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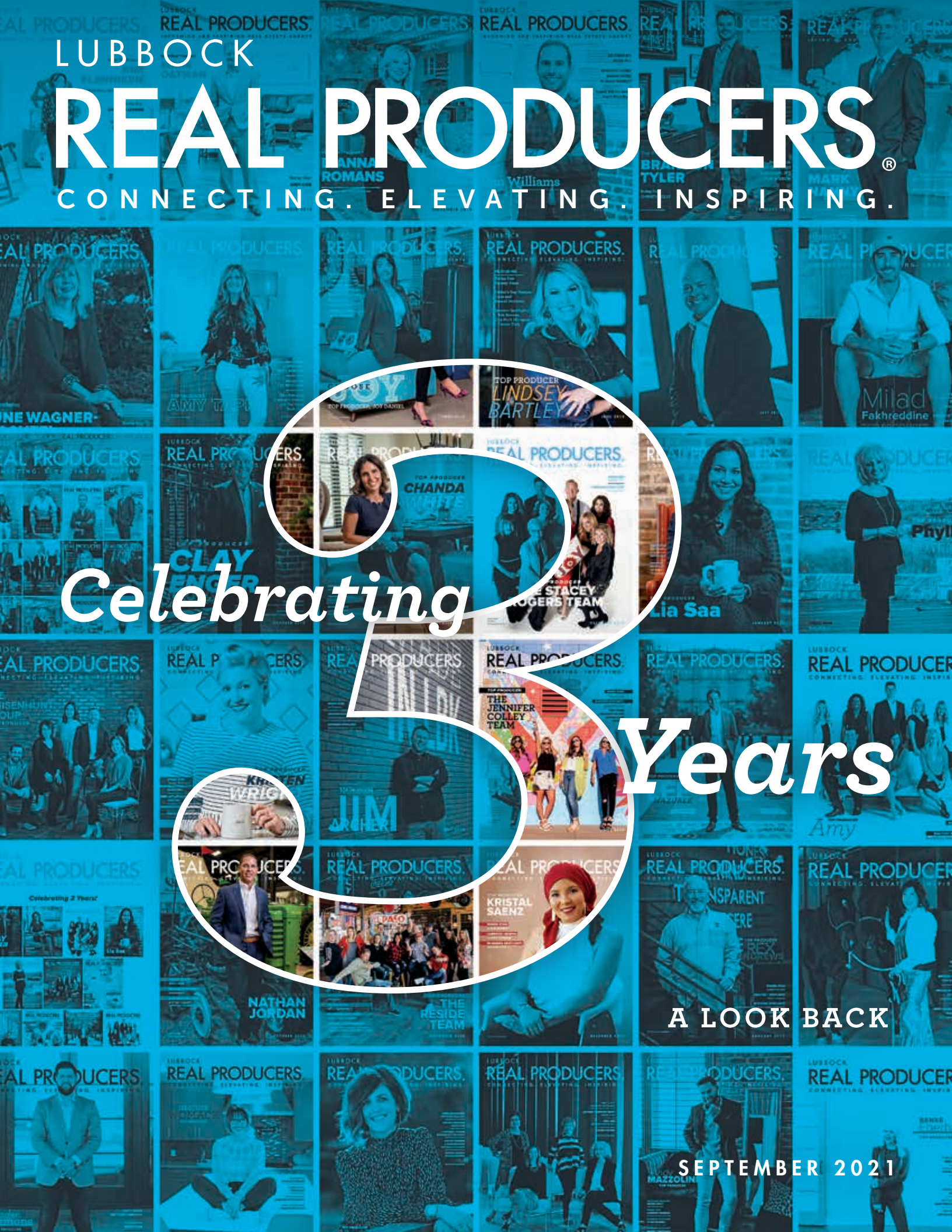
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# THE BIG THREE!!

## Cheers to three years!

Just over three years ago, my small team and I were preparing to launch *Lubbock Real Producers* with its inaugural issue in September 2018. My dream for this publication was to bridge a gap by bringing together all of Lubbock's top real estate agents while inspiring and connecting difference-makers all while supporting the local businesses in the Hub City. Its purpose was (and is) to be a valuable resource to connect our real estate community.

This issue marks the third anniversary of what has been a spectacular ride, and all of the credit goes to you. From the REALTORS® we feature to the partners who have entrusted us with their business, each and every one of you has played an integral part in our success. We appreciate the opportunity to be a part of your business.

We all know this last year wasn't without its challenges. We survived a global pandemic, and the resilience of our community has never ceased to amaze me. I'm grateful to be surrounded by all of you. To those who have been with us since the very beginning, those who are new to our family, and those we have yet to meet, we applaud you for your part in our industry and our community. Here's to many more years, many more stories told, and many more memories!

Thanks for allowing us to be a part of it!

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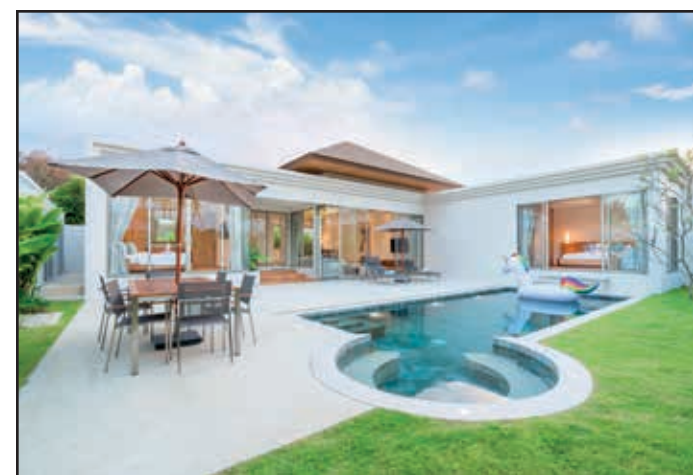
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This month marks three years of spotlighting Lubbock's TOP PRODUCING REALTORS®, and what a year it's been!

Each month, *Lubbock Real Producers* highlights the best of the best in its Top Producer section, which gives other real estate professionals and partners a deeper glimpse into the lives of the agents and their families. We know that, as Realtors, your relationships with others are the foundation of your business. We are proud to serve as a creative way for you to get to know others in the business and look forward to many more years with each of you!

All REALTORS featured are nominated to be in RP. The Top Producers are nominated for the Top 50 ranking REALTORS.

To nominate a top producer for an upcoming issue, email [Kathy.Pettit@RealProducersMag.com](mailto:Kathy.Pettit@RealProducersMag.com)



Brenda Roberts, Today Realty



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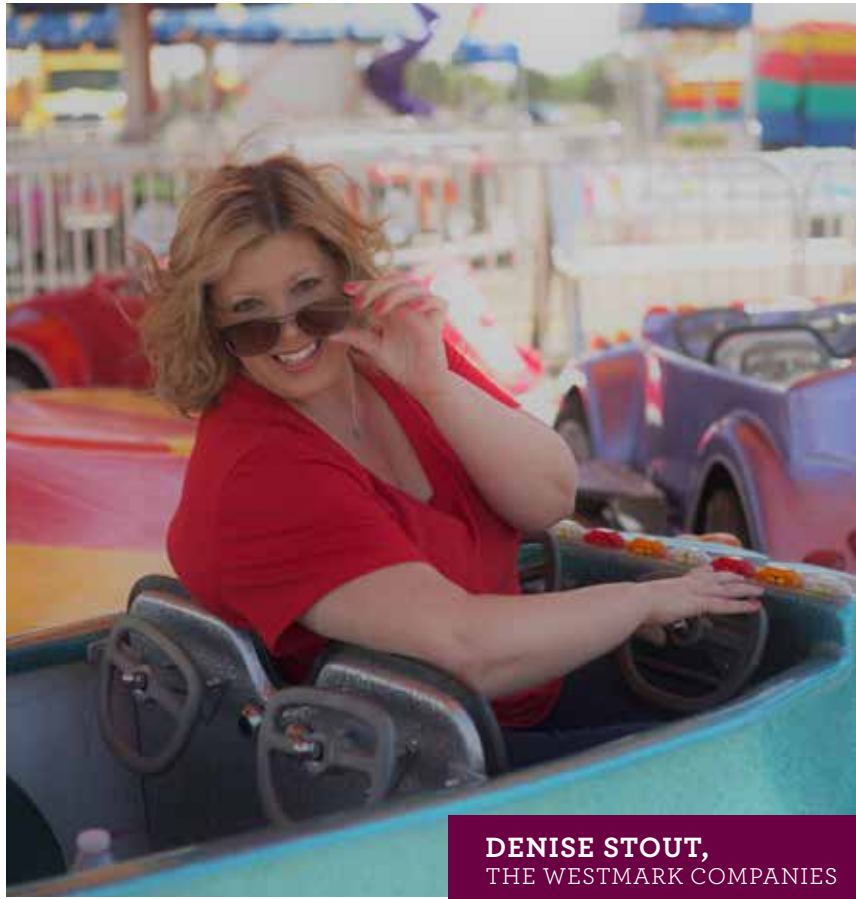
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# HERE'S TO... **SPOTLIGHT REALTORS®!**

▶▶ spotlights

We at *Lubbock Real Producers* love a good story — and our local real estate professionals are full of them. In our Spotlight sections, we feature team leaders, business coaches, brokers, and difference-makers. We love celebrating those making an impact on our community!

To nominate an agent, broker, or group to be featured in an upcoming issue, email [Kathy.Pettit@RealProducersMag.com](mailto:Kathy.Pettit@RealProducersMag.com)



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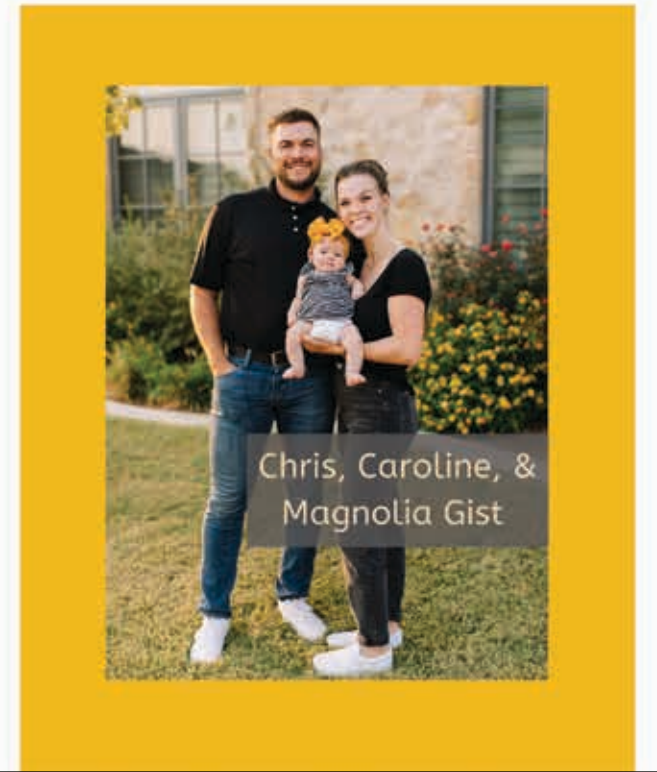


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# Texas REALTORS®

## A conversation with Jef Conn

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



**Lubbock Association of REALTORS® is proud to announce the candidacy and our unanimous endorsement from the Board of Directors of our own Jef Conn for Texas Realtors Secretary Treasurer 2023. I had the pleasure of sitting down to interview Jef and learn his path to leadership and vision for the future.**

I asked Jef how he got into leadership, and we had a good laugh about our similarities in stories. Jef stated, "I was asked to serve as Committee Chair for the Commercial Properties Committee by Nancy Rawls, and I didn't know I could say 'No.'" Thank goodness a younger Jef just could not say "No."

Nancy then encouraged him to run for the LAR Board of Directors, where he

was elected as Director at Large in the second year of his term. Immediately following that term, Jef was elected Secretary of the Board, then subsequently elected Secretary Treasurer, President-Elect, and President in 2017. Jef was quick to point out that he would not have pursued these leadership roles if he had not participated in Texas REALTORS® Leadership Program (TRLP).

That education opened his eyes as to what leadership could look like and moreover the importance of leadership on a bigger scale. Jef emphasized, "Even though we are from Lubbock, we can still make a big impact on the state and even the nation." Jef was encouraged by LAR to serve on state committees; he quickly volunteered for several positions, including Commercial committee, YPN, Strategic Planning, Budget and Finance, and Public Policy, giving him a broad knowledge of the entire Texas REALTORS® organization.

The years of service at the local and state levels have led to Jef becoming a qualified candidate for the position of Texas REALTORS® Secretary Treasurer 2023. So now what, I asked? Presently, Jef is running unopposed; any other candidate has until November 2021 to become qualified and be declared a candidate for this same position. The vote will occur in February 2022 at Winter Meeting. LAR will send the two elected Texas REALTORS® Directors from our Association to cast our votes for Jef!

Jef has not taken for granted the possibility that he may not have an opponent. Instead, in true Jef fashion, he has already begun his campaign,

traveling across the state or meeting on Zoom, garnering the endorsement of not only LAR, but Permian Basin Board of REALTORS®, Amarillo Association of REALTORS®, and Houston Association of REALTORS® as of July 8, 2011. He has only just begun!

By the time this article is printed, Jef will most likely have secured the endorsement of many more associations across our state. When asked why the hard campaigning? Jef humbly replied, "So that in the future these various associations and members will have a relationship with Jef and know they can come and present issues that may arise in the future directly to the leadership team at the Texas REALTORS®. There's a relationship established and a communication exchange in place."

Of course, I had to know, why he was running? Let me count the ways! Jef explained, "I have served in many local and state levels since 2011 and have learned so much about the various associations and the real estate industry at a high level. I enjoy being part of the solution, not letting someone else always be responsible for problem-solving."

Jef is one to emulate as a commercial agent under the age of 40 who has accomplished a variety of leadership roles. He hopes that many members across the state will be encouraged to get involved, especially younger members and those in the business under five years. Jef added, "When an ever-increasing number of our members are choosing real estate as a first career, it's important that they see themselves represented in the leadership team of the Texas REALTORS®. It's important for commercial members to see one of their own join the leadership team. My hope is this will encourage other agents to get involved at the local and state levels, giving back to this organization. As I always say, industries don't run themselves. We need volunteer leaders with expertise and a desire to help all members to step up and help serve our members."

Jef also reiterated that this is a volunteer job, not a paid position. He will continue to run his business. He hopes others will see his example as proof that you can be in leadership while running a very successful business.

Another reason is the relationships that you make across the state are

invaluable. Jef detailed getting advice on a situation from a different perspective, conversely giving advice to numerous friends in the industry from his perspective. The contacts from the many walks of REALTOR® life from residential sales, property management, commercial, farm and ranch, investment, teams, the very experienced, to the new agent all have a different view to consider. Listening to other REALTORS® in various parts of the state can reveal trends in bigger markets that we can expect to come to Lubbock.

Finally, Jef reminded us all, "Communities on the East side of I-35 often control the decisions due to the population disparity. It's important to keep our voices heard from West Texas. Additionally, there are some national conversations that Texas can have a voice in, such as improving clear cooperation rules." Personally, I know that with Jef in leadership, our voice in West Texas will be heard, and more importantly will be highly considered. Thank you, Jef, for your service to our Association and to Texas REALTORS®. We are so proud to endorse you now and in the years to come.



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# CONGRATULATIONS TO... OUR RISING STARS!

A Rising Star is a rookie on their way to the top of the real estate game! *Lubbock Real Producers* Rising Stars are nominated by their leaders and peers and have generally been in the business for less than five years.

This section serves as a way for top REALTORS® to get to know the up-and-comers in the business on a more personal level. We love celebrating those who are making a name for themselves in the local real estate market!

To nominate a Rising Star for an upcoming issue, email [Kathy.Pettit@RealProducersMag.com](mailto:Kathy.Pettit@RealProducersMag.com)



Angela Smith,  
The WestMark Companies



Jason Riebe,  
Riebe Realty  
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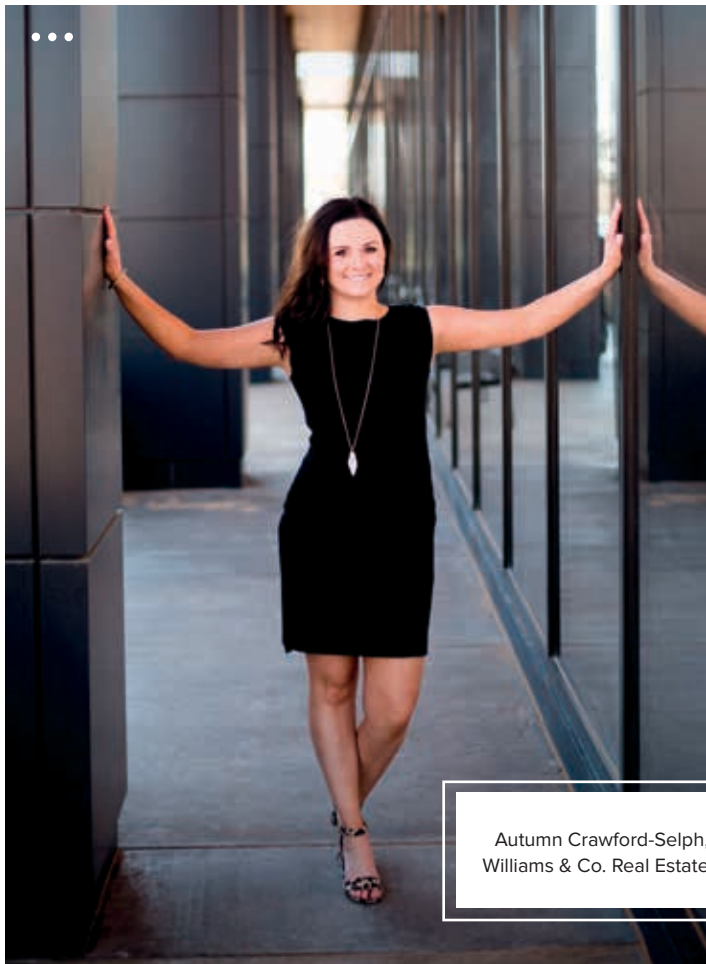
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The SR Cleaning team consists of Misty, her mother and sister, and a part-time college student. Misty's grandmother even helps out occasionally. "I always know and fully trust all of my staff that are in and out of the homes and businesses we clean," 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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# don't just take our word for it

Here's what some of Lubbock's top REALTORS® and RP Ad Partners have to say about Real Producers

I love how Real Producers is a big part of bringing our industry together. It doesn't matter how long you've been in real estate, what brokerage you're at, or if your goals are completely different from others around you in this business. Ultimately, we're all on the same team. Big shout out to Real Producers for sharing the stories of individuals and teams to help encourage us all in this career path we've chosen.



**Cole Whisenhunt**, Keller Williams Realty



FROM:  
**Sam Meador**, Keller Williams Realtors

I am so thankful for everything the Real Producers team does for agents. I always look forward to getting my latest copy so I can learn about what drives other agents in Lubbock. The best, of course, are the parties where we actually get a chance to meet each other face to face. It's nice being able to have that personal interaction with other agents; most of our correspondence is via emails and texts. We wouldn't otherwise get the opportunity to meet without the help of the Real Producers team. Keep up the great work.

FROM:  
**Jeremy Steen**, McDougal Realtors

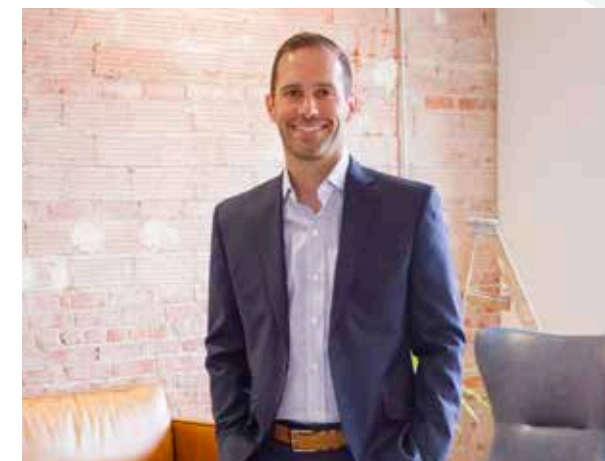
Real Producers has been absolutely amazing! Not only do the articles keep everyone in the industry in the loop, but the networking events are something I never want to miss! They are a blast but also allow for a stress-free way to network and meet other professionals in Real Estate. If you haven't been, you don't know what you are missing.



**Real Producers** is just that...it's **REAL...real** people doing real things every day! Kathy is the consummate pro. She has the gift of making you relax, have some fun, but at the same time keeping that professional edge. The connections she has made in our real estate community are extraordinary. Always a pleasure to work with Kathy!



**Joy Daniel**, WestMark Realtors



I appreciate the product Kathy has brought to the Lubbock market. RP has brought a spotlight to several agents that truly deserve recognition. Also, it has brought people from different companies and backgrounds together to network and create friendships.

**Dan Williams**, Williams & Co. Real Estate

RP has been a great way to network and has given us the opportunity to grow our business. Kathy is a great connector of people. The events she hosts are always super fun and festive.



**Stacie Polozola**, Stewart Title



I moved to Lubbock a year ago. The Lubbock real estate industry is very different than the small-town environment I came from. RP helped me network and meet a ton of fantastic people in a fun and comfortable environment.

**Heather Cooper**, Stewart Title

RP events are absolutely my favorite! It helps me keep connected with past clients, and I meet new ones.



**Christy Madison**, Stewart Title



I was amazed at all the people I reconnected with at RP events! What a fun networking event.

**Tammy Mayfield**, Stewart Title



FROM:  
**Heather Brandt**, Western Title

Being a partner of Real Producers has been such a privilege. Over the last three years, Real Producers has opened up extremely specialized networking and advertising opportunities for our company and has allowed us to get in front of very important potential clients in unique and personal ways. Plus, what fun we have had! Thank you so much, Real Producers, for allowing us to be partners with you and to be a part of all that you do for our industry.

FROM:  
**Kristen Wright**, Wright Realty and Design

Our office was blown away by the spread they did featuring our team! Everything is top-notch, from the pictures and photographer to the features themselves! Each issue is unique and really tries to capture the personality of every team and individual! We love reading the stories each month, and although it is a Real Estate magazine, it feels more personal. Each of us has our own story and journey that got us where we are and where we are going. RP does a fantastic job capturing that!!!



Being part of the Real Producers magazine has been incredibly beneficial for Grimes insurance. Historically, Grimes has been 100% referral-based with no marketing or advertising. This is one of the first times we have advertised in any publication. I would never have agreed to make the investment, but I witnessed the power of Kathy's ability to connect people together and observed how hard she works at helping others build relationships.

In my personal experience, Kathy and Real Producers is more than a magazine; it's a community and a family that brings like-minded individuals together to help each of them be better together. I can attribute a great deal of our success over the last year directly to our involvement and relationship with Kathy and the Real Producers magazine. Thank you, Kathy, and everyone on her team that helps make this such a huge success!

**Ryan Reynolds**, Grimes Insurance



**Joe Bellar  
Real Estate  
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Please nominate the best vendors in the real estate community by emailing [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com).



Mike Hiebert, CanTex Roofing & Construction



Jennifer Harmonson, Infinity Mortgage / ABC Bank



Lee Williams and Greg Noyola, Hub City Title



SWA.T. Pest Control



Whitney Chaney, Cardinal Financial Mortgage



Robert Wood and Trey Strong, West Texas Land Guys



David Frisbie, Title One, Digital Title Services, LLC



Kathy Davis, Fidelity National Home Warranty



Tyler Stansell Health Solutions, Health Insurance



Bryan Boyd, Farmers Insurance



Jeremy Pool, Hart Moving & Storage



Aaron Garrett Team, Fairway Independent Mortgage Corporation



Kris Kincaid, Kincaid Roofing



Betsey Timmons and team, Contract 2 Close



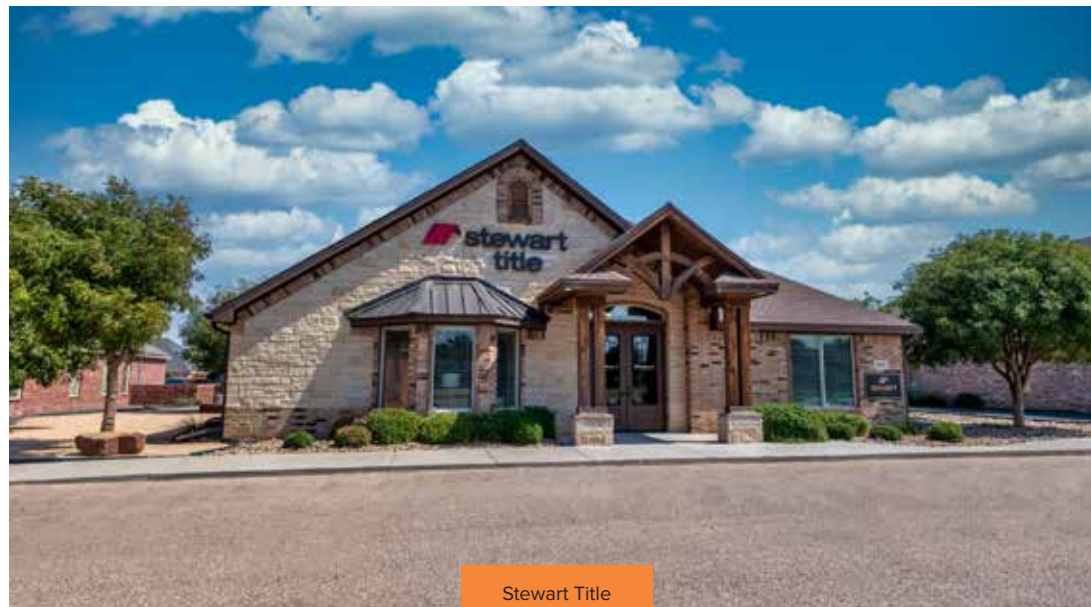
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▶▶ event

# life's a *Fiesta!*

*Take it with a grain of salt...and a slice of lime*

Lubbock Real Producers hosted its quarterly appreciation event on Tuesday, June 9, at the fantastic Abuelo's Patio where 125 of Lubbock's top REALTORS® and our preferred partners gathered to celebrate our city and industry!

No fiesta is complete without a nacho bar, beer, and margaritas — and we had all three. It was a beautiful sunny day, albeit hot, but the shade on the patio kept everyone nice and cool. Lots of fun was had by all in attendance as we enjoyed the

weather, the food and drinks, and some good old-fashioned networking.

None of it could have been possible without our event sponsors. A huge thank-you to Benchmark Mortgage and Hub City Title for sponsoring the food and beverages and CanTex Roofing & Construction for being our media sponsor.

Now that our summer event is successfully in the books, we're looking forward to the next one, Tuesday, September 28, so save the date! Can't wait to see you there!





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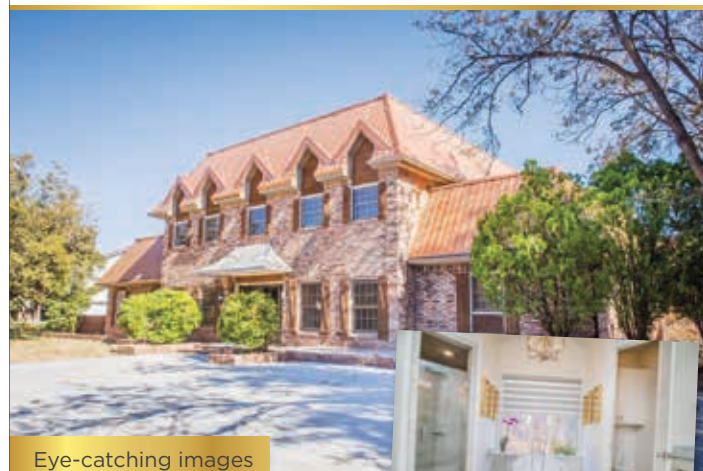
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