

PROPERTY LINES

An Official Publication of  **READING BERKS ASSOCIATION OF REALTORS®** VOLUME 48 | NUMBER 1 - SPRING 2026

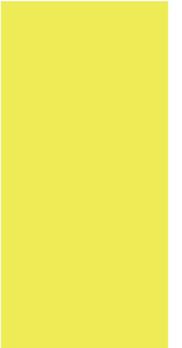


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An Official Publication of the
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IMPORTANT NUMBERS

National Association of REALTORS® (NAR)
1-800-874-6500 www.nar.realtor

Pennsylvania Association REALTORS® (PAR)
1-800-555-3390 www.parealtors.org

PAR Legal Hotline (MEMBER ONLY BENEFIT)
1-800-727-5345

PA State Real Estate Commission
1-833-367-2762 www.pals.pa.gov

Bright MLS Support Center
1-844-522-7444 BrightMLS.com/Support

TechHelpline
866-829-1436

Message from the President

As I step into the role of President of the Reading-Berks Association of REALTORS®, I am both honored and energized to serve alongside an outstanding Board of Directors. Together, we are excited about the year ahead and the opportunity to build even stronger momentum for our members.

Our theme guiding this year is simple: **engaged members create an unstoppable association.**

R-BAR is more than a professional organization—it's a community. It's where relationships are built, ideas are shared, and careers are strengthened. This year, our Board's agenda centers on increasing member engagement and expanding the resources that help our REALTORS® succeed at every stage of their business.

When members show up, speak up, and get involved, great things happen. New ideas emerge. Collaboration increases. Leadership develops. Engagement is what transforms an association from functional to exceptional. Our goal is to create more opportunities for members to plug in, participate, and feel proud of the impact R-BAR is making in our industry and throughout our community.

We are also placing strong emphasis on growing and strengthening our resources—because growth fuels opportunity. By enhancing our financial foundation and expanding programming, education, and member support, we ensure R-BAR remains proactive, innovative,

and highly valuable. The stronger our resources, the stronger our advocacy, events, and professional development become.

To help bring this vision to life, we are exploring new opportunities for our members.

The first is the **FUN-raising Committee**—and yes, it's exactly what it sounds like. This group will focus on creating engaging, high-energy events that bring members together while supporting the Association's initiatives. It's about connection, creativity, and building community in ways that feel fresh and enjoyable.

We are also looking into additional opportunities for members to stay connected and discuss industry innovation and emerging trends.

The strength of R-BAR has always come from its members. If you are looking for a way to expand your network, grow your leadership, and help shape the future of our Association, we invite you to get involved. If you're interested in serving on one of these committees, please see pg 32 in this newsletter for more information or contact the Association at info@realestateinberks.com.

The year ahead is full of possibility—and together, we're ready to make it one of our strongest yet.

Melissa Fox
2026 R-BAR President

Meet Your 2026 R-BAR President, Melissa Fox

Director of Operations
Berkshire Hathaway HomeServices
Homesale Realty



I became R-BAR President to help build momentum — for our members, our leadership, and our future. I'm excited to champion engagement, invest in new ideas, and create opportunities that bring REALTORS® together while strengthening the value of our Association.

Outside of real estate, my world revolves around my family and our dogs. They're my constant reminder to lead with patience, love fiercely, and never take life too seriously — values I carry into everything I do.

Notes from Your Association Executive



What 2026 Means for Your Business & How Your Association is Here to Support You

As we begin 2026, our industry is entering a period of cautious optimism.

More Movement in 2026

Economists are forecasting an approximate 14% increase in existing-home sales nationwide in 2026, driven by easing mortgage rates and gradually improving inventory. NAR similarly expects a measurable rebound as life changes, job mobility, and shifting affordability bring more buyers and sellers back into the market.

Home prices are projected to rise at a more typical pace - about 2% to 3% nationally - while inventory is expected to increase roughly 20% year over year, giving buyers more choice and easing multiple-offer pressure.

What this means for you: more conversations, more realistic client expectations, and — we hope — more SOLD signs with your name on them! 😊

[Click here for NAR's "2026 Real Estate Outlook: What Leading Housing Economists Are Watching"](#)

How Your Association Is Supporting You

As the market and industry continue to evolve, your Association remains focused on equipping, informing, and advocating for you.

✓ Local Market Intelligence

We will continue providing quarterly and annual market

data, along with timely social media updates, so that you can confidently guide clients with hyper-local insight.

✓ Clear Guidance Through Change

From regulatory updates to emerging technology, we are committed to delivering timely communications that keep you informed, compliant, and confident with industry changes.

✓ Strong Advocacy for Your Business

We remain actively engaged with local policymakers on issues impacting homeownership, private property rights, and housing supply. We encourage you to attend an upcoming Advocacy Committee meeting to learn more.

✓ A More Connected REALTOR® Community

You'll see a [robust calendar](#) of CE classes (especially important in this license renewal year), professional development opportunities, community outreach programs, and social events - all designed to keep you engaged and supported.

Looking Ahead — Together

Your Association remains committed to supporting your success every step of the way!

Sincerely,
Ali Columbus

Your 2026 Board of Directors



Melissa Fox
President



Dave Snyder
Past President



Brad Weisman
President-Elect



Brandon Lesagonicz
Vice President



Julia Curry
Secretary & Treasurer



Jen Barkman
Director



KJ Fry
Director



Sharon Kehres
Director



Scott Jaraczewski
Director



Jordan Kreitz
Director



Lacey Pennypacker
Director



Ernie Salgado
Director



Lisa Tillman
Director

MEET the NEW DIRECTORS for 2026

Jen Barkman
Coldwell Banker Realty

I joined the R-BAR Board of Directors because this community has given so much to me. Real estate is about people first, and I'm passionate about serving both our members and the people we work with every day.

Being on the Board allows me to lead with heart, help shape the future of our industry, and continue building the kind of relationships that make a difference.

KJ Fry
RE/MAX of Reading

I'm excited to be part of a great group of people and help be the voice not only of local REALTORS® but of all property owners in Berks County.

Sharon Kehres
Daryl Tillman Realty Group

I enjoy being a board member for several reasons. I like to think that I am a strategic thinker and that my thoughts would have an influence on the long-term planning and future of our Association.

I believe in this Association and hopefully my knowledge, years of experience and high-level thinking as a REALTOR®, as well as a leader, will benefit the Association now and in years to come.

Jordan Kreitz
*Keller Williams
Platinum Realty*

I'm looking forward to being a part of the Board of Directors to connect with other REALTOR® professionals, help to drive the Association's mission and to have a positive impact on our community.

Ernie Salgado
Coldwell Banker Realty

I got into real estate to help first time home buyers navigate through the purchasing process with care and compassion. Several years later, I was given the opportunity to join the Board and add value to changes that will continue to help buyers and sellers navigate through a home sale!

Lisa Tillman
Daryl Tillman Realty Group

I chose to serve on the Board of Directors at the Reading-Berks Association of REALTORS® because I am passionate about giving back to the profession that I love, collaborating with other leaders, and helping to create opportunities that benefit both our members and the communities we serve.

2023 - 2025 Strategic Plan Review

In 2023, R-BAR launched a three-year Strategic Plan to guide our work, strengthen our membership, and advance the real estate profession in Berks County. As 2025 concluded this plan, we're proud to reflect on how these priorities shaped our actions and outcomes.

1. Establish the Association as the leading source of information to members, the community and the media on real estate related matters.

2023-2025 Accomplishments:

- Completed a comprehensive member communications audit, with survey findings having shaped future communication strategies.
- Launched planning and discovery work for a future website redesign to better serve members and the public.
- Expanded fair housing and DEI education to ensure members and the community understand the impact of both on real estate through the promotion of Fairhaven and At Home with Diversity trainings.

2. Create a culture of volunteerism where members are actively engaged in the Association.

2023-2025 Accomplishments:

- Increased broker and office engagement through ongoing in-office meetings.
- Established office liaison role to improve communication between R-BAR & member offices.
- Built deeper collaboration with Polley Associates by signing 3-year contract.

3. Ensure Association membership and finances are healthy and sustainable.

2023-2025 Accomplishments:

- Conducted a comprehensive review of Association Bylaws, with updates passed in 2025.
- Began development of a policy framework to support future governance needs.
- Revamped affiliate and tiered sponsorship programs.

4. Expand the Association's position as the leading advocate for private property rights and property ownership in Berks County.

2023-2025 Accomplishments:

- Built and sustained relationships with regional and industry partners, including planning commissions and housing organizations.
- Advanced advocacy coordination through Government Affairs initiatives.
- Continued outreach to encourage broader RPAC participation and investors.

Our Roadmap for the Future: Our Next Three Year Strategic Plan

As we reflect on how our 2023–2025 strategic priorities shaped our actions, strengthened our impact, and guided our outcomes, we’re excited to look ahead to what’s next.

At our End-of-Year Brunch in December, our Association President, Melissa Fox, shared her enthusiasm for R-BAR’s new three-year strategic plan, noting that it is, “...thoughtful, realistic, and most

importantly, flexible. It gives us an excellent roadmap for where we’re going, while still leaving room to pivot when the market, the industry, or our members’ needs change.”

This strategic plan is our playbook, guiding how we serve, support, and advocate for our members in the years ahead.

2026 - 2028 Strategic Plan

MISSION: To promote a high standard of professionalism by empowering our members through education, advocacy, and outreach.

VISION: To positively impact the real estate industry and our community.

MEMBER ENGAGEMENT

EDUCATION

- Fair housing
- Educational opportunities for current members
- Education and guidance for new members
- Member resources

ADVOCACY

- Fair housing
- RPAC
- Local government connections

OUTREACH

- Professional networking
- Collaboration
- Public service

OPERATIONS

- Website
- Financial goals including fundraising & non-dues revenue
- Benefits and sponsorship expansion
- Leadership development

RESOURCES

Dream League

May 4th | 5:30 p.m. - 8:00 p.m.

Savage 61 Dream Field

Email laura@realestateinberks.com to volunteer

R-BAR by the Numbers - 2025 Edition

Record-Setting Year for Outreach Initiatives

388 baskets delivered through Easter Baskets for Berks.

13,220 pounds of food donated to Helping Harvest through the October Food Drive.

188 pre-registered for the 6th Annual 5K Run for Shelter.

\$8,950 sponsorship dollars raised for the 5K Run for Shelter.

240 meals were prepared, packed and delivered for Thanksgiving Day Meals on Wheels.

40 years of taking over Meals on Wheels for Berks Encore on Thanksgiving day.



50

attended the DEI sponsored Service & Support Animals presentation.



5

quarterly reports were created and shared, including annual report.

2025 Annual State of the Market Report Berks County, PA

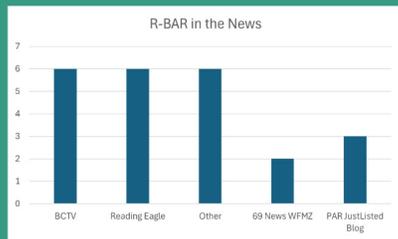
Median Sold Price	Days on Market
2025 - \$290,000	2025 - 23
2024 - \$275,000	2024 - 22
2019 - \$172,700	2019 - 45
2017 - \$162,248	2017 - 52

92

agents attended New Member Orientation.



8 different media outlets featured R-BAR or the Reading housing market **20** different times.



3 task forces created during the year of governance: Bylaws, Policy, and Strategic Plan.

2ND highest per capita in RPAC fundraising for a large association.

8 CIC events hosted by R-BAR.



186

REALTOR® members voted in favor of adopting the proposed Bylaws updates.

YES

16 organizations throughout Berks County benefited from R-BAR member donations, volunteering, or sponsorship funds in 2025.



1 Habitat for Humanity Community Partner Award earned this year.



30

nominations were submitted by members across R-BAR's various award categories.



45

affiliate organizations.

8 tiered sponsors.



1,203

total membership count as of 12/10/25.



[CLICK HERE](#) to check out R-BAR's 2025 Annual Report

2025 R-BAR Award Winners

Our 2025 R-BAR Award winners represent the individuals who are making a meaningful difference in our industry and exemplifying the core ideals of being a REALTOR®. These honorees were recognized and celebrated at our December End-of-Year Brunch, where we had the privilege of highlighting their accomplishments and contributions. We also extend our sincere appreciation to everyone who submitted nominations — with 30 total nominations provided by members across the various award categories, it's clear that our Association is full of outstanding professionals deserving of recognition.



Ernie Salgado
REALTOR® of the Year
Coldwell Banker Realty



Fulton Mortgage Company
Affiliate of the Year



Sue Bernhard
Volunteer of the Year
Realty One Group Exclusive-Kutztown



Jeremy Zaborowski
Grow with Berks Award
Executive Director, BerksIDA



Tony Veloz
Municipal Official of the Year
Community Development Program Manager, City of Reading

WELCOME

Orientation & Induction Class - January 14th, 2026



Cody Hess, Krissi Swavely - Berkshire Hathaway HomeServices Homesale
Christine Burrus - Century21 Gold
Berto Burgos Colon - Coldwell Banker Realty
Meredith Marrella - Keller Williams Platinum Realty
Katana Crespo - Light House Realty LV LLC
Reba Hughes - Ramus Realty Group

FUN NEWS

REALTORS® were represented well at the 2026 Winter Olympic Games. REALTOR® Korey Dropkin of Minnesota made history by winning the first-ever U.S. mixed doubles curling medal!

Click here to check out his story



NAR Launches New Podcast



The NAR REALTOR® News Change Agents podcast blends candid interviews with real estate thought leaders, quick market updates and real-world advice into one streamlined, modern show. Check it out by clicking [HERE](#).

Mortgage Rates, Inventory & Growth: The Year Ahead in Housing

By Erin Hermany, SVP Consumer Lending Operations at Members 1st FCU

The Berks County housing market is expected to remain competitive in 2026, with mortgage rates and housing inventory continuing to be key factors. Mortgage rates are likely to decrease gradually, which could accelerate refinancing activity. Lower rates may also encourage more homeowners to sell, helping to free up inventory for new buyers.

Conforming loan limits have increased again in 2026 and are now \$832,750, nearly doubling over the last 10 years. This long-term increase reflects rising home values and broader trends in the local housing market.

Overall, affordability is expected to improve gradually, creating a more balanced market. The housing market

should settle into a healthier state in 2026, with buyers benefiting from increased inventory and sellers seeing more price stability. Median home sales prices have climbed nearly 15% year over year in both 2024 and 2025.

New home construction in Berks County is also expected to remain active in 2026, with a range of projects including new builds with a median listing price of \$290,000, manufactured homes and custom builds. These efforts support the county's ongoing goal of expanding affordable housing options and strengthening the community's overall quality of life.



**YOUR SUCCESS, OUR
COMMITMENT—MORTGAGE
SOLUTIONS THAT DELIVER**

MEMBERS1ST.ORG/MORTGAGE Federally Insured by NCUA.



Have You Seen the NAR Consumer Campaign Yet?

NAR's consumer advertising campaign—'Right by you'—offers turnkey campaign assets that you can utilize and integrate into your own marketing to differentiate and distinguish the REALTOR® brand. This includes logos, video ads, social media content, and more!

Through this campaign, NAR aims to demonstrate to consumers the value REALTORS® bring to the real estate transaction and beyond – in their communities, in their understanding of local markets, and in their influence on public policies that encourage and facilitate real property transfer and ownership.

Check out all of NAR's consumer assets and find out how you can leverage them [HERE](#)

Call for Comments from Reading-Berks Association of REALTORS®

By David Barr, Community Development Director, City of Reading

Beginning June 1, 2026, the City of Reading is **considering** online registration of vacant properties in the City of Reading's "Vacant Property Registry" (VPR). Owners would be responsible for paying a fee (\$200) every six months the property remains vacant.

Why Is This Required?

Neglected properties can have a significant negative impact on the community, leading to unsafe conditions, increased criminal activity, and a decline in surrounding property values. These issues contribute to disinvestment in the community, reducing opportunities for education, employment, and access to basic services.

The City of Reading already requires that foreclosed properties be registered in this way. Too many property owners purchase properties in the City and let them remain vacant. This often leads to neglect, deferred maintenance, squatting, blight, and occasionally, collapse. The VPR would provide incentives for owners to do something with these vacant properties, which should help with blight, enhance foot traffic around these properties which will support business, and generally increase property values. We estimate this would add about 2500 vacant properties to the system.

Other cities, like Lancaster, PA, have adopted ordinances designed to protect and preserve our neighborhoods by holding property owners accountable for the proper maintenance of their real estate.

How Would the City Administer This?

Property owners of abandoned or vacant buildings would be required to register these properties within **10 days** of the property becoming vacant or abandoned. A semi-annual fee, established by City Council, will also be assessed to cover the costs of monitoring and addressing these conditions. In addition to registration, the ordinance requires owners to ensure that vacant or abandoned properties remain secure and compliant with city codes. If the property is in mortgage default, it must undergo monthly inspections.

The City of Reading has partnered with Tolemi to manage compliance with our foreclosure and vacant property registration program. Tolemi is a software technology company specializing in property data solutions across 150 communities across the United States. Their platform integrations enable local and state governments to adopt data-driven approaches for safe and stable housing. All owners, mortgagees, and trustees must register and/or deregister and pay the registration fee as established from time to time by resolution of City Council online via Tolemi's registry platform named Slate available at slate.tolemi.com/c/reading-pa.

Does this Replace a Code Inspection?

No, this does not replace the need for code inspections.

What if Owners Do Not pay these VPR fees within 12 months?

Please note that this ordinance applies to all vacant and abandoned properties within the City. Failure to comply may result in penalties, fines, and enforcement actions.

Who Must Register?

- Owners of vacant or abandoned properties (including government, residential, commercial, and institutional buildings) not actively marketed or boarded.
- Mortgagees holding a defaulted mortgage on real property must inspect and register the property.
- Transfer of Property Ownership. If a vacant or abandoned property is sold or transferred, the new owner must update the registration within 10 days and is responsible for any unpaid fees or fines.

The Vacant Property Registry program simplifies the registration process for the public by offering a convenient online platform. This initiative reflects the City of Reading's commitment to improving oversight of vacant and foreclosed properties, and leveraging technology for the benefit of the community.

The Vacant Property Registry service is available to all residents of Reading. Visit the City of Reading website

at www.readingpa.gov or click on the link below for more information about the program and to get started with the registration process:

[City of Reading Vacant Property Registry Portal](#)

How will fees work?

Initial Registration: Owners or mortgagees must register vacant properties within 10 days of the property becoming vacant. A one-time, one-year waiver of the semiannual registration fee may be granted by the Bureau of Property Maintenance & Housing Inspection Bureau Chief if the owner/responsible agent provides an approved renovation plan within 10 business days of the date of the bill for the annual registration fee.

Semiannual Registration Fee: \$200 per property, as established from time to time by resolution of City Council due every 6 months.

– Responsible Party/Owner is responsible for registrations and payments.

– Late Fees: If registration or renewal is not completed within 30 days, a 10% late fee will be charged for every 30-day period the property remains unregistered.

Additional Registration Fees for Long-Term Vacant Properties:

- Vacant for up to 2 years: \$500
- Vacant for 2 to 5 years: \$1,000
- Vacant for 5 to 10 years: \$2,500

– Vacant for 10+ years: \$5,000 (plus \$1,000 per additional year)

Special Requested Inspections – \$200

De-registration can occur when:

- The property is lawfully inhabited
- There is evidence of utility usage
- Owners may submit deregistration requests to Slate (slate.tolemi.com/c/reading-pa).

Is there an appeal process?

A mortgagee or owner may appeal a determination of a public nuisance or exterior non-code compliant ruling. Any such appeal shall be in writing and submitted to the Bureau of Property Maintenance & Housing Inspection by filing an “Application for Appeal” in writing and submitting the required fee (\$100 fee as established from time to time by resolution of City Council) no later than 10 business days after the date of the billing statement.

How will the City define “Vacant” property?

Any building or structure that is not legally occupied and where the owner is not actively marketing the building or structure.

If you have thoughts or concerns about anything outlined in the above article, please feel free to reach out to David Barr and his team at propertysales@readingpa.gov

Around the County Headlines You Should Know About

There has been quite a bit happening in the City of Reading and around the county. Here are a few of the important real estate-related headlines you should be aware of:

[ICYMI: Governor Shapiro Meets with Local Leaders from Berks and Schuylkill Counties to Discuss Anticipated Harm Caused by ICE Detention Centers on Local Communities in Pennsylvania](#) - pa.gov

[Residents in 3 More Berks Municipalities Can Pay Real Estate Taxes Online](#) - Reading Eagle

[State Officials, Including DCED Secretary, Push for More Affordable Housing During Reading Visit](#) - 69 News WFMZ

[Reading City Council Hears Requests for Zoning Change for GoggleWorks II Expansion](#) - Reading Eagle

ADVOCACY UPDATE

By Mark Mohn, R-BAR Government Affairs Director

Hey there!

Been a very busy couple of months since the last Property Lines article, here's a few of the things that have happened:

City of Reading: For several years, the City has wanted to get back to a pre-settlement inspection, instead of a post-settlement inspection. On behalf of R-BAR, I've been involved in discussions and meetings for over 2 years, navigating through some of our members' concerns with how the process had been handled in the past.

While no transfer inspection is ideal, the result of all of these meetings has significantly improved the process. You can check out all the resources and information [here](#), including an [interview](#) I conducted with Community Development Director David Barr and Blight/Property Transfer Officer Heather Scheuring. My hope and expectation is that continued growth and collaboration with the City will yield great outcomes.

Also in the City, there continue to be more and more signs of growth and change. There's the recent agreement between the City and Alan Shuman for the 5th and Penn Properties, Alvernia's improvements and amazing plans for the American House property, RACC's acquisition of the former Firehouse Restaurant, HDC MidAtlantic's progress, and plans for the former Dana Park site.

In addition to all of this, R-BAR's Commercial Industrial Council recently held a lunch and learn at Saucony Creek Brewing Company at the Franklin St Station, where we talked about the CRIZ (City Revitalization Improvement Zone), SRPRA (Schuylkill River Passenger Rail Authority) and TOD (Transit Oriented Development). Ask anyone who was there, it was an electric event, and there is a definite buzz and excitement about where things are moving with the City. Do yourself a favor, if you want to stay in the know about what's going on, [join CIC](#) and come out to our events.

Imagine Berks County Comprehensive Plan: Last year, we partnered with the County of Berks to help promote their survey regarding the [County's Comprehensive Plan](#), which will help guide our communities for the next 10+ years once implemented. This spring, there will be several regional meetings throughout the county to discuss the plan, and proposed areas and opportunities for growth. I've been asked to share housing data, similar to what I had

shared as part of last year's Land Use & Housing Forum, at each of these regional meetings. It would be great to see you there, I'll let you know when and where they'll be happening as soon as they get set.

Broadcast District Development: One of the biggest, most obvious things happening in Berks County right now is the [Broadcast District Development](#) in Spring Twp. Every time I drive by there, it seems another month's worth of work has been done. We'll be doing a site visit there this summer with CIC, so look forward to joining us there.

You also will not want to miss the [conversation](#) Courtney Dombrowski and I had with Fred Levering, REALTOR® and Mayor of Wyomissing, on what's going on with the Berkshire Mall and more. More information on that visit [page 17](#).

Upper Bern Twp: The beginning of 2026 has also seen an unprecedented move from the Department of Homeland Security in Upper Bern Twp, that will have a resounding impact on our community, above and beyond the proposed use. There are far too many questions at this point to be able to definitively state what the actual use will be (proposed as an ICE processing center), and if that will be in alliance or violation of Federal, State or Local laws.

What is known is that the purchase of any property by the Federal Government removes such property from the tax rolls. In the case of this warehouse, that means the local municipality, school district and the county are losing about \$800,000 in tax revenue on an annual basis. More to come on this matter, to be sure.

Political Update: And lastly, politics. This year is a state level race, so all of our PA Representatives and half of the Senate are up for election. We have a few contested races in our region, and one vacant seat since Representative Maloney is not running again. Your local RPAC Trustees will be conducting interviews and making recommendations to the PAR Trustees, when and where appropriate. Keep your eyes peeled once we post what those recommendations are, and make sure you turn out and vote!

Like I said, a lot has been going on, and the rest of this year will be equally productive. Stay tuned and get involved!

Rock on,

Mark

THANK YOU

2026 Contributors & Investors



Jason Burkholder



Noelle Seaton



Victoria Venezia



Kevin Snyder

\$500 - \$999.99
annual minimum

\$250 - \$499.99
annual minimum



Jen Barkman, Tom Bellairs, Katie Broskey, Judy Brown, Jerry Buffa, Pete Champagne, Jeffrey Crosby, Laura Feick, Ron Flowers, Jack Fry, Scott Jaraczewski, Sharon Kehres, Diane Longacre, Donald Longacre, Phil Macaronis, Dave Mattes, Michael McDevitt, Jaelyn Mitten, Dan O'Brien, Jean Pedersen, Jill Saunders, Todd Sell

\$99 - \$249.99
annual minimum



SCAN HERE TO MAKE
YOUR RPAC INVESTMENT
TODAY!

Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amount suggested is merely a guideline and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS[®] or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by PA RPAC to support state and local political candidates. Until PA RPAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 52 U.S.C. § 30116. After PA RPAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates. Under federal law only personal contributions (checks not drawn from corporate accounts) can be donated to RPAC. If you wish to pay with corporate funds, 100% of your contribution up to \$999 will be directed to the PA RPAC administrative fund, which utilizes the funds to engage in other political activities. 90% of corporate investments \$1,000 or more will be directed to NAR's Political Advocacy Fund, which utilizes the funds to engage in other federal political activities, and the state RPAC administrative fund will retain 70%.

2026 Primary Election Important Dates



- May 4**



Last day to register to vote in the primary election
• vote.pa.gov/Register
- May 12**



Last day to apply for a mail ballot
• vote.pa.gov/MailBallot
- May 19**



Election Day. Polls are open 7 a.m. to 8 p.m.
• vote.pa.gov/Polls
- May 19**



Completed mail ballots must be received by 8 p.m.
• vote.pa.gov/County



Our own Vicki Venezia was inducted into the PAR RPAC Hall of Fame in January at the PAR Winter Business Meetings.
CONGRATS, VICKI!

PAR Advocacy Webinars

May 6th at 10 a.m. - Advocacy Committees and Process Overview

Learn about advocacy committees, how they function and ways you can get involved in the process.

Sept. 9th at 10 a.m. - Grassroots Advocacy & Getting Involved at the Local Level

Gain tools to engage in grassroots advocacy and get involved at the local level. Learn how to effectively champion and shape policies that impact the real estate industry.

[REGISTER HERE](#)

COMMUNITY CORNER

- March 14, 8 am, Sweet Ride Ice Cream - [St. Patrick's Ice Cream for Breakfast](#)
- March 15, 3:30 pm, Berks Lanes - [Mary's Shelter Annual Bowl-A-Thon](#)
- April 18, 10 am - 3 pm, Berks County Heritage Center - [Berks History Day](#)
- April 18, 11 am, E Philadelphia Ave in Boyertown - [Coming Out of Hibernation 2026](#)
- April 25, 3 pm, Goggleworks - [Iron Pour + Fire Arts Festival](#)
- April 25, 11 am, Penn Ave - [West Reading Pretzel & Beer Festival](#)
- May 3, 1 pm, Reading Regional Airport - [Celebrate Science Day 2026: Take Off!](#)
- May 4, 4 pm - 7 pm, DoubleTree Hilton Reading - [Small Business Expo 2026](#)
- May 2, 6 pm, DoubleTree Hilton Reading - [SafeBerks 50th Anniversary Celebration of Peace](#)
- May 23, 11 am, Kutztown - [Kutztown Sausage Fest](#)
- May 30, 12 pm, Wyomissing Hills Memorial Park - [Wyomissing Touch a Truck 2 Community Day](#)

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BERKS 275TH KICKOFF EVENT

* WEDNESDAY, MARCH 11, 2026 *

PLEASE JOIN US FOR A CELEBRATION OF BERKS COUNTY'S 275TH ANNIVERSARY



*The Miller Center
Reading Area Community College
Program 6: 30 - 7: 30 p.m.*

PARKING INFORMATION AND DIRECTIONS AT
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QUESTIONS - BARBARA LOPEZ BLOPEZ@BERKSPA.GOV

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What's Next for Wyomissing?

Development Updates from Mayor Fred Levering

Significant redevelopment and infrastructure projects are underway across the Wyomissing area, signaling continued economic growth and transformation.

Berkshire Mall Redevelopment Moving Forward

One of the most notable projects involves the future of the Berkshire Mall property. A reputable developer has entered into an agreement to purchase the mall, with closing expected in May. Current plans call for the demolition of the existing mall structure, with the exception of Boscov's, which will remain as a key anchor tenant.

The redevelopment concept includes several new commercial buildings along Woodland Road that could house restaurants and retail stores. Plans also include a large medical facility along State Hill Road, additional retail space near the highway, and the potential addition of a membership-based warehouse retailer on the former Sears side of the property. There is also renewed discussion about redeveloping the vacant former Mobil gas station at the corner of State Hill Road and Woodland Road. A proposal for a Wawa convenience store had previously been considered and may resurface as part of the broader redevelopment plan.

State Hill Road Improvements Planned

In conjunction with ongoing development in the area, PennDOT is planning major improvements to State Hill Road. The project will reconstruct the corridor from Penn Avenue to Colony Park, including road widening and the addition of several roundabouts designed to improve traffic flow and reduce congestion.

The project is expected to begin its first phase in 2027, starting near the mall and extending toward the highway ramps. Additional phases will follow, ultimately completing improvements along the entire corridor.

Broadcasting District

Nearby, a large mixed-use development in Spring Township along Broadcasting Road is also moving forward. The project is expected to include new retail stores, restaurants, and approximately 700 residential units, including apartments, townhomes, and single-family homes. Several national brands are reportedly planned for the development, further strengthening the retail and dining options in the area.

Continued Investment in Wyomissing

Over the past decade, the Wyomissing area has seen more than half a billion dollars in redevelopment, including projects such as Wyomissing Square and the redevelopment of the former Knitting Mills complex, which now houses office space, technology companies, and the Drexel University College of Medicine at Tower Health.

With new commercial projects, infrastructure improvements, and nearby residential growth, the Wyomissing continues to position itself as a major hub for investment, employment, and residential development within Berks County.

Want to hear the updates directly from Mayor Levering?

Click on the image below to watch Mark Mohn's conversation with Fred.



DEI CORNER

March

- Women's History Month
- Intellectual & Developmental Disability Awareness Month
- Greek American Heritage Month
- Irish American Heritage Month
- 3/2 - 3/3 Purim
- 3/4 Holi
- 3/8 International Women's Day
- 3/17 St. Patrick's Day
- 3/19 Ramadan Ends
- 3/21 World Down Syndrome Day
- 3/31 International Transgender Day of Visibility

April

- Fair Housing Month
- Arab American Heritage Month
- Autism Awareness Month
- Celebrate Diversity Month
- Month of the Military Child
- Earth Month
- 4/1-4/9 Passover
- 4/2 World Autism Awareness Day
- 4/5 Easter
- 4/10 National Day of Silence (LGBTQ+)
- 4/22 Earth Day

May

- Mental Health Awareness Month
- Older American Month
- Jewish American Heritage Month
- Asian American and Pacific Islander Heritage Month
- ALS Awareness Month
- Haitian Heritage Month
- Indian Heritage Month
- Military Appreciation Month
- First Week - Small Business Week
- 5/5 Cinco de Mayo
- 5/12 National Equal Pay Day
- 5/10 Mother's Day
- 5/17 International Day Against Homophobia, Transphobia, and Biphobia
- 5/21 Global Accessibility Awareness Day
- 5/25 Memorial Day
- 5/26 Eid al-Adha

**The above list is not meant to be all inclusive, but rather, a sampling of cultural holidays, happenings, & celebrations.*

CELEBRATING INTERNATIONAL WOMEN'S MONTH

International Women's Day is March 8th

Female Leaders on our Board of Directors



Melissa Fox



Julia Curry



Jen Barkman



Sharon Kehres



Jordan Kreitz



Lacey Pennypacker



Lisa Tillman

R-BAR Women Leaders

Ali Columbus - Association Executive

Tina McCoy - CIC Chair

Odette Gacet - DEI Committee Chair

Donna Bagenstose - DEI Committee Vice Chair

Jordan Kreitz - FUN-raising Committee Chair

Mel Ficarro - Outreach Committee Chair

Jen Barkman - Outreach Committee Vice Chair

April is Fair Housing Month

- Attend PAR's [Fair Housing is Good Business](#) webinar on April 8th at 10 a.m.
- Fulfill your NAR Fair Housing requirement, due December 31, 2027, by completing the free [Fairhaven](#) training
- Download NAR's [Fair Housing Month Toolkit](#) to promote your commitment to fair housing to your clients
- [Watch recordings](#) of NAR's past April event to commemorate Fair Housing Month
- Visit nar.realtor/fair-housing/fair-housing-month to access NAR's collection of fair housing resources

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APRIL 1, 2026 | 11:30 A.M. - 1:30 P.M.

Lunch available at 11:30 a.m., meeting starts at 12 p.m.

Email courtney@realestateinberks.com to RSVP



**Pennsylvania
Association of
Realtors®**

Upcoming Trainings

MONTHLY WEBINAR SERIES:
FROM PAGE TO PRACTICE
March 17 at 10 a.m.

BEST OF THE LEGAL HOTLINE

HANK LERNER, ESQ.
Chief Legal Officer

DEIREE BROUGHER, ESQ.
Assistant General Counsel

KACY GLOUSER, ESQ.
Associate Counsel

PAIGE PERRUCCI, ESQ.
Associate Counsel

Real estate has so... many... rules! Did you ever consider where they all originated? There are federal laws, state laws, regulations, local ordinances, NAR Code of Ethics, MLS rules, broker policies and maybe some others thrown in for good measure.

Join PAR's legal team to learn about the origins of some of the rules you (hopefully) follow in your everyday practice, a refresher on some newer rules and how these different sources interact with each other to regulate your real estate practice and the industry. [REGISTER HERE](#)

MONTHLY WEBINAR SERIES:
FROM APPRAISAL TO CLOSING: WHAT REALTORS® NEED TO KNOW ABOUT THE NEW APPRAISAL FORMAT
March 24 at 10 a.m.

MICHELLE CZEKALSKI BRADLEY
Certified General Appraiser,
USPAP Instructor & National
Valuation Expert

DAVID DEAN
2026 PAR President

The new appraisal format has launched, and it's changing how appraisals are written, how information is reported to lenders and how loans are underwritten. As appraisers, lenders and tech platforms adapt to this shift, everyone is experiencing a learning curve that will impact the entire transaction timeline.

This webinar will explain the different format that will become prevalent in appraisal reports, what kind of information listing agents may be asked to provide and how the new process may affect communication, turn times and the path to the closing table. [REGISTER HERE](#)



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Connect with us to learn more about our live in-classroom courses, livestream option on Zoom and online self-paced education classes.



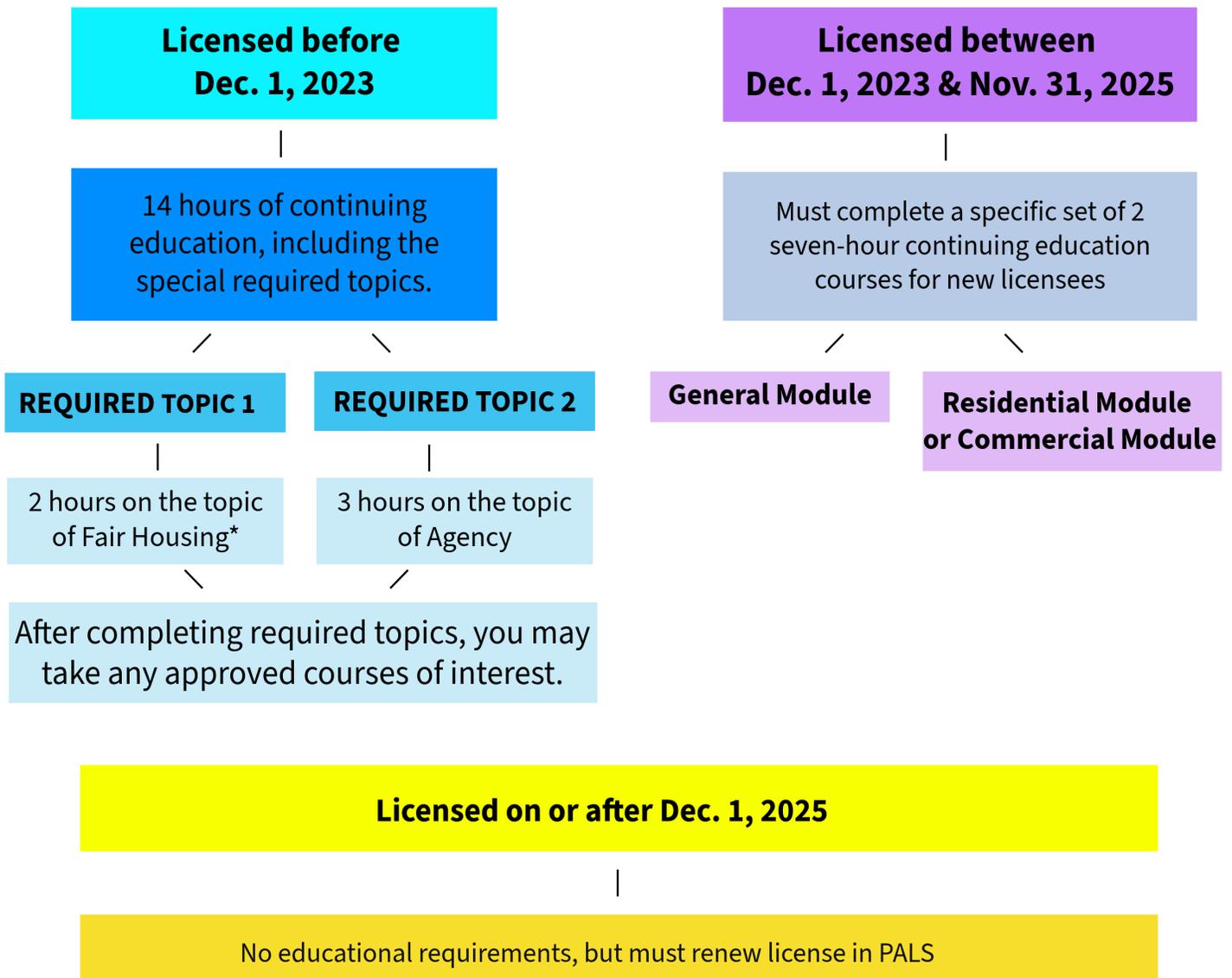
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It's License Renewal Season!

You will need to renew your PA real estate license, through PALS (Pennsylvania Licensing System), by May 31, 2026. License renewal will open in the spring of 2026. But, you must complete continuing education (CE) requirement prior to renewing your license. Follow below if you are unsure what CE course you need to complete to renew your license.



*Please note that this requirement is different from NAR's new Fair Housing/Anti-Bias training requirement. All Continuing Education Fair Housing courses will satisfy the NAR requirement, but not all NAR Fair Housing required trainings meet the PA Continuing Education requirement.



Upcoming Trainings

Wednesday, Mar. 18 | 9 am - 5 pm

General Module

Tuesday, Mar. 24 | 9 am - 5 pm

Fair Housing, Agency, & Ethics

Satisfies PA Required topic,
NAR Ethics, & NAR Fair Housing requirements.

Wednesday, Mar. 25 | 9 am - 5 pm

Focus on Standard Forms

Thursday, Apr. 9 | 9 am - 5 pm

Fair Housing, Agency, & Ethics

Satisfies PA Required topic,
NAR Ethics, & NAR Fair Housing requirements.

Thursday, Apr. 16 | 9 am - 5 pm

Risky Business: Consumer Protection Through Risk Management

Thursday, Apr. 18 | 9 am - 5 pm

Fair Housing, Agency, & Ethics

Satisfies PA Required topic,
NAR Ethics, & NAR Fair Housing requirements.

Monday, Apr. 27 | 9 am - 5 pm

Fair Housing, Agency, & Ethics

Satisfies PA Required topic,
NAR Ethics, & NAR Fair Housing requirements.

Monday, May 4 | 9 am - 5 pm

Residential Module

Wednesday, May 6 | 9 am - 5 pm

Focus on Standard Forms

Monday, May 11 | 9 am - 5 pm

General Module

Wednesday, May 13 | 9 am - 5 pm

Fair Housing, Agency, & Ethics

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²Financing is based on the lower of either the appraised value (fair market value) or contract sales price.

3 Helpful Ways Real Estate Agents Can Use AI

[Excerpt from realtor.com article. Full article can be found by clicking here](#)

AI is most effective when it supports the day-to-day tasks that take up time but don't require deep expertise. When used well, these tools help agents move faster, stay organized, and maintain consistent communication, all while keeping human judgment in the driver's seat.

Here are the areas where AI can make the biggest impact right now.

1. Streamlining writing and administrative tasks

AI can generate first drafts for listing descriptions, client emails, follow-up messages, social captions, and text responses. These drafts give agents a starting point and reduce the time spent staring at a blank page.

That said, every message still needs a human review. Agents add the tone, accuracy, and hyperlocal details that ensure communication feels personal and trustworthy.

2. Speeding up research and information gathering

AI can summarize neighborhood features, market trends, school information, or buyer and seller FAQs in seconds. It can also help outline scripts or talking points for consultations.

These summaries are helpful as early drafts, but agents should always verify local data, cross-check MLS information, and tailor insights to the specifics of their market.

3. Enhancing client communication and responsiveness

AI can prepare templates for common questions or routine updates during a transaction. Some platforms even offer chatbot-style tools to handle basic inquiries.

Still, clients expect personalized, timely communication from a real person. AI can help draft responses, but agents provide the care, clarity, and empathy that build trust.

3 Limitations of AI for real estate professionals

AI can be a valuable part of an agent's tech toolkit, but it has clear boundaries. Understanding where these tools fall short helps agents use them confidently while protecting accuracy and client trust.

1. Information may be inaccurate or lack local context

AI occasionally produces outdated, generalized, or incorrect details, especially when summarizing market trends or neighborhood insights. These errors can lead to confusion or misinformed decisions if they're not reviewed carefully.

Agents remain the final source of truth, verifying facts and ensuring everything reflects real-time market conditions.

2. Messaging can feel generic without editing and customization

While AI is helpful for generating drafts, it doesn't always capture an agent's voice, tone, or communication style. If sent as-is, these messages can sound flat or impersonal.

A quick edit allows agents to add personality, nuance, and specific details so communication feels authentic and aligned with their brand.

3. AI cannot replace real estate expertise or emotional intelligence

Buying or selling a home is emotional and complex. Pricing strategy, negotiation decisions, and client conversations require intuition, experience, and empathy — all areas where human expertise is essential.

AI can support the process with information, but the value clients rely on comes from an agent's perspective and leadership.

Best practices for using AI tools in your real estate business

Used thoughtfully, AI can help agents work faster without compromising accuracy or personal connection. These best practices can help you get the most out of AI while keeping your expertise front and center.

Start with repetitive, easy-to-automate tasks

Begin with areas where AI can make a quick impact, such as listing copy, follow-up messages, or social captions. Starting small helps you learn how the tools behave and where they need refinement.

Create prompts and templates that reflect your voice

Saving your best prompts and turning them into reusable templates helps ensure consistency across your messaging. This keeps AI output aligned with your tone and reduces the time you spend editing.

Add your expertise to every AI-generated draft

AI can speed up the early stages of writing or research, but your local knowledge, market context, and fact-checking are what make the final version accurate and trustworthy. Treat AI as a starting point, not the finished product.

Key takeaways for agents using AI in real estate

AI can be a powerful addition to an agent's tech toolkit, but it delivers the best results when paired with human judgment, local knowledge, and a client-first mindset. By using AI to streamline writing, research, and routine communication and refining every draft with your expertise, you can save time without losing the personal touch that sets your service apart. To keep building your skills and stay ahead of emerging trends, explore more tips, guides, and how-tos in the Realtor.com Resource Center.



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TUESDAY, APRIL 21, 2026
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Tickets and sponsorships can be purchased at habitatberks.org or through the QR codes above.

QUESTIONS ABOUT THE EVENT?

Contact Aimee Hafer at AHafer@habitatberks.org for more information.

The Birdhouse Challenge is not just a fundraiser; it's a celebration of community spirit and collaboration. We are inviting you to be part of a network of individuals and organizations that provide the resources necessary to complete our construction projects and empower local individuals and families as they become first-time homeowners.

The evening includes food, drinks, entertainment, raffles, and the chance to bid on handcrafted birdhouses and other exciting items. This is our single biggest fundraiser of the year and we hope to see you there!

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Presented by Neighborhood Housing Services of Greater Berks and Tec Centro Berks



*More Than a Job -
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 The Key to Homeownership*

**Thursday, April 9, 2026
 11:30am to 1:00pm**

**at Tec Centro Berks
 450 South 6th Street, Reading, PA 19602**

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Rick Perez
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Rosa Julia Parra
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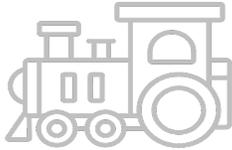


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- Home Stream, LLC
- Interlace Communications, Inc.
- Irish Creek Construction
- SERVPRO Team Fabiani



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Home Builders Association of Berks County	Building Association
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Greater Reading Chamber Alliance	Community
Habitat for Humanity of Berks	Community
Neighborhood Housing Services of Greater Berks Inc.	Community
Turnberry Construction Group	Construction
Irish Creek Construction	Construction/Remodelers
Berks County Redevelopment Authority	Government
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Goosehead Insurance - Coley Insurance Group	Insurance
Trego Insurance Agency, LLC	Insurance
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Fulton Mortgage Company	Mortgage Lender
Mortgage America - Wyomissing	Mortgage Lender
Truist Bank Mortgage Lending	Mortgage Lender
Diamond Credit Union	Mortgage Lender/Credit Union
Discovery Federal Credit Union	Mortgage Lender/Credit Union
Members 1st Federal Credit Union	Mortgage Lender/Credit Union
Riverfront Federal Credit Union	Mortgage Lender/Credit Union
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FinCEN Reporting Requirements: What REALTORS® Need to Know

New FinCEN reporting requirements began March 1st.

This Is a Federal Requirement

- Mandated by the Financial Crimes Enforcement Network (FinCEN)
- Not determined by the title company
- Applies to certain residential real estate transactions
- Reporting is required by law

What Transactions May Be Reportable?

✓Non-Financed

- No traditional mortgage
- All-cash purchase
- Private lender or seller financing
- Lender not regulated under AML rules

✓Residential Property

- 1–4 family dwelling (even if part of larger property)
- Some vacant land purchases may qualify
- Zoning does not determine applicability

✓Purchased by an Entity or Trust

- LLC
- Corporation
- Partnership
- Estate
- Association
- Trust

In short: If it's non-financed and purchased by an entity → it likely requires reporting.

What Is Generally Not Reportable?

- Individuals purchasing in their own name
- Transactions with a traditional bank or credit union mortgage
- FHA, VA, or USDA loans
- True commercial property with no residential component

What Information Will Be Required?

For reportable transactions, information may include:

- The legal entity or trust purchasing the property
- Beneficial owners with 25% or more ownership
- Individuals signing on behalf of the entity
- Seller information
- Property details
- Total purchase price and certain payment source details

When Does Reporting Happen?

- Should be identified before contract finalization
- Confirmed when title is opened
- Report filed by title company (or third party)
- Must be submitted within 30 days of closing

What REALTORS® Should Do

✓Ask Early

- Is this financed or all-cash?
- Is the buyer purchasing in an LLC or trust?

✓Flag Non-Financed Deals

- Notify title company immediately
- Inform your client reporting is required by federal law

✓Prepare Your Buyer

- Set expectations for ID verification
- If using an entity, gather ownership and control information early

✓Communicate

- Share information with your title partner as soon as possible
- Avoid last-minute delays

Work With Your Title Company

Your title company is your compliance partner. Early communication ensures:

- No surprises at closing
- No delays due to missing documentation
- A smooth and compliant transaction

Resources:

- [A training video](#) with Amy Leed from Stewart Abstract
- [Register for NAR's webinar](#) on March 11th at 2 p.m.
- PAR JustListed Article: "[New FinCEN Reporting Requirements Begins March 1, 2026](#)"
- PAR JustListed Article: "[How FinCEN's New Reporting Requirements May Impact Some Commercial Transactions](#)"

R-BAR has also set up a [FinCEN reporting resources page](#) that we will continue to update if changes or clarifications are released.

**Thank you to Stewart Abstract for providing the above information*

Make an Impact

Join a Committee or Plan an Event for YOUR Association!

NEW! Advocacy

If you have an interest in protecting private property rights, creating more attainable housing or building stronger relationships in Berks County with elected officials and community leaders, the Advocacy Committee is the place for you! We use local market driven data to make an immediate impact and influence decision makers, and help our members to make their voices heard.

Commercial & Industrial Council

Anyone who is a part of the CIC can join the CIC committee that meets to discuss various commercial, industrial, and economic development opportunities in the area and plans professional training and development, such as walking tours, networking events, educational luncheons, & site visits.

Diversity, Equity and Inclusion

This committee is dedicated to educating and advocating for fair housing, fostering diverse perspectives through partnerships and training, and providing a welcoming space for open, respectful discussions on important topics. DEI tours at least two community organizations a year, while providing and promoting fair housing events, and supporting local initiatives.

Education & Professional Development

Assist in planning educational & professional development opportunities for members. This committee focuses on deciding topics for lunch and learns.

NEW! FUN-raising

A new committee dedicated to planning and implementing fun activities, while supporting R-BAR initiatives.

Outreach

Make a difference in your community by planning and volunteering for various local charitable events and organizations. This committee works to show a positive image of REALTORS® and the value they provide to our community!

Events planned include:

- Valentine's for Veterans Breakfast
- Easter Baskets for Berks
- 5K Run for Shelter
- Annual Food Drive
- Thanksgiving Meals on Wheels
- REALTOR® Ring Day
- Angel Tree gifts



SCAN TO SIGN UP!



Bright MLS Updates

1. Multi-Factor Authentication

Bright is in the process of activating multi-factor authentication for all subscriber accounts in an effort to help prevent unauthorized access.

Bright will reach out to you in advance to confirm your specific launch date and remind you how to set up your account to receive verification codes if you haven't already done so. Make sure your contact information is correct in the Bright system and that your email account is set up to receive emails from Bright. For more information about multi-factor authentication and accessing your Bright account, please [CLICK HERE](#)

2. Upcoming Training

Smart Searching in Bright MLS

Date & Time: Mar. 26, 2026 | 10 a.m.

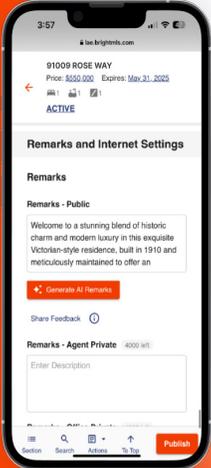
Description: Master the tools and techniques to efficiently navigate the MLS and find the perfect listings for your clients. This course covers using both basic and advanced search criteria as well as map-

based searches to target specific areas. You will learn how to organize search results, share listings with clients, and tailor search strategies for niche markets. Designed for real estate professionals at any experience level! [REGISTER HERE](#)

3. New Listing Management Experience

In the beginning of April, everyone will default to the new listing management system, before the old one is sunset.

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Commercial Real Estate Market Update

Join Steve Willems of NAI Keystone and Brendan Wewer of Commonwealth Commercial Appraisal Group for an in-depth look at the Berks County commercial real estate market, with special attention to the growing role of data centers and what it means for the region.

Thursday, March 12 | 11:30 a.m. - 1:30 p.m.

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Commercial REALTORS® Leverage Social Media

[Excerpt from PAR JustListed Article written by Hope Walborn](#)

For many REALTORS®, social media plays a vital role in establishing their brand, marketing their listings and networking with various types of connections. However, leveraging social media isn't just for REALTORS® in the residential sector – more commercial REALTORS® are also using it to their advantage.

Here are two Pennsylvania commercial real estate agents using their influence online to further their businesses.

Heather Kreiger, CCIM on LinkedIn

Heather Kreiger shares how she uses LinkedIn to her professional advantage as a commercial agent. She has previously served as president of the Realtors® Association of York & Adams Counties, president of the Lancaster County Association of Realtors® Commercial and Industrial Council and president of CCIM PA/NJ/DE.

Why did she choose LinkedIn?

“For commercial real estate, LinkedIn is where the right people are already gathered, like owners, occupiers, investors, brokers and other decision makers,” she says. “It made sense to show up where my clients and peers were already spending their time.”

Kreiger has been on LinkedIn for over 15 years, but notes that for the past five, she's been more intentional about using it as a professional tool rather than just a digital resume.

“The way I see it, LinkedIn is like standing at the 50-yard line in a football stadium full of a captive, relevant audience and having the microphone,” she envisions. “When I share market insights, research or commentary, I'm not shouting into the void. I am speaking directly to the people who can actually use that information.”

“LinkedIn has had a direct, tangible impact on my

career. The reason I am in my current role is because of the visibility I built there. It got the attention of the right people at my current company and opened the door to an opportunity that may not have appeared through traditional channels.”

Kreiger credits the platform with helping her connect with various people across different landscapes, as well as with building a personal and recognizable brand. She currently has just under 6,000 LinkedIn followers, and she's been named a Commercial Real Estate Influencer by CREi for four consecutive years – an honor that has helped broaden her visibility and led to more opportunities and relationships.

What's one tip Kreiger would share with her fellow commercial real estate agents online?

“If I had to boil it down to one thing: consistency beats intensity,” she says. “You don't need to post every day or become a full-time content creator. You do need to be clear about what you want to be known for, the personal brand you are trying to build, and then show up regularly with content that supports that.”

“You could post once per week and still be surprised by the impact, especially in commercial real estate, where many professionals still aren't using social media strategically. The key is to treat it like a long-term business development strategy, not a one-month experiment.”

She also reminds agents that every platform is different, and all of them reward different types of content and behavior. It's important to understand how your platform of choice works and how its algorithm surfaces content.

“Be real. Be you,” Kreiger says. “Your audience will respond to your authentic personality.”

Check out the rest of the article [HERE](#)



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7:00 a.m. - Registration

7:45 a.m. - Keynote Speaker

9:00 a.m. - Networking

10:00 a.m. - Featured Speaker

11:00 a.m. - Panel Discussion

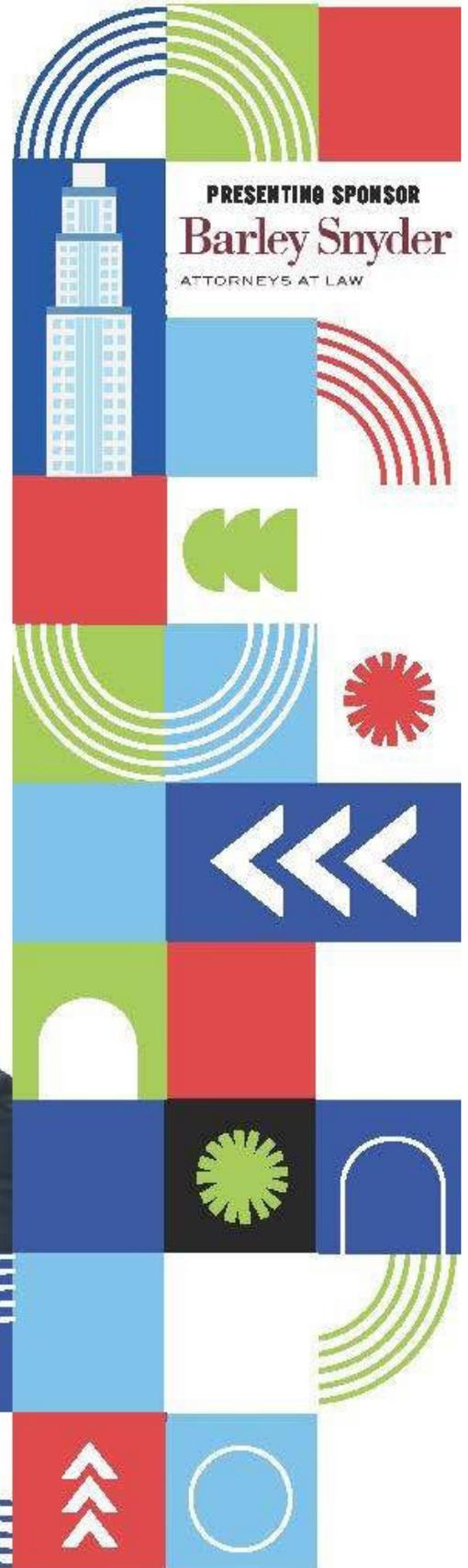
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2026 CIC CALENDAR

West Reading and Main Street Programs

April 16, 2026 | 11:30 a.m. - 1:30 p.m.
Location TBD

Boyertown Walking Tour

May 7, 2026 | 1:00 - 4:00 p.m.
Meeting Location TBD

Adaptive Reuse presented by Muhlenberg Greene Architects in Downtown Reading

June 11, 2026 | 11:30 a.m. - 1:30 p.m.
Location TBD

Broadcast District Site Visit

July 2026

Summer Social at the R-Phils

August 2026

Site Visit of Recently Renovated Multi-Family Adaptive Reuse Building

September 2026

Forum in Collaboration with Berks County Planning

October 2026

Commercial Ag Loans & 1031 Exchanges Panel

November 2026

3rd Annual Social Celebration

December 2026
Sly Fox Taphouse



IMPACT ZONE

Investing in the future of real estate.



Tips to Avoid Burnout in Real Estate

[By: Chris Heller, Blog Contributor for NAR YPN.realtor](#)

Did you know that 80% of real estate agents burnout in their first two years? From finding suitable properties to pricing them to market demand and listing them, working in real estate is taxing. The constant need for a fresh set of ideas and solutions can be draining.

The lack of routine and a schedule combined with a constant high-pressure state can make even the most optimistic agents feel fatigued. The business is set up so that if you don't take intentional care of yourself, burnout is almost inevitable. The best way to avoid burnout is to make sure you're taking care of yourself and your business in a way that's sustainable and prioritizes your needs.

Stay Organized

Real estate is a logistical business, and you need to have all the information at your fingertips, including reports, properties, and contracts. Having a sound system for tracking this information is essential to avoid the risk of forgetting to do something meaningful.

To stay organized, most agents keep all their information in a real estate CRM. Prices for this service can vary but typically start at a small monthly fee less than \$50.

If you're not ready for a CRM, try maintaining a calendar on your phone, as well as a written one. Calendar apps can also be useful on your phone

to quickly input any notes or appointments while you are on the go. Use a calendar to keep track of everything—including time for you! Downtime is essential to preventing burnout, and if you have the time accounted for in your calendar, you're less likely to over-schedule yourself.

If you don't have a system that allows you to stay organized, you may find yourself overwhelmed, overbooked and forgetting important information.

Utilize Broker Support

Having the right amount of assistance and support can make all the difference in your professional life. Many real estate agents work in brokerages that don't properly support them. Support from a broker is essential and you want to make sure that your broker has the time, space and capability to support you as you move through your career.

Decide what you need from your broker. Is it mentorship? Accountability? Advice? Access to education? Make a list and if you're not getting this kind of support, ask for it. If the support you seek still isn't available to you, it might be time to consider a different brokerage.

Learn to Say "No."

The only way to find the time to be with your family or friends is to cut back on your work hours. Unfortunately, this means saying "no" to some

opportunities that come your way. This is not an easy thing to do, especially in a commission-based business where you are in charge of the money you make.

You may feel guilty for saying no to a request, but it may be necessary for you to stay sane. You have to remember that you are the only one who can take care of yourself or your family. You have to put yourself and your needs first sometimes, even if it means saying “no” to important things in your professional life.

Set Limits

It’s easy to let a single task or client consume you. To avoid this, set time limits for yourself throughout the day. If necessary, set a stopwatch or add a reminder in your phone to help you stay on target. For example, you may want only to work with your real estate leads for a few hours a day. Reserve space in your day for this activity. You can designate the amount of time (two hours, maybe) and the time of day (10 am – 12 pm) and set a reminder for yourself at the start and end. You’ll be amazed at how much extra time you can make for yourself just by setting small limits. This is also a way to structure a schedule that’s always changing.

And in doing so, you’ll find that you have time to take on more clients, sell more property and earn more income.

Use a Schedule

Having and following a schedule is the most efficient way to control your time and efforts. You’ll find when you put everything you need to do in your schedule and follow it, you’ll get energy from the accomplishments and feel better about not being overwhelmed.

The biggest challenge agents have with a schedule is sticking to it. If you can develop the discipline to do so, you’ll find you’ll actually have more time in your day.

Don’t Be Afraid to Take Time for Yourself

One of the best ways to stay balanced is to take time off. You don’t necessarily need to take an extended break, but you should take time off regularly, even if it’s only a day or a few hours within a day.

You have to find a way to balance work with rest, and taking some time off could be highly beneficial to your mental health. When you are mentally fatigued, you

are more likely to make mistakes, and you are also more likely to become frustrated and angry with others and yourself.

Moreover, taking time off will allow your body and mind to re-energize. Thus, you can return to work feeling refreshed and ready to go. Research shows that people are more productive in less hours when they are mentally and physically rested. Not only will this make a huge difference in your own life, but it will also benefit your clients, too.

Plan Meals and Activities

One of the best ways to stay balanced is to plan your meals and the activities you would like to participate in during and over the weekend. Planning meals will make your week a lot easier, and planning activities for the weekend will give you something to look forward to throughout the week.

As a side note, try to plan nutritious meals. Healthy foods help fuel your energy and cognitive abilities. So, if you want to perform at your highest level, you’ll want to make decisions that are accessible to you and that support your body when it comes to nutrition.

Seek Help When You Need It

One of the best ways to stay balanced is to seek help when needed. Whether from a professional organization, a therapist or counselor or a good friend, asking for help is an important part of preventing burnout. Many organizations offer counseling services to help professionals from all walks of life get through difficult times.

Perhaps the most vital component of working through stress is taking action. It’s crucial that you don’t bottle up negative or difficult emotions. If you’re stressed, remember that you don’t have to face it alone. There are always options, whether it’s seeking counseling services to just talking to a friend.

If you’re feeling burnt out in your work, you’re not alone. Burnout is a common issue among real estate agents. But how you respond makes all the difference in your personal and professional life.

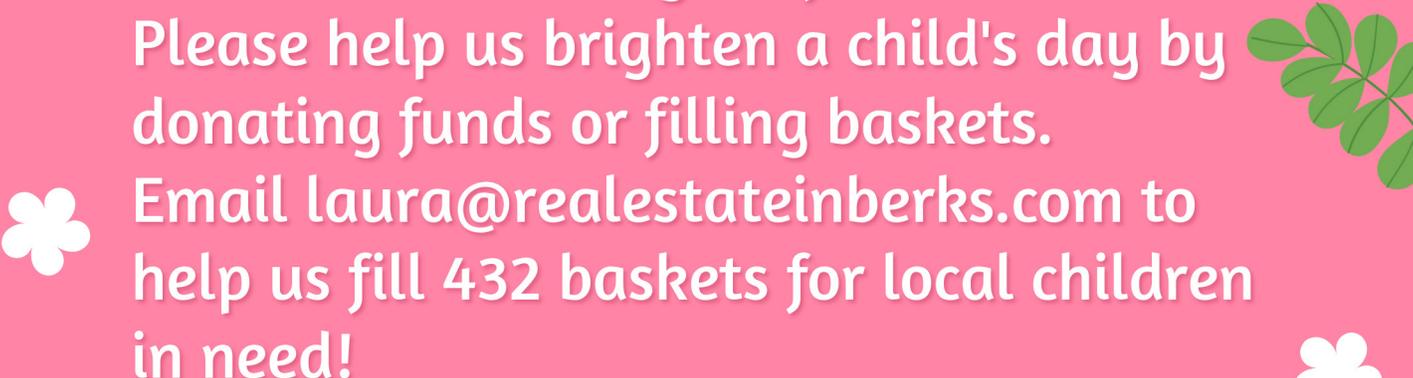
Get organized. Set limits. Seek help. Whatever it takes. Real estate can be a challenging profession. But with the right strategies in place, you can avoid burnout.



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