SOUTH CENTRAL PA FEBRUARY 2025 REAL PRODUCERS

Angie & Vince Card RE/MAX COMPONENTS

Agents on Fire: Janet and Chuck Sierk eXp Realty

Partner Spotlight: Joel Skundrich Goosehead Insurance

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All About Real **Producers** of South **Central PA**

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

Q: WHO RECEIVES REAL PRODUCERS' MAGAZINES?

A: The top 500+ producing real estate agents in Dauphin, York, Lancaster, Lebanon, Perry, Cumberland, Franklin and Adams Counties.

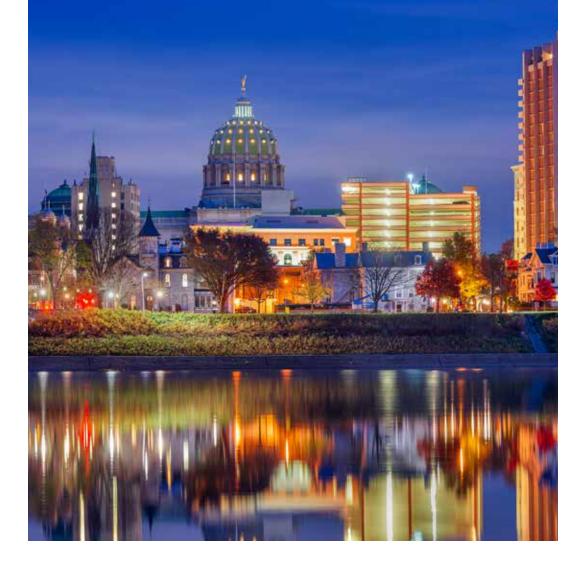
Q: WHAT IS THE GOAL OF THE PROGRAM?

A: To connect, elevate and inspire our entire industry. We are better together. We can create change when we surround ourselves with other successful, likeminded people. We as people grow. Our businesses grow. Our impact on the community grows. Real Producers is the platform that brings together.

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! In fact, in-person celebration and collaboration are essential to building REAL RELATIONSHIPS with Real Producers. We will have specific networking, learning and community events throughout the year.



Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 500 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share **real** stories of Real Producers.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are the best businesses in South Central PA in their category, and 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 of the top agents have recommended every single 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, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN | 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





Celebrating Real Estate Power Couples

BY COACH FINO

This month, we celebrate the power of partnerships in real estate. Our theme, "Real Estate Couples," spotlights the dynamic duos who combine their professional expertise and personal connection to deliver exceptional service. Whether balancing bold ideas with careful planning or supporting each other in their unique roles, these couples exemplify teamwork at its finest.

From the Cards, whose shared history and humor have strengthened their thriving business, to the Sierks, who bring a complementary blend of detail and empathy to both real estate and senior transitions, each couple's story reflects a journey built on trust and shared goals. Their ability to leverage individual strengths while working toward a common purpose is a testament to the value of collaboration—not just in business, but in life.

This issue also highlights the importance of partnerships in the broader real estate ecosystem. A special thank you to Goosehead Insurance, whose commitment to personalized

service and innovative solutions makes them a trusted ally for agents and clients alike. Their support ensures that the vital aspect of insurance is handled smoothly, allowing real estate professionals to focus on what they do best—helping clients find their dream homes.

As you explore the inspiring stories in this edition, I hope you'll find both insight and motivation. Real estate is a business built on relationships, and these partnerships remind us of the extraordinary results that can come from working together. Here's to teamwork, community, and the shared successes that bring us all closer.

Enjoy this month's issue!



Warm regards, **Coach Fino** South Central PA Real Producers



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TOP AGENTS

Angie Vince

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Angie Card is quick to laugh when asked about working with her husband, Vince. "He's a talker," she says, to which Vince quips, "She keeps me in check."

Married for 17 years and real estate professionals even longer, the couple balances their dynamic personal and professional relationship with a blend of humor, mutual respect, and shared goals. "We wouldn't have or be where we are without each other," Vince says.

Their story is deeply rooted in real estate—and family. Vince's father entered the business in 1980, eventually managing and owning a local brokerage. Angie's late father, Jeffrey Arnold, joined the field in 1988, influenced by Vince's dad. Both families worked together, vacationed together, and unknowingly planted the seeds for what would later become a powerhouse partnership.

"We've known each other since we were teenagers," Vince shares. Though they attended different high schools, their paths continued to cross, thanks to their parents' professional ties.

It wasn't until Vince transitioned from Coldwell Banker to RE/MAX, where Angie was already established, that their relationship truly began.

Building a Legacy in Real Estate

Today, Vince and Angie operate as a cohesive team under RE/MAX, specializing in properties across York, Lancaster, Baltimore, and down the eastern shore of Maryland. Angie, with over 22 years in the industry, brings her expertise in local markets and personalized service to every client.

Vince, approaching 29 years in real estate, adds a sharp, straightforward approach that often complements



Angie's nurturing style. "Some clients need Vince's directness, while others prefer my softer touch," Angie explains. "It works because we can adapt to what people need."

Their complementary skill sets extend beyond client interactions. Vince also owns a contracting company, which occasionally steps in to assist with FHA repairs or rehabilitation projects. "We don't mix the two often, but sometimes it's necessary," Vince says. "If it helps close the deal or solve a problem quickly, we do it."

While they each handle their own clients, the team dynamic shines through as they back each other up when needed.

"If Vince is tied up with a project or I'm showing properties out of town, we know the other can step in seamlessly," Angie says. Their hands-on approach even extends to their small but trusted team, which currently includes two additional agents.

"We're very generous with our team to ensure they have the tools to succeed," Vince notes. "When they succeed, we all succeed."

Life, Work, and Everything In Between

Like many couples who work together, Vince and Angie admit that separating

work from personal life can be a challenge. "We've tried for 20 years to have boundaries," Vince says, shaking his head. "It never works. Even on vacation, something inevitably comes up." Angie nods in agreement but points to their growing ability to delegate tasks to their team as a gamechanger. "It's allowed us to spend more time at our shore house in St. Michael's. Maryland," she says. "That's where we plan to retire someday."

Their family also plays an essential role in their story. With three children— Isabella, Arianna, and Kylie—and three grandchildren—Giovanni, Alora, and Milani—the Cards' home life is just as full as their work lives. Their middle daughter, Arianna,

plans to join the family business after graduating high school, adding a third generation to their real estate legacy. "We're excited to see her grow into the business," Angie says. "It'll allow us to step back a bit, though knowing Vince, he'll never fully retire."

Despite the inevitable

We've learned to appreciate what each of us brings to the table. It took time, but we've found our rhythm."

rollercoasters that come with working alongside a spouse, the Cards wouldn't have it any other way. "We've learned to appreciate what each of us brings to the table," Angie says. "It took time, but we've found our rhythm."

As for the future? Vince envisions growing their team to six or ten agents, while Angie prefers to keep things simple. "We don't always agree on the details," Angie laughs, "but we're on the same page about spending more time by the water."

Whatever comes next, their partnership will remain the foundation of their success. As Vince puts it, "We're not just a team—we're a team for life."





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"My goal is to make your job easier"

Janet and Chuck Sierk are not just partners in marriage but also in a thriving real estate business in South Central Pennsylvania. Janet serves as the lead agent with eXp Realty, while Chuck plays a crucial support role, leveraging his analytical mindset and project management skills.

For this couple, real estate is more than a career; it's a reflection of the way they've approached life for the past two decades: as a team.

"Real estate isn't just a business for us," Janet says. "It's a lifestyle."

Together, they've built a dynamic partnership that combines their strengths to better serve their clients and balance their family life.

From Flipping Houses to a **Thriving Career**

Janet and Chuck's real estate journey began in 2002, not long after they met in Columbia, South Carolina, and later married in 2003. Chuck flipped his first property in Shippensburg, Pennsylvania, and used the proceeds to buy Janet an engagement ring. This first successful flip sparked a realization for Chuck: real estate could be a viable path forward, combining his love of problem-solving with a hands-on approach to investment.

As Chuck honed his skills in evaluating properties and overseeing renovations, he saw an opportunity for Janet to expand their efforts. Recognizing her natural talent for sales—at the time, Janet was excelling as a jewelry salesperson—Chuck encouraged her to pursue real estate.

"You're fantastic at selling jewelry," Chuck recalls telling her. "Why not sell the houses



I'm flipping?" Janet earned her real estate license in 2005, and the couple never looked back.

Chuck's background in engineering also played a significant role in shaping their approach. "I've always been detail-oriented," Chuck says. "My engineering

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Janet & Chuck

training taught me to look for patterns, think critically, and make decisions based on data. That's been invaluable in real estate, whether it's analyzing market trends or structuring deals creatively."

While Chuck focuses on logistics and ensuring every step of the process is carefully planned, Janet brings her intuitive people skills to the table. "Janet has this amazing ability to read people and smooth over tough situations," Chuck says.

One such example stands out. Janet recalls working with a couple who were



hesitant to make a major decision during negotiations. "I could tell they were overwhelmed, so I took a step back and asked them to share their concerns. By listening and empathizing, I helped them feel confident about their decision. Sometimes it's not just about the numbers—it's about connecting with people."

"It's like two brains solving the same problem from different angles," says Chuck.

Serving Seniors with Lancaster Estate Solutions

While their work with eXp Realty is a cornerstone of their career, the Sierks also run Lancaster Estate Solutions, a concierge-style service that helps seniors transition to retirement living. Janet recently earned her SRES® (Seniors Real Estate Specialist®) designation, further solidifying their commitment to understanding and addressing the unique needs of older adults.

The business grew out of their experience assisting Chuck's parents through a difficult downsizing process.

"It was overwhelming for them," Chuck says. "We realized that many seniors face similar challenges and often don't have the resources or support to handle it on their own."

Lancaster Estate Solutions offers comprehensive services, from decluttering and packing to connecting clients with movers and other professionals. "We've built an incredible team that provides white-glove service," Janet says. "Our goal is to make 66

Everything we do is rooted in partnership. And that partnership is what keeps us moving forward.

the transition as smooth and stress-free as possible."

Chuck's analytical nature helps him approach this work with precision, from assembling the right team to mapping out timelines and ensuring nothing is overlooked. Janet, meanwhile, excels at building trust with clients and helping them navigate the emotional aspects of moving.

> "It's not just about selling a house," Chuck says. "It's about supporting people emotionally and logistically during a major life change."

Balancing Business and Family

With a 15-year-old son, Charles, and a Golden Doodle named Ernie, the Sierks are intentional about

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nd creating balance between work and family life. While much of their time is spent networking and building relationships, they prioritize time together at home.

> "We love food and enjoy exploring local restaurants," Janet says. "It's one of our favorite ways to unwind and spend time together."

> "Janet is really good at knowing when it's time to step back from work," Chuck says. "For me, it takes effort to turn off my business mindset, but she helps keep us grounded."

The couple also enjoys quieter moments at home, playing board games with their son or spending time in the kitchen. "There are times when we're not real estate agents," Janet says. "We know how to turn it off and focus on each other and our family."

Looking Ahead

The Sierks are excited about the future, both for their work with eXp Realty and Lancaster Estate Solutions. They hope to expand their services for seniors while continuing to grow their real estate business in South Central Pennsylvania.

"Real estate is relationships," Janet says. "That's what drives us, both personally and professionally."

Chuck agrees. "Everything we do is rooted in partnership," he says. "And that partnership is what keeps us moving forward."



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Achieve Big Wins in 2025: Real Estate Goal-Setting That Sticks

By Verl Workman

By February, the buzz of New Year's resolutions often fades, but that doesn't mean your real estate goals should. Success in 2025 requires more than ambition; it demands clear strategies and consistent action. Now is the perfect time to refine your focus and maintain momentum for a thriving year.

Start by revisiting the goals you set in January. If they feel overwhelming or unrealistic, adjust them into achievable, measurable targets. For example, aim to increase transactions by 25% in the next quarter or add 50 new leads to your database by March. Breaking these ambitions into smaller, actionable tasks ensures steady progress.

Client relationships are the foundation of a strong business, and February is an ideal time to reconnect. Consider sending personalized updates, hosting a small appreciation event, or simply reaching out with a thoughtful follow-up. These efforts not only strengthen loyalty but also open doors for referrals and repeat business.

This is also a great opportunity to explore new markets. Use the quieter winter months to research untapped neighborhoods or demographics. Tailor your marketing efforts to these areas, whether it's showcasing local amenities on social media or hosting virtual neighborhood tours. Expanding your reach now can set you apart as the spring market heats up.

Don't forget to invest in yourself and your team. Continuing education, like certifications or workshops, keeps your skills sharp and ensures you stay competitive. Celebrate small wins along the way, whether it's hitting a milestone or improving client retention. Acknowledging these achievements helps maintain motivation and focus.

As February unfolds, it's time to reassess, refine, and recommit to your goals. With discipline and adaptability, you can turn early-year intentions into a strong foundation for success throughout 2025.

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Goosehead Insurance Joel Skundrich

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In the world of real estate, connecting clients with the right professionals can make all the difference. For homeowners in Pennsylvania and New Jersey, Joel Skundrich of Goosehead Insurance has become a trusted partner for personalized and efficient insurance solutions. "When clients go under contract on a home, there are several steps prior to closing, one of which is securing home insurance. I make that process seamless by offering multiple options tailored to their specific needs," Joel says.

Joel's approach to insurance emphasizes clarity, choice, and responsiveness—qualities that align well with the needs of real estate professionals and their clients.

Simplifying the Insurance Process for Homebuyers

Joel joined Goosehead Insurance with a mission to simplify the process of selecting home and auto insurance. Backed by Goosehead's cutting-edge technology, Joel can shop policies from dozens of top-rated insurance carriers in just minutes.

"I'm not tied to any one company," Joel says. "That independence allows me to prioritize my clients' needs, whether it's finding the best price, the most comprehensive coverage, or both. My goal is to educate clients so they feel confident in their decision."

This client-centered approach is supported by Goosehead's service team, which is known for its industry-leading client loyalty. This ensures that once a policy is in place, Joel's clients have ongoing access to support for questions, changes, or claims.

For real estate agents, partnering with Joel offers an added layer of assurance during the homebuying process. He understands that timing is critical, especially as home closings often hinge on securing appropriate insurance.

"I encourage homebuyers to start looking at insurance options as soon as their purchase agreement is signed," Joel says. "By getting ahead of the process, we can avoid delays at closing and ensure the coverage fits the property."

Joel's services include comprehensive reviews of key coverage areas, such as dwelling protection, liability, and personal property. He also helps clients understand additional considerations like flood zones, safety features, and potential discounts for bundling policies.

"I've seen how a well-designed policy can save homeowners from unexpected expenses down the line," Joel says. "It's not just about meeting requirements for the mortgage—it's about long-term protection."

Building on a Strong Foundation

Joel's passion for helping others stems from a lifetime immersed in the insurance industry. Growing up in Lancaster County, Joel watched his father run a successful State Farm agency for over 30 years.

"Living with an insurance agent, you can't help but hear about deductibles, premiums, and policies," Joel shares. "But it also gave me a role model and a firsthand look at what it takes to build trust and run a great agency."

Joel's journey also reflects his entrepreneurial mindset, shaped by experiences like managing College Works Painting internships during college. "That role sparked my interest in entrepreneurship," Joel recalls. "It



l encourage homebuyers to start looking at insurance options as soon as their purchase agreement is signed." taught me the importance of discipline and building something that lasts."

This philosophy carries into his work at Goosehead, where Joel's focus is always on long-term relationships. "At the end of the day, it's about trust," he says. "I want my clients—and the agents who refer them to know they can rely on me to deliver."

Why Goosehead Stands Out

Goosehead Insurance is one of the fastest-growing insurance distributors in the country, and its innovative approach is a major reason why. Clients can use Goosehead's Digital Agent tool to get a custom home and auto bundle in less than two minutes.

"This tool is a game-changer for busy people," Joel says. "It provides transparency by showing multiple quotes from top carriers side by side. Clients can compare their options, and I'm here to help them make sense of the details."

Beyond technology, Joel emphasizes the human element of his work. "Insurance can be intimidating, but I'm here to make it approachable. I walk clients through their policies, answering any questions they have and ensuring they're comfortable with their choices."

More Than an Insurance Agent

Outside of work, Joel enjoys golfing, hiking with his dog and girlfriend Mia, spending time with friends and family local to Lancaster in addition to weekend get aways to explore new areas. Joel serves his community alongside fellow Rotarians in the Rotary club of Lancaster by co-chairing the community committee and actively participating in the School District of Lancaster's Rotary mentoring program for students.

For real estate professionals looking to provide their clients with a straightforward, responsive, and knowledgeable insurance resource, Joel Skundrich and Goosehead Insurance are an excellent choice.

"At the end of the day, it's about trust. I want my clients—and the agents who refer them—to know they can rely on me to deliver."



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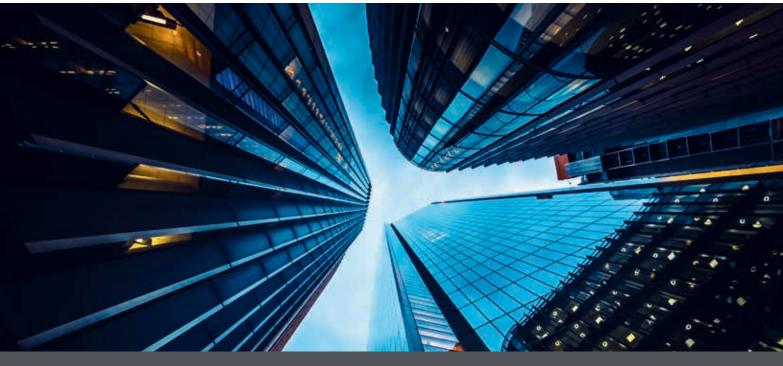


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