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WHY FACEBOOK?

- Over 2 billion people utilize Facebook
- 32.4% of Facebook's audience is aged 25-34, making a large portion of its potential first-time homebuyers.
- The average person spends 20 minutes on Facebook per visit
- 500,000 Facebook comments are posted every minute.

Source: Brand Wat, Hootsuite

BEST TIMES TO POST

- 86% of posts are published during the work week.
- Thursdays and Fridays have shown the highest engagement.
- 1 p.m. is shown to have the most shares.
- 3 p.m. is shown to have the most clicks.

Source: Adweek.com

USE IMAGES & VIDEOS!

- Images and videos are shown to have higher engagement and tend to get more likes and shares.

UTILIZE SOCIAL MEDIA MANAGEMENT TOOLS

With social media monitoring tools, you can keep track of online conversations and schedule posts throughout the week to lessen your workload.

- Hootsuite
- Sprout Social
- Social Mention

DOs AND DON'Ts

DO keep it professional! If you have a business Facebook page, be mindful of your posts. Adding photos and some personal tidbits helps humanize you, but avoid party photos and selfies!

DO respond to all feedback, even the negative. Try to respond within an hour and no later than 24 hours. Respond to negative feedback publicly, but try to take the conversation offline as quickly as possible.

DON'T neglect your social media pages. Try to invest 10 minutes per day to Facebook and post at least twice a day between 1 p.m. and 4 p.m.

DON'T over-promote. Keep your content only 20% promotional and the rest of your content conversational and informational.



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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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RHONDA

VANDERBURG

SEIZING EVERY OPPORTUNITY TO MAKE A DIFFERENCE



@realproducers



▶ top producer/cover story

Story by Lindsey Wells | Photography by Alicea JaRe Photography



AS A YOUNG CHILD, RHONDA VANDERBURG KNEW PRECISELY WHAT SHE WANTED TO BE WHEN SHE GREW UP: A SHOE SALESMAN AT BUSTER BROWN. IT WAS THE BACK ROOM THAT HOUSED THE STORE'S INVENTORY WHICH MOST INTRIGUED HER. "I COULD NOT IMAGINE THE FABULOUSNESS OF THE ROOM THAT THEY WALKED INTO WHEN THEY DISAPPEARED FROM MY SIGHT AND THEN CAME BACK WITH ALL SORTS OF SHOE OPTIONS. I WANTED TO GO IN THAT ROOM SO BAD — I COULD NOT IMAGINE MUCH BETTER THAN THAT," RHONDA SAID, LAUGHING.

However, as with all children, Rhonda's interests and aspirations began to shift as she grew up.

After graduating from Texas Tech University, Rhonda went on to have a 15-year career as a teacher, mainly in the Frenship ISD. Then, in 2012, she began thinking about doing something different. "I truly felt that I had accomplished everything I could with teaching, and my own children were at an age where the timing was good to make the career change," Rhonda said. "I had always been interested in real estate and knew that my work ethic and personality were a good fit to thrive in this career."

...

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EACH CLIENT IS UNIQUE, AND THE MORE I INVEST IN GETTING TO KNOW THEM, THE MORE REWARDING THE WHOLE EXPERIENCE BECOMES.



••• Rhonda was right; she knew she had made the right choice after jumping into real estate in May 2012. However, her first few years weren't without challenges. Rhonda encourages new agents to "stick with it" — stay the course, hustle and focus on the task at hand. "There were many times early on when I questioned why I was in this business, as the rollercoaster of good and bad times was exhausting," she said. "As my career has matured, those ups and downs have leveled out, and I have learned to appreciate the slower times. I always tell new agents to give it two years. If you hit it hard for two years, you will start to see the reaping of what you sowed."

A nugget of wisdom shared by her broker at WestMark is now the cornerstone of Rhonda's real estate business: "Be efficient with paperwork and effective with people." Rhonda strongly believes that there are no accidents, that God brings each person into our lives for a reason. "We may only have one small chance to make a difference in someone's life, and I am so fortunate this career gives me those opportunities," she shared. "Each client is unique, and the more I invest in getting to know them, the more rewarding the whole experience becomes."

Real estate has been more fulfilling for Rhonda than she could have ever imagined. For one, it has allowed her more quality time with her family. Long before a real estate career was on her radar, Rhonda met and fell in love with her now-husband, Troy, an executive vice president for Peoples Bank. After tying the knot 27 years ago, their plan as a newly married couple was to wait five years before having children. Well, as has been proven time and time again, God has a great sense of humor; just nine months and 25 days after saying "I do," Troy and Rhonda welcomed their first child into the world. "This was a good surprise; we started our family and ended up with three children under the age of three and a half," Rhonda said.

Those three bundles of joy — Jack, Annie, and Lillie — have since grown up to be exceptional adults. Jack, now 26, lives in Lubbock and works in outside sales for Ferguson; Annie, now 24, lives in New York City and works in merchandising/marketing for a start-up company called Urban Stems; and Lillie, now 22, lives in Oklahoma City and works in marketing for a collegiate apparel company called Kickoff Couture.

"Fast-forward to 2021, and I imagine my future filled with weddings, grandbabies, grand dogs, traveling to see all of the above, and much, much more real estate," Rhonda said joyfully.

Troy and Rhonda love traveling as much as they can. Now that they are empty-nesters, the couple is fulfilling a long-held promise to each other. "We have always said that we would date each other when our kids leave, and that is what we are doing now," Rhonda said. They hardly experienced the traditional dating phase that most new couples do. After all, Troy proposed marriage just two weeks after meeting Rhonda. Six months later, they were married, and nine months and 25 days after that, Jack was born.

"We always jokingly say that we are just now getting to know each other — we think it's going to work out," Rhonda said, laughing.

"I am so grateful that I still get excited to see my husband every evening. We love spending our evenings and weekends together, and I am so grateful for our marriage. The empty nest isn't so bad!"

When asked about her own hobbies and interests outside of real estate, Rhonda said, "Who are we kidding? I am always working! But I am a pro at multitasking. I love to walk 4-5 miles every morning; it allows me to start my day in a good headspace, clear my thoughts and prepare for the day."

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It all started with Fred Timberlake Sr., who was born in Richmond, VA, and graduated from the University of Richmond in 1937 with a law degree. Fred Sr. practiced real estate law until the start of World War II. After the war, he and his family relocated to Dallas, Texas, where Fred Sr. worked for Lawyers Title Company until moving his family to Lubbock in 1951.

Armed with his law degree and experience, Fred Sr. saw nothing but opportunity in Lubbock. He founded Service Title in 1951 in conjunction with a real estate firm now known as Timberlake & Weaver, which is also locally owned and operated by four proven real estate attorneys. In March of 1951, located in their first

building at 1414 Texas Avenue, Fred, with his two partners, Jim Suter and L.G. Pierce, along with five hired employees, began developing their title plant from scratch. That same title plant that Service Title owns currently goes back to sovereignty and is now digital!

Fred Sr.'s son, Fred "Tex" Timberlake Jr., grew up having that same community passion. A graduate of Monterey High School and a 1968 alumnus of Texas Tech University, Tex began working at Service Title in 1978 and oversaw the opening of the company's first branch office housed in the Atrium Building at 7806 Indiana Avenue. Tex became president of

Service Title in 1983 and continues to operate the company on a foundation of integrity and professionalism. Located now at three convenient locations: 4101 84th Street, Suite B, 4720 South Loop 289, and 1408 Buddy Holly Avenue, Suite B.

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Kelsey Miller

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When did you start your career in real estate?

I started my career in real estate in July of 2019, so just over two years ago. In that time, I've been able to serve nearly 50 families and sell more than \$12 million in real estate.

What did you do before you became a realtor?

Before stepping into real estate, I worked in the banking industry for PlainsCapital Bank for seven years. I started out as a customer service representative and then ultimately progressed into management where I oversaw and managed all of PlainsCapital's Lubbock branches.



What were the life events that led you to become a real estate agent?

The biggest life event that led me into real estate was the birth of my daughter, Hadley. When she was born, I knew that I didn't want to spend my life working 8-5 in the corporate world. I've always enjoyed working and have a strong work ethic, but Hadley is my priority. When she was born I started looking for a career where I could take care of my responsibilities to her first while simultaneously having a successful career.

What do you find most fulfilling about your work? The most fulfilling part of my career is being able to keep my priorities of life in line, serving my God, my family, and then my business. Real estate aligns with my passion to serve others and make good things happen for other people.

How does real estate fit into your dreams and goals? Now that I am in real estate, it has truly given me the opportunity to dream. In the past, my mindset was not focused on having dreams or big goals, but real estate has changed that mindset and allowed my family and me to dream and achieve those big goals. Real estate has given me the perfect work-life balance where I am able to be a mom first while simultaneously supporting my family and serving others. It has been extremely rewarding financially, while not consuming my entire life and taking time away from my daughter and husband.

What sets you apart from other realtors? What sets me apart from other realtors is my servant's heart and my passion to make good things happen for other people. I always set my personal agenda aside and truly work to accomplish the goals and wants of my clients. I feel my customer service is second to none and I work to develop lasting relationships that extend well after the buying and selling process. My clients aren't just another transaction, as many have become close friends.

What advice would you give to a new agent? One of my favorite quotes I heard when I was younger was, "It's nice to be important but it's more important to be nice." This business can get the best of people, but be kind to yourself, clients, agents, and vendors, because we truly are all after the same goal.

Tell us about your family and what you all enjoy doing together. I was born and raised in Illinois and moved to Lubbock in May of 2011. I met my now-husband Trevor in 2012 and we have been married for six years. We have a spunky, sweet, beautiful 3-year-old daughter

...



named Hadley and a playful 8-year-old Maltese named Marlow. We love cheering on anything Texas Tech, riding our golf cart around our neighborhood, cooking together, and being social with friends and family.

When you aren't working, what's your favorite way to spend time? My favorite way to spend time is with family and friends, reading a good book, planning a party, or baking a sweet treat.

How would you define success? To me, success isn't about the amount of money you make, but the number of lives you touch. Whether that is making good things happen for clients, or helping other real estate agents be successful, I believe success is defined by the number of lives on which you have a positive impact.

What do you want to be remembered for? I want to be remembered for my genuineness and truly caring about others and making good things happen for other people.

What are you most grateful for? I am most grateful for my relationship with Jesus. I know that not everyone has one, and it took me into my late twenties to find it. I truly believe having that relationship has allowed me to walk through good and bad times in life while not missing blessings he is putting into my world including my family, and the path he has provided for us.

What is something that not many people would know about you? A weird quirk about myself is that I hate to fly. My family lives 17 hours away and much to the dismay of my husband, I would rather drive than fly.

What does the future hold for you, personally and professionally? I hope personally the future holds more children, moving my mom to Texas from Illinois to be closer to us, and growing a real estate portfolio of investment properties. Professionally, I hope that I can continue to learn this business to one day grow a well-respected business of my own.

I think my ultimate goal would be to start a team where I can bring aspiring realtors into the business and help them become successful. I would like to afford others the opportunity that has been given me to experience the financial rewards of real estate while simultaneously being able to be present with their families and have that perfect work-life balance. I want to build a legacy I can one day leave for my daughter.

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Kelsey with her husband, Trevor, and their daughter, Hadley
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Lubbock Real Producers • 25



Renee Burgett

the happy home agent

No one knows better than Renee Burgett the importance of trusting God's timing. Given her success in the industry today, you'd never guess that a career in real estate wasn't initially part of Renee's "big picture."



As a farmer's wife, Renee dreamt of ways she could build a retirement fund for her family. "As you may know, farmers never retire — they die," Renee said. "I didn't like that prospect; I wanted to see my husband and I enjoy life in our later years." Renee and her husband, Matt, and their two kids are a fourth-generation farming family still living on the family farm built in the early 1930s. Renee's background consists of homeschooling both her boys, working as a part-time mail carrier for the postal service, and serving as a children's and youth pastor.

While pondering the future, Renee realized that every financially independent person she knew had a hand in real estate in some form or fashion. So she delved into the real estate industry, learning more about it and the potential it held. Renee shared her findings with a friend. "He was one of my elderly postal customers who would greet me every Saturday morning for a chat," Renee said. "We developed a great friendship over the years. He knew my desire to learn about becoming financially independent, so he offered to help pay for my real estate classes."

Renee took classes each semester and eventually became licensed. She and Matt stepped down from their ministry in 2016, which was hard on Renee. She grieved the loss of the relationships she'd formed with children and parents over the years. She felt she had no purpose.

"One day, as I was driving and crying, I felt the Lord speak to my heart so softly, saying, 'I am still using you; it's just a different vehicle.' From that point on, I trusted God to guide me and direct me in this path of real estate," she said. "And He has proven to be faithful and ever so good!"

Today, happiness and real estate go hand-in-hand. **Happy** is Renee's favorite word — and she does her best to incorporate it wherever she can. "Happy" is not a feeling; it's a choice. It's not a destination; it's a state of being. Early on, I asked myself, 'What do I want my clients to remember me by?' I want them to immediately think of 'HAPPY,'" she said. "Someone who greeted them with a warm smile and happy heart. Someone who brought a positive; happy outlook and attitude, even when circumstances were challenging."

So, Renee coined herself The Happy Home Agent. Renee's tagline is "Helping You Find a Happy Place to Call Home." In fact, the phrase, "This Is Our Happy Place," can often be found embroidered on pillows or gifts that she gives to clients at closing.

Renee never misses an opportunity to use real estate for outreach. "Sometimes being a real estate agent means being a part-time counselor, or a marriage counselor, or a parenting counselor, or a financial counselor. I am grateful every single time when God allows me to share His love with people and pray with them," she said. "Goals

and dreams aren't always attached to money; I think that is where, as a society, we have misinterpreted dreams, goals, and success. Prosperity and success are really an abundance of heart."

In addition to fulfilling her desire to serve, real estate has made possible the very thing Renee dreamt of: financial independence. She has learned how to invest in real estate, has flipped a few properties, and even purchased her own rental properties. Now, she passes that knowledge to her sons, Corbin, 23, and Garrett, 20. "Children, no matter their age, are constantly watching you," Renee said. "So, be resilient, be flexible, be willing to change, be willing to grow, and do all of those things with a HAPPY heart."

Outside of work, Renee and Matt enjoy taking part in their kids' activities. Corbin and his fiancé, Chloe, have a country music band called Texwestus. "Much of our free time is spent supporting them at their events and shows, which sometimes includes traveling to all different parts of Texas," Renee said. "I think I have spent more time in bars in the last four years than I have in the last 30! Which is great, because my husband and I love to dance."

Their youngest son, Garrett, is training to be a pilot. "I love the opportunity to join him in the air; it really is seizing a golden moment with him," Renee added.

As the boys have become adults, time is more precious than ever before. "Just being near my boys and husband makes my heart full. Being in real estate has allowed me to do things with my family that I couldn't have done otherwise," Renee said. "I love to laugh, so spending time with friends and family who make me laugh is a great way to regenerate my soul."

Renee Burgett
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Renee had a sign made for a client gift that says "This is our Happy Place" in Chinese



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OLIVIA NEEDS A RIDE

...AND SHE NEEDS YOUR HELP!

Meet Olivia Anders, the 7-year-old girl whose smile is powerful enough to light up entire rooms.

While she wasn't supposed to be born until a couple of months into 2015, Olivia (and God) had other plans. She made her grand entrance into the world on December 31, 2014 — over seven weeks early. Olivia was born with gastroschisis, meaning her intestines were outside of her body. After corrective surgery, Olivia spent six weeks in the NICU, where doctors diagnosed her with cerebral palsy.

Today, while Olivia cannot walk or talk, she is just like any other 7-year-old girl

— she just needs a little help getting around. The Beatles sang it best: *“I get by with a little help from my friends.”*

While she doesn't communicate verbally, Olivia has mastered communication via facial expressions and hand gestures. “She throws shade with the best of them,” Jason said, laughing. And Olivia is extremely smart — on standardized testing, she scored 98% in reading and 88% in math.

As Olivia gets older, her manual wheelchair is no match for her growing independence and confidence. It's also no match for chasing around her little brother! However, until now, without

the ability to walk and very limited control of her arms and legs, Olivia's mobility has been entirely dependent on her parents, Jason and Chelsea Anders.

“She's starting to want and need more freedom to do things on her own without our help—even though sometimes I think she secretly loves having us carry her around like a princess,” Chelsea said, laughing.

In July 2021, the Anders family was approached by REALTORS® The Gaither Team and Team LuLu with the idea to raise funds to help purchase a powered wheelchair and accessible van for Olivia. Deeply

entrenched in their love for the Lord and Lubbock, Team LuLu is comprised of Linda Gaither, Emily and David Ratcliff, Kerry and Teri Jo Gilmore, Allison and Jason Pace, Joel and Alona Beesinger, and Linda Ferguson — a group of people who have been friends, family, and co-workers for almost an eternity.

With the family's blessing, the team founded the Olivia Needs a Ride Foundation, a 501(c)3 nonprofit organization focused on giving Olivia the independence she needs and deserves. Funds are raised through community events, private donations, and online sales of Olivia Needs a Ride gear, including shirts, hats and bracelets.

“The Gaither Team has been friends of our family for a while; they knew it was time for Olivia to have more freedom,” Chelsea said. “The main goal of her having that freedom of mobility is independence. She wants the same things that other little kids want; she wants to play on the playground and move from classroom to classroom. She wants to go from



“

THE MAIN GOAL OF HER HAVING THAT FREEDOM OF MOBILITY IS INDEPENDENCE. ... SHE HAS HER OWN WAY OF TELLING US THOSE THINGS, BUT SHE NEEDS TO BE ABLE TO GET UP AND GO ON HER OWN.



•••

her bedroom to the living room. She wants to play in the yard with her brother. She has her own way of telling us those things, but she needs to be able to get up and go on her own.”

Unfortunately, powered wheelchairs are expensive — a little over \$40,000. And, because Olivia doesn’t qualify for Medicaid or any medical help from the state of Texas, the Anders family has to pay for things like wheelchairs out-of-pocket.

With the help of Team LuLu, the Lubbock community, and friends and supporters near and far, the Olivia Needs a Ride foundation has raised \$101,637.22 (at the time of this writing in late October) since its inception five months ago. In October, Olivia picked out her very own pink, powered wheelchair.

Next, the foundation hopes to raise enough money to purchase an accessible van equipped to transport Olivia’s new pink ride. While the independence offered to Olivia by the new powered chair is worth its weight in

gold, the chair itself weighs hundreds of pounds, which means it can’t be manually lifted into a vehicle. In an accessible van, Olivia could simply drive the chair up a ramp, lock it in place for the ride, and drive it back out to exit the van.

“We could never express how grateful we are to Team LuLu and every single person who has donated to Olivia,” Chelsea said. “A lot of her development and learning depends on her ability to explore the world around her. This will not only change how she interacts with people around her, especially at school, but it will change her attitude and give her a brand new outlook on life.

“We have big plans for her — and I think she has a lot of big plans of her own.”

For more information on the foundation and ways to donate, visit www.OliviaNeedsARide.com.



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Texas REALTORS®

The Value of Multiple Listing Service

▶▶ letter from the president

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



Recently, several of us attended the Council of Multiple Listing Services Conference where we garnered information that will help you support emphasizing, “Don’t wait to buy.” Here are those talking points. Let’s start with the report from the featured economist Matthew Gardner with Windermere Real Estate:

- Expect to see expansion in 2022 with a year of continued growth.
- The demand for homeownership will likely increase due to more remote working opportunities and a greater hybrid of work from home coupled with office hours.
- As unemployment benefits wind down, expect to see more job openings (perhaps more jobs than Americans available to fill those openings).
- His prediction is for positive growth in 2021 and a full recovery in the job market in 2022.
- Inflation measures of about 2.2% are considered normal. With the exception of used car sales, today’s inflation rate falls within that range.
- Owning a home is a great hedge against potential inflation increases.
- Sales prices will hit an affordability ceiling with his prediction that prices will increase modestly in 2022.
- U.S. Gross Domestic Product (GDP) hit -3.5% in 2020 due to the pandemic. 2021 made a quick recovery with an estimated 5.8% by year-end and a predicted 3.4% in 2022 (the U.S. saw 3.0% in 2018 and 2.2% in 2019).
- Interest rates will increase slightly with an average quarterly increase of .2% to .4% ending 2022 with an expectation of rates in the 3.86% to 4.0% range at the end of 2022 and continuing into 2023.
- Millennials and Gen Zer’s will continue to have an impact on the real estate market as more of these groups reach age 30 and begin the home buying process.
- Land prices are high. The construction industry needs more workers. About 25 cents of every dollar required in construction goes to fees to build. These situations are causing builders to build at a higher price point.
- Finally, forbearance – only 6.4% in Texas used it. Because in Texas, homeowners’ average equity is 35%, we are not likely to see many foreclosures. Homeowners that sought relief through forbearance will sell to protect at least some of their equity.

As you can tell, Mr. Gardner was a wealth of information that I wanted to pass on to you.

The CMLS in discussing standards and best practices provided the following information. Our LAR MLS committee has always been and will continue to be an advocate for our members:

- Rich media is becoming a standard in MLS’s. 61% of consumers (i.e., your clients) wish all listings had rich media. Currently, it’s only seen as a marketing tool. “This is important because it’s important to our consumers. It can also assist in making appraisals faster.” CMLS stated that the shift is in the search preferences for consumers. They want a quicker way to search pictorially and choose criteria by features rather than data entry fields.
- All industries that affect American pocketbooks are being reviewed.
- For 98% of Americans, homeownership will be the largest purchase they make.
- Education of the consumer is crucial. The Value of the MLS campaign is important. This campaign will continue to be a focus for our members. With MLS we have a disaggregated market, which is good for consumers.

Here are the three important points of the Value of the MLS campaign:

- **Confidence:** The MLS safeguards market information and enforces rules that govern market participation. This allows real estate professionals to do their jobs with confidence that would not otherwise exist.
- **Connections:** The MLS creates connections between professionals with properties to sell and those with clients who may buy them. It is the platform on which those who make transactions happen come together.
- **Community:** The MLS sustains a dynamic community of professionals where competitors cooperate to make homeownership happen.

Finally and most importantly, we learned at the CMLS research shows that listings on MLS sell for 17% more than non-MLS properties. That’s a great fact to share on every listing presentation!

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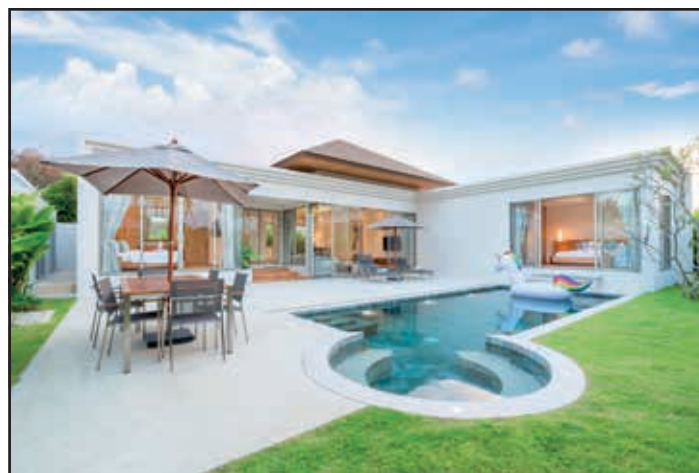
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And, of course, we couldn't forget **Roy Galavis**, the bartender who made sure our beverages were poured to perfection throughout the event.



Keeping us entertained was music by the talented **Karleigh Porterfield** and **Jonny Hughes**.



And how about those fantastic goodie bags, filled with donations by **Grimes Insurance, Fairway Mortgage, Alliance Credit Union Mortgage, Benchmark Mortgage, Carpet Tech, Angela Diamond Photography, Lubbock Abstract Title, Western Title, Service Title, South Plains Electric, Stewart Title, All Flowered Up Too** and **Samantha Mullins with Goosehead Insurance**.



The beautiful flower arrangement at the front door was crafted by none other than **All Flowered Up Too**.

The stunning photography was provided by **Angela Diamond Photography, Alicea JaRe Photography, and Brittany Bruening**.

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We are thrilled that so many attended our **BIG THREE** event. We are honored to have celebrated another year serving YOU, our realtors...here's to **BIG FOUR** next year!



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