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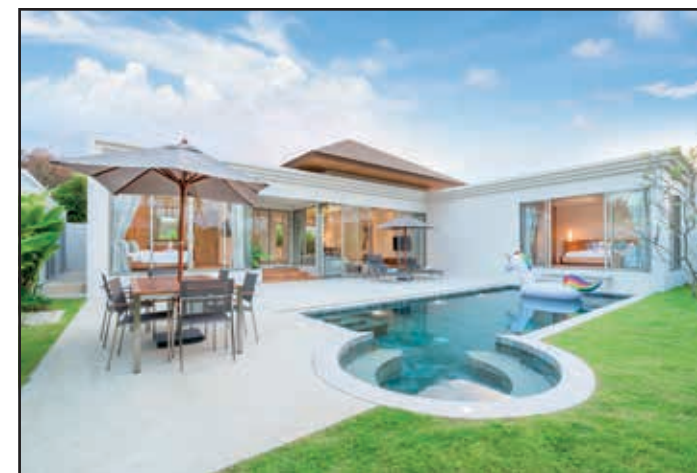
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If you are interested in contributing or nominating Realtors for certain stories, please email us at [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com), or call 806.368.1526

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# The Emily RATCLIFF & Linda GAITHER Team



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*This WestMark, REALTORS® team has often been referred to as The Unicorn Team—you've never seen one like it before, and you'll never see one like it again.*



top producer/ cover story ◀◀

Story by **Lindsey Wells**  
Photography by  
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Photo location **Buddy Holly Hall**  
Styled by **Brenda Becknell** at Dillard's

In 1993, Emily Ratcliff and Linda Gaither broke into the real estate scene with a fresh perspective. A dedicated team to work with buyers and sellers, a team that shared everything right down the middle. A team that didn't keep score with each other, a team with servants' hearts and a willingness to put each other's needs first. The idea made the majority of the MLS a little nervous. Could this work? It had never been done in Lubbock, Texas. But, these two former educators, one a counselor and one breaking into the emerging technology arena, were determined to show their co-workers it could be done. For them, failure was **not** an option. Emily and Linda are huge supporters of Lubbock Christian University—the faculty, the staff, the students, and outstanding athletic programs.

Fortunately for them, Teri Jo Gilmore joined their team in 2002. Teri Jo, who came from the travel industry, brought with her the skills needed to

juggle different personalities at their most stressful times. She has the calm demeanor required to shuffle clients, schedules, and her family and accommodates everyone with a smile. It is still a mystery how she does it after all these years. Teri Jo prefers to be in the background but having her license often brings her to the front and center. She excels regardless of where she decides to shine! Teri Jo is passionate about her Red Raiders and Patrick Mahomes. If you want to know the stats, just ask.

Alli Pace was born and raised in Lubbock, Texas. She claims that her strong negotiating skills come from raising two small children who, in their own right, are master negotiators. She joined the team in 2019 with 10 years of marketing and real estate experience. Alli is tuned in and aggressive in her career. She reminds those around her to look creatively at each opportunity. Alli obtained her MBA from Texas Tech

University and enjoys cheering on the Red Raiders.

Together, these four ladies give wholeheartedly to their community by serving in a variety of volunteer positions and staying renewed in their dedication to being the best REALTORS® possible. They support each other, believe in each other's abilities, and hope to mentor young REALTORS® in their quest to connect with the most rewarding career available. The Emily and Linda Team has proudly dedicated their time and talents to serving many organizations. The following are only a few that they support: Broadway Church of Christ, Children's Home of Lubbock, Children's Miracle Network, First Baptist Church, Leadership Lubbock, Lubbock Chamber of Commerce, Lubbock Christian University, Lubbock Impact, Open Door, Pediatric Cancer Walk, Ronald McDonald House Charities, South Plains Food Bank, Texas Boys Ranch, YWCA, and Young Life.





*What's not to love about a team that puts God in charge of their business, believes they have the best career in the world and has fun along the way?*



...

This team enjoys mentoring new REALTORS® as they start out in this profession, regardless of their age. Early in their careers, they were told, "There is always enough real estate to go around." One REALTOR® cannot do it all. Consequently, they have been excited to share their expertise with anyone who has the heart to serve others. Learning the business is one thing; having the heart to serve is entirely something else. The best advice they can give you is to surround yourself with people of integrity.

Real estate clichés aside, this phenomenal real estate team has built its legacy on The Golden Rule: treating their clients like they want to be treated. Being there for them at every phase of the buying/selling process, and finally, claiming them as customers for life. What's not to love about a team that puts God in charge of their business, believes they have the best career in the world and has fun along the way?

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▶ rising star

# AUDREY CRAWFORD-SELPH



## BUILDING RELATIONSHIPS for a BRIGHTER FUTURE

**When did you start your career in real estate?** I became a REALTOR® in 2017.

**What did you do before you became a REALTOR®?** My mom and I owned a gift basket store here in Lubbock.

**What are you passionate about right now in your business?** I'm most passionate about learning how to maneuver through such a crazy busy market right now. In these times, it pays to be the REALTOR® who knows their business and their market, so people feel comfortable when things seem out of sorts and chaotic.

**What has been the most rewarding part of your business?** The most rewarding part of my business is being able to work with people and becoming a part of their world for a short time.

**What was your biggest challenge as a REALTOR®?** My biggest challenge, not necessarily now, but when I started as a REALTOR®, was feeling like I wasn't as good as other REALTORS® since I was young and inexperienced. Once I told myself every day that I had the same license as everyone else, I knew all I had to do was work on myself. I realized I'm the only person that can make me successful, no matter my age.

**How does real estate fit into your dreams and goals?** Real estate fits into my dreams by allowing me to keep growing and getting more successful each day so that one day I can be a successful businesswoman. In real estate, my main goal is to build relationships with everyone I come in contact with and ensure whoever I am dealing with has a great experience and comes back to me with their business in the future.

**What's your favorite part of being a REALTOR®?** My favorite part of being a REALTOR® is being around people and building relationships. I love to be challenged and have every day throw a new obstacle at me.

**Define success.** Success to me means you wake up every day and love the life you live no matter your circumstances. Everything else will fall into place.

**Tell us about your family.** My family is everything to me. My mom is my absolute best friend. My dad is the strongest, most hardworking person I know. Together my parents have been my biggest supporters and they have taught me everything I could ever want to know about business and being the best human possible. My little sister is the sweetest, most kind-hearted person you'll ever meet. She may be my "little" sister, but I look up to her

...



•••

every day. I just got married in May to my best friend. My husband is the best thing that ever happened to me. He's my better half and makes life so fun!

**What are your hobbies and interests outside of the business?** Growing up, my parents used to buy homes and flip them, and on the weekends, we would go to open houses. Real estate is in my blood. So, you'll find my husband and me at open houses even when on vacation. One day I hope to start flipping at the level, both quality and quantity, my parents do/did. We love to travel and go to NASCAR races. You can also find me at a Tech game. We love some Tech sports. Wreck 'Em!

**How are you different?** I'm different because I truly believe in helping people and getting to know them as people, not just transactions. I strive to keep in touch with all of my clients even after our dealings are over.

**What do you want to be remembered for?** I hope I'm remembered for being

the hands and feet of Jesus. Never standing down when things get tough, and being the girl that laughs too hard and loud and smiles all the time.

**Given your status and expertise, what is some advice you would give the up-and-coming Real Producer?** My advice is never to act like you know it all. You have the same license as even the most seasoned agent, but even those agents don't know everything. Real estate is a different world every day. Ride the waves and enjoy every loss and every win because both wins and losses make you better every day. I've learned the more you surround yourself with those who work hard and ethically, the more it rubs off on you, which is absolutely invaluable, in my opinion.

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# Texas REALTORS®

*Get Informed, Get Involved, Get Invested*

▶▶ letter from the president | By **Teresa Smith**, Lubbock Association of REALTORS®



**It's finally here, and it was worth the wait! The Major Investor Dinner for the Texas Real Estate Political Action Committee (TREPAC) was held recently at the Buddy Holly Hall. It included a tour of this magnificent facility.**

At the event, I was reminded of the great city, state, and country in which we live. How blessed we are by the myriad amenities that Lubbock offers, and yet retains our hometown feel. That's why my investment in TREPAC is more important than ever. Ken Coleman always says, "If your Why doesn't make you cry, then it's not your Why."

What's my Why? I've always loved that phrase, "Standing in the gap," when praying for others. I feel like

that's what we do. As REALTORS®, we stand in the gap for private citizens, property owners who alone have little or no voice. REALTORS® stand together and stand up for our clients, our families, our friends, and for private property rights. When you think about it, it's exactly what this nation is founded on - Life, liberty, and the pursuit of happiness on our own little piece of America.

We live in an amazing city and work in the best industry. We get to help people achieve their goals of property ownership. For most, that means owning their own home. Sometimes it's their first home; sometimes it's their forever home. No matter what property it is, it's up to us to stand up for the private property rights of these clients,

friends, and family, for the rights of our children and grandchildren. The investment we make today lights a bright future for others tomorrow. After all, this is "Who we R®!"

There are many events coming up over the next few months that make investing in TREPAC easy. The 19th Annual Double Tee Golf Tournament and Online Auction is happening on June 14 at Hillcrest Country Club. The third annual Sporting Clay Shoot is happening on August 27 at Hub City Clays. If you really love competition, don't forget about our online auction in June, which includes an African safari and so much more. Your TREPAC investment is your commitment to get informed, get involved, and get invested.

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▶ REALTOR® spotlight

RE/MAX LUBBOCK

# TONY LLOYD

## *Faith, family, and fun!*

*Real estate wasn't yet a blip on Tony Lloyd's radar when he graduated from Texas Tech University with a degree in Public Relations. Previously, Tony worked in hospital/cancer center administration, a career far from the realm of the real estate world.*

For Tony, getting into real estate was a pure leap of faith after a series of events that seemed to be pointing towards a shift in careers. "I had a friend who was taking the real estate classes on the weekends, and he asked me to go with him, so he didn't have to go by himself," Tony said. "Then, I had won a computer in a church raffle and had a bonus check going. I told my wife that I was ready to leave my salaried-with-benefits hospital administration job while she was a full-time stay-at-home mom with four kids. This was probably not a very natural transition into real estate, but we haven't looked back. I'm sure glad I found this career—or, it found me."

Tony began in real estate in 1999 and now leads the Tony Lloyd Team of RE/MAX Lubbock. He has always had a passion for building long-term relationships and advocating for his

...



Story by **Lindsey Wells**  
Photography by **Angela Bachmann Photography**



customers. Tony especially loves working with first-time homebuyers who eventually become long-term clients. "I love the constant challenge of being a REALTOR®, problem-solving, and working hand-in-hand with my peers/competitors to fulfill the dreams of our clients and, many times, helping them make some of the most important financial decisions of their lives," Tony said.

Tony is also an avid supporter of TREPAC, which advocates for all Texas property owners, and

encourages up-and-coming agents to do the same. "Protect our customers' property rights and our profession by investing in TREPAC!" he said. "Also, this business is about working together hand-in-hand with our peers to reach a common goal for our customers. Always say 'please' and 'thank you' and be respectful to all of your fellow REALTORS®, young and old. Don't forget to have some fun and relax every once in a while, and never forget to make time for uninterrupted family time, whether it's your child's ballgame, dance recital, or a family dinner!"

Anyone that knows Tony knows how much of a family man he is. He has had the honor of being

married to his best friend, Pam, for 32 years. They have four incredible and successful adult children who possess the same servants' hearts as their parents. Tony and Pam also have three grandsons. Their son, Tyler, a coach/teacher at Lubbock High School, and his wife, Kenzi, a teacher and full-time mom, are the parents of Noah (their very first grandson and special guardian angel), Nathanael, and Nolan. Tony and Pam's daughter, Tara, is a NICU nurse at Covenant; their son, Trevor, is a firefighter for the Lubbock Fire Department; and

their other son, Todd, is an apprentice electrician. "My family is far and away my biggest honor and success story," Tony said, "and I'm so proud to be Pam's husband and Dad to these guys!"

As with all professions, real estate does not come without its own set of challenges. In this new world of COVID, Tony said the current market and shortage of inventory and housing affordability are challenges that everyone is facing right now. Nevertheless, Tony counts real estate as one of the biggest blessings in his life.

In his downtime, Tony can usually be found grilling/smoking/cooking good food with friends and family, yard work (sometimes!), and just spending time with his loving family. When it's all said and done, he hopes to be remembered as a good person who put his faith in God, who believed in people, had a good sense of humor, and just loved to have fun.

In closing, Tony said, "I would simply share a reminder, one that I hope we all already know, and that is how blessed we are to work, live in, and be a part of this awesome community. I hope we never take that for granted!"

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Story by Lindsey Wells  
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REALTORS® are vital to moving a real estate transaction from Point A to Point B. There is, however, much more to buying and selling a home than the marketing of the property and the delicate negotiations between the buyer, seller, and their respective agents. There are many other players in the game, such as mortgage lenders, appraisers, and home inspectors, to name just a few. Perhaps one of the most prominent players is the title company, which, in some ways, tie the entire transaction together. Title One has been providing remarkable title services and real estate closings to its customers for 11 years. The company's President, David Frisbie, is just as passionate today about his customers and employees as he was when he first started.

As a college kid at Texas Tech University, David wandered into the title industry just looking for a job. Little did he know that he'd just found a career that would become a passion and a permanent mainstay in his life.

Born and raised in Lubbock, David graduated Cum Laude from Texas Tech with a degree in Spanish and a minor in Business Management. After graduation, he worked as an escrow officer for another title company for four years before partnering with an attorney to start Title One. What began as a small, one-employee company has since grown to employ 20. Title One's goal is to be the first title company that people think of when deciding on a real estate transaction.

Those choosing to place their trust and business in Title One are gifted in return with a wealth of experience, innovative thinkers, and established best practices that have been combined to provide the highest level of service possible. And, as a fluent Spanish speaker, David can easily help those whose first language is not English. "We are in the middle of what is, for most people, the biggest financial investment of their lives, so we are sensitive to the fact that our customers need someone that can get them smoothly from contract to close," said David.

David enjoys leading a group that has constantly been evolving and improving over the past 11 years. Title One strives to provide great title and closing services and continues to ...



...

give back to its community. They are a reliable sponsor for a host of community organizations, from sports leagues to art organizations. Just look for the Title One logo!

Outside of business, David and his wife, Nicolle, have one daughter, Isla, who is the center of their lives. They both enjoy golfing, fishing, and attending Red Raider sporting events and are raising their daughter with all the same traditions.

Visit [www.titleonetexas.com](http://www.titleonetexas.com), call 806-771-7770 or visit in person at 6102 82nd Street, Suite 11, for more information.



David and his wife, Nicolle, and daughter, Isla



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# 2021 TREPAC Major Investor Dinner

The Buddy Holly Hall was the venue for the Lubbock Association of REALTORS® 2021 Major Investor Dinner, held on April 1, 2021.

Current LAR Major Investors were on hand to share their reasons for investing in TREPAC and why it's important for their business. New Major Investor prospects were invited to learn more about TREPAC and how important it is to become a Major Investor.

The emcee for the evening was 2021 President-Elect Rich Eberhardt and he was joined by 2020 Texas REALTORS® TREPAC Chair Tony Lloyd and the 2021 TR TREPAC Chair Bill Evans.

Evans spoke about what TREPAC has done for real estate in Texas and how it's helping to keep the American dream of homeownership alive.

"No seven-year-old on the show and tell day says when they grow up, they want to be a renter," Evans said.

TREPAC is the largest and most powerful advocacy group in Texas, Evans said.

After presentations by 2009 Chairman of Texas REALTORS® Brooke Hunt from Flower Mound, Major Investor Council Representative Melinda Randall from the Longview Association of REALTORS® and 2022 NAR First Vice President candidate Tracy Kasper from Idaho. They shared their reasons for investing in TREPAC.



"I am VERY proud of the fact that REALTORS® are the "do-er's" in our communities. We give back, we work hard, we contribute and we help to build the communities in which we live, work, and play," Kasper said. "We also champion and endorse like-minded individuals to help them get elected into those important positions at the local, state, and national levels. We are trusted advisors and we are at the table when decisions are made. It is imperative that we continue to do so, and keep a watchful eye on real estate issues, taxation, small business, etc. RPAC and TREPAC are an investment in our industry, which in turn is an investment in our communities across the country!" By the end of the evening, 14 new Major Investors made the move to invest in their business by supporting TREPAC. The newest Major Investors are:



- |              |                 |              |
|--------------|-----------------|--------------|
| Chris Brooks | Colby Norris    | Amy Tapp     |
| Amy Cox      | Jason Ratliff   | Renee Taylor |
| Bryce Daniel | Kyle Rogers     | Sharla Wells |
| Lori Manning | Crystal Sanchez | Keeli Wilson |
| Mark Nanny   | Denise Stout    |              |

"TREPAC is an essential part of our business," said LAR Association Executive Cade Fowler. "By becoming a Major Investor, LAR members show their dedication not only to our industry but to keeping the American dream of homeownership alive here in Lubbock, across Texas, and all over the U.S."



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