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*Owner / Publisher*



**Theo Robinson**  
*T3 Studios*



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**Heather Pluard**  
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [Keenan.Andersen@realproducersmag.com](mailto:Keenan.Andersen@realproducersmag.com).

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*Real Producers* magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *South Jersey Real Producers* launched in April 2021. Name a large city and we are there or will be soon!

In every market, we take the Top 500 agents, based off of the MLS production, and we build an exclusive magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication.

We strive to inform and inspire the top producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

**Q: WHO RECEIVES SOUTH JERSEY REAL PRODUCERS MAGAZINE?**

**A:** The top 500 agents in South Jersey. We pull the MLS numbers (by volume) from in the South Jersey area: Camden, Gloucester, Burlington and Salem Counties. Approximately 15,000 agents are licensed in this territory. We cut the list off at #500, and the distribution was born. The 2020 Top 500 cutoff is \$4.5 million. The list will reset at the end of every year and will continue to update annually.

**Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?**

**A:** It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 500 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email us at Keenan.andersen@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photoshoot.

**Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?**

**A:** Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

**Q: WHO ARE THE PREFERRED PARTNERS?**

**A:** Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

**Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?**

**A:** If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at Keenan.andersen@realproducersmag.com.



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# CARA

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**C**ara Campos is not one to back down from a challenge nor is she one to waste time! When she decided to make the move into real estate, she dove in to a 5-day, 2 week 'crash' course to get her license in a jiffy. That was all she wrote- June of 2015 Cara was licensed, October 2015 she joined a brokerage and May 2016 she closed her first transaction on her own home purchase.

Fast forward 6.5 years with a career volume of \$46 million and total 2021 volume of \$10 million, Cara's go getter momentum has propelled her to success. Recognized with Rookie of the Year 2016, Circle of Excellence Bronze 2019, Circle of Excellence Gold 2020, Circle of Excellence Silver 2021, and eXp Icon Award 2021, Cara is reaping the rewards of her hard work!

Cara's tenacity to work hard and overcome obstacles started when she was a young girl. Cara had been diagnosed with bone cancer when she was 12 and is a fighting survivor. As a result, Cara's community involvement includes supporting Camp Can Do based in Gretna Glen, PA.

...



“

**I feel success now because I'm healthy, I have a beautiful family, great relationships and a business that's thriving. For me, success is not an end goal, it's a journey that's always changing course.**

”

It's a camp for kids (and their siblings) living with or surviving cancer. Cara attended this weeklong overnight camp every summer from 2000-2006. She went back for several years on and off after that as a counselor, including 2017 when she was pregnant with her son.

Going to college in Washington D.C. Cara graduated with a Bachelor of Science in Business Administration with a concentration in Marketing and a Minor in Architecture. You may think that's a mouthful but the combination has served Cara well in her current career.

Cara was able to utilize her architecture background to see the potential in properties for her clients, her marketing concentration to develop a focused customer base and her overall business degree to round it all out. Her previous job experiences as a volunteer coordinator with Make A Wish Mid-Atlantic in Bethesda, MD allowed her to develop skills working closely with the community, build relationships with different types of people by educating them, helping them through a difficult time and being an advocate for them. All of this was a perfect backdrop for being a realtor.

Cara moved back to South Jersey and worked with her dad, cold calling in construction sales- a valuable base skill for a realtor. While she gained sales experience, she was really missing more heartfelt work in the community as she had been used at Make-A-Wish.

Initially, Cara decided to go into real estate to help her dad and uncle find properties to flip. Her

plan was to help them buy and sell and also be the project manager of the entire project. After she had a few licensing classes to get a feel for the industry, she made a pro and con list for diving into real estate full time instead. Ultimately she decided this was her passion. The funny thing is that Cara didn't end up helping her dad and uncle find a property after all, but her career blossomed and took her in its own direction.

Looking back, she laughed on her conglomeration of college choices and how she ended up in real estate.

"It only took 10 years for it all to make sense. Now the jokes on my history major friends that are now in Finance...ha-ha!"

When asked about her success and focus, Cara shared her #1 passion is the customer experience and giving it 110%. To ensure she can always give 110%, she has added an Executive Assistant who has become her Transaction Coordinator, Operations Manager and 'knower of all things'. The future includes adding a buyer's agent that can allow Cara to help more buyers and sellers without sacrificing her #1 passion of a positive customer experience.

Cara finds that the relationships built with clients is the most rewarding part of the job! "I make it a priority to host at least two events per year for my past clients. I miss them after closing and it's so fun to see them, see their kids growing up, and catch up on all that's been going on in their lives. "

A nugget of success for Cara came from reading a book, Miracle Morning for Real Estate Agents. Her biggest takeaway was to start getting up and exercising for 30 minutes and reading at least 10



pages of a book with her morning coffee...it is her time before anyone in the house stirs.

Cara shared her biggest obstacle after overcoming the 'Con' column of her list to become a full-time realtor was the fact that she is more an observer rather than the typical outgoing team leader. Her motto lately has been "done is better than perfect" in regards to making more outward advances that stretch her comfort zone.

Cara loves that being a realtor provides her time with her family especially her 4-year-old son, Cayden. Cayden is active with tee-ball, soccer and gymnastics. As a family, the Campos' love to go to the beach and travel. Cara and Eddie love to do 'date nights' once a month trying new restaurants.

Success to Cara is all about making life's mix work- "I feel success now because I'm healthy, I have a beautiful family, great relationships and a business that's thriving. For me, success is not an end goal, it's a journey that's always changing course."

To reach Cara Campos, please contact her at **Campos Homes eXp Realty**  
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Written by **Brian Amend**  
Photography by **T3 Studios**

# CHRIS *murray*

At Sky Mortgage Group



“One of the things I brought to this business is the idea that you bring that lunch-pail mentality,” Chris Murray stated. He was speaking of the diligence and energy that should characterize a mortgage banker. “You have to deal with the ‘no.’ When you get a ‘yes,’ you have to prove what you say.” For Chris, this harkens back to the days when he played baseball for Cherokee High School in Marlton, NJ, where he grew up. Although he played various positions and always depended to some extent on his team, he gravitated most toward pitching, which required him to “figure stuff out” and “make it happen.” Chris was inducted into his high school’s athletic hall of fame for baseball, and he obtained a bachelor’s in communications and public relations at George Mason University on a baseball scholarship. Chris now sponsors and supports Cherokee High School athletics, and the lessons learned from baseball carry

“  
*We don’t whine  
or disappear;  
we just get  
to work.*  
”

over beyond his years of scholarship. He studies and prepares for mortgage banking like a baseball player studies and prepares for his season: “The last thing you can do is not know your business, not be a student of your business, and get something wrong for somebody, and now they can’t move into their house, or their REALTOR®’s not closing their transaction that they spent months working on with their buyers.”

Chris has been in the mortgage business for 17 years, starting after college working as a teller at a bank and finding that originating lines of credit for people and helping them sign up for loans was the most interesting part of the job. When an opportunity arose because a friend opened a mortgage company, he jumped at the opportunity. Recently, Chris opened Sky Mortgage Group, his own company, named after his two daughters, Skylar Murray, aged 3, and Harper Murray, aged 2, the latter having the middle name Skye. Chris is working to get the word out that

...



... clients of his company can count on the same levels of customer education, business transparency, and transaction execution that they have come to expect from him. Harkening back to his baseball days, Chris can say of his team, "We don't whine or disappear; we just get to work."



A native of New Jersey, Chris grew up in Marlton and lives there now with his wife, Kristy. They are active in bringing their children to soccer, dance classes, and gymnastic classes and like to spend time with each other at home and on vacations. Chris still plays softball, and in addition to Cherokee High School athletics supports the Relay for Life for the American Cancer Society as well as the Lymphoma/Leukemia Society. Success for Chris is a concept that changes with time, and today it revolves around what his business can do for his clients and what he can do for his family, Kristy, Skylar, and Harper. In the more traditional sense, Chris did \$57,000,000 in volume in 2021, has a lifetime volume of over \$500,000,000 in 2,000 transactions, and has been listed in the Scotsman Guide as one of the top loan originators in the country. His idea of a hero he takes from the actor Matthew McConaughey: "My own self 10 years from now." This goes hand in hand with his changing definition of success and his enjoyment of it: "If you had told me 10 years ago that I'd be here now, I would say, wow, because the mortgage business is tough, and I don't know how I'm going to make that, I don't even know how it's possible!" Chris's next step is to build the brand of Sky Mortgage Group and develop the mortgage lenders working around him. He will undoubtedly help them become students of the business who bring with them the lunch-pail mentality.

*Chris's next step is to build the brand of Sky Mortgage Group and develop the mortgage lenders working around him.*





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Lindsay Musser

By Shauna Osborne

# YOUR SUCCESSFUL SIDE HUSTLE



**S**neaker resale. Uber driving. Selling handmade jewelry. Freelance writing. What do these things have in common? These are all examples of side gigs my friends work — in addition to their full-time day jobs — to fulfill their creative sides, delve deeper into their interests, and, of course, bring in extra money. Heralded by *Forbes* as the “new must-have career accessory,” the side job has become extremely popular, with tens of millions of Americans eagerly clocking back in after regular work hours. Best of all, the options are virtually limitless; if you have a passion for something, there’s likely a side hustle for it. Successful hustlers make it all work by following a few essential rules:

### FOCUS ON YOUR FULL-TIME JOB.

We love our side hustles because they are so *much fun*. It’s easy to get distracted by them during regular work hours, but a side hustle, no matter how tempting, is never worth sacrificing your full-time income. When starting up a side business, your goal is to excel at *both* your full-time job and your side hustle. Before taking on a new venture, be sure your performance at work is already stellar.

### SET “WORK HOURS” AND STICK TO THEM.

In the planning stages, decide how many hours per day or week you want to commit to your side hustle, write it down, and *stick to it*. When we’re passionate about a project, it’s easy to let it take over our free time, but the goal is to *avoid* taking away from our current responsibilities (e.g., relationships, exercise). Sacrifice time spent scrolling social media or watching TV first.

### CONSIDER YOUR SIDE GIG “ME TIME.”

The beauty of the side hustle is you get to devote your time and attention to something you *choose*, something you *love*. Not only will you feel capable and accomplished in achieving your business goals, but you’ll feel good about the time you spend on it, leaving you more personally fulfilled.

### BE READY TO HUSTLE.

Ask yourself how badly you want your venture to succeed. After all, they don’t call it a hustle for nothing! Expect to work hard, put in the hours, and hang in for the long haul, making sacrifices, sometimes painful ones, along the way. Don’t expect success overnight.



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If you think your organization could benefit from Google Ad Grants, head to our website at [hyportdigital.com/grants](http://hyportdigital.com/grants) for more information. Our team will connect with you and handle all the ad setup and management so you can stay focused on changing the world!



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# The Gateway PROFILE

## MITCH FREEDMAN

### HOMETOWN:

Gloucester Township

### EXPERIENCE IN THE MORTGAGE INDUSTRY:

22 years

### BEST ADVICE I'VE RECEIVED:

Treat clients like family!

### MOST SATISFYING PART OF WORKING WITH CLIENTS:

Going to closing and seeing the joy!  
Especially with first time buyers!!

### HOW I'M DIFFERENT FROM OTHER LOAN OFFICERS:

Always looking at all options available, listening, and always do what is in the clients best interest!

### LAST BOOK I READ:

Raising Private Capital

### CONTACT INFORMATION:

Mitch Freedman, Mortgage Sales Manager

NMLS 475356

856.452.9129 Office

Mitch.Freedman@GatewayLoan.com

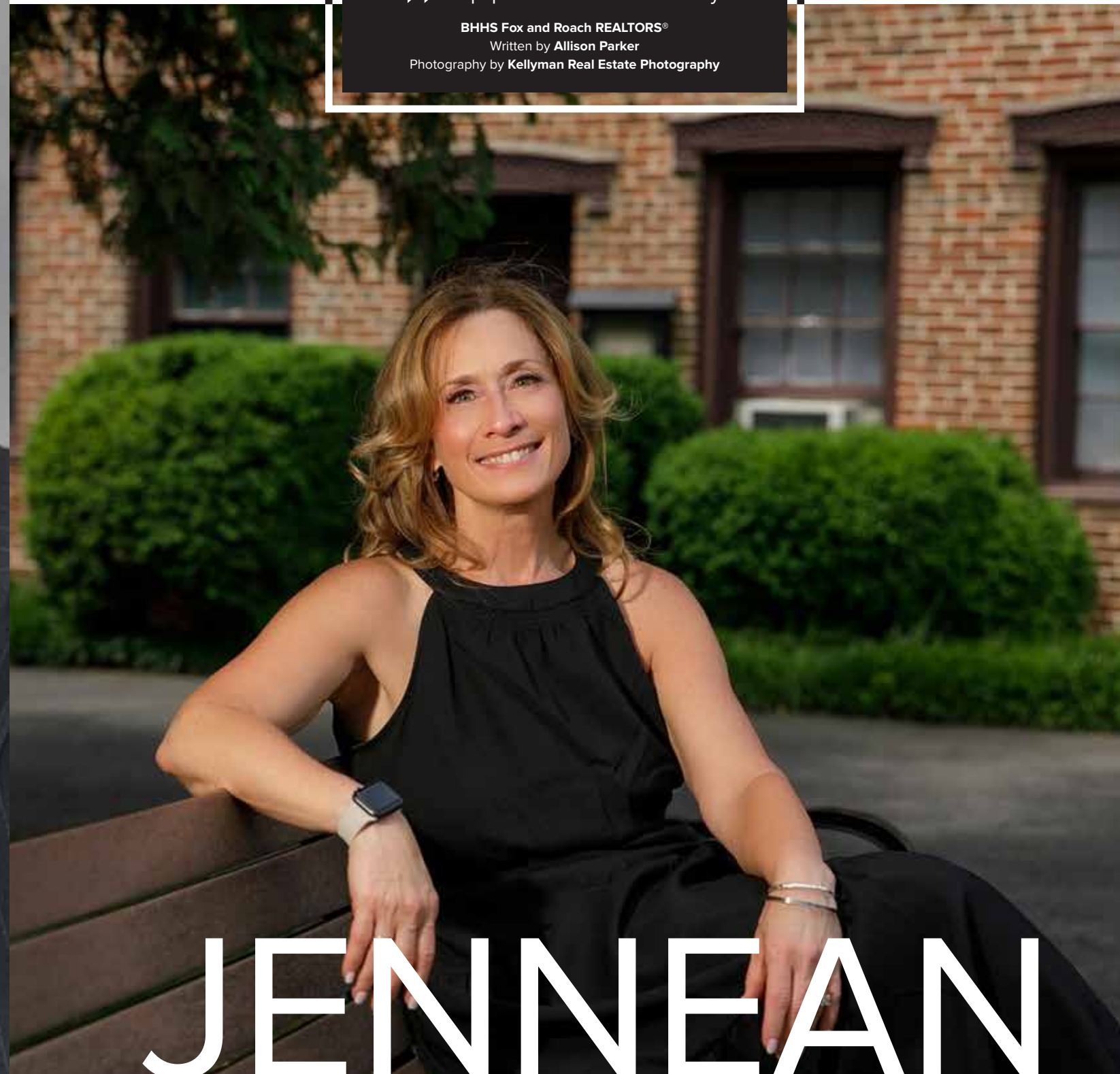


▶▶ top producer cover story

BHHS Fox and Roach REALTORS®

Written by Allison Parker

Photography by Kellyman Real Estate Photography



# JENNEAN VEALE

JENNEAN  
VEALE  
TEAM



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**“When you love what you do, you’ll never work a day in your life!” No one exemplifies these words better than Jennean Veale.**

Jennean Veale lives, breathes, sleeps real estate – it’s in her blood. It resonates within her like a heartbeat.

It could be Jennean inherited a love for real estate from her grandfather. A REALTOR® in North Jersey for many years, her grandfather, Harold Dieckman, owned a small boutique firm and worked into his retirement age. Upon retirement, he hung his hat and license with Weichert REALTORS® in Sparta, NJ.

Following a similar path, Jennean started her career in real estate in 2003 with Weichert REALTORS® in Marlton, NJ. Originally born and raised in Florida, a job opportunity for her husband, Cliff, brought her to New Jersey in 1997. She had chosen to stay home with her two sons until they were school-aged. While the boys were younger, she worked side by side with her father in his antique auction company, eventually opening her own company. A born leader, she dug her heels in with Weichert for 13 years, after which she decided she needed a change. After a lunch with friend and co-op, Connie Glass-Birnbohm, Jennean made the move over to BHHS Fox and Roach.

Moving over to join Connie at BHHS Fox and Roach was a fabulous transition like serendipity.

Jennean reflected, “Over the next few years with BHHS and thanks to Connie’s coaching and encouragement ... I realized it was time to start building a team. It started with the mindset then, that is still with us today ... the value of a team is when it benefits everyone! Everyone on our team brings their own value and culture



to the team, we share resources, coach and motivate each other, and provide support daily. Today I couldn’t imagine navigating this business each day without our team: Amber O’Brien, Laura Odland, Don Ernenwein, Eileen Carbonaro, and last but not least, the recent addition of my husband, Cliff Veale.”

Looking back, it’s clear Jennean always had a passion for developing business success, and that passion has shown through in her track record of success. Every year since her first full year as a

REALTOR® in 2004, Jennean has earned the NJR Circle of Excellence Sales awards, starting with Bronze and working her way all the way up to the Platinum in 2021. She would give herself quarterly goals to keep herself on track to meet her personal goals as well as her clients’ goals. Some years were more of challenge, but Jennean has kept true to herself through the ups and downs. One of the most rewarding accomplishments was receiving the 2020 BHHS Fox and Roach President’s Visionary Award.

•••

Regarding her path to success and the latter accolades, Jennean breaks it down to the focusing on the clients themselves. She establishes what the clients' needs are and then develops a plan to take the client to their goal. Keeping the individual needs of the clients in mind and working with them through each step allows the process of real estate transaction to occur with as little stress and worry as possible.

Jennean reflected, "It's such a great feeling to help someone find their dream home, see their excitement, and provide the guidance they need, most often for the biggest purchase they've ever made in their life."

With Jennean and team, the journey doesn't stop after the client leaves the closing table. Jennean prides herself on staying connected to customers after settlement in many ways. She enjoys seeing their families grow, receiving photos of their decorating and remodeling projects over the years.

She added, "I'm truly grateful for the calls I receive when they refer me to a friend, neighbor, or relative."

On the personal side, Jennean loves her career in real estate as it always her to be there for her most cherished people- her family. Her family is the center and focus of everything she does each day.

Jennean loves celebrating milestones with her crew. Within the past month, Jennean and husband, Cliff, celebrated their 33rd wedding anniversary. Just recently, son Chris married his beautiful bride, Nicole. Jennean couldn't be more thrilled by gaining a daughter who has been part of their lives for so long. Their youngest son, Noah, recently graduated Rowan University with a double major. Noah is utilizing his skills from his GIS Mapping degree; he is excelling as a CAD designer for a surveying company in Toms River.

No matter what is going on, the family maintains a traditional Sunday get-together for dinner to catch up on the past week, future plans, watch our pups play together, and share a hug.

Jennean noted, "THIS is everything to me! Sorry, not sorry... My phone is off during this time."

Having such a fabulous work-family balance, Jennean is happy to share her nuggets of success for new REALTORS®.

She shared, "This business is exciting; you want to be available and ready for calls, leads, and clients' needs. But equally important is our own mental health; don't set yourself up to burn out. Believe it or not, your clients will understand if you let them know what to expect from you. Let your clients AND co-op agents know (equally important, by the way!) they can call up you until 6 p.m., for example; after that, please email if needed because I'll be at an event this evening."

In her downtime, Jennean enjoys taking an hour-long power walk around their neighborhood with her "bestie" and business partner, Laura Odland. She has also been spotted early mornings on her Peloton bike with BHHS co-workers in their 400+ group in the FitFoxTribe group. She loves being in her yard or on a shorter walk with their lab, Buffy, or sitting on the front porch with hubby, Cliff, catching up on their day's events.


Jennean loves what she does as a REALTOR®, and she is happy to DO what she LOVES.

In her concluding thoughts, she smiled, "It's the little things in life that bring me the most joy."

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**TO REACH JENNEAN VEALE, PLEASE  
CONTACT HER AT (856)810-5300,  
JENNEAN.VEALE@FOXROACH.COM,  
WWW.YOURSOUTHJERSEYAGENT.COM.**

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THE MOST JOY.

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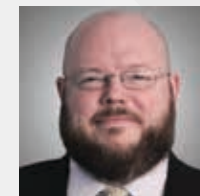
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