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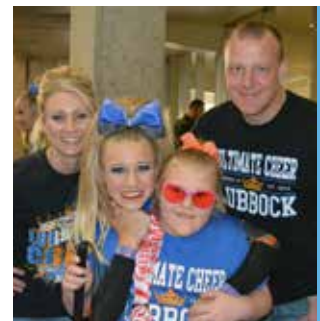
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➤ publisher's note

GREETINGS REALTORS OF THE HUB CITY

I am so excited to bring you the inaugural issue of Lubbock Real Producers, the local trade publication to inform and inspire Lubbock County's top producing Realtors. In each issue we'll have both social and business content. We'll highlight top real estate professionals and discuss their success in the industry, along with introducing you to the personal side of their lives.

This publication is provided free of charge to you as a top producer, as the cost of printing and mailing each issue is covered by the advertising partners. We screen our advertisers to ensure they provide the best quality of services you expect to further your success. We prefer to cater to your trusted recommendations as potential partners. If you work with a business that does excellent work, please let us know. They will likely want to use this unique medium to reach your peers. Also, if you own or run a business that would benefit from reaching the top 300 Realtors each month, please reach out for information. kathy.pettit@realproducersmag.com or 806.368.1526

Each issue will be unique to the Lubbock Real Estate Market, and will reflect who you are as a Real Estate Community. Future issues will include upcoming meeting information, industry trends, personal stories and pictures. We are always open to new ideas for articles and stories, so please share your great ideas with us! We are always looking for writers and photographers, too!

Lubbock Real Producers will feature a Top Producer and a Rising Star each month. If you would like to nominate a person for these features, or if you would like extra copies, please contact us.

In addition to the magazine, we will be hosting free social events intended to bring the Realtor community together in a fun environment. These events and the publication are designed to increase social connections between the top 300 Realtors and the top affiliates so that the best of the best can grow their businesses together.

I want to thank all our business partners for making this available to our Top Producers. I would also like to thank all the Realtors and Brokers who have already contributed to this and upcoming issues. You make Lubbock Real Producers such a valuable resource. I could not be more excited about the future of this magazine!



Lucky Me, I Live in Lubbock!
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REALTOR SPOTLIGHT,

KIM ▶▶ top producer

FLENNIKIN

WONDERFUL WORLD OF REALTY

Story by Jennifer McCandless | Photos provided by Amanda Nauert Photography

Kim Flenniken is Real Producer's first Realtor Spotlight, and it is completely deserved! Kim started in the wonderful world of realty over 20 years ago at the mere age of 25 years old. Kim's passion for realty shows the moment you meet her. She thrives off of taking care of "her people" and investing not only selling homes but the connection she gets from her clients.

*PUT IN THE
HOURS AND STAY
FOCUSED, YOU
WILL NOTICE THE
MOMENTUM TO
SUCCESS.*

Kim thrives off the excitement of her days never being the same. Kim's motto for her career is, "every member a minister." This motto came to her many years ago at her church, Second Baptist and it has stuck with her ever since. She feels that this motto has made her job have a deeper meaning in assisting her clients. She strives to take care of her clients as they enter a new chapter in their lives and make the transition as smooth as possible. Kim also values the relationships she achieves in her career as one of the most precious rewards.

With the experience Kim has gathered over 20 years, she would like to give some advice to people just coming into the business to assist in their success. Kim stated, "The best advice I could offer someone just starting out in real estate is stick with it and to find agents who have experience who will share time and their knowledge with you." Kim also advises on staying focused on learning the contracts and protocols of the business. She encourages new agents to put in the hours and staying focused because you will notice the momentum to success coming if you stay committed.

Kim's other passion in life is her family consisting of Mark - husband, Madeline - daughter, and Ruthie and Lola - dogs. Mark works in various kinds of insurance, investments, and "exit planning" as he consults with business owners who are planning on transitioning out. Madeline, a beautiful 19-year-old, just completed her fresh-



Kim with her loyal assistants, Lola and Ruthie



...

man year at Oklahoma City University majoring in Musical Theatre and Vocal Performance. When Madeline was younger, Kim loved the flexibility of real-estate so she could be with Madeline more than the “average” 9-5 job. Kim has always admired Marc McDougal in his understanding of her love and passion for her family as he allowed Madeline to be around the office at any time. Kim even had a little corner of her office specifically for Madeline equipped with a small television and books so she would have things to do while Madeline was on break from her “Mom’s assistant” job. Now that Madeline is away at college, things look a little different for Kim, as her new assistant is Ruthie who insists on riding shot-gun when she’s on the job. Lola, on the other hand, enjoys relaxing at home while Ruthie works.



Be on the lookout for Kim, and her assistant Ruthie! If you see them out and about, don’t hesitate to say hello!

Stay tuned for our next Realtor Spotlight!



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- SEPTEMBER 7** First Friday Art Trail, 6-9 pm, Various Venues, 511 Avenue K
- SEPTEMBER 7-11** National Cowboy Symposium & Celebration
- SEPTEMBER 8** Lamar Cardinals vs. TTU @ Lubbock
- SEPTEMBER 8** Fall Arts & Crafts Festival, 9 am-6 pm, Garden & Arts Center, 4215 University
- SEPTEMBER 9** WWE Live!, 5 pm, United Spirit Arena
- SEPTEMBER 13** Business After Hours First United Bank
- SEPTEMBER 15** Houston Cougars vs. TTU @ Lubbock
- SEPTEMBER 22** TTU vs. Oklahoma State Cowboys @ Stillwater
- SEPTEMBER 27** Business After Hours FirstBank & Trust Co.
- SEPTEMBER 29** WV Mountaineers vs. TTU @ Lubbock

To add dates to the monthly calendar, please email kathy.pettit@realproducersmag.com



rising star ◀◀

Charity with her assistant Charlie.

CHARITY LEESON

hustles to put her heart into family and work

After raving referrals from several resources, we knew Charity Leeson would soar as our inaugural RISING STAR! Born in Lubbock, raised in West Texas, proud to be a Texas Tech Red Raider, she and her family were thrilled to move back to Lubbock seven years ago. Charity is not only knowledgeable about the real estate industry and hustles to put her heart into all of her work, she manages to do it while being completely

devoted to family as well. Read about her incredible journey as she continues to build relationships to last a lifetime.

Q. How did you get started in Real Estate?

A. I started my career in real estate a little over two years ago after taking a few years off from full-time work to stay home with my four young kids, now 10-year-old daughter, 8-year-old twin boys and a



Charity Leeson
Photography by Amanda Nauart (806)781-9390

4-year-old son. The year my twins started kindergarten, I felt ready for a new challenge and got my real estate license- which was a long-time goal.

Q. What was your work background prior?

A. I worked 11 years in a Human Resource and Employee Relations capacity with my last position being a Human Resource VP for a large national bank. I recruited, trained and coached employees and supported the leadership team with challenging issues that come from being a manager.

Q. What is your favorite part of Real Estate?

A. Without a doubt, the most rewarding part of the job is the joy of connecting a family to their ideal new chapter, whatever that may be. I have loved wrapping up a business transaction but being able to move forward as new friends.

Q. What is the biggest challenge of being a Realtor?

A. I really work to keep a positive & solution-oriented approach when a



situation is particularly challenging and to manage my time well so I can give the balance and time to my family that they deserve. I work some strange hours to accomplish this balance and I'm failing and learning and tweaking things all the time.

Q. How does this job fit into your dreams and goals?

A. Real Estate has been on my bucket list for many years, since we went through the process of buying our first home. It was a dream fulfilled to start my real estate business and I love the flexibility it gives me to pick my kids up from school each day and travel while getting to experience a different challenge each day- It is refreshing after many years behind a desk and definitely suits my work style better.

Q. How do you define success?

A. I define success as laying my head on my pillow at night knowing I gave my best to the people that put their trust in me that day, the primary being my husband and kids.

Q. Tell me about your family...

A. My sweet family is my most favorite thing in the world. I have been married to my college sweetheart, Jay, for almost 17 years He is my secret weapon in this business because he is so supportive and such an engaged dad, it allows me the flexibility to work on weekends and evenings when the job demands. My daughter, Grace is 10, twin boys are 8,

...

Jack and Samuel and the littlest is Charlie, 4 years old. He often goes with me to work and asks each morning if, "we are going to sell houses today".

Q. What are your favorite books?

A. I love to read biographies, business books and anything by David Sedaris because he makes me laugh. Since sitting down to read isn't much of an option at our current place of life I listen to books on audible and have a handful of podcasts I LOVE while I am on the go.

Q. What charities and organizations are you mostly involved with?

A. Roscoe Wilson Elementary, where my kids go to school. We try to support them in every way we can because they do so much for our kiddos. We also love to support Parent Life and the United Way.

Q. What about your interests & hobbies?

A. I love to spend time out in nature with my family as often as I can, any Texas Tech sports event, live music or theater, running and gardening.

Q. Advice for the upcoming Real Producer?

A. Getting started can be overwhelming and there are LOTS of great ways to build your real estate

business. It is 100% okay if the thing that works for you, isn't what works for other successful agents. Trust your gut and go forward with what is authentic for you. Even if it starts slower, you will be able to enjoy working at it each day instead of jumping through hoops based on someone else's formula. That was a big learning curve for me in my first months!

Q. How are you different?

A. I'm sure there are many others like this too but having four kids has taught me a lot of patience. I try to listen and anticipate the obstacle for people and find the solution - and sometimes that doesn't happen on a fast time schedule.

Q. What do you want to be remembered for?

A. I hope to be remembered for bringing skill to the transaction while genuinely caring about each of the clients I serve and going above and beyond.



Location courtesy of Jux Ta Posh, 1702 Buddy Holly Avenue

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WHAT THE IS GOING ON? flip

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

“What the flip is going on in Lubbock?”

At least once per week, I get that question. I get this question as well, “Where is everyone coming from and why Lubbock?”

Where is a tough question, but the why is easy. Lubbockites are friendly, the sunsets are stunning, and the cost of living is, well, livable!

Here’s another interesting conversation that continues to hit me regarding house flipping. Many sources say that Lubbock, Texas is a hot market to flip houses. To that I have to say, NO. I know what you’re thinking... “Where does this information come from?”. True, our home prices are stable to inclining in most price ranges. Our universities, colleges, agriculture, oil and the medical field are huge draws for economic growth and stability. But...



Here is problem number 1...

We don’t have surplus inventory to flip. Any professional flipper will tell you there are not enough margins in our market to profit from a flip. Occasionally, you or your client(s) will find a flip-worthy-property, but it is difficult to find. It’s hard to keep the renovation costs down, and it’s challenging to carry a property financially when it becomes overpriced due to spending too much money to get it saleable. As real estate pros, you know this, or you should.

Problem number 2...

As most of you have seen, there is an influx of seminar flippers flooding our market. They heard Lubbock is a hot flip market. These guys come with their HGTV boldness, garner a large fee to teach novice buyers that “they too can make it big in the flip market”, and, of course, waste our time asking to see homes that ten other people will probably make an offer on as well. After about three weeks and six ridiculous offers, they end up with zero properties bought and are completely frustrated in the process, AND, since you didn’t follow the seminar MO, it’s your fault they came up empty-handed. Breathe! Trust me, I speak from the literal, yes, I mean literal, experience of wasted time with these individuals. Experienced flippers know the market and can give you an answer with a simple drive-by,

on their dime. Only experienced flippers can navigate these waters.

I hope, as real estate pros, we can help the HGTV’ers to understand that it’s not about looking at three houses, making a non-competitive offer, closing, and starting renovation the following day. Here’s the real-world gang: as real estate pros, it is up to us to teach and provide realistic expectations for our clients to follow. We all want to get that sale, but we are bound by our Code of Ethics to be competent with our clients. When a customer/client asks you if Lubbock, Texas, is a good flip market, though your opinion is important, give them the data.

According to The Lubbock Association of REALTORS® May 2018 data, the average sales price was \$186,000, about \$82/ft. In the price range of \$100,000 to \$200,000, the average sold price to list price was 97% with only 401 houses for sale! In the price range of \$0 to \$99,000, there were only 81 houses for sale!

In my best West Texan vernacular, there just ain’t nothin’ to flip!

Your time is valuable, my time is valuable. Therefore, we must be prudent in how we spend it. Ultimately, it’s up to you to work with whomever you wish, but I caution you to not be a flipper chauffeur.

It’s Great To Be In Lubbock!
Jacky Howard

drop by drop,

Lubbock
Makes A Lake
For Rare Angels

Cassie Johnston, Co-founder of Alström Angels

Local community turns a devastating diagnosis into a West Texas-sized lake for research

What if your child was the 780th person in the world to be diagnosed with a rare, life-threatening disease? Members of the Lubbock community know exactly how to answer this question; you make a lake.

With just more than 1,000 patients documented in medical history, Alström Syndrome is one of the rarest diseases in the world. The 780th case is a 9-year-old little girl, right here in Lubbock. Her name is Bryce. In the state of Texas, there have been only four known children diagnosed with the rare disease.

Alström Syndrome affects children by causing complete blindness, deafness, type 2 diabetes, dilated cardiomyopathy, congestive heart failure, COPD, and kidney and liver failure. It is one of the most brutal diseases there is, as it touches every organ in the body. Most children are lost in their late teens and early twenties due to these medical complications.

“When we received the diagnosis of Alström Syndrome, our family had to make a decision,” said Cassie Johnston, co-founder of Alström Angels and Bryce’s mom. “We could either be devastated and give in to the disease, or do something good with this terrible thing that has taken hold of our daughter. We decided to make a lake.”

This decision was the beginning of Alström Angels, a 501 (c)(3) nonprofit based in Lubbock that was started by Bryce’s family. The charity’s mission is to bring more awareness to Alström Syndrome so children can be diagnosed earlier, raise funds to increase medical research and improve family support for those affected.



Ultimate Bryce, of course!



Bryce and her older sister, Paityn, at the Lubbock-Cooper varsity football game



Bryce and her friends, Emma and London

Due to the rarity of Alström Syndrome, research and family support programs received less than \$100,000 each year when the Johnston family formed Alström Angels. The majority of these funds come from community support and private donations. Because funding is so lacking, Alström families adopted the slogan; Drop by drop we make a lake. Every penny is a drop. Eventually, they will be able to make a lake.

Since forming as a nonprofit in 2012, Alström Angels has funded more than \$350,000 in medical research through local fundraising events. Co-founder of Alström Angels and Bryce’s dad, Lynn Johnston, credits this success directly to Lubbock and the surrounding communities. “The amount of support we have received from Lubbock and the surrounding communities has been unbelievable,” said Lynn. “Our goal now is to continue to fill the lake, to the point it overflows.”

On Saturday, October 6, Alström Angels will bring the community together again as they host their 2nd Annual Casino Night. With the help of West Texas communities, the nonprofit has already raised \$10,000 through business and individual sponsorships of the event.

“People ask us all the time if we think a cure will come in Bryce’s lifetime,” said Cassie. “Our answer is always the same. We don’t know. But, we do know a cure will come, and when we find it, Bryce will be part of that cure. It will be the legacy she leaves so no other children have to go through what she has to battle.”

The Johnston family is realistic about Bryce’s future, but they do not dwell on the negatives of the disease and the challenges that will come. Instead, they focus on the positives and making sure Bryce can live the fullest life she can.

“In many ways, Bryce is just like every other 9-year-old girl,” describes Lynn. “She is completely fearless and very hard headed. She dreams of being on the pom squad, loves to sing, play with her baby dolls, and pretend to cook for them. Bryce loves to give hugs and wallow on you, but at times doesn’t want you to touch her...she really is your typical girl. Bryce just has the added challenge of living with Alström Syndrome.”

•••

This past school year Bryce was the opening act in her school talent show, singing “A Million Dreams” from the Greatest Showman soundtrack. “In true Bryce style, she came home from school on Monday and announced that she would be auditioning for the talent show on Friday,” Cassie said laughing. “The theme of the show was the Greatest Showman, but what made her song choice even more fitting were the lyrics...sang by a little girl who can’t see and has never seen color before. I don’t think there was a dry eye in the auditorium!”



Johnston family: Cassie, Paityn, Bryce and Lynn

Lynn and Cassie say they would never choose Alström Syndrome for Bryce. “But we didn’t get that choice,” they explained. “And the blessings that have come to our family through Bryce, because she is the way she is, are amazing. She is our Alström Angel.”

The 2nd Annual Casino Night will be held on October 6 at the Grand Room in the Reagor Dykes Headquarters building in Lubbock. Sponsorships and individual tickets can be purchased at www.alstromangels.org or by calling (806) 701-5290.



Bryce and mom, Cassie, at summer camp



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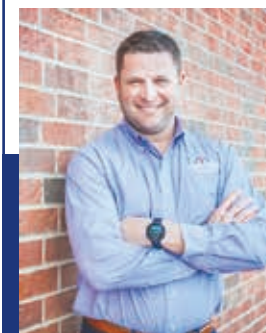
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