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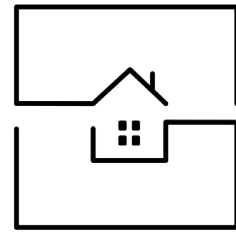
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MEET THE SOUTH CENTRAL PA REAL PRODUCERS TEAM



Coach Fino
Owner/Publisher



Cherie Bartels
Executive Assistant



Mark and Karen Ackley
Photography Team Leads
Next Door Photos -
Susquehanna Valley



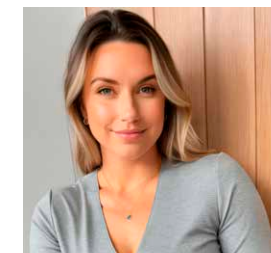
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PUBLISHER'S NOTE

By Coach Fino

This publication is dedicated to facilitating relationships among the best of the best. We're not just talking about any relationships, but the kind where people truly connect, learn, and support each other. That's what we're all about. *Real* relationships.

So, how do we build these real relationships?

It's right there in the name: Real Producers. Each letter in "real" stands for something important in building these connections. *Real* is the perfect acronym.

The "R" stands for "risk." Every month, we feature people who take a risk by sharing their personal stories, struggles, and motivations—an

invitation to know them beyond their production or product. When we take a risk and open up like this, it creates common ground and helps us connect.

Next up is "E" for "empathy." This means understanding someone else's point of view and feelings without judging them. When we truly empathize, we can better understand each other and build stronger connections.

Then there's "A" for "activity." Doing things together—whether it's working on a project, playing a game, or just hanging out—creates shared memories that bring people closer.

Lastly, "L" is for "leverage." It's about using our relationships to achieve

things we couldn't do alone—like making important introductions or growing personally and professionally.

So, remember, Real Producers is here to help you connect with the best of the best. Use these simple tips to build real relationships that connect, elevate, and inspire us all.

Yours in a Real Relationship with Real Producers,



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MARK AND KAREN ACKLEY

▶▶ partner spotlight



Next Door Photos—Susquehanna Valley

“We pride ourselves on being more than just a real estate media company. We view ourselves as collaborators, dedicated partners to the agents and teams we serve.”

Real estate photographers since January 2020 – and now staff photographers for *South Central PA Real Producers* – Karen Ackley and husband Mark Ackley of Next Door Photos—Susquehanna Valley say they find inspiration in the opportunity to serve people and make a meaningful difference in their lives.

“There’s a huge sense of fulfillment in knowing that our work contributes to the success of the agents we work with. Whether it’s helping a real estate

agent showcase a property in its best light locally or providing employment opportunities to individuals in vulnerable communities through our global partnerships, every aspect of our business is driven by a desire to serve others.”

Images with a Global Impact

Both Mark and Karen are Susquehanna Valley natives and graduates of Messiah University – Mark with a degree in sales and marketing and Karen with a degree in health and physical education.

Before opening Next Door Photos—Susquehanna Valley, Mark worked in the marketing space for 20 years and Karen spent several years teaching and coaching prior to starting a family.

Directly following college, Mark and Karen also launched an online sales and marketing company partnering with Amway. This partnership not only yielded success but also assisted in their salesmanship and leadership, setting them on a path of professional growth and achievement.

“I was raised in an environment that instilled in me a strong entrepreneurial spirit as well as a service-minded approach,” Karen says. “All four of my siblings and both of my parents have or currently own their own businesses. This has definitely encouraged us to develop our own entrepreneurial journey.”

Drawn by their shared values and a desire for meaningful community impact, Mark and Karen found themselves gravitating toward the business opportunity presented by Next Door Photos.

“Mark loved what he was doing and who he was working with, but we knew we needed to make a change as a family,” Karen says. “In 2019, we made the decision to start seeking other options, and that led us to our current endeavor. Two real estate agents and the individual who started our editing team all reached out to Mark and said, ‘Hey, you ought to do this.’ We are firm believers that everything happens for a reason.”



Without our dedicated team, our company wouldn’t be the same.

Through unique local and global partnerships, Next Door Photos not only delivers media services quickly, but also creates sustainable job opportunities for vulnerable populations.

“By providing employment to individuals rescued from human trafficking, survivors of abuse, and those at risk of exploitation in Cebu, the Philippines, and Kathmandu, Nepal, we are making a tangible difference in their lives,” Karen says. “Additionally, the company is committed to fostering economic

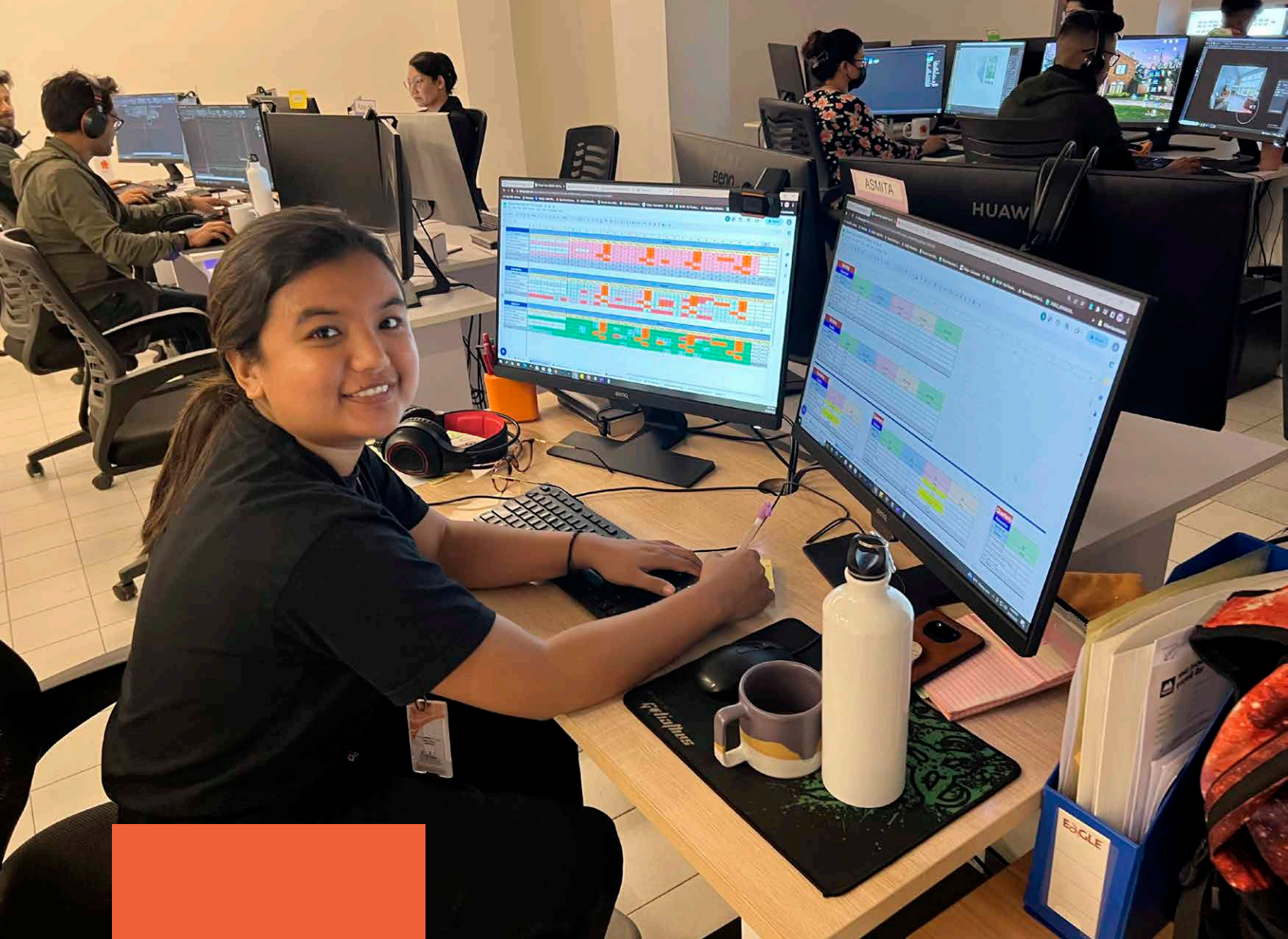
development and social progress in areas with high unemployment rates, such as Nairobi, Kenya.

“The individuals who partner with us from other countries are highly regarded members of the Next Door Photos team, valued for their significant contributions and integral role within our organization.

“It’s incredibly fulfilling to know that our work is not only providing for our family but also transforming lives and communities around the world.”

Locally Owned, Professionally Operated
90% of home buyers see their new home for the first time online, and listings with professional photography get 61% more views.

“Professional photography helps agents sell homes for higher listing prices and win more listings,” Karen says. Next Door Photos—Susquehanna Valley is a premier real estate media company specializing in delivering high-quality visual assets for real estate agents.”



NEXT DOOR PHOTOS

There's a huge sense of fulfillment in knowing that our work contributes to the success of the agents we work with.

Comprehensive services at Next Door Photos—Susquehanna Valley include:

- professional photography
- captivating videos
- stunning aerial imagery
- immersive 3D imaging
- dynamic listing websites
- virtual staging
- detailed floor plans
- and much more.

With streamlined processes and commitment to efficiency, Karen and Mark and the team at Next Door Photos—Susquehanna Valley offer short lead times and next-day delivery. They've assembled a team of highly skilled media professionals who adeptly capture the essence of each property, ensuring that clients receive

top-notch media content that truly showcases their listings.

“Our approach goes beyond simply delivering great service. We coach and train our team to understand the importance of building rapport and trust with clients. When we step onto a property, we view ourselves as an extension of the agent’s team, working seamlessly to enhance their brand and reputation. Without our dedicated team, our company wouldn’t be the same. Their expertise and passion are the driving force behind our success, ensuring that we consistently deliver exceptional results to our clients.”

While delivering high-quality media and providing top-notch service is Next

Door Photos’ primary focus, Karen and Mark say the cherry on top is the tangible difference they’re making in the lives of others.

“By creating opportunities for empowerment and transformation, both within the real estate industry and in communities around the world, we’re not just service providers; we’re partners, innovators, educators, and agents of positive change.”

Beyond the Lens

Next Door Photos proudly holds the esteemed status of being a Certified B Corporation, demonstrating the company’s commitment to upholding rigorous standards of verified performance, accountability, and transparency. “This certification attests to our dedication across various facets, including employee benefits, charitable initiatives, supply chain practices, and input materials,” Karen says.

Quickly rising to local prominence, Next Door Photos – Susquehanna Valley was honored in 2023 with the prestigious Photographer of the Year award at the Pyramid Awards, presented by the Home Builders Association of Harrisburg, recognizing the team’s excellence in the field.

Karen was also bestowed with the distinguished Woman Breaking Barriers award as part of the 2023 Women of Impact: Celebrating Women in STEAM Awards Program. This accolade celebrates women like Karen, who leverage

their expertise and position to foster inclusivity and dismantle barriers within diverse communities.

Karen serves on the board of directors at Wildheart Ministries (featured in the April issue of *South Central PA Real Producers*), and the Next Door Photos—Susquehanna Valley team devotes time and talent serving neighbors in Allison Hill through Wildheart. The company also attends various REALTORS® Reach Out events organized through the Greater Harrisburg Association of REALTORS®(GHAR).

On the home front, Mark and Karen are parents to four “fun-loving, action-packed” boys who are involved in competitive sports - soccer, volleyball, and basketball. Recently, the couple’s 15-year-old son has started his own 3D printing company, Calibrate 3D, following in his parents’ entrepreneurial footsteps.

“Every day is an adventure with our crew!” Karen says. As a family, we actively participate in the life of West Shore Free Church on Williams Grove Rd. We find fulfillment in serving within Awesome Adventure, our children’s ministry, and extending hospitality as part of the Welcome Team, greeting and assisting guests.”

With family and faith at the center of their life, both Karen and Mark begin each day reading the Bible. “This time helps to keep us focused on living a principled life,” Mark says. “I also need

to take time to work on my physical health. Working out in the mornings gives me the energy to make it through the day.”

Looking to the future, Mark and Karen reaffirm their commitment to community and working together as a team.

“When you partner with Next Door Photos—Susquehanna Valley, you partner with our team,” Mark says. “Every member plays a crucial role, from our talented media pros capturing the perfect shot to our dedicated editors refining every detail, and more. This collaborative spirit infuses everything we do, from our interactions with clients to our partnerships with community organizations.

“Ultimately, our success is intertwined with the success of those we serve, and that’s what inspires us to continue striving for excellence and making a positive impact in the world.”

Mark and Karen Ackley
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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 MAGAZINE?

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?

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

KELLER WILLIAMS ELITE

Photos by Next Door Photos | Miriam Smith

Tell us about your background.

I was born outside of Atlanta, Georgia, in a city named Snellville, but I spent my most formative years in northern Wisconsin. My dad was in various ministry positions, which is why we moved around when I was younger. He's currently an associate pastor, and until very recently, was the head coach of the local high school basketball team.

When my parents moved to North Carolina at the end of my senior year of high school. I stayed and played college basketball in Wisconsin for a year. As a result, I have a lot of different sports teams I cheer for. *(laughs)* After my first year of college ball, I transferred to Lancaster Bible College to continue my education, where I played for three more years. I met Madeline, my wife, in our sophomore year. We got engaged the week after we graduated and then were married four months later!

Tell us about your family.

My beautiful wife, Maddie, is my best friend, and we're very blessed to have two wonderful kids—my almost-four-year-old son named Walker and a one-year-old daughter named Willow. We love living in Lancaster and don't plan on moving unless God calls us somewhere else. We enjoy all the area has to offer and have a lot of friends who live close. Lastly, our church is also a major factor in why we love being in Lancaster!

Was it always your plan to go into real estate?

Honestly, no! In college, I was your classic "trying to figure it out" student. In my senior year of college, I interviewed for a few sales jobs, and one company I wanted to work for asked me to take an assessment that required me to think through my future. After the test, the people I interviewed with presented me a 40-page report



of my results and basically said, "We want to hire you, but you would hate this job. It looks as if you are wired to be an entrepreneur."

What happened next?

I should have listened to their advice. *(laughs)* I ended up taking a job doing paint estimations, and for lack of better words, was not the right fit. I had read *Rich Dad, Poor Dad*, and was interested in real estate as it pertained to rentals and investing. But being a real estate agent was never a part of the plan.

While I was still in college and playing basketball, I needed a job. I got connected with my now close friend, Joe Mazzeo. I worked for him doing trashouts of houses and various different jobs. He was super willing to work around my practices. I'd wake up at six, work till one, and then show up to practice with the rest of the guys.

After I graduated, I asked Joe if he had any other opportunities on the business side, and if so, to give me a call. He ended up calling me early on in 2020 and presented an opportunity. I could get licensed and help purchase and then sell his renovated homes.

Did success come right away?

The timeline couldn't have been worse. I quit my paint sales job, with all my benefits, to work with Joe one week before the COVID outbreak shut down the world and the real estate industry.

I picked up a job at FedEx to supplement our income. I was packing trucks from 1 a.m. to 7 a.m., and then I'd go to the houses to help paint from 8 a.m. to 3 p.m. I was working crazy hours because we were expecting our son Walker in the coming months. That whole experience taught me that sometimes the plan goes out the window, but it's ultimately about how you respond to challenges that define you.

“

I WOULD CONSIDER MYSELF SOMEONE

WHO CAN CLEARLY COMMUNICATE

AND ARTICULATE MY VALUE.

I TOTALLY BELIEVE THAT.



Joe Mazzeo and Alex

And now, in such a short time, you're in the top 500. How did that happen?

In 2020, I closed on two deals, with both coming from investment sales. In 2021, the 'retail' side clicked, and it jumped up significantly. Open houses played a crucial role in building my personal client base. Being a relatively younger-looking agent and lacking the ability to grow facial hair *(laughs)*, I feel as if younger couples gravitate

toward me. A significant portion of my business deals with first-time home buyers, which wasn't really the intention. But I think a lot of first-time home buyers feel safe with me because I'm close to their age and can communicate from a similar place in life. I try to care about them as people. What their goals are for their career and their family so I can best help them find the right property.

I think that's a huge piece of real estate that people miss. A house is more than just an asset. It's part of your life and your story. It's obviously the biggest purchase you'll make, but it should be the most meaningful as well.

What percentage of your business comes from your investment side and what percentage from your retail side?

Right now, it's maybe 60-40. For the investment side, we have high goals. We're aiming to renovate 28 houses this year. It's turned into a full-scale business with project managers, a designer, a bookkeeper, and another acquisition agent. When we started, I think we did two houses that first year. The next it was four, then 8. We did 16 last year, and I think it helped us realize our full potential. On the investment side, we try and provide the best possible house for the end buyer. About 80% of our houses go to first-time home buyers, which is really cool. They get to know they're getting a solid home that has been beautifully renovated and they don't have to worry about issues. We give our personal numbers at settlement, so they know where to find us if there are any issues.

Do you think the NAR settlement and proposed rule changes are going to have a significant impact on your business?

I enjoy this industry and love going to work every day because I get to be with people. So, with those things not changing, there should be no impact. I consider myself an agent who can clearly communicate and articulate what value I bring in regard to compensation. Ultimately, I think the ruling is going to help the real estate industry by requiring agents to bring another level of service. That, in turn, will help all buyers and sellers. I'm looking forward to the future with confidence!



Michelle Terry Takes Control of Her Real Estate Business

Michelle Terry, a seasoned real estate professional, thought she had it all – a thriving business, financial prosperity, and satisfied clients. But beneath the surface, her perceived success concealed a life overwhelmed by chaos, taking a toll on her well-being.

"I could sell a whole lot of houses, but there'd be times when I could count 120 days in a row that I didn't have a day off," recalled Michelle. "I felt like the Tasmanian Devil – rushing here and there and constantly putting out fires all over the place! My heart was racing 100 miles an hour."

Michelle dreamed of having the freedom to work less, but she was petrified of what could happen to her business if she weren't involved every day in every aspect.

Making a Dream Come True

Michelle's perspective shifted after she heard Verl Workman, Founder of Workman Success Systems, speak at a conference.

"I could tell right away that he cared a lot about helping people succeed," said Michelle. "I loved the systems and processes he presented. I met Verl in 2017, and I wish I had met him back in 1997."

Eager to transform her dreams into reality, Michelle scheduled an appointment with Workman Success Systems, marking the beginning of her journey from chaos to control. Of course, change wasn't easy. "When I started with Workman, I was just an agent running a brokerage, without enough time to help everybody to build their business and foundation – an awful lot of that had to change," said Michelle. "That first year, I learned a lot of hard lessons."

Before collaborating with Workman, Michelle's brokerage generated just under \$350,000 in commissions annually. She achieved this financial success despite not having any structure or processes in her business.

Michelle's collaboration with Workman marked a pivotal shift in her mindset and business approach. With newfound systems and procedures, her brokerage's annual commissions grew to \$521,000 in the first year after her WSS collaboration and an astounding \$1.2 million within three years.

By embracing change, Michelle achieved remarkable financial success and reclaimed the time and freedom she yearned for, all without compromising the growth of her business.

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CHRISTINA Bailey

COLDWELL BANKER REALTY

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Christina Bailey's career calling began with a simple question from her son during a walk to kindergarten.

"I was a stay-at-home mom, and I worked all kinds of little jobs just to be able to stay home with my kids," Christina says. "I cleaned some houses. I played the piano for the church. I was a music director. I started a youth group and a preschool, all with the church."

Her many "small jobs" allowed her to bring her children to work. And it was one of her children who prompted her to consider the future.

"I was walking my son to kindergarten, and he was holding my hand, talking about what he wanted to be when

I read like 70 self-help books that year, listened to audio and started doing a daily fitness routine. That just catapulted me so much further.

he grew up. Suddenly, he stopped, looked at me, and said, 'Mommy, what do you wanna be when you grow up?' It stopped me in my tracks.

"I thought to myself, well, kiddo, that's a real good question."

Starting a Career

"Back in 2004, I almost got my real estate license, but the classes were expensive, and I just couldn't afford them at the time," Christina says. "It was a missed opportunity, but looking back, I realize how different life might have been if I had pursued it then."

Christina remembers always having an interest in real estate –even an "uncanny knack" for being able to accurately assess how much a house was worth, just by looking at it.

"Pursuing my license was all about my kids. I needed work with some flexibility and the ability to create my own schedule. I had gone to college and studied sociology, but never completed a degree. I ended up in real estate, where those 'people study' classes are still put to good use."

In June 2008, Christina completed a mandatory eight-week training class with Jack Gaughen Real Estate. "My youngest was starting full-time school in the fall, so I used my first six months to get acclimated to a new schedule, a new career, a new life."

Thinking about the timing of her new start – 2008 – Christina knew she needed to overcome a lot of challenges. "I knew that if I could be successful in that market," she says, "I could do anything. I am very competitive, and I would emulate other successful agents."

In 2009, Christina set a goal to make \$50,000. She ended the year with 12 units, and \$45,000.

"I didn't quite hit the goal, but I was happy enough with it. I hit that 40-unit mark in 2011. Somewhere between 2009 and 2011, I was named the rising star of the company for the whole company. Jack Gaughen had probably 11 offices at the time, so I was doing a good job."

Along with a competitive tenacity, Christina attributes success to her ability to make connections with people who assisted her in finding qualified buyers. She didn't purchase leads, but instead engaged with genuine, ready-to-act individuals. "I had my sphere of influence, and I was prospecting in open houses. I played the whole game," she says

With her competitive drive fully engaged and success in hand, her manager suggested she find an assistant.

"That was about 2011," Christina says. "2011 is also the year that I just made some really stupid decisions. I left real estate and moved to Maryland."

Starting Over

"I left Pennsylvania to follow a relationship that eventually went bad," Christina says. "I'm very open when talking about this time in my life. When it was all over, I had lost everything."

Christina depended on her parents' help to cover her mortgage as she attempted to get back on her feet. She returned to the career where she had first found success.

But stepping away from real estate, even temporarily, is a step back to the starting line.

"I returned to the real estate market only six months later, in 2012," she says. But in real estate, if you walk away for a week, you're out, and you're starting all over."

Without a client base and with some previous relationships dismantled, 2012 became a rebuilding year.



“ *In leading my team, I ask, ‘How can I help make your life better?’ That’s a constant question. When we sit down to discuss professional goals, we keep personal and family goals in mind.*

“Ironically, I sold my first home to my ex-husband,” she laughs “Before the end of my first year, I paid back my parents every dime that I owed them. In 2014, I was the agent of the year for the entire company. I worked my butt off to get to that place.”

With 75 units in 2014, Christina brought on a buyer showing assistant. “She was my ‘wheels on the street.’ One Saturday, she showed houses to four different clients and sent all four back to write a contract. It was a beautiful day!”

From her initial goal of \$50,000, Christina now set goals for six figure – and beyond. “After my return, an old friend who is in real estate helped get me back on track by looking ahead. When I met my financial goals, he said, ‘Now, you need to work on you.’ And I was like, yeah, no, that’s not the right answer. Try again.”

After initial reluctance, Christina took her friend’s advice. In 2015, she sought out Tony Robbins, worked with a business coach, and hired a personal trainer.

“I read like 70 self-help books that year, listened to audio and started doing a daily fitness routine. That just catapulted me so much further,” she says.

Her husband cautioned her about overextending herself, prompting her to realize the importance of delegation and freeing up her time. This realization led her to consider outsourcing tasks that could be done more efficiently by others, allowing her to focus on her main goals.

“Every single person I brought onto my team played a role for me,” Christina says. “In addition, they sold houses. That’s how my team was born.”

Team Players

Christina Bailey currently oversees a team of 10 fully licensed agents at Coldwell Banker. She encourages each agent to set individual goals, and she works to help agents reach those goals.

“Some agents might have high real estate goals, and some may want to spend more time with their family. Whatever the goal is, this is what we work toward,” she says.

Christina remains committed to her team’s success, with retention as a goal. She strives to provide value to them in real estate and their lives.

“‘Turn and burn’ translates to too much training and a waste of my time. So, in leading my team, I ask, ‘How can I help make your life better?’ That’s a constant question. When we sit down to discuss professional goals, we keep personal and family goals in mind.”

Life is Good

“Outside of my professional career, my family is very important. I have four wonderful children, all grown and living their own adventures.”

Originally from the Nazareth area, Christina moved first to Lancaster and later to Perry County.

“I had a listing appointment in Perry County, and while there, my husband and I stopped for lunch at a little inn. We fell in love with the area!”

Christina and her husband purchased a small farmette in Perry County, where they now live and care for a menagerie of mules and dogs.

They are also the owners of Sherman’s Creek Inn in Shermans Dale, the restaurant where they dined the day of the appointment. “Our bartender that first day, Tracy, still works there,” Christina says.

On the 10th anniversary of her successful return to the real estate industry, Christina celebrated with an extraordinary personal challenge. Determined to push her limits, she embarked on a journey across the country to attend an extreme trail riding adventure in San Rafael, California.

“A friend and I drove four days across the country for an extreme rock crawling clinic,” Christina says. “I used to ride horses, but now I ride mules. I love their sure-footedness. To go out and accomplish this ride, trekking along cliffs with 1500-foot drops, sliding down sand dunes – all on an animal I trained myself – I now know nothing in life can stop me.”

In a career journey marked by starts, stops, and starting over against all odds, Christina says she is candid when sharing her story, hoping to inspire others.

“I went through some really hard times, personally and professionally. But no matter the challenges you face, you need to keep moving forward.

“I’m very happy with my life now. Don’t ever think that life’s over.”





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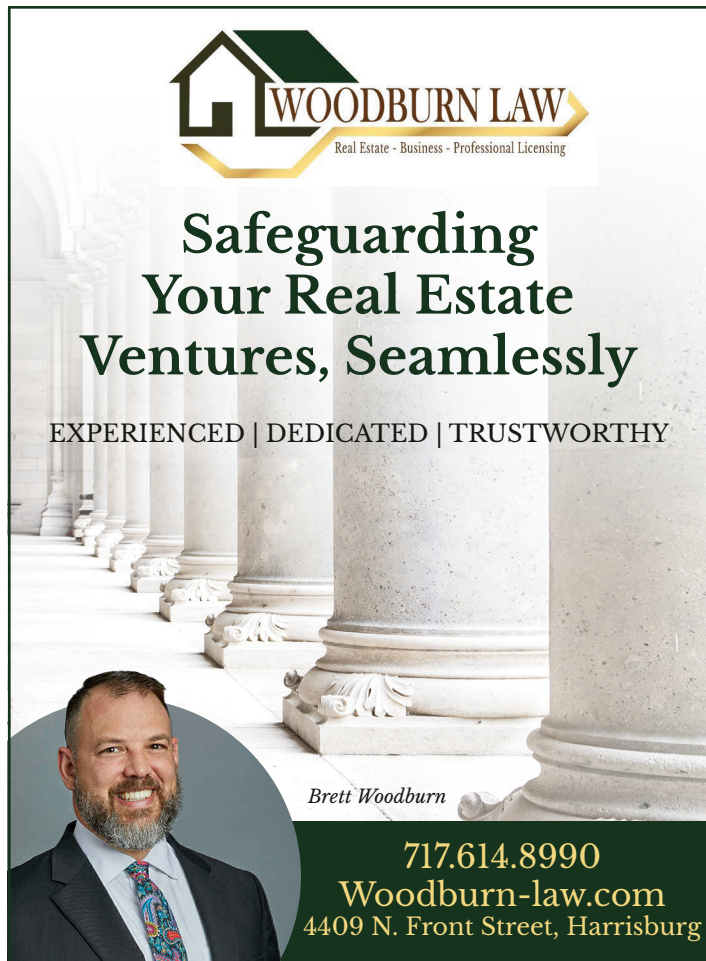
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