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PHOTOS!**

Ashley English, Jennifer Colley, Team Leader, Kendra Reiff, and Cory Neal, Administrator

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JUNE 2020



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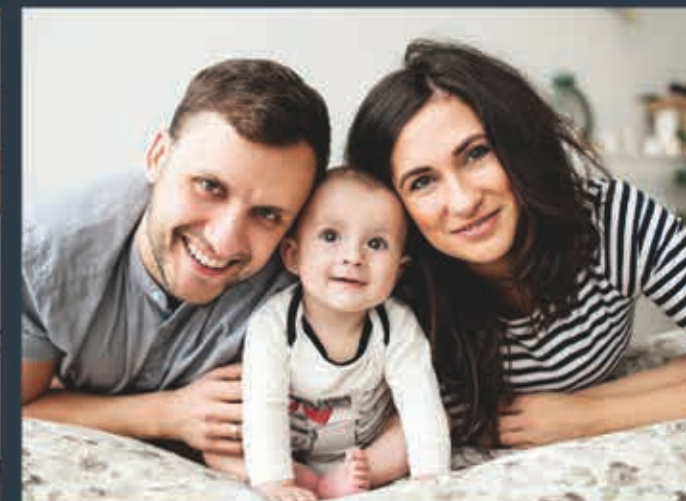


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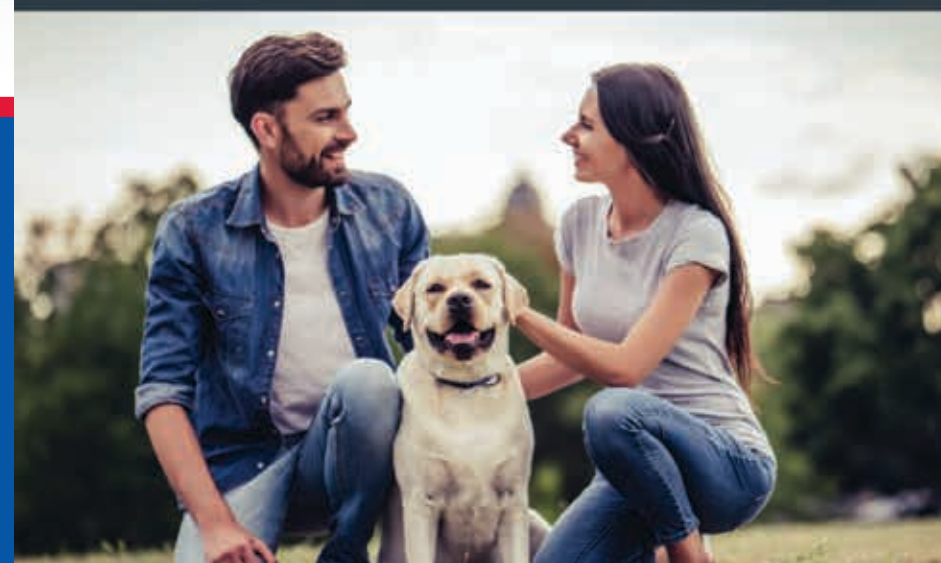
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TABLE OF

CONTENTS



08
Preferred Partners



12
Top Producer/
Cover Story:
Jennifer Colley Team



20
Rising Star:
Tammie King



26
Sponsor Spotlight:
Rusty's Bug Stop



30
Isolation-ship



32
Father's Day



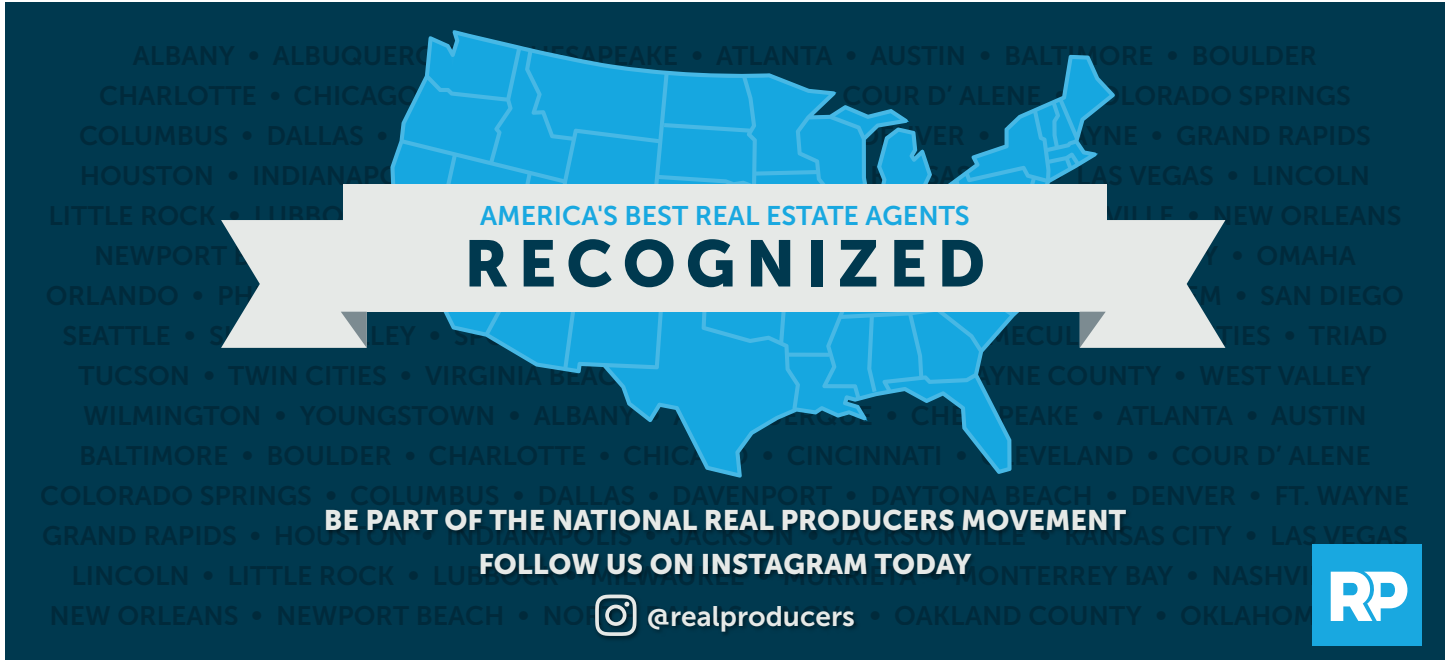
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▶▶ letter from the president

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a new normal



By Ken Harlan, Lubbock Association of REALTORS®


My hope is that everyone is continuing to stay safe and healthy. There is no doubt that COVID-19 caused a disruption in our business, making us find new ways to operate. The good news is, we *can* do business, even though it's not the way we're used to. In some states, like New York and Pennsylvania, REALTORS® are not allowed to even contact anyone, so for that, we should all be grateful we live in Lubbock, TX. It's been inspiring to see how everyone's embraced technology to continue showing homes virtually and having virtual open houses.

A question I have received from several people is "How do I create a virtual tour of a house and how do I put it in Rapattoni?" Traditionally, a virtual tour has been still pictures of high quality, stitched together by software, and then a link is provided by a third-party company for you to copy and paste in Rapattoni. Our current environment time has caused the consumer to ask for more than that now. Virtual tours need to be engaging – and to a certain extent entertaining – just like showing the property to a client in person.

The great thing about today's technology is that most agents already have the tools it takes to create these on their own. Sure, you could hire a professional and have the video

produced and then host it somewhere, but who has time for that and how would you maintain social distance with the production crew anyway? You can do it all on your own using your phone. I know this was bad in the past, but the picture and video quality in most phones have improved so much that they're acceptable to use and watch on a screen. All you need to do is take the video on your phone and be sure to use a Bluetooth headset so that you get better quality audio sound than just using the microphone. Show the house as you normally would, and just imagine you have a client with you. Have the same excitement you'd have in-person – point out all the special, cool features the home has, try to make it personal. It might take a few tries at first, but before you know it, you'll start feeling comfortable.

After you're satisfied with your video, you need somewhere to host it. There are many options, like YouTube (create your own channel), Vimeo, your personal website, or any other hosting source you have. Once you've done that, copy and paste the link to Rapattoni and keep in mind that you don't want any personal branding to use the unbranded link. That's it, simple right? I challenge you to give this a try and see how easy it really can be. This is just one example of how this pandemic has forever changed the way we do business, even after it's gone. Continue to stay safe and hopefully we can get back to normal, whatever that is, soon.



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“
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everything makes sense. When you don't know
what matters most, anything makes sense.”

Jennifer Colley
Photography by Lissa Anglin



THE FUTURE IS

BRIGHT

FOR THE **JENNIFER COLLEY TEAM**

AT KELLER WILLIAMS REALTY

Before entering the world of real estate, Jennifer Colley was a kindergarten and Pre-K teacher for 10 years, and while she enjoyed teaching, it wasn't a passion. In March 2015, Jen switched gears, earning her real estate license and hanging it under Keller Williams Realty. Two years ago, Jennifer formed her own team and is now just as dedicated to the satisfaction of her clients as she is to the personal growth and development of the agents on her team.

Jennifer said building a real estate team was something she was passionate about from the beginning, though she admits she had to overcome a few personal roadblocks before she was ready to take that leap. “I had a lot of fear around failing, hiring the right agent, and my ability to be a good team leader,” she said. In 2018 she decided she was ready and brought on a friend, Cory Neal, to be her administrative assistant, followed in the next year by agents Ashley English and Kendra Rieff, thus forming the Jennifer Colley Team at Keller Williams Realty.

“Growing this new team is where a lot of my passion and energy is directed right now,” Jennifer said. “I absolutely love our team and the days spent with them. Daily I am learning how to be a leader to them while making sure I am providing great value. I love being a small piece of their journey, and helping them achieve their goals brings me so much joy. Their hearts for Christ and the passion



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Coby, Cory, Jennifer, Chandler
and Camren Colley
Photography by Kristen Bendarz



they have for loving others has blown me away! Most days, I feel like they are leading me instead of me leading them. My biggest passion right now is investing in each of them while watching them invest, serve, and love the clients God has trusted us with in the best way possible.”

The team is well on the way to meeting its goal for 2020, which is to amass a sales total of \$20 million and serve at least 75 individuals or families.

Helping her clients’ dreams become a reality is one of the aspects of her career that Jennifer counts as the most rewarding. When she thinks about her biggest reward to date, she is brought back to an opportunity she received to help a single mother and her two children buy their first home. Though they were working with a tight budget, Jennifer was determined to help her client get into a home that she loved and that her children deserved. After a year of searching, they finally found the perfect home, and the two of them still remain friends to this day. “It has been

amazing watching her continue to chase her dreams! To think I was a small part of her story makes me so happy,” Jennifer said.

As God has continued to bless her business, it has created incredible opportunities for Jennifer to bless others. Her role as a REALTOR® and follower of Christ allows Jennifer to live out her dreams and goals of giving back, loving God, and loving others; it is only when she has done those things that she has indeed found success in her life. “Success is not tied up in my career

or my ability to perform well as an agent or a mom/wife,” she said. “Success for me is waking up each day and trying to be the best follower of Jesus that I can. His mission for my life includes so many things like my career, my family, and my friends, but my identity and my success is not found in how well I do those things. It’s a really hard place to be, but when I am walking in God’s grace and allowing Him to guide me, teach me, and correct me, then I am successful.”



Cory Neal, Administrator,
Jennifer Colley, Team Leader,
Kendra Reiff, and Ashley English
Photography by Lissa Anglin

“
Their hearts for
Christ and the
passion they
have for loving
others has blown
me away! Most
days, I feel like
they are leading
me instead of me
leading them.
”



Jennifer Colley
Photography by Lissa Anglin



Jennifer Colley
Photography by Lissa Anglin



In her years in the industry, Jennifer has learned that it is a dangerous game to compare herself to other people, and while she loves learning from others, she also realizes that her journey is unique and she must make it her own. "Each day I wake up with the mindset, 'I need to be the best version of myself today.' Most days I fail miserably but I get up and do it all again," she said.

Jennifer met her husband, Coby, while attending Texas Tech University, and they were married three years later in June 2004. Now, they are about to celebrate their 16th wedding anniversary and have since welcomed three children, Camren, 11, Crew, 10, and Chandler, 6. The family also shares their home with a Golden Retriever named Chief. Outside of work, Jennifer and the family enjoy spending time with friends and family and traveling.

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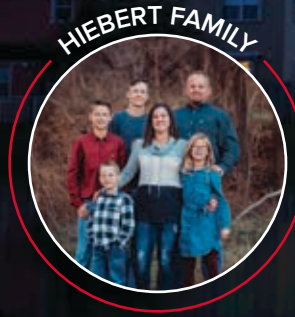
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When did you start your career in real estate?

My career in real estate began in August 2014.

What did you do before you became a REALTOR®?

Before entering real estate, I worked in sales in several capacities: Pharmaceutical representative for Merck & Co; helped Lubbock and surrounding area physicians and nurses best find patients who could benefit from the products I represented.

Director of Career Management Center in the Rawls College of Business; I facilitated relationships between Rawls business students and potential employers, much like the “matchmaking” process when helping buyers find their perfect home. Our office helped match soon-to-be graduates and interns with employment opportunities.

After leaving the college of business I worked with the fabulous Hoffman family at J.Hoffman’s retail store; this was another instance of “matching” clients with a wardrobe that would contribute to their overall success and help each client be the best that they can be.

What are you passionate about right now in your business?

I am passionate about helping others. I know that sounds cliché, however, I have been blessed in so many ways through my survival of breast cancer diagnosis in 2011 and continued journey with Type 1 diabetes, which was also diagnosed in 2011. My perspective on life was absolutely changed from this journey. This translates into helping others realize their dream of homeownership and the importance of doing so with a servant’s heart.

What has been the most rewarding part of your business?

Again, helping buyers. Find THE one, THE one that makes their heart happy, THE one that completes their family’s dream, THE one that provides for a better educational experience for their kiddos, THE one that can be passed down for generations.

What was your biggest challenge as a REALTOR®?

I believe sometimes my biggest challenge is overcoming the thought that I can’t do everything for every client. I can’t help them with their finances, I can’t help them “clean up” their credit, I can’t make a seller accept an offer, and I also can’t perform miracles in the closing process. I truly care about each client and the experience they have during our transaction. I often feel like this is a challenge because I oftentimes care too much about things that I can not control.

How does real estate fit into your dreams and goals?

I have always dreamed of being able to contribute to my family financially. Being a REALTOR® enables me to do so while also allowing me the freedom to work from home if needed, spend time with my children and especially my grands, and helping others attain goals for their families.

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

CLOSING DAY – the day when buyers and sellers are the most happy and the day when clients become friends. And the feeling of accomplishment on a successful buying/selling process.

...



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•••

Define success.

The Oxford Dictionary describes success as:
suc·cess /sək' ses/ *noun*
the accomplishment of an aim or purpose.
the attainment of popularity or profit.

Success for me is not a monetary or “profitable” achievement for myself as stated in the official definition. Success in my mind is the sense of joy and contentment within myself as I am able to live my life to the fullest. This is a compilation of my spiritual, professional, and personal life.

Tell us about your family.

My family – I am known as Tata to my grandkids, nieces and nephews, and any little that I get the chance to love on. I am the youngest of three Swann children – Gary Swann, brother. Pam Shuttlesworth, sister. Both have blessed me with two nieces and share their grandchildren with our family. I love and appreciate each of them

I have a kind, loving husband of 28 years, Tommy King IV, who works as a System Administrator at The Lubbock Heart Hospital. Tommy and I have two children. Alexis is 27, married to Travis, and has two littles (Truman, 4, Annabel Claire – the loves of my life, the best job ever is being their TATA – they are my why). Alee is 24, engaged to Jacob, having fun planning a wedding for Jan. 2021 with them.

•••



Tammie's grandchildren



Tammie's granddaughter, Annabel Claire



Tammie's grandson, Truman

...

My mom is my biggest fan – she cheers me on, loves on me, and prays for me way more than I ever deserve. Her husband, our Bala, passed away last August and my mom was such a strong Christian influence during his illness. I hope my faith to be as strong as hers is one day. Every Wednesday, she and I attend Bible study at Bacon Heights Baptist church – I have learned so very much from these “wise and experienced” older ladies.

Tommy’s parents live within blocks of us and we love having family dinner at Tommy III and Jan’s – getting the King boys together is always a riot!

But, seriously, my family is the biggest blessing ever! The majority of my “Swann” family are proud to be born-and-raised Lubbockites. And, I couldn’t imagine living anywhere where they weren’t. Family gatherings are so important in my life.

What awards have you achieved as a REALTOR®?

I have consistently met goals and achievements within each brokerage I have been affiliated with. In my time at Keller Williams, I consistently capped, and received honors for participation in corporate Red Days, and monthly/weekly sales competitions, and graduated from BOLD. At my current Broker, klm Real Estate, I am also am a top performer and continue to meet sales goals for myself.

Favorite books?

Secret Life of Bees, Anna Karenina, Heaven Is For Real, Don't Sweat The Small Stuff, Atonement, The Glass Castle, Fervent, The Mother Of Pearl, The Best Yes, The Other Boleyn Girl, Who Moved My Cheese...oh and COOKBOOKS – I’m a dork and love browsing through searching for new recipes.

Are there any charities or organizations you support?

Since my diagnosis of breast cancer in 2011 I have chosen to serve within the Breast Cancer Awareness Community – Komen,

and also within Cancer Research/Awareness – The Lubbock Area American Cancer Society chairing The Cattle Baron’s Ball in July 2016, have participated in Junior League of Lubbock and chaired their primary fundraising event, Holiday Happening, in 2011. As both my children were going up we were involved with the National Charity League, which volunteers countless hours to Lbk area charities and organizations.

What are your hobbies and interests outside of the business?

I love to plan and organize events. I help brides plan their perfect wedding day, families plan fabulous bday parties, and corporations plan knock-out events. I also enjoy decorating clients’ homes for the holidays. Seeing the transformation in events beginning to end and homes before and after decorating is extremely rewarding. It’s hard work but it makes others so happy and I love that!

How are you different?

I can’t speak to how I am particularly different than others, but think that I like to make a difference by being a REALTOR® that is not just doing a job or selling homes – I truly care, and often-times I care too much. I care about others more than myself, I care about the “people” in the process, I care about the outcome more than the hurdles to get there, I care about the dream more the financial benefit, and I care about how others feel about themselves and how to lift them up. I want my clients to be friends before, during, and after the transaction

What do you want to be remembered for?

I want Tammie King, Tata, and Tammie King, REALTOR® to be remembered as a kind Christian individual who did her best to make a difference by loving and caring for and about others.

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

Be real, be YOU. Never think you know it all. Ask questions, learn from your mistakes – we all make them. Failure is an opportunity in disguise. Be content.

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

As a salesperson we are always driven to do more, grow more, sell more and all to make more money. Content is not a word that is thrown around much at sales meetings. I’m here to say, it’s OK to be content. Content does not mean being lazy, willing to make less, or being OK with the status quo. Content DOES mean to be grateful, pleased and joyful. To be content, I found that I need to practice gratitude. Take control of your attitude. Stop comparing yourself to others. Help others. Be content with what you have, never with what you are. The Bible explains contentment in a verse which many of us are familiar:

Philippians 4:12-13: I know what it is to be in need, and I know what it is to have plenty. I have learned the secret of being content in any and every situation, whether well fed or hungry, whether living in plenty or in want. I can do all this through him who gives me strength.



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Photography by Kelly Kingston

RUSTY'S BUG STOP

“THE BUG STOPS HERE”

Trying to get rid of household pests, whether they are nuisances like spiders, mice, or roaches or potential house-destroyers like termites, takes a toll on time, frustration, and cost. Often, it means turning to professionals. For over 13 years, Rusty's Bug Stop has been serving Lubbock and surrounding areas to partner with commercial and residential customers to take a proactive approach to protect property from pests.



Owners Rusty and Tawndra Ferguson are no strangers to the pest control industry. Though they opened the doors at Rusty's Bug Stop in January 2007, Rusty had been in the pest control business for a number of years prior, educating himself on the ins and outs of the industry before venturing off to go into business for himself. The Fergusons began their business with a goal in mind to provide an honest service for a reasonable price while always keeping the focus on superior customer care.

As a locally-owned and operated business where time is of the essence, clients employing the help of Rusty's Bug Stop will never be given the run-around; Tawndra herself answers each call, and the team of five technicians including Devon, Kenny, Casey, Rusty, and Tawndra has been educated on the latest chemicals, techniques, and safety measures to ensure each customer is given top-notch service.

In addition to being a full-line pest control company, Rusty's Bug Stop also provides Texas WDI reports for real estate transactions and termite treatments when needed. “We specialize in termite inspections to pro-

tect potential buyers' investments, educating them and walking them through the inspection process in order to have a smooth home buying experience,” Tawndra said. “You will never have to wait for the WDI report; they are sent out at the time of inspection.”

When asked why they decided to get into the pest control industry, Rusty and Tawndra's answer was quite simple: “There are always going to be bugs, and we love helping people. Simple as that.”

The owners encourage anyone looking for the right pest control company to get to know the owners and technicians on a personal level. “There will be a time when you need their help, whether it be roaches, spiders, fleas, ticks, bedbugs, or even possible termites,” Tawndra said. “Rusty's Bug Stop is always there to educate and find solutions to your pest control problems. To avoid pest control problems, general maintenance is recommended.”



Rusty and Tawndra Ferguson
Photography by Kelly Kingston



**OUR CUSTOMERS AND CLIENTS
BECOME MORE LIKE FAMILY TO
US," TAWNDRA SAID. "IT IS VERY
IMPORTANT THAT THEY CAN TRUST
RUSTY'S BUG STOP AND KNOW
THAT WE ARE SENDING HONEST
TECHNICIANS INTO THEIR HOMES.**



...

At Rusty's Bug Stop, they know that home- and business owners need to be able to trust the technicians they have hired to work in their homes and businesses. Because of this, all employees must possess the following qualities: they must be honest, they must be hardworking, they must love people, and, most importantly, they must have a servant's heart. "Our customers and clients become more like family to us," Tawndra said. "It is very important that they can trust Rusty's Bug Stop and know that we are sending honest technicians into their homes."

Rusty and Tawndra both grew up in Portales, New Mexico, a small town just across the state line. They attribute their success to the way their parents raised them to work hard for everything they have in life, and that is just what they've done. Hard work and determination soon became happy customers, and their business began to grow based on word-of-mouth.

Outside of the business, Rusty and Tawndra are active members of Ropesville Baptist Church and love to serve their Lord. They have been married for 28 years and have two grown children, one in Austin, Texas, and the other right here in Lubbock. They also have one grandson that is the light of their life.



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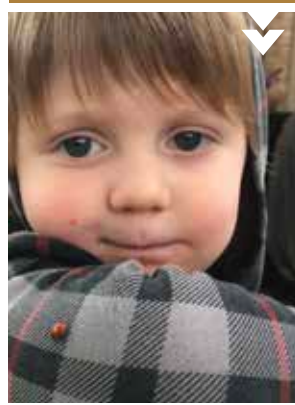
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the tractors are still running



Lucky little lady bug!
Submitted by Heather Brandt



Submitted by
Heather Brandt



Another "sold" by Pat and
Sharmal Ham

Isolationship

A harsh new reality for extroverts



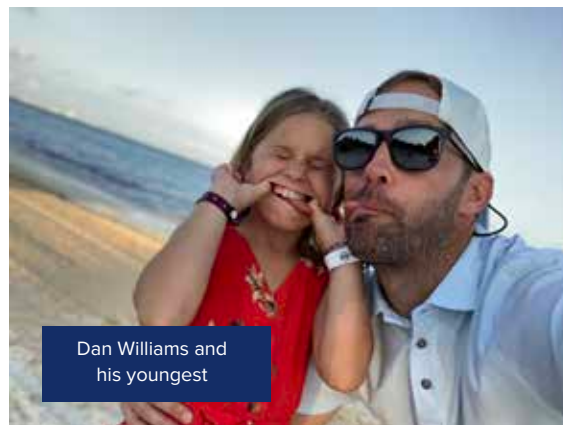
Kelly Kingston



Jim Archer
is focused



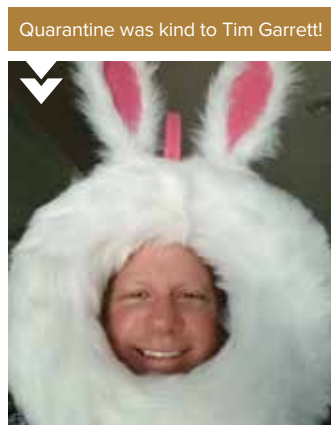
The new normal



Dan Williams and
his youngest



Dan Williams and his
eldest daughter



Quarantine was kind to Tim Garrett!



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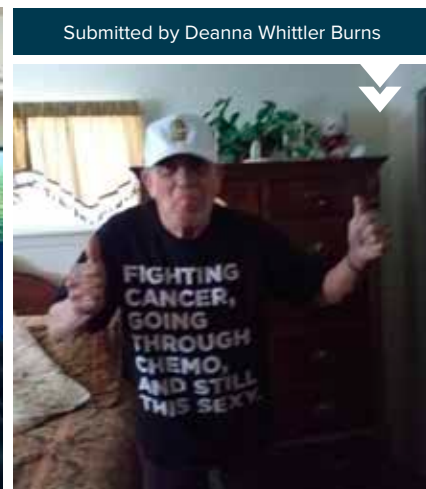




Submitted by Dan Williams



Renee Eberhardt and her father. "Happy Father's Day to the most incredible, giving, loving, Godly man that I am blessed to have as a Dad! You're the best dad, grandfather & great grandfather! I love you!"



Submitted by Deanna Whittler Burns



Submitted by Michalea Calmes Perez



Submitted by Jennifer Roberts Busbea



Tammie King's father, "Bala," before he passed away having lunch with his great-grandson, Truman Wayne Nix.



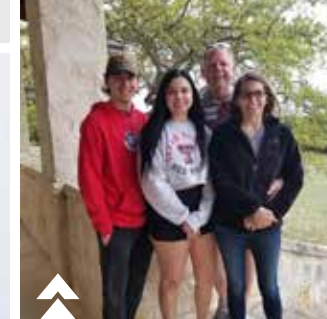
Submitted by Rex Andrews



Courtney Bartosh and her father on her wedding day



Cortnee Smith's father with his grandsons



Tim Garrett and family



Tammie King and her father on her wedding day



Submitted by Rex Andrews



Kristen Wright with her dad

FATHER'S DAY

anyone can be a father, it takes someone **special** to be a dad



Colton and Kennedy Conner
Submitted by Kate Conner



Rachel Marie Loafman and her father. "My relationship with my dad hasn't always been easy but I know that if I needed anything, he would do whatever he could do to take care of it. He always used to tell me to remember who I was. It is something I live by."

Tammie King's husband, Tommy, and their grandson, Truman



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Stuart and Lindsey Bartley and family



My dad's name is/was Joe Smith (yes I'm his namesake). He was a real cowboy and a fantastic saddle maker. Miss all the stories about cattle drives, horses and the cowboy way.

Submitted by Jo Wright-Chapman



Tammie King's father, "Bala," meeting his great-grandson Truman while in the hospital

Vanessa Dirks: Last year's Father's Day was spent holding my father's hand, praying, hoping, and knowing my Heavenly Father was in every moment. I'll forever be my daddy's girl.



Cole Whisenhunt and his family



PJ Zaji and his daughter

Tammie King's husband, Tommy, and their grandson, Truman

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