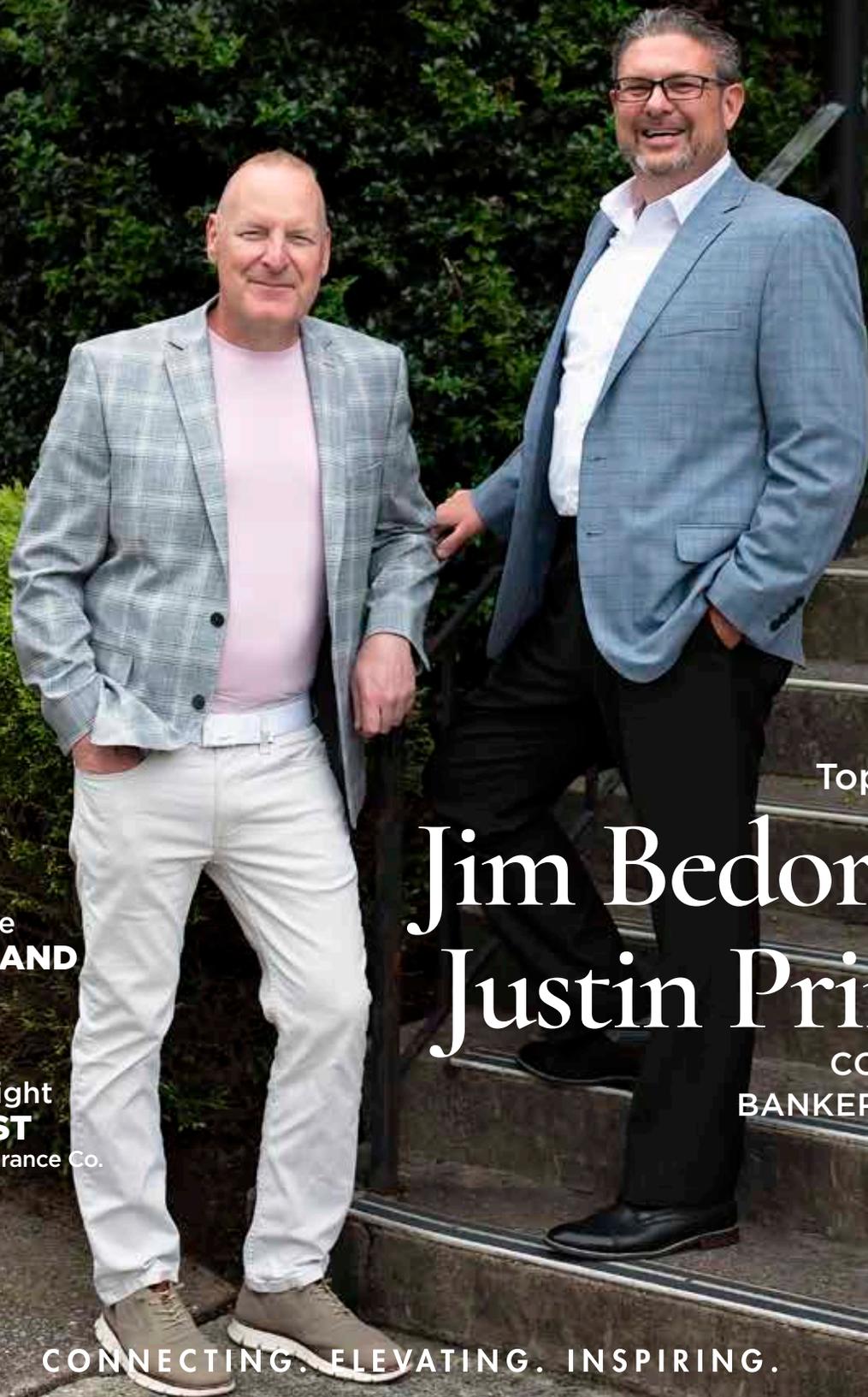


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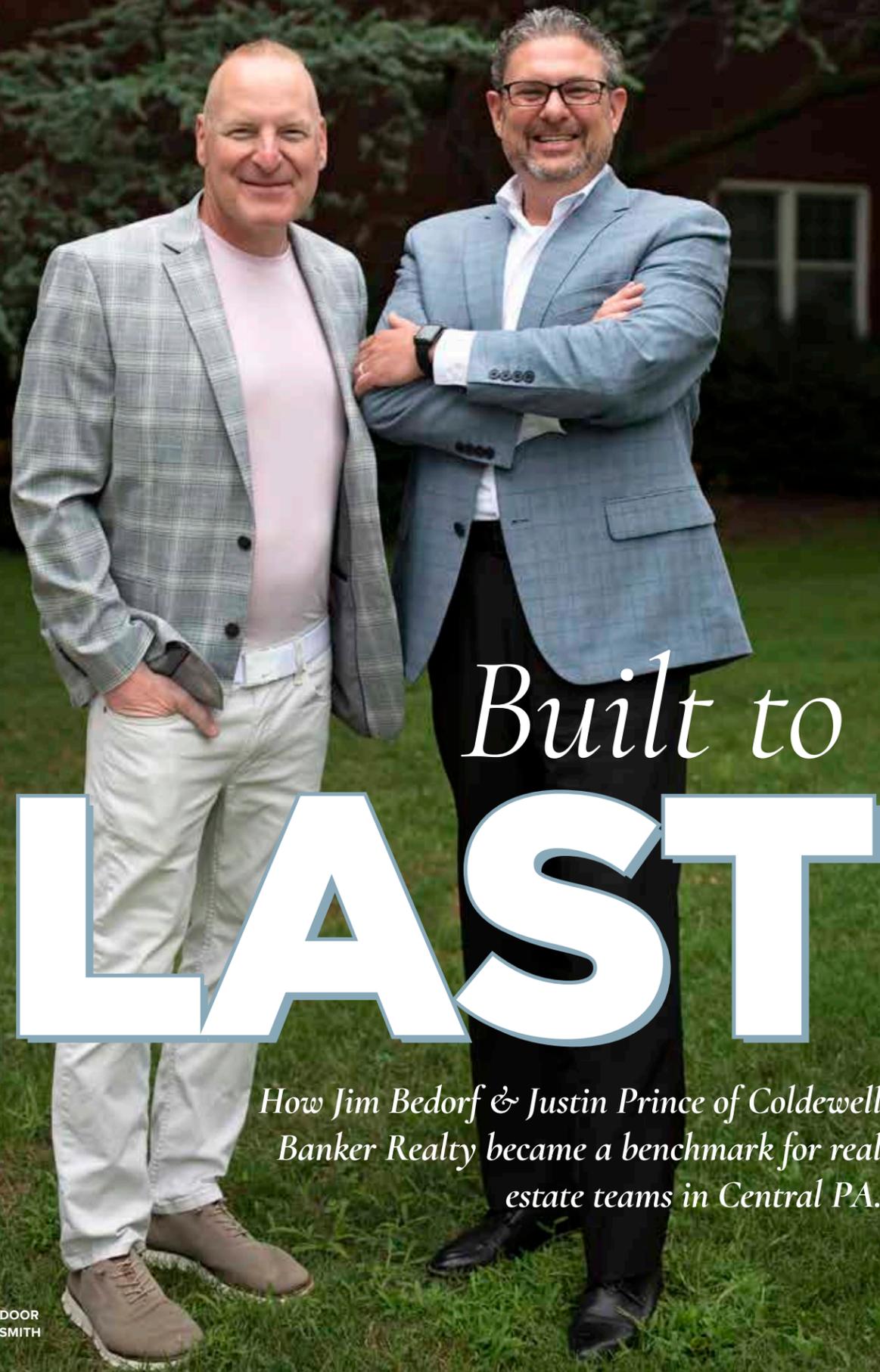
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Top Agents

# Jim Bedorf & Justin Prince

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*How Jim Bedorf & Justin Prince of Coldwell Banker Realty became a benchmark for real estate teams in Central PA.*

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## IT STARTED WITH TWO GUYS AND A LANDLINE.

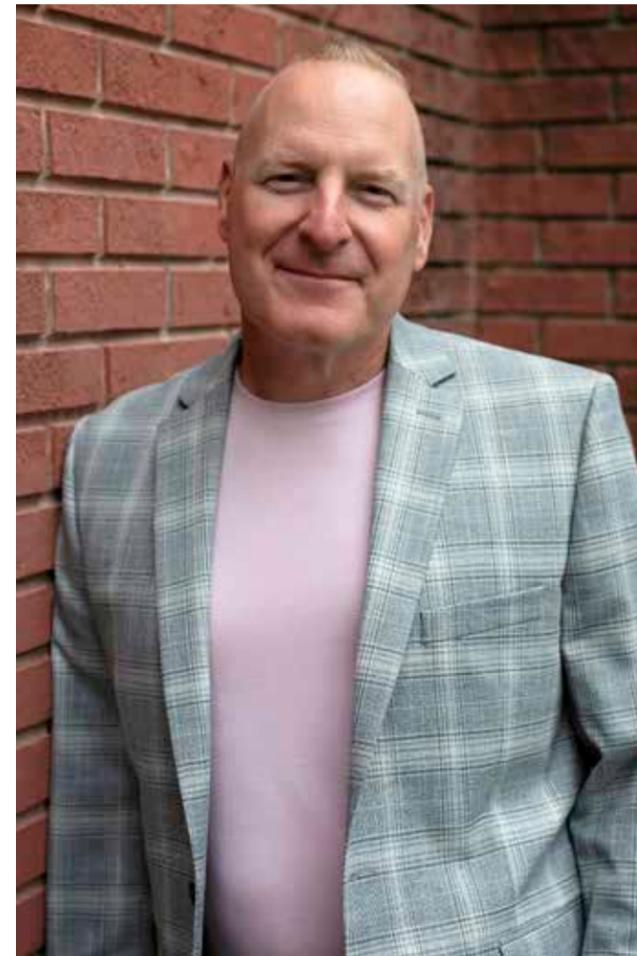
The year was 2004, and Jim Bedorf and Justin Prince were both new to real estate, grinding it out in a bullpen of cold calls, listing packets, and photocopied MLS books. They were broke, their wives were pregnant, and neither one had a clue what they were doing. “We were just the guys who kept showing up,” says Prince.

That persistence—plus a shared hunger for autonomy and a mutual refusal to fail—would form the foundation for what would become The Bedorf-Prince

Team, one of the most respected real estate teams in Central Pennsylvania.

### **From Drum Kits and Detroit to the Bullpen**

Both men came to the business from unconventional routes. Prince, a college dropout, had been working in corporate sales for an automotive supplier in Detroit. Despite the paycheck, the layered bureaucracy and office politics wore thin. “I realized I didn’t want to be in a room full of people complaining about the people above



them. I wanted control over my life,” he says.

Bedorf had studied music technology and spent his early twenties giving drum lessons and touring up and down the East Coast. When the gigs dried up, he took a project management job with Gannett Fleming. A favor at a new construction site—walking a potential buyer through a property when the builder had to step away—turned into a lightbulb moment. “The guy said I’d just saved him six percent,” Bedorf recalls. “I did the math. I was in the wrong business.”

They met at the former Homestead Group. Prince

had a six-month head start. Bedorf showed up for his first day, waited in the lobby until someone realized he was the new guy, and was sent to a desk in the corner. They clicked quickly. “We were the only ones showing up every day,” Prince says. “We were on the phones. We didn’t know what we were doing, but we were doing it.”

The idea to formally team up came not from a detailed business plan, but a gut sense that they worked better together than apart. Bedorf proposed splitting everything down the middle. Prince agreed. No contracts, no hierarchy. Just a shared belief that they could figure



it out faster—and better—as a team.

At the time, the move raised eyebrows—team models were rare. What their colleagues didn't see was a duo that fit together precisely where it mattered. Bedorf was steady, detail-oriented, and always pushing for the next improvement. Prince brought flexibility, instinct, and energy. "Jim had this ability to lock in. I got in his wake," Prince says.

They went on every appointment together, working out a rhythm that was part presentation, part improv, and all hustle. "The sellers would gravitate toward one of us, and we'd lean into that," Prince says. "We didn't want to show buyers homes. We wanted to list. And we wanted to win."

#### Specialization Before It Was Cool

From the beginning, their approach to the business

**“WE DON'T PRETEND TO HAVE INVENTED ANY OF THIS. WE JUST KEPT WHAT WORKED AND DUMPED WHAT DIDN'T.”**

was anything but traditional. Bedorf, coming from a specialized corporate environment, was baffled that agents were expected to be great at everything. "It was chaos," he says. "You had to market, prospect, negotiate, coordinate, and do it all well."

He started reading about emerging team models out west—where agents had defined roles and delegated responsibilities—and pitched the idea to Prince. They were early adopters

in Central PA, and initially mocked for it. But their instincts proved correct.

Today, the Bedorf-Prince Team includes four agents, two full-time staff members, and the same relentless focus on quality and efficiency. They've scaled up, pulled back, and are now looking to grow again—with a clearer sense of who they are and what they offer. "We know how to make people successful if they really want to be," Prince says.

That clarity has come with time—and from setbacks. They've had team members outgrow the team, staff who couldn't keep pace, and growing pains when they scaled faster than their systems. The hardest part, they both agree, has been learning to let go. "You care about these people. But not everyone is a fit for the vision," Bedorf says.

Through it all, they've never once had a serious fight.

"Eighty percent of the time, we're aligned," Prince says. "And when we're not, whoever feels more strongly usually wins."

#### The Power of Partnership

That partnership has been as valuable personally as it has professionally. When one wants to take time away with family, the other can keep the business running. When their kids hit milestones or struggles, there's someone to talk to who's in the same stage of life. "I never had an older brother," says Prince. "But Jim's always been the guy I could go to, and he'd get it."

They've stayed in Central PA, not just because their roots run deep, but because it works. "Real estate is stable here. Affordability is good. Our families are here," says Bedorf. "It's a good place to live, and a great place to work."

Now, with over two decades in the industry, they're leaning into mentorship and offering agents the systems, mindset, and community that helped them survive the early years.

"We don't pretend to have invented any of this," says Prince. "We just kept what worked and dumped what didn't."

They've weathered every turn of the market, grown through trial and error, and built a business that still rests on one simple truth: you don't have to figure it out alone.

"We didn't," says Bedorf. "And that made all the difference."



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