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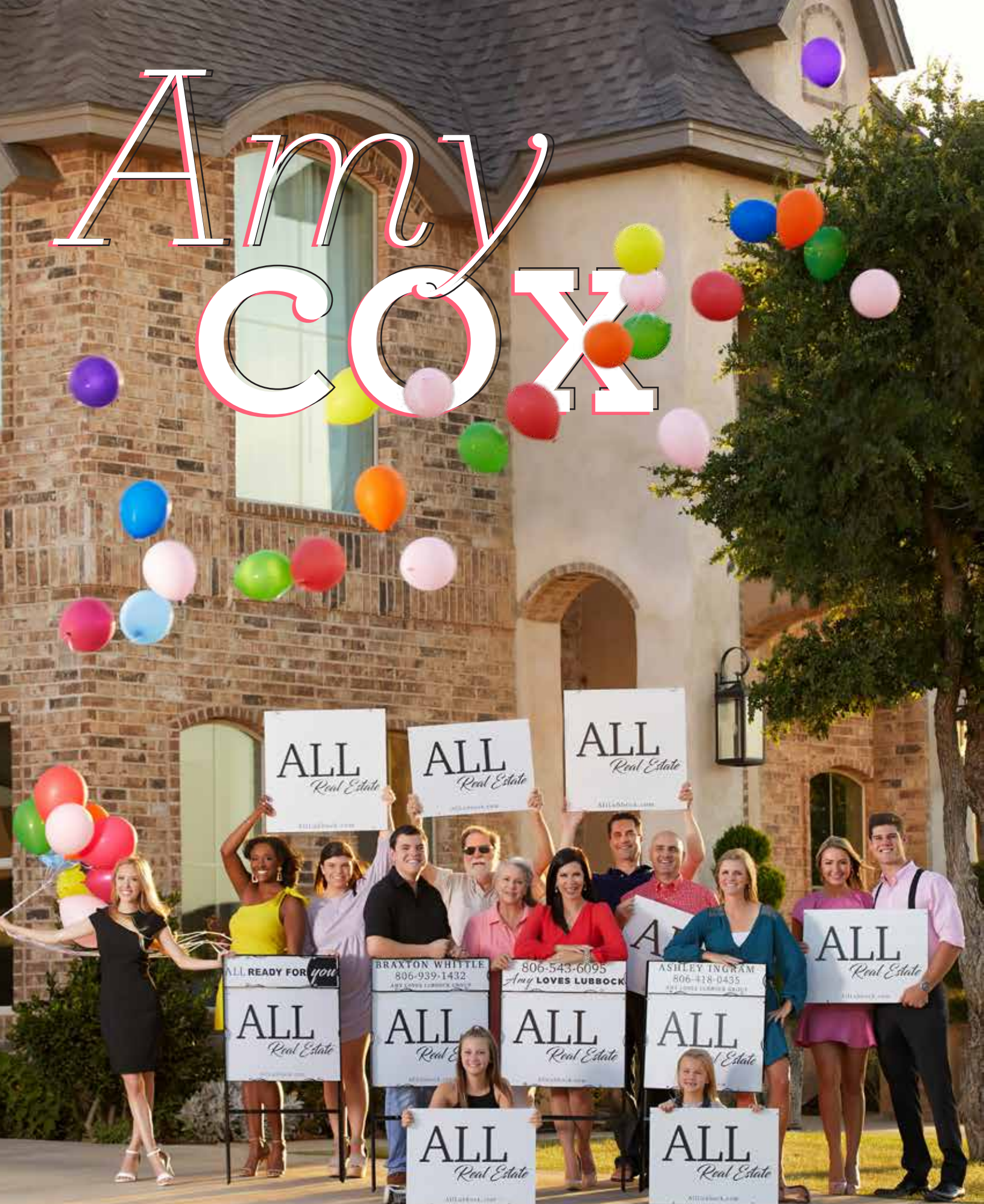


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of ALL Real Estate

▶▶ top producer/cover story

By Lindsey Wells

In 2015, when Amy Cox embarked on her journey in real estate, she had no way of knowing she was stepping into something that would take her to places she never dreamed she'd go. Fast-forward five years and Amy is a multi-million dollar Top Producer and results-driven premier real estate professional who just recently launched her own brokerage, ALL Real Estate, a dynamic powerhouse real estate brokerage made up of incredible people that truly have a vision for serving others.

Before real estate, Amy devoted herself to raising her two children, volunteering at their school, serving on several boards, creating choreography for Texas Tech and Moonlight Musicals, and immersing herself in the community that she loves. She began her career in real estate at Coldwell Banker and quickly catapulted herself to the top of the Lubbock market, closing almost 18 million dollars in sales last year alone. Amy's passion is to provide a strategic and creative approach to selling homes. It's in her DNA (Dynamic Natural Ability) to enthusiastically match and market homes for buyers and sellers.

As owner and president of ALL Real Estate, Amy doesn't take lightly the responsibility she has been given to hire only the best agents to take care of the buyers and sellers who have placed their trust in her brokerage. "We want to attract agents that not only love what they do but are also passionate about loving people. We are ALL in this together. All in! ALL about people, ALL about homes, ALL about community, and ALL about serving. Great people doing great business, that's what



Photo by CjDuncan Photography

we're about." ALL Real Estate is blessed to be co-owned by Lubbock's only lawyer/broker and longtime family friend, Tray Payne. "He does everything with excellence and conviction. I feel so confident knowing that Tray is at the helm," Amy added.

...

Amy's stellar team of agents and young professionals are willing and ready to serve. The team includes:

REALTOR® Ashley Ingram, a perfect fit for ALL Real Estate. Ashley is a Texas Tech graduate who has a deep love for God, her family, all people, and the community. She is a mother of four fabulous kids, a pastor's wife, and an advocate of people. She enjoys connecting with women through ministry, serving those rescued from the sex trafficking industry, and is a former adoption worker and proponent.

REALTOR® Braxton Whittle is all about the details and serves as Director of Operations for the team. A newlywed, he and his wife Ashley love family, friends, and traveling. He is also a car enthusiast. Braxton has a way of making people feel valued and important.

Amy's media team, with Kelly Kingston in the lead, has been rocking real estate with Amy since day one. Kelly and her team at EMW helped to create the Amy Loves Lubbock brand and breathe life into all of Amy's ideas.

"The most rewarding part of this business is the people. My clients are my friends and they know that I care about them! I work tirelessly to represent my buyers and sellers," Amy said.

Last but not least, Amy's wonderful family is the heartbeat behind everything she does. "They are my 'why,' and they rally around me constantly," Amy said. "They make signs (seriously, cut the wood, paint the posts, and dig the holes), make deliveries, work open houses, and so much more. There is absolutely no way I could do this without them. They believe in me and cheer me on. I love them with my whole heart!"

Amy is married to her best friend, Jim, who owns a medical device distribution company. Their daughter, Matti, is a public relations major at Texas Tech and is also part of the Amy Loves Lubbock Team. You can also find her working at Hulla B'Lu. Matti is engaged to Jackson Noakes, who is also part of the Amy Loves Lubbock Team. They plan to get married in August. The couple's son, Mandry, 19, is a Frenship High School Class of 2020 graduate who plans to attend Ole Miss in the fall. He is an entrepreneur and co-owner of Scrubs Window Cleaning Services, LLC.

In closing, Amy has this advice for up-and-coming agents:

- It's not what you say; it's how you say it.*
- It's nice to be important, but it's more important to be nice.*
- You catch more flies with honey than you do with vinegar.*
- Be kind to unkind people; they need it most.*
- Work hard and be nice to people.*
- Kind people are my kind of people!*

...



Photo by CjDuncan Photography



Amy Cox and Tray Payne



Back row: Kelly Kingston, Kirrah Powell, Jackson Noakes, Madeline Vaughan, Mattison Cox. Front row: Braxton Whittle, Amy Cox, Ashley Ingram
Photo by CjDuncan Photography



Amy with her husband, Jim, daughter, Matti, and son, Mandry
Photo by Kristen Bednarz

“

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Braxton Whittle, Amy Cox, Ashley Ingram

... “I think real estate can be so intense at times. Keeping a positive attitude is contagious. As my real estate mentor Cheryl Issacs has said to me numerous times, ‘Remember that the Lord is working on everyone’s behalf in the transaction.’ If we remember that, then we will always have a faith-filled response to challenging situations.”

“Be joyful always; pray continually; give thanks in ALL circumstances, for this is God’s will for you in Jesus Christ.” 1 Thessalonians 5:16-18

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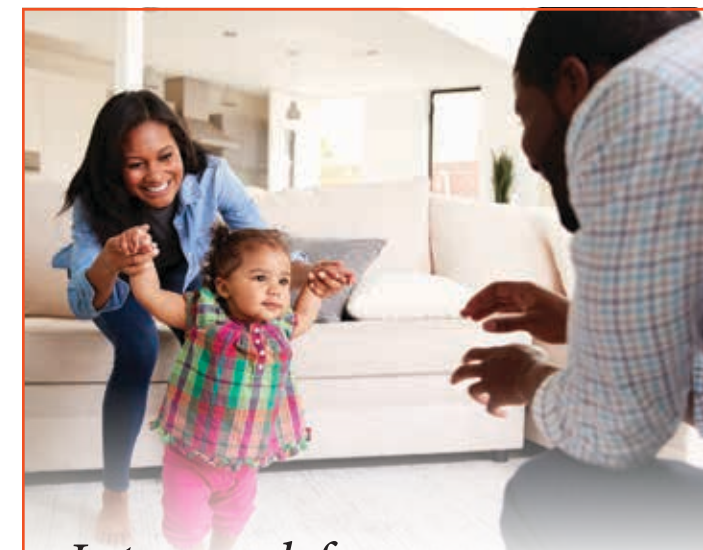
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► rising star

When did you start your career in real estate?

Four years ago in 2016.

What did you do before you became a REALTOR®?

I worked in banking and wealth management with JP Morgan Private Bank. Looking back I feel like I learned so many lessons during that season that set me up for a successful real estate career.

What are you passionate about right now in your business?

I truly love numbers and analyzing deals. Whether I am keeping tabs on the local market vitals or listening to economists, I find it fascinating. With the uncharted waters the whole world has been in this year, I think it's more important than ever to be the expert my clients can turn to.

What has been the most rewarding part of your business?

Honestly, all of it. From the process of helping a first-time buyer cross the finish line and watching them make that house a home, to crunching numbers and helping clients build wealth through real estate, to being there to counsel people in hard seasons. I'm passionate about people and serving them is a blessing to me.

How does real estate fit into your dreams and goals?

I tell almost everyone I know how great a career in real estate is. I started when our daughter Grace was young and wanted something part-time that would allow me time with her during those precious times. I realized how much I loved real estate and transitioned to full time in my second year. Now my focus is on building something that can leave a legacy. There aren't many businesses that can meet you where you are at in life-like real estate can. If you work hard and serve people well, you can reach any goal through real estate.

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

My favorite part of being a REALTOR® is being a proactive problem solver for my clients. Every day can look entirely different and learning to see issues before they arise or problem-solving behind the scenes to make the process as smooth and enjoyable for my clients is such a rewarding challenge. The process of buying or selling requires a lot of trust; by closing day, there are many hugs and lasting friendships!

Define success. Tell us about your family.

Success to me is having clarity on what you want and going after it. Clarity not only in business but also about the person you want to be for yourself and for others. I love learning and growing so success will be an ever-changing target; I've learned to be content but not complacent in the journey.

...



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ABF Roofing



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By **Janie Groves**
Photography by **Pamra Culp**

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After one look at their work, it is easy to see why ABF Roofing and Foam is the first choice of every major contractor in our beautiful city. You can find residential and commercial roofs by ABF all around town. Their quality, experience, and careful management speaks for itself. “We strive to be the company that all other roofers are measured by, continually improving, always striving to be our best and always making our decisions based on what is the ‘right thing to do,’” says Robert Proffitt, owner.

ABF Roofing meets all of your residential and commercial roofing needs with expertise and precision. Whether it be a new roof as part of a remodel or due to hail damage, or a new home construction job, ABF has the professional experience to bring your

dream vision to life. A good percentage of their business is in the residential sector, showing off stunning roofs on homes all around Lubbock. Robert is proud of all the great relationships that ABF has built over the last 12 years. “It is very humbling to drive around town and see all the roofs that we have had the opportunity to do,” says Robert.

Robert and the ABF team are currently finishing up the job at the multi-million dollar Buddy Holly Hall of Performing Arts and Sciences. ABF was the top choice for the premier job in the Arts District. “The complexity of that project is pretty challenging, but with the experience, personnel, engineering and material we use for these massive projects, we feel it won’t be overly complicated.” Many of Lubbock’s

landmark roofs have been done by ABF Roofing & Foam. A few jobs you may be familiar with include the Science Spectrum and the Texas Tech University Sports Performance Center along with many of the other commercial buildings you see going up around town. They will soon be roofing the new Covenant West Tower project, as well.

Robert Proffitt is the current president of LARCA (Lubbock Area Roofing Contractors Association), an organization developed to protect the consumers of our community from questionable roofers, such as those who come from out of town chasing hail storms, and from local roofers who consistently practice bad business habits. By coming together as a singular, unified group, we are greatly increasing the power and influence that the roofing business owner’s collective voice can have in order to positively affect our community. Serving the Lubbock area community in this capacity highlights Robert’s dedication to the roofing industry. ABF Roofing meets all of your residential and commercial roofing needs with precision and expertise and they are a business you can trust.

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Mary realtor® spotlight

McGuire

of TODAY Realty, Inc.

By Lindsey Wells

“SMALL BUT MIGHTY”

Before joining the world of real estate, Mary McGuire worked for the City of Lubbock for 23 years. Most of that time was spent working at the Lubbock Police Department, a job Mary said taught her how to work. Those years working with Lubbock’s finest was very rewarding. Her career in real estate began in 2003 and in 2011, she opened the door to TODAY Realty, Inc., as a Broker.

Soon after attending Lubbock Christian University, Mary was hired by the City of Lubbock. As a civilian employee, she was the Management Assistant in the Chief’s office and a member of the Critical Incident Stress Management Team and Crisis Team, which was a group of professionals who volunteered their time to assist victims and their families. During the last couple of years before retirement, Mary was the department’s purchasing agent. “They paid me all day long to spend money! I learned everything there was to know about police equipment, from bulletproof vests to police cars and the items an officer needs to do their job. It was fun. And, thinking back, that part of my job and working with vendors taught me to appreciate a job well done. It was an absolute pleasure to serve the citizens of Lubbock.”

Having been a REALTOR® for 17 years, a fundamental belief of Mary’s is that people should be treated well and with respect on both sides of a transaction, including the REALTORS®. “I want to be the type of person my colleagues look forward to working with,” she said. “At TODAY Realty, Inc.,



Stacy Chance, Whitney Jones, Mary McGuire, Shelia Williams and Brenda Roberts
Photo by Angela Bachmann Photography

I believe the agents who work with me are some of the absolute best. I want my company to have a reputation for following rules, being fair, and giving everyone they come in contact with the respect they deserve.”

Once she had a few years of experience under her belt as an agent, Mary knew she wanted to study and achieve the designation of Broker. She reached that goal in 2010. She opened the doors at TODAY Realty in 2011, something she considers to be a huge accomplishment. The brokerage includes a total of six people. “I like to say we are small but mighty! I’d like to take this opportunity to thank my team of agents, Brenda Roberts, Shelia Williams, Stacy Chance, Whitney Jones, and of course Randy McGuire. Without them, I wouldn’t have nearly as much fun. I appreciate my colleagues from other companies for interesting conversations, helping me figure things out, and some wonderful closings.”



Photo by Angela Bachmann Photography

At TODAY Realty, Inc., I believe the agents who work with me are some of the absolute best. I want my company to have a reputation for following rules, being fair, and giving everyone they come in contact with the respect they deserve.



Mary and Randy McGuire with their dogs
Courtney Hill Photography



L to R: Whitney Jones, Stacy Chance, Brenda Roberts, Shelle Williams and Mary McGuire
Photo by Angela Bachmann Photography



Mary and Randy McGuire
Courtney Hill Photography

When speaking of success, Mary indicated she is competitive by nature. But she doesn't compete with others, only herself. She considers her day a success when it has been filled with hard work, happiness, and adventure; a day where she has shown love, service, and compassion to others.

She added, "The late Zig Ziglar was one of the most respected modern day experts on success, motivation, and leading a balanced life. In his book *Born to Win!*, he outlines some guidelines about success. He talks about the 'Wheel of Life.' On this 'wheel' there are seven categories: physical, family, mental, financial, personal, spiritual, and career. You must master some degree of success in each area of life

before you can experience the true satisfaction of total success. Each spoke of the wheel is connected, and if one area is neglected, everything is thrown off balance."

Mary and her husband, Randy, were good friends for 10 years before their marriage in 1990. While Mary didn't have children of her own, Randy had a son and a daughter, Chris and Jennifer, whom Mary said she couldn't love more if she had given birth to them herself. Jennifer has three daughters and Chris has one son. Randy and Mary have four great-grandchildren. "The word 'blended' describes our family perfectly. I am also lucky to have a mentor in my life named Ruth Williams, my mother-in-law. She is a woman who loves God and her family. She is a smart businesswoman. I have learned a lot about life, love, and work from her. I am lucky because she is my very best friend, too."

Mary and TODAY Realty, Inc. support various local organizations including Santa Cops who partners with Big Brothers, Big Sisters at Christmas. They also enjoy supporting the Special Olympics Law Enforcement Torch Run that ends with kids getting to compete in sporting events. Recently, Mary was asked to participate as a board member for the new McAlister Park and is looking forward to working with community leaders tasked with the development of the park.

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letter from the president

By Ken Harlan, Lubbock Association of REALTORS®

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REACH OUT TO THOSE IN NEED



There is no doubt 2020 has turned out much different than any of us could have expected or imagined. It is far from what we know as normal and because of this, everyone is now using the phrase, "The new normal." Thankfully, we live in Lubbock, where we're somewhat isolated and our market hasn't been affected like some others' around the country.

Although our housing market has weathered the storm well, other aspects have been greatly affected due to COVID-19, one of which is the United Way. The community partners of the United Way need funding and help from the community. As we get closer

to ending our campaign, I am asking each of us to step up and give to the United Way to help those most affected by this pandemic in our community. If you have not had a chance to go on a United Way Agency tour, I encourage you to go on one the next time we are able to schedule one. It will definitely open your eyes to the needs of the community we serve. You never know, one day you or a friend might be in need of the services of one of these agencies so please, help out with what you can, and let's finish our campaign strong, and please stay safe.



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▶▶ party spotlight

LBK Real Producers Exclusive SPRING INTO SUMMER EVENT

Lubbock's REALTORS® and vendors had the chance to unwind and reconnect at yet another successful Real Producers event on June 23.

Table 82, located at 4210 82nd St., graciously opened their doors to host this event where guests enjoyed hors d'oeuvres including stuffed jalapenos, boiled shrimp, roasted mozzarella sticks, and chips and white queso dip, and specialty drinks including Escondido Ranch Water and Real Producers Blue Vodka Martinis.

Food sponsor: Benchmark Mortgage

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While we had a ton of fun, as always, we were mindful of the fact that we are in the middle of a global pandemic where social distancing and safety is a MUST. Each guest's body temperature was checked before entering and masks and gloves were provided. Everyone did a great job of social distancing! Huge thanks to Danna Hair, Amy Stephens, Bobby Maxey, and Jennifer McCandless for assisting with check-ins.

We look forward to seeing each and every one of you at our next event!





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