

LUBBOCK

# REAL PRODUCERS<sup>®</sup>

INFORMING AND INSPIRING REAL ESTATE AGENTS

Meet Top Producer,

## DIANNA ROMANS

TAR Young Professionals Network recently awarded  
Vanessa Dirks as *Texas REALTOR<sup>®</sup> to Watch*

Introducing Rising Star,  
**CHARLIE GARNER**



**INTEGRITY HOME INSPECTION SERVICES**

Doing the right things for the right reasons

**Services**

- Home Inspections
- Termite Inspections
- Septic Inspections
- Water Sampling

TREC #21526 TPCL #0758361 TDA #0748926

▶ Jesse Reynolds, Owner | (806)632-9341 | integrityhomeinspectionsservice@gmail.com

**TERMITE SERVICES**

WHEN YOU SPOT 'EM ... WE SWAT 'EM!

- Termite Inspections & Treatments
- FREE Estimates
- Home and Business
- General Pest Control
- Rodents, Roaches, Spiders, Etc.



**TODD VAUGHN**

SwatPestControlLbk@gmail.com

Business: (806) 441-7989

Cell: (806) 441-0302

Todd and Heather Vaughn have been proudly serving West Texas Realtors for over 10 years

**WHAT SETS AMY APART IN THE INSURANCE WORLD?**

**LEADER** - Division leader 5 times in only 2 years

**EMPATHETIC** - PICU RN Covenant School of Nursing Salutatorian. Left successful nursing career to pursue insurance

**MULTILINES** - Amy helps protect all assets. Home, auto, life, renter, commercial and umbrella



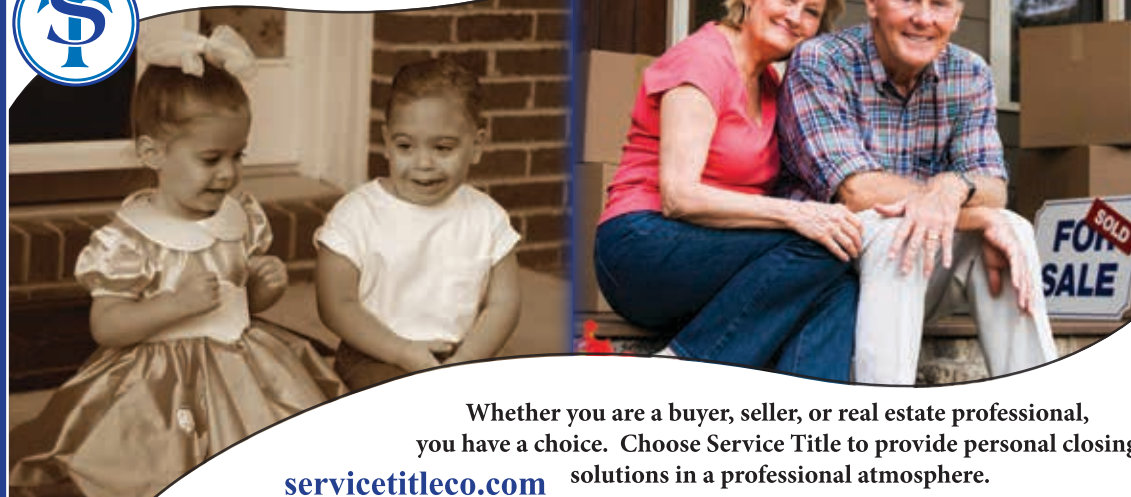
Amy Riggan is Working for You and Your Clients!

**Call Today (806) 787-4177**

You Have Trusted Us for Over 60 Years

**Service Title**

Phone: 806.794.9966



Whether you are a buyer, seller, or real estate professional, you have a choice. Choose Service Title to provide personal closing solutions in a professional atmosphere.

[servicetitleco.com](http://servicetitleco.com)

806.794.9966  
4101 84th Street, Suite B  
Lubbock, Texas 79423

806.368.9507  
4720 South Loop 289, Suite A  
Lubbock, Texas 79414

806.763.8261  
1408 Buddy Holly Avenue,  
Suite B, Lubbock, Texas 79401

**X The power to pick your spot**

Check out our interactive service area map online at [SPEC.coop](http://SPEC.coop). Turn on your location services for a better experience.

South Plains Electric Cooperative provides reliable electric service at the lowest rates in the area.

We support our local communities, which helps to create a better quality of life for families.

South Plains Electric Cooperative takes care of our electric business so members can take care of their families.

Your source of power. And information.  
Like us on Facebook • 806.775.7732 • [SPEC.coop](http://SPEC.coop)

# TABLE OF CONTENTS



**07**  
Awkward Moments During House Showings



**08**  
Dianna Romans, Real Estate Warrior!



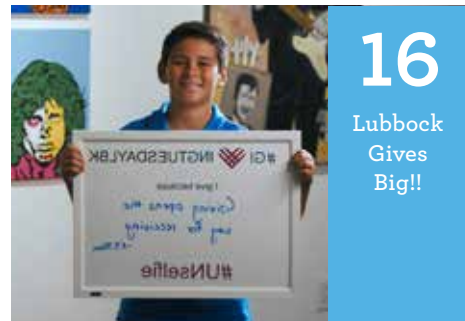
**11**  
VANESSA DIRKS



**12**  
Rising Star



**14**  
The Three "Rs" - Reading, 'Riting and 'Rithmatic



**16**  
Lubbock Gives Big!!



If you are interested in contributing or nominating Realtors for certain stories, please email us at [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com), or call 806.368.1526

**DISCLAIMER:** Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of N2 Publishing but remain solely those of the author(s). The paid advertisements contained within the Lubbock Real Producers magazine are not endorsed or recommended by N2 Publishing or the publisher. Therefore, neither N2 Publishing nor the publisher may be held liable or responsible for business practices of these companies.

## MEET THE LUBBOCK REAL PRODUCERS TEAM



**Kathy McCandless Pettit**  
Publisher / Area Director  
806.368.1526



**Amanda Nauert**  
Photography  
806.781.9390



**Rita Kennedy**  
Staff Writer



**Jacky Howard,**  
Writer, LAR President



**Mark Umstot**  
Photographer  
(806)239-3647,  
[umstot.com](http://umstot.com)

## PREFERRED PARTNERS



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!

### BANKING SERVICES

American Bank of Commerce Mortgage  
Jessica Carson  
(806)775-5217  
[theabcbank.com](http://theabcbank.com)

### CATERING & EVENTS

Chick Fil A -  
66th & Slide  
82nd & Milwaukee  
(806) 438-1194  
[cfalubbock.com](http://cfalubbock.com)

### DEVELOPERS

Wooded Forest  
3410 98th, Suite 5  
(806)548-2070

### ELECTRICITY SERVICE

South Plains Electric Coop, Inc.  
Lynn Simmons  
Outages: 1(888)741-0111  
Office: (806)775-7732  
P. O. Box 1830  
Lubbock, TX 79408  
[spec.coop](http://spec.coop)

### HOME INSPECTION

Integrity Home Inspectors  
Jesse Reynolds  
(806) 632-9341  
[integrityhomeinspectionsservice.com](http://integrityhomeinspectionsservice.com)

Joe Bellar Real Estate Inspection  
(806) 786-1375  
[www.joebellar.com](http://www.joebellar.com)

### INSURANCE

Daniel Enabnit, Farmers Insurance  
Daniel Enabnit  
(806) 783-8940  
[agents.farmers.com/tx/lubbock/danielenabnit](http://agents.farmers.com/tx/lubbock/danielenabnit)

Jett Insurance Group  
Missy Lawrence  
(806) 701-4046

### INSURANCE AUTOHOME-BUSINESS

Amy Riggan, Agent  
Amy Riggan  
(806) 787-4177  
[texasfarmbureau.org](http://texasfarmbureau.org)

### ROOFING - RES. & COMM.

ABF Roofing & Foam  
Robert Proffitt  
(806) 543-7678  
[abfcommercial.com](http://abfcommercial.com)

### STAGING

Shugg's Staging  
Kim Wylie  
(806) 786-1296  
[shuggsstaging.com](http://shuggsstaging.com)

### TERMITE & PEST CONTROL

S.W.A.T. Pest Control  
Todd Vaughn  
(806) 441-7989

### TITLE AGENCY

Lubbock Abstract  
Steve Shanklin  
4505 82nd Street  
Lubbock, TX 79424  
(806) 798-9800  
[Lubbockabstract.com](http://Lubbockabstract.com)

Service Title  
4101 84th Street, Suite B  
(806)794-9966  
4720 South Loop 289, Suite A  
(806)368-9507  
1408 Buddy Holly Avenue, Suite B  
(806)763-8261

Stewart Title  
9826 Slide Road  
Lubbock, TX 79424  
(806) 793-1380  
[stewart.com/lubbock](http://stewart.com/lubbock)

Western Title  
4202 84th Street  
Lubbock, TX 79424  
(806) 795-9143  
[westerntitlelubbock.com](http://westerntitlelubbock.com)



# NOVEMBER

# 2018



## Attitude of Gratitude! ▶ publisher's note

About this time of year many of us do a personal inventory of what we are thankful for in our lives.

Thanksgiving is an interesting topic because sometimes I feel the degree of gratitude I have is directly linked to the contentment and joy I experience. So often I unintentionally find myself seeking contentment and joy in "things." However, I have found that it is impossible to complain when I possess the attitude of gratitude. That's what I am striving for!

The reality is that thankfulness, joy and contentment are free. Have you ever noticed how some people are thankful for and appreciate everything they have? They see the glass half full. I believe that they have made a decision to wrap their lives around being thankful.

In a Forbes Nov. 23, 2014 article on thankfulness, writer Amy Morris sites several scientific studies that found people who regularly practiced thankfulness slept better, increased their mental strength, physical health, psychological health, and overall self-esteem.

We at Lubbock Real Producers are thankful for you, our readers. We are thankful for your ideas and opinions, and we continue to encourage them. We appreciate our amazing team and this amazing company. We are thankful for our REALTORS and partners that support and believe in the stories they have to share. It is because of all of you that we get to do what we do every day.



**Lucky me, I am thankful, to live in Lubbock!**  
**Kathy McCandless Pettit**  
**Publisher**  
**806.368.1526**  
**Kathy.pettit@realproducersmag.com**

**Please contact me with suggestions Real Producers, nominees for Top Producer, Rising Star, Business Highlights, Human Interest stories and Philanthropy story ideas.**

**Additionally, if you are a photographer or know one, please send them my contact information. We have excellent photographers, but because we are growing we need more. I am also looking for local pictures for the calendar page, please send yours in and you might be published! Thanks**

- LAR MLS Committee Meeting
- Business After Hours Sponsored by YWCA's Sun N' Fun
- First Friday Art Trail
- Texas Tech Football vs. Oklahoma, Lubbock
- Día de Los Muertos Celebration
- LAR Programs & Luncheons Committee Meeting
- Texas Tech Football vs. Texas, Lubbock
- Veteran's Day Parade of Lubbock
- LAR Finance Committee Meeting
- LAR Getting a Yes Out of a No Situation
- LAR Board of Directors Meeting
- LAR Luncheon
- Business After Hours Sponsored by Cornerstone Audiology
- Holiday Happening 2018
- Community Foundation of West Texas - Giving Tuesday Campaign Kick-off
- WTRC: Turkey Trot
- Thanksgiving
- LAR New Member Orientation
- LAR Rapattoni New User Training, part 2

<b>THUR., NOV. 1</b>	<b>9:00AM - 10:00AM</b>
<b>THURS., NOV. 1</b>	<b>5:30-7PM</b>
<b>FRI., NOV. 2</b>	<b>6:00PM - 9:00PM</b>
<b>SAT., NOV. 3RD</b>	
<b>SUN., NOV. 4</b>	<b>12:00PM - 4:00PM</b>
<b>THUR., NOV. 8</b>	<b>10:00AM - 11:00AM</b>
<b>SAT., NOV. 10</b>	
<b>SAT., NOV. 10</b>	<b>10:00AM</b>
<b>MON., NOV. 12</b>	<b>1:30PM - 2:30PM</b>
<b>WED., NOV. 14</b>	<b>10:00AM - 12:00PM CE HOURS: 2</b>
<b>THUR., NOV. 15</b>	<b>8:30AM - 9:30AM</b>
<b>THU., NOV. 15</b>	<b>11:30 AM - 1:00 PM</b>
<b>THUR., NOV. 15</b>	
<b>NOV. 14-18</b>	
<b>TUES., NOV. 20</b>	
<b>THUR., NOV. 22</b>	<b>9:00AM</b>
<b>THUR., NOV. 22</b>	
<b>WED., NOV. 28</b>	<b>8:30AM - 1:00PM</b>
<b>WED., NOV. 28</b>	<b>1:30PM - 3:30PM</b>

To add dates to the monthly calendar, please email [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com). Please keep in mind our deadline is 2 months in advance.



Dianna Romans Team,  
David Couture, Dianna,  
Shawn Haseloff and  
Candace Couture  
Photo credit Mark Umstot

# DIANNA ROMANS,

REAL ESTATE WARRIOR!

*A Deeply Proven Record of Success, Education and Commitment*

By Rita Kennedy

Considered to be among the most stressful endeavors anyone can take on in a lifetime, buying or selling a home can be daunting. Regarded as more stressful than divorce or taxes, the unknowns of buying or selling a home are tough. However, there is hope. Realtors possessing a deeply proven record of success become a tool that a client can arm themselves with throughout the buying or selling process.

A deeply proven record of success, education and commitment is required to be a warrior in this arena, and Dianna Romans fits the profile. Dianna is a loving mother of two incredibly successful young men, a grandmother, a sister, an aunt, a great aunt, a godmother and the wife to a very patient husband. Over the past ten years, Dianna



Dianna Romans  
Photo credit Mark Umstot

has created a following of clients who embody that need for making a home with their family. Having lived in Texas her entire life, Lubbock has given her the advantage of understanding the importance of family that only the Lone Star state can.

As a Realtor, “learning how to juggle so many different aspects of real estate from buyer needs to seller needs without being too hard on yourself” is a big key, according to Dianna. With regards to that aspect of her career, she says, “I have come to terms with the fact there are only so many hours in the day and I can only achieve so much. You have to realize you can’t please everyone all the time and that’s okay, just do your best to bring value to everyone you meet.” Her favorite part of real estate is finding a client their dream home; hearing them say “this is it; the bomb”! Calling a seller and saying “I have a full price cash offer!”

Being ahead of the game and understanding her client’s needs as well as understanding local inventory is what has created this juggernauts’ incred-

“It is my mission to work hard and bring unsurpassed value to our clients in every category: Innovation, Technology, Advertising, and our markets Best Practices.”



Dianna Romans Team.  
Shawn Hasseloff, David Couture, Dianna and Candace Couture.  
Photo credit Mark Umstot

ible track record. As a Certified Luxury Home Marketing Specialist and Graduate of the Realtor Institute, Dianna has amassed an extremely loyal following with her clients. Meeting, assessing and developing a strategy with her team of specialists. In just shy of 10 years Dianna has sold more than \$85 million dollars in local real estate transactions among her more than 370 clients.

"I had the privilege of spending five years at Coldwell Banker followed by two more years at RE/MAX. From that, I have been able to utilize the best practices from both brokerages and forge a new path with Keller Williams Realty. With the additional training and a new perspective, we are better postured to fulfill our clients overriding goals. In addition, my team and I can efficiently provide a much improved and superior marketing package since being coupled with Keller Williams. It is my mission to work hard and bring unsurpassed value to our clients in every category: Innovation, Technology, Advertising, and our markets Best Practices."

In understanding who Dianna is, when asked what is it you do every day? She replied, "...stay focused on keeping my priorities straight. I work hard to create balance across the needs of my clients and my family. I am still friends with my very first client." Dianna also takes the time every morning to review

new listings and learn the inventory, so the early bird gets the worm so to speak and can advertise her listings with special incentives and marketing strategies to keep them top of mind for buyers considering a new home purchase. Her advice to other realtors, "It never hurts to ask. Only surround yourself with people that are a contribution to your life, love you and are happy for you and learn to be that person for other people; bring value to others. Treat others the way you want to be treated."

Selling a house is more than just finding a person to do your paperwork for you. It takes someone who understands the laws, appreciates the value you place on your investment and creates a perspective oftentimes lost from mass marketing real estate. Dianna and her team of specialists provide complete staging of your home by highlighting and accentuating the best features in your home, so that you get top dollar. This attention to detail allows buyers to envision what they would look like living in

their dream home and gives sellers a much greater opportunity for their home to be the best of show, win the virtual beauty contest and sell quickly for top dollar.

Dianna has surrounded herself with a team of professionals who embody her goal of "surrounding herself with people who are a positive contribution to her life." These people include Candace Couture, David Couture, and her newest addition, Shawn Haseloff.

Candace Couture is a Transaction Coordinator/Marketing Specialist/Assistant to Team and has been with Dianna for 3 years. Candace says "I love learning from Dianna. Every day is something new, we get to change people's lives."

David Couture is a Real Estate Agent who has also been with Dianna for 3 years. Being afforded "the chance to learn from someone with the experience, the drive, and the energy, and someone in the Top Ten is invaluable," according to David.

Shawn Haseloff is a Real Estate Agent who was very recently welcomed to Dianna's team. He comes from an education background and is thrilled to be on this team of movers and shakers.

As A Certified Luxury Home Marketing Specialist, Dianna has proven her expertise in the Lubbock luxury home market and simply won't quit until she finds the right home for you. Dianna says that as a realtor you can't "be afraid to ask for their business."

For more information about the market in Lubbock, contact Dianna Romans at 806-789-0899; or email; [getresults.dianna@gmail.com](mailto:getresults.dianna@gmail.com) or visit [www.diannaromans.com](http://www.diannaromans.com).

To nominate a "Real Producers, Top Producer" please contact Kathy Pettit, Publisher at [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com).

Texas Association of REALTORS® Young Professionals Network Names "Texas REALTORS® to Watch" Recipient

## vanessa dirks

Passionate About Drawing Students to Lubbock and Encouraging Families to Stay and Grow Here

**The Texas Association of REALTORS® Young Professionals Network (YPN) recently named five Texas REALTORS® to Watch for their excellence in leadership, community involvement, and sales in 2018. These Texas REALTORS® under the age of 40 have demonstrated distinguished service in the real estate industry and will be honored at the YPN Night Out during the Texas REALTORS® Conference on Friday, September 7.**

"The REALTORS® honored not only go the extra mile to help homebuyers and sellers, but they also advocate for knowledge sharing to help foster and grow their fellow REALTORS® around them every single day," said Kaki Lybbert, 2018 Chairman of TAR. "This award signifies the passion and dedication that all REALTORS® share at every stage of their career to be advocates of Texas real estate and protecting private property homeowner-ship rights."

The honorees also hold critical roles in their associations of REALTORS® to further support their profession. Honoree involvement includes a broad range of positions held, such as board officers and committee members, spokespeople, and advisory group participants. The award winners also have played a strong role in political and legislative advocacy."

### Here's a bit of Vanessa's story...

Vanessa knows that being in real estate was what she was always meant to do. Lubbock born and raised, she watched the home show instead of watching Saturday morning cartoons and loved going to open houses with her mom. Vanessa went from wanting to be an architect, to a lawyer, to a psychologist, and then to interior designer/fashion merchandiser, only to realize that her destiny was being a Realtor who specializes in property management.

She started working in a property management in 2000 and obtained her real estate licenses in 2005. During the beginning of her career, in her spare time, Vanessa enjoyed reading *The REDBOOK*, a tenant/landlord law book that the Texas Apartment



Association publishes. This helped build a foundation of knowledge about the ever-changing laws in property management. The rental market is one that almost changes daily. You have to know the patterns but also be ready for the curveballs. Vanessa thinks the best thing a Realtor can do is to educate themselves on the industry and to get better with every transaction they do. The Lubbock Association of Realtors does a great job of bringing in courses. State and National conventions are great way to get more education and also build connections. Vanessa thinks it's amazing to sit in a group of people across the state or country and know how blessed we are to do real estate in Lubbock, TX.

She is most passionate about making sure that Lubbock continues to draw students that have the deep desire to attend one of our many outstanding Universities/Colleges and also that families want to continue building lives here and that we continue to have a strong real estate market that investors from around the globe want to invest in. Vanessa is enthusiastic not only about making sure that Lubbock continues to be a magnet for students but also that the students and Lubbock families want to continue building lives here for the long term. She believes that knowing the topics being discussed at city hall, being involved in plans for the city and serving in ways that better our community. Realtors are the ambassadors of our community.

Philip, her husband of 17 years, is the party chief for a land surveyor. He is a great support and takes interest in the topics that affect the Realtor profession. This is just one of the many reasons she loves him and their life together. They share with two adorable Goldendoodles, Bailey and Milton.

*"This just in!! Lubbock Chamber of Commerce on the Young Professionals of Lubbock just announced that Vanessa Dirks is being honored as one of the 2018 Twenty Under Forty! Congratulations again!"*

*We are so proud that Vanessa Dirks of REMAX Hub City Rentals, Lubbock was awarded with this honor! Congratulations Vanessa!*

# Charlie »» rising star

## GARNER

### Real Estate Fits Charlie's Dreams and Goals Like a Glove!

**When did you start your career in real estate?**

May 2017

**What did you do before you became a realtor?**

Oh boy, where do I start? Haha. In college I worked off and on at Carpet Tech (and even a small stint at West Telecommunications selling credit cards ). Right after college, I worked at Circuit City, then ended back up at Carpet Tech.

**How many years have you been a realtor?**

One!

**What are you passionate about right now in your business?**

The fulfillment in getting to help people and truly making a difference in their lives. As a real estate professional you are offering your services, but it is so much more than that. It's relationship building. It's getting to know someone on a very personal

level. I've always been an extrovert so this fit right up my alley. I love the fact that I really don't have anything to sell.

**What has been the most rewarding part of your business?**

Developing ongoing relationships with my clients. The joy of walking out of that closing knowing I've just helped someone make one of the largest purchases they will probably ever make in their lives.

**What was your biggest challenge as a realtor?**

Settling for the fact that just because you know x amount of people doesn't mean that x amount of people will use you. This town, like most, is full of other great realtors and you have to really prove yourself if you expect people (yes even friends or family) to use you or think of you when that time comes.

**How does real estate fit into your dreams and goals?**

Like a glove! I have had a passion for wanting to grow my real estate portfolio for retirement purposes. So, selling real estate was just icing on the cake.

**What's your favorite part of being a realtor?**

This is tough because there's so many great things. Being your own boss, having control of your schedule, the ability to really bootstrap your career if you choose, etc... I really think the best thing is being able to be there for my family regardless of what I've got going on. Real estate is a digital world now. As long as I have a phone nearby I'm always able to be there for my clients.

**Define success.**

To have a business model where I can spend time with my family. Success, in my opinion, has nothing to do with your financial situation, but your ability to do what you want and love what you

do. I want to be able to serve others and make a difference in someone else's life.

**Tell us about your family.**

I met my wife in Austin. We both lived in Lubbock but just happened to both be there that weekend. We have been happily married for 8 years. We have a boy, CW, who's 4 and a girl, Kate, who's 6. Kate is attending Miller Elementary and will be much smarter than her daddy! CW will be long and lanky like his dad I'm afraid haha. My wife, Cara, is the Director of Preschool Ministries at Southcrest Baptist where we've been attending for the past 6 years.

**Your favorite books?**

I love sci-fi, too many to list but all star wars, *Dark Tower* series. Nonfiction - *Fanatical Prospecting*, *48 Days to the Work You Love*, *Start, Man Search for Meaning*, *Rich Dad Poor Dad*.

**Are there any charities or organizations you support?**

We are very active members of our church. The outreach is too big to answer here, but we stay very busy in the community.

**What are your hobbies and interests outside of the business?**

Gardening (I grow peppers), taco enthusiast, Jesus lover, PC building & gaming (although since the kids I haven't done this in a while), hunting, fishing, Frisbee golf, drone flying.

**Given your status and expertise, what is some advice you would give the up and coming REAL Producer?**

There's no magic pill to real estate. If you want results you have to be willing to work hard. Have clear goals and clear expectations on how to achieve those goals. Shoot for the moon.



**In closing, is there anything else you would like to communicate using this LUBBOCK Real Producer platform?**

I've already had the pleasure to work with a few of you who are reading this (oh and also congrats on being top 300!). I admire many of you Top Producers and plan to be amongst you all sooner than later. I wish you all the best and thank you for your hard work and dedication to providing top-notch real estate services to Lubbock.

**How are you different?**

I am, and have always been, a hard worker. It's all I knew how to do for the longest time. In the past few years I've really started focusing on the digital world. Between the hard work and understanding the digital world I feel like it gives me an advantage.

**What do you want to be remembered for?**

Humble and always smiling. A God-fearing, family-loving man.

To nominate a "Real Producers, Rising Star" please contact Kathy Pettit, Publisher at [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com)



the most sought-after  
**Fashion Experience!**

Contact your personal cabi Stylist  
 Kathy McCandless Pettit  
 806-368-1526  
 kathypettit3@gmail.com



**77%** of Buyers Easily Visualize a Staged Home as a Future Home!



*Photo Courtesy of Kristen Bednarz*

**TAKE ADVANTAGE OF THE POWER OF HOME STAGING!**



Professional Home Staging

**KIM WYLIE | 806-786-1296**  
 shuggsstaging@gmail.com | shuggsstaging.com

**ABF**  
**ROOFING & FOAM**

**TRUST OUR PROS**  
**FOR QUALITY ROOFING SERVICES**  
 Locally Owned and Operated Since 2007  
 Experienced Professionals  
 Free Consultations

**CALL NOW FOR FREE ESTIMATES!**

**806.863.3626**

LUBBOCK  
**REAL PRODUCERS**<sup>®</sup>  
 INFORMING AND INSPIRING REAL ESTATE AGENTS

Broker Office

**SUBSCRIPTIONS**

When Real Producers magazines are within reach, clients not only recognize your appreciation for high-quality content but your association with top-producing industry partners.

**MONTHLY SUBSCRIPTION COST BREAK DOWN:**

- 5 COPIES ➤ **\$50** per month
- 10 COPIES ➤ **\$97.50** per month
- 15 COPIES ➤ **\$142.50** per month
- 20 COPIES ➤ **\$180** per month

For all questions, please reach out to Lubbock Real Producers, at [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com) or by phone at **806.368.1526**



# EDUCATION, REALLY!?!?

*The Three “Rs” –*

**READING,**

**‘RITING**

**AND ‘RITHMATIC**

By **Jacky Howard**, President Lubbock Association of REALTORS®

**EDUCATION, REALLY!?!? A very good friend of mine, who incidentally is also a very professional REALTOR®, once told me this story.**

She was working with the seller, marketing their home. Months ago, she planned to attend a seminar for continuing educational credit and to sharpen her saw. She explained to the seller she would not be available for a couple of days but assured them someone would take care of them. “You’re going to a class?” he said with a snarky tone. “I need an agent that already knows this business!” Ah, who needs all that lernin?! Really!?!?

#### **Do we really know this business?**

Friends, let’s talk about this. The number one complaint the National Association of REALTORS® and the Texas Association of REALTORS® receives from our membership and the public is the lack of professionalism in real estate professionals. And guess what, the Lubbock Association of REALTORS® hears this complaint as well. Education and application.

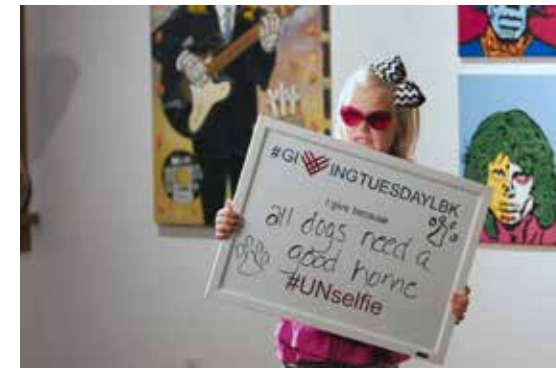
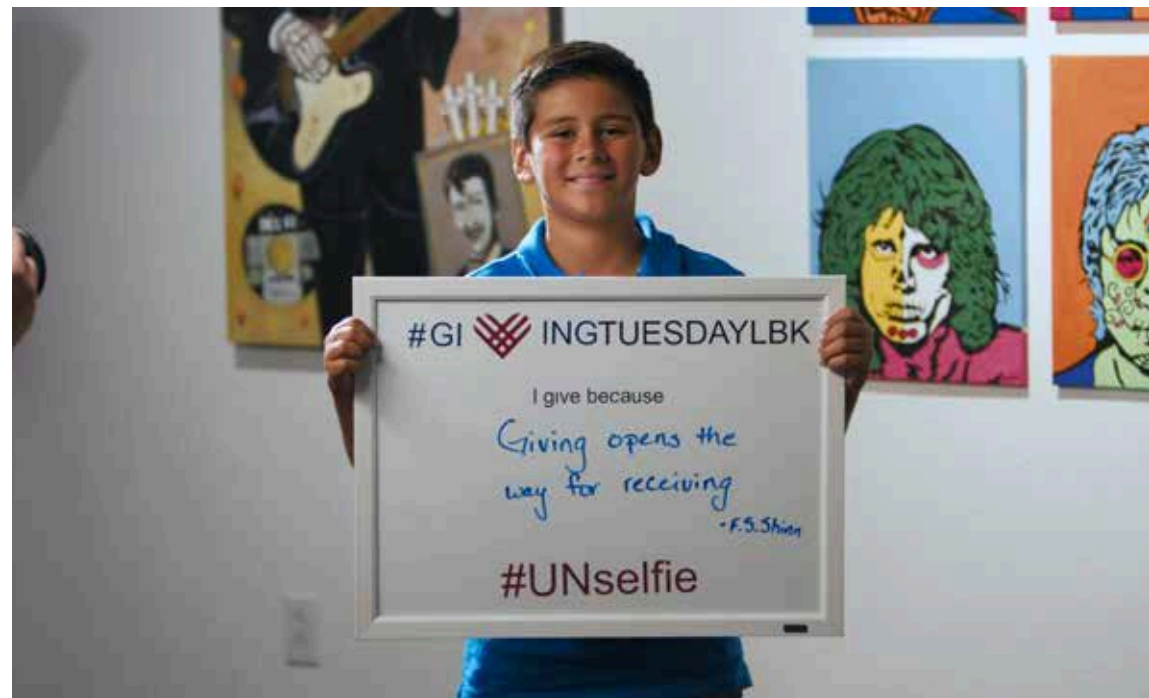
#### **What does it mean to Sharpen the Saw?**

In *The 7 Habits of Highly Effective People* by Stephen Covey, writes an analogy of a woodcutter who is sawing for several days straight and is becoming less and less productive. The process of cutting dulls the blade. The solution; periodically sharpen the saw. Look guys, it’s not sexy or exciting going to a class, reading material, watching a webinar and taking tests, I get that. BUT, we all need to acquire and re-acquire (if that’s a word) information to help us improve and be better. Granddad always said, “If you are not getting better, you’re not better!” Make sense? Listen to Podcasts, read articles, go to seminars and study the TREC/TAR forms. Invest in yourself. Learn this craft, know this craft, and If you want to be productive, competent and better... then Sharpen the Saw. It is so much more than just satisfying your CE credit.

**Don’t tell them what you think, tell them what you know.**

One day in this business or 60+ years; can you answer these questions? Do you know the inventory? What prices and locations are hot? Is it a buyer’s market or a seller’s market, and can you explain the difference to the consumer? What’s the tax rate, and how does that effect the prices of homes? (Trendvision™ in Rappattoni provides a treasure chest of this market information.) Can you give a masterful marketing presentation and explain the purchase contracts and addenda? Can you explain the mortgage and title transfer processes? Can you work with other agents to create a win-win atmosphere for the client? Guys, this business is much more than just showing houses and being a “people person”. You are helping the public with the single largest investment of their life and by-golly, know what you are doing!! Sharpen the Saw. I have come to the realization the older I get the more I recognize how much I don’t know. I must strive to get better. Better in every facet of my business, my personal life and spiritual life. Here are two quotes from Jim Rohn, one of my favorite speaker/authors; “Don’t wish it were easier, wish you were better. Don’t wish for fewer problems, wish for more skills.” “Learn to work harder on yourself than you do on your job. If you work hard on your job you’ll make a living, if you work hard on yourself you can make a fortune.” At LAR we offer a myriad of educational opportunities. Classes from Legal 1 and 2 to staging. Classes for designations for GRI, ABR and more. Classes to help with your CE credit and sharpen your saw. So, do yourself a favor, don’t stop lernin and get better! Really, Sharpen Your Saw!

**Jacky Howard**



HAVE YOU HEARD OF

# #GIVINGTUESDAY?

WELL, YOU NEED TO...IT'S A GLOBAL DAY DEDICATED TO GIVING BACK

We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back. On Tuesday, November 27, 2018, charities, families, businesses, community centers, and students around the world will come together for one common purpose: To celebrate generosity and to give.

The Giving Tuesday movement began in 2012 at New York's 92nd Street Y, in partnership with the United Nations Foundation. #GivingTuesday was created as a global day of giving to be celebrated on the Tuesday after Thanksgiving. This movement comes after Black Friday and Cyber Monday. It is a way to give back to the community as well as kickoff the giving season. In 2017, \$300M was raised online through #GivingTuesday across the globe. The movement has an emphasis on the social aspect of giving and acts as a catalyst for many different causes.

#GivingTuesday made its way to the South Plains in 2015 by local nonprofit Alström Angels. The movement was aptly dubbed #GivingTuesdayLBK. The first giving day in the Lubbock and the South Plains saw 40 participating nonprofits raise \$129,000.00 for the causes in our community. The Community Foundation of West Texas took on #GivingTuesdayLBK as a community transformation project in 2016. The 2016 campaign had 73 participating nonprofits raise \$266,000.00.

Last year's campaign was tremendously successful, raising over \$275,000.00 for 60 participating nonprofits. One nonprofit even was given a \$20,000.00 gift from a donor who was unaware of their cause until they saw them participating in #GivingTuesdayLBK.

This year's #GivingTuesdayLBK campaign begins with a kickoff campaign on November 20th, one full week before the big day. #GivingTuesday falls on November 27, 2018, with over 150 countries participating in a day of thanks.

For more information about Giving Tuesday please contact Michelle Tosi-Stephens, The Community Foundation of West Texas, Vice President of Development & External Affairs. 806-762-8061 or michelle@communityfoundationofwesttexas.org.

To suggest a human interest or non-profit story for future issues of Lubbock Real Producers Magazine story please contact Kathy.pettit@realproducersmag.com



## LEAVING TRANSACTIONS IN THE DUST FOR 125 YEARS

Stewart Title Company's 125-year history of going the extra mile for our customers has enabled us to serve Lubbock for 40 years. Stewart Title is Lubbock's trusted team for personalized experiences and celebratory closings.

Call your time-tested title partner.



**Stewart Title of Lubbock**  
9826 Slide Rd  
Lubbock, TX 79424  
806.793.1389  
stewart.com/lubbock

© 2018 Stewart. All rights reserved.

# flannel & FROST

## HOLIDAY HAPPENING

It's a tale as old as time. Ok, maybe not time, but it's a tale that dates back nearly 40 holiday seasons. Every year, just as the weather begins to cool and people around the Lubbock community begin sporting sweaters and sipping hot drinks, a group of Junior League of Lubbock members gather together with one thing on their minds: Holiday Happening.

Holiday Happening is an annual fundraiser of the Junior League of Lubbock. Since its founding in 1979, Holiday Happening has raised more than \$5 million for the Lubbock Community. A lot of things have changed since the first Holiday Happening was held in 1979, but a few things have become tradition. Each season, before the committee begins decking the halls and coordinating schedules with Santa and Mrs. Claus, they must first decide on a theme that will carry them through the months to come. The Holiday Happening Committee is proud to announce this year's theme will be Flannel & Frost. Join us as we escape into the warmth of classic Christmas memories, while celebrating the glamour and sophistication of the season.

This year's event takes place Nov. 15–18 at the Lubbock Memorial Civic Center. In addition to the excitement of market hall shopping this year's schedule includes four signature events guaranteed to get you in the holiday spirit. First, Sneak Peak will be your ticket to enjoy market hall shopping before the general public. Ladies Day, hosted by Terri Furman, features brunch and style show. Friday Night Out is the perfect happy hour shopping experience to relax, unwind, and hit the rows of market hall with your friends. Finally, bring your little ones to jingle all the way at our children's event, Breakfast



with Santa, where they will hear a story from Mrs. Claus, visit with the man himself!

Proceeds from this year's event support the Food 2 Kids program, Kids in the Kitchen, SPARK and other community programs. The Food 2 Kids program provides almost 1,400 weekly food sacks to children in the Lubbock Independent School District who would otherwise go hungry during the weekend. The Kids in the Kitchen program educates and empowers children to make healthy eating and lifestyle choices. The SPARK program ignites the potential of middle school girls to develop into confident students and leaders making a positive impact in their community.

To purchase tickets, visit <http://www.jllubbock.com>. Stay up to date with everything Holiday Happening by following the Junior League of Lubbock's Facebook page: <https://www.facebook.com/HolidayHappening>.

Contributors: Stacy Stockard, Kendall Rompf, and Victoria Whitehead





Progressive Professionalism  
... for over 75 years.



1216 Texas Avenue Lubbock, TX 79401  
4505 82nd St. #1 Lubbock, TX 79424  
806.763.0431 806.798.9800

www.LubbockAbstract.com

ARE YOU  
LOOKING TO  
BUY YOUR  
DREAM HOME?

ABC BANK IS  
HERE TO HELP!



Our experienced mortgage lending team is here to help make your dream a reality.

Jessica Carson, NMLS# 498811  
806.775.5217 • jcarson@theabcbank.com

Bank on Better Resources.

806.775.5000  
theabcbank.com  
ABC BANK NMLS# 460789



© ABC Bank, September 2018

EQUAL HOUSING LENDER | MEMBER FDIC

YOU CAN DUPLICATE A KEY  
YOU CAN'T DUPLICATE EXPERIENCE



DON'T SETTLE FOR COPIES

CHOOSE EXPERIENCE



www.westerntitlelubbock.com 806-793-0704 4202 84th St., Lubbock, Texas 79423



Coverage for Your Most Precious Asset  
With a Name You Can Trust

Daniel Enabnit Agency



Daniel is born and raised here and is trustworthy and customer service oriented.

806-783-8940  
8605 Milwaukee Ave.  
denabnit@farmersagent.com

Any Celebration.  
Less Preparation.

Lubbock's best choice for your next party, event, meeting or open house.



Chick-fil-A 82nd & Milwaukee  
(806) 783-9500 · 6416 82nd St

Chick-fil-A 69th & Slide  
(806) 798-1100 · 6820 Slide Rd

www.CFALubbock.com

© 2018 CFA Properties, Inc. Chick-fil-A®, Chick-fil-A® Stylized, Chick-fil-A Cows and We Didn't Invent The Chicken, Just The Chicken Sandwich® are registered trademarks of CFA Properties, Inc.



Joe Bellar  
Real Estate  
Inspection, LLC  
SINCE 1999

INSPECTION SERVICES

- Structural · Plumbing · Irrigation · Wells  
Electrical · Mechanical · Pools · Septic

Joe's experience and building knowledge will provide you with impeccable confidence.

To serve you better Joe added Kelly, Jordan and Brittnee.

Kelly Cummings is in the second year of professional home inspecting. He has a background in real estate investment and has customer service experience.

Jordan Parker has been involved in the home inspection business for the past three years.

Brittnee Shiley is a professionally licensed inspector that has joined the Joe Bellar team

Joe and his team are always in your corner!

Joe Bellar, License 4743 Jordan Parker, License, 22121  
Kelly Cummings, License, 21901 Brittnee Shirey, License #23197

806.786.1375

Options, Commitment,  
Dedication and Competitive Rates!



Solid Companies and 25 Years Experience

Call Missy Today 806-701-4046





PRSR STD  
US POSTAGE PAID  
WILMINGTON NC  
PERMIT NO. 40

TX\_Lubbock Real Producers



## CANTERA

- Established, Gated Community
- Convenient Location
- Starting in the \$200,000's
- Frenship ISD

▶ [CANTERALUBBOCK.COM](http://CANTERALUBBOCK.COM)

▶ We hope you'll consider each of these communities as you search for the perfect neighborhood to fit your lifestyle.

806.712.7881



[BushlandSprings.com](http://BushlandSprings.com)



[FoxRidgeLubbock.com](http://FoxRidgeLubbock.com)



[EscondidoRanchLubbock.com](http://EscondidoRanchLubbock.com)