MAY 2025

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Agents on Fire Erniece and Imani Campbell Real Of Pennsylvania

Partner Spotlight Josh Ranck Solarity Energy Solutions

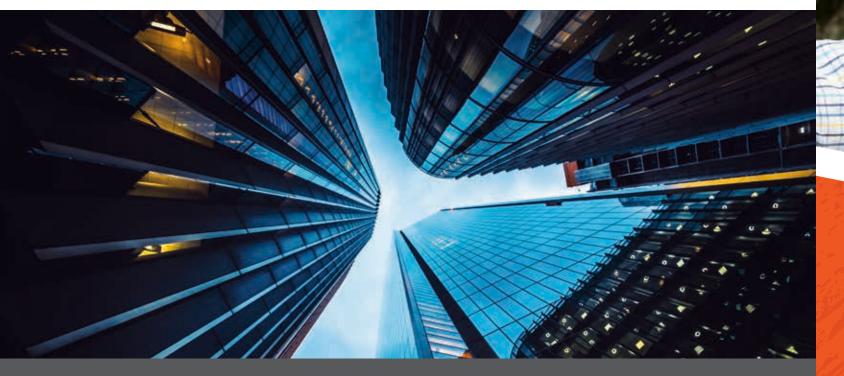
Michelle & Trent Sneidman

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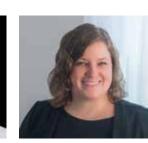
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Celebrating Mothers in Real Estate

BY COACH FINO

This May, we honor the powerhouse women who balance the demands of motherhood with thriving real estate careers.

Michelle Sneidman built her business while raising a family, unknowingly inspiring her son Trent to follow in her footsteps. Now partners in The Sneidman Henry Real Estate Team, they've grown their business with a shared vision and an unwavering commitment to their clients.

Erniece and Imani Campbell, the dynamic mother-daughter duo behind The Campbell Home Group, prove that family and business can go hand in hand. From childhood car rides to listings, Imani grew up immersed in real estate, eventually joining forces with her mother to build a lasting legacy.

Our recent Real Producers Network Event at The Valencia in York was another opportunity to celebrate success in our industry. From an insightful Q&A with Bright MLS Chairwoman Cindy Ariosa to a powerhouse Top Agent Panel, attendees walked away with knowledge and connections that will fuel their businesses.

A special shoutout to our Partner Spotlight, Josh Ranck of Solarity Energy Solutions, for helping homeowners take control of their energy costs through solar power.

To all the mothers shaping the next generation of real estate leaders, we salute you. Here's to the lessons, the late nights, and the legacies built—one home at a time.



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Five Reasons Teams Fail

By Verl Workman

Building a successful real estate team takes more than just gathering a group of experienced agents. You need more. You need effective leadership. You need thoughtful strategic planning. And you need a focus on creating an environment where team members feel empowered and can flourish.

One of the main reasons real estate teams fail is not due to the agents themselves but due to the leadership guiding them. Agents don't leave brokerages; they leave leaders. Weak leadership drives agents away, leading to high turnover and a lack of team cohesion. The successful leader will always strive to create an environment to grow the productivity and satisfaction of his/her team members. They set clear expectations and provide consistent feedback that motivates the team and aligns with organizational goals.

Now, consider training. If agents are not properly trained, they become frustrated, disenchanted, and ultimately fail in their performance. Ongoing education and skills development round out the package that keeps your team motivated ready, willing, and able. Workman Success Systems strongly encourages investing in training programs to enhance the skills of individual agents and understands that it contributes to the overall strength of the team - especially in a competitive market.

Equally critical to any successful team is effective communication. Poor communication results in misunderstandings, an absence of trust, decreased productivity, and a complete absence of team dynamics. Leaders need to establish open and transparent lines of communication in order to develop better team dynamics. Regular team huddles and collaboration tools can help make sure that everyone is on the same page and issues are resolved quickly.

Systems, too, are very much in need and should be built while constructing an effective workflow system. Systems help smooth processing, along with minimizing process errors so everyone on the team is in alignment. Successful teams produce consistent results on systems so members can focus more on strategic work that will keep driving real growth.

Finally, there is the issue of creating a culture of productivity and growth. A good team culture engenders good morale and inspires agents to be great. In fact, allowing collaboration on projects and celebrating successes can be a very strong factor in performance and retention.

Understanding these common pitfalls and providing strategic solutions will help teams avoid potentially costly mistakes and create a high-performing team that gets real - and consistent -results.

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JOSH RANCK LEADS SOLARITY ENERGY SOLUTIONS IN MAKING SOLAR SIMPLE AND AFFORDABLE

PHOTOS BY KARA CLOUSER OF CONTE PHOTOGRAPHY

For Josh Ranck, owner of Solarity Energy Solutions, solar power isn't just a businessit's about helping homeowners and businesses take control of their energy costs.

"Solar energy is already part of what we pay for, whether we use it or not," Josh explains. "With the right system, homeowners can take advantage of that, reduce their utility costs, and lock in predictable payments."

Josh's career in solar started in 2017. A background in construction and encouragement from friends in the industry led him to explore the field. He quickly found he had a knack for it and decided to make it his career. Before launching Solarity Energy Solutions in early 2023, he worked as a Regional Manager for Sunrun and Regional Training Manager for Trinity Solar. His experience in leadership and training has given him a deep understanding of the solar process, from consultation to installation.

At Solarity, Josh and his team aim to make the switch to solar as simple as possible. "We take care of the details, from the initial assessment to permitting and installation, so our customers don't have to worry," he says.

Services and Savings

Solarity Energy Solutions provides solar options for residential, commercial, and nonprofit properties. The process starts



with a free assessment to determine the best solar setup for each customer. From there, the team designs a custom system, secures permits and approvals, and installs the panels. Once the system is in place, Solarity coordinates with the utility company to get everything connected.

"We make the transition easy," Josh says. "Our team handles every step so that customers can focus on the benefits of solar without the hassle."

One of the biggest misconceptions about solar is that it's too expensive. "People think it takes years to see a return on investment, but with current incentives and financing options, that's not the case," Josh explains. "There are loan programs and lease options that allow homeowners to go solar with no out-ofpocket costs while locking in immediate savings with fixed payments."

Solarity offers multiple ways for customers to pay for their systems. Homeowners can choose to purchase outright, finance through a loan, or opt for a Power Purchase Agreement (PPA). With a PPA, Solarity owns and maintains the system, while the homeowner pays for the electricity at a lower rate than the utility company's prices.

Beyond cost savings, solar also offers energy security. "With battery storage, homeowners can keep the lights on even during power outages," Josh says. "It's not just about saving money—it's about peace of mind." He also helps customers take advantage of federal tax credits, which currently cover 30% of the system's cost.

For those who don't have a suitable roof for solar, Solarity offers groundmounted systems. "If your roof doesn't qualify, but you have some land, ground mounts are a great option," Josh notes.

The company also runs a referral program, rewarding anyone—customers or not—with \$500 to \$1,000 for every friend or neighbor they send their way. "We're a family-owned, referral-based business, and we appreciate when people spread the word," he says.

Josh often hears the same concerns from potential customers. "A lot of people assume solar is too expensive or that it only works in sunny weather, but that's just not true," he says.



Common Myths About Solar

Some of the most common misconceptions include:

- Solar panels are too expensive: While solar was once a big investment, costs have come down significantly thanks to incentives and financing options.
- Solar only works in sunny weather: Solar panels generate power even on cloudy days.
- Solar isn't reliable: Modern panels are efficient and work in a variety of weather conditions.
- Solar panels damage roofs: Panels are designed to be lightweight and fit different roof types without causing damage.
- Solar energy is a passing trend: With rising energy costs, solar is here to stay and provides long-term savings.

A Family and Community Focus Outside of work, Josh enjoys spending time with his wife, Meridith, and their two children, Carolina (10) and Evangeline (7). The family lives in Dillsburg, Pennsylvania, along with their two dogs and a cat. They love traveling and have recently taken trips to Williamsburg, Virginia, the Bahamas, and Cancun. A big Philadelphia Eagles fan, Josh also follows the Harrisburg Senators baseball team.

In addition to running the business, Josh and Meridith own AJ's on the Creek, a restaurant in Chincoteague, VA, as well as a vacation rental in the area. They visit often, enjoying the coastal town's charm and welcoming visitors to their getaway spot.

Solarity Energy Solutions is active in the community, sponsoring the Harrisburg Senators and participating in local events, including home and garden shows and Christmas markets. Josh and his family also attend Celebration Community Church.

Looking ahead, Josh remains committed to helping more homeowners and businesses make the switch to solar. "We want people to know their options," he says. "Solar is more affordable and accessible than ever, and we're here to make it work for them."

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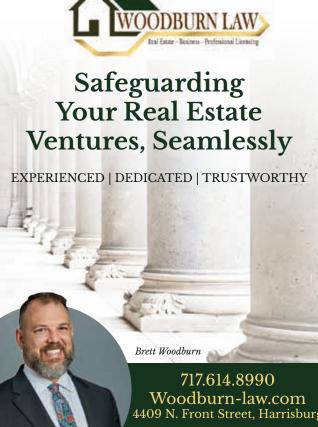
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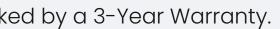
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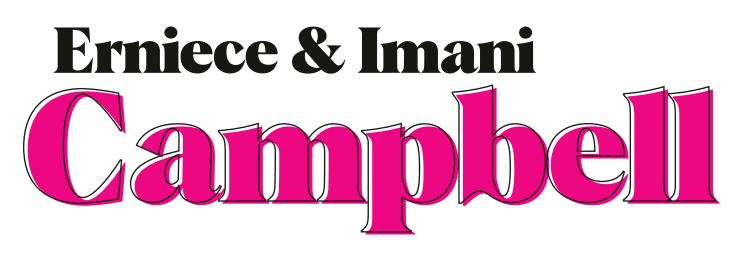












A MOTHER-DAUGHTER REAL ESTATE JOURNEY

Real Of Pennsylvania

PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH

In real estate, success is often built on relationships—between agents, clients, and communities. But for Erniece and Imani Campbell, that foundation is even deeper. As a mother-daughter team, they have not only built thriving careers but also a legacy of collaboration, perseverance, and family.

The Campbells operate under Real Broker, LLC, a tech-powered brokerage that allows them to serve clients across all 50 states with efficiency and flexibility. Their business, The Campbell Home Group, specializes in residential and commercial real estate, working with first-time buyers, seasoned investors, and those looking to leverage real estate for generational wealth. Together, they bring a unique blend of experience, market knowledge, and personal dedication to their clients, ensuring that every transaction is smooth and successful.

In this special Mother's Day issue, Real Producers sits down with Erniece and Imani to discuss their professional paths, their partnership, and the lessons they've learned along the way.

Real Producers (Coach Fino): When did you get licensed, and what led you into real estate?

Erniece: I got my license in October 2006. Initially, I was interested in real estate as an investment opportunity. A close friend encouraged me to consider getting licensed, and it made sense as a way to build long-term financial security. I had two children at the time, and I was also considering the insurance industry, but once I realized I was expecting my third child, I decided real estate would be a better fit. I took my pre-licensing classes in person at Coldwell Banker's Linglestown Road office, balancing studying with being a full-time mom. I was literally nursing my newborn while preparing for my exams.

RP: Imani, what are your memories of your mom's early days in real estate? Imani: I remember always being on the go. She would say, "I have a couple of showings," and word all pile in the car I was been percent

and we'd all pile in the car. I was her personal assistant from the start—helping however I could. I went to a lot of her showings, tagging along wherever she needed me. Even as a kid, I was immersed in the business.









RP: At that time, did you see yourself following in your mom's footsteps?

Imani: Not at all! I saw how much work she put in, how hectic it was, and I thought, "That's not for me." It wasn't until I was in college, trying to figure out my major, that I started reconsidering. I knew I wanted financial freedom and control over my career. I had a sales job at Comcast when I was 18 or 19 and did really well, but when they denied my vacation request for my 21st birthday, that was the turning point. I quit and told my mom, "When I get back, I'm going to work with you in real estate." I haven't looked back since.

RP: Erniece, what was your reaction when Imani decided to join you?

Erniece: I was excited! I had always hoped she would get into real estate, but I also knew she needed to come to that decision on her own. Sometimes, as parents, we have to step

back and let our kids figure things out. I knew she had the skills and personality for it. When she worked a 9-to-5, they saw her leadership potential immediately. She's always been a leader—starting from when she was the big sister taking charge at home.

RP: How do you balance the motherdaughter relationship with the business partnership?

Imani: It takes effort. We've had to set clear boundaries. There's a time for business and a time for family. I like to plan trips and vacations to make sure we have that personal time together because it's easy to let work take over. We need moments that are just about being mother and daughter, not business partners.

Erniece: We definitely had to establish boundaries. We've had late-night business discussions that needed to wait until the next day. She's very task-oriented, while I tend to keep everything in my head. That balance



works for us, but we have to be mindful of when it's time to shut off work and just enjoy being a family.

RP: Imani, what's something your mom does that you really appreciate?

Imani: Her sacrifice. She has always put her kids first. She made sure we had what we needed, even if it meant going without herself. She's set the bar high for what it means to be a mother.

RP: And Erniece, what's something unique about Imani that stood out to you when she was younger?

Erniece: She's always been outspoken and articulate. I read to her every night when she was little, and she developed a love for books and communication. That ability to express herself has carried over into her career. She's a natural leader, and I saw that in her even as a child.

RP: What advice would you give to others thinking about going into business with family?

Erniece: I'm focused on laying out a legacy blueprint for our family. I want my kids to understand the value of ownership and building generational wealth. There's a gap in real estate ownership in our family, and I want to help close it. I want them to love what they do and have the freedom to create a life that fulfills them.



Imani: Set clear expectations and boundaries from the start. Communication is key. Make sure everyone understands their roles and responsibilities so that things don't get blurred between personal and professional relationships.

RP: How has working together shaped your understanding of family and business?

Imani: It has strengthened my appreciation for family. We've seen how we can achieve more together. Our business isn't just about transactions—it's about building something meaningful, something lasting.



It takes effort. We've had to set clear boundaries. There's a time for husiness and a time for family.



Michelle & Trent SNEIDMAN A Mother-Son Legacy in Real Estate

Trent Sneidman didn't always know he'd mother's footsteps.

Growing up, he watched Michelle Sneidman balance raising a family with building a thriving real estate career. "I remember sitting at open houses, eating the cookies, and running through the halls of her office," he recalls.

Little did he know, years later, they would be partners, growing a business together and strengthening their bond in ways neither of them expected.

A Journey into Real Estate

Michelle's real estate career began out of necessity, but it quickly evolved into a passion. Originally from Bloomsburg, Pennsylvania, she and her husband moved to the Harrisburg area nearly 28 years ago in search of a more family-friendly lifestyle. While raising two young children, she transitioned from medical office management into real estate, seeing it as an opportunity to build connections in a new community.



"I didn't know anybody here," she recalls. "But I needed a flexible schedule, and I knew real estate was an industry where I could meet a lot of people."

In the early days, balancing motherhood with a new career was no small feat. "Back then, we didn't have the resources we do now," she says. "My kids came with me to appointments. They sat in the office while I made calls."

Through sheer determination, Michelle built a thriving business, earning a reputation for her deep knowledge of the Central PA market and exceptional client service.

Trent had a front-row seat to his mother's dedication but initially pursued a different path. After earning

Keller Williams of Central PA

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degrees in exercise science and sports administration, he realized his true calling lay elsewhere. "A couple of weeks after I graduated, I told my mom, 'This isn't what I want to do. I want to go into real estate."

Michelle was surprised but supportive. "We took a year to make sure this was the right decision for him," she says. Once Trent made the leap, he quickly demonstrated the same work ethic and passion that had defined Michelle's career.

Now, as partners, they navigate the complexities of real estate together, each bringing unique strengths to the table.

Growing a Business, Strengthening a Bond One of the core values Michelle instilled in Trent was treating every client with the same level of care and dedication. "Every client means the exact same to us whether they're buying a \$1.5 million house or a \$100,000 house," Trent says.

He recalls an interaction with another agent who questioned why he was working with a lower-budget buyer. "Michelle taught me that's still someone who wants to live out the American dream and become a homeowner," he explains. "And often, those are the clients who are the most grateful-the ones who shed tears at the settlement table because buying a home means everything to them."

Today, The Sneidman Henry Real Estate Team consists of seven dedicated members, and they are stronger than ever. "We truly enjoy working together," Michelle says. "We celebrate each other's successes and support one another through challenges. That's what makes us a great team."

Their shared vision includes slow, intentional growth. "Our goal is to expand to 10 agents while maintaining the quality of service our clients expect," Trent explains. "We're not just looking to add numbers—we want the right people who align with our values." Their methodical approach has already yielded impressive results. Michelle started as a \$10–\$15 million producer; last year, the team closed \$55 million in volume. Their next target? A leap to \$100 million.

Working with family has its challenges, but Michelle and Trent have found a rhythm. "At first, we talked about business all the time," Michelle says. "But we realized we needed boundaries, especially around family time." They now make a concerted effort to



We traveled every weekend for their games. The friendships we built along the way, the car rides, the team dinners—it was all worth it. I wouldn't trade those moments for anything."

separate work from personal life, ensuring that when they are with loved ones, they are fully present.

For Michelle, watching Trent step into his role has been one of her greatest joys. "I eventually want to phase out and pass the business to him," she says. "I want to see him take it to the next level."

A Lasting Legacy

Beyond real estate, Michelle's greatest legacy lies in the values she has instilled in her children. "Every holiday with her was special," Trent shares. "One of my favorite traditions was reading The Polar Express on Christmas Eve, which I now do with my

kids." Michelle's selflessness extended to Mother's Day, too—she often surprised her children with flowers, turning the day into a celebration of family rather than just motherhood.

For Michelle, her fondest memories involve the countless hours spent at her children's sporting events. "We traveled every weekend for their games. The friendships we built along the way, the car rides, the team dinners—it was all worth it. I wouldn't trade those moments for anything."

> As The Sneidman Henry Real Estate Team continues to grow, one thing remains constant: their unwavering commitment to their clients and each other. "This business has brought us closer," Trent says. "We talk every day, not just about work but about life. I wouldn't trade that for anything."

For Michelle, seeing her son thrive is the ultimate reward. "Watching Trent grow into this role has been incredible. I'm proud of the business we've built together-and I can't wait to see where he takes it next."



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EVENT

VALENCIA

A NIGHT TO REMEMBER AT THE VALENCIA

PHOTOS BY KARA CLOUSER OF CONTE PHOTOGRAPHY

Real Producers of South Central PA brought the region's top real estate professionals together for an unforgettable evening on March 6 at The Valencia in York. The event was a perfect blend of insight, recognition, and high-level networking.

The night kicked off with an exclusive interview featuring Cindy Ariosa, Chairwoman of Bright MLS. She shared expert insights on market trends, industry shifts, and the future of real estate, offering invaluable takeaways for agents eager to stay ahead.

A highlight of the evening was the Top Agent Panel, featuring Wendell Hoover, Matthew Koch, and Chelsea Botley. These standout professionals shared their strategies, experiences, and practical advice for navigating today's competitive real estate landscape. Attendees walked away with actionable ideas to implement in their own businesses.

The celebration continued with the Annual Awards Ceremony, where we honored the best of the best—including Cover Agent of the Year, Partner Spotlight, Agent on Fire, and Rising Star of 2024. It was a night of well-earned recognition, inspiration, and camaraderie.

A huge thank you to our Title Sponsor, InstaShow+, and to everyone who attended and contributed to making this event such a success. We can't wait to see you at the next Real Producers gathering as we continue to elevate and connect the best in the business!



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