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MEET THE LUBBOCK REAL PRODUCERS TEAM



Kathy McCandless Pettit
Publisher/Area Director
(806) 368-1526
Kathy.pettit@realproducersmag.com



Rita Kennedy
Staff Writer



Joe Baker
Photography
(806) 318-8544
JoeBakerPhotography.com



Lindsey Wells
Content Coordinator



Cj Duncan
Photographic Artistry
CjDuncan.com
(806)781-2747



Haley D. Photography
(432) 230-5817
haleyphoto@gmail.com



Cassie Mitchell
Writer



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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PHYLISS LUTRICK



Photo by
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top producer/ cover story

By Lindsey Wells

‘Destiny is not a matter of chance, it is a matter of choice.’

Due to her longevity and reputation in the industry, hers is a name known virtually by everyone in the Lubbock real estate enclave. Phyllis Lutrick, a broker at Berkshire Hathaway Homeservice in Ransom Canyon, began in real estate over four decades ago and is now a multi-million producing, award-winning staple in the industry.

In 1976, Phyllis was new to the workforce after staying at home with her children for years prior. With two small children, she was faced with the decision about what to do to provide a roof over her family’s heads. In October of that year, she took one 30-hour class, studied for the test to get her real estate license, and passed on the first try—much to her surprise. “I still can’t believe that

happened,” she said. “I couldn’t tell you the difference in an FHA, VA or Conventional loan. I truly was as green as a gourd!”

Her career in real estate officially began in January 1977, and it has proven to be one of the most important decisions of her entire life. Now, she is continuing to build and maintain the relationships with her clients that she has had for decades, and is even doing business with some of their grandchildren. To Phyllis, there truly is nothing better than a referral to take care of someone’s loved ones.

“I have always loved people and the fact that they trust me with one of their largest investments and their family’s happiness is a huge responsibility. I have always believed they have to like and trust me in order to do business with me,” Phyllis said. She has worn many

...



“I truly believe if you treat people the way you want to be treated, you will go far in life.”



Photo by Joe Baker Photography

•••

different hats in her years of selling real estate: Marriage counselor, grief counselor, problem-solver, appraiser, mortgage banker, cheerleader, gardener, babysitter, pet sitter, and, most importantly, friend. “I am passionate about Ransom Canyon; it is a special place set apart from all other communities in our area. I thank my lucky stars I was able to raise my family here and I have ties from a lifetime that forever binds me here.”

The rewards have not been without their own unique challenges, though. Phyllis said her greatest challenge as a REALTOR® came in 1998 when her broker of many years and developer of Ransom Canyon, Harold Chapman, passed away.

“He was like a father to me in the real estate industry and my future in Ransom Canyon was up in the air. I continued to work for his son, John Chapman, for a couple of years and obtained my broker’s license. When John sold the company, I had to decide to either open my own company or go back to Lubbock and

work for another agency. This was a very pain-staking decision to be on my own,” she admits. Phyllis opened her doors in her home in 2001 and then moved to The Ransom Canyon Shopping Center in 2002. “It has been by far the best decision of my life, except for marrying my husband, Johnny.”

Phyllis and Johnny have been married for 31.5 wonderful years. He is her best friend, confidant, and rock. He retired



Phyllis Lutrick
Photo by Joe Baker Photography

this year from banking and is now taking care of Phyllis full time. “It is a big job!” she said. The couple has three children between them, three grandchildren, and three great-grandchildren.

Their family motto is as follows: **“Destiny is not a matter of chance, it is a matter of choice.”**

Outside of work, Phyllis supports every local organization within the

Acuff community and Roosevelt schools. She, along with her father, children, and grandchildren, all graduated from Roosevelt, and she now has nieces, nephews and cousins enrolled there, too. She also supports the United Way and local churches.

At the end of the day, it’s clear: Phyllis Lutrick loves what she does, and she does it well.

“I am one of the oldest active agents in our association. I am already on social security and I don’t have to sell something to pay my bills. I could retire if I wanted to, but at this point, I’m not ready. I feel I still have a lot to contribute and obviously I love what I do. I may not have all the technical skills some of the younger agents have, but I can get the information necessary to make a good investment decision,” she said. “I am honest to a fault and I have a hard time selling inferior houses. You don’t have to ask me for my opinion on a property, because I usually give it immediately.

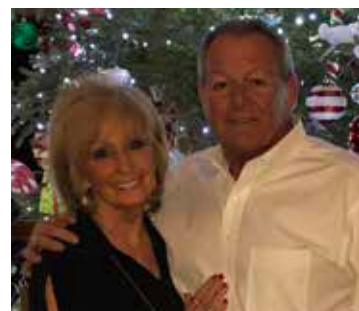
“I truly believe if you treat people the way you want to be treated, you will go far in life,” she added. “Praise God and count your blessings daily—without Him, you have nothing. Life is short so BE HAPPY!”

Phyllis Lutrick, Broker

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Phyllis and husband Johnny



Sandra, Jake, and Kristy



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Phyllis' son and daughter-in-law, Brandon and Kim Petree.



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“LEARN WHO YOU ARE AND FIGHT TO ALWAYS BE THAT VERY BEST VERSION OF YOURSELF.”



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When did you start your career in real estate?

I started in February 2019.

What did you do before you became a REALTOR®?

I served for 10 years on active duty for the United States Air Force, and I am still currently in the Air National Guard. All in all, I have 16 years of military service and counting. I hope to keep serving as long as they will have me.

What are you passionate about right now in your business?

The thing that really keeps me going every day is a desire to serve people. I believe that is what comes across most in my business, I genuinely want to help people.

What has been the most rewarding part of your business?

The confidence it has given me. To see myself have some success in a business where you are paid for the amount of effort you put in has completely changed me. I owe a lot to my family and to Keller Williams for supporting me through it all.

What was your biggest challenge as a REALTOR®?

I had a lot of self-doubt in the beginning, and it is still something I struggle with. I have a very strong support system; my wife Kristen inspires me to be the very best version of myself.

Tell us about your team.

The Stacey Rogers Real Estate Group is unlike anything I have been a part of. I am still fairly new, but it already feels so normal. We laugh on a daily basis and to me, that is very important. We support each other in every way and pull each other out of tough situations.





Brett Mullins
Haley D. Photography

know them. That is how you will truly learn the best way to support and guide them.

Define success. Tell us about your family.

I feel like I am already successful; I have an amazing marriage and together we are raising two beautiful daughters. I always thought that I would want a boy, now that I have two daughters I can't imagine my life any other way. Kristen is my wife, we have been married for six years. We met at a church "lock-in" when we were 13 years old and were pen pals! She has been a nurse for 12 years. She is the most kind, beautiful, loving, and ornery person. Mazie is my 5-year-old teenager. She loves to sing and loves ballet. She is like me in the fact that she will debate on anything. She has the kindest heart. We pray almost every night and that kind heart comes through in her sweet prayers. Birdie is our 2-year-old. She has the most infectious laugh, it fills my heart. She loves to read and do puzzles, she is incredibly smart, like her mother. The four of us have a home full of love and laughter, occasional tears. One thing that I know for certain, my three girls will know, every day, that I love and cherish them.

How many years have you been a REALTOR®?

I have not hit my year mark yet. It has gone by so fast already. I look forward to 2020.

What is your career volume as a REALTOR®?

I think right now I am sitting close to 1.7 million. I try not to focus on it very much and focus more on the amount of people I can help.

Favorite books?

Atlas Shrugged is my absolute favorite, I've read it probably 20 times. I love to read, I could go on and on about my favorites. Currently, my favorite book is Fanatical Prospecting by Jeb Blount.

•••

How does real estate fit into your dreams and goals?

I have very lofty goals and at the center of it all is real estate. It is the keystone that supports everything else. If you are the average of the five people you associate with the most, then I am in the right spot. Keller Williams encourages you to pursue greatness, and what's more, they will give you the tools and teach you how to get there. It is a truly inspiring company to be a part of. I am still in shock sometimes that I was fortunate enough to have prayed my way to where I am now.

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

The people! I love meeting new people and getting to know them on a personal level. I have realized that the best way to help someone is to take the time to get to



Brett, Kristen, Mazie, and Birdie Mullins



Brett Mullins
Haley D.
Photography

Are there any charities or organizations you support?

Yes, I support the Air Force Sergeants Association (AFSA), National Guard Association of Texas (NGAT), and a few others.

What are your hobbies and interests outside of the business?

I love to read, I live 30 miles north of Lubbock so I get in some good audiobook time as well. I like to hunt, I have a group of friends that I hunt with. Spending time with family is my absolute favorite thing to do.

How are you different?

Oh, wow, let me count the ways! I am very, very comfortable in my own skin. I am unashamed about who I am and the way I choose to conduct myself.

What do you want to be remembered for?

I want people to always remember that I am a man that would move mountains to see a smile on my wife and two girls' faces.

Given your status and expertise, what is some advice you would give to others?

It does not matter where you go in life or what you do for a living, there will be challenges and you will fail at times. The mark of success is not in dodging these failures but in forging them into knowledge and wisdom to gain leverage over future challenges. Do not ever let anyone decide the type of person you will be. Learn who you are and fight to always be that very best version of yourself.

Brett Mullins

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» motivation from a young professional

Cassie Mitchell, REALTOR / Social Media Executive



SUCCESS DOESN'T COME FROM WHAT YOU DO OCCASIONALLY.

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Being a young professional, in an industry overwhelmed with so many amazing and hard-working people, can be intimidating. Somedays you feel like giving up because nothing is going your way. You feel as if everyone else around you is succeeding BUT YOU.

We all have those days and we all have days that are better than others. To become successful you have to give 100%. Will it be easy? Nope. Will it be worth it? Definitely. There will be days your running on four hours of sleep and you lost count of how many coffees you've had because you showed houses all day trying to find the perfect home. Negotiated a contract for hours only to have one of the parties pull out because they didn't want to argue with the buyers/sellers anymore. But then there will be days where you get a phone call from someone who has heard amazing things about you and wants you to list their home. You hang up the phone and get that "pep in your step" because finally, someone noticed the hard work and effort you have been putting in. Just because things aren't going the way you want doesn't mean better things aren't coming. You have to keep pushing yourself every day no matter how much you want to give up because consistency is KEY.

So when you feel like giving up, don't. Falling down is an accident. Staying down is a choice. To be successful you have to give it your all and getting up every time you fall. Because If you don't, you will never know your true potential.

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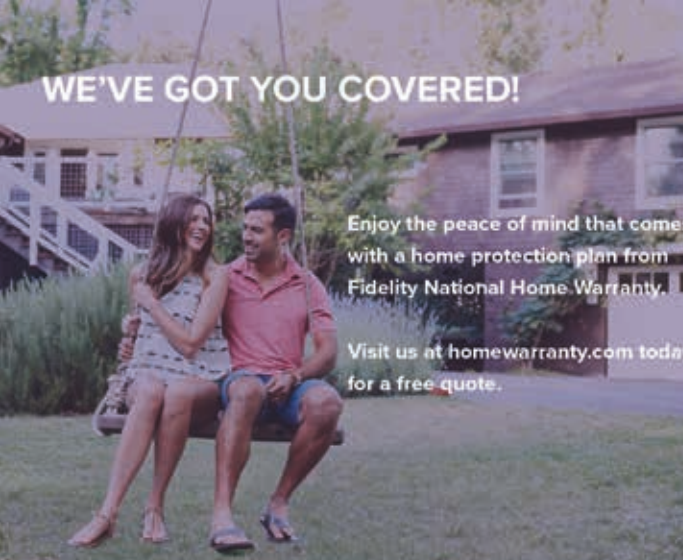


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Reneé Eberhardt
Haley D. Photography
Location courtesy of Capricho Interiors

▶ REALTOR® spotlight
By Lindsey Wells



Reneé Eberhardt
Haley D. Photography

“If you love what you do, you’ll never work a day in your life.”

Family and real estate go hand-in-hand when it comes to Reneé Eberhardt’s life. An agent with Coldwell Banker Rick Canup Realtors, Reneé followed in her family’s footsteps and began her career in real estate in 2006 and has utilized hard work and dedication to build a successful and rewarding career for herself in the industry.

She was named Rookie of the Year her very first year and has gone on to achieve many other designations, including being a Coldwell Banker Certified Luxury Specialist and a CLHMS (Certified Luxury Home Marketing Specialist), a Graduate, Realtor Institute (GRI) and an Accredited Buyer’s Representative (ABR).

“I love what I do so much. It doesn’t feel like a job. Buying or selling a home for people is their biggest

investment and decision of their lives, and I love walking my clients through the whole process and helping them feel calm and knowing I am there every step of the way,” Reneé said. “I am passionate about them being happy at the end.”

She admits that her approach to real estate was very transactional when she first started. In the past five years, she has changed that approach by being relational instead of transactional, a positive change that has made her business even more fun. ...



Reneé Eberhardt
Haley D. Photography



Alex, Reneé and Eric Eberhardt
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“My reward in this business is making relationships with my clients,” she added. “They aren’t just a transaction; they are truly a friend.”

Prior to joining the real estate industry, Reneé was a stay-at-home mom for her two boys. Her path to real estate was a natural one, as real estate is seemingly in her family’s blood. Her father, Rick Canup, is the broker/owner of Coldwell BankerTrusted Advisors; her mother, Nelouise Canup, is the Executive Director; her brother, Deron Tucker, is the President; her two sons, Eric and Alex Eberhardt, and three nephews, Beau, Taylor, and Chase Tucker, are in commercial at Coldwell Banker; and her fourth nephew, Davis Tucker, is also on staff at Coldwell Banker. Needless to say, real estate is a family affair for this group.

“My family is everything to me,” Reneé said. “We are all so close. We do everything together.”

Though real estate was a natural fit for her, Reneé admits that the business was a little daunting when she was first starting out. “My challenge as a REALTOR®, in the beginning, was worrying, ‘Can I do this?’” she said. “I have to look at real estate as my own company. I am the CEO of myself. I have goals and visions of what I want to achieve.”



Reneé Eberhardt
Haley D. Photography

“I love being a REALTOR® because every day is different. Every person is different. I may sell a million-dollar home or a starter home for first-time homebuyers—I have the same feeling after every sale of satisfaction for taking care of my client,” Reneé said, noting this quote by her brother: “If it were easy, they wouldn’t need you.”

Reneé’s mission statement is as follows:

- I am here to leave my mark.***
- I am here to be my best.***
- I am here to help others.***
- I am here to guide.***
- I am here to serve.***

Reneé is also passionate about protecting the lives of the unborn and supports Heartline Ministry in Lubbock, an organization that offers an incredible service for women with unplanned pregnancies.

Outside of her business, Reneé’s main interest is her family, including her two sons and new daughter-in-law.

For up-and-coming agents, Reneé has this advice: “Work hard, show up, answer your phone and treat your clients as a friend, and don’t forget them after the deal is done!”

“There is no other career like real estate. I am so blessed to be in this business and there is no other family like my Coldwell Banker family. I have said this many times: I would rather be in my office than at home! Not many people can truly say that,” said Reneé.

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WHY IS IT SO

DIFFICULT TO DISCUSS MONEY?

financial fitness
By Shauna Osborne



Still, all evidence points to the fact that *not* freely communicating with loved ones on this topic can lead to negative consequences for our emotional, physical, and social well-being. The good news is, though it may cause discomfort at first, only positives can come from opening ourselves up to dialogues around money. Where to begin?

Our finances are arguably one of, if not *the* most important, life-altering... and uncomfortable areas of our lives. Much like politics and religion, money can provoke a variety of emotions in us in a split second. Yet, unlike other deeply personal topics, we don't find ourselves chomping at the bit to bring up our finances with friends in conversation. In fact, many Americans consider money to be the most difficult topic to broach with others, especially those with whom we're in close relationships. But why?

Family and Friends. It all starts at home. Researchers have found that growing up in a household where frank and open discussions around money occur results in adults with far less impulse spending and credit card debt. Further, by involving friends and family in your financial arena, you take advantage of the "village" of knowledge available to you and, consequently, are better prepared to tackle those important money decisions yourself.

Many theories have been proposed on this subject. For many, myself included, we were raised to believe money is an impolite topic, not for discussion outside of the most private of situations. For others, it's what money symbolizes: power and control, security and independence. The fact remains, money is an emotionally complex subject, grounded deeply in our ideas of self-worth and security.

Partner/Spouse. Recent studies show that more than 40% of American couples don't discuss how their finances will be managed before tying the knot. Yet money is also cited as a top stressor in romantic relationships, right up there with sex, parenting, and careers. We all want to rest assured we're making sound financial decisions, and joint decision-making results in fewer financial risks. Enlisting your partner in financial decisions will lead to positive outcomes, such as more transparency in your relationship and fewer precarious economic behaviors.

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I am excited to see how the Lubbock Association of Realtors will move through this new decade. If you will take a few minutes to reflect on the past you will realize the impact this association has had on your business and community. This is an everchanging industry and we must keep ahead of the trends, your leadership team is committed to focus on the future of Lubbock Association of Realtors and has been hard at work on a strategic plan that will not only focus on this year but 3 to 5 years. Beginning this year, we will be assessing the different aspects of the association to make updates and changes as needed to make sure it is serving you as a member in the best possible way in 2020 and beyond. A couple of things to keep your eye on is:

- how will NAR Clear Cooperation Policy 3.0 impact our association
- working on new ways of communication to you and the community so the realtor image is enhanced in our community
- what will happen with our building

If you have not been involved in the past my hope is this is the year you will. This association has so much to offer you as a member. 2020 will be a great year and decade for this association and I am honored to get it started.

Ken Harlan, GRI
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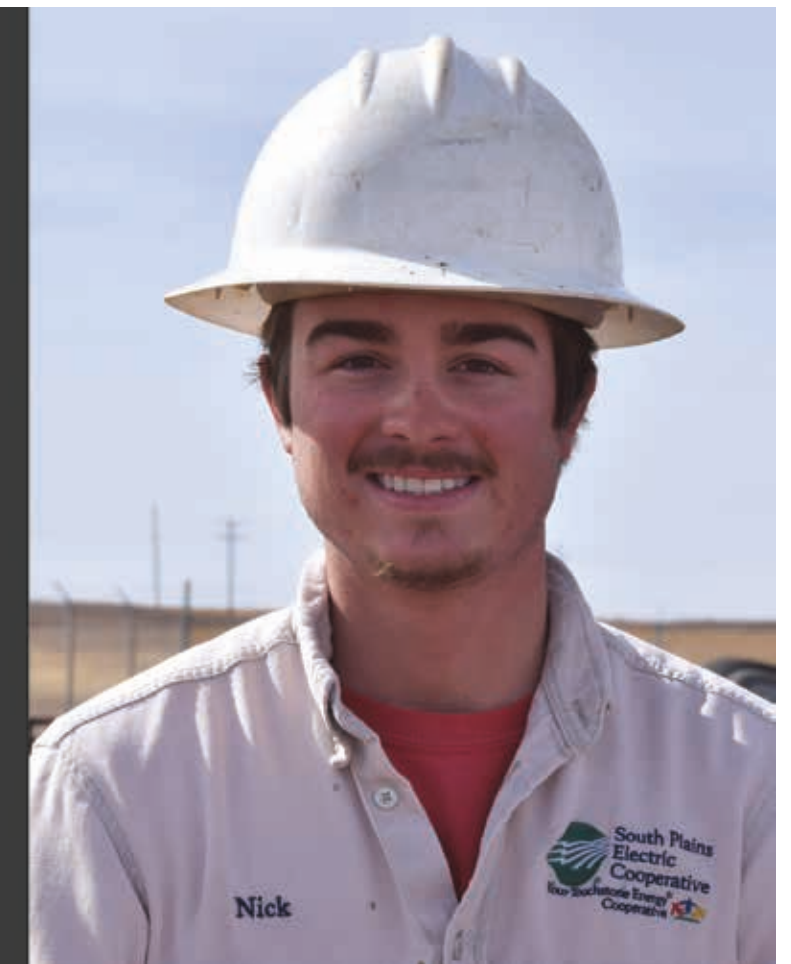
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