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TABLE OF CONTENTS



05

Index of Preferred Partners



06

Meet the South Jersey Real Producers Team



08

Publisher's Note: Embracing Gratitude and Honoring Service



10

Making a Difference: The Veterans Health and Wellness Foundation



14

Rising Star: Christopher Alves



18

Cover Story: Haley De Stefano

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Associate Publisher



Ellen Buchanan
Editor



Wendy Ross
Operations Manager



Lexy Broussard
Sales Manager



Chris Kellyman
Photographer



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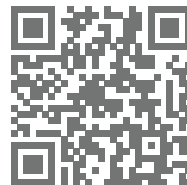
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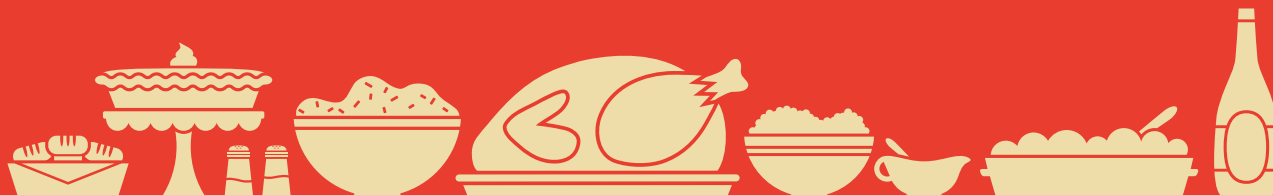
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Dear Real Producers of South Jersey,

As the autumn leaves drop, November arrives with a special invitation to pause and reflect. Thanksgiving, the cornerstone of this month, reminds us of the importance of acknowledging the blessings that enrich our lives.

Gratitude is not just a fleeting sentiment; it's a powerful force that shapes our perspective. In real estate, where every transaction carries the potential for growth, gratitude forms the bedrock of a positive mindset. It's a reminder that even amidst challenges, there is much to be thankful for! As we gather with loved ones this month, let's take a moment to reflect on the aspects of our lives that fill us with gratitude.

November also brings Veterans Day, a time when our nation pauses to honor the service and sacrifice of our veterans. At South Jersey Real Producers, we join in this tribute, expressing our heartfelt appreciation to the men and women who have served our country with dedication and valor. Their commitment to protecting our freedoms is a source of inspiration.

In this month's issue, I'm delighted to introduce the "Making a Difference" article, featuring Dr. Evelyn Lewis's nonprofit, The Veterans Health and Wellness Foundation (VHWF). This national organization is dedicated to helping veterans navigate the

healthcare system and access the VA benefits they are entitled to. Please check it out on page 10 and pass the info. along to any veteran you know who might benefit from VHWF's services.

Looking ahead, we're excited to reunite in early 2024 to kick off the New Year with more exclusive South Jersey Real Producers events. Stay tuned for more details; we can't wait to see you all again and create more fun memories together!

With heartfelt gratitude,



Kristin Brindley

Owner/Publisher
South Jersey Real Producers
313-971-8312

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KRISTIN BRINDLEY
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Evelyn Lewis, MD, MA, FAAFP, DABDA



THE VETERANS HEALTH AND WELLNESS FOUNDATION

SUPPORTING VETERANS COAST TO COAST

By Ellen Buchanan

To care for them who shall have borne the battle...

—President Abraham Lincoln

“There are about 250,000 people that transition from being a service member to a Veteran each year. The vast majority of those people don’t need the help we provide, but some out there desperately need the services we render,” Evelyn Lewis begins.

Evelyn Lewis is a medical physician and a 25-year Navy Veteran who has seen the struggles of Veterans and their families from varying vantage points. After witnessing so many Veterans struggle to understand that

they were eligible for healthcare benefits and how to navigate the system to access their benefits, she was determined to give back to a community she felt was so desperately in need of support.

In 2014, Evelyn founded the Veterans Health and Wellness Foundation (VHWF), a 501(c)(3) nonprofit organization dedicated to helping Veterans and their families access and navigate the healthcare system so they can receive the VA benefits they are entitled to. In addition, she also offers assistance to those navigating the civilian healthcare system and in need of advocacy if they are not eligible for

care through the VA. Although Evelyn is based in Georgia, VHWF assists veterans across the country.

MEET THE FOUNDER

Evelyn Lewis has had an interest in medicine since she was a little girl. Her father was a physician, and her mother was a nurse in his office. She remembers sitting in her dad’s office after school, doing homework and watching patients come and go.

As she got older, she gained a real, personal understanding of the work her parents were doing while serving the community. Observing her parents and their dedication cemented her desire to follow in her father’s footsteps.

Evelyn graduated from Spelman College and was awarded a Health Professional Scholarship through the military and joined the Navy. She served and remained active for 25 years, retiring in 2003. She obtained her doctorate from the Chicago Medical School – Rosalind Franklin University of Medicine and Science and ultimately served at medical clinics from coast to coast, hospitals here at home and abroad, and on board the USS Simon Lake assisting active duty service members and Veterans with a host of medical challenges. While assigned to the National Naval Medical Center (currently known as Walter Reed National Military Medical Center) during the height of the Iraq–Afghanistan conflict, she cared for the service members who returned with various injuries, illnesses and diseases, cared for their families, delivered babies, and witnessed the seemingly insurmountable challenges faced by Veterans.

“In the 25 years I was in the military caring for service members, Veterans, and their families, it became very clear that many of them didn’t have an understanding of what their benefits were, what they were eligible for, and then how to advocate for themselves,” Evelyn explains.

Evelyn has taken a creative approach to the work she does, as well, going above and beyond simply educating Veterans and their families. She also educates physicians and allied healthcare professionals on how to best serve the Veteran community, a program she believes has the potential to make a

significant impact in the lives of the 13-plus million Veterans who get some or all of their healthcare outside of the VA healthcare system.

KEEPING HER PROMISE

Today, Evelyn resides in Georgia, where she runs VHWF virtually.

“With a reassuring look reflecting commitment, comfort, and compassion, this allows VHWF to serve Veterans from everywhere... When I say



Evelyn Lewis, M.D., founder of The Veterans Health and Wellness Foundation



**WITH A REASSURING
LOOK REFLECTING
COMMITMENT,
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COMPASSION,** THIS
ALLOWS VHWF TO
SERVE VETERANS
FROM EVERYWHERE.



from everywhere, it literally is from everywhere,” she says.

VHWF does not charge Veterans or their family members for any of its work; sponsorships and donations help fund the services so Veterans can reap the rewards. VHWF is a small group, but one that is deeply

devoted to serving those who protect our nation’s values.

“Our organization is here to help Americans realize we made a promise. To paraphrase President Abraham Lincoln, we will care for those who have borne the battle. And if we look at what’s going on with

Veterans and their families today, we are not keeping our promise...

“I get to enjoy my life and do the things that I do because they have provided the ability for me to do this... It might sound cliché — ‘Oh, they’re over there fighting for my freedom,’ — but that’s exactly what they’re doing ... whether here at home or on foreign soil.”



The Veterans Health and Wellness Foundation (VHWF) is a 501(c)(3) organization. For more information or to find out how to donate, visit <https://myvhwf.org> or call (833) 924-4376 Ext.3.



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CHRISTOPHER ALVES

THE HOSPITALITY APPROACH

The Alves Team has managed to carve a distinct niche in South Jersey real estate through their unique hospitality-oriented approach. Based in Moorestown, New Jersey, this family-powered team, led by Christopher Alves and his mother, Anna Alves, infuses the spirit of genuine care and personalized service into every transaction. From assisting first-time homebuyers in finding their ideal haven to guiding investors through the intricate landscape of property acquisition, Chris's approach is a testament to the transformative power of hospitality in the industry.

A Family Touch

A close-knit team at Keller Williams Realty, Chris and Anna blend their skills and family dynamics to create

an exceptional real estate experience. A seasoned professional in her own right, with a rich history spanning since the early 2000s, Anna brings a wealth of industry insight and wisdom. Chris, on the other hand, injects fresh perspectives and youthful energy, weaving innovation into their service. Chris's brother-in-law, Enzo Cutietta, is also a licensed team member, as is Chris's father, Antonio.

"My mother is the face of the team, overseeing backend operations and admin work," he explains. "I concentrate on social media marketing and ensuring smooth sales operations."

Last year, Chris achieved remarkable results, personally recording \$6.3 million in sales volume with 24 units, and

received the Heart of the Office award. This year, he's on track to match or exceed his 2022 performance.

Licensed At Last

The path to real estate was a winding road of progression for Chris. During his school years, he gained experience in both construction, working alongside his father, and in the hospitality industry. Later, he earned a bachelor's degree in restaurant management at The Restaurant School at Walnut Hill College in Philadelphia.

Reflecting on his past, Chris fondly recalls working alongside his father in house-flipping projects during his early years. These hands-on experiences, coupled with his mother's background as a REALTOR®, not

“

Our goal is to grow the team into an exemplar of exceptional real estate hospitality. We're building a legacy based on personalized care and genuine connections.





Rising Star Christopher Alves leads The Alves Team along with his mother, Anna.



only instilled in him a strong work ethic but also cultivated a profound appreciation for the value and dynamics of the real estate industry.”

“I should have gotten into real estate years ago,” Chris reflects. “My dad’s in construction, and I’ve been flipping houses and doing construction with him since elementary and middle school...”

“I was managing for a little while over in Center City at a very luxurious hotel and I just kind of got burnt out,” Chris shares. “And as much as I loved the industry ... I thought I was going to work in New York City or California at a Michelin Star restaurant ... I just got really tired and decided to get my real estate license in October of 2019, after 10 years of not having it when I should have gotten it when I was younger.

“Funny little story: A couple of weeks prior to me going to college, I was flipping a house with my dad in Philly. We were eating lunch and he said to me, ‘Chris, you should go get your real estate license before you start college.’ I was like, ‘Absolutely not. I don’t want to do that.’ Then, I turned 27 and I ended up with my real estate license. Like every stubborn teenager, I didn’t listen to my parents,” he adds with a chuckle.

Despite initially exploring other avenues, Chris embraced his real estate calling with guidance and much encouragement from his family. His background in hospitality endowed him with crucial people and management skills that seamlessly transitioned into the world of real estate. While in hospitality, Chris says he especially enjoyed being able to put a smile on people’s faces ... and in real estate, it is the same for him. “I try to give the best possible service that I can. I always try to give it my all.”

Crafting Memorable Experiences

What truly sets The Alves Team apart is their unwavering commitment to infusing the principles of hospitality into



The Alves Team with Keller Williams Moorestown (from left to right: Christopher Alves, Antonio Alves, Anna Alves, Enzo Cutietta)

every aspect of their work. In addition, they are Portuguese and bilingual, so are able to help many Portuguese and Brazilian families who need translation help with their real estate transactions. The Alves Team's motto, "Crafting Remarkable Real Estate Experiences," underscores their deep-seated belief in fostering genuine connections.

"We prioritize honesty with ourselves and our clients. Our goal is to prepare clients for every possible scenario, ensuring they're well-informed and empowered to navigate any situation," Chris explains.

Beyond the Office

Chris was married to his wife, Cassandra, in October of 2022. They share their lives

with two lovable fur babies — a cat and a Cairn terrier/miniature schnauzer mix dog.

Outside of work, Chris enjoys a range of activities: surfing, winter snowboarding, watching Formula One racing, playing the guitar and, above all, spending time with his family.

A Future of Growth

Peering into the future, Chris envisions a trajectory of growth, with a continued emphasis on providing extraordinary hospitality-driven services. He aspires to elevate The Alves Team into a real estate powerhouse, embracing diversity and innovation.

"Our goal is to grow the team into an exemplar of exceptional real estate hospitality. We're building a legacy based on personalized care and genuine connections," he affirms.

“

We prioritize honesty with ourselves and our clients.

Our goal is to prepare clients for every possible scenario,

ensuring they're well-

informed and empowered to

navigate any situation.

▶▶ cover story

By George Paul Thomas
Photos by Chris Kellyman



Haley DE STEFANO

EXCELLENCE IS A DECISION

As everyone well knows, competition is fierce and success can be elusive in real estate. Keller Williams' real estate agent Haley De Stefano, however, manages to stand out among her peers with her determination and excellence. Known for her unique approach to marketing, Haley has carved a niche for herself in the industry since obtaining her real estate license in 2004.

Originally from Delaware County, Haley is proud of her roots. Growing up with a kindergarten teacher mother and an advertising agency owner father, she was instilled with a strong work ethic and a creative spirit. She attended Trenton State College, where she pursued a degree in advertising design and marketing, setting the stage for her future career.

Entry into Real Estate

After a successful career in marketing, Haley found herself facing a dilemma when her job required her to travel extensively and be away from her family for long periods. This was unacceptable to her, given the importance of family in her life.

"At 44, I had to reinvent myself," Haley recalls. "I read a book called 'Is It Too Late to Run Away and Join the Circus?' It really is an incredible book! It helps you look at your core values, what you love doing, what you are naturally good at, and now ... *voila!* I'm a REALTOR®!"

Haley's quick transition to real estate was nothing short of remarkable. Over the years, she has consistently delivered outstanding results, with sales volume reaching impressive heights. This year alone, she expects to close over \$20 million in sales volume. Despite facing personal health challenges, including battling Crohn's disease, Haley's determination and resilience have kept her in the game, making her a true inspiration to others in the industry.

Haley reflects on her incredible pivot, saying, "I love that I can help my clients with their needs and make a difference — all while building a successful business that is rewarding in every way."

Keys to Success

Haley thrives on marketing efforts, specifically through geo-marketing, and her personal connection with clients. She believes in focusing on the business she wants to deliver, coming from a place

of gratitude, and staying humble in a career that is centered on servitude. Her dedication to excellence is summed up in her personal mantra: “Excellence is a decision.”

Beyond her successful real estate career, Haley has a rich personal life. Family is paramount to Haley, and she cherishes the time spent with her husband, Jack; their twins, Jack Jr. and Alysia; and her grandsons, Trevor (3) and Rhys (2). They are a tight-knit unit, often bonding over their shared love for cooking and exploring new culinary experiences. Additionally, they have two beloved dogs, Frankie and Olive, who are an integral part of their family. The couple shares a love for boating and enjoys spending time together on the water.

Haley also has a creative side, with a passion for painting and creating stained-glass art. Recently, the family purchased a lakeside home that they plan to renovate, providing Haley with an opportunity to

“I want to continue to build my team so at some point in the not-so-distant future, I can sit back a little, my Haley’s Home Team family can be successful and happy, and I can enjoy my family, friends, travel, and artwork.”

Haley’s Home Team (from left to right: Lisa Lieze, Haley De Stefano, Kelly Downing, Alysia De Stefano, Stephanie McCrory)





Haley De Stefano and her husband, Jack, have two twins (Jack Jr. and Alysia) and two grandchildren.



rekindle her love for creating art in her very own stained-glass studio.

In the spirit of giving back, Haley and her team collect food for Kings Things in Swedesboro, a charitable initiative that helps distribute food to those in need, reflecting her commitment to making a positive impact on her community.

Future Plans

Looking ahead, Haley envisions continuing to build her real estate team, allowing her to strike a balance between work and personal endeavors.



"I want to continue to build my team so at some point in the not-so-distant future, I can sit back (a little), my Haley's Home Team family can be successful and happy, and I can enjoy my family, friends, travel, and artwork," she offers.

For those aspiring to achieve success in the real estate industry, Haley offers plenty of valuable advice.

"Focus on the business you want to deliver. Come from gratitude and be humble. We have chosen a career of servitude, so have pride in your work," she advises. "But family will always come first! I do not believe that anyone ever took their last breath wishing that they had closed one more transaction."





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