

# suburban life

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pg. 28

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pg. 32



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**Erica Deuschle of Erica Deuschle & Co. Real Estate Team and Keller Williams Main Line takes pride in helping clients preserve and reimagine the historic homes on the Main Line and beyond.**

**E**rica Deuschle's interest in homes—specifically *historic* homes—began at an early age.

"When I was seven, my parents bought an old Victorian home that someone had converted into a duplex in the '50s, and they converted it back to a single-family home while we were living there," she says. "They were very much DIY. I think seeing them do that instilled in me this passion for older homes and preserving them."

Today, as the founder and owner of Erica Deuschle & Co. Real Estate Team, as well as a managing partner of Keller Williams Main Line in Suburban Square, Erica takes pride in her work—helping clients achieve their goals of owning in specific neighborhoods, including those who have an affinity for properties of significant architectural and historical value in the community. She and her husband, Dave, who has been working alongside her since 2015, purchased their first historic home—a 100-year-old Colonial—close to 20 years ago.

They recently embarked on a new project involving a home in the Ardmore neighborhood of Merion Golf Manor.

"We're on over an acre of property; it's this sprawling, beautiful old home," Erica says. "We've been actively working on it since May, and we've made crazy strides."

The house is a 1928 Spanish Revival-style home that has needed significant work, both inside and out. The roof renovation was particularly notable.

"When we purchased the home, it had a green terracotta roof," she says. "It was the original 1928 terracotta roof with original felt underlayment. It was very high-quality roofing, but the tiles had become cracked and mismatched over the years."

Beyond aesthetics, the original underlayment didn't protect against the roof leaking in instances of wind-driven rain. The renovation process included taking existing tiles off one by one and installing new copper flashing,

gutters, and downspouts, as well as retiling.

Erica and her husband have accomplished a great deal so far, and they are planning on even more enhancements going forward. Their goal, Erica says, is to "continue to bring the home back to life and pay homage to its 1928 construction."

This keen eye for possibility benefits their clients in myriad ways.

"I think it's just my niche to be able to see how a space can be reimagined, preserving what's best while making it flow for today," Erica says. "It's about how you can see through what needs to be done to see what could be and of course not being afraid of it, and helping the client not be afraid of it."

"Every home has a story," she continues. "Older homes have more stories to tell."

Whereas she works with clients looking to sell homes, her husband works exclusively with buyers.

"When Dave joined the business full time in 2015, some of my colleagues said we were going to get divorced," she jokes. "But we knew his work ethic would match mine. We're in the thick of things together every single day. We're super cohesive, because we have our own roles."

Having grown the team to include 15 agents and two full-time administrators, Erica has worked hard to maintain an exceptional level of service.

"We're very proud of the people on our team," Erica says. "We all have the same integrity, the same level of love for the work, and the same goal of helping clients. Whether it's a \$2 million property, or a \$400,000 home, the job doesn't change."

"We're not 'a la carte,'" she continues. "We offer a full gamut of services. We're blessed that we're in a place to truly help people. Everything we advise for our clients, we would do for ourselves."

This commitment to a business model that is personal and multidimensional, and offers a full scope of services, has been the backbone of Erica's business since Day One.

"My dad was a mechanic, and my mom was a nurse," she shares. "My parents taught me that you work hard for the things you have, then once you have them, you work hard to take care of them."

"For me, this career is more than that. It's a passion for helping people find what home means to them, and it truly means something different for everyone. I'm grateful that my parents helped to instill that love of 'home' in me at a young age." ■

## Erica Deuschle

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