

SOUTH CENTRAL PA

MAY 2026

REAL PRODUCERS[®]



Rising Star
**JOSUE
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RE/MAX Cornerstone



Partner Spotlight
ROB MATLOCK
Nighthawk Inspection Group

Special Feature
TRACEE CARTER
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Top Agent

Christy Hartwick

JOY DANIELS REAL
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PHOTO BY NEXT DOOR
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CONNECTING. ELEVATING. INSPIRING.

How to Make \$50K at Your Next Open House

Over the past several years, I've interviewed and coached top-producing agents across the country. One pattern continues to show up: The highest earners don't treat open houses as events.

They treat them as acquisition strategies.

When I ask top producers where some of their most profitable listing relationships started, a surprising number say the same thing:

"An open house." Not because the house sold that weekend— but because of who walked through the door... or who lived next door.

In today's South Central PA market, where inventory remains competitive and sellers are watching pricing closely, open houses can be one of the most efficient listing attraction tools available—if executed intentionally.

Here's what top performers do differently:

1. They Target Sellers — Not Just Buyers

Most agents market to buyers. Top producers market to homeowners. They know when a property hits the market, neighbors are quietly evaluating their own timing.

The open house becomes a low-pressure opportunity to gather information. Top agents consistently:

- Invite 50–100 surrounding neighbors
- Position it as a "private neighborhood preview"
- Offer equity updates
- Use it as part of a larger farming strategy

The result? Conversations with future sellers before they ever hit the market

2. They Systematize the PreMarketing

High-level agents don't rely on MLS exposure. They build momentum through:

- Circle prospecting
- Social media targeting
- Database outreach
- Intentional market messaging



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—Kelli B.

"My lead pipeline went from \$5M to \$30M in one GoldMine Pipeline™ session with Sherri.

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The goal isn't traffic—it's conversations. As one top producer put it: "The open house is just the excuse."

3. They Master the 72-Hour Window

The money isn't made during the event. It's made in the follow-up. The best agents:

- Call every attendee within 24 hours
- Segment buyers vs. homeowners
- Personalize follow-up
- Book listing appointments quickly

Speed builds credibility. Consistency builds conversion.

4. They Measure Pipeline, Not Foot Traffic

Top agents don't say, "We had 25 groups."

They say, "We secured two listing appointments."

In this market, one listing can represent \$15k–\$25k in commission. Add a buyer or second listing, and a single open house can create a \$50K pipeline opportunity.

Not instantly— but predictably.

5. They Play the Long Game

Consistent open houses in targeted areas build recognition. Recognition builds trust. Trust builds inventory.

This is how market share compounds. The Bottom Line Agents generating real income from open houses aren't lucky—they're structured. They pre-market intentionally, follow up relentlessly, and measure what matters. Done right, your next open house doesn't just market a property— it positions you for your next \$50,000.

If you're a top-producing agent in South Central PA ready to refine your listing strategy, let's connect. Because at this level, it's not about doing more open houses— it's about doing them smarter.



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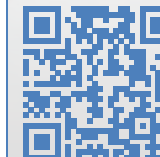


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MOMENTUM IS EARNED

BY COACH FINO

By May, the market is fully awake.

Momentum is visible now — in calendars filling up, contracts moving, and decisions happening faster. But the agents who handle this season best aren't chasing the pace. They're guiding it. They know momentum is something to steward, not just ride.

In South Central Pennsylvania, spring success depends on more than activity. It depends on judgment. On knowing when to push forward and when to slow things down for a client who needs clarity. On protecting deals with experience, not urgency.

The strongest agents use May to stay disciplined. They communicate more clearly. They simplify choices. They protect their clients' energy as much as their outcomes. This is the month when preparation turns into leadership, and leadership turns into trust.

The professionals featured in this issue understand that momentum only matters if it's managed well. They lead with steadiness, even when the market feels fast, and they keep clients grounded in what truly matters.

This is what earned momentum looks like — and it's what sustains great businesses long after spring has passed.



With gratitude,

Coach Fino
 Publisher
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Here's what they do differently:

- Choose courses that solve real business problems
- Use CE to protect their reputation and income
- Modernize systems and workflows while they learn
- Focus on one learning theme per cycle
- Complete CE early — while it can still be applied

CE gives you the time anyway. The best agents make sure it gives them something back. **Discounted CE is now available through Real Producers of South Central PA and The CE Shop.** Scan the QR code to get started.



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ROB MATLOCK

NIGHTHAWK INSPECTION GROUP

PHOTOS BY KARA CLOUSER
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After a career flying high-stakes military missions, sometimes involved in international incidents while doing everything right, **Rob Matlock** built Nighthawk Inspection Group on systems knowledge, disciplined reporting, and a straightforward commitment to helping REALTOR® partners understand risk clearly.

Rob Matlock does not talk about home inspections like a salesman. He talks about them like a man trained to evaluate systems, evaluate concerns, and communicate clearly when the stakes matter.

“A home inspection is effectively a risk management report,” he says. “You’re saying, here are the risks with this house.”



That mindset was shaped long before he launched Nighthawk Inspection Group. Originally from Louisville, Kentucky, Rob attended the Air Force Academy and went on to a long military career that included flying C-21s, C-5s, and later the RQ-4 Global Hawk. He served during 9/11, trained crews for tactical operations, and spent years supporting missions tied directly to the War on Terror.

By the time he retired from the Air Force in 2019, he had spent decades learning how to trust systems, follow checklists, and make clear decisions under pressure.

Those same skills, he says, made the move into home inspection feel surprisingly natural.

From cockpit to crawlspace

Rob started preparing for that transition in 2013, when uncertainty around military force reductions pushed him to think ahead. He enrolled in training through the American Home Inspectors Training Institute, and the response from his instructor stuck with him.

“He said, ‘Military pilots are some of our best students. You already know plumbing, HVAC, and electrical. I just have to teach you roofs, foundations, and home-specific stuff.’”

Rob still laughs when people seem surprised by the connection. “I’ll ask, ‘Anybody been on an aircraft without plumbing, HVAC, or electrical?’ Then people stop, think about it, and laugh.”

But underneath the humor is a serious point. For Rob, inspection work is about sorting through a property’s components, identifying what matters, and helping clients make informed decisions.

That approach has resonated with both homeowners and REALTOR® partners, especially those who value plain language and organized reporting.

He deliberately limits volume to protect quality, usually capping the schedule at two inspections per day. Reports are detailed, photo-driven, and designed to be easy to follow.

“People forget how fast you did a job, but they remember how well you did it,” he says.

Starting over, one call at a time

By the time Rob left the military, his inspection business in California was already thriving. Then life changed.

A trip east revealed something unexpected: his wife’s health improved dramatically

when she was out of California. That discovery led the family to make a major decision. They left behind financial comfort, moved east in 2022, and started over in Pennsylvania.

For Rob, that meant rebuilding from scratch in a place where he knew almost no one. “I was calling 100 to 150 agents a day to get started,” he says. “Those first hundred phone calls are really about finding your footing.”

Still, he kept going. His military background helped open doors and buy him a little extra time on those calls. “I’ve had agents tell me, ‘The only reason I haven’t hung up right now is you told me you were a veteran.’”

That persistence has helped him carve out a place in South Central Pennsylvania, where he now serves markets from the Greater Harrisburg area to Philadelphia.

A practical resource for agents

Rob’s business story is compelling, but so is the value he brings to agents in the field.

He knows regional housing differences, from stucco issues and S-traps to boilers, basements, metal roofs, and older housing stock that differs sharply from what he saw in California.

He also emphasizes independence. Nighthawk does not perform repairs

on homes it inspects, and Rob sees that separation as essential to credibility.

For REALTOR® partners, his goals are simple: be thorough, be understandable, and be useful—so agents have room to negotiate when needed. He encourages clients to attend the end-of-inspection walkthrough so they can see concerns firsthand and hear a practical summary of the findings.

Outside of work, Rob enjoys hiking, kayaking, Christian music, and time with his family and pets, including Aspen, a deaf border collie who often rides along and has apparently appointed herself guardian of the vehicle.

His wife, a fan of Christian and country concerts, has also taken on the role of getting him out to live shows—something he jokes may not be helping his hearing.

“She’ll take me to these loud concerts, and later I will teasingly ask, ‘Do you think this is really helping my hearing loss?’ We both love the adventure and seeing the artists we love listening to.”

He and his wife have also grown to appreciate the pace of life in Pennsylvania. “What we like around here is the mom-and-pop shops,” he says. “It’s a slower pace of life.”

Looking ahead, Rob can imagine growing Nighthawk Inspection Group into a larger regional firm, or keeping it intentionally lean. Either way, his philosophy—shaped during his time deployed—continues to guide how he works today.

“You can either let time pass,” he says, “or use it to study, improve, and prepare for what comes next.”





Josue Hernandez

RE/MAX CORNERSTONE

PHOTOS BY NEXT DOOR PHOTOS | MIRIAM SMITH



Josue Hernandez knows what it feels like to start over. He moved from Mexico City to Lebanon at 14, learned English as a teenager, built a career in the restaurant business, and eventually made the leap into real estate. Today, the RE/MAX Cornerstone agent is known for serving the growing Spanish-speaking community with patience, clarity, and a personal understanding of the transition many of his clients are making. At the center of it all are his wife and three daughters, who continue to motivate everything he does.

Tell us about your background.
I'm originally from Mexico City and moved to Lebanon when I was 14. I went to Lebanon High School and graduated in 2008. I always say half my life was in Mexico and half has been here, but this is home now. I became a citizen here, met my wife here, and we're raising our three daughters here.

After high school, I tried community college, but it wasn't for me. I went into the restaurant business and worked full-time at A&M Pizza. That's also where I met my wife. I stayed there until 2021, and while I loved it, I knew I wanted something different long-term. A close friend suggested I talk to Mike Orta about real estate. I got licensed in October 2021, started part-time by shadowing him, and that's how I got into the business.

What made real estate feel like the right move?
It was scary because it's 100% commission, and I already had two daughters at that point. But I felt like I was in a good position to take the chance. I was managing the restaurant, and my father-in-law was flexible with my hours while I learned.

I also knew I liked working with people. The restaurant business teaches you

customer service, patience, and how to solve problems. Real estate is different, but a lot of those same skills carry over.

How has your own transition to life here shaped the way you serve clients?
It's shaped everything. About 90% of my business is with the Spanish-speaking community, and I connect with a lot of their experiences because I lived it too. When I came here, I had zero English. I still remember how hard it was to start high school that way.

That experience helps me relate to clients who are trying to build a life here. I understand the language barrier, the adjustment, and the uncertainty, and I think that helps people feel more comfortable with me.

What are the biggest ways you help Spanish-speaking buyers?
In a transaction, people need to understand the whole process, not



“My daughters are the reason I do this. THEY PUSH ME TO KEEP GROWING AND KEEP BUILDING. I want to provide for them, give them opportunities, and teach them to be grateful.”

just parts of it. Being able to explain everything fully in Spanish helps my clients feel comfortable and confident.

The other big piece is preparation. A lot of buyers don't realize how important credit, job history, and debt are. Sometimes they're not ready to buy right away, but they leave with a plan. Maybe it takes six months or a year, but now they know what steps to take.

Why have you chosen to build your life and business in Lebanon County?

Family is the biggest reason. When we moved from Mexico, my parents chose Lebanon because most of my mom's family was here. I went to school here, made friends here, met my wife here,

and now both of our families are close by. I also really love Lebanon. It has given me a lot, and I've seen how much the county continues to grow.

What did the restaurant business teach you that still serves you today?

It taught me how to work hard, stay patient, and deal with all kinds of people. It also taught me how to build relationships. When people know you and trust you, that carries over into real estate.

That chapter is still personal for me too, because that's where I met my wife, and my father-in-law still owns the pizza shop. I still help there sometimes with admin work, so it's still part of my story.

What role has Mike and the team played in your growth?

The first thing is confidence. When I started, I didn't feel ready, but Mike helped me believe I could do it. Second, he helped me build my own business and reputation, not just work leads. And third, he opened my mind to investing.

I've bought three units in the past few years and done a flip project. I always knew I wanted to invest, but I didn't know how to take that first step.

What does life look like outside of work?

It's family first. My daughters are Ariana, Stella, and Camila, and a lot of life revolves around them. I love spending time with my girls.

I also love soccer. I've played since I was young, and even though I don't play as much now, I still love watching it. My oldest daughter plays, and I've even thought about coaching because she keeps asking me.



What drives you today?

My daughters are the reason I do this. They push me to keep growing and keep building. I want to provide for them, give them opportunities, and teach them to be grateful.

Professionally, I want to keep building my brand and investing for the future. But at the center of all of it is family. ▀

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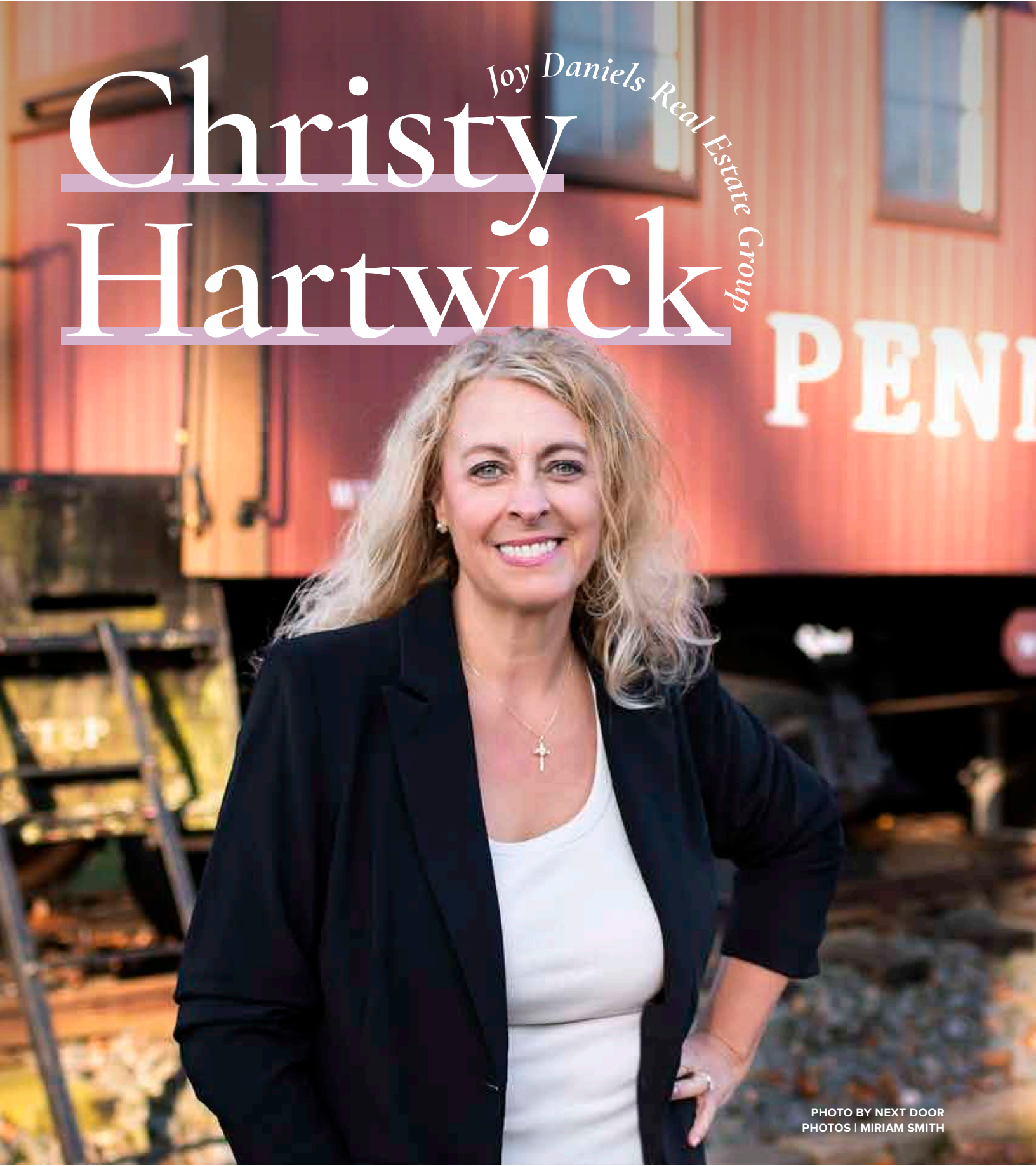


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With a hands-on approach and a heart for people, Christy Hartwick has built a business defined by care, strategy, and results.

“I love to be a problem solver,” says Christy Hartwick. “There are no problems—only solutions.”

That mindset has shaped every part of Christy’s business. A top-producing REALTOR® with Joy Daniels Real Estate, she’s known across Central Pennsylvania for her hands-on approach, deep market knowledge, and unwavering focus on her clients’ best interests.

For Christy, real estate isn’t just about transactions—it’s about guiding people through pivotal life moments with clarity and care.

Licensed since 2004, she has sold more than 900 homes and over \$222 million in volume. But numbers only tell part of the story. What defines her work is how she consistently shows up: present, proactive, and deeply invested.

Built from the Ground Up
Christy’s path into real estate didn’t follow a straight line,



but the foundation was always there.

Raised in Chambersburg, she grew up watching her father run a painting business while investing in real estate on the side. “I’ll never forget going to look at one of his properties and thinking, ‘Why are you buying this?’” she says. “Then he would renovate it and completely transform it.”

That early exposure planted a seed, but Christy’s career began elsewhere. At 19, she moved to Florida, where she found herself working in timeshare sales. “I was that girl,” she says. “The one stopping people and asking if they wanted free tickets to Disney.”

It was, in many ways, her first real training ground. “That experience gave me the ability to talk to people off the cuff,” she says. “That was Real Estate Training 101.”

After returning to Central PA, Christy built and scaled a residential and commercial cleaning business, eventually managing multiple teams. But after a major life transition, she felt pulled toward



Hannah Owens, Assistant, and Christy

something more. “Real estate was always in the back of my mind,” she says. “I feel like I was guided into it.”

That drive was deeply personal. As a single mom for 12 years raising her twin daughters, Christy built her business with a mindset of resilience and determination. “They got to see a never-give-up attitude,” she says. “That’s something that still shapes how I approach my work and life today.”

At the center of it all is her faith. Christy says her business is rooted not only in hard work, but in a deep sense of gratitude.

“I feel so blessed to have built what I’ve built.”

A Business Built on Solutions

From the start, Christy approached real estate differently—less focused on transactions, more focused on outcomes.

Her business is rooted in service, but it’s also highly strategic. In recent years, she’s developed a niche helping clients maximize the value of their homes, often by stepping in far beyond the traditional agent role.

“They got to see a never-give-up attitude. That’s something that still shapes how I approach my work and life today.”

“I’ll front the money, manage the project, and guide them through what actually makes sense,” she says. “It’s about helping them capitalize on their biggest investment.”

In one recent case, Christy invested roughly \$30,000 into a distressed property, overseeing repairs, coordinating contractors, and advising on improvements. The result? A sale that netted the client tens of thousands more than initial offers. “They thought they had to walk away from it,” she says. “Instead, they were proud of it again.”

That level of involvement isn’t the exception—it’s a defining feature of her business. Nearly a third to half of her transactions involve this kind of hands-on work, from estate



“I can’t imagine not being in real estate. I love what I do.”

properties to homes facing foreclosure timelines.

While that work is a significant part of her business, Christy emphasizes that her approach spans every type of transaction. She works with clients across the full spectrum—from estate listings and foreclosures to traditional sales and high-end properties—always focusing on how to best position each home for success.

“I look at every situation and ask, ‘What’s the best solution for this client?’” she says. “Not the easiest one, but the right one.”

It’s a philosophy she sums up in her personal brand: Christy Closes—Guiding you through life’s doors.

The Power Behind the Scenes

While Christy is known for her drive and client-facing work, she’s quick to point out that her business is not a solo effort.

“Hannah is my right, left, middle—everything,” she says.

Hannah Owens, her assistant, plays a critical role in keeping the operation running smoothly. From managing systems and communication to ensuring every detail is accounted for, Owens provides the structure that allows Christy to focus on clients.

“I couldn’t do my business without her,” Christy says. “What we’ve built together is amazing.”

That partnership is rooted in both efficiency and trust. Their systems are designed to keep clients informed, supported, and confident from start to finish, all through what can often be an emotional process.

“We’re very communicative, very responsive,” she says. “It’s about making sure people feel taken care of every step of the way.”

Rooted in Central Pennsylvania

For Christy, success has never been about chasing a new market. It’s about serving the one she knows best.

A lifelong resident of Central Pennsylvania, she has built both her business and her life in the region. “My family is here. My friends are here. I have a very fulfilling life here,” she says. “I couldn’t imagine being anywhere else.”

That connection translates directly into her work. With extensive knowledge of Cumberland and Dauphin Counties, she brings both expertise and perspective to every client interaction.

Her business is largely referral-driven—a reflection of the relationships she’s built over two decades. “I love making people feel good,” she says. “I love taking care of someone.”

Christy also shares life and business with a supportive husband, and together they’ve taken on additional ventures, including a home flipping business that complements her real estate expertise.

Looking Ahead

As the industry evolves, Christy remains grounded in what she believes will never change.

“We have to continue to show the value we bring,” she says. “This is a people business.”

While technology continues to shape real estate, she sees human connection as irreplaceable. “You still have to guide people, support them, talk them through decisions,” she says. “That doesn’t go away.”

She has no plans to step back anytime soon. If anything, she’s focused on continuing to grow by refining her systems, expanding her impact, and serving even more clients at a high level.

“I can’t imagine not being in real estate,” she says. “I love what I do.”

And at the center of it all is the same philosophy that has guided her from the beginning.

“There are no problems,” she says. “Only solutions.”

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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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A SEAT AT THE TABLE

PHOTO BY NEXT DOOR PHOTOS | MIRIAM SMITH

As 2026 President of the Greater Harrisburg Association of REALTORS®, Tracee Carter brings a leadership style rooted in service, perspective, and a clear understanding of what the organization and its members need next.

With more than two decades in real estate, Tracee Carter has built a career defined not only by production but by perspective.

Licensed since 2005 and active as an investor and landlord even before that, she entered the industry with a strong financial foundation and a clear understanding of how real estate functions beyond the transaction. Carter holds a bachelor's degree in finance from Clarion University and has also held management roles in the healthcare and telecommunications industries.

Still, it was the human side of the business that ultimately shaped her path.

"I've always loved numbers," Carter says, "but I missed helping people. That's what pulled me toward real estate in a different way."

That instinct—to look beyond the immediate and understand the broader impact—would later define her approach to leadership.

Her involvement with the Greater Harrisburg Association of REALTORS® began, as it does for many, with simple participation. Encouraged by mentors, she attended meetings, volunteered for committees, and gradually became more engaged. What she discovered, however, was that the association was far more than a networking or education resource.

"It really opened my eyes," Carter says. "This is a member-driven association. The staff executes, but the direction comes from the membership. And once you understand that, you realize you have a responsibility to be involved."

Her progression into leadership was not immediate. She ran for a board position multiple times before being appointed to fill a vacancy, a moment she now views as part of the process rather than a setback.

"Looking back, it wasn't about winning," Carter says, "it was about being willing to stay in the room and keep showing up."

From there, she remained engaged, eventually moving through leadership roles to her current position as president.

A Broader View of Leadership

Carter's leadership perspective has also been shaped by her involvement with the National Association of Real Estate Brokers, which she describes as a pivotal influence. Founded in 1947, NAREB is the oldest African American real estate trade organization in the United States, with a longstanding mission centered on expanding access to homeownership and promoting "democracy in housing."

Her early participation came when she was still relatively new to the industry, but the impact was immediate.

"That's where I really found a place where I could help," Carter says. "It pushed me to sharpen my skills and think beyond individual transactions and look at the bigger picture of what we do and who we serve."

That broader view includes not only the mechanics of real estate, but the long-term implications of access, opportunity, and generational wealth. Through both NAREB and GHAR, Carter has developed a leadership approach grounded in awareness of the industry, its history, and the communities it touches.

She also points to specific moments that reinforced her understanding of leadership in practice. Observing industry leaders navigate major changes

and withstand public pressure left a lasting impression.

"I watched leaders, our colleagues, take a beating and still stand firm on what needed to be done to move our association forward," she says. "That showed me what leadership really looks like. It's not about being visible—it's about making a difference."

Building What Comes Next

As president of GHAR, Carter is focused less on maintaining the current structure and more on strengthening what comes next. At the center of that effort is member engagement, which she identifies as one of the association's most pressing challenges.

"A small percentage of members are doing most of the work," she says. "And if we're not careful, we just keep recycling the same people. That's not how you build something that lasts." Her solution is straightforward: bring more people into the process.

"We need new voices, people who think differently and see things differently," she says. "If you meet someone who is a great co-broke, has a great personality, very professional, invite them. Bring them into the association. This is *our* association."

For Carter, that effort is about more than participation. It's about building leadership that reflects the full range of the membership across experience, perspective, and approach.

Looking ahead, she defines success in clear terms: stronger engagement, visible diversity in leadership, and an association that consistently meets the needs of its members. At the same time, she is quick to shift the focus away from herself.

"This isn't about one person," she says. "It's about the diverse board working together to meet the needs of membership while maintaining the mission and vision."

That perspective is rooted in service, a theme that has shaped her career from the beginning. This work, she says, is not about transactions or titles. It's about people, responsibility, and showing up when it matters.

Outside of her professional life, Carter's sense of purpose is equally grounded in family. With a blended family of five children, she is also the proud "Glummy" of 16 grandchildren and a great-grandmother of five—a role she embraces with the same energy and commitment she brings to her work.

And as she steps into her role as president, that focus remains clear:

"It's not about me. It's about the association, its members, and the communities we serve."

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