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

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# TEXAS REALTORS® FIGHTING THE GOOD FIGHT

## ▶▶ letter from the president

**Vanessa Dirks**, Lubbock Association of REALTORS

If you've read a couple of these letters this year, you have probably noticed a common theme laced through them. We've talked about involvement, becoming knowledgeable about your business and politics and knowing your value.

Often we are asked why politics matter, because private property rights affect every inch of what we do. Currently we are working with our members and our

clients to oppose a current proposed city ordinance on short term rentals.

It's not just "big" government that we have to watch for. This is why it is important to have relationships with the local government as well. For decades we have fought rental registrations, and we will continue to do so. TREPAC and Texas REALTORS® - Issues Mobilization help us with this fight.

Not everyone wants to be at the table for those discussions, and that's ok. It is important to be aware of what is going on and more importantly to invest in TREPAC, so we continue to have the

funds to back us.

One of our favorite TREPAC events is starting this month, Turkey's for TREPAC. For your investment in TREPAC, a turkey is given through the South Plains Food Bank Christmas boxes. Visit the TREPAC booth at the LAR Vendor Fair or stop by the office to make your investment...and kill two birds with one stone.

Lastly, be watching the December calendar for the date we will volunteer at the food bank and hand those turkeys out. It's truly one of the most rewarding days of the year.

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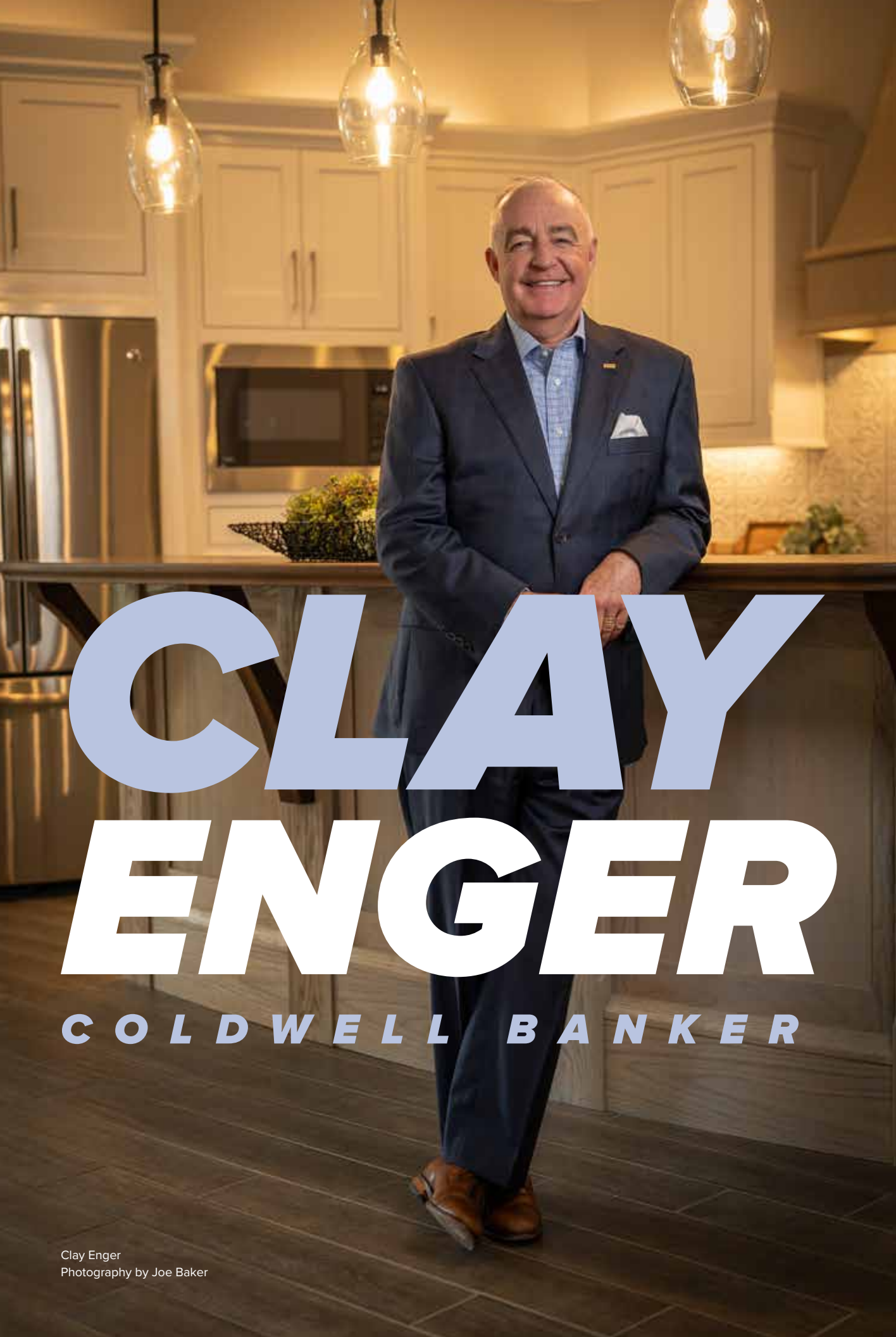
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# CLAY ENGER

COLDWELL BANKER

Clay Enger  
Photography by Joe Baker



Clay Enger  
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## FROM FARM TO REAL ESTATE

*He was almost quite literally snatched off a tractor before jumping head first into the world of real estate, a decision that Clay Enger made at the tender age of 21. Through hard work and faith Clay built his business and reputation and has been proudly serving the people of West Texas for 27 years now.*

Having grown up on a multi-generation Lubbock County cotton farm near Shallowater, Clay and his family faced a unique situation almost 30 years ago which led to career changes for both him and his parents. The Enger family attended church with Rick Canup, owner and principal broker of Coldwell Banker Rick Canup Realtors, and after several conversations with Rick, Don and Ruth decided to transition to real

estate careers. Clay watched their transition closely as he completed his marketing degree at Texas Tech and then followed their path a few months later in 1992.

Though he and his parents all went to work for Coldwell Banker and Rick Canup, they didn't work together; his mom and dad formed their own team but Clay ventured off on his own, which was unusual for young agents back in the 90s.





“There are a lot of young Realtors now but there weren’t at the time. I think I was the youngest active agent in Lubbock by eight years so I was the pup, not only in our office but throughout the Association,” he recalled. “I was blessed to be given lots of latitude. Many, many agents were very gracious and kind in helping me to learn the business and forgive my errors.”

Being in his early 20s, Clay was immediately considered to be the “young person” that could handle the technology changes that were on the horizon for the real estate industry at that time.

“When I started we didn’t have a cell phone, we didn’t have computers on our desks, so when technological changes began to come up the Association formed a new committee and lumped all these new things under the heading of ‘Automated Data Services’ and they put me in as the chair of that,” he said.

As the chair of the committee, he attended a National Association of Realtors convention in Atlanta and found himself wandering through the convention’s trade show when he came across a booth advertising electronic lockboxes, a piece of technology that is widely used in real estate today but was just being introduced back in the ‘90s.

“Up to that point when someone wanted to show homes they would call the board office and ask to check out a physical key for each property, like at a library. We’d then pick up an envelope of all these keys. And if all the keys for a particularly popular listing were checked out then you were out of luck showing that house until somebody brought back a key,” he said.

“I’m pretty sure not everyone was quick to return a key for a hot new listing,” he said laughingly.

The cost to implement the electronic lockbox program was around \$50,000. Clay, along with



Winn Sikes and Nita Kiesling brought the idea back to the Hub City. They pitched the idea and ultimately convinced the board of Realtors to spend the money.

“That was a monumental change in the way we did business,” he said.

Fast-forward 27 years and Clay and his team at Coldwell Banker have successfully brokered over 1,200 residential sales transactions. The three-person team consists of he, his wife, Kristyn Enger, and Libby Draughon. Libby has worked with Clay for the past five years and is also licensed as a real estate agent.

“Libby is a valuable member of our team and brings a great balance. Everybody loves Libby -- they may or may not like me!” Clay mused.

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Clay, Annika and Kristyn Enger



“And my wife came to work with me as my assistant three years after we were married and she is the glue that has held it all together. We’ve been married 22 years. But for a short stint where she stayed home with our pre school-age daughter, she’s literally been at my side in the office. Husband and wife working together, it isn’t all that common. I think she’s only walked out the door on me once over those 19 years, but thankfully she came back,” Clay said, laughing.

Something that Clay is passionate about in his business—in fact, the thing he may be most passionate about—are the opportunities for ministry that his career in real estate affords him. He lives to serve and has realized that as a real estate agent he is in a position to have a positive

influence through every transaction and interaction.

“When people are buying or selling a home, generally there is a backstory. There’s something else going on in their lives and to be invited into that living room, literally and figuratively, is always an honor to me. There are a lot of people with challenges going on in their lives and I feel like that’s an opportunity for ministry when those doors open,” he said. “It’s very rewarding. Being a Christian believer, that has definitely been a focus for me. When my focus is off of that, the business becomes merely a job as opposed to the joy that it can be.”

His parents are both still in the real estate business and Clay feels blessed to have the opportunity to work so

closely with them. “It’s a blessing to get to see them most every day,” he said.

He encourages those just starting out in the business to make sure their focus is always on the client and not themselves, adding, “Look for what people want and help them get it and stay consistent in it. People appreciate consistency.”

Away from work, Clay is an avid Texas Tech sports fan and a proud husband and father. He and Kristyn enjoy traveling and spending time with their daughter, Annika, 15. Clay is on the Board of Elders at Trinity Church, and he also serves on the board of Trinity Christian School.

Contact Clay Enger at 806-441-4120 or clay@coldwellbanker.com.

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Emily Wooley  
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## Dreams bigger than she ever imagined

### When did you start your career in real estate?

I started in June of 2016.

### What did you do before you became a REALTOR®?

I worked in the non-profit sector for a local nonprofit and I did leadership development and fundraising.

### What are you passionate about right now in your business?

I love the opportunity to help brand new agents who are just getting started. I remember being in their shoes, and if I can offer any form of advice or support, I want to be there for them. Real Estate is such an exciting career to be in, and yet, can be extremely intimidating, so to have someone on your side when you first start out is huge to me!

### What has been the most rewarding part of your business?

The most rewarding part is the people that choose me to be their agent. What an amazing opportunity we have in this business to serve others well and help them along with the purchase or sale of a huge asset.

### What was your biggest challenge as a REALTOR®?

I think the biggest challenge is that we (I'm speaking to myself) over-complicate our businesses. At the end of the day, the most important things are 1. Did we hit our goals and do what we said we were going to do, and 2. Did we set an appointment? Anything other than those things get in the way of us not achieving or reaching our full potential. In BOLD, which is a Keller Williams class, they tell us that success is simple, not easy.

### How does real estate fit into your dreams and goals?

Real estate has helped and encouraged me to dream bigger than I ever imagined. It has expanded my vision and made me realize and actually believe that I can be more, do more and have more. Through our company, they teach us to live our lives by design, and not by default. Real estate is just the avenue for me to help other people in a more impactful way.

### What's your favorite part of being a Realtor?

I have two favorites! The people are just the best...I feel so incredibly blessed to get to live in a place where the majority of people want to see you win and live the best life. I also love that every single day is different and it brings on a new set of challenges and excitement. I don't feel like any other

“job” gives you that same feeling. It's like having your cake and eating it too!

### Define success.

Success to me is living unapologetically for who you were created to be no matter what your job is. If you are living your true self and owning who you are and owning your dreams, you are successful! It's taken me a long time to figure this out, but we were not created to play small. We were made to have a big abundant life, and that is success to me!

### Tell us about your family.

My family is the reason I do what I do. Marcus and I have been married for 10 years and have two boys, Gray, and Mac, who keep us on our toes and make us feel so lucky to get to be their parents!

### How many years have you been a REALTOR®?

I just started my 4th year.

### What awards have you achieved as a REALTOR®?

I feel so honored to be a part of the Agent Leadership Council with Keller Williams. It is our support system for the agents in our market center to our leadership team.

### Favorite books?

I love reading books on growth and personal development. My current favorites are “Girl Stop Apologizing” by Rachel Hollis and “Rocket Fuel” by Gino Wickman and Mark C. Winters.

### Are there any charities or organizations you support?

I am a member of the Volunteer Center of Lubbock's board of directors.

### What are your hobbies and interests outside of the business?

We have two little boys, so they keep us busy! We are constantly at a baseball field or some school event, but my husband and I love to spend time outside together working in the yard, or playing with the boys. We also love to travel, eat good food and spend time with our friends!



Emily Wooley  
Photography by Joe Baker



Emily and her family



Emily Wooley and team  
Photography by Joe Baker



Emily Wooley  
Photography by Joe Baker



Emily Wooley  
Photography by Joe Baker

**How are you different?**

For me, it all comes down to the relationship that I have with my clients. I feel like if I can make them feel important and like a priority with me I will have them as a client for life for every real estate transaction that they do. I love people and get energy from being around people and getting to know them. One of the core values on our team is that we create clients for life through relationships and my hope is that they always feel like they are deeply cared for and prioritized and that it becomes more than just a transaction for us.

**What do you want to be remembered for?**

My family is my big why, and everything that I do is for them. It's important for me to show my boys that their mom can own a successful business and have dreams and goals and crush it, and yet still be an incredible wife and mother. I don't do it perfectly every single day, but they are the reason I get out of bed every day and I always want them to know that I do it for them! I think that is the biggest legacy I could ever create!

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

The best advice I got when I first got into real estate is to always show up...no matter what! If you do the things that you know you should be doing, like lead generation every day, the business is going to come. In our company, just being in the office has this amazing energy that I don't want to miss out on every day. If I see other people doing great things, I want to be a part of it! Call it FOMO or crazy, but showing up is half the battle!

Emily Wooley, Keller Williams Realty  
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# MANDI MCDONALD BEBE PETREE

Mandi McDonald, Bebe Petree and Annie Petree  
Photography by Joe Baker

» spotlight

## RE/MAX real estate duo

By Lindsey Wells, Content Coordinator - Professional photography by Joe Baker Photography

Individual commitment to a group effort—that’s what makes a team work, and for RE/MAX agents and partners Bebe Petree and Mandi McDonald, commitment and dedication mixed in with a little dash of fun is the recipe for success and achieving the results their clients desire.

Bebe started her career with RE/MAX about 12 years ago. Prior to getting into the real estate business, she owned Hulla Blu, an interior decor speciality shop that she started with her business partner, Lugene Pickering, in 1998. She also owned and managed residential and commercial investment properties. Currently, she and her husband are developing a large multi-family apartment complex in Austin.

With years of experience in home interiors and development, it’s no surprise that she naturally gravitated towards a career in the real estate industry. In fact, to Bebe, this is her dream job; getting paid to do it is just an added bonus.

“I am most passionate about being able to put clients with the perfect home for them, because I believe that there is nothing more important for quality of life than that,” she said. “There are so many unique details that can make a house the right home for a certain special family.”

Mandi first started in real estate in March of 2018. Prior to that, she worked at RPS Solutions as an account executive. When she and her husband started

their family, Mandi stayed home with her babies and taught Pure Barre classes.

To Mandi, knowing that she has helped her clients find exactly what they were looking for is among the most rewarding aspects of her career. She’s passionate about knowing the Lubbock market and getting her clients into their dream homes or finding the perfect investment property.

“I love the customer service part of our job,” she said. “It really makes me happy to be able to help people. I also have the best partner in the business. Bebe makes working in real estate SO MUCH FUN! Partnering up with Bebe has literally been a dream come true for me.”

Mandi admits that finding a balance between her work and family life has been challenging, and while she isn’t great at setting goals, her excellent time management skills more than make up for the areas she feels she is lacking in.

“Even if I am running late, I am still five minutes early,” she said.

She has been married to her husband, Chase, for five years. Together they have a son named Hayes and a daughter named Loftin, and a mini golden doodle named Millie.

Family is an important aspect of Mandi’s life. One reason for that, perhaps,



...

is the fact that she was legally adopted at the age of 27.

“My parents had been married for 12 years at the time. That was the year both my sister and I were getting married and our ‘stepdad’ really wanted to walk us both down the aisle as a Bostick (the family’s last name),” she recalled. “I will never forget that day.”

Her parents have now been married for 17 years, and she has two brothers, Brad Bostick and Matt Bostick, in addition to her sister, Maegan.

Some of the organizations that Mandi supports include United Way and the American Cancer Society.

When she isn’t working, she enjoys spending time with family, hanging out at their house and playing baseball with the kids. They enjoy going to the drive-in movie and, believe it or not, they love looking at houses.

Bebe has been married to her husband, Larry, for 30 years and they have two fabulous children, Casey and Taylor. Casey is engaged to be married to his fiancé, Sarah, and Taylor has a son, Townes. Bebe was also blessed with the greatest parents in the world, Spike and Sharon Dykes, and two wonderful brothers and their families.

In her downtime, she enjoys reading, supporting Texas Tech athletics, cooking, traveling, decorating homes, and spending time with her grandbaby.

To reach them, call Mandi at 806-239-6477 and Bebe at 806-786-8707.



Mandi's son and daughter, Hayes and Loftin



Bebe's grandson, Townes



Bebe and her family



Bebe and her husband, Larry



Mandi McDonald  
Photography by Joe Baker



Bebe Petree and Mandi McDonald  
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Mandi and her family



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# restore

## Hyper Wellness+Cryotherapy



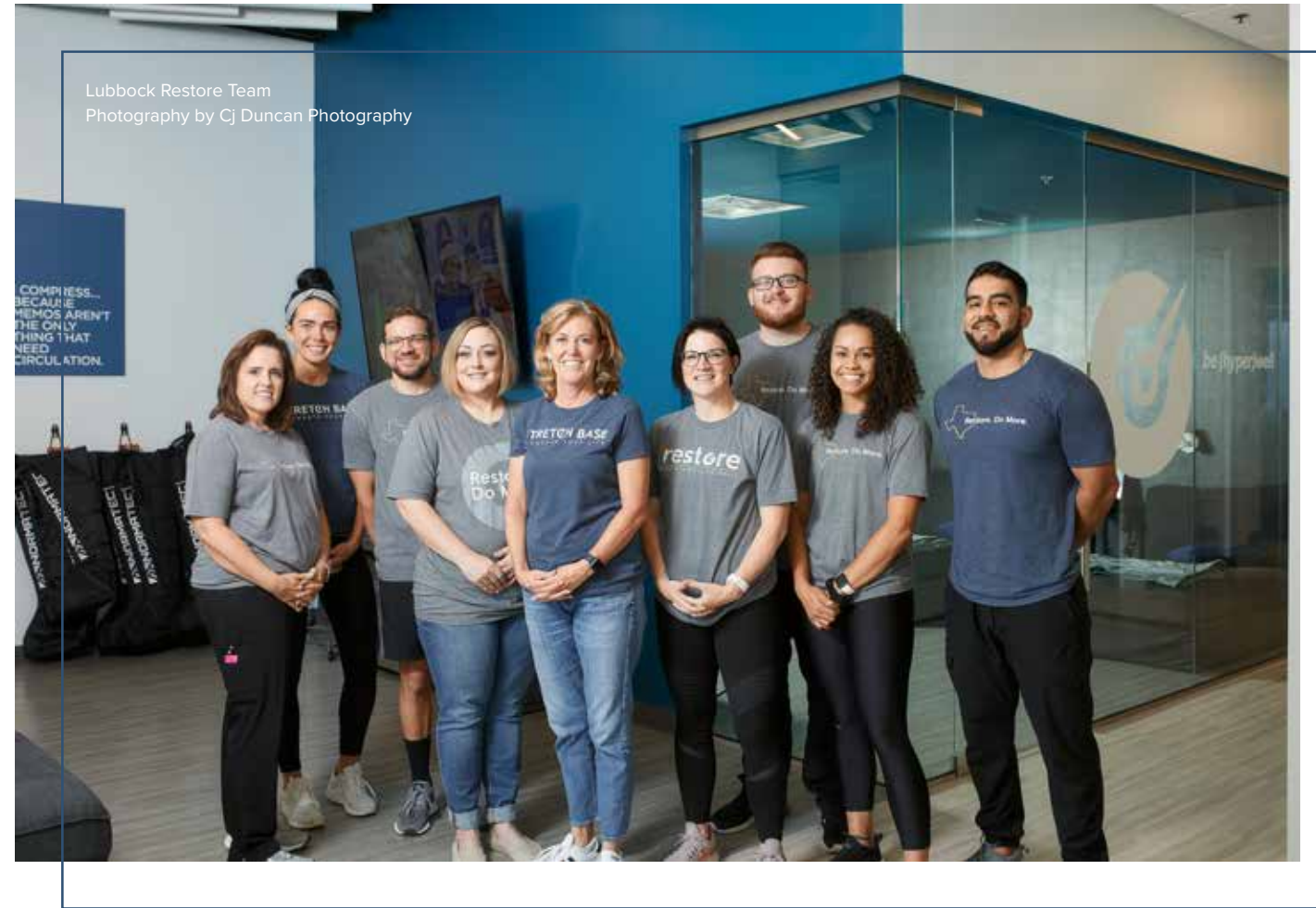
RESTORE.  
DO MORE.

**Lubbock's one-stop  
shop for health and  
'Hyper Wellness'**

►► business beat

By Lindsey Wells, Content Coordinator - Professional  
photography by CJDuncan Photography

Owner Laura Smith  
Photography by Cj Duncan Photography



Lubbock Restore Team  
Photography by Cj Duncan Photography

In this day and age, with sky-high insurance premiums and even higher deductibles, more and more people are turning to self-care to improve their mental, emotional and physical health. West Texas now offers a center wherein those in need can do just that and more with the addition of the Lubbock branch of Restore Hyper Wellness+Cryotherapy.

True to its tagline: "Restore. Do more," Restore's mission is to provide cutting-edge and drug-free therapies to help its users perform better, recover faster and live healthier lives overall. Opened four months ago by owners Laura and RC Smith, Restore is all about combining technology and wellness to promote health and self-care and offer a variety of services to its guests at a surprisingly low cost.

Restore's therapy treatments fall into one of four categories: health and

wellness, athletic recovery, pain management, and anti-aging. The following services are available to guests:

### Whole Body Cryotherapy

A 3-minute whole-body cold therapy treatment which reduces inflammation and releases endorphins which help reduce pain, boost energy and metabolism, while increasing the body's natural healing abilities.

### Local Cryotherapy

Targeted cold therapy treatment that helps reduce pain and swelling in areas such as the back, knee, or ankle joints, as well as increase mobility. While whole body cryotherapy stimulates cold receptors over the entire body, local is comparable to "icing," which isolates a particular area in order to trigger an

anti-inflammatory response.

### Facial Cryotherapy

Local cryotherapy can also be used for facials, using pressurized liquid nitrogen vapors applied to the face and neck to stimulate the production of collagen and to decrease pore size. A cryo facial increases blood circulation to provide a tighter, more even skin tone, and can produce myriad benefits ranging from calming inflamed acne to smoothing out fine lines and wrinkles via an increase in collagen production.

### IV Drip Therapy

Stay hydrated with customized blends of vitamins, minerals, and other ingredients. IV drips can help prevent chronic fatigue and other serious conditions. IM shots are available for those short on time.

...



Laura Smith, Owner  
Photography by Cj  
Duncan Photography



### Compression Therapy

Using the NormaTec Recovery System, compression helps maximize blood and lymphatic fluid flow to reduce pain and soreness, increase flexibility, and recover more quickly.

### Hyperbaric Oxygen Therapy

Mild Hyperbaric Oxygen Therapy (mHbOT) has users lie in a comfortable pressurized chamber while breathing 90% to 95% pure oxygen. This excess pressure causes your blood plasma, cells, tissues and fluids to hold up to 10 times more oxygen than their normal concentration. With more oxygen your cells can produce energy more effectively and your body can heal itself in profound ways.

Hyperbaric oxygen therapy has been shown to heal traumatic brain injuries, help fight off cancer and heal tissue which is slow to recover. mHbOT is a relaxing way to ensure wellness, increase longevity and recover from serious conditions.

### Infrared Sauna

Detox, relax, and reduce stress and inflammation in Restore's infrared sauna, which comes equipped with a chromo-therapy light to help promote different effects in mood, energy, and more.

### Stretch Base

An assisted stretching service that starts with vibrational therapy to increase blood circulation, relieve muscle tension

and improve range of motion, followed by performing a guided series of stretches, allowing the patient to relax while the therapist does most of the work.

### Cryoskin

The latest in advanced technology from Paris that offers a non-invasive treatment solution for slimming and toning. If you are looking to lose fat on your stomach, thighs, arms or back, this is the solution for you.

This modality may also be used for facials. The cold temperature causes widening of blood vessels in the face. This extra blood flow increases collagen production, thus reducing wrinkles while reducing pore size and improving elasticity of the skin.

### Photobiomodulation Therapy

Photobiomodulation (PBM) Therapy uses near infrared light to help reduce pain, edema and inflammation, and drastically aid in recovery. Working at a cellular level, PBM helps stimulate, repair and normalize cell function. The technology has been featured in over 4,000 laboratory studies and is used on thousands of clinics, hospitals and elite sports facilities in over 70 nations.

### Allergy Treatments

Find actual, long-term relief with Restore's needle-free cream allergy treatment and skip the doctor's office with at-home application convenience.

Laura was introduced to Restore Hyper Wellness+Cryotherapy in Little Rock, Arkansas, where she and RC are in the publication business with five publications of their own. Laura is an avid tennis player and would visit Little Rock's Restore on a regular basis to feel better after a workout.

"I fell in love with the concept and wanted to get back to West Texas, where my roots are," she said. Laura grew up in Pampa, Texas, and attended college at Texas Tech University in Lubbock. "I also may have been motivated by my son that lives in the area who just got married, and I'm hoping for grandbabies someday and wanted to be nearby," she admits.

Laura was intrigued by Restore's mission and ability to provide services that help its users lead healthier lives. She recalled this saying and likens it to Restore's mission: "We spend the first 50 years of our lives building wealth at the expense of our health, and then we spend the next 50 years buying our health back."

"We have one body and we have to take care of it," Laura said. "Self-care has to be an important part of our lives."

To get more information about any of their offerings, visit Restore Hyper Wellness+Cryotherapy at 7604 Milwaukee Ave., Suite 300, visit online at [www.restore.com](http://www.restore.com), or give them a call at 806-621-CRYO.

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