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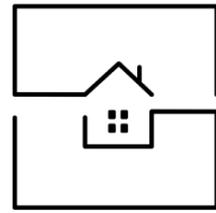
RISING STAR
Kaleb Hurley
Hurley Real Estate and Auctions

PARTNER SPOTLIGHT
Jason Halteman, President
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SPECIAL FEATURE
Jim Spagnolo
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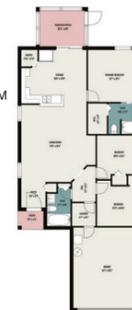
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MEET THE SOUTH CENTRAL PA REAL PRODUCERS TEAM

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publisher's note

By Coach Fino

Broadening our definition of diversity



In an ever-evolving world, the real estate industry is recognizing the importance of diversity as a driving force behind thriving communities. Beyond the conventional understanding of diversity, we are now challenged to redefine and broaden our perspectives, acknowledging the multifaceted aspects that contribute to a truly inclusive and vibrant housing landscape.

Traditionally, diversity in real estate has often been limited to considerations of race and ethnicity. However, the contemporary understanding of diversity extends beyond these boundaries to encompass a spectrum of factors such as age, gender, socioeconomic background, sexual orientation, and physical abilities.

Redefining diversity means embracing the rich tapestry of human experience and creating spaces that cater to a wide array of needs.

An inclusionary mindset needs to be adopted by us for our clients AND other agents alike. I have never seen a more diverse group of agents at the top. Yet, I still see plenty of opportunity for us to become more diverse. A few tips to help broaden your own mindset about diversity include:

- Acknowledge and celebrate the unique expertise each agent brings to the field. Embrace the diversity of skills, backgrounds, and perspectives within the real estate community, recognizing that these differences contribute to a richer and more dynamic industry.
- Resist the temptation to stereotype agents based on the brokerage they represent. Just because one agent at XYZ brokerage behaves in a certain way, it doesn't define the entire team. Individuals are unique, and assumptions can hinder collaboration.
- Foster inclusivity by asking open-ended questions during events and actively listening. The more we listen and inquire, the more accepting we become of the diverse perspectives and experiences that fellow agents bring to the table.

Enjoy this month's issue, and I look forward to seeing you soon.

Thank you and God bless!

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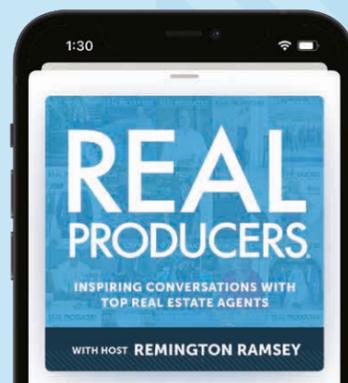
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FROM CHAOS TO CONTROL: Investing in a Real Estate Coach in 2023

By: Verl 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:

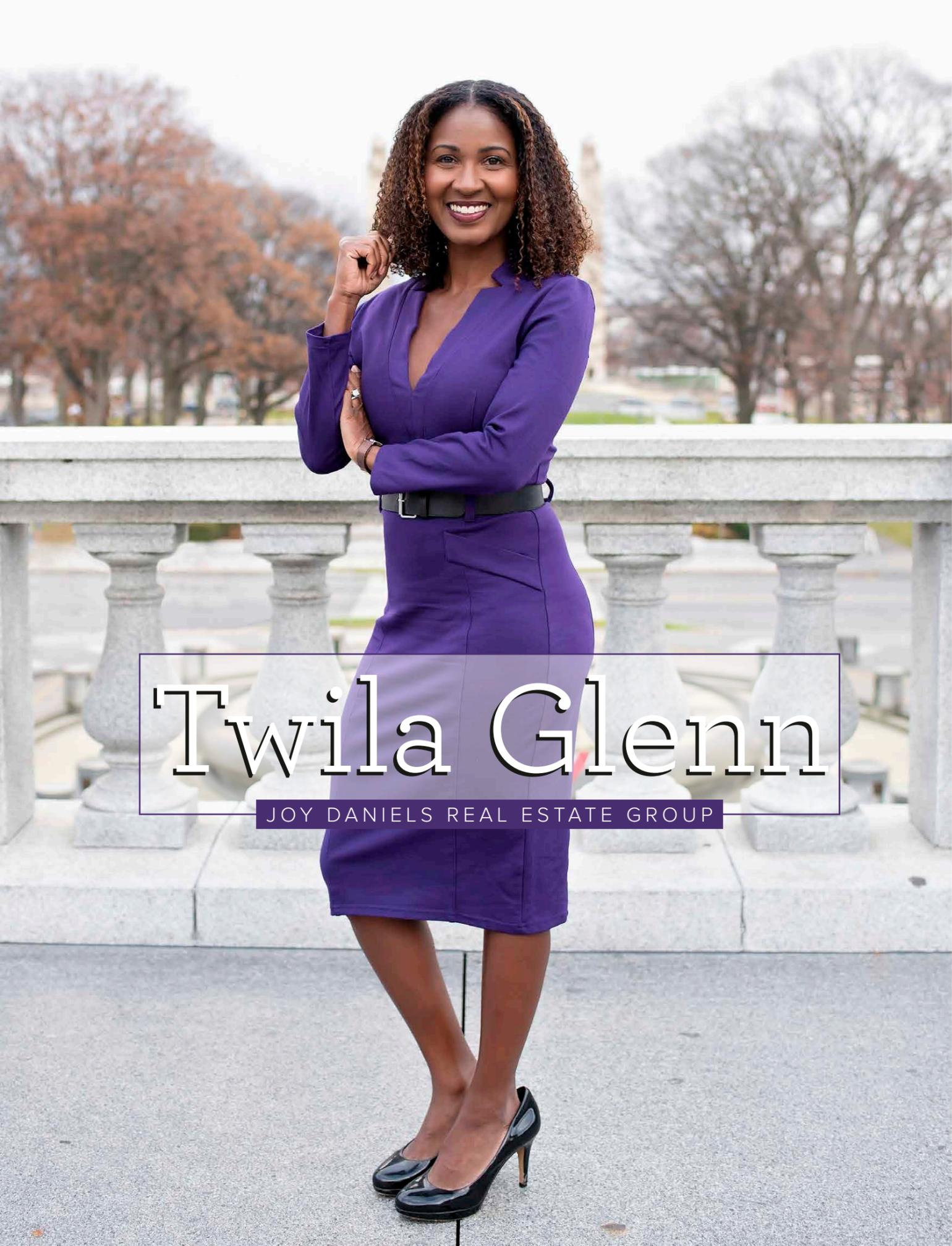
A Proven Track Record

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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Twila Glenn

JOY DANIELS REAL ESTATE GROUP

▶ top agent | Photos by Next Door Photos
| Miriam Smith

In a real estate world where transactions often boil down to numbers and contracts, Twila Glenn's success is rooted in relationships.

"It's about connecting to the community. What are you interested in? What are your kids interested in? When you get to know people, business interactions become more natural and meeting new people is something you enjoy doing. It doesn't feel like work."

With a career that took a turn from banking to real estate, Twila's journey is a testament to the power of genuine connections in fast-paced industry, one that relies more and more on automation.

"When another top agent works with us, they can expect one-on-one communication from me," Twila says. "That is how everybody on the team works. When you communicate, it's amazing how many problems you can eliminate before they arise. It builds additional trust for all parties throughout the process."

Starting a career...and starting again
Her roots in the Tidewater area of Virginia, Twila graduated from Messiah University and says her father's career in higher education – the first African American president of a Christian institution among his accomplishments – influenced her perspective on work ethic and continuing education.

"My mother was actually an agent with Century 21 for a brief time," Twila says. "I remember her going to work in her gold jacket, but not much more. I was very young at the time."

Twila's own foray into real estate wasn't a premeditated leap; it was a response to a desire for a life that offered both professional fulfillment and personal balance.

"Prior to real estate, I was in banking," Twila says. "I started in banking in high school as a teller and worked my way up. After college, I did a short stint in insurance and then went into portfolio management. I worked in personal trust at M&T Bank in downtown Harrisburg for three or four years."

Having risen through the ranks in banking, she faced a corporate glass ceiling that led her to reevaluate her career path.

Leaving a secure job and venturing into real estate in 2006 might seem like a daunting move, but for Twila, it was a conscious choice to break away from the constraints of traditional corporate structures.

"I wanted a work-life balance so I could be present for my kids, when I had kids, Twila says. "But I also wanted to make a significant income. I took the classes at GHAR in the evening after work, and I loved them!"

Twila's initiation into real estate was marked by minimal expectations. Faced with negativity surrounding the industry, she embraced the challenge with an open mind. "I didn't have too many expectations, which could have gone a different way," she

says. "I've learned over the years that if you tell someone your idea, they're going to give you a bunch of negative reasons why you shouldn't move ahead. I thought, 'Well, as long as my husband supports me, it's our life, let's just do it.'"

Twila's approach to real estate challenges the conventional methods of cold calling and door knocking. Instead, she opted for a more personal strategy—networking through events aligned with her interests. "I would go to two to three events a week," she says. "I would go to an event and pick out the person who wasn't talking to anybody in the room. And those are the people that I would go and talk to. I never ended conversations with a 'big ask.' We just talked, building relationships over coffee or lunch. To this day, some of those people are still my friends, and they've been repeat clients."

Twila says this "slow approach" meant it took longer to build her business, but five years in, the results were tenfold.

"I've built my team around a referral-based, but an event-based, a one-on-one-based way of doing business," Twila says. "Every woman on our team, they have their own niche, their own perspective. Our team is truly a collaborative effort."

One team member, for instance, engages with home parties, leveraging her affinity for social gatherings to



build connections and generate leads. Another, who is passionate about yoga, explores partnerships with yoga classes. The emphasis is on making the business a natural extension of personal interests, blurring the lines between work and passion.

Twila's team's size has grown over the years, with four full-time agents and a licensed assistant. Despite the expansion, the team remains committed to maintaining a personal touch. A commitment to personalized service, combined with an efficient system of checklists for every scenario, ensures that every client receives the same high level of attention and service, regardless of the property's value.

"This commitment to relationships is integral to our team's internal dynamics," Twila says. "We cultivate an environment founded on trust and

communication. Our unity is a key factor in our collective success."

Family and Community

Beyond the realm of real estate, Twila and her husband Ryan enjoy spending time with their 12-year-old daughter and 9-year-old son, traveling, hiking, biking, playing games, and doing remodeling projects as a family. She also enjoys weight-lifting, reading, and spending time with friends and family.

Twila says she is passionate about being a positive influence for children of color and women in all walks of life. Alongside her sister, a fellow Mompreneur, Twila co-hosts the Successful Sisters Podcast, returning in 2024, delving into the challenges and triumphs of women navigating successful businesses while managing motherhood and relationships. Twila

and her husband are also partners in other entrepreneurial ventures such as Woodcraft of Harrisburg and Middletown Lumber.

Notably, she has earned nominations for prestigious awards, including being a finalist for the Conference Award in 2019 and recognition as a Women of Influence honoree by the Central Penn Business Journal.

Her diverse community involvements and affiliations, including awards like the Joy Daniels Premier Club and Diamond Club, showcase her commitment to excellence in both her professional and personal life. Additionally, she is an active participant in organizations like the National Association of Realtors and local groups like the Harrisburg Area Senior Outreach Services and Harrisburg Brethren In Christ Church.

Future of Connection

Considering the future of the real estate industry, Twila envisions a return to more relationship-based practices.

"I do see it going back to that," Twila says, predicting a shift from lead-based approaches to a more relationship-centric model. In an age where virtual interactions often replace face-to-face connections, she believes that emotional intelligence will remain irreplaceable in the real estate landscape.

"Focus on your sphere of influence, focus on the relationships," she says. "AI can't replace that human connection."

Despite the rise of online platforms and technological advancements, she believes that people will still seek personal connections and professional recommendations when making significant decisions like buying or selling a home.

"No matter what happens with the real estate market, whether people start to list more online or try to do it by themselves or whatever the case, there's still going to be a need for us in the long run," Twila says.

"Who do you know? Who do you trust? The agents who set themselves apart as being genuine and being relationship focused, but also having a very high skill set -those are the ones that are going to be in this industry for the long haul."

“

Who do you know? Who do you trust? The agents who set themselves apart as being genuine and being relationship focused, but also having a very high skill set -those are the ones that are going to be in this industry for the long haul.



Photo by Ryan Randolph

▶▶ rising star



Kaleb Hurley

Hurley Real Estate
and Auctions

In this month's Rising Star feature, meet Kaleb Hurley, a rising luminary in real estate and auctions. As a third-generation auctioneer and realtor, Kaleb is not just about transactions; he's a problem solver. Specializing in farm and land transactions, he ensures the best results for sellers. Fluent in Spanish, thanks to a mission in Paraguay, Kaleb's commitment extends to his faith and family, including his wife Kara and son Hal. Discover how Kaleb, amidst innovations and deep respect for the past, redefines success in every property journey.



How long have you been licensed as a Realtor?

My dad started our company approximately 30 years ago, and I've been licensed for nearly three years now.

Tell us about the family business and your journey into it.

The majority of our real estate sales occur through auctions, a method my dad pioneered three decades ago. Our niche lies in farm and land transactions, but we're versatile, handling traditional real estate, estates, and personal property.

Are all your deals auctions, or do you engage in traditional MLS listings as well?

While we do a handful of standard listings annually, the bulk of our transactions—projected at about 115 properties this year—utilize the auction method. While all of our properties are placed in the MLS database, we sell the majority through the auction method of marketing.

Where does the majority of your business come from?

Referrals play a significant role, particularly from estate attorneys, given our focus on estate transactions. For farm and land deals, our promotional efforts take center stage. Traditional real estate referrals come from attorneys, CPAs, and our established network.

How long have you been actively involved in the family business?

While I've helped out my whole life, I assumed a full-time role about three years ago. During the three-year mission trip my parents undertook for our church, I was living in Idaho, where I pursued my education at Brigham Young University-Idaho. It was during this time that I met my wife. While in this new environment, I obtained my realtor license, not initially as an auctioneer, and completed a few transactions.

Unfortunately, the business faced challenges in my father's absence, as he was a central figure. To navigate this period, he delegated responsibilities to others, but the business encountered difficulties. Recognizing the need for intervention, my father asked me to return and assist. This marked the beginning of my licensing as I took charge of the day-to-day operations, steering the company back on track during his absence. With his return, we are now pushing harder, but my initial entry into the field was somewhat compelled by the circumstances created by his three-year absence.

Are your siblings involved in the business?

My sister and her husband are actively involved, and my younger brother intends to join after completing college. While my other sisters assist occasionally, they are still in school.

What does your idea of quality-of-life entail, and what do you do for fun?

Family and faith are paramount. I find joy in sports, both watching and playing, and managing our small farm, where we raise goats and beef cows. Quality of life, for me, revolves around family time and enjoying our rural setting.

Tell us about your mission trip?

My mission trip to Paraguay left an indelible mark. It was a pretty incredible experience to go from living in a rural Pennsylvania town to a place that I'd never lived with a language that I didn't know and living with people I couldn't talk to.

As a missionary for our church, you're paired with a companion. Mine was from Peru for the first three months, and the language barrier was evident. I spoke English; he spoke Spanish. However, within a couple of weeks, our communication



improved, and in four months, I became fluent in the language. The adjustment from my familiar surroundings to this new environment took a toll, especially considering it meant dedicating two crucial years of my life—from 18 to 20—serving our Heavenly Father. Despite the hardships, it was the most transformative and constructive experience, shaping me into a leader, teaching kindness, thoughtfulness, charity, and service. Those two years were dedicated to honing these values.

Later, when my parents were on their mission trip for our church, assisting young missionaries, I returned to help our struggling family business. At 21, having just married, I found myself in unfamiliar territory—learning the ropes of a business in need of help. These two experiences stand out as the most life-changing and character-building chapters of my life.

How have your experiences in Paraguay and running the company shaped your approach to business?

One of my assignments in Paraguay was to lead 180 missionaries. In being a leader there and being a leader here in the company, I've learned that it's important that everyone feels valued. Otherwise, they'll just move on to the next company or the next thing.

And so we really try to take pride in helping our employees feel valued. We are extremely thankful for all that they do on a day-to-day basis because when you have a team, a brokerage, or a company, you need each person to be involved to accomplish the goal.

We try to be good people to work with and work for. We like to say, "Integrity is our motto." We want people to know us as honest and good people in business, no matter what.



Family and faith are paramount.

I find joy in sports, both watching and playing, and managing our small farm, where we raise goats and beef cows. Quality of life, for me, revolves around family time and enjoying our rural setting.

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Full Blast Pressure Washing



Jason Halteman, President

Based in Central Pennsylvania, Jason Halteman and Full Blast Pressure Washing have been waging a war against grime since 2007.

Born and raised in Newville, Jason's path to entrepreneurship was unconventional. Homeschooled before it became a trend, he initially set his sights on a career in federal law enforcement. However, life had other plans for him. Frustration with jobs that didn't value innovation and process improvement led him to a new goal—to create a company where employee input mattered.

"During the few jobs I had straight out of high school, I got frustrated because my suggestions and opinions would get ignored. I had the desire to develop a company that would listen to its employees' ideas," Jason says.

His journey into entrepreneurship coincided with meeting his wife Britney. "Halfway through school, I met Britney (my girlfriend at the time), and my business took off around the same time. So, I decided to leave school and pursue a full-time self-employed career," he says.

Jason's business, Full Blast Pressure Washing, is more than just a cleaning service. Specializing in exterior cleaning and restoration through soft washing, pressure washing, and chemical treatments, the company has become a local go-to for those seeking

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transformative results. “I am a perfectionist, so cleaning is second nature,” Jason says. “I really do enjoy my work!”

What sets Full Blast apart from the competition? Jason attributes it to three key factors. “Due to having full-time office staff, we answer the phone when customers call. We have three times the experience of the average company in our industry, and we do what we say we’re going to do 100% of the time,” he says.

With the experience and knowledge to perform a wide variety of exterior cleaning needs, Jason and the team at Full Blast work with customers on a price that fits their budget without compromising the quality of the job. “All of our work is performed in a timely and professional manner,” Jason says. “We use only the best line of chemicals and detergents to fit all cleaning needs. We perform weekend and evening work for your business if it is requested, and we are, of course, 100% insured.”

The true joy for Jason lies in customer satisfaction. Witnessing the reactions of customers when they see the finished product is what fuels his passion for the job. “My biggest motivation is my customers,” he says. “I love hearing about and seeing our customers’ reactions when they see our finished product.”

When it comes to taking on new clients, Full Blast follows a meticulous process. From the initial inquiry to an onsite inspection within 2-3 days, the team ensures a smooth journey from inquiry to service completion.

“When a customer calls or sends a request, our knowledgeable staff will ask thorough questions and take their information. It then gets passed on to a sales rep who will set up an onsite inspection within 2 – 3 days. Once pricing is approved, the service is scheduled within the timeline that the customer requests,” Jason explains.

Jason emphasizes the importance of company culture in ensuring success. For him, it’s about prioritizing customer service and ensuring that staff and employees feel valued and appreciated.

“Company culture will make or break the success of your organization. We have developed a culture

where customer service is the number 1 priority at all costs, and staff/employees feel valued & appreciated,” he advises.

Choosing Central PA as the home for his business wasn’t just a coincidence. Jason cites the increased rate of new residential and commercial construction, coupled with his intimate knowledge of the area, as the driving factors. “Yes! The increased rate of new residential and commercial construction as well as the fact that I was born and raised here and know this area well,” he says.

Beyond the pressure washer and business strategies, Jason’s life is a mix of adventure and family. An enthusiast of big game hunting, boating, wakeboarding, and hobby woodworking, his interests extend to real estate investing, entrepreneurship, and devouring business/self-help books. “Anywhere there is water and mountains. Lake Tahoe and the PA Grand Canyon have been my favorite,” he says when asked about his preferred vacation spots.

Jason has two children -- Sunny Rae, who is four years old, and Willow, who is two years old. Balancing work and life is a perpetual challenge, especially during the peak seasons of spring and summer. Jason relies on Evernote to keep work from encroaching on family time.

“It’s very hard some days, especially during the spring and summer months, which are our peak seasons. Evernote has been my friend. I mind dump tasks and thoughts on there every day, so I’m not mentally taking work home with me. My family is my first priority.”

Beyond business success, Jason finds joy in giving back, volunteering his time and services to organizations like Project Share in Carlisle, Habitat for Humanity in Franklin County, and his local church.

Looking forward, Jason and the Full Blast team are gearing up for a new chapter—opening a second location in the Lehigh Valley within the next 12 months. And as Full Blast Pressure Washing continues to thrive, Jason says he is eager to raise his children with his model of independent thinking, a strong work ethic, and the value of long-term planning -- keys to navigating the challenges of tomorrow.

Jim Spagnolo

Berkshire Hathaway HomeServices

Having embarked on his journey as a REALTOR® in 1993, Jim Spagnolo has amassed a wealth of hands-on experience that has become pivotal in shaping his career. This extensive knowledge led him to assume leadership roles as the Director of Operations for Berkshire Hathaway HomeServices in Camp Hill, ultimately guiding him to his current position at the Hershey office.

Throughout the years, Jim has actively contributed to various boards and associations, concurrently sharing his expertise by teaching real estate courses. Through both utilizing and instructing fellow agents on the tools and services available to them, Jim ensures they are well-prepared for success in the dynamic real estate field.

Agents under Jim's guidance attest that, in addition to being dedicated to their professional success, Jim places a high priority on helping them achieve a positive work-life balance aligned with their personal goals. Grounded in strong moral principles and a sense of humor, Jim not only talks the talk but also walks the walk, inspiring those in his sphere to follow suit.

Reflecting on his success in the real estate industry, Jim recognizes the advantage of having an outstanding staff who form the backbone of his two offices. Speaking with gratitude, he acknowledges the contributions of his dedicated team, which includes Darlene Waters, Candy Burk, and his daughter, Anna Spagnolo.

"They are the driving force behind our success and rock stars in the industry," says Jim. "Their combined efforts go beyond the conventional roles of office support. I am immensely grateful for their hard work and commitment, as they play an integral part in upholding the high standards of service that our clients have come to expect. I couldn't be more fortunate to have such a dedicated team by my side."

In this month's issue, Jim talks about his leadership philosophy and shares his thoughts on how best to mentor the next generation of real estate professionals.

What principles or values guide your interactions with the next generation of professionals in the field?

The answer to that question reflects my business principles for the past 30 years: morals, integrity, values, respect, ethics, accountability, and trust. That's not only the next generation of agents but also all Realtors that I have the good fortune to interact with.

In your experience, what are the key qualities that make a successful real estate professional, and how do you instill these qualities in the agents you mentor?

The values I mentioned above inform the qualities that predict success. I have served in many capacities within this fabulous industry. When working with veterans or new-to-business agents, I always ask for a little bit of blind faith. Then I'll explain my history within the industry and how those experiences will help guide them through their entire career.

Given the evolving landscape of real estate, how do you ensure that the next generation of professionals is well-equipped to navigate challenges and capitalize on opportunities in the industry?

We have the good fortune of utilizing programs and services, from AI and CRMs to the very basic principles of notecards. You would be shocked at how effective these



Darlene Waters, Candy Burk, Jim Spagnolo, and daughter, Anna Spagnolo

tools are. There are so many different needs and personalities that we have the opportunity to work with. It's not a one-size-fits-all; we truly customize our efforts to meet the needs of our consumers, customers, and clients.

Can you share a specific example of a mentoring relationship that you believe had a significant impact on a young professional's growth in the real estate sector? What lessons can others draw from such experiences?

Working with both new-to-business and veteran agents, it is always important to discover their "why." Why and what are they working for and towards? One experience builds upon the next; with that compound effect in mind, the experience grows to the benefit of everyone.

As a leader, how do you balance the emphasis on achieving business goals with the importance of fostering a positive work-life balance for your team members?

My philosophy has always been that family-first balance and structure have to be incorporated into business plans. There has to be a balance, or it's not going to work. When it comes to coaching and mentoring, work and family go hand in hand. There are many different levels of coaching within this industry. Most coaches focus on just business; however, problems exist outside of the real estate industry. To be able to help someone professionally and personally is, without a doubt, the most rewarding to me. If I can help a family achieve their "why," that is what keeps me moving forward. I absolutely love the people I work with and this industry.



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.

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 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; 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?

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

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As a **member of the HBA** (Home Builders Association), I find that it **greatly enhances** my role as a real estate agent. It facilitates the expansion of my **professional network**, enabling me to establish **valuable connections** not only with builders and remodelers but also with other **key professionals** involved in the real estate transaction process.

This includes bankers, architects, service and repair providers, interior designers, and staging experts, among others.

The **HBA enriches the services** I can provide to my clients, **adding significant value** to their real estate experience.

Nicholas Feagly, MSM

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