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TOP AGENT

# Ashley Motter

HOUSE BROKER REALTY

**RISING STAR**

Trenton Sneidman  
Keller Williams of Central PA

**PARTNER SPOTLIGHT**

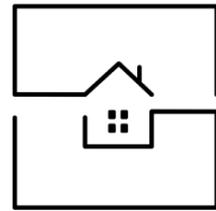
Shonna Cardello  
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**SPECIAL FEATURE**

Collective Wisdom

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# FAQ

## ALL ABOUT REAL PRODUCERS OF SOUTH CENTRAL PA



Real Producers magazine started in Indianapolis in 2015 and is now in over 120 markets across the nation and continues to spread rapidly.

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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▶ publisher's note

# PUB NOTE

**WELCOME TO THE REAL  
PRODUCERS CLASS OF 2024!**



By Coach Fino

Real Producers is made up of the top 500 real estate agents by sales volume from the prior calendar year. This issue is the first issue for those who made the list based on your 2023 production!

For those of you new to the list and receiving your first-ever issue, CONGRATULATIONS!

For those who made the list for your second year in a row, thank you, and congratulations on your continued success.

With this publication, we aim to bring the best of the best together. We want to share your stories with one another to connect, elevate, and inspire us all. I continue to interview you, and each time, I continue to be surprised by the tremendous challenges and personal perseverance it takes for us all to succeed. Based on your feedback, you share in my recognition of the dedication and tenacity required to achieve top-tier performance in our industry.

As we continue to build our community, we continue to reinvest in more inspiring events. These events are meant to bring people together and create long-lasting relationships. As always, we are open to any and all event suggestions.

Our community –the community of the best in the industry –has never been more needed. We will need to be strong for ourselves as lawsuits and other misconceived notions continue to threaten what we do and how we do it. Our community needs to lead now more than ever. Our profession and those who depend on our profession for their own livelihoods need us now. Though change and evolution of our profession are inevitable, we should be the ones leading and manifesting the change.

At Real Producers, the whole platform is funded by the partners we use every day. As such, we owe them all gratitude and a fair shake at earning your business. Please reach out and connect to Real Producer Partners every chance you get. They have made a significant investment to elevate our voice and our impact as a community.

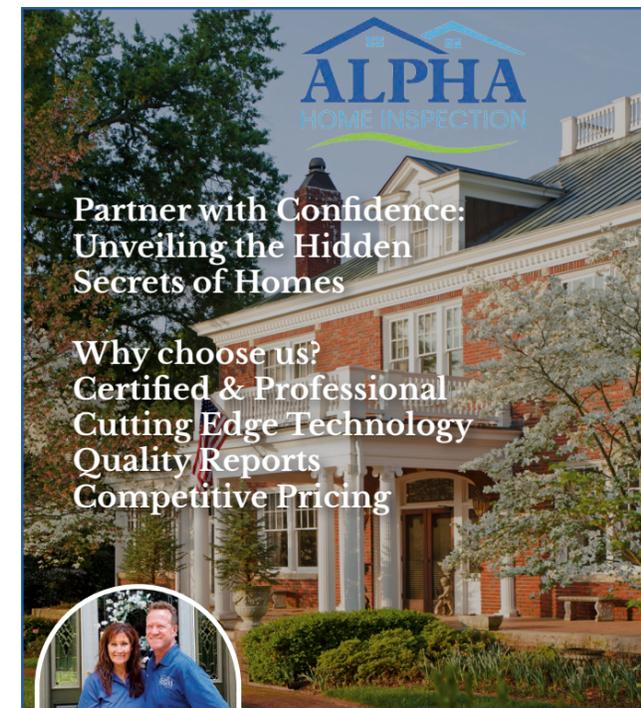
Enjoy this month's inspiring issue and I look forward to seeing you soon at our next event.

Yours in a Real Relationship with Real Producers,

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special feature

# COLLECTIVE WISDOM

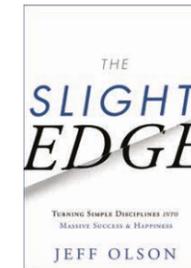
This month, we asked several seasoned and successful agents two questions:

- What will be an emerging trend for 2024?
- What books have timeless principles to help us this year and why?

### Rose Knepp with Berkshire Hathaway

I think there are going to be more people who are relocating here who will end up going into rentals due to our very tight inventory.

I highly recommend **The Slight Edge** by Jeff Olson. It's an easy read, and the principles are rather simple, easy to do, and come down to this: It's the small things that can make a huge difference. I embraced this philosophy many, many years ago, and it has held me in good stead through all kinds of markets in real estate.



### Jennifer Hollister with Joy Daniels Real Estate Group

Based upon the NAR lawsuit, I believe we will be experiencing lower seller compensation to the buyer's agent. Bright MLS has already changed the compensation field to allow for zero dollars. Agents will need to do a really good job presenting their value in the transaction. It's never been okay to say, "The seller pays my commission." Now, it could cost you everything if you say it.



The **12 Week Year** by Brian P. Moran and Michael Lennington is this year's book for me. Annual goals limit performance. Annualized thinking is a trap. The thinking that you have plenty of time to accomplish your goals. We mistakenly believe we can catch up. Every week, every day, and every moment counts. Life is lived in the moment.

### Coach Fino with Howard Hanna

I recently attended a training with Joe Rand, and he did a great job explaining the evolution from seller agency to buyer agency to our current climate with representation.

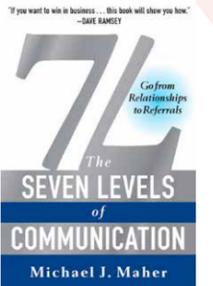


In short, our mindset will have to evolve to provide buyer services to include marketing and accountability at the same level as a listing. Not sure what that exactly looks like, but our changing mindset should result in significant innovation.

The **ONE Thing** by Jay Papasan and Gary Keller still hits home today.

### Joy Daniels with Joy Daniels Real Estate Group

I think the new trend that is geared toward successful Real Estate Agents will be a renewed emphasis on Realtor professionalism and education. The recent court cases have showcased that agents and brokerages may have needed to articulate their agency and commission policies to the consumers in a clearer fashion. I think agents and brokerages will refocus efforts to ensure that each agent is able to explain to each consumer they contact how they work, who they work for, how much they are compensated, and why they do what they do.



I also believe Technology will be a big trend, especially with AI. The Real Estate Industry is embracing technology that helps streamline processes and enhance customer experience. Any tool that provides valuable insights for Buyers or Sellers and helps transform the way real estate is marketed and experienced, including Smart Home technology (which also attracts environmentally conscious Buyers) and Virtual Reality (which also benefits marketing).

A classic I'd recommend is **7L: The Seven Levels of Communication: Go From Relationships to Referrals** by Michael J. Maher. For me, this book breaks down the whole business into maintaining relationships. The book provides steps to cultivate those business relationships and set yourself up for long-term success. This business isn't about spending big marketing dollars on referral services; it's about investing in those relationships with people who already know how you work and love what you do. They're your raving fans, and you want to nurture those relationships for life-long referrals. The most successful agents in our industry already practice what is taught, but it is a great resource.

If you have your own thoughts or have a question you would like to put out to the Real Producers Community, please email [coachfino@n2co.com](mailto:coachfino@n2co.com).



►► top agent

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Miriam Smith

# evolve & elevate

**Ashley Motter**  
of House Broker Realty

Ashley Motter is an independent realtor at House Broker Realty, one of York County's leading "boutique style" brokerages. A real estate pro since 2006, Ashley was awarded Rookie of the Year and has gone on to be a multi-million-dollar producer with experience with both listing homes and assisting buyers with their needs.

It takes more than mere tenacity to succeed against all odds – it takes a willingness to evolve. Ashley says her readiness to change course has been instrumental in her ongoing success.

"Being creative is key. The ability to bend and weave and be flexible is the recipe for success in any industry. I feel like my middle name should be 'resilient.'"

#### **Evolution of an Independent Agent**

Ashley's roots run deep in York. A graduate of West York High School with a bachelor's degree in business administration and a minor in marketing from Penn State, Ashley's entry into real estate was not a hasty decision.

"It's kind of funny because my parents put me through college for four years, and I was like, oh, wait, I'm going to get into real estate," Ashley laughs. "But I don't regret my choice. If I had gotten into real estate at 18 years old,

I would have been too wet behind the ears. Learning about business was beneficial. Applying the actual experience was what I needed."

Ashley's interest in real estate sparked when she decided to sell her first home. "I bought a little two-bed, one-bath condo, in 2003 when I was 19. I decided to sell it in 2006, when the market was still great. I did a for sale by owner because I didn't want to pay a commission. 'I can sell this,' I told myself. 'They're selling like hotcakes in here.' So, I put a for sale by owner sign in my window, and I negotiated top dollar for my condo in that community."

Licensed since the end of 2006, Ashley faced the challenges of the recession shortly after starting her career. "In 2007, I started as an independent agent with Coldwell Banker Bob Yost. I was Rookie of the Year, and then the housing collapse of 2008 occurred." Balancing her personal life with her professional life, Ashley temporarily put her license in escrow to focus on her family and a restaurant venture in 2009.

"My son was born July 4th, 2010, and I started taking continuing education classes to get my license out of escrow," Ashley says. "When my son was a year and a half old, I got back

into real estate. I was now a single mom, and I was doing what was best for my son. I have no regrets, it was the best choice to make at the time."

Returning to real estate in 2011, Ashley made consistent progress. "I just continued to propel forward and elevate."

#### **From Team Player to Independent Agent**

"When I first started in real estate, I saw other agents who were new in the business getting on teams," she says. "I've always valued my independence and wanted to be my own brand."

But Ashley also recognized that being on a team was best for her situation at the time. "I was a single mom in my mid-20s. I didn't have the luxury of waiting six months for my first paycheck."

Ashley says she learned a lot during her time working with a team, and her business continued to grow. However, it eventually became clear the next stage of her evolution was imminent. "I'm loyal to a fault. But looking back, I should have left the team, realistically, in 2014. When your clients are coming back, and they're coming back for you, and when you're starting to source your own business, that's a time to part ways."



After close to seven years on a team, Ashley began to weigh her options. “I respected my team leader, but I was spinning my wheels.”

Multiple agents from the York area recommended House Broker. “It seemed like it could be a good fit. I spoke to my now broker, Tiffany, asking her every question in the book. She was a wealth of knowledge and assured me I could succeed and be a top agent. One small regret I had was not taking the leap of faith sooner to go on my own.”

When Ashley finally made the move to House Broker in 2018, she felt

prepared. “All the chapters in my story, all the growing and learning, had led to me being ready. I knew I was a good agent. But I had so much to prove.”

Since 2011, Ashley has been full throttle, and her achievements reflect not just a seasoned professional’s track record but her enduring commitment, adaptability, and dedication to providing top-notch service.

Describing herself as someone who dislikes being told what to do but who also avoids micromanaging others, Ashley says her preference is for a “hands-on approach” when it comes

to scheduling, document management, and coordination.

“I’ve been the top producer at House Broker for four years and in the top 1% for production in York County for several years,” she says. “Last year, I sold 56 houses. As a ‘one-woman show,’ I take pride in hard work, and I feel good about what I’ve accomplished. I’m in a good place.”

#### Life in Balance

Ashley remarried in 2014 and says life with her husband Jason Motter has been the “biggest chapter” in her life.

Ashley’s family now includes her 15-year-old stepdaughter, her 13-year-old son, and the couple’s youngest son, born in 2017.

Her busy household also includes three dogs. “I have a 16-year-old Maltese, my ‘elderly queen,’ Ashley says. “She recently turned 16 and received a big cheeseburger as a gift.” Her four-legged brood also includes a soon-to-be three-year-old English bulldog, Poppy, and a one-year-old, Maverick. “He’s the biggest brute of all of them. I love my dogs!”

Looking ahead in the real estate industry, Ashley says she tries to avoid getting caught up in market speculation and hypotheticals.

“If I listened to every single thing I read about the market or

watched on television or saw on Facebook or Instagram, I’d be in a fetal position waiting for the market to bottom out or to be replaced by AI and not have any importance. I do hope the interest rates become palatable and the market returns to a more balanced state.”

“I try to take it day by day and not get caught up in the hype. My goal, both in my personal and professional life, is to embrace change. When we evolve with each new situation, we can move forward successfully.”

Being creative is key. The ability to bend and weave and be flexible is the recipe for success in any industry.



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## leasha Larkpor Transforms Her Business With WSS

When managing your own business, one trap many entrepreneurs fall into is doing it all yourself. Entrepreneur, brokerage owner, and property management investor leasha Larkpor of Thunder Team Realty in Oklahoma City did just that. Despite selling over \$130 million in commercial and residential real estate, her leadership approach was negatively impacting both her business and personal life.

“I believed I could do it all. But it turns out my problem was that I was doing it all,” admitted leasha. “I would bring people on to my team but do their jobs for them. I didn’t have any structure or processes in writing for them, which, turns out, was not good for most of the team, and they’d leave — often taking a portion of my business with them.”

leasha knew she needed to change and couldn’t do it alone. She turned to Workman Success Systems and began a journey forward. Not only did her coach help turn around her business management style, but she also achieved a critical personal goal. “My husband and I wanted to have another baby,” said leasha. “I didn’t want to be overly involved in real estate; I wanted to be able to relax. To do this, I needed to be working on my business instead of working in my business.”

leasha learned the Sisu real estate operating system, which streamlined processes and her CRM. Reinvention of daily meetings also tremendously impacted Thunder Team Realty. In the past, leasha held daily meetings that could go as long as 90 minutes. With the WSS program, she developed mindful daily huddles: “Our meetings now last about seven minutes, we have an outline and go through the information everyone needs to know. It’s now intentional constant contact and our huddles are awesome.”

With her systems firmly in place, things are significantly better for leasha and Thunder Team Realty. “I now have a team I trust, a team that was vetted through our new systems and processes. It’s been the best money I have spent in real estate.”

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# SHONNA CARDELLO

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WHITE ROSE  
SETTLEMENT  
SERVICES



## Local Expertise, Passionate Service: Meet Shonna Cardello of White Rose Settlement Services

Nestled in the heart of Pennsylvania and Maryland, White Rose Settlement Services isn't just a company – it's a family. Founded in 1996, its mission is clear: to guide clients through the real estate journey with seamless service and genuine care.

With 16 staff members, White Rose is the area's largest, non-affiliated title company and offers a range of services, including residential and commercial settlements, title searches, and title insurance. Whether serving Realtors, lenders, attorneys, or homebuyers, Shonna and her team provide the experience and service needed to ensure a seamless settlement process.

### The Personal Touch

White Rose is more than just paperwork and settlements. It understands that buying or selling a home is a deeply personal experience. That's why White Rose goes the extra mile, treating each client like a family. Whether it's bilingual services for diverse communities or celebrating a first-time homebuyer's tears of joy, the White Rose team thrives on fostering genuine connections.

"I have a passion for this industry," says President, Shonna Cardello. "I try to build leadership within my staff and empower them to make decisions. I ask everyone who works for me to 'think like a buyer.' What would you want in their position? We deliver a customer experience defined by our commitment to exceed expectations."

"Nothing is quite like a 'thank you' from a first-time homebuyer," Shonna says. "We just had a first-time homebuyer in her 70s! I've seen buyers with tears in their eyes, telling me they never thought they'd be able to buy a home. Guiding individuals and being a part of these life-changing moments—it reinforces my passion for my work. It's why I do what I do."

### Career Path to Success

A graduate of West York Area High School and Hagerstown Business College, Shonna's journey into the title industry wasn't planned.

"I studied as a paralegal and began working with a world-wide firm in 1990," Shonna says. "We were lobbyists, and while I enjoyed the work, it wasn't my passion."

Shonna swore she'd never do real estate. "I didn't care what 'riparian rights' were, I was NOT doing it," she laughs. "Well, never say never."

Shonna learned real estate while working at a law firm for three years before transferring to a title company.

"A year and a half later, I was offered a position with a brand new title company," she explains. "I am very loyal, and it took me a long time to say yes. I was 25 years old, and I questioned myself, 'What if I fail?' But failure is never an option. I opened White Rose on July 17, 1996. More than 27 years later, I still enjoy title insurance."

For Shonna, success is defined by her ability to pave her own way, support her team, and live life on her terms. She takes pride in the responsibility she feels for her coworkers' well-being and is dedicated to fostering an environment of continuous learning and technological advancement.

### A Culture of Learning

White Rose embraces innovation and continually strives to streamline processes to stay ahead of the curve.

"We use social media to educate consumers on the topic of title insurance," she says. "Title insurance is often the last thing people think about when buying a home. People understand what it is to obtain a mortgage, undergo a home inspection, and acquire homeowners insurance. Title insurance is just as important, but many homeowners either don't understand or underestimate the crucial role it plays in protecting their investment. For a one-time fee, you have peace of mind that your investment is protected."

### Commitment to Community

Shonna's love for York County and the small-town atmosphere is evident in her deep commitment to both her local community and the real estate industry. She actively volunteers and serves in various roles and responsibilities.

Shonna holds the position of TIPAC Board of Director for the American Land Title Association (ALTA),

where she serves as a Pennsylvania Trustee and is currently the Secretary of the Pennsylvania Land Title Association (PLTA).

Additionally, she is an active member of the Title Action Network (TAN) and Government Affairs committees for ALTA. Shonna is a Life Director of the Pennsylvania Builders Association and is a past President of the York Builders Association. Notably, she served as President during the Charter Year of the Women's Council of the York County Builders Association.

Shonna's commitment extends to various committees for the Realtors Association of York and Adams Counties (RAYAC) and the Pennsylvania Land Title Association. She has also contributed as a past Board Member of the PA Association of Mortgage Brokers and the Outdoor Country Club. Shonna finds fulfillment in volunteer work, having dedicated her time to the Children's Home of York, Junior Achievement, and her church.

### Beyond Title Insurance

Outside the real estate realm, Shonna channels her love of travel and cultural exploration into her leadership style. As an independent travel agent with a passion for travel and experiencing diverse cultures, Shonna has visited 41 countries and recently returned from safari in Tanzania.

"I love Italy and England. I've been to Antarctica and Greenland. Australia is my last continent to visit!"

Shonna says her cultural learning through travel not only equips her with the knowledge and skills needed to lead diverse teams but also gives her an appreciation of the importance of an inclusive environment.



### Culture of Giving Back

Shonna's varied interests extend to fostering White German Shepherd dogs, with 16 foster dogs in five years. "Seven years ago, my dog, Sugar, died. I was heartbroken but not ready to have another. I now foster dogs with Echo Dogs White Shepherd Rescue. My family and several friends are also involved in the rescue."

Shonna balances her busy life by reading, working, traveling, and recently taking up golf. Reflecting on work-life balance, Shonna acknowledges that she doesn't fully achieve it, but she emphasizes the importance of setting boundaries. She values the lessons learned from a business coach about maintaining personal boundaries.

### A Bright Future on the Horizon:

With an eye on the future, Shonna anticipates a robust 2024, filled with new technologies and a rebounding real estate market.

"White Rose Settlement Services will continue to thrive as a leading title company. We take pride in providing world-class service to clients while making a positive impact in the community and the lives of those we serve."

▶▶ rising star

# FROM PROFESSIONAL SPORTS to PROFESSIONAL REALTOR

## Q&A with Trenton Sneidman of Keller Williams of Central PA

Photos by Next Door Photos | Miriam Smith

### Tell us about your family.

We moved here from Fairfax, Virginia, when I six so I've been in the area pretty much my entire life. My mother, Michelle Sneidman, has been in real estate for 24 years now. I have one younger sister. She lives in West Palm and is an ER nurse. I'm married and have two children under two years old, so home life is a bit of a circus right now.

### Did you dive right into real estate right after school?

I went to the University of Pittsburgh and graduated with a degree in Kinesiology. After college, I was a speed and agility trainer for professional teams, including the Dodgers and the Penguins. When I moved back to Central Pennsylvania, I did some work training high school kids but pretty much dove into real estate full-time.

### What motivated you to start a career in real estate?

Everyone in the sports industry talked about how they never saw their family, their kids. They didn't have a work-life balance. Working 80 to 100 hours a week, I'd get to the facility before the sun came up, and I'd get home at ten at night. That was seven days a week. I realized if I was going to have a family and a personal life someday, I would need to change paths. In 2018, I returned home to Pennsylvania and started real estate classes two months later. I've been working in real estate with my mom for five years now.

### What was that transition like?

I went from working in the strength and conditioning field in college and professional athletics –definitely not a corporate world –to working with

my mom, who has a highly respected reputation in the real estate industry. It was significantly different. But I will say both environments are extremely routine-based.

### Talk a bit about that routine.

Nine to 11 every day is lead generation unless I have a settlement or other scheduled meeting. After that, I usually work on my coexisting or my existing files and follow up with all my deals to make sure everybody's good to go. Then I follow up on emails and dive into searches for all my buyers, shoot out my daily texts to see where people are, and check in with the lender. Then I go to my afternoon appointments, and twice a week, I'll do an evening lead generation as well. I learned the importance of routine from my mother.

### You've probably seen that most of your life.

I started going to open houses when I was nine years old. Dad was traveling, so Mom had open houses on the weekends. I would go with my little sister, and we'd sit at open houses from one to four every Sunday.

### What's the ideal client, or what's your niche that you've carved out for yourself?

It's a mix. I would say the majority of my business is first-time home buyers. I also work with a lot of young professionals who are transitioning from first home to secondary home. Also, people I grew up with are selling their parents' home.

### What was 2023 like?

2023 was a good year, but it was a tough year. I didn't start real estate until 2019. 2020 through 2022 were just not regular markets, but last year was a good year. I read *Shift* by Gary Keller, and that helped me a lot. I grew in 2022, not only in units, but volume. I grew in 2023 as well, but needed to do a lot more lead generation. What helped me was learning scripts, role-playing, and how to educate people on getting off of the fence and not letting them get sucked in by the media. Our area is so different than the major metropolitan areas that the media focuses on.

### What are the top three things you've learned from growing up with and now working with your mother?

Routine and consistency is number one. Communication is definitely number two. It is important to communicate in this field, not only with your clients, but your co-brokers, your lenders, your title, everything. Number three is just constantly educating yourself on the markets and details of home ownership. It helps you in your dialogue and your

conversations with your clients if you truly are confident in the education that you have.

### Tell us about your team.

We have a team of seven now. Michelle is obviously the team leader, and my father, Todd, covers Delaware. Michelle, John Henry and I all do 50 plus transactions a year individually. We have two buyer's agents, Svend Sheppard and Zach Williamson. Shawn Lutz is our processor, a licensed agent, and marketer.

### What made you want to come back to Central Pennsylvania?

Central PA is the best area. Before staying at home with our two young children, my wife worked in the public school system. Pennsylvania public school systems are top in the country, with blue ribbon schools and great athletic programs. And it's the most affordable place to live when you balance the schooling system plus the cost of living.

### What do you think 2024 and beyond look like, and where do you think our industry is headed as a whole?

I think 2024 is going to be very reminiscent of what we saw in 2020, 2021. We saw the rates go up a little bit, but I had a ton of buyers who didn't have to go over list price. In 2024, when we see these interest rates drop back down to the low fives, I think we're going to see things go back to where we saw them in 2020 and 2021.



Looking further ahead, at the end of the day, a big part of sales and a big part of why people use Realtors is to benefit from our customer service, our networking, and our relations. I'm sure AI and new technology have its place, but the people who continue to network and communicate and educate and build relationships with depth will continue to see success.

### What question did we not ask you?

New agents ask how I was able to become consistent with my growth. I tell them you have to surround yourself with the right tools and the right people. I'm not going to tell you that I think joining a team is the right fit for everybody because it's not. But joining a team when you're a new agent provides you with hands-on training. Find a mentor or find systems that help you create leverage.

And invest in your business and your community, that's the most important thing. I am involved in different community groups that I go to for networking and lead generation. Those connections help you and your business grow.



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