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TABLE OF CONTENTS



12
Top Producer:
Dianna Romans



18
Sponsor Spotlight:
Restore Hyper Wellness



22
Featured REALTOR®:
Jaidyn Stagner



32
Event Recap: Fall 50th Issue Celebration



42
Rising Star:
Lesli Spears



48
Spotlight REALTOR®:
Patty Fairchild



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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Dianna Romans Real Estate Group

Real estate is in Dianna Romans' blood. She was bitten by the bug as early as she can remember, and as a little girl, she loved to look at houses with her mom. "She had a passion for staging every home we lived in growing up," Dianna recalls. "She loved assisting her friends with wallpaper and drapery selections in their homes, making drapery and staging homes for years, and, once, I even watched her build a closet in a sunroom!" Dianna fondly remembers her mother stamping her approval on every house she purchased and is grateful for her tutelage in helping her realize huge gains on every transaction. She says, "I knew someday I would sell real estate and my son, Brandon, said, 'Mom, go get your real estate license; you have always said that was your dream career!'"

Dianna turned that experience into her professional passion. "It's so rewarding to do everything possible to make sure clients gain every nickel from the sale whether bringing in painters, staging, organizing, cleaning or landscaping," she explains. "We have a team of the best in the business who make our properties best-in-show and virtually capture the perfect buyers." She makes sure her buyers purchase property at the right price and advises them to maintain and take care of it, assuring them that if they do so, they will definitely have a return on their investment in a short period of time. Helping her clients find success has benefited her as well, allowing her the time and means to dedicate her spare time to her family.

...



▶▶ top producer/cover story

Story by **Danielle Kidwell**
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DIANNA Romans



Photo by Rolls of Fun, Pamra Culp

“
Success is
whatever
your
passion is
and going
for it; the
money will
come if
you love
what you
do and
give it
your all.
”

...

Dianna is grateful for the industry that has been life changing, allowing her to grow a substantial business and the freedom to travel to see her four grandchildren. She is proud of her son, Colonel Brandon Heath Sokora; her beautiful daughter-in-law, Lindsay Summit Sokora; and their “A Team,” Ava, Aliya, Alex and Austin. Jeffrey Cole Romans is her youngest son and is an avid NFL and Dallas Cowboys fan who works for United Supermarkets. “I thank God every day for the gift of my two sons, who both started out with serious health problems,” Dianna says softly. “God’s grace restored their health and blessed me beyond measure, truly a greater purpose than I could ever imagine.” She continues that having the privilege to watch them become the happy, healthy and thriving men they are today has been the biggest blessing she has ever known. Dianna is quick to credit her loving husband of almost 20 years, Jason Goelzer. “We have been best friends since January 1998, and he is the wind beneath my wings who makes sure to find humor in everything all the time,” she says lovingly. “I am so blessed to have someone who loves us unconditionally and truly contributes to our family and my career anytime.”

And Dianna’s career is truly something to be proud of. She worked at Southwestern Public Service in human

resources and the Public Safety Department for several years before embarking on a successful sales career in telecommunications, having been honored to be a major accounts and executive sales professional with entities such as Southwestern Bell, City of Lubbock, Cox Communications and AMA TechTel. In 2007, she took a step closer to her real estate dream, starting a job as a mortgage originator with PlainsCapital Prime Lending, and in 2009, she made her dream a reality by getting her real estate license. Successful in her own right, Dianna, a certified luxury home marketing specialist, is quick to give credit to her team, saying, “Without them, I would never be where I am today!”

Her team consists of her “powerhouse agents,” Cherie Hebisen, Carla Holt, Chasity Clark and Denisha Schmucker. The administrative support comes from Freida Henderson (Executive Administrator and Listing Coordinator), Halle Kellar (Team Concierge), Kathryn Collieran (Director of Operations) and Macie Darrigan (Social Media Advertising and Marketing).

Dianna says, “Success is whatever your passion is and going for it; the money will come if you love what you do and give it your all.”

Dianna Romans, REALTOR®

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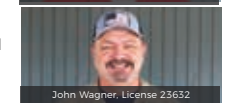
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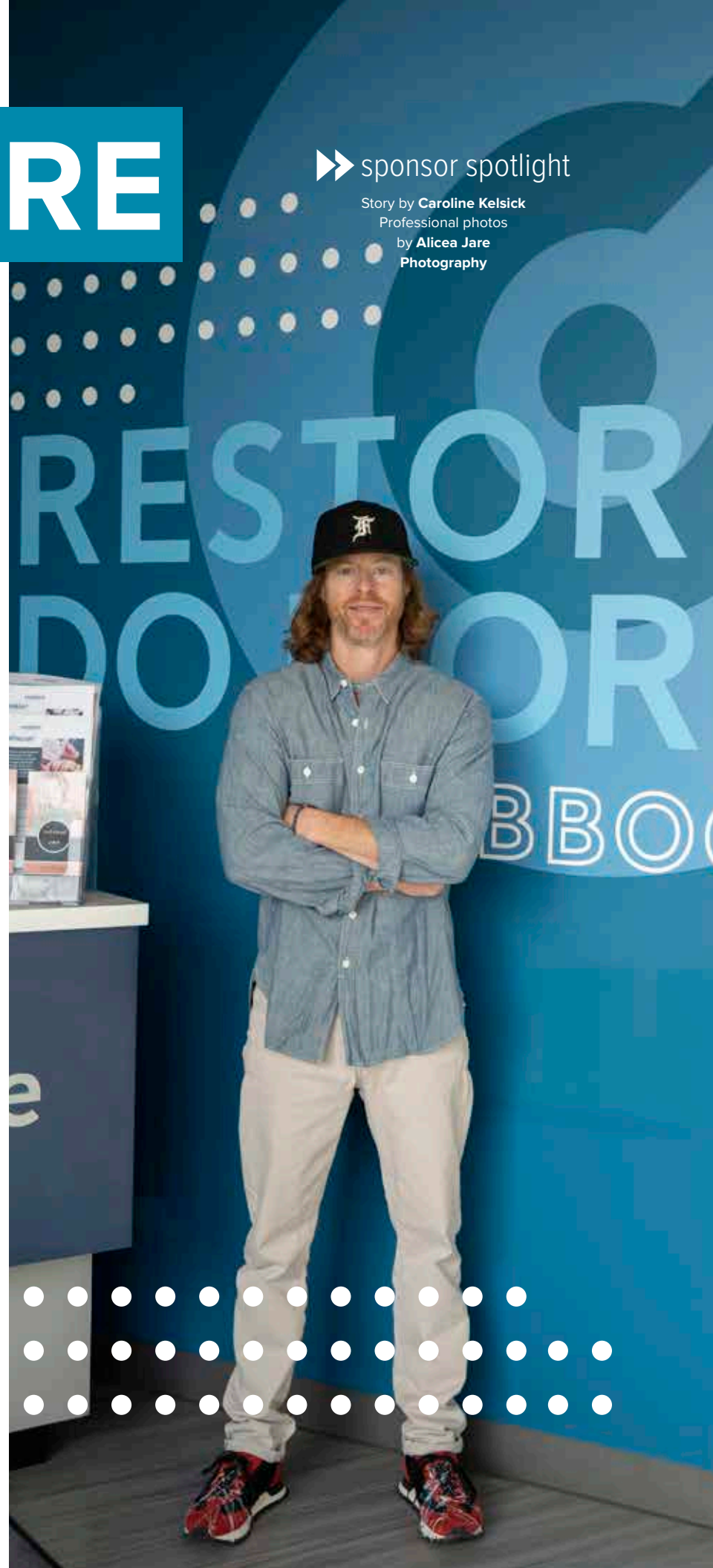
Restore Hyper Wellness and Cryotherapy is the leading retail provider of alternative health and wellness modalities in Lubbock. The team at Restore strives to make Hyper Wellness widely accessible and affordable so they can restore lives and enable customers to do more of what they love to do. Established in 2019, Restore services tackle multiple areas of health and wellness and are divided into three general groups: core recovery services, medical services, and esthetic services.

Core Recovery Services include cryotherapy, infrared sauna, compression therapy, and photobiomodulation red light. Medical services include intramuscular shots, NAD+ therapy, mild hyperbaric chamber, BioMarker assessments, and IV therapy tailored to each customer's needs. Restore's esthetic services comprise facials, CryoSlimming, and CryoToning to help customers feel and look their best. "Whatever our customers need for their health and wellness journey, Restore is here to make it all possible," said general manager Steven Day.

The Lubbock Restore team includes owner Laura Smith, general manager Steven Day, assistant general manager Jayme Whitley, lead nurse Cynthia Meadows, and lead esthetician Misty Quintanilla. "Our passion for improving the lives of people everywhere is what sets us apart," Steven said. "We created a completely new category of care — groundbreaking science meets expert guidance to help you proactively optimize body and mind no matter where you are on your journey." Restore continuously improves through the release of new science and technology, greater accessibility to alternative health and wellness services, and increased affordability of their offerings. The team at Lubbock Restore finds fulfillment in helping people get back to doing what they love. The therapeutic benefits of their services allow clients to

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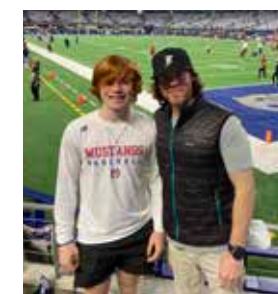
Story by **Caroline Kelsick**
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feel and look their best daily. "My owner and team are, hands down, what make Lubbock Restore one of the best studios in the country," Steven shared. "At the end of the day, the most fulfilling aspect of our work is getting to interact with our clients from Lubbock and the surrounding West Texas communities."

Steven's background is in business management and development. He spent over 20 years living in the Dallas area and working for a range of private companies, including the oil and gas industry, public procurement, and proprietary software. He eventually found Restore in Lubbock and quickly knew he was in the right place. "Every day is different, and I am excited to see what the next modality will bring to this community," he shared.

Steven has two sons living in Dallas — one in fifth grade



Steven with son Harrison (15)



Steven with son Walker (11)

and the other a sophomore in high school. His family loves Dallas Mavericks games and traveling at a moment's notice. When he is not working, Steven loves visiting the First Friday Art Tail and supporting Texas Tech Athletics. Daily, Steven correlates success to a happy, healthy family that is chasing their individual dreams. In his work, he defines success as the ability to create an environment for others to be successful. He hopes to add value and improvement to the lives of others around him, inside and outside of work at Restore. "Restore loves our REALTOR® community," Steven said. "We want to continue supporting them on being top producers and living the hyper wellness lifestyle."

Steven Day, General Manager
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Progressive Properties

With high-impact, punchy videos highlighting homes, local businesses and continuing education for REALTORS®, Jaidyn Stagner has carved out a place for himself and his legacy in the local market. He finds the key to success in helping others succeed, and whether he is pouring into a client, another agent, an industry partner or a local business, he wants to see everyone grow and prosper.

CLIENTS

“I realize how fortunate I am to have found my passion so early in my professional career,” Jaidyn says. “As agents, we play a vital role in helping people turn a chapter in their life’s memory book.” While he admits that selling commercial and investment properties is fun, Jaidyn truly loves the moment during a showing when the family realizes “this is the one.”

OTHER AGENTS

“I have discovered a fulfillment in teaching new agents our brand of real estate and helping them launch their real estate careers,” Jaidyn explains. “Not being all that far removed from my first day as a REALTOR®, I can easily relate to where they are and point them in the right direction.”

INDUSTRY PARTNERS

Jaidyn learned very quickly that one of the most important aspects of the industry is communication. “This business is unlike any other,” he says.

“You need to be methodical in communicating with the agent on the other side of the transaction, the party you’re representing, the title company, the lender and more.” Jaidyn also explains the importance of “your goals and aspirations being in alignment with your brokerage partner!”

LOCAL BUSINESSES

Jaidyn believes in spreading the love and supporting local businesses. He often posts fun videos of his visits to local restaurants and other establishments. He says, “I want to be remembered for my passion for helping others, and I don’t want to get to the top alone; I want to take as many people as I possibly can with me!”

Having gotten his start in March of 2021, Jaidyn had to navigate the market at the height of the pandemic, but he didn’t let that hold him back. He reached out to Denita Garrett, who helped him buy his first home, and she introduced him to Brandon Tyler of Progressive Properties; after that introduction, the rest was history. He put his head down and vowed to outwork everyone around him, reminding himself that there is no substitute for hard work and no shortcuts.

He doesn’t take the credit himself but thanks two significant influencers in his life. “I am most grateful for my Lord and Savior, Jesus Christ; nothing I have accomplished is my doing,” Jaidyn says

...

▶▶ featured realtor®

Story by **Danielle Kidwell**
Photos by **Alicea Jare Photography**
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...

humbly. "He has blessed my path and been intentional with everything that has come about in my life." He continues, "There is something about that grace He offers, and I walk on favored ground every single day because of Him."

The other recipient of his eternal gratitude is Brandon Tyler. "I am very honored to be featured in this magazine, but none of what I have accomplished would be possible without Brandon Tyler," Jaidyn says. "This man wakes up every morning with a passion for helping as many people as possible, and it wasn't unusual for me to be sitting in his office bugging him about real estate before I even had my license." He goes on to say that Mr. Tyler taught him everything he knows about real estate and problem solving.

Jaidyn defines success as freedom and fulfillment, and real estate isn't the only place he's found that. He is humbled and proud to announce his recent engagement to the love of his life, Savannah. The couple loves to hang out with their two Goldendoodles, watching documentaries and eating as much ice cream as possible. Jaidyn is excited about what the future holds and

anticipates a fruitful marriage with Savannah, who is already the rock while he balances the hours, phone calls and stressful days that building a business requires. He says, "I know as my professional and personal life develops, she will continue to play a vital role in my success."

Jaidyn Stagner, REALTOR®
Progressive Properties
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“

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Photo by Julie Wilhite Photography



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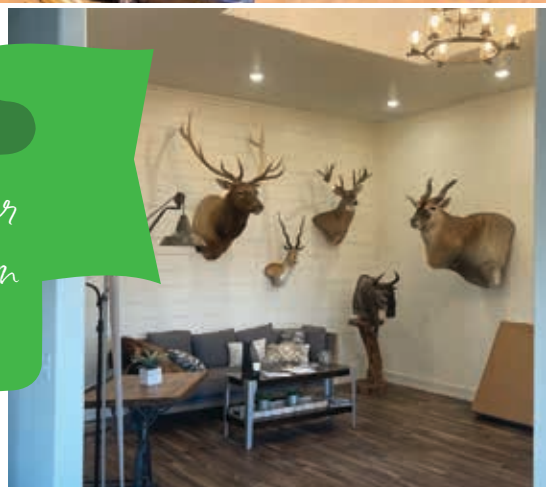
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TEXAS REALTORS®

letter from the president

By Rich Eberhardt, Lubbock Association of REALTORS®



It's hard to believe that my year as president of the Lubbock Association of REALTORS® (LAR) is over. This year has been great, and I feel very privileged to serve our association as president during 2022.

This year, our association has continued to grow, and we've had a few important accomplishments. Listing Data Checker was approved by the Board of Directors to be implemented in our MLS. This will greatly improve the quality of our data, and we should see it early in 2023. The board also approved a new member benefit, ForeWARN, which is designed to increase REALTOR® safety. We are also working on developing an investment policy that will give us guidelines for how to invest the association's cash reserves. It will be like a blueprint for future leaders to keep our association in the best possible financial situation.

We hit a record with our TREPAC investments this year, which totaled more than \$185,000. It's the highest number of

investments in LAR history. I want to thank everyone who invested in TREPAC this year and hope you will continue to see its value.

I feel like we started to get back to life as we knew it before COVID-19. We have been able to travel to Texas REALTOR® and NAR events this year, which has been great. It's always great to be able to meet up with REALTORS® at these events. I always learn a lot. I enjoyed going to the NAR Legislative Meetings in Washington, D.C., in May. We had the chance to meet with Congressman Arrington's staff to discuss some of the issues West Texas is facing.

This year has helped me prepare to be the Region 1 TREPAC Trustee, which is also something I'm looking forward to next year. It's been a great honor for me to serve our members over the last few years. While serving in leadership at LAR, I've had the opportunity to meet many people from all over Texas. Being involved this year in the candidate interviews was also a highlight. We need public officials who are champions of private property rights.

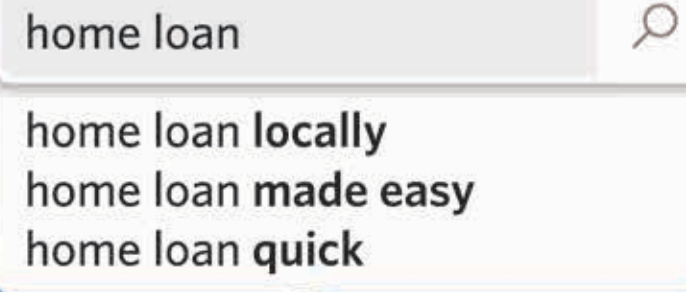
We avoided any major crises this year, for which I'm grateful. I want to thank the LAR staff for making my life a little easier. One thing that gives me immense comfort is knowing the association is in great hands with 2023 President Donna Sue Clements. I am completely confident in her leadership and know the transition will be smooth and easy.

Serving in the LAR leadership has been a wonderful experience. I encourage any association members who are thinking about getting into leadership to start the process now. Start by serving on a committee and then work your way up to the board. We are always looking for the next set of leaders. Part of our jobs as leaders is to find a replacement who is competent to take your place. If you have questions about serving at LAR and beyond, just ask. We're always happy to help our future LAR leaders.

Thank you for your support this year. I wouldn't have had such a successful year if not for our great LAR members. And thank you to everyone at *Real Producers* for allowing me the opportunity to share my thoughts each month.



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▶ event recap
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fall

50TH ISSUE CELEBRATION

Our **Fall 50th Issue Celebration** on Abuelo's patio was a hit! The weather was perfect, and the food and drinks were just right. As the photos show, a good time was had by all.

This event would not be possible without our sponsors and hosts. A huge thank you goes

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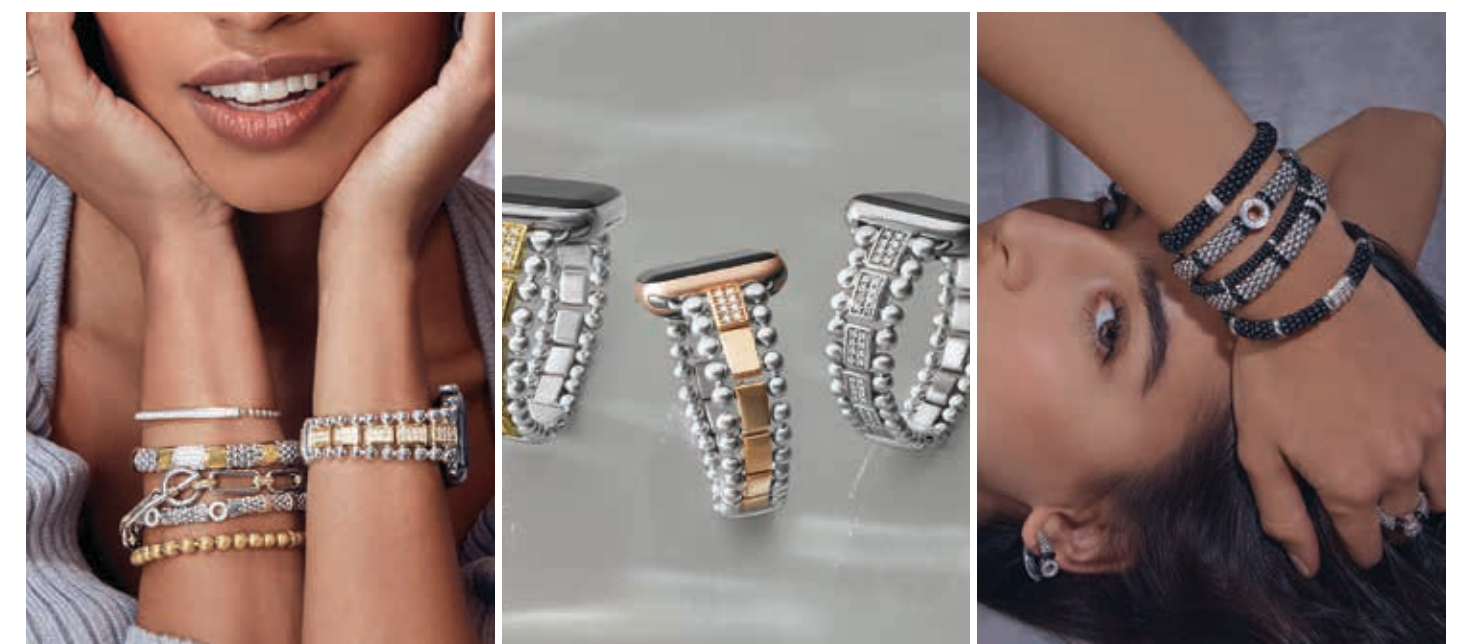
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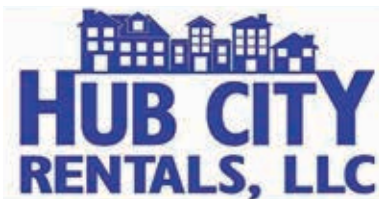
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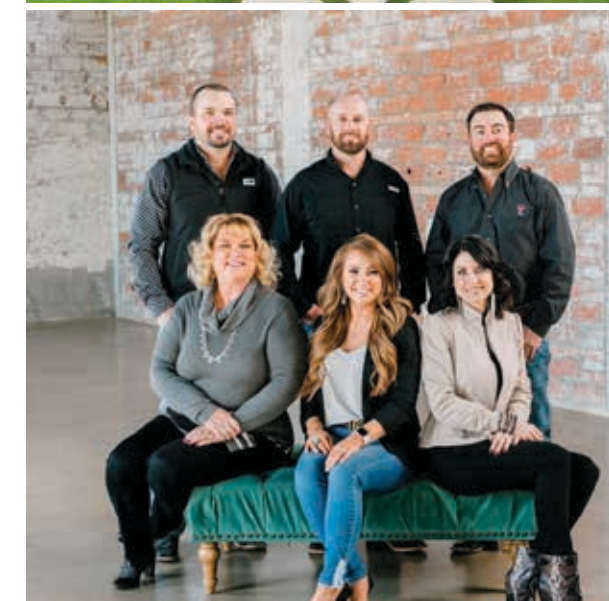


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Submitted by REALTOR® Lesli Spears
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When did you start your real estate career?

I earned my real estate license in October 2015 and began my real estate career as a part-time agent while I was teaching at Lubbock-Cooper.

What did you do before becoming a REALTOR®?

I graduated from Texas Tech University and immediately began my teaching career in Levelland in 1996. I was a seventh and eighth-grade math teacher before my husband's coaching job took us to Kerrville, Texas, where I taught high school algebra and geometry. We moved to Lubbock in 2003, and I taught pre-K and math at Lubbock-Cooper until 2019, when I decided to pursue a full-time career in real estate.

What led you to become a real estate agent?

I have always been intrigued by the real estate industry. One of my former coworkers, Marla Cook at Exit Realty, left teaching to pursue a career in real estate. She loved it, and I credit her for planting the seed that led to my decision to get my license many years later. In 2014, my daughter was diagnosed with chronic regional pain syndrome (CRPS). I was teaching at the time, and I wanted to supplement our family income to help her as much as I could. College was also in the near future for both of our kids, so getting my real estate license made financial sense. The extra income was a huge blessing as we frequently traveled to Rhode Island and Florida to get her treatments. I never dreamed that I would love real estate as much as I did, and I quit teaching to pursue a full-time career in it.

What do you find most fulfilling about your work?

I love helping people fulfill the dream of owning a home. Standing alongside them and guiding them through the process and helping families sell a house during different life stages is so rewarding. REALTORS® do so much more than just sell houses. We are counselors, advisors, helpers and friends.



How does real estate fit into your dreams and goals?

With a full-time real estate career, I have learned so much more about investing. We currently own one investment property that has been a great house for our college kids. I would love to be able to add to my investment portfolio and create additional income for retirement.

What sets you apart from other REALTORS®?

I am a full-service agent, and I take care of my clients from contract to close. I will personally answer texts, phone calls and emails. I make myself available to my clients as much as possible so that they feel comfortable approaching me with their needs and concerns at any time. My background as a teacher has given me a unique set of skills that

...

...

allow me to break down information, problem solve, educate my buyers and sellers, build relationships and communicate well with all of the parties involved. Although I try to stay in touch with past clients, closing day is always bittersweet for me because I get attached to the people I am helping.

What advice would you give a new agent?

My broker always tells us to be more than just a key to a door. Building relationships and earning trust from your clients is crucial. Know the market and show them your value through your knowledge of the whole process. Every transaction is different, and you can take away something from each one that will make you a better REALTOR®. Finally, learn from other REALTORS®. I have had the opportunity to learn and grow from successful agents in my office, and I have had the great privilege of collaborating with some of the best in the business outside of my office.

Tell us about your family.

I married my high school sweetheart, Britt, and we have two children who both graduated from Lubbock-Cooper High School. Kayli will be 24 in November, and she got married this year, so I now have a bonus son! She graduated from Texas Tech and is currently a graduate student. Kade will be 21 in November and attends Texas Tech. He is a student assistant for the Men's Basketball program with Coach Adams. Since they are no longer in our house, my husband and



“ Although I try to stay in touch with past clients, closing day is always bittersweet for me because I get attached to the people I am helping. ”

I treasure any time we get to spend with them. We usually try to catch up with them over dinner or by spending time at our house hanging out. We all enjoy sports, so a game might be on at the house on TV, or we will be at some sort of sporting event together.

When you aren't working, what's your favorite way to spend time?

I love to spend time with my family and friends. I am blessed to have a huge family, and we are very close. Anything that involves being with them makes my heart happy! I also

enjoy working out early in the morning before I start my day. It clears my mind and helps me focus on the tasks at hand.

How do you define success?

I define success by the legacy I leave behind — how I make people feel and how they think of me after I have interacted with them. Success is balancing all aspects of life and experiencing peace, knowing that I handled my day with integrity, hard work and the right priorities. I continually strive to be better at what I do every day and try to be a better person while learning.

What do you want to be remembered for?

I want to be remembered for showing the love of Jesus in everything that I do. I think smiling and being kind to everyone you meet is important because you never know what they might be going through. I want to be remembered for loving people and showing that love on a daily basis in my professional and personal life.

What are you most grateful for?

I am most grateful for my faith, family, friends and health. I'm also grateful for my clients, who have helped build my business and continue to support and encourage me.

What is something that not many people would know about you?

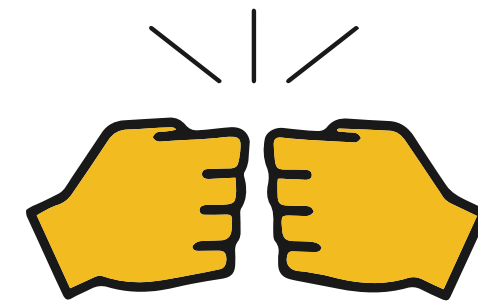
I have run several half marathons and 10 full marathons. I would still be running races today, but I had a hip injury in 2020 that ended my running career. Running has been my therapy since I was 12 years old, so not running has been a major life adjustment. I'm trying to focus on what I can do these days instead of what I can't do, which is not always easy, but I am learning other ways to exercise and find joy in it with gratitude.

What does the future hold for you personally and professionally?

Personally, I hope I have grandkids in the future! I would love nothing more than to watch both of my kids raise their own families. I would also love to continue to travel with my husband on our empty-nest adventures. Professionally, I hope I can continue to grow my business and sharpen my skills. I enjoy learning everything that I can about this profession, so I'm continually looking for classes or endorsements that help me hone my craft. I would love to be a part of this industry for many years to come. I currently serve on the LAR Board of Directors, and I would like to someday be involved at the state and national levels in some capacity.

Lesli Spears, REALTOR®

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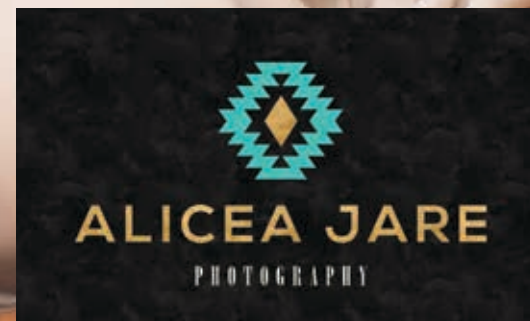
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Story by **Carissa Reddick**
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PATTY FAIRCHILD

WESTMARK COMPANIES

When through-and-through city girl Patty Fairchild met her future farmer husband, Jeff, more than 30 years ago, she could have never imagined the kind of blessed life they would lead together. Today, they enjoy an immediate family of 16, including four incredible children, three sons-in-love, one daughter-in-love and six wonderful grandkids.

Patty entered her marriage determined to learn “all the farming things.” Before you ask, mistakes were made. Once, she tore out a half mile of barbed wire fence with a plow before realizing she had gotten in the fence row. “I have enough material that I could write a coffee table book that would keep you rolling on the floor for hours,” she jokes. Ever persistent, Patty kept learning through trial and error. Now, she can plow, plant, run a combine and work cattle, along with myriad other skills she learned the hard way!

Several years later, Patty would call on her grit and determination to pull herself up by her bootstraps after she received distressing news regarding a comfortable career she had been building for years. Before becoming a REALTOR®, Patty was a national accounts manager selling software that enabled financial institutions to print debit cards in their branches. She sold her first systems in Lubbock. Her clientele included People’s Bank, Lubbock National Bank and First Bank & Trust. “I spent quite a bit of time in Lubbock doing business and enjoyed the things Lubbock had to offer,” she shares. Her career path shifted when her company was bought out by a very

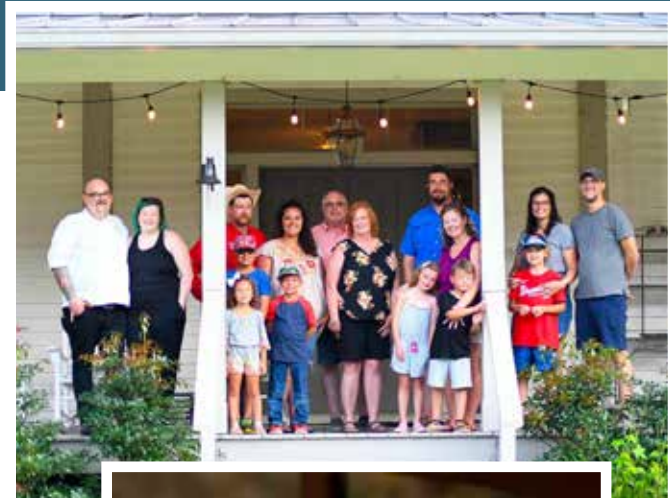


large northeastern company, and her position was dissolved. Her husband Jeff’s company was also going through changes. Jeff’s company merged with AgTexas in 2014, which is what brought the couple to Lubbock.

Seemingly, these events conspired to open the door for Patty to find a career path that would be her passion. She began in real estate in 2020, and it has been quite the ride. Not only is she able to meet new people and solve problems, skills that she had already developed from her past sales experience, but she is also privileged to witness the joy her clients feel once they realize their dreams are about to come true. “For me, success has little to do with money,” she says. “God has opened many doors for me in my life; some I willingly walked through — others God had kicked my tail through. If I have made someone

...





“
**IF I HAVE MADE SOMEONE
 HAPPY IN SOME LITTLE WAY,
 THAT IS A SUCCESSFUL DAY.
 PUT ENOUGH OF THOSE DAYS
 TOGETHER, AND YOU WILL HAVE
 A HAPPY AND SUCCESSFUL LIFE
 THAT PLEASURES GOD.**
 ”

...
 happy in some little way,
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 have a happy and success-
 ful life that pleases God.”
 Patty’s genuine desire to
 be a friend to all her cli-
 ents sets her apart from
 other REALTORS®.

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asking experienced colleagues who love what
 they do tons of questions. They have great
 advice and can relate to your struggles. We can
 glean from Patty’s story that growing in a new
 industry takes an enthusiastic learner, someone
 who isn’t afraid of new challenges. Be willing
 to make mistakes. If you accidentally rip up one
 fence, keep at it until you’re plowing with the
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