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## 10 YEARS OF GIVING

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BY COACH FINO

At *South Central PA Real Producers*, we recognize that meaningful change doesn't happen alone; it occurs when people consistently show up, invest in their communities, and support one another. Strong communities are built by the people who dedicate their time, energy, and resources to making a difference.

This year, we're proud to celebrate 10 years of N2GIVES, our philanthropic initiative that has donated \$30 million to organizations fighting human trafficking. Recognized by Inc. as one of the 2025 Best in Business for Social Good thanks to our N2GIVES program, we continue our mission in 2026 by supporting Love Justice, Atlas Free, International Justice Mission, and The Exodus Road, helping to combat human trafficking and bring freedom to those in need.

None of this would be possible without the incredible support of our loyal agents and, in particular, our partners who consistently invest in our magazines and events. By choosing to engage with our real estate community and work with our partners, you're helping to amplify our impact, both in South Central Pennsylvania and around the world. Inside this issue of *South Central PA Real Producers*, you'll meet agents and partners who embody that spirit: people investing in their businesses, their families, and the community we're all proud to call home.

Here's to continued progress, strong connections, and impact that grows every day, made possible because of you. Thank you for being part of our community and helping us make a difference. Here's to moving ever closer to a world where everyone is free!



With gratitude and excitement,



**Coach Fino**  
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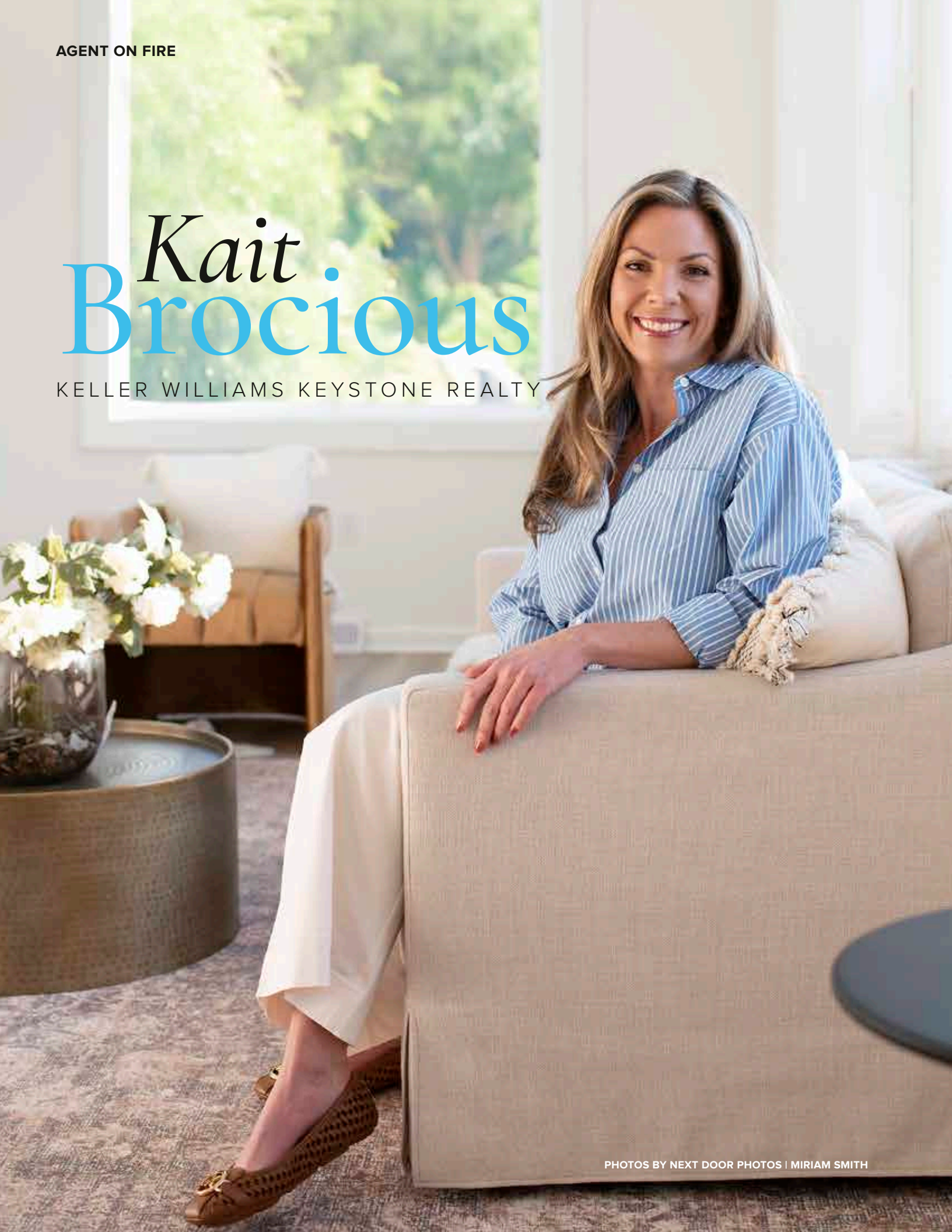
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# Kait Brocious

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Built on trust and intentional growth, her business reflects a commitment to both strategy and service. A York-based REALTOR® with Keller Williams Keystone Realty, and a mother of three, Kait Brocious entered real estate in 2018, nine months pregnant, with no shortcuts, no guarantees, and a clear decision to succeed.



Today, her business is primarily referral-based, the result of consistent service, strong communication, and a belief that every transaction deserves thoughtful attention. For Kait, success isn't measured solely by production. It's measured by reputation, impact, and whether her clients walk away feeling informed and supported in their next chapter.

**Tell us about your roots and how you found your way into real estate.**

I was born in Virginia, raised in Pennsylvania, graduated from New Oxford High School, and went on to earn my degree in Business Management from York College. Like many people in their early twenties, I had no idea what I wanted to do.

My career began in marketing for an outdoor commercial lighting

manufacturer before transitioning to a boutique digital marketing agency. This was during a major digital shift, so I gained hands-on experience in web development, advertising, and understanding the ROI on marketing. I enjoyed the work, but preferred more human interaction.

Through that work, I met Ryan Miller and Joe Cipollini while they were building the BuySellPA Real Estate Team. They were clients of ours, and I personally built their website. That experience became my first exposure to real estate. I reached out to them soon after, got licensed in 2018, had my third child and stepped into the industry that winter ready to work. I came in with zero experience. They didn't just give me a chance, they built me into the professional I am today.

**What surprised you most when you entered the industry?**

I came in with a strong business background and a lot of drive, so I assumed once I learned the contracts and terminology, I'd be off and running.

What I didn't anticipate was the foundational work you can't bypass. When I joined the BuySellPA Team, I was immersed quickly. There were strong personalities, high expectations, and an extremely fast pace. You'll often hear me say, the reason I'm successful today is because I was fed to the wolves right out of the gate.

Looking back, it was one of the most valuable experiences I could have had. It built persistence, resilience, and taught me how to ask the right questions.



shift has made me a better agent and a better person. You can still be strong and direct without bulldozing people.

**You've found a niche in the investor space. How did that happen?**

A coach once told me, "Lean into it." For me, that became investors. The more I paid attention, the more I saw that's where my analytical mindset, negotiation style, and problem-solving instincts aligned. **That's where I do my best work.**

Part of the draw is the strategy, I genuinely enjoy analyzing deals, running numbers, and evaluating risk. But if I'm being honest, I'm also drawn to the personalities. Investors tend to be decisive, unconventional thinkers, and I find that dynamic fascinating. Understanding how they think allows me to anticipate needs, communicate efficiently, and serve them at a higher level.

Investor transactions are often more complex than traditional residential deals. Many involve distressed properties or sellers navigating difficult life circumstances, such as loss, transition, or financial strain. Those conversations aren't always easy, but they matter. I care deeply about making sure people feel respected and understood, especially when they're in vulnerable moments.



**How has your approach to people evolved over the years?**

When I first started out, I was very direct and unfiltered in how I communicated. I valued honesty, but I hadn't yet learned how powerful delivery can be in shaping connection and trust.

Today, I operate differently. I stay within my boundaries and my authenticity, and I allow other people to be who they are. I don't try to control everything. That

**You're a mom of three. How does that shape your "why"?**

My kids are my everything. They're 14, 9, and 7 (girl, boy, girl) so life is busy in the best way.

My oldest daughter is incredibly athletic. She played tackle football with the boys for four years. My son plays football and wrestles, and my youngest daughter is my built-in cheerleader. She's a carbon copy of me.

I love watching them grow into who they're becoming. They're a huge part of my why. They see me building something with intention, showing up consistently, and pushing through challenges.

**What does 2026 look like for you?**

Because my business is referral-based, that foundation will always be a priority. I'm intentional about how I care for my past clients because those relationships are the backbone of everything I've built. In 2026, my focus is to maintain that level of service while continuing to expand

my book of business. Operationally, I'm continuing to refine my systems and processes so I can stay organized, consistent, and deliver at a high level as I grow. Building the right structure behind the scenes has been a major step forward for my business. I'm also prioritizing time for networking, community involvement, and opportunities to contribute beyond transactions. I'm in a season where I have more flexibility than I once did, and I want to be intentional about investing that time where it can make a meaningful impact.

**Is there a mission on your heart that people might not know about?**

Absolutely. Supporting women as they rebuild and rediscover themselves is something I care deeply about.

In my early 30s, after having my third child, I experienced an identity shift that many women can relate to. Motherhood, expectations, and constant responsibility can make you lose sight of who you are outside of those roles.

"There isn't enough support for women stepping back into themselves. Creating more of that support is something I'm committed to."

Because I've been open about my own growth through real estate, women often reach out looking for guidance. Long term, I'd love to create a nonprofit connected to my business that helps fund education or training for women who are ready for their next chapter.

There isn't enough support for women stepping back into themselves. Creating more of that support is something I'm committed to.

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# GIVING CHILDREN A VOICE WHEN IT MATTERS MOST

## How JEN CLEMENS and the York County Children's Advocacy Center SUPPORT FAMILIES IN CRISIS



For real estate agents across South Central Pennsylvania, success is measured not by numbers but by community impact.

For **Jen Clemens of Iron Valley Real Estate**, success means using her leadership to protect the most vulnerable members of her community: children who have experienced abuse.

As the 2025–2026 Board President of the **York County Children's Advocacy Center (CAC)**, Clemens leads an organization dedicated to reducing trauma for children and families during child abuse investigations.

Located in downtown York, the CAC provides a child-focused alternative to police stations and hospital emergency rooms — places that can feel intimidating and overwhelming for young victims.

Clemens' commitment grew from a transformative experience in Leadership York, which she attended through a scholarship from the REALTORS® Association of York & Adams Counties (RAYAC).

"A few years ago, I went through Leadership York," she says. "That experience was a turning point and opened my eyes to

how much I didn't know about the very place I've lived my whole life. It also taught me how to get involved, how to serve on boards, and how to give back."

She chose to focus on children, particularly because they often lack a strong voice in difficult situations.

"York County, sadly, has the third highest number of child abuse cases in Pennsylvania," Clemens says. "It's heartbreaking and frustrating how little people want to talk about it."

The CAC exists precisely because these conversations are difficult. When abuse allegations arise, the center coordinates forensic interviews, medical evaluations, advocacy, and support services in a safe, welcoming environment designed specifically for children ages 3 to 17. The goal is to minimize additional trauma while ensuring investigations are handled thoroughly and compassionately.

Instead of requiring a child to recount painful experiences multiple times to different agencies, the CAC brings together law enforcement, child protective services, medical professionals, and prosecutors through a multidisciplinary team approach. Interviews are conducted by specially trained professionals in developmentally appropriate ways and are recorded for investigative use, reducing the need for repeated questioning.

Medical evaluations are also provided by professionals trained specifically in examining abused children, ensuring both physical well-being and reassurance for families. Meanwhile, family advocates work with caregivers to connect them to therapy, resources, and ongoing support.

Clemens has served on the CAC board for four years and remains deeply involved beyond governance, including participation on the fundraising committee for the organization's annual wine dinner.

Her motivation is simple and deeply personal.

"Children do not always have a voice, especially when there is some sort of abuse involved," she says. "Our county does not want to talk about or learn more about child abuse, and I am trying to change that."

The impact of the CAC's work can be measured in statistics — thousands of children served since its founding — but it is often most powerfully expressed in the words of the children themselves. One young client shared feedback that continues to resonate with Clemens and the team:

"I liked that I was listened to, heard, and not judged for what I was saying. I felt safe to talk."

That sense of safety is at the heart of the CAC's mission: to create a trauma-free environment through collaboration, education, and advocacy. In addition to responding to abuse cases, the organization delivers prevention programs to schools, workshops for parents, and community education initiatives designed to stop abuse before it occurs.

Despite its vital role, the CAC faces significant financial challenges. Raising awareness is difficult because the subject matter is painful and often avoided. Yet Clemens remains determined to keep the conversation going.

"This year is the CAC's 20th anniversary," she says. "You can make a donation, volunteer, join a committee or board, like and share on social media for awareness, or attend one of our events."

For Clemens, real estate success and community service are not separate pursuits. Both are rooted in trust, relationships, and the desire to make a lasting difference.

"When the unspeakable happens to a child," she says, "we need to make them feel safe to tell their story."

## Second Annual CAC Golf Outing

Friday, May 15, 2026 | 12:00–5:30 PM  
Regents' Glen Country Club  
1000 Golf Club Drive, York, PA

Enjoy an afternoon on the greens while supporting children and families in York County. Proceeds benefit the York County Children's Advocacy Center's critical programs, including forensic interviews, family advocacy services, medical evaluations, and prevention education that reaches more than 2,000 local children each year.

### Participation Options:

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### Contact: Deborah Harrison

dharrison@yorkcac.org  
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## Among the Apples and Vines — Wine Dinner

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Proceeds benefit the York County Children's Advocacy Center's critical programs, including forensic interviews, family advocacy services, medical evaluations, and prevention education that reaches more than 2,000 local children each year.

### Participation Options:

- Individual tickets
- Table sponsorships
- Event sponsorships

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Melannie Caputo of White Rose Settlements kicked off our 2nd Annual Real Producers Awards Event—without question, our best yet! Surrounded by many of the top professionals in our market, the night blended celebration, education, and connection in true Real Producers fashion.

The program opened with a fireside chat featuring Cindy Ariosa, Chairwoman of Bright MLS, who shared valuable insight into how artificial intelligence is transforming real estate and what agents can expect moving forward.

We also hosted a powerful investor panel sponsored by The 1031 Corporation. Panelists Matthew Koch, Anthony Lynam, and Margo McDonnell, CEO of 1031 Corp., delivered practical strategies for building long-term wealth through real estate investing, giving attendees actionable ideas to take back to their businesses.

The evening's biggest highlights were the awards presentations.

Kettybel Velazquez-Diaz was named the **2025 Agent on Fire of the Year**, and Chelsey Botley received the honor of **2025 Cover Agent of the Year**.

We also recognized our **2025 MVP (Most Valuable Partner)**, Jared Fetrow, owner of U-Relax Moving, with a signed Real

“It’s truly an honor to be recognized in a room full of my peers, but I don’t believe this story was chosen because of me or my career. I think it resonated because everyone in that room has, at some point, struggled to balance family and career. Real Producers took a refreshing approach by honoring not just my industry milestones, but my real life and the people who make it meaningful.”

**Chelsey Botley,**  
**2025 Cover Agent of the Year**

Producers football in appreciation of his outstanding support throughout the year.

Nights like this remind us that when we celebrate each other and continue learning together, we elevate not only our businesses but also the communities we serve. We’re already looking forward to making 2026 even stronger.



# CAFÉ HAJ PAJ



PHOTOS BY KARA CLOUSER OF CONTE PHOTOGRAPHY

*From Hotel Hershey to Main Street: Terri Ortwein's Hospitality-First Café*

Terri Ortwein didn't retire so she could slow down. She retired so she could finally build something of her own.

"I retired in 2016 after a 30-year career at The Hotel Hershey," she says. "I was so bored and missed the hospitality business so much that I decided I needed to do something about it."

That "something" became Café Haj Paj—first as a catering company, then as a food truck, and now as a café on West Main Street in Annville. The format has expanded, but the mission hasn't: Ortwein believes

hospitality is personal, and that food—done well—creates community you can actually feel.

"My heart and soul's in the kitchen," she says. "Every dish I prepare has love go into it."

Ortwein is also quick to emphasize that Café Haj Paj's success is powered by a talented professional team who bring that hospitality to life every day.

From the warm customer interactions led by Korvyn Krause-Rogers to the kitchen expertise of Chef Dixie

Santana, she says her "dream team" makes the café's impeccable service possible.

"They are who make this work," Ortwein says. "I couldn't do it without them."

### A Mount Gretna Kid with a Hotel Hershey Education

Ortwein grew up in Mount Gretna, and after high school, she landed a job at Hotel Hershey. That job turned into a three-decade education in service and standards.

Though her career included serving, bartending, and management, Ortwein says that the kitchen always



pulled her in. "I was always that person... in the kitchen," she says. "I'm really friends with the chefs, and they would teach me their secrets."

Those relationships shaped how she runs Haj Paj today: strong systems, consistent execution, and a human-first approach that's less scripted and more intuitive.

"I had the pleasure of meeting thousands and thousands of different people from all over the world, and I've been blessed to be able to read people."

That ability—reading the moment, adjusting, anticipating what someone needs—shows up in everything from a quick breakfast rush to a wedding catering timeline.

"I enjoy feeding people and helping celebrate," she says. "Food brings people together. It brings joy to people, comfort."

### Three Businesses, One Community Hub

Café Haj Paj grew the way many good businesses grow: by listening, then expanding in the direction of real demand.

"Originally it was just a catering company," Ortwein says. "And I got a bit excited about the possibility of a food truck."

For years, the catering and food truck ran side by side, building a loyal following. Eventually, she started looking for a permanent home that could support prep space, storage, and a steady customer flow. Then the right café became available.

"I fell in love with the property," she says. "On the practical side, it fit my catering needs." On the personal side, it offered

Ortwein a daily relationship with regulars.

"I love meeting our guests every day, and chatting," she says. "It's our community."

That community element has helped the business scale. "It was very unexpected," Ortwein says. "It's let us grow by 50% over the last year, and it's been beautiful."

In a town with traffic from Lebanon Valley College and families visiting students, Haj Paj's location supports what Ortwein does best: welcoming a mix of locals and out-of-towners like they're all regulars—and sending them out full.

### What's on the Table—and How REALTORS® Can Use It

Haj Paj's menu is built for comfort and variety, with bold flavors and from-scratch energy. Regulars rave about pulled pork, and the café has turned "fries" into a signature category—especially the Double Piggy Fries layered with pulled pork, bacon, cheddar, BBQ sauce, green onions, and jalapeños.

Breakfast runs deep, from a fresh fruit plate and baked oatmeal to the Haj Paj Breakfast Burrito and the "Hangover" (biscuits and gravy, eggs, bacon, and potatoes). There's also a brunch standout: a breakfast burger made with a beef patty, fried egg, bacon, cheddar, and maple syrup on waffles.

Lunch keeps the same range: Reuben or Rachel sandwiches on grilled marble rye, smash burgers (including a "Cowpoke"



topped with pulled pork), salads, and vegan-friendly options like a vegan burger on a gluten-free bun and a vegan breakfast scramble.

Behind the scenes, Ortwein brings hotel-level standards. But what makes Haj Paj especially useful to REALTORS® is the flexibility across three service models—café, food truck, and catering—with a willingness to personalize.

Her team is known for honoring special requests, adapting dishes for dietary needs, and building custom menus.

For agents, that translates into easy wins: office lunches that feel elevated, broker opens with food people actually remember, client appreciation events that don't look cookie-cutter,

and housewarming parties after closing.

With drop-off catering, full-service options, and even the ability to reserve the food truck for private gatherings, Haj Paj can match the tone of the event without making it complicated.

At the core of it all is a simple reason she keeps showing up.

"I love what I do," Ortwein says. "We're all about striving to be the best—excellent service and excellent food."

And when she describes what she wants Café Haj Paj to feel like, she keeps it plainspoken and true.

"Our happy place is humble, inviting and cozy. That is our community."

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## How to Run Your Team Like a Brokerage: The Blueprint to \$3M in GCI

Most teams don't stall because of a lack of talent. They plateau because they're being run like a group of agents instead of a true business.

If you're a top-producing agent or team leader, you already know how to sell real estate. The real question is this: Can your operation grow without everything running through you? That's the difference between a strong team and a brokerage-level organization — and often the gap between \$1M-\$1.5M in GCI and breaking through to \$3M+.

### Stop Building a Team. Start Building a Company.

Teams hit ceilings when the leader becomes the system. Every decision flows to you. Every problem lands on your desk. Growth feels exciting — but exhausting. Brokerage-style businesses are designed to operate without the leader being everywhere at once. That requires clear structure, defined leadership roles, written standards, and accountability built on systems — not personality. Freedom isn't created by flexibility; it's created by structure.

### Infrastructure Comes Before Income

One of the most expensive mistakes high producers make is scaling revenue faster than operations. At lower GCI levels, hustle covers inefficiencies. At \$2M-\$3M, those gaps become profit leaks, turnover, and burnout. Brokerage-minded leaders build infrastructure ahead of growth: operational leadership

separate from sales leadership, documented processes for recruiting and client experience, and financial visibility that tracks profit per role — not just volume. Volume is impressive. Profitability is leadership.

### Roles Over Relationships

High-performing organizations hire into roles, not just relationships. Accountability becomes role-based, and performance conversations are expected. Clear expectations reduce drama and strengthen culture because everyone knows what winning looks like.

### The Leader's Job Changes at \$3M

At brokerage scale, your role shifts from selling homes to building leaders. You stop being the best problem solver in the room and start designing decision-making frameworks, developing leadership, and holding standards consistently. The real question isn't whether you can build a \$3M GCI business. It's this: Are you building something that depends on you — or something designed to outgrow you?

### Ready to See What This Looks Like in Your Business?

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# DAN PARSON

KELLER  
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A former police officer from Boiling Springs, Dan brings a cop's calm, a wrestler's edge, and a relentless lead-conversion machine into a bold new partnership aimed at reshaping how Lancaster County does business.

PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH

The first thing you notice about Dan is the directness. He talks with the cadence of law enforcement—plain terms, quick conclusions, no wasted motion. He's personable, funny, and fully comfortable being the guy with a strong opinion in the room.

"People either love me, or they hate me," Dan says. "I've always been one of those people."

That's not posturing. It's a working reality he leans into, doing his part to build a real estate operation that runs on intensity, systems, and standards—his standards.

Dan is from Boiling Springs, Pennsylvania, and his path into real estate begins with a career that ends abruptly. "I was a police officer for a while, and I got hurt, and I transitioned into real estate in 2012," he says.

He doesn't romanticize the pivot. He treats it like what it was: a necessary move after an incident that left him with long-term damage. "I have three cadaver discs in my neck," he says. "That's what kind of ended my career."

#### From the Thin Blue Line to the Transaction Line

Dan's background is complicated, but he focuses on what it taught him. The motivation to step into law enforcement,

he says, came from wanting to live in opposition to what he saw growing up.

"Being everything that my dad wasn't," Dan says. "I just saw that life and went the opposite."

The mindset that shaped him in policing now shapes how he negotiates, trains, and leads. "All people face the same pressures," he says. "It comes down to choosing to do the right thing."

He explains his process like a seasoned officer and a seasoned negotiator at the same time: get someone to see the next steps clearly and let them arrive at the conclusion themselves.

"You're honest about the situation," he says. "When people see the facts, the right decision becomes clear."

In real estate, that becomes a steady hand in tense inspections, tough price conversations, and high-emotion moments. The goal isn't to overpower anyone. It's to help people make a decision they can live with.

#### Internet Leads, a Wrestler's Standard, and a Big Swing

Dan builds his business with what he calls a "winning formula," and he's unapologetic about the scale.

"We spend a lot each month on leads," he says. "And we convert a high rate of that, otherwise we wouldn't be doing it."

To him, lead spend is all about math, staffing, training, and execution. The bigger differentiator isn't the leads themselves. It's what he does with people.

Dan has either been a partner or run a team the entire time he's been licensed. His best lane, he says, is developing agents into producers and keeping them there. He's proud of the outcomes—not in a chest-thumping way, but in a scoreboard way.

"It's not about the money," Dan says. "People think it's about the money for me—it's about winning."

But the part that actually sticks with him is more personal. When he sees someone move from scraping by to

providing stability for their family, he lights up. That drive traces back to wrestling. Dan still quotes a coach from his tenth-grade season like it's written on the wall.

"You either set the standard, or you'll be judged by someone else's," he says.

That word—standard—keeps surfacing as he describes what's next.

#### A Partnership Built for Scale

The biggest shift in Dan's current chapter is a partnership with respected developer and industry veteran Mark Will. It's a collaboration that brings together two very different skill sets under one roof.

Dan speaks about Mark with a level of respect that's unmistakable.

"I've always looked at Mark in awe of what he's built," Dan says.

In Lancaster County real estate, Mark represents what Dan calls "Lancaster's Best of the Best" of the business: a builder and developer who built



a reputation through decades of relationships, projects, and steady growth. Mark has long been a force in the new construction space, developing communities and assembling teams capable of handling large-scale projects.

Where Dan brings aggressive online lead generation and conversion systems, Mark brings deep development knowledge and a refined new-construction process that has been proven over years in the field.

Together, the two have built a team of 17 agents.

“We both play hard in our different sandboxes,” Dan says.

Mark focuses on development and new construction. Dan focuses on team building, lead flow, and marketing systems. The collaboration blends experience with innovation.

“Mark’s world is new construction—bringing agents in and selling homes through those channels,” Dan says. “I’m learning their process.”

Dan’s approach introduces a different dimension to that model. By leveraging platforms like Zillow and Realtor.com and building strong conversion systems, the team is creating new opportunities to control both sides of transactions and generate additional momentum around new developments.

“We’re learning a different way of doing real estate together,” he says.

The partnership also extends to Mark’s family. His sons, Austin and Christian, are both REALTORS® and active members of the team.

“Mark and I sat with his sons and our wives first to discuss our new vision,” Dan says. “We got their approval before moving forward.”

For Dan, earning their trust mattered.

“They’ve really entrusted me,” he says. “Our professional relationships have



grown into something closer. I look at them with close ties.”

The long-term vision is clear. Dan and Mark are building the operation for today—but also preparing the next generation to carry it forward.

#### Raising the Standard

Dan is candid about the ambition behind the partnership.

“We’re aiming for 600 transactions,” he says.

In Lancaster County, that’s a number that gets people’s attention.

Some doubt it. Dan understands that.

“People think that’s not going to happen,” he says. “And I tell them, I’m either going to have a stroke, I’m going to die, or I’m going to hit 600 transactions. One of those three things is going to happen.”

He laughs when he says it, but the intensity behind the statement is real.

The partnership between Dan and Mark represents something unusual in the local industry: a merging of two strong personalities, two business philosophies, and two generations of real estate thinking.

“  
WE’RE LEARNING A  
DIFFERENT WAY OF  
DOING REAL ESTATE  
TOGETHER.  
”

“Mark is a titan from the legacy era of real estate,” Dan says. “I’d prefer that approach, but we’re navigating a different world now.”

Few people expected those worlds to collide.

“Nobody believed these two big personalities would come together,” Dan says.

But for Dan, the logic is simple. Each of them operates at their best in different arenas—and together, the ceiling rises.

“We’re coming to set the standard,” he says. “We don’t want to be judged by anyone else’s expectations—we want to be judged by what we build.”

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