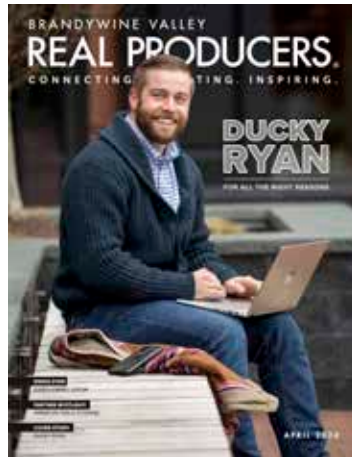


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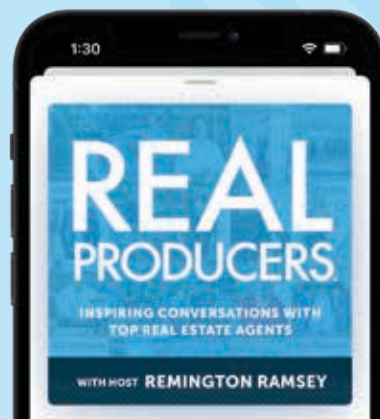
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## Charting a New Chapter in 2025

BY RYAN ZINN

As we turn the page to a new year, there's a sense of excitement in the air—a mix of gratitude for all we've accomplished together and anticipation for the opportunities ahead. The past year wasn't just about navigating a shifting market or adapting to change; it was about uncovering new ways to connect, collaborate, and thrive as a community of real estate professionals.

The inaugural year of *Brandywine Valley Real Producers* was a celebration of more than success—it was a celebration of people. Through the stories we've shared, we've highlighted the determination, ingenuity, and heart that define this industry. Every agent, team, and partner we've featured has added a unique thread to the tapestry of our publication, creating a platform where knowledge and inspiration flow freely.

This month, we honor that spirit by looking back at the defining moments of 2024 while focusing on what's next. The January issue, with its *A Year to Remember* theme, reflects not only on the milestones we've reached but also on the lessons learned along the way. It's a reminder that every challenge is a chance to grow, and every success is a reason to celebrate.

As we dive into 2025, let's set our sights on building a year filled with bold goals, meaningful relationships, and boundless potential. Thank you for being part of this journey—we're just getting started.

Here's to charting a new chapter together!



**RYAN ZINN**  
Owner/Publisher  
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# Challenges, Changes, and Client Connections

BY RYAN ZINN  
PHOTOGRAPHY BY  
KIRSTIE DONOHUE PHOTOGRAPHY

The real estate market in 2024 tested even the most seasoned agents, with shifting trends, tight inventory, and emotional highs and lows for buyers and sellers alike. However, it was also a year of growth and resilience as agents adapted their strategies to meet evolving client needs. By prioritizing transparency, trust, and education, the Brandywine Valley top agents and teams ensured that their clients felt supported and empowered in every transaction.

Affordability emerged as one of the year's most pressing issues, especially for first-time homebuyers. Vince Garman of The Garman Group expressed his concern about the growing barriers to entry for many would-be homeowners. "It's becoming increasingly difficult to purchase a home, and affordability is essentially out the window these days," Vince shared. He noted that while his team worked with numerous clients, the most memorable transactions were those they couldn't complete, reflecting on the broader challenges facing buyers.

In a fast-paced market, education became a cornerstone of success. Rose Bloom emphasized the importance of creating clarity for her clients. "With the market moving so quickly, buyers and sellers needed more education to feel comfortable making decisions," she said. Rose's approach included detailed consultations and market analyses, which helped her clients feel confident in navigating high-stakes decisions.

One of the most significant shifts in 2024 was the heightened emotional intensity surrounding transactions. For many clients, the buying and selling



Victor Heness, RE/MAX Town & Country, West Chester



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WHEN CLIENTS  
UNDERSTAND THE  
PROCESS AND HAVE A  
CLEAR, CUSTOMIZED  
PLAN, THEY'RE MORE  
WILLING TO TAKE ACTION.”

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Mary Kate & Vince Garman, The Garman Group, COMPASS, Wilmington

process felt more personal and high-stakes than ever. “Buying or selling a home is deeply personal, and emotions often run high,” said Victor Heness. His strategy of prioritizing empathy and clear communication helped clients stay focused on their goals, even during challenging moments.

Trust remained a key driver of client relationships this year. Nicole Klein shared how her team’s tailored approach ensured strong outcomes. “When clients understand the process and have a clear, customized plan, they’re more willing to take action,” she explained. By aligning strategies with individual client goals, Nicole’s team created a seamless and successful experience for buyers and sellers alike.

Looking back, 2024 was a year of adaptability and innovation. While challenges like affordability and emotional decision-making were front and center, agents leaned into their expertise and client-first mindset to guide their clients through uncharted waters. The lessons learned this year will undoubtedly shape their approach to 2025 and beyond.



Rose Bloom, Team Wilson, Long & Foster, Greenville

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It's all about understanding what worked and what didn't.



## Embracing Innovation and Building Success

BY RYAN ZINN • PHOTOGRAPHY BY KIRSTIE DONOHUE PHOTOGRAPHY

The start of a new year is always filled with anticipation, particularly in an industry as dynamic as real estate. Agents who have thrived in challenging markets know the value of setting clear goals, adapting to changes, and leveraging innovative strategies. In 2025, the industry's top professionals are gearing up for a year shaped by technology, creative problem-solving, and a continued commitment to serving clients at the highest level.

For some, the path forward begins with reflection. "It's all about understanding what worked and what didn't," says Victoria Dickinson. "I'm taking the time to assess the strategies that brought my clients success and refining those approaches to tackle new challenges." Victoria's keen attention to detail highlights how goal-setting is more than just outlining ambitions—it's about building a roadmap based on lessons learned.

This deliberate and thoughtful preparation is key in an ever-evolving market. Inventory challenges remain top of mind, but with those challenges come opportunities. Ducky Ryan sees this as a moment for creativity. "Clients are looking for agents who can think outside the box," he shares. "Whether it's finding off-market properties or helping sellers see the hidden value in their homes, it's about delivering solutions that others might overlook."

The rapid integration of technology also presents an exciting frontier for real estate in 2025. Agents are finding ways to merge high-tech tools with the personal touch clients expect. As Brynn Beideman explains, "Tech can't replace the human connection, but it can make every interaction more efficient and tailored. Tools like AI for market analysis or virtual tours are helping us serve clients faster and more effectively." Brynn's approach ensures that innovation is enhancing relationships rather than replacing them.



Brynn Beideman, The Williams Team, RE/MAX Associates, Hockessin





Michele Colavecchi Lawless, RE/MAX Associates, Wilmington

But technology isn't the only area agents are focusing on. Michele Colavecchi-Lawless emphasizes the importance of clear communication and genuine connection. "At the end of the day, it's still a people business," Michele says. "Understanding the unique goals of each client and staying transparent every step of the way builds trust, and that trust is what sets you apart in a competitive market."

As the conversation turns to goal-setting, agents stress the need for specificity. Ducky highlights the power of measurable objectives. "You can't just say you want to sell more homes," he notes. "You have to break that down—how many listings, how many showings, how many new clients. When

you track those numbers, you can see your progress and stay motivated."

Victoria agrees, adding that accountability is just as crucial as planning. "I make it a point to revisit my goals each month," she says. "It's not enough to set them once and forget them. You have to evaluate where you stand and adjust as needed."

While success often comes down to metrics, it's the stories behind the numbers that truly drive these agents. For Brynn, it's about creating meaningful experiences. "One of my favorite moments is seeing a first-time homebuyer finally get the keys to their new place," she shares. "Those moments remind me why I do what I do and inspire me to keep pushing forward."

Looking ahead, the agents agree that 2025 offers incredible opportunities for those who are willing to adapt and innovate. Whether it's harnessing technology, thinking creatively about inventory solutions, or deepening client relationships, the year promises growth for agents who stay ahead of the curve.

Michele sums it up best: "Real estate is always changing, but if you stay committed to learning, improving, and truly listening to your clients, you'll thrive no matter what the market throws your way."

With a mix of experience, adaptability, and determination, these agents are not just looking forward to 2025—they're ready to lead it.



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# Reflecting on 2024 and Preparing for 2025

BY RYAN ZINN  
PHOTOGRAPHY BY KIRSTIE DONOHUE  
PHOTOGRAPHY, WHEELER HOME CONCEPTS



Nick Strayer and Kelly Pryor, Pro-Spect Home Inspection Services

The real estate industry is ever-evolving, and 2024 was no exception. From shifting market conditions to the continued demand for innovative tools and services, this year challenged both real estate professionals and the partners who support them. As we look back and prepare for the year

ahead, *Brandywine Valley Real Producers* partners shared their reflections, insights, and strategies for the future.

### Embracing Change and Building Stronger Relationships

For many partners, the constant flux of the market underscored the

importance of adaptability. Christian Proctor of Del-One Federal Credit Union reflected on the dynamic nature of 2024. “From month to month, there were industry-wide changes for both agents and lenders,” he said. “Good communication and transparency were key to navigating those shifts, ensuring



Scot Schwartz, R&R Roofing & Remodeling

we overcame hurdles and ended the year on a high note.”

Kelly Pryor of Pro-Spect Inspection Services echoed this sentiment, emphasizing the value of genuine relationships. “Our biggest takeaway [of 2024] was the power of genuine, solution-oriented relationships with agents and their teams. From timely communication to offering new tools and resources, we’ve learned that being a dependable partner is key,” she shared.

For Joe Harrington of JH Contracting, Inc., 2024 reinforced the importance of supporting agents with the right tools and services to enhance their efficiency. “Offering a more personalized experience not only helped agents close deals but also allowed us to build long-term relationships with their clients,” he said.

#### Innovating for the Future

As the industry prepares for 2025, partners are positioning themselves to meet the evolving needs of agents and clients with a focus on innovation.

“At Del-One, we’re always looking to improve service,” said Proctor. “With an uncertain market ahead, we’re exploring new ways to provide affordable home loans while staying at the forefront of mortgage lending.”

Pro-Spect is also leveraging technology to deliver even greater value. “We’ve added HomeBinder, which allows clients to store home-related documents, and Repair Pricer, which streamlines repair cost estimates to help agents and buyers make faster decisions,” Pryor shared. “In addition, we’re expanding services to include solar panel inspections and launching courses for personal and professional development.”

Teresa Ernst of PJ Fitzpatrick highlighted the critical role of innovation in delivering exceptional client experiences. “New technology and better customer service were the biggest takeaways from 2024,” she noted. Looking ahead, her team plans



Joe Harrington, JH Contracting Inc.

to refine their systems to provide even more seamless solutions for agents and homeowners alike.

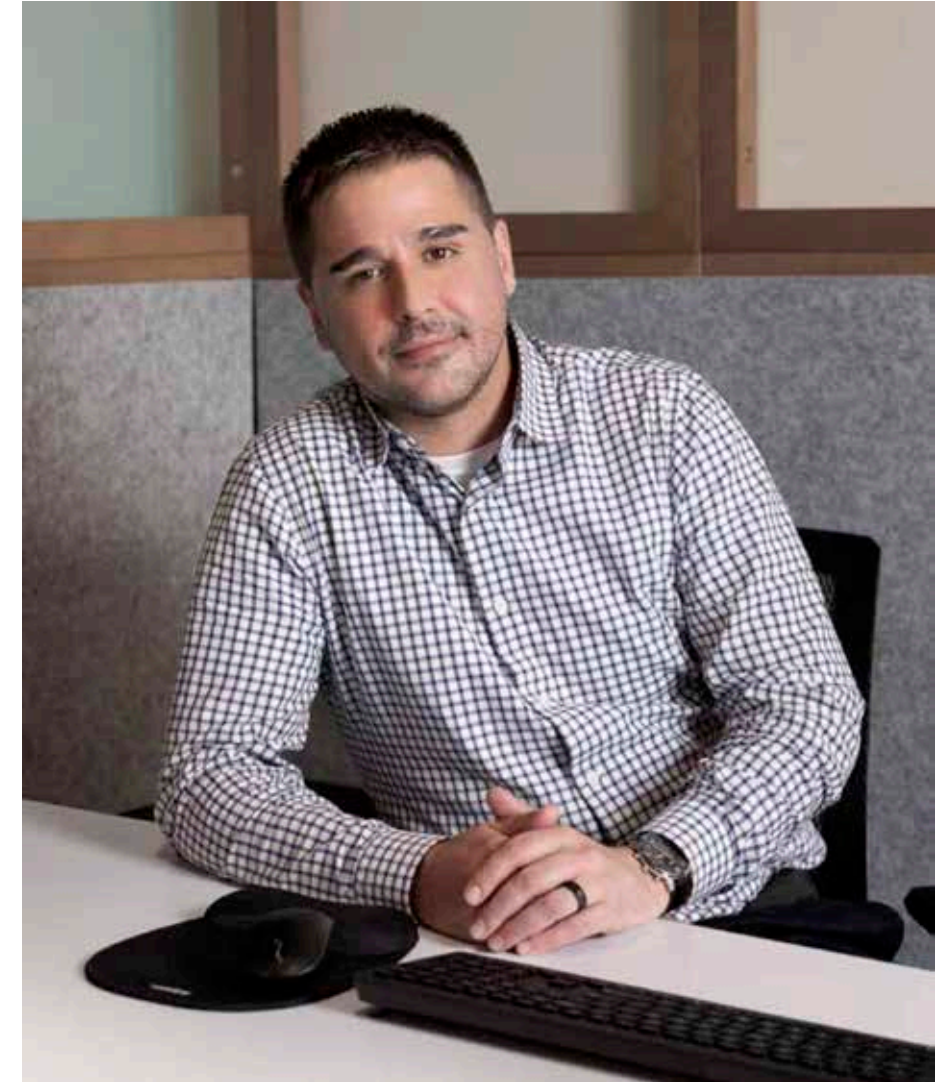
#### Navigating Complex Transactions

In a year filled with challenges, navigating complex transactions was a recurring theme. Bobby Showmaker of SSW Moving & Junk Removal shared how his team’s dependability made a difference. “Doing great work for real estate agents and their clients not only opened doors for growth but also helped agents shine with stellar recommendations for their clients,” he said.

Similarly, Pryor noted that Pro-Spect’s proactive approach helped agents tackle difficult deals. “We worked closely with agents to ensure they had the tools and resources needed to navigate any challenges,” she said. “By being flexible and responsive, we helped agents close deals smoothly, even when faced with last-minute requests or intricate situations.”

#### Looking Ahead with Optimism

As we step into 2025, the collective insights from *Brandywine Valley Real Producers* partners highlight a shared commitment to innovation, collaboration, and delivering exceptional service. From embracing new technology to fostering relationships



Christian Proctor, Del-One Federal Credit Union



SSW Moving & Junk Removal

built on trust, these partners remain steadfast in their mission to support the real estate community.

“With tools like HomeBinder and our commitment to community initiatives such as Cradles to Crayons, we’re aiming to build long-term, strategic relationships with agents,” Pryor explained. “Our goal is to empower them with the tools, trust, and expertise needed to succeed in a dynamic market.”

With expertise and dedication, real estate professionals can look forward to another year of success, no matter what challenges lie ahead.

Image courtesy of Karolina Grabowska

## All About Brandywine Valley Real Producers

The first Real Producers magazine started in Indianapolis in 2015. Real Producers is now in over 140 markets across the nation and is continuing to grow nationwide. *Brandywine Valley Real Producers* launched in March 2024!

**Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?**

**A:** The top 500 real estate agents across the Brandywine Valley along with our preferred partners.

**Q: WHAT IS THE GOAL OF THIS MAGAZINE?**

**A:** We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most accomplished individuals in the Brandywine Valley real estate sector.

By curating an exclusive community comprised of the top 500 real estate agents and RP-vetted businesses in each market, we foster a shared space for sharing stories, celebrating successes, discussing market trends, and highlighting upcoming events. Our monthly publication is dedicated to connecting, informing, and inspiring, encompassing anything that contributes to the enrichment of our community.

**Q: DOES REAL PRODUCERS HAVE EVENTS?**

**A:** Yes! We have specific networking events throughout the year.

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

**A:** The process for being featured in our magazine is straightforward. To be eligible, you need to be on the top 500 list, and we value nominations highly. Whether you're a real estate agent, business, broker, owner, or someone who admires the work of others, you can nominate individuals, including yourself. Even office leaders have the opportunity to nominate outstanding real estate agents. We take every nomination

seriously and consider anyone from the top 500 list who is brought to our attention. While we cannot guarantee a feature, we strongly encourage you to connect with one of our team members, show support for Real Producers, and participate in our private events. These steps can enhance your chances of being featured in our publication.

To submit a nomination, please visit: <https://www.brandywinevalleyrealproducers.com/nominate>

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

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**Q: WHO ARE THE RP-VETTED BUSINESSES?**

**A:** The RP-vetted businesses featured in our publication represent the some of best in the business in their respective categories within the Brandywine Valley. You can easily locate them in our index. We do not randomly select businesses, nor do we collaborate with every business that approaches us. We prioritize businesses that have received your stamp of approval through recommendations and each business showcased has been personally recommended by many of the top agents featured in our publication. Before featuring any business, our team conducts additional vetting to ensure they align with our community's values and bring substantial value. Our aim is to build a robust network that not only includes the best real estate agents but also features top-tier businesses, fostering collective growth and strength within our community.

**Q: HOW CAN I RECOMMEND A BUSINESS?**

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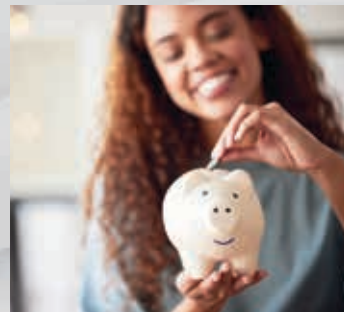


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