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► publisher's note

By Coach Fino



The Fall Season:

A Critical Time for Business Planning in Real Estate

As the leaves begin to change and the year starts winding down, top-producing real estate agents must turn their focus to thorough business planning. Fall is not just a time to reflect on the year's successes but a crucial period to strategize for the future. The market's cyclical nature means that how you plan now will significantly impact your performance in the coming year.

The Importance of Fall Business Planning

A well-crafted business plan is the backbone of any successful real estate career. During the fall, it's essential to analyze your performance metrics, set new goals, and outline the strategies needed to achieve them. This period allows you to assess market trends, adjust your marketing efforts, and optimize your operations.

With changes in industry dynamics, such as the NAR settlement, the ongoing potential of interest rate changes, the presidential election and shifts in buyer behavior, it's more important than ever to ensure your plan is adaptable. Planning now ensures that you're not playing catch-up when the busy spring market arrives. Instead, you'll be poised to take advantage of every opportunity, with clear objectives and a roadmap to success.

The Value of Coaching, Plan Review, and Industry Adaptation

Even the most experienced agents can benefit from a fresh perspective. This is where coaching becomes invaluable. A real estate coach can offer insights, challenge your assumptions, and provide accountability. Regular plan reviews with a coach allow for course corrections, keeping you on track to meet your goals.

Additionally, as the industry evolves, new opportunities arise, such as leveraging technology to

enhance client experiences or entering emerging markets. A coach can help you navigate these changes, ensuring your strategies remain relevant and effective. Top performers know that constant improvement and adaptation are key, and having a trusted advisor to guide you can make all the difference in staying ahead of the competition.

As you enter the fall season, commit to investing time in your business plan. Leverage the expertise of a coach to refine your strategies, adapt to industry changes, and ensure that you're set up for a successful year ahead. Do not hesitate if you would like to access me directly for my insight or for referrals to anyone else in our nationwide Real Producers Network.

Thank you so much for the engagement and value you have provided each other thus far. Enjoy this month's issue. Reach out to the agents and partners who have shared their stories. I will see you at our next live event!

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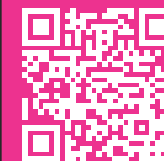


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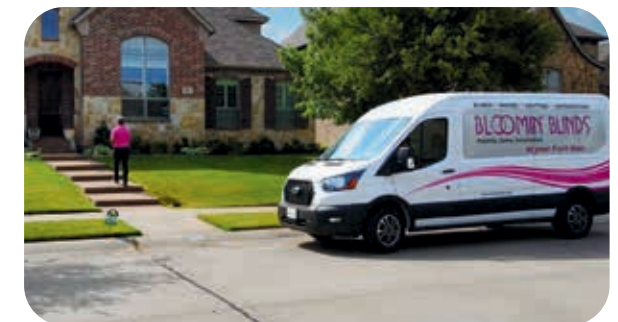
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Evan Owens describes himself as “tenacious, accessible, and caring.” A real estate professional with deep roots in Lancaster County, Evan spent nearly two decades in the area building industry, gaining extensive knowledge about both the local area and the inner workings of homes and their systems. Now a proud member of The Craig Hartranft Team —ranked #1 Real Estate Firm in Lancaster County by readers of Lancaster County Magazine in their “Best of Lancaster” survey five years running— Evan is committed to educating his clients to make the buying process smooth and enjoyable.

In this interview with Coach Fino, Evan shares insights into his journey from the construction world to real estate, his unique approach to helping clients, and his passion for the Lancaster community.

Coach Fino: Where are you from, and how did you get into real estate?

Evan Owens: Lancaster County, I’ve been here my entire life. I was active in bands for most of my youth, which led me into the building industry to pay bills. Music was life back then, and work was not really a priority. So, I’d stick around for months or years at a job and leave when it got boring or there was an opportunity to travel with music prior to having kids. I held positions doing basically everything home-related. In 2019, a close friend, Ryan Quindlen, got me thinking about real estate and actively recruited me to get me out of the trenches and into a position where I could take showers before work instead of after work.

Coach: What kind of musician were you?

Evan: Drummer, into everything from jazz to death metal. I liked to keep options open musically. I think that mindset carries through in everything I do. The bands I played in were super niche—a lot of basements, dirty dive bars, clubs, everything in between. They were always passion projects.

Coach: Do your parents have a musical background?

Evan: Not at all. I’ve always just been high-energy, so my parents needed something for me to do to channel that. My mom and dad bought me a drum set for my third Christmas. I guess it worked? *(laughs)*

Coach: Tell us about your own family.

Evan: I live with my partner of 16 years, Briana, and we have two awesome boys— Luca is 11 and Cairo is 6. Briana works in dementia care at a local retirement community. She’s





“”

IT'S ALL ABOUT PROVIDING PEACE OF MIND. I GET INTERTWINED WITH MY CLIENTS BECAUSE I LEGITIMATELY CARE FOR THEM AND WANT THE BEST, AND I THINK THEY CAN FEEL THAT.

all heart, the consummate nurturer. The boys are in Mountville football and baseball programs. Briana's schedule is far less crazy than mine, so we are able to bend and change game plans on the fly around work and family obligations. We have a golden retriever named Kovu and a cat, Kublai.

Coach: What's your approach to real estate? What makes you different?

Evan: I focus on the downsides before the niceties because everyone knows what they like, and I'm not going to try to change their opinions. Since I have a ton of background knowledge on the bits and pieces of what we are looking at, I point out the issues. If they can overcome those line items, it's a consideration for them. Since there are 10 buyers for every home available, buyers need the knowledge

to proceed comfortably. I think that's my biggest strength— I always joke that I'm not the most attractive realtor, but I'll crawl around on the floor to find a problem if something isn't obvious. It's all about providing peace of mind. I get intertwined with my clients because I legitimately care for them and want the best, and I think they can feel that. I take my job very seriously while being super light-hearted and trying to make a stressful market fun.

Coach: How do you manage that approach in this tough market?

Evan: I'm on call, man. If I'm representing someone, they are getting my full attention. The laptop and phone are never far away. I make myself as available as humanly possible, and I like to work. I think I was supposed to be a farmer, just never had a farm!

Coach: Are you more focused on buying or listing?

Evan: Much more buy-side. I take the occasional listing but my reputation is really built on my attention to detail and reviews on the buy side.

Coach: Why stay in this area? What keeps you here?

Evan: It's always been my home. Lancaster County offers all the big city perks without the big city problems. The community is awesome, the kids are involved in sports, and everyone rallies for each other. I feel fortunate to have been born here. We've got high-ranking schools, major medical systems, a strong economy, and a great quality of life. It's a good place to grow up, have kids, get old, and go to pasture.

Coach: Where do you think the real estate industry is headed? How will that impact you?

Evan: I don't buy into all the hype about AI and algorithmic learning changing the industry drastically. I think things will stay much the same as they are now. The new guidelines coming out might impact newer agents more, but I don't see a big change for those of us who have been around.

Coach: You've been great! Anything else you want to share?

Evan: I appreciate you inviting me to the discussion; I hope everyone reading is healthy, happy, and thriving in 2024!



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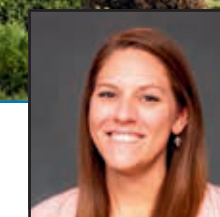
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ALL ABOUT South Central PA Real Producers

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 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 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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Adam McCallister & Rob Myers

Adam McCallister & Rob Myers Team with eXp Realty



top agents

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Name a famous two-person team. Tom Brady and Rob Gronkowski. Will Smith and DJ Jazzy Jeff. Han Solo and Chewbacca.

In every successful dynamic duo, both partners bring their experience and skills to the task at hand.

“We complement each other,” says Rob Myers of the Adam McCallister & Rob Myers Team with eXp Realty. “Adam loves being in front of a crowd of people. On the flip side, I handle the operation stuff. That yin and yang have always worked to our benefit.”

“I would say we’re both a little anti-establishment,” Adam says. “We have a quick wit and the same sense of humor. I joke that we’re a couple of smartasses selling houses.”

Another trait Rob and Adam share? Pride in their work and dedication to the people they work with.

“Adam and I have known each other for over 20 years,” Rob says. “Professionally and in our personal lives, our goal has always been the same. To leave our community better than we found it.”

Origin Stories

When sharing how they both got into real estate, Rob cuts to the chase:

“Let’s face it: no one ever says, ‘I want to be a real estate agent when I grow up.’ It’s always, ‘How did you stumble into this?’”

Adam McCallister and Rob Myers may have come from different backgrounds, but their paths to real estate have a common thread: life’s twists and turns led them to the industry almost by accident, yet it became a perfect fit.

Adam’s plot line begins with a radio career and work that took him away from home. “I was a DJ for over 20 years,” he says. “I was doing radio here in York and Lancaster, but it was during a contest for a radio job in Baltimore when everything changed. My twins were supposed to visit, and my daughter asked if they would see me or end up at Grandma’s again. It hit me hard. I realized I was missing out on precious moments with my kids.”

Although a friend had previously suggested real estate, Adam had dismissed the idea, still holding onto his radio dreams. But after that pivotal moment with his daughter, he sat down with a yellow legal pad, jotting down

potential career paths that would allow him to be more present for his family. By morning, the only option that made sense was real estate.

“I walked into the Keller Williams office in York the very next day,” Adam says. “That was in 2012. It was time to make a change.”

Rob’s story has a completely different starting point. Spending his youth and some teen years in foster care and Scotland School for Veterans Children in South Central Pennsylvania, Rob didn’t have a traditional upbringing. In his late twenties, he owned a floor care and janitorial business, but the challenges of managing people and the day-to-day grind left him yearning for something more fulfilling.



“I kind of stumbled into real estate,” Rob says. “I initially planned to focus on commercial real estate, but a mentor, Deb Lowry, who was a big name in the York area, changed that. She made me see the value and joy in residential real estate. Before I knew it, I’d sold my cleaning business and started doing real estate full time.”

Rob’s and Adam’s paths eventually crossed when Adam got his real estate license, and Rob was the team leader at Keller Williams. Their shared history and complementary skills made them a natural fit to partner up.

What began as a mutual respect for each other’s abilities turned into a thriving partnership. “We were an independent real estate brokerage for more than nine years before joining eXp Realty,” Rob explains. “I was approached with an opportunity to become a broker for the state of Pennsylvania at eXp, focusing on training new-to-business agents. That was important to me because we didn’t stop being an independent brokerage for just any reason. This new role allows me to give back to others who are trying to change their lives, just like I did.”



For both men, their work in real estate is not just about selling a house; it's about helping people feel at home in their new community. "When someone moves here, we can introduce them to local business owners, helping them feel at home in their new community," Adam says. "Seeing them at local events, chatting with them about their favorite new pizza place, that's what makes it worthwhile."

Their unconventional approach extends beyond their community work. "We know we're not the stereotype of a real estate agent," Rob says. "We walk different, talk different, act different, and that's okay with us."

Adam agrees, adding, "For Rob and me, humor and quick wit are just who we naturally are. Humor is a great way to handle the stress of this business, and our clients appreciate that."

Rob sums up the foundation of their success with a simple but powerful philosophy:

"Take care of the client first," he says, echoing a mantra often repeated by Adam. "We don't trip over dimes to get the dollars. It's always about helping the client."



Their decision to join eXp Realty wasn't just about expansion; it was about embracing a platform that enabled Rob and Adam to continue making a difference in their community while also helping to shape the next generation of real estate professionals.

Focus on Their Community

Rob Myers and Adam McCallister share a deep commitment to the families in their community, both having raised their own families in Central Pennsylvania. Rob has three children and three grandchildren; Adam has five children and four grandchildren.

Rob helped to create the Red Lion youth lacrosse program and was a high school boys and NCAA men's lacrosse official. He is a past president of the RAYAC Foundation. Currently, Rob is a member of the professional standards committee for RAYAC.

"When I'm not working, I'm always working," Adam laughs. "But during some free time, I'm riding my motorcycle, hanging with friends and family, or perfecting my latest smoked masterpiece in my backyard. From time to time, I'm on stage acting in a theatre."

A guiding principle throughout their careers in real estate is a client-first

approach that ensures they never lose sight of the people they serve.

"We're blue-collar guys in a white-collar business," Rob says with a smile. "And I think that's helped us. We've never forgotten where we came from, and that's something our clients appreciate."

Adam agrees, adding, "Rob and I are more than just business partners—we're family now. He's got my back, and he knows I've got his, in real estate and life."

In their professional life, Rob and Adam focus on supporting their community in ways that feel genuine. "There's a difference between giving to the community and giving to the community and marketing it," Rob says. "We do a lot of stuff behind the scenes that we don't talk about. That's important to us."

Adam's talent as an MC has led them to host numerous nonprofit events, offering their skills to help raise funds and awareness for causes they care about, and the team is involved in the Buy Local Coalition.

"When we first started out on our own, we did a YouTube video series where we highlighted small, mom-and-pop businesses," Rob says.

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Meet Anthony Lynam and David Kiedis, Owners/Founders of First Choice Home Buyers, a company dedicated to helping homeowners in Central Pennsylvania. They are deeply passionate about real estate and are equally driven by their desire to help their customers.

“Our Mission Statement is to *Positively Impact Others Through Real Estate Investing*. One of the best ways we can do that is to help our customers out of stressful situations such as the home selling and home buying process. One of our team’s mottos is ‘We can solve that!’ and the team is always striving to alleviate any burden that the customer may feel throughout this process.”

With a strong focus on providing their team with the right tools and resources, they ensure that First Choice Home Buyers delivers these positive outcomes for its customers. “Real estate is about more than just transactions; it’s about helping people find solutions in difficult situations,” David says. “Our team is committed to continually learning all aspects of real estate so we can better serve our customers and streamline the transaction for them.”

FAST AND FAIR

First Choice Home Buyers is a local company with over two decades of experience in solving sellers’ problems. The company, co-owned by three real estate enthusiasts, is dedicated to more than just buying houses for cash.

“Our goal is to always create a win-win scenario where you walk away thrilled with the outcome and the ease of the transaction,” David says. “We treat all of our customers like family because, to us, that’s exactly what they are. They have trusted us with possibly their most prized possession (their home) and we do not take that trust lightly.”



Specializing in buying homes for cash in counties across Pennsylvania, including Dauphin, York, Cumberland, Lebanon, Adams, Franklin, and Lancaster, the company focuses on making the process as simple and stress-free as possible.

Working with First Choice Home Buyers is a straightforward process. “It all starts with a call where we learn more about your house and your situation,” Anthony says. “Using advanced tools, we assess your property and make a cash offer, either over the phone or in person.”

Once an offer is made and accepted, customers receive a contract, with up to three days to review it before moving forward. “We close quickly, and customers receive the cash via bank check, money wire, or certified funds,” Anthony says. “There are no hidden fees or deductions—just a smooth and transparent process.”

A RESOURCE FOR LIFE’S CHALLENGES

The company understands that homeowners may need to sell quickly for various reasons, whether it’s due to debt, job loss, inheritance, relocation, or divorce.

We buy properties in any condition,” Anthony says. “Whether it’s a single-family home, multi-family, townhouse, or even a



vacant lot, we see the potential in every property and work to provide the best possible solution for the homeowner.”

The company’s approach is personal, tailored to each customer’s unique needs. “We know that selling a home can be challenging, especially in tough situations, so we aim to make the process as easy as possible,” says David.

For real estate agents, partnering with the team at First Choice Home Buyers offers a unique advantage. By referring customers who need to sell quickly or who are dealing with challenging situations, agents can provide their customers with a fast, hassle-free solution that might not be available through traditional listings.

“We understand that not every customer fits the standard mold for a traditional sale,” says Anthony. “By working with us, agents can ensure their customers receive fair

cash offers and quick closings, all while maintaining their reputation for excellent service.” This partnership allows agents to expand their offerings, build stronger customer relationships, and add value to their real estate practice.

In addition to their work with customers, First Choice Home Buyers is committed to supporting the community. “We feel a responsibility to give back,” David shares. “With every home we purchase, we donate a portion of the proceeds to provide food, water, and shelter to those in need. We want our customers to know that when they sell to us, they’re also helping to make a difference in someone else’s life.” This commitment to giving back is a core part of the company’s mission.

Outside of their professional roles, Anthony and David enjoy spending time with their family and loved ones along with participating in community activities.

First Choice Home Buyers sets itself apart by focusing on ethical business practices and putting customers first.

“We’re not the type of company that just tries to get the lowest deal possible,” David says. “We aim to invest in our local Central PA community through positive real estate transactions.”

Whether a customer needs to sell a home quickly or is facing a difficult financial situation, the team at First Choice Home Buyers are here to help. “We’re here to provide solutions that work for you,” Anthony says. “No matter a customer’s circumstances, we’ll work with them to ensure a positive outcome.”

Elevate Your Real Estate Game with the Right Coach

By Verl Workman

I'm excited to share a little secret with you: the right coach can take your real estate career from good to extraordinary. Now, I'm not just talking about a pat on the back and a few words of encouragement. I'm talking about strategic, expert guidance that propels you forward.

What does an exceptional coach bring to the table? Experience, for starters. They've navigated the market's ups and downs and know how to steer you clear of common pitfalls. But it's not just about their past victories; it's about their ability to impart that wisdom to you, to help you craft your own success story.

A great coach also meshes well with your style. They challenge you, hold you accountable, and aren't afraid to push you out of your comfort zone. This isn't about finding a new friend; it's about finding a mentor who commands your respect and inspires you to achieve greatness.

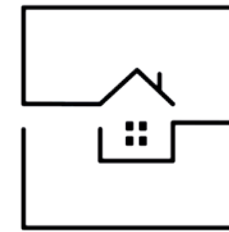
And let's talk about proof. The best coaches have a fan club of satisfied clients who've seen real results. These testimonials are the gold standard, proving that with their coach's help, agents can reach new heights.

Remember, even the best coach can't wave a magic wand and make success appear. You've got to roll up your sleeves and get to work. A coach provides the playbook, but you're the one on the field executing the plays.

If you're ready to transform your real estate career, I'm here to help. Let's connect for a free coaching consultation to see if we click. It's time to stop playing the real estate game and start winning it. Find your fit by scanning the QR code on this page and let's go!

What's the next step to scale your real estate business?

Take this 2-minute quiz and we'll show you!



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