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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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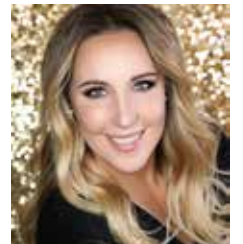
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[all of this]



By Kerri Schoonvelt

My emotions have been a roller coaster, and not the sweet kind they have at Disney. We're talking about the one that almost made me throw up at the county fair on that horrendous Ferris wheel & causes me copious amounts of anxiety.

I've ranged from shocked, to anxious, to peaceful, to angry, to exhausted, to sad, to grateful, to grumpy, back to anxious and to straight nutcase.

Never have I ever read so much news. Never have I ever felt so out of control. Never have I ever showered so much out of pure boredom. Never have I ever cooked so much. Never have I ever drank so much winewell. Never have I ever been so delighted to see toilet paper at the store (who knew some TP could give such a serotonin boost).

It's been weird and good and good and weird and hard.

And we've all been going through it. Some more gracefully than others. We are all feeling the feels, and dealing with the pressures, and doing our best. We're all getting triggered, and tired, and overwhelmed, and grateful. We are emotional.

That's what we can't forget. Even though we are alone in houses, we're together in experience (and spirit).

I think right now it's more important than ever to lean in. We were created for community and relationship. I think now is more important than ever to draw close to each other and invest into friendship. I know it's weirder and harder than it's ever been, but if there's ever a time we need each other ---- it's now.

We need to hold hands from a distance. We need to hug. We just need to.

We need to check in on each other (absolutely all of us could use it).

We need to find creative ways to connect (calls, Facetime, texts, Zoom, whatever it takes).

We need each other always, but especially right now in this season. It won't be easy, in fact it will be challenging (as most things are right now), but let's rise to meet that challenge.

Even when it doesn't feel like it, we're on this roller coaster together.



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▶▶ letter from the president

TEXAS REALTORS®

Life Goes On

By Ken Harlan, Lubbock Association of REALTORS®



As I write this article, I hope and pray that by the time it's published, our lives are somewhat back to normal. Our everyday life changed virtually overnight. Regardless of how much our lives change, it still goes on and I think we're all reminded that REALTORS® can adapt quickly to continue to do business. It's no different on the association side. Thanks to the technology we enjoy today, we're able to conduct association business via remote meetings. We've also been able to incorporate virtual events for the membership.

Our Texas and National Association of REALTORS® has had to adapt as well. This month, NAR was forced to cancel perhaps its most important meeting of the

year: the Legislative Meetings in Washington, D.C. Not only is this the time for NAR to conduct business, it's also the time for thousands of REALTORS® from across the nation to meet face-to-face with their elected representatives and advocate on behalf of our industry and our clients. Since meetings can't be held in person, NAR will be holding them virtually. Important business meetings will be conducted virtually, including the MLS Committee. There will also be great speakers like Chief Economist Dr. Lawrence Yun.

I know you're busy, but I encourage you to take some time and participate in this virtual conference. You'll definitely receive valuable information.

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► top producer/cover story
By Lindsey Wells

“ I’M LIKE THE RICKY BOBBY OF REAL ESTATE. MY REAL NAME IS JIM BOB, FOR HEAVEN’S SAKE. THAT’S DANGEROUSLY CLOSE TO RICKY BOBBY. I LIKE TO WIN DEALS, SELL HOUSES, AND THERE’S A BIG PART OF ME THAT SAYS, ‘IF YOU AIN’T FIRST, YOU’RE LAST.’ WITH ALL THAT SAID, THE ONLY THING THAT MAKES ME HAPPIER THAN WINNING MYSELF IS WHEN MY CLIENTS WIN.”

– JIM ARCHER



Photo by Joe Baker Photography

That direct quote by Amy Tapp Realty agent Jim Archer almost completely captures what his clients receive when they call on him to lead them in their buying or selling process: humor and compassion mixed with the tenacity and drive to give his customers nothing short of the absolute best.

That compassion for others has always been present in Jim’s life. Before switching gears and getting into real estate in 2017, he was the director of a foster care agency for 10 years. After that, he spent 11 years as a psychology professor. Although he has since chosen a different career path, Jim continues to support causes that are important to him in ways that he couldn’t before. “I remember being an educator and social worker and thinking, ‘I wish I could just fund (fill in the blank).’ I would feel frustrated that I couldn’t financially come alongside causes that excited me,” he said. “This year, I was able to fund a portion of international

adoption. That child recently arrived in the U.S. Every morning, I pray that God would expand my sphere for influence for the purposes of His Kingdom, and helping that family adopt was just another proof that God answers my prayers.”

In just under three years as a real estate agent, Jim has realized the importance of investing and is continually learning how to be a more proficient real estate investor; wisdom he strives to pass on to his clients, too. “I believe that investing creates leverage,” he said. “I want to make sure my time, resources, and gifts are leveraged to their maximum potential, and I find myself coming alive when I help my clients achieve leverage in their lives.”

As a counselor, Jim found success using Solutions Focused Therapy, an approach where clients are taught to utilize areas of strength instead of becoming fixated on their weaknesses. He approaches houses the same way. Jim’s creativity comes alive on homes that may not fit popular market trends. One of his most significant victories thus far was selling a home facing foreclosure that had been listed off and on for five years with four different REALTORS®. “It was right on a major road, and the homeowners were desperate,” Jim recalled. “I used the high traffic location to funnel massive numbers of buyers through the doors for open houses. I sold that house and connected with buyers for other homes in the same neighbor-

...

ARCHER

BUILDING A BUSINESS THAT BLESSES OTHERS

TOP LEFT: Jim's children, from left, Presley, Grayson, and Ayven
 BOTTOM LEFT: Grayson, Ayven, Kelli, Jim, and Presley
 RIGHT: Jim with his wife, Kelli, and their children, Presley, Grayson, and Ayven



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hood. Instead of seeing the major road as an issue, I used the high traffic and visibility as a marketing platform for the house and my business.”

As every agent knows, the highs in real estate are not without their lows. Jim compares the real estate industry to a roller coaster and admits that sometimes it takes effort to ensure his mood is not impacted by the ups and downs and makes it a point not to invite his clients along for that particular ride. “I want to be like the apostle Paul who talks about being content in all circumstances. Instead, I end up like the kid at the fair who ate a chili dog and jumped on the Scrambler,” he lightheartedly said.

Simply put, Jim Archer is a dreamer. He longs to have influence in every sphere of his life. He wants to build a business that blesses others. He wants to be a light in dark places. He wants to snowboard. He wants to travel. He wants to catalyze other people’s destinies. He wants to spend time with his family. He wants his children to see their dad as a

man living a full life. Jim has found that real estate allows him to do all of that and more. “I also want to travel to Hawaii,” he said. “I’ll need to sell more houses to do that.”

Jim is married to the love of his life and best friend, Kelli, who is the Assistant Principal at Miller Elementary, where their youngest daughter, Ayven, attends the fourth grade. Their son, Grayson, is a student at Evans Middle School, and their oldest daughter, Presley, is a junior at Cooper High School. Together, the family enjoys the beach just as much as snow days. They share their home with a “Daussie” dog, which is a mix of a Dachshund and an Australian Shepherd.

In addition to serving the community through real estate, Jim continues to serve as a worship leader and family minister for his church. He is passionate about music and has been in various bands since he was 20, and currently performs with the Push-overs, a ‘90s rock cover band.



Stay Off the Roller Coaster!

I said I wasn't going to do it. Not this time. No matter how crazy this transaction got, I had vowed to stay calm and not let it impact my mood. Now, here I am at 2am, wide awake and thinking about how to dispute the appraisal OR how to negotiate the bad inspection OR how to run an open house without spreading the Coronavirus OR even worse, how to apologize to one of my kids for being short with them because I was in a foul, transaction-induced mood. Real estate can be an emotional roller coaster. As a licensed professional counselor who worked with clients with anxiety disorders and a former psychology professor who taught students methods to maintain their healthy psychological well-being, I should be immune to riding this roller coaster. Unfortunately, one delayed closing or stressed out seller can be the ticket to an emotional Texas Giant. Here are a few ways that I'm trying to practice what I preach.

1. FOCUS ON THE THINGS YOU CAN CONTROL.

One of my favorite pictures is below.



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I am a control freak. In real estate, many things are outside of my control. I cannot control the Coronavirus, interest rates, or every response of buyers and sellers. I can control the little things I do every day. I can lead generate. I can communicate well. I can respond with grace. I can love my wife and kids well. The serenity prayer comes to mind often when I'm finding myself stuck trying to control what I can't control.

2. ENFORCE PHONE AND E-MAIL BOUNDARIES.

Coming from the education field, one of the most challenging changes has been the fact that real estate never stops. People are calling and e-mailing all day and all night. It's one of the things I love most and one of the things that gets me into the most trouble. When you feel yourself on the emotional roller coaster, it's time to carve out times you'll respond to work and times when you need to focus on family or self-care. Leave the phone in the car instead of bringing it in for a date. Check e-mails at pre-determined points of the workday. By having healthy boundaries, you can inspire healthy boundaries from those in your sphere.

3. GET GRATEFUL!

Paul writes in Philippians 4:6, "Do not be anxious about anything, but in every situation, by prayer and petition, with THANKSGIVING, present your requests to God."

Spiritual people and psychotherapists alike agree that a lifestyle of intentional gratitude has health and psychological benefits. Gratitude gives us perspective and helps us enjoy what we have instead of all that we wish we had. Journal your gratitude, send thank you notes, thank someone on social media, and learn to enjoy a lifestyle of thanksgiving.

4. PRACTICE SELF CARE

Whether working out, walking the dog, enjoying a hobby, or simply listening to an encouraging podcast, it's important to do some things to feed your soul. Taking a sabbath is just as important physically and psychologically as it is spiritually. Dr. Stephen Covey said, "We must never become too busy sawing to take time to sharpen the saw."

5. ENJOY COMMUNITY WITH POSITIVE PEOPLE:

Even in times of social distancing, you don't have to be alone. Gather with your peers and swap stories. I have found that it takes another agent to really understand what you are experiencing. They know what it's like when your close friend forgets you are a REALTOR® and buys the half-million-dollar house at the open house. They know what it's like to have a bad inspection or a short appraisal. Whether grabbing coffee together or a virtual happy hour, it can be humanizing to celebrate and commiserate together. If you're going to commiserate, I offer one last word of advice: End with a time of genuine conversation about someone or something for which you are grateful. Gratitude can move you from a seat on the roller coaster to a place of peace and praise.

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MOVING FORWARD



As a Lubbock Realtor, I am so impressed at how Lubbock real estate agents have “pivoted” during this time of COVID-19. We are “essential business” and finding people the perfect place to call home has never meant so much to us! We take that seriously! We have carefully met with serious buyers, walked into the homes of nervous sellers needing to transition, created virtual tours for listings, shown buyer’s homes virtually, and continued to work carefully through this pandemic. We are armed with shoe covers, gloves, masks, purely, and more! Whatever the client is most comfortable with we are ready and willing!

I have a precious client who is a talented seamstress. She made reversible masks for me to wear. She also made me a cross-body purse that perfectly fits any kind of disinfecting spray! She monogrammed the bag to say “Amy’s Lysol”. I just love it!

There is much truth to the saying, “there’s no place like home” ...especially during these times!

Amy Cox

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The Service Title Team

The Emily & Linda Team at WestMark in our new Work From Home environment. LuLu has two sweet puppies helping her write notes Alli has two sweet kids helping her work.



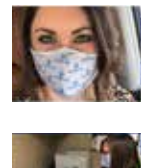
Alli Pace has two sweet kids helping her work



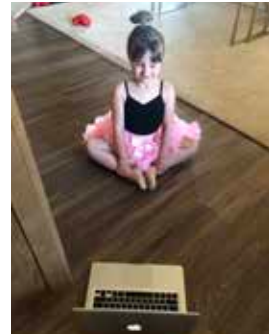
Hudsyn McCandless is all better now!



Haigan McCandless didn't even notice the quarantine



Submitted by Mandi McDonald



Virtual dance lessons. Submitted by Mandi McDonald.



Rex Andrews in quarantine



Submitted by Rex Andrews



Heather Brandt of Western Title with her loyal assistants



Pat Ham and Sharmai Ham looking beautiful in quarantine



Tim Garrett videoing for his clients



Submitted by Heather Brandt



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► rising star

Photo by Angela
Bachmann Photography



Liz Edwards

OF LYONS REALTY



Liz and her
husband, Collin



Photo by Angela Bachmann Photography

When did you start your career in real estate? June 2013

What did you do before you became a REALTOR®? I was a school teacher for 10 years in California. In 2005 I started the Clay Café and introduced the “paint your own pottery” to LBK. Also currently a massage therapist.

What are you passionate about right now in your business? I am passionate about helping others. If I could give to others all day long, my life would be complete.

What has been the most rewarding part of your business? Seeing people succeed; selling a house for “the” price; buyers getting that “good deal”; and in massage, seeing my clients relaxed and feeling like a new person after being in pain.

What was your biggest challenge as a REALTOR®? Getting people to see the other side of the equation.

How does real estate fit into your dreams and goals? My goal is to make the best life for my family. It provides me the ability to support my family and still be able to be with my kids, attend their functions (golf, basketball, track), and have quality time with those that I love – even the Californians.

For 11 years, I was a single mom trying to make ends meet and still be the #1 MOM. At that time, I owned Clay Café before transitioning into massage therapy and then into real estate. My biggest goal was to succeed for my son, Judd. My ambition was to inspire him and ensure he had a stable and loving environment and a mom who was there for every golf practice, function, or tournament.

What’s your favorite part of being a REALTOR®? Seeing the excitement in my clients’ faces when they get their dream home or are able to sell and move to the next step in their life

Define success. Tell us about your family. A day of success for me is working with people and making a difference, whether it be real estate, massage or family.

My family is so important and they are a part of my success. I am married to Collin Edwards and he is my support system. We have a blended family which includes Judd (21) and Jaime (17).

How many years have you been a REALTOR®? Going on seven years.

What is your career volume as a REALTOR®? What was your total volume last year? Liz’s production has steadily increased each year as a REALTOR®. In 2019, Liz’s volume was \$5.4 million and she had approximately 29 transactions as an individual agent.



Favorite books?

The Power of the Other
by Henry Cloud
The 4:8 Principle
by Tommy Newberry
The Bible

Are there any charities or organizations you support? South Plains Food Bank, my church.

What are your hobbies and interests outside of the business? Lake life, massage therapy, golf, anything outside in the West Texas sunshine!



How are you different? I have been told that I have an exuberant amount of energy every day.

What do you want to be remembered for? My goal at the end of the day is—and it doesn't matter what anybody else thinks: my friends, my family, my coworkers, or my competitors—but that I have the peace of mind that I did my best for the Lord and blessed each person that I was in contact with that day.

Given your status and expertise, what is some advice you would give the up-and-coming REAL Producer? The best results for me are not making the most calls, the most leads, or the massive ad-

vertising; it's the one-on-one interaction with friends and family on a day-to-day basis and this comes from genuinely caring for them.

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

I am so thankful for Real Producers magazine and the ability for it to bring so many different personalities, styles, and real estate ideas together so that we can learn and grow from one another.

I like that real estate is a business where I can be myself and love on people through the process of buying or selling a property. I know what a difficult process it can be and I'm proud to be a part of that in a small way and hope that my input can make a huge difference in my clients' lives.



Photo by Angela Bachmann Photography



Photo by Angela Bachmann Photography

Liz Edwards

Lyons Realty
lizsellslubbock@gmail.com



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Linda Ferguson & Amie Henry

▶▶ mother/daughter spotlight

By Lindsey Wells



Photo by CJDuncan Photographic Artistry

Partners in life and business, sisters in Christ

Photo by CJDuncan Photographic Artistry



Real estate is seemingly in this family's blood. Before Linda was licensed in the mid-'70s, her parents practiced real estate, so when "life happened," and she found herself in need of a job to support her family, which included two young children, a career in real estate seemed like a good match. Linda first began selling real estate part-time, but it wasn't long before she fully immersed herself in her career.

It was only natural that Amie followed in her mother and grandparents' footsteps as a third-generation broker. From a young age, she answered phones on Saturdays at the family business, worked summers and after school as the receptionist, then as the company's bookkeeper. A TTU graduate, working at WestMark, and married, her highest calling and priority in life after becoming a mother was raising three children. She continued to share her considerable life skills as WestMark's financial officer but tried to prioritize her children as they were grow-

There are few bonds more special than that of mother and daughter, and this is especially true for mother/daughter real estate broker duo Linda Ferguson and Amie Henry, owners of WestMark Companies.

...



Photo by CJDuncan Photographic Artistry



Photo by CJDuncan Photographic Artistry

“Although being a part of a mother/daughter legacy wasn’t a goal for Linda and Amie when this journey started, it has undoubtedly proven to be a dream come true for both.”

...

ing up. Now that her kids are young adults, Amie is fully focused on her leadership role at WestMark.

As owners and managers of WestMark Companies, Linda and Amie’s passion is providing leadership for their sales associates and equipping them with the best tools, latest knowledge, and training so they can provide the highest level of service to their clients. “At WestMark, our tag line is, ‘A Family of Real Estate Professionals’—it is thrilling to be a part of each member of the WestMark Family as they pursue both professional and personal growth,” said Linda and Amie.

Because the company’s history dates back to 1981, WestMark has built a name for itself as a recognized brand with an enviable reputation that has truly stood the test of time. It has survived and thrived through over 40 years of market cycles, changes in the industry, and shifting consumer expectations. “It is very rewarding to be among Lubbock’s leading firms,” they said. “And now, having the opportunity to partner in leadership as mother and daughter, it is a great joy for both of us.”

Photo by CJDuncan Photographic Artistry



Linda, Bandi, Mocha and Amie

Although being a part of a mother/daughter legacy wasn’t a goal for Linda and Amie when this journey started, it has undoubtedly proven to be a dream come true for both. Amie often says she has been training for the role of managing owner of WestMark Companies all her life and pursues excellence in everything she tackles: academics, athletics, business, family, and her love for Jesus Christ. “I have often said I hope to grow up to be just like her,” Linda said of her daughter. “Isn’t that one of God’s richest blessings to us: always preparing us for the roles we may not even know or dare to dream?”

Giving back to the community in which they live is in this family’s DNA. WestMark Companies is known throughout the Lubbock area for its support of many charitable and civic organizations. Its sales associates are involved in the community in many ways, including through schools, churches, sports, civic groups, and charities.

Outside of work, Linda and Amie enjoy travel, photography, golf, baseball, gardening, and of course, family. Linda has started a Mother’s Day tradition with her grandchildren in which she takes them flower shopping and helps them create beautiful new flower pots for Amie’s Mother’s Day gift. They also share a love for puppies. One day, Amie took Linda to see a 4-week-old Shih-Tzu puppy, knowing that her mom thought she was crazy for getting a puppy of her own. This little black and white cutie stole Linda’s heart, and now they have sister puppies, Mocha and Bandi.

In closing, Linda and Amie have this advice for their fellow real estate professionals: “You have chosen a noble career. Be proud. Be committed. This is a serious business with big responsibilities. Build a successful career by surrounding yourself with others who support and encourage you.”

Linda Ferguson
lferguson@westmarkrealtors.com

Amie Henry
ahenry@westmarkrealtors.com



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By Lindsey Wells

What started in 1948 with humble beginnings has since transformed into a thriving agency that provides its clients incredible levels of customer service and access to over 75 insurance companies for their home, auto, life, and business insurance needs. With access to a plethora of companies and 72 years of experience in the West Texas area, clients of Grimes Insurance Agency rest well at night knowing they have the best coverage their money can buy from a company whose name they have come to know and trust.

Ryan Reynolds, Grimes Insurance Agency Principal, encourages the public always to buy from a 100 percent locally owned independent insurance agent for three main reasons:

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When you employ a local independent agent, they are shopping multiple companies for the best combination of coverage, deductibles, discounts, and price. That means you and your client are more likely to get the best deal and close more deals.

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Come claim time, your local independent agent, who has already established a relationship with the client, will be available to work with and physically inspect the damage. When they have to go to battle on your behalf to the insurance company, they can genuinely say that they've seen the damage first-hand. That's powerful. That relationship is critical. Insurance is all about protection of assets; without a relationship, we can't know what we're protecting.

"WE OWE ALL OUR SUCCESS TO OUR AMAZING, HARDWORKING, AND DEDICATED PEOPLE."



Ryan Reynolds,
Grimes Insurance Agency Principal

WHEN YOU BUY FROM A LOCAL AGENT, YOU'RE MAKING LUBBOCK BETTER.

The money the agent makes is employing more people from Lubbock, sending more kids to school, supporting more little league teams, helping more local nonprofits, and working side-by-side with REALTOR®, Lenders, and Builders to make Lubbock a better community in which to live and work.

The fact that this company has remained 100% locally owned after over seven decades of success in the industry is a testament to the dedication to its employees and the community in which it serves. "Many insurance offices, while they maintain a physical presence locally, have sold in whole or in part to large organizations out of town. We take a lot of pride in being 100 percent local," Ryan said. "This means more dollars stay here in Lubbock to support our community, our youth, and the future of Lubbock. Just like

you wouldn't trust a real estate agent in Florida to help you buy a home in Lubbock, you shouldn't trust an insurance agent outside of Lubbock to help you protect one of your client's largest investments."

One of the core values of Grimes Insurance Agency is Family, Community, then Business. They believe they are only as successful as their community is, and they have partnered with several nonprofit organizations throughout the years. "We especially love and have a passion for helping the future leaders of our community," Ryan added. "Right now, we are





...

looking into starting our own foundation to help local kids who would be the first generation in their family to obtain a secondary education. We want to help offset the cost of college or vocational school for these kids.”

One quick internet search for this company will reveal the hundreds of positive testimonials left by years of satisfied clients, most of whom were referred to them. “When we get a client, the work has just started. Our business thrives on referrals and renewals. For a client to renew their insurance, we have to get several things right throughout the year to keep the client not only with us but thrilled with us to talk about us and send their friends and family to us. That’s the true measuring stick,” Ryan said. “All the success Grimes Insurance Agency has had throughout the last 72 years all comes back to our people. We strive to create a culture where family and team always comes first. Our team always comes first, and as a result, they have built the legacy and the notoriety we have today. We owe all our success to our amazing, hardworking, and dedicated people.”

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LBK REAL PRODUCERS

FIERCE FEBRUARY EVENT

▶ party spotlight

Professional photography by **Angela Bachmann Photography**, **Beverly McBeath** and **Every Man's Media Works**

The Fierce February Event was fun for all!

Our party was hosted in the exquisitely beautiful home of Randy and Mary McGuire built by McGuire Builders.

The amazing food consisted of chicken stuffed pasta, stuffed jalapenos, fruits, crackers, cheeses, veggies and more. Decadent brownies and other desserts tempted everyone. All food was sponsored by PrimeWest Mortgage and catered by Cafe Venture.

Our featured wine was the deliciously local Llano Estacado White sponsored by Western Title. There were also plenty of choices of beer also sponsored by Western Title.

We were thrilled to have Grime's Insurance sponsor our media and video.

We are looking forward to our Spring Event. We are still working on those details.

None of this would be possible without all of our wonderful partners and all of the real estate community. LBK Real Producers magazine exists to connect, elevate and inspire the Lubbock real estate community. We are eternally grateful to be a part of it.







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