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▶▶ top producer/cover story

By Lindsey Wells

RESIDE Real Estate Group

GOOD THINGS COME TO
THOSE WHO HUSTLE



“In order to build your ideal tomorrow, you have to make the right decisions today.”

Reside Real Estate Group is a team of specialized independent real estate agents backed by the brokerage network and resources of Keller Williams Realty. With a perfect mixture of personalities, interests, and specialties, the members of this team balance each other out and strive to help each other be the best they can be. Reside is defined solely by its people. They actively invest in their agents' futures, and they pass that love on to their clients.

Mark Murray and Casey Klingensmith never envisioned themselves working in real estate. At 20 years old, Mark was fresh out of college, about to start a job at Discount Tire when he sold his first house and was immediately bitten by the real estate bug. After a few short years in real estate, Mark and Josh Allen were leading a team of agents and started looking for help. His prayers were answered in the form of Casey Klingensmith, a fellow Texas Tech alumnus. Casey didn't have real estate experience, but he did share Mark's entrepreneurial spirit and possessed a diverse array of skills. Mark offered Casey 10 listings and a role leading



Photo by Deborah Faith Photography

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his team at Keller Williams Realty. For the first several months, Casey worked long days of real estate in the daytime and waiting tables at night, hustling to build the business.

Since then, Mark, Josh, and Casey have worked together to grow their team of independent agents with expertise in all fields of real estate. And, though they may not have anticipated their paths leading to real estate, they've become passionate about the



Mark and Casey.
Photo by Deborah Faith Photography



Photo by Deborah Faith Photography

“ It’s a hustle, but we do it because we love it. We have fun. ”

wide range of opportunities available in the industry for those who know where to look.

Now, Reside’s small team of agents work together and independently to serve their clients to the best of their ability. “We believe in empowering the individual, so we invest time, money, and resources back into each of our team members to support their personal and professional goals. We look out for our people so they can better look out for their clients.”

...



Photo by Deborah Faith Photography

...
Malcolm Chambliss

Malcolm Chambliss, one of the Reside team members, joined the group in September 2015 after serving the city of Lubbock as the Captain at Lubbock County Sheriff's Office. Currently, Malcolm is passionate about building his real estate investment portfolio and enjoys working with first-time homebuyers. "I love helping people get into a home they're in love with," he said. "I love the excitement that comes when their offer is accepted, and when they close."

While he loved his career in law enforcement, Malcolm appreciates that real estate allows him to make a good living and spend plenty of time with his family. He said he also finds joy in building relationships with his clients. "I've made a lot of friends over the years with people that started as strangers," he said.

Malcolm and his wife, Shannon, a game warden, have been married for six years and have two incredible children, a daughter, Penelope, and a son, Rayland. Both are under the age of three and keep their parents super busy! When asked to define the word success as it relates to his own life, Malcolm said, "Success is making enough money that I can spend all the time I want with my family. Ultimately, I want to get to a point where I'm mostly retired so I can be a dad full-time."

Outside of business, Malcolm can usually be found doing projects



Malcolm Chambliss. Photo by Deborah Faith Photography



Photo by Deborah Faith Photography



Photo by Deborah Faith Photography

around his house in his spare time. He and Shannon and are also both avid shooters and gun enthusiasts. Some of the organizations he supports include Gun Owners of America, The Caprock Peace Officers Association, and Girl Scouts of America.

The Reside Real Estate Group works hard, and they play hard, too. "It's a hustle, but we do it because we love it. We have fun," they said. "Our work deals in big important transactions, but we place a lot of value in our agents' ability to be themselves and feel comfortable and supported in their individuality and work style. We all bring something different to the table, and it's all important."



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MEET THE TEAM!

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Monthly Mortgage Tips
from Whitney Chaney

Not all credit scores are the same! If your customer uses a credit monitoring service, have them check in with a lender. There can be a discrepancy in what borrowers think their scores are and what a mortgage lender will determine it is.

Whitney Chaney
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Nate Tauferner
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BETTER HOMES AND GARDENS REAL ESTATE BLU REALTY

When did you start your career in real estate?

May 2017

What did you do before you became a REALTOR®?

Graduated from Texas Tech about seven months before with plans on entering into the medical field.

What are you passionate about right now in your business?

Helping the amazing people on my team who've trusted me to help them grow.

What has been the most rewarding part of your business?

Being able to educate clients about an industry that has many parts while being a part of their journey. Helping out those who thought they could never position themselves into a better place of life. Having the ability to connect people with others and services.

What was your biggest challenge as a REALTOR®?

It's easy to get wrapped up in the emotions of the business. The biggest challenge but the most beneficial one is challenging yourself to take that step out of the moment and see a wider view.

How does real estate fit into your dreams and goals?

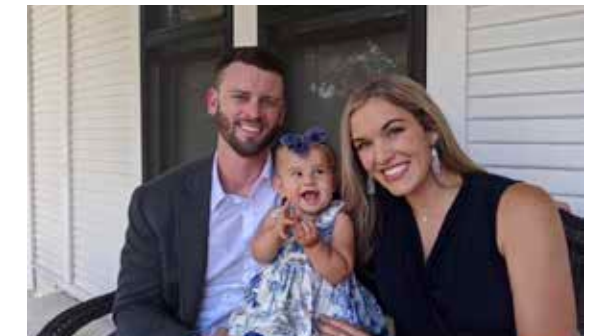
It gives the ability to help others and provide wealth if done right.

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

As I'm answering these questions, my 9-month-old daughter is taking a nap on my left arm because she's not feeling well and couldn't go to daycare. Having the ability to be there for her is my favorite part.

Define success. Tell us about your family.

Currently, my wife Dakota and I have a daughter named Quinn Magnolia Tauferner. My entire family is in the medical field, except for me! I have a younger brother and sister who are in medical school and recently graduated nursing school. Amazing parents (now grandparents) on my side and Dakota's side.



Nate with his wife, Dakota, and daughter, Quinn



▶▶ rising star

NATE TAUFFERNER

believes the client is the hero

Jaycie Willer, Nate Tauferner, Brady Johnson, Sarah Browne
Photo by Joe Baker Photography



...

Everyone has a different definition of success and it may change every year, month, or day. Success to me is peace. It's being able to look back at my family life, business, and anything else knowing I gave all I had at the end of each day, year or life.

How many years have you been a REALTOR®?

Roughly three years.

What is your career volume as a REALTOR®?

\$11,640,840

What was your total volume last year?

Low, haha. Last year my total volume was \$2,146,400. It was a crazy renovation and baby on the way year. Not an excuse though!

Favorite books?

Right now, it's *Peppa Pig*, haha. As far as business goes, *Extreme Ownership* by Jocko Willinck, *Building a StoryBrand* by Donald Miller, and *Scrum* by Jeff and J.J. Sutherland are at the top.

Are there any charities or organizations you support?

Boys & Girls Club of America.



Jaycie Willer, Nate Tauferner, Brady Johnson and Sarah Browne
Joe Baker Photography



Nate Tauferner
Joe Baker Photography

What are your hobbies and interests outside of the business?

It varies! I love investing. Building projects, wood-working, and leatherworking are on the list as well. I guess Ron Swanson hobbies, ha.

How are you different?

At the end of client/agent relationships, I have two goals: 1.) The client is happy. Even if it was a rough road that was uncontrollable, if they are happy, it's all worth it; 2.) The person/people I worked with to achieve their goal is practically family to me.

What do you want to be remembered for?

Being a great dad and husband.

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

Your client deserves your best. The other agent deserves your best. Everyone that's a part of the journey deserves your best. Remember that you're not the hero. Your client is the hero. You're the guide.

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

Support local. 2020 has been a wild year so far. Ask for help if you need it and give help without asking.

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▶▶ REALTOR® spotlight
By Charlotte Davidson and Lindsey Wells

LINDA DAY

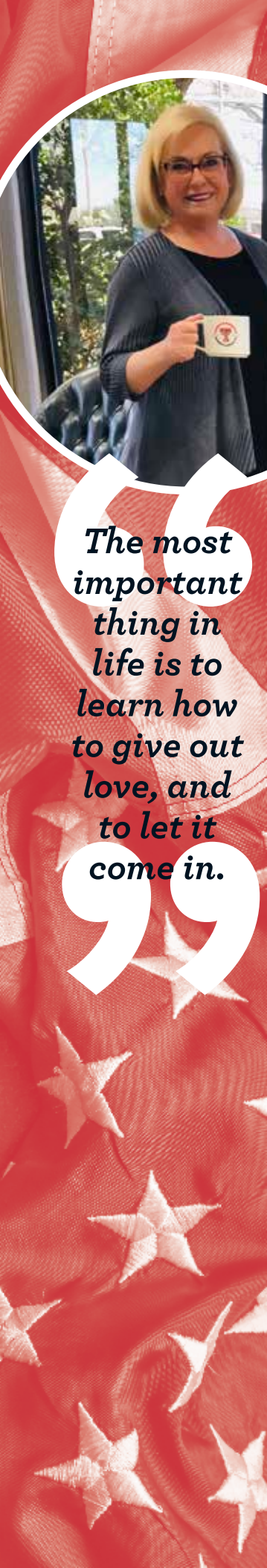
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Linda Day knows exactly why she chose a career in real estate in 1978.

“I had a husband with a terminal illness and a small son, and real estate knows no gender. You can make the same money, man or woman. I wanted a salary that would be dictated by my personal performance and work ethic. Plus, I enjoy helping others,” she said. Linda was first licensed in Louisiana and worked in real estate there for five years before moving to Texas in 1982 and earning her Texas license. The rest, as they say, is history.

Linda had a Civil Service dad and lived many places including Alaska where he did air traffic for air bases and civilian airports. From Alaska, they moved to Albuquerque and she graduated from New Mexico State.

She married in Amarillo then moved to Lubbock with her husband when he went into the FAA. After her husband died, she moved to San Antonio for a time because the bigger population meant more houses to sell. “I sold to B52 pilots outside the military gate. I subdivided and sold a 60,000-acre ranch and sold three homes to Hank Williams, Jr.’s mother,” she remembers. Part of the 60,000-acre ranch in South Texas was sold to Texas Rangers pitcher and now-owner, Nolan Ryan. When her son graduated from high school, she moved back. “But, when I moved back to Lubbock I decided to just sell houses.” One of her most fun real estate projects was working with Teysha Cellars winery. It is now known as Caprock Winery. “It was fun and included many trips to Napa Valley, California, visiting wineries to look at designs, vats, and their marketing. Back then, in the ‘80s, they were still bottling by hand.”



...

Although her list of credentials includes Certified Commercial Investment Member, Graduate REALTOR® Institute, Military Relocation Professional, and Certified Luxury Home Marketing Specialist, which includes only the top 1% of REALTORS®, she is quick to point out, “I sell all houses.”

The most important thing in life is to learn how to give out love, and to let it come in.



Commander VFW Benny Guerrero, Purple Heart Commander Steve Oien, and WWII Medal Of Honor Woody Williams, the oldest living Medal Of Honor 95 yrs old and spunky (he put the flag up at Iwo Jima as in the famous sculpture of that moment).



Proud Gramma



Golf tournament



The Lubbock County Sheriff's Office donated \$6,000 in proceeds from a golf tournament to The Purple Hearts.



Buddy Holly's bike that he gave to Waylon Jennings



Photo by Joe Baker Photography

While real estate is certainly a large part of her life, one of Linda's passions is serving and honoring war veterans. "I love America," she said simply. "I spend hundreds of hours each year volunteering with our local veterans, VFW, and Purple Hearts and have sold to hundreds of active military personnel and veterans in my career. I also have a weekly radio show, 'All About Real Estate,' on Wednesday mornings on KRFE 580, where Buddy Holly played for an hour and a half there every Sunday in 1953."

Linda encourages everyone to visit The Monument of Courage at 84th and Nashville, a project she had the honor of being a part of.

For recreation, it is all about golf for Linda. "My husband played, and my son and grandsons all play golf. It's a family tradition."

Her son, Eric, and his wife, Devon, own two medical clinics in Phoenix, Arizona. They have two sons and a daughter. Linda says that Southwest Airlines is her "third car" and she burns up the skies flying to Arizona to see them. "And thank goodness for Facetime," she says, laughing.

At the end of the day, Linda hopes to be remembered for being happy and full of love for her country. After all, just as Morrie Schwartz said, "The most important thing in life is to learn how to give out love, and to let it come in."



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▶ letter from the president

TEXAS REALTORS®



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

In the spirit of Thanksgiving

There is no shortage of hardships to overcome in this life and as REALTORS®, we've seen our fair share of them. COVID-19 has certainly added another layer of challenges to all our daily lives. Feeling overwhelmed, stressed, and uncertain seems to be the new normal these days, which is a tough way to live.

On those days, when the sale doesn't go through, the appraisal is too high/low or you're dealing with a difficult client or colleague, remembering what you're grateful for can help you keep a positive perspective. During this season of Thanksgiving, you're constantly being reminded to think about all the things you're grateful for. Keeping that spirit of gratitude in your heart all year can help you weather those tough days with grace.

One thing I try to remember is there is always someone worse off than me. COVID-19 has hit our community hard in many ways and a lot of our friends and neighbors are struggling. Thanks to TREPAC fighting for us, REALTORS® were deemed essential, which meant we could keep working when many others were being furloughed and laid off.

Take a moment sometime this month and make a list of the things you are grateful for. It doesn't have to be complicated, just a simple list of what you have in your life that makes you happy. Family, a nice home, food on the table, your health, a beloved pet, your talents, your faith, Texas Tech Football, friendship — these are just a few of the things that probably bring joy to you.

I am grateful for all the volunteers who help our association run smoothly. The spirit of volunteerism is alive and well here at the Lubbock Association of REALTORS®. Looking forward to 2021, we will be looking for more volunteers to help with our committees. If you're not part of a committee, I encourage you to sign up. It does require a commitment but what you get in return more than compensates for the time you spend.

As the year draws to a close, let's end it on a high note by participating in the annual TREPAC for Turkeys campaign. This year we're doing it a little differently. Instead of buying turkeys, we will be working with the South Plains Food Bank for a virtual food drive. Did you know that every dollar collected provides three meals to people in need? I was blown away by that fact!

With more than 1,400 LAR Members, can you imagine the impact we, as REALTORS® and Affiliates could have on our community if every member donated just \$30? That \$43,440 would provide more than 130,000 meals! Skip dinner out one time this month and donate that money to our virtual food drive. It's easy and it has a big impact on our local community. Sign-ups are going on right now on the LAR website.

To all of my REALTOR® and Affiliate friends, I am grateful for your professionalism and friendship. You make me proud to be a REALTOR® and I thank you for always being willing to give of yourself.

From the Lubbock Association of REALTORS® Board of Directors and Staff, we hope you have a wonderful, gratitude-filled Thanksgiving season.



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SWAT PEST CONTROL TARGETS YOUR VARMINTS

sponsor spotlight ◀◀

Written by Karen Koehner
Photos by Kristin Bednarz



Photo by Kristin Bednarz

Todd Vaughn has taken aim at bugs and other pests in locations as near as Lubbock and as far away as Afghanistan and Iraq. In 2007, he and his wife Heather founded SWAT Pest Control in the Texas Panhandle, and that is where they are happy to be, ridding homes, rental properties and businesses of termites, ants, mice, and other troublesome creatures. Not only does SWAT Pest Control cater to its homeowner clients, but the company is also proud to be the go-to pest control inspection company for REALTORS®.

SWAT Pest Control is based in Wolfforth and they send pest control technicians virtually everywhere in the greater Lubbock area. “Have truck, will travel,” Heather joked. “Predominately we do termite control,” she added.

This is especially useful for real estate professionals, as part of the buying and selling process of real estate involves home inspections, and one important

inspection required by some lenders is the termite inspection. According to the U.S. Forest Service, subterranean termites are the most destructive insect pests of wood in the United States. They cause more than \$2 billion in damage each year, more property damage than that caused by fire and windstorm combined. “We are honored to have the support of the real estate community in Lubbock,” Heather added.

Summer months are a prolific time for insects like roaches, spiders, ants, and other creepy crawlies. Winter months prompt mice and other rodents to seek shelter in human homes. Heather said SWAT

Instagram icon @realproducers

Pest Control definitely has a seasonal nature to it, even though they are ready to rid buildings of any pest at any time.

“We are a well-established, medium-sized company that can offer a variety of pest control services and solutions,” Todd said. Customers and REALTORS® agree. Dan Morgan, CFP(R), a Texas Certified Residential Appraiser at Cubed Services, Inc., offered this recommendation: “I’ve used Todd countless times for pest control on all of my properties. SWAT makes it easy for me to work with, and they do a great job for a fair price.”

While serving in the National Guard, Todd was a Vector Control Specialist, serving and working in Afghanistan and Iraq from 2004 through 2006. When he returned to Texas, he and Heather founded SWAT Pest Control. They and their small staff of technicians get a sense of satisfaction from serving their customers. Heather said they serve many customers who are moving into a new home and want to make sure their new living space is clear of pests. They also serve many real estate agents who are

helping their clients get their homes ready to sell. “I like to see them get a little peace of mind,” she said.

The past summer has been a bit busier for SWAT Pest Control. “People are home and noticing bugs more,” Heather said. She offered a landscaping tip to prevent infestations: “Limit foliage around the house.” She said one common misconception homeowners have when they discover they have termites is that the house is going to collapse right away. She advised that people not panic, but that they do seek treatment promptly. “Termites will eat wood. If they are not treated, it will damage the integrity of the house.”

Learn how SWAT Pest Control can help protect your home, rental or business. Call or text Heather at 806.441.7989 or email SWATpestcontrolbk@gmail.com.



Photo by Kristin Bednarz

We are honored to have the support of the real estate community in Lubbock.

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Carpet Tech

ANNUAL HOLIDAY TOY DRIVE

BENEFITS BUCKNER LUBBOCK



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Dollies and train sets, books, blocks, and basketballs-- Carpet Tech will take them all as they prepare for the 12th Annual Carpet Tech-Buckner Lubbock Holiday Toy Drive. For over a decade, Carpet Tech has hosted its Annual Holiday Toy Drive benefitting Buckner children in the Lubbock area. Starting November 16th through December 12, 2020, Carpet Tech is accepting donations of new, unwrapped toys.

Buckner Lubbock provides campus foster homes for children. Foster families live in Buckner-owned cottages, providing a consistent home environment for children who are in the state's custody and may have been abused, neglected, or abandoned.

"For years, the Carpet Tech toy drive has been a vital part of giving our children a warm, loving Christmas celebration each year," said Becky Robertson, Buckner Lubbock Ministry Engagement Coordinator.

The donated gifts are distributed to Buckner's foster families and are then left under the Christmas tree from "Santa" for the children. "These gifts offer a bit of Christmas magic for children who have not always or sometimes ever had this experience on Christmas morning," said Robertson.

Carpet's Tech's Operations Officer Stephanie Henderson developed the toy drive over a decade ago and has seen tremendous growth, "We started this drive as a way to give back to Lubbock, a community who has been so generous to Carpet Tech," she said. "Since we started the toy drive, we have been able to collect and donate thousands of toys."

Each holiday season, Carpet Tech customers are eager for the toy drive because it is always tied to a generous BOGO offer for donating customers, said Henderson. "Customers who donate a new, unwrapped gift and buy a room of carpet cleaning, get a second room of carpet cleaning for free."

Lubbock area residents can call Carpet Tech at 806-795-5142 or visit their website www.carpettech.com to schedule a BOGO carpet cleaning with their toy donation. Carpet Tech technicians will take toy donations when they come to clean or residents can drop off toy donations and get a BOGO coupon at the Carpet Tech corporate office at 6613 19th Street, Lubbock.

Carpet Tech, a Lubbock, TX, based cleaning and restoration company has been serving residential and commercial customers for more than 25 years. Carpet Tech has grown by building relationships and serving our customers with excellence and integrity. With offices located in Lubbock, Amarillo, Midland, Odessa, Collin County, & Clovis, we are able to service the South Plains, Panhandle, the Greater DFW area, and Eastern New Mexico. Carpet Tech is the most recognized cleaning, disinfecting, and restoration company in the region.



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