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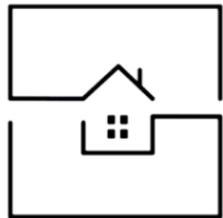
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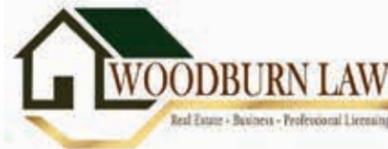


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▶ publisher's note | By Coach Fino

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As the holiday season draws near, it's a time for reflection, gratitude, and connection. At South Central PA Real Producers, we are incredibly thankful for the relationships that fuel our local real estate community. Our industry thrives because of the passion, hard work, and dedication of professionals like you, who strive to make Central PA a better place to live, work, and grow.

May this time of year bring you joy, peace, and the warmth of cherished connections. Here's to a season filled with gratitude for the past, enthusiasm for the present, and excitement for the future of our community and industry.

Wishing you a wonderful holiday season and a prosperous year ahead!

This season, let us take a moment to appreciate the bonds we've built—not just within our teams, but with our clients, partners, and fellow real estate professionals. Together, we elevate each other and inspire success in ways that ripple far beyond our transactions.

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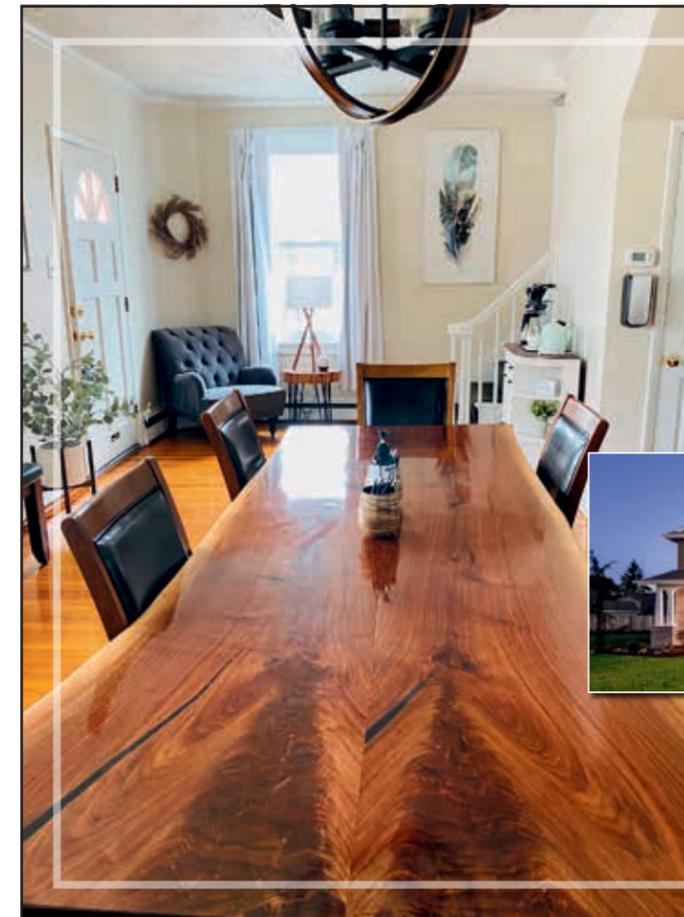
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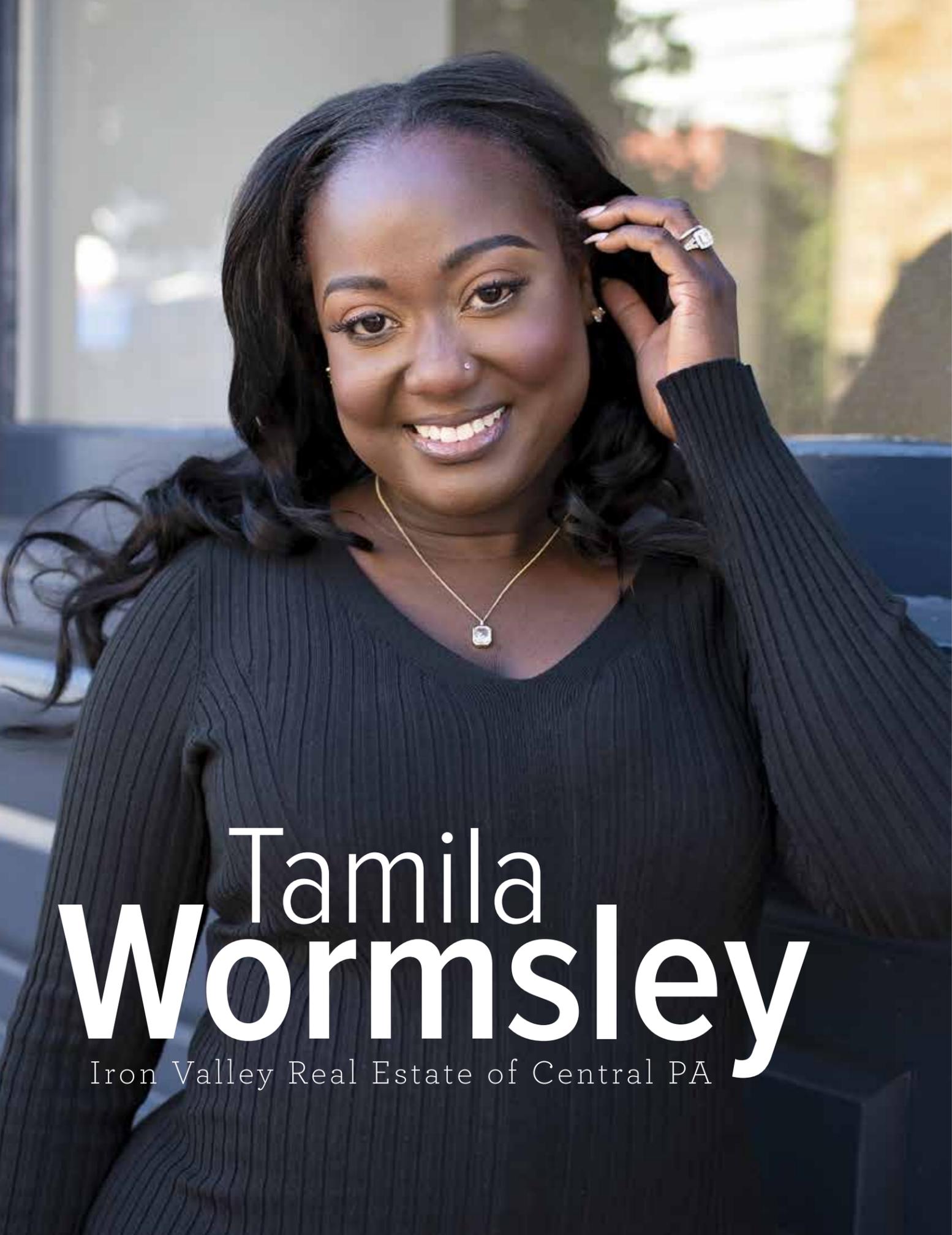
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# Tamila Wormsley

Iron Valley Real Estate of Central PA



Tamila Wormsley's professional journey is one of resilience and a determination to push forward through life's ups and downs. Originally from Guyana, she moved to the U.S. as a child and eventually found her calling in real estate after stints in the medical and corporate sectors. Since earning her license in 2018, Tamila has balanced her family life, professional growth, and building a successful real estate team. In this interview with Coach Fino, she shares her path to success, her tenacity in the face of setbacks, and her vision for the future.

## ►► agent on fire

Photos by Next Door Photos | Miriam Smith

**Coach Fino:** Can you tell us a little about your background and how you got to where you are today?

**Tamila:** I was born in Guyana, South America, and moved to the U.S. when I was four. We first lived in Brooklyn, New York, for about two years before moving to Harrisburg, Pennsylvania. I attended kindergarten here, went to Lincoln Elementary School, and graduated from Harrisburg High School SciTech Campus in 2006. My journey into real estate wasn't immediate. Initially, I was a medical assistant, and later, I held higher positions at some call center jobs, but it still wasn't fulfilling. I read a lot about real estate being the future, so I decided to give it a try.

**Coach:** How did you transition from your previous roles into real estate?

**Tamila:** I knew the traditional 9 to 5 wasn't for me because it wasn't fulfilling. During the transition, I worked part-time in real estate while still working full-time as a credit analyst. I showed houses during lunch breaks and in the evenings. It was exhausting, but it gave me the flexibility and fulfillment I was looking for.

**Coach:** What was it about real estate that was fulfilling compared to your previous jobs?

**Tamila:** Real estate has given me the freedom to live life on my terms. In my previous roles, I couldn't take vacations as much as I wanted because I simply couldn't afford it. Real estate changed that. It allowed me to take my family on trips, like the recent one to Jamaica, where I was able to pay

for everyone to go. No other career could have given me that freedom, especially coming from humble beginnings. I was a teen mom, and at one point, we didn't even have enough money to buy milk for our son. Now, I don't have to count every dollar. Real estate was the catalyst that got us to this point.

**Coach: How have you managed to succeed in real estate when so many others struggle?**

**Tamila:** I don't take no for an answer. I know who I am and that my circumstances don't define me. I wasn't put on this earth to just clock in and clock out. I believe I'm here to build generational wealth for my family. Success in real estate requires dedication. You can't expect to wake up and have your phone ringing off the hook. You have to work for it, whether it's late nights doing paperwork or waking up early on weekends to show properties. It's about being passionate about what you do. Now, most of my business is referral-based, which is a blessing, but it wasn't always that way.

**Coach: What made you stay in South Central PA?**

**Tamila:** Central PA is a special area. You get people from all walks of life, and I want my kids to see



that diversity. America is a melting pot, and staying here allows my kids to experience different cultures, ideas, and viewpoints. It's important to me that they grow up in a place that reflects that diversity.

**Coach: Tell us about your team.**

**Tamila:** I have a team of seven agents and a transaction coordinator who's also an agent. They all come from diverse backgrounds—some from the restaurant industry, others from the medical field. They are truly my second family and have been crucial in getting the business to where it is today. Having a team gives me more freedom to spend time with my kids and allows me to raise the next generation of agents who care about both service and success.

**Coach: Where do you see yourself in the future?**

**Tamila:** I envision my current agents becoming individual team leaders at different brokerages. Central PA isn't the be-all-and-end-all for me. I want to take what I do to other parts of the nation and put Iron Valley on the map. I see a future where we expand and grow beyond this area, building something even greater.

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# Brett WOODBURN

## Woodburn Law

Brett Woodburn says building partnerships with REALTORS® is the “why” behind what he does.

“Not many attorneys are as deeply invested as I am—not only in real estate practices—but specifically in working with REALTORS®. I enjoy working with REALTORS® because so many of them are invested in trying to help people pursue home ownership... the RIGHT way.”

With over 25 years in real estate law, Brett’s foundation as a real estate lawyer combined with a litigation background allows him to offer a well-rounded perspective to clients.

“I am able to identify potential pitfalls for clients and help them develop solutions for issues before they become major problems,” Brett says. “With the changes that the real estate industry is experiencing today, being involved as an attorney gives me a rare opportunity to help guide real estate professionals through these changes.”

### Real Estate Law Expertise

After graduating from law school, Brett spent two years clerking for a

judge before joining Caldwell & Kearns in Harrisburg.

“My family relocated from Pittsburgh to Harrisburg, so when my clerkship came to an end, I looked for work in and around Harrisburg. Caldwell & Kearns was looking for a new lawyer to help with its real estate practice, and it turned into a pretty good match for nearly two decades.”

Establishing Woodburn Law in 2019, Brett says the bulk of his practice involves representing REALTORS® in different capacities.

“When working with brokerages, teams, and individual agents, my experience allows me to represent both buyers’ agents and listing agents effectively,” he says. “I’ve come to appreciate and understand the emotions that drive homeowners and the connections families feel to their land. Drafting an agreement that protects a client’s interests without jeopardizing the deal’s success is crucial.”



Beyond residential transactions, Brett is skilled in negotiating retail and commercial leases, as well as managing the purchase and sale of office buildings, shopping plazas, and hotels.

“Understanding the tolerances of landlords, tenants, buyers, and sellers in commercial transactions enables me to advise clients on what terms are worth negotiating,” he says. “It’s a strategic approach that ensures clients are well-informed and positioned for successful outcomes.”

As a licensed title agent, Brett partners with residential brokers, investors, and clients in the hospitality industry.

### Counseling, Litigation, and Community Involvement

In addition to negotiating residential and commercial transactions, Brett provides real estate counseling to brokers, agents, and associations.

“For almost 17 years, I worked as associate general counsel to the Pennsylvania Association of REALTORS®. While that aspect of my practice shifted, I continue to represent local associations of REALTORS® across Pennsylvania. My practice extends from Pittsburgh to the Poconos.”

His representation of real estate professionals has given him a thorough understanding of the regulations and ethical obligations that REALTORS® must adhere to.

“I guide clients through the complexities of real estate law, offering advice that aligns with their long-term goals,” he says. Brett also represents real estate agents before the State Real Estate Commission, whether it’s assisting with new licenses, starting or relocating a brokerage, or defending a licensee under investigation.



Tammy Faust, paralegal and title processor, and Brett Woodburn

Brett’s practice includes a litigation component, and his courtroom experience also extends to real estate disputes, including boundary issues, contract breaches, and fair housing law violations.

Community involvement is another key aspect of Brett’s work. While his organizational activities are closely tied to his law practice, he supports Keystone Human Services, a major provider of community-based support services for individuals with intellectual disabilities and mental health diagnoses. He also volunteers his legal services to Susquehanna Service Dogs and various charitable arms of associations and churches.

### A Personal Commitment to Law and Central PA

Brett’s dedication to law is matched by his passion for the Central PA region. “Central PA is conveniently located to everything, making it a solid place to base my practice,” he says. “Even though I am a solo practitioner, I do have a state-wide legal practice. The people here are generally caring and hard-working, with a solid ethical base.”

Originally from Pittsburgh, Brett’s family relocated to Central

Pennsylvania in the 1980s. He now lives with his partner and four dogs, enjoying outdoor activities like fishing and spending time in South Carolina.

When reflecting on his work, Brett acknowledges the importance of understanding the business aspect of real estate. “The industry is changing; it is so very important to make sure that you understand the business portion of your business,” he advises. “This is something that REALTORS® have not had to do... at least to this level, in the last two decades. I think it is incumbent upon REALTORS® who consider themselves to be professionals to critically read the tools of their trade (i.e., their forms), and critically question what they hear others saying, before drawing conclusions.”

As Brett plans for the future, both personally and professionally, he remains committed to evolving his practice and providing well-trained counsel for his clients.

“I look forward to helping clients, whether it’s guiding a client through a real estate transaction, providing counsel on business matters, or representing them in court. My focus remains on achieving outcomes that align with my clients’ goals.”

# Jennifer DeBernardis

COLDWELL BANKER REALTY



▶▶ top agent

Photos by Next Door  
Photos | Miriam Smith

Jennifer DeBernardis is sitting alone in her house for the second time in her adult life. “My husband and my son are on a four-wheeling trip from Wednesday to Sunday. My two girls are away at Penn State Main campus.”

It’s well-earned downtime.

Jennifer and The DeBernardis Group are currently in the top 1% of all agents in Coldwell Banker’s Central Pennsylvania Region and ranked in the top 1% of Coldwell Banker agents worldwide. In an industry where growth and career advancement are direct results of dedication and hard work, Jennifer’s professional achievements speak for themselves.

But for right now, leaning-in to some quiet time is a rare treat.

“It’s phenomenal,” she smiles.

#### Building a Sales Career

Jennifer says her path into real estate was not exactly planned.

Originally from upstate New York, Jennifer’s family moved to Williamsport when she was in middle school. While at

the University of Pittsburgh, she studied communications and psychology.

“I grew up in a sales household. I considered pre-law but wanted to be in pharmaceutical sales. After college, I took a job with Executone, selling phone services. It was, you know, me and a whole bunch of middle-aged men,” she laughs.

Jennifer’s next role took her to Washington, DC, where she worked in sales for Zeneca. After she and her husband Jon (who she met while in college) relocated to Pittsburgh, she transitioned to Merck as a cardiovascular specialist. In 1999, her husband was offered a territory in medical device sales, prompting their move to Mechanicsburg, PA.

With two young children and a third on the way, Jennifer says “it got tricky” managing the demands of two corporate jobs. Jennifer volunteered to stay home, but, as she admits, staying at home was not for her. “I absolutely loved every second with the kids, but I still wanted to use my brain in a professional environment.” Enter real estate.

A friend, renowned builder Don Farinelli, suggested she get her license. Jennifer was not expecting it to be more than a part-time gig, but “that lasted about six weeks,” she says with a laugh.

Before long, Jennifer had her own full team, including admins, buyer agents, photographers, and stagers.

#### The DeBernardis Group

That team has become a cornerstone of Jennifer’s success, but the structure was not always as solid as it is today. She began independently, working around her children’s school schedules.

“When my youngest started second grade in 2012, I’d go to all the trainings and meetings,” she explains. Slowly but surely, she built relationships with more experienced agents, including Matt Greene. His referral of buyers to her started what she calls the “domino effect.” Jennifer’s business grew from thirty transactions a year to much more in a few short years.

“When Matt Greene moved his business to Philly, I inherited his team structure, which I still use today,”

Jennifer explains.

“I also inherited my team manager, Karen Bumbernick. Karen was the right support at the right time and a large part of my success.” Jennifer speaks fondly of Karen, who will be retiring at the end of the year. “Karen has raised us right, and we’re ready to fly, but she will definitely be missed.”

Jennifer’s team now includes six licensed agents and a full-time transaction coordinator. She credits much of her success to the



Jennifer’s son, Cooper DeBernardis, and Jennifer



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people she has surrounded herself with, saying, “I feel like if you’re going to succeed, you’re going to succeed wherever you are. Success comes from the people you surround yourself with.”

While she has been with Coldwell Banker since the beginning, she is confident that her team’s work ethic and dedication are what sets them apart.

When asked about what differentiates her brand, Jennifer does not hesitate. “We always do the right thing.” Jennifer and her husband founded The DeBernardis Difference, a 501(c)(3) non-profit that donates a portion of each real estate transaction to local charities.

This year, organizations that have benefited from The DeBernardis Difference’s generosity include Radiant Hope, Gigi’s Playhouse, New Hope Ministries, Speranza Animal Rescue, Pink Hands of Hope, the Downtown Mechanicsburg Partnership, and the Mechanicsburg Music Alliance.

“We chose local nonprofits because we wanted to make a local impact,” Jennifer says. “For every file that closes within a month, a portion goes to that month’s

charity. We want to give back to a community that has given us so much.”

### Central PA and the Future

Outside of work, Jennifer’s life is just as full. With three children—one of whom, her son, is now on her real estate team—family remains at the heart of everything she does.

“My two daughters are currently attending Penn State, and my son is a recent Penn State graduate. Weekends often revolve around Penn State football games, where Jon and I feed around two hundred kids per game.”

When asked what keeps her in Mechanicsburg, Jennifer points to the community. “The people here are just good people. The cost of living is reasonable, the schools are great, and you can easily get to major cities like DC or New York.” With her family nearby and her roots firmly planted, Jennifer does not foresee a time when she doesn’t have a home in Central PA.

Looking ahead, she feels confident about the future of her expanding enterprise, with family playing a central role in everything she does. “My son Cooper is an agent on my team, and my dad is my

courier—he’s convinced all my success is due to sign placement,” she says with a laugh. “My two sisters are involved, one as an admin and the other as a full-time agent. My husband is involved as moral support at home.” For Jennifer, real estate is not just a business—it’s a family effort, and their close-knit dynamic is part of what drives her success.

Jennifer has no plans to slow down. “I’m not going anywhere because I enjoy it so much. My plan is to keep growing and adapting to the changes in the industry.”

Still, she approaches it all with a sense of humor and perspective. “For me, work is my life, but it doesn’t own me—I enjoy it. Work-life balance has never been a problem unless I’m away,” she jokes. “Like when I tried white water rafting, and my phone rang because someone wanted to make an offer!”

Her dedication to her clients is the cornerstone of her business, driving her to stay engaged and responsive no matter the circumstances.

“My commitment to serving my clients remains at the heart of everything I do.”

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# Celebrating One Year of South Central PA Real Producers

*South Central PA Real Producers* recently celebrated its first anniversary in print! This milestone gave us the opportunity to recognize the amazing team of professionals whose hard work and dedication bring the magazine to life each month.

Each issue is the result of a collaborative effort involving both local and national contributors. On average, around 25 individuals contribute to the creation of every edition, ensuring we deliver content that reflects and celebrates our community's spirit.

As we move into our second year, we are focused on building on the momentum from our first. You'll see more ways for us to feature your stories, including special themed editions, like the upcoming "Generations" issue. We are also excited to launch our new podcast, which will provide another way for us to connect and share meaningful conversations.

In February, we'll be hosting our first awards gala, celebrating the outstanding achievements within our community and honoring those making a difference.

Thank you for supporting us throughout our first year. We look forward to making the second year even more impactful and engaging— together with you!

*Coach Fino*



## The AI Secret Weapon Every Real Estate Pro Needs Now!

By Verl Workman

Staying ahead of the competition requires more than just traditional methods. Enter WorkmanAI, a cutting-edge artificial intelligence solution designed specifically for real estate professionals. Whether you're a seasoned agent, a team leader, or a brokerage owner, WorkmanAI offers the tools and insights you need to elevate your business to new heights. The primary challenge for real estate professionals is managing the vast amount of data and tasks required to run a successful business. WorkmanAI addresses this by offering real-time market insights, personalized client interactions, and efficient operational tools. This not only improves your decision-making process but also enhances your overall productivity and client satisfaction. WorkmanAI provides customized marketing plans to increase your brand's visibility, new agent onboarding plans and automated workflows to save you time on routine tasks. By integrating AI into your business, you can focus more on building relationships and closing deals, rather than getting bogged down by administrative duties. Unlike general-purpose AI tools, WorkmanAI offers not just industry-specific features, but Workman Specific tools and resources that address the unique challenges and needs of the real estate market.

Why Workman AI Stands Out:

- Industry-Specific Customization: Tailored tools and insights for real estate professionals.
- Customized Marketing Plans: Receive tailored 30-day marketing strategies to boost your brand.
- Enhanced Client Engagement: Personalize interactions with AI-driven insights.
- Real-Time Market Insights: Stay updated with the latest trends and data.
- Virtual Reality Simulations: Practice scripts and dialogues in a safe, virtual environment.
- Goal Tracking and Performance Monitoring: Set and track business goals with precision.
- Emotional Intelligence Coaching: Improve interpersonal skills and leadership abilities.

Private coaching clients get exclusive access to cutting-edge AI tools like Workman AI. Imagine having your own personal library of advanced tools and resources, all designed to elevate your real estate business to new heights. With Workman AI, sourcing the information you need is as simple as clicking a button. Ready to Elevate Your Real Estate Business? Schedule a free demo or consultation to see how WorkmanAI can work for you and enhance your business. Scan the QR code in our ad or visit our website to get started.

**Revolutionize Your Real Estate Business with WorkmanAI**




Scan the QR code for a **FREE** demo or consultation and discover how **WorkmanAI** can take your business to the next level!



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