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behind Nadler Prichard  
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achieve their dreams.**

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# Above and Beyond

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**BY BILL DONAHUE**

**B**efore they met in 2014, Janis Nadler and Arielle Prichard were both searching for something they could not quite define.

Janis, a prominent Realtor on the Main Line with a decades-long career as a sole practitioner, wanted to continue to devote her energies to her clients but also carve out more time for herself. Arielle was a highly accomplished executive for a bicoastal PR and marketing firm in Manhattan, with 15 years of experience leading the Beauty & Lifestyle Division representing internationally recognized brands and personalities. She had recently relocated to Philadelphia and was standing on the precipice of a career change. They crossed paths when Arielle was looking to purchase a home in the suburbs of Philadelphia.

Three years later, Arielle started working in real estate with Janis. Today, Janis and Arielle are partners in Nadler Prichard Associates, a thriving real estate enterprise based in Ardmore. Together, they are devoted to assisting buyers and sellers with a focus on some of the most desirable ZIP codes in southeastern Pennsylvania. Each of the two Realtors has brought her own distinctive strengths to the venture—Janis’s wisdom, experience, and razor-sharp insight; and Arielle’s marketing savvy, attention to detail, client-centric approach, strong work ethic, and desire to make a profound difference in the lives of others. Combined, they offer each client a seamless experience rooted in honesty, trust, and realized expectations.

“Satisfied clients and happy faces—that’s why we do this work,” says Janis. “We have been helping clients on the Main Line reach their goals for a combined 44 years, and we have done that by putting the client first at all times.”

## **The Value of Experience and Education**

Being a Realtor is much more than a job to Janis and Arielle. “What we really do is turn buyers’ and sellers’ dreams into reality,” says Arielle. Their client-first approach begins with focused, direct com-

munication—asking the right questions, and then listening carefully to each client’s answers so they can pinpoint the client’s needs and objectives, and then tailor their service accordingly.

Janis first got into the business because she wanted to have a direct, positive impact on people’s lives. She became a Realtor in 1984, and has since acquired several credentials that have enabled her to assist a wide range of clients. In addition to having a Realtor sales license, she earned her broker’s license, became a Certified Buyer Agent, an appraiser, and a Certified Relocation Specialist. Arielle holds a Realtor sales license and an ABR (Accredited Buyer Representative) certification, and is working toward more specialty designations to better serve their clients.

Janis’s personal experiences have been beneficial to her clients, too. She has moved at least six times since purchasing her first home in 1971, has expertise with both new construction and homes in need of rehabilitation, and even has her own relocation story; she was born and raised in Chicago but relocated to the Philadelphia area after college. She has a master’s in education and believes her teaching background has proved invaluable when explaining complex principles to clients.

“Real estate has become very complicated, from the paperwork to the process of moving itself,” Janis says. “You need someone who is going to make it easy for you. Not only do we make sure our clients understand every step of the process, but we also make sure they have all the resources they need, no matter the price range or the reason for buying and selling.”

Since her formative years growing up on Long Island, New York, Arielle has had an interest in homes and how people live. When friends needed a discerning eye to help them make decisions on home décor, they called her. She would later hone this experience in assisting buyers to visualize how they will live in their new home. This experience also guides sellers in staging and preparing their property for sale. Personally, Arielle has purchased new construction, renovated her second home, and is currently rehabbing her present home. She brings these multidimensional interests and knowledge to her clients.

“I realized how deeply Janis made an impact on my life,” recalls Arielle. “I loved the work she did, and she was able to guide us through the emotional roller coaster you go through any time you buy or sell a house. She knew I was looking for something new in my career, and she saw something in me that made her believe I would do well in real estate.”

“Years ago, when Arielle came to me about being a Realtor and asked me to mentor her, I was thrilled,” Janis says. “She



Arielle Prichard



Janis Nadler

is a people person, warm and caring, as well as smart, savvy, and quick to learn. It’s been a thrill to watch her grow to become a true expert in the field. I consider her to be one of the most talented young Realtors in the Greater Philadelphia Area today.”

At the same time, Arielle realized Janis would make an exceptional mentor.

“A Realtor should be an adviser, an educator, and someone you can trust to negotiate on your behalf—things I saw and felt when I first met her,” Arielle recalls. “Pre-COVID, I remember sitting in a car with her and some relocation buyers, and just listening to her speak with such authority. She knows so much, and has taught me so much. That kind of knowledge only comes from years of experience.”

### Always Adapting

Clients tend to keep in touch with Janis and Arielle even after their dreams have been realized. Homeowners who are considering renovations may reach out for recommendations on trustworthy contractors and home improvement specialists. It’s also not uncommon for the Realtors to receive invitations to special events, such as housewarming parties or family celebrations.

“The relationship doesn’t end when we’re at the [closing] table,” Arielle says. “There’s nothing like getting updates from clients about how happy they are in the home you helped them purchase. We get to watch them grow into the home, and then outgrow it. Maybe they had one child and now they have three, and they call to say, ‘Can you help us find our forever home?’ Repeat business is huge for us. It says a lot about our character and service.”

In order to deliver “a better experience” for clients, Janis and Arielle moved to COMPASS RE. COMPASS pairs the industry’s top talent with advanced tools and technology designed to simplify the search-

and-sell experience for families who want to upgrade, downsize, or otherwise make a change.

COMPASS Concierge is just one example of these cutting-edge tools. The program offers a hassle-free way for a seller to invest in improvements designed to increase a home’s value, without incurring significant out-of-pocket expenses. The seller does not pay anything upfront; rather, the expense is remedied at the closing table.

As they look to the future, Janis and Arielle are focused on propelling Nadler Prichard Associates forward through adaptability, creativity, and teamwork. Given Arielle’s marketing expertise and Janis’s time-tested approach to client service, this young enterprise is poised for growth in the months and years to come.

“I’ve been a part of this community for 53 years,” says Janis, who lives in Haverford. “I know and love this area, and I understand how important a community can be to my homeowners. Our clients know we’re there for them, and that’s what makes us able to create such success for them.” ■

## COMPASS RE

➔ **Nadler Prichard Associates**  
COMPASS Real Estate

4 E. Montgomery Ave.  
Ardmore, PA 19003  
[www.nadlerprichard.com](http://www.nadlerprichard.com)

**Janis Nadler**  
(610) 247-3474 | (610) 822-3356  
[www.compass.com/agents/janis-nadler](http://www.compass.com/agents/janis-nadler)

**Arielle Prichard**  
(646) 522-6361 | (610) 822-3356  
[www.compass.com/agents/arielle-prichard](http://www.compass.com/agents/arielle-prichard)