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JANUARY 2025

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THE DAVE HOOKE TEAM

Dave Hooke &
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AGENTS ON FIRE

Brittany Garner and
Beth Ann Bradshaw
Life Changes Realty Group

PARTNER SPOTLIGHT

Cleaning Fairy
Nour Gamal

SPECIAL FEATURE

Real Producers Mastermind

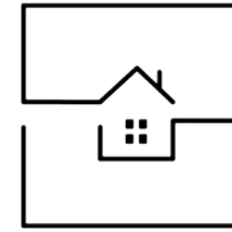
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Celebrating Real Estate Excellence in 2025

BY COACH FINO

Welcome to the first issue of 2025! As we embrace the new year, I'm reminded of the incredible talent, resilience, and commitment of our real estate community. This month's magazine reflects the passion and drive that define South Central PA's top agents and partners.

In this issue, we spotlight **Beth Ann Bradshaw and Brittany Garner** of Life Changes Realty Group. Their inspiring journey, anchored in their Pay It Forward program, is a testament to the power of blending business success with meaningful community impact. You'll also get to know **Drue Richmond and Dave Hooke**, leaders of the Dave Hooke Team at Keller Williams of Central PA, whose leadership and service-driven mission have transformed lives both on and off the market.

We're thrilled to feature **Nour Gamal**, founder of Cleaning Fairy, in our Partner Spotlight. Nour's dedication to excellence and community involvement has made Cleaning Fairy a trusted name for real estate professionals and beyond.

Last November, we had the pleasure of hosting our **Changes & Opportunities Mastermind**

at Spooky Nook. Phil Gerdes delivered an unforgettable session on navigating market shifts, inspiring attendees with actionable strategies to seize opportunities. It was a morning of professional growth, networking, and celebrating the achievements of our featured agents and partners.

As always, thank you to our incredible partners and sponsors who make *South Central PA Real Producers* possible. Your support and collaboration elevate this magazine and the entire real estate community.

As we step into 2025, I encourage you to reflect on your goals and the impact you want to make. This year holds limitless potential for growth and connection. Thank you for being an integral part of this community—your dedication is what makes *South Central PA Real Producers* thrive.

Cheers to a successful and fulfilling year ahead!



Warm regards,
Coach Fino
South Central PA Real Producers

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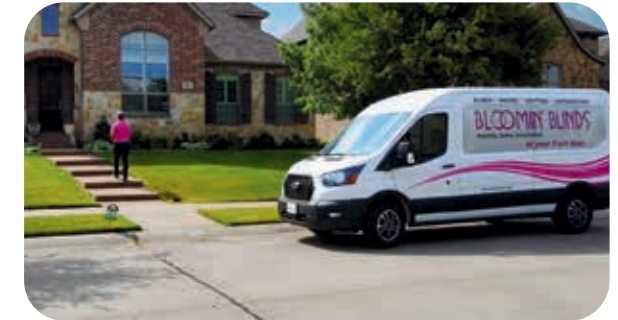
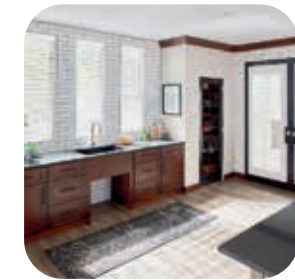
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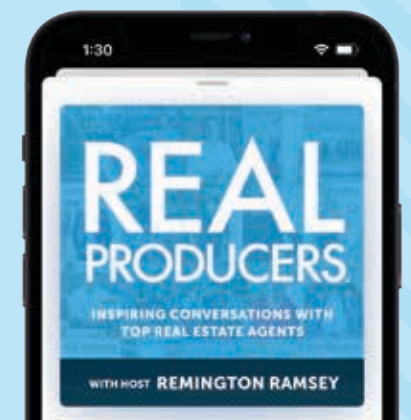
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Dressing for Success: Tailoring Your 2025 Real Estate Business with Expert Coaching

By Verl Workman

Embarking on a real estate business venture is much like stepping into the world of high fashion with a personal stylist at your side. Imagine having someone who knows the ins and outs of the industry, someone who can take a look at your unique qualities and tailor a strategy that's as bespoke as a custom suit. That's what it's like to have a coach in the real estate business, and that's the kind of top-notch guidance you get with Workman Success Systems.

Think about it – a personal stylist doesn't just pick out clothes; they create an image, a brand that speaks without words. In real estate, your business is your brand, and it needs to communicate your values, your expertise, and your commitment to excellence. A coach is there to help you select the 'garments' of your business wardrobe – from lead generation to closing deals – ensuring that each piece complements the other and represents the best of who you are in the marketplace.

Now, I know what you might be thinking: "Verl, I'm not sure what my next step should be." That's where we come in. Just like a stylist who knows just the right tie to go with that shirt, at Workman Success Systems, we've got the know-how to help you figure out your next move. By visiting Workmansuccess.com/coaching/find-my-fit, you're taking the first step towards a business that not only looks good but feels good – because it's built on solid principles and proven strategies. The assessment and consultation is free, the value is priceless.

In the fashion world, trends come and go, but style is eternal. The same goes for real estate.

With Workman Success Systems, you're not just keeping up with the trends; you're setting them. You're not just building a business; you're crafting a legacy. So, let's get you suited up for success, with a coaching program that's tailored just for you, and take your real estate business to the runway of high achievement.

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Cleaning Fairy

Nour Gamal and her team provide tailored cleaning services for real estate and beyond.

PHOTOS BY KELLY JOHNSON PHOTOGRAPHY



Nour Gamal, the founder and CEO of Cleaning Fairy, LLC, exemplifies the perfect blend of business expertise, community commitment, and dedication to customer satisfaction.

A graduate of Cairo University with a degree in Business Administration, Nour built a strong foundation in management, customer service, finance, marketing, recruiting, and operations. Leveraging this background, she transformed Cleaning Fairy into a trusted name for comprehensive cleaning services in Mechanicsburg, Harrisburg, and surrounding areas, offering residential, commercial, and government contracting.

“I’ve always believed that success is rooted in hard work and giving back,” Nour says. “With Cleaning Fairy, my goal is to support not just our clients but the community that we cherish.”

Tailored Cleaning Services for Real Estate Needs

Cleaning Fairy has become an essential partner for real estate professionals seeking reliable cleaning services tailored to the fast-paced demands of property preparation. Services include deep cleaning, move-in/move-out cleaning, and regular maintenance services, ensuring that every home’s best features are highlighted.

“Our move-out/in cleaning services are especially popular with real estate agents,” Nour says. “We know that first impressions are pivotal when selling or renting a property, and our team ensures each space is immaculate and perfectly presented.”

Cleaning Fairy’s flexible scheduling and user-friendly online platform make it easy for clients to access pricing and arrange cleanings quickly.

This seamless process has garnered appreciation from busy professionals, including real estate agents needing homes to be market-ready without delays.

A Mission Built on Trust and Excellence

Cleaning Fairy is more than just a cleaning service—it’s a trusted community partner.

The company’s mission is to assist busy professionals in maintaining clean, stress-free spaces, providing clients with peace of mind and the ability to focus on what matters most.

“Each team member undergoes rigorous training to uphold the highest standards of professionalism and precision,” Nour says. “Real estate professionals trust us to care for their clients’ properties, and we honor that trust with every project we undertake.”

Founded in 2017 and officially established in 2021, Cleaning Fairy is a woman-owned, local small business that has gained certification under the Commonwealth of Pennsylvania’s Department of General Services. This milestone positions the company for continued growth, including securing government contracts and expanding its reach within the community.

From Humble Beginnings to a Thriving Business

Nour’s career journey began with an early understanding of business through her family’s endeavors. Her family owned a restaurant in Egypt, and her father’s work in exporting products and services overseas instilled in her the importance of precision, resilience, and an appreciation for both small local businesses and a global perspective.

Nour’s career includes working with a management group that managed hotels in Hurgada, Egypt, for four years, where she gained extensive experience in housekeeping and maintaining luxury hotel room standards. She also spent two years in Thailand, exporting restaurant materials to Australia.

Nour’s dream was to build her own business, and she chose to pursue that goal in the United States. After hearing about Pennsylvania’s reputation as a safe and secure place to raise children, she decided to settle there.

In 2014, Nour moved to the United States, accompanied only by her young daughter. Starting anew was challenging, but Nour’s determination paved the way. The principles she learned from her parents—dedication, hard work, and financial stewardship—remain integral to the operations of Cleaning Fairy.

Nour’s commitment extends beyond her business. She is passionate about health, personal development, and empowering women. Currently enrolled in a women’s fitness program, Nour aspires to promote wellness and support women in all aspects of life.

“I believe in staying active, maintaining health, and continuously striving for personal growth,” she says.



Commitment to Community Involvement
Community involvement is a fundamental aspect of Cleaning Fairy’s identity, and Nour has actively participated in and supported various local initiatives.

As a member of the Kiwanis Club Greater Westshore, she is dedicated to helping young individuals develop leadership skills and become future leaders. Nour also devotes time to supporting local nonprofit organizations. Cleaning Fairy proudly supports Holy Family Radio Station, a local Christian station, as well as the West Shore Theatre.

“Small businesses thrive in communities that thrive, so giving back is a priority for us,” Nour says.

She is particularly grateful to her team for enabling her to devote time

to community efforts and for sharing in her vision of service.

Looking Ahead
As Cleaning Fairy continues to grow, Nour remains focused on nurturing the relationships she’s built, especially within the real estate sector.

“At the end of the day, we’re here to make life easier for our clients,” Nour says. “Whether it’s preparing a home for sale or simply ensuring a living space is clean and comfortable, we’re proud to contribute to our clients’ success.”



Brittany Garner & Beth Ann Bradshaw

Life Changes Realty Group

PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH

Beth Ann Bradshaw and Brittany Garner, affectionately known as the “2 B’s,” are the dynamic duo leading Life Changes Realty Group in Lancaster County. With a shared vision rooted in giving back to the community, they’ve built a team that seamlessly blends professional expertise with a heartfelt mission. Through their innovative *Pay It Forward* program, they’ve made an indelible impact on countless nonprofits while helping clients navigate one of life’s biggest decisions: buying or selling a home. Their story is one of passion, partnership, and purpose, embodying what it means to make a difference both in and out of the office.

Q: WHO ARE THE “2 B’S,” AND HOW LONG HAVE YOU BEEN WITH LIFE CHANGES REALTY GROUP?

Brittany Garner: I’m Brittany Garner, and I’ve been with Life Changes for almost 10 years.

Beth Ann Bradshaw: I’m Beth Ann Bradshaw, and I’ve been here for six years. We’re known as the “2 B’s” because of our names, and we love that it makes us memorable to clients!

Q: BRITTANY, WHAT BROUGHT YOU INTO REAL ESTATE?

Brittany: My original career goal was working with kids with disabilities. Since fourth grade, I have been drawn to help





others. I pursued a degree in social work with a gerontology minor and thought I'd work in nonprofits or education. After graduating, I faced the reality of low-paying positions and needing to support my family.

Both my mom and my husband suggested real estate on the same day, and while I initially thought they were crazy, my mom convinced me to meet with a friend in the field. That conversation changed everything. I realized real estate could give me the opportunity to help people in a meaningful way, without the burnout common in social work. I got licensed and sold my first house two weeks later.

Q: BETH ANN, WHAT'S YOUR "ORIGIN STORY" IN REAL ESTATE?

Beth Ann: I originally came to Pennsylvania to pursue teaching and taught second grade for eight years in a low-income school district. I loved the relationships I built with my students, but I eventually burned out and decided to step away.

During that transition, I reached out to Brittany, who had helped my husband and me buy a home. I asked if she needed

an assistant, and her response was, "I don't need an assistant, but I'd love a business partner." That opened the door to real estate, and I haven't looked back. I still get to help people, but in a completely different way, and I've been able to apply my skills in organization and processes to our team.

Q: LIFE CHANGES IS KNOWN FOR ITS PAY IT FORWARD PROGRAM. CAN YOU SHARE MORE ABOUT THAT?

Beth Ann: It's the heart of what we do. Through *Pay It Forward*, we donate 10% of our commissions to a nonprofit chosen by our clients. Over the past 11 years, we've supported more than 450 nonprofits and donated \$860,000. It's an incredible way to give back while making our clients feel deeply involved in the process.

Brittany: What I love most is how personal it is. For example, one of my clients was in a wheelchair and wanted their donation to go to Dance Wheels, an organization that teaches adaptive dancing. It was a cause I had never heard of, but it meant the world to them. Stories like that make this mission so rewarding.

Q: BRITTANY, YOU PURCHASED LIFE CHANGES REALTY GROUP TWO YEARS AGO. WHAT MADE YOU TAKE THAT STEP?

Brittany: I always admired Life Changes for its community-focused mission. When the founder, Naomi Fredlund, unexpectedly approached me about succession, I didn't hesitate. I wanted to preserve what made this company special, especially our *Pay It Forward* program. It's been a dream come true to lead this company and keep its values intact while expanding our reach.

Q: BETH ANN, HOW DO YOU CONTRIBUTE TO THE TEAM'S GROWTH AND MISSION?

Beth Ann: My focus is on processes and operations. While Brittany is more outward-facing, I love working behind the scenes to ensure everything runs smoothly for our agents and clients. It's about creating systems that align with our mission and make things simple for everyone involved.

Q: WHAT'S NEXT FOR LIFE CHANGES REALTY GROUP?

Brittany: From a team perspective, it's business as usual—supporting each other while maintaining a healthy work-life balance. From a company perspective, we're expanding. We recently opened an office in Bel Air, Maryland,

and hope to grow up and down the East Coast. If we can donate nearly \$1 million in Lancaster County alone, I can't imagine what we could accomplish on a larger scale.

Beth Ann: And personally, I'm looking forward to welcoming a baby girl in February! It'll be a big change for me, but I know Brittany and the team will have my back.

Q: WHAT KEEPS YOU PASSIONATE ABOUT REAL ESTATE?

Brittany: For me, it's the relationships. Real estate allows me to help people with one of the most important decisions of their lives. It's about so much more than buying or selling—it's being part of their story.

Beth Ann: I agree. I love knowing we're making a difference, not just for our clients but also for the community. Every home sold is an opportunity to give back, and that's incredibly fulfilling.

Beth Ann Bradshaw and Brittany Garner have built Life Changes Realty Group on a foundation of service and community impact. Through their *Pay It Forward* program and dedication to their clients, they demonstrate how real estate can create meaningful change. With growth ahead and a focus on making a difference, the "2 B's" remain committed to helping clients and giving back.

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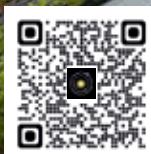


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Insights and Connections at the Real Producers Mastermind

Phil Gerdes leads South Central PA's top agents in a dynamic session on growth and opportunity.

PHOTOS BY NIERI CREATIVE

Real Producers of South Central PA hosted another engaging and insightful event on November 13 at Spooky Nook in Manheim, PA. The mastermind session, featuring Phil Gerdes, a top agent, team leader, and associate broker, brought together leading professionals in the real estate industry to discuss timely topics affecting both realtors and business owners.

Phil Gerdes captivated the audience with actionable insights, emphasizing strategies for navigating change and maximizing opportunities in a shifting market. Attendees also celebrated featured agents and partners highlighted in recent Real Producers issues. The atmosphere was vibrant as local real estate leaders mingled, exchanged ideas, and enjoyed a light continental breakfast.

This event was a perfect blend of professional development and networking, leaving attendees with valuable tools and connections to thrive in their businesses. It was another outstanding success for Real Producers, showcasing the collaborative and innovative spirit of South Central PA's real estate community.



Guest speaker, Phil Gerdes





The Dave Hooke Team

Dave Hooke

Drue Richmond

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PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH

For Dave Hooke, real estate is more than a career; it's a legacy that spans three generations.

"I grew up in Carlisle, Pennsylvania, born and raised," Dave says. "My dad started in real estate in 1959, my grandfather, in 1943. My grandmother was one of the first female licensed real estate agents in Cumberland County."

After graduating from Penn State with a degree in economics, Dave initially resisted a career in real estate and instead worked in the insurance industry. A personal investment in real estate revealed his true passion.

"I realized I was much more excited about real estate than insurance," Dave recalls. "I got my license, started from the ground up, and spent my first summer staring at the phone, wondering why it wasn't ringing."

Despite his slow start, Dave built a successful career. By 2012, he was a top-producing agent, juggling roles as a broker, property manager, and salesperson. But the pressure mounted. "I was wearing too many hats, burning out, and realizing that I couldn't keep this pace without sacrificing my family, faith, and health," he admits.

This realization coincided with transformative trips to Haiti, where he encountered individuals who, despite material scarcity, lived with deep fulfillment through faith and relationships. "On the plane ride home, I knew I needed to shift my priorities," Dave says. "I had placed my self-worth on what I did and what people thought of me. I decided to find ministry in my vocation instead of running from it."

This epiphany led to a pivotal shift. Hooke restructured his business to focus on empowering others. He hired Drue Richmond, who eventually transitioned into the CEO role, freeing Hooke to focus on broader leadership and philanthropic initiatives.

A New Vision

Drue Richmond's own journey to real estate leadership was unconventional. Before entering the industry, she worked in various roles that required exceptional organizational skills and the ability to manage people effectively.

Drue joined Dave's team in 2013 as a Buyer's Agent to serve the purchasing needs of buyers. "I started my real estate career in a new town, beginning from scratch and

figuring out how to build a successful business without a clear roadmap," she says. "When I met Dave, I quickly connected with his vision to build a business centered on people rather than profits."

As the business grew, so did Richmond's responsibilities and aspirations. Her focus on developing others soon became a hallmark of her leadership style.

"Dave encouraged me to take on more leadership roles," she says. "By 2018, I was leading the day-to-day operations, and our transition was official. Dave stepped back, and I stepped up."

Today, Drue oversees daily operations and a leadership team that supports the agency's agents and clients.

For both leaders, the transition wasn't just about operational changes; it was about redefining the company's purpose. Hooke established a nonprofit arm to support local families, tying the company's success to its ability to give back. "The more homes we sell, the more families we can help," he says. "That's what motivates us every day."

Building a Culture of Care

Under Drue's leadership, the agency focuses on creating opportunities for agents and staff.

"We want our team to have access to the resources and support I didn't have when I started," Dave says. This includes administrative support, showing assistants, and clear career growth paths.

Drue adds, "Our goal is to enrich lives, not just sell homes. We want our team to thrive personally and professionally, and we want our community to benefit from our success."

Their efforts haven't gone unnoticed. The agency has earned accolades for its innovative approach to real estate and community service. But for Hooke and Richmond, the real reward lies in the lives they've impacted.

"I often say it's not about me anymore," Dave says. "It's about helping others succeed, both in their careers and in their lives."

Leadership as Service

Both Dave and Drue see their roles as leaders through the lens of service.

"Leadership isn't about control or credit," Dave says. "It's about empowering others to do their best work and find fulfillment in what they do."



“WE HAVE A RESPONSIBILITY TO KEEP GROWING AND GIVING. THAT’S WHAT LEADERSHIP IS ALL ABOUT.”

Looking to the future, the team has their sights set on expanding to other markets outside of South Central PA.

“We plan to replicate what we’ve created in Carlisle, bringing our value proposition to agents who are looking for what we offer but aren’t geographically close to us,” Drue explains.

From a legacy rooted in real estate to a mission grounded in service, Dave and Drue demonstrate how leadership and purpose-driven work can create lasting impact—a reminder of the enduring value of investing in others.

“We have a responsibility to keep growing and giving,” Drue says. “That’s what leadership is all about.”

Drue agrees. “Being a leader means showing up for your team, listening to their needs, and helping them grow. It’s about making decisions that align with our values, even when they’re tough.”

Today, Dave’s involvement in the business is minimal—just 90 minutes a month in meetings with Richmond. “Drue and the leadership team handle everything,” he says. “My role is to support them and focus on our broader mission.”

That mission includes Project Lamplight, the nonprofit arm of the agency. Project Lamplight provides assistance to families in need, offering resources and support for those navigating difficult circumstances.

“It’s become a cornerstone of what we do,” Drue says. “We’ve been able to support countless families in our community, and it’s a reminder that our success is tied to something bigger than ourselves.”

Looking Ahead

As they reflect on their journey, both leaders are proud of how far they’ve come—and excited for what’s next.



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