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**Kathy McCandless Pettit**  
Publisher/Owner/Connector  
(806) 368-1526  
Kathy.pettit@  
realproducersmag.com



**Lindsey Wells**  
Editor/Writer/Ad Manager  
Lindsey.Wells@N2pub.com



**Tabitha Martinez**  
Pub Assistant  
lubbockrealproducers@  
gmail.com



**Angela Bachmann**  
Photography  
(806) 787-6287  
angelabachmann  
photos@yahoo.com



**Alicea Jare**  
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# christy JOLLY

*finding sheer joy in creating value for others*

Story by Lindsey Wells | Photography by Alicea JaRe Photography

**N**avigating a real estate transaction, in a way, is like a jigsaw puzzle. Through conversation and diligent research, the agent collects the pieces needed to complete the puzzle, leading them to their client's bigger picture and ultimately revealing their goals. It then becomes a game of Connect the Dots, strategically walking the client from where they are to where they want to be. Top producing REALTOR® Christy Jolly learned early on that selling real estate is more than a simple transaction; it takes getting to know clients on a personal level to unveil their big "why." For seven years now, Christy has been serving Lubbock and striving to add value wherever she goes.

Before real estate, Christy was in the medical field, first as a respiratory therapist for 10 years before going into medical sales for 16 years. Even then, her passion for helping others was evident. "My favorite job was selling and educating people on diabetes and diabetic supplies," she said. With all of the changes happening in the medical field, Christy decided to make the leap of faith into an unknown world called "real estate." She got her license in June 2014 but continued with her full-time job for a few more years while she sold real estate part-time.

As with any new agent starting out in the industry, Christy was unsure and testing the waters of living on a commission-only job. "We work for weeks, months, and sometimes years with a client before we get paid. That's a scary thought until you establish your business and find that sweet spot," she said. When Christy received the news that her company would be dissolving her sales position, she was faced with a big decision. Would she continue in the medical field or make real estate a full-time career? She chose the latter. In doing so, Christy found her passion. "God knew I would not take the plunge unless the circumstances changed. God always knows what's best for you."

"I started working full time in real estate in my third year of being a realtor. It was the best decision ever, and I never looked back. Now, I get to make a difference in people's lives every day."

...





“66”

Every day, the gift is to find something to appreciate, something to love.

Choice is a gift; it's always there. You can choose what you focus on and what you focus on is what you experience.



•••

Seven years into her career, Christy's passion is helping people better their circumstances regardless of the where, what, why, or how. She became a Dave Ramsey ELP (endorsed local provider) because she loves pouring into people's lives in any capacity. "I don't push my values on others, but I do dig a little deeper to find out what their 'why' is. I can serve them better if I know what they need," Christy said. Her approach to business is far from transactional but rather relational. "It's important to become friends with all of my clients. People think that once the transaction is over, that's the last they will hear from me. Not even close. Closing day is the beginning of a blooming friendship for life."

For Christy, there is nothing quite as fulfilling as stepping outside of her world and finding ways to add value to the worlds of others. "The friendships that I have built through real estate have forever changed me. Giving back to those around you changes you as a person and makes you want to be a blessing to everyone you come in contact with. Sheer joy," she said.

Outside of real estate, Christy has her own "why," her two sons, the joys of her life, Conner and Carson. Conner is a cabinet carpenter, and Carson is a senior in high school and works at United as a checker. "They have both worked so hard to become incredible young men," Christy said of her boys. "I am always so humbled when people tell me they've had an interaction with them and how well mannered they were. My boys have my whole heart."

Christy's love for traveling takes her away when she can enjoy some downtime outside of work. At home, she can often be found spending time with friends and family. "My boys are almost grown adults, so I will most likely need to find some hobbies soon," she said.

No matter what, Christy views each new day as a gift that she has been given. "Every day, the gift is to

find something to appreciate, something to love. Choice is a gift; it's always there. You can choose what you focus on and what you focus on is what you experience," she said. "I love helping people get to the next level of their journey. No matter their journey, everyone has a next level."

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▶ rising star

# Austin Williams



Photography by Angela Bachmann Photography

## Milestone Realty Group

**When did you start your career in real estate?** I began my career in real estate in mid-2019 after I had an amazing experience purchasing a home with one of my best friends (Ruben Trujillo). In the summer of 2020, God put creating a team on my heart and brought that into fruition as the Milestone Realty Group!

**What did you do before you became a realtor?** Along with being a realtor, I have been a sales representative at UDawg Graphics for the past nine

years and a firefighter for the past four years. Fun fact, there are multiple first responders/current and past public servants on the Milestone Realty Group.

**What are you passionate about right now in your business?** I'm passionate about a lot! In business specifically, we are of course passionate about our clients and adding value to their lives. I'm also very passionate about seeing personal growth throughout our team.

**What has been the most rewarding part of your business?** The relationships cultivated have been the most rewarding! It has also been extremely rewarding to help our clients hit huge milestones in their life!

**What was your biggest challenge as a realtor?** Convincing my wife that she doesn't need a new house every time we show a gorgeous home!

**How does real estate fit into your dreams and goals?** Real estate has opened doors for us that I never imagined. God has been so good to our team, and I'm excited to see what He has in store for us.

**What's your favorite part of being a realtor?** My favorite part of being a realtor is creating and cultivating relationships that will last a lifetime.

**Define success.** To me, success is knowing that at the end of the day anyone on our team has the tools to go out and create their own team. But, we have tried to create an atmosphere so great that everyone wants to stay!

**Tell us about your family.** I have an amazing wife, Alyssa, and we have two kiddos, Grayson, who is 4, and Hadleigh, who is 1. We also have our pup, Miles Stone!

**How many years have you been a realtor?** A little over two years!

**What is your career volume as a realtor?** Including my first full year and 2021, the team has done about \$18 million!

**What was your total volume last year?** 2020 was my first full year being a realtor and my volume was just a little more than \$6 million.

**What awards have you achieved as a realtor?** Well, I haven't had anything specific. My wife tells me I'm the best, though. Does that count?

**Favorite books?** I have quite a few favorites but I would say *The Power of Positive Leadership* tops them all. I also like to read The Bible and other devotionals.

**Are there any charities or organizations you support?** Yes! Our team is very passionate about the Culver Foundation and the Lubbock Dream Center.

**What are your hobbies and interests outside of the business?** I enjoy working out, taking our kids on golf cart rides, hanging out with friends, and traveling with my wife.

**How are you different?** I would say Milestone Realty Group is different in the way we take care of people.



Austin and Alyssa Williams, Milestone Realty Group, powered by Progressive Properties



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Every member of our team is truly here to add value to other's life. When it's truly about helping others, great things happen!

**What do you want to be remembered for?** I would love for our team to be remembered for providing our clients and everyone who works with us with an incredible experience! We strive for those around us to feel valued and like family!

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# JOSH PUTMAN



We hear a lot about the “secret to success.” Studies have been conducted and even books written on this ever-elusive secret to unlocking the ability to achieve success and prosperity. But, of course, any successful person will tell you that there is no secret. Instead, success comes to those who hustle, a practice with which REALTOR® Josh Putman is all too familiar.

**GOOD THINGS  
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THOSE WHO  
HUSTLE**

Story by Lindsey Wells  
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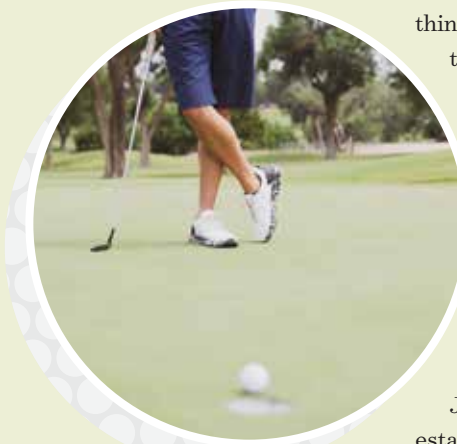
As a teen and young adult, Josh worked in the motorcycle industry, first at a local dealership, then at KTM, a motorcycle manufacturer. The Austria-based company tasked Josh with traveling around the central United States to different dealerships, races, and events. “It was pretty cool; at 21 years old, they gave me a box van full of motorcycles and a credit card and told me to travel and represent the company,” he said. Josh did that for four years until the company was restructured, and he was forced to either relocate to Ohio or California or find a different job. Josh chose the latter and went to work at a local sign shop before transitioning into real estate.

Josh was 28 when he got his real estate license. Multiple people encouraged him to sell real estate part-time for a while before giving up his “real job.” However, Josh Putman never does anything halfway; it’s all or nothing. He sold the house he had bought at age 20 to give him enough cushion to get through the beginning stages of his real estate career. “I’m not sure if she offered it or I asked, but I moved back in with my mom. Yep, at 28, I was now living with my mom,” Josh said. “There is no amount of fuel to fire you up into ‘making it’ more than that.” Three months later, he had closed on enough sales to purchase a new house.

The first 2-3 years of Josh’s real estate career posed quite a challenge. “I have always been a hustler, but that empty feeling of not knowing what to do next, not realizing how important it was to keep my pipeline full, and the growing pains of real estate would be the biggest challenge,” he said. “Also, with other jobs, I had a product to

learn about, and I knew everything about that product so that I could sell it. With preowned homes, I find out about the ‘product’ about the same time as the buyer.”

Indeed, every expert at something was once a beginner. Fast-forward nine years, and Josh owns his own real estate brokerage, Flatland



Realty. Josh’s passion lies in educating his clients, especially in today’s market, so that they can make well-informed decisions. “We are in a current market of, ‘All I have to do is put a sign out front, and I can get thousands of dollars over what my house is worth.’ While this *is* happening, it’s not 100 percent normal,” Josh said. “Explaining the process and educating the client to where they feel more comfortable moving forward makes me feel like I accomplished more than just selling them a home.

“When I am walking through a house, clients depend on me to represent them in the largest investment most of them have ever made. When I point out highs and lows of a home before they are surprised by an inspection, rather than flipping on the lights and waiting by the front door, it gives them a more confident feeling in me.”

First-time homebuyers hold a special place in Josh’s heart. He recalls helping a 70-year-old client purchase her first home, a goal she’d had her entire life. “After we closed, she hugged me and started crying,” Josh said. “Highlights like that will stick with me forever.”



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...

Going back to his days of working in the motorcycle shop as a teen, Josh probably never dreamed that today he'd be a successful business owner, husband, and father. Josh is happily married to his wife, Kacy, and has a three-year-old son, Knox, and a newborn baby girl, Hensley. Nothing he has accomplished is the result of some top-secret formula for success. It was all born out of hard work, integrity, and kindness.

"If you're willing to work hard, the possibilities are endless," Josh said. "And, like I tell my 3-year-old, be kind. There are enough problems in this world; don't be someone that adds to them. No one cares how long you've been in the business. Don't be a bully to new agents; we all started somewhere. Just be kind."

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Josh with his wife, Kacy, and son, Knox



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# Martha



# YORK

A Classic

## Work isn't work when you love what you do...

“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.” - Steve Jobs

How many of us can truthfully say we love what we do for a living? Lubbock native, avid volunteer, and self-made businesswoman Martha York can. Spanning 48 years in Lubbock, her real estate career has seen the industry's ups and downs. It's seen the housing market crash, burn, and recover. It's seen technology completely change the way agents conduct business. Martha has bared witness to a lot of change since first stepping into the world of real estate. However, what hasn't changed is the importance she places on relationships and her unwavering belief in enriching the lives of others by giving back.

In the early 1970s, while she hadn't yet made her debut in real estate, Martha had friends and acquaintances that worked in the industry. One such friend was longtime Lubbock broker Pat Garrett. “At that time, I had a part-time job at a little place on University called Intimate Apparel. One day, Pat said to me, ‘If you're going to work that hard, why don't you go into the real estate business?’” Martha recalled, laughing. “I thought, ‘Well, that sounds like something I would enjoy doing. He offered to sponsor me, and the rest is history from there.”

Martha started in 1973 with Pat Garrett Realtors and steadily developed her knowledge of the real estate industry. As her experience grew, so did her involvement and responsibilities. In 1981, Martha co-founded Legacy Realtors, which later merged with West Texas Investors. During that merger, Martha was the original founding partner of the company's residential arm, WestMark Realtors. She eventually sold her stock in the company and





•••

left to join a smaller group, which later became Berkshire Hathaway HomeServices, Premier Properties, which has been Martha's home for the past 18 years.

Martha's driving force behind her business is the same now as it was almost five decades ago. It's the people. "I love what I do. The most enjoyment I gain from selling real estate is the friendships I make, both with clients and other realtors," she said. "All of the people that are involved with real estate transactions, such as the people in the title business, the lenders, the bankers—it stretches a wide path of people that I am privileged to come in contact with and who, most of the time, certainly become friends."

As a lifelong Lubbock resident, Texas Tech University holds a special place in Martha's heart. She attended Texas Tech with the class of 1961. In 1995, Martha served as President of the Texas Tech Alumni Association National Board of Directors and is still very involved today. Her other involvement with the Texas Tech system includes serving on the boards of Friends of Music, Friends of the Libraries, and the Texas Tech Museum Association Board, just to name a few. Martha is also a sustaining member of the Junior League of Lubbock. In 1984, she was elected to a six-year term on the Lubbock Independent School District Board of Trustees.

Martha has been heavily involved with The Lubbock Association of Realtors. She has served on



the board of directors and has held every office available except President. In 1990, Martha was named Realtor of the Year by the Association. On the State level, she served as a TREPAC Trustee and Region 1 Vice President.

In 1988, Martha married Bob York. They share four children, six grandchildren, and two great-grandchildren. When Martha isn't working and isn't spending time with family, she and Bob love to travel. However, when asked if she has ever considered retiring, Martha simply said, "That's not part of my vocabulary." She added, "I will sell real estate as long as I can and continue to do what I love doing."

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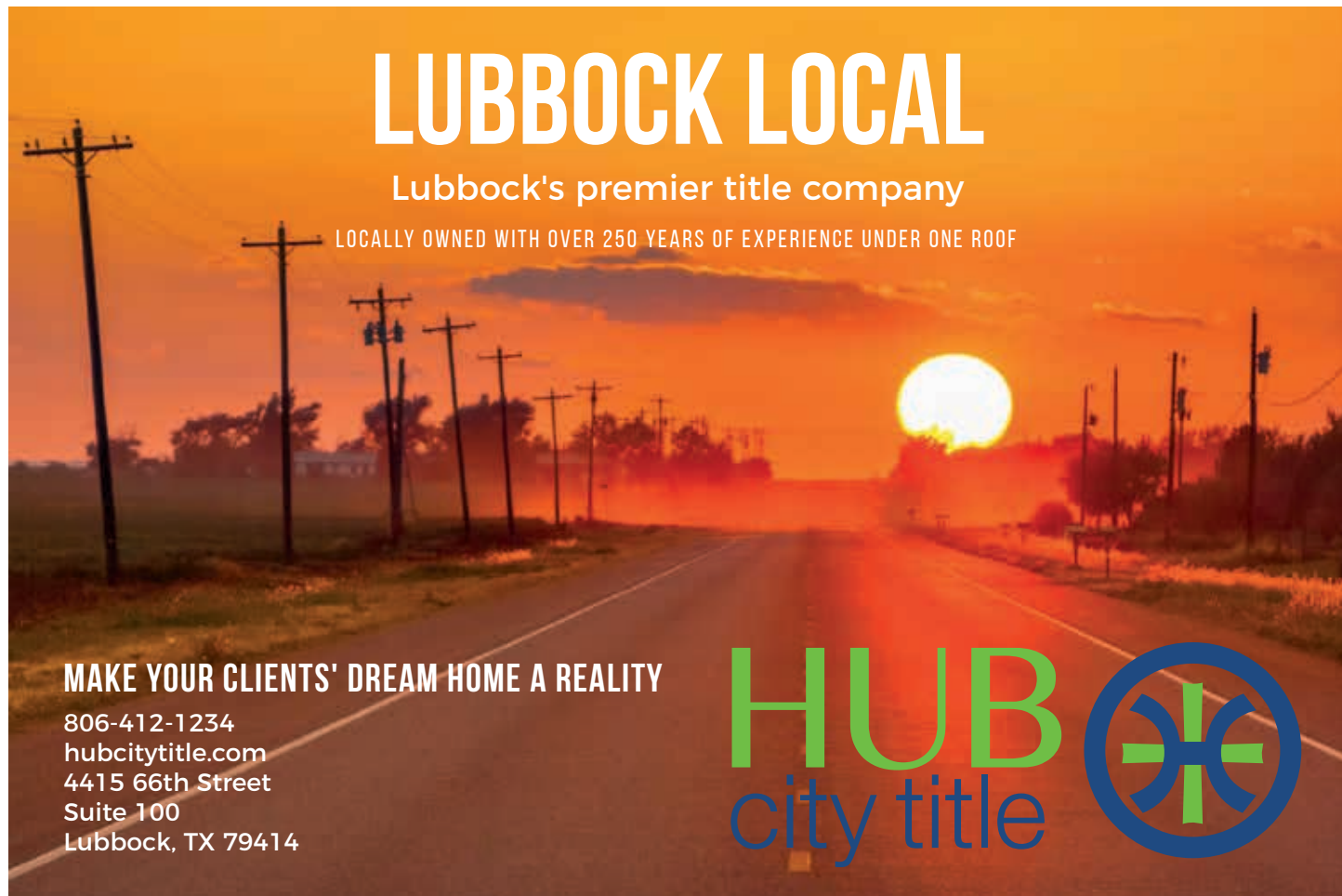
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Story by Lindsey Wells

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The SR Cleaning team consists of Misty, her mother and sister, and a part-time college student. Misty's grandmother even helps out occasionally. "I always know and fully trust all of my staff that are in and out of the homes and businesses we clean," Misty said.

Something unique about SR Cleaning is its staff's rotating cleaning schedule. Each staff member's cleaning duties differ weekly. "For example, if I clean the kitchen this week, I'll clean the floors or bathrooms next week. That way, your home is cleaned differently each time," Misty said. "It has worked great and seems to keep our customers happy that their homes are not cleaned the exact same way each time."

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▶▶ letter from the president

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



We are so happy to announce the completion of our LAR training facility and meeting rooms.

Located directly across the parking lot from our LAR office, the improvements are finished! From empty shell in January to completed training center in October, what all did this entail?



It's a long list:

- Vision meetings with the construction task force
- Architectural planning
- More construction task force meetings
- Budget meetings
- Samples, design ideas, function considerations
- Change order
- Bids from commercial builders
- Technology, technology, technology!
- More budget meetings
- Knoxville building SOLD!
- Furniture considered, bids in, and approved
- Lots of Board consideration and approval
- Finally move-in time!
- Countless volunteer hours from our LAR members

Needless to say, this project truly took a village. Many years ago, leadership began a quest to have a



facility our members could be proud to call home. Many leaders persevered with this idea as the goal. It seems very appropriate that after years of planning, saving, budgeting, searching, and hoping, and after a recession, and even a pandemic, our goal of having a beautiful facility has truly been exceeded.

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## Taking the **stress** out of **home financing**

Those in the mortgage industry know that while not all mortgages are created equal, the process from approving to closing the loan is precisely the same for everyone. The same documentation must be produced, and the same set of requirements met. Loan officers are proficient at dotting their i's and crossing their t's. From the outside looking in, there's not much to see. However, the vantage point of a loan officer is vastly different. Just ask Whitney Chaney, a loan originator for Cardinal Financial.

Whitney sees what others don't. Behind each mortgage loan is a family or individual with a story, and with each story comes a vision wherein purchasing a home or property is a dream come true. "What I love about mortgage is that the process is the same for every single customer I see, but everyone's story is different, and that really is very intriguing to me, learning about my borrowers and where they've come from and why this is so important to them," Whitney said. She revels in sharing in her customers' excitement for the new chapter of life opening before their eyes.

"Sometimes it's their first home and the place where they think they'll raise their families. Sometimes it's their first investment home, and they're excited to get their feet wet and become a landlord. A lot of times, it's just their absolute dream home. Those stories, to me, are just the coolest to listen to," Whitney added. "I love finding out their reason behind wanting to buy and guiding them through the process while making it as stress-free as possible."



What I love about **mortgage** is that the process is the same for every **single customer** I see, but everyone's **story** is **different**, and that really is very **intriguing** to me.

...

The mortgage loan process is just one aspect of real estate that captures Whitney's interest. In 2009 she graduated from Texas Tech with a bachelor's degree in architecture. Unfortunately, that was during the housing bust, and little to no building was going on, which meant no jobs were available. Instead, Whitney went into the oil and gas field for about a year before returning to Texas Tech and graduating with her master's degree in personal financial planning in 2014.

Eager to put her degree to use, Whitney began applying for jobs, one of which was for a position as a mortgage processor. "The job at the mortgage company was the one that tugged at my heartstrings a little bit. I was going to get to start from the bottom and work my way up, and they created a path for me to grow just as quickly as I wanted to," Whitney said. She started as a processor, became an assistant loan officer, then joined a team as a loan officer before becoming an independent originator two and a half years ago.

They say everything happens for a reason, and this sentiment rings true in Whitney's case. She found her dream career, and while in grad school, Whitney met her now-husband, Tyler, a real estate broker and appraiser in Lubbock. "That's been really neat because we get to see both sides of it," Whitney said. As a broker, Tyler tends to refer business to Whitney, but an unspoken rule

between them says that she doesn't necessarily have to return the favor. "I work with a lot of awesome REALTORS® in Lubbock, and they refer me a great deal of business. So, when I have the opportunity—which is rare, usually people meet with a realtor first—I try to match my customers with a realtor that will work best with their personality. My husband lovingly knows that I'm not going to send them to him directly because I try to foster my other relationships and add value to our local realtors."

Not only do realtors who partner with Whitney have loyalty and a wealth of knowledge at their disposal, but they can also take advantage of her quick process, which tends to be faster than that of other lenders. "When I have a borrower that comes to me and wants to get pre-qualified or pre-approved for a home loan, I'm reviewing pay stubs, bank statements, tax returns, all of those things upfront. Realtors know that my underwriting team is going to have already looked at their buyer's file before they're even out of their option period," Whitney said. "That lends itself to them being able to rest easy during a 30-day contract knowing my underwriting team conditionally approves us within the first 10 days of the contract, and that gives people peace of mind."

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