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Top Producer

BRANDON TYLER

Rising Star
CHRISTY JOLLY

Service Title
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OUR NAME, IT'S
OUR MISSION

Photography by Joe Baker

JANUARY 2019



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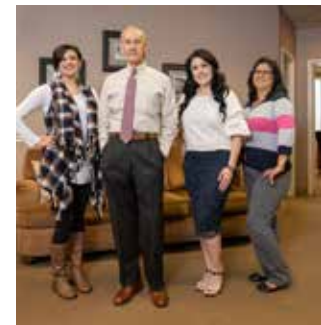
TABLE OF CONTENTS



06
Publisher's
Note



08
Veteran
Michael
Vasquez
Receives
New Family
Home



10
Service
Title
Company



14
Brandon
Tyler –
Top Pro-
ducer



18
Rising Star
Christy
Jolly



21
January
Is Braille
Literacy
Month



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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publisher's note

It's been an exciting year, and we can't wait to see what 2019 will bring us! We hope you've had a wonderful holiday season, and that this New Year brings only good health, happiness, and success. We at Lubbock Real Producers are looking forward to continuing to inform and inspire real estate agents and their partners.

On our cover this month, we feature Brandon Tyler of Progressive Properties as *Lubbock Real Producers'* Top Producer. Brandon is outstanding, and we are thrilled to work with him. Our Rising Star for January is Christy Jolly of Exit Realty. Christy has been in the full-time real estate business only a couple of years. She has been enormously successful in a very short period of time. Please take time to read about these two Stars, and give them a call to congratulate them! Both of these Realtors have earned their success from extremely hard work ethic and drive.

Our Business Partner this month is Service Title. They have been in business for 67 years. They started as a family business in 1951 with Mr. Fred Timberlake, Sr. They are proud to still be a locally owned family business today. Their success has come from hard work and good people.

Nonprofits continue to do good work in our community. We are pleased to honor several in this issue!

Our Top Producers, Rising Stars and nonprofit stories are from your nominations. So, please take a moment and nominate your favorite today. Along with this monthly publication, we also host a quarterly event four times a year. We are excited to announce our very first event on Tuesday, January 29, at the Texas Tech Club.

We sincerely look forward to meeting each and every one of you at the event. Thank you also to the many REALTORS 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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when it HITS HOME

“The Inside Out Foundation”

Have you ever had an experience when something traumatic becomes all too real? One day, there you were, just going about your normal routine, when out of nowhere, something terrible happens: Your best friend tells you she has breast cancer. Your dad gets in an awful car accident and has post-traumatic stress from it that he can't quite seem to shake. Your neighbor's little girl that you've known her whole life was making some goodies with her mom and accidentally knocked over the pot and got third-degree burns. The bottle line is, trauma happens. It doesn't discriminate, it happens to anyone regardless of sex, socio-economic background, race, or religion. So this begs the question... **What do you do when you don't know what to do?**

You go online and search “The Inside Out Foundation.” You check out the organization's Facebook page or call them. You talk directly to a founder, because that's who answers your call, and tell her what you or your loved is going through during some of the most painful times in their lives, and yours, too. You let them do what they do best to help you and your family during hard times.

The Inside Out Foundation (IwOF) is a nonprofit organization that was started right here in Lubbock by three local women, and its purpose is to provide products and services like wigs, mastectomy support items, burn survivor bags, skin care and much more to clients who have experienced trauma. Did you know that all of this is provided to the client at no cost to them? That's part of the organization's mission, too. The IOF sees mostly women, but some of its services help men and children too, as the burn-survivor items. The Foundation also prides itself in being a hub for additional resources by referring clients to other agency partners for help with things like financial assistance, counseling and other services. IOF helps community members who have been negatively impacted by the disease, abuse, burns, and other traumatic events.

Every year, The Inside Out Foundation holds a Women's Health Seminar to further outreach to its community. The one soon approaching happens Saturday, January 19, 2019, with this year's theme being Brain Fog, Alzheimer's and Dementia Prevention. The event always features dynamic keynote speakers, a catered and healthy breakfast, vendor booths and door prizes.

If you are interested in this event or want to know more about The IOF, contact them via phone at 806-677-3582 or by email at theinsideoutfoundation@gmail.com or online at theinsideoutfoundation.org.



VETERAN

Michael Vasquez

RECEIVES NEW FAMILY HOME



Michael Vasquez received access to his new home at a key ceremony and house reveal presented by West Texas Hero Homes, The West Texas Home Builders Association on November 8, 2018.

His service in Afghanistan confined him to a wheelchair. "The first couple of years were kind of dark," Vasquez said, "but then it started improving – just having a sense of purpose, of doing something." The Army veteran and his family and service dog eagerly anticipated the day they would receive the

keys to their new mortgage-free home. "It's a huge blessing. I am humbled by the gesture that will so greatly benefit me and my family. We will be able to have a forever home."

The developers, builders, vendors and members of the WTHBA along with West Texas Hero Homes join together to provide mortgage-free homes for first responders and returning military within the Lubbock area as a way to give back to the heroes and their families who have sacrificed so much

for our country. Lubbock custom home builder, Jordan Wheatley, and the team expressed how honored they are to have jointly built the new home for the Vasquez family. "It's our honor to give back to those who have sacrificed so much for our country and our freedom," said Wheatley. "We know that we aren't just give them a house, but a home which they so greatly deserve."

Learn more about the local charity at <http://homesforheroeslubbock.com/>.



Dan Wilson, top row second from the right; Michael Vazquez, bottom right. Also pictured Michael Vasquez Family members and members of Dan Wilson's team





84th Street office staff: Lydia Duenes, Tex Timberlake, Audra Boedeker, Robbie Hernandez

OUR YEARS OF SERVICE AND EXPERTISE IN THE MARKET ARE SECOND TO NONE. IT'S WHO WE ARE. IT'S WHAT WE DO. LET SERVICE TITLE SERVE YOU!



South Loop office staff: Todd Timberlake, Brenda Dotson, Genesis Mora, Debbie Bowen, Sandy Hawkins, Courtney Fontenot, Brent Noble

SERVICE TITLE COMPANY

Written by **Audra Boedeker**
Photography by **Joe Baker**

At Service Title, The Real Estate Industry Is Our Specialty

Opportunity is what Fred Timberlake Sr. saw in West Texas when he, his wife, and two children moved to Lubbock in 1951.

Fred Sr., born in 1915, was raised in Richmond, VA, where he then graduated with his law degree from the University of Richmond in 10 • January 2019

1937. Fred Sr. practiced real estate law until the start of World War II. After the war, he and his family relocated to Dallas, TX, in 1946, where he was called to work for Lawyers Title Company. As many of us feel pulled and called to live in West Texas, Fred Sr. too, followed that desire in 1951, when he moved his family to Lubbock,

TX. With his law degree, expertise, and desire to make an impact, President Fred Timberlake founded Service Title Company. In conjunction with the title company, Fred founded a real-estate law firm in 1951 that is now known as Timberlake & Weaver, which is also locally owned and operated by four proven real-estate attorneys. In March of 1951, located in their first building at 1414 Texas Ave., Fred with his two partners, Jim Suter and L.G. Pierce, along with five hired employees began developing their title plant from scratch. That same title plant that Service Title owns currently goes back to sovereignty and is now digital!

After a childhood of stealing pencils from the office and watching his father examine abstracts at the kitchen table, Fred Timberlake Jr. "Tex" was sure to follow in his father's footsteps! In January of 1978, Tex secured his seat with Service Title Company and oversaw the opening of the first branch office housed in the "Atrium Building" located at 7806 Indiana Ave. At that time, Service Title Company had closed 19,000 transactions. With his wife, daughter, and son to later be born, Tex had a similar vision of opportunity that his father once had. Tex became President of Service Title Company in 1983. A graduate of Mon-

terey High School in 1964 and an alumnus of Texas Tech University in 1968, with a Bachelor of Business Administration, Tex has a continued passion. That passion is to understand our people and to give back to the community. Tex certainly continues to achieve this vision alongside our solid locally owned and operated footprint.

To date, we are humbled to share that Service Title Company has closed over 140,000 transactions and counting at our three locally owned and operated locations! With our rock solid ownership and expert driven team of now 35 employees, we are honored



•••

to continue serving you and our local community with the title security you deserve! Always keeping our agents and customers top of mind, our mission is to provide you with the best experience, service, and resources in the industry!

Consider this: The first limited color television broadcasts took place in the early 1950s. Service Title Company was established in 1951. Just as television now includes 3D, HD, Netflix, and DVR, Service Title too has evolved into the 21st Century with a digital title plant while keeping our “old fashion” expertise that 67 years of Service in Lubbock provides.

When buying or selling real estate, the most important thing for a customer and agent to insure is that they are securely closing their transaction with a title examination going back to sovereignty that is then backed by the most financially stable underwriters available. When you close with Service Title Company, we guarantee and provide that security for every single closing! What’s even better is that it aligns with the values we were founded upon in 1951, and that is with a 100-percent, locally owned and operated title plant and company. We are proud to say that our current Escrow Officer staff has a staggering total of over 160 years of combined title experience and that our title plant staff has an astounding total of over 130 years of combined title experience! When you are closing on likely the largest investment of your life – or are guiding your buyers/ sellers where to close – choose the tried and true. Service Title Company, for a full **Service** closing!

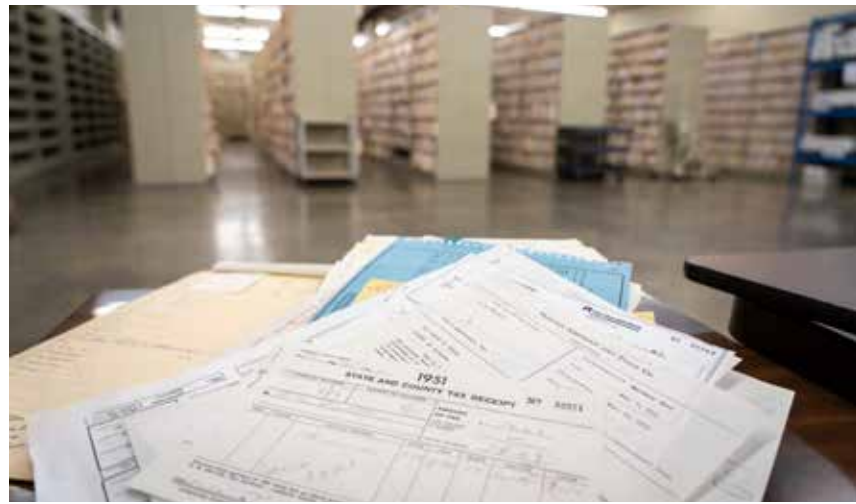
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Photography by Joe Baker



“Fred Timberlake, Sr. 1915-1990”



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Downtown office staff: Denise Rocha, Brandy Guerra, Morgan Fira, Kevin Penner, Debra Dubose, Mellisa Huerta, Michael Stirland, Nic Shute, Michael Boulos

january is blood donation month

make a difference *right now!*

Want to make a difference right now? Consider donating some blood. Blood-bank supplies tend to be low in January because the holidays and the season’s typically inclement weather often keep people from going to a donation site. But, donating blood or blood products, like platelets, is a relatively quick and easy way to make a real difference in the lives of people with serious health problems.

A lot of donors say it makes them feel very fulfilled. Sometimes there are people who need specific platelets that only some donors have, so those donors feel a sense of pride at being called upon to help.

Because blood shortages often occur at the beginning of a new year, the American Red Cross has dubbed January “National Blood Donor Month.” Still, some people won’t donate because they have a fear of needles. Others wrongly assume that donations are being made by other people and their blood isn’t needed, explained Gwen Howell, the blood bank’s chief technologist. This doesn’t bode well for people treated in emergency rooms for injuries and accidents who desperately need blood. People with cancer, transplant recipients, premature babies, and others also may need transfusions.

To protect the health of those who get blood transfusions, donated blood is screened for HIV, hepatitis C and other agents of infection and disease, such as Zika virus. Donors also complete surveys and answer questions that could help doctors identify potential risk so that risk categories and test for different viral markers are identified.

Most healthy adults are able to donate blood, as are teens aged 16 and 17 (with parental permission) in some states. Exceptions include people diagnosed with cancer or those who’ve had cancer surgery in the past five years. People with serious heart conditions and anyone who’s gotten a tattoo in the past year also aren’t allowed to donate blood.

Potential donors also have their blood pressure, weight and hemoglobin levels checked to make sure it’s safe for them to give blood.

It usually takes about 30 minutes to donate a unit of blood. It may take up to two hours to donate platelets. That’s because a machine separates them out of the blood, returning red cells and plasma back to the donor.

While donating their blood, people can read or watch TV. Donors are also offered free drinks and snacks and checked for lightheadedness before they leave. After a blood donation, your body naturally rebuilds your supply of blood.

Donors can give blood about every eight weeks, according to George. Platelets can be donated every two weeks.



▶▶ top producer
Written by Rita Kennedy

real estate
HUB
MONDAY - FRIDAY
9AM

BRANDON

TYLER

Brandon does not
Encounter Problems, only
Opportunities for Solutions

Photography by Joe Baker

Guys like Frank SoRelle, Deron Tucker, Tim Minnix,
Mark Nanny poured knowledge into me

Brandon, wife Reagon, son Bretton Pace. Daughter Danni Lee is due in February!



Brandon in the HUB
Photography by Joe Baker



“Brandon Tyler has the ability to make things work that most people would think are impossible; his creativity and ingenuity in real estate is second to none. Although Brandon’s production is impressive, his most impressive work is done behind the scenes. Brandon’s commitment to his team far surpasses his production accolades. His devotion to helping his team see success is what puts him head and shoulders above the rest. There are a lot of great salesmen that see high production – what separates Brandon is his ability to help others see production.” – Jaden Timmons

Jaden Timmons’ comment reflects Brandon Tyler’s commitment to real estate which began when he was only 18 years old. At that young age, he connected with John Willy and Russ Moore who owned Minnix

Property Management. Learning from the two of them while working onsite at Hickory Tree Apartments and obtaining his license gave Brandon an opportunity to get a running start in the real estate business as well as providing him with mentors who infused knowledge and respect for hard work. Brandon is still friends with them to this day and respects each of them greatly.

Embodying a great work ethic and helping people are Brandon’s passions with regard to the real estate business. He “loves helping people achieve income goals they never thought

possible using real estate as the vehicle to get them there. I love sharing everything I have learned from all those who have poured knowledge into me over the years – guys like Frank SoRelle, Deron Tucker, Tim Minnix, Mark Nanny and more. I love watching someone’s face light up when they ‘get it’; sometimes it’s helping them with one simple piece of the puzzle, sometimes it’s helping with perspective. Whatever ‘it’ is, it’s exciting to help them do the discovery!” He exhibits those passions by striving to make sure that every Progressive Properties client has the best real estate experience possible, and working hard to create a “perfect” real estate experience for each client.

Brandon says, “Real estate is the center or the HUB so to speak of every goal I have. I own multiple companies each of which are real estate based and/or focused. I can confidently say I will always be involved in this industry in multiple capacities.” While focusing on his real estate goals, Brandon is committed to helping clients realize how effortless and easy a transaction is supposed to be. He avoids “getting caught up in needing validation for problem-solving” and focuses instead on being a “real estate solutions expert.” He loves the reaction when a client shows up to closing and says, “Wow, that was way easier than the last time!”

Brandon’s accomplishments include being a principal owner of Rebus Capital, one of the fastest-growing multi-family ownership groups in Texas. They own apartment complexes in several Texas markets from Lubbock to Wichita Falls to Midland/Odessa to Houston and Abilene. He also opened The Real Estate HUB, a first-of-its-kind co-working office for brokers, agents, and other business that complement real estate including **in-house** transaction coordinating services, mortgage broker, insurance agent, architect, designer, and multiple brokerages and it is still grow-

•••

ing. He also has development projects in multiple markets in Texas from student housing to a restaurant and hotels. He currently has ownership in a hotel located in Rosemary Beach, FL, a hotel that's under construction in Austin, a restaurant in Austin, and a new event venue that's in the development stages in Maui. Another of his projects is "flipping" residential and commercial property, which he has been doing for eight years or so. Last year he did 75-plus residential rehabs in Lubbock and other markets.

Brandon's philosophy is centered around the idea that he "does not encounter problems, only opportunities for solutions." This combined with the unique perspective of having agents work together to achieve a common goal makes Brandon unique in his field. In his words, "The definition of success for me has evolved with my tenure. Ten years ago, I would have answered that question with a dollar figure or net-worth number. But now, for me, success is defined by the number of people I can influence and grow. It is further defined by how many agents and people can I help achieve their goals. When it's all over, I will feel I have achieved success if all of those that I know have gained something from me to help them achieve their definition of success." He finds it rewarding to watch agents who never thought they could truly realize their definition of success achieve that and more. Brandon further says, "The world is brutal to so many people - helping someone who thinks because they don't have a college education they can't achieve a certain level of success realize that not only is it possible, it's around the corner if they are willing to put in the work and be teachable."

Brandon's success is furthered by his wife, Reagan, and his children. He says, "It takes a very special woman to put up with me and my commitments. Without her support, there is no way I could have achieved anything that I have up to this point in my life. Bretton Pace, my son, is 5 and in pre-k at Trinity. He is already a full-on salesman and a better closer than I ever have been! My daughter, Danni Lee, is due in February, and the three of us couldn't



Calob Anderson, Brandon Tyler, Jadon Timmons and Joshua Stevenson

be more excited to kiss her face!" Finding a balance between work and family while allowing for time to enjoy other things you love is essential to maintaining a successful business. Brandon enjoys cars, fishing with his son, spontaneous trips with his wife, and, of course, Texas Tech football. When asked about his hobbies, Brandon commented, "Cars! I have had a passion for cars since I was 8 years old riding around with my dad in his 1979 Camaro Z28 from his high school days. I love doing the same with my son, getting a fast convertible out on a sunny summer day and driving to nowhere is the best!" And about football, "Tech football! I have been a season-ticket holder and donor for many years. We look forward to every game but especially love homes games!"

Giving back as he has been given is another of Brandon's goals. He loves and respects the heart of missionaries. In his words, "Thinking about being willing to give up everything you know to share the love of Jesus in a place that probably doesn't want you there, all for the sake of sharing God's word with someone who may never hear it otherwise, is amazing to me. This is the reason I have sponsored several missionaries over the years. Some I have sent on short three- to four-week trips, and others I have sponsored over an extended period of time." Brandon also has a tradition locally (the Lubbock area) where each Christmas we take care of as many families as possible. "There have been years where we have been able to bless as many as 10 families with every-

thing from kids gifts from Santa, to stockings, to Christmas dinner." He further gives back to the Lubbock area by serving on the Wolfforth City Council. Brandon wants to be remembered for making a difference, "a difference in people and in my community."

Brandon would give the following advice to the up and coming REAL Producer...

The first rule to success in this business is you have to show up!

The second is you have to be willing to do what others aren't willing to do.

Don't get in your own way! So many agents create their own problems - don't! This job is hard enough without you working against yourself.

Focus! You have to have focus, focus on your day, focus on your goals, and focus on what is most important, God and family.

You need real-life situational experience, not just classroom education. Classroom education is great and a must, but there is no class that can teach you how to handle every real-life real estate situation.

Contact Brandon at 806-239-0962, brandon@trustprogressive.com.

To nominate a Top Producer, please contact Kathy McCandless Pettit at 806-368-1526, kathy.pettit@realproducersmag.com.

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» rising star

CHRISTY

Jolly

We were all born to be exceptional, not just average. It's not about being perfect, it's about effort.

When did you start your career in real estate?

June 30, 2014, but I went full time in January 2018.

What did you do before becoming a realtor?

I was in medical sales for about 16 years. With so many changes in the medical industry, I was ready to make a change to another industry that I knew I would fall in love with.

What are you passionate about right now in your business?

I am very passionate about helping others. We have to take off our own shoes in order to walk in other's shoes. I want to connect with people, give them an experience and a sense of value. I am the trusted advisor when it comes to being an expert in real estate. It's my mission to take any situation and turn it into a meaningful experience.

What has been the most rewarding part of your business?

My business is based on developing relationships and building trust with the people I am blessed to come in contact with. To see the excitement and joy that people experience when they find their dream home. When people have exceptional experiences, they refer others to you knowing and trusting that you will give them the same great experience and value.

What was your biggest challenge as a realtor?

I am a perfectionist, and I want everyone to have an amazing experience when it comes to buying and selling a home. The biggest challenge is learning to be patient. It takes time to build trust, learn personalities and grow relationships that develop into friendships and lifelong clients. Patience requires wisdom and skills that I work on daily.

How does real estate fit into your dreams and goals?

Real estate has given me the opportunity to learn what significance is. Every day is an opportunity to touch a life, to help someone. At the end of the day, I ask myself: Who did I help today? Who helped me today? What did I learn?

What's your favorite part of being a realtor?

Knowing that I can make a difference in people's lives. Everyone thinks only superheroes can change the world, but we, as individuals, are changing the world one family and household at a time.

Define success.

We were all born to be exceptional, not just average. It's not about being perfect, it's about effort. When you bring that effort every single day, that's where transformation happens. That's how change occurs. I strive to be significant and live my life with

•••



Photography by Amy Lester



Christy and her sons, Conner and Carson



Photography by Amy Lester



purpose. When you're willing to put in the work, you literally can become anything.

How many years have you been a realtor?

Four years total. I worked in medical sales for the first three years that I was in real estate. As a single mother, it's scary to take that leap into a world not knowing when your next transaction will happen. God had other plans for me. He knew I could make a difference and I could make a very comfortable living being a full-time Realtor. This has been the most rewarding career and the best decision ever.

What awards have you achieved as a realtor?

I have received the Outstanding Agent award. I have also received Top Agent in Sponsoring and Mentoring Award.

Favorite books?

I love *The Shack*, *The Secret*, *Girl Wash Your Face*, *The 12 Week Year*.

How are you different?

I believe in creating value with the lives we touch. The old-school way is still the best way. I write handwritten notes, I drop off gifts to clients, I have an annual gratitude appreciation event for

my past and present clients, client appreciation car wash, and the list goes on. The relationship doesn't end just because the transaction is complete; I continue to stay in contact throughout the year, year after year.

What do you want to be remembered for?

I want to be remembered for adding something to people's lives which cannot be bought or measured with money, and that is called sincerity and integrity.

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

If you don't have a target to aim at, you will hit something random every time. Don't leave today's version of you to a random chance. You get to choose, in this moment, how you want to show up in this world. Be present without limitations because you can do anything you set your mind to.

Contact Christy Jolly at 806-252-1709, Christy@Exitlubbock.com

To nominate a Rising Star, please contact Kathy McCandless Pettit at 806-368-1526, kathy.pettit@realproducersmag.com.

JANUARY is literacy month **BRAILLE**

By Cassie Johnston

Currently, there are more than 100 children living with a vision impairment in Lubbock



Bryce, who is diagnosed with Alstrom Syndrome, has been learning to read braille since she was 3 years old. If you ask Bryce how she can read being blind she will tell you, "I read with my fingers." Currently, there are more than 100 children living with a vision impairment in Lubbock and the surrounding areas, many of whom are learning to read and write using braille, just like Bryce.

To help promote the importance of the braille system to the blind and visually impaired community, January is recognized as National Braille Literacy Month. January was chosen for this celebration because it is the birth month of Louis Braille, the inventor of the system of raised dots we now call braille and is used today in almost every country in the world, adapted to almost every known language from Albanian to Zulu.

Even though braille itself is not considered a language, learning braille as an adult is indeed like learning a new language. In addition to memorizing the dot configurations of the alphabet, numbers, punctuation, and contractions, you also need significant finger sensitivity to feel and recognize the dot combinations.

At Cooper-North Elementary, 9-year-old Bryce sits with her teacher at a desk in her fourth-grade classroom. Although she's learning alongside her classmates, her desk is significantly different than the other students'. On Bryce's desk, which is three times larger than the other desks, sits a Perkins Braille machine, an electronic Mount Batten Brailier, a slate and stylus, and a BrailleNote Touch (tablet with braille software). The teacher sitting next to Bryce is her teacher of the visually impaired. By now you have probably inferred that Bryce is blind.

In a general education context, it is well-documented that children benefit from building a strong foundation of literacy skills during their preschool years. This is often more challenging for young braille readers who lack access to the incidental learning readily absorbed by sighted children. (TV, books, iPhones, billboards, signs, facial expressions and body language, etc.) However, braille education remains important for developing reading skills among blind and visually impaired children, and braille literacy correlates with higher employment rates as adults.

Over 150 million people continue to use braille around the world today.



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2019

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