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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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▶▶ top producer/cover story

# KRISTEN WRIGHT

By Lindsey Wells

*Helping  
people  
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achieve  
their  
true  
potential*

**Kristen Wright** has worn many hats throughout her life. Working woman. Business owner. Philanthropist. Team leader. She's a friend; she's a wife; she's a mother. Fourteen years ago, she took on another role: REALTOR®.

...

Kristen and Jonathan Wright  
Photo by CjDuncan Photography



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It is almost too big to grasp at times, but now my hope is that this business is something I can pass down to our next generation and watch them run with it.

Photo by CJDuncan Photography

•••

Before real estate, Kristen worked as a lending assistant and mortgage processor for a small office in Albuquerque and Colorado Springs. While she appreciated the experience she was given in learning the lending side of things, Kristen found herself wishing for a career that could offer her more flexibility, as she and her husband, Jonathan, were expecting their first child. She obtained her real estate license in Colorado in 2005 and transferred her license to Texas when the family relocated here in 2007.

Fast-forward 14 years, and Kristen is now owner and broker of Wright Realty & Design. "This was a dream God gave Jonathan and I so many years ago, and it still amazes me how faithful He has been during this season to watch it grow and thrive," she said. "It has become so much more than a real estate office; we get to live

and walk through life with people, the good and the bad! Unfortunately, selling a home is not always under the most favorable circumstances. However, I still want to be there to guide them as best I can, to counsel them where I can, and to make sure our team has taken the very best care of every family that walks through our doors."

Their vision as a company has always been simply this: To help people realize and achieve their potential for themselves, their family, and their future.

"Real estate is simply the vehicle God gave us to achieve not only our dreams and goals, but that of every REALTOR® that joins our team, and every family we are fortunate enough to help achieve theirs," Kristen added. "It is almost too big to grasp at times, but now my hope is that this business is something I can pass down to our next generation and watch them run with it."

These days, as the broker and owner of the company, Kristen is passionate about watching her team achieve their goals each year and upholding her end

of the bargain to help them along the way. Each agent in their office makes decisions based on four things: treating people according to God's word, selfless ambition, personal responsibility, and personal growth.

As for their clients, Kristen considers it a privilege to be even a small part of someone else's story.

"It is such an honor to be trusted to help someone through such a big decision; I never want to take that for granted," she said. "My home is my safe place and where some of the most important things in my life are. I know what a positive impact one's home can be in finding fulfillment in life, and the relationships that grow there."

Kristen and Jonathan started dating at ages 15 and 17 and have been inseparable ever since. While Kristen says she



Photo by CJDuncan Photography  
From left, Austin Williams, Sharon Wright, Maggie Riley, Jonathan Wright, Kristen Wright, Krista Reed (seated), Rachel Loafman, Shara Dee McCaleb, Daniel Emre

looks forward to the day that she and her husband can travel the country together via RV, they first need to get their four kids through college. Their oldest, Jaxon, 13, is a passionate basketball player who also loves war history and sports stats. Harper, 12, is a competitive gymnast, and avid reader, and a fantastic student. Trinity, 10, is also a competitive gymnast and has one of the best British accents her mother has ever heard. Lastly, Trooper, almost 8, is the life of the family's party and the icing on their cake.

"Yes, they keep us busy. Yes, they are expensive. But, they are our greatest achievement, the most fun, and the life of every party we have!" Kristen said. "We are in such a sweet, fast-moving season, and we are trying to take it all in, notice every part, and be intentional with our time with them, knowing that what everyone says is true: 'It goes by much too fast.'"

**Kristen Wright**  
806-559-9723  
kristen@wrightrealttyanddesign.com



Kristen and Jonathan and their children, Jaxon, Harper, Trinity, and Trooper

# Jennifer McCormick

OF AMY  
TAPP  
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Jennifer McCormick  
Photo by Haley D. Photography

## ▶▶ rising star

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

I became a REALTOR® in May of 2017.

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

Before I was a REALTOR® I taught sixth and seventh grade Language Arts at Seminole Junior High School, and I owned my own boutique, 2 Chics Boutique.

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

I am very passionate about helping people. Being a REALTOR®, I help everyone find their perfect fit for their next chapter in life. I might have first-time homebuyers that are looking for a perfect place to start a family, or some days I have empty-nesters looking to downsize. Everyone has a different story and there is a home for all of them out there somewhere.

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

The most rewarding part about my job is meeting new people and helping them find a home, not just a house.

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

I would say the biggest challenge as a REALTOR® is learning to be flexible. You wear all different types of hats for many clients. Walking each buyer or seller through the whole process takes time, but each and every client deserves your full attention and resources.

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

I love real estate for the schedule. As much as I work my schedule to fit my clients, I also can pick and choose a day if I need it off. I love this because it allows me to be around for my family when they need me. Family is a top priority in my life. My goal in life is to always be the best wife, mom, and Gracie I can be.

### What's your favorite part of being a REALTOR®?

My favorite part about being a REALTOR® is working alongside great people. At Amy Tapp Realty the work environment is top-notch. All of our agents are always willing to lend some advice or a helping hand when something pops up. Amy Tapp treats us all like one big family.

### Define success. Tell us about your family.

Success to me is being with who you love and doing what you love. I have been married to the love of my life for 25 years. We have two wonderful kids,



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Tyler and Brooke. Tyler lives in Seminole with his wife, Lauren, and their beautiful baby girl, Hadley. Brooke lives in Lubbock and is working on finishing her REALTOR® license. God blessed me with an amazing family and an amazing career!

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

I have been a REALTOR® for two and a half years.

**What is your career volume as a REALTOR®?**

\$10,391,402

**What was your total volume last year?**

\$3,719,900

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

2018 ATR Rookie of the Year; 2018 7+million dollar producer; 2019 3+ million dollar producer

**Favorite books?**

I don't have a favorite book in particular. Romance and crime genres are my favorite types of books to read.

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

I love to travel, mainly to tropical places. I love waterskiing. I enjoy spending time with my family and babysitting my granddaughter.



Photo by Haley D. Photography



“What a blessing Amy Tapp Realty has been in my life!”

Jennifer McCormick  
Photo by Haley D. Photography



Photo by Haley D. Photography



Photo by Haley D. Photography



Jennifer and her husband Monty, son Tyler, daughter-in-law Lauren, daughter Brooke, and granddaughter Hadley

**How are you different?**

I think my customer service is top-notch. You will hear from me during the process and after the process. I want to develop a relationship with my clients that last for years to come. I'm also very honest and upfront with my clients in the kindest way possible. What you see is what you get.

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

I want to be remembered for just being kind and knowledgeable to all that cross my path.

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

Honestly in this line of business, you get back what you put it. Being a REALTOR® is as great as you make it. If you work at it and put forth all your effort, you will reap great success.

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

I appreciate the opportunity to be featured in this magazine. I want to take a second to thank Amy Tapp and all the other agents for all the help and advice they have given me over the years. What a blessing Amy Tapp Realty has been in my life!

Jennifer McCormick  
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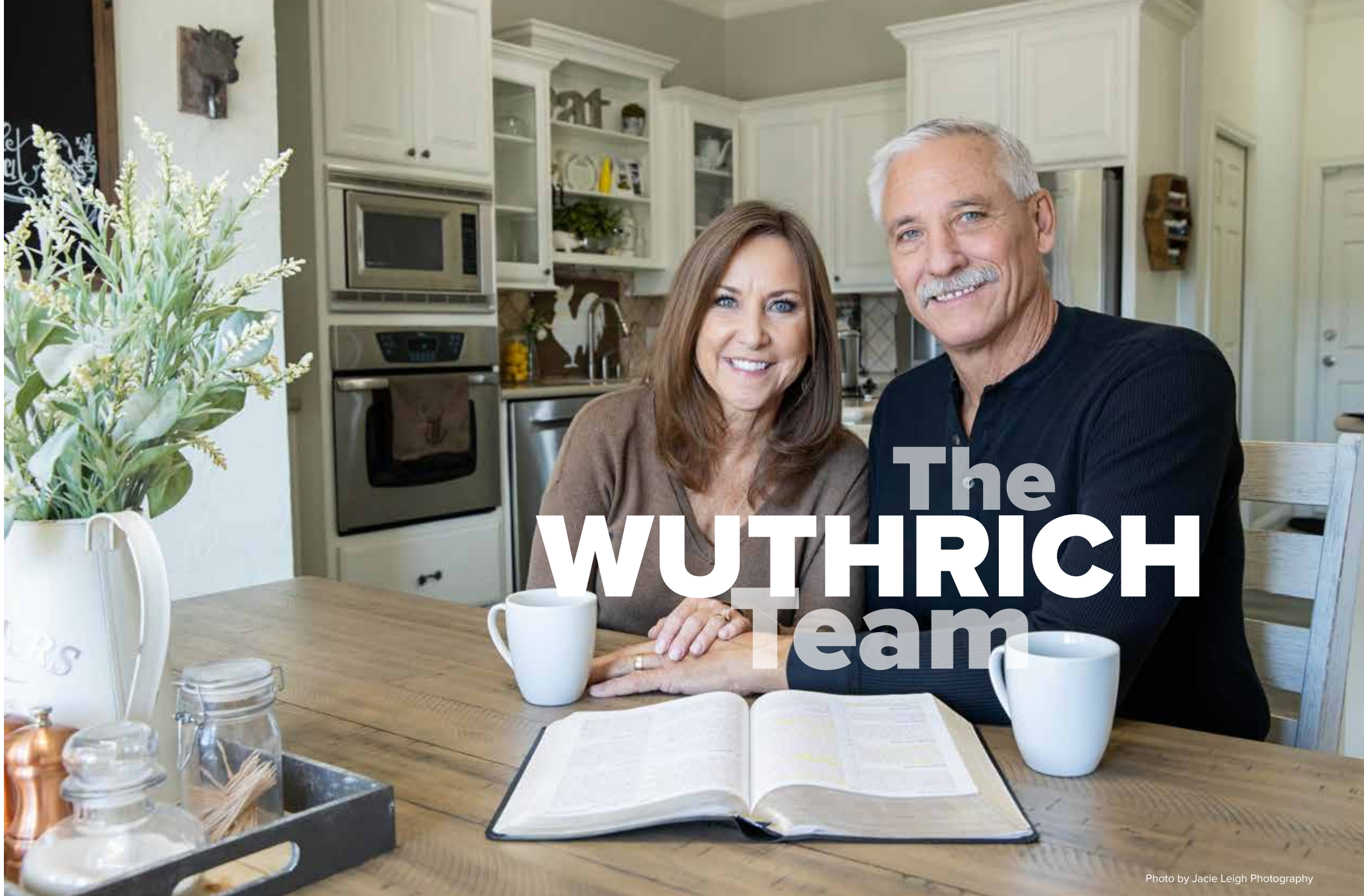


Photo by Jacie Leigh Photography

**Striving to  
serve a bigger  
purpose one  
client at a time**

REALTOR® spotlight ◀◀ By Lindsey Wells

*But seek ye first the kingdom of God and his righteousness, and all these things shall be added unto you. -Matthew 6:33*

Jana Wuthrich entered the real estate industry in 2008 and has since realized her calling to create value and be more than just an agent for her clients. Alongside her husband and fellow REALTOR®, Elbert Wuthrich, Jana's mission is

much bigger than merely selling houses; she strives daily to fulfill God's bigger purpose through the way she treats every individual she has the privilege of meeting.

This husband and wife team, also known as The Wuthrich Team for The WestMark Companies, is made up of one-half commercial real estate agent (Elbert) and one-half residential real estate agent (Jana), a structured approach to maximizing their clients' real estate dollars. They admit it has been both challenging and

...

rewarding for them to learn all facets of the real estate business.

“We are a unique team that supports one another in each of our real estate specializations,” Jana said. “There is a huge difference from contract to close that most people do not understand. Whether residential or com-

mercial real estate, it is imperative that we have the knowledge to provide our clients with professional quality service to protect and promote our clients’ best interest.”

As REALTORS®, the freedom they have been given to interact and engage with the community one individual at a time is something that Jana and Elbert hold sacred in their business. They are

genuinely passionate about helping people achieve their real estate goals, whatever they may be.

“For example, the Army veteran buying his first home, the senior adult downsizing and relocating to be near family, the first home for newlyweds, the young family balancing a sale of



“

...the Army veteran buying his first home, the senior adult downsizing and relocating to be near family, the first home for newlyweds, the young family balancing a sale of their first home to move into a larger home or the sale of a family ranch dated back to the late 1800s, these are just a few of our clients involved in the many transactions that we are passionate about

Photo by Jacie Leigh Photography



Photo by Jacie Leigh Photography

their first home to move into a larger home or the sale of a family ranch dated back to the late 1800s. These are just a few of our clients involved in the many transactions that we are passionate about,” Jana said. “Real estate is a lifelong commitment and relationship to people, more than selling property. Everyone has a story, or a life situation that we feel has been brought to us for a purpose. Our clients are not only meeting their real estate needs, but more than they know are fulfilling a bigger purpose in our lives. So many times, we have been blessed by our clients, and when the transaction is complete, we can see God’s bigger purpose.”

To Jana and Elbert, family comes first in life and business, and they consider their family, which includes four adult children, two sons-in-law, one daughter-in-law, and two precious grandsons, to be their greatest success.

“Our ‘kidults’ (as we call them, short for adult kids) support us in our business and our community through their businesses,” Jana said. “We have a professional photographer, a business manager, a doctor, an IT software sales manager, IT salesperson, a business marketing agent and web designer, and a business manager. We

...



Photo by Jacie Leigh Photography



Photo by Jacie Leigh Photography

...

love getting together whenever possible for any reason. We have so much fun talking, laughing, playing games, being at the lake, snowboarding, and even weekend projects. Most of the time, it takes us well over an hour to say goodbye.”

Outside of business and family, Jana and Elbert find joy in giving to others and support as many ministries and organizations as possible, from Girl Scouts to American Diabetes Association.

In closing, Jana has this advice for the up-and-coming agent: “Do not be a salesman; be someone that makes a difference. There is only one you and you are valuable just the way you are, and always continue to learn.”



Photo by Jacie Leigh Photography



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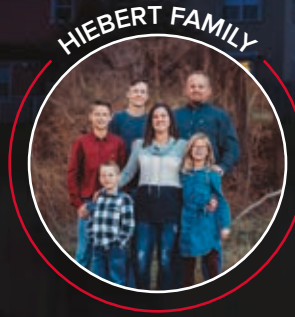
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# FAQS



**Q. WHAT ABOUT THOSE QUARTERLY EVENTS?**  
**A.** The LBK Real Producers platform offers four exclusive events a year. The events are designed to engage real estate agents with one another. It is quite common that in our digital world, there are many REALTORS® have not met one another face to face. The social event also allows real estate affiliates that are Preferred Partners (advertisers) gain the opportunity to meet and greet the Top REALTORS®. It's all about creating relationships between real estate agents, among themselves and our Preferred Partners.

**Q. WHO RECEIVES THIS MAGAZINE?**

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**Q. WHAT IS THE PROCESS FOR BEING FEATURED?**

**A.** It's really simple – every feature you see has first been nominated. You and office leaders can nominate other REALTORS®, affiliates, brokers, owners and even yourself. We consider all brought to our attention. We don't know everyone's story, so we need your help to learn about them.

Here is the process: you email us at [kathy.pettit@realproducers-mag](mailto:kathy.pettit@realproducers-mag) with the subject line "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told – perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is a meeting to ensure it's a good fit. If it all works out we set the wheels in motion. We send out a questionnaire and set up a photoshoot. It has been so successful in some categories we have a waiting list.

**Q. WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?**

**A.** Zero, zilch, zippo, nada, nil! It costs nothing my friends, so nominate away. We are not a pay to play model. We share real stories of real producers.

**Q. HOW DO WE DO IT?**

**A.** LBK Real Producers and all of the features are paid for by our Preferred Partners. We are very appreciative of our partners.

**Q. WHO ARE THE PREFERRED PARTNERS?**

**A.** Anyone listed as a "Preferred Partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events and have event sponsorship opportunities. We don't just find these businesses off the street, nor do we work with all of the businesses that approach us. One or many of you have recommended every single Preferred Partner you see in these publications. We don't even meet with a business that has not been vetted by one of you and "stamped for approval", in a sense. Our goal is to create a powerhouse network, not only for the best agents but the best affiliates as well. So, we can grow stronger together.

**Q. HOW CAN I RECOMMEND A PREFERRED PARTNER?**

**A.** If you have a recommendation for a local business that works with Top REALTORS®, please let us know. Send an email to [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com).

# LUBBOCK ASSOCIATION of REALTORS®

## 2020 Installation and Awards Banquet

The Lubbock Association of REALTORS® held its annual Installation and Awards banquet on January 10, 2020, at Eberley Brooks Event Center. Ken Harlan of RE/MAX Lubbock was installed as the 2020 President. Also installed were the 2020 officers: Teresa Smith, President-Elect, and Rich Eberhardt, Secretary/Treasurer. Five newly elected Directors were installed as well: Danny Clark, Mark Nanny, Gary Owen, Jason Ratliff, and Chanda White. The LAR was honored to have Texas Real Estate Commission Chairman R. Scott Kesner serve as the Installing Officer.

The banquet also serves as the time to present the Association's Awards. The association awards the REALTOR® of the Year annually. Jacky Howard, Coldwell Banker Trusted Advisors, was honored as the 2019 REALTOR® of the Year. Jacky holds the ABR, CRS, GRI and SRS designations and is a graduate of the Texas REALTORS® Leadership Training Program. He served as President of the LAR in 2018. The REALTOR® of the Year is given to those individuals who have shown exemplary dedication and service to the association, has a reputation for professional competence and adherence to the REALTOR® Code of Ethics and is respected by their peers. Jacky has given numerous hours volunteering on association committees and task forces and has a passion for community service.

Rusty DeLoach was honored with the association's Pinnacle Award. The Pinnacle Award is only given as merited, to members who have served on at least 10 association committees, chaired at least four, have served as a Director and/or Officer, have been involved in the Texas and National Association of REALTORS®, and have shown leadership in community and civic activities. Rusty has been a member of the LAR for 24 years and holds the ABR, CRS and GRI designation. He has served in every leadership capacity for the association, including Secretary, Treasurer, and President-Elect. He served as President of the association in 2015. He was honored as REALTOR® of the Year in 2010. Rusty is very involved with the Texas Association of REALTORS® and is in his second term serving as the Texas REALTORS® Political Action Committee (TREPAC) Trustee for Region I.

Amy Cox served as the chairman of the Installation and Awards Banquet Committee. The event was attended by 300 REALTORS®, Affiliated Business Partners and guests.



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# PJ & ZAJI & EXPAND REALTY GROUP



Photo by Angela Bachmann Photography



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## INDIVIDUAL COMMITMENT TO A GROUP EFFORT

By Lindsey Wells

For PJ Zaji, his career in real estate has been so much more than just a way to pay the bills. A REALTOR® and Team Leader for Expand Realty Group, his passion lies in forming genuine connections with both his clients and fellow agents while helping them achieve goals for their personal and professional lives.

PJ moved to Lubbock from Tehran, Iran, when he was 17 years old. As



Photo by Angela Bachmann Photography  
Denisa, PJ, and daughter Emma

a teen who didn't speak a word of English, he was forced to overcome language barriers in all aspects of his life. PJ worked two jobs for over 70 hours each week while simultaneously attending South Plains College with hopes of furthering his education and bettering his life. For three years, he studied for nursing school before realizing he was on the wrong career path and switched gears to attend business school instead.

While in business school, PJ's family purchased the restaurant he was working at, Pete's Drive-In. Then, in 2009, he opened a new restaurant, Hub City Wings, which he successfully operated for a few years before construction on 34th street slowed down the restaurant's business dramatically. Though the timing wasn't exactly convenient, PJ and his wife soon found out they were expecting a baby girl. Two months later, he met a real estate



Photo by Angela Bachmann Photography  
 Back row, from left, Denise Zaji, Landon Mahurin, Kiley Kelley, Logan Buxton, Elizabeth Belmares, Veronica Mills, Kortney Sharp, and Jessica Galvan.  
 Front row, from left, Denae Escarcida, PJ Zaji, Cortnee Smith, Andi Dunlap, and Jason Riebe.

...

agent who offered him an opportunity in the industry, and the rest is history.

PJ obtained his real estate license and jumped into the world of real estate in 2013. He and his award-winning team have been ranked in the Top Ten Fastest Growing Teams in West Texas and were named a top-producing Mega Team for eXp Realty. They closed over 200 transactions in 2019 alone for a sales volume of \$42 million. "We don't chase transactions," PJ said of his team. "Rather, we are here to build relationships and connect with human beings on a human level."

With seven years of experience now under his belt, he has seen the highs and lows of the business and admits that staying consistent in real estate has been a challenge for him, though the rewards far outweigh the challenges. "Seeing our agents grow and our team growth on a personal and business level (has been the most rewarding part of the business)," PJ said, adding that helping people find their dream homes and witnessing first-time home-buyer joy are also among some of the most rewarding aspects. He enjoys the creativity that the industry affords him enjoys being able to market himself and his business, similar to bigger companies.

Outside of work, PJ is an avid supporter of St. Jude's Children's Hospital. He is married to the love of his life, Denisa, and the couple now has a beautiful 6-year-old daughter, Emma, with whom he enjoys spending time every chance he gets.

“**WE DON'T CHASE TRANSACTIONS,**” PJ SAID OF HIS TEAM. **“RATHER, WE ARE HERE TO BUILD RELATIONSHIPS AND CONNECT WITH HUMAN BEINGS ON A HUMAN LEVEL**



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# TEXAS REALTORS®

*April is Fair Housing Month*

▶ letter from the president

By **Ken Harlan**, Lubbock Association of REALTORS®

On April 11, 1968, President Lyndon Johnson signed the Fair Housing Act into law and designated April as Fair Housing Month. Fifty-two years later, it is still providing protection against discrimination in the sale, rental, and financing of housing. As REALTORS®, we are held to a higher standard and are committed to upholding fair and equal housing every day. Recently, the National Association of REALTORS® leadership approved a new Fair Housing Action Plan, abbreviated 'ACT,' emphasizing (A)ccountability, (C)ulture Change, and (T)raining in order to ensure REALTORS® are doing everything possible to protect housing rights in America. NAR also created a Fair Housing Policy Committee to advance the fair housing policy and is committed to keeping up the fight for equal housing opportunities for all people.



**Ken Harlan, GRI, TRLP**  
2020 President  
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New York Newsday recently reported on a three-year-long fair housing investigation in Long Island, NY. The result of the investigation is both astounding and concerning, as it revealed widespread unequal treatment by REALTORS® in the area. The article and video can be found at [newsday.com/divided](http://newsday.com/divided). I highly recommend you view this article and watch the video to see how easily the Fair Housing Act can be violated. NAR has a wealth of resources available at [nar.realtor/fair-housing](http://nar.realtor/fair-housing), to help you stay in compliance with the Act. On the site, you'll find the REALTOR® Fair Housing Declaration, which I hope you'll download and display in your office or even put on your website. Remember, Fair Housing is not just a good suggestion or business practice, it's the law and must be followed.

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