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Rising Star

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TABLE OF CONTENTS



08
Top
Producer:
Mark
Nanny



14
How to
Maintain
Business in
the Crazy
Times



16
Pat Ham



20
Joe Baker
Photogra-
phy



22
It's Time ...
for Show-
ing Time



24
Rising
Star:
Bayley
Falkenbury



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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► note from the publisher

Who Knew *Laugh And Get Rich Day* Is In February?

February 8 is Laugh and Get Rich Day. A day for enriching your life with happiness.

There are a lot of special days in February. Super Bowl, Valentine's Day, Singles Awareness Day, President's Day and National Love Your Pet Day. A new one for me, and one of my new favorites: "Laugh and Get Rich Day."

February 8 is Laugh and Get Rich Day. A day for enriching your life with happiness.

While the origins of this unofficial holiday are not known, it seems that the unknown creators of the holiday wanted to encourage people to spend the day laughing and being happy.

While being happy won't make you laugh all the way to the bank, it will certainly help improve your mood and your health. Studies have shown that people who are happy and laugh often tend to have less stress, lower blood pressure, and a better immune response. Laughing and sharing jokes can also have social benefits. Happy people tend to have more friends and are easily accepted by social groups.

Being happy and healthy can also help a person professionally, and this leads to more production. Joyful workers

are more productive and liked by their co-workers compared to cranky and unhappy professionals.

Let's be happy, healthy and productive all year long!

We at *Lubbock Real Producers* are looking forward to a happy and healthy future, continuing to inform and inspire real estate agents and their partners.

On our cover this month, we feature Mark Nanny of Rick Canup Coldwell Banker Realtors as *Lubbock Real Producers'* Top Producer. Mark is described by others as one of the most knowledgeable, integrity-filled men in real estate.

In this issue, we are honored to highlight a Lubbock Legend, Pat Ham. The Pat Ham brand is a truly distinguished name in conjunction with Lubbock real estate. To know Pat is to love and respect her. Genuine real estate royalty.

Our Rising Star for February is Bayley Falkenbury of Lyon's Realty. What makes Bayley a little different is that

she has huge expertise with the small surrounding communities. Growing up in Seagraves and now living in Brownfield, she wants to help the buyers and sellers in these smaller communities receive the same resources we have and use in Lubbock.

Our Top Producers, Lubbock Legends, Rising Stars and nonprofit stories are from your nominations. So, please take a moment and nominate your favorite.

Along with this monthly publication, we also host a quarterly event four times a year. The next event will be in the spring, and we sincerely look forward to meeting each and every one of you there.

Thank you also to the many REALTORS and partners who contribute and collaborate with us to make *Lubbock Real Producers* possible.

Please feel free to contact me at any time.

Lucky Me, I Live in Lubbock!
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➤ top producer
Rita Kennedy

“Mark exemplifies strong Christian values in everything he does.”
– Deron Tucker,
President, Coldwell Banker,
Rick Canup Realtors

The spirit of real estate agents is defined by the words of Henry Ford: “If you think you can, or you think you can’t, you’re right.” Striving to achieve success in the real estate industry requires believing in yourself and deciding to make your mark in the world, then going forward by taking one step at a time. Mark Nanny exemplifies this spirit with a career that began on September 27, 1984. On that day, he took his first steps toward success when he received his license in the mail and sold his first house. Since that time, he has lived the words that Henry Ford spoke so many years ago by believing in himself and striving to achieve success in work and in life.



Photography by Joe Baker

Mark is passionate about his career because he knows that every day brings some sort of opportunity to help others. He says, “I pray every day for God’s guidance and to bring the people that I’m to help to me.” This passion for people is also the part of real estate that he finds most rewarding. “I have so many new relationships through this industry. I now have past clients kids and grandchildren that are seeking advice from us regarding real estate. This is so exciting!” Thirty-four years of experience has given Mark an excellent listening ear, which allows him to help his clients reach their goals of buying and selling a property. Among Mark’s achievements over his 34-year career are Top Ten in Texas, Pinnacle Award by Texas Association of Realtors, Top Ten Western Region Coldwell Banker, Top Coldwell Banker Agent, Premier Agent, and Elite Agent.

Achieving success requires adapting to change, and adapting to change is part of believing that you “can” do something. This process also requires that people face the challenges that those changes bring to the table. Mark finds that today’s modes of communication provide a unique challenge. “I have always been a person who prefers personal contact either in person or by phone. I find today many want responses like text or email. And I’m learning but still recommend the personal touch.”

MARK nanny

Mark knows that every day brings some sort of opportunity to help others.

Photography by Joe Baker

Other challenges of today's real estate industry include issues like adapting to technology and trends, market inventory, social media, and interest rates, according to Mark. He says that his favorite part of being a real estate agent is "knowing that every day I'm going to learn something new as the industry faces its challenges and changes."

Before becoming involved in the buying and selling of property, Mark was a full-time student at Texas Tech University. He met his wife, Annette, at Texas Tech, and they have been married for 35 years. His family provides him with excitement and motivation on a daily basis. Mark and his wife are blessed to have two daughters, Ann-Marie and Alexandra. Ann-Marie is 30, lives in Dallas, and works at an energy company. Alexandra, 28, is married to Dusty Joplin, and they live in Lubbock. She owns Alec J Photography, and Dusty leads worship/music ministry at Church on the Rock. "They have blessed us with two grandchildren," says Mark. In his free time, Mark enjoys "playing golf, hunting, fishing, anything outdoors and loves all things Texas Tech."

Mark advises up-and-coming REAL Producers to "develop relationships with their clients and their



Mark Nanny with just a few of his Eagles and other awards.



Photography by Joe Baker

peers." He further says that "getting involved in associations supporting real estate and attending courses to sharpen your skills is essential." Finally, he says, "Make a full-time career choice." Doing these things has helped Mark achieve his dreams and meet his goal of "helping and seeing people achieve the American Dream of owning their own home." He further says, "I have always been very goal-oriented, and this industry allows us to help in so many areas and be the best we can be." He has worked hard to be the best he can be, and he says "at the end of the day, I want to be remembered for a good name."

Mark Nanny is and will be remembered as a good name.

Mark Nanny can be contacted at (806)789-9486 or mnanny@cblubbock.com



Photography by Joe Baker



Robert Wood TAB President 2019

CONGRATULATIONS

ROBERT

WOOD!

The Texas Association of Builders President

The Texas Association of Builders is proud to announce the 2019 PRESIDENT: Robert Wood, Custom Homes by Robert Wood – Lubbock, Texas.

In 2002, Robert began fulfilling a life-long dream of being a home builder as he opened the doors to Custom Homes by Robert Wood. Prior to starting his own business, he worked as a supplier to home builders for more than 20 years. This partnership between supplier and builder allowed him to see the importance of being engaged at the local and state levels of the home builders associations. Robert served as the 2011 President of the West Texas Home Builders Association and became active in the Texas Association of Builders. For the past seven years, he has served on TAB's Executive Committee and is a State Director. Since 2010, he's been a member of TAB's Government Relations Committee, HOMEPAC Trustees and Membership Committee.

Robert also served as 2016 Sunbelt Committee Co-Chair. All of Robert's professional engagements rank second to his commitment to his community. His hands-on approach has allowed him to work directly with the Lubbock Make-A-Wish Foundation, March of Dimes, Highpoint Village and Lubbock Homes for Heroes. The Albuquerque, N.M. native considers Lubbock his hometown and is proud that he raised his family there and gets to watch his grandchildren grow up there as well.

Robert is truly honored to be serving as the president of the Texas Association of Builders, he is proud to be included in the company of those who have come before him. Personally, he is excited to be representing Texas as a whole for the home building industry on national and state levels, especially as a representative of West Texas and specifically Lubbock, where his organizational grassroots are based.



Robert and Candice Wood

Robert states "I want to sincerely thank the West Texas Home Builders Association for their amazing support for me to grow and have this opportunity to be a leader in this industry. I would also like to express my gratitude to George McMahon for his guidance in helping me establish my business in 2002 and put me on the path to where I am now."

Robert is truly humbled to be the 72nd president of the Texas Association of Builders!

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

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Each year, the Lubbock Award Program identifies companies that we believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and our community. These exceptional companies help make the Lubbock area a great place to live, work and play. Various sources of information were gathered and analyzed to choose the winners in each category. The 2018 Lubbock Award Program focuses on quality, not quantity. Winners are based on the information gathered both internally by the Lubbock Award Program and data provided by third parties.

Shugg's Professional Home Staging is owned by Kim Wylie. Kim grew up on a cotton farm in West Texas.

Kim loves everything about the home. When asked by a few dear friends, who were realtors, to share what she loves about decorating the home with them and their clients, they expressed that there

was a need for home staging in the real estate market, and encouraged Kim to stage for them. Kim is one of the few certified and insured home stagers in Lubbock, TX, and the surrounding areas.

People don't buy houses, they buy homes. Homes sell better with furniture in them. Furniture gives buyers a reference point for their own items that will occupy the space. They just need to be shown the potential of a space. Often, homeowners have lived in a place for so long, they cannot see what might be unappealing to a buyer.

That's where staging comes in. It is very important to create an inviting environment for potential buyers or renters to experience. People may not remember everything that was said about a house, but they will remember how a house made them feel.

Environments can invoke anxiety, worry, and a gloomy feeling, while others radiate happiness, tranquility, and a calming vibe. Even staging a home that is lived in can be a great change of scenery. The house does not have to be empty to be staged. It's always nice for a guest to state that they experienced your home as warm and inviting. Staging a home is always a good idea.

Congratulations to Kim Wylie and Shugg's Professional Home Staging.

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HOW TO MAINTAIN BUSINESS

IN THE CRAZY TIMES

Jacky Howard

Let's talk about client acquisition and retention in a very competitive and cyclical business.



Prospecting, call people; Don't Buy Names disguised as a lead; Time Blocking; CRM; GOAL Setting; Work Hard

Wow what a cyclical business we are in! Approaching my 17th year in selling real estate, I have come to the realization that there are many changes, and more coming. From writing contracts to communication, electronic technology, mortgage lending, title insurance, property insurance, taxes... I could go on. One thing does not change – how we treat people and how we convince them to work with us. Let's talk about client acquisition and retention in a very competitive and cyclical business.

“How hard is it to get your real estate license?” is the question I get many times from individuals thinking about jumping into the world of a real estate agent. My answer is succinct: “Getting your license is not hard at all, it's keeping up with this business that's the challenge.” I continue, “Are you willing and prepared to talk to five to 10 people a day about real estate?” Well, are you? Are you comfortable calling people, or walking a neighborhood asking them if they want to buy or sell? Or ask them, who they know that may buy or sell? Are you comfortable talking about real estate and what trends move our industry?

This business is hard. Real estate agents do a lot of work behind the scenes that is not advertised. It's what we do, and sometimes things get crazy. This is a great profession, and agents just starting this business need to know it's more than chauffeuring people about or posting on social media.

I can give my advice, what I've seen, read and more importantly what is working for the last 16-plus years. First, follow what your broker says and the support they provide. The rest is up to you.

Contact People

This is a contact sport. Here's the ugly word – prospect. You must constantly contact people with a personal touch. People must know what you do, and you are the pro. During my first years in this business, people would walk up to me and ask what I was doing these days or if I was still in real estate. I hate that. People must know what I do. So, I got busy. I called, sent handwritten cards, dropped by their house, and gave them information on the market. I contacted them. Here's where I will upset some people – don't waste your hard-earned money on buying leads! The numbers on lead-to-closed conversion is not in your favor. If you want a phone to ring, pick it up and dial it! There are no shortcuts. Pretty cutting edge, huh? Contact people. Prospect, prospect, prospect! You should block time every day to prospect. Not lunch with your buddies, not google stuff, but a solid time each day, blocked out on your calendar, where you are having a real estate conversation. It will build a good business.

Stay In Touch With All Clients

I don't like to use the word “past” client because I want to retain my clients and don't want them to be past. NAR statistics show many homeowners do not use the agent they bought from because they do not remember the agent. The agent does not stay in touch. Why? Do not assume that homeowner will list with you when it's time. Be proactive, and stay in touch!

How Do I Get Referrals?

Ask. If your clients like you, know you and trust you, they are your advocate.

So, ask! Here's the easy way to look at it. You have a list. Your job is to find (prospect) names to put on your list. Constantly seeking and building the list. The next step is to take names off the list. How do you take them off? As soon as they are on your list, you are charged with the job of fulfilling their need, which is buying or selling real estate. Once they are off your list, they are wonderful referral resource to grow your list as well as being on your list again.

Have and Know Technology

I love technology and use it, but it does not dominate my business. I utilize it as an aide and not as a sole means of prospecting. Balance is important. Important technology starts with a client relationship manager. Get a CRM, and use it. It will help you keep up with goals.

Goal Setting

This is huge. Briefly, use the SMART system (google if you don't know). Do you have unit goals, volume or income goals? **Write them down!** One-hundred percent of unwritten goals are never attained. Are your business goals balanced with your personal life? Spiritual, financial, physical and relationship/family goals are highly important and must all work together.

There are so many things I want to add, but for the sake of getting to the point, I give you this last piece of advice that I believe is the best. Jim Rohn said, “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.”

Get better, work on yourself, and do the things that others fear. Push yourself to learn and do what others won't do. Now go out and contact people!

PATHAM

A Name Synonymous with Lubbock Real Estate

With elegance and grace, Pat Ham has grown her name into a brand that stands for quality, results, respect to others.

Rita Kennedy

Photography by Joe Baker

When the words “real estate” are uttered in the Lubbock area, the words “Pat Ham” are often not far behind. That name has been part and parcel of the real estate industry in Lubbock since 1978. Since that time, Pat Ham, with elegance and grace, has grown her name into a brand that stands for quality and respect to others, and performance in a very competitive, high-end market. The brand has grown, not only because of these qualities but for unprecedented service to her clients. Pat provides the ultimate in customer service, which is more important to her than money or statistics will ever be in the ever-changing, challenging, and competitive field of real estate. In addition to customer service, persistence in the industry as well as being responsive and in tune to the ever-changing market are constants that she attends to for the benefit of her clients. Pat also values the relationships that are built with each and every client, and works hard to “keep my promise to never violate confidences and always keep my cool when things get HOT!”

Pat started her real estate career in 1978 after being a hair design specialist and color technician for 19 years, while also traveling for professional modeling from Dallas to New York and Chicago. Those years and experiences “helped to prepare me for my career in real estate! I am blessed to have relationships, both professionally and personally, that have evolved into clients and contacts today in real estate. I have been welcomed not only as their friend and adviser but also as their trusted Realtor today, and I trust that will be the core of my success in the future as well!” She attributes her “success to the relationships that I have been so blessed to have developed throughout the years!”

Pat is passionate about helping her clients meet their goals in buying or selling real estate, and feels that it is a “very special privilege to be entrusted with their confidences and assist in dreams becoming reality – it never gets old! Second, I am passionate about keeping myself up to date, responsive and relevant in our rapidly growing Lubbock market.” She further says, “It is thrilling to be in the middle of the vibrant real estate market happening in our city right now!”

When asked about the most rewarding part of her business, Pat commented, “My work passion and a great source of pride comes from earning the reputation as a respected, knowledgeable, ‘make it happen’ agent — and being known as fair, professional and competent among my peers. It is one thing to start a career in real estate, but to be able to maintain and grow across many years and market conditions — that

takes persistence, consistency, and legions of hard work. Being a part of helping literally hundreds and hundreds of families buy a home or sell a property — it is very humbling to be entrusted with such an important process.”

With great reward comes great challenge. Pat says that her biggest challenge was opening Pat Ham Realtors in 1984. The challenge was not only opening her own agency but opening it after working for “one of the most admired and professional women in our industry, Margaret Williams of Margaret Williams Realtors.” Regarding the decision to venture out on her own, her reflection is, “That was a difficult decision to leave her (Margaret Williams) and her daily wisdom to venture out where I felt God was leading me to start the next chapter of my life. I will always be grateful to my friend and mentor Margaret.” The next great challenge of Pat’s career came in 2004 after the death of her friend and sales/office manager Beverly Albin. At that point in time, Pat “made the decision to merge with WestMark Companies where I was again blessed to find in Linda Ferguson another wonderful friend, mentor, and broker. I have found with every difficult decision and challenge in my life, professional or personal, when I pray and ask God, ‘What would You have me do?’ in any given situation, He sweetly takes me by the hand and says, ‘Trust Me, and I will lead you.’ He hasn’t led me astray, and in His omnipotent wisdom he always takes me where I need to go!”

Success is measured in many different ways — for Pat, success means having a respected name — one of the advantages of having a long career is looking back over the years and seeing that her name is more than just Pat Ham, the person. Pat states that “it’s because of the support of lots and lots of clients and friends, and for sure, some hard work on my part. ‘Pat Ham’ is also a brand and I am proud of what that brand means!” In addition to a prosperous career and a household brand, her success is defined by “My family — God has blessed me with two wonderful and successful daughters, Michaela, who lives in Edmond, OK, and Sharmai, who lives in Lubbock and has chosen to follow in my footsteps, four grandchildren and now two precious great-granddaughters — life is so good. I want to add that Sharmai Ham, my daughter, is also my assistant as is my niece, Sharon Lee, who is a Realtor as well!” To achieve success, a person has to enjoy his or her job, and that is one thing that Pat Ham does by making new friends and walking them through the milestones in their lives, like finding a dream home and later buying or selling that home as their family grows and changes.

Forty years, “40 wonderful years,” as a Realtor has given Pat a unique perspective on accomplishment in her industry. In reference to her career volume as a realtor, she said, “When you’ve been at this as long as I have, a career volume number is not a meaningful stat — it would be many hundreds of millions, but more importantly, I have been the Realtor for families whose children or grandchildren are now homebuyers. That is something to celebrate!” While accomplishing just under 14 million

...

in closed volume last year, Pat still says, “That number changes, so more important than the stats are the people, the families behind the numbers.” In 2016 she was named “Realtor of the Year” and regards that as a great honor.

Pat is a life-long Lubbockite and one who believes in “supporting both My Lord and my community,” as well as charities and organizations including The National Association, Texas Association and Lubbock Association of Realtors, American Cancer Society, Kidney Foundation and other various causes along with Texas Tech University, Athletic Dept., Friends of Music, The Chancellor’s Council, our local high schools, Lubbock Symphony Guild and The Women’s Club of Lubbock. One of her favorites and something she is proud to be recognized for is being the Sponsor for the Ladies’ Day Luncheon at Holiday Hap-pening for the Junior League of Lubbock since its beginning over 38 years ago. She believes in Lubbock and the people who work and live here and supports the community in a variety of ways. Outside of the real estate profession Pat says, “Spending time with my family is my favorite interest, and during those times we enjoy gardening, decorating and re-decorating and re-decorating again, LOL (I love my home, which I designed and have lived in for 34-plus years so I get to enjoy that hobby repeatedly), we love movies, traveling and of course shopping together.

Being “different” often goes hand in hand with being remembered, and Pat embraces that notion. “I think what makes me different is also combined with what I want to be remembered for. So ... I want to be remembered as always being kind and as someone who can be trusted not just by my clients but by other Realtors. I always want it to be said, whether from a new up-and-coming agent or someone in the business for years, that I am someone they can look up too, feel free to get advice from or help with a situation because of my experience. They can do just that and never have to worry that I would try to manipulate the situation in order to gain another listing or client. This is important to me because things have changed so much with the rapidly growing number of Realtors out there today. I care deeply about this profession, what it stands for, and maybe I am ‘old-fashioned,’ but my success came from my hard work, and I want to encourage others to have that mindset as they start their new career and build their reputation in this profession that I love so much!”



Photography by Joe Baker

Advise Pat Ham would give to up-and-coming REAL Producers is “emphasizing again to take care of the confidences entrusted to you, remembering that it never pays to lose your temper or talk others down, and wear a smile even when it hurts.” And a bit more of that “old-fashioned” advice: “There are many books and articles available on how to ‘Dress for Success,’ and I strongly encourage you to take advantage of those, read them, apply them, make them part of your daily routine. To all of you up-and-comers, regardless of age, long before the days of ‘cyber **every-thing,**’ we depended on legal pads, day-timers and, yes, sticky notes!” She further encourages others, “using a number-two pencil with a good eraser, nightly write down your priorities 1., 2., 3. ... Line out your day, all the while knowing that come morning, you will be using that eraser to change the order of priorities! A little extra work? Yes! The point is, taking the time, applying the additional effort in everything you do today will make a difference in the kind of Realtor you become tomorrow. I conclude those thoughts with the advice of being **totally** put together, that includes having a **great winning attitude**, a healthy breakfast, immaculate hygiene, sophisticated fashion style, and your biggest smile before you even make that first phone call. It doesn’t matter if you are making it from the office or if your home is your office, **be prepared!** You may just need to go show a house or even better, write that unexpected contract! So always be prepared to show up, work hard, always be kind and take care of those confidences entrusted to you. Remember it never pays to lose your temper or talk others down!”



“Real estate is a noble career, hard work pays dividends beyond anything words can express.”
“Agents go with attitude, always a positive one!” – Pat Ham

Contact Pat Ham:(806)535-8001 | pham@patham.com



Photography by Joe Baker

Pat Ham and Sharmal Ham



The Man Behind The Camera

Rita Kennedy

Joe Baker

PHOTOGRAPHY

Possessing a wonderful source of education, skills and expertise, Joe is a wonderful source to the world of real estate as he captures striking images of real estate agents and captivating the notable details of their listings.



Joe Baker and family: B'Elanna (18), Christyna, Joe, Kianna (15), and Jett (10)



Bayley Faulkenbury, Rising Star



Mark Nanny, Top Producer



Pat Ham

Photography is defined as the art, application, and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film (Wikipedia).

Portraiture is simply the art of making portraits. Joe Baker, owner, and photographer of Joe Baker Photography, has “always loved portraiture” and has taken an enormous amount advanced art classes, so it “seemed like a pretty logical move to photography.” He is a portrait photographer that specializes in senior portraits, modeling portfolio portraits, and family portraits. Joe also has experience in photography of homes, inside and out. These skills and expertise have made him a wonderful source to the world of real estate as he captures striking images of real estate agents and shooting captivating images of their listings to provide them with graphic exposure in the Lubbock market.

In Joe’s words, “I am a photographer that works to provide a photography service that is competitive and has the high quality you expect. I offer a different solution as I will allow you

as many poses as you can do in an hour’s time. There is no limit on the number of clothing changes or even the number of venues. Just whatever you can fit in during that hour. You can purchase one photo or multiple photos. You will be provided a password-protected link that you can share with your friends and family, and they can purchase the photos or products that they like. I try to provide these photos very quickly after the photo shoot, and customer service is my number-one priority.”

Joe grew up in Clovis, NM, and has lived in Lubbock since 1992. His history in the Lubbock area gives him an insight into the people of this area and allows him to capture their true essence as he photographs each one. He has dabbled in real estate photography where again his familiarity with the South Plains gives him a unique perspective as he captures images behind the camera’s lens. Joe’s ability to capture people in photos was discovered when he began posting images of his children, and others took notice of the quality of his images. Soon, these people began asking him to preserve their families on film, and his business began. In four short years, Joe’s business has flourished, not only because of the images he captures but because of his willingness to help

other photographers. He teaches other photographers about the manual mode and off camera flash, which makes him extraordinary in the world of photography while building a sense of community in this field and in the Lubbock area. This uniqueness adds him to the Real Producer family of people who not only care about their own career and well-being but about others and their success as well.

Joe is “a very outgoing person, and tries to make each shoot fun and really work to make my clients happy with their images.” He and his wife, Christyna, have three children, B’Elanna (18), Kianna (15), and Jett (10). Christina works for Child Protective Services. Joe enjoys his photography as well as “video games, skateboarding (yes, I still can skate!) and watching my kiddos do their karate!” Joe Baker Photography is in Lubbock, and he can be found on the web at www.joebakerphotography.com and can be contacted at 806.318.8544.

Joe’s work is on display in this issue of *Lubbock Real Producers* with the photos of Mark Nanny on our cover as well as images of Mark Nanny, Bayley Falkenbury as well as the iconic Pat Ham. You are also able to see his work in the January issue and future issues of *Lubbock Real Producers*.



IT'S TIME... FOR **SHOWINGTIME**

Jacky Howard, writer

ShowingTime enhances productivity by quickly and efficiently scheduling showings.

On October 23, the Lubbock Association of REALTORS began a new chapter in member benefits and customer service by partnering with ShowingTime. ShowingTime utilizes the latest technological tools for real estate agents in showing management, which enhances productivity by quickly and efficiently scheduling showings.

ShowingTime is used by over 950,000 real estate professionals in over 250 Multiple Listing Services across the country. The service is designed to streamline the showing process for both sellers and buyers' agents.

Scheduling an appointment has never been easier. ShowingTime offers three ways to schedule showings:

1. *Through RapattoniMLS.* ShowingTime is directly tied to RapattoniMLS, making it quick and easy to create and organize showing carts.
2. *ShowingTime Desktop,* which requires manual entry of properties, but offers data that is helpful in rescheduling a previously shown property.
3. *ShowingTime Mobile App.* The app is perfect for on-the-go showing while in the field, scheduling a single showing, or moving and canceling showings.

The tasks you start on the desktop can also be completed via the ShowingTime App, making it completely flexible for agents on the go.

Sellers benefit too.

Not only is ShowingTime easy to use, but the reports you can generate are outstanding. ShowingTime enables listing agents and offices to work smarter, providing exceptional customer service to their sellers.

Custom Reports
Comparable housing trends for selected areas.

You can select a variety of geographic parameters, then view market trends in easy-to-understand and visually appealing charts and graphs.

Share market snapshots on websites and with sellers.

Change the way you use and display local market information with live charts that will update automatically on your website or blog.

Branded reports promote your expertise.

In-depth reports help agents, offices and MLSs position themselves as the go-to-market expert with clients and local media. With ShowingTime's in-depth analytics help agents better understand our market, which helps guide sales and marketing decisions. I encourage you to take advantage of these tools to help your sellers.

Change is constant.

Our industry is rapidly changing, and agents must adapt to it. Our clients need assurance that we, the real estate professionals, are equipped with the latest technology and information to help them with the biggest decisions they will ever make. Our clients deserve the best, so let's lead the way in being the best! Happy showing!

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REAL ESTATE: about working together to find common ground to get the house bought and sold.

When did you start your career in real estate?

I started my career as a Realtor right after high school. My cousin works for a new home builder in the Midland area. After talking with her, I thought a career in residential real estate would be fulfilling and rewarding. Never did I dream I would have the success and the business that I have today. I have been very blessed to have worked with some of the best companies in the real estate business during my career. When I was studied for my real estate licenses and in my first year of real estate I was able to work alongside an appraiser helping her in her business and learn that side of the industry as well. It was a great opportunity that taught me so much and helped tremendously in my career.

What are you passionate about right now in your business?

I am extremely passionate about growing my business, but keeping my clients first. I really enjoy the challenges that real estate can throw at you. No two days are the same. I enjoy working with other agents to come to a mutual agreement that benefits our clients. Real estate isn't about who wins or gets the better deal, it's about working together to find common ground to get the house bought and sold.

What has been the most rewarding part of your business?

The most rewarding part of this business is being to help home buyers and sellers during the biggest transactions of their lives. Whether it is showing a first-time home buyer a home and explaining the whole process start to finish or helping a client with a sell of their 10th home, making it to the closing table with the least amount of stress as possible and when everyone has a smile on their face is what this is all about.

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

One of the biggest challenges I have faced during my time as a Realtor would be trying to gain accountability and respect while being one of the younger agents in the business. Also, I would say time management. It's difficult for me to turn off and take my realtor hat off. I give 150 percent pretty much all of the time. I have to remember that it's okay to take a day off every now and then.

How are you different?

During my second year as a Realtor, I had an unfortunate accident that I am extremely blessed to even be here right now. While some friends and I were trying to put a horse in a pen, the horse was spooked by something, and I was kicked in the head and back. I was rushed to a local ER. I had a severe laceration to my forehead. After a rough road of recovery and several amazing co-workers helping me through year two, I decided to take my third year as a Realtor off so I could completely recover.

The past two years I have had to re-start my business and remind people I'm still a Realtor. Being able to regrow and move on like I never took a break is very rewarding and makes me passionate about my business. I have been extremely blessed with my clients, family, and friends.

How many years have you been a realtor?

I have been an agent for about five years. Of course, I took a year off after my accident. Following the accident, I wanted to think everything was okay and I could go back to live like normal, but after a doctor's visit I found out I still had a concussion that was leading to some memory problems. I decided after that, I needed to take some time for myself and allow myself to heal.

What do you want to be remembered for?

I want to be remembered as an agent that will always work hard and do the right thing. As a real estate agent, you can be tempted to being a transaction-based agent and just waiting to get the next deal. But I really enjoy connecting with my client and keeping in touch with them over the years.

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

Stay with it! We all have our days where we don't feel like we are in the right spot or doing the right thing... The Lubbock Association of Realtors is a great association full of amazing agents. At the end of the day, we are all working towards the same goals for our clients. I feel extremely blessed to be able to call many agents of our association true friends!

Not only do I service Lubbock, but I also service the small surrounding communities. Growing up in Seagraves and now living in Brownfield, I want to help the buyers and sellers in these smaller communities received the same resources we have and use in Lubbock.

Bayley Falkenbury • Lyons Realtors
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To nominate a Rising Star, please contact Kathy Pettit, (806)368-1526,
kathy.pettit@realproducersmag.com.



Photography by Joe Baker

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