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COVER STORY:

THE RORY BURKHART TEAM, EXP REALTY

PARTNER SPOTLIGHT:

KELLY PRYOR & NICK STRAYER,
PRO-SPECT INSPECTION SERVICES

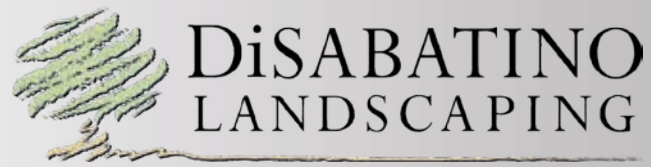
AGENT TO WATCH:

TRAVIS DORMAN, RE/MAX ELITE

REAL ESTATE NEWS:

DISPELLING 7 MYTHS ABOUT
NAR'S PROPOSED SETTLEMENT

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HARNESSING THE POWER OF “STRENGTH IN NUMBERS”



► publisher's note

By Ryan Zinn

Our community is not just a network of professionals; it's a powerhouse of talent, innovation, and collaboration. In this edition, inspired by our cover story on Rory Burkart and his team, I'd like to discuss a concept crucial to our collective success: the power of “strength in numbers.”

In the competitive world of real estate, reaching out to our sphere and maintaining those relationships is not always as easy as it seems. However, leveraging the “strength in numbers” approach can make a significant difference. By increasing your touches with clients and past clients, you create more opportunities for meaningful connections. Each interaction, whether it's a phone call, a follow-up email, or a personalized note, serves as a touchpoint that strengthens your relationships. Consistent communication not only keeps you top-of-mind but also builds trust and loyalty over time. It's the compounded effect of these touches that often leads to conversions and referrals, driving your business forward.

Beyond client interactions, the “strength in numbers” strategy is equally crucial in the realm of networking. In our industry, who you know can be just as important as what you know. Attending industry events, participating in local community activities, and engaging with fellow REALTORS® and referral partners opens doors to new opportunities and collaborations. Networking is not merely about exchanging business cards; it's about forging genuine relationships that can lead to mutually beneficial partnerships. By being an active participant in our vibrant community, you position yourself to tap into the collective knowledge, experience, and influence of your peers. Remember, every connection you make has the potential to amplify your success.

Lastly, the principle of “strength in numbers” is fundamental when it comes to managing and growing your team. As your business expands, the ability to delegate effectively becomes critical. Trusting your team members with responsibilities allows you to focus on strategic growth and client engagement. Building a cohesive team where each member plays to their strengths can significantly enhance productivity and service quality. Moreover, fostering a supportive team environment where collaboration is encouraged can lead to innovative solutions and improved client satisfaction. Empowering your team not only distributes the workload but also creates a sense of ownership and motivation, driving everyone towards shared goals.

The “strength in numbers” strategy is a multifaceted approach that can propel your real estate career to new heights. By amplifying your client interactions, enhancing your networking efforts, and effectively managing your team, you harness the collective power of our community. *Brandywine Valley Real Producers* exists to not only celebrate your success, but also to support you by helping to foster relationships and provide the resources and connections you need to thrive.

Thank you for being an integral part of our community. Together, let's continue to achieve extraordinary success, driven by the power of our collective strength.

Keep up the good work, my friends!



RYAN ZINN
Owner/Publisher

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DISPELLING 7 MYTHS

ABOUT NAR'S PROPOSED SETTLEMENT

You can help correct the record about the association's proposed settlement to resolve nationwide claims brought by home sellers.

National Association of REALTORS® leaders have been talking to reporters and members full-time over the past month to correct the record about the association's decision to resolve nationwide claims brought by home sellers. You can help by challenging inaccurate information that you see appearing in social media posts, news articles or elsewhere.

Myth 1: The proposed settlement covers only a fraction of members.

FACT: Nearly every real estate professional who is a REALTOR®, a member of NAR, is covered by the release that NAR negotiated in the settlement. The agreement would release NAR; more than 1 million NAR members; all state, territorial and local REALTOR® associations; all association-owned MLSs; and all brokerages with an NAR member as principal whose residential transaction volume in 2022 was \$2 billion or below from liability for the types of claims brought in these cases on behalf of home sellers related to broker commissions.

To be clear, NAR members are covered by the settlement unless:

- They are affiliated with HomeServices of America or one of its affiliates, or
- They are employees of a defendant in the remaining Gibson/Umpa lawsuits in Missouri. *(Note: All independent contractors affiliated with these defendants are covered.)*

Myth 2: NAR left large corporate brokerages and affiliated agents to fend for themselves.

FACT: NAR fought to include as many people and companies in the release as possible and achieved a release for everyone it could. Well over 1 million members are covered, as are tens of thousands of businesses operated by REALTORS®. But, despite NAR's efforts, the plaintiffs did not agree to include everybody. Those that are not released — the largest companies in our industry — are no worse off now than they were before the settlement. In fact, many are better off, as thousands of their independent contractor real estate agents are released by the settlement. Additionally, NAR's settlement provides an avenue for most large corporate brokerages with an NAR member as principal and more than \$2 billion in residential volume

in 2022 that were not included in the settlement to pursue inclusion in the release. But the settlement does not obligate them to opt into the settlement. These brokerages will have 60 days after plaintiffs file the motion for preliminary approval of the settlement to complete Appendix C of the settlement agreement, which is required to opt into the settlement if they choose to do so. *(See the estimated timeline and download the settlement and its appendices at facts.realtor.)*

Myth 3: NAR requires a standard 6% commission.

FACT: You know this is untrue, but it's a myth that has persisted in the media. NAR does not set commissions — they are negotiable. The rule that has been the subject of litigation requires only that listing brokers communicate an offer of compensation. That offer can be any amount, including zero. And other rules throughout the MLS Handbook and NAR policy expressly prohibit MLSs, associations and brokers from setting or suggesting any such amount that should be included in that field.

Myth 4: NAR will raise dues to fund the settlement.

FACT: NAR will not change membership dues for 2024 or 2025 because of this settlement.

Myth 5: Brokers representing buyers now have to work for free.

FACT: Under the proposed settlement, the types of compensation available for brokers working with buyers would continue to take multiple forms, including but not limited to a fixed-fee commission paid directly by consumers; concessions from the seller (as long as such concessions are not conditioned on the retention of or payment to a cooperating broker, buyer broker, or other buyer representative); or a portion of the listing broker's compensation. NAR has long believed that it is in the interest of the sellers, buyers, and their brokers to make offers of compensation; however, using the MLS to communicate offers of compensation will no longer be an option. Compensation will continue

to be negotiable and should always be negotiated between agents and the consumers they represent.

Myth 6: The practice change will do away with offers of compensation to brokers representing buyers.

FACT: Offers of compensation are an option consumers can pursue off-MLS through negotiation and consultation with real estate professionals. The settlement also expressly provides that sellers may communicate seller concessions — such as buyer closing costs — via the MLS, provided that such concessions are not conditioned on the use of or payment to a buyer broker.

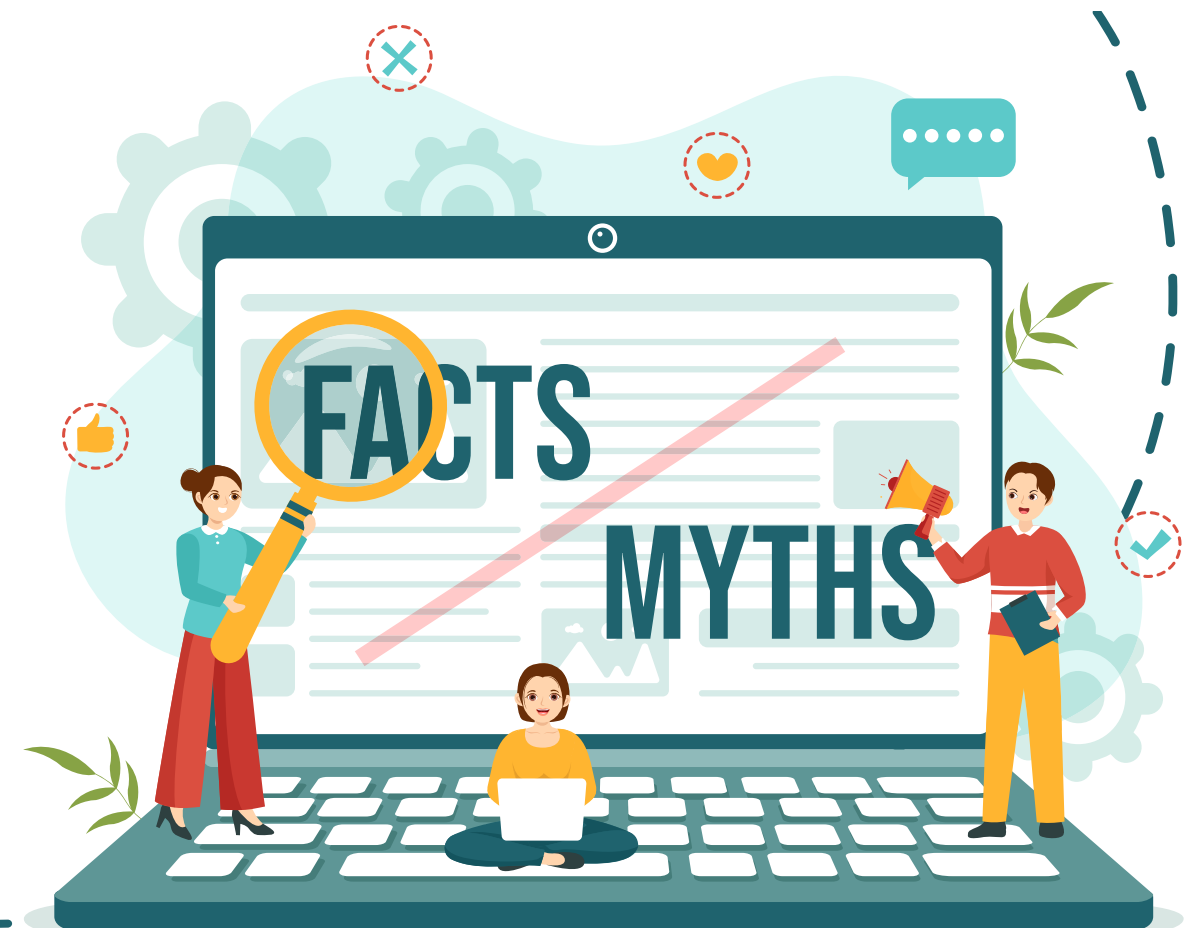
Myth 7: NAR settled because the plaintiffs' allegations are true.

FACT: As the settlement makes clear, NAR denies any wrongdoing in connection with the MLS cooperative compensation model rule. Cooperative compensation arrangements facilitate the process of selling a home and help ensure equal opportunity for buyers. It

has always been NAR's goal to resolve this litigation in a way that preserves consumer choice and protects our members to the greatest extent possible. This settlement achieves both of those goals and provides a path forward for the industry and the association.

**At press time on April 10, in addition to HomeServices of America and its related companies, the remaining defendants not covered by NAR's settlement are: At World Properties, LLC; Douglas Elliman, Inc.; Douglas Elliman Realty, LLC; eXp Realty, LLC; eXp World Holdings, Inc.; Hanna Holdings, Inc.; HomeSmart International, LLC; Howard Hanna Real Estate Services; Realty ONE Group, Inc.; Redfin Corporation; United Real Estate; and Weichert, REALTORS®.*

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▶ partner spotlight

By Dave Danielson
Photography by Josh Wheeler



The Pro-Spect Pennsylvania and Delaware Teams, led by Nick Strayer (center left) and Kelly Pryor (center right)

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That's where the team at Pro-Spect Inspection Services comes in ... delivering full-service peace of mind that you and your clients can count on.

Leading the Way

Two of those leading the way when it comes to connecting you with this high level of service in the region are Kelly Pryor and Nick Strayer. Kelly is the Executive Director for the Pennsylvania Division, while Nick is the Executive Director for the Delaware and Maryland Division.

Pro-Spect Inspection Services got its start about 15 years ago when Owners Wes and Kristy Mast opened its doors in Delaware. In time, the company expanded to Pennsylvania, Maryland and Florida.

Each step of the way, success has been built by holding true to a core mission of service.

"We serve as trusted partners, giving peace and confidence through education and innovation," Nick explains.

"We are a full-service home inspection company. We are one-stop shop. We have 19 ancillary services beyond home inspections ... including services such as septic, well, wood-destroying insects, radon, mold, as well as environmental elements such as lead and asbestos."

Working with Purpose

Informing the decision lies at the center of the team's reason for being.

"We are very much about education and not just about home inspections. We like to educate our REALTORS® about other things that might benefit them, including leadership training, digital marketing

and understanding personality profiles," Kelly says. "It's a nice way to get in touch with people who are seeking that kind of training and knowledge."

As Nick adds, "We have licensed real estate instructors on our team in Delaware and Pennsylvania. Our main focus is delivering exceptional service to the client but also focused on new ways to add value to what REALTORS® are doing."

Another big point of pride for Kelly and Nick is developing their respective team members when it comes to leadership skills.

Making an Impact

The teams include an in-house service center to provide the highest-level experience to partners and clients. Kelly's Pennsylvania team includes seven inspectors and two field technicians, along with a marketing representative. Nick's Delaware/Maryland team includes nine inspectors, a field technician and a marketing representative.



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Nick Strayer and Kelly Pryor



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Family Foundations

Family is at the heart of life for Kelly and Nick.

Kelly and her husband, Joe, treasure time with their 5-year-old daughter, Faye. In their free time, Kelly and her family like to take weekend trips to the shore or to the Pocono Mountains to visit family. They're also foodies who love exploring new restaurants.

Nick and his wife, Mary, share the same path in life and business. Mary works for the company in the Service Center. They look forward to time with their children—11-year-old, Caeden, and 4-year-old, Kevin. In their free time, they have a passion for traveling and spending time at the beach.

There When It Counts

Those who have a chance to work with Pro-Spect Inspection Services appreciate the open level of communication they receive, and the way the team listens to their concerns.

“There’s so much that goes on in a real estate transaction. We want to be the least stressful part. We are there to educate and ease their minds,” Kelly says. “For partners, we want them to feel good about the way we assisted their clients and make it easier on both of them.”

As Nick says, the team feels honored to be part of such a momentous chapter in the lives of those they serve.

As he says, “It means a lot to be trusted partners ... to have people trust us with their home inspections and also trust that we will do the right things and be there for them to get through the transaction.”

When you’re looking for a partner who will be there at your side to deliver full-service peace of mind, look to Pro-Spect Inspection Services.

“ We are a full-service home inspection company. We are one-stop shop. We have 19 ancillary services beyond home inspections ... including services such as septic, well, wood-destroying insects, radon, mold, as well as environmental elements such as lead and asbestos. ”

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TRAVIS DORMAN



► agent to watch

By Dave Danielson
Photography by Josh Wheeler

TRUSTED GUIDE

There's no replacement for the kind of guidance you provide to your clients who base their decisions in large part on your experience and expertise.

Travis Dorman is a REALTOR® with RE/MAX Elite. He works with that same spirit, appreciating the role he serves as a trusted guide to his clients.

“One of the aspects of the business that I love the most is when you get to the closing table and you can truly see the pride and excitement in your clients for having achieved something they worked so hard for,” Travis says. “There's nothing quite like that feeling.”

BEGINNING HIS PATH

Travis got his start when he earned his license in 2011. He had graduated from the University of Delaware in 2010. From there, he moved and took a job in Connecticut. After about a year, he made the decision to return home.

“I'm a Delaware boy at heart. I love the fact that there are two degrees of separation here. I missed running into familiar faces everywhere I went,” he says with a smile.

He had a strong preview of real estate growing up, with several family members in the business, including his mother, his grandmother, and his uncle.

His uncle, Eddie Riggan (who passed last year), served as a mentor for him, encouraging him to give the business a try.

“Eddie was an absolute lion, with a very strong business in Delaware, Maryland, and Pennsylvania,” Travis recalls. “He had a small team at the time and I came on as a Buyer's Agent.”

DIVING IN

Upon starting in the business, Travis gained significant experience with short sales, foreclosures and distressed properties.

“My core network at the time wasn't buying a lot of real estate,” Travis says. “I worked with online leads and grinding out short sales. It was a feet-to-the-fire experience in real estate. Eddie always had his clients' backs and fought for them. I learned my own style being an advocate.”

As Travis says, his business today is almost entirely referral-based.

“I am committed to doing right by my clients,” Travis says. “You only get one reputation in this state, and I dedicate myself to doing the best I can for them each day.”

“

You only get one reputation in this state, and I dedicate myself to doing the best I can for them each day.

”

REWARDING RESULTS

Travis has definitely had a rewarding start all the way around. He recently earned the Torch Bearer Award within the RE/MAX network and received the honor of being one of the top-producing agents under 40.

In fact, he finished as the number one-producing agent in the RE/MAX network in Delaware under the age of 40. In 2023, he recorded \$12.5 million in sales volume.

WONDERFUL LIFE

Away from work, Travis has a big place in his heart for family, including his wife (and biggest supporter of his business), his 4-year-old daughter, and his 2-year-old son.

Travis comes from a family in real estate including his mother, Beth Dorman, who is a REALTOR® with Coldwell Banker Premier out of Rehoboth Beach

“We’re constantly bouncing ideas off each other, from offer strategy, marketing, recent sales and industry news, there’s no shortage on things to talk about with her,” Travis says.

His aunt, Tammy Hadder is a REALTOR® with the Seaside Seven in Bethany Beach.

His grandmother, June Riggan, was also a REALTOR® with Coldwell Banker.

In his free time, Travis has a passion for the outdoors, hunting, golfing, fishing, and going on new adventures with his family and friends.

LIFTING OTHERS

As he continues to grow his own business, Travis shares helpful advice for others who are getting their own start in the business.

“One thing I would remind people about is the fact that success doesn’t happen right away. It takes time to develop a reputation,” Travis says.

“Allow your reputation and career to mature to a point where your network recognizes you and trusts you to handle their sale or purchase.”

As Travis looks to the future, he builds on a strong foundation of trust and guidance that makes a difference for those around him.

“That’s one of the most important

“

I want people to feel that I did right by them. I want to be a good friend to people and doing the behind-the-scenes things to support their success.

”



THE RORY BURKHART TEAM



▶ cover story

By Dave Danielson
Photography by
Kirstie Donohue Photography

Strength in Numbers

When there's a person who is focused on a specific goal, they channel their energy in a powerful way. That effect can be greatly multiplied when there are many hands pulling in the same direction.

The Rory Burkhart Team with eXp Realty is a prime example of that phenomenon. Led by Rory Burkhart, the team of five agents and three salaried employees demonstrates that there certainly is strength in numbers.

Combined Success

Their combined efforts have been impressive to be sure. In fact, the team recently passed a rewarding milestone, recording more than 1,000 closings in Chester County, with an average of 125 to 140 transactions each year.

The story of the team began with Rory and his long-standing interest in real estate, that led to him earning his license in 2004 after he moved back to the area after a short period in Salt Lake City, Utah.

"I've always had a passion for real estate. I read all the real estate books in college, and saw the opportunity that real estate created as a long-term investment," Rory remembers.

"I knew that industry is where I wanted to spend my time. We have the opportunity to serve clients who lean on our experience and expertise to guide them through extremely important decisions. I also saw the value in owning real estate and using leverage to grow wealth. That's what initially intrigued me to get into the business."

Getting His Start

Rory grew up in Chester County with five brothers. Prior to starting his real estate career, he found success in pharmaceutical sales for four years out of college. As

Rory says, that early work experience provided him with what he calls "some of the best sales training out there."

"It taught me an understanding of different personality types, and it was the perfect segue to working with people and understanding their needs," Rory says. "It helps a ton to connect with people. Understanding individual personalities changes the way you interact with your client."

Persevering and Prospering

Like most who begin a new career in real estate, Rory faced some challenges. As he remembers, he started out building from the ground up. In his first year, he spent a lot of time hosting open houses and helping out with listings for other agents. Day by day, he showed up, dedicated himself to learn and closed 17 transactions during his first year—in turn, earning Rookie of the Year honors in 2004.

The drive that Rory has for what he does is contagious. It all begins for him by getting to understand people and their unique needs.

"Our clients need guidance with the largest financial transactions they have in their lives. It's truly understanding what their needs are and what they're trying to accomplish," Rory says.



The Rory Burkhart Team: Kelly Rubincan, Mike Spigarelli, Jane Wellbrock, Tina Burkhart, Sara Plaughter and Sherry Tierney.

“The majority of my business comes from referrals. I’m proud that the majority of the business we do comes from past clients and building relationships in the community. We have had the fortunate opportunity to work with multiple generations of clients as well as reselling homes as our clients reach new chapters in their lives.”

Family Highlights

Away from work, Rory treasures time with his family, including his wife of 23 years, Holly, and their children—their 15-year-old son, Grant; and their 11-year-old daughter, Elyn.

In his free time, Rory loves spending time with his family. He and his son also enjoy playing golf together.

When it comes to giving back, Rory stays engaged with the Kennett Food Cupboard, the Wounded Warrior Project and Children’s Miracle Network.

As he reflects on his team’s success, he shares helpful advice for others who are getting their own start in the business.

“First, I think it’s really important to remember not to over-plan. It’s important to take action and start,” Rory says.

“People get very analytical, but this is really a people game and you need to get in front of as many people as you can to understand their needs. The more you can come from a service mindset and understand your client’s needs, the more this translates to success.”

“**We also take our relationships with other agents very seriously, and we pride ourselves on being in good relationships with everyone.**”

Genuine Care
Those who know and work with Rory appreciate the fact that he has a genuine interest in them having the best outcomes possible.

“Our team shares the same approach together. We are authentic and are here to serve our clients on a higher level,” Rory says.

Behind it all is a continuous drive to learn and grow.

“I pride myself on being a student of this industry. I invest hours weekly studying the market and economics that impact housing on a national and local level. I also talk with other agents about what’s happening in the market, and the kind of trajectory that we’re on ... things that are going to impact our environment moving forward,” Rory says.

“We take our relationships with other agents very seriously, and we pride ourselves on being in good relationships with everyone.”

Day by day, Rory and his team make a tangible impact for those that they serve ... pulling together and demonstrating that there is true strength in numbers.





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