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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!

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.

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 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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JASON RATLIFF



I HOPE THAT I
AM A BLESSING
TO EVERYONE I
INTERACT WITH.

Story by Lindsey Wells | Photography by Angela Diamond Photography

LEADING WITH THE HEART OF A SERVANT

“We make a living by what we get, but we make a life by what we give.” – Winston Churchill

If you placed 10 CEOs together in a room, you’d be lucky to find one whose leadership style is rooted in serving others. Why? The combination of traits needed to make up a servant-leader is rare, not just in business but in the world’s population.

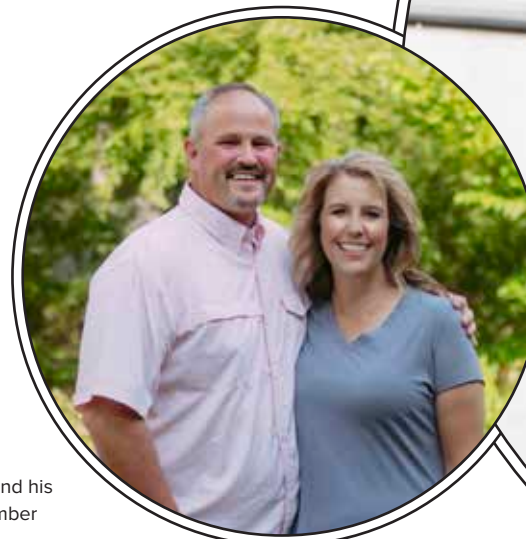
While few and far between, those people do exist in the world. When you meet one, at first, you may not be able to quite put your finger on it; you just sense their *goodness*. Born with a servant’s heart, Jason Ratliff is one of those people.

In 1996, Jason moved to Lubbock to open The Home Depot, where he spent 13 years managing stores in both Lubbock and Austin. It was during this time that Jason realized his interest in real estate. After leaving Home Depot, he ran a regional fencing manufacturer/distributor before obtaining his license in February 2015 and going full-time in July. Jason started his career at Exit Realty and has since moved to Williams & Company.

Williams & Company’s mission is to “Add value to peoples’ lives through real estate,” a perfect embodiment of Jason’s business passion. A large portion of his time is spent studying market trends, neighborhood values, and other relevant data to ensure that his clients are not only buying a great home but buying it at the proper value.

Because Jason has built his business on serving others, his “techniques” go against virtually every sales book in existence. For example, he rarely “asks for the sale”; instead, Jason tries to focus on serving, and the rest takes care of itself. “Rory Vaden has a saying that goes, ‘It’s hard to be nervous if your heart is on service.’ I don’t ever want any of my friends, colleagues, or family members not to answer the phone when I call because they think I’m only calling for a business purpose,” Jason said. “I hope that I am a blessing to everyone I interact with.”

With six years of real estate experience under his belt, Jason encourages new agents to learn as much as they can from the agents around them. “Whether they are in your office or not, you can learn so much from every interaction you have. I have been blessed to be part of two organizations that embrace ‘we’ rather than ‘me,’” Jason said, noting Russell McGuire’s servant’s heart, Donna Sue’s intelligence and positive attitude, and Andy Gerron’s sarcasm and wit. “I had an amazing group of people to learn from that all treated me like family. . . .”



Jason and his wife, Amber



“At WCO, Dan Williams has taught me the importance of market knowledge, how everyone you interact with in your life is a potential business partner, and how to “embrace the power of we” through real estate. Lee Mazurek has taught me how to build and work a system. Outside of my office, I have learned how to collaborate with other agents from Jacky Howard and solve a tough deal from Mary McGuire. Everyone I work with is an opportunity to learn and grow.”

Jason also noted his relationship with John Marshall, the owner of Marshall Family Homes. “We’re more like brothers than business partners. We have worked together in previous careers, so when he began building homes, I was more than glad to help him with his marketing,” Jason said. “He has a servant’s heart and is highly committed to exceeding the expectations of his clients. I am blessed by our relationship.”

Jason has been married to his wife, Amber, for 22 years. Amber works in the oil and gas industry as a landman. The couple has four beautiful children: Payton (21), Kayl (19), Phoenix (14), and Bekah (9). “They are why I work as hard as I do,” Jason said. “They are my ‘why.’”

While Jason loves playing golf, poker, and pickleball, those interests make up only about 10% of his activity outside of business. For the past 15 years,

Jason’s passion has been serving the community’s youth and following his kids around, either coaching or cheering them on in their athletic careers. He has coached football, baseball, soccer, and basketball, and has loved every minute of it.

Jason’s coaching gigs led to additional volunteer work for multiple booster clubs, and he also served four years as Treasurer for the Irons Middle School PTA. “All of that led to my decision to apply for the Lubbock School Board,” he said. “I am thoroughly enjoying my role in helping LISD and look forward to helping for as long as they’ll have me!”



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BURROUS

KIM

▶▶ spotlight REALTOR®

Story by **Lindsey Wells** | Photography by **Alicea JaRe Photography**

A recent poll showed that 70% of Americans either hated their job or felt “disengaged” from their work. Sadly, most people take jobs out of necessity rather than a passion for their line of work. Steve Jobs once said, “Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

If you’ve ever met REALTOR® Kim Burrous, you know you’ve met someone with a passion for what she does. Kim doesn’t merely *go to work* every day; Kim *gets to go to work* every day. “I am living the dream,” she said. “I have a career that is busy and vibrant, and I am thankful to get up and go to work every day! I know that may sound corny and cliché, but it truly is the way that I feel.”

Kim comes from a family several generations deep in the real estate industry. It’s in her blood. “I was listening to real estate conversations even as a child,” she revealed. When she was 18, Kim began working in her family’s real estate

business and holding open houses. She eventually went to college, graduating from Texas Tech University with a degree in microbiology and a minor in chemistry. Before her children were born, Kim worked as a medical technologist and specialized in blood banking. “I am also a family law mediator, and I enjoyed that job, too! But, of course, being a mom has always been at the top of the list.”

Kim became a licensed REALTOR® in Texas in 2012 and started her career at Coldwell Banker Trusted Advisors, where she still works today. “I love the people I meet; I love learning and the challenge of real estate. There is always something else to learn and think about,” she said. “I love looking at homes! I appreciate the thought and personality of each home I see. I truly love serving my clients most of all. It’s special to find a home for a family or an individual.”

Success, for Kim, isn’t measured by the accolades or commission checks; she feels successful when she has made her clients’ dreams come true. “A simple ‘thank-you’ is enough

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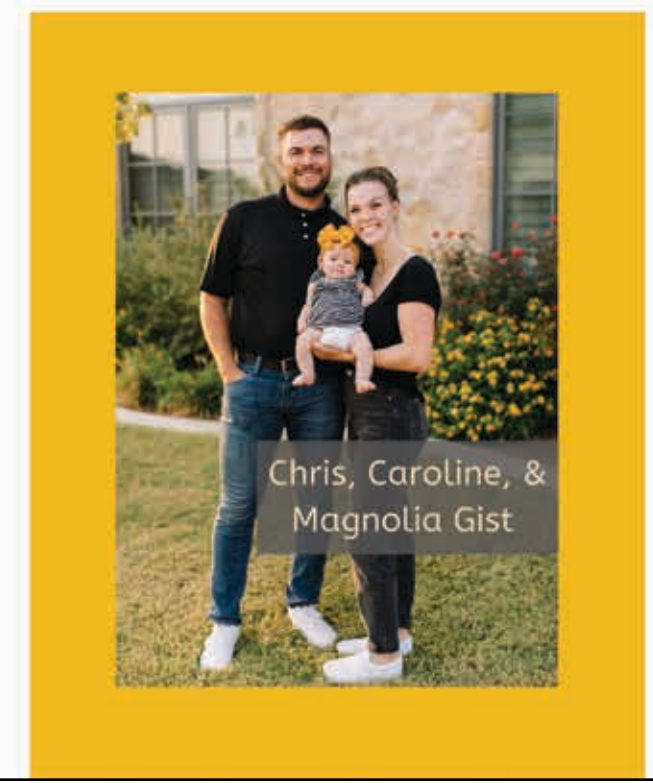




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to make me feel successful,” Kim expressed. “Of course, goals change as goals are met. My family is always a constant, and serving the Lord is such a blessing.”

Family and faith are her world outside of real estate. Kim’s family includes her husband, children, grandchildren, and dog, Lucy. She also strives to help other families. Kim is part of a group that donates money and items to families and children in need. “Somehow, their needs become known to one of us, and the group jumps into action. It’s so rewarding,” Kim said. She also supports her church, First United Methodist, St. Jude’s, and Meals on Wheels.

In her downtime, Kim loves home decorating, gardening, cooking, traveling, floral arranging, exercising, and all things in which her grandchildren are interested.

When asked what makes her different from other REALTORS®, Kim responded, “That is so hard; I don’t necessarily feel different from others. My husband says I am different! I listen, and I think about things that are problems. I love to solve any challenge and consider a challenge an opportunity to help someone. I have a lot of energy. I am an optimist; I don’t like even one negative thought. Maybe in today’s world, that is different. I am a Christian and consider that one of my best assets.”

Kim Burrous
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“Teachers affect eternity; no one can tell where their influence stops.”

– Henry Brooks Adams

I once saw a bumper sticker on the back of a car that read, “If you can read this, thank a teacher.” Where would we be without teachers? I, for one, certainly wouldn’t be writing this article, and this publication would have far fewer readers. Misti Bray is one such teacher whose influence impacted countless Lubbock students for almost a decade before she transitioned into a full-time real estate career. While she has since left her teaching position, Misti continues to use her voice to educate others.

After graduating from Lubbock Christian University with a Bachelor of Social Work degree, Misti worked in the foster care system at a local agency. That job taught her so much that Misti wanted to return the favor of teaching. So, in 2009, she began teaching middle school English and History in Lubbock, which she did for almost 10 years. In 2018, looking for a new challenge and a way to provide for her family while also being present for them, Misti got her real estate license.

Misti continued teaching full-time and worked her real estate job in the evenings and on weekends in the early days of her real estate career. However, it wasn’t long before real estate became Misti’s passion. She took a leap of faith three and a half years ago and began doing real estate full-time. “The idea of growing my own business without limits has been an exhilarating adventure that I look forward to each day,” Misti said.

One of Misti’s goals as a mother was never to miss one of her kids’ events or activities. Her career in real estate has enabled her to achieve that goal — and many more.

Misti and her husband, Clint, have two kids: a son, Vance, 20, who recently graduated from South Plains College, and a daughter, Meagan, a junior at Ropes High

School. Since graduating from college, Vance has begun working with his dad at Buster’s Gin in Ropesville, which Clint has managed for almost 14 years. Meagan is involved in FFA judging, volleyball, cheer, basketball, and track. Whether Meagan is playing on the court or cheering on the field, Misti can be found on the sidelines, cheering on her daughter.

Currently, Misti and Clint are in the beginning stages of building their own dream home. “That’s a new hobby in the making — a labor of love, for sure,” Misti said.

Those who have had the pleasure of meeting Misti Bray know that she never meets a stranger. Her clients either begin as friends or end up as friends. “I truly care about my clients, and the relationships I develop go far beyond closing day,” said Misti, an agent with Amy Tapp Realty. “Whether it be meeting for coffee, brunch, or lunch, I love keeping up with what is going on in their lives. I am passionate about making sure my clients feel heard and know that I am 100% working for them and that I genuinely have their best interest at heart.”

...



“If you can read this, thank a teacher.”

Misti Bray



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Now that she has a few years of experience under her belt, Misti encourages new agents never to hesitate in asking for help. "There are so many wonderfully seasoned REALTORS® in Lubbock that remember what it was like to be new and are willing to offer great advice," she said.

The Golden Rule is a critical component of Misti's business; she treats each client and fellow real estate professional the way she would like to be treated — with the utmost level of respect and honesty. "One of my favorite things about being a REALTOR® is that I get to serve so many different kinds of people from all walks of life," Misti said. "The people vary from buying their first home, their dream home, an amazing

investment property, and everything in between. Everyone is so unique; I love to hear everyone's stories and how they got to the place they're at."

Just as she remembers the people she meets, Misti hopes others remember her for being humble, kind, always thankful, and having a genuine heart for others. She added, "Oh! And that I made a few people laugh on occasion."

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Steve SPELCE

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When did you start your career in real estate? May 2018

What did you do before you became a REALTOR®? Prior to real estate, I was in medical sales for 25 years.

What are you passionate about right now in your business? I'd have to say what I'm passionate about in my business now is to finally be working in what I feel I've been called to do. For the first time in my life, when I'm working, I don't feel like it's work. I absolutely love helping great people accomplish their real estate goals.

What has been the rewarding part of your business? The most rewarding part of my business is most definitely the relationships I'm fortunate enough to build through being a part of one of the biggest decisions in their lives. Being able to take a sometimes uncomfortable or stressful situation, like deciding to buy or sell a property, and navigating them through the whole process and while actually having fun, makes it so satisfying. Hearing, after closing, "Thank you, Steve; you're our REALTOR® for life!", helps me realize this is just the beginning of our relationship together. That makes the journey rewarding.

What is your biggest challenge as a REALTOR®? The biggest challenge, which becomes less every day, is just starting all over and letting everyone know I am here to help them with their real estate needs. Changing careers in your 50s was a little more challenging than I had expected. I was in medical sales for 25 years and earned a good income, but over the years the travel and being away from home took their toll on me. So, I finally realized time and happiness became more valuable to me than money.

Initially, I worked a few different jobs and even moved my family to Frisco, Texas, for a couple of years. I prayed for God to guide me in what I should



do, and He sent us back to Lubbock for some reason. I knew it had to be God because we had no desire to go back. Well, we came back, and before long my friend and REALTOR® for over 30 years called me to go to lunch. Tim Garrett was making some changes in his career as well by starting his own real estate company. Long story short, I began studying for the exam, passed it, and have never looked back. I have never been happier in my life. I work ridiculous hours, but it never feels like work. Real estate has brought me back to life.

How does real estate fit into your dreams and goals? Real estate fits in my dreams and goals because it has always been something that I enjoy and motivates me. Put it this way: I'm the kind of guy that can be watching TV then find myself on my phone

looking at all the different styles and decor of homes for sale. Many times my wife, Leah, and I will just drive around town and dream about what we want in our next home. Real estate provides me the avenue that allows me to work in my professional passion. I'm really blessed and grateful!



Steve with his wife and grandchildren

... **Define success. Tell us about your family.** Success to me is when previous clients call me to help them again or to tell me they have a friend they want to refer to me. That means I was successful for them and they trust me as their REALTOR®.

How many years have you been a REALTOR®? I've been a REALTOR® for three and a half years.

What is your career volume as a REALTOR®? \$6 million.

What was your total volume last year? \$2.4 million.

What awards have you achieved as a REALTOR®? These aren't awards, but I have been designated as GRI, Graduate Real estate Institute – SRS, Seller Representative Specialist – PSA, Pricing Strategy Advisor.

Favorite books? Personally, I'd have to say "Kingdom Man" by Tony Evans. Professionally, "Getting to YES: Negotiating Agreement Without Giving In," by Roger Fisher and William Ury.

Are there any charities or organizations you support? I try to be involved in our community as often as I can. Some organizations I support are

The Dream Center, Legacy Home for Women, and have served on the United Way committee for the last three years.

What are your hobbies and interests outside of the business? I love any kind of outdoor cooking like grilling and smoking whatever I can find. Golfing is always fun, but the best time I spend is with my five grand-kids. Life as a grandparent is a game-changer, next-level love for sure.

How are you different? I avoid trying to compare myself with others, if at all possible. God made us all individuals. All I know is I've been gifted with the ability to be professional yet very fun, intense yet laid back, great negotiator yet fair, a little uncomfortable in large groups where I don't know many, yet I try to make others feel like they belong, inclined to trust first yet experienced



enough discern when something isn't right. Most of all, I'm so far from perfect, yet strive for it every day.

What do you want to be remembered for? I want to be remembered for being a God-fearing, family-loving, friend-making man, that made people laugh and left them with a smile on their faces.

Given your status and expertise, what would be some advice you would suggest to the up-and-coming REALTORS®? I would like to tell the up-and-coming REALTORS® that the road is tough, but if your heart's in it, you will find a way to let everyone know you are now a REALTOR® and will go above and beyond to help them with their real estate needs. Your friends and family have got to know what

you do now and never be too busy for a referral!

In closing, is there anything else you would like to communicate using this Lubbock REAL Producer Platform? Kathy Pettit and her team at *Lubbock Real Producers* have been a huge blessing to work with over the last few months. I, unfortunately, got COVID when I was supposed to have things done in a timely manner, and they even had meetings set up ready to go. They didn't blink an eye but offered help and prayers, and rearranged everything to accommodate me. They are sincere people that truly care and obviously love what they do as well. I am honored and cannot thank you enough.

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CARPET TECH TOY DRIVE



▶▶ spirit of giving

EVERYONE GETS A GIFT DURING CARPET TECH'S ANNUAL BOGO TOY DRIVE

When we think about the approaching holidays, visions of family gatherings, festive meals, trimmed trees, and wrapped gifts come to mind. But we all know this Christmas vision is not the same for everyone in our community. That's why we have so many local individuals, businesses, and nonprofits working together to make the season special for everyone, especially the children.

Carpet Tech, a long-time local floorcare, disinfecting, and restoration company, is synonymous with community give-back projects, especially this time of year. This year marks Carpet Tech's 17th annual BOGO Holiday Toy Drive, benefitting the children at Buckner Lubbock. For nearly two decades, Carpet Tech has offered their customers a free room of carpet cleaning with the purchase of another in exchange for a new, unwrapped toy for a Buckner child.

"Everybody gets a gift during our annual holiday toy drive," said Carpet Tech owner Melinda Pharies. "Our customers really look forward to the opportunity to get their home ready for holiday



company at a buy one get one discount and feel good about helping make a child's Christmas a little brighter."

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

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

experience on Christmas morning," said Jasmin Herrera, Buckner Volunteer Engagement Coordinator- West Texas.

Since the inception of Carpet Tech's Annual BOGO Toy Drive, Pharies says Carpet Tech customers have donated thousands of new, unwrapped toys, each year giving more than the last.

Carpet Tech's BOGO Holiday Toy Drive runs from November 15th through December 18th, 2021. Lubbock

area residents can call Carpet Tech at 806-762-1500 or visit their website www.carpettech.com to schedule a BOGO carpet cleaning with their toy donation. Carpet Tech technicians will take toy donations when they come to clean, or residents can drop off toy donations and get a BOGO coupon at the Carpet Tech corporate office at 6613 19th Street, Lubbock.

"We would not be able to give back to Buckner each year if it weren't for our customers," said Pharies. "Thank you, Lubbock, for supporting Carpet Tech and helping us serve each other so well."



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PrimeWest Mortgage



Phebe Ellis-Roach
Sr. VP/Loan Officer

Making homeownership dreams a reality has been part of Phebe's life since she was 17 years old. Her participation in a work-study program in high school allowed her to work half-days at Stewart Title. "That started my path to where I am today," Phebe said.

Fast-forward 37 years, and while her title has changed since high school, Phebe's passion remains the same: getting her clients into their dream homes.

REALTORS® working with Phebe and her team have access to a trove of knowledge. "We're always willing to help," Phebe added. "We have all of the necessary tools to help their customers with the American dream of homeownership."

Phebe is married with a 14-year-old daughter, who keeps everyone busy with volleyball and basketball. Outside of work, the family loves spending time at the lake and creating memories.



Kelly Collins
AVP/Mortgage Loan Officer

Kelly got her start in mortgage lending in 2016 after seeing the impact Phebe and her team had. "I started with First Bank & Trust in 2014 and

watched the team help hundreds of families. I knew they worked hard, and the job was stressful, but I wanted to be a part of it," Kelly said.

Kelly treasures the relationships she builds with not only borrowers but her REALTOR® partners. "I love helping REALTORS® and being their "go-to." REALTORS® wear all sorts of hats to help people. I want to be an extension of their services."

Outside of work, Kelly enjoys time spent with family, including her husband, Tyler, and two girls. "Our 3-year-old loves to just GO, so we spend a lot of time keeping her occupied!"

Jeff Sicking
SVP/Loan Officer

A career in real estate entered the forefront of Jeff's mind in college when he interned at a small mortgage brokerage while earning his MBA at TTU. "I had always known I wanted to do something finance-related, but real estate took over as my passion once I began in the mortgage business," he said.

Jeff worked as a REALTOR® before getting into lending full-time. This experience helped shape Jeff into who he is today as a loan officer. "Not

only do I have an immense appreciation for what REALTORS® do, but I want to do everything I can to make sure they have a smooth transaction and successful career."

Jeff enjoys hunting and fishing with his son, watching his kids' sporting events, and traveling with family and friends. Jeff and his wife of 15 years, Jessica, met at TTU during grad school. Their son, William, 13, is the biggest Tech fan you'll ever meet, and their daughter, Skylar, 10, loves soccer and basketball.



Randy Runquist
VP Mortgage Loan Officer

After years of working in banking operations management, Randy was ready for a new challenge that would allow him to meet and interact with more people. After meeting several PrimeWest team members, Randy joined the team in March 2018 and never looked back.

Availability and efficiency are two of Randy's priorities. "I believe it's important for borrowers to be able to meet with me in person. Also, I provide my direct and mobile phone numbers so my borrowers may contact me after-hours when needed," he said. "REALTORS® can be certain their buyers' loans will close on time. They can also be certain they and



their buyers will receive communication throughout the process."

Outside of work, Randy enjoys exercising, camping, golfing, and walking Bandit, his shepherd/husky mix. Randy's son, Ryan, is a senior at Lubbock High School, and his daughter, Anna, is a junior at Texas A&M University.



Leanna Harris
VP/Mortgage Loan Officer

Servicing at PrimeWest Mortgage was Leanna's first job out of college 13 years ago. "I honestly had no idea what I wanted to do after school, but God had a plan, and here I am!" she said.

A thorough process from start to finish is one of many benefits for REALTORS® when working with this team. "We are very thorough on

applications up-front," Leanna added. "If there are issues or surprises, we can normally catch them early to prevent things from going haywire at the last minute."

Leanna has been married to her husband, Shawon, for 10 years. They have two kids, Halle, 6, and Dash, 4. Now that the kids are getting older, the family has been traveling recently. Halle and Dash are also involved in sports, which keeps the family busy.

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What makes PrimeWest Mortgage unique?

Phebe Ellis-Roach: No one works harder than our team.

Jeff Sicking: PrimeWest will go over and above to take care of customers. That mindset comes from the top, our management group, and always has. They empower their loan officers to do anything necessary to meet the needs and expectations of the customers.

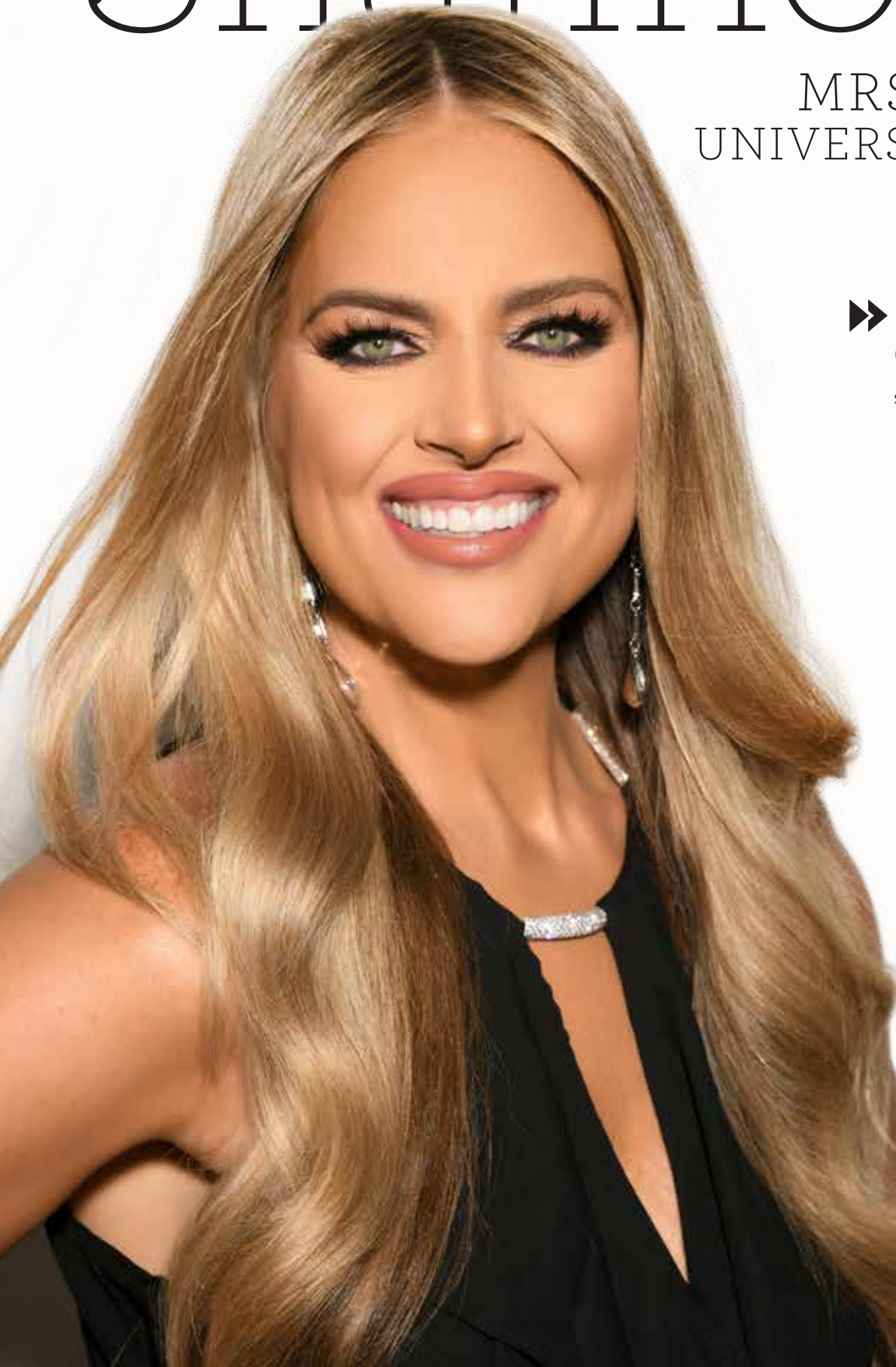
Leanna Harris: Our entire company is local! From the front end to the back end, we are all in Lubbock.

Kelly Collins: The amount of people we have that have been with the company for 10+ years is a testament to PrimeWest. After being in the business, we see a lot of people jump around from different companies. Most mortgage companies can do the same things, same loans, same products. It's the people we have that make us different.

Randy Runquist: Being local, which goes beyond being available for face-to-face conversations with borrowers. Being a local business means having our underwriters available to us when needed, and being the only Lubbock lender who can retain and service loans after closing.

Shannon

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Story by Lindsey Wells

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Grant Foto

KING

LENDING HER VOICE TO THE VOICELESS

Every **NINE MINUTES**, Child Protective Services find evidence indicating that a child has been sexually abused.

About **ONE IN FOUR GIRLS** and **ONE IN 13 BOYS** experience child sexual abuse at some point in childhood.

Over **THREE MILLION** cases of child abuse are reported in the United States per year.

If you think those statistics are staggering, add in the fact that for every incident of child abuse reported, two more go unreported. Child sexual abuse and domestic violence are significant problems in our country. One Lubbock REALTOR®, and Lubbock's own Mrs. USA Universe Ltd. Shannon King, has stepped up to advocate for those boys, girls, men, and women who have suffered abuse at the hands of another person. With a heart as big as Texas itself, Shannon is on a mission to end child sexual abuse—because it shouldn't hurt to be a child.

Ninety-one percent of child sexual abuse is perpetrated by someone the child or child's family knows. Shannon was sexually abused by her own father when she was an innocent child. She tried getting help, tried reaching out to people in her life that she trusted, only to be ignored. It wasn't until nine years ago, when Shannon was in her late 30s, that someone finally believed her. "I was asked to give testimony to put my dad away for doing the same thing to my niece's daughter that he did to me," Shannon said. "I was called a liar my entire life, and then my voice was finally heard."

Shannon's abuser only served eight years of his over 20-year prison sentence.

Since then, Shannon has been sharing her story and bringing awareness to this heartbreaking issue that affects so many Americans. Through her platform with Transcontinental™ Pageants, Shannon's out-reach has grown to include children and adults here in Lubbock and across the state, country, and world.

It was only this year that Shannon began competing in pageants, a whirlwind experience for a "pageant rookie" like herself. In February, she competed in the state-level pageant and was crowned Mrs. Texas USA Universe Ltd. The next step was to compete for the title of Mrs. USA Universe Ltd, which she did in Georgia in September, and won. Next, Shannon will go on to compete for the title of Mrs. Universe Ltd. This pageant is set for November (which had not yet happened by the time this article was written in late September).

"It's all been very fast and furious and just a blur," Shannon said, laughing. She'd always dreamt of competing in pageants as a child but never thought it would be possible. "I think my ignorance has been bliss; I've been able to just take it all in and not get caught up in any of it. It has been an incredible experience for me."

When she began this journey in February, Shannon became an ambassador for "The Pledge Campaign" Against Domestic Violence and Abuse, the official charitable cause of the Transcontinental™ Pageants organization. The purpose of "The Pledge Campaign" is to encourage and inspire abuse ...

“

WE HAVE TO STAND UP AND START TALKING ABOUT IT.

The victim shaming has to stop. People have to start believing those who come forward with abuse allegations—because it is very uncomfortable to do; it disintegrated my entire family. ... Somebody's got to stop it from happening, and it's my mission to fight for that.



Photo by Paul Marcus Photos

•••

victims to stand up and speak out and educate people on domestic violence.

Shannon also has a podcast called A King Size Life, where she shares her own experience of overcoming adversity and gives women a platform to talk about their own experiences. "These are women that have chosen not to live as victims and have done some pretty extraordinary things with their lives," Shannon said. Check it out online at www.AKingSizeLife.com.

Regardless of who is crowned in her next competition, Shannon will continue to share her story, fight, and give a voice for the millions of men, women, and children who are abused



Photo by Grant Foto

every year in the U.S. "We have to stand up and start talking about it," she said. "The victim shaming has to stop. People have to start believing those who come forward with abuse allegations—because it is very uncomfortable to do; it disintegrated my entire family. But, my dad will never be able to do that to another child in our family. Somebody's got to stop it from happening, and it's my mission to fight for that."

Photo by Paul Marcus Photos



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▶▶ letter from the president

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



Little trivia fact about me: I bought my first house when I was 18 (I was told that I couldn't do that, so I became very determined to accomplish that goal!). Homeownership—what you do selling real estate—is a big deal! According to the American Mortgage Corporation, statistics today reveal that “The Net Worth Of A Homeowner Is 44 Times Greater Than A Renter!”

The Federal Reserve conducts a study every few years that also indicates that the gap in net worth of homeowners vs. renters is widening. These figures are staggering. As REALTORS® we have seen first-time homebuyers become second-time homebuyers. We have seen equity become a blessing for homeowners when a job transfer is required, or life just happens. We have seen families able to grow and move and flourish because homeownership provided secret wealth. YOU have a part in all of that!

So what do these statistics have to do with Thanksgiving? I've listened to some of you talk about your “why.” Why do you invest in TREPAC? Diane Barnett always states that she does it for her grandchildren. I've heard many of you talk about the fact that you want to be sure your children can achieve homeownership. For me, I invest because I've learned through my involvement

with TREPAC how the political processes work. I want to stand for every individual private property owner that cannot stand alone and fight unfair or undue legislation. I've often said that WE come together; we are 120,000+ members strong in the state of Texas. WE can fight for property owners. WE can make sure that legislation protects private property rights and fairly represents the Texans who truly own Texas. After all, it's Who We R!

It's time for our annual Turkeys for TREPAC campaign. This fundraising drive is truly my favorite. The dollars you invest also represent turkeys purchased to give to those less fortunate that are struggling to put food on the table on a normal basis. This campaign ensures that at this holiday season these families also enjoy a beautiful meal to celebrate. As REALTORS® in our great city and state, we have so much to be thankful for. Won't you share that thankfulness by investing in TREPAC, helping those less fortunate, and bless others in our city?

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Lubbock Real Producers Luncheon

► celebration

Photography by **Angela Diamond Photography**

Celebrating three years of Top Producing REALTORS®!

We're still celebrating the BIG THREE this month! In celebration of its three-year anniversary, *Lubbock Real Producers* held an appreciation luncheon in September for the REALTORS® who have been featured on our covers in the past, plus some that you'll see very soon.

The luncheon was held at Harrigan's Prime Grill. A huge "thank you" goes out to the West Texas Land Guys, Robert Wood and Trey Strong for sponsoring the event.

Thank you to our server, Cody, for working so incredibly hard!

We always appreciate Angela Bachmann for doing such a great job with photography!

It's because of you, the REALTORS®, and our advertising partners that we can do what we do. We love hosting events that celebrate YOU for embracing and supporting Real Producers!



Clay Enger, Nathan Jordan, Phyliss Lutrick, Scott Toman, and Kathy Pettit



Cole Whisenhunt, Dan Williams, and Lee Mazurek



Lee Mazurek, Rex Andrews, Christy Jolly, Heather Womack, and Rhonda Vanderburg



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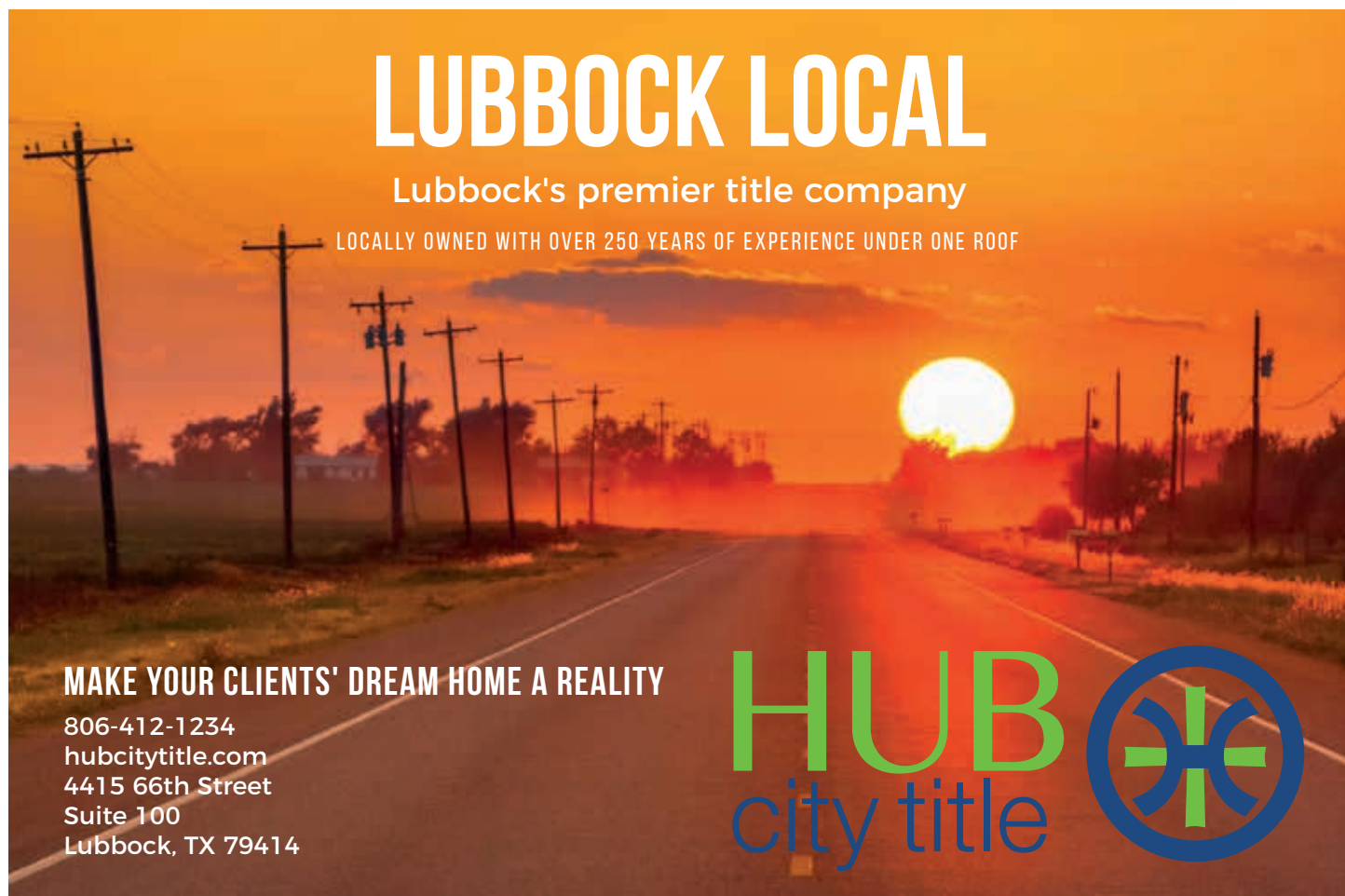
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