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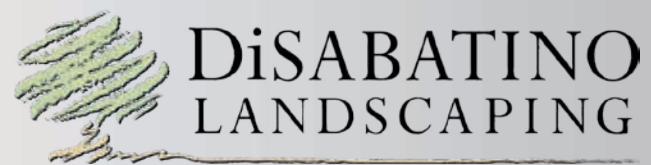
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**COVER STORY:**

ROSE BLOOM OF TEAM WILSON

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# TABLE OF CONTENTS

	<p><b>05</b> Meet the Brandywine Valley Real Producers Team</p>		<p><b>06</b> Preferred Partner Index</p>		<p><b>08</b> Publisher's Note: Navigating Challenges</p>
	<p><b>10</b> Cover Story: Rose Bloom of Team Wilson</p>		<p><b>16</b> Partner Spotlight: Brian Atallian, Mastering the Mortgage Market</p>		<p><b>22</b> Mother-Daughter Duo: The Williams Team</p>

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**Nicole Wright**  
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**Dave Danielson**  
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**Kirstie Donohue**  
Kirstie Donohue  
Photography



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►► publisher's note

By Ryan Zinn

# Navigating Challenges

The past few years have been a whirlwind for everyone, marked by unprecedented shifts and trials. The onset of COVID-19 brought about a rapid and frenzied real estate market, demanding agility and resilience from each of us. We adapted quickly, meeting the demands of a fast-paced environment with determination and ingenuity.

However, the recent changes have presented new hurdles. The uptick of interest rates has significantly slowed the market, creating a landscape that is starkly different from the one we previously maneuvered. This shift requires us to re-strategize and find innovative ways to thrive in a less dynamic environment. Moreover, the ongoing commission lawsuits and settlements add to the ongoing and ever-shifting challenges to our industry, potentially impacting how we operate our businesses

and interact with our clients and customers. These developments urge us to stay informed, adaptable, and proactive in safeguarding our practices and client relationships.

This month, we are proud to feature stories of perseverance and success among our top agents and partners. Rose Bloom has built her business and achieved great success despite the tragic and sudden loss of her close friend and business partner, Ashle Wilson Bailey, along with the many ups and downs of life and business. The mother-daughter team of Charlene Williams and Brynn Beideman have weathered their own twists and turns while remaining true to their clients with unwavering optimism and resilience. Our partner that we are spotlighting this month, Brian Atallian with Pike Creek Mortgage, has faced numerous challenges in his own industry over the last two decades, yet he continues to excel and look for ways to expand, grow, always while supporting his clients and REALTOR partners.

Despite our many challenges, we will survive and be there for our clients who count on us every single day. Together, we will navigate these turbulent times and emerge stronger, more united, and ready to serve our community with excellence.

Keep up the good work, my friends!



**RYAN ZINN**  
Owner/Publisher  
Brandywine Valley Real Producers  
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» cover story

By Dave Danielson | Photography by Kirstie Donohue Photography

# Rose Bloom

## of Team Wilson

### MADE FOR THIS

There are some paths in life that just seem to fit a person ... a way forward that feels natural and right.

That's the way it is for Rose Bloom.

As Principal and Salesperson of Team Wilson at Long & Foster Real Estate, Inc., Rose makes a difference in the lives of those around her. In the process, it's clear that she was made for this.

#### *Enjoying the Journey*

For Rose, real estate was a natural progression of her strong sales background and an ongoing interest in property.

"I always had a knack for sales," Rose remembers, reflecting on her start in the industry in 1998. It was a chance encounter with Ruth Vella, a seasoned real estate professional, that paved the way for Rose's career.

"Ruth encouraged me to explore real estate further," Rose recalls with a smile.

It was a pivotal moment that set her on a path to join the dynamic mother-daughter team of Carol Wilson and Ashle Wilson Bailey.

Under their mentorship, Rose flourished, becoming the first Buyer's Agent in New Castle County—a pioneering role that marked the beginning of a successful partnership spanning over two decades.

"From 2000 to 2006, we experienced a vibrant market," Rose shares. "Those years were filled with excitement and growth as we navigated the ups and downs of the real estate landscape together."

#### *Leadership and Team Dynamics*

Today, Rose leads a close-knit team, where family ties and professional excellence intersect seamlessly.

"My niece, Gina, has been my right-hand for the past three years," Rose says with a smile.





Together, they form the backbone of Team Wilson, complemented by a dedicated administrative team led by Courtney Lynch.

“Having a supportive team is crucial,” Rose emphasizes. “It allows us to provide exceptional service and maintain strong relationships with our clients.”

#### *Passion for What She Does*

What drives Rose’s passion for real estate is the variety she experiences each day and the relationships she builds.

“Every day is different,” Rose enthuses. “I meet a wide array of people—from clients and lenders to attorneys and fellow agents. It’s the community within real estate that I cherish the most.”



In 2023 alone, Rose achieved an impressive \$20 million in sales volume individually, a testament to her expertise and client trust. Working with her niece, the two recorded over \$30 million in sales volume in 2023, as well.

#### *Family Fulfillment*

Outside of real estate, Rose finds solace and joy in family and personal interests.

“Cooking for my family is a passion of mine,” Rose shares warmly. “I also enjoy playing tennis, gardening, and unplugging at my home in Dewey Beach.”

Rose’s commitment to community extends far beyond her professional endeavors. She actively supports various local charities and hosts an annual fundraiser in memory of her late partner and friend, Ashley Wilson Dailey.

“Each year, we honor Ashley’s legacy by selecting a different recipient,” Rose explains. “Giving back is a cornerstone of who we are as a team.”

---

*Attach yourself to someone successful. Learn from their experience and soak in as much knowledge as you can.*

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#### *Giving Back*

For aspiring agents, Rose offers invaluable advice grounded in her own journey. “Attach yourself to someone successful,” she advises. “Learn from their experience and soak in as much knowledge as you can.”

Practical wisdom, like financial discipline, also forms a crucial part of Rose’s guidance.

“Don’t spend the money until after settlement, and set aside funds for taxes,” she says.

With a blend of hard work, honesty and attention to detail, Rose moves ahead each day—making the process enjoyable for her clients. In turn, there’s no doubt that she was made for this.





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▶▶ partner spotlight

By Ryan Zinn  
Photography by Josh Wheeler



### Delivering Excellence in an Ever-Changing Industry

Brian Atallian's journey in the mortgage industry spans an impressive 22 years. Starting with Pike Creek Mortgage, a local mortgage broker, Brian has worked diligently to establish himself as a seasoned loan officer. His extensive experience, dedication, and passion have earned him a reputable place among the top professionals in the field.

### A Wealth of Experience and Awards

Before venturing into the mortgage business, Brian worked at MBNA, a credit card corporation. This experience provided him with a strong foundation in finance and customer service, which he has skillfully applied to his mortgage career. Over the years, Brian has garnered numerous accolades, including multiple Scotsman Guide awards, Expert Network awards, CMPS (Certified Mortgage Planning Specialist), Delaware Today Top Mortgage Professionals, and Five Star Professional awards. These recognitions highlight his commitment to excellence and his outstanding contributions to the industry.

### Passion for the Ever-Evolving Industry

Brian's enthusiasm for the mortgage industry is palpable.

"It's an amazing industry that is always changing, and you have to stay on top of your game at all times," he says. This dynamic environment keeps him motivated and engaged, driving him to continually improve his skills and knowledge.

### Rewarding Moments and Challenges

One of the most rewarding aspects of Brian's career is the gratitude he receives from first-time homebuyers at the settlement table. "The gratitude from first-time homebuyers who thought they would never own a home is incredibly fulfilling," he shares. However, the industry is not without its challenges. Currently, the biggest hurdles are interest rates and the lack of inventory. Despite these obstacles, Brian remains steadfast in his commitment to helping his clients navigate the complexities of the mortgage market.

### Embracing the Real Estate World

For Brian, the real estate industry offers the thrill of constant reinvention. "Reinventing the wheel every single day is my favorite part. What you did yesterday doesn't matter today," he explains. This mindset has kept Brian on his toes in the fast-paced mortgage world and responsive to the ever-changing demands of his clients and the market.







#### *Defining Success and Maintaining Balance*

Brian defines success as both a deeply personal and a multifaceted concept. “Success can be defined in many ways and varies from person to person. Ultimately, it’s about feeling satisfied and fulfilled with the direction your life has taken,” he notes. Achieving this balance is crucial, especially in the demanding real estate world.

#### *Commitment to Community and Family*

Beyond his professional achievements, Brian is dedicated to giving back to the community. He supports various organizations, including Delaware Blue Gold, Delaware National Guard, Home for Veterans, Habitat for Humanity, and Delaware Decision Makers. In his personal life, Brian enjoys playing softball, exploring the Delaware shore’s drive-on beaches, traveling, and spending time on his boat. Balancing his demanding career with quality time spent with family and friends is a priority for him.

#### *Advice for Aspiring REALTORS®*

With his extensive experience and success, Brian offers valuable advice to up-and-coming REALTORS®.

“Outwork the person next to you. If you work harder than they do, you will be at least more successful than that person,” he advises. This dedication to hard work and perseverance has been a cornerstone of his own career.

#### *A Grateful Heart*

Brian expresses his gratitude for the opportunity to be featured in *Brandywine Valley Real Producers*. “Thank you for the opportunity, this is an excellent organization,” he says, reflecting his appreciation for the opportunity to connect with like-minded and successful real estate professionals and other industry business partners through the BVRP platform, along with his commitment to continuous growth and contribution.

Brian Atallian’s story is a testament to the power of dedication, adaptability, and community involvement. His journey in the mortgage industry serves as an inspiration to his peers and a beacon of excellence in the Brandywine Valley real estate community.

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# Charlene Williams & Brynn Beideman

*of The Williams Team, Inc.*



A Legacy of Dedication and Passion

▶▶ mother-daughter duo: bridging generations  
in brandywine valley real estate

By Ryan Zinn | Photography by Kirstie Donohue



In the heart of Brandywine Valley, the dynamic mother-daughter team of Charlene Williams and Brynn Beideman of The Williams Team, Inc. at RE/MAX Associates has been transforming the real estate landscape for decades. With 36 years in the business, Charlene Williams has built a reputation for excellence and client satisfaction. Following in her footsteps, Brynn Beideman has made her mark over the past 14 years, bringing a fresh perspective and innovative approach to their family legacy.

#### **Charlene Williams: A Foundation of Trust and Expertise**

Charlene Williams' illustrious career in real estate began 36 years ago after working in the medical field. Drawn by her love for meeting new people and showing beautiful homes, Charlene quickly established herself as a trusted REALTOR® in the Brandywine

Valley. Her success is reflected in numerous accolades, including the RE/MAX Platinum Club, 100% Club, and Hall of Fame. Charlene attributes her achievements to her dedication to making the home-buying process smooth for her clients and finding the perfect home for each buyer.

Charlene's passion lies in the joy she brings to her clients. "Seeing the smile on someone's face when they have found the perfect home is the most rewarding part of my business," she says. Her approach is deeply personal, building long-lasting relationships based on trust and exceptional service. Charlene's repeat and referral business is a testament to her unwavering commitment to her clients.

#### **Brynn Beideman: Innovating and Inspiring**

Inspired by her parents' success, Brynn Beideman joined the real estate industry





while still in college, earning her license at the age of 18. Despite initial challenges, including being underestimated due to her age, Brynn has risen to prominence in the industry. Her dedication and hard work have earned her prestigious awards such as the RE/MAX Hall of Fame, the Platinum Award, and the Torchbearer Award for Top 40 Under 40.

Brynn's passion is evident in her dedication to her clients. "The success and happiness of my clients make my day. When I can teach and lead a client from start to finish and they appreciate the work involved, it makes the long days and nights worth it," she shares. Her advice to aspiring REALTORS® is to stay focused and cut out distractions, emphasizing the importance of learning and building strong client relationships.

Brynn also actively supports local charities and organizations, volunteering her time and resources to causes such as the VA and Sojourners' Place. Her commitment to giving back to the community is a core aspect of her personal and professional life.

Currently, Brynn and her husband are working alongside her father, Rob Williams, a respected and experienced builder in the region, to build their dream home from the ground up. This project is not just a professional milestone but also a deeply personal journey, showcasing the strong family ties and collaborative spirit that define the Beideman and Williams family. Additionally, Brynn's sister, Morgan Sagers, plays a crucial role in their family business as

the VP and Project Manager for their father's construction company.

#### **A Harmonious Partnership**

The partnership between Charlene and Brynn is a blend of experience and innovation. Charlene's seasoned expertise complements Brynn's fresh outlook, creating a powerful synergy that benefits their clients. Their family bond adds a unique dimension to their professional relationship, making their collaboration both effective and rewarding.

"Working with my daughter has brought our business to another level," says Charlene. Brynn echoes this sentiment, highlighting the joy of working alongside her family. "Being able to rely on my mom in real estate is awesome. It's a huge accomplishment when we can work together and celebrate our successes."

#### **Balancing Family and Business**

Both Charlene and Brynn emphasize the importance of family in their lives. Brynn cherishes the flexibility her career offers, allowing her to spend valuable time with her children and husband. Charlene enjoys the special family traditions, such as gathering in pajamas on Christmas morning to open presents and celebrating successful sales with a family sing-along.

Their shared passion for real estate, combined with their deep family ties, creates a warm and supportive environment that benefits their clients and community. Charlene and Brynn's story is a testament to the power of dedication, perseverance, and the unique magic that comes from working together as a family.

In the ever-evolving world of real estate, Charlene Williams and Brynn Beideman continue to inspire with their commitment to excellence and heartfelt service. Their legacy is one of trust, innovation, and unwavering passion for helping others achieve their dreams.








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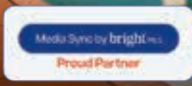
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