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Cover photo courtesy of **Chris Kellyman**





South Jersey Real Producers
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South Jersey Real Producers
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FAQ

ABOUT THIS MAGAZINE

By **Kristin Brindley**, Publisher



Ever since my team launched our Real Producers magazine six years ago, I have heard some of the same questions from top agents around the country. I figured it would be most efficient to publish the answers here in case more of you in South Jersey had the same questions. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice!

Q: Who receives this magazine?

A: The top 500 agents in South Jersey. We pull the MLS numbers each year (by volume) in the South Jersey area: Camden, Burlington, Gloucester, and Salem counties. We cut off the list at number 500, and the next year's distribution is born. We did this again in January, based on the new top 500 agents in sales volume for 2022. So we have a few new top producers who have joined us — along with agents from last year's top 500 who are still with us. Based on 2022's list, the minimum production level for our group is \$5 million. The list will reset again at the end of 2023 for the following year and 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® (or yourselves!), affiliates, brokers, owners, and office leaders can nominate Realtors as well. We will consider anyone brought to our attention because we don't know everyone's stories, so we need your help to learn about them. A nomination currently looks like this: you email us at Wendy@kristinbrindley.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that 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. The next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion for our writer to conduct an interview and write the article and for our photographers to schedule a photo shoot.

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!

Q: Who are the Preferred Partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be 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 or many of you have personally referred every single preferred partner you see in this publication. We won't even take a meeting 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 of the best Realtors in the area but the best affiliates, as well, so we can all grow stronger together.

Q: How can I refer a Preferred Partner?

A: If you know and want to recommend a local business that works with top Realtors, please email Kristin@kristinbrindley.com, and let us know!



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

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If you are interested in nominating REALTORS® to be featured in the magazine, please email Wendy@KristinBrindley.com.

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A Note from the **NEW** Publisher

HELLO, REAL PRODUCERS OF SOUTH JERSEY!

I am your new publisher, Kristin Brindley. I look forward to meeting you all in the coming months as my team and I begin heading up *South Jersey Real Producers*. It is a badge of honor to be a Real Producer... Receiving this publication means YOU are in the top 0.05% of the industry in your market. Congratulations!

Our mission at the Kristin Brindley Team is to connect, elevate, and inspire our Real Producers communities. I've had the pleasure and privilege of starting near the very beginning of *Real Producers*, founding *DC Metro Real Producers* six years ago, *NOVA Real Producers* almost five years ago, *Richmond Real Producers* just a year and a half ago, and acquiring *Charlotte Real Producers* last year, with *Long Island Real Producers* coming up soon. I'm excited to now bring our experienced

and successful team to *South Jersey Real Producers*, as well, and look forward to learning about you, your market, your challenges and your goals. Each community we serve is unique and has its own personality! Visit www.kristinbrindley.com to learn more about me and our team.

We are excited to hear your opinions on what you would like to see in the magazine and with events moving forward — content, event themes, locations and, of course, who you would like to see featured. How may we uniquely serve our Real Producers community in South Jersey?

Thank you to our preferred partners, without whom none of this would be possible. We are thankful for their support and for the Real Producers who referred them. As you know, all of our preferred partners have been referred and vetted by other Real Producers, giving us the most well-curated list of top industry partners in

the area. If you would like a personal introduction to any of our partners, please feel free to contact me. I'd love to help!

We look forward to meeting you all in person at one of our upcoming events. Keep your eye on your inbox for details and your exclusive invitations!

Your publisher,



KRISTIN BRINDLEY
Owner/Publisher
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WEYMAN PATTERSON

By Dave Danielson
Photos by Chris Kellyman

Delivering on the Dream

We all have dreams in our lives — visions we want to realize in time.

Moving those aspirations into action with a plan is the best chance of turning them into reality. It's something you do every day through your efforts with your clients.

Weyman Patterson is the same way.

RELISHING THE RESPONSIBILITY

As a REALTOR® with Keller Williams Realty, Weyman takes that responsibility to heart ... with a passion for delivering on the dreams of those around him.

"It means a lot to me to have this chance to work with people to help them achieve the American dream," Weyman emphasizes. "As part of that,





Keller Williams Realtor Weyman Patterson has his own upscale men's clothing line, The Debonair Man.

I also really enjoy supporting people in their ability to create wealth through homeownership.”

GAINING GROUND

Weyman has a long track record of creating positive results. His professional path started when he worked in the banking industry for 13 years. In time, he was ready to branch out and take advantage of other opportunities.

“Eventually, I decided to get into flipping houses. I had always thought about doing that,” he points out. “Getting my real estate license was just sort of a natural extension of what I was doing at the time.”

OPENING FIRST DOORS

At first, Weyman hung his license with Berkshire Hathaway HomeServices. After getting a good foundation there, Weyman joined the team at Keller Williams and went full-time in the business in 2017.

Ever since the beginning of his real estate career, Weyman has continued building a solid trajectory of success, with consistent growth year over year.

SIGNS OF SUCCESS

Today, Weyman is in the top 20 percent of Keller Williams agents and also serves on the Agent Leadership Council, a role he’s fulfilled for the past three years. In addition, Weyman also serves as co-chair of the finance committee and chair of Keller Williams’ DEI committee.

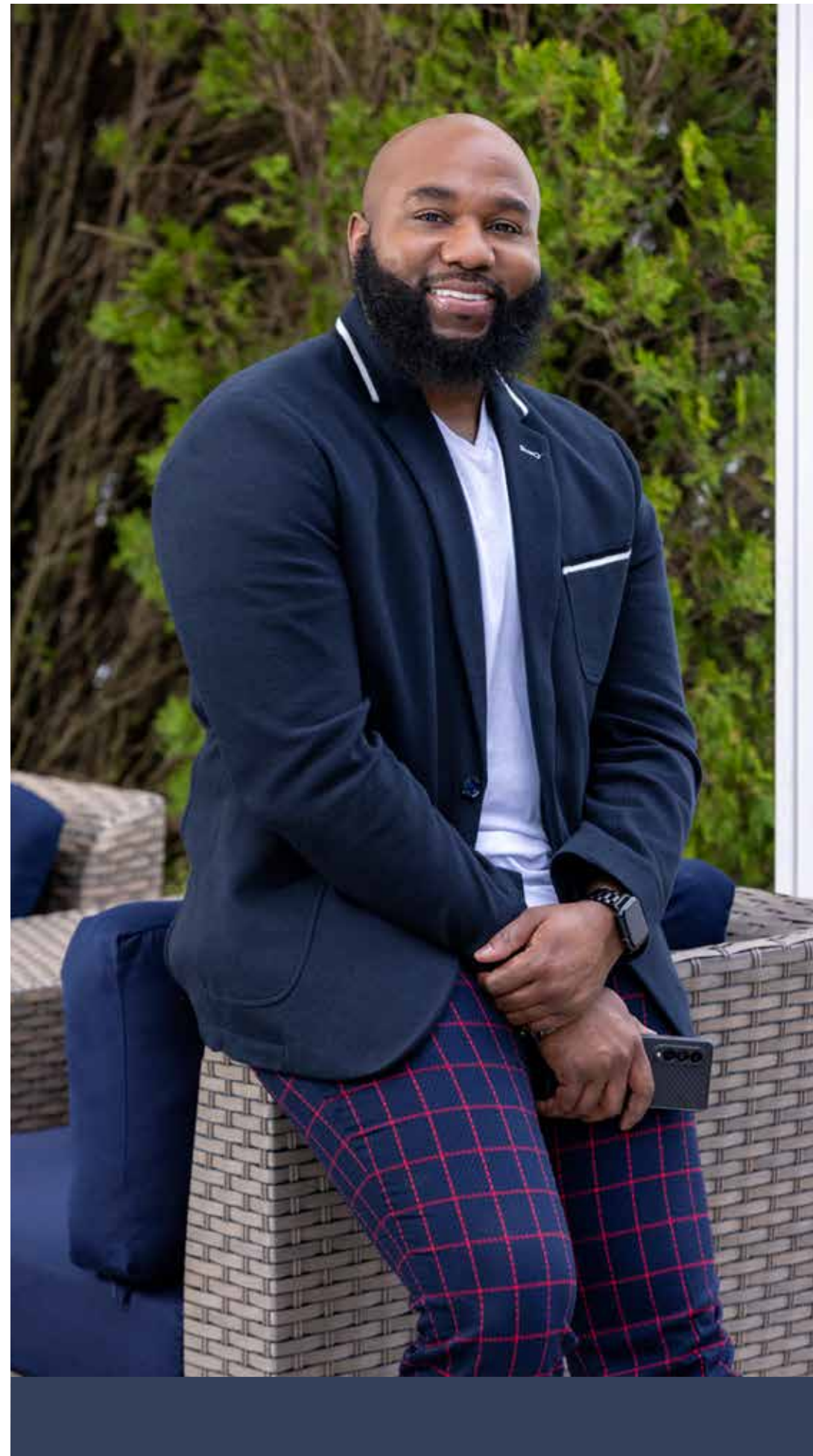
Weyman also received the Cultural Icon Award for his office this year for exemplifying the Keller Williams culture and values.

As Weyman considers his career and the joy he has in it, he points to his parents for their pivotal leadership in his life.

“They have always been there as examples for me, and they have supported me through time to help me get where I am today,” he says with a smile.

MAN OF ACTION

Away from work, Weyman likes to stay active and engaged in the community and his church. He also owns his own clothing line called “The Debonair Man.”



In his free time, Weyman enjoys a variety of activities, including skating, bowling, traveling and spending time with friends and family creating memories.

Weyman has helped many others around him through the example of leadership and hard work he provides.

But that’s just part of the story of how he is integral in supporting the success of those around him. As part of the DEI committee at Keller Williams, Weyman supports the future careers of others.

“We sponsor and mentor people on their paths getting into real estate,” he explains.

“One thing that I try to remind the people I talk with is to never compare your journey to someone else’s ... because everyone’s journey is different. Every day, be sure that you’re giving it your all. If you give it your best, that’s all you can do. Everyone’s path to success is different.”

DYNAMIC DIFFERENCE-MAKER

With a dynamic blend of integrity, a strong work ethic, and a passion for what he does, Weyman Patterson is making a difference that stretches well beyond today.

“I have a strong desire to make a positive impact or an imprint wherever I go,” he emphasizes. “My goal is to leave people better than when I found them. That’s why I use the hashtag ‘AddValue.’”

Weyman most certainly does just that, with style, heart, and purpose. Congratulations to Weyman Patterson for his tireless efforts to deliver on the dream for others around him.

By Dave Danielson
Photos by Chris Kellyman

JEFF BAALS and DAVID BURRIS

For All the Right Reasons

It's easy to spot the leaders in life and business who truly make a lasting impact on the lives of those around them. While their accomplishments are impressive, in terms of honors and accolades, they bring something extra to what they do ... a foundation of care and respect for others.



Jeff Baals is founder and co-team lead of The Baals Group of Keller Williams.

people and having fun. You can tell, within a few minutes of meeting someone, what kind of person someone is and what they are about. We want our clients to know that we have their backs and that we are honest and good people.”

GETTING THEIR START

Jeff earned his real estate license around 10 years ago, while David began his real estate journey in 2019.

Jeff grew up in Marlton, graduating from Cherokee High School before going on to further his education at Rutgers University. “While I was there, I joined a fraternity and had a lot of fun and met Carolyn, the lady who would eventually become my wife. She was in North Carolina and I was in New Jersey. We built a relationship over time, and then I decided to transfer to North Carolina,” he remembers.

Jeff took time off, worked and established North Carolina residency before enrolling at the University of North Carolina at Charlotte. In time, Jeff and Carolyn got engaged. After college, Jeff worked for Apple Computer, Inc. Initially, Jeff was on the front lines, delivering Apple Store support to customers. From there, he was hired to work on the corporate side, which meant he traveled more. “The travel wasn’t something I wanted to continue to do with the relationship that Carolyn and I had. About that time, I got a call from a family member in New Jersey, asking if I would be interested in getting into real estate,” Jeff remembers. “So I convinced my southern bride to move to New Jersey.”

WORKING WITH HEART

That’s the dynamic that is hard at work with Jeff Baals and David Burris — team leads with The Baals Group with Keller Williams Realty in Moorestown, New Jersey. Those who get to know the two men attest to the fact that they are in the business for all the right reasons.

“For me, it’s always been important to be the reliable guy that you can count on,” Jeff says. “What stems from that is loyalty. At our team, we have a core group and we are all very tight. We care about one another and it allows for a very harmonious relationship with our partners. We like to have relationships that create everlasting bonds.”

“We work with a commitment to reliability and trustworthiness,” David adds. “We get energy from helping



David Burris joined The Baals Group in 2019 and became a co-team lead with Jeff Baals this year.

Jeff and Carolyn moved, got a house, and Jeff dove into real estate. Before long, his partner who recruited him into the business took a new career path. “At that point, it was a full-on commitment — a do-or-die moment,” he recalls. “The business and team started to grow. It was a humbling experience.”

David grew up in renovation and real estate development. His dad owned a construction company, and he had several family members who worked in the trades. In turn, he spent a lot of time around job sites. As he came of age, David pursued corporate meeting planning and learned valuable lessons for the future. “I built some other skill sets, including communications and organizational leadership. I also purchased a property. In time, I started my own renovation company, and then I thought that it would be a good idea to become licensed. My sister says, ‘Your calling is where your skill set meets the world’s needs.’ I had questions from people about renovation and real estate. I believe that whatever you get asked about is what you have positioned yourself to be a resource in. Mine was in real estate and renovations.”

PULLING IN THE SAME DIRECTION

Jeff and David met through church, and David got his license to join Jeff’s team. The teamwork between them is natural. “David is a good dresser,” Jeff says with a smile. “He’s also very literal. If he says he’s going to do something, he’s going to do it. I was complimenting him on his shoes and he said he would help me get some of the same kind. I didn’t know how serious he was, but I soon saw a calendar invitation to go shopping. He is someone who is committed to what he says he’s going to do. I have three blood brothers. David is my fourth.”

The opportunity to team up with Jeff has been rewarding for David as well. “You know each other’s core values and you can see the way that you align. We get along and have fun together. Jeff is very accomplished, he serves people very well, and they speak very highly of him,” David says. “The world gets smaller every day. It feels good partnering with someone whom people speak highly about, in terms of his character and doing right by people.”



Jeff Baals (left) and David Burris (right) rank among the top 1 percent of Realtors in New Jersey.



BUILDING SOMETHING SPECIAL

Today, Jeff and David are joined on the team by two other agents, Matt Abate and Bob Colombo, as well as their full-time transaction coordinator, Jennifer O’Toole. In addition, David owns P&H Renovations, while Jeff is co-owner of Central Bark in Medford.

Success has closely followed their teamwork. In fact, they rank among the top 1 percent of REALTORS® in the state.

WONDERFUL LIFE

Family is at the heart of life for both men. Jeff and Carolyn live in Southampton. They enjoy riding on their motorcycle and camping — especially with their 1977 vintage fiberglass camper. Disney World® is another favorite destination for them.

David and his wife, Lauren, live in Moorestown and love spending time with their daughter, Mabry. Other favorite pursuits for David include cooking, playing his guitar, and singing. He also likes to work on his motorcycle and his Jeep. He and Lauren look forward to chances to be outdoors and hike as well.

As Jeff and David look to the future, they have plans for continued growth, with the anticipated addition of new agents consistently through time.

“We have some big goals. At the end of the day, we want to help as many people as we can. That’s really the ‘why’ behind our goals,” Jeff emphasizes. “Someone’s home is a very personal piece of their life, and we don’t take that for granted when it comes to helping.”

“We have servant hearts,” David adds. “We dedicate ourselves to doing what’s best for the people who we have the opportunity to serve.”

Congratulations to Jeff and David for building success for all the right reasons.





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