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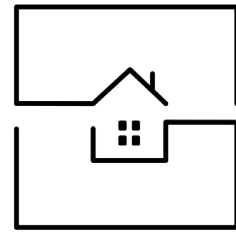
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celebrating the holidays:

The Power of Building the Right Relationships

As we approach the holiday season, there's a palpable sense of warmth and togetherness in the air. It's a time when families gather, friends reunite, and communities come together to celebrate the joys of life. For the Real Producers of South Central PA, these gatherings hold a special significance – a reminder of the power of building the right relationships with the right people.

Our journey has been one of unwavering commitment to fostering connections among the best of the best in the real estate industry. These connections are the lifeblood of our profession, and they embody the spirit of collaboration and excellence that defines us. As we reflect on our recent successful launch event, we can't help but express our profound gratitude for the incredible community that surrounds us.

The Power of the Right Relationships

In the world of real estate, relationships are everything. Whether you're a seasoned veteran or just starting your journey, the connections you cultivate can be the difference between success and stagnation. It's not just about the number of contacts in your phone; it's about nurturing meaningful, mutually beneficial relationships with the right people.

The right relationships can open doors, spark innovation, and drive business growth. Our network consists of some of the most accomplished and respected professionals in the industry, and their collective knowledge and experience are invaluable resources for all of us.

The Benefits of the Best Getting Together

When the best of the best come together, something truly magical happens. It's not just about exchanging business cards or discussing deals; it's about sharing insights, learning from one another, and creating a sense of unity that transcends competition. Our community thrives on this exchange of ideas and the elevation of industry standards.

Through our events and gatherings, we've seen the transformative power of collaboration. Agents, partners, and industry leaders from diverse backgrounds and experiences come together to inspire one another, forge partnerships, and drive the real estate industry forward. It's a testament to the fact that when you surround yourself with excellence, you're bound to achieve greatness.

A Grateful Heart for Our Launch Event

As we celebrate the upcoming holidays, we can't help but extend our heartfelt gratitude to all those who made our recent launch event a resounding success. The event was a true reflection of the spirit of unity and collaboration that defines our community. It brought together professionals from across South Central PA, and the energy in the room was nothing short of electric.

We were honored to have industry luminaries share their wisdom and insights, inspiring us all to reach greater heights. The connections forged at the event have already begun to bear fruit, as new partnerships and opportunities emerge. It's a testament to the power of coming together with a shared purpose.

Our gratitude extends to every attendee, sponsor, and speaker who contributed to the success of the event. Your support and enthusiasm have ignited a spark that will continue to burn brightly in the South Central PA real estate community.

Looking Ahead with Hope

As we look ahead to the holiday season and the year beyond, we're filled with hope and excitement for what the future holds. The Real Producers of South Central PA community is a force to be reckoned with, and we're confident that our collective efforts will continue to shape the landscape of the real estate industry and provide immense benefits to the communities we serve.

In the coming months, we'll be hosting more events, workshops, and networking opportunities to further strengthen our bonds and elevate our profession. We invite all professionals in the real estate industry to join us on this journey, to experience firsthand the power of building the right relationships with the right people.

In closing, let us remember that the holidays are not just about the presents we exchange, but the presence we offer to one another. It's a time to cherish our relationships, express gratitude, and build bridges that can withstand the test of time. At Real Producers of South Central PA, we're proud to be a part of this vibrant community, and we look forward to celebrating the holidays with all of you.

May your holiday season be filled with warmth, joy, and the company of the right people who make life in the real estate industry truly remarkable. Happy holidays from all of us at Real Producers of South Central PA!



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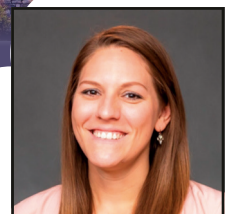
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IN THE WORLD OF REAL ESTATE, SUCCESS STORIES OFTEN EMERGE FROM UNIQUE PATHS AND DIVERSE BACKGROUNDS. WENDELL HOOVER IS A PRIME EXAMPLE OF THIS. WITH A CAREER SPANNING OVER TWO DECADES, WENDELL'S JOURNEY TO BECOMING A SUCCESSFUL REALTOR HAS BEEN MARKED BY DETERMINATION, ADAPTABILITY, AND A PASSION FOR CONNECTING WITH PEOPLE.



“My career path was sparked by my family’s entrepreneurial background,” Wendell says. “My father worked at Umbergers of Fontana hardware store for 52 years until retiring this year and was part-owner for nearly 40. My mom still owns a flower business in Annville. I always knew I wanted to be my own boss.”

Wendell says it was his grandfather’s approach to real estate that left a lasting impression on him. “My grandfather lived in Lebanon County, and instead of buying apartments, he would buy farms.” This early exposure to entrepreneurship instilled a desire to pursue a career that would allow Wendell to connect with people.

“I’ve always been in that sales field to some degree, just different industries. But it’s all the same. It’s learning how to deal with people, managing expectations and providing good service.”

FROM FINANCIAL PLANNING TO REAL ESTATE SUCCESS

As a co-owner of Iron Valley Real Estate of Central PA’s Harrisburg Office, Wendell’s depth and breadth of knowledge draws from a diverse and accomplished career that began immediately after graduating from college, starting out as a financial planner.

“My initial interest was in rental properties,” Wendell says. “I renovated and fixed up houses in Harrisburg in 2003.” In 2005, Wendell formed Green Street Properties, LP with two partners. The partnership rehabbed approximately 40 homes over 10 years, mostly in Midtown Harrisburg and specifically in a section the team named “Olde Uptown.”

“Our company along with WCI Partners, LP transformed this area from one of crime and blight to an area that young professionals, families and new graduates are proudly calling their home,” says Wendell. “These rehab efforts resulted in 16 new townhomes and approximately 85 rehabbed homes. Now the majority of the homes in this area are owner-occupied. I personally was responsible for all the land and home purchases for both companies.”





During this time, he also ventured into property development, co-founding Monticello Heights, a development project that included building 36 townhomes. Unfortunately, the market took a downturn around 2008-2009, causing challenges for the development.

Wendell decided to obtain his real estate license primarily to assist with his own investments and property sales.

“I always try to provide the same high-quality service, whether I’m working for a first-time home buyer or an experienced investor. Whether buying or selling, every client should have the opportunity to work with someone experienced in the real estate field.”

For real estate professionals seeking to collaborate with Wendell Hoover, they can expect nothing less than a commitment to excellence. As the co-owner of Iron Valley Central PA Harrisburg Office, Wendell and his team prioritize efficiency, professionalism, and exceptional service.

“We pride ourselves on being on top of things,” Wendell explains. “Rarely do we have to wait on anything. We approach our business as professionals, not as a hobby. Our full-time assistant and backup systems provide our part-time agents with full-time support.”

“We know that agents want to work with other agents who are not treating their business as a hobby. Our work is our profession, and we approach our business as professionals.”

A FAMILY-CENTERED LIFE

Wendell Hoover grew up in Mt. Gretna, attending Annville-Cleona High School and graduating from Messiah College (now Messiah University).

A devoted family man, Wendell and his wife Brenda, have three children: Alexa (11), Kenzie (9), and Noah (7). Their

family life is a blend of work and home education, with all three children being homeschooled. They share their space with an assortment of animals, including dogs, cats, chickens, and even three goats. “And we’re a horse family. We don’t have horses at our house, but my daughters and wife compete regularly.”

Wendell says family adventures extend beyond their home, thanks to an RV that has become an integral part of their travel experiences. Instead of flying to distant destinations, the Hoovers prefer road trips in their RV, combining family time with education and exploration.

A VISION FOR HARRISBURG REAL ESTATE

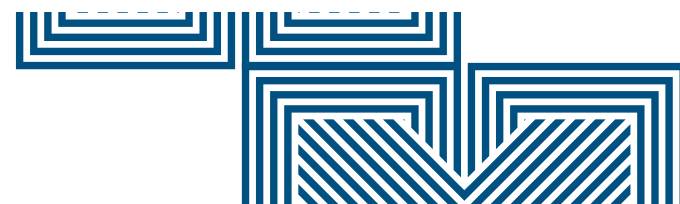
When asked about the future of the Harrisburg real estate market, Wendell is optimistic. He believes that the city’s appeal as a family-friendly and affordable place to live has only grown stronger, especially in the wake of the pandemic.

“People realize it’s a really great place to raise a family, and the cost of living is great, the cost of real estate is great,” he says. “The demand for Harrisburg homes has surged, and this trend shows no signs of slowing down.”

Wendell acknowledges the ongoing development in the area, including new investment properties and housing projects, but he emphasizes that these efforts may not fully meet the burgeoning demand. He predicts a robust and stable residential real estate market in Harrisburg for the foreseeable future, regardless of fluctuations in interest rates.

CONTRIBUTING TO THE COMMUNITY: GHAR AND BEYOND

Wendell’s dedication to his profession extends beyond his own success. He serves as the President of the Greater Harrisburg Association of Realtors (GHAR) and has a deep commitment to giving back to the community.



“
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GHAR, with nearly 2,300 members, is not just a place for real estate education but also a network of professionals who support each other. "It's a very competitive market," Wendell notes. "Agents like to do business with someone they know." GHAR provides the platform for building those crucial professional relationships.

GHAR's Political Action Committee (PAC) plays a vital role in advocating for housing and realtor-friendly policies. "Housing is what we do," Wendell affirms, emphasizing the importance of supporting candidates who understand and promote homeownership and the interests of Realtors.

Active with the Harrisburg Young Professionals organization, Wendell served on the Board of Directors from 2004-2014 and served as President in 2008. He has been a member of Harrisburg Rotary for over 8 years and currently serves on the Board of Directors. For the past 10 years, he has served on the Board of Directors for BHA (Brethren Housing Association), currently in the role of treasurer. He serves on the Board of Directors for Eden Village Harrisburg, which is working to bring permanent housing to the homeless.

As the Harrisburg real estate market continues to flourish, Wendell's vision and leadership are poised to make a lasting impact, ensuring that the city remains a thriving hub for families and professionals alike.

His journey from financial planning to becoming a prominent realtor and leader in the Greater Harrisburg Realtor's Association is a testament to his entrepreneurial spirit, dedication to family, and commitment to his community.

"I do believe giving back is a huge part of what I should be doing. Whether at work or working in the community, interacting with people has always been what I'm good at. It's what I love to do."



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Tell us about yourself. What did you do prior to real estate?

I'm 39 years old, born and raised in Hanover, Pennsylvania. Growing up, I was a golfer and wrestler, both from the age of six. I've been an entrepreneur since 19 years old and started a couple of different businesses. I always wanted to start a business where there was no ceiling. Where if I was willing to work hard, there was unlimited income potential, no matter what it was.

My father owned a very successful ice company in Hanover, and if I had followed him in the business, I would have been the fourth generation. I was around 13 years old when I heard somebody say, "Oh, Colby's going to be set. He's going to have his dad's ice company." I said, "I'm going to find my own way. And no matter what that way is, I'm going to make it on my own." That was my mindset from early on.

That said, I learned a lot from watching my father. I understood

that sometimes you had to make short-term sacrifices for long-term gain. I learned that if you say you're going to do something, you have to do it no matter what. You made a commitment, so you have to stick to it.

How did you get started in real estate?

My best friend Neil Reichart, who I grew up with, was with the brokerage I'm with now. He started about four years before me, and I've been here almost five years now. I saw his success, and what I learned early on was if you want to be big in business, you have to be set up for it. I realized early on I couldn't do it all myself to accomplish all opportunities. At first, even though the people I worked with weren't officially teammates, they helped me out when I needed them. After two years, Neil and I started our own team.

The key to any successful business is working with people who trust and respect you and who motivate you. And it's important to provide prompt communication with clients, following up right away and just being on top of providing great customer service. We also continue to

incorporate new technologies as an important piece in streamlining and running our business efficiently.

Tell us about your team.

Being part of a team is important to me. With how crazy the market was the last five years, I never wanted any of my buyers to miss out on a house based on my schedule.

In building our team, we never recruited anyone. We just wanted people with integrity, and if they had great networks, that's going to benefit them as well. They didn't have to have success in the beginning, as long as they were motivated and professional. Whether they want to make 10 grand a year, 50 grand a year, or do the work full time -whatever their goals are, we help them do that.

How many team members are there?

Neil and I are the owners, and we have 16 teammates right now with a few more coming on soon. We're now one of the Top Teams in South Central PA.

We don't pigeonhole any of the team members. If they have a listing, their rider's going on the top.



rising star

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Photo by Kendra Swartz

And no matter what, in business or in life, you have to be willing to do the work. Period. If you do the work and if you work hard enough, you will succeed.

Realistically, we're not ego-driven. We want to help people succeed, but it's not about the dollar bill. It's about creating a rock-solid team with good people. It's about doing the right thing for people in their biggest transaction and not rush anything just to get paid. At the same time, we're helping people get the most they can.

How do you and Neil work so well together?

Neil and I are yin and yang. We mesh well and cover each other in different areas. He's one of the hardest workers you're ever going to meet in your life, an absolute machine. And he's my best friend.

Neil is in the process of getting his Brokers license, and he is just very educated in the business investor side. He has a bunch of rental properties and works with a ton of investors. I can't say enough about Neil. It's been great to link up with him because, between the both of us, we can really take care of people and all facets of the business.

What motivates you in your work?

The thing that gets me up every day is wanting to help people, whether that's my team, my clients, or my community. And from early on in life, I've always wanted people to trust my name. That if my name came up and I wasn't around, hopefully, people would have good things to say.

In business, my motto is "Always do the right thing." It's

something that I continue to teach my kids. How you treat other people, no matter the situation, in the long term it's going to pay off. Just continue to be a good person, and always do the right thing. That's the simplicity in my life.

And no matter what, in business or in life, you have to be willing to do the work. Period. If you do the work and if you work hard enough, you will succeed.

Tell us about your family and why you chose to make your home in Central Pennsylvania.

My wife is a stay-at-home mom, and we have a 14-year-old daughter who is a volleyball player, a 12-year-old daughter who is a dancer, and then we have a son who's 10 years old and plays golf and basketball. We got a dog, Bailey, a year and a half ago and we can't imagine life without her.

My wife and I were high school sweethearts. We've known each other since fourth grade but got to know each other junior year. We got married in 2006. My wife, she's the biggest blessing to my life because I wouldn't be able to do what I do if we weren't on the same page. We are a great team.

Hanover is a wonderful community, and we're very blessed to raise a family here, and now have businesses where we can continue to thrive. And I'm one of the biggest supporters of other local businesses and give them my business when I can, whether

that's roofing contractors, plumbers, or car sales.

Hanover is still one of those Central Pennsylvania small towns where everyone is connected. Living here is one of the reasons I got into real estate. Once I understood that if people know you and you know them, it's a great opportunity for business, no matter what it is.

What's the future?

I'm an optimistic person. I don't look at the weather if I'm going golfing. I just expect it to be nice.

Lately, the rates have put a little different spin on things, but at the end of the day, my hope is things will get better sooner rather than later. At the same time, there are still people out there who need to buy and sell, and you just need to continue to make things positive in the here and now.

Like I told Neil the other day, we're still surviving and thriving. With what the industry is going through and with the number of agents out there, to survive and still thrive says a lot about who you are and what your brand is.

Yeah, I hope it gets better, but we still conduct our business like it's a great market all the time. We really haven't changed much with what we do because that's just how we roll. I'm just positive all the time.

» partner spotlight

Photos by Kelly Johnson Photography

Owner Marc Domingos has worked hard to make his moving company, MoversFor.Me, a trusted name in South Central Pennsylvania.

“At the core of our mission is a commitment to providing careful, efficient, professional, and prompt moving services,” Marc says. “At MoversFor.Me, we consistently deliver top-quality service at affordable rates. In all that we do, we affirm our culture of accountability and unwavering attention to detail.”

MoversFor.Me stands out as a minority-owned business enterprise in Central Pennsylvania, and Marc Domingos, the driving force behind the company, brings a wealth of experience to the table. “My life experiences have been instrumental in shaping the company’s values and ethics. MoversFor.Me prioritizes respect for clients and effective communication, qualities that set it apart in the industry.”



Marc

MoversFor.Me

Domingos

Marc's dedication to learning and growth is evident in his approach to both business and life. He believes that "you're not living if you're not learning," and this philosophy drives his commitment to excellence.

From Humble Beginnings to Full Service Moving Company

Marc's career journey has equipped him with invaluable skills and experience in effective communication and fair negotiation in a large-scale operation.

Growing up in Susquehanna township, Marc graduated high school at Fishburne Military School in Waynesboro, Virginia. He attended college at the University of South Carolina, and upon returning to Central Pennsylvania in 2007, began working at UPS.

"I then began a career with DLA Distribution in New Cumberland, where I held several positions," Marc says. "I also volunteered my time to train and act as an area safety representative and a union representative."

MoversFor.Me was founded in 2017, but its roots trace back to 2007 when Marc Domingos began offering moving help. The company was born out of necessity, inspired by the economic challenges faced during the 2008 recession.

At that time, Marc, a federal employee, found himself dealing with income uncertainties due to budget issues in Washington. In response, he turned to freelancing, quickly gaining momentum through word-of-mouth referrals.

While working full-time, Marc says he devoted late nights and early mornings in establishing MoversFor.Me as a full-fledged business. "We created and designed everything from scratch. We are not an agent with a major van line or carrier, and the

business was not purchased as a franchise or inherited into the family."

MoversFor.Me primarily serves South Central PA, Southeastern PA, Northern Delaware, and Northern Maryland regions. The company operates in a wide range of cities and their surrounding areas, including Sunbury, Danville, Mechanicsburg, Harrisburg, Hershey, Lancaster, York, Carlisle, Hanover, Dillsburg, Gettysburg, Chambersburg, Hagerstown, Philadelphia, Wilmington, and Baltimore. With their deep knowledge of the area, Marc and his team are well-equipped to navigate the unique challenges of each location.

“We are a close unit and it's rewarding to see employees who dedicate their time and efforts to our business advance within the company.”

One of MoversFor.Me's strengths lies in its ability to provide cost-effective moving solutions for middle-class consumers. Most of their customers are repeat clients or referrals from satisfied clients, highlighting the trust and credibility the company has built over the years.

Commitment to Professionalism, Quality and Community

Along with providing reliable and efficient service, Marc says he and his team are mindful that some clients may be moving due to difficult life circumstances.

"For many people, moving can already be a high-stress situation. Oftentimes,

we provide services for clients who are coping with death, divorce, or illnesses. It's very important to be sensitive, not only in handling people's belongings but communicating with empathy."

In some situations, Marc and his team work for clients who are living on their own, often without much day-to-day contact with other people. "With care and respect, we go above and beyond to make these clients feel comfortable," Marc says. "Over time, a lot of customers become our friends, and in tough times, they remember us being real and genuine."

In speaking with potential clients, Marc recommends always choosing licensed moving companies, which can be verified through the PUC (Pennsylvania Utility Commission) website. Additionally, he advises clients take their time in organizing and planning their relocation, as it can significantly reduce stress and ensure a smoother transition.

In looking to the future, Marc's goal is to further optimize his business for his employees and his clients, with a focus on continuing to provide outstanding customer service.

"I like setting goals and I like mobilizing and activating our workforce," Marc says. "We are a close unit and it's rewarding to see employees who dedicate their time and efforts to our business advance within the company. The reviews that share the love and graciousness of our customers are also satisfying. And we have connections with agents who have trusted and referred us for years. It's great to have allies."

MoversFor.Me is deeply engaged with the community, collaborating with several nonprofit organizations. Marc says his commitment to giving back reflects his dedication to

making Central PA a better place to live and work.

"We work with a few nonprofits, and we will be starting our own nonprofit to assist people with obtaining and receiving household goods," Marc says. "People enter and leave the shelter or programs with nothing and when you start over it's amazing what a box spring and mattress does for your psyche, as opposed to sleeping on the floor or an air mattress." Marc and his team plan to help those in need by repurposing used furniture and other goods. "We want to somehow address issues surrounding affordable housing, domestic violence, substance abuse, and homeless veterans."

Central PA holds a special place in Marc's heart, both personally and professionally. "My parents are here so I'm here. Professionally, it just so happens

that South Central Pennsylvania is one of the fastest-growing regions in the country. In Harrisburg alone, we've seen over 1 billion dollars in new construction. It's the place to be!

"The abundance of opportunities and the flexibility to experience various aspects of life within a short distance make Central PA an attractive place to live, work, and raise a family."

Meet Marc Domingos

Striking a work-life balance is challenging for many business owners, and Marc is no exception.

"Right now, I've dedicated my life to my work," Marc says. "I feel that in the last 5-6 years, we have made considerable progress as a company. I keep to a small circle of family and friends, and they're supportive of what I want to accomplish and understanding of the time commitment my work takes."

When Marc does carve out downtime for himself, he enjoys traveling, live music and live sports. "I'm a Philadelphia 76ers and an Eagles fan! And I enjoy our local restaurants and social clubs. You can find me at Hill Society for networking, and Club XL and HMAC for live music and concerts. I'm also a fan of local boxing."

Of his Central Pennsylvania home, Marc says he's living in the best of all worlds.

"As a place to work and a place to live, you have options. Right now, Central Pennsylvania is the place to be."

Movers For Me
moversfor.me
contact@moversfor.me
(717) 500-MOVE
Owner: Marc Domingos



Kathleen S. Ludwig

AHWD Chief Executive Officer



Greater Harrisburg Association of REALTORS (GHAR)



How long have you been the Director of GHAR?

In July, I celebrated 20 years as the Chief Executive Officer of GHAR. During that time, I have been fortunate to work with many passionate and enthusiastic members who love real estate and the Association.

It is wonderful to experience and learn from the leaders, the board members and committee members who offer so much of their time and talent for the betterment of the membership. I also want to acknowledge the hard work and dedication of the GHAR staff, who are fantastic! In addition, I am thankful for our relationships with NAR, PAR, Bright MLS, Supra and the local associations across Pennsylvania.

Throughout my career with GHAR, I am proud of what has been accomplished and know greater things are on the horizon because of the GHAR members.

Over your tenure, what would you say was the single most significant change GHAR worked through for our agents?

If I had to pick only one significant change, I would have to say it was the move to Bright MLS. While the transition was not smooth, the consolidation of the central Pennsylvania markets into one MLS was necessary for our members' success.

Two other significant changes that continue to have a lasting benefit for agents are:

The moving of the headquarters from Center Street in Camp Hill to our existing building on Enola Drive in Enola. This has facilitated the expansion of our school offerings, informal education programs and so many other member services.

The creation of the Government Affairs Program and the hiring of a full-time Government Affairs Director to support the advocacy and grassroots initiatives. Having a staff member dedicated to local and county government is essential to monitor what is happening in county and local governments.

What are the services GHAR provides that are most utilized?

Education is one of the key member benefits, whether it is formalized education through the Greater Harrisburg REALTORS® Institute or less formal education through our Info Sessions, Management Sessions or the Commercial Regional Event. GHRI offers a full array of education including pre-licensing, broker licensing, designation, appraiser and agent continuing education through in-person, virtually and online.

The Supra lockbox system offers a safe and convenient way for members to access properties listed for sale.

Our government affairs breakfasts. GHAR hosts three breakfasts including one with our Elected Officials, one with our Municipal Officials and one with our County Commissioners. Through our partnerships with these officials, GHAR collectively can influence decisions that impact our profession.

Our RPAC program allows us to support candidates who understand and support our issues and values.

Our commercial members enjoy the robust programming offered by the Commercial Council Board of Directors including networking socials, education and redevelopment walking tours.

Our Foundation fundraising events (Trivia Night, Mini- Golf Tournament, Golf Outing), combining fun with a purpose, are another favorite with our members.

What are the current projects GHAR is working on? Offering a variety of classes for members to meet the license renewal and continuing education deadline of May 31, 2024.

Promoting diversity in homeownership, membership and leadership.

What challenges is GHAR facing in 2024?

I believe the challenges facing GHAR and the GHAR membership are:

Inventory - How will the continued lack of inventory affect GHAR members? What can be done to increase inventory?

Will the lack of inventory impact the membership size of GHAR?

National lawsuits - GHAR is monitoring the national lawsuits. What will the outcomes be? What will be the impact? Will there be changes to how members practice real estate?

Member Engagement - While we offer many benefits and services to our members, how can we get our message out there, knowing our members receive a lot of emails and texts? How can we increase member engagement? Are we offering the right benefits?

The creation of the Government Affairs Program and the hiring of a full-time Government Affairs Director to support the advocacy and grassroots initiatives. Having a staff member dedicated to local and county government is essential to monitor what is happening in county and local governments.

How can agents get more involved in GHAR initiatives?

I would encourage members to attend something – whether it is a networking event or an Info Session, or a government affairs breakfast or a class. Do something! Hesitant to attend alone? Ask a fellow agent to attend with you. I guarantee you will learn something and will meet a peer!

Get involved with our community service projects by participating in one of our REALTORS® Reach Out events, or by donating to the Thanksgiving Food Drive and attending our distribution day.

Determine your passion and join that committee at GHAR. Enjoy giving back to the community, attend a Foundation event or join a Foundation committee. Interested in politics, then join our Government Affairs Committee, attend our government affairs breakfasts and invest in RPAC. If you are passionate about education, join the Info Session Committee and help plan upcoming programs. Are you more of a social person, join our Special Events Committee and attend our Membership Reception.

I have heard so many members say: “I wish I would have gotten involved with the Association sooner.” “I have learned so much from my involvement at GHAR.” “I am so glad I attended this class.” “I love the REALTORS® Reach Out events.”

Proudest Accomplishments

Through the Foundation, GHAR members built two Habitat for Humanity homes: one in Carlisle and one in Harrisburg.

Our support of the Veterans Outreach of PA's tiny house community for Veterans.

The generosity of the members who support the Thanksgiving Food Drive every year. In total, we have distributed a total of 17,822 since its inception in 1986.

The Judith Reid Diversity Scholarship program awarding up to 24 scholarships annually for our pre-licensing classes.



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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 RELATIONSHIPS 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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FROM CHAOS TO CONTROL: Investing in a Real Estate Coach in 2023

By: Veri Workman

In my experience, there are essentially two kinds of real estate agents: the ones that run their business like a business and the ones that ultimately fail. Painting with such a broad brush might sound harsh, but I'm perfectly happy with that — because you will fail if you refuse to learn the lessons of business.

Failure is as varied as success. Maybe it looks like leaving the industry. Maybe it looks like managing clients poorly. It could be any or all of these — or a host of other things. Learning how to run a business has to be a top priority for any agent who's started making a little money. I've found that the most effective way to do that is to find a real estate coach who specializes in running businesses.

How can you know that a coach is the right fit for you? The investment into a mentor who can serve as an objective third party becomes invaluable if they provide the following things:

A Proven Track Record

Frankly, if your potential coach has no record of running a 6-, 7-, or 8-figure business, what could they possibly have to teach you? Interview your potential coach. What kinds of businesses have they run? Do they have a track record of setting other agents up for success? Real estate coaching is only as valuable as the coach you choose, so choose wisely. This is an investment, not a gamble.

Exactly What To Do Next

Right now is the perfect time to invest in a coach for your real estate business. 2023 has a lot of agents scared or pulling back, but that doesn't have to be you. I've seen agents, teams, and brokerages having their best year ever right now. With the right guidance from a coach who knows their stuff, brings systems to the table, and can assign you actionable tasks that make a difference, you'll end 2023 with renewed control and vision for your business.

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