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# Meet The Team



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# Publisher's Note

Hello January, the Season of New Beginnings!

As we welcome 2025, there's a sense of excitement and endless possibilities in the air. January is a month of fresh starts—a chance to set new intentions, embrace challenges, and dream big for the year ahead.

It's also a time to reflect on the successes and lessons of the past year. As we turn the page, let's remember the power of community, connection, and collaboration that brought us here. Together, we can achieve even greater heights.

A warm welcome to our newest preferred partner, **Vivid Home Inspections, Side by Side MRO, and Keenan Transportation!** We're delighted to have them join our community and look forward to many fruitful collaborations.

We're excited to kick off 2025 with an inspiring Mastermind event on April 3rd! Join us for a morning filled with impactful ideas, meaningful connections, and industry insights. Stay tuned for more details—you won't want to miss this dynamic start to the year!

As we step into January, let's hold onto this thought: "The future belongs to those who believe in the beauty of their dreams." Wishing you a January filled with purpose, energy, and new beginnings!



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<b>APR</b> <b>3</b>	<b>JUN</b> <b>3</b>	<b>JUL</b> <b>TBD</b>	<b>OCT</b> <b>16</b>
<b>MASTERMIND:</b> Wisdom, Wealth & Wellness <b>(SERIES 1)</b>	<b>DENIM &amp; DIAMONDS NIGHT</b>	<b>VIRTUAL MASTERMIND:</b> Wisdom, Wealth & Wellness <b>(SERIES 2)</b>	<b>MASTERMIND:</b> Wisdom, Wealth & Wellness <b>(SERIES 3)</b>

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# DANA UBELE

GRIT, GROWTH, AND REAL ESTATE SUCCESS

BY GEORGE PAUL THOMAS • PHOTOS BY CHRIS KELLYMAN

In real estate, trust is everything. For Dana Ubele, upholding fiduciary responsibility isn't just a professional obligation—it's a personal commitment. "I take our fiduciary responsibility very seriously. I truly do my best to treat my client's money as if it were my own," says Dana. This dedication to safeguarding clients' financial interests and being available around the clock has earned Dana and her team a reputation for reliability. With a hands-on approach, they guide clients through the home buying and selling process, often forming bonds that feel more like family than business.

**Breaking New Ground**  
Dana's journey to becoming a trusted real estate professional is as compelling as it is transformative. Born and raised in Camden, New Jersey, Dana's roots are deeply embedded in South Jersey, having attended Pennsauken Schools from her grandmother's house. Her early life, marked by financial hardship, instilled in her a sense of grit and determination. "Growing up in an economically challenged area shaped me into a very dedicated, hardworking individual," she reflects. "I put my head down at a young age and worked to pull myself out of poverty."

Dana pursued higher education, earning a bachelor's degree in nursing and a bachelor's in science in nursing. Her career began in healthcare, where she worked as a registered nurse before spending nearly a decade as a juvenile detention officer at Camden County Youth Detention Center. These roles provided a stable income and a solid foundation to support her transition into real estate. The catalyst for this shift was her own experience buying a home. As a young woman with modest means, Dana faced challenges finding a Realtor to guide her through purchasing her first



“  
REAL ESTATE IS THE  
ONE TRUE WAY TO  
GAIN WEALTH.”





transactions per year in her small office. Dana's dedication to her clients and team members and her commitment to excellence continue to drive her success in the industry. The goal is maintaining a supportive family environment for our teammates and clients.

**Life Beyond Work**

Dana's personal life reflects the same warmth and dedication she brings to her professional endeavors. Although Dana has no spouse or children, she cherishes her close relationships with her friends and family. "I'm very close with my nieces and nephews, and my mom is my best friend," she shares. Dana is fortunate to have both of her parents still living, and her family connections are a source of great joy.

Outside of work, Dana prioritizes her health and well-being through regular yoga and gym sessions. She is passionate about fitness and enjoys cooking as well. "When I'm not working, I'm usually in the gym, cooking, or taking long walks and hikes in nature," she says.

Dana's commitment to her community extends beyond her professional life. Her team at the Property Alliance is actively involved in charitable efforts, including collecting donations for Camden City Youth. They organize a school supply drive, a book bag drive in August, and a sneaker drive in early spring. Additionally, Dana has devoted time to planting trees with the New Jersey Tree Foundation in Camden City. "Urban areas often lack greenery and green spaces, so I'm

proud to contribute to making the city a little greener," she explains. Dana's community-focused initiatives highlight her dedication to giving back and improving the lives of those around her.

**Focusing on What's Next**

For Dana, success is defined by the freedom to make personal choices and enjoy life's simple pleasures. "Success to me means having the flexibility to take days off when needed or to travel and indulge in things like dining out at a nice restaurant," she explains. While not one for extravagance, Dana values the autonomy to act on her desires and needs as they arise.

Looking ahead, Dana envisions both personal and professional growth. One of her primary goals is to expand her team at the Property Alliance. "We're currently a team of 12, and I'd like to grow that to 20-25," she says. Additionally, Dana aims to enhance her role in mentoring and coaching. She is already involved in training Realtors and sees this as a key area for future development. "I want to focus more on coaching, both within my team and in a broader capacity," she notes.

For those looking to follow in her footsteps, Dana offers straightforward advice: "Don't be shy and put yourself out there. Talk to as many people as possible. Even if you're an introverted person, learn to be comfortable making friends and starting conversations. In real estate, transactions often come from unexpected places; it's all about connecting with people."



home. Frustrated by the lack of support, she became her advocate. "I wanted a Realtor to help guide, educate, and hold my hand through the process," she explains. "When I couldn't find that person, I decided to learn about real estate myself."

Dana's decision to attend real estate school and become a licensed agent was driven by a desire to understand the industry better and to help others navigate it with the same care she wished she had received. "Real estate is the one true way to gain wealth," she says. "It's not just the American dream—it's a global aspiration."

Today, Dana is the broker-owner and team leader at the Property Alliance in Oaklyn, New Jersey. At her hybrid brokerage, which blends team and traditional brokerage models, Dana leads a team comprising a few buyer's agents, listing specialists, an in-house administrative assistant, and an outsourced transaction coordinator. Since starting in real estate in 2002, Dana has accumulated 22 years of experience. Her achievements include being a Circle of Excellence award winner for several consecutive years and maintaining an impressive sales volume. Over the past three years, Dana's team has averaged close to 100



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# JACQUELINE ACEVEDO

## Breaking Generational Barriers

BY GEORGE PAUL THOMAS • PHOTOS BY CHRIS KELLYMAN

“I KNEW THERE WAS MORE TO LIFE. I KNEW A WORLD FULL OF ENDLESS OPPORTUNITIES AND RESOURCES, AND I WAS DETERMINED TO FIND THEM.”



In a busy real estate scene filled with cookie-cutter agents, Jacqueline Acevedo shines like a real star. This bilingual dynamo, fluent in both Spanish and English, isn't just about closing deals; she's about building lasting relationships. With a heart for honesty and integrity, Jacqueline treats each buyer, seller, and borrower like they're her one and only.

**Rooting Her Story**  
Jacqueline's story begins in Miami, Florida, where she was born to Puerto

Rican parents. At the age of six, her life took a turn when her parents divorced, and her mother moved Jacqueline and her brother to Camden, New Jersey. Growing up in a challenging environment shaped her early experiences, teaching her tough lessons about resilience and responsibility. “Being raised by a single mother wasn't easy,” Jacqueline recalls. “Not having the love and support of a father and barely seeing my mother because she was always at work was tough.”

Surrounded by crime and adversity, Jacqueline took on adult responsibilities from a young age. She helped care for her siblings, managed household chores, and began working at just 16 to help pay the bills. Yet, amid these struggles, she held onto a vision for a brighter future. “I remember walking home every day from Camden High, looking around the city I lived in, and saying to myself, ‘this can't be it,’” she says. “I knew there was more to life. I knew a world full of endless opportunities

and resources, and I was determined to find them.” After high school, Jacqueline faced a pivotal choice: continue the cycle she saw around her or use her past as motivation to forge a new path. She chose the latter, pushing herself to pursue goals that others deemed impossible. Jacqueline endeavored in many careers, trying to find her passion, but her interest in real estate simmered in the background. It wasn't until a personal experience during the sale of her

primary home that she decided to explore this passion further. “After going through a divorce, selling my home, and finding myself starting over again, I thought, why not dive into a career I always wanted to do?” she reflects. The COVID-19 pandemic gave Jacqueline an unexpected opportunity to return to school and immerse herself in the real estate industry, ultimately discovering a path aligned with her desire to help others. Real estate has transformed Jacqueline's life. No longer confined to a 9-to-5 job, she relishes the freedom of running her own business and helping people navigate one of the most significant transactions of their lives. Since launching her real estate career in April 2021, Jacqueline has quickly made a name for herself in the industry. As a solo agent, she has successfully sold over 55 units, amassing an impressive total sales volume of \$13 million. Last year alone, she closed 19 units, representing a total volume of \$4.7 million. With a strong trajectory for growth, Jacqueline is on track to surpass her previous success, projecting to close 20 units and reach a sales volume of \$5 million in the current year. Her dedication and performance have not gone unnoticed. In 2023, she was honored with the prestigious Circle of Excellence Award, a testament to her hard work and commitment to excellence in real estate. Additionally, Jacqueline received the Nexus 2024 2nd Quarter Superstar/Superior



In addition to her family life, Jacqueline has a passion for art, poetry, and comedy. “I would rather spend a day exploring art, listening to poetry and music, or going to a comedy show than going out to drink or party,” she reveals. This appreciation for creativity allows her to enjoy quiet moments of reflection and refocus away from the hustle of her real estate career.

Although she doesn’t support a specific charity, Jacqueline and her children volunteer at a local church and soup kitchen yearly. They adopt a family during the holidays and regularly give back to their church, instilling the values of compassion and community service.

their background. “It does not matter where you come from—anything is possible! If I can do it, anyone can!”

For aspiring real estate professionals, “Find your niche and become a specialist. Most importantly,

be authentic. People are drawn to authenticity, and that alone will set you apart.” With her inspiring vision and dedication, Jacqueline Acevedo is poised for a bright future in real estate.

**IN 3-5 YEARS, IF YOU ASK ME WHERE I AM, IT SURE WON'T BE IN THE SAME PLACE.**



Performance Award, further solidifying her reputation as a rising star.

**Family First**

Jacqueline’s life revolves around her two sons, Michael, 16, and William, 10. “These boys are my why, my everything, my world—the reason I wake up every day and continue to strive for excellence,” she shares. She emphasizes that her children are a precious gift, having profoundly impacted her life. Whenever she isn’t busy with real estate, Jacqueline prioritizes quality time with her boys. They enjoy various activities together, including trips to the movies, exploring new restaurants, hiking, and working out. In the warmer months, you can often find them enjoying time by the ocean or spending cherished moments with family.

**Vision for the Future**

Jacqueline lives by the motto, “It’s never too late to start over,” a belief that drives her resilience and ambition. For her, success is not measured by accolades but by persistence. “Success is not giving up. It’s hard work. It’s constant adaptation and dedication, no matter how hard it gets,” she asserts.

Looking to the future, Jacqueline envisions significant growth in her real estate career. Her goals include starting a team, obtaining her broker’s license, buying investment properties, and expanding her business into new states. “The opportunities are limitless,” she says. “In 3-5 years, if you ask me where I am, it sure won’t be in the same place.”

Jacqueline hopes her story inspires others to pursue their dreams, regardless of



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# CRISTIN *Holloway*

## Rooted In Humility: A Journey Of Growth

BY GEORGE PAUL THOMAS  
PHOTOS BY CHRIS KELLYMAN

**C**ristin Holloway is a full-time Broker/REALTOR® known for her commitment to clients and her innovative approach to the industry. Guided by the mantra “achieve what others won’t by doing what others don’t,” she stands out through her exceptional accessibility and integrity.

### Moving Beyond Boundaries

Cristin’s journey into real estate is rooted in her personal and professional experiences. Originally from Mercer County, she has lived in Marlton for the past 20 years, where she is raising her family. Starting her career at a young age as a single mother, Cristin learned early on the value of hard work and determination. “Growing up without a lot of money or much handed to me gave me the drive to succeed,” she reflects. Despite the challenges she faced, she earned a bachelor’s degree while working full-time and supporting her daughter, eventually completing a master’s degree in administrative science with a concentration in nonprofit management.

Before transitioning to real estate, Cristin spent over a decade directing various nonprofit organizations, including serving as the CEO of Big Brothers Big Sisters of Burlington County. However, the birth of her youngest son 16 years ago marked a pivotal moment in her career. “I decided to make a career change when I had my last son,” she explains. This shift led her to the real estate industry, where she aimed to provide a better experience for home buyers and sellers than when purchasing her home.

Cristin quickly discovered the entrepreneurial nature of real estate, recognizing that there were no limits to the number of people she could help or homes she could sell. Today, she operates as a broker with eXp Realty, leading a team in Marlton, New Jersey. Her team consists of three buyer agents, a Director of Operations, and an Operations Manager, all working together to achieve their goals. Cristin’s team has consistently sold between \$40 and \$50 million in volume, with over



100 transactions each year, and she projects similar success for this year.

What Cristin finds most fulfilling about her work is the ability to help others achieve their dreams of homeownership, whether that means buying a first home or downsizing to meet changing needs. “The most fulfilling aspect of running a real estate business is the ability to help people buy or sell,” she shares. Additionally, she takes pride in leading her team, recruiting and training members, and supporting them as they build their businesses. Over the years, Cristin has earned several accolades, including the Icon Award through eXp Realty and the Platinum Award from the New Jersey Association of Realtors for the past seven to eight years. With a strong commitment to integrity and accessibility, Cristin’s real estate practice stands out in a competitive market.

#### The Heart of Her Life

Cristin Holloway’s family is the center of her life, personally and professionally.

Her husband, Chris, has been crucial to their real estate business for the past ten years. Together, they are raising their three children: Juliana, 27, who recently graduated from James Madison University and is now engaged and living in Haddon Township; Ian, 17, a senior in high school; and Harrison, 16, a junior. The family values quality time together, often enjoying their favorite pastime of dining out. “We love trying new restaurants or returning to the ones we adore,” Cristin shares.

When she isn’t busy with work or family activities, Cristin enjoys diving into a good book, reflecting her passion for reading. Her commitment to her community is also a significant aspect of her life. Cristin and her team have established the Compassion Impact Fund, which allocates a percentage of their commissions to help individuals in need. “We provide small gifts to those in need and also participate in adopting families during the holidays,” she explains. This charity-minded approach reflects Cristin’s dedication to making

a positive impact on her community, demonstrating that her commitment extends far beyond real estate.

#### A New Chapter of Success

Cristin Holloway’s perspective on success has evolved significantly over the years. “Ten years ago, I would have defined it as being the number one real estate agent and making the most money,” she reflects. Now, her definition encompasses much more. Success, for Cristin, is not just about personal achievements; it’s also about client satisfaction and building a business rooted in service and referrals. “Running a business grounded in client satisfaction is my priority,” she emphasizes, highlighting her commitment to creating extraordinary experiences for her clients.

As her family transitions into a new phase—her daughter’s upcoming wedding and her son approaching graduation—Cristin embraces both the bittersweet nature of change and the opportunities it brings. “We’re

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The most fulfilling aspect of running a real estate business is the ability to help people buy or sell.”

looking forward to this next stage,” she shares, acknowledging the excitement of entering the empty nest phase. Professionally, her focus remains on expanding her team and enhancing service quality. She aims for 80-90% of her business to come from past clients and referrals, a goal she is determined to achieve.

At the core of Cristin’s philosophy are the values of hard work and humility. She believes it’s essential to maintain humility throughout growth and recognize her entire team’s contributions, including her administrative staff and buyer’s agents. “I want to ensure that my team receives credit for all of our successes,” she states, underscoring her belief in collective achievement.

As she looks to the future, Cristin offers this advice to aspiring top producers: “You have to grind. Real estate is a challenging business to break into. To be successful, you have to make it a priority.” She stresses the importance of accessibility and consistent communication, advising newcomers to prioritize returning calls from clients, leads, and colleagues. “Success in real estate requires dedication and hard work,” she concludes, reflecting the principles that have guided her journey.





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