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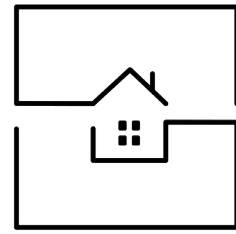
Sean Lafferty, Owner/President,
Premier Settlements

CELEBRATING LEADERS

JoAnne Freidly, Manager, VP Howard Hanna
Lancaster Office Associate Broker000

Inaugural Issue
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RP If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Coach.Fino@n2co.com.

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►► publisher's note

By Coach Fino

CONGRATS AND WELCOME TOP 500 OF SOUTH CENTRAL PA!



If you are reading this you should give yourself a big pat on the back! That means you have made the Real Producers Top 500 list for 2023! CONGRATS! Each of you should have received an email from us with some important information, along with your South Central PA Top Agent badge for 2023. If you didn't receive that, be sure to reach out and let us know.

This publication is nationwide and I have been blessed to lead the team that brings it here to South Central PA. This actual magazine is just one component of a larger program. The program is to help create REAL RELATIONSHIPS with the REAL PRODUCERS of our real estate industry. These relationships will connect, elevate, and inspire us all.

You are receiving this magazine because you are a top 500-producing real estate agent (based on your annual residential MLS production numbers)! That means that you will receive this publication, which is exclusive to the highest-producing agents in the market, every single month through the end of 2023. Consider it a badge of honor!

Being in the top 500, you also have the opportunity to be featured in our publication to share your story, and the beautiful thing is, there is no cost to you. It is a testament to you and your hard work! It is important to note that Real Producers is not a brag book. To be in the top 1-2% in your field takes a lot of grit, passion, hard work, trials, tribulations, and a strong "why" to keep pushing on.

Real Producers is about sharing and honoring those stories and humanizing you and your peers to create a culture of honor and collaboration that propels us all to the next level. We certainly cannot guarantee a feature, but if you would like to be considered for one, here are a few quick tips to increase your chances: Meet up with a member of our team, support Real Producers, and attend our private events when you can. If that doesn't work for you, we also accept large sums of money. Kidding! No agent can buy their way into Real Producers. Your support means the world to us.

All of the businesses that are a part of Real Producers have been recommended by top-producing agents and vetted by us. They are our Real Producers Vetted Businesses, and this community could not be possible without them! If you are looking for some of the best businesses in the market to work with, look no further than here. When you meet one, be sure to thank them for supporting and investing in you.

Huge congrats to each one of you. Be sure to reference the FAQ page in this publication for more details.

We cannot wait to make 2023 the best year yet!

With sincere gratitude,



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J OY DANIELS

BROKER/OWNER,
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JOY DANIELS
REAL ESTATE GROUP

In a career that began with some uncertainty, Joy Daniels has forged ahead with faith and a tenacity in finding opportunity in life's challenges. Today, Joy Daniels is an award-winning, multimillion-dollar agent and Joy Daniels Real Estate Group (JDREG) is a full-service company with over 47 agents in three different offices serving the Harrisburg, Camp Hill and Lancaster areas.

Joy is the daughter of an Army chaplain and so, as many other military families did, she moved frequently while growing up. Looking back, she now thinks that “perhaps all of those moves are part of the reason I chose real estate.” She has lived in Central Pennsylvania since she was thirteen and is a proud graduate of HACC. She adores living in an area with rich history and in proximity to major metropolitan areas.

Days before Joy Daniels was scheduled to take her real estate exam in 1988, life changed fast. “February 1988,” she remembers. “I had finished my classes, scheduled my exam...and then found out I was pregnant.”

Joy took the exam but says learning how to navigate a new career while being a new mom took some figuring out. “For the first two

years, I was learning the job. It was hard not to allow the phone and the work to overtake my life. Once I figured that out, it was beneficial to me and my family.”

In seeking the work-life balance that fuels success, Joy says she arrived at a simple truth: you *can* do it all...but don't try to do it 100% on your own. “At our office, our associate broker handles questions from other agents. My husband is my business partner. I have a personal assistant who is worth her weight in gold plus a dedicated administrative staff. All this help allows me to focus on doing what I love--helping people achieve their real estate needs. And, of course, spending time with my family.”

“You don't know where life is going to lead.”

Joy and her husband Chris have been married for 37 years and describe their blended family as “closely knit.” When son Jarad was born, Joy's stepchildren Jeff and Nadine were older teens.

Joy homeschooled Jarad through high school while she worked, enlisting the help of her mother-in-law to teach art and history two days a week and freeing time for Joy to go on appointments with clients. “And there was a lender at the REMAX

office who put a little desk in his office for my son,” Joy says. “When I had an appointment, I dropped off Jarad, and Lynn would watch him.”

When Jarad left for college, Joy's husband Chris suggested that now was the time to build a team and start her own company. Assisted by Chris and his background in business and finance, Joy Daniels Real Estate Group launched in 2010 with five employees and was set to have a culture of kindness. “Culture matters. It can change your business, it can change your company, it can change your industry and it can change you.”

Joy and Chris apply the philosophies of Napoleon Hill and these philosophies have steered their success. “Hill has 17 Laws of Success, and we spend a lot of time promoting these life skills,” Joy says. “Things like, ‘Opportunities come disguised as temporary defeat.’ Even during times of adversity in life, I'm in there working, maintaining a positive attitude. My conversations are always kind. I try to lead by example.”

With three decades of success comes an ability to adapt to change, and Joy says she's

excited to enlist the power of social media in communicating with buyers and sellers. “I recognize the value of new technologies and have been aggressive in developing a social media following, sharing posts or videos every day on Instagram, YouTube and other popular platforms. I even enjoy creating reels and TikTok videos.”

TODAY

Joy hikes every Sunday with a girlfriend, and says roadside wildflowers tempt her to stop to collect an impromptu bouquet. “From ages 13 to 21, I grew up in Dauphin and spent a lot of time in the woods, around the creek. I still like to float the creek and hike the Stony Creek Rail Trail, Detweiler Park, Fort Hunter, and Wildwood.”

A member of LCBC West Shore, Joy says church and her faith are important to her, providing guideposts in both her work and personal life. And she loves all animals, with a special fondness for her two cats.

Joy winds down by doing puzzles and she loves to read, listening to books during car drives or while relaxing at the beach. “My husband and I love the beach. My mom lives in Florida, so I have a good excuse to visit.” Joy is licensed as a broker in Florida, so once she retires, she may work in Florida part-time as an associate broker.

Joy also supports the charitable works of the Cancer Society, American Heart Association and

“
OPPORTUNITIES
COME DISGUISED
AS TEMPORARY
DEFEAT.
”

Children’s Arthritis Foundation. Her brokerage has its own charitable organization called Joy Cares.

In looking to the future, Joy first looks to her family. Her stepson Jeff, his wife Liz and son-in-law Tim all work in the business. Stepdaughter Nadine is mom to Joy’s gorgeous granddaughter, Rachael. Joy’s son Jarad graduated from George Washington Law University and recently moved back to Central Pennsylvania with his wife, Elise, and his daughter, Theodora, who is 4 years old. “She keeps me young,” Joy laughs. “And Rachael is twenty-three. I’ve been in Rachael’s life her entire life. We’re very close.”

And Joy loves the people she works with. “We have a wonderful company and I want to continue being one big family.”

“One way or another,” Joy says, “I plan to be in real estate for a long time.”





NICHOLAS FEAGLEY

» rising star

Agent Howard Hanna Real Estate

Family and freedom are priorities that brought Nicholas “Nick” Feagley to our industry. Through hard work and dedication to his career, Nick has built a successful real estate business and in 2023 earned the Howard Hanna National Sales Excellence Award.

Nick serves on both local and state-wide industry committees; in 2022 he was appointed to the Board of Directors with the

Greater Harrisburg Association of Realtors® (GHAR) and the Pennsylvania Association of Realtors® (PAR). He is proud to sit as vice chair for two different committees for 2023, including the diversity and inclusion committee.

Nick’s National Association of Realtors® designations and certifications include Accredited Buyer’s Representative (ABR), At Home With Diversity (AHWD), and Pricing Strategy Advisor (PSA). In 2021 he founded and started

The Nicholas Feagley Team, and in his Turning the Key to Real Estate podcast, Nick offers market analysis and insights, along with in-depth interviews with industry professionals. As a volunteer, he devotes both time and talent to local charitable organizations.

In our first Rising Stars feature, Nick talks about his career journey, The Nicholas Feagley Team, and the “white glove service” that sets him apart.

How did you get your start in real estate?

I started in the financial sector. I was with a large credit union. I then accepted a position with a large credit union where I oversaw the processing and servicing of mortgages, home equities and lines of credit.

Eventually, I wanted more freedom to choose how I spent my time each day. If I wanted to work from home, I could work from home. If I wanted to be out on the road, I could be out on the road. And I wanted control for my clients, the ability to help people more directly. So, I left the banking industry and came straight to the real estate side, and I’ll be honest, it was a jump.

You talk about wanting more control. Were there any other reasons for making that jump?

Family was my biggest driver in making a change, needing more flexibility with my time. I was helping take care of my two nieces, Sadie and Millie. My little sister, Ashley, is a single mom, and she was finishing her master’s degree at Shippensburg, plus working full time. So together we made it work.

You began your career during a challenging time in real estate. Who helped and influenced you during your early days?

My license was issued during COVID, so it was “Hey, congratulations! Sorry, the world is shut down.” Luckily, I had an overnight job working at a warehouse, but I didn’t let the shutdown in real estate stop me. I sent out postcards and participated in Zoom training. I designed my website. When workplaces opened again and I was back in the office, I found my first mentor. Her best piece of advice was “If you’re the smartest person in the room, you’re in the wrong room. Move yourself.” So, I asked myself, “OK, who are the top producers here? Who are the people on the go?” And I positioned myself around those agents so I could learn from them.

Eventually, we developed a core group of agents—a family—and it was phenomenal because that’s when my eyes really started to open. I did great sales in my first year, especially partnering with agents in the office,

which allowed me to get my feet wet and gave me the confidence to step out on my own.

What was the next big push forward?

In my second full year in real estate, I did 4.8 million, which was above my goal. That’s when I began to think of myself as a business, not an employee. I started to take things to the next level, making changes to my marketing, and investing in my business. That’s also when I stopped working overnight. I made real estate my bread and butter and had nothing to fall back on. It was scary, but it didn’t take me long to realize that I was floating, not sinking.

What is “white glove service”?

There’s a saying “You get what you pay for,” and I look at the service side of real estate the same way. When you list with us, if you need a cleaning crew, if you need moving help, if you need hardscaping or just the grass mowed, we take care of it. There was a client who needed to move, and she



Nick’s husband Kelly, Ares, Nick

couldn't drive the truck herself. So, I showed up, did all the driving, and then returned the truck to the rental site. A lot of my clients will say afterward, "I am so glad I hired you. I didn't have to do a thing."

Tell us about your team.

I currently have an assistant, Luz Zorilla, who handles transaction management and balancing of my receipts. And I have one agent who joined me this year, Steve Williams.

Steve is phenomenal. We are complete opposites, and he connects with a completely different crowd than I ever will. Steve came into my life right when I needed him. He brings huge value to the team.

You're Vice Chair of the GHAR Diversity and Inclusion Committee, and at PAR, you're a Diversity and Inclusion Committee member.

Why are these appointments important to you?
As a member of the LGBT+ Community, it meant a lot to be asked to be Vice Chair and be a part of this committee. My community still does not have all the same rights as everyone else in the State of PA, but we are getting there. I want to be that mouthpiece. This year GHAR was a part of the Pride Fest in Harrisburg! That wouldn't have happened if I were not in my role.

But for me, it is not only about my community or yours - it is about equality for everybody. I support NAREB (National Association of Real Estate Brokers), AREAA (Asian American

Real Estate Association), and AAPI (Asian American and Pacific Islanders).

You've built up a lot of experience in a short time. Any words of advice for other up-and-coming agents?

Embrace new technologies, but there's something to be said for "Don't reinvent the wheel." So far this week I've done 385 postcards, and people say "Oh, that's so old school. Why do you do it?" Because I made a \$10,000 commission off postcards last year. I'll still go and walk the neighborhood, knock on the doors, and have the conversations. Now I've been invited into three different homes and had three great conversations. Now I have those personal connections. And personal connections will always be important.



Nick's sister Ashley, his niece Millie, Nick, his niece Sadie

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“We are at our core a small family-owned business, one with roots in our community,” says Sean Lafferty, owner and president of Premier Settlements.

When Sean took over leadership at Premier Settlements in Lancaster, Pennsylvania, he had a clear understanding of how to manage the company.

“We handle title insurance, but we are essentially a service industry,” Sean says. “Our product is our service, and we offer that service as quickly and smoothly as possible to the realtors and builders who work with us.”

Since 1993, Sean’s parents Allen and Tina Lafferty had successfully grown Premier Settlements, earning a respected reputation in the local real estate industry. That didn’t stop them from giving Sean their blessing to move forward with his own vision.

“When I began working at Premier, my dad said, ‘I’m going to teach you the processes. You change them.’ He gave me full autonomy. In 2016, we hired an entirely new team to build our foundation for the future.”

This year, Premier celebrates 30 years in the industry, and today, Premier is the leading title company in Central Pennsylvania, with five offices and growing. “In those 30 years, we’ve built relationships and lifelong partnerships with our real estate partners and businesses.”

GENERATIONS IN A FAMILY BUSINESS

Sean’s father Allen began his career as a CPA in Philadelphia and moved to Lancaster to open Premier Settlements and raise his young family.

“I had an amazing experience growing up with my dad and mom owning their own business. I spent my childhood playing soccer, traveling all over the

Northeast. My dad coached me. Owning his own business gave him that flexibility to be involved in my sports and school activities.”

Sean graduated from Gordon College (Wenham, MA), where he played soccer and studied Business and Finance. After college, Sean worked at a local bank and quickly rose through the ranks to become a branch manager. During that time, he married his wife, Brittney, and they had their first child. “I was in my mid-twenties with a young family, and I was being pulled toward corporate banking and all that would come with senior management,” Sean says. “I felt like my priorities were reversed.”



TEAM AND FAMILY

In leading his team and developing his management style, Sean points to lessons learned playing soccer. “In sports, you can’t take the ball alone and score. At Premier, it’s not just me out there, it’s a team. Clients see that and appreciate it.”

In the face of recent market challenges, Sean says his team didn’t wait for the market to change. “We got out there and told our story. We hit the pavement, going out to get business. That team aspect and staying true to our core values has paid off in dividends. We find purpose in being a small, family-owned business.”

Sean and Brittney have three young boys (ages 9, 7 and 4), and family and his faith, says Sean, inform his decisions in work and life. “I love my wife, and we instill Christ into our children. Earning a living is important, but family and faith come first. I want to be there, to be able to go camping or be at school activities. And for everyone who works with me, I extend that same flexibility.”

Sean enjoys coaching his sons in soccer and says weekends are busy, spent much the same way as in his own youth: on a soccer field. “It’s such a small window of time. I know we’ll miss it when we’re older. I try to be present in the present.” Both sets of grandparents live nearby and Sean says Brittney and he feel blessed to have a great support system.

When asked about the future and Premier Settlements, Sean says he and his team look forward to more opportunities to tell their story. “I love the people we’re bringing in. My goal is to build our team and keep the same culture and core values -- going above and beyond, taking responsibility for our actions, and being the calmest person in the room during a stressful time for clients.”

“We rebuilt with a team mostly in their 20s, and we’ve kept everyone through their mid and early 30s,” Sean says. “We have a lot of fun working together and we genuinely look forward to putting our time and energy toward helping people. I get to work each day with good friends. I’m super blessed.”



“That team aspect and staying true to our core values has paid off in dividends.”

Sean’s father was approaching retirement and asked Sean to work with him at Premier. Sean agreed and immediately began by updating the office’s paper filing system, creating electronic files of all transactions. “Soft dollars are the time you save. Eventually, I streamlined every process we use. Everyone loved it.”

From 25-30 closings each month, the team at Premier began growing exponentially. “My dad and I opened up from doing primarily new construction to pumping the gas with resales. In 2021 at the height of the market, we were doing 190-200 closings a month, growing organically as a result of high-level service and client referrals.”

►► celebrating leaders

JoAnne Freidly

Manager, VP Howard Hanna Lancaster Office Associate Broker

BUILDING TEAM CULTURE

Lancaster native JoAnne Freidly is VP of Howard Hanna Lancaster. With a career that spans four decades, JoAnne's diverse experience, paired with a down-to-earth management style, makes her an effective and valued leader. She firmly believes in the importance of promoting a strong team culture.

"I work diligently to build an environment where co-workers trust and respect each other. To achieve that, it's essential to create a free and open forum for discussion and collaboration. Agents need to know that someone cares about their well-being and growth."

JoAnne was named manager of Howard Hanna's Lancaster County office in 2014. In cultivating a positive workplace culture, JoAnne promotes open communication and

puts a premium on supporting the business goals of the agents.

In fostering a positive team culture, JoAnne recognizes the direct benefits it brings to the organization. "People often ask, 'How does office culture make money?' When agents feel supported, they trust me and the process, which in turn makes them more open to new initiatives and, as a result, increases productivity." This support begins day one with a hands-on approach to training and

an open-door policy. "I'm always available," JoAnne says. "Whether it's a weekend or an evening, if an agent has a contract question, they know they can reach me."

They are assured that I'll always have their back and will support them 100% of the time."

During weekly team-building meetings, agents have the opportunity to exchange ideas, discuss challenges, and lend advice to each other. This collaboration represents hundreds of years of collective experience. Even something as simple as starting a sales meeting by sharing a fun fact others might not know helps build rapport. "We're always trying new and creative approaches, adding an element of fun and sometimes a bit of competition. I make it a priority to do one 'fun' event each month, often in conjunction with a holiday. These efforts go a long way in attracting and retaining new talent."

"I believe it's important to have fun in your office," JoAnne says. "We participate in community activities together and organize customer appreciation events, such as a Halloween dress-up, photos with Santa, and Easter egg hunts, to name a few. We sponsor a major

fundraising event each fall to benefit the Children's Free Care Fund. It's heartwarming to witness our office coming together, working cooperatively for the benefit of the community."

JoAnne also places a strong emphasis on celebrating achievements, both as a way to motivate team members and maintain high morale. "It's not just about recognizing the top producer and the top lister. There are other milestones and successes that individuals and teams deserve to have acknowledged." JoAnne makes sure to highlight these achievements both privately and publicly, sometimes on social media so friends and family can join in celebrating the success. "When people are happy in their workplace, they are more likely to be fully engaged."

"We don't require agents to be in the office, but being out of sight can often lead to being out of mind. When agents are in the office, they can network with their peers and create new opportunities. It's critical to have a trusting environment based on respect and support, one that people are excited to be in. When agents are present in the office, it provides me with more opportunities to guide them towards strategies that improve their business."



FAQ

ALL ABOUT REAL PRODUCERS OF SOUTH CENTRAL PA



Real Producers magazine started in Indianapolis in 2015 and is now in over 120 markets across the nation and continues to spread rapidly.

Q: WHO RECEIVES REAL PRODUCERS' MAGAZINES?

A: The top 500+ producing real estate agents in Dauphin, York, Lancaster, Lebanon, Perry, Cumberland, Franklin and Adams Counties.

Q: WHAT IS THE GOAL OF THE PROGRAM?

A: To connect, elevate and inspire our entire industry. We are better together. We can create change when we surround ourselves with other successful, like-minded people. We as people grow. Our businesses grow. Our impact on the community grows. Real Producers is the platform that brings together.

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! In fact, in-person celebration and collaboration are essential to building REAL REALTIONSHPIS with REAL PRODUCERS. We will have specific networking, learning and community events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 500 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top

500 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share **real** stories of Real Producers.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are the best businesses in South Central PA in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!

Email: Coach.Fino@n2co.com

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