

SOUTH CENTRAL PA

REAL PRODUCERS[®]

CONNECTING. INSPIRING. INSPIRING.



TOP AGENT

JOHN
SMITH

KELLER WILLIAMS ELITE

RISING STAR

Salvatore Santelli

RE/MAX Cornerstone

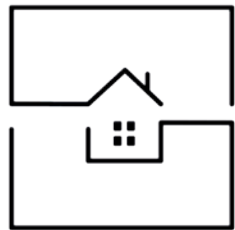
PARTNER SPOTLIGHT

Kelly Johnson

Kelly Johnson Photography

Photo by Next Door Photos | Miriam Smith

SEPTEMBER 2024



PREMIER
SETTLEMENTS, INC.



Empowering Real Estate Agents, One Settlement at a Time



Sean Lafferty

TITLE INSURANCE | VIRTUAL CLOSING
LAND ACQUISITION | COMMERCIAL PROPERTIES

Settlements made simple.
Partner with us for seamless real estate
transactions. **ACT NOW!**



717.581.5810 • Premiersettlements.com
5 locations across south central PA

CMG
HOME LOANS
Empowering Homeownership

Experience the CMG Advantage Local Touch, National Power

Local Touch

- Local offices
- Quick responses
- Trusted local appraisers

National Power

- Proprietary Programs
- Competitive Rates
- All 50 States



Wendy Landis | NMLS: 257320

717.968.3848  

wlandis@cmghomeloans.com

Contact us now for a seamless mortgage
experience tailored to your client's needs





This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

AIR QUALITY

Advanced Air Quality Services
Dan Luckenbaugh
 (717) 755-1278
 www.danthemoldguy.com

ATTORNEY/LEGAL SERVICES

Woodburn Law
Brett Woodburn
 (717) 614-8990
 www.woodburn-law.com

BLINDS

Bloomin Blinds of Harrisburg
 (717) 461-8718
 www.bloominblinds.com/harrisburg

BUSINESS ASSOCIATION

Home Builders Association of Metropolitan Hbg
Kristi Walsh
 (717) 232-5595
 www.harrisburgbuilders.com

BUSINESS COACHING

Workman Success Systems
Verl Workman
 (717) 599-0688
 www.workmansuccess.com

FLOORING, HARDWOOD, CARPET, TILE, RUGS

Couch Potato Carpet & Flooring
 (717) 566-7679

HOME INSPECTION

ALPHA Home Inspection
Kevin Kenny
 (717) 574-2133
 www.alphainspection.net

INSURANCE BROKER

Goosehead Insurance
 (215) 268-3104
 Goosehead.com/
 Joel-Skudrlich

Goosehead Insurance LLC

Ross Cleveland
 (717) 810-6362
 www.rcgh.us

MORTGAGE BROKER

MarvelLoans
Melissa McCullough
 (717) 860-0505
 www.marveloans.com

MORTGAGE LENDER

CMG Home Loans
Wendy Landis
 (717) 968-3848
 www.cmghomeloans.com/
 mysite/wendy-landis

Freedmont Mortgage Group

Jay Delmont
 (410) 628-0500

Ideal Mortgage Group

Christopher Fratelli
 (717) 712-4739
 www.emmloans.com

PHOTOGRAPHER

Kelly Johnson Photography
 (717) 314-0358
 Kellyjohnsonphotog.com

PHOTOGRAPHY- REAL ESTATE

Vincent and Morgan Real Estate Media
Ben Bodnar
 (717) 288-7086
 www.vincentandmorgan.co

PHOTOGRAPHY/ REAL ESTATE

Next Door Photos
Karen Ackley
 (717) 903-4088
 www.susquehannavalley.nextdoorphotos.com

PRESSURE WASH/ SOFT WASH

DB360 Soft Wash
Daniel Gross
 (717) 691-1712
 www.db360softwash.com

Full Blast Pressure Washing

Jason Halteman
 (717) 961-5477
 www.fullblastpressurewashing.com

REAL ESTATE INVESTMENTS

First Choice Home Buyers
Anthony Lynam
 (717) 926-3143
 www.firstchoicehomebuyers.com

REVERSE MORTGAGE

Advent Financial Inc
 (410) 688-8353
 adventfin.com

SOLAR ENERGY

Solarity Energy Solutions
 (717) 502-2366
 www.solarityenergysolutions.com

TITLE AGENCY

Premier Settlements
Sean Lafferty
 (717) 581-5810
 www.premiersettlements.com

TITLE SERVICES

Keystone Land Transfer
 (717) 731-4200
 www.keystonelandtransfer.com

White Rose

Settlement Services
Melanie Caputo
 (717) 487-0415
 www.wrsettlements.com



Our Story

Full Blast Pressure Washing
 Cleaner - Brighter - Better

Make a Splash in the Market. Partner with our Exterior Cleaning Experts!

Call or Text us today! 717.961.5477
 fullblastpressurewashing.com
 Commercial | Industrial | Residential

Providing **CLEANER, SAFER, HEALTHIER** Indoor Environments

- 🏠 Air Purification Units
- 🏠 Air Quality Testing
- 🏠 Mold Testing
- 🏠 Surface Protection Products

FOR ALL YOUR IAQ NEEDS

DanTheMoldGuy.com
 717.755.1218

WHAT ARE YOU BREATHING?



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Coach.Fino@n2co.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

MEET THE SOUTH CENTRAL PA REAL PRODUCERS TEAM



Coach Fino
Owner/Publisher



Cherie Bartels
Executive Assistant



Krystal Shearer
Event Coordinator



Josette Plank
Publishing Assistant



Kelly Johnson
Photographer
Kelly Johnson Photography



Marena Johnson
Ad Strategist



Karen Ackley
Photography Team Lead
Next Door Photos -
Susquehanna Valley



Christopher Fratelli
Regional Vice President, Sales
NMLS ID #413754

EMPOWER
YOUR CLIENTS
with Our Ideal
Mortgage Options!

- Over 90% Satisfaction Ranking
- Personalized Lending Options
- Innovative Technology



LET'S CONNECT!
2452 Noll Dr Lancaster PA 17603 Phone: 717.712.4739
cfratelli@imlending.com

CHOICE

Getting insurance quotes for 50 states.
Quoting +140 carriers.
Getting you better rates & coverages.

**HOME, AUTO, FLOOD,
LANDLORD,
LIFE & BUNDLE
OPTIONS AVAILABLE**

Joel Skundrich
(215) 268-3104
Joel.Skundrich@Goosehead.com
License #: 845763

**CONTACT US FOR
OPTIONS THAT
SAFEGUARD YOUR
CLIENTS!**

Ross Cleveland
(717) 810-6362
Ross.Cleveland@Goosehead.com
License # 858161

POWERING REAL ESTATE'S FUTURE
SOLAR SOLUTIONS FOR
EVERY HOME!

over 15 years of industry experience

SOLARITY
ENERGY SOLUTIONS

CONTACT ME TODAY!
Josh Ranck

717-502-2366 | JOSH.RANCK@SOLARITYES.COM

► publisher's note
By Coach Fino

The Power of Collaboration

A Key to Sustained Success for Top-Producing Real Estate Agents

As Real Producers, we understand that success isn't just about individual effort but also about building strong networks and fostering collaborative relationships with other top agents. Here's why collaboration and celebration with your peers are essential for long-term sustained success in real estate.

1. Building Stronger Networks

The real estate industry thrives on relationships. By collaborating with other top REALTORS®, you expand your network, gaining access to a wealth of knowledge, resources, and potential referrals. These connections can open doors to new opportunities and markets that might have been inaccessible on your own. As the industry is deeply rooted in relationships, being recognized and trusted in your community is invaluable.

2. Sharing Knowledge and Best Practices

Collaborating with other successful agents allows you to share insights and strategies that have worked well. This exchange of information can help you stay ahead of market trends and implement innovative practices that keep you competitive. For instance, understanding the power of playing nice with your peers can lead to smoother transactions and more satisfied clients.

3. Enhancing Client Satisfaction

When REALTORS® work together, they can provide a higher level of service to their clients. Collaboration can lead to quicker problem resolution, better property matches, and overall improved client experiences. This enhanced service

builds a stronger reputation, leading to repeat business and referrals, which are crucial for long-term success.

4. Celebrating Achievements

Celebrating successes with your peers fosters a sense of community and shared accomplishment. These celebrations can boost morale, inspire continued excellence, and create a supportive environment where agents feel valued and motivated. Recognizing and celebrating milestones together not only strengthens relationships but also reinforces a culture of success.

5. Staying Motivated and Inspired

Collaboration and celebration can also help maintain high levels of motivation and inspiration. Seeing the achievements of your peers can drive you to reach new heights, while their support can provide encouragement during challenging times. This collective motivation is vital for sustaining long-term success in a demanding industry.

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!

Yours in a Real Relationship with Real Producers,



Coach Fino
Owner/Publisher
South Central PA Real Producers
Coach.Fino@n2co.com

Build Your Brand & Sell Homes Faster

BOOK NOW!

Ben Bodnar

- HDR PHOTOGRAPHY
- 3D TOURS
- DRONE PHOTOS
- FLOORPLANS
- VIRTUAL STAGING
- VIDEO TOURS
- ONLINE SCHEDULING

Vincent & Morgan
REAL ESTATE MEDIA

717-288-7086 • VINCENTANDMORGAN.CO • INFO@VINCENTANDMORGAN.CO

UNWANTED LISTINGS?

Fast Cash Offers for Houses in Any Condition!

We pay agents full 6% commissions and relist with you after flip. Minimum 5K commissions on all referrals

FIRST CHOICE HOME BUYERS
Locally Owned & Operated

Unlock the Power of Fast Cash - Request Your Offer Now!

717.744.9113
firstchoicehomebuyers.com | 2040 Good Hope Rd. Enola

WOODBURN LAW
Real Estate - Business - Professional Licensing

Safeguarding Your Real Estate Ventures, Seamlessly

EXPERIENCED | DEDICATED | TRUSTWORTHY

Brett Woodburn

717.614.8990
Woodburn-law.com
4409 N. Front Street, Harrisburg

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!
Email: Coach.Fino@n2co.com



BUY a house with a Reverse Mortgage?

YES. Your clients can use a Reverse Mortgage to BUY.



Reverse Mortgages
the right way since 2004



Help borrowers (age 55+) transition to a new home with **no mortgage payment** and keep more cash in their pocket.

KEELY MAGLAUGHLIN

NMLS #141080

410.688.8353 • AdventFin.com

44 N Christian St Suite 200 • Lancaster

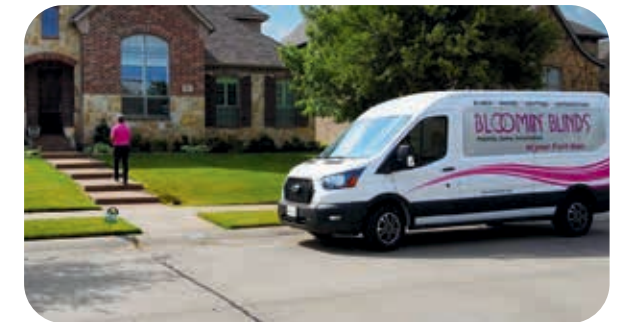
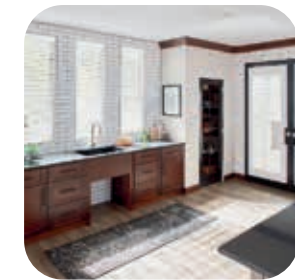


BLOOMIN' BLINDS

Call us for a free consultation

- Custom, Quality Window Coverings
- Motorized & Compatible with Home Automation Platforms
- Style, Privacy, Energy Efficient
- Outdoor: Retractable Screens & Awnings

LOCALLY OWNED AND OPERATED



717-461-8718

bloominblinds.com/harrisburg
harrisburg@bloominblinds.com



MOBILE HOMES: WE'VE GOT YOU COVERED!*

Call us today for more information.

*Must have permanent foundation. Not available on leased land.



JOHN ACTON
Sales Manager - NMLS #144429
jacton@freedmont.com
717.683.8860
www.freedmont.com/johnacton





Sherri Bramlett of Image Workshop Photography

KELLY Johnson

KELLY JOHNSON PHOTOGRAPHY

Does anyone actually look forward to having their picture taken? (Besides teenagers posing for another Snapchat, of course.)

Kelly Johnson of Kelly Johnson Photography knows that feeling uncomfortable in front of the camera is a normal reaction, so she spends time with clients before and during each photo session, helping them feel relaxed and prepared.

“I get inspired when someone tells me that they had an amazing time during a photo session, even though they were anxious

at first,” Kelly says. “It’s wonderful to hear them say how confident they now feel having images that aren’t selfies.”

Kelly works with clients from a broad range of businesses and knows that well-lit and composed photos are especially important for those in the real estate industry. Professional images for use on online listings, social media, email marketing, and promotional materials can enhance branding and brand loyalty and build credibility with clients.

“Professional photography is always a valuable asset,” Kelly says. “And I love seeing business owners win.”

Career Journey and Expertise

Kelly has been in the photography industry for eight years, but her career started in a much different venue.

“I began as a Licensed Massage Therapist,” she says. “But in 2017, I started experiencing pain in my shoulders from all the wear and tear on my body. I knew it was time to start looking for something else.”

Kelly says she has always been a creative person, and in 2015, she purchased a DSLR camera. “I like to call it my first ‘big girl’ camera. *(laughs)* I really just wanted a camera to take better photos of my son for scrapbooking. I began sharing more of my photography work, which was just personal at the time.”

What began as photos of vacations, backyard fun, and sports, quickly transitioned to day trips focused on photography opportunities.

“Then people started to reach out, asking if they could hire me for their events or family photos. I began looking into education and how to expand my knowledge. It snowballed from there!”

As Kelly built her experience and portfolio, she narrowed the focus of her business to what she loves most.

“My passion lies with working with small business owners, entrepreneurs, and Mom & Pop shops—the heart-beat of America,” she says. “I love creating the story of a business through professional imagery.”

Professional Imagery for Professional Success

Kelly Johnson knows that with the right guidance and encouragement, everyone can feel comfortable in front of the lens.

“When taking on a new client, I always start with a conversation,” she says. “I ask a variety of questions. I want to start with the end in mind. I don’t want to take photos willy-nilly. There is a purpose to what I do and why.”

By partnering with her clients, Kelly helps them through the process, starting with where the photo session will take place and what to wear.

“From choosing outfits to suggesting the most flattering poses, I ensure the process is easy and stress-free. I am here for my clients from the beginning to the end of a project.”



Kelly also offers headshot sessions for clients who need an updated LinkedIn profile photo, images for press releases, resumes, or business cards.

“I authentically care about the person that is in front of my camera. I want to see them succeed.”

Meet Kelly Johnson

Kelly grew up in a small town in northeastern Pennsylvania in Susquehanna County and relocated to Lancaster County in 1995 when her then-fiancé graduated college.

“I have been married to my high school sweetheart, Alton, for 21 years. We have one son, Carter, who is 18 and a business owner himself,” she says.

Outdoors lovers, the family are seasonal campers at a campground in northern Lebanon County, where they go on weekends to relax and unwind. They also enjoy kayaking, hiking, and exploring new locations for hiking or kayaking adventures.

Back at home, downtime is spent reading, listening to podcasts, doing crafts, and baking. (“Naps are good too!” Kelly laughs). You may also find her canning

or preserving a local harvest for her winter kitchen.

“How do I balance work and the rest of life? This is a tricky question,” Kelly says. “I am not sure there is a good answer here. Being a business owner takes a lot of time, dedication, grit, and stamina. There are some late nights and early mornings, but I set boundaries. You typically won’t find a camera in my hand at a job on a Saturday or Sunday unless I am chasing a sunrise or sunset.”

For Kelly and her family, South Central Pennsylvania is the best of all worlds—for play and for work.

“In a few hours you can be in a big city or in the mountains or with your toes in the sand at the beach. And more and more, our area is drawing a diverse group of entrepreneurs. I love connecting with people and am excited by the opportunity to partner with business owners.”

Business Through the Lens

Kelly Johnson’s passion for photography extends beyond capturing images, and she describes herself as a marketing enthusiast.

“I love talking about all things business strategy, funnels, branding—anything business-related,” Kelly says. “I’ve immersed myself in learning not just photography skills but also about social media and marketing.”

Kelly hosts a radio show, “Ask The Expert,” on Sandcastle Radio, interviewing business owners, non-profits, and independent artists. The show airs live every Friday at noon Eastern; listeners can tune in to Sandcastle Radio via the website (www.sandcastleradio.com) or the app which can be downloaded via the app store or Google Play Store.

Additionally, Kelly is looking forward to collaborating with Nell Tice

of enTICEing Media to create the “Content Strategy Workshop,” which will teach attendees how to effectively use their content to enhance their business presence.

“A tried-and-true business practice that has worked for me is building authentic relationships,” Kelly shares. “Networking is a long game, and seemingly small details — handwritten notes, for example — become powerful.”



Kelly’s dedication to her craft and clients is further demonstrated by her certification as a Certified Professional Photographer (CPP) through Professional Photographers of America (PPA).

It’s just one more way she stays committed to providing top-notch service and expertise.

“Don’t be afraid to step in front of the camera,” Kelly says. “You and your business deserve to have your story created and told on your terms.”

Kelly Johnson
Kelly Johnson Photography
114 Merchant Ave
Mount Joy, PA 17552
717-314-0358
www.kellyjohnsonphotog.com



Secure Closings, Simplified Transactions –
Your Trusted Title & Settlement Partner



Annette Myers
 717-731-4200 • keystonelandtransfer.com
 3421 Market St. Camp Hill, PA

SCREEN APPEAL IS THE NEW CURB APPEAL.

**NEXT
 DOOR
 PHOTOS**

Next Door Photos is here to help
 in a meaningful way.



MAKE YOUR LISTINGS VIRTUALLY IRRESISTIBLE.

Leave nothing to the imagination:
**Photos, Videos, 3D Virtual Tours,
 Social Media Reels, Floor Plans,
 Virtual Staging, & Blue Sky
 Replacement**

Partner with Confidence:
 Unveiling the Hidden
 Secrets of Homes

Why choose us?
 Certified & Professional
 Cutting Edge Technology
 Quality Reports
 Competitive Pricing



Kevin and Linda Kenny
 Schedule Your Home Inspection
 Today and Secure Peace of Mind!
 717.914.1600 | alphainspection.net



PROTECT YOUR INVESTMENT

Washing one house, one
 neighborhood and one
 community at a time

717.691.1712



CONTACT US!



Images with an Impact

Next Door Photos has earned the B Corp™ designation by continuing to meet high standards of social and environmental performance, transparency, and accountability. When you partner with us, you also partner with our commitment to using business as a force for good™.



Learn more about how Next Door
 Photos can elevate your brand
 and listings!
www.nextdoorphotos.com



Mark & Karen Ackley



717.448.2838



susquehannavalley@nextdoorphotos.com



susquehannavalley.nextdoorphotos.com



SALVATORE SANTELLI

RE/MAX CORNERSTONE, MICHAEL ORTA TEAM

In this month's Rising Star feature, Coach Fino interviews Salvatore Santelli, a 21-year-old entrepreneur from Lebanon, PA, who has already made impressive strides in the business world. A member of the "digital native" generation of REALTORS®, Salvatore brings an approachable energy to his social media platforms, engaging potential clients with crisply-edited home tours, as well as information Q&As with other members of the Michael Orta Team at RE/MAX Cornerstone.

From starting a landscaping company at the age of 9 to creating his own clothing brand as a teen, Salvatore's story is one of youthful ambition focused on the pursuit of success.

Coach Fino: Tell me a little bit about yourself, Sal. Where are you from originally?

Salvatore Santelli: I was born and raised here in Lebanon, Pennsylvania. All four of my grandparents moved to New York from Italy, and my parents were both born in the Bronx. Before I was born, my parents moved to Lebanon, where my mom's side of the family started A&M Pizza.

Coach: What did you do before real estate?

Salvatore: I've always been very business-oriented. As a kid, I sold random items in school and constantly looked for odd jobs to make extra money. When I was about 8 or 9, my brother and I started a landscaping business, which did really well that summer. This success motivated me to continue pursuing business ventures. When I was 13, I started reselling sneakers and clothing, which led to launching my own clothing brand, Ensume Apparel. I ran the brand throughout high school until I got into real estate at 19.

Because real estate is very time-consuming, I paused the clothing brand,



but I plan to return to it someday. The name Ensume comes from the Romanian word "insumi," meaning "myself." I've always been a big fan of being able to say that you achieved something by yourself, that nothing was handed to you.

Coach: How did you get into real estate?

Salvatore: Growing up, I was always intrigued by real estate since my parents owned rental properties. Initially, I wanted to be an architect,

but I realized I didn't enjoy the advanced math that came with it. I took a year off after high school, did a year of college, and worked odd construction jobs for my uncle, a real estate investor. One day, I bought a book about being a real estate agent and three pages in, I thought, "This sounds terrible" (laughs). So, I closed the book and forgot about it for another four or five months. My mom kept trying to convince me to give it a shot, and around the same time, my cousin, Josue Hernandez, became a



real estate agent and joined Michael's team. I shadowed them, enjoyed it, and decided to pursue my license. I started in May of 2022.

Coach: What was it about the book that initially put you off?

Salvatore: The book showed the real side of real estate, and I think that scared me away. But now that I've been in real estate for two years, I can acknowledge that what the book said is true. It painted a realistic picture of real estate, emphasizing the inconsistency of income and the challenges involved. It warned against expecting a traditional, steady job. Real estate involves many headaches and challenges, but that's part of what I love about it. It offers a sense of freedom, despite being time-consuming.

Coach: To what do you credit your success? Many agents don't achieve as much in two years.

Salvatore: A huge part of my success is thanks to Michael, who gave me the opportunity to join the team. Initially, I had to prove myself as a solo agent for a few months, showing my dedication. I was driving 60+ minutes to small towns like Tremont and Schuylkill Haven, just showing houses. I was putting in the work. After closing my first deal in August, I joined the team. Being younger, my social circle was much smaller, so tapping into Michael's established network was crucial. Michael marketed me as "Little Sal" on Facebook because I was the youngest on the team. I ran with the name, and it helped build recognition.

Coach: What do you do differently with your leads compared to your peers?

Salvatore: I treat all clients equally,

regardless of the property's value. I recently had a client looking for a mobile home, and she appreciated my prompt responses and dedication, even though other agents had dismissed her. I believe in providing the same effort for every client, whether they're looking at a \$60,000 mobile home or a million-dollar listing.

Coach: Where do you think our industry is headed?

Salvatore: I think we'll see agents who lack negotiation skills leave the market. Real estate is often misunderstood as an easy job with quick paychecks, but it involves significant behind-the-scenes work. Those who aren't fully committed will likely exit the industry. The market itself is unpredictable; it could heat up again or continue to slow down.

Coach: What do you get most out of being on a team versus being on your own?

Salvatore: Teamwork is invaluable, especially for covering showings and handling leads. For example, if I get a Spanish-speaking client, I can pass them to a fluent teammate. Teammates cover my clients when I'm unavailable. This collaboration is a significant advantage over being a solo agent.

Coach: What do you like about Lebanon that keeps you here?

Salvatore: Lebanon is fast-growing, with people moving here from New York and New Jersey for a quieter lifestyle. There are numerous business opportunities, including several new warehouses providing jobs. I've also been involved in property flipping, and there's a lot of investment in renovating houses. Lebanon offers a good balance of a small-town feel with essential amenities and growth potential.

Coach: What advice would you give someone looking to get into real estate?

Salvatore: At least twice to three times a month, I have someone message me saying, "Hey, I'm looking to get into real estate." I give all of them the same response: real estate requires a lot more work than it appears from the outside, and you need to be social and comfortable interacting with people. I was very introverted when I first started, but I forced myself to make phone calls and cold call. It was out of my comfort zone, but necessary. If you're not a social person—or not genuinely willing to make the effort to become one—this isn't the career for you.

Experience the Possibilities
Parade of Homes COMING THIS FALL!
 SEPTEMBER 28 TO OCTOBER 6, 2024
 www.PAParadeOfHomes.com

Ask About Our Home Seller's Dream Program!
 Give your client's a competitive advantage over same style homes with only \$100 down and pay the balance when the home is sold!

COUCH POTATO
 CARPET & FLOORING
 SALES & INSTALLATION

Hardwood | Luxury Vinyl | Carpet | And More!
 CHOOSE FROM POPULAR IN-STOCK CARPETS THAT CAN BE INSTALLED RIGHT AWAY

CALL US TODAY TO GET THOSE HOMES SOLD!
717-566-7679 | couchpotatocarpets.com

John Smith of Keller Williams Elite shares the story of selling a home to Philadelphia Eagles running back Saquon Barkley.

▶▶ top agent

Photos by Next Door Photos | Miriam Smith

JOHN SMITH
KW ELITE KELLER WILLIAMS



John Smith of Keller Williams Elite shares the story of selling a home to Philadelphia Eagles running back Saquon Barkley.

“My son, who is also a REALTOR® in Los Angeles, knew a mutual friend of Barkley and helped make the connection. I said, ‘I just need one day with Saquon.’ I showed him six houses that first day, and after all the showings, he said, ‘John, I want to work with you because you pointed out negative things about the houses, not just the positives.’”

With over four decades in the real estate industry, John’s experience helped simplify and focus the house-hunting process for the young athlete. And as a father to three adult sons, John had the advantage of a little extra “parental know-how” when balancing sound advice against the emotional pull of any particular house.

“Clients see a house they immediately love, but I’m asking, ‘Okay, those windows look questionable. What is this wetness in the basement corner here? The drainage around the house looks low.’ He appreciated that.”

At the end of the day, Saquon chose a home just outside the Main Line neighborhood of Malvern.

John shares the anecdote as an entertaining “brush with fame” story.

However, alongside the humor, the story serves as an example of the integrity and dedication to building quality client relationships that have propelled

John Smith to the top ranks of REALTORS®, both nationally and in South Central Pennsylvania.

Building a Career

“I grew up in a small eastern Lancaster County community called Terre Hill, which is down in a Mennonite section of Lancaster County,” John says. “I started pumping gas at a small gas station at the age of 12. I always played sports. I went to Garden Spot High School and played baseball and soccer.”

In high school, John was the captain of the championship soccer and baseball teams and was awarded Outstanding Male Athlete his senior year. He says the hard work and character-building lessons of youth sports transfer to adult life.

“Sports is where I learned real estate. You have your challenges and successes, and I got that from athletics. You’re not going to win every athletic event, but you just get back up and keep moving forward, always focusing on the future and never looking in the past.”

John earned a bachelor’s degree in social work from Elizabethtown College, where he played soccer for four years and was voted captain his senior year. He then earned a master’s degree in therapeutic recreation from Penn State.

Prior to his 40-year real estate career, John served as Director of Recreation at a large non-profit retirement community in Lancaster County for five years. His transition to real estate was motivated by the needs of a growing family.

“I married my college school sweetheart, Eileen, who is the backbone of our family, and in 1980, we had our first child,” John says. “I decided to get a part-time job in real estate despite the 18% interest rates. It took me a couple of tries to get my license, but I kept at it and sold about 30 homes in my first year.”

During that time, government programs through the Farm Home Administration (FmHA) assisted rural families with home financing, along with other community development assistance. (Programs currently run under the USDA Rural Development.)

“At the time, you could build a whole new home for 50,000 or less,” John says. “I found a piece of land for K. Murphy and Company. We had about 22 homes there, little 1,000-foot, 3-bedroom ranch homes, no finished basement, no garages, just started out with the basics. And that’s how my career started.”

Life in South Central PA

John and his wife, Eileen, have been married for 49 years. Eileen graduated from Elizabethtown College with a background in Psychology and Social Work and is a licensed broker.

“Eileen has her real estate license in Charleston, South Carolina, where we have a home, but also helps with the business here in Elizabethtown,” John says. “We both have social work degrees, so we view our work as a ministry, helping people through significant life changes.”





“There will always be challenges, but the key is to **KEEP MOVING FORWARD, LEARN FROM EACH EXPERIENCE, AND STAY POSITIVE.** Every setback is just another step towards success.”

The Future and What's Important

Looking ahead, John says he is focused on new projects.

“Over my career, I’ve tried to have a business in both resell homes and new construction. Currently, we are working with Horst and Son in Westbrooke Hills, just off the Rheems exit in Elizabethtown. Single homes start in the low 500’s with easy access to York, Lancaster, and Harrisburg. In addition to Eileen, team members and REALTORS® Michele Beachler, who serves as John’s closing coordinator as well, and Nate Shelly make major contributions not only to the team but, most importantly, to the clients they serve. “Both Michele and Nate are excellent REALTORS®, but even better human beings, and I am so thankful they are part of our real estate group.”

When asked about what keeps him going, John says, “I think of this business as a ministry. We help people, and that’s incredibly satisfying. Our priorities are God first, family second, and business third. Keeping those priorities straight is key to having a fulfilled and balanced life.”

Reflecting on the future, John shares an outlook that’s both optimistic and filled with gratitude. “We love Central Pennsylvania and will never leave because of our grandchildren. We thank the Lord for all the blessings He’s given us. We have met so many great people who are not only our clients but are now our friends.”

“There will always be challenges, but the key is to keep moving forward, learn from each experience, and stay positive. Every setback is just another step towards success.”

Together, the couple have three sons: Nathaniel, Andrew, and Zachary. “Nathaniel sells real estate in the LA area. A highlight for him and our whole family was when he walked on the 2001 University of Miami football team and started on special teams. They won the national championship that year. Andrew graduated from the College of Charleston. He currently resides in Charleston, South Carolina, and is a financial planner, loving the beauty of Charleston every day. Zach is married with two daughters and a boy on the way. He lives in East Petersburg with his wife Ashley and co-owns a successful trucking business, Routemaster in Mount Joy, with his partner in Lancaster County.”

John’s favorite pastimes include bike riding, hiking, tennis, kayaking, and especially gardening. An early riser, watering and caring for the gardens is a time to reflect on the day’s activities that lie ahead. He and Eileen enjoy dining out and are involved in their church, but otherwise, the couple enjoys a quiet lifestyle—one focused on children, and now, grandchildren. “Family is everything to us,” John says.

Balancing a love for family with a commitment to community service, John’s professional life is equally dedicated to supporting local businesses

and charitable organizations. He is a member of the Lancaster County Board of Realtors and the National Association of Realtors, serving all of Central Pennsylvania, including Lancaster, Dauphin, Lebanon, Chester, and York counties.

As an individual and with the John Smith Real Estate Group, he supports annual food drives, toy collections, and volunteers while also financially supporting organizations such as the Children’s Miracle Network, Midwest Food Bank, Brittany’s Hope, Hope Within, community sports programs, high school and college events, and church-related programs.

In 1986, John was the first recipient of the Preserving the Trust award given annually to one individual from Coldwell Banker for a humanitarian contribution to their community. A young local woman was paralyzed due to a car accident in Elizabethtown, and John gathered approximately 40 contractors to build an addition to her parent’s home and make handicap renovations. The award was given in New Orleans at the annual conference.

“We feel it is better to give than to receive. From the very beginning, and for the decades that followed, we have made it a priority to help those in need.”

20 YEARS

of creating community connection through magazines like this, for readers like you.

#N20anniversary



n2co.com



CREATE & CAPTURE YOUR BRAND

Kelly Johnson
PHOTOGRAPHY

Scan to book today!

Branding & Business Lifestyle
Headshots
High School Seniors

www.kellyjohnsonphotog.com



EMPOWER YOUR INVESTMENT
Market Rent, Your Loan's Best Ally!

HELPING TO BUILD WEALTH THROUGH REAL ESTATE

With a DSCR loan, I can assist you in shifting from traditional debt-to-income metrics. Our loans are underwritten based on the property's cash flow. If market rent covers the mortgage, we're ready to proceed!

ML
NMLS# 1915797

Let me start to strategize for your clients!
717.860.0505

Melissa McCullough
melissa@marveloans.com
Senior Loan Originator

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!





20 YEARS OF
THE N2 COMPANY

White Rose Settlement Services Your Trusted Settlement Service Partner

We provide seamless settlements for both Residential & Commercial transactions.

READY TO PROVIDE WORLD-CLASS SERVICE TO YOUR CLIENTS?

Send your title request to us today! 717.846.8882 | Packages@wrsettlements.com



**SUBMIT
YOUR
REQUEST
ONLINE!**



**Shonna S.
Cardello**
PRESIDENT



Melanie Caputo
DIRECTOR OF
MARKETING



White Rose
SETTLEMENT SERVICES, INC.

Providing full settlement services 1441 EAST MARKET ST.
in Pennsylvania and Maryland YORK, PA, 17403

Locally Owned & Operated Since 1996