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HEALING THROUGH HELPING:

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How Resilience and Advocacy Shape Keri Bernstein's Approach to Real Estate

Keri Bernstein was understandably lost after two tragedies within a four-year span: first losing her son, Dylan, in a tragic accident, and then her husband, Michael, to cancer. For a time, she was unsure what her next chapter would look like. Ultimately, however, helping others—something that had always come naturally to her—became the very thing that carried her forward.

Service has long defined Bernstein's foundation. She taught elementary school in Upper Dublin—the same community where she and Michael raised their three children—and later spent more than two decades as a fitness instructor. Together, they owned investment properties and Airbnbs, gaining firsthand insight into market cycles, long-term value, and strategic ownership.

Encouraged by Michael, Bernstein pursued her real estate license during one of the most difficult seasons of her life. She launched her independent career just after his passing in 2020. What followed was not simply professional growth—but clarity of purpose.

"I believe an educated client is the most empowered client," Bernstein says. "My role is to ensure they understand their options,

their leverage, and the implications of every decision."

Now one of the top agents in her Keller Williams office, KW Empower, and the driving force behind KB Homes & Luxury, Bernstein has built a business defined not by price point, but by experience.

"Luxury isn't a number," she says. "It's how I make you feel."

She works with first-time buyers, investors, growing families, homeowners downsizing, and clients purchasing second homes at the Shore—each navigating significant life transitions. Having experienced profound life changes herself, Bernstein brings a level of empathy and perspective that few can replicate. Drawing on her background in education, she guides clients through each stage of the process—replacing uncertainty with clarity and confidence.

Education remains central to her work, whether she's advising a potential investor on how to get started, helping first-time buyers understand their finances and monthly budget, or collaborating with sellers to develop intentional pricing and market strategies designed to generate optimal results.

For Bernstein, the goal is never pressure. It is preparation.

The combination of thoughtful client care, meticulous preparation, and deep knowledge of markets throughout Pennsylvania and New Jersey—including Philadelphia, Montgomery, and Bucks counties, as well as South Jersey and the Jersey Shore—

has yielded impressive results. Since 2020, Bernstein has surpassed \$108 million in total production, much of it driven by repeat clients and referrals.

Those who work with her often describe a balance of warmth and strength—someone who listens carefully and negotiates with confidence.

"I'm compassionate, but I'm also direct," she says. "My clients know I will advocate for them and guide them honestly. I want every transaction to feel deliberate and well managed."

Family remains at the center of her life. She is the proud mother of three children, two of whom are happily married and living in Philadelphia. She joyfully anticipates the arrival of her first grandchild this summer. The memories of Michael and Dylan continue to shape her compassion, resilience, and perspective.

Real estate provides a meaningful outlet for that perspective—a way to channel her energy into service, connection, and helping others move confidently into their next chapter.

For Bernstein, success is not measured solely in volume. It is measured in trust. In preparation. In relationships that endure long after closing. Because for her, a transaction does not end at the settlement table. Clients do not become former clients; they become part of the KB Homes & Luxury family. And in her world, luxury is not the price of the home. Rather, it is the experience of getting there. ■