

# suburban life

Best OF THE Best  
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The close-knit team at **Coldwell Banker Hearthside** builds on a track record of success started by the company's founder, the father of current owners **Jamie Mancuso** and **Robin Mancuso DeLuna**.

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# Family First

The close-knit team at **Coldwell Banker Hearthside** builds on a track record of success started by the company's founder, the father of current owners Jamie Mancuso and Robin Mancuso DeLuna.

Founded in 1991 by Frank Mancuso, Coldwell Banker Hearthside has always strived to blend the best of both worlds: a brokerage backed by a familiar national brand, but operated locally with a true family feel. That tradition continues today with under the leadership of Jamie Mancuso and Robin Mancuso DeLuna, the

current co-owners and CEOs who also happen to be Frank's children. With them at the helm, the enterprise has grown to encompass 13 offices in Pennsylvania, New Jersey, and Delaware.

While overseeing a full-service business that includes real estate, title, and mortgage services, the siblings remain committed

to the core values of honesty and fairness that their father established for Coldwell Banker Hearthside. Also, much like their father, they believe they are only as strong as the agents and staff with whom they are aligned.

"We were born and raised here, we've both been in the industry for so long, and

we continue to grow,” Mancuso DeLuna says. “We grow because of the amazing team that we’ve surrounded ourselves with and the people we keep adding to our team.”

When their father retired 17 years ago, the siblings were tasked with steering the company through the Great Recession and transitioning into more of a technology-based approach. The company further evolved by refining its commitment to not only finding the right people but also equipping them with the resources they need to succeed.

“The No. 1 question I ask when recruiting real estate agents is, ‘Are you looking to grow?’” Mancuso says. “If you’re looking to stay status quo, we’re not the right spot for you. We bring a lot of value for the agents to make their lives easier. They’re able to take advantage of all the services that Hearthsides has, the dedicated staff that we have, the incredible support that we offer.

“The general feedback from people who are new to our company is that they’re shocked by the amount of services and support that we offer them,” he continues. “At other companies, you’re more on an island. You’re there by yourself and if you need support, it’s on you as an agent to go find it and (maybe) get it. We offer all of that.”

That philosophy is one that agents embrace because they have the opportunity to focus in on their strengths and favorite aspects of the real estate business.

“We want our agents to be able to focus on what they do best, and that’s connecting with buyers and sellers, listing homes, and selling homes,” Mancuso DeLuna says. “We handle all of the back end, and it’s our mission is to give them enough support to help them reach the next level of their career.

“We care about more than just the number of agents coming into the office; we care about every one of them being successful,” she continues. “It might take a month, it might take a year, but we’re going to be with them the every step of the way holding their hand and helping them achieve their goals.”

Agents have daily opportunities to learn more about different aspects of the business. One day they may attend a Zoom meeting centered on the latest trends, while another they may hear from experts about the



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**—ROBIN MANCUSO DELUNA AND JAMIE MANCUSO, CO-OWNERS AND CEOs OF COLDWELL BANKER HEARTHSIDES**

recent National Association of REALTORS court settlement that could impact their commissions.

With the market constantly shifting, Coldwell Banker Hearthsides’s owners are always thinking about the big picture.

“Our job is to forecast for the future and to create a path to get there,” Mancuso says. “We work hard to figure out what’s next, to get ahead of the curve, and to prepare our agents for success. We’re not corporate; we are accessible and available to our agents at every level, and this gives us an enormous amount of information and insight to plan for the future.”

He’s optimistic for 2025, believing that demand will remain strong and supply will begin to increase. Nobody can predict

the future, however, which means Coldwell Banker Hearthsides will stay nimble.

“I love change, so my personal opinion is when you see a market shift and you can see it on a downward trend, that’s an opportunity for us to make changes as a company and propel ourselves into the future,” he says. “I don’t like when the markets are down, but we definitely take advantage of what’s in front of us. We are not a company that sits on our hands and waits for the market to shift. We actively go out and make the necessary changes.”

The rest of the team has a voice in those changes, too.

“If anybody comes to us with a great idea or wants to change how we do something, Jamie and I are always open to trying it,” Mancuso DeLuna adds. “If it works, then we implement it. Some of the greatest things we’ve done have come from recommendations, and if it doesn’t work, we can just move on or tweak it. We’re really good with change, and we’re always open to agent and employee feedback.”

That’s one of the many reasons why people love partnering with Coldwell Banker Hearthsides: the chance to be part of a family atmosphere and to help drive the company—and their clients—forward. As for the siblings in the lead, working together all of these years has only strengthened their bond.

“We are the prototypical Italian family,” Mancuso says. “We’re both very passionate about what we do and we complement each other well, even though we don’t think exactly alike.”

“We also don’t compete against each other,” Mancuso DeLuna adds. “I want what’s best for him, and he wants what’s best for me. We really enjoy working together, and we both stay in our own lanes; Jamie focuses on the agent growth, and I focus on the structure and back end of the company. We’re on the phone together every day. Our families vacation together. We’ll have dinner together and not have one mention of real estate or work at all. We’re friends on top of being brother and sister.” ■

**Coldwell Banker Hearthsides**

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