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

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▶ letter from the president

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By Vanessa Dirks, Lubbock Association of REALTORS®

To everything there is a season...

As my season as president is coming to an end, here are some final thoughts.

Get involved. The best way to meet your fellow REALTORS® and affiliates is to serve and attend events with them.

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STACEY ROGERS REAL ESTATE GROUP

Just over a decade ago Stacey Rogers switched gears and decided to try her hand at real estate after staying home and raising her children for nine years. Now, she is a top producing agent with Keller Williams Realty and serves the people of West Texas alongside her team, Stacey Rogers Real Estate Group.

Stacey has been fortunate to have found co-workers and team members that have truly turned into a family. Her team has grown to 12 members who all strive to take excellent

care of their clients while having some fun along the way. Team members include Patty Jones, Sarah Gooch, Lal Williams, Traci Odom, Gary Gates, Leslie Quintanilla, Erica Castle, Tiffany Cook, Debbie Seymore, Daniel Stanton and Jennifer Yack. Not only is Stacey passionate about creating lifelong relationships with her clients, she's also passionate about helping her team members succeed with their careers in real estate.

“The team concept has allowed our group to specialize either in sales or the administrative side of things, to be more productive and offer an excellent client experience,” Stacey said. They host two client events each year to further strengthen their relationships with their clients. The Stacey Rogers Group has had the privilege of having had more than 1,000 families trust them with their real estate needs. ...



“We always try to remember what it’s like to be the client and handle their situation with empathy and compassion,” Stacey said.

Over the course of her career Stacey has amassed a total of \$250 million in sales, with \$47.8 million in 2018 alone. She said she enjoys the fact that every day in real estate is new, different and exciting. Each client has a unique situation and she and her team feel honored to be a part of each of their stories.

“Real estate has been a vehicle for me to create an amazing career and I could never think of doing anything else,” she added. “We get to meet new, interesting people every day and guide them through the ups and downs of real estate!”

Stacey and her husband, Mickey, have been married for 25 years. In addition to real estate, they are also partners in Fuddrucker’s and Cafe Venture, a local catering company.



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The two of them have three children: Madison, 19, is a sophomore at Texas Tech; Dallas, 18, is a senior at Lubbock Cooper; and Brock, 16, is a sophomore at Frenship.

When the family is able to enjoy some downtime outside of work, they enjoy traveling with family and friends and taking part in the kids’ extracurricular activities.

“Right now our kids are very active so we are watching a lot of theatre performances and baseball games, and of course all things Texas Tech,” Stacey said. “Occasionally, I get to squeeze in some yoga and kickboxing!”

Stacey serves on the Make-A-Wish Board and the Agents in Action Board (a charitable organization supported by Keller Williams agents) and also supports Lubbock Cooper Education Foundation, FCA, and Go Red for Women.

To up-and-coming real estate agents, Stacey offers this advice: “Show up every day and give yourself time to be successful in real estate.”

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“I’M BACK IN THE INDUSTRY WHERE MY HEART IS.”

my friends and family in the Lubbock area that I lost touch with during my years in the oilfield.

What has been the most rewarding part of your business?

Back to that last question, reconnecting with old friends, and getting plugged back into the community.

What was your biggest challenge as a REALTOR®?

Coming from a home building background there’s a lot of overlap as far as selling a client on a house, knowing your market, etc. I tell people it’s like playing rugby and then switching to football. There’s a lot of overlap, but it’s a distinctly different game. Now there’s an entire city to know the numbers on instead of a handful of developments with open land. So for me, getting more acquainted with the more established parts of town, and understanding what the top of the market and the bottom of the market look like in each of the sub zones and what factors impact price the most in each neighborhood is definitely the biggest challenge. That’s different knowledge base than just understanding what price per square foot will appraise in which development, knowing what all goes into a quality home, and knowing how to build a well-built custom house at that rate to keep a customer happy.



Randall Fuller
Joe Baker Photography

When did you start your career in real estate?

The end of April this year.

What did you do before you became a REALTOR®?

I was in home building for several years. After leaving that career, over the last eight years I split my time between graphic design, sales, and oilfield explosives and radiation. (Odd combo, I know, but life is an adventure, right?)

What are you passionate about right now in your business?

Right now I’m focused on building a relational business, primarily as an opportunity to reconnect with all



Randall Fuller
Joe Baker Photography



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Photography

Define success.

After spending years in the oilfield making obscene amounts of money, I learned that you can't let your bank statement alone define your success. To me, success is daily personal growth, find-

ing some semblance of a work-life balance, playing an active role in your community, and at the end of the day still being able to pay the bills and make a little headway toward financial independence. There are too many aspects of our lives that have potential to fall by the wayside if we don't maintain that balance. I fell into that trap for a few years and luckily found a way out before it was too late.

Tell us about your family.

I've got an incredible wife, Lenzi, who is a fifth grade English teacher, an athlete, and my adventure sidekick. My nine-year-old daughter, Estelle, who loves the arts (dance, painting, crafting, and drawing floor plans like her dad, her mom, and her stepdad) and is known for her soft-spoken kindness.

How many years have you been a REALTOR®?

Less than one. I'm BRAND new.

What is your career volume as a REALTOR®?

To date, just a few million. But keep in mind I've only been live since April.

What awards have you achieved as a REALTOR®?

Well, I landed Rising Star in RP magazine! I've also been told I have the dumbest Facebook posts of any REALTOR®. But I've got years to stumble into whatever accolades come my way.

Favorite books?

I'm a pretty avid reader, so it depends on the subject. Real estate related, I like The 7 Powers of Questions; The One Thing; Sell it Like Serhant; and The 4 Disciplines of

Execution. I get up at 5:00 every morning and start my day by reading for an hour, changing up genres every time to keep it fresh. I recommend the Happiness Project, Miracle Morning, and Atomic Habits for personal development. I really enjoy Kurt Vonnegut, Charles Bukowski, and David Sedaris in general.

Are there any charities or organizations you support?

I support the International OCD Foundation, St. Jude's, and The Scottish Rite Hospital.

What are your hobbies and interests outside of the business?

With my background in architecture and design, the arts are very important to me. As a family we go to the Art Trail every time the weather is nice. I'm also an avid reader. I follow politics and news closely (although I've been making a very concerted effort to keep my thoughts and comments to myself, especially on social media). My wife and I love trying new restaurants as they pop up, especially local restaurants. We also enjoy trying new wines. I met Lenzi over a glass of wine, so that has paid dividends. And I love craft beers as well!

How are you different?

There are a few things. I'm great at honing in on exactly what my clients are looking for. With my architecture background I'm able to spot a specific style pattern (based on view history) pretty quickly and then keep an eye out for coming soon that match that. Also with my construction background I've got a pretty keen eye for structural and quality problems that most people would overlook. I've also got an oilfield work ethic, so 70 hours a week is a walk in the park for me. That definitely gives me a little leg up on the folks who treat real estate as a part-time job.

What do you want to be remembered for?

Being friendly, up-beat, quick-witted, funny, and helpful.

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

Never stop learning; never think you know it all; always leverage your strengths; and get plugged into your community.

In closing, is there anything else you would like to communicate using this Lubbock REAL Producer Platform?

I look forward to working with all of you in the near future!

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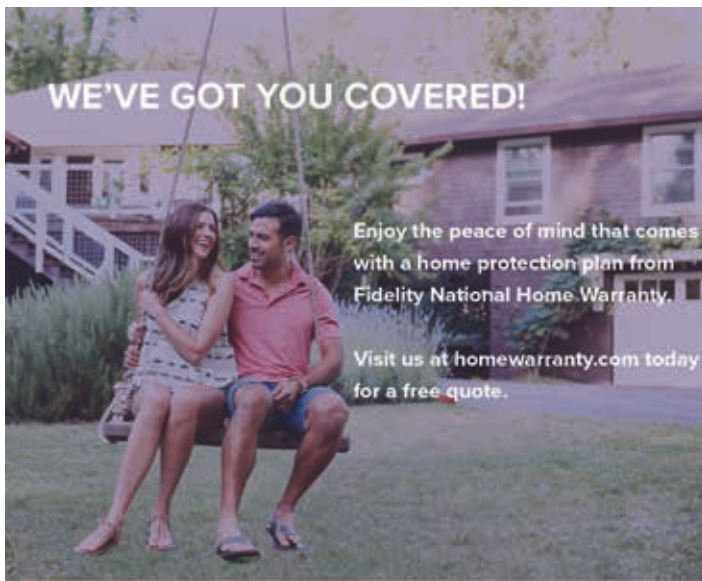
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By Lindsey Wells

GRACE CAMPUS (FORMERLY TENT CITY)



TRANSITIONAL SHELTER HELPS HOMELESS GET BACK ON THEIR FEET

A report released in May by the National Alliance to End Homelessness (NAEH) states that over 25,000 individuals in Texas are experiencing homelessness. Sadly, for a lot of these individuals, their homelessness is situational; they lack the resources needed to get back on their feet. One Lubbock organization is working to equip the homeless with such resources and instill a new hope in each and every one of them.

Grace Campus, founded by non-profit organization Paul's Project, is a 6-month transitional shelter that provides homeless individuals access to the basic necessities and resources needed to be able to overcome the hurdles they are facing and work towards independent living.

Once known as Tent City, Grace Campus came to fruition in 2015. Fifty-nine insulated tiny houses have replaced the worn-out Army tents that once stood on its grounds and today the campus is serving approximately 325 people per year.

The mission of Grace Campus is to inspire hope, instill value, and equip the homeless in our community. Individuals are given shelter, two meals a day, laundry detergent, hygiene items, access to a clothing closet, showers/restrooms, personal mailboxes, and access to community resources and current job opportunities.

Jerri Ann Moore, Grace Campus Program Director, said that the most rewarding thing about working at Grace Campus is witnessing the lives that are being changed and the people that realize that their life actually has a purpose.

"We do life plans and ask the question, 'What is your dream?' And many don't have any dreams; they are so focused on getting by moment to moment and just surviving that they cannot think about their future," she

...



...
 said. "I love it when they realize there is hope, and a future ... Seeing them find hope is a big deal. And, seeing them figure out that their lives are beautiful, because they often don't see themselves as beautiful. Seeing that God has a plan for their lives is so important."

You see, the purpose of Grace Campus is not to shame these individuals; it is to renew hope in them and instill new purpose. An Individual Life Plan is created for each individual that stays on the campus and accountability forms are turned in every two weeks to track progress. Campus chores are assigned daily and everyone is expected to help around the campus.

Last year 78 people moved from Grace Campus into independent living and 81 so far this year. These lives were all changed through a yearly budget under \$230,000. GuideStar's 2019 Platinum Seal was awarded to Grace Campus for non-profit transparency.

It's important to note that Grace Campus receives zero financial aid from the government. Most government money goes to help the chronically homeless, while Grace Campus is focused on the situationally homeless. By not taking government funds, they have the flexibility to help serve the community the way it needs to be served. That being said, it exists solely on private donations from individuals, groups, businesses, and churches. The organization is always open and grateful for any fundraising events or opportunities.

Grace Campus also welcomes volunteer groups that are interested in serving meals or helping with projects on the campus. Typically, over 100 individuals volunteer there on a weekly basis. In addition to funds and volunteers, the organization welcomes any donation items (toilet paper, XL trash bags, liquid laundry detergent,



cleaning supplies, men and women hygiene items, disposable kitchen plates and cups, and flashlights, to name a few).

After all, everything that happens at Grace Campus is based on the belief that all of us can set aside our personal differences and simply come together to love on people in need.

Visit www.gracecampus.org or their Facebook page for more information or to donate, or text [gracecampus](text:gracecampus) to 707070.

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**Sharing Jesus, Healing Hearts,
Transforming Lives**

Each girl and boy needs to feel totally safe, absolutely secure and unconditionally loved

Since 1975, Texas Boys Ranch has been caring for children in need in Lubbock and the surrounding area. Although the names, faces, ages, race and gender of the children vary, one thing remains constant: each girl and boy needs to feel totally safe, absolutely secure and unconditionally loved. Meeting the needs of these youngsters is what Texas Boys Ranch is all about. The staff works hard to fulfill its mission of “sharing Jesus, healing hearts, transforming lives” in three distinct, yet compatible, programs.



RESIDENTIAL CARE

Each of the four cottages on the 470-acre ranch campus is overseen by a husband/wife couple known as house parents. The ranch is licensed for children ages three to eighteen. As many as eight or nine children may reside in each cottage. They function as a large family unit sharing meals, doing chores and attending church, school and social activities. House parents strive to maintain a healthy balance between the physical, academic, spiritual and social aspects of life within their cottage family.

CHILDREN'S SHELTER

When a child initially comes into care, Child Protective Services looks for a suitable placement with

relatives or a foster family. If none are available, they come to an emergency children's shelter like the one operated by Texas Boys Ranch. The maximum length of stay for children at the shelter is ninety days. These girls and boys range in age from newborn to eighteen. Security holds top priority for the sixteen shelter residents. Also, since many of them have experienced hunger and food depravity, shelter staff provide nutritious meals daily. Fresh fruit is always readily available to the children. While at the shelter, each child receives thorough medical, dental, vision and psychological checkups. Under the watchful care of compassionate adults, these children are allowed to just be kids, which is a first for many of them.

FOSTER CARE AND ADOPTION

When children cannot live with their parents, foster care enters the picture. Foster parents provide temporary childcare in an individual home setting. Texas Boys Ranch provides training and support for couples who are willing to take children into their homes for an indefinite period of time (which may range from a few days, a few months, or longer). Foster families not only provide for the basic needs of children in their care, they also have the opportunity to impact a child's life forever. It is not uncommon for foster parents to eventually adopt children who they have fostered. Many girls and boys long to find their “forever family” by being adopted by loving parents. Texas Boys Ranch walks parents through that process.



Too many children have experienced the trauma of neglect and abuse. Too many girls and boys have suffered needlessly. A large number of youngsters need help in a variety of areas. The folks at Texas Boys Ranch make a definite difference by doing their part to heal the hurts and transform lives.

Photography by Joe Baker



VANESSA DIRKS

By Lindsey Wells
Professional photography by Joe Baker Photography

2019 President of the Lubbock Association of Realtors talks leadership, success

“If you want to learn to punch fear in the face, become a Realtor. If you want to know how deep your faith in God is, become a Realtor.”

Vanessa Dirks became licensed in real estate in 2005 and has since immersed herself in the industry and community. Whether in her role as a property and department manager for Hub City Rentals or serving as the 2019 President of the Lubbock Association of Realtors, one thing is certain: Vanessa Dirks loves Lubbock, and she loves what she does.

Vanessa is different from other Realtors in that she specializes in property management; she has never sold a house and never will. “We used to be more like unicorns in the real estate industry,” she said. “In purchasing properties, I choose to be represented by someone who specializes in sales, rather than to dabble in it myself. Real estate is a field that is ever-changing and that includes law and best practices. There is no way to be fully knowledgeable in all aspects of real estate; that is the quickest way to get yourself in trouble.”

With almost two decades of experience in her field, she knows a thing or two about the industry. Just a few weeks after she graduated from high school



Vanessa Dirks
Photography by Joe Baker

in 2000 Vanessa began working for a property management company and has since met so many people in the business that she now considers her closest friends. She credits one of her mentors, Lisa Pearce, with helping her to get where she is today.

“She has encouraged me since day one and pushes me to be better, and she definitely pushes me outside my

comfort zone, too,” Vanessa said of Lisa. “My team has been great to rally around me since I’ve been in leadership at the association. I’ve gained so many other great relationships from other agents who most would view as a competitor; these relationships have become my greatest friendships and mentors.

“My favorite part of being a Realtor is the community; not just my local community but my nationwide community. I have made friends and have contacts across the nation that we refer business to but also they are

another resource of information. I love hearing the information exchange and ideas from that community.”

Vanessa said she will forever be passionate about telling the Realtor story while stressing the importance of professionalism and continuing to improve her own expertise in property management. Presently, she is gearing up for 2020 to be a “grow year.”



Vanessa Dirks
Photography by Joe Baker



Vanessa Dirks and Leigh Brown



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“The last three years I have dedicated a lot of my time to the association,” she said, “which I have gained so much knowledge from doing so, and it’s time to pour some of that back into my business. I am thankful that God placed me in a career that I am passionate about. I have some short-term and long-term goals for real estate as well as my overall dreams and goals. God has also placed some things on my heart and seeing that through is my biggest dream and goal.”

Next year she will co-chair a committee for the Habitat For Humanity 2020 Blitz. She’s also passionate about hair donation and donates her own hair every 2-3 years. Other organizations Vanessa supports includes Open Door, The South Plains Food Bank, and United Way.

Vanessa and her husband, Philip, have been married since 2001 and they share their home with two very adorable Goldendoodles, Bailey and Milton. In June of this year Vanessa suffered the loss of her father, and her family is learning how to go on without his presence, but holding onto the beautiful times they shared together.



Bailey and Milton

When asked to define the word success, Vanessa added, “Success is different to everyone. I think that is the beauty of that word. In every season of life I think we are greeted with success, and sometimes that success is found in failure. All I know is that my God has me on this earth for a reason, and that is my ultimate success story.”

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