***NEWS RELEASE***

## Gebroe-Hammer Associates

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**GEBROE-HAMMER ASSOCIATES NAMES DEBBIE POMERANTZ ‘SALESPERSON OF THE YEAR’**

***Passaic/Bergen County Market Specialist Records $75+ Million in Sales in Last 18 Months***

LIVINGSTON, N.J., Mar. 7, 2014 – A proven combination of superior client service, deal-structuring and relationship-building skills have earned Debbie Pomerantz the coveted [Gebroe-Hammer Associates](http://www.gebroehammer.com/) Salesperson of the Year Award, the firm’s top honor. Pomerantz, who joined the Livingston, N.J.-based firm two years ago, was recognized at the firm’s 38th Anniversary Party recently held at the Crestmount Country Club in West Orange, N.J.

Named in memory of the firm’s late founders, Mel Gebroe and Morris Hammer, Salesperson of the Year recognizes one brokerage professional for exceptional, consistent performance. It is a peer-selected award based on a vote of all Gebroe-Hammer salespeople.

“The key to Debbie’s success is the hard-earned ability to obtain a high velocity of exclusive listings while creating value-added services for every client throughout the entire real estate process,” said Ken Uranowitz, president. “She continually focuses on interpersonal and relationship-building skills – both of which are integral, as is the necessity to continually raise the bar.”

Pomerantz is widely acknowledged as an innovator in the brokerage field.The Passaic Park, N.J., resident joined the Livingston-based firm in 2011 as a sales associate to focus on Northern New Jersey’s Bergen and Passaic county markets. Within less than a year, she emerged as one of the firm’s leading producers and was promoted to assistant vice president. Pomerantz has closed sales aggregating more than $75 million and 775 units, averaging one sale a month for the past 18 months.

Under Pomerantz’s leadership, Gebroe-Hammer has emerged as the dominant investment brokerage firm in Paterson, New Jersey’s third largest city, in addition to the high barrier-to-entry Bergen County market. Her overall sales achievements recently resulted in being selected as a “Woman of Influence,” an elite ranking of the nation’s top female real estate professionals.

“It is very important to know how to exercise discretion – recognizing when to say yes, when to be assertive and when to back off – and I think my ability to do so is what makes sellers and buyers want to do business with me,” said Pomerantz. “Gebroe-Hammer’s outstanding reputation and virtually limitless, long-standing industry relationships allow me to offer my clients even more, in terms of depth of services and expertise.”

Gebroe-Hammer Associates specializes in suburban and urban high-rise, mid-rise and garden-apartment properties throughout New Jersey, New York and Pennsylvania, including Philadelphia. The firm also markets mixed-use and free-standing office and retail properties on behalf of a wide range of long-term clients, including private owners, REITS, private equity firms and other institutional investors. Widely recognized for its consistent sales performance, Gebroe-Hammer is a nine-time CoStar Power Broker.

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