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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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publisher note ◀◀

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THE REAL ESTATE COMMUNITY



Our purpose is to inform and inspire real estate agents and to celebrate their lives and careers. We are eager to help build a closer-knit community of REALTORS® and real estate professionals.

We do this by featuring top producing agents, rising stars, brokers, real estate affiliates and more who are nominated by you. The headliners who are chosen are featured not only based on their success but also because of their contribution to the community and to the industry. You are offered an exclusive, inside look at their lives and careers. Periodically, you will see content contributed by your REALTOR® associates who are pillars of the local community and who make a positive difference in the lives of others.

This magazine is provided free of charge to REALTORS®. The cost of production, printing, and mailing is covered by our preferred advertising partners. We do our best to ensure our selected advertising partners are ones you recommend who will provide the quality and type of services that benefit you. We welcome your contribution of ideas, nominations of REALTORS® for feature stories and suggestions for potential advertising partners.

Along with the monthly publication, we will host various social events to bring the REALTOR® community closer together. Events are relaxed and fun with food, drinks, and music.

By now, many of you have either met me or we have become indirectly acquainted through word of mouth or this publication. I am eager to meet each and every one of you. Please reach out to me with ideas, nominations or simply a conversation.

Thank you again to our business partners who allow this magazine to be free to all top producers. Thank you also to the many REALTORS® who contribute to and collaborate with Lubbock Real Producers. We admire your respect and love for the community and your industry. Lubbock Real Producers would not exist without you!

Lucky Me, I Live in Lubbock!

KATHY MCCANDLESS PETTIT

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77% of Buyers Easily Visualize a Staged Home as a Future Home!



Photo Courtesy of Kristen Bednarz

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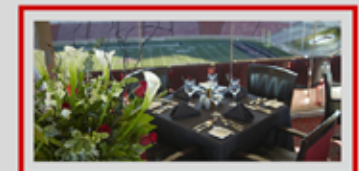
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CONTRACT 2 CLOSE,

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Contract 2 Close Team.
Valerie Bueno, Listing Coordinator; Betsey Timmons, Owner; Marisa Carrasco, Lead
Transaction Coordinator; Delaney Johnson, Administrative & Listings Assistant
Photo by Joe Baker

Realtors are busy individuals. From marketing your business to generating leads to showing homes and working with buyers and sellers, there is so much work that goes into maintaining a successful career in the industry. Contract 2 Close understands that your time is better spent focusing on your clients and focusing less on the administrative side of your job—and this is where they come in.

Contract 2 Close offers services to real estate agents that allow them to focus on generating continuous business.

“Oftentimes in real estate agents are only able a few transactions at a time to manage,” said Betsey Timmons, owner of Contract 2 Close. “There is a great deal of communication and paperwork to keep track of after a property goes under contract. We take over and assist agents with the communication, follow-up, and paperwork required to ensure a timely and smooth transaction. This assistance allows the agent to continue generating more leads, working with new buyers and sellers and ultimately increase their business.”

Contract 2 Close also offers listing services, an additional tool that Realtors can utilize to free up agents’ time.

Betsey made the decision to start working towards her real estate license after she and her husband, Cody, sold some farmland that they owned. Instead of hiring a real estate agent for the transaction, they opted to consult with a real estate attorney to complete the process. She fell in love with everything she learned during the transaction. Soon after, the family moved from Amarillo to Lubbock and bought and sold property again, and that’s when she began pursuing her license.





Betsey Timmons and Marisa Carrasco
Photo by Joe Baker

•••

Contract 2 Close in Lubbock came to fruition after Betsey was scrolling through Facebook and a post from a Realtor caught her eye.

“The post started out with ‘6 degrees of Kevin Bacon-Who do you know that I need to know?’ The person who had posted was looking for someone who loved the paperwork part of real estate and not so much the actual real estate practice portion. The post absolutely called to me,” Betsey said. “I had ultimately realized that working directly with buyers and sellers was not my strong suit. I did, however, love the paperwork side.”

Betsey purchased the business from its original founder and opened the doors of Contract 2 Close on April 20, 2017. Now, she employs four wonderful ladies to help her with her business.

Over the course of the two years since opening, Betsey said she and her team have often revisited their goals and plans for the future and have made changes to the services they offer.

“In the beginning, we tried to offer many more services than what we offer now. Ultimately the decision was made to offer services that we love doing, and we can excel at. ‘Love what you do and do you what you love,’” she said. “As a company, we found what we excelled at and that is what we focus on.”



Betsey Timmons, Owner • Photo by Joe Baker



Marisa Carrasco, Lead Transaction Coordinator • Photo by Joe Baker



Valerie Bueno, Listing Coordinator
Photo by Joe Baker

She added that if they are unable to provide a specific service for a client, they love to refer their clients to other experts in the field that may be able to assist.

“My team and I pride ourselves on the constant adaptation of our systems. We often laugh at the fact that in the beginning we wrote everything by hand on whiteboards and now have extensive digital spreadsheet systems that continue to evolve with our clients’ needs,” she said.

When asked what advice she would give to individuals looking to pursue a similar career, Betsey said, “I would say find an area you can be the expert of. I try to be very specific when assigning responsibilities to my team. We each take a great deal of pride in executing our specific responsibilities at a high level. It is truly an amazing feeling when we can walk away at the end of the day and know without a doubt, we accomplished so many things.”

Betsey and her family, consisting of her husband and three kids, JB, 12, Taylor, 11, and Charlie, 7, live in Highland Oaks and enjoy traveling, golfing, pool time and other outdoor activities. “Anything we can do as a family,” she said.



▶▶ letter from the president

TEXAS REALTORS®

REALTORS DOUBLE AS COMMUNITY AMBASSADORS

Vanessa Dirks, Lubbock Association of REALTORS 2019

It’s possible that you’ve heard me say this before, but as REALTORS®, we are ambassadors to our community. We each do our part by being involved with organizations, churches, politics, clubs and non-profits, with the hope of making our community better. Even within our own association we have Walk With Pride, where we provide shoes to kids in our community that need them most. We give to several organizations/non-profits each year, but the biggest being the Lubbock Area United Way.

In 1999, an employee of Lubbock Association of REALTORS® gave the first gift to the Lubbock Area United Way. That was a seed planted. The momentum has built tremendously in the 20 years since then. In 2004, when I was an assistant to Teresa Critz and Lisa Pearce, I helped them call and deliver packets of pledge

forms to other members of the association. That is a whole other story, but I’ll save that for another time. I then served on the United Way Committee when I became licensed and joined as a REALTOR®. The United Way Committee puts in a lot of work to raise funds and spread the word of United Way within our association. How much work, you ask? In 2012 the total giving for the association was \$27,833. In 2018, we raised just over \$100,000. <insert all the emojis here>

In 2013, we joined the Jumpstart Program. The jumpstart program is a hand full of businesses, associations and other organizations that are the very first to kick-off the fundraising year. The Jumpstarts work do the majority of their fundraising before the official United Way Campaign begins.

In 2018, under United Way Campaign Chair Doug Hensley, a total of \$5,824,983 was raised. This year, one of our very own, Tony Lloyd of RE/MAX Lubbock (and 2006 LAR President), is the United Way Campaign Chair. The official goal has not been set, but the mark will be high. Our involvement goes even further, with REALTOR® members Crystal Edwards and Joy Daniel, and affiliate member Tammi Wood dedicating time to serving on The

United Way Board of Directors and fundraising campaign.

The Lubbock Area United Way works with 23 community partners that address issues affecting our community. Issues like illiteracy, childhood development, family enrichment, homelessness, crisis management and so much more. If you think Goodwill is just a place to pop some tags or to drop off your unwanted stuff, you’ve got some things to learn. I invite you to tour a few of the agencies with us this summer. I guarantee you will learn something new about these organizations. Even if that “something” is realizing how blessed we truly are, it is definitely worth the time. The date will be announced soon, so please watch the association emails and the Facebook Member page.

Help us kick off the 2019 campaign by joining us on May 3rd with a “Throw Back Prom Night.” It will be a fun, memorable event that you will not want to miss!

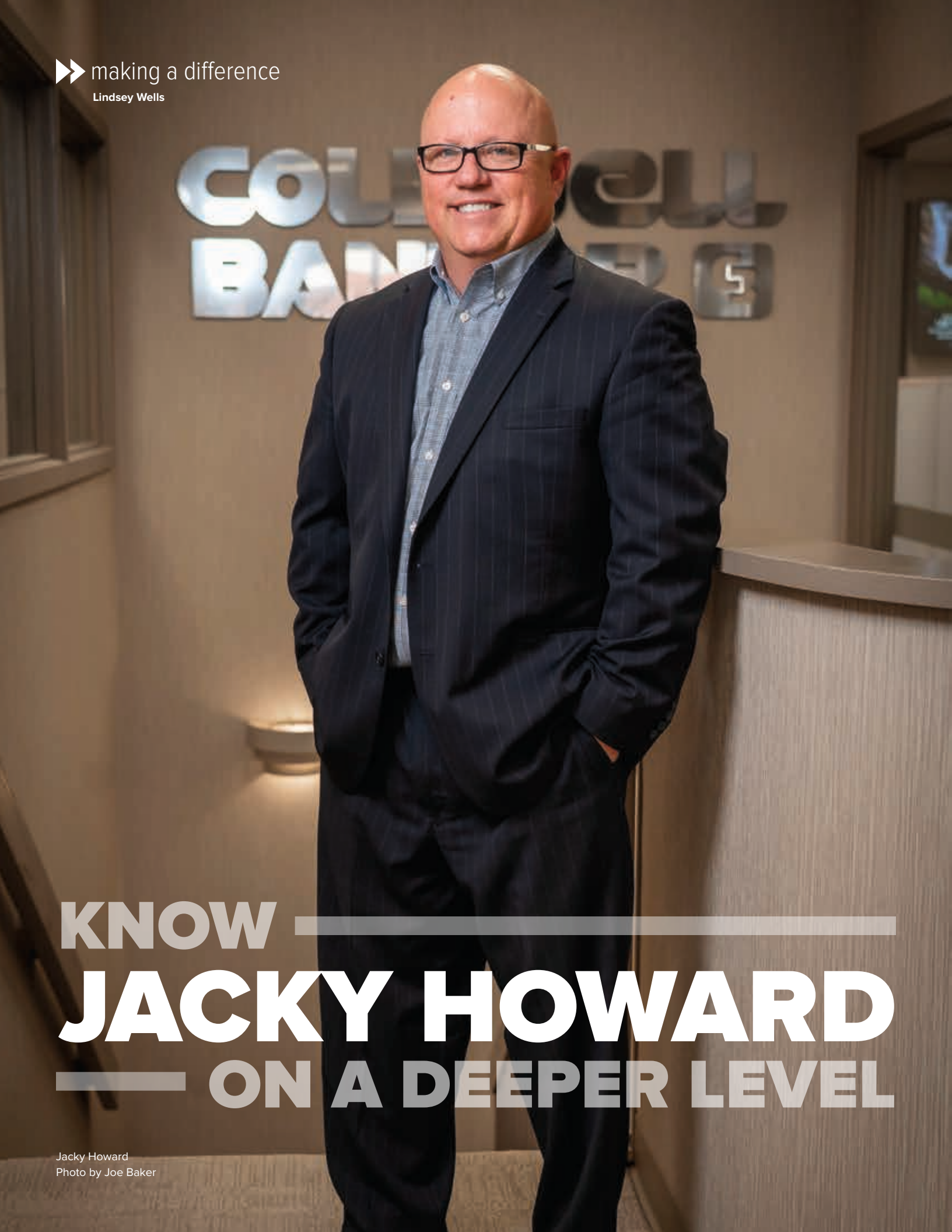
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KNOW JACKY HOWARD ON A DEEPER LEVEL

Jacky Howard
Photo by Joe Baker



Luke, Jacky, Sharee and Lexi Howard
Photo by Joe Baker

HE'S JUST AS EXCITED TODAY AS HE WAS 17 YEARS AGO WHEN HE BEGAN IN THE INDUSTRY.

How many REALTORS can say that what they do for a living is still as exciting today as it was when they began in the industry? Realtor Jacky Howard with Coldwell Banker has learned the ins and outs of the real estate industry since jumping in with both feet in 2002, and he said that the excitement of handing the keys over to a new homeowner is still one of the most rewarding aspects of his job, even 17 years later.

Jacky spent over 20 years in the food industry before switching gears and getting into real estate. Before graduating from Texas Tech, he worked in all facets of food service. After graduating, he worked in marketing, sales, and training in institutional food service and also spent some time on the retail side.

Fast-forward 17 years and Jacky is now a top-performing REALTOR in Lubbock, having ended each year in the Top 5 percent of Lubbock Realtors since 2007. In addition, he achieved the International Presidents Circle for Coldwell Banker since 2010, an honor only 5 percent of Coldwell Banker Agents internationally enjoy.

He is also very active in The Lubbock Association of REALTORS®. Jacky served on the Board of Directors in 2013-15, was elected secretary/treasurer for 2016, served as presi-

dent-elect in 2017 and president in 2018. He has also served and chaired several committees and task forces.



Jacky Howard
Photo by Joe Baker



Jacky Howard
Photo by Joe Baker

He went on to explain, “The internet is a wonderful place to get information and help, but it cannot provide the personal touch that is needed to navigate a successful title transfer. This is one of several reasons why I stress the importance of professionalism in the real estate industry. The consumer needs a professional to put it all together, from gaining access to homes to view, organization inspections and repairs, and title and lender issues. The professional needs to have the knowledge to successfully evaluate market trends and conditions to advise the seller on pricing and marketing campaigns.

“Purely put, the internet cannot walk a consumer through the process, especially when unforeseen events occur,” he said, adding that he believes every real estate professional should buy and sell a primary residence every six years in order to be able to empathize with their clients.

Jacky counts his ability to get to know people on a deep level as his greatest strength, and said that his career in real estate has allowed him the opportunity to grow and excel in doing that, in addition to being able to spend time with his family and have a greater degree of control in his schedule.

“On the business side, I work with a company that not only supports me with cutting edge technology and backing, but the spiritual covering catapults me to a level I cannot explain,” he said. “As I worked in corporate America, I came to this realization: that the grass is not always greener on the other side. Coldwell Banker is my home and family. Even though I’m an independent contractor, I’m not alone. I know I have their support to build my business. My dreams and goals are only limited by what rattles around between my ears.”

Outside of work, Jacky simply enjoys spending time with his family, and they can usually be found watching Texas Tech and KPA sports or camping. Jacky is also a professional musician, primarily playing in his church, though he does occasionally play with local musicians, too.

“My family is my life, and I would be lost without them. My wife is incredible. Only God comes before my family,” he said. “There have been times where my priorities were misaligned, putting business or myself first. God and my family hold me accountable, as they should, so that I may keep on the right track!”

How does Jacky want to be remembered? He said, “For others to say, ‘That Jacky Howard...I’d love to have a cup of coffee with him.’”



Lexi, Jacky and Luke
Photo by Joe Baker

So, what sets him apart from the rest? Perhaps it’s his compassion and thirst for knowledge.

“I love knowledge. I have a thirst to know about this industry, how it works, ticks and what our markets are doing. I want to continue to be better. I want to put people first. I’m not perfect, and I can’t be all things to all people, but I can do my best,” he said. “How I do my best is to constantly seek wisdom, knowledge, understanding and trust my Lord. These things hold more value than silver or rubies.

“I guess what makes me different is I have compassion, yet I try to hold my emotions—let’s put the drama aside and figure how to make it work. I will admit, I still get choked up when I hear our National Anthem. I reflect on the freedoms I enjoy, knowing many families sacrificed it all for our country!”

The way in which Realtors represent and treat the public and fight for their clients’ rights is one aspect of his career that Jacky is passionate about.

“Property rights have always been under attack, and we, as Realtors, need to stand guard,” he said, adding that it’s also important in this industry to help fellow Realtors be successful by being professional and not treating the business like a part-time hobby.

When asked what his biggest challenge has been as a Realtor, Jacky’s answer was simple: industry disrupters, particularly the internet.

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CHOOSE JOY!

Joy Daniel Works and Plays with Passion

Joy Daniel started her career in real estate in 2004... this is her story. Joy received a degree in Finance from Texas Tech University and was inspired by some real estate courses along the way. Upon graduation, Joy packed up and headed to Dallas to work with a large bank. It wasn't long before she felt restless and began seeking a new opportunity. On a whim, Joy applied with Delta Air Lines to be a flight attendant. Before she could talk herself out of it, she was in training in Atlanta, Georgia and never looked back. That move, both literally and figuratively, shaped her life and the person she is today. Joy's first assignment was Chicago, and from there she was based in Miami. "It's hard to get Texas out of the girl," so Joy decided it was time to move her life back to Dallas. Fate again stepped in. While waiting on a transfer, Joy happened to work a flight from Miami to Los Angeles. Her preferred cabin was typically first class...fewer people...better service...more one on one. Little did she know that her life's partner was working D Zone (in the very back-his favorite) on that flight. After a birthday celebration with the entire crew followed by a stroll along Santa Monica beach with Brant, as they

...





... say...“there is no mystery...the rest is history!” Lubbock, Texas was no longer in her rear-view mirror, it called her HOME! An escort from the city limits and an actual red carpet greeting from Joy’s family welcomed her back to Lubbock with Brant in tow. The Georgia boy had to trade in a few trees for spectacular sunsets and he learned all about the Texas Tech Red Raiders. He will always be a Georgia Bulldog but he is now a fierce Red Raider... like Joy! Their life was soon centered around two amazing children, Nick and Alexa. From theatre to golf to dance to baseball to tennis...you name it...Joy and her family did it and savored every moment. Nick graduated from Texas Tech (after a close call with A&M). He and his wife, Kendall, and Granddog, Abby, live in Indianapolis. Alexa got her degree from Southwestern University in Georgetown. She now lives in Boston where she went to law school at Northeastern University.

After Delta Airlines, Joy was fortunate to stay home with Nick and Alexa. When they started school, she accepted an opportunity with a local bank. As Joy began counseling her children on how to make career choices, she inadvertently counseled herself. In Joy’s words, “Isn’t that just the way it always is, you think you’re helping someone else and you end up being the benefactor?” Joy threw off the bowlines and left the safe harbor. In her words, “It reminds me of the mantra Chris Beard and the Red Raiders



had this year – Burn the Boats. When I changed careers to real estate it was a TOTAL leap of faith...there was no plan B. It is easy to walk a tightrope with a safety net but easy is hardly ever best.”

“Hard work, good planning...they’re a must! Common sense...discernment...respect...always! Perseverance...critical! Prayer...everyday! Faith in something bigger than yourself...an absolute!” So Joy dove in head first, scraping the bottom a few times, gasping for air on occasion, and surfacing happier and more satisfied than she knew was possible. Joy says, “When it’s a fit it just works... but dreams don’t work unless you do!”

Timing is an interesting thing. While Joy was trying to get her real estate legs under her, she had a call from someone trying to sell a small restaurant. She knew Brant had always wanted to have a restaurant of his own. You guessed it – he also took the leap into the unknown... cushioned by faith...full of optimism and resolve...he purchased the Apple Tree Cafe and Bakery. It quickly be-

came a “bustling place, full of life, full of customers who became friends.”

Joy reflected, “apparently we were destined to have a banker in the family because he ultimately sold the restaurant and embarked on a banking career for several years. In 2017, Brant joined me in the real estate business. We have complementary skill sets, different personalities, and one GOAL—serving our clients with respect, integrity, honesty, and excellence.” Joy’s philosophy is that real estate is often a

person’s largest asset, so she and her team take the responsibility VERY seriously and fight for you on every front. “No two clients, no two properties are alike. With the highest level of commitment, we use innovation, creativity and pure grit for YOUR best outcome...because we know this is all about YOU! Serious business...yes

...



JOY DANIEL
 ABR, CRS, GRI
 Corporate Relocation Specialist
 jdaniel@westmarkrealtors.com
 806-535-1206 (cell)

Joy and Brant Daniel
 Photography by Joe Baker

indeed! Will we have some fun along the way?... Guaranteed!"

WestMark Realtors has been Joy's solid foundation since she started her real estate career. Joy says, "The depth of their support and true character has allowed me to soar." And regarding her awards and accomplishments, she commented, "Many sales awards have come my way but the greatest rewards are in the faces of the individuals and families that have touched me. Quotes speak loudly to me...the perfect combination of brevity and depth. One of my favorites-'A sale is not something you pursue...it is something that happens to you while you are immersed in serving your customer.'"

Joy has 3 distinct career possibilities if she wasn't a Realtor. "First, I would use my well-honed grade-school rhyming abilities to write greeting cards or perhaps 'kick it up a notch and use those mad skills to be a rapper'...told you we'll have some fun! If not that, then surely I would do something covert...think CIA. Yes,

I have read one too many Ludlum books and am intrigued with The Blacklist!"

When Joy and Brant are not working, you can find them exploring local eateries, wineries, and breweries, cheering on the Red Raiders, squeezing in a round of golf or savoring some quiet moments on a Colorado trout stream...and of course the beach. Of all the paths they take in life, the sandy ones are Joy's favorite! When focusing on their current household, Joy says "Mr. Darcy, our cat, is the true head of household. We are sadly two dogs down right now. We miss Ms. Luna and Mr. Rocky intensely and look forward to being adopted by an adventuresome pup soon."

Travel has always been an essential part of Joy's life and she says, "the requirement for annual "toes in the sand" was part of our wedding promises...well at least implied! It was even our mother/son dance at Nick and Kendall's wedding. A time to recharge and reconnect...to focus on each other rather than life's many distractions...to breathe. Reading can take you places but there's nothing like seeing, smelling, touching." Joy keeps a travel "blog"-old school...pen and paper...jotting down moments as they go. Family is her "why" and traveling with them touches her very soul.

Joy's words of advice for up and coming realtors: "Be honest, be real, be yourself. Every day

will not be perfect, but your attitude can be. Dress up, show up and stand up for what you know is right. Always follow your gut. If you are questioning if something is right or wrong then there's really no question. Always deliver much more than is expected... never settle for mediocrity. Know you will not hit 100% of the pitches you are thrown but keep swinging... you will get on base and ultimately send one flying over the fence. No one knows all the answers...just be glad they are asking questions...admit it and find out what the answers are. Often less said is "more"...you are there to make deals happen, not impede their progress. Deliver bad news early and always celebrate the good!"

Joy is grateful every single day for a career that she is passionate about. She says, "The quintessential punctuation for me is an exclamation mark. You will see it interspersed in everything I write. I work and play with passion. I celebrate life every chance I get. So pop open some bubbly, plan a trip, hug your family, and of course... Choose Joy!"

To nominate a Top Producer, please email kathy.pettit@realproducersmag.com

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HACEE HUGHES

Clients' happiness motivates real estate agent to be successful

When did you start your career in real estate?

October 2014

What did you do before you became a real estate agent?

Originally from a large farming family in Lubbock, I moved to Honolulu, Hawaii to attend high school and college. After receiving my BA from the University of Hawaii, I organized and managed a tourist activity center on Oahu, Hawaii where I coordinated corporate, nonprofit, private, military and civilian events in Waikiki.

What are you passionate about right now in your business?

The greatest breakthrough in real estate is a company that I have joined, eXp Realty. It's a game changer in the real estate industry because eXp offers real estate agents a vested interest in their company through publically traded stock which is offered to them at a discount every time the agent sells a new property. Agents are rewarded with shares from eXp Realty when they reach milestones in sales, providing agents five different ways to earn and acquire shares.

eXp Realty also offers revenue-sharing with its agents. I have just returned from a Leadership Conference, during which I met so many real estate agents who have built huge passive incomes as a by-product of supporting the growth of the company. As an agent with eXp we can network with top-producing agents across the country on a daily basis

and we have access to 25 hours of live and recorded trainings each week. Using state-of-the-art technology their Website + IDX + CRM + Lead Generation tools connected to the MLS help agents grow our business at an extremely affordable cost.

Glassdoor hails eXp Realty as one of the fastest growing real estate brands in North America, and acknowledges that eXp already has 18,000 thousand agents operating across all 50 States and Canada and that they plan to expand to a worldwide organization.

What has been the most rewarding part of your business?

The greatest joy for me is introducing people to their dream home, knowing that for years to come they will be celebrating Thanksgiving, Christmas, Mother's Day and other holidays in their beautiful new homes and building memories with one another.

What's your favorite part of being a Realtor?

I love all the new people that I meet each and every week. Whether I help a couple buy a starter home or a glamorous estate, to me it's all about helping people live their dream. I also feel thrilled when clients refer me to their children so that I can help the next generation buy their perfect home.

One aspect of real estate that I truly enjoy is the diversity of the people I work with and the variety of their needs. On any day I may be showing large or small houses; country properties; commercial properties; I may be helping grandparents or people at the apex of their career or young people who are just starting out and I truly enjoy working with each and every one.

Define success? The essential aspect of success for me is the difference that I can make in each client's life as I help each of them navigate the world of real estate.

•••



Hacee Hughes
Photography by Kelli Enlow

••• With real estate, where the sky is the limit, real estate agents have the opportunity of impacting thousands of people's lives in any calendar year.

Building a very lucrative real estate practice and knowing that each and every one of my clients is moving into the perfect home is a key motivator. Whether I help clients buy or sell a home or both or do the same with commercial properties, each and ev-

ery client gets my full attention. I thoroughly enjoy guiding each client through a seamless, stress-less process. It is an honor for me to receive so many referrals from people who I have helped purchased homes and commercial real estate.

How many years have you been a Realtor? 4 ½ wonderful years!

What awards have you achieved as a Realtor? In November of 2018, I was recognized by my

company as one of the Top 10 producing agents in the state of Texas.

Favorite books? "The Power of Now," all of Dr. Joe Dispenza Books, "The Millionaire Real Estate Agent," anything written by Dr. Wayne Dyer, "Starts With Why" and many others.

Are there any charities or organizations you support? Lubbock Junior Women's Club, Alzheimer's Association, Lubbock Chamber of Commerce, Lubbock Young Professionals, West Texas Home Builders Association.

Tell us about your family? I am blessed to have the most amazing close-knit family. We have been involved in farming, cattle, and various Lubbock and Hawaii businesses. I come from a very entrepreneurial family that has provided me with so many skills that began my success in real estate.

What are your hobbies and interests outside of the business? International travel, lake fishing, camping, pottery, surfing, and wakeboarding.

How are you different? The most important aspect of being a successful real estate agent for me always begins with a deep understanding of each of my client's needs. The key is to clarify this and confirm their preferences, drilling down on specifics, before creating a list of properties to show. When working with sellers I always make sure that they have clarity about the process from start to finish.

What do you want to be remembered for? Introducing my clients to their dream homes, homes that they will live in for years to come. Whether it is a starter home for a new couple or a much larger home for an established family, my pleasure is derived from seeing the happiness on my client's faces.



Hacee Hughes
Photography by Kelli Enlow

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Custom Home Builder Mike Becknal pictured with Wendell Richardson, SPEC system planning supervisor, and James Calaway, SPEC special project engineer.



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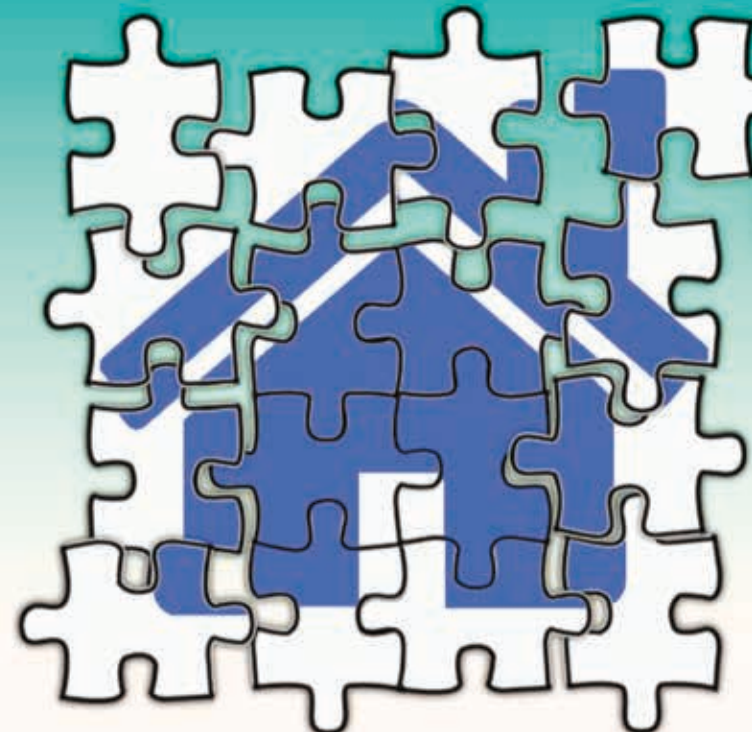
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