess while others are playing checkers**.

 **Marketing That Actually Sells** – Selling a home? Frances **doesn't just throw it online and hope for the best**. She markets your property like a **Fortune 500 company launching a new product**—strategically, aggressively, and with **serious buyer interest from day one**.

 **Less Stress, More Winning** – Real estate can feel like a **high-stakes, caffeine-fueled reality show**. But with Frances? **You're in good hands**. She handles the details, the paperwork, and the surprises—so you can just **enjoy the victory lap when it's done**.

What Happens If You Don't Hire Frances?

-  **Your dream home gets scooped up by someone with a better agent.**
-  **Your listing sits while other homes are flying off the market.**
-  **You end up overpaying, under-selling, or just wishing you had called Frances first.**

The Bottom Line:

Frances Blakely isn't just a real estate agent—she's **your secret weapon**. With **unmatched market knowledge, decades of experience, and negotiation skills sharper than your favorite espresso shot**, she ensures that your **buying or selling experience is profitable, smooth, and dare we say... enjoyable?**

 **Don't just hope for the best—hire the best. Call Frances today!** 

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James Arakelian, Oradell, NJ Real Estate Associate

James Arakelian · Associate · About · Awards. Office Address: **297 Kinderkamack**

Rd. Oradell, NJ 07649. About Me. I truly love listing and selling real estate!

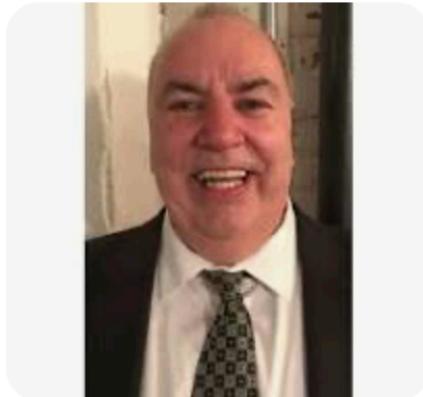


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Direct: (201) 394-2700

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RE/MAX Real Estate Limited

James Arakelian

Associate

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[Awards](#)

Office Address:

**297 Kinderkamack Rd
Oradell, NJ 07649**

About Me

I truly love listing and selling real estate! Coming from a profession (law enforcement - special operations) that usually caused me to deal with the negatives in life to selling real estate - dealing with life's positives. Well, that say's it all! Call me today!

James Arakelian: The Real Estate Power Broker With Connections, A Badge, and a Sick Sense of Humor

If buying or selling a home feels like **trying to assemble IKEA furniture without instructions**, you're in luck—because **James Arakelian** is the guy who keeps things **calm, strategic, and ridiculously smooth**.

A **retired Bergen County Sheriff**, James knows **how to handle high-stakes situations, outmaneuver challenges, and close deals under pressure**—all while keeping you laughing through the process. He's not just your agent; he's your **real estate bodyguard**, making sure you never fall into a bad deal, overpay, or get buried in bureaucracy.

Why James?

 **Market Mastermind** – Some agents just list homes. James **strategizes, positions, and executes with precision**—so you either **get the best deal or leave your competition in the dust**.

 **Sheriff-Turned-Deal Closer** – If he could handle criminals, courtrooms, and high-pressure decisions for Bergen County, you better believe **he can handle tough negotiations, stubborn buyers, and overpriced listings**.

 **Deep Political Ties = More Leverage for You** – Need a deal smoothed over? Zoning approvals? Fast-tracked paperwork? James' **political connections and insider knowledge** open doors most agents don't even know exist. **When others hit red tape, James cuts through it like a pro.**

 **Sick Sense of Humor = No Stress for You** – Real estate can be nerve-wracking, but with James, you'll be **laughing your way through the process**. He turns the chaos into comedy—**so instead of sweating, you're enjoying the ride**.

 **Connections That Work for You** – Buying? **He'll find the hidden gems before they hit the market**. Selling? **He'll get your home in front of the right buyers—fast**. And thanks to his **network of lenders, inspectors, and deal-makers**, your transaction moves **quickly and painlessly**.

What Happens If You Don't Hire James?

-  **You overpay for a house that needed "just a little work" (translation: a full demolition).**
-  **Your dream home gets snatched up by someone with a smarter agent (hint: they hired James).**
-  **You get buried in paperwork while your deal drags on longer than a bad crime drama.**

The Bottom Line:

James Arakelian isn't just another agent—**he's your best asset in this market**. If you want a **well-connected, battle-tested, and seriously hilarious** real estate experience, call James before your competition does.

 **Don't wait—lock in your real estate sheriff today!** 

James Arakelian: The Real Estate Power Broker You Want on Your Side

If buying or selling a home feels like navigating a maze **blindfolded while juggling chainsaws**, you're not alone. That's why you need **James Arakelian**, a real estate expert with **insider knowledge, political connections, and a sixth sense for getting deals done**.

Whether you're **buying your dream home or selling for top dollar**, James brings **strategy, savvy, and a well-connected Rolodex** that gives his clients an **unfair advantage in the market**.

Why James?

 **Market Mastermind** – James knows the real estate game inside and out. He doesn't just find houses; he **finds opportunities**—before everyone else does.

 **Negotiation Ninja** – He doesn't "hope" for the best deal; he **makes it happen**. Whether it's winning a bidding war or getting sellers top dollar, James plays chess while others play checkers.

 **Deep Political Ties = More Leverage for You** – Need a deal smoothed over? Zoning approvals? Fast-tracked paperwork? James' **extensive political network** opens doors most agents don't even know exist. **When others hit red tape, James turns it into a red carpet**.



John Johnson · 3rd

President

Montvale, New Jersey, United States · [Contact info](#)

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WELLINGTON REAL ESTATE



New York University

About

Real Estate Developer and Asset Manager dedicated to the highest standards of client service. Our goal is to manage, meet and exceed client expectations.

John Johnson — President, Wellington Real Estate

Market Maker. Opportunity Hunter. Leader Who Always Has the Next Move Lined Up.

In a market this tight, you don't need just a real estate professional—you need someone who can **create opportunities when it looks like there aren't any**. That's **John Johnson**, President of **Wellington Real Estate**, and the strategic mind behind some of the **biggest real estate wins in NY and NJ over the last 16 years**.

As the principal of a firm dedicated to high-impact commercial development and asset management, John has **led over \$170 million in new ventures**, including the acquisition, approval, and development of a **30-story luxury condo on Manhattan's Upper East Side**. Add in **\$10 million in project management** and a proven track record of **\$170 million in brokerage transactions**, and you start to get the picture: **This isn't a guy who plays the game—he builds the board**.

What Makes John Johnson Invaluable (Especially in a Market With No Margin for Error)

He Doesn't Wait for the Market—He Moves It.

John doesn't follow trends—he **sets them**. In low-inventory environments where most players are just waiting for something to hit the MLS, **John is already 10 steps ahead**, lining up approvals, negotiating off-market deals, and unlocking value before others even know it exists.

Big Numbers. Bigger Vision.

From 30-story towers in Manhattan to multimillion-dollar renovations across the tri-state area, **John's leadership turns complex, high-stakes projects into streamlined success stories**.

Brokerage + Development = Unfair Advantage

Very few people can see both sides of a deal. John can **build it, manage it, and broker it**—which means he's **three steps ahead** of anyone just playing one role.

Strategic Thinking That Makes the Impossible, Possible

His ability to **navigate regulatory hurdles, zoning laws, design constraints, and development approvals** means that while others are stuck in red tape, **John's projects are already rising from the ground**.

Here's the Fear of Loss You Need to Hear:

-  **If you wait to see what John's doing, you're already too late.**
-  **If you don't partner with him, your competition probably will.**
-  **If you're not building your next move with someone like John, you're reacting while others are scaling.**

Bottom Line: Leadership You Can't Afford to Miss

As President of Wellington Real Estate since 2009, John has proven—project after project—that he doesn't just thrive in challenging markets... **he dominates them**. Whether it's development, investment, or brokerage, he brings **clarity, creativity, and serious firepower** to every deal.

 **Looking for your next big win in a market with no room for mistakes? You better talk to John before your competitors do.**

HOWARD HANNA

RAND REALTY

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lisa.comito@randrealty.com

Old Tappan

[Contact Me](#)

Greetings and a hearty welcome to Howard Hanna | Rand Realty, your trusted real estate hub in Bergen County, NJ. Since joining the team in 2016 as a branch manager and now a regional manager, I've dedicated myself to the art of real estate, building on over a decade of experience in the industry across both New York and New Jersey.

Before immersing myself in the world of real estate, I served as a trial attorney, a profession that was fulfilling but not quite compatible with my decision to start a family later in life. Nevertheless, I've found real estate to be just as invigorating and rewarding, and harbor no regrets about the switch.

At the core of my approach to real estate is a principle that is simple yet powerful - knowledge. Whether we're talking about different towns or states, whether you're a buyer or a seller, I firmly believe that knowing the market and understanding the desires and needs of our clients is the bedrock of our profession. In my view, an agent without knowledge is akin to a ship without a compass.

Though I continue to work directly with buyers and sellers from time to time, my true passion lies in training. In today's fast-paced world, an agent who is well-trained, dedicated to learning, and puts their heart and soul into their work is indeed a precious find. It is with immense pride and honor that I embrace the role of educator and mentor, passing on my wealth of knowledge, teaching agents to truly listen, and helping them to set and reach their goals.

Every moment spent as a coach, a mentor, and a teammate is a joy for me (and you're welcome to see for yourself by checking out the testimonials tab). Here's to a great real estate journey together! ~ Lisa

Lisa Comito – Regional Manager, Howard Hanna | Rand Realty – Bergen County

Legal brain. Real estate heart. Leadership energy that gets results.

Welcome to **Howard Hanna | Rand Realty**, where things move fast, the market is competitive, and we don't just talk real estate—we live it, breathe it, and (occasionally) dream about it. I'm **Lisa Comito**, Regional Manager and proud member of the HH|RR family since 2016, where I've led with strategy, heart, and a dash of caffeine-fueled wit.

Before I was helping agents close deals and navigate complex markets, I was battling it out in court as a **trial attorney**. (Yes, I've cross-examined witnesses and negotiated settlements that would make most closings look like playtime.) But when I made the decision to start a family a little later in life, I traded the courtroom for the closing table—and I've never looked back.

Real estate is **every bit as challenging, invigorating, and rewarding**—and now, instead of arguing cases, I teach agents how to win deals.

What I Bring to the Table (Besides Coffee and Comps):

 **Knowledge is my superpower** – Whether it's the local market, regional trends, or which town has the best bagels (vital info, trust me), I believe every great agent must be **equal parts expert and empath**.

 **Training is my happy place** – My true passion? **Coaching agents into powerhouses**. I live for the "aha" moments when a struggling agent finds their groove or lands their first major listing.

 **Legal background = serious advantage** – Contracts, negotiations, fine print? Let's just say I don't let anything slide past my radar—and my agents benefit from that every single day.

 **Mentorship with meaning** – I help agents tune into what really matters: **their clients' needs, their personal growth, and their long-term goals**. The result? A team that's sharp, supported, and ready to thrive in even the tightest markets.

 **Fair Warning (a little fear of loss for good measure):**

- If you're an agent looking for a manager who just clocks in and out—you won't find that here.
- If you're a client who wants cookie-cutter advice and "hope it works" strategy—definitely not my style.
- But if you want **smart, focused guidance** with a sense of humor and a lot of heart? You're in the right place.

Whether I'm guiding buyers and sellers or mentoring agents to be the **next top producers**, this work is personal. It's purpose-driven. And yes—it's a lot of fun.

So if you're looking to level up your real estate journey—**as a client or as an agent**—I'm all in. Let's make something amazing happen.

~ Lisa 

Lisa Comito – Strategic, Sharp, and Always Three Steps Ahead

Immediate Past President | Howard Hanna Rand Realty – Old Tappan

In a market where hesitation can cost you your dream home (or your sanity), **Lisa Comito** is the calm in the chaos—and the closer who never cracks. As the **Immediate Past President of Howard Hanna Rand Realty – Old Tappan**, Lisa leads with precision, strategy, and just enough swagger to make even the toughest deals look easy.

With a unique background as a **licensed attorney and former Assistant District Attorney in New York County**, Lisa doesn't just understand contracts—**she wrote the playbook on how to navigate them**. She brings that same sharp legal mind to every real estate transaction, ensuring her clients are protected, empowered, and **always a step ahead of the competition**.

Why Lisa? Because You Deserve More Than Just a Realtor

 **Strategic as a chess master in heels** – Lisa anticipates market shifts, client needs, and negotiation angles **before they happen**. She doesn't react—**she orchestrates**.

 **Legal-grade precision** – Thanks to her litigation background, Lisa **catches the fine print others miss**, giving her clients bulletproof protection and a serious edge in every deal.

 **Leadership that delivers** – As Immediate Past President and current Regional Manager for Bergen County, Lisa doesn't just lead agents—she **mentors top performers and shapes how real estate is done**.

 **Results you can measure** – With consistently high-value transactions and a reputation for excellence across NJ and NY, Lisa gets it done—and then some.

 **Fear of Loss? You Should Have One**

- **✗ Work with someone else, and you might miss out on properties Lisa already has lined up.**
- **✗ Negotiate without her, and you could leave money on the table (or fall into a contract trap).**
- **✗ Delay your decision, and that perfect deal? Gone. To someone who had Lisa on speed dial.**

 **Bottom Line:**

Lisa Comito is the kind of real estate leader who brings **brains, boldness, and a battle-tested edge** to every transaction. Whether you're buying, selling, or leading a team of agents, **you don't want to compete against her—you want her in your corner.**

 **Call Lisa before someone else does. Because in this market, sharp strategy isn't optional—it's everything.**

00:01

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1. AIDA (Attention, Interest, Desire, Action)
2. PAS (Problem, Agitate, Solution)
3. SOAP (Situation, Obstacle, Action, Result)
4. SPIN (Situation, Problem, Implication, Need-Payoff)
5. SNAS (Situation, Need, Agitate, Solve)
6. STAR (Situation, Task, Action, Result)
7. WWAD (What's Wrong and What's Desired)
8. SCORE (Situation, Challenge, Obstacle, Resolution, End Result)

Whenever I fill out an application, in the part that says "If an emergency, notify:" I put "DOCTOR". What's my mother going to do?

- Unknown

NEVER
ANY!

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No Hormones
Vegetarian Diet

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PRODUCT OF CANADA

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NO NITRATES OR NITRITES ADDED*

*EXCEPT FOR NATURALLY OCCURRING NITRITES IN SEA SALT AND CULTURED CELERY EXTRACT

MINIMALLY PROCESSED

NO SUGAR

NOT A LOW CALORIE FOOD



PER 2 PAN FRIED SLICES

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HISTORY

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CRAFTED BY HAND FOR OVER 124 YEARS

Russell's storied and far reaching history has always been written from the banks of the Fox River in Berlin, Wisconsin. William Russell, for whom the business is named, was a second generation leather craftsman alongside his brother Frank and father Charles. When the opportunity arose for his own venture, Will purchased the Wright Shoe Company from Stillman Wright and used its equipment to start the W.C. Russell Moccasin Company in 1898.

Originally the boots were made for the booming Wisconsin logging industry, but soon outdoorsmen began to recognize the unique benefits of the moccasin





1948

WWII Veteran Earl Shaffer completes a 2,050 mile trek from Mt. Oglethorpe, Georgia to Mt. Katahdin, Maine, in a single pair of Russell Bird Shooters, becoming the first person to complete the Appalachian Trail.



1997

Wyman Meinzer is named the official State Photographer of Texas by the Texas State Legislature, while wearing one of his signature Russell Boots.



1954

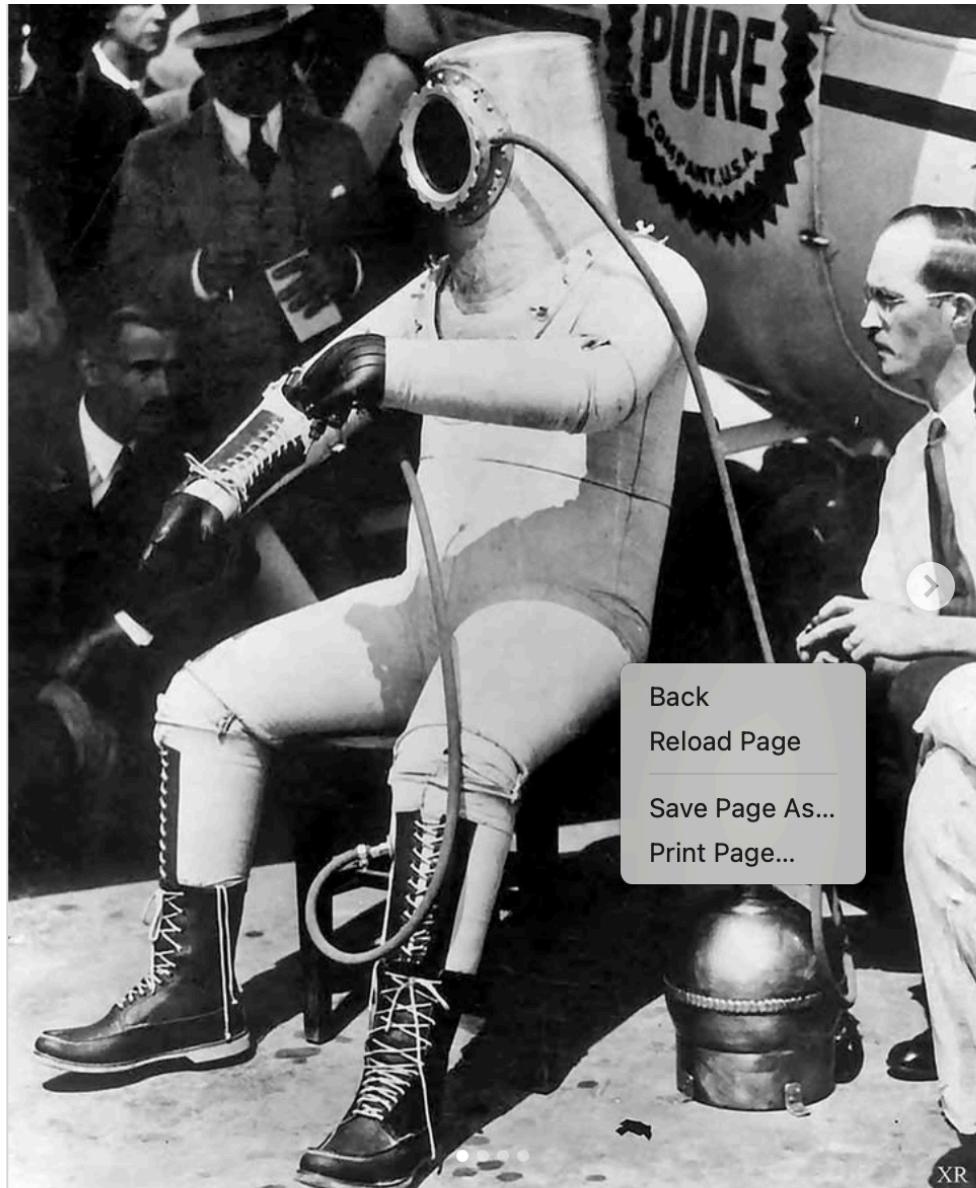
President Eisenhower and Treasury Secretary George Humphrey wear Russells on a Quail hunt in South Georgia.



2010

George H. W. Bush stops by the Russell Safari Club booth in Dallas to be fitted for his pair of Russells, becoming the 4th U.S. President to wear them.





russellmoccasin • [Follow](#)

...



russellmoccasin 90 years ago today, Wiley Post became the first man to fly to the stratosphere in a specialized pressure suit. The boots chosen for this historic flight were Russell Moccasin Bird Shooters. Post became the first person to fly around the world on a two man team, and later the first man to fly around the world solo.

Edited · 27w



romig21 Kudos to you guys! I love pressure suits! ♡

27w 1 like Reply



brunizam They got resole or the exhibited equipment is not the one worn in the period event? ♡



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September 5, 2024



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Earl Shaffer made history in these boots, when he became the first person to walk the entire Appalachian Trail in 1948. They said it couldn't be done, but Earl finished all 2,000 miles and 2 million steps. He then went on to become a champion for the Appalachian Trail and hiking communities, inspiring thousands to take on their own long distance hiking adventures.

The single pair of Birdshooter boots that Earl wore from Georgia to Maine are now in the Smithsonian National Museum of American History, preserved as token of hiking history. They serve as a reminder to create your own adventure, to persist in the face of adversity, and to get outdoors, where nature can both inspire and heal.

Produced by legacy boot maker Russell Moccasin Company, the boots worn by Earl on his historic journey are now available as a special-edition Earl Shaffer Birdshooter boot. Created with genuine moccasin construction and the expertise of a 125-year old shoe company, the Birdshooter is made to last generations.

Astonishingly durable and comfortable, these heirloom-quality boots are handmade to order. Own a piece of history, and take them on your own epic journey outdoors today.

Our hearts go out to those affected by the recent wildfires. If you need help, SCORE mentors are here for you. You can also apply for disaster assistance at [SBA.gov](https://www.sba.gov).

SCORE Northeast NJ

Serving Bergen and Passaic Counties

SCORE Northeast New Jersey is a volunteer team of experienced business mentors and advisors assisting small business owners and entrepreneurs that want to start or grow a business.

[FIND A MENTOR](#)[TAKE A WORKSHOP](#)

Become a Volunteer

Since 1964, SCORE has educated and mentored more than 11 million small business owners and entrepreneurs. We're looking for people with diverse backgrounds and experiences to serve in a variety of roles — from knowledgeable business mentors to local community advocates.

[Become a Volunteer →](#)

Small Business Resource Hubs



Our hearts go out to those affected by the recent wildfires. If you need help, [SCORE mentors are here for you](#). You can also apply for disaster assistance at [SBA.gov](#).

SCORE Central Jersey

Serving Somerset, Hunterdon and Middlesex Counties, NJ

SCORE Central Jersey helps small businesses succeed every day. We provide FREE, CONFIDENTIAL, EXPERT counsel to help small business owners/entrepreneurs START, BUILD, GROW, SURVIVE and THRIVE in today's challenging business environment.

[BOOK A MENTORING APPOINTMENT](#)[TAKE A WORKSHOP](#)

Tax season is here, and February is the perfect time to get ahead...



Upcoming Events


[ONLINE LIVE EVENT](#)

Effective Social Media Strategies for Business - Engage and Grow Online

 March 18, 2025, 1:00pm EDT

Learn proven social media marketing techniques that will help you reach and captivate your target audience across major platforms.


[ONLINE LIVE EVENT](#)

Marketing Part 1: Developing Your Marketing Plan - 03/19/2025

 March 19, 2025, 12:00pm EDT

Learn to create a marketing roadmap: define your target audience, craft a value proposition, analyze competitors, and develop pricing strategies to drive profitability and business...


[ONLINE LIVE EVENT](#)

Marketing Part 2: Promoting Your Business - 03/20/2025

 March 20, 2025, 12:00pm EDT

Learn essential promotional methods, including networking, social media, content marketing, email marketing, and SEO, to craft an effective plan that reaches your targeted customer...


[ONLINE LIVE EVENT](#)

How to Start and Run a Franchise Business That Works for You


[ONLINE LIVE EVENT](#)

Do You Want to Start a Business? - 03/21/2025


[ONLINE LIVE EVENT](#)

Pennsylvania CareerLink: Your Cost-Free Workforce Development Business Resource

Need help?
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ONLINE LIVE EVENT

How to Create a Landing Page for Your Business - A Step-by-Step Guide

 **March 25, 2025, 1:00pm EDT**

Learn how to build high-converting landing pages that turn casual visitors into paying customers.



Starting a Nonprofit Organization - 03/25/2025

 **March 25, 2025, 7:00pm EDT**

In this free webinar, learn about alternative non-profit structures and the key steps to starting and managing a non-profit, including necessary filings, governance and operations.



How to Create Your Brand: And Shape Your Vision For The Future - 03/26/2025

 **March 26, 2025, 12:00pm EDT**

Whether you are creating your first brand or revisiting one that you have had for a while, this free webinar will give you a perspective that you can use over and over.



ONLINE LIVE EVENT

Developing Financial Projections for Your New Small Business - 03/27/2025

 **March 27, 2025, 12:00pm EDT**



ONLINE LIVE EVENT

Networking That Works: Building a Referral-Driven Business - 03/28/2025

 **March 28, 2025, 12:00pm EDT**



ONLINE LIVE EVENT

What's Your Digital Marketing Success Plan? - 04/02/2025

 **April 2, 2025, 12:00pm EDT**

Need help?
Chat with us!



The New Jersey Small Business Development Centers (NJSBDC) offer a range of services to help real estate professionals like you scale your business. Here's how they can assist: [NJSBDC](#)

Services Offered by NJSBDC:

1. **One-on-One Business Consulting:** NJSBDC provides no-cost, personalized consulting to address your specific business challenges and opportunities. Their experts can help you develop strategies for growth, marketing, financial management, and more. [NJSBDC](#)
2. **Training Programs and Workshops:** They offer workshops on various topics, including marketing strategies, financial planning, and business management, tailored to enhance your skills and knowledge.
3. **Access to Resources:** NJSBDC connects you with resources like the New Jersey Small Business Manual, which provides guidance on establishing, maintaining, and expanding your business. [SBDCNJ](#)

Finding a Mentor:

To find a mentor through NJSBDC:

1. **Contact Your Local NJSBDC Center:** Reach out to the NJSBDC center in your area to inquire about mentorship opportunities. [NJEDA](#)
2. **Participate in Mentorship Programs:** Some centers offer structured mentorship programs. For example, the NJSBDC at William Paterson University launched the "Leads Mentoring Program" on February 25, 2025, open to all entrepreneurs. [INSTAGRAM](#)
3. **Explore SCORE Mentoring:** SCORE, a partner organization, provides free business mentoring and has a presence in New Jersey. You can connect with experienced mentors who can offer guidance specific to your needs. [SMALL BUSINESS ADMINISTRATION](#)

By leveraging these services, you can gain valuable insights and support to effectively scale your real estate business in New Jersey.



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NJSBDC Helps New Jersey Small Businesses Grow

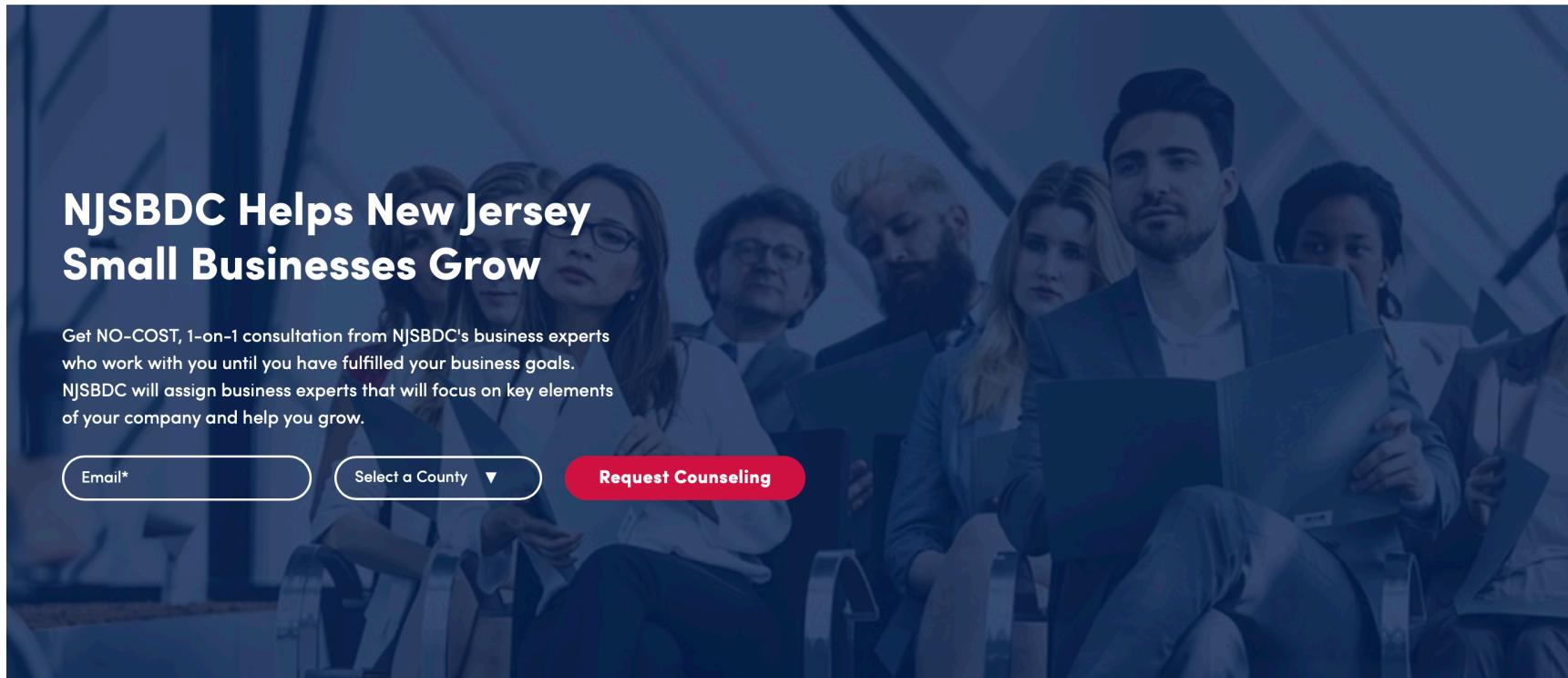
Get NO-COST, 1-on-1 consultation from NJSBDC's business experts who work with you until you have fulfilled your business goals.

NJSBDC will assign business experts that will focus on key elements of your company and help you grow.

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About

NJSBDC – Our Mission

To empower New Jersey's small and medium-sized businesses through expert guidance and access to a network of resources, fostering innovation, and driving sustainable economic development across the state.

NJSBDC – Our Vision

Our vision is to be recognized as the pivotal force behind transforming New Jersey's small and medium-sized businesses into globally competitive, innovative, and sustainable entities contributing significantly to the state's economy.

HISTORY OF THE NJSBDC

The New Jersey Small Business Development Center was established by Congress in 1978 as one of the first national SBDC pilot projects resulting from the passage of Public Law 96-302. Today, the NJSBDC network is composed of the headquarters located at Rutgers Business School – Newark and New Brunswick, 11 full-service regional centers, and an additional 28 affiliate (or satellite) offices located throughout the state. Regional centers are hosted by and affiliated with two and four-year college and university business programs with a major footprint for comprehensive small business assistance and outreach.

NJSBDC Directors and consultants are paid, proven professionals with graduate-level degrees in business and many years of practical experience with bottom-line responsibility. Working for the NJSBDC is their career of choice which continually challenges them with formulating strategic solutions to client issues.

NJSBDC Regional Offices

ATLANTIC COUNTY	MIDDLESEX COUNTY
BERGEN COUNTY	MONMOUTH COUNTY
BURLINGTON COUNTY	MORRIS COUNTY
CAMDEN COUNTY	OCEAN COUNTY
CAPE MAY COUNTY	PASSAIC COUNTY
CUMBERLAND COUNTY	SALEM COUNTY
ESSEX COUNTY	SOMERSET COUNTY
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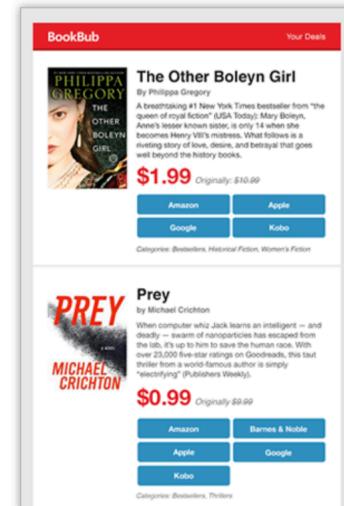
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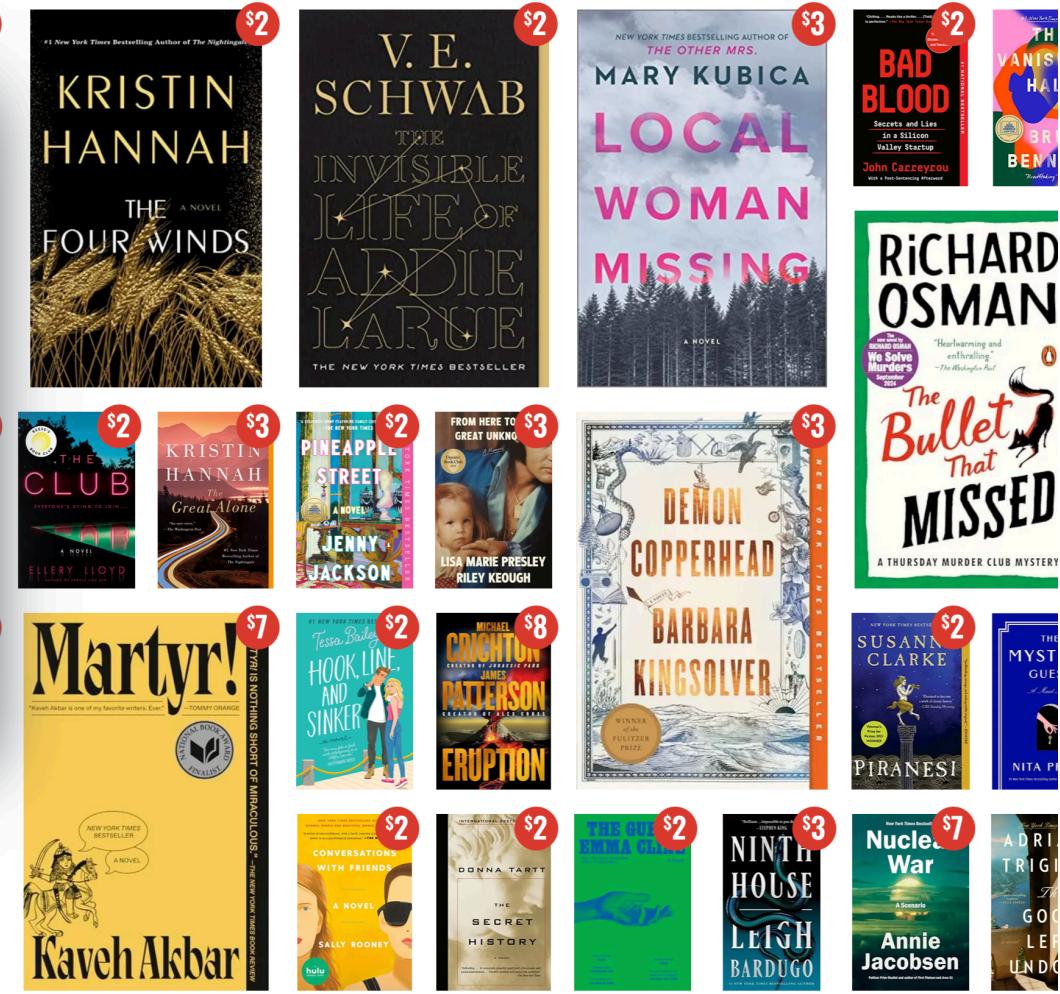
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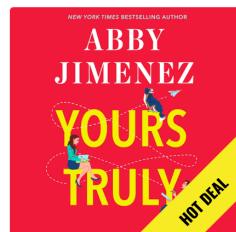
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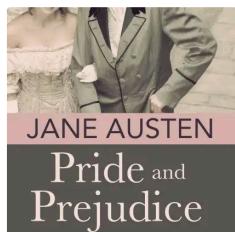
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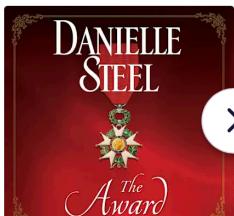
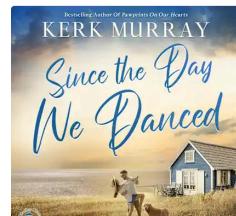
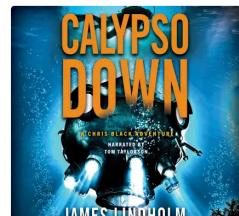
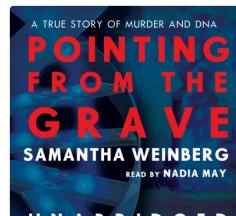
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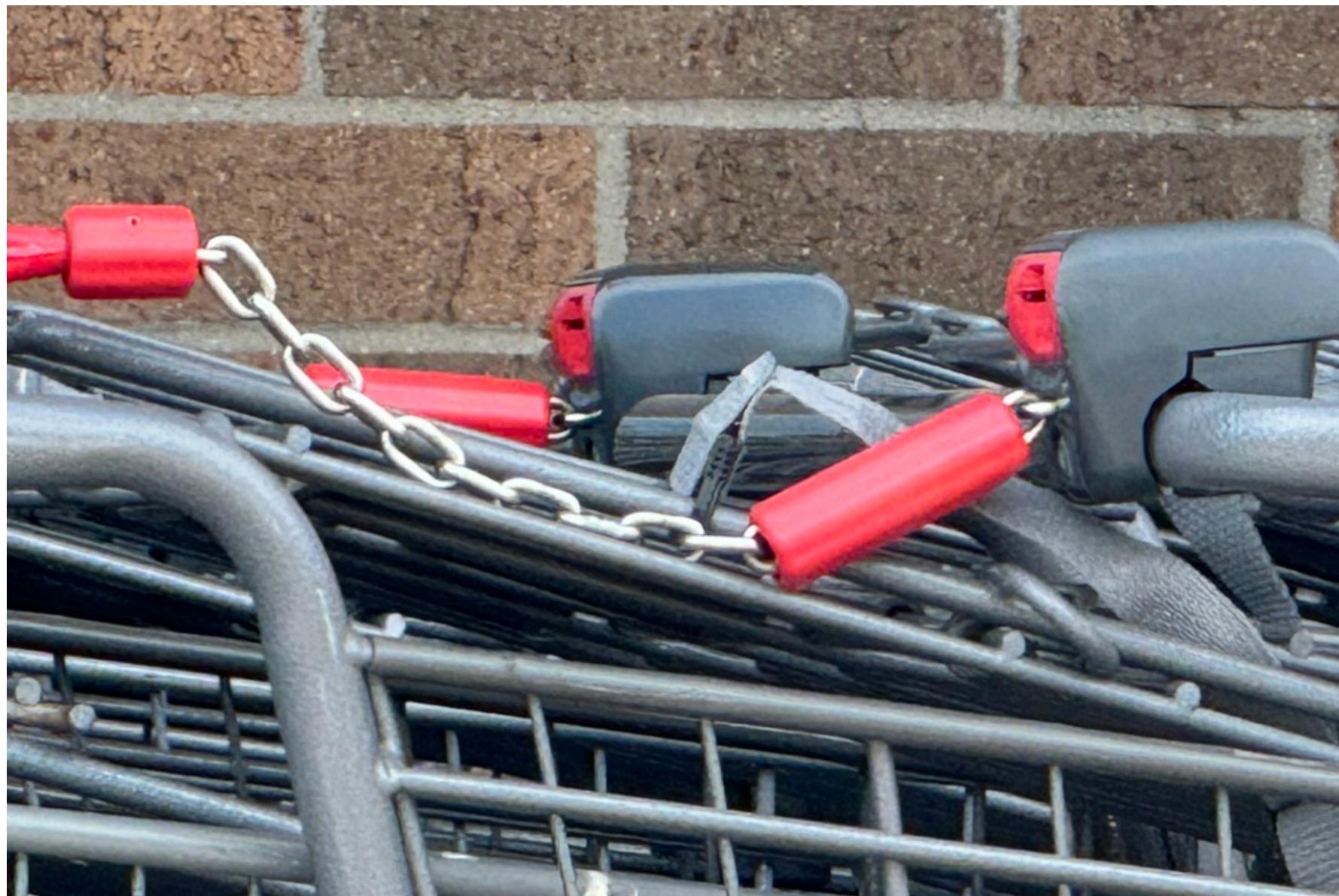
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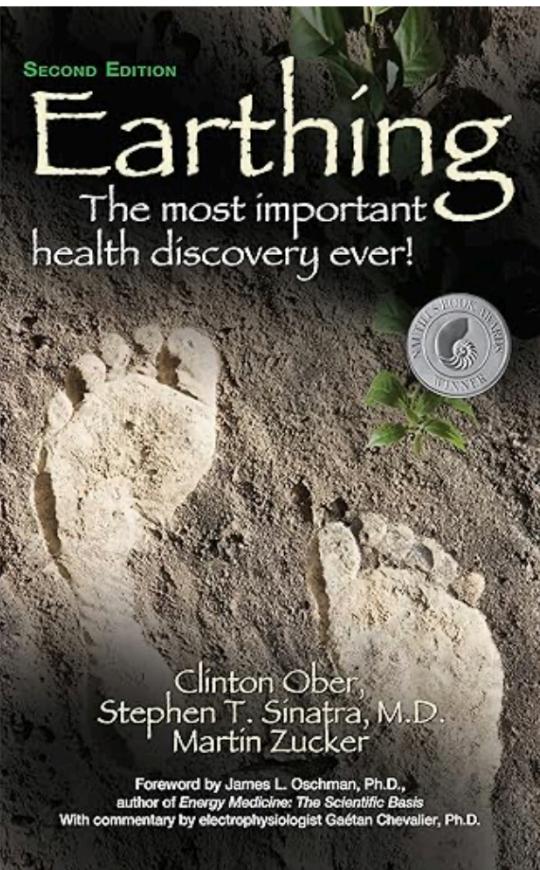
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Earthing (2nd Edition): The Most Important Health Discovery Ever!



Paperback – March 15, 2014

by Clinton Ober (Author), Dr Stephen T Sinatra M.D. (Author), Martin Zucker (Author), & 2 more

4.7  3,010 ratings

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'Earthing' introduces readers to the landmark discovery that living in contact with the Earth's natural surface charge - being grounded - naturally discharges and prevents chronic inflammation in the body. This effect has massive health implications because of the well-established link between chronic inflammation and all chronic diseases, including the diseases of aging and the aging process itself.

*This book contains black-and-white text.

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Language



English

Publisher



Basic Health Publications, Inc.

Publication date



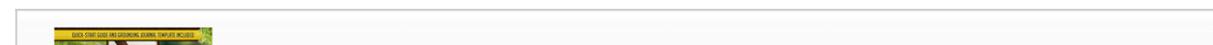
March 15, 2014

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🔥 Why Every Top-Producing REALTOR® Should Kick Inflammation to the Curb

(Because your edge is everything—and inflammation is dulling it.)

If you're a top-producing **REALTOR®**, you already know: this market is not for the unprepared.

-  Inventory is low
-  Interest rates are high
-  Clients are stressed
-  And the media? Basically screaming doom 24/7

In this environment, you need to be **sharper, calmer, faster, and more resilient** than ever before.

And if your body is inflamed, you're not operating at your full potential.

💡 **Health is the new hustle.**

And getting inflammation out of your body isn't just a wellness trend—it's a **strategic business move** with a return you can feel almost immediately.

1. Inflammation Silently Undermines Your Performance

Brain fog. Fatigue. Irritability. Slower decision-making.
Those aren't just "tough days"—they're the *cost of inflammation*.

When you reduce or eliminate it, you:

- Think clearly under pressure
- Navigate chaos calmly
- Show up stronger and more magnetic
- Access your full mental bandwidth

 And the best part? You tap into **levels of clarity and composure you didn't even know you had**.

2. Energy Becomes Consistent—and That's a Game Changer

In real estate, your energy sells long before the property does.
Clients don't want someone who looks like they've barely survived two open houses and a triple espresso—they want someone who radiates confidence and calm.

Cutting inflammation gives you:

- Reliable, all-day energy
- Emotional steadiness
- Less crash, more clarity
- A presence that wins trust fast

 That's not just self-care—it's **deal-closing power**.



3. You Become Dramatically More Resilient

In this market, you will get hit. Deals will go sideways. Clients will panic. And offers will get beat. The question is: **how fast can you bounce back?**

When your body isn't battling internal fires (aka inflammation), your resilience skyrockets. You recover quicker. Think smarter. Lead better. And instead of reacting, you **respond with power.**

4. You Are the Brand—And Now You're Operating at 100%

Your face is your business card. Your voice is your pitch.
You are the product.

And when you're inflamed?
You look tired. You sound stressed. You feel off.

When inflammation is gone?
You feel light, think fast, and lead with confidence—and people *notice*.
 You don't just show up—you stand out.

5. The Competitive Edge No One Talks About (But Many High Achievers Use)

Here's the real secret:
Reducing inflammation gives you a competitive edge that's hard to even quantify.

It's the reason why:
 **Many professional athletes**
 **Many Navy SEALs**
 **Many billionaires and entrepreneurs**
 **And many ultra-competitive performers**



They understand what many overlook:

When your body isn't bogged down by inflammation, **you access energy, clarity, focus, and instincts that feel nearly superhuman.**

That's the level you want to operate at as a top-producing REALTOR®.



Let's Be Clear About the Real Cost of Ignoring This:

- That multi-million-dollar client? Signed with the agent who had more presence.
- That listing? Slipped away while you were in a fog.
- That breakthrough? Still waiting—because you're running at 70% without realizing it.



Bottom Line: Getting Inflammation Out of Your Life Isn't Optional—It's Your Next Business Move

This is why I **cannot stress enough** the value of investing in:



PEMF Therapy – Cellular recharge and deep inflammation relief



Grounding (Earthing) – Instant nervous system reset and balance



Red Light Therapy – Deep tissue repair and energy optimization



Zeolite – Pull out heavy metals and toxic load that fuels inflammation



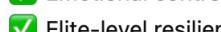
Sharper thinking



Faster recovery



Emotional control



Elite-level resilience



And a **massive competitive advantage** in the market



If you're serious about staying at the top of your game, **make inflammation elimination a business goal—not a someday project.**

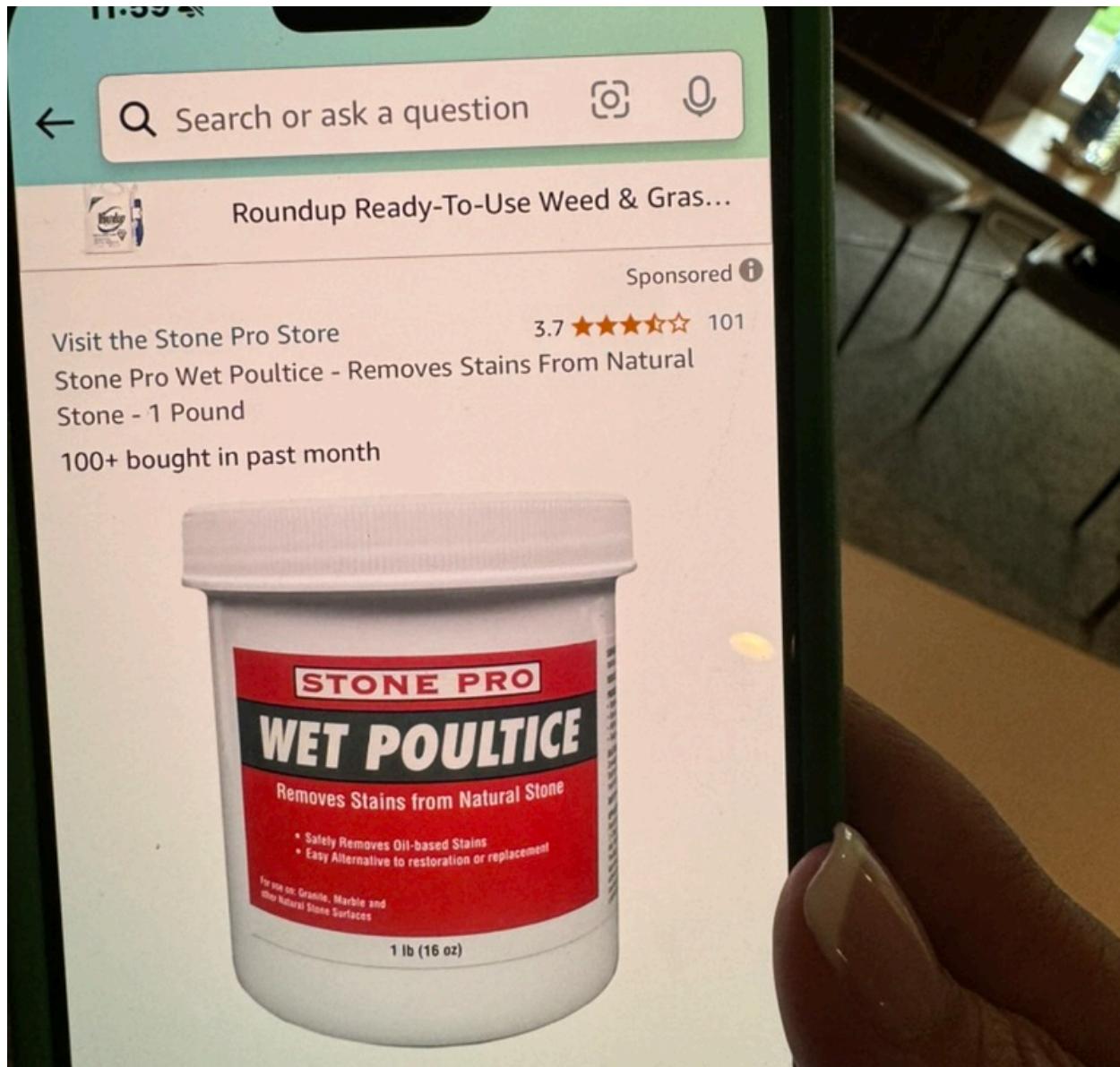
Because your next level isn't waiting at another sales conference...

It's hiding underneath the inflammation. Let's clear it out.

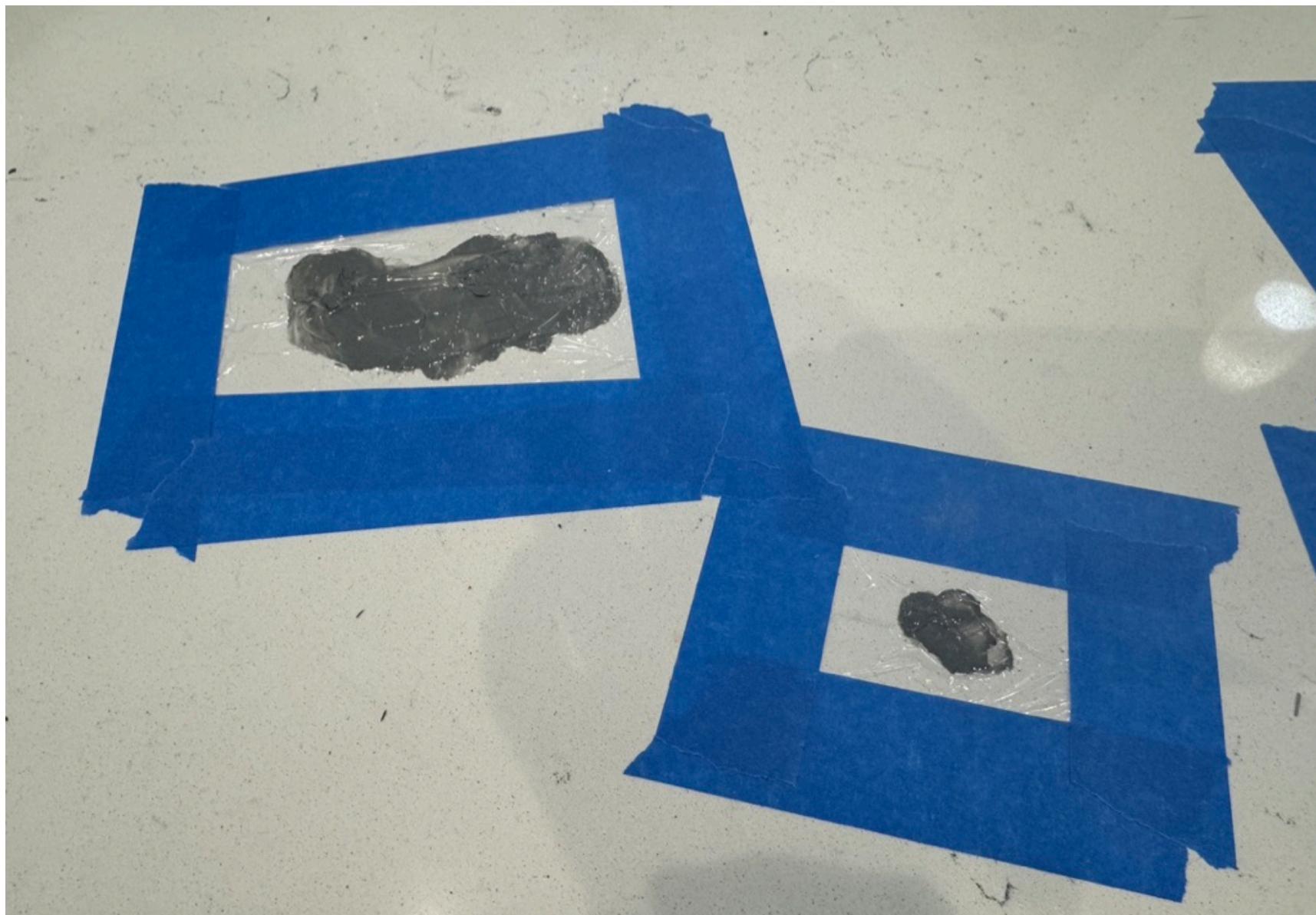
YOUR SECRET
IS SAFE
WITH ME.
I WASN'T
LISTENING.





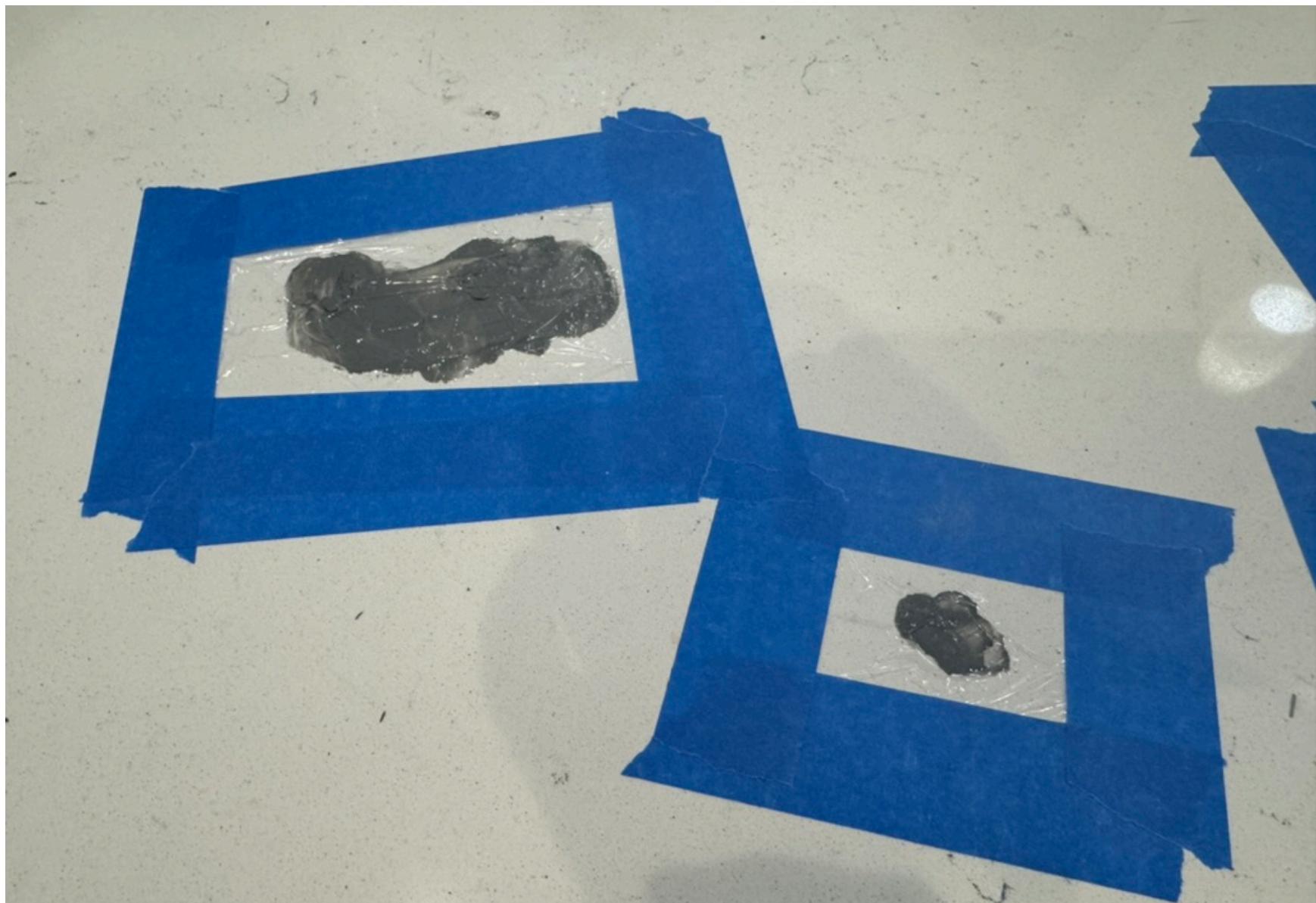


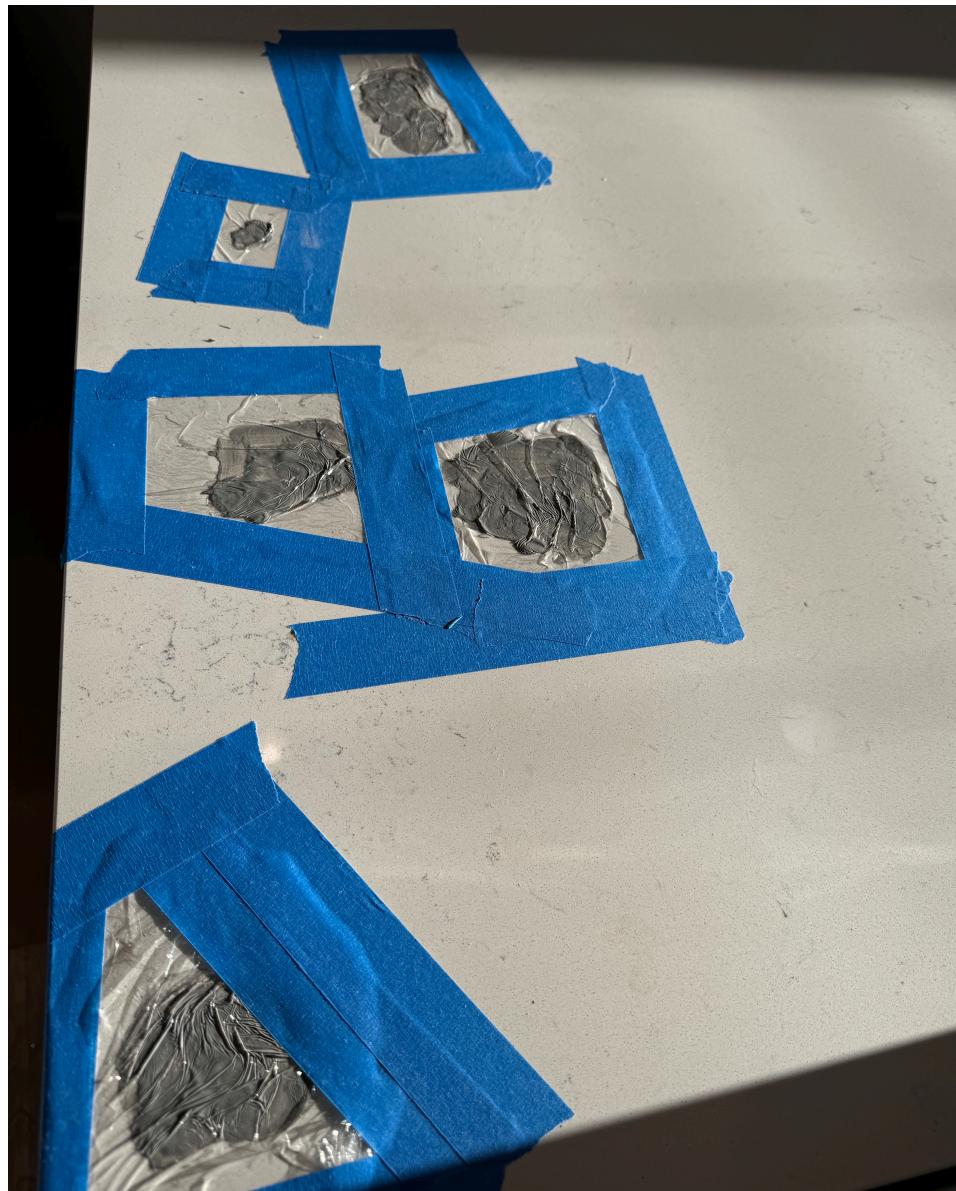












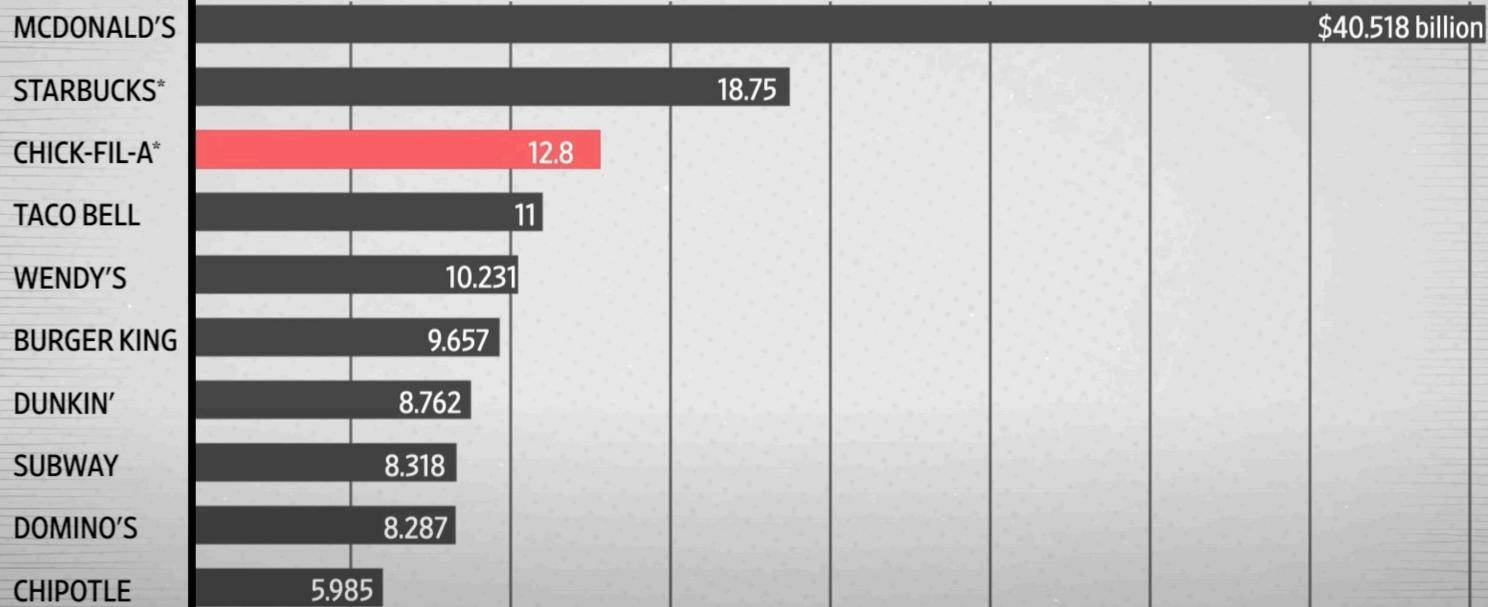






THE PAOMNNEHAL PWEOR OF THE HMUAN MNID. According to a research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be in the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind does not read every letter by itself, but the word as a whole.

LARGEST U.S. FAST-FOOD CHAINS BY SALES 2020



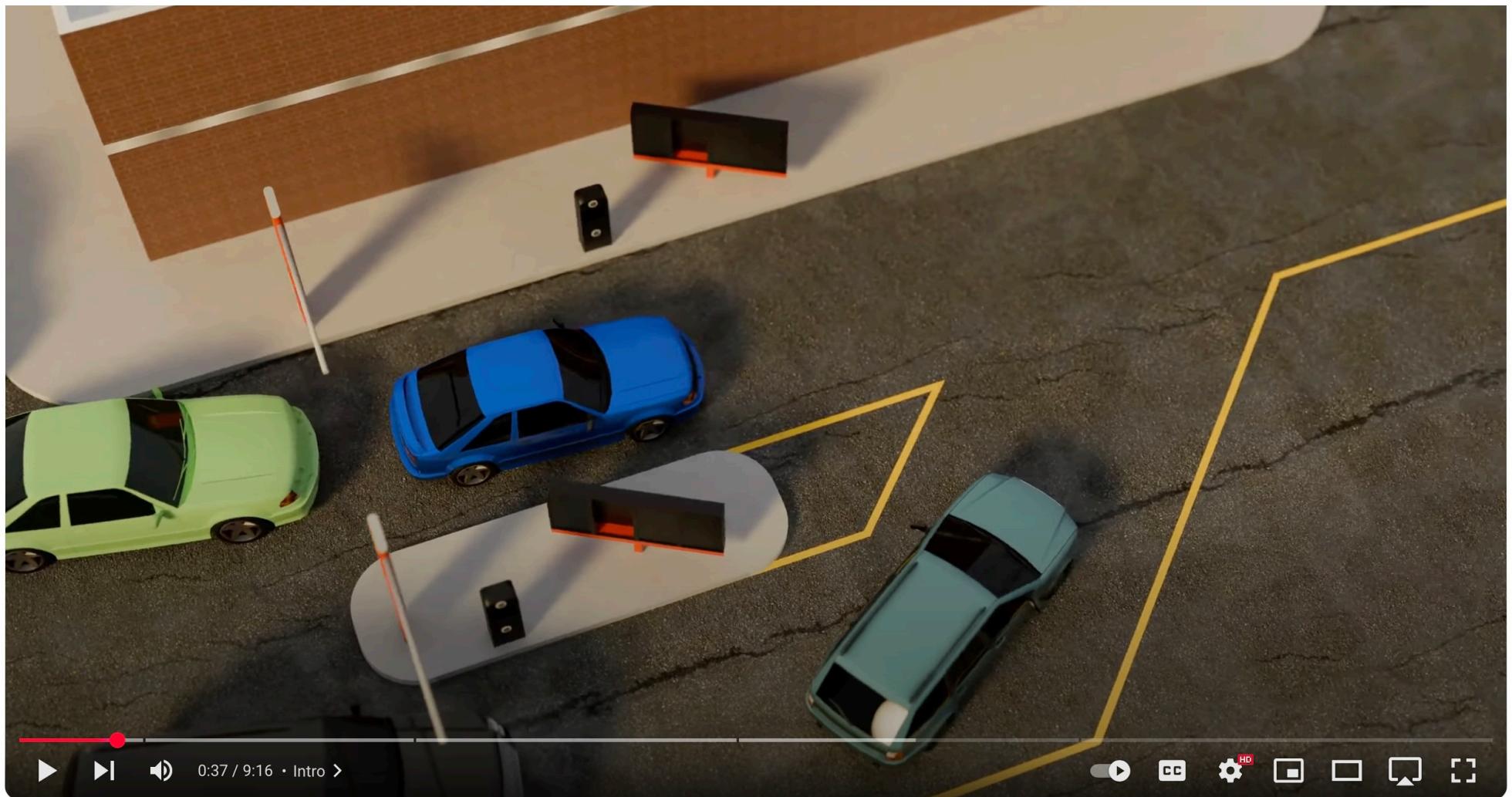
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The Evil Design of McDonald's Drive-Thru

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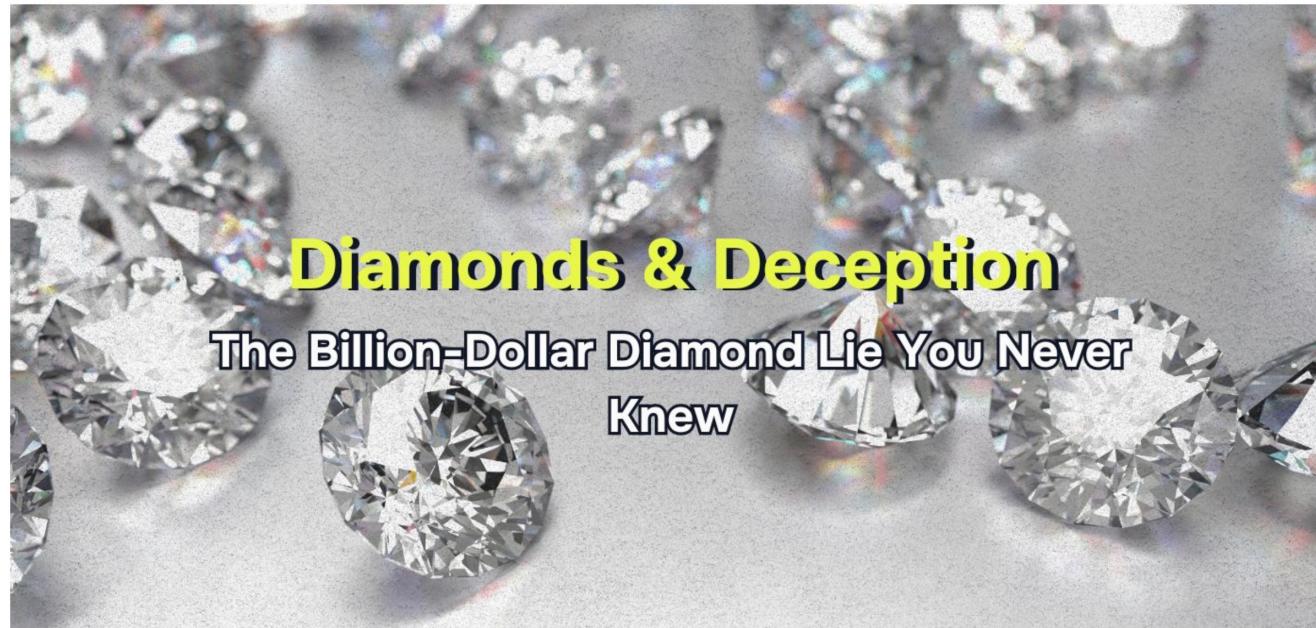


Diamonds are considered one of the oldest and strongest minerals known to man. But many people also believe that diamonds are one of the rarest gemstones available. However, that belief is largely a myth. You may be surprised to learn that **diamonds are not that rare**, including both mined and lab-grown diamonds.

Oct 10, 2023

BLOGS AND INSIGHTS

The De Beers Diamond Hoax: Marketing Campaigns and Legacies





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OUTFRONT

The Truth About Diamonds: More Common Than You Think, and the Industry is Changing

For generations, diamonds have symbolized **love, commitment, and achievement**. While their **beauty and emotional significance remain timeless**, the industry itself is going through a major transformation—one that's reshaping the way people buy and value diamonds.

Are Diamonds Really Rare?

The short answer? **Not at all**.

◆ **Diamonds are actually more abundant than gold or silver.** Despite what many people believe, diamonds **are not rare in nature**—they are one of the most common gemstones found on Earth.

◆ **De Beers controlled up to 90% of the world's diamond supply for most of the 20th century.** They **stockpiled diamonds** and slowly released them to the market, **creating artificial scarcity** to keep prices high.

◆ **"A Diamond is Forever" wasn't just a slogan—it was a brilliant marketing move.** In 1947, De Beers launched the famous **"A Diamond is Forever" campaign**, convincing the world that diamonds were a **necessary symbol of love and that they should never be resold**. This helped maintain the illusion of scarcity and **kept demand strong** while ensuring people wouldn't flood the market with second-hand diamonds.

◆ **Even today, the price of diamonds is more about perception than true rarity.** The global diamond supply is carefully managed by major mining companies to **prevent oversupply and keep prices stable**.

The Rise of Lab-Grown Diamonds: Why Younger Buyers Are Choosing Bigger & Better

As lab-grown diamonds have become more widely available, **consumer preferences—especially among younger buyers—have shifted dramatically**.

◆ **Overwhelming Preference for Lab-Grown** – Studies show that **most Millennials and Gen Z buyers prefer lab-grown diamonds**, especially for engagement rings, because they offer **a larger size, flawless clarity, and ethical sourcing—all for a significantly lower price**.

- ◆ **Bigger and Perfect for Less** – The biggest draw? **Size and quality.** Lab-grown diamonds allow buyers to afford a significantly larger diamond with perfect clarity for the same price as a smaller, lower-quality mined diamond.
- ◆ **Ethical & Sustainable** – Many younger buyers care about **ethical sourcing and environmental impact.** With **no mining, no conflict diamonds, and no environmental destruction**, lab-grown diamonds provide a guilt-free alternative.

The Engagement Ring Shift: Bigger Stones, Smarter Buyers

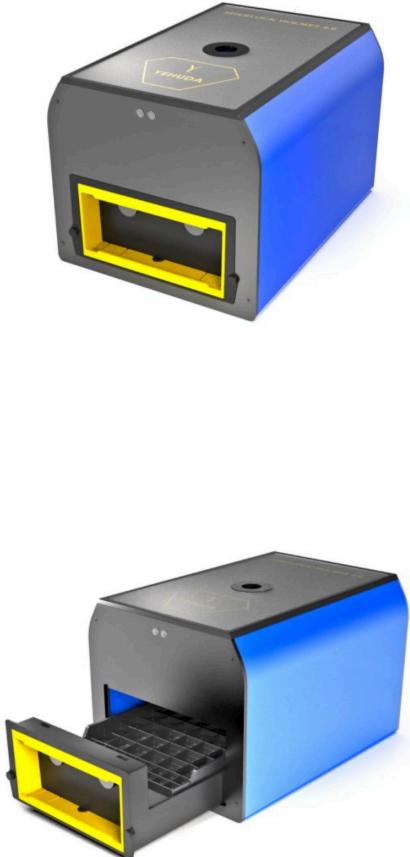
- ⌚ **The average engagement ring in the U.S. features a 1-1.5 carat center stone.** However, with lab-grown diamonds costing **30-70% less**, buyers are now opting for **2-3 carat lab-grown diamonds at the same price.**
- ⌚ **More Retailers Are Offering Lab-Grown Diamonds** – Major jewelers like **Zales, Kay, Jared, Brilliant Earth, and Pandora** are investing heavily in lab-grown diamonds as consumer demand skyrockets.
- ⌚ **Natural Diamonds Are Still Popular, But Change is Happening** – While many still choose natural diamonds for their **traditional and historical appeal**, the next generation of buyers is **choosing lab-grown diamonds in record numbers.**

Bottom Line: More Choices, Same Beauty

For decades, the diamond industry controlled supply and pricing, making natural diamonds seem **scarcer and more valuable than they actually are.** But today's buyers are **better informed and have more choices than ever before.**

Whether you choose a **natural diamond with millions of years of history** or a **lab-grown diamond that offers a larger, flawless stone at a better price**, the most important thing is that your diamond holds **meaning and value for you.**

◆ **No matter what you choose, your diamond should be as brilliant as your love story.** ◆



Sherlock Holmes 4.0 Yehuda Detector

\$6,745.00

The Sherlock Holmes 4.0 is a portable lightweight lab grown diamonds detector.

- 🕒 Uses the same detection method as the Sherlock Holmes 2.0 (100% detection rate)
- 🕒 Checks 27 rings at a time or 20 rings on 2 rotating finger ring holders
- 🕒 Approximately 250 CT loose diamonds
- 🕒 Visible Checking are 4" by 6", 10 cm by 15cm
- 🕒 Checking area height 2", 5 cm
- 🕒 Add & delete users
- 🕒 Use your own phone. (You can decide to use a dedicated phone)
- 🕒 Store your results to the cloud
- 🕒 Add pictures, certificates SKU, names, etc. and upload the result to the cloud
- 🕒 Add more storage if necessary for a fee
- 🕒 \$10.00/subscription fee/user (You may have several detectors under one account). Includes storage for about \$1.000 test results
- 🕒 Delete or move your test results to your own cloud (G-Drive)
- 🕒 Friendly back office where you can retrieve your test results and easily compare them to former tests
- 🕒 One-year full warranty



Do you have a stress management program?



The Dalai Lama, when asked what surprised him most about humanity, he said:

“Man. Because he sacrifices his health in order to make money.

Then he sacrifices money to recuperate his health.

Earthing Movie Trailer - Discovering benefits of Earthing

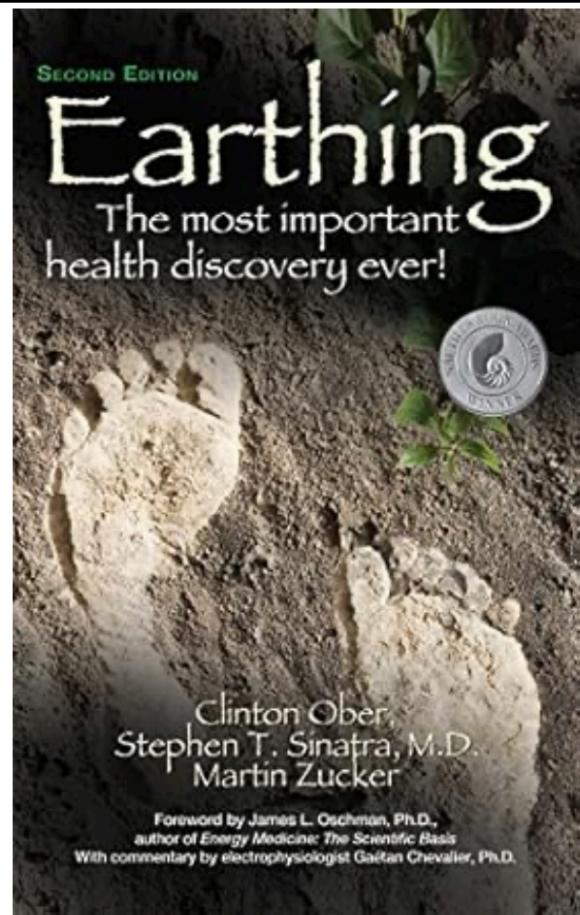


CLINT OBER
GROUNDING PIONEER

II ► ▶ 4:06 / 7:12

▶ CC HD





Earthing (2nd Edition): The Most Important Health Discovery Ever!

Paperback – March 15, 2014

by [Clinton Ober](#) (Author), [Dr Stephen T Sinatra M.D.](#) (Author), [Martin Zucker](#) (Author), & 2 more

4.7 3,001 ratings 4.0 on Goodreads 2,065 ratings

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'Earthing' introduces readers to the landmark discovery that living in contact with the Earth's natural surface charge grounded - naturally discharges and prevents chronic inflammation in the body. This effect has massive health implications because of the well-established link between chronic inflammation and all chronic diseases, including the diseases of aging and the aging process itself.

*This book contains black-and-white text.

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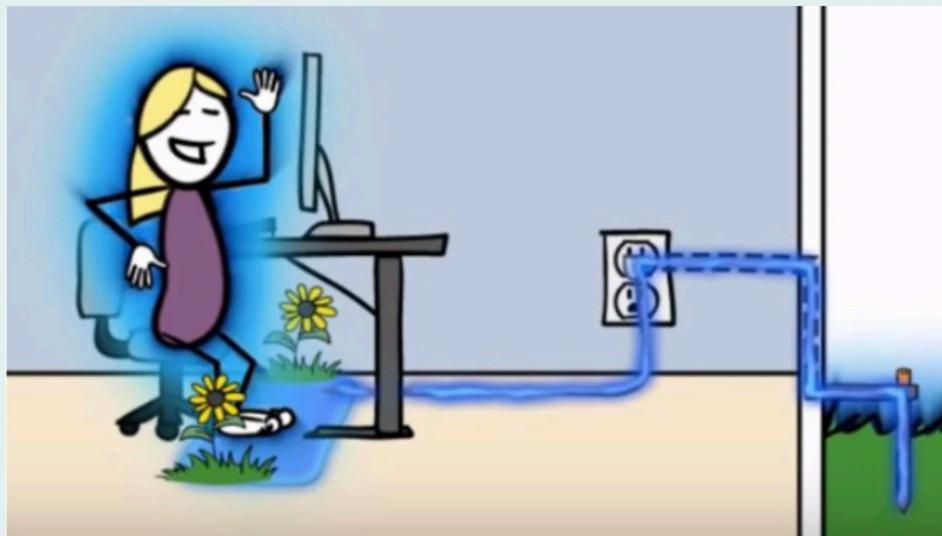
Print length	Language	Publisher	Publication date	Dimensions
338 pages	English	Basic Health Publications, Inc.	March 15, 2014	6 x 0.8 x 9 inches

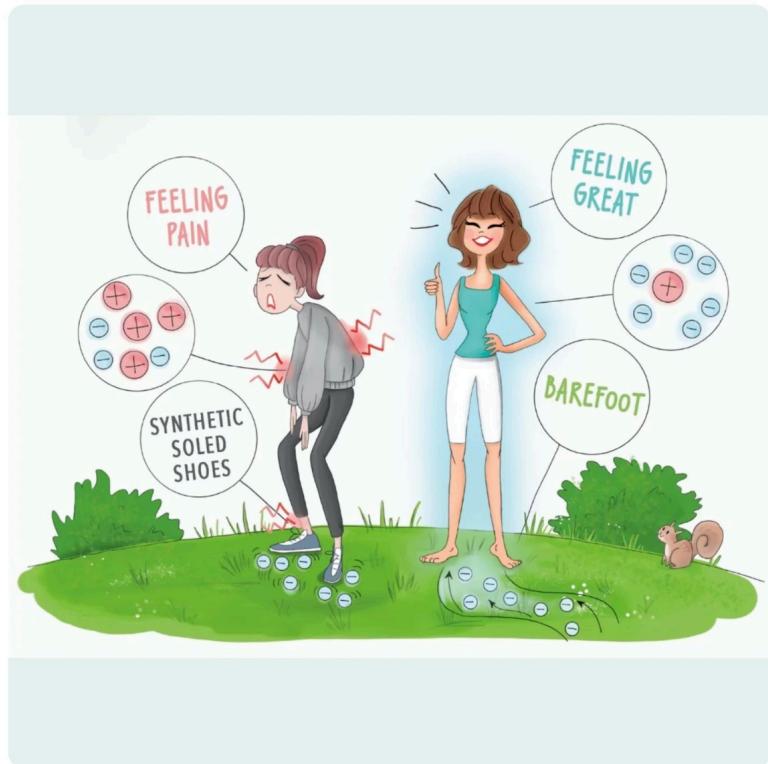
[See all details](#)



The Grounding Healing Bible: Unlock the Power of

Earthing Products Are Like Extension Cords That Connect You To The Earth





You're An Electrical Being

Your body operates electrically—your heart, brain, nervous system, and immune system depend on bioelectric signals to function properly. Much like electrical systems in homes require grounding to stabilize, your body does too. Your lost electric connection to the Earth is an often overlooked element of well-being.



21:34



9:12

AMA #10: Benefits of Nature & "Grounding," Hearing Loss Research & Avoiding Altitude Sickness

279K views • 1 year ago



Andrew Huberman



Welcome to a preview of the 10th Ask Me Anything (AMA) episode, part of Huberman Lab Premium. The Huberman Lab Premium ...

CC



3 chapters Introduction | Scientifically-Supported Benefits of Nature | Huberman Lab Premium

GROUNDING | TUH #008

103K views • 1 year ago



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4K



5 moments What is grounding or earthing? | The science behind what contacting mother earth does for your body....



DOWN TO EARTH | The Earthing Movie 15 min Short Film

673K views • 5 years ago

earthing Earthing

... and the people they met and learned from along the way; featuring grounding pioneer Clint Ober, author Deepak Chopra M.D., ...



4 chapters Intro | Story | My Story | Grounding

⋮



Grounding: Does it work? With Clint Ober

66K views • 1 year ago

Paul Saladino MD

Today's podcast episode is a deep dive on grounding. Paul has on Clint Ober, CEO of EarthFX Inc., author, and innovator behind ...



8 chapters Podcast begins | High level: what is grounding? | Electron explanation | Positive vs. negative charge |...

⋮



The Official Earthing Mat

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Clint Ober X Search Microphone

All Shorts Videos Unwatched Watched Recently uploaded Live Earthing products Subscriptions Under 4 min 4 - 20 min Over 20 min > F

Shorts



Earthing explained for beginners

Clint Ober Explains Earthing To Beginners

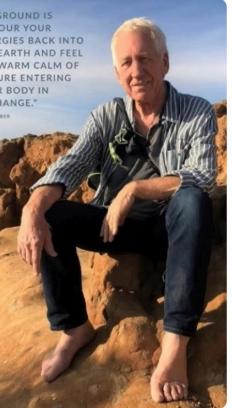
1.3K views



BUT CANCER RARELY EXISTS, IF AT ALL, IN NATURE.

Earthing.com founder Clint Ober talks about ...

58K views



GROUND IS A WAYS TO REGRESSES BACK INTO EARTH AND FEEL WARM CALM OFURE ENTERING YOUR BODY IN CHANCE.

Why Walking Barefoot Could Transform Your ...

104 views



ancient wisdom

because normally for me to

How Grounding or Earthing Works | Clint ...

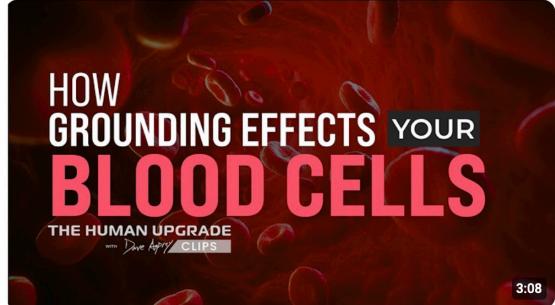
1.4K views



elevated cortisol that is behind all of this.

How Long To Ground For Daily

10K views



HOW GROUNDING EFFECTS YOUR BLOOD CELLS

THE HUMAN UPGRADE with Dave Asprey CLIPS

3:08

Grounding: The Secret to Healthier Blood Cells? | Clint Ober x Dave Asprey

2.1K views • 5 months ago

 Dave Asprey

Dave and Clint Ober discuss the research around blood cell count, viscosity, and the overall effects of grounding on blood cell



EARTHING: Clint Ober | CNM Specialist Podcast - Full Episode

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 College of Naturopathic Medicine

In this episode of the CNM Specialist Podcast we welcome Mr Clint Ober, the founding Father of what is referred to as the ...



EARTHING: Clint Ober | CNM Specialist Podcast - Full Episode

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22 chapters Intro | Welcome | Meet Clint Ober | The importance of nature | Native Americans | Daniel Boone | The...



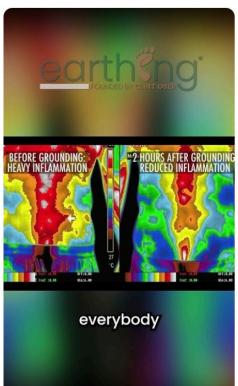
The Science of Grounding: Do Earthing Products Actually Work? | Clint Ober x Dave Asprey

2.8K views • 5 months ago

Dave Asprey

Dave and Clint Ober discuss grounding on an airplane, and the perfect solution with a portable earthing device. Check out the Full ...

Shorts



2. PEMF (Pulsed Electromagnetic Field Therapy): Cellular Repair for Pain & Sleep

What is it?

PEMF therapy uses **electromagnetic pulses** to stimulate cellular energy, reduce pain, and accelerate healing at the deepest levels of the body.

How It Reduces Inflammation & Chronic Pain:

- ✓ **Boosts Cellular Energy (ATP Production)** – PEMF enhances **mitochondrial function**, increasing ATP (cellular energy) to **repair damaged tissues and reduce inflammation**.
- ✓ **Blocks Pain Signals** – PEMF affects the nervous system by **reducing pain perception at the source**, making it highly effective for **chronic pain conditions like arthritis, fibromyalgia, and neuropathy**.
- ✓ **Increases Circulation & Oxygenation** – More blood flow means **faster healing, less swelling, and less pain**.

PEMF & Insomnia:

- **Regulates Brainwave Activity** – Certain PEMF frequencies help **calm overactive brainwaves**, making it easier to **fall asleep and stay asleep**.
- **Reduces Nighttime Pain** – Chronic pain sufferers often wake up **due to discomfort**—PEMF **reduces pain sensitivity**, allowing for **longer, uninterrupted sleep**.
- **Lowers Cortisol & Anxiety** – Stress and an overactive nervous system can **keep you awake at night**—PEMF **calms the body, promoting deep relaxation**.

Scientific Backing:

- A 2013 study in *Pain Research and Management* found that **PEMF therapy significantly reduced chronic pain levels** in patients with osteoarthritis.
- A 2020 review in *Sleep Medicine Reviews* suggested that **PEMF therapy improves sleep quality by regulating circadian rhythms and reducing nighttime pain**.

The Ultimate Anti-Inflammatory & Sleep-Boosting Combo

Each of these therapies **reduces inflammation on its own**, but together, they create a **powerful synergy**:

- ✓ Grounding stabilizes the body's electrical charge, reducing inflammation and stress.
- ✓ PEMF enhances cellular repair and pain relief, leading to long-term healing and better sleep.
- ✓ Red Light Therapy boosts mitochondria, easing chronic pain and improving melatonin production.

Many **biohackers, athletes, and wellness professionals** are now using a combination of these therapies to **combat chronic pain, improve sleep, and reduce inflammation naturally**.

 Want to feel the difference? Try incorporating these natural therapies into your daily routine for a noticeable boost in pain relief, energy, and restful sleep!    

Athletes, Teams and Celebrities Who Love and Use Aurawell PEMF Technology

Aura PEMF Machines can be found in locker rooms and training facilities all across the world, including the **NFL, NBA, MLB, NHL & Power 5** Colleges and Universities!

PEMF (Pulsed Electromagnetic Field) therapy is a **non-invasive** treatment that uses electromagnetic waves to stimulate cellular repair and improve overall body function. It has been widely researched and utilized for various medical and wellness applications.

FDA-Approved Medical Uses of PEMF:

1. **Bone Healing (Nonunion Fractures)** – Approved to stimulate bone growth in fractures that fail to heal properly.
2. **Post-Surgical Pain & Edema Reduction** – Used to help reduce swelling and discomfort after surgery.
3. **Depression Treatment (rTMS - Repetitive Transcranial Magnetic Stimulation)** – A specialized form of PEMF called **rTMS** is FDA-approved for **major depressive disorder (MDD)** and certain psychiatric conditions.
4. **Muscle Stimulation & Rehabilitation** – Some PEMF devices are approved to aid in **muscle recovery and performance enhancement**.
5. **Urinary Incontinence & Muscle Conditioning** – Approved for specific devices that strengthen pelvic floor muscles.

Who Uses PEMF?

- **Navy SEALs** – Used for **faster recovery and injury prevention**.
- **Olympic Athletes** – Incorporated into training regimens for **enhanced performance and reduced downtime**.
- **Professional Sports Teams** – Many **NFL, NBA, and NHL** teams utilize PEMF for **injury prevention, pain management, and recovery**.
- **Chiropractors** – Commonly used to **reduce inflammation, promote healing, and manage chronic pain**.
- **Physical Therapists & Wellness Clinics** – Used in **rehabilitation programs** for mobility improvement and pain relief.

Other Potential Benefits (Not Yet FDA-Approved):

- **Arthritis relief**
- **Improved circulation**
- **Neurological support (e.g., for migraines, cognitive function)**
- **Enhanced sleep quality**
- **General wellness and cellular regeneration**

PEMF therapy continues to be studied for **chronic pain management, neurological disorders, and overall well-being**, though many of these applications are still under scientific evaluation.

How PEMF is Used for Inflammation

PEMF (**Pulsed Electromagnetic Field**) therapy helps reduce **inflammation** by improving cellular function, increasing blood circulation, and promoting natural healing. It does this by delivering electromagnetic pulses to tissues, which enhances cellular energy (ATP production), reduces oxidative stress, and modulates inflammatory responses.

Mechanisms of PEMF in Inflammation Reduction:

1. Increases Cellular Energy (ATP Production)

- PEMF stimulates mitochondria to produce more ATP, which gives cells more energy to repair damaged tissues and regulate inflammation.

2. Enhances Circulation & Oxygenation

- The electromagnetic pulses improve blood flow, delivering more oxygen and nutrients to inflamed areas while helping to remove waste products and toxins.

3. Reduces Pro-Inflammatory Cytokines

- Studies suggest that PEMF can **reduce inflammatory markers** such as **TNF- α , IL-6, and C-reactive protein (CRP)**, helping to lower inflammation at a cellular level.

4. Decreases Swelling and Edema

- PEMF improves lymphatic drainage, which helps reduce fluid buildup and swelling in injured or inflamed areas.

5. Promotes Faster Tissue Repair

- By improving cellular regeneration, PEMF **accelerates healing** in soft tissues, muscles, and joints, reducing inflammation over time.

Common Uses of PEMF for Inflammation:

- **Arthritis & Joint Pain** – Used to reduce stiffness and swelling in conditions like **rheumatoid arthritis and osteoarthritis**.
- **Muscle Recovery & Sports Injuries** – Helps reduce inflammation in **strained or overused muscles**.
- **Back Pain & Sciatica** – Targets spinal inflammation to alleviate **chronic lower back pain**.
- **Tendonitis & Bursitis** – Used to calm inflammation in tendons and joints.
- **Post-Surgical Recovery** – Reduces post-operative swelling and promotes **faster healing**.
- **Chronic Inflammatory Conditions** – May help with conditions like **fibromyalgia, chronic pain syndromes, and autoimmune disorders**.

How PEMF is Applied for Inflammation Relief:

- **Whole-Body PEMF Mats** – Used for **systemic inflammation reduction** (e.g., autoimmune conditions, overall wellness).
- **Localized PEMF Devices** – Small applicators or pads target **specific joints, muscles, or injury sites**.
- **Daily or Frequent Use** – Sessions typically range from **10–30 minutes**, with chronic conditions requiring regular use over weeks/months for best results.

Many professional athletes, **chiropractors, physical therapists, and sports teams** use PEMF as part of their **inflammation management and recovery programs**.

HEALTH RESTORED

Low Power PEMF

- Full body application
- Increase pH and blood flow
- Everyday use

High Power PEMF

- Recent Injuries
- Spot Applications
- Clinical Usage for fast outcomes



NFL Teams:

- Baltimore Ravens
- Denver Broncos
- Tennessee Titans

MLB Teams:

- Atlanta Braves
- Los Angeles Angels
- Cincinnati Reds
- Detroit Tigers
- Washington Nationals
- Kansas City Royals
- Arizona Diamondbacks
- St. Louis Cardinals
- Texas Rangers
- Tampa Bay Rays

NBA Teams:

- Los Angeles Lakers

NHL Teams:

- San Jose Sharks
- Anaheim Ducks

Athletes:

- Vijay Singh – 3 Time PGA Major Winner
- Art Still – Kansas City Chiefs Hall of Famer
- Craig Stadler – 1 Time PGA major Winner
- Woody Blackburn – PGA Tour Winner
- Randal Grichuk – Current MLB Player
- Tanner Scott – Closer for Miami Marlins
- Sonny Gray – MLB Pitcher
- Chris Leben – Former MMA fighter
- RJ Hampshire – Pro Supercross Racer
- Khris Davis – Former MLB Player
- Rosie Napravnik – Jockey, 2 Time Winner of the Kentucky Oaks
- Paul DeJong – MLB Player
- Michele Betos – Professional Soccer Player

Colleges & Universities:

- University of Kentucky
- Texas Tech University
- Auburn University
- Cornell University
- University of Wisconsin River Falls
- Hartpury University (England)
- Lamar Community College
- Otterbein University
- Lake Erie College

Other Institutions

- Navy SEALs program



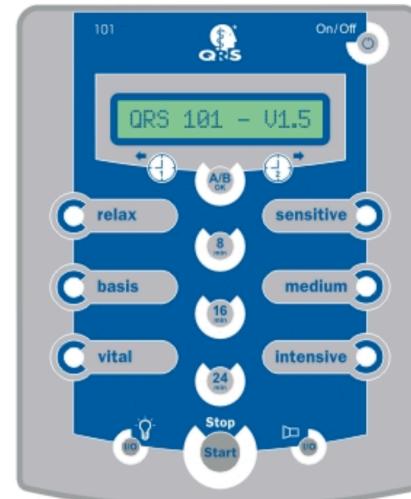
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The QRSS 101 Homesystem has been designed for therapeutic applications at home. With this system, users can receive effective healthcare or long-term therapy for a wide range of symptoms and indications.

QRSS 101 Homesystem Set



QRSS 101 Operating Manual



Conditions

- > Back pain
- > Pain relief
- > Stroke
- > Disorder Circulation
- > Inflammation inhibition
- > Vegetativum

Contraindications

- > Pregnancy
- > Epilepsy
- > Severe hyperthyroidism
- > Severe cardiac arrhythmia
- > Severe hypo- and hypertension



3. Red Light Therapy: The Mitochondrial Booster for Inflammation & Sleep

🔴 What is it?

Red Light Therapy (Low-Level Laser Therapy) uses **specific wavelengths of red and near-infrared light** to **stimulate healing at the cellular level**.

🔥 How It Reduces Inflammation & Chronic Pain:

- ✓ **Activates Mitochondria** – Red light boosts **cellular energy production**, which accelerates tissue repair and reduces inflammation.
- ✓ **Lowers Inflammatory Markers** – Studies show that **red light therapy decreases pro-inflammatory cytokines** such as TNF-alpha and IL-6.
- ✓ **Increases Collagen & Joint Repair** – Ideal for **arthritis, back pain, and muscle recovery**, as it helps rebuild **connective tissues and cartilage**.

😴 Red Light Therapy & Insomnia:

- **Regulates Melatonin Production** – Unlike blue light from screens, **red light encourages natural melatonin release**, helping you fall asleep naturally.
- **Calms the Nervous System** – Red light helps **reduce stress hormones** and **increase relaxation**, improving overall sleep patterns.
- **Eases Restless Leg Syndrome & Pain-Related Sleep Disruptions** – Chronic pain and conditions like **fibromyalgia** can make it hard to sleep –red light helps **reduce pain sensitivity, making rest easier**.

📊 Scientific Backing:

- A 2017 study in *Lasers in Medical Science* found that **red light therapy significantly reduced inflammation in rheumatoid arthritis patients**.
- Research published in *Sleep Science* showed that **red light exposure before bed improved sleep quality in athletes** by enhancing melatonin production.



THE SHOCKING Benefits Of RED LIGHT Therapy | Gary Brecka



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RED LIGHT THERAPY REVIEWS



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I test, review, compare and study all things Red Light Therapy. [...more](#)

youtube.com/watch?v=FFCrI1AlbY and 4 more links

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Gary Brecka's wake up routine, INSANE condo tour



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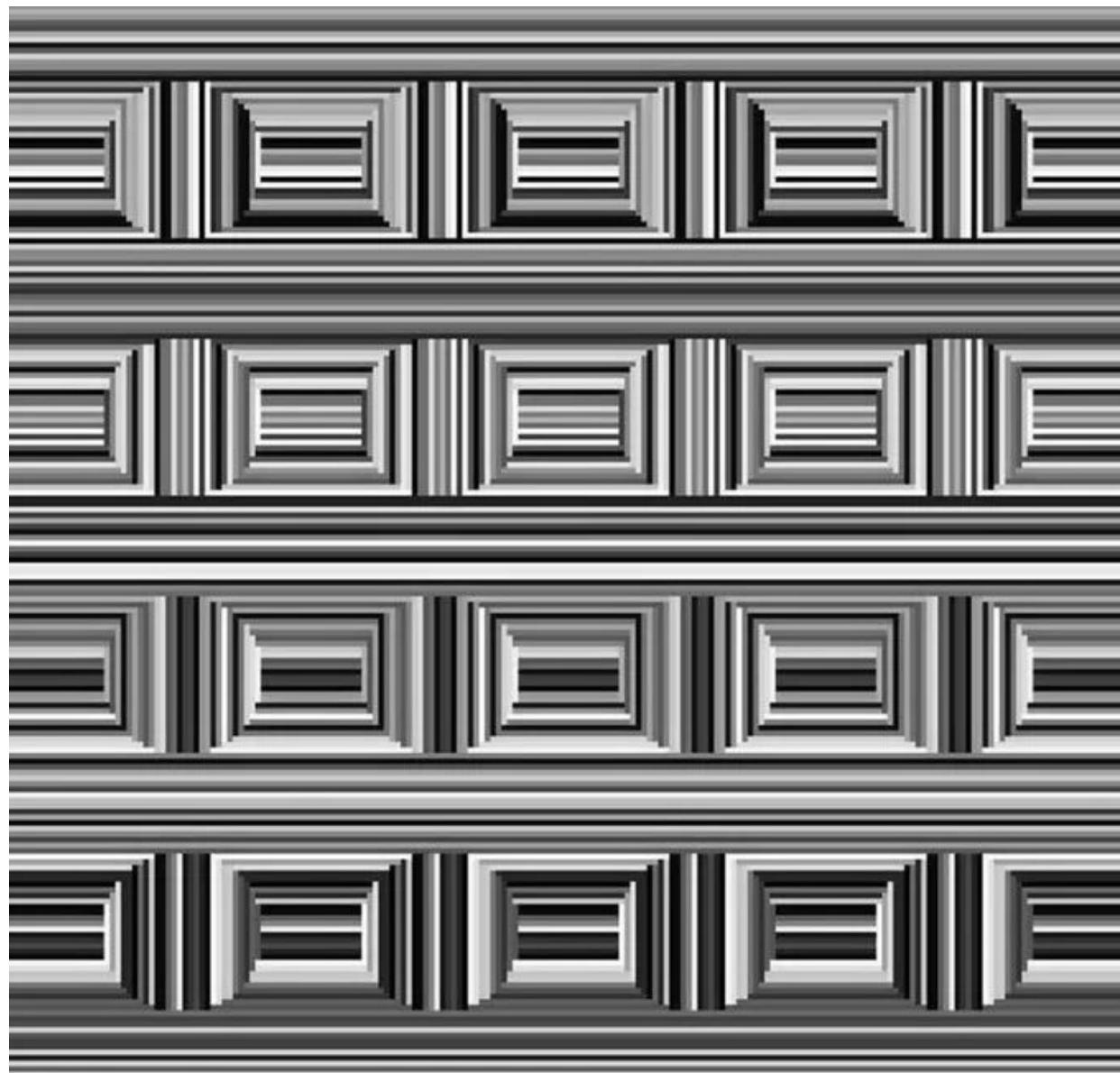


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At first glance, you might just see a bunch of boxes with detail around the edges. They appear like wooden panels that are sunken in and creating a 3D effect. But there are also numerous circles hidden among these horizontal lines. In fact, there are 16 in total.

This is known as the Coffer Illusion, and it's a relatively recent discovery. It was a finalist in the Neural Correlate Society's 2006 Best Illusion of the Year Contest and was discovered by Stanford psychology professor Anthony Norcia.



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CUP
VANILLA ICE CREAM
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KIRKLAND
Signature



1/4 POUND *PLUS*
ALL BEEF HOT DOG
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1.99	9
CHEESE: 710 cal.	4,2
PEPPERONI: 650 cal.	3,8



All Beef Hot Dog
Combo
500-930 cal

\$1.38



pepsi

















“#1 Strategy during arguments: If you're losing, start correcting their grammar.”

- Unknown







Fused suits **bubble over time** due to the breakdown of the adhesive that bonds the interlining (the inner fabric layer) to the outer fabric. This issue, known as **delamination**, happens for several reasons:

1. Heat and Moisture Exposure

- Excessive heat (from dry cleaning, ironing, or body heat) weakens the glue, causing the interlining to separate from the outer fabric.
- Humidity and moisture (from sweat, steam pressing, or rain) seep into the adhesive, breaking it down over time.

2. Low-Quality Adhesive

- Cheaper fused suits use inferior glue that degrades faster, leading to bubbling.
- High-end fused suits may use better adhesives, but they still won't last as long as a **fully canvassed suit**.

3. Poor Bonding Process

- If the fusing process isn't done correctly (incorrect temperature, pressure, or duration), the adhesive doesn't bond properly and can fail prematurely.

4. Repeated Dry Cleaning & Harsh Chemicals

- The chemicals and high temperatures used in dry cleaning weaken the glue.
- Over time, repeated cleaning cycles cause the interlining to lift, creating visible bubbles.

5. Wear and Tear (Friction & Stretching)

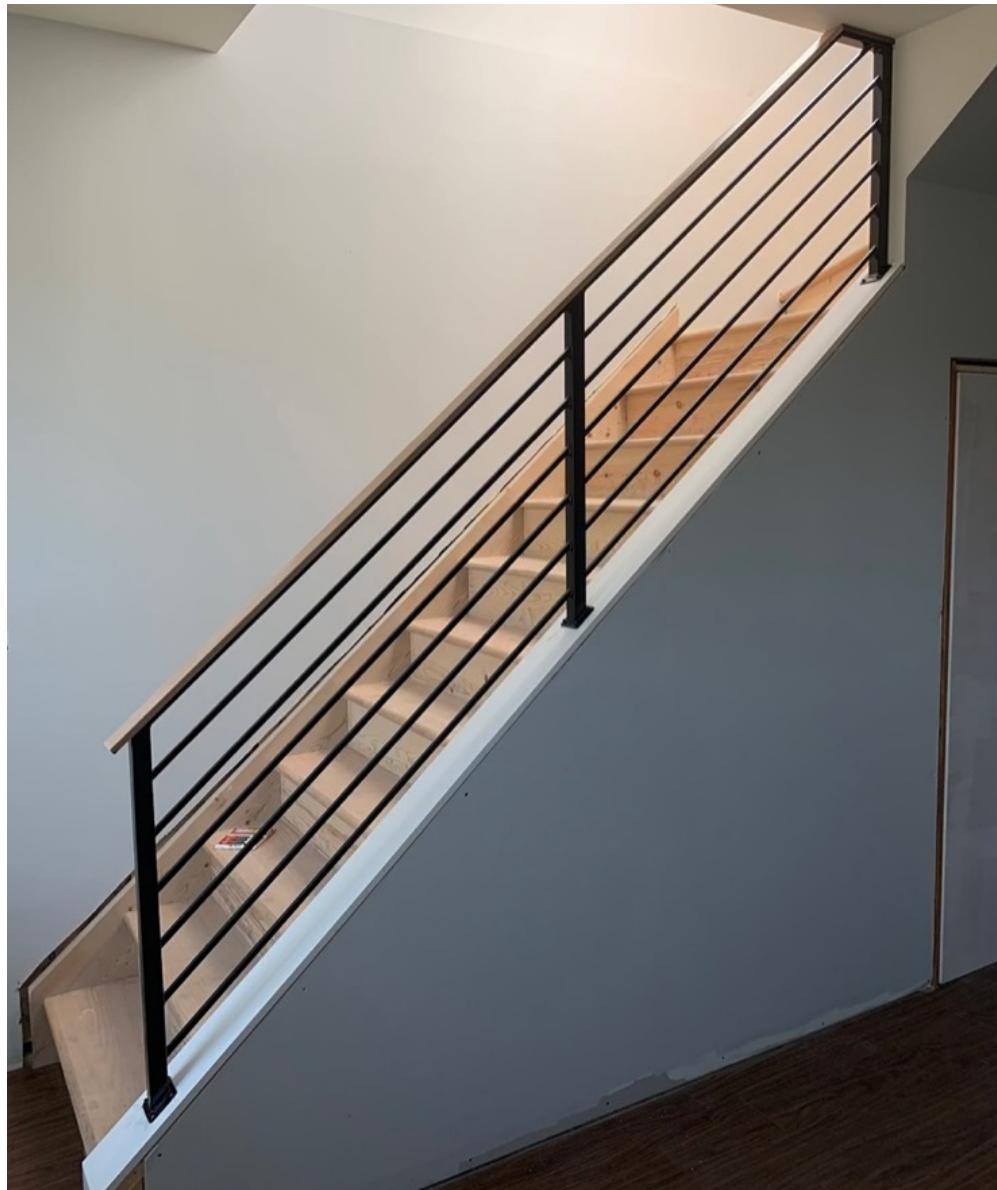
- Areas under stress (chest, lapels, and front panels) experience fabric movement that gradually loosens the bond.
- Sitting, moving, and regular wear contribute to bubbling, especially if the suit is tight or stretched.

How to Prevent Bubbling in Fused Suits:

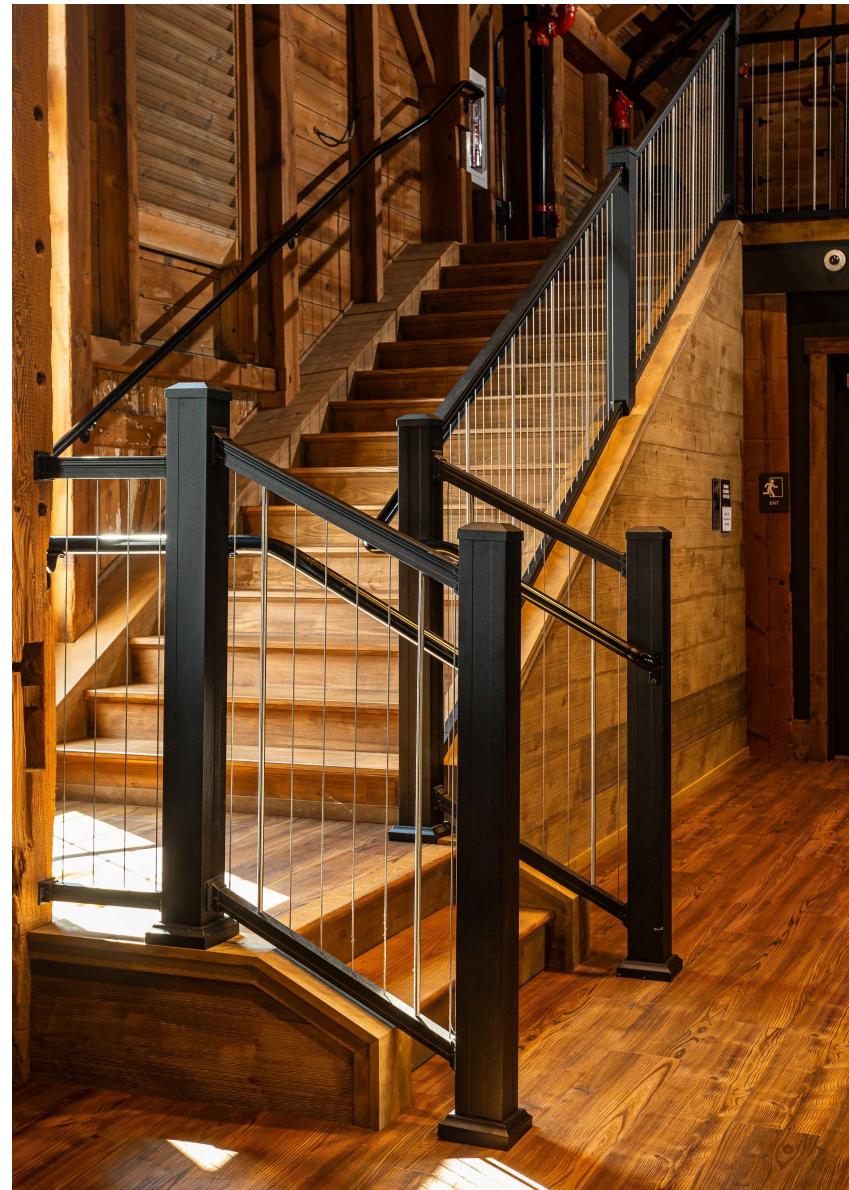
- ✓ **Limit dry cleaning** – Spot clean when possible and use steam instead of pressing directly.
- ✓ **Avoid excessive heat and moisture** – Never iron a fused suit directly and protect it from heavy rain.
- ✓ **Store properly** – Hang your suit in a well-ventilated area to prevent moisture buildup.
- ✓ **Invest in better construction** – Consider a **half-canvassed or fully canvassed suit**, which doesn't rely on glue but instead uses stitching for durability.

If your fused suit has already bubbled, the damage is **irreversible**—tailors usually **can't fix** it because the adhesive has failed. This is why many prefer **canvassed suits**, which avoid this problem entirely.

Are you considering upgrading your suits or just looking for maintenance tips?



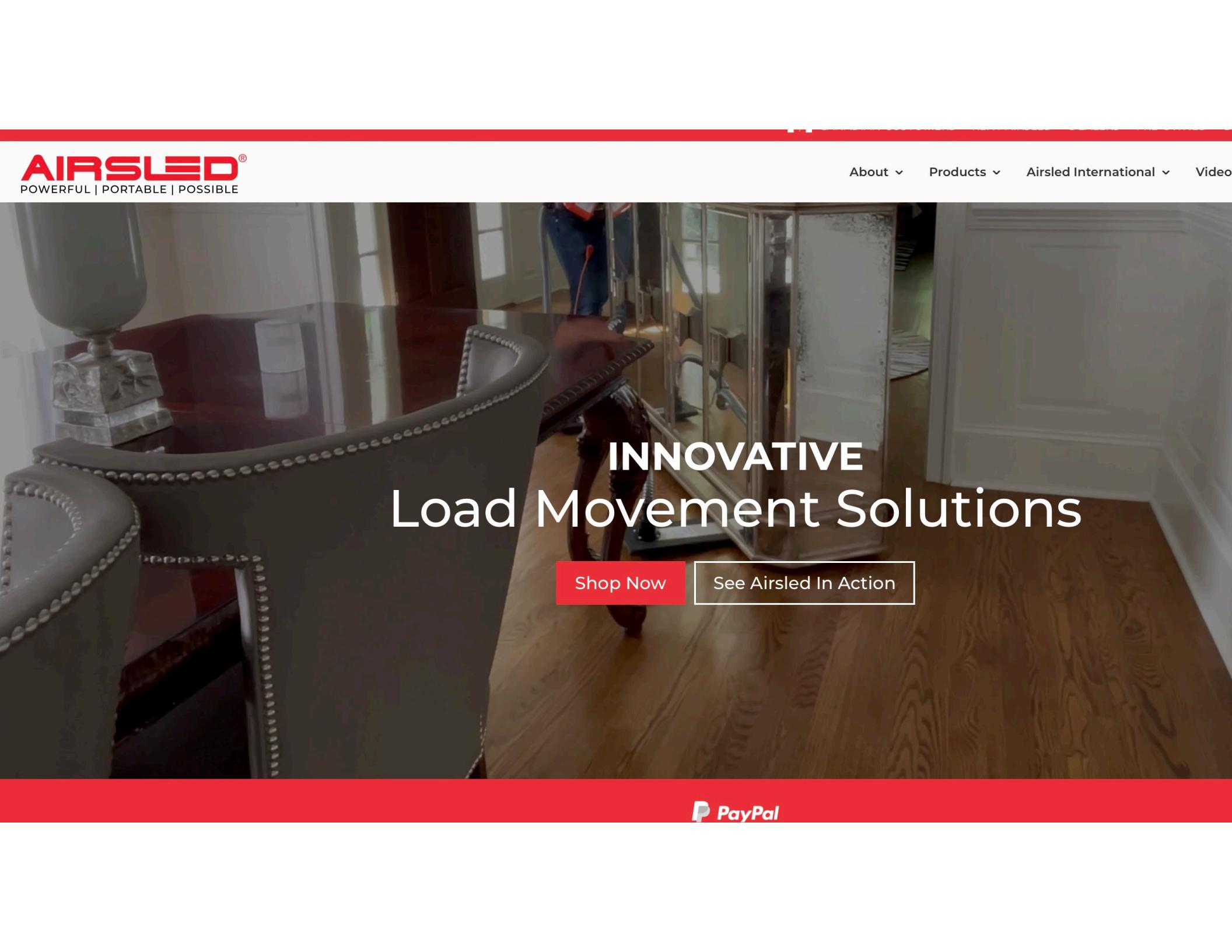








With Variable Speed control, you can regulate how much and how fast your Airsled lifts the load for even greater safety

A photograph of a formal room featuring a large, ornate wooden hutch with glass doors. In the foreground, a portion of a grey upholstered chair with white piping is visible. An Airsled air mover is positioned on the floor, its black base and red power cord visible. The floor is made of light-colored wood planks.

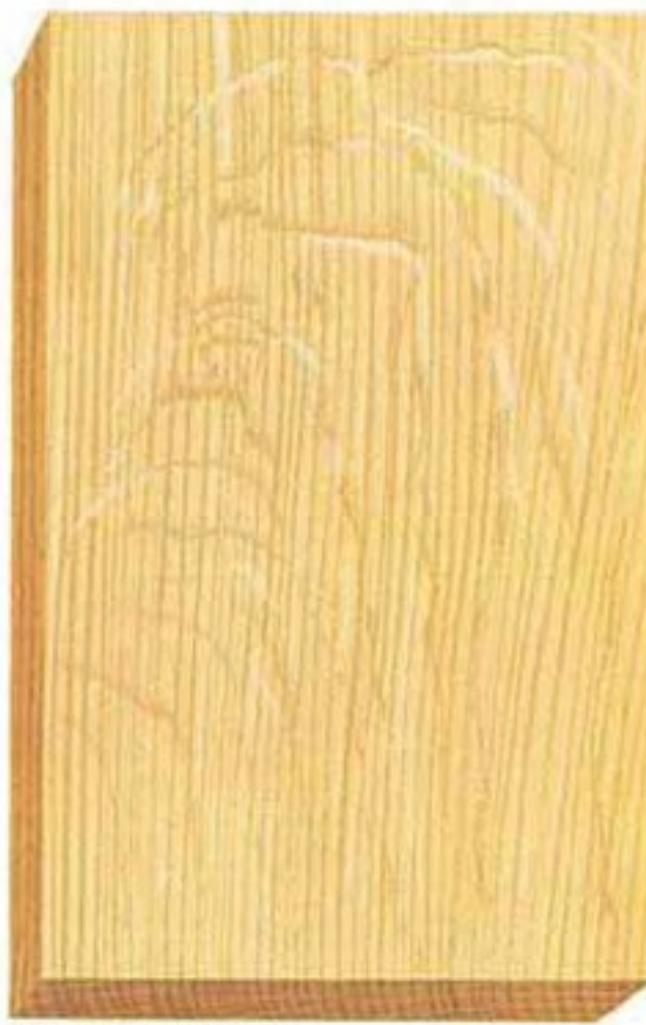
INNOVATIVE Load Movement Solutions

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Plain sawn lumber

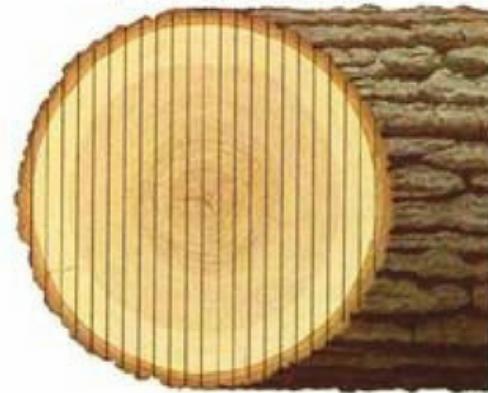


Quarter sawn lumber

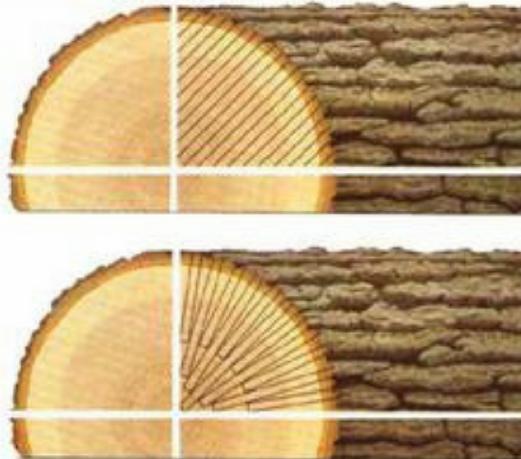


Rift sawn lumber

Plain-Sawn



Quarter-Sawn



Rift-Sawn



Plain-Sawn

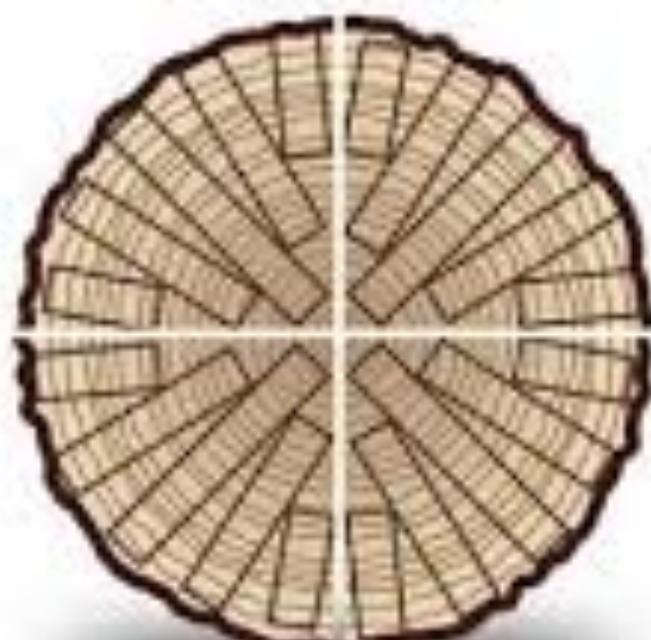
Quarter-Sawn

Rift-Sawn

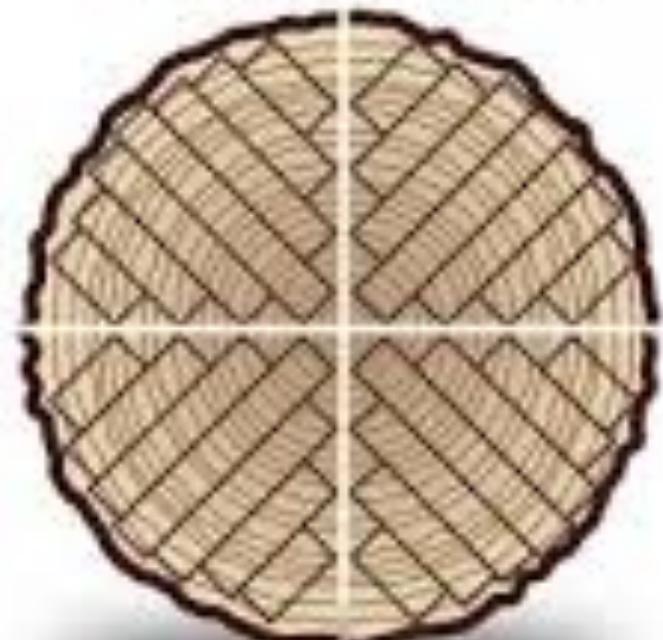
PLAIN SAWN



RIFT SAWN



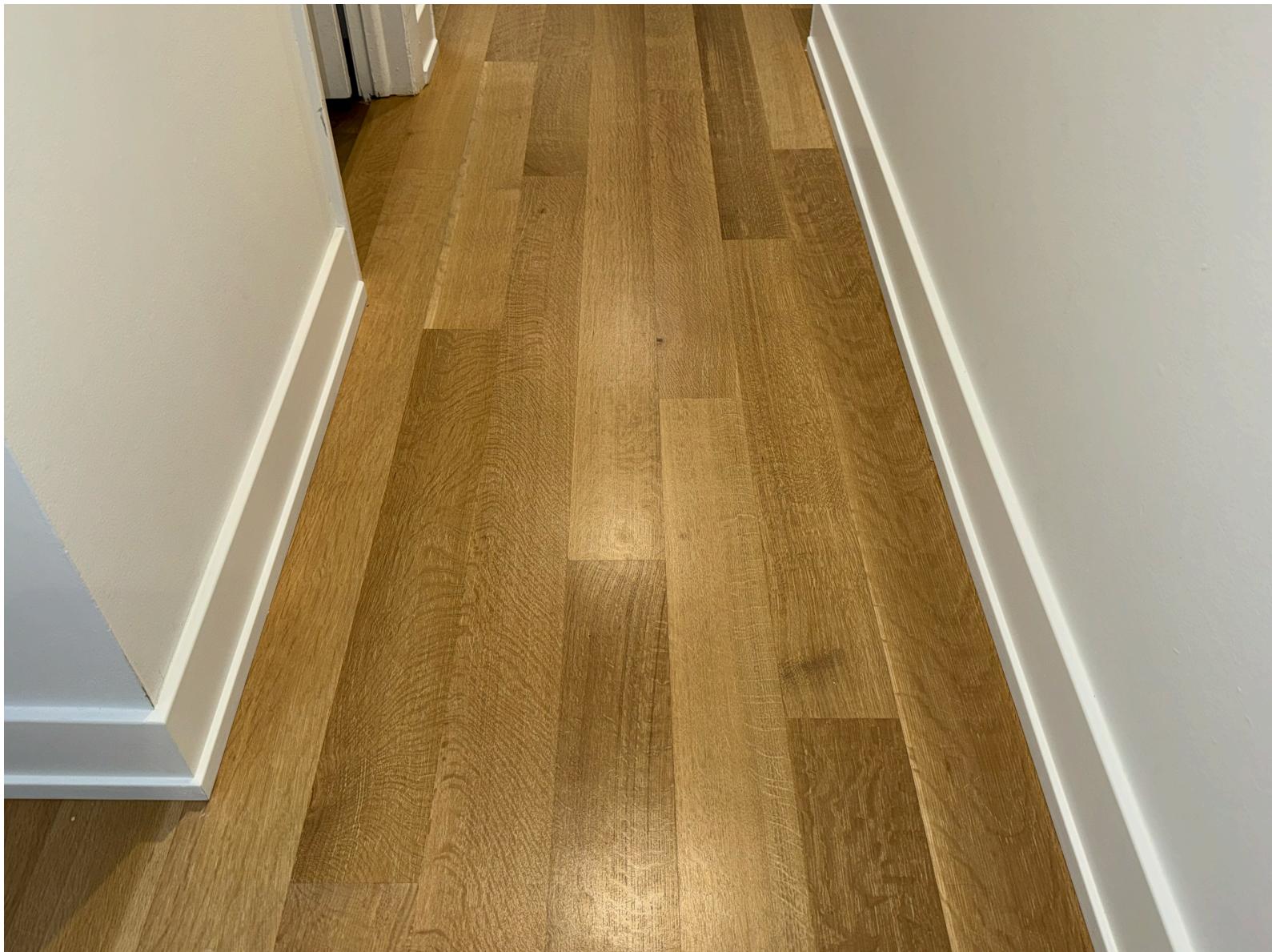
QUARTER SAWN





















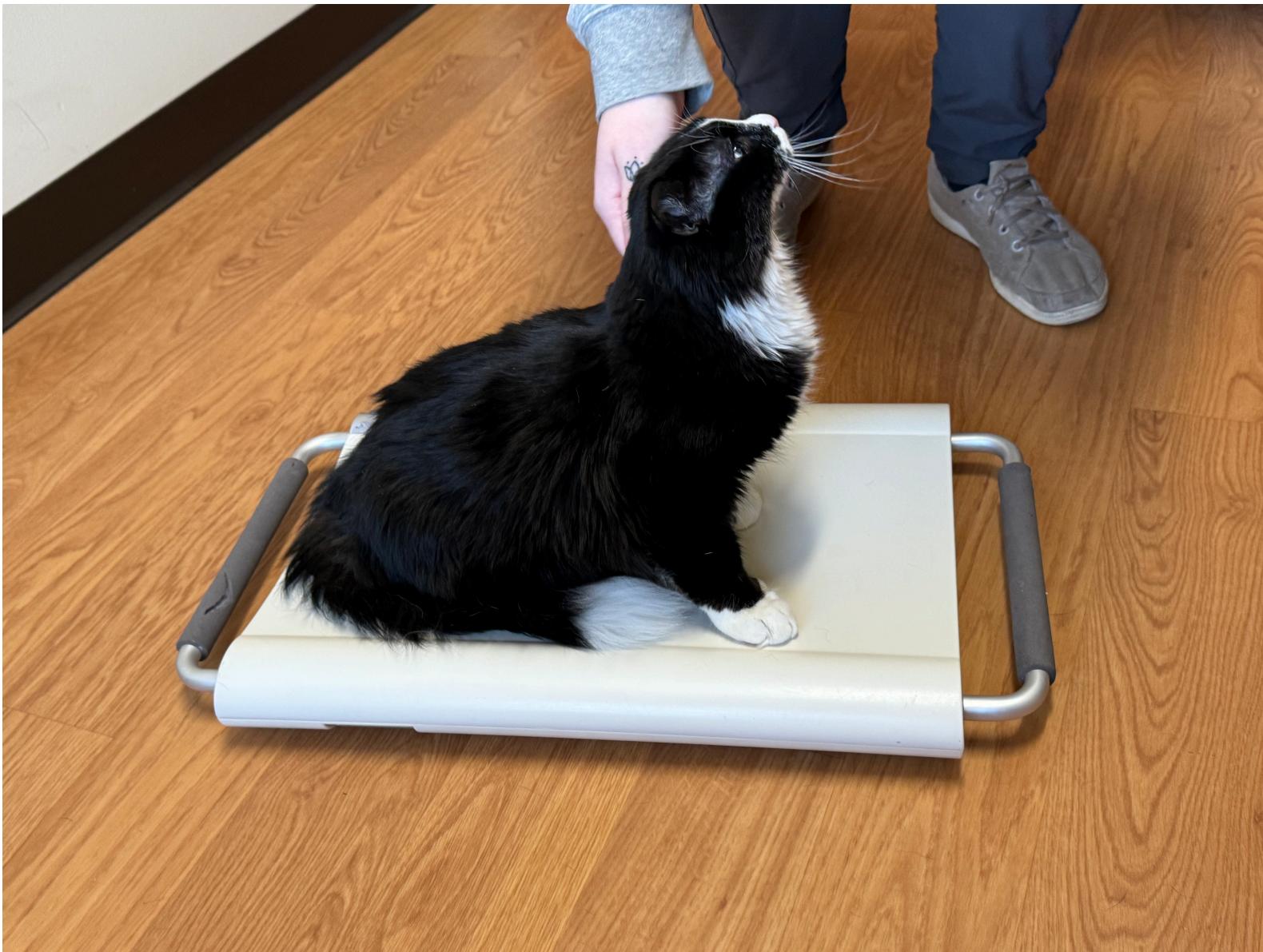








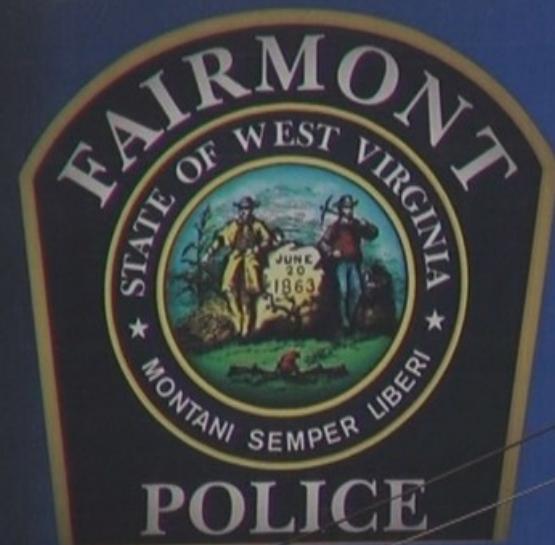




CARROLL COUNTY
VETERINARY CLINIC
FULL SERVICE HOSPITAL
LYNN WIMMER D.V.M.

I WONDER WHAT
MY DOG NAMED ME

A confused person will NOT act!
Keep it Simple...



ATTENTION DRUG DEALERS

Report Your Competition
304-366-4200

AMAR

1228

ATTENTION DRUG DEALERS



ARE YOU LOSING MONEY TO YOUR DRUG
DEALING COMPETITION?

WE OFFER A FREE SERVICE TO HELP
YOU ELIMINATE YOUR PROBLEM!

REPORT YOUR COMPETITION

SPEAK ANONYMOUSLY WITH A
NARCOTICS DETECTIVE AT 830-379-2123
OR SUBMIT A TIP TO GUADALUPE COUNTY
CRIME STOPPERS

GUADALUPE COUNTY
CRIME STOPPERS
1-877-403-TIPS (8477)

Report your Competition to Us!

My drug dealing competition is: _____

My drug dealing competition lives at: _____

My drug dealing competition's home phone is: _____

My drug dealing competition's cell phone is: _____

My drug dealing competition vehicle is: _____

Other Means of contact: _____

My drug dealing competition sells during the hours of: _____

Mail us your drug dealing competition's information or call/text our text-a-tip line number below!

Franklin County Sheriff's Office
231 East Main Street Frankfort, KY 40601
502-320-3306



El Arroyo



PRETTY WILD THAT
WE USED TO EAT
CAKE AFTER SOMEONE
HAD BLOWN ON IT...

WHAT I IF TOLD
YOU

YOU READ THE TOP
LINE WRONG

**“If You Think It’s Expensive
To Hire A Professional To Do
The Job, Wait Until You Hire
An Amateur.”**

-Red Adair



So, it's a lot more than we

A photograph of a dirt road winding through a forest. The road is flanked by tall, dry grass and a mix of evergreen and deciduous trees. The lighting suggests a bright, possibly overcast day.

I stay ready so I don't
have to get ready.

Conor McGregor



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REALTORS®
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Congratulations To The
Greater Bergen REALTORS®
2024 Circle of Excellence
WINNERS!

