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▶ publisher's note

HAPPY HOLIDAYS!

Friends,

As we bask in the warmth of this festive season, my heart swells with gratitude for our connection in this December edition. The challenges that have woven through the fabric of real estate this year have truly tested our resilience. Yet, in the midst of uncertainty, it's the flickering lights of hope and the unwavering embrace of faith that guide our way.

Faith, I believe, is not a passive belief but a dynamic force, urging us forward even when shadows loom. It's a deep-rooted certainty that, beyond the current challenges, there are opportunities waiting to unfold. Within these pages, you'll find stories from seasoned professionals – tales of navigating storms and emerging not just intact but strengthened by the journey, a testament to the enduring power of hope.

Real estate, for us, is more than deals and transactions; it's about crafting homes and realizing dreams. As we draw the curtain on this chapter of the year, let's not only celebrate victories but also glean wisdom from the challenges. Let this holiday season be a time to recharge, refocus, and renew our commitment to excellence, all grounded in the unwavering faith that brighter days are on the horizon.

May this edition be a beacon of hope, a reminder that, just like the changing seasons, challenging markets can be the heralds of new opportunities. Trust in your abilities, hold fast to the enduring spirit of our industry and embrace the promise that the best is indeed yet to come.

Wishing you a holiday season brimming with personal faith, resilient hope, and the exciting prospect of a New Year teeming with possibilities.



Warmest regards,
Jeff White, Owner/Publisher



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Happiness & Joy

Best wishes for a happy holiday season filled with family, friends, and joyful festivities. I love being part of your team, and wish you a very merry 2024.

Happy Holidays!



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Alfa Insurance

▶ partner spotlight

MEET ALLEY EJLALI: WHERE CULINARY
PASSION MEETS INSURANCE EXCELLENCE

Written by Cassie Teeter
Photography by Caleb Nelson

Alley Ejlali, a Mississippi insurance agent, is a remarkable individual who has found a delicate balance between his deep-rooted passion for the culinary arts and his extraordinary success in the insurance industry. Alley's journey demonstrates many parallels between his culinary background and his thriving career as an insurance agent, highlighting how his unwavering commitment to both worlds sets him apart.



Alley's dedication has earned him numerous accolades, including Achiever of the Year, Gold Life Insurance Sales Award, All-Star and Superstar awards, State Agent of the Month (twice), District Agent of the Month (four times), and several district and regional awards. These honors are a testament to his unwavering commitment to his clients and his profession.

A DIVERSE JOURNEY

Born in Norman, Oklahoma, Alley's formative years were spent in Charlotte, North Carolina. He pursued higher education at East Carolina University, graduating with a Bachelor of Science in Business Administration in 2001. Following his college years, he ventured into the culinary world, fueled by his deep love for creating distinct culinary experiences. For 24 years, Alley thrived as a chef and restaurateur, delighting patrons with his culinary prowess.

TRANSITIONING TO INSURANCE

Despite a thriving career in the culinary arts, Alley felt a call to explore a new professional path that could leverage his exceptional people skills. This led him to State Farm, where he spent two years gaining valuable experience in the insurance field. In 2019, he made the pivotal move to Alfa Insurance, where he currently serves as the Owner/Agent.

THE POWER OF MENTORSHIP

In Alley's journey to success, mentorship played a crucial role. He attributes part of his achievements to Shawn King, his mentor from his time at State Farm. King instilled in Alley the belief that insurance is not just about meeting sales quotas; it's about building genuine personal connections with clients. This philosophy deeply resonated with Alley, shaping his approach to his insurance career.

OVERCOMING CHALLENGES

One of the most significant challenges in Alley's career occurred during the COVID-19 pandemic. In 2020, his assistant left to pursue other career opportunities, leaving him to manage the business on his own for most of the year. This period tested his resilience, prompting him to work diligently to grow the business while handling day-to-day operations. Gratefully, he now shares the load with Nikki Pollard, his Associate Agent.



PASSION FOR BUILDING RELATIONSHIPS

Alley's true passion in the insurance industry lies in his customers. He thrives on building personal relationships, taking the time to truly know his clients and allowing them to know him in return. To Alley, forming these bonds with clients is the bedrock of his business, and it's what brings him the greatest fulfillment.

THE MOST REWARDING ASPECT

For Alley, the most rewarding part of his business is helping clients and forming lasting friendships with them. The satisfaction of aiding clients in their insurance needs and life journeys is immeasurable.

FUTURE COLLABORATIONS WITH REAL ESTATE PROFESSIONALS

Looking ahead, Alley envisions working closely with real estate professionals as an integral part of his future goals. He was introduced to the real estate community through a client and friend who is a realtor, Kevin Gates. Being a valuable resource for real estate professionals and their clients is a path that Alley eagerly anticipates.

Supporting Charitable Causes
Alley and his team are committed to giving back to the community. They offer support to various organizations, including the Boy Scouts of America, St. Peter's Church in Oxford, Mississippi, and numerous local schools and charities. Their dedication to making a positive impact is evident in their ongoing support.

A FAMILY-CENTRIC LIFE

Outside of his professional life, Alley is a devoted family man. He is married to Pipes Ejlali, and together, they have two children: an 8-year-old daughter named Noah Jane and a 5-year-old son named Holden. Their family enjoys activities such as solving jigsaw puzzles, embarking on camping trips, cooking together, and savoring the great outdoors.

Personal Interests Beyond Work

Although Alley's culinary arts background remains a central passion, he now enjoys creating culinary delights on a smaller, more intimate scale, sharing them with friends and family. His hobbies extend to solving jigsaw puzzles, a love for all things Star Wars, a deep appreciation for nature, animals, and a particular fondness for outdoor activities, including hiking and camping. He is also an avid record collector.

DEFINING SUCCESS

For Alley, success isn't solely about financial accomplishments but finding happiness in life. Building strong relationships and helping others are at the core of his definition of success. He believes that success varies for each individual and is not limited to monetary achievements.

IN SUMMARY

Alley Ejlali's journey from the culinary world to insurance excellence is a testament to his unwavering commitment to personal connections and his passion for helping others. His career transitions, personal values, and dedication to his clients set him apart as a remarkable insurance agent who treats his clients like family.



Alley's true passion in the insurance industry lies in his customers. He thrives on building personal relationships, taking the time to truly know his clients and allowing them to know him in return.

How Does Memphis Real Producers Work?

CONNECTING. ELEVATING. INSPIRING.

FOR THOSE WHO MAY BE NEW TO REAL PRODUCERS, OR IF YOU ARE JUST CURIOUS, HERE ARE SOME QUICK FACTS ABOUT REAL PRODUCERS:

The Heartbeat: We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

Distribution: This magazine is sent free of charge to the top 500 agents in the greater Memphis area based on MLS productivity. Within this area, there are over 5,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

Content: This is all about you, the Memphis real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication.

But to be featured, an agent must be nominated by a peer or leader in the Memphis real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

Our Partners: Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our 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 or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.

Connections: We love connecting REALTORS® and BUSINESSES in a variety of creative ways. If you ever would like a personal introduction, we would love to arrange it.

Events: Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Memphis community. We communicate information about the events through the publication, emails and social media.

Contribution: If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community or would simply like to network, please email me at any time. I look forward to hearing from all of you!



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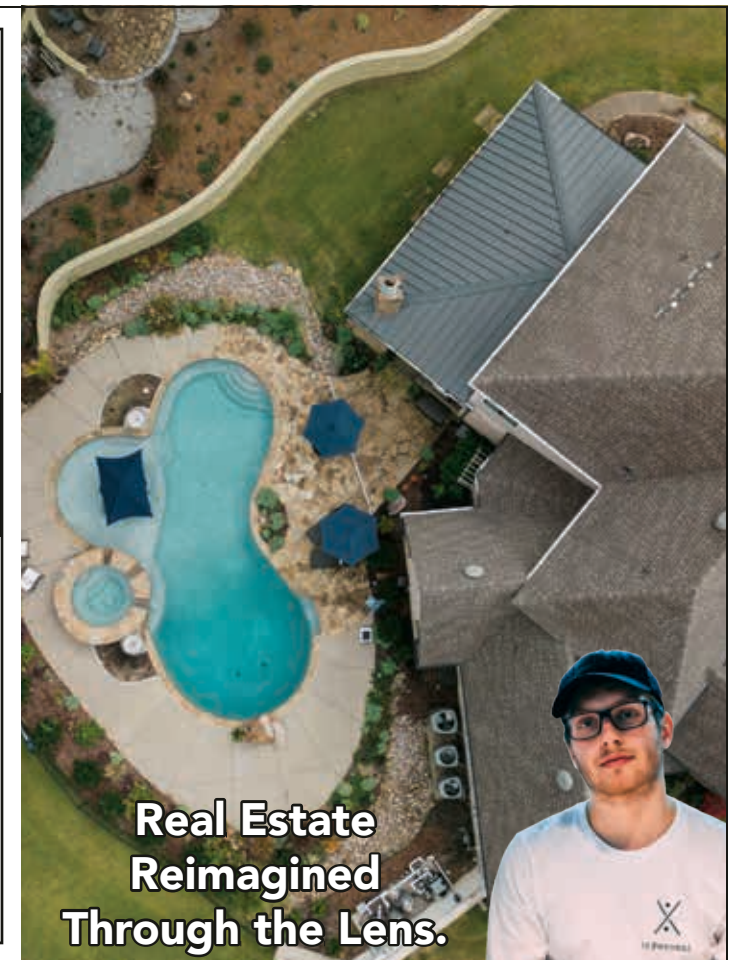


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Meet ALLISON HOLDEN

HEART AND SOUL

Allison Holden was born blue. Today, just 19 months into her real estate career, she's among the Top 10% of Realtors® in the Greater Memphis Area. You could say Allison thrives when the odds are stacked against her.

In July 1984, open-heart surgery on newborns was a relatively young and high-mortality procedure. For the first six months of her life, Allison underwent monthly angioplasties to allow her oxygenated

blood. She recalls that one time the balloon popped inside her heart and her parents were told, "We think we got it all." Her parents had been cautioned that they might have a developmentally delayed child due to the lack of oxygen those first several months of life. Needless to say, Allison was not impressed with those expectations and elected to exceed them.

In February 1985, at six months old, she had open heart surgery to repair her Transposition of the Great Arteries. And in December 2002, at just 18 years old, she had another open-heart surgery to receive a pacemaker. Twenty years later, she's on her fourth.

Allison credits the "gift" of her heart defect with her having, well, such a good heart. She says, "I don't know that anyone would say that my heart defect and ongoing need for surgical intervention and specialized medical care is a wonderful thing, but in the way facing your own mortality can be, it has had a hugely positive effect on my life. I maintain a state of immense gratitude for life that it is often so difficult for others to attain. As my surgeon, the late Dr. Goldberg (who was also born with TGA) once told me: 'It's like when you're at the Grammy's and they interview the nominees and they say I'm just happy to be here.'"

"If there is a single skill that will get you through life above all others, more than cleverness or passion, it is resilience," says Allison. She is forever indebted to the amazing team of doctors, surgeons, and nurses at LeBonheur, and the previous research, failures, and successes of a great many stories before hers - many that ended much too soon. Because of the awareness of that debt, it comes naturally for her to seek to provide value to others the way she has been so lovingly provided for.

"Real estate, for me, is far more about people than property," says Allison. "I am a Realtor® to care



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OF MINDSET
AND SKILLSET.
ALIGNMENT
WITH PASSION &
PURPOSE.
”



for others. To be there for people in their triumphs, like becoming first time homeowners, or in their grief, like selling a multigenerational family estate. Real estate is about life change, for better or worse, and real estate is the conduit through which I give back the gift of my life.”

Care for others she does. Less than two years into her career, she has an impressive sales volume of \$7,322,900. She was a winner in the Memphis Flyer’s Best of Memphis this year and she has also achieved the distinction of being a member of the Berkshire Hathaway Home Services Leading Edge Society. She is an RPAC Major Investor and earned a spot in the 2024 Leadership MAAR class. Allison credits her broker Lewis Marshall and owners David and Tiffany McLemore with giving her the support and guidance to accomplish her goals.

“It’s hard to overstate just how impactful the leadership at McLemore & Co has been for me. As a new Realtor®, it can be all too easy to have squirrel energy. From quarterly business planning sessions with Tiffany & David to Lewis’ deep industry knowledge, our leadership team does an incredible job of focusing on education to firstly BE the

Realtor® who is able to provide value and secondly, how to nourish your relationships with your clients to create the business.”

Outside of real estate, Allison is wife to her environmental scientist/beekeeper husband, Josh, a proud mom to her nursing school student, Quinlan, and an avid reader and writer. Fun fact: back in high school she won Grand Prize in the Creative Writing competition at Memphis in May. In 2020, her poetry was featured in an auditory art installation by the Memphis River Parks at the Fourth Bluff downtown.

When asked for her definition of success, Allison says, “Alignment. Alignment of mindset and skillset. Alignment with passion and purpose.”

Looking to the future, Allison plans to get her broker’s license and give back. She’s currently working on a partnership with Le Bonheur to donate a portion of her commissions to the hospital.

Favorite quote: “Tell me, what is it you plan to do with your one wild and precious life.” - Mary Oliver

Big League Movers would like to congratulate **Allison Holden** on their Rising Star feature this month!

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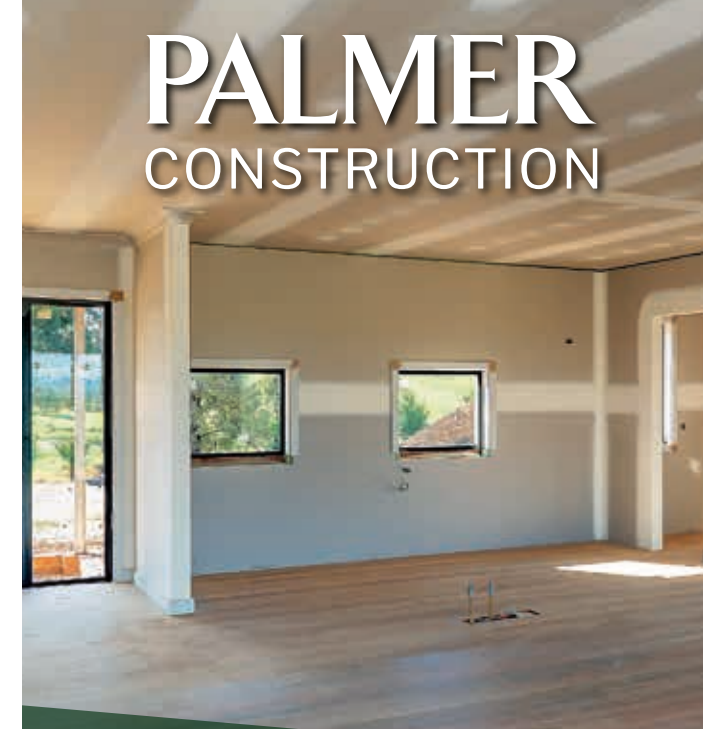
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Meet
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By Cassie Teeter
Photos by Mike Berry

Victoria Brown was born and raised in Memphis, TN. She attended LeMoyné Owen College, graduating with her Bachelor of Business Administration degree in 1997. Victoria then became a finance analyst for the city of Memphis. A few years later, she opened three successful daycares, two tax offices and her restaurant, 5 Star Grill (she started cooking when she was just 14 years old). She also opened her own catering service, which is still operational today.

Victoria has two children, Latraeae, FAA Flight Dispatcher, and Jeremiah, (Entrepreneur/model) with Ducks Unlimited. She and her children opened an investment company together three years ago called Knight Growth Investments. This business purchases distress properties, renovates, and resells.

Her initial interest in real estate came during her time running the daycare center. She has always had a servant's heart and, from all of her entrepreneurship experience, she knew this job was well-suited for her. All at once, she was a Realtor®, caterer, daycare owner, and tax office owner. In 2006, the year she earned her license, she was awarded Million Dollar Producer status. After two years in real estate, though, business came to a halt for Victoria. So, she transitioned into education. Fortunately, this hiatus did not last! She is now a Realtor®, part of the Memphis Area Association of Realtors, National Association of Realtors, Northwest Mississippi Association of Realtors, NAREB, TN Realtor Director and Women's Council of Realtors Memphis President

2023. She is a licensed Broker in Tennessee and an Affiliate Broker in Mississippi. "Why 2 years? The economic impact of the housing market crash. I put my license in retirement, continued to work my other business, and started working at a title company. Real estate has always been my heart and the life of helping families to build homeownership/fire their landlords. I re-entered the business in 2019 and have been going strong ever since. I love the smile that is on my clients' faces when the deal is closed. I treat everyone like they are family and I get along well with my clients."

Victoria works as an independent agent at 4 Success Realty, where she loves the tight-knit nature of the brokerage. There, Victoria has found her career in real estate to be very rewarding! She has been an MMDC Producer for 3 years, consistently achieving multi-million-dollar producer awards in both NAREB and MAAR. She serves on the Multi Million Dollar Club Board as a 3rd Year Director. She is also an Excellence Certification holder from MAAR, has been awarded the Women's Council of Realtors Excellence in Service Awards for 3 consecutive years, and has actively served on the Member Services Committee, Education Course Monitor, and Benevolent Trustee Board.

As her career history would suggest, Victoria is an excellent multi-tasker. With her veracity for knowledge and expansion of expertise, she continued growing her knowledge of real estate,





all while earning a total career volume of \$18m in sales.

“Education is the passport to everywhere! I believe whatever is your trade, one should learn all that they can to advance and stand out above competitors. I hold the following certifications: TN Broker License, MS Affiliate Broker License, Accredited Buyer Representative (ABR), At Home With Diversity (AHWD), Commitment to Excellence (C2EX), Mastered the advanced digital marketing techniques certification program (E-PRO), Graduate Real Estate Institute (GRI), Military Real Estate Professional (MRP), Performance Management Network (PMN), Real Estate Negotiation Expert (RENE), Seller Representative Specialist (SRS) and Senior Real Estate Specialist (SRES).”

What you may not know about Victoria, though, is the depth of her commitment to her career. Even under the most trying circumstances, she has persevered. During a gallbladder removal that was meant to be an outpatient procedure, Victoria’s surgeon made a mistake. This error would result in five surgeries over the course of one year, two of which were life-threatening. With all of her emergency room visits and doctor’s appointments, there were times when she doubted that she would pull through. During this trying time, she kept one of her favorite quotes in mind. This quote by Martin Luther King Jr. says, “If you can’t fly, then run. If you can’t run, then walk. If you can’t walk, then crawl. But, whatever you do, keep moving forward.”

So, from a makeshift office in the hospital, she managed to fulfill her duties and leadership responsibilities. She was even recognized as Agent of the Month several times and remained in the top 5% of sales at her brokerage!

“I really felt like I was letting my clients and my community down if I wasn’t working. Looking at them gave me that extra push that I needed to continue. I didn’t use my downtime to throw a pity party, but I saw it as a blessing. I got my broker license on my sick bed and led the Women’s Council of Realtors Memphis network as the 2023 President. I was studying and planning from the hospital room. Yeah, I had to recover. But, I was also continuing to be a Real Producer.”

“I just tell everyone to make your connections matter. I don’t think I would’ve gotten through what I got through without the real estate community. The real estate community became a family to me and came together and brought me clothes, house visits, and delivered meals. The nurses thought I was famous because I got so many flowers delivered daily.”

With her uncanny and vigilant work ethic to not only multitask through health scares but to actualize visions in the midst of it all speaks to Victoria Brown’s heart and strength. Her experience in the entrepreneurial world, genuine love of getting to know the people she works with, and impressive dedication to her job, Victoria is a real estate professional you can count on. Whether she’s flying, walking, or crawling, she never lets her clients or her associates down. Victoria is a force to be reckoned with, so stay tuned.



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Evette » cover story Reaves

FAITH, COURAGE, RESILIENCE

By Christina See | Photos by Elizabeth Looney Photography

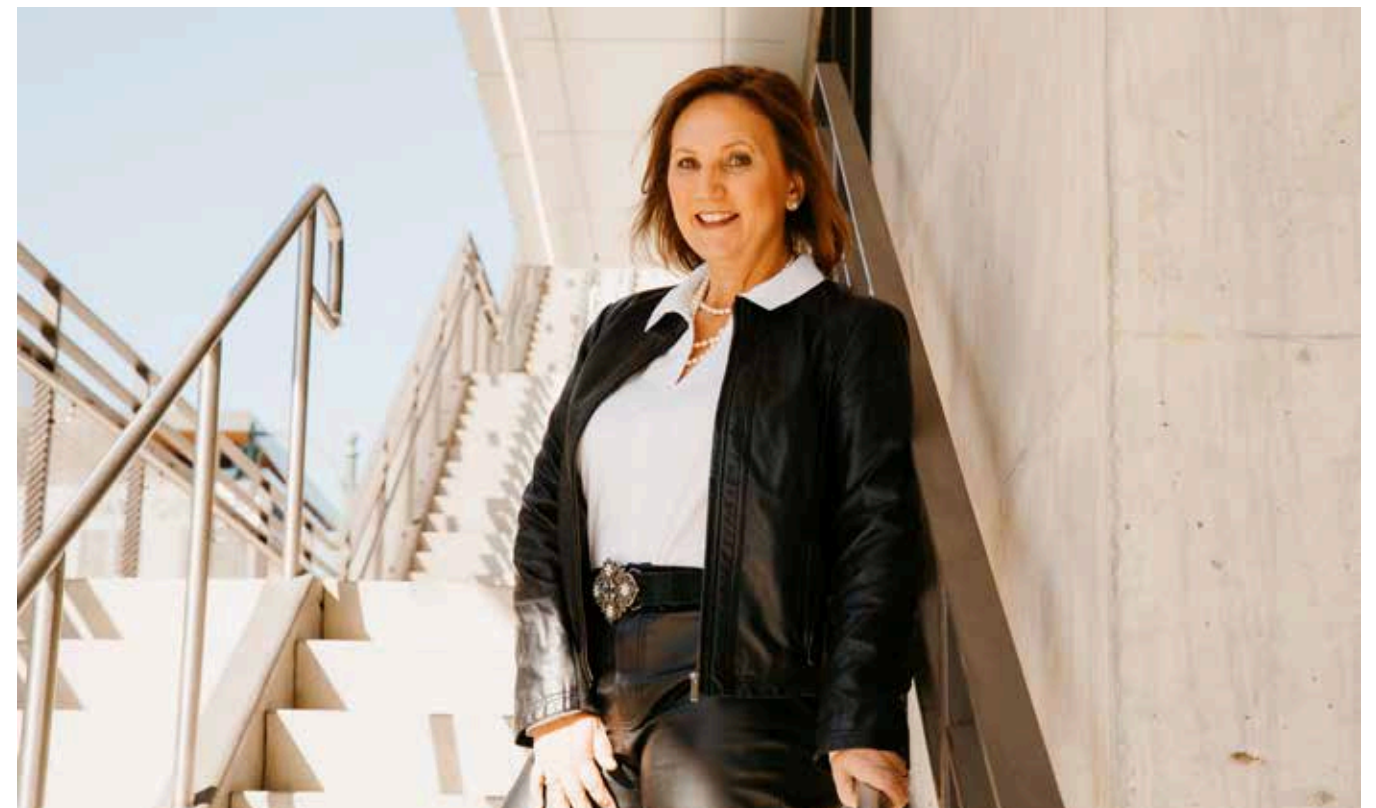
Evette was born and raised in Dyersburg, TN. As a wife and mother in 1993, her young family relocated to South Carolina. Another job transfer in 1999 took them to Texas. As a stay-at-home mom of four, her roles ranged from Youth Leader at church to a BSA Scoutmaster and everything in between. She also found time to work as the Director of Childcare Ministries for University Baptist in Houston, TX.

During the Invasion and Occupation of Iraq, Evette had a short stint as a flight attendant for a military charter. The job took her to countries such as Kuwait, Turkey, Kyrgyzstan, and Bahrain just to name a few. It was not unusual for her to

handle AK47s being stowed in the overhead bins.

After a year with the charter, she switched to working for a commercial airline. It was difficult to schedule life around the airline, so she began a career in banking. Evette eventually moved back to Tennessee to rebuild her life post-divorce. She came home broke and broken, needing a fresh start, and wanting to learn just exactly who she was as an individual for the first time in 20 years. "I knew I was capable of more than the weekly grind, and if I were in a position that didn't stifle my abilities, I would

thrive. I did a lot of praying and soul searching and a lot of reflection on why my dad loved the work he did for so many years. He passed away in 2008 but before that, he had a 45-year career as a business owner of a moving and storage company. It was hard work and long hours, but I realized why he loved it so much. It was about helping people. Moving is a stressful time for anyone. You could tell he enjoyed building relationships, putting their minds at ease, and taking care of them. I realized helping people during a transitional time in their lives appealed to me, too. Becoming a Realtor® made sense for so many



reasons. Moving across the country more than once meant that Evette knew how to ‘speed shop’ for a new home. Once, when moving to Houston, she viewed 42 homes in 36 hours! “I love to help the buyer remember what they loved about a home even after seeing 20 other houses. To me, it is the same as working a giant puzzle without the cover. Snapping in that last piece is always the most satisfying, and it’s the same feeling when you’ve helped a buyer find the perfect new home for their family.”

Working for a home builder was the final piece to Evette’s puzzle because she had always loved the process of building a new home. As a child, she would draw floor plans of her ‘dream home’. She would flip through the “Southern Living” magazines, looking at the different elements of design and construction that epitomized what she thought would make the perfect home. Evette also helped subcontract the construction of her first home at the age of 21 in 1987. She even helped sand the sheetrock and paint the walls!

Evette’s biggest push into real estate was circumstantial. REALTORS® were part of her banking clientele and she realized if she was willing to take a chance and work hard, there could be more to life. A chance meeting with Martha Fondren, Grant & Co.’s Director of Sales & Marketing, led to an interview and she gave Evette the self-confidence she needed to take the next step.

Evette finished the real estate course in November 2015, but she didn’t get the nerve to take her tests for two months. Happily, she passed on her first try! She has been with Grant & Company Builders · REALTORS® ever since. “Martha Fondren, took a chance on me and I am so thankful she did! God answered so many prayers and opened doors I didn’t know existed when she and I met.”

Evette is now beginning her 8th year of real estate sales. Her first goal was to achieve Life Member status with MAAR’s MMDC within the first five years, which she accomplished in 2020. Her ongoing goal is to maintain that level of success every year. Her career volume as a REALTOR® is around \$122m Million and her total volume last year was around \$26.4m. “I realize the market fluctuates from year to year but improving someone’s home life is my ultimate goal. I also want other REALTORS® to look at me as a source of help for them. Helping a client find a new home is not always an easy task



but as a team, the process can be simplified if a co-op agent allows me to help. That’s a win-win every time! I have a great team of other agents at Grant & Co. to turn to for help. We’re constantly in a group text, problem-solving with each other. My work family has been an instrumental source of support in my career.”

After surviving the end of her 22-year marriage and fleeing an abusive relationship, a lack of self-confidence was a big hurdle for Evette to overcome. She had to learn to trust herself, trust her gut, accept her losses and move on. When she came back to Memphis, she had nothing to rely on but her faith in God. He placed the right people in her new life and shed just enough light for each ‘next step’ Evette needed to take to put her life back together and land where He intended for her to be. “He never shows you His entire plan all at once,” says Evette, “He just directs you step by step to where He wants you to be.” She clung to the verse, “For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.” Jeremiah 29:11 NIV “Helping other people through this transition in their lives has been good for my soul. I can’t imagine doing anything else. At the same time, this job has afforded me a life I used to only dream about. Sometimes I catch myself starting a sentence with ‘One day when I retire...’ and then I think, nah. I’ll do this for as long as I can.”

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As for family, she married Robert Reaves in 2015. Robert is a licensed Civil Engineer. His expertise in land development has been educational for Evette because her transactions are 100% in new construction and the development of new neighborhoods. She also has four incredible, vivacious, and supportive grown children who have been her biggest fans. Most years they take a family vacation canoeing and kayaking and catching up. The love of the outdoors also runs deep in her family and what better way to enjoy it than with each other? “People may not remember what you said to them, but they will always remember how you made them feel,” says Evette. “My aim is for homebuyers to remember me for helping them through a tough time of transition and for other real estate agents to remember me for being welcoming, treating them with respect, and helping make their job easier. Remember me for being honest and approachable, resilient & independent, and having a strong work ethic. I’m also excited to say you can find me at one of Grant & Co.’s most popular developments, White Oak in Arlington which offers something for everyone. From the Manor and Estate homes to the 55+ Active Living development and everything in between, I’ll help find what works best for the most scrupulous of homebuyers.

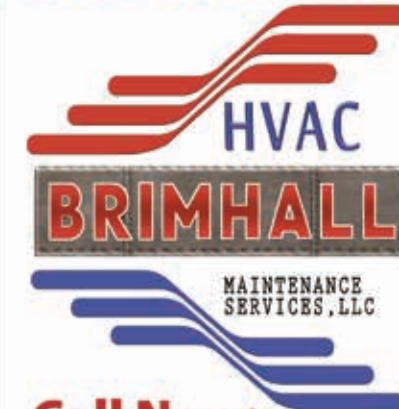




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