

SOUTH CENTRAL PA

JUNE 2026

REAL PRODUCERS[®]



Top Agent

Sherry
Lease

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MIRIAM SMITH



Rising Star
KARA WEBER
Keller Williams of Central PA

Partner Spotlight
DAN GROSS
DB360 Soft Wash

Pricing Strategies & Price Reductions: How Top Agents Win in Q3

By Q3, the market stops reacting to hype and starts responding to reality. Spring momentum fades, buyers become more selective, and days on market begin to rise. This is where pricing strategy becomes the defining factor—and where top agents separate themselves.

Pricing Is Positioning

Top agents don't just list homes—they position them to win. Pricing isn't based on seller expectations, online estimates, or past comps alone. It's a forward-looking strategy based on real-time data and where the market is heading. They lead with facts, not feelings—guiding sellers through buyer behavior, absorption rates, and how pricing impacts demand from day one. Because once a home is overpriced, the market takes control.

The First 14 Days Matter

The first two weeks on market are critical. This is when the most qualified buyers are watching, interest is highest, and the strongest offers are made. Price it right → you create urgency. Price it high → you create hesitation. And hesitation costs money.

Price Reductions: Strategy, Not Failure

In Q3, price reductions are often necessary—but how they're handled matters. Top agents don't react—they plan. They prepare sellers in advance and make strategic, meaningful adjustments that re-engage the market. Waiting too long or making small, incremental reductions only weakens positioning and trains buyers to wait. A price reduction done right restores momentum.

Lead with Confidence

Today's sellers need clarity and leadership. The best agents don't "test" the market—they position homes to succeed in it. They focus on creating demand, not chasing it, and set expectations early to avoid costly delays.

The Bottom Line

Q3 is a truth-telling market. The agents who win are the ones who price ahead, act decisively, and lead with strategy.

Because in today's environment, the agent who controls the pricing controls the outcome.



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LEADING THROUGH THE BUSY SEASON

BY COACH FINO

June brings volume. And with volume comes noise. Clients feel it. Agents feel it. Everyone is moving faster, and it's easy to confuse speed with success. But the best professionals know that leadership matters most when things are busy. In South Central Pennsylvania, summer is when clients lean hardest on their agent's experience. They need calm guidance, clear communication, and someone who can see the full picture when emotions run high and timelines tighten.

Great agents don't just manage transactions in June — they manage expectations. They stay organized. They communicate clearly. They stay human. That steadiness becomes the reason clients trust them not just for this deal, but for the next one too. The agents featured in this issue understand that leadership shows up most clearly when things are moving fast. They stay grounded, keep clients focused, and bring clarity to moments that could otherwise feel chaotic.

Busy months don't create great agents — they reveal them. And June does a pretty good job of that.

With gratitude,



Coach Fino
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KARA Weber

Keller Williams of Central PA

PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH

Kara Weber's path into real estate wasn't linear—but it fits. Growing up in Chester Heights, just outside Media, she was raised by a father who built his own masonry restoration business and a mother in advertising, representing an early blend of entrepreneurship and creativity that still shows up in how she works today.

And even then, the curiosity was already there. "I was always the person walking down the street thinking, 'I wonder what that house looks like inside,'" Kara says.

After earning a degree in communications, marketing, and sociology from Millersville University, Kara began her career in marketing before a company closure in 2017 pushed her to reconsider her direction. What started as an admin role on a real estate team quickly evolved into a full-time career.

Today, she works as both an acquisitions agent and retail REALTOR®, known for her problem-solving mindset and relationship-first approach: "I want to be

your friend that just happens to know a lot about real estate."

Outside of work, Kara brings that same energy into everything she does. A longtime athlete, she still plays ice hockey on both women's and men's recreational teams. At home in Mount Joy, she and her fiancé Ryan share a full house—four dogs, two cats, and a growing flock of chickens—with plans for even more.

Between building her business and planning a farm wedding, she's clear on what drives her: helping people, solving problems, and building a life that feels just as meaningful as the work.

Real estate wasn't your first career—what led you to make the jump?

I was working in marketing for a few years, both nonprofit and for-profit, and while I liked it, I could tell it wasn't my true passion. When the company I was with shut down in 2017, it gave me a chance to pause and really think about what I wanted long-term.



I had always loved homes and people, so real estate felt like a natural fit. I started as an admin on a team, learned everything I could, and got licensed in 2019, right before COVID. It wasn't ideal timing, but it forced me to figure things out quickly and really commit to it.

Your role today is a mix of acquisitions and retail. How does that set you apart?

It really comes down to being able to offer solutions. As an acquisitions agent with First Choice Home Buyers, I go on appointments with homeowners who are often in unique or challenging situations, and we try to buy their home for cash.

But not every home fits that model. So if it doesn't, I can pivot and help them list traditionally. That's where the retail side comes in. It allows me to truly problem-solve instead of trying to force one solution on every situation.

At the end of the day, I just want to help people figure out the best path forward—whatever that looks like for them.

Your business really took off recently—what changed?

Honestly, my mindset. I stopped going into appointments thinking, "I need to get a deal," and started focusing on the relationship instead.

I'm not a pushy salesperson—that's just not me. I go in with the mindset of building trust first, being helpful, and making the experience comfortable. I always say I want to make people feel at home before they even sell their home or buy a new one.

When you approach it that way, people want to work with you. Even on the cash side, there are times we're not the highest offer, but they choose us because of the relationship.



You've built a life in Central PA. What made you stay?

Coming out to Millersville University is what first brought me here, and it just stuck. Central PA kind of stole my heart.



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It's peaceful, there's a strong sense of community, and it's still close to everything. It just checked all the boxes for both life and business.

Tell us about life outside of real estate.

It's busy in a good way. My fiancé Ryan and I met on Hinge, and after our first date, we basically just never stopped hanging out. Now we live in Mount Joy with four dogs, two cats, and a flock of chickens.

He's a general contractor, so that pairs really well with real estate, and he's also a musician. We're both really into being outdoors and would love to own a small farm someday.

And hockey is still a big part of my life. I play on a women's team and in a couple

men's leagues locally. It's something I've always done, and I love having that competitive outlet.

You mentioned you'll take on any type of property—why is that important to you?

Because real estate isn't always pretty listings. I've sold everything from a gutted church to fire-damaged homes to cabins with no water.

I love that side of it—the challenge, the problem-solving. No matter the situation, I want people to know I'll help them figure it out.

What's the bigger vision for you moving forward?

I just want to keep growing, both personally and professionally. I'd love

to step into more of a leadership role over time and help other agents as well.

But at the core of it, it's always going to be about helping people. These aren't just transactions to me. They're real situations, real lives.

Final thought—what do you want people to remember about you?

That I'm someone they can trust. Someone who shows up, solves problems, and makes the process feel easier.

I'm just your friend... who happens to know real estate. No matter the property or situation, I'll find a way to get it done. 🍷

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?

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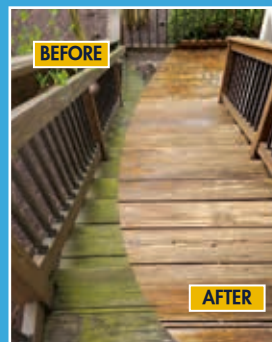
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DB360 SOFT WASH

PHOTOS BY KARA CLOUSER OF CONTE PHOTOGRAPHY

How **DAN GROSS** turned hard work, hard lessons, and a family-first mindset into a trusted partner for REALTORS® across South Central PA.

“Everyone thinks I’m lucky,” says Dan Gross. “And it’s not anything to do with luck—it’s hard work and perseverance.”



That mindset has shaped not only his career, but the way his company, DB360 Soft Wash, serves homeowners and, increasingly, the REALTORS® who rely on him to protect and elevate their listings.

Built on Work Ethic

Dan’s story starts the way many great ones in South Central PA do—on a farm. He grew up at Ashcombe Vegetable Farm (now Ashcombe Farm and Greenhouses), working from the age of five. “My dad made me work. That was one thing in our family—you worked or you didn’t eat,” he says with a laugh. “That’s where I get my work ethic.”

Those early mornings moving irrigation pipe before school weren’t glamorous, but they instilled something deeper: discipline, resilience, and a respect for doing things the right way.

After high school, Dan went straight into the workforce, eventually spending 32 years at Fry Communications. But even with a steady career, he couldn’t shake his entrepreneurial drive. “I always had that spirit,” he says. “I’ve had multiple businesses—some successes, some failures. But the failures were okay, because I learned so much from them.”

That mindset became his competitive edge. At Fry, he focused on what he calls the three costs of business: “Manning, materials, and machine.” By refining those areas, he helped save the company millions—and built the foundation for what came next.

From Side Hustle to Standout Business

DB360 didn’t start as a polished operation. In fact, it began almost by accident.

“My brother-in-law—who is now my business partner—was detailing a car and got paid the same amount to wash the side of a house in half an hour,” Dan recalls. “We looked at each other and said, ‘We’re in the wrong business.’” Today, that same family-first approach carries through the company, with his daughter working alongside him and his son running a related gutter business.

“We don’t use pressure to wash a house—period. We’re protecting the property, not damaging it.”



protecting assets, maximizing curb appeal, and avoiding costly mistakes.

“Pressure washing only strips the surface,” Dan explains. “The roots of algae are still there, and in some cases, you’re actually pushing it deeper or damaging the material.”

Soft washing, by contrast, treats the problem at its source. That means longer-lasting results, healthier surfaces, and fewer issues for homeowners down the line.

But what really sets Dan apart is how he thinks about relationships. He doesn’t view jobs as one-time transactions. “I want a customer who turns into a client,” he says. That perspective drives everything, from how his team communicates on-site to how they follow up after the job is done.

For agents, that translates into a reliable partner who enhances their reputation, not risks it—someone who understands that one bad experience can ripple across future deals, and one great one can do the same.

Still Building, Still Learning

Despite his success, Dan has no plans to slow down. “I’m never going to retire,” he says. “I love working. I’m passionate about what I do, and I’m passionate about helping people.”

His philosophy is simple: surround yourself with people who push you to grow. “If you’re the smartest person in the room, you’re in the wrong room,” he says.

It’s a mindset that has carried him from farm fields to running a thriving business—and one that continues to shape how he serves both homeowners and the REALTOR® community.

Because for Dan Gross, success isn’t about shortcuts or luck. It’s about doing the work, learning from every step, and building something that lasts—not just for his clients, but for the family working alongside him and the legacy he’s creating through it.

What started as pressure washing quickly evolved. Through constant learning and a willingness to invest in better systems, they transitioned into soft washing—a safer, more effective method that tripled their revenue in a single year.

Today, DB360 handles hundreds of homes annually, with a process built around protection, not just cleaning. “We don’t use pressure to wash a house—period,” Dan says. “We’re protecting the property, not damaging it.”

That attention to detail shows up everywhere: taping off outlets, safeguarding landscaping, and using biodegradable solutions that break down into carbon and water. It’s not just about appearance—it’s about preserving the long-term value of the home.

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From Starting Over to Standing Out

PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH

How SHERRY LEASE turned life experience into a 75-transaction, relationship-driven business



“Where you start does not determine where you end up,” says Sherry Lease. “That’s something I carry into every client conversation, because it comes from my own life. I’ve been through a lot early on, and it really shaped how I show up for people.”

Today, Lease is a top-producing agent with House Broker Realty, closing 75 transactions and more than \$20 million in volume in a single year, entirely as a solo agent. Her business is steady, built on both referrals and a strong social media presence, and grounded in trust.

But the foundation behind it is anything but typical.

Lease grew up in the York and Adams County area and has spent the last 16 years in Spring Grove. She’s been licensed since the end of 2015, but her journey into real estate came after years of figuring things out in real time, often while raising three kids and navigating major life challenges.

Real Lessons, Real Results

Lease’s story starts well before real estate. On her own at 16 and a mother

by 18, she learned quickly how to adapt, work, and push forward without a clear roadmap. She often credits becoming a young mother not as a setback, but as her greatest motivation. Her early career was shaped by necessity, taking on roles like waitressing, bartending, banking, and advertising sales, all with one priority in mind: being present for her children.

“I didn’t have a traditional path,” she says. “Everything I did was built around my kids. At the time, I wasn’t thinking about building a career. I was just trying

to make it work and be there for them. But looking back, all of that shaped me. It taught me how to handle pressure, how to navigate uncertainty, and how to figure things out when there isn’t a clear answer. Those weren’t things I learned in a classroom, but they’re exactly what I use every day in real estate.”

The turning point came through a property preservation business she ran with her ex-husband. Working closely with a real estate agent exposed her to the industry in a practical, behind-the-scenes way, and with encouragement from that agent—who recognized her potential—she made the decision to finally take the leap and get licensed.

Encouraged to take that next step, she set a personal deadline to establish her career before her youngest child reached kindergarten.

“It was the best thing I could have done,” she says. Already building her real estate career, she later faced another defining chapter—navigating a difficult divorce while raising three kids, during which she was often met with doubt and others’ limited expectations of what she could become. Instead of accepting that narrative, she rewrote it.

A Business Built on Trust

Early in her career, Lease leaned into complexity. She worked with first-time buyers, challenging transactions, and situations that required extra time and patience.

“I took the deals that weren’t easy,” she says. “The ones that were complicated, or where people didn’t really know if it was even possible. I just wanted to find a way to make it work for them. A lot of those were first-time buyers, and they needed someone who was willing to be patient and figure things out with them. Over time, those people stuck with me. They came back, they referred me, and that’s really how my business was built.”

Now, the majority of Lease’s business comes from referrals and repeat clients, complemented by a strong social media presence that continues to expand her

reach and attract new opportunities. It’s a direct reflection of how she built it: one relationship at a time, often in moments when clients needed more than just a transaction.

Her structure remains intentionally simple. Lease operates as a solo agent, recently bringing on an assistant to help manage the backend of her growing volume. While many agents scale through teams, she has chosen a different path. “I like being hands-on,” she says. “I don’t really have a desire to build a big team.”

That decision hasn’t limited her production. With 75 closings in a year and a nearly even split between

buyers and sellers, her business is both balanced and efficient. It also allows her to stay closely connected to every client she serves.

“When someone feels like something isn’t possible, I don’t see it that way,” she says. “Buying or selling is usually happening during a big life moment—there’s stress, there’s uncertainty. I understand that, and I try to help people find a path forward because I’ve been through those kinds of seasons myself.”

Lease also credits the support system around her for helping her grow, including her broker, Tiffany Bullaj, whom she describes as a key part of her development and continued success.





Outside of real estate, Lease's world still revolves around her family. Her three children, now teenagers, keep her schedule full with sports and activities, from wrestling to four-wheeler racing. When she can, she escapes to the beach, where she owns a condo and spends time recharging.

That balance between work and life has evolved over time. For years, she felt like she had something to prove. Now, that mindset has shifted.

"I worked a lot because I felt like I had to prove something," she says. "But I've proven it."

In an industry that is constantly changing, Lease keeps her focus narrow and intentional. She does not spend time worrying about things outside her control, whether it is market shifts, technology, or broader industry debates.

“Buying or selling is usually happening during a big life moment—there’s stress, there’s uncertainty. I understand that, and I try to help people find a path forward because I’ve been through those kinds of seasons myself.”

"I just focus on what I'm doing every day and taking care of my clients," she says. "And for newer agents, I always say, you're not going to learn this in a classroom. You learn by being out there, asking questions, and surrounding yourself with people who can help you grow."

It's the same approach she took when she started, attending events, meeting other professionals, and gradually building a network from scratch.

Lease's career is proof that there is no single path to success in real estate. Her business was not inherited, engineered, or accelerated through shortcuts. It was built through persistence, relationships, and a refusal to accept limitations placed on her.

"I'm incredibly grateful," she says. "Grateful for my clients, for the people who trust me, and for the opportunity to wake up every day and do what I love—helping people make their dreams come true."

"Everything I've built has been for my kids," she says. "And it's shown me that where you start really doesn't define where you can go." ❏

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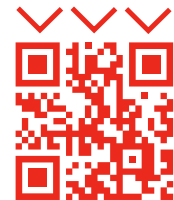
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