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**Small Business  
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# THE SBRA COMMUNITY

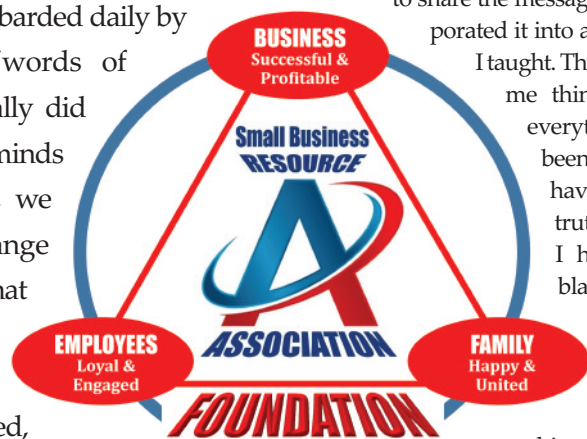
## Helping You Reach Your Personal Potential



By Gary Seibert, CEO,  
Small Business Resource Association

No matter where I go or what I do, I can't help but see all kinds of quotes or guidance of personal potential printed on signs, billboards, banners, pictures on walls, t-shirts, desk plaques, and the list goes on. We are bombarded daily by these reminders or "words of wisdom" that if we really did entrench them into our minds and follow them daily, we just might see a change in who we are and what we do. In fact, we might even become a person that is better liked, accomplishes more, feels better, sleeps better and, at the end of the day, is truly striving to reach their "Personal Potential".

The problem with all this propaganda bombarding us every day is that we become numb to the volume and don't pay attention to the message. And yet, there is a message or two that is meant for every one of us and, if listened to and followed, just might make a significant difference in our lives.



One of those messages is "Knowledge without application is wasted". I heard this quote years ago and it really made an impact on me. We are taught from the day we are born, what to do, how to do, what not to do and what will happen to you if you don't do what you are supposed to do. We are given the "knowledge" but for some reason we all too often don't apply it. The message made such an impact that I wrote it down in the front of my daily planner so I would see it every day. I started to share the message with others and even incorporated it into a leadership training program I taught. This simple quote has truly made me think differently about almost everything I do in my life. I have been given the knowledge and I have the ability to search out the truth but it is up to me to apply it. I have nobody but myself to blame for my bad decisions other than myself. I can apply this quote to how I deal with my Family, Faith, Fitness, Finances, Friends, Work — everything. Therefore, reaching my personal potential is a life-long pursuit of the truth so I can apply it to everything I do. Application is my key to success, not just the knowledge of what to do.

I have collected numerous quotes and sayings over my life and even made up a few of my own. I would like to share a few of them with you. They may not all apply to you but you just might find one that you will put in your daily planner, reflect on and make a difference in your life. I hope you enjoy them.

### 10 of "Life's Little Instructions" to help you reach your Personal Potential:

1. Be Modest. A lot was accomplished before you were born.
2. Judge your success by the degree that you're enjoying Peace, Health and Love.
3. Understand that happiness is not based on possessions, power or prestige, but on relationships with people you love and respect.
4. Be kinder than necessary.
5. Even if you are financially well-to-do, have your children earn a part of their college tuition.
6. Live so that when your children think of fairness, caring and integrity, they think of you.
7. Live your life with a Positive attitude and search for the good in everyone.
8. Surround yourself with people equal to, or better than yourself.
9. Never be afraid to take a chance.
10. Love what you do and do it well, but—do not fall in love with what you do.

I could give you dozens of more great sayings that have impacted my life but the key thing I want to leave you with is that you have a God-given potential that is limitless. Never stop learning from, sharing with and loving others and your personal life will be Blessed. You will have all you will need.

# SBRA Business Spotlight

## Speedpro Helps Local Businesses Get Noticed!

At the intersection of route 222 & 61, is a hidden powerhouse of printing. SpeedPro Innovations is here for every local signage need!

This SpeedPro location has been serving customers since 2013, with the new owner, Lauren Ziegler, taking leadership in March of 2019. Lauren, with over 8 years experience in the print industry, comments about being a small business owner in Berks;

"I find that the general attitude in this community is 'Let's help each other's businesses become better', which I think is rare and commendable. I'm amazed by what I've gained from these connections, and it just makes me want to give back more and more to the community."

Lauren also observes that while digital communication is increasingly omnipresent, there are still important business goals that are better met through print services. Whether it's increasing brand visibility, or announcing a new product, there is most likely a print project that can help achieve that goal.

SpeedPro is currently offering special pricing for SBRA readers. During August 2021, receive 10% off your next print project by mentioning this article.



The most popular local print projects are:

- Window graphics
- Branded vinyl decals for work vans
- Vehicle magnets
- Banners
- Yard signs

# IMPORTANT NEWS FOR SENIORS WHO ARE THINKING OF SELLING THEIR HOME

## Six Powerful Reasons You Should Consider Working with A Realtor Who Specializes in Helping Seniors Navigate the Home Selling Process.



By Rochelle Owens, Proud SBRA Member

Last week I did something strange I haven't done in years. I took off work Thursday, and spent the day totally unplugged from electronics. No phones, tablets, or computers. That's when something amazing happened, the noise around me dropped significantly, and I found myself in a place where I could reflect on my life and see things much more clearly. My dominant thought that day was how grateful I am for my family. Nothing is better than Sunday family dinners. I also spent a lot of time thinking about my mom. My 92-year-old mom lives with us, and I am her primary caregiver. Sometimes it feels like another full-time job. I have learned so much from that experience. Patience, empathy, and love are critical components when caring for an elderly parent. It has given me great empathy for older folks and especially widows. Which is why it is so ironic that when I look at my real estate business, I am often amazed how many of the folks I help are seniors. It seems the Lord always puts the people we can help the most in our paths.

That is why I studied to become a Seniors Real Estate Specialist. The SRES training has prepared agents to assist mature individuals with housing transitions. The training increases skills, proficiency and knowledge when serving the unique real estate needs of the fastest growing market in real estate: clients older than 60. Seniors Real Estate Specialists can also assist the children of seniors, taking into account special needs such as transition to assisted living, downsizing the contents of the estate and providing referrals to excellent elder care resources.

There are 6 powerful reasons you should work with a Realtor in your area who specializes in helping Seniors navigate the often stressful home selling process.

1. Senior specialists communicate with seniors the way they want to be communicated with. Many homeowners want/need to have personal visits verses email, text, or even phone.

2. Senior specialists understand that homeowners may need to have several visits from us before they can gain their trust enough to allow them to put their house on the market. Patience and empathy are critical.

3. Senior specialists know there may be some physical limitations that the homeowner has that may make showings difficult. The homeowner may not be able to leave the home every time it's shown. Senior specialists can help them to make an alternative plan for showings.

4. Senior specialists realize family members may be involved in the decision-making process when listing the property. Senior specialists are prepared and knowledgeable about properties as part of a trust, or properties as part of an inheritance.

5. Senior specialists will make all efforts to price the property at fair market value to maximize the seller's proceeds, while also pricing for a quicker sale when needed.

6. Most importantly, Senior specialists care about seniors, and have made a commitment to cater to their needs. Senior specialists have a servant's heart!

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## SBRA Monthly Member Shout Out

Members Helping Each Other Grow

### NEW SBRA MEMBERS

- Birdsboro Lodge Senior Living
- Celebrate Together Event Rentals and Designs
- Hitchcock Clean & Restore
- Surori Skin Care & Massage

## SBRA EVENTS - BE BETTER. GROW FASTER.

### TUNE-UP Tuesdays

information. sharing. motivating.



free to the public, registration at <https://www.sbrassociation.com/#EVENTS>

• **Tuesday, August 10th, 9:30-10:30 a.m. - SBRA Workshop**  
Five Life Lessons for Personal and Business Development, virtually on Zoom, presented by Tim McLeod, CEO of Riverfront Federal Credit Union.

• **Tuesday, August 24th, 9:30-10:30 a.m. - SBRA Workshop**  
How to Increase Employee Retention in the Workplace, virtually on Zoom, presented by Tom Hubric of Hubric Resources, and will focus on best practices for increasing employee retention and improving your bottom line

### 120 MINGLE NETWORKING

August 25th from 5:30-7:00 at the Windsor Inn in Shillington  
Check [sbrassociation.com](http://sbrassociation.com) for locations and times

### NEW MEMBER ORIENTATION, MEMBERSHIP BENEFITS UPDATE

Wednesday August 25th, 9:00-9:30 a.m. via Zoom register at: [sbrassociation.com/#EVENTS](http://sbrassociation.com/#EVENTS)