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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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Photography by Joe Baker

June Wagner-Wachtel

June never forgets what an emotional and financial investment it is for the family

...

“Lubbock truly has the friendliest people in the world.”

June Wagner-Wachtel has been a realtor in Lubbock for twelve years, when Alice Barasch, a legend at the Century 21 office, invited her to join the John Walton family. She was a great mentor. When their office went to tour homes, Alice would sit in the co-pilot seat while June drove. Alice knew June where every cul de sac and through street was. Alice had a GPS in her head and knew every neighborhood. It wasn't long and June had a GPS in her head too.

June's interest in real estate began long before that. It is her family business, so to speak, and she grew up listening to her grandfather and her mother speak about their various real estate undertakings, both commercial and residential. Her grandfather's last project was an old 1905 mansion on the Danish sound of Oresund, just north of Copenhagen, where he had visited a childhood friend. The home was in terrible disrepair, but he lovingly restored it to its former grandeur, and it was the place my brother and I spent many summers when we were growing up.

Before becoming a realtor, June was the editor at the National Business Education Association in the Washington, D.C. area. She states, “I also wrote a newsletter that dealt with timely topics in business, such as technology, entrepreneurship, and so forth. This is where I honed my communication skills, something that is crucial in real estate.”

Real estate is a field that technology seems to be transforming on a day to day basis. June loves being able to give a client in another city or state a “tour” of a home in Lubbock via FaceTime. It is not a substitute for visiting a home in person, but June put it to work and it helped a husband and wife narrow down their choices. The husband was here in Lubbock, and the wife was in Dallas. They were able to “tour” the homes together.

Lubbock is a university town, and Texas Tech attracts faculty and students from all over the world. June enjoys meeting people from all backgrounds and cultures. Being sensitive to their needs and customs is key. “I helped a family from Nepal find a home, and when the day came to close on the home, their parents flew all the way from Nepal to be at the closing. They wore their native dress, and it was a lovely, festive occasion,” June remembers with fondness.



“

June is a constant professional and always keeps in mind that buying a home is one of the largest undertakings in a person's life.

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June is a constant professional and always keeps in mind that buying a home is one of the largest undertakings in a person's life. It ranks right up there with getting married, having children, and choosing a career. She never forgets what an emotional and financial investment it is for the family. Often it is the culmination of years of dreaming and saving. She seeks to make the whole process as easy and painless as possible, as the path to home ownership has become more complicated with the new lending regulations and the sheer amount of paperwork involved from start to finish. Often her job involves helping people coordinate their documents for lenders and helping them navigate and understand the inspection process on the home.

Years later, it is often time for the family to get a larger home or pursue a career opportunity in another state or country. There are often bittersweet emotions connected to a sale, and it is important to respect that. June considers it an honor and privilege to participate in one of life's key milestones and enjoys working with families multiple times.

June has been a Top Producer in the Century 21 office every year since starting in 2006 and have also ranked high in the North Texas region for total volume of sales.



When June am not practicing real estate, which is most of the time, I enjoy reading and serving on various boards, among them the Lubbock Symphony, the Faculty Women's Club of the Texas Tech Health Sciences Center, the Lubbock County Medical Society Alliance, and Congregation Shaareth Israel. June and her husband enjoy traveling, going to the symphony, visiting with neighbors, and taking quiet walks in our neighborhood. She goes on to say, "When we come home from our travels, we are always so happy to be home. Lubbock truly has the friendliest people in the world."

Awards and Professional Designations

- 2017 - Masters Emerald
- 2016 - Masters Diamond
- 2015 - Masters Emerald
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- 2014 - Masters Diamond
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REALTOR® DAY AT THE TEXAS CAPITOL

Vanessa Dirks, Lubbock Association of REALTORS 2019



Originally referred to as The Hill Visit, it was changed in 2017 to Realtor® Day at the Texas Capitol. My first opportunity to attend this event was in 2011.

I joked that it was my consolation prize for not being accepted into that year's Texas Realtor® Leadership Program (TRLP), but I came to realize it was anything but a consolation prize. Attending was a pivotal point for me and a catalyst for me becoming President today. It made me realize that being a Realtor® is more than buying, selling, or managing property.

At this event, which is held during legislative years, Texas Realtors® gather and meet with their representatives about issues that affect private property rights and the real estate profession. Common topics that are on the agenda are: eminent domain, transportation, rental regulations and of course, property taxes.

In 2017, over 2,500 Texas Realtors® met with all 181 legislators and their staff, to help educate them on the effects of proposed legislation. Texas Realtors®

staff, including Regional Field Representatives like our own Michael Reeves, will read and monitor every bill that is proposed. They look for any part that will affect private property rights and the real estate profession. Those pieces are analyzed and talking points are created on how that bill positively or negatively affects our industry.

March 26, 2019, is the next Realtor® Day at the Texas Capitol. I highly encourage you to attend this one-day, fast-paced event. You'll realize that Texas Realtors®, along with our political action committee, TREPAC, are the epitome of grassroots efforts. If you would like more information on attending this event, please contact myself, Cade Fowler or Ken Harlan.

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What Do You Know about Your

CUSTOMER SERVICE?

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Jacky Howard



I know there have been hundreds if not thousands of articles, books, studies, statistics, and nauseam about customer service. We all could write a book on what we consider such outstanding service. I've seen businesses that produced a fine product but delivered inferior service... and guess what? That business no more. Bottom Line — people want to be treated well and here's the hard cold truth: we think we know what it takes for superior customer service, however, what we think is not what we practice. When it comes to delivering customer service, we are all inconsistent at best. I point the finger of fault to the culprit of self-obliviousness. I know, that's a big word to say that we just do not have a grasp of our own service level. Why? Well, thanks for asking, let's discuss...

Before we start to remember this, for it will be handy later: One satisfied client can generate future referrals, exponentially. One negative review can spark a brush fire!

What do you know about your customer service? Is it important to know? Ask yourself, "What kind of service do I offer?" Is your answer, "good", or, "I'm not really sure." Just how do you know?

Here is the quandary: the only way to find out is to ask the client. Ouch! "I really don't want to do that. I'm afraid of the answer." Well, put on your big boy britches and dive in.

Sure, we love to hear how well we did and how great we are, but are we really interested in knowing how we can get better? Granted not every client will be a happy camper. But if

you keep running into the same issues again and again, perhaps it's time for a gut check. It may be you?!

Do you have what it takes to ask these questions... "How would you rate my level of service? Do I represent my business well? Did I take care of your needs? What could I improve?" Remember, as professionals in the world of real estate, we have a fiduciary duty to put the clients' needs above our own. Our Buyers and Sellers are dealing with the largest single investment in their lives and by golly they want service! You better deliver!

Now if you do a great job, you will know it throughout the business process, as clients usually tell you and everyone gets that warm fuzzy. What if that warm fuzzy is growing cooler and cooler or, perhaps it never happens at all. You probably need to know why. You need to know. You probably need to know why. You need to know what slipped through the cracks. Please note: though you may not want to deal with this individual again, you must still deliver exemplary service because it's your duty and you just want to keep them from telling 1,000 Facebook friends about how bad you really aren't. Believe it or not, I've had few challenged clients in my career. One, in particular, had pushed my buttons to the point of me wanting to drive him out to see a vacant country property and conveniently leaving him behind. But I didn't. I pressed on through smiles and service. We closed. You want to know what he had the nerve to say? "Well if you can put up with me, you're all right! I'll tell everyone I know to call you!" What?!!? He liked me and my level of service to the point of sending me

referrals? Yes, he did. Several in fact.

Look, guys — the referrals are the fruit of simply doing what's right, which means being proactive and putting others first! This is why I want to know how my clients liked my service as well as what they disliked. From this, I can improve on all aspects of my business, which gives me permission to ask for referrals.

Do you know the number one complaint of consumers regarding our industry? Lack of communication. So, proactively, PICK UP THE DING-DANG PHONE! For example, if a seller has to call you wanting an update, you are in reaction mode and not proactive. Customer service fail and a failed opportunity to ask for a referral. The average buyer and seller have no clue what we do behind the scenes, and it doesn't matter. They just need to know they are our #1 priority and nothing else matters! They just need to feel and trust you have their best interest and business as a top priority. How will they know? A proactive means of communication.

But, are we too afraid of the truth? Can we handle the truth? Look, this is my livelihood and I want to know not only what I did right, but what I did wrong. If I treat my clients like a transaction, then they are nothing more than that.

Question: *How many transactions refer business to you?*

Here's my thought. Find out how you are doing, whether good or bad.

Ask the tough questions and find out about your business. You can't be

all things to all people, but there is always room for improvement for the things you can be.

Here are some ways to evaluate your customer service performance:

Find out about your business. A phone call or face to face is my preference. Do what works best for you. Ask questions like "How am I doing?" "Did I put your interests first?" "What can I do to improve my service?"

Improve on what you do right and do that well.

Fix what 'slips through the cracks' and then do that well.

Oh, and no matter what size the sale, large or small, treat everyone equally. The small client could purchase more over time, but more importantly, they may refer you to your next large client.

Stay in touch with your clients. You are their advisor; this is more than a title, it is a perception from the belief that they will promote your good name to their circle of influence and seek you out for the high level of services you offer.

Friends, always treat others better than you want to be treated, because the referral fruit is easier to ask for when you do the right things, regardless!

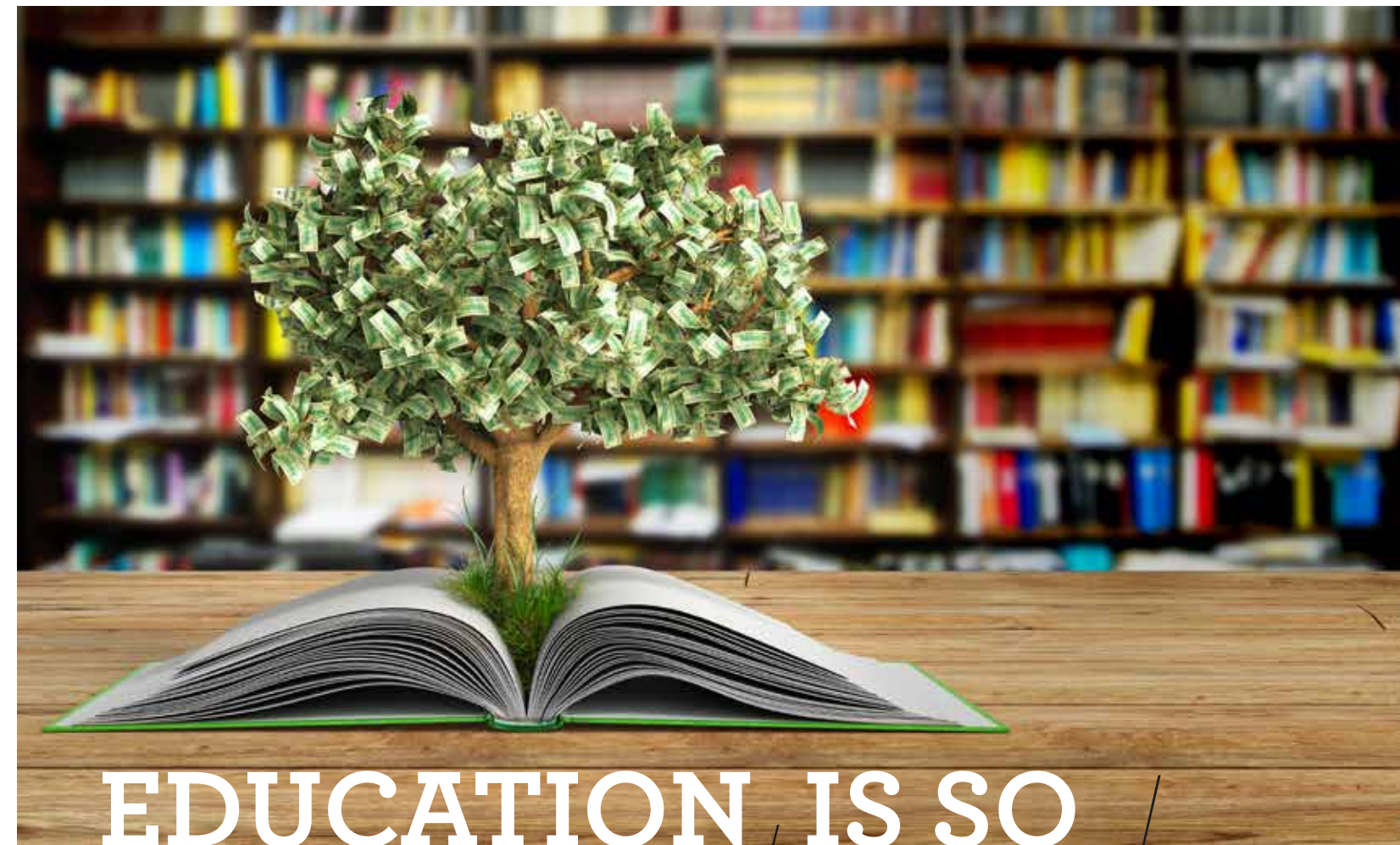
Remember: one good referral is gold, one bad review could be career-changing.

So, know your level of service and make it better!



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Donna Sue Clements,
 on behalf of the LAR
 Education Task Force

Did you know you can get some really great CE and SAE classes right here at the Lubbock Association of Realtors? Check out our calendar of live and webcast classes at www.lubbockrealtors.com and click on our calendar link to view upcoming classes. Registration can be done right online with a credit card for payment. If you have any questions at all or prefer to register in person, our helpful staff at the Board Office can help!

Check out our GRI (Graduate Realtor Institute) class that's scheduled for the end of March. GRI classes are not only a great review of best practices but also count for SAE and CE credit. This designation is one that can be completed with three classes and we have these scheduled in sequence to complete the GRI designation in approximately 18 months.

Another class offering relevant to all Realtors are Legal I and Legal II Updates. These update classes are required of all license holders with each two-year renewal. We have these classes scheduled approximately once per quarter.

Our most popular class has been the Staging Class where Realtors learn to create visually appealing spaces in their listings. This class is one that is interactive and you actually learn by doing! This is a multi-day class culminates with a field trip and a live staging exercise. Check it out—I have only heard positive comments about this unique class.


I challenge each Realtor in our Association to schedule at least one CE/SAE class locally in 2019.




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

I started my career as a Realtor in March of 2015 and have had four really great years.

What did you do before you became a realtor?

My husband, Ed, and I have been married for almost 29 years, and in that time we have lived in several states across the country. We raised two wonderful daughters who have now both graduated with engineering degrees. It runs in the family! (More on this later in my answers.) Our family meetings are like board meetings, complete with agendas, lists, results and plans! It's awesome and I couldn't imagine it any other way.

I have worked as an Engineer for Texas Instruments and PepsiCo both in the DFW area. My specialty was in Manufacturing and Operations. Thinking back, one of the coolest things I got to do at PepsiCo was manage the production department for the initial Crystal Pepsi roll out! Remember that back in the early 90s? I was also trained as a taste tester for Pepsi and Diet Pepsi. I can tell right away if the flavors are expired or out of tolerance.



Photography by Joe Baker

A few years ago we had a choice of moving to upstate New York or retiring and coming home to Texas. I'm totally sure we made the right choice!

What are you passionate about right now in your business?

Education is vital to providing the best service and representation to our clients. I am passionate about providing continuing education opportunities here in West Texas. I work with a talented group of Realtors who volunteer their time on the Lubbock Association of Realtors Education Task Force. Every month we review and set the calendar for SAE and CE classes for our members. Our goal is to provide the very best in education via webcasts and in person classes in a variety of relevant topics.

What has been the most rewarding part of your business?

The absolute most rewarding part of my "job" is helping folks navigate the largest purchase of their lives by keeping them informed, on track, and proposing solutions to problems thought to be unsolvable! I work with a team of the very best business partners to provide the highest level of service to my clients has been rewarding as well. I love working with like-minded colleagues from whom I learn from every day and on every transaction. We all benefit from shared knowledge and experience and this is true success in my book!

What was your biggest challenge as a realtor?

My biggest challenge as a Realtor has been the fact that I started my business four short years ago. However, I was fortunate to be surrounded by a great group of Realtors who helped me get my business off the ground and growing.

How does real estate fit into your dreams and goals?

My husband, Ed, and I are both "retired" and are so glad to be back home in Texas! Being a Realtor is a central part of our personal business. We both leverage our industry background and experience to analyze and understand the Lubbock market, set our business plan and execute for success.

What's your favorite part of being a realtor?

For my clients: Starting the home

buying/home selling process as a trusted advisor and by the time we close, we are like family! For my family: The flexibility of my work schedule allows me to spend time with my husband and daughters on our own terms and schedules. For me: I love the fact that my business changes daily, actually by the minute, and no two transactions and clients are the same.

Tell us about your family.

We are all engineers and we are nerds! It's true but here's a little more detail: My West Texas roots run deep. We are three generations of Texas Tech Engineers/Engineers! My dad went to school here at Tech and was a Mechanical Engineer. My husband, Ed (Electrical Engineer), and I (Industrial Engineer) met here while we were in school at Tech. Our eldest daughter received both her Industrial Engineering degree and Masters in Systems Engineering from

Tech! Our youngest daughter, ever the independent, is an Environmental Engineer and graduated from...wait for it...Alabama!

What was your total volume last year?

2018 was my best year in real estate ever! My sales increased from 2017 by 41%. I was honored to receive the National 100% Club Award.

What do you do to support the Realtor profession?

I am very involved in our Realtor Association. I have been on the Education Task Force as a member and this is my second year as Chairman. I am a Texas Realtor Leadership Program (TRLP) graduate and a Major TRE-PAC donor. This year in 2019, I have been honored to serve my first term on our LAR Board of Directors. I feel strongly about helping and serving my fellow Realtors to make our profession and association stronger, more informed and most respected.



Photography by Joe Baker



Photography by Joe Baker



Ed and Donna Sue Clements



Donna Sue's daughter, Lauren Clements



Emma Clements, Donna Sue's youngest Engineer

••• Favorite books?

I am struggling on this question because there are so many great business books on goal setting, best practices, schedule making, self-improvement and so on. I am going to take this question a different way and mention a couple of very memorable books for me on a different level:

—*The Hobbit and Lord of the Rings* trilogy by JRR Tolkien

Such a great adventure books with many life lessons and quotes I love! "A single dream is more powerful than a thousand realities."

"May it be a light to you in dark places when all other lights go out."

"All we have to decide is what to do with the time that is given to us."

—*To Kill A Mockingbird* by Harper Lee

This book made such an impression on me and I still regard it to be my favorite high school reading assignment! "You never really understand a person until you consider things from his point of view."

"The one thing that doesn't abide by majority rule is a person's conscience."

Are there any charities or organizations you support?

I have supported the Girl Scouts for over 45 years as a Girl Scout myself, a leader when our daughters were Girl Scouts, and through my sorority

philanthropy. Girl Scouts is a structured way to learn, via a variety of topics and experiences, how to have confidence in yourself and actively participate in a group setting. It provides valuable activities and leadership training; I currently support Girl Scouts through our Lubbock United Way Campaign!

What are your hobbies and interests outside of the business?

I love to plant flowers and work in the yard. I also love to bargain shop—it's like a sport for me and I get rewarded with BLING! My family and I love to do trivia night when we get together. We actually hold trivia titles in a couple of venues in Lubbock and Tuscaloosa!

How are you different?

Real estate transactions can be stressful. I am different in the way I approach every client and every sale from a new and personalized angle. I go out of my way to ensure my clients are comfortable with the process and are informed at every step. I always focus on reaching people and establishing a relationship. It's the relationships, along with the trust and information, and that differentiates me. Finally, I LOVE to have fun! I really specialize in turning a potentially stressful time in to an enjoyable experience where everyone has fun.

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

Be tenacious: don't give up and don't get down.
Be a student: look to learn from every situation and every person you work with.
Be goal driven: write your goals down, implement a way to measure them, and track your progress.
Be fearless: don't let perfection paralyze you; re-evaluate your process looking for the best practice... every transaction.

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

Thank you to the Lubbock Realtor community for welcoming me in to the real estate business! I hold each of you in high regard and with great appreciation for the opportunity I have been blessed with!

Donna Sue Clements,
Realtor, GRI, TRLP
DonnaSue@REMAXLubbock.com
(806)782-8983

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

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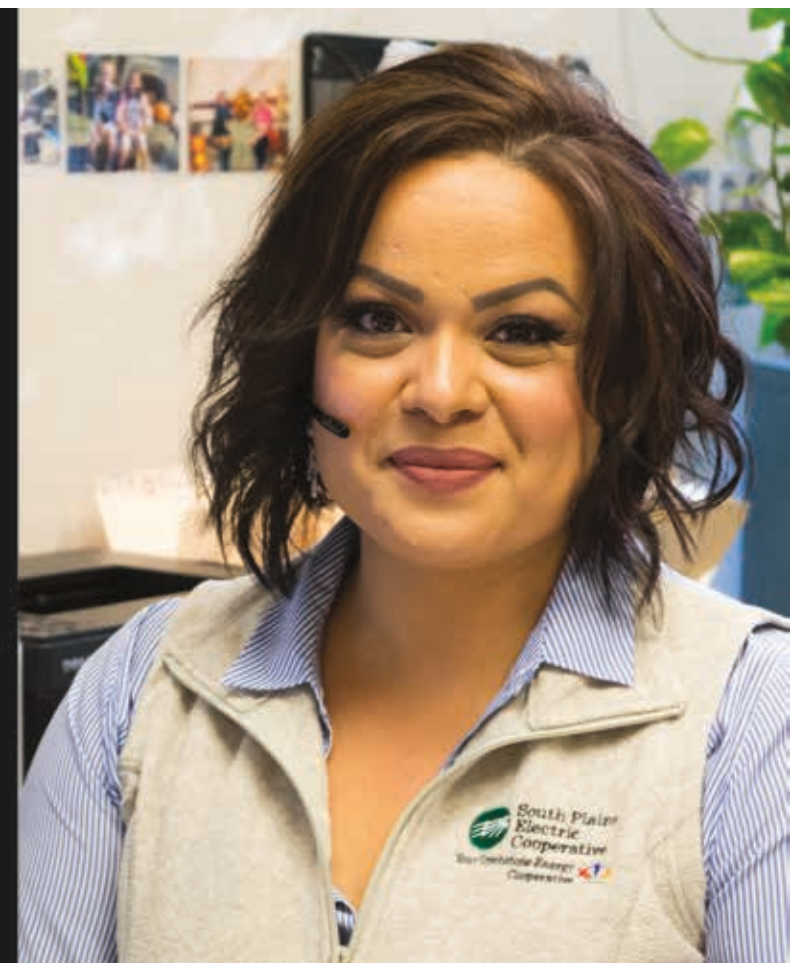
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