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Q&A with Dreambuilt Homes Founder/Owner Dustin Kreger

Q: When and why did you launch Dreambuilt Homes?

Dustin: Dreambuilt Homes opened in 2016 with the mission of providing quality built homes at an affordable price. Our Christian-based company has since built more than 300 homes in Lubbock.

Q: What sets Dreambuilt Homes apart?

Dustin: We provide our clients with more home for less money, we never skimp on quality of craftsmanship to get prices down, and our new-home selection process is simple and straightforward. We are a local family business, and we believe that God has led us to build homes here in Lubbock, Texas, because every family deserves a home they are proud of and one that is built to last.

Q: What do you love most about your work?

Dustin: As a graduate of Friendship High School, I am committed to my community and building relationships with the individuals and families living here. I also love partnering with REALTORS® as they grow their businesses and help their clients become homeowners. Finally, I am passionate about building a legacy for my children, Clyde (2) and Grady (3 months).



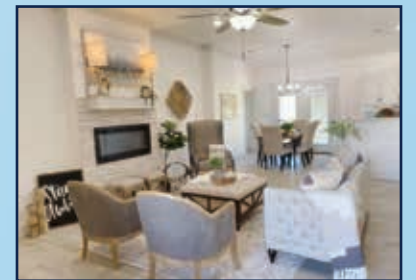
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Neighborhoods



Bushland Springs is West Lubbock's newest community. A quiet, family-friendly neighborhood featuring freshly designed floor plans ranging from 1,600-2,100 square feet and starting in the low \$200s. Strategically located at 19th and Milwaukee, close to shopping centers, restaurants, Medical District, and Texas Tech University.

Preston Manor is in the highly desired Frenship ISD, only minutes from Frenship High School, Middle School, and Bennett Elementary. A quiet family-friendly neighborhood featuring freshly designed floor plans ranging from 1,800-2,700 square feet. Strategically located near Marsha Sharp Freeway, making for an easy commute.



Escondido Ranch is in the highly desired Frenship school district. A quiet, family-friendly neighborhood featuring freshly designed floor plans ranging from 1,600-2,700 square feet. Strategically located at 50th and Alcove, close to shopping centers, restaurants, Medical District, and Texas Tech Campus.

Fountain Hills is in the Lubbock-Cooper ISD school district, located at 114th and Frankford. Just minutes away from shopping centers, the best cuisine, and Loop 289 to get anywhere in minutes. Homes from 1,800-2,100 square feet.



Frenship Mesa is a charming new neighborhood located in Wolfforth, walking distance from Frenship High School. Only minutes from restaurants and shops. Many floor plans maximize usable space. Starting in the mid \$200s.

Iron Horse, located by Preston Manor, is only minutes away from Frenship ISD and Bennett Elementary. With homes ranging from 1,500-1,800 square feet and starting in the mid \$200s, Wolfforth's newest community is the ideal spot to live.



Model Home: 7603 54th St, Lubbock, TX 79407
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CORRECTION: In last month's July 2022 issue, we omitted the story byline for Andi Dunlap's story on page 10. The byline should have read "Story by Carissa Reddick." Our sincere apologies to Carissa, one of our valued writers.



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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▶▶ top producer/cover story

KELLER WILLIAMS REALTY

Story by **Caroline Kelsick** • Photography by **Steven Gutierrez**

“Real estate decisions are usually centered around big life changes,” Doug Duncan shared. “I really enjoy being a part of an individual or family transitioning into new life stages.” This leading and supportive REALTOR® role is what Doug finds most fulfilling about his work.



Doug began his career in real estate in 2005 and is now a part of the Duncan Realty Group at Keller Williams. Before his job in real estate, Doug worked as a marketing manager at Tapatio Springs Resort — a Hill Country Golf Resort and Real Estate Development community in Boerne, Texas. There, he witnessed the resort owners and residents building their wealth through buying and selling real estate. “I greatly respected these people,” Doug said. “A few local agents really influenced me to sell real estate full-time.”

What else influenced Doug to become an agent? REALTORS® were making more in one commission check than his entire annual salary, so transitioning into selling was an obvious choice. He still appreciates how real estate helps him accomplish his financial goals and gives him freedom to manage his businesses.

Doug has been fortunate to work in both sales and leadership roles in his career.

As a leader, he values developing the careers of his own agents. “We have a broad spectrum of young, single agents and some who are married with kids in school,” Doug said. “Watching my agents accomplish their goals is very important to me.” Doug has coached some of the best agents in the

“

“OUR AGENTS ARE CONSIDERATE, COMPASSIONATE AND EASY TO WORK WITH... WE HAVE IT REALLY GOOD IN THE HUB CITY.



business and has experience selling almost every type of real estate. He practices a learning-based approach, and with time, he has recognized that the majority of real estate deals are very similar. “I have built a system of service that allows me to reduce errors in the transaction process and increase the positive customer experience,” he shared. “It’s taken

many years of maturing and growing in this business to know how to treat other agents, clients and vendors and to also know when to stand firm on my values and protect the interests of clients and my team.”

Doug’s advice to new agents is to be valuable. “Real estate is a contact sport,” he said. “You’ll only be able to serve a lot of clients



The team in Charleston, SC, for training

if you make contact with people every day and they see you as valuable. Build a database of people. Call them, pray for them, send them gifts, learn their names and give to your community.” He also recommends reading *The Millionaire Real Estate Agent* to learn how to create a real estate business. Staying accountable, productive and people oriented are other habits that Doug suggests for new agents.

Doug is married to his college sweetheart, Rebecca, and they share two daughters named Dakota (14) and Kendall (11). The family dog is named Sam. “We love to worship and pray together, play board games, travel and play basketball, softball, volleyball and fetch,” he shared. Individually, Doug likes to work out, cycle, read, fish and hunt. He also leads a Bible Study and spends a lot of time at Redeemer Church. Doug is most grateful for Jesus Christ and wants others to remember him for being

called out of darkness into God’s Marvelous Light. As for the future, he has many wishes. “I want to be a great dad, husband and friend,” he shared. “I’d like to grow my real estate team and our newest company, CreditCoaching.net, and become a better leader all around. I’d also like to enter my first cycling race this year, reduce the acorns falling from my trees and memorize all of Romans 8!”

Doug’s career as a whole has been very successful, and he loves selling real estate in Lubbock, Texas. Doug views the Lubbock community of agents fondly. “I’ve experienced real estate in multiple markets, and Lubbock is very special,” he shared. “Our agents are considerate, compassionate and easy to work with on average. We have it really good in The Hub City.”

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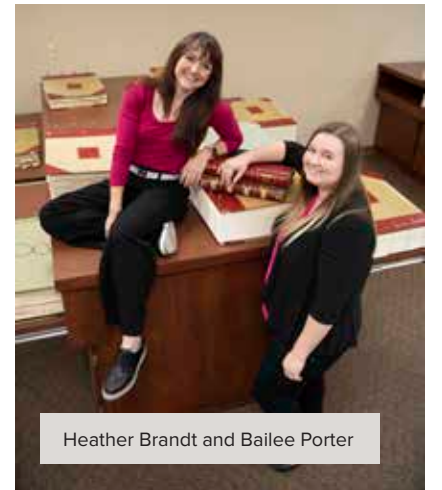
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Bob and Rosamond Brandt, Western Title Company owners

WESTERN TITLE C · O · M · P · A · N · Y

Western Title Company was founded by the Brandt family in 1963 and employs 21 Lubbock local individuals. Alan Brandt (escrow officer) and Heather Brandt (escrow assistant and business development) are part of an escrow team of eight knowledgeable professionals comprising more than 160 years of knowledge and experience among them. Heather has been with Western Title Company since 2018 and is honored to be part of the growth through innovation while keeping the best interest of the client first in various ways, including the amazing Remote Online Closing platform, which has allowed Western Title Company to help clients in China, Mexico and New Zealand. “We aim to be remembered as a company that does things correctly and protects our clients first and foremost, no matter the amount of the transaction,” Heather said.

To achieve the international recognition it has received, Western Title Company had to make a big, influential change using the digital closing process. Across the country, underwriters, title companies and many in other industries are working to digitize their workflow, and there are a lot of variables, from getting documents from past transactions uploaded properly to being up to date on the rules and regulations that must be amended and voted on to providing training on the best practices to ensure smooth transactions. The digital process makes the hours put in worth it and has opened the door for more updates that benefit the clients.



Heather Brandt and Bailee Porter

Going to the Soil

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Pictured from left to right: Alan Brandt, Holly Hamill, Chris Krepps and Bob Brandt





Alan and Heather Brandt

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More than anything, Heather and the team enjoy seeing their clients' smiles on the day of closing. "Whether it be their first property or their 15th, there is a sense of accomplishment, and we enjoy being part of that," she said. "At Western Title, we know and respect the amount of work that goes into each transaction behind the scenes, and our greatest joy is being able to play a big part in a big moment for everyone."

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Our new website has an entire page dedicated to all the member benefits you can take advantage of. Visit <https://lubbock-realtors.com/member-benefits/> to see what you’ve been missing out on. Here are a few of the member benefits I utilize often:

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NAR

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▶▶ letter from the president

By Rich Eberhardt, Lubbock Association of REALTORS®



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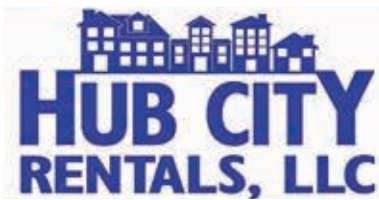
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▶▶ featured REALTOR®

SHARLA WELLS

Story by Carissa Reddick • Photography by Alicea Jare Photography

*I can't start all over now. My time has passed.
What if I'm not good enough?*

If you tend to let limiting beliefs stop you from pressing forward, you've probably never met Sharla Wells. Seven years ago, Sharla began working as a licensed REALTOR®. She was in her late 60s when she decided to embark on her new journey. She had been a teacher, a social worker and a school counselor. She and Jim, her husband of 55 years, had even owned a pharmacy in Post. They ran the pharmacy for 30 years before they

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Sharla with her husband, Jim

sold and moved to Lubbock. One day, she looked up, and her quintuplet grandsons were all getting their driver's licenses and no longer needed Granna to pick them up from school. Though disappointed, Sharla was no stranger to change. With support from Jim and a simple "You would be really good at that" from a friend, Sharla decided to find out what real estate was all about.

...



“
**MY LIFE GOAL HAS
 BEEN TO HELP PEOPLE
 IMPROVE THEIR
 QUALITY OF LIFE.**
 ”

Of course, she did have her doubts. “When I researched the education needed, I wondered if my brain would wake up and get the job done,” she confessed. She describes her new-agent phase as a puzzling experience, like “looking into a big hole” uncertain of where to start. Though she experienced some apprehension, she was not deterred. Instead, she let the spirit of God encourage her. Throughout her life, Sharla’s faith has been a guiding light, offering her direction and purpose. She felt God’s familiar presence while she studied for her real estate exam. The more she learned, the more her confidence grew. In just four short months, she was licensed and ready to walk her new, exciting path.

Switching from retired guidance counselor to real estate agent may seem like a stretch. We’re tempted to wonder, where’s the connection? The now 74-year-old mother of two and grandmother of nine brings her education, wisdom and love for others as transferable skills to the industry. “My life goal has been to help people improve their quality of life,” she shares. In each phase of Sharla’s dynamic life, she has guided and supported others. She’s directed them to valuable resources, empowering them to make positive life changes. As a teacher, she volunteered with the YES (Youth Exchanging With Seniors) program. Because of the transformative impact that the YES program had on the teens and seniors alike, the



Sharla with her quintuplet grandsons

program won a Points of Light Award from President George H. W. Bush. Standing under the wing of Air Force One, President Bush asked Sharla and a few of her students if they would like to tour his airplane. What a magical moment for them all! Today, Sharla still feels the magic when one of her clients finds the perfect house. Their reactions range from jumping up and down or laughing out loud to the occasional scream!

Thankfully, as a REALTOR®, Sharla has gained the financial freedom to explore her passions and hobbies more deeply. When she’s not with her clients, she enjoys taking trips with her family, catching up on the exciting lives of her children and grandchildren, golfing or trying out a new restaurant with Jim. She loves to play bridge, and she may or may not have confessed to a Candy Crush addiction. The point is that becoming a REALTOR® has made Sharla and Jim’s financial goals attainable and more frequent travel feasible, and it affords them even more opportunities to spend quality time with the people they love the most. Sharla’s journey is a powerful lesson. Perhaps we’re all limitless.



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Cory Flores, Business Development & Marketing Manager



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CanTex

ROOFING AND CONSTRUCTION

» sponsor spotlight

Story by **Caroline Kelsick**
Photos by **Alicea Jare Photography**

Integrity, loyalty, excellence, servant leadership, dependability, passion, teamwork, and communication are the core company values at CanTex Roofing and Construction. CanTex is a full-service construction company specializing in residential and commercial construction, as well as window and glass services. They offer services in residential and commercial roofing, exterior home renovations, and glass and mirror work. Cory Flores — CanTex’s Business Development and Marketing Manager — describes the CanTex team as conscientious and customer oriented. “Employees at CanTex are empowered to make decisions in the best interest of the customer,” Cory shared. “This ultimately benefits the company’s goal of establishing long-term relationships with each customer we meet.”

Cory joined the CanTex team recently and is working toward completing his first year with the company. He was born and raised in Amarillo, but his family moved to Lubbock when he was 10 years old, and he has been here ever since. He has been married for 29 years this coming November and shares two adult daughters with his wife. In his free time, he enjoys playing golf, spending time outdoors, and hanging out with his friends and family. “I am most grateful for my wife and daughters,” he shared. “Nothing I could ever do professionally could equal my gratitude for the unconditional love and support of my family.”

After leaving Texas Tech, Cory entered the banking and finance industry, but things changed after the 2008 financial crisis. “Banking changed, and I was no longer passionate about what I was doing,” he shared. “In 2013, I took a leap of faith and made a career change into the roofing and construction industry.” At his previous occupation, he started as a project manager, then worked his way into management and eventually became the president of the roofing division. “I recently joined the CanTex team as the Business Development and Marketing Manager,” he shared. “This position has allowed me to utilize my experience and relationship skills to create affiliations with other individuals, companies, and organizations that have the same values as CanTex.”

When CanTex is called to provide services, they provide top-notch professionalism and honest assessment. Even if they don’t have an opportunity to earn business from those assessments, CanTex assures customers that they will provide the best.

...

In recent years, a significant change that Cory has noticed in his professional field is a lack of knowledge and professionalism displayed by some companies and contractors. "Homeowners and business owners expect and deserve experience and knowledge from the contractor or company they have called on," Cory shared. "Too many companies or contractors are only interested in the profit of a job, rather than taking care of their customers, regardless of the price to resolve the issue."

The CanTex team wants REALTORS® to know that they can depend on CanTex to provide professionalism and speedy response time throughout all service interactions. "A free service that we can provide for REALTORS® is the ability to provide thorough roof assessments with a professional roof assessment report before a sale," Cory said. "This roof

NOTHING I COULD EVER DO PROFESSIONALLY COULD EQUAL MY GRATITUDE FOR THE UNCONDITIONAL LOVE AND SUPPORT OF MY FAMILY.

assessment report can be emailed to the REALTOR®, buyer, and seller within minutes of the assessment."

Through every facet of their service, CanTex aims to upload their core values and ensure customers are left knowing CanTex is reliable, service oriented, and honest.

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MANDRY COX



ALL
REAL ESTATE

Photography by Alicea Jare Photography

WHEN DID YOU START YOUR CAREER IN REAL ESTATE?

I started REALTOR® work the summer of 2021.

WHAT DID YOU DO BEFORE YOU BECAME A REALTOR®?

I attended and am currently attending Texas Tech University. I am a full-time student, full-time REALTOR® and entrepreneur. I am an active member of Phi Delta Theta and serve on the executive board as Social Chairman.

WHAT LIFE EVENTS LED YOU TO BECOME A REAL ESTATE AGENT?

All of my classes were online during COVID-19. I got restless and wanted to do something that would further my career. I wanted to get away from a computer screen and start focusing on my future in real estate and much more.

WHAT DO YOU FIND MOST FULFILLING ABOUT YOUR WORK?

When I see my clients' happiness after moving into their new homes. I find that the most fulfilling part of my job. It keeps me going for sure!

...



...

HOW DOES REAL ESTATE FIT INTO YOUR DREAMS AND GOALS?

Since beginning my real estate career, I also have started a construction company. Helping investors flip and sell their properties is another side of real estate that I am enjoying.

WHAT SETS YOU APART FROM OTHER REALTORS®?

I am driven and willing to make sacrifices for my clients. I have something to prove and a brand to build. My desire is to help people and do my job with excellence.

GIVEN YOUR STATUS AND EXPERTISE, WHAT WOULD BE SOME ADVICE YOU WOULD GIVE TO A NEW AGENT?

Stay in the eye of the storm, and don't let people discourage you from the great things that this profession brings you.

TELL US ABOUT YOUR FAMILY AND WHAT YOU ALL ENJOY DOING TOGETHER.

Both my parents are in the sales profession. My dad, Jim Cox, owns a medical device distribution company. My mom, Amy Cox, is founder and co-owner of ALL Real Estate. My sister, Matti Noakes, is also a REALTOR®. We love grilling out, traveling and talking about and sharing life together!

WHEN YOU AREN'T WORKING, WHAT'S YOUR FAVORITE WAY TO SPEND TIME?

I love spending time with my friends, golfing, cooking and guitar. With this profession, I'm always working. When you enjoy your work, it is a great way to spend your time!

HOW WOULD YOU DEFINE SUCCESS?

Doing what you love and benefitting others' lives in the process.

FUN FACT:

I'VE NEVER HAD RANCH DRESSING AND DON'T PLAN ON IT. BUT I'LL SELL YOU A RANCH!

WHAT DO YOU WANT TO BE REMEMBERED FOR?

My impact on the community.

WHAT ARE YOU MOST GRATEFUL FOR?

The people I spend every day with.

WHAT IS SOMETHING THAT NOT MANY PEOPLE WOULD KNOW ABOUT YOU?

When you work with me, you get the "GRANDMA WARRANTY"! My grandmother prays over every project and transaction I do! It doesn't get much better than that!

WHAT DOES THE FUTURE HOLD FOR YOU, PERSONALLY AND PROFESSIONALLY?

I plan on becoming a commercial/residential developer while growing my construction company and helping my family's real estate brokerage excel.



Mandry Cox, REALTOR®
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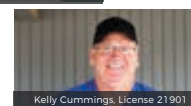
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KILEY KELLEY



**WRIGHT
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▶▶ spotlight REALTOR®

Story by **Carissa Reddick** • Photography by **Alicea Jare Photography** • Clothing provided by **J Hoffman's**

"We are in charge of our own success. You can't rely on anyone else. If you want it, make it happen!" Kiley Kelley of Wright Realty and Design offers sage advice from her experience. Through faith in God and belief in herself, Kiley shifted into a full-time, successful REALTOR® after five years in the medical industry. Today, she is thriving in a fulfilling career in which she guides home-owning hopefuls through one of the most critical investments of their lives. Her new career affords her the flexibility to be the best mama to her two precious children and the best wife to her loving husband that she can be. Being blessed to live this beautiful life fills her with gratitude.

Before becoming a REALTOR®, Kiley served her community as a radiology technologist, lending her skills in the operating room and the trauma emergency room. As much as she enjoyed working in the medical field, her passion for helping others "find their joy" called her to pursue real estate full-time. She even had prior experience with the real estate industry. While she was in college, she was the assistant for Don and Ruth Enger at Coldwell Banker. Her experience working for them was a major source of inspiration. Truthfully, she loved it! She watched with admiration as the duo helped so many families find their dream homes. Kiley longed to do the same.

Kiley's personal joy undoubtedly comes from her beautiful family. In 2016, right before she decided to return to real estate, Kiley and her husband, Matthew, were expecting their first baby, Kate. Matthew works as a line-man for SPEC but enjoys fixing up old diesel trucks in his spare time. He's a deal magnet! Kate is a lover of horses and their fantastic relatives, unicorns. She's now well on her way to becoming the finest 5-year-old English rider

“
**I LIVE BY THIS GOLDEN
RULE IN MY PERSONAL
LIFE AS WELL AS MY
PROFESSIONAL LIFE.**
”





in the state. She and her new pony, Pistol, make a great team. Her busy baby brother, Brexton, on the other hand, is a *Paw Patrol* and dinosaur enthusiast. He's a sweet 2-year-old who never fails to let his mama know when she looks "sooo purty." Coming home to this lively crew motivates Kiley to show up every day for her clients, determined to provide quality service.

Kiley focuses on instilling confidence in those who trust her to help them make the best decisions for their families. She's willing to do whatever it takes to reach that goal. If that means working with other agents to get the deal closed, she won't hesitate to do so if it is in the best

interest of her client. "I truly believe that we should all treat each other the way we want to be treated ourselves," she shares. "I live by this GOLDEN rule in my personal life as well as my professional life." Building trust with her clients is crucial, which she does by being consistent in everything she does. She believes that it is vital that agents scale their business to meet their specific needs, not anyone else's. It doesn't serve anyone to make commitments you can't keep.

Kiley loves the life God has provided. Every day, He shows her what she can accomplish so long as she trusts in His Word. On any given day, you can find the Kelley family celebrating life



**I TRULY BELIEVE
THAT WE SHOULD ALL
TREAT EACH OTHER THE
WAY WE WANT TO BE
TREATED OURSELVES.**



with friends and family, enjoying cookouts and pool parties. Soon, they will be returning to Kiley's hometown of Ropesville, where she and Matthew plan to continue building long-lasting memories of laughter and love with

their children in their new home. One constant in Kiley's life has been her unconditional love for others. As a radiology technologist, she helped people survive. As a REALTOR®, she gets to help them thrive!

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REALTOR®**
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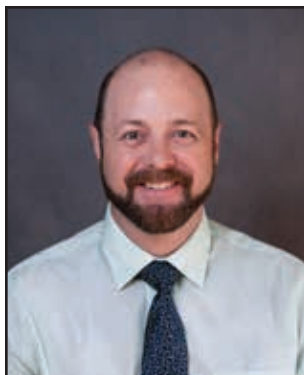


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FAQ

ABOUT THIS MAGAZINE



Welcome to *Lubbock Real Producers!* Some of you may be wondering what this publication is all about, which is why we

have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

with the subject line “Nomination: (Name of Nominee)” and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer and photographer.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing,** my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in Lubbock. We pulled the Lubbock MLS numbers (by volume) from January 1, 2021, through December 31, 2021. We cut the list off at #300, and the distribution was born.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners, or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: You email us at kathy.pettit@realproducersmag.com

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to kathy.pettit@realproducersmag.com.

RP PARTY ON THE PATIO

Sponsored by PrimeWest Mortgage

▶ event recap

Photography by **Alicia Mullins** and **Brittany Bruening**
 Venue: Miguel's Mexican Restaurant

The Real Producers Party on the Patio was held on June 14, and almost 200 of Lubbock's top REALTORS® and RP ad partners gathered on Miguel's Mexican Restaurant's patio to celebrate and have some fun.

PrimeWest Mortgage was the sponsor of the successful event and also provided door prizes.

We continue to be overwhelmed with the support from the real estate community.

We are looking forward to our next event in September!





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