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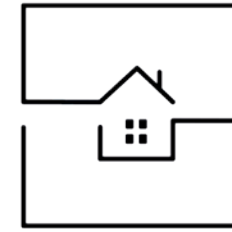
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# Embracing Collaboration

## Elevate Your Real Estate Game this August

August, with its warm days and vibrant energy, symbolizes a period of transition and growth. As top real estate agents, it's the perfect time to harness this momentum, fostering collaboration and inspiring one another to achieve unprecedented success. Here's how embracing a spirit of teamwork can elevate your business during this dynamic month.

### 1. The Power of Partnerships

In real estate, collaboration can open doors to new opportunities. Partnering with fellow agents allows for the sharing of insights, resources, and networks. Whether co-hosting an open house, pooling together for a marketing campaign, or sharing leads, working together can amplify your reach and impact. August, with its lively market activity, is the ideal time to forge these partnerships. Remember, a collaborative approach not only broadens your potential but also enriches the client experience through diverse expertise.

### 2. Community Engagement

Real estate thrives on relationships, and August's community events provide a perfect platform to engage. Participate in local festivals, sponsor charity runs, or organize neighborhood clean-up drives. These activities help build rapport and establish you as a trusted local expert. Collaborate with local businesses to host joint events, creating win-win scenarios that benefit your business and the community. Your active presence in the community fosters trust and creates lasting connections.

### 3. Knowledge Sharing and Continuous Learning

August is a great time to focus on professional development. Organize or participate in workshops, webinars, and training sessions with peers. Sharing knowledge and learning from others' experiences can lead to innovative strategies and solutions. By fostering an environment of continuous learning, you not only stay ahead of market trends but also build a supportive network of like-minded professionals committed to mutual growth.

### 4. Innovative Marketing Strategies

Collaborative marketing efforts can significantly boost visibility. Pooling resources with other agents for larger-scale advertising can result in more impactful campaigns. Host joint webinars or virtual tours to reach a wider audience. Use August's warm and inviting atmosphere to create engaging content that showcases properties in their best light. By working together, you can share costs, ideas, and, ultimately, the rewards.

### 5. Celebrating Successes

Take time to celebrate achievements, both big and small. Recognizing and appreciating the successes of your peers fosters a positive and motivating environment. Host a summer barbecue or a casual get-together to celebrate milestones and discuss future goals. These gatherings not only strengthen bonds but also provide a relaxed setting to exchange ideas and inspire others.

This August, we celebrate one year of *South Central PA Real Producers*. What we have in store for year two is nothing short of amazing! See you at our one-year anniversary celebration!

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# ALL ABOUT South Central PA Real Producers

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 SOUTH CENTRAL PA 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 us together.

We take the top 500 real estate agents and RP-vetted businesses in every market and 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 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; 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 top agents have recommended every 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 for the best real estate agents in the area and the best businesses so we can grow stronger together.

**Q: HOW CAN I RECOMMEND A BUSINESS?**

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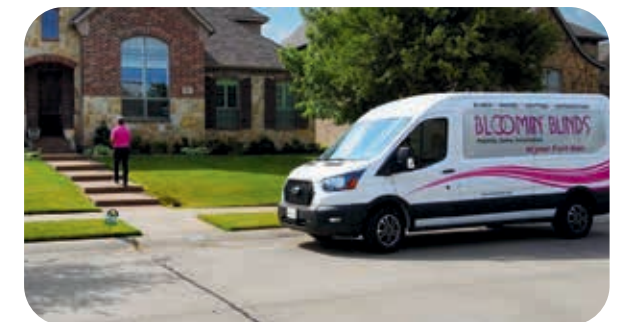
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# Verl Workman Brienne Workman Ika

## Workman Success Systems

### Verl Workman: A Legacy of Leadership and Innovation

Verl Workman, the visionary founder and CEO of Workman Success Systems, has an illustrious career that spans over three decades.

A Certified Speaking Professional (CSP), Verl's journey began in the corporate world, where his innovative approach to leadership and business development set him apart. His early experiences included working with Fortune 500 companies, where he honed his skills in sales, marketing, and management.

Verl's career took a significant turn when he decided to channel his expertise into the real estate industry. Recognizing the potential for growth and development in this sector, he co-founded Workman Success Systems along with his daughter, Brienne, with the aim of revolutionizing real estate coaching.

"Our mission at Workman Success Systems is to help real estate professionals achieve balance in their lives—family, faith, friends, fun, fitness, and finances," Verl says. "It's not just about closing deals; it's about building a life worth living."

His philosophy is rooted in the belief that every real estate professional can achieve "Predictable Greatness" through proper guidance, tools, and systems.



### Brienne Workman Ika: The Heartbeat of Workman Success Systems

Brienne Ika, Verl's daughter, brings her own unique strengths to the

family business. As the Chief Operating Officer (COO) of Workman Success Systems, Brienne plays a pivotal role in shaping the company's

culture and operational efficiency. Her background in business administration and her hands-on approach to leadership have been instrumental in driving the company's success.

Brienne's journey into the world of real estate coaching began at a young age, observing her father's dedication and passion. She inherited his drive and commitment, which she has channeled into enhancing the company's coaching programs and client services. Brienne's focus on building strong, supportive relationships within the team and with clients has helped foster a collaborative and innovative work environment.

### The Genesis of Workman Success Systems

Workman Success Systems was founded on the principle of providing comprehensive coaching and tools to real estate professionals to help them achieve sustained success. Verl's vision was to create a coaching platform that not only addressed the immediate needs of real estate teams but also provided long-term strategies for growth and development.

"I started Workman Success Systems because I saw a gap in the real estate industry where agents were creating jobs for themselves rather than building sustainable businesses," Verl says. "I wanted to change that paradigm."

The company's approach is multifaceted, combining private coaching, on-demand coaching, and a variety of training packages. These services are designed to cater to the unique needs of real estate professionals at different stages of their careers. From transaction tracking and business planning to marketing and leadership techniques, Workman Success Systems offers a holistic suite of tools that empower real estate teams to excel.

At the core of Workman Success Systems is the belief that success in real estate is not accidental but predictable and achievable through consistent effort and the right guidance. Verl's extensive experience and insight into the industry have shaped a coaching model that is both practical and inspirational.

The company's coaching programs are tailored to address the specific challenges faced by real estate professionals. Whether it's improving sales techniques, enhancing client relationships, or streamlining operations, the coaches at Workman Success Systems provide actionable strategies and personalized support.

This hands-on approach ensures that clients not only understand the principles being taught but can also implement them effectively in their businesses.

### Brienne's Impact on Company Culture

Brienne's role as COO has been transformative for Workman Success Systems. She has been instrumental in fostering a culture of continuous improvement and innovation. Under her leadership, the company has implemented various initiatives to enhance team collaboration, professional development, and client engagement.

One of Brienne's key contributions has been her focus on integrating technology into the company's coaching programs. By leveraging the latest tools and platforms, she has helped streamline processes and improve the overall client experience. This tech-forward approach has enabled Workman Success Systems to stay ahead of industry trends and provide cutting-edge solutions to their clients.

### Success Stories and Client Impact

The success of Workman Success Systems can be seen in the countless testimonials from real estate professionals who have transformed their businesses through the company's coaching programs. Clients often highlight the personalized attention and practical advice they receive, which has helped them achieve significant growth and stability in their careers.

One notable success story is that of a real estate team that, through the guidance of Workman Success Systems, was able to double their annual sales volume within two years. By implementing the strategies and tools provided by their coaches, this team was able to streamline their operations, improve their marketing efforts, and enhance their client service, leading to remarkable results.

Looking ahead, Verl Workman and Brienne Ika are committed to continuing their mission of empowering real estate professionals to achieve predictable greatness. With a focus on innovation, collaboration, and client success, they are poised to lead Workman Success Systems into a new era of growth and impact.

Verl's vision and Brienne's operational expertise create a powerful synergy that drives the company forward. Together, they are not only transforming the real estate coaching industry but also setting new standards for excellence and success.

As they continue to expand their reach and refine their programs, Workman Success Systems remains dedicated to helping real estate professionals unlock their full potential and achieve lasting success.



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# ALBERTO



# MATEOS

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In this month's Rising Star feature, meet Alberto Mateos, a dynamic young real estate agent who is reaching impressive industry milestones. Alberto's achievements include being recognized with Coldwell Banker's prestigious 30 Under 30 award and honored as the Rookie of the Year by Coldwell Banker Realty in Central Pennsylvania. He was also named one of the Top 250 Agents nationwide and the #1 Rookie in the Nation by the National Association of Hispanic Real Estate Professionals (NAHREP). Alberto says his genuine satisfaction comes from helping clients achieve their dreams of homeownership, approaching each transaction with empathy and a commitment to their unique goals. Known for his warm personality and tireless energy, Alberto's journey is not just about personal success but about empowering his clients and driving positive change within his community.

**Tell us a bit about your family and where you're from.**

**Alberto:** I was born and raised in

Gettysburg, Pennsylvania. Both my parents immigrated from Mexico, but I was born here, so I'm a first-generation Mexican American. Growing up, we always lived from apartment to apartment, often dealing with slumlords or getting evicted due to discrimination despite paying rent on time. My father wasn't there, but my mom was, and she raised two great kids on her own. We didn't have much, but she did her best.

I think my upbringing gave me a grit mindset and taught me to value things. I was never a 4.0 student in high school, but I pushed myself to always do my best. I put myself through college at York College of Pennsylvania, where I was involved in many activities and mentored new first-generation students.

**How did your mother influence your work ethic?**

**Alberto:** My mom was always trying her best, juggling bills, rent, and other expenses. Growing up like that affects you mentally, emotionally,

and spiritually. It made me appreciate hard work and instilled a strong work ethic in me. I saw her working so hard, and it motivated me to push myself to succeed. It's why I've worked hard to get where I am today. If you want it, you gotta do it.

**What motivated you to pursue a career in real estate?**

**Alberto:** College wasn't initially a plan for me, but I made it happen. My family always worked hard, often in grueling jobs. I wanted something different. I wanted to build generational wealth and not just work to get by. In high school, I worked at McDonald's, flipping burgers. In college, I started my first business detailing cars during the pandemic. I went all in. When times are bad, that's when some people become rich.

In my detailing business, my niche was working for local business owners—electricians, plumbers, doctors, lawyers. I learned how to speak to them and this built my confidence. I kept hearing about real estate from my





**How has being bilingual influenced your real estate career?**

**Alberto:** Being bilingual has been a huge asset. About 95% of my business comes from the Latino community. My story is my testimony to them, and they relate to my story—dad deported, mom working multiple jobs, living paycheck to paycheck. I use my experiences to motivate them and show them that they can achieve their dreams, just like I did. Speaking both English and Spanish allows me to connect with a wider range of clients and build trust within the community.

**What's your favorite part about working in your local area?**

**Alberto:** I've moved around a lot within the South Central Pennsylvania area—Biglerville, Southwest Hanover, and more. I've always been cool with everyone, no matter their background. That's been key in building relationships. People remember me from school or the

neighborhood, and that connection helps when they're looking to buy or sell a home. I love working in an area where I know the community and they know me.

**How do you stay authentic and connect with clients through your content?**

**Alberto:** My content is raw and unscripted. If I mess up, I don't edit it out. I want people to see the real me. I use captions and good lighting, but it's all about being genuine. I mix in personal stuff—playing with my dog, working out—with professional updates. People appreciate that I'm not just trying to sell them something. I'm sharing my life and building a connection.

**What does the future hold for you and your career?**

**Alberto:** Right now, I'm focusing on investing. I bought a house, rehabbed it, and rented out a studio apartment. I love being an agent, but I see equal



potential in owning properties. I've met some great investors, and we've grown together. I plan to keep buying and renting out properties, focusing on creating steady income streams. I'm looking to expand and keep building on this foundation. The goal is to grow my investments while continuing to serve my community.



clients, how they were buying property, land, mixed use. So, I sold my detailing business, went all in again, and got my real estate license. I sold my sports car and bought a beat-up vehicle. I graduated college on a Friday, and Monday morning, I was taking real estate classes.

**You mentioned creating videos daily for a year. Can you tell us more about that?**

**Alberto:** I can take over using technology. I love AI. I built my social media presence on platforms like TikTok,

Instagram, WhatsApp, Snapchat, and YouTube. I did a video every day for a year, all organic, no scripts. I'd record myself talking about my day, mixing English and Spanish, and showing different aspects of my life and work.

I wanted to be authentic and relatable. People responded well to my energy and consistency. It helped me build a strong following and connect with potential clients. No Zillow. No Redfin. In two years, I built my sales from zero to 78, over \$16 million. I went all out in social media, and my clients connect with me.

**“ I WANTED TO BE AUTHENTIC AND RELATABLE. PEOPLE RESPONDED WELL TO MY ENERGY AND CONSISTENCY. IT HELPED ME BUILD A STRONG FOLLOWING AND CONNECT WITH POTENTIAL CLIENTS. ”**

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Berkshire Hathaway HomeServices Homesale Realty

Successful businesses in South Central Pennsylvania are made up of people who appreciate what makes our local communities special.

Heather Neidlinger and Olivia Henneman at Berkshire Hathaway HomeServices Homesale Realty have deep roots in Cumberland County – both women grew up in Newville, Pennsylvania, and both attended nearby colleges. They love this part of our state and still live near the towns where they were raised.

“I live in Mount Holly, but I still love to go back to Newville,” Olivia says. “I love the family atmosphere of our area.”

Heather shares her sentiment. “Each community in our area has its own personality, its own traditions and events. But they are all overwhelmingly friendly and personal. I just love the atmosphere of our small towns.”

With a long-standing presence and authentic connection to the community, Heather and Olivia have leveraged their unique perspective in building a successful business founded on trust and personalized service.

#### Working Toward a Career

For Olivia Henneman, team lead and REALTOR®, the path to real estate wasn’t straightforward.

“Out of high school, I did not know what I wanted to do with my life,” Olivia says. “I went to a community college

and started with a business degree, and I was working in a small-town diner all my teenage years right out of high school. I was ready for the next step in my life, so I interviewed for an admin position with Heather’s team. I did not know I wanted to do real estate. That was not on my radar at all.”

Olivia started as a listing coordinator and then moved to contract-to-close manager. “I loved everything about it, like dealing with all the clients and being behind the scenes of everything. Heather and other team members encouraged me to become a REALTOR®. When I first got my real estate license, I wasn’t really trying to sell. Then last year, I realized I loved this and started selling, and it took off from there.”

Heather Neidlinger’s journey into real estate began while she was pursuing other ambitions. “I grew up in Newville, went to Big Spring, and then Shippensburg University for a biology degree,” she says. “I met my husband Rob my senior year of college. He was building houses and suggested I get my real estate license. I had just been accepted into nursing school at HACC at the time, but I decided to give real estate a try. I ended up taking a break from nursing school to focus on real estate and stuck with it.”

Heather worked full-time while earning her degree and balanced the demands of school, work, and her beginning real estate career.

“My first few deals in real estate were absolute nightmares, to be honest,” Heather laughs. “But I enjoyed helping people through the process and solving problems, which drew me to the business. It was super difficult to get a mortgage at that time, and I liked figuring out all the pieces to make it work.”





Both women emphasize the importance of authentic connection to the community in their careers. As an example of living in a small town where “everyone knows your name,” Olivia mentions a locally-owned grocery store in Newville that both she and Heather know well. “I’m very familiar with that grocery store,” Heather laughs. “It’s a place where everyone knows everyone, and that’s what keeps me here – my roots, my family, and the friendly, personal atmosphere of our small towns.”

The decision to form a team came naturally to Heather as her career progressed. “We joined forces with what was then Prudential and formed a team,” she explains. “We thought we’d go at this 100% as a team, and it worked. We encouraged each other, grew our databases and businesses, and benefited from each other’s efforts.”

Heather serves as a management leader, trainer, and lead salesperson on the team. “I was doing everything on my own initially, from contract to close, listing coordination, everything. As a team, we were able to hire admins and other support staff, which allowed me to grow my business individually while also helping the team members.”

Olivia’s impact on the team has been significant. “Olivia is amazing with people,” Heather says. “She’s a hard worker with a huge vision board and lots of goals. She’s been working hard ever since she started with us to achieve those goals.”

For Olivia, being part of the team and eventually leading it has been a life-changing experience. “I didn’t want to sell initially, but Heather and the team encouraged me, trained me, and gave me the guidance I needed. Now, I want to help other people the way they helped me. Our team provides the right guidance and direction for new agents or even those who have been around for a while.”

### Hometown Success

Looking to the future, both women have clear goals. Olivia says, “I want to be a top-producing team and also to help all our agents reach their goals and provide the best client experience. We’ve been trying to help our agents achieve their goals more effectively.”

Heather’s vision for the future is to keep evolving and growing with the business and to continue to enjoy her career. “I want the team to be at a production level where my sales are a bonus,” she says. “I want all team agents to be meeting or exceeding their personal goals. Ultimately, I want to focus more on listings so I can work from anywhere. I enjoy working with buyers, but listings offer more flexibility.”

On a personal note, Heather enjoys spending time with her husband, Rob, and their three daughters. “We enjoy anything active and traveling to new locations – our latest trips were to Turks and Caicos and Zihuatanejo, Mexico.”

Olivia and her husband, who is also a REALTOR® on the team, have two dogs and enjoy the outdoors together. “We’re homebodies,” Olivia says. “All my family and friends are here, and we love the community. We recently hosted a booth at the Newville festival this weekend because we know everyone there and love being part of it.”

As Heather and Olivia continue to lead their team with dedication and a deep connection to their roots, they remain committed to the community.

“We love our hometown and the South Central Pennsylvania area,” Heather says. “Serving our neighbors and the people who live here drives our success and inspires our future goals.”

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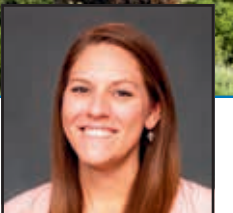
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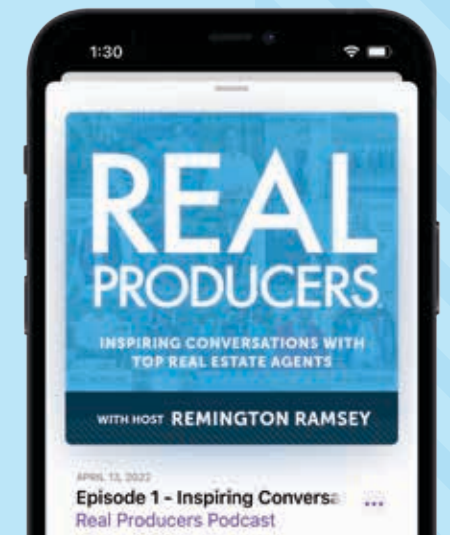
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# Elevate Your Real Estate Game with the Right Coach

By Verl Workman

I'm excited to share a little secret with you: the right coach can take your real estate career from good to extraordinary. Now, I'm not just talking about a pat on the back and a few words of encouragement. I'm talking about strategic, expert guidance that propels you forward.

What does an exceptional coach bring to the table? Experience, for starters. They've navigated the market's ups and downs and know how to steer you clear of common pitfalls. But it's not just about their past victories; it's about their ability to impart that wisdom to you, to help you craft your own success story.

A great coach also meshes well with your style. They challenge you, hold you accountable, and aren't afraid to push you out of your comfort zone. This isn't about finding a new friend; it's about finding a mentor who commands your respect and inspires you to achieve greatness.

And let's talk about proof. The best coaches have a fan club of satisfied clients who've seen real results. These testimonials are the gold standard, proving that with their coach's help, agents can reach new heights.

Remember, even the best coach can't wave a magic wand and make success appear. You've got to roll up your sleeves and get to work. A coach provides the playbook, but you're the one on the field executing the plays.

If you're ready to transform your real estate career, I'm here to help. Let's connect for a free coaching consultation to see if we click. It's time to stop playing the real estate game and start winning it. Find your fit by scanning the QR code on this page and let's go!

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