

From Relationships to Results: How Rob and Kevra Finkelstein Are Creating Impact Through Relationship Marketing



Photo Courtesy: Rob and Kevra Finkelstein

In a world where authentic connection has become one of the most valuable currencies in business, Rob and Kevra Finkelstein have built their lives around one simple philosophy: help people first.

That mindset has guided their careers, their family, their leadership, and now their growing impact in the world of relationship marketing.

For Rob and Kevra, success has never simply been about titles, income, or recognition. It has always been about creating opportunities, empowering others, and leaving people better than they found them.

And that mission is now reaching athletes, families, entrepreneurs, and communities across the country.

A Lifetime Built on Relationships

With more than 39 years of experience in sales and business development, Rob Finkelstein has built a reputation as a connector, strategist, and relationship builder. Throughout his career, one question has consistently driven his approach:

“How can I help?”

That simple phrase became the foundation for long-term business relationships, partnerships, and friendships. Rob’s ability to genuinely connect with people and provide meaningful solutions has been a defining characteristic throughout his professional journey.

Alongside him is his wife, Kevra, whose nearly 40-year career as an educator has impacted countless students and families. Beyond teaching, Kevra has embraced leadership and coaching roles that reflect her passion for mentorship, encouragement, and personal growth.

Together, they represent a powerful combination of business leadership and heart-centered service.

A Natural Fit for Network Marketing

For Rob, the transition into network marketing was less about sales and more about relationships.

His introduction to the industry came through an unexpected connection involving his daughter, who was selling Cutco knives. During the process, Rob met James and Jamye Toale after they agreed to purchase products if they could meet her father.

What started as a simple introduction quickly evolved into something much bigger.

“The rest was history,” Rob shares. “An amazing friendship and loyalty were formed.”

Over the years, Rob partnered with James and Jamye in three different companies, experiencing both personal growth and entrepreneurial success along the way. But as Rob focused on building his own business ventures, including his company Alumni Direct, his time became more limited and he gradually stepped away from the industry.

Still, the relationships remained strong.

Sports, Leadership, and Purpose

Sports have always been central to Rob's life. A passionate fan of baseball, football, and running, he also spent years coaching youth sports and mentoring young athletes.

But over time, Rob noticed a growing challenge facing athletes beyond the game itself: transition.

Many athletes struggle with identity, purpose, career direction, and networking opportunities once their playing days end. Seeing that need inspired Rob to launch his podcast, "Athletes to Entrepreneurs: The Alumni Journey," where he interviews former athletes who have successfully transitioned into business and entrepreneurship.

The podcast has become more than conversations. It has become a mission.

Through storytelling, mentorship, and connection, Rob is helping athletes recognize that the skills developed in sports, leadership, resilience, discipline, teamwork, and work ethic, can become powerful tools for long-term success in life and business.



Photo Courtesy: Rob and Kevra Finkelstein

The Return to Relationship Marketing

In what Rob describes as a “full circle moment,” he was drawn back into the industry when James and Jamye Toale launched Join 47 Inc.

This time, however, the vision aligned even deeper with Rob’s passion and purpose.

Working closely with James, Rob saw an opportunity to combine entrepreneurship, health, community, and fundraising into a model that could create real impact for athletes and families.

Rather than focusing solely on traditional network marketing, Rob prefers the term “Relationship Marketing.”

“It’s about building authentic relationships, helping people find solutions, and creating opportunities together,” he explains.

Through [Join 47 Inc.](#), they are helping athletes become entrepreneurs while also developing innovative fundraising opportunities for youth sports teams and organizations.

Creating Solutions for Physical and Financial Health

At the center of the company’s growth is a product line focused on wellness and performance, including Super Hydrate, a healthy hydration beverage, and an energy drink designed to support active lifestyles.

But the bigger vision goes far beyond beverages.

The mission is to create solutions that positively impact both physical health and financial health, two areas that are increasingly important for families, athletes, and entrepreneurs alike.

By combining wellness products with entrepreneurial opportunities, the company is building a community-centered business model focused on support, collaboration, and growth.

And the momentum is growing.

An expanding network of leaders, athletes, parents, coaches, and entrepreneurs are rallying around the vision of creating opportunity while helping others improve their lives.



Photo Courtesy: Rob and Kevra Finkelstein

A Legacy of Service

At its core, the Finkelsteins' story is not just about business.

It is about service.

It is about using relationships as a force for good.

It is about understanding that success becomes more meaningful when it helps others succeed too.

Whether through education, coaching, podcasting, entrepreneurship, or relationship marketing, Rob and Kevra continue to lead with authenticity, passion, and purpose.

And in an era where people crave connection more than ever, their message is resonating loudly:

Relationships still matter.

Helping people still matters.

And when purpose and community come together, incredible things can happen.

Disclaimer: Testimonials in this article reflect personal experiences and aren't guaranteed. Results vary based on effort, experience, and commitment.