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# TABLE OF CONTENTS



**10**  
Top Producer/  
Cover Story:  
Renee Eberhardt



**16**  
Rising Star:  
David Box



**20**  
Sponsor Spotlight:  
Hub City Title



**24**  
Business Spotlight:  
Hart Moving & Storage



**28**  
Spotlight REALTOR®:  
Keeli Wilson



**32**  
Featured REALTOR®:  
Tammy Hammersly



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# RENEÉ

» top producer/cover story

Story by **Lindsey Wells**  
Photography by **Haley Madewell**  
Location courtesy of **The Social House**

# Eberhardt

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The above mission statement is the driving force behind Reneé Eberhardt's business as a REALTOR® for Coldwell Banker Trusted Advisors. Before Reneé took the plunge into real estate in 2006, she was a stay-at-home mother to her two boys. When they were old enough, and Reneé was ready to get back into the workforce, real estate was a natural path for her to take, as

her entire family is in the industry. However, Reneé admits that when she first started, she was less than confident in her ability to do the job well. "I had to gain confidence; then, as time went on, that confidence grew," she said. "The two things you need from your clients is they have to like you, and they have to trust you."

Now, even after 15 years, seeing her clients' faces on closing day never ceases to amaze and excite her. "I love it when, at closing, everyone is happy," she said. "Sometimes it is hard; we may have some bumps in the road, but at the end of the day, if my

client is happy, I am happy. I really love the challenge. It isn't always easy, but that's why they need me.

Clients entrusting Coldwell Banker Trusted Advisors with their business appreciate the fact that it truly is a family-owned and operated business. Reneé's father, Rick Canup, is the Broker/Owner; her brother, Deron Tucker, is the President; her mother, Nelouise Canup, is the Executive Director; her two sons, Eric and Alex Eberhardt, and three of her nephews, Beau, Chase, and Taylor Tucker, work in the commercial real estate division; and her fourth nephew, Davis Tucker,

...



“  
AT THE END  
OF THE DAY,  
IF MY CLIENT  
IS HAPPY,  
I AM HAPPY.”





**I HOPE I AM REMEMBERED FOR BEING KIND AND ALWAYS THERE FOR MY CLIENTS.**



upcoming real estate professionals is simply to show up and work hard. “Do the daily grind of calls and notes, and it will pay off. If you sow, you will reap! Enter training programs and keep your skills sharp. Think of real estate as your business, not just a job.”

In closing, Renee added, “I am beyond blessed to be in this business in Lubbock, Texas. Selling real estate allows me the freedom to be with my friends and family.”

**RENEE EBERHARDT**

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is also on the staff. “It really is a family business,” Renee said, adding that she is happy to announce that her son, Eric, and daughter-in-law, Sarah, are expecting the upcoming birth of their first child, a girl, and Renee’s first granddaughter.

Renee has tried and failed to put into words just how much she loves what she has the honor to do for a living. Not only has real estate allowed her to have a great personal life (she just took her youngest son to the PGA Championship in South Carolina!), she has developed

lifelong friendships with many of her clients and treasures being able to guide them through the process. “I love taking care of them. It is so rewarding to know how much they put their trust in me,” Renee said. “I have changed my business over the years by being ‘relational’ with my clients. I have started having client parties. It’s fun giving back to them and showing how much I appreciate them trusting in me what may be the biggest decisions of their lives.”

Even if Renee hasn’t listed or sold a home at the end of the day, she still

counts her day as successful. “I have done the routine work that I need to do daily to make me successful,” she said. “I really feel good at the end of the day if I have done what I need to.”

While spending time with friends and family is vital to Renee in her downtime, she considers her business to be her primary hobby. “That’s how much I love what I do,” she said. “In real estate, I hope I am remembered for being kind and always there for my clients. And, helping others and being a team player,” she said. Her advice to





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# David BOX

*Follow Your Heart and Leverage Your Gifts*

► rising star

Photography by **Candace Johnson Photography**  
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**When did you start your career in real estate?**

I started in December 2017 as a Texas REALTOR® and in December 2020 as a New Mexico Associate Broker.

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

I taught college as Professor of Saxophone and Director of Jazz Studies in So Cal. I was a film and TV composer for CBS, Paramount, Amara Productions (Daman Wayans company). A number of startups including an audio/video equipment rental company, Real Ale Brewing Company, Austin based gourmet food trailer. Lots of stuff.

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

It is a license to learn. There is always something new to explore within the industry.

**Favorite books?**

Keeping it specific to real estate, MREA, HOLD, FLIP, SHIFT. These books give a big picture view of industry topics.

“The Art of Exception Living” by Jim Rohn. “The Mastermind Alliance” and “Think and Grow Rich” by Napoleon Hill. “How Music Works” by David Byrne.

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

Frontier Arts Society, a 501(c)3 I started in Lubbock to support a 16-piece jazz orchestra called Frontier Big Band that I started six years ago. I am at the end of my two-year term as President of the Board for Flatlands Dance Theatre, Lubbock's modern dance company.

As a PADI Divemaster and FAA Private Pilot, my support rotates between organizations focused on conservation and education in those industries.



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

The entertainment industry keeps me occupied. I just finished a Centaur Records recording session in El Paso which includes three world premieres, and I am composing a 45-minute dance work titled "Energy and Elements" for Flatlands Dance Theatre's November 2021 performance at the LHUCA Firehouse. My hobbies also include indoor soccer, SCUBA around the world, flying my plane, and starting my next new business.

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

Read the MREA right now. Embrace the gifts you have already been given and incorporate them into the business structure you choose. So many benefits come from doing this in the real estate industry.

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Ovation Real Estate Group at Keller Williams Realty  
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Story by **Lindsey Wells**  
Photography by **Angela Bachmann Photography**

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**J**ust over five years ago, two Lubbock natives, Greg Noyola and Lee Williams, made their dreams a reality when they co-founded Hub City Title, LLC.

With over 200 years of combined experience in the title industry, the Hub City Title team takes pride in building and maintaining relationships with its clients. It is of the utmost belief that standing side-by-side with those clients is the most efficient way to provide information and help them reach the closing table.

With 24 years of title experience under his belt, Greg's first job in the industry was as a part-time courier while attending college at Texas Tech University. While he initially took the job to make some extra cash as a college student, Greg realized he had a true passion for the kind of work he was doing. "I enjoyed the industry so much that I never left after graduating from Texas Tech, and the rest is history," he said. Greg eventually worked his way up from a courier before being promoted to an escrow officer. "It just felt like a perfect fit for me when I started as a courier to now being an owner of the company. I enjoy coming to the office every day and seeing the happiness of sellers and buyers during the closing process."

As for Lee, also a Texas Tech graduate, he spent several years in the banking industry before co-founding Hub City Title. He holds a Bachelor of Business Administration degree in Finance and a Masters of Business



Administration degree in Real Estate Finance. As a banker, Lee helped finance various residential and commercial property transactions throughout West Texas. "I enjoy working with people and helping people achieve their goals," he said. Lee strives to be available to his customers around the clock. "I will close a customer 24/7, anywhere, any time. My REALTORS® work 24/7 and, therefore, so do I."

Hub City Title's reliable team of professionals is known for its quick responses and fast turnaround times and is backed by an in-house title examination department. Greg and Lee founded the company with a goal in mind to ensure the quality of service they provide is top-notch—not only to their residential and commercial clients but the REALTORS® they work with and the individuals they employ. "We believe in treating all of our employees like family," Greg said, adding that he attributes the company's success to its staff. With over two decades in the industry, he has learned a thing or two and encourages real estate professionals always to ask questions when listing a property. "The more information a REALTOR® may have when listing a property, the smoother the closing process will go," Greg said.

In May, Hub City Title held a client appreciation event and live auction at which over \$10K was raised; All proceeds from the auction went to One Voice Home. The company has also been involved with the Make-A-Wish Foundation.

Greg and Lee are both fathers and enjoy spending time with their kids. Greg and his wife Stephanie have been married 20 years and have three children, Adriana, Elena, and Aidan. When asked what his interests were outside of work, Greg said, "Attending my kids' school events, as I know those days will come to an end quickly!" Lee has two children, Penn and Tucker. He enjoys golfing, hunting, fishing, ranching, and spending time with his boys.

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A one-stop shop for seamless and professional moving, storage, packing, and home delivery services, Hart Moving & Storage has been serving its clients since 1965. In 2008, Jeremy joined the company and 10 years later he and his family became its proud owners. Since then, his goal has been to provide West Texas with the highest quality moving services at reasonable, guaranteed prices. "We believe in providing our customers with extraordinary customer service," Jeremy said. "We understand that moving can be a stressful time in a person's life. We want to make sure

that we are alleviating stress, not adding to it. We want to make you smile and feel like family." Jeremy has been in the moving industry for 22 years.

From packing to loading to driving to your destination, Hart Moving & Storage offers an expansive list of services for every need. Services include:

- Local moves
- Long-distance moves
- Commercial moves
- Senior transitioning
- Professional packing and unpacking
- Loading and unloading

Clients of Hart Moving & Storage can relocate without having to lift a finger, if they choose. This professional team of movers can handle it all. If you're on a budget, Hart Moving & Storage can provide specific services to help you on your way. Looking to avoid heavy lifting? The company can send a crew for loading and unloading only. And, along with their packing services, they'll bring boxes, tape, and paper so the client need not worry about supplies.

For Jeremy, it's all about the people. His team of 35 is just as vital to the business as its clients. "It's always been about the people. When you're in the service industry, that always matters," he said. "It takes more than just a truck and trailer to be a mover. Aside from the insurance, DOT#s licenses, etc., it requires a solid group of people that you know you can trust to represent who you



are and what you stand for. We have those people!"

The long list of positive online reviews of Hart Moving & Storage are undoubtedly a testament to the company's success. Jeremy and the team appreciate each and every referral and are dedicated to upholding the stellar quality of work and service that their clients have grown to expect from them. Jeremy encourages his clients to let him

know when they've referred his services to friends and family. "I love to know when I should be expecting a referral," he said. "It allows us to be more prepared to offer exceptional service and makes the client feel important as well."

The company is also involved in the community every chance they get. This year, they are extremely proud to be a Premier Corporate Partner with CASA of the South Plains.

Jeremy is married to his high school sweetheart, Lana, who also works with the company. They have two daughters, Paisley and Ryley. In his free time, Jeremy is an avid hunter and fisherman.

**For more information, visit [www.HartMovingandStorage.com](http://www.HartMovingandStorage.com) or call 806-763-4191.**



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# Keeli Wilson

there are no limits on the road to success

*As every real estate professional knows, in this industry, you're not merely a salesperson; REALTORS® wear many different hats. You're mediators; you're negotiators; you're hand-holders. Sometimes, you are your client's rock, requiring you to take off your salesman hat and put on your therapist hat.*

*Perhaps one of the most important "hats" a Realtor wears is that of an educator. For Keeli Wilson, a career in real estate came naturally, as she was a first-grade teacher for two years and a fourth-grade teacher for two years at Bozeman Elementary School before changing career paths.*

An agent for Kearney & Associates, REALTORS, Keeli is a native of New Mexico and moved to Lubbock in 1997 to attend Texas Tech University. She received a bachelor's degree in Elementary Education and a master's degree in Language and Literacy. Keeli left her job in education to pursue a career in real estate in March of 2008. Building her business has been one of the most rewarding aspects of the job for Keeli. She

said, "You know the saying, 'Build it, and they will come.' That's the same way with my business. I work hard, treat others with the same respect I want to be treated with, and in return, they come!"



Keeli met her husband, Brad, at Texas Tech University. They have been married for 16 years and have two daughters, Sawyer, 14, and Sutton, 12, and one son, Crawford, 10. In their free time, they enjoy snow skiing, going to the beach or lake, and working out. As for the kids, they are involved in horseback riding and multiple sports, so the Wilson family can often be found watching the kids enjoy their own extracurriculars. In the community, Keeli supports the Covenant Foundation Board, National Charitable League, Aldersgate Church, Young Life, and St. Jude.

The sky is the limit in real estate for those who work hard. The current market is a competitive one. However, it's no

...



Keeli and her husband, Brad



Keeli with her husband, Brad, and kids, Sawyer, Sutton, and Crawford





...

match for Keeli. "I am a very competitive person, so right now, I'd say my passion is winning the contract. You have to be VERY creative and make your contract stand out amongst the others," she said. Keeli loves a good challenge, and while being a teacher was both challenging and rewarding, she has found that she more enjoys the flexibility of the real estate industry.

"With real estate, my schedule is different every day, and I love that. I am in charge of my successes; no one else."



"Success, to me, is laying my head down on my pillow night after night knowing that I did my absolute best for my Lord and Savior, family, friends, and clients."

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*Real estate comes with lots of attachments. I feel like everyone I meet has a journey they share with me, and I am just thankful to be a part of it.*

# Tammy HAMMERSLY

## ‘Make every moment count’

Google’s online dictionary defines the word REALTOR® as “A person who acts as an agent for the sale and purchase of buildings and land.” When Tammy Hammersly began her career in the real estate industry in May of 2014, she quickly learned that real estate transactions are so much more than that. “This is somebody’s home; it’s their memories; it’s their childhood where they grew up; a place they raised their family; a newly married couple’s first home; or the first home they brought their child into,” she said. “Real estate comes with lots of attachments. I feel like everyone I meet has a journey they share with me, and I am just thankful to be a part of it.”

Tammy and her sister-in-law owned a wedding event business called Puttin’ On The Ritz before Tammy got into real estate. They started out just offering chair covers and table linens before the company took on a life of its own and evolved into a full-service wedding planning event company. “We offered centerpieces, backdrops, all sorts of specialty linens, and from beginning-to-end event coordinating,” Tammy said. “It was super fun. Some stress was involved, but mothers of the bride were always special!”

Entrepreneurship has always been in Tammy’s blood. So, it’s no surprise that the transition into real estate

came naturally to her. Her first sale was a \$50K duplex in the Arnett Benson area that belonged to her sister-in-law’s father, who inherited it when his parents passed away. When the time came to sell the property, Tammy took the challenge head-on and found a buyer, who just so happened to be a fellow REALTOR®. Being that Tammy knew the seller personally, he felt comfortable asking her questions about whether he was doing the right thing in selling his parents’ home. Tammy quickly realized that his questions were not stemming from a place of business interest; they were coming from a

place of sentiment. “I told him, ‘This is a good deal, but only if it’s good for you.’ I don’t know that he was ready to sell it, but he knew he needed to. By the time closing arrived, I was at a loss for what to buy as a closing gift, as any monetary thing would never impact him as much as the home had impacted his heart,” Tammy said.

She thought it over and eventually came up with the perfect gift: a keepsake framed photo of the front of the duplex. “I felt like God wanted him to know that he had done the right thing, so on the picture itself, I added these words: ‘You have served me well,





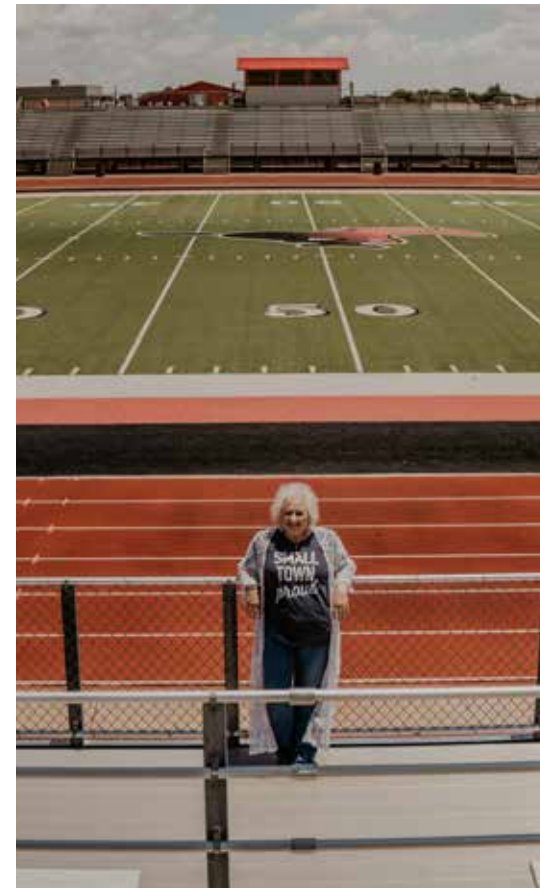
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*good, and faithful, son.* He was truly thankful, and I felt in that moment he knew I understood how hard it was for him to sell," Tammy added. "I had made it personal and heartfelt and was hoping it would bring some closure to him, and it did; he treasured it and was very thankful for it." Tammy encourages other agents to do the same with their clients; listen to the things your clients are saying, as well as the things they *aren't*.

Real estate certainly changed in the past year during the pandemic, as every real estate professional knows all too well. "With such a shortage of homes on the market currently, and new construction doing their best to keep up, I feel that serving my buyers in the market has been one of my biggest challenges yet," Tammy said. "I truly have stomach pains making an offer on a listing that is already

*Whatever happens, give an effort to get up, dress up, show up, and make today a journey of accomplishments.*

*Then repeat! Doing that every day will exuberate success because it makes you feel successful.*



over-priced and then having to go over just to try and win in a multiple offer situation. It's scary wondering how all of this will pan out. Will buyers be upside down or right side up?"

Nevertheless, Tammy has always strived to have a purpose in life and business. "Whatever happens, give an effort to get up, dress up, show up, and make today a journey of accomplishments. Then repeat! Doing that every day will exuberate success because it makes you feel successful," she said. "You have made an effort, which is half the battle."

Tammy has been married to her husband, Mike, for 40 years. Mike currently works as a supervisor at Butch's Rat Hole and Anchor in Levelland. The couple is proud parents of two grown children, a daughter, Casie Muller, and her husband Bryce Muller, who have three children, and a son, Cory Hamersley, and his wife, Jessica. For Tammy,

family is everything. She tries to get everyone together at least once a week for dinner. "I want that connection with my kids and grandkids. Plus, as adult children, I want them to learn the importance of being together and taking care of each other," Tammy said. The family has a lake house at Lake Kemp, where they spend as much time as possible during summertime. "We like to celebrate whenever we can—birthdays, holidays; I try to make them all special. My granddaughter will tell me she loves it when holidays come around because, to her, the best gift is getting together with family and extended family. I would say my hobby is making every moment count!"

At the end of July, Tammy transitioned into a new position as a loan officer for ABC Infinity Mortgage.

**Tammy Hammersly**  
**RE/MAX Lubbock**  
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Joe grew up in Sudan, Texas. After high school graduation, while attending McMurry College in Abilene, he worked for the Texas Department of Mental Health/Mental Retardation Abilene State School in the physical education department. Upon graduating

from McMurry, Joe worked as a case manager, research publisher, and ended that career as the safety director after 20 years. In addition to working at the state school during college, Joe worked part-time construction for Page and Wertz Construction, where he acquired a huge amount of knowledge regarding building, materials, reading blueprints, and how a building or home is constructed.

Joe Bellar Real Estate Inspection started in Abilene in 1999. Just as they were beginning to gain part of the Abilene market share, life threw a curveball, and they relocated to Lubbock in 2000, and the business started at ground zero again. Upon relocating, Joe went to work for Texas Tech University in the Facilities Planning and Construction Department as a construction inspector.



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Now, the company performs property condition inspections/reports for small investment property homes to multimillionaire dollar homes and everything in between. “Our company is unique because we can offer between 50-60 inspection time slots per week. This has enabled us to capitalize on the high number of short option period offers those REALTORS® need in the current market demand,” Joe said. “This has also allowed us to be a go-to inspection firm for private investors and investment groups purchasing 10- to 20-duplex units in one transaction.”

The company also offers a same-day report turnaround to help property buyers make a better-informed decision when purchasing a property or needing the initial inspection report so they can contact a tradesman for further evaluation and repair price estimates. Their reports are also unique in that they include numerous digital images for clarification and are shorter than most, concise, and easy to read.

Perhaps the most unique thing about Joe Bellar Real Estate Inspection is the people committed to being part of the team and the amount of time they dedicate to performing inspections in a proper manner. “I would say that each of our six inspectors are in the top ten of all the inspectors in this area,” Joe said. Each employee offices from their own home with access to the software and scheduling systems. “They are also able to choose and set their own schedules around the important things in their life and the lives of their families.”

Joe married his amazing wife, Natanya, on March 14, 2015 (Pi Day 3.1415). Between them, they have five children and four grandchildren. “My wife told me I worked too much and I needed a hobby,” Joe said jokingly. “So, a few years ago, she surprised me with golf clubs and ordered me to learn how to play. I am bad at golf, but I have learned to enjoy the game and the camaraderie that come with it.”

“My boss and mentor, Emmett Rogers, at Texas Tech University, taught me so much about the inspection industry and how to document an inspection. I was able to apply that to our part-time home inspection business,” Joe said. His projects while at Texas Tech included Pflueger Memorial Fountain, the English, Philosophy, and Education complex buildings, the Flint Avenue parking garage, some of the Jones AT&T Stadium, and the Marsha Sharp Education building.

Within years, with Mr. Rogers’ encouragement and willingness to teach, Joe left Texas Tech University because his part-time home inspection business was very demanding of his time and energy. As a result, Joe Bellar Real Estate Inspection became a full-time business in 2003. In 2008, due to growth and the number of inspections it was performing, the company incorporated.

# Texas REALTORS®

LAR awards 10 scholarships to local students

▶▶ letter from the president |

By **Teresa Smith**, Lubbock Association of REALTORS®



**This year, the John Walton Education Foundation was able to award 10 scholarships totaling more than \$30,000 to well-deserving local students.**

**The presiding members of the Foundation for 2021 are pleased to announce the following scholarships awards:**

Brandi Hays  
Chase Hoodenpyle  
Lexi Howard  
Laura Hutton  
Braden Owen  
Abigail Provost  
Mason Roberts  
Scout Sonnenberg  
Seree Sturdivant  
Autumn White

A reception honoring these scholars, their parents, and their sponsoring REALTORS® was held on May 27th at the LAR office. Listening to these young, future leaders is inspiring, and I was blessed to recognize a bright future for our city, state, and country as these students pursue a wide variety of career opportunities with which to contribute to our great land.

The John Walton Education Foundation is looking forward to presenting even more scholarships next year and for many years to come. In April, Century 21 John Walton, REALTORS®, together with Lubbock National Bank, held a hamburger cookoff with all proceeds going to the John Walton Education Foundation. Our goal as foundation members is to come alongside this effort to grow the fundraiser and make it even more successful in the coming years.

Our next event is a tailgate celebration in October. This party will be a great way to celebrate a productive year and invest in the future of Lubbock with a tax-deductible donation to the John Walton Education Foundation. Watch for more details coming soon about this fun-filled event.



From left: Braden Owen, Scout Sonnenberg, Seree Sturdivant, Chase Hoodenpyle, and Brandi Hays  
Not pictured: Lexi Howard, Laura Hutton, Abigail Provost, Mason Roberts, Autumn White

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