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AUGUST 2026

REAL PRODUCERS[®]

Ajay Patel

COLDWELL BANKER REALTY



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Rising Star

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Leadership Spotlight

BRITTANY GILES

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CONNECTING. ELEVATING. INSPIRING.



Make \$100K in the Next 90 Days

By Sherri Johnson

Top producers don't need more motivation—they need sharper focus.

The reality is that most agents are capable of generating an additional **\$100,000 in the next 90 days**, but only if they execute the right activities consistently.

Success isn't about doing more. It's about doing the right things with greater intention, visibility, and consistency.

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PUBLISHER'S NOTE



TAKING STOCK

August often brings a brief pause.

Not a slowdown, exactly. Just a moment where people finally look up.

The spring rush has passed. Summer vacations are winding down. Clients who spent months making decisions now have the space to reflect on whether those decisions moved them closer to the life they wanted.

The same is true for business.

The strongest agents use this season to evaluate what is working and what needs attention. They take stock of relationships, systems, habits, and goals. They understand that growth isn't just about adding more. Sometimes it's about refining what already exists.

In South Central Pennsylvania, the professionals who build lasting businesses are rarely the ones chasing every opportunity. They're the ones who stay focused on the right opportunities. They invest in relationships, follow through on commitments, and consistently deliver value long after the closing table.

The agents featured in this issue understand that success is built in seasons. They know when to push forward, when to adjust course, and when to take a moment to appreciate how far they've come.

August reminds us that progress isn't measured only by activity. It's measured by intentionality.



And that's what turns a good year into a great one.

With gratitude,

Coach Fino
Publisher
South Central PA Real Producers

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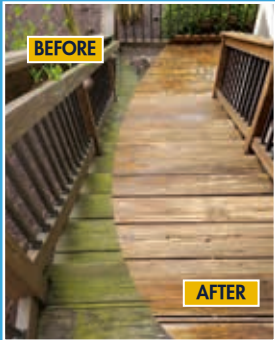


CORRECTION

In the June issue of *South Central PA Real Producers*, the photographer credit accompanying the cover feature on Sherry Lease, including both the cover image and the photos featured inside the article, was listed incorrectly. The correct photo credit is **Shannon Ergott of Next Door Photos**.

We regret the error and appreciate the opportunity to recognize Shannon Ergott for her work.

First Impressions Are Everything!



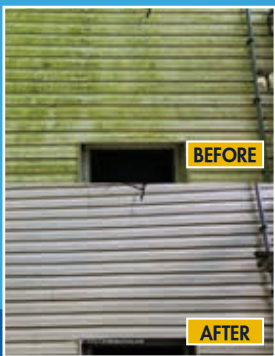
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Abbie Evans

The Exchange
Real Estate

Betting on Herself

PHOTO BY NEXT DOOR
PHOTOS | MIRIAM SMITH

In October 2024, Abbie Evans took a huge leap of faith from working in state government into real estate. Less than two years later, she's built a thriving business grounded in organization, compassion, and a commitment to putting people before transactions. Having closed over 30 transactions for \$8,000,000 in her first year, she's on pace to double that this year.



A Lebanon County native now serving clients throughout South-Central Pennsylvania and Northern Maryland, Abbie Evans didn't follow a traditional path into real estate. After spending more than a decade with the Pennsylvania Supreme Court, the highest court in the Commonwealth, she traded security for flexibility, purpose, and the opportunity to make a meaningful difference in people's lives. Today, Abbie is building a business that reflects exactly who she is: hardworking, caring, and refreshingly authentic.

Tell us a little about where you grew up.

I grew up in the very small town of Annville and graduated from Annville-Cleona High School in

2001, where I played field hockey and was a cheerleader. I lived with my dad and stepmom and have four siblings. Two of them actually teach in the Annville-Cleona School District, so it's kind of neat that, as adults, they are part of the community that shaped us.

What did you do before real estate?

I worked in state government for 16 years. Most recently, I worked in the Supreme Court Executive Administrators Office in Harrisburg. I was an Administrative Coordinator, handling various types of business for the justices of the Court and their staff. It is a completely different world from real estate.

People say, "Wow, that must have been interesting!", and it was. But eventually, I realized I wasn't fulfilled. I knew I had more to offer and wanted to make a difference in the lives of others. I was confined to an office Monday-Friday and had a one-hour commute on I-83 every day, both of which I thoroughly disliked.

What led you to make the leap?

My husband, John, had a lot to do with it. He's a retired state trooper, and we got married in 2024. It was shortly before that when I started asking myself whether I wanted to spend the next 15 or 20 years doing the same thing – the answer was no.

I wanted more flexibility to spend more time together doing things



“I truly care about my clients and what they’re going through. The biggest challenge has been learning how to do that without carrying every burden myself.”



we enjoy, because that’s what matters most to me. Leaving a stable paycheck was terrifying, and it was absolutely a leap of faith, but I have zero regrets.

Have skills from your previous career helped you succeed in real estate?
Absolutely.

Being an administrative assistant taught me how to stay organized, communicate well, pay attention to details, and follow through. It seems so simple, but people really appreciate it when you call them back.

My previous career revolved around making sure someone else’s world stayed organized, and now I get to use those same skills to guide my clients through one of the biggest decisions they’ll ever make.

What has surprised you most about real estate?
How emotional it is.

I truly care about my clients and what they’re going through. The biggest challenge has been learning how to do that without carrying every burden myself.

I’m helping people through stressful situations, major life transitions, and unexpected problems. I never want to become cold or disconnected, because that’s not who I am. But I’m learning that balance.

What do you enjoy most about helping clients?
The relationships.

There is nothing more rewarding than helping someone buy their first home, sell a family property, relocate, or work toward future homeownership. I genuinely feel blessed to be a part of every cli-

ent’s journey - and it’s even sweeter when they become friends!

Tell us about life outside of real estate.

Honestly, I’m a homebody. I spend so much time on the road, so being home is my favorite place to be. We recently adopted another dog, Poppy, so we’re enjoying getting to know her. We love going to Phillies games, taking trips to the beach, and spending time with our family & friends.

Family seems especially important to you. Why?

It’s everything. Everyone says it takes a village to raise kids, and I say it takes a village to raise a real estate agent! I can’t do it without the support of my loved ones. My parents divorced and remarried when I was really young, so I have a large extended family. I wouldn’t change any of it. They all mean a lot to me and have helped shape who I am today.

We also love spending time with John’s two grandboys who recently moved back to Pennsylvania. With school out for the summer, we have them every week on Tuesdays, which is really fun. That’s one of the greatest blessings real estate has given me: the ability to prioritize what matters most. I truly feel like I’m finally living life to the fullest.

Looking ahead, what excites you most about the future?

When I started this journey in real estate, I was honestly just hoping it would work out.

Now, I’m realizing I get to dream a little bigger. I’m excited to continue growing, refining my business, and doing it all while staying true to myself. I don’t know exactly what the next five years look like, but I do know I’m exactly where I’m supposed to be. 🏡



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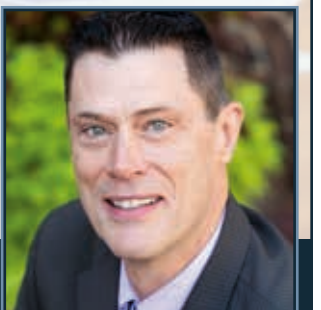
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Ajay Patel

Coldwell Banker Realty



Built on Grit, Guided by Gratitude

PHOTOS BY NEXT DOOR
PHOTOS | MIRIAM SMITH

From London accounting offices to Central Pennsylvania real estate, Ajay Patel has built a career defined by resilience, relationships, and a refusal to let circumstances dictate the outcome.

“If you can make it through the toughest time of your life, then you can do anything,” Ajay Patel says. It is advice he received early in his real estate career, but it could just as easily summarize the journey that brought him here.

For nearly two decades, Patel has been a familiar face in Central Pennsylvania real estate, earning a reputation built less on sales figures and more on consistency, credibility, and genuine care for the people he serves. Today, as part of Coldwell Banker Realty, he continues to balance residential and commercial expertise while leaning heavily on the relationships and referrals he has cultivated over the years.

A Journey Across Continents

Patel’s story began in Mombasa, Kenya, before his family

relocated to London, where he spent his formative years. There, he met his wife, started a family, and launched what would become a 25-year career in accounting.

He did not follow a traditional path. Rather than attending college, Patel entered accounting through an apprenticeship and quickly discovered a talent for the discipline. He spent a decade working for a CPA firm in London before moving to the United States in 1997, where he joined a publicly traded hospitality company and continued building his career in finance.

Growing up in a household where his parents worked factory jobs shaped his outlook on work and responsibility.

“We grew up very poor,” Patel says. “Life is given

once, and you shouldn’t take it for granted.”

Those experiences also influenced how he raised his own family. Though he and his siblings entered the workforce early to help support their parents, they encouraged the next generation to pursue educational opportunities their parents had hoped for them.

Betting on Himself

After decades in accounting, Patel realized he had reached a ceiling.

“There was only a certain amount of salary you could earn,” he says. “I knew I couldn’t go higher.”

Encouraged by someone who recognized his natural people skills, he decided to pursue real estate. The timing, however, could hardly have been worse.

Patel earned his license in February 2007, just as uncertainty surrounding the housing market intensified. The warnings came immediately. Recession loomed. The market was shifting. Friends and colleagues questioned whether he had made a terrible mistake leaving the security of a steady paycheck.

At home, the pressure weighed heavily.

He remembers sitting with his wife, wondering if he had jeopardized everything. Before making any rash decisions, she encouraged him to speak with his broker.

That conversation changed everything.

His mentor acknowledged the challenges ahead but offered perspective that Patel still carries today:



“You can’t do things all by yourself,” he says. “She’s like my lifeline on the back-end side.”

The partnership allows Patel to focus on what he enjoys most: advising clients, negotiating deals, and maintaining the personal connections that have sustained his career.

Rooted in Community, Looking Ahead

Though London will always hold a special place in his heart, Central Pennsylvania has become home.

His children have built successful careers nearby, and the relationships Patel has established over decades make it difficult to imagine starting over elsewhere.

“I live on referrals more than anything now because of the reputation,” he says.

He remains actively involved in the community through organizations including Rotary and local charitable efforts, viewing service as an extension of both his business and personal values.

“I think I’m very good in sales,” Patel says. “I didn’t want to manage a company and manage new agents. I wanted to do what I enjoy doing.”

Today, referrals drive much of his business—a testament to the trust he has built throughout the community.

He also understands that success rarely happens alone.

Patel is quick to recognize Carly Zimmerman, who plays a vital role behind the scenes.

reshaping the industry. While he appreciates innovation, he believes experience, common sense, and human judgment will remain essential.

Markets evolve. Tools change. Relationships endure.

For younger agents entering the profession, Patel’s message is one of encouragement. He often tells them that real estate has been the most rewarding career of his life.

“If I could go back and start at 18, I would have become a Realtor sooner,” he says. “I enjoy this job.”

After a journey spanning continents, industries, and economic cycles, Patel’s greatest lesson may be the simplest: success is rarely about having the perfect plan. It comes from showing up, working hard, adapting when necessary, and never losing sight of why the work matters.

“**This is the best field I’ve ever worked in,**” Patel says. “**If you enjoy it and commit to it, you can build a wonderful life doing what you love.**”



survive the difficult seasons, and everything afterward becomes manageable. Focus on small wins. One transaction at a time.

Patel embraced the advice wholeheartedly.

He volunteered for every phone duty opportunity available, treating each call as a chance to build his business. Within days, he landed his first significant client. By the end of his first year in real estate, he had earned six figures.

Relationships Over Transactions

Nearly 20 years later, Patel’s business philosophy remains remarkably straightforward.

Real estate, in his view, is fundamentally about people.

He has launched companies, navigated residential and commercial markets, and

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PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH

Brittany Guiles believes the future of real estate leadership isn't just about growing production—it's about helping agents build businesses that support the lives they actually want to live.

At 28, Brittany Guiles found herself facing significant personal and financial challenges.

Her marriage was ending. She was raising a newborn daughter. Debt was mounting, and the future she had imagined for herself looked very different from the reality she was living.

Eventually, she made a decision.

She would stop waiting for circumstances to change and start rebuilding.

Guiles earned her real estate license and began creating a new path forward—one intentional step at a time.

The experience would eventually shape the leadership philosophy she brings to her work today.

“People think if they can just change their circumstances, they’ll finally be happy,” she says. “What I’ve learned is that real change doesn’t happen by accident. You have to decide what matters most before you start building toward it.”

Today, Guiles serves as Team Leader at Keller Williams Central PA, leading one of the top-performing Keller Williams market centers in the country. She coaches agents on business growth, leadership development, and long-term sustainability, helping them build profitable businesses while challenging conventional assumptions about what success should look like.

Success, she believes, is supposed to create options.

More income. Greater flexibility. The ability to choose how time is spent.

Yet many professionals unintentionally build businesses that deliver the opposite result.

Define Success Before You Chase It
Much of the coaching available in real estate focuses on tactics: lead generation, scripts, systems, accountability, and conversion.

Guiles values those tools. She built her own career through proven models, consistent effort, and a willingness to learn from those who had gone before her.

But she believes too many professionals skip a foundational step.

“What kind of life are you actually trying to build?” she asks.

It’s a deceptively simple question that shapes much of her coaching today.

A workshop she attended with her husband, Ben, challenged them to rethink long-held assumptions about achievement: What does success actually mean? What does “enough” look like? Why are we working so hard in the first place?

“The clarity changes the way you make decisions afterward,” Guiles says.

Without that clarity, she believes it’s easy to spend years pursuing bigger goals without stopping to examine whether those goals align with personal priorities.

“If you’re not careful, you’ll solve one problem and unknowingly create another.”

Build by Design, Not Default
Guiles is quick to point out that her message is not about working less.

It’s about building differently.

A significant part of her coaching focuses on helping agents create systems, establish accountability, leverage support, manage their time strategically, and build financial plans that align with long-term goals.

The process starts by defining the life an agent wants to create. Only then does she help them design the business that supports it.

Recently, an agent came to Guiles frustrated that their business had plateaued. They were working evenings and weekends, doing all the activities



they believed were necessary to succeed, yet progress had stalled.

As they talked, Guiles realized the issue wasn’t effort.

It was clarity.

Through a needs analysis, they identified gaps in the business and then worked through a long-term vision exercise focused not only on production goals, but also family, finances, health, and personal priorities.

“People often know what they want their business to do, but they haven’t defined what they want their life to look like,” she says.

Once the vision was clear, they built a plan around it—identifying high-leverage activities, delegating lower-value tasks, and creating measurable annual, monthly, and weekly priorities. Follow-up coaching focused on accountability, progress tracking, and adjusting the plan as the business evolved.

Too often, Guiles says, people build a business first and hope their life somehow fits around it later.

“The goal is not to escape one life and accidentally build another one you don’t want,” she says. “The goal is to intentionally build a business around your life.”

Coach the Whole Person

Guiles’ leadership journey—from agent to trainer to Team Leader—has reinforced another belief: business challenges are rarely just business challenges.

“I don’t look at the agent as just business,” she says. “You have to coach to what’s in here,” she says, referring to both heart and mind.

The agents she works with don’t simply need better systems. Sometimes they need help identifying blind spots, navigating fear, challenging limiting beliefs, or recognizing when scarcity is shaping their decisions.

Leadership, she believes, requires the ability to shift between strategy and mindset.

“If you’re waiting until you’re more confident, more prepared, or have everything perfectly figured out before you start, don’t,” Guiles says. “Get comfortable being uncomfortable. Do the thing scared.”

Growth rarely arrives at a convenient moment.

“The people who make progress aren’t the ones who avoid mistakes,” she says. “They’re the ones who keep going after they make them.”

Outside the office, Guiles and Ben are raising two daughters in Carlisle. The conversations she has about priorities, boundaries, and defining “enough” aren’t simply coaching concepts—they are principles she works to apply in her own life.

For Guiles, leadership isn’t measured solely by production numbers or recruiting success.

It’s measured by whether people are building businesses that create freedom rather than consume it.

Because if success is costing your family, your health, your peace, or your sense of purpose, it may be worth reevaluating not only what you’re pursuing—but how you’re pursuing it.

From the pulpit to the insurance office, Dan Collison has built a career around helping people make wise decisions, navigate uncertainty, and move forward with confidence.

A CALLING TO SERVE DAN COLLISON

PHOTOS BY KARA CLOUSER
OF CONTE PHOTOGRAPHY

When Dan Collison talks about his career, one theme emerges again and again: service.

“I’m passionate about people,” he says. “I want to help people make good next steps in their life, whatever that is.”

That commitment has shaped a remarkably diverse journey—one that has taken him from military leadership programs and theological studies to decades in ministry and, ultimately, to the insurance industry. While the settings have changed, the mission has remained surprisingly consistent.

A Life Shaped by Leadership

Dan’s story begins with movement. Born in Connecticut, he spent parts of his childhood in Pennsylvania, New York, and Florida as his family followed his father’s pastoral calling.

As a teenager in Florida, Dan thrived in his high school’s Marine Corps Junior ROTC program. He served on the rifle team, drill team, and color guard while maintaining strong academics. By his junior year, he had become the youngest cadet ever promoted to command the program and earned a long list of distinctions.

A military career seemed likely until a vision test derailed a full Navy ROTC scholarship opportunity. Looking back, Dan sees that moment as one of several pivots that redirected his future.

Instead, he felt drawn toward a different path.

Though his father was a pastor, Dan initially resisted following in those footsteps. “I said, ‘Never. I’m not doing it. It’s not happening,’” he recalls.

What changed was a genuine sense of calling.

“It had to be nothing short of a calling to get me into it,” he says. “There was just no way I wanted that future or anything that would contribute to it.”

That calling led him to Toronto for theological education, where he met

his wife, a Canadian whom he jokingly describes as “the least Canadian Canadian I’ve ever met.” Today, the couple has been married for 36 years, has four sons, and is enjoying the growth of a rapidly expanding family that includes multiple grandchildren.

Bringing a Pastor’s Heart to Insurance

For decades, Dan served as a pastor, church planter, and consultant, helping congregations engage more effectively with their communities. Eventually, however, he felt called toward a new chapter.

“I thought, ‘I’m going to take my passion for people, my desire to help in my community, my ability to help people improve the situations of their lives and make more sound decisions, and I’m going to do that in the marketplace.’”

The transition turned out to be more natural than many people might expect.

“The biggest skills that I picked up were just how to deal with people, especially when they’re upset,” Dan says.

He also learned how to ask difficult questions, guide people through important decisions, and help them prepare for challenges before those challenges arrive. Those same skills now shape his approach to insurance.

“Being properly insured is important,” he says. “You can be prepared so that your kids don’t have to deal with something that happens to you.”

For Dan, insurance is about far more than policies and premiums. It is about stewardship, planning, and protecting what matters most.

One area where he especially enjoys helping clients is through policy reviews and second opinions. His goal is simple: help people understand what they have, identify any gaps, and make informed decisions.

“My goal is to make sure that you are fully covered at a fair price,” he says.



That consultative approach resonates particularly well with REALTOR® partners, whose clients are often making some of the largest financial decisions of their lives.

Looking Ahead

Today, Dan is firmly rooted in Central Pennsylvania, a region that felt like home almost immediately. After exploring opportunities across the state, he found himself drawn to Cumberland County and the greater Harrisburg area.

“This resonates with who I am, what’s important to me, and where I see opportunity,” he says.

Outside of work, he enjoys hiking local trails and spending time with family. Professionally, he remains focused on growth, service, and deepening relationships throughout the community.

After all, the thread connecting every chapter of his story is not insurance, ministry, or business. It is people.

“The ability to learn what needs to be learned to be most effective for the people I’m trying to serve,” Dan says, “that’s been really helpful.”

And for Dan Collison, serving people well continues to be the calling that guides everything else.



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All About Real Producers of South Central PA

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

Q: WHO RECEIVES REAL PRODUCERS' MAGAZINES?

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

Q: WHAT IS THE GOAL OF THE PROGRAM?

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

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around



that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

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

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

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

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

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

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are the best businesses in South Central PA in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!
Email: Coach.Fino@n2co.com



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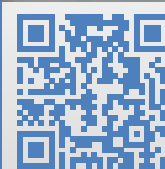


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Lights, Camera, Connection

South Central PA Real Producers gathered at Nieri Creative on June 19 for an engaging educational event focused on one of the most important tools in today's real estate market: video.

Hosted by Nieri Creative founder Nathan Nieri and Director of Operations Scott Drinkwater, the session explored what is actually working on social media right now, giving agents practical strategies they could immediately put into practice. Topics included creating engaging Reels and Shorts, building a sustainable content strategy, avoiding common video mistakes, and appearing more confident and natural on camera.

One of the highlights of the event was a live video demonstration that pulled back the curtain on the production process. Rather than simply talking about great content, attendees watched it come together in real time, gaining a behind-the-scenes look at the planning, filming, and techniques that help videos connect with today's audiences.

Throughout the session, the focus remained on authenticity over perfection. Whether attendees were just beginning to experiment with video or already posting regularly, the presenters emphasized that consistent, genuine content is one of the best ways for agents to stay visible, build trust, and strengthen relationships with clients.

Nieri Creative, founded in 2020, provides real estate media, podcast production, video production, and editing services for businesses throughout Central Pennsylvania. The company's mission of making professional content creation accessible aligned perfectly with the afternoon's educational focus.

Beyond the valuable insights, the event also gave Real Producers members another opportunity to connect with fellow top-producing agents, exchange ideas, and continue building relationships within the local real estate community—one of the hallmarks of every *South Central PA Real Producers* gathering.





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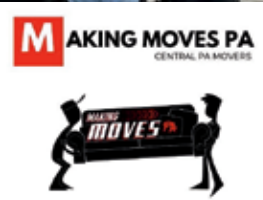


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