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If you are interested in contributing or nominating Realtors for certain stories, please email us at [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com), or call 806.368.1526

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Photo by Joe Baker  
Photography

# NATHAN JORDAN

CENTURY 21 JOHN WALTON REALTORS



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Photography

top producer/cover story   
By Lindsey Wells

## “THE SKY IS THE LIMIT IF YOU WORK HARD ENOUGH”

“I simply want to be remembered as someone who worked hard for his clients and cared for his family greatly.” -Nathan Jordan

After sitting down for a conversation with REALTOR® Nathan Jordan, three things will become abundantly clear: he is a man who loves his family, loves his community, and loves serving his clients. As the saying goes, the key to success is hard work and determination. Having been raised on a farm by parents who instilled in him

the value of hard work from an early age, Nathan has no shortage of drive or willingness to go the extra mile to make sure those around him are taken care of. Licensed right out of college in 2003, he built his business from the ground up and is now a top producing agent with Century 21 John Walton Realtors.

Before getting into real estate, Nathan attended college at Texas Tech University, where he double-majored in Business and Ag Economics. He admits that getting started in real estate 17 years ago was a bit of a challenge



•••

for him. “Coming straight out of college into the real estate industry means not many of your friends are looking to buy or sell a home,” he said. Nevertheless, he persevered and made a name for himself in the local market. With a career sales volume of \$250 million, Nathan has been named a Monthly and Annual Top Producer multiple times. He has also been inducted into the Centurion Honor Society, a special award from Century 21 that honors an agent or

“  
**MY DREAM IS TO MAKE MY CLIENTS’ DREAMS COME TRUE, AND THIS CAREER ABSOLUTELY GIVES ME THE FLEXIBILITY TO DO THAT.**”

team who has consistently earned the level of Centurion Sales Production and embodies the qualities, integrity, and best practices of the Century 21 system.

Aside from his upbringing, Nathan’s success as a real estate agent can no doubt be



Photo by Joe Baker Photography

attributed in part to the fact he is passionate about ensuring that every client he comes in contact with can realize their dream, whatever that may be. He said his favorite part about being a REALTOR® is building relationships with his clients—clients who also become great friends. “My dream is to make my clients’ dreams come true, and this career absolutely gives me the flexibility to do that,” he said, adding that a career in real estate also affords him the ability to spend more quality time with his family and friends.



Nathan with his wife, Mindy, daughter, Kaylee, and son, Jace

Nathan’s driving force behind everything he does is his family. He has been married to his beautiful wife, Mindy, for 16 years. They have two children, Jace, 15, and Kaylee, 11. When asked to define the word “success,” Nathan said, “I will be successful if I create a legacy built on hard work and determination, that my children

can learn from and be proud of.” Outside of work, Nathan enjoys playing the occasional game of golf, but most of his time is spent with his kids, preparing for stock shows and caring for their animals. He is also an avid supporter of United Way and TREPAC.

Given his status and expertise, Nathan has this advice for both seasoned and up-and-coming agents: “Real estate takes a lot of hard work, and it is not an 8-to-5 job. Being humble and working hard on behalf of your clients to help them reach their goals will bring success in your business. Don’t lose sight of that.”

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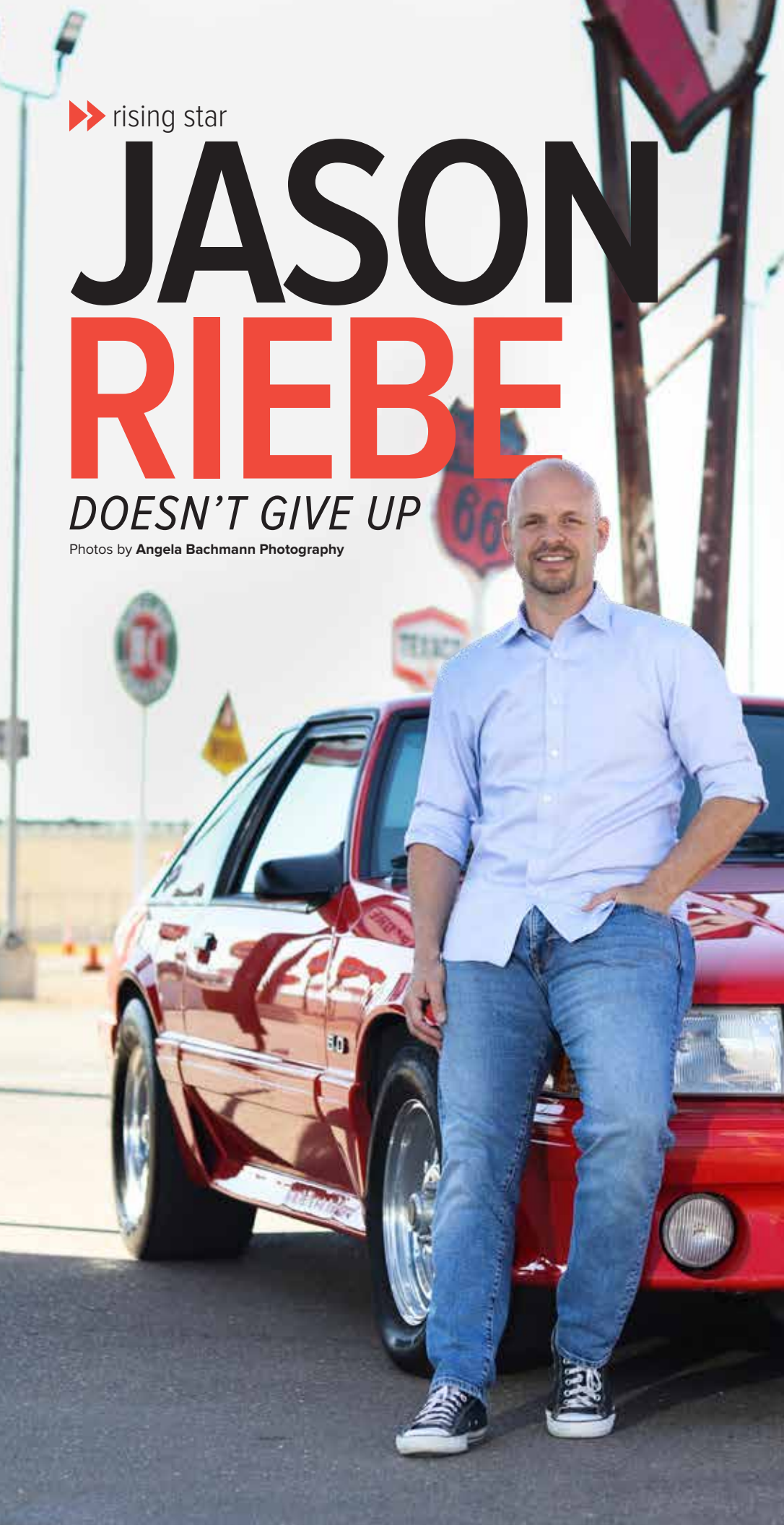
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# JASON RIEBE

## DOESN'T GIVE UP

Photos by Angela Bachmann Photography



### When did you start your career in real estate?

In March 2019, I started as an administrative assistant for PJ at the Expand Realty Group.

### What did you do before you became a REALTOR®?

Oh, geez. Where do I start? Over the past 21 years I have been in customer service, sales, management, and owned Hub City Fence which I had built from the ground up and successfully managed and operated for almost five years. Immediately before starting with Expand Realty, I was the operations manager for a local wheel repair facility in which we quadrupled our revenue over the course of three and a half years.

### What are you passionate about right now in your business?

The thing I love most is helping people realize their dreams. There's nothing more rewarding than helping someone purchase a house who thought it wasn't possible or finding that first home for a family.

### What has been the most rewarding part of your business?

Being able to have the freedom of spending more time with my kids and do the things we enjoy.

### What was your biggest challenge as a REALTOR®?

Time management. Sound familiar? I think we all struggle with this because



we have a passion to help others and are willing to do whatever it takes.

### How does real estate fit into your dreams and goals?

Twelve years ago I wanted to get into real estate investing. In fact, I backed out of a deal because of issues with the home and decided to invest my money into starting a new business. It's my plan to now get into investing for my kids and I. Something for the future. Real Estate affords a lot of freedom which has also allowed me to get back into the things I truly enjoy.

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

Helping people. That has always been something that drives me. It's not about what I get out of it but it's about the joy I see others get out of it.

### Define success. Tell us about your family.

Success isn't about money. It's about achieving your goals and setting new ones. Proving to yourself you can succeed and even surprise yourself. I have truly been blessed with the

“

THE THING I LOVE MOST IS HELPING PEOPLE REALIZE THEIR DREAMS.

”

people who surround me. I have a daughter, Brooklyn, who is 17 and starting her senior year. My son, Cameron, is 10 and starting 5th grade. I have an older sister and two younger brothers and we are scattered throughout the country.

### How many years have you been a REALTOR®?

Well, less than a year as of writing this. I received my license on September 23, 2019.



### What is your career volume as a REALTOR®?

As of the end of August, my total volume will be \$10.1 million.

### What was your total volume last year?

From September 23, 2019, to the end of December, was \$1 million.

### What awards have you achieved as a REALTOR®?

At the Expand Realty Group, I have been recognized as the Top Performer for numerous months as well as setting a company record of \$2.71 million in sales during the month of June.

### Favorite books?

I do not read much. Instead, I like watching documentaries about history and crime. I am intrigued by how people's minds think.

### Are there any charities or organizations you support?

The Make-A-Wish foundation is something I strongly believe in. They provide services that are essential for families experiencing difficulty during times of illness. Also, the Lubbock Family Guidance and Outreach center is dear to my heart. Child abuse is an epidemic across our nation

that needs more attention than it currently receives.

### What are your hobbies and interests outside of the business?

Anything with my kids really. Whether it is a good BBQ, fishing, car shows, or building things. Another one of my biggest hobbies revolves around cars. I used to drag race often but haven't in several years, although I plan on getting back into it.

### How are you different?

As a REALTOR®, I am different in the sense that I am a no-pressure type of person. Just go with the flow and let you lead the way but provide guidance. Laid-back but always there when you need something. I will do whatever I can in my power to get someone into a home.

### What do you want to be remembered for?

Someone who is kind, friendly, knowledgeable, loves to joke, is a bit of a smarta##, but who is also professional and can get the job done.



Jason with his kids, Cameron, left, and Brooklyn, right.

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

The single biggest thing is just don't give up. Success doesn't happen overnight. You are a product of how hard you work.

Surround yourself with people who support you and cheer you on. Work long hours when it's necessary but also take breaks to enjoy the work-life balance. Don't be discouraged when transactions fall apart if you have a bad day. You are going to be told no, hung up on, and people will get upset with you but you cannot let that drag you down. What you do today does not affect what happens tomorrow, but it affects what happens months down the road. Stay persistent and dedicated no matter what. And as my mentor, PJ, always says, set goals that are measurable so you have something tangible to achieve.

**In closing, is there anything else you would like to communicate using this Lubbock Real Producer Platform?**  
 Never compare yourself to others. Instead, do what you have set out to do and achieve those goals you have set with your hard work and dedication.

**JASON RIEBE**  
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Jason with his kids, Cameron, left, and Brooklyn, right.



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# Tim Garrett

## NextHome CORE Realty

World-class service and unparalleled real estate expertise, with a little fun along the way

**T**he pessimist complains about the wind. The optimist expects it to change. The realist adjusts the sails. Tim Garrett, Broker and Owner of NextHome CORE Realty, is what one could call an optimistic realist. His agents often joke with him about his constant use of the saying, “We never solve problems; we are solving opportunities.” Having been in the real estate industry for 36 years, Tim has had many “opportunities” thrown his way but has never lost sight of what’s important: serving others.

Throughout his high school and college years, Tim worked in the hospitality industry at Lubbock Inn Hotel, a full-service hotel owned by the Lewis and Chapman families, who were real estate icons and commercial builders. The month he graduated from Texas Tech University in 1984 is when Tim hit the ground running in his real estate career. Fast-forward to 2020, and he has sold over \$220 million in the Lubbock area, predominantly without the help of a showing or listing assistant. For Tim, though, his career isn’t only about selling homes; he is also passionate about mentoring other agents and helping them grow their own businesses. “I’m passionate about helping them to balance their family and spiritual lives and achieve personal



Tim and Janet Garrett

growth and fulfillment along with a meaningful purpose,” he said. “I love to see agents succeed by making this a relationship business versus a sales business.”

For the future, Tim’s dream is to build NextHome to be known throughout West Texas as a company that is filled with kindness, listening ears, heartfelt caring with sincerity, and a lot

of fun. When thinking about how to achieve this, he said he is reminded of the lyrics of a song by Bethel Music and Jenn Johnson, “For the One:”

*Let me be filled with kindness and compassion for the One—the one for who you love and gave your Son.*

*For humanity, increase my love. Help me to love with open arms, like You do. A love that erases all the lines and sees the truth.*

*So that when they look in my eyes, they would see You. Even in just a smile, they would feel the Father’s love.*

*Oh, how He loves us, from the homeless to the famous and in between.*

*You formed us, You made us carefully, ‘cause in the end, we are all Your children.*

Tim’s wife, Janet, is his business partner and NextHome’s manager and professional life coach. “I get to be with my hot wife 24 hours a day, seven days a week,” he said. Between them, the empty-nesters have four children, three of whom live in Lubbock and one who lives in Ohio. When he isn’t working, Tim enjoys collecting and shooting guns, watching



Tim and Janet Garrett

•••  
Texas Tech basketball, baseball, and football, spending time with family, and traveling. He and Janet have taken an 8,000-mile road trip and a

6,000-mile road trip in the last two years and are planning another trip for late fall if COVID allows.

Tim's dream is to build NextHome to be known throughout West Texas as a company that is filled with kindness, listening ears, heartfelt caring with sincerity, and a lot of fun.

Despite being the broker/owner of his company, Tim still works out in the field with his agents and enjoys doing all of his own contracts, negotiating, and following through to the closing table and beyond. On occasion, Janet will step in and show a house or two if a client needs to see a property when Tim is booked. His biggest reward in this business comes from helping his clients find a home that they can create memories in. "I love seeing people get excited about features in homes that they have not had before," he



Tim and Janet Garrett

said. "I've recently had folks so excited about heated floors, heated towel racks, and even things as simple as a place for an organic garden."

With his goofy personality and warped sense of humor, it's no surprise that fun and humor are must-haves in Tim's life. He hopes to be remembered for being a good husband, father, and listener, and as someone who was always willing to help and serve others. "And for telling my children and wife that 'I love them MORE!'" he added.

For new agents, Tim encourages them to find a company with a broker/manager that provides systems, training, and support (without the fees) and is easily reached at any time of the day or night. For the more experienced agents, he encourages them to invest in their personal life, seek excellent business training and designations, and become an expert in all that they do. "Build hundreds if not thousands of personal relationships. Most of all, learn to privately give back to your



Tim and special guest Bentley

community and those in need. Don't do it for the accolades; do it to help those in need and show your love," he said. Tim's passion for protecting innocent children led him to serve the Children's Home of Lubbock for 19 years. He has also been serving in a leadership position with the Texas Girls and Boys Ranch.

"Life is going to throw you some bumps in the road—like Janet's cancer, my cancer—but we know that God's got it, so listen to Him to know what His purpose is for your life."

**Tim Garrett**  
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An advertisement for Hart Moving &amp; Storage. At the top is the company logo, which features a large red 'H' with 'HART' written across it in white, and 'MOVING &amp; STORAGE' below it. Below the logo is the text: "Full Service Packing, Moving &amp; Storage", "Fully Insured &amp; Bonded", "Locally Owned &amp; Operated", and "FREE, GUARANTEED Estimates". The website "HartMovingandStorage.com" and phone number "(806) 763-4191" are listed. The bottom half of the ad shows a smiling man in a dark green polo shirt and cap, holding a large cardboard box. The polo shirt has the Hart logo on it.

▶ letter from the president



By Ken Harlan,  
Lubbock Association  
of REALTORS®

# TEXAS REALTORS®

## LAR purchases new facility to better serve members

The year was 1969 and the Lubbock Association of REALTORS® purchased the building at 5015 Knoxville that we occupy today. I know the members back then were extremely excited to have a building of their own as they had been leasing until that point. Since then, the membership of the association has grown significantly and the building is in need of a lot of repairs and maintenance.

In August, the Board of Directors approved to have the membership vote on

five different options that would determine the future of the LAR facilities. From that vote, the membership chose to move forward with the options that would provide a new facility for the Association. You may have heard a rumor that the Association is purchasing a new facility consisting of two buildings. I can tell you now that this is in fact, true. Our Association is very strong financially and has been saving for many years for this kind of purchase, which will provide a

better performing asset than we currently have, as well as provide a modern facility and better location to serve us.

The Association will be finishing out one of the buildings that will serve as a training/conference center, with flexible classroom space, a kitchenette for catering, and ample bathroom space, all of which the association is in need of. The Association staff will occupy a portion of the other building, which is larger and located in the same complex. The remaining space of this building will be a rental space that will provide an additional source of income.

I know you will be excited about our new facilities, just as the members were when they purchased the current building over 50 years ago. I look forward to the near future when we can gather there so you can see this beautiful facility for yourself. This is a milestone in the history of the LAR that will allow the LAR to serve us all better.

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# WHITNEY CHANNEY



## Cardinal Financial

### ► sponsor spotlight

By Lindsey Wells  
Photos by Angela Bachmann Photography

For most of us, our home is the most expensive thing we'll ever buy. And for most of us, we need one big loan to do it—a mortgage, which is not something to be taken lightly. You want each aspect of your transaction to be handled by knowledgeable professionals to help guide you through this, at times, stressful event in your life.

Cue Whitney Channey, a Mortgage Loan Officer for Cardinal Financial. With her experience in the industry, Whitney is no stranger to the ups and downs that many people experience when buying a home and searching for the perfect mortgage. She attended Texas Tech University and earned her master's degree in Personal Financial Planning. Shortly after graduating, Whitney accepted a job working as a mortgage processor, and the rest is history. "I had no idea what kind of opportunity that would afford me," she said, adding



that she always tells people that the mortgage industry found *her*, not the other way around. "I was allowed to grow as quickly as I wanted from a processor to an assistant loan officer, and then into a full loan officer role. I love it. Helping people achieve their goals through real estate is one of my true passions."

Founded in 1987, Cardinal Financial is a nationwide company with an emphasis on local presence that strives to provide more than just mortgage lending; they strive to de-

liver an overall positive experience to each client while investing that same energy into their team. The company offers all varieties of loan products from down payment assistance to jumbo loans and everything in between. "Our process is different," Whitney said. "Borrowers are submitted for underwriting review within days of starting their loan, which helps smooth out the process. Borrowing on a mortgage can be stressful. We streamline the process so the guesswork and anxiety are taken away." ●●●

...

Because she's constantly looking for a new challenge, Whitney enjoys that each day in the mortgage industry is different. While her process is the same with each customer she serves, she said it's the people that make the difference in each day. "Their situations are different. I've yet to have two customers with the exact same situations, and that keeps things fun," she added. "You learn how to read

people, how to manage different personalities, and how to communicate with people the way they want to communicate. It's been challenging at times, but extremely rewarding."

Whitney describes herself as an "outgoing introvert." She said that if someone would have asked her 10 years ago if she would become a mortgage loan officer, she probably would have laughed without making eye contact. "I've grown so much in this field, and I love a good challenge, but I really have to work very hard at just the basic tasks

of being in sales," she admits. "I've had some great coaching to get me to where I am today, and because of all that, I love to express gratitude. REALTORS® have so many choices of great lenders in our community, and I hope they know and feel how grateful I am to them when they steer their customers to me."

One way that Whitney goes above and beyond for her clients and referral partners is by helping to expand their knowledge base of mortgage requirements. "Of course, mortgage guidelines are very complex, and they're constantly changing, so I try to get as much important and useful information in front of people as possible," she said. "It's my way of adding value." Real estate has been in Whitney's life as a driving force since she was 21 years old when she bought her first investment property and realized the kind of return it can provide. She said she loves how real estate can be used as a tool for investment, and invests in real estate for both longterm rentals and semi-short term flips.

While attending Texas Tech, Whitney met her now-husband, Tyler. "He's a West Texas guy through and through, and I discovered if you marry someone from West Texas, you stay in West Texas. We did that, and I've never questioned that decision. I love Lubbock," she said. In their downtime, the couple has developed a love for hunting and conservation. They are members of the Dallas Safari Club and donate a good portion of their time and efforts to their programs. They are also involved with a church family at Southcrest Baptist Church. "We are both very dedicated to our careers in this season of our lives, so we spend a lot of time doing that," she said. "When we do have free time, though, we try to spend it with each other as we grow our marriage and our families. Family for us is very important."

**Whitney Chaney**  
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# WEST TEXAS LAND GUYS



## Wooded Forest: *Developing the Future*

Trey and Robert joined forces in 2014 and began a land development adventure. Two community minded men who have long held a passion for the Lubbock community and its growth. Since 2014, Trey and Robert purchased and developed neighborhoods such as FoxRidge, StoneBridge Community, Bushland Springs, Cantera, Escondido Ranch, Lincoln 16 and Sedona. Over the past 5 years, Robert and Trey have proudly hosted the Parade of Homes in FoxRidge, Bushland Springs, Cantera and Escondido Ranch. They are eager to showcase their newest development, Sedona, in the 2021 Parade of Homes as well as Escondido Ranch, Phase 2. Robert and Trey, fondly known as, The West Texas Land Guys, are currently developing a few new neighborhoods, so, be sure to follow us on Facebook and Instagram to see what is next!

A true Lubbock native, Robert began working in the industry in 1979 as a supplier. In 2002, he started Custom Homes by Robert and began fulfilling his dreams of being a home builder. His home-building knowledge and experience are vast; whether he is building a sensible first-time home for a family, a garden home for a retired couple, or a million-dollar home, Robert strives to provide superior craftsmanship and attention to detail.

Robert Wood's success story is simple: he spends quality time with his clients, learns about them and their lifestyle, and, because of this, can build exactly the home they desire.

Robert served as the 2011 President of the West Texas Home Builders Association and became active in Texas Association of Builders. For the past eight years, he has been involved with TAB's Executive

Committee and was the 2019 President of the Texas Association of Builders. All of Robert's professional engagements rank second to his commitment to his community. Robert and his wife, Candace, devote considerable time and resources to the Make a Wish Foundation, March of Dimes, Highpoint Village, and West Texas Hero Homes.

The philosophy of Custom Homes by Robert Wood is that your home is your palace; "Building Custom Homes One Dream at a Time" has always been their slogan.

Born and raised in Lubbock, Trey graduated from Monterey High School and received his bachelor's in Business Management from Texas Tech University. While at Tech, Trey held leadership positions in campus organizations and donated his time to community service. After graduating, he moved to Dallas to work for Highland Homes, where he served as Project Manager for four years and monitored the construction and completion for over 100 custom homes. He knew he enjoyed building but wanted to move back to his hometown to be closer to family. Trey has now been building in the Lubbock area for over 17 years. His hard work, dedication, and customer service are evident in his custom homes and interactions with others. He is on-site, making sure each job is completed to his satisfaction

and high standards and continues to bring new aspects of design and ideas to his customers while making sure that they are building the home that they have always imagined.

In 2012, Trey was elected as President of the West Texas Home Builders Association and continues to be an active member of the Lubbock community. Trey and his wife Mary Kathryn have and continue to serve the community through a number of local organizations: West Texas Hero Homes, West Texas Home Builders Association, March of Dimes, UMC Hospital Foundation, LHUCA, Lubbock's Lion Club, Covenant Children's Hospital, Make a Wish Foundation, United Way, Young Life, The Wesley Foundation, First United Methodist Church, Sigma Chi Fraternity and Pi Beta Phi Sorority. Trey and Mary Kathryn have two children, Evelyn and Jack. In 2014, Trey Strong Custom Homes was voted "Best of the West" by KCBD News Channel 11.

Texas Association of Builders has recognized Trey as a 2016 Excellence under 45 Winner. These recipients are to be commended for their commitment of time, energy, and efforts to the growth and prosperity of the Texas building industry. Their unmatched enthusiasm and love for building prove that our future is in good hands.



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## Monthly Mortgage Tips

from Whitney Chaney

**Down Payment Assistance:** Not all programs are created equally, and most don't cover 100% of what your buyers need for closing. While the down payment may be covered, some assets may still be needed to get buyers to the finish line with closing costs. Check with your buyer's lender to make sure everyone is on the same page.

## Whitney Chaney

Mortgage Loan Originator,  
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