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- The average person spends 20 minutes on Facebook per visit
- 500,000 Facebook comments are posted every minute.

Source: Brand Wat, Hootsuite

BEST TIMES TO POST

- 86% of posts are published during the work week.
- Thursdays and Fridays have shown the highest engagement.
- 1 p.m. is shown to have the most shares.
- 3 p.m. is shown to have the most clicks.

Source: Adweek.com

USE IMAGES & VIDEOS!

- Images and videos are shown to have higher engagement and tend to get more likes and shares.

UTILIZE SOCIAL MEDIA MANAGEMENT TOOLS

With social media monitoring tools, you can keep track of online conversations and schedule posts throughout the week to lessen your workload.

- Hootsuite
- Sprout Social
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DOs AND DON'Ts

DO keep it professional! If you have a business Facebook page, be mindful of your posts. Adding photos and some personal tidbits helps humanize you, but avoid party photos and selfies!

DON'T neglect your social media pages. Try to invest 10 minutes per day to Facebook and post at least twice a day between 1 p.m. and 4 p.m.

DO respond to all feedback, even the negative. Try to respond within an hour and no later than 24 hours. Respond to negative feedback publicly, but try to take the conversation offline as quickly as possible.

DON'T over-promote. Keep your content only 20% promotional and the rest of your content conversational and informational.



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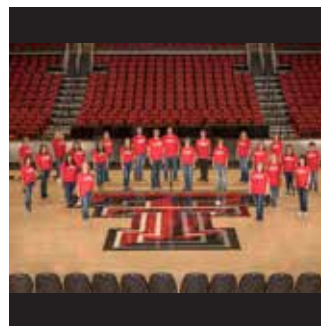
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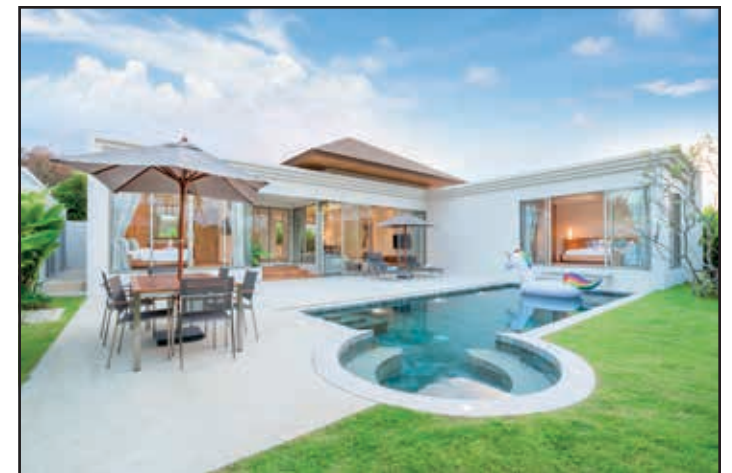


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▶ top producer/cover story

Story by Lindsey Wells
Photos by Angela Diamond Photography



THE

SCOTT TOMAN

TEAM RE/MAX LUBBOCK

They say that a team's commitment is only as strong as a leader's commitment to the team. If that's the case, the fact that the award-winning Scott Toman Team of RE/MAX Lubbock continues to be one of the most successful real estate teams in all of West Texas is no surprise.

Scott Toman has called Lubbock "home" for more than three decades, having graduated from Texas Tech University (TTU) in 1988 after playing for the TTU football team and serving as one of the leaders during his time as a Red Raider. Following his college graduation, Scott held various positions in the finance industry, including raising money for the Texas Tech Red Raider Club, working in the finance department at Gene Messer, and working as a loan officer at First United Bank.

Real estate first appeared on Scott's radar when he began investing in rental houses. "I thought it was something that seemed exciting — something you put a lot of work into that would be beneficial and rewarding," he explains.

Scott made the switch from real estate investor to real estate agent in 1999. Then, in 2004, he, along with his business partners, purchased RE/MAX Lubbock, thus beginning the Scott Toman Team. Fast forward to 2022, and the team has consistently been one of the top teams in all of Lubbock, an accolade well-earned by the dedication of both the team's members and its leader.

One of the Scott Toman Team's valued members, Becky Sharp, grew up in the Panhandle and taught elementary school students for 28 years after graduating from TTU with a degree in elementary education. After



she retired from teaching, Becky returned to Lubbock to be closer to her children, Trevor, 30, and Sydney, 26. However, she soon found herself missing the workforce. Becky went to work as a transaction coordinator for a Lubbock REALTOR® in 2017. "She encouraged me to get my license, and so my love for real estate began," Becky recalls.

"I found that working in real estate is much like teaching in that you are

privileged to build relationships with people, and you get to educate them about the process along the way," she added. "Now, I find myself working alongside Scott and Travis Toman. Scott has been a true mentor to me with his years of knowledge and experience."

Travis Toman, Scott's oldest son, graduated from TTU in 2016 with a degree in Restaurant, Hotel, and Institutional Management. After graduation, Travis



secured a job at Hilton Worldwide as a revenue manager, which put him in charge of the revenue departments for 14 different hotels. Travis eventually discovered that analyzing numbers for a corporation was not something he wanted to do long-term. Instead, he followed in his father's footsteps to become a REALTOR®.

Scott was over the moon upon hearing his son's plans to return home and join him in the real estate industry. "I am extremely excited to have him back and on my team," Scott said of his son. "He has been a great salesman ever since he was a kid."

"I enjoy every aspect of the real estate industry and love that every day is completely different from the day before," Travis said. "My favorite part of the

job is helping people accomplish their financial goals through real estate."

Scott echoes his son's sentiments, adding that he appreciates the challenge that each new day in real estate provides. "Every day is different — every deal is difficult," he said. "But, the chase of a deal, meeting awesome people, and helping them fulfill their dreams is what I find most fulfilling about my work. It gives me the capability to help others and the financial capability to help out in the community."

Scott's wife, Debbie, is also a licensed real estate professional but is currently raising the couple's two youngest children, Ryder, 14, and Reagan, 8. When Scott isn't facilitating real estate deals, he is most likely spending quality time with his family. "As

“

AS SOON AS I GET HOME, IT'S TIME TO EITHER GO FOR A BIKE RIDE, PLAY CATCH, OR WATCH RYDER AND REAGAN PLAY SPORTS.



soon as I get home, it's time to either go for a bike ride, play catch, or watch Ryder and Reagan play sports," Scott said. The Toman family also enjoys traveling together.

The Scott Toman Team shares one common goal: to help as many people as possible, whether assisting clients in finding their dream homes or helping them grow their investment portfolios. The team's level of responsiveness and consideration for both its clients and fellow agents has undoubtedly contributed to its overall success.

"We want to make sure we put our clients and colleagues first," Scott said. "Our fellow agents are a very important piece of our success; we must continue to build strong relationships with them to complete successful transactions. We look forward to another successful year and want to thank everyone who made last year an awesome year for our team and company."



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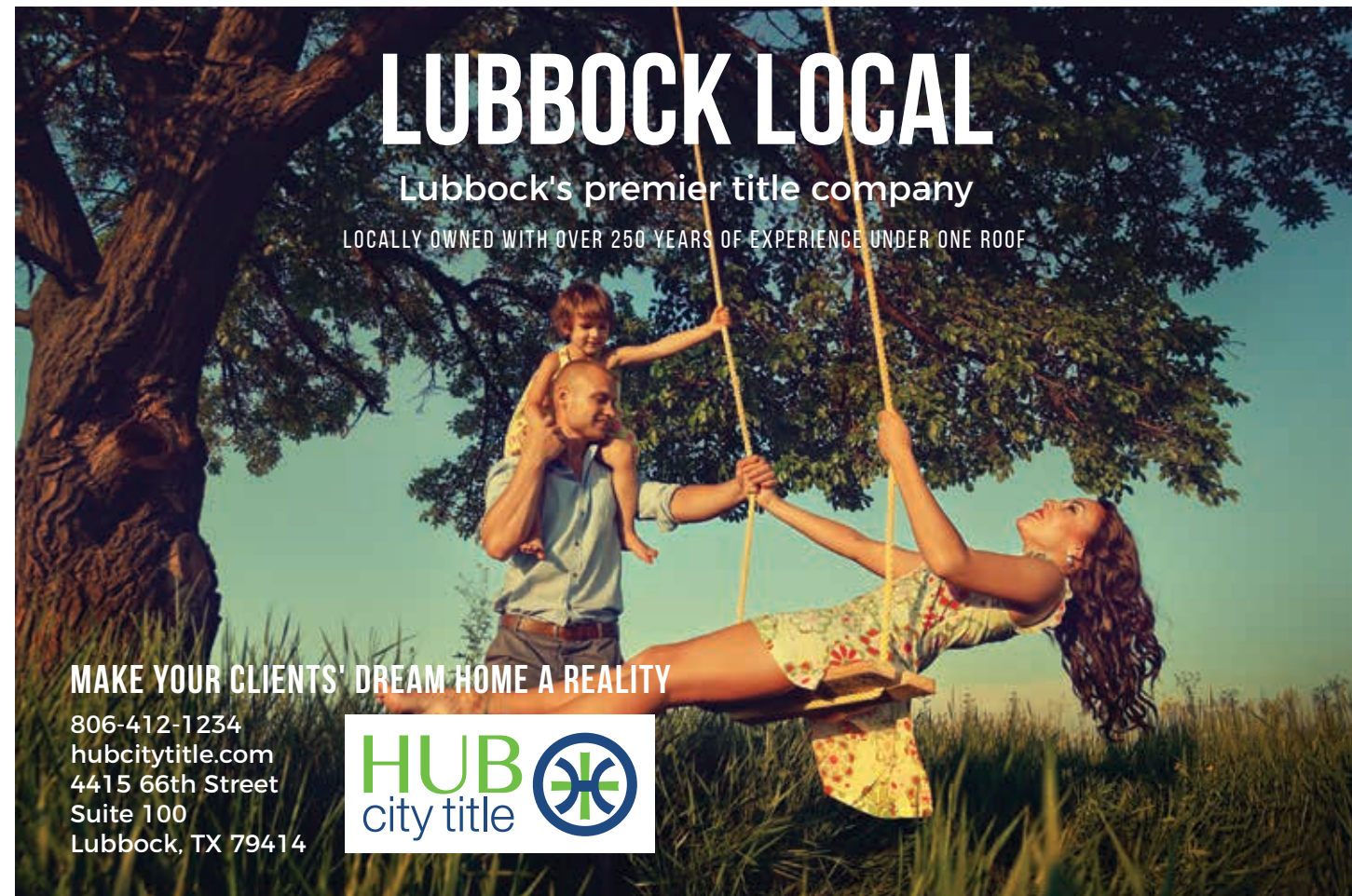
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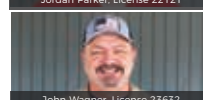
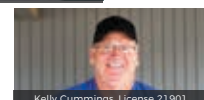
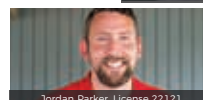
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When did you start your career in real estate?

My good friend, Polly Earhart, a fellow REALTOR®, and I had so much fun looking for my current home in 2018 that I decided it was time for me to get my license in the fall of 2019.

What did you do before you became a REALTOR®?

I was a food broker here in Lubbock for 15 years, but my ultimate goal was always to be a stay-at-home mom, so later while I was raising my boys, I worked at Shallowater ISD as a math and reading interventionist so that I could have their same schedule.

What life events led you to become a real estate agent?

I have always loved real estate and knew I wanted to get involved with it in some capacity. When I was a kid, my aunt was a REALTOR®, and she would take my mom and me through houses, and I would go home and draw house plans and dream of building and selling homes. While raising my family, my husband and I designed and built two of our personal homes. Once my boys were raised, I decided I was ready to start pursuing my goal to become a REALTOR®.

What do you find most fulfilling about your work?

I love every step of real estate — meeting new friends, talking to people from all walks of life, and



finding out their real estate goals, the challenge of finding the right house, or selling my clients' homes so that they can step into their next chapter. Oh yeah, and I LOVE negotiations!

How does real estate fit into your dreams and goals?

I have always had my hand in real estate, whether building homes, selling my personal homes, or planning for what will come next. I bought my first investment home last year, and my goal is to continue to invest in our market.

What sets you apart from other REALTORS®?

My attention to detail, communication, age, and experience in construction and our local market.





Given your status and expertise, what would be some advice you would give to a new agent?

Status and expertise: I did earn my GRI this year and have been a top producer three times this year at McDougal. Advice: Actually, I had a relative contact me recently wanting some advice about becoming a REALTOR®. I told her if you want to succeed, go to the office as much as possible and get around other REALTORS®, take lots of classes, listen to experience, and work hard! It's not as easy as people think.

Tell us about your family and what you all enjoy doing together.

My husband, Kit, and I have been married 35 years, and we have twin sons (21). Conner recently graduated with a digital media marketing degree from LCU (he needs a job - LOL). Casen, who loves all things connected with nutrition and health, will graduate from TTU at the end of the year and enter graduate school to begin his study to receive his PhD. He works at Natural Grocers, so tell him hi! Conner and Casen recently moved out of our home, so we are new "empty nesters" but have dinner together, along with my mom, every Thursday night, and we will be planning a graduation celebration trip for the summer of 2022.

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

I am a creature of habit, so I start my mornings with time in the Word of God and prayer, then off to the gym to do spin. I love yard work, creating, decorating, and most things that make me better.

How do you define success?

For me, success isn't a number to hit but more of a goal. If my goal is to sell someone's home for a certain amount or to close a transaction by a certain date or to make sure that my family



is taken care of and thriving, then I have succeeded. I feel most successful because I helped someone else succeed.

What do you want to be remembered for?

Being a follower of Jesus, a giver, a great mom, and a faithful friend.

What are you most grateful for?

My family, my friends, and all the opportunities God continues to give me each morning.

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

My husband and I grew up in Shallowater and met in high school. We married and raised our family there. I also work as an event planner, women's ministry coordinator, and human resource manager at my church.

What does the future hold for you personally and professionally?

Hopefully, finishing our pool project by spring, ha! I'm super excited to see my boys graduate college, get jobs, get wives, and give us some grandbabies. Also, my husband and I would like to continue to invest in real estate and maybe flip a few homes.

Texas REALTORS®

▶ letter from the president

By **Rich Eberhardt**, Lubbock Association of REALTORS®



The last two years have been a little crazy, and we've been exposed to things I never thought I'd see in my lifetime. Now that 2022 is off to a good start, I've been thinking about how our industry has changed — not just over the last two pandemic years but in general since I started my career in 1995.

Technology is one of the biggest changes we've seen in the real estate field, in my opinion. When we moved the LAR office earlier this year, we found a listing book from the 1960s. In it were all the houses and property for sale in Lubbock at that time.

Imagine the time it took to list a property and keep up with all the listings! Now, listings are added at the touch of a button and can be done on our phones. It's truly a great time to be alive.

Although the technology has changed, what we stand for as REALTORS® hasn't. Some will tell you a REALTOR® isn't necessary in a transaction. We all know that's not true, but we need to make sure we maintain our value to our clients.

How do we do that? You must be good at what you do. It's important to stay up to date on current trends, technology, and tools to work your business as efficiently as possible. It's also important to be involved with the association. Join a committee; attend events and luncheons; and most importantly, make sure you invest in your business by investing in TREPAC!

The importance of professionalism in our industry is vital for all REALTORS®. If we want people to see us as professionals, we need to walk the walk and talk the talk. It doesn't matter if you're a full-time agent selling 100 homes a year or a part-time agent selling three homes a year. We are a valuable resource for the public. The kind of service a local REALTOR® provides cannot be done by someone online. A real estate transaction is one of the largest financial decisions most people will make in their lifetime, and your involvement is critical!

The last thing you want is a deal that crumbles.



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GRIMES INSURANCE

► sponsor spotlight

Story by **Lindsey Wells**
Photography by **Alicea Jare Photography**

What does it mean to be 100% locally owned?

The overall mission of Grimes Insurance is much bigger than just insurance. Although the business is one of the state's largest independently owned insurance agencies, this team of professionals is dedicated to serving the members of its community in more ways than one. Simply put, when you choose Grimes Insurance, you're choosing to support Lubbock.

Ryan Reynolds, President of Grimes Insurance, has been in the insurance industry for 20 years. "I love insurance — our company could not be as good as we are without the passion we have for the industry and for helping people," he said. "But, what I'm really passionate about is our community. While insurance is what we do, it's just the vehicle we use to build and support our community."

Ryan added, "Being 100% locally owned and operated means we are 100% invested in the success of our local schools, our local non-profits, our youth sports, our universities, and our people." Grimes Insurance is on a mission, not only to inject as much monetary support as possible into the community but to make Lubbock a better place for the next generation.

One way they do this is by sponsoring and administering Lubbock's Teacher of the Month recognition program, which honors teachers in the LISD, Cooper, and Frenship districts who think outside the box and go above and beyond in their pursuit of educating the next generation. "If we're going to make Lubbock a better place, there's no better way than to start in the classroom, where our future leaders are being molded," Ryan said.

Each teacher is awarded a plaque and a \$100 bill to recognize their accomplishment and dedication. Grimes Insurance

dedicates roughly \$10,000 per year to the Teacher of the Month program. "It isn't a huge amount," Ryan said, "but this is just the beginning. Every year, we add a few more campuses. In just a few years, we hope to be on every campus in Lubbock, every month."

Grimes Insurance is also a corporate sponsor of Team Luke Hope For Minds, a nonprofit organization that was started in 2015 after one of Lubbock's children, Luke Siegel, suffered severe head trauma after a tragic golf cart accident. "What this organization does is raise funds for families with medical expenses to help children who have suffered from brain injuries," Ryan explains.

The company is also passionate about serving Texas Tech University (TTU). Grimes Insurance donates to and supports various programs associated with TTU. "Texas Tech is a huge economic driver for our community, and we want to ensure that students have the resources they need and create a culture and environment that makes them want to stay in Lubbock after graduation," Ryan said.



Grimes Insurance participates and administers several other programs throughout the year. Whether they're working with the Lubbock Boys and Girls Club or shopping for local Angel Tree gifts, Grimes is invested in the success of Lubbock.

At the time of this writing in mid-December, Grimes Insurance was in the early stages of forming its own nonprofit organization to help fund college scholarships for local students. Ryan commented, "We believe everyone deserves the right to post-high school education, whether that's the traditional route or a more non-traditional one. Developing skills and increasing earning capacity is another way we make Lubbock a better place for the next generation."



What makes this company so special isn't just its 73 years of success or being one of the state's largest independently owned insurance agencies. Since the day Grimes Insurance was founded in 1948, it has been striving to fulfill its mission to help make Lubbock and West Texas a better place to live. Every employee at Grimes believes that when Grimes is chosen, Lubbock wins!

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Story by Lindsey Wells
Photography by Alicea Jare Photography

Those lucky enough to call Lubbock home are most likely familiar with the city's annual Parade of Homes, which showcases some of the most beautiful real estate in West Texas. The Parade of Homes is where Hillary Martin's love for homes was born. "Ever since I was in high school, my father and I would go to the Parade of Homes together every single year," she recalls. "There is nothing like buying a home, and after going through the process multiple times, I realized how very important it is to have someone on your team throughout those life-changing transactions. I want to be that person for all of my buyers and sellers."



Hillary grew up in Lubbock competing in pageants. During her teenage years, she was crowned Teen Lubbock and Teen North Texas before going on to compete in the Teen Texas pageant, where she won in the talent division.

Hillary worked in accounting for almost eight years before getting into real estate in April of last year. Now, she can't picture herself doing anything else. Not only does a career in





“

If I had to narrow it down to one thing that I am always beyond grateful for, it would be my family.

GOD HAS BLESSED US BEYOND MEASURE.

...

real estate afford Hillary the freedom to be the mother that she has always dreamt of, but it also allows her to fulfill her passion for making people happy. Hillary and her husband, Jay, a builder for Betenbough Homes, have two (soon to be three!) daughters, Hagan, 8, Beckett, 4, and Miller Jo, who will arrive in March 2022.

“I can pick up my girls from school, be present for all of their extracurricular activities, and still have the ability to make an incredible future for my family,” Hillary said. For her clients, Hillary loves being the person who can remove even the smallest amount of stress from the home

buying or selling process. She has built her business on going above and beyond to do everything in her power to make sure her clients achieve their desired results. “I will work however long it takes to make the impossible possible,” Hillary added.

Needless to say, real estate is a calling for Hillary, a passion that she hopes to continue to work on until the end of her days. “I have truly never loved doing anything so much in my entire life,” Hillary said. “I can’t wait to

raise my three girls with my fantastic husband and build a life for them that is unmatched.”

When she is at home, Hillary enjoys cooking and simply spending time with her family. She cherishes any amount of quality time that the family can carve out of their busy schedules to be with each other. “We absolutely love being outside and working on projects around the house,” Hillary said. Hagan and Beckett are also involved in cheer at Texstar.

“There is so much to be grateful for,” Hillary said. “Every night when we sit down for supper in our home, we go from person to person saying what we are thankful for that day. If I had to narrow it down to one thing that I am always beyond grateful for, it would be my family. God has blessed us beyond measure.”



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Andrea Sturdivant

L3 Brokers



▶ spotlight
REALTOR®

Story by Lindsey Wells
Photography by Angela
Diamond Photography

H “Home: It’s where you dream, and grow, and raise your family; it’s where you spend most of your time. It’s a corner of this planet that is truly yours — and I get to be a part of that process. How **awesome** is that?” —Andrea Sturdivant, REALTOR® and broker of L3 Brokers.

Andrea’s passion for real estate is evident in all aspects of her life, both professionally and personally. Real estate has been a part of her life in one way or another for decades. Before earning her real estate license, Andrea worked in residential design and construction. She and her husband, Travis, have built new-construction homes for more than 20 years. Andrea also owns Lubbock Improved, a local remodeling company.

“It made sense to get my real estate license to list the new construction properties we built,” explains Andrea, who became licensed in 2007. “I never dreamed it would blossom into all of the wonderful relationships I have with my clients and such a strong connection to my community.”

Andrea’s background in design and construction has undoubtedly given her an edge in the local market, as she can see property not only for what it is but also for what it could become. “I can use my expertise to help buyers and homeowners see possibilities, whether altering the floor plan to suit their needs or changing finishes into what they dream of,” Andrea said. “I can help them visualize what these changes might look like, which opens the door to a lot of possibilities — especially in this competitive market.”

Outside of real estate, Andrea is an avid football fan, particularly high school football. She can almost always be found at a game underneath the Friday night lights during football season. “I’m usually watching the best area rivalry live and watching another game on my phone at the same time,” Andrea said. “I love the atmosphere, the competition, the halftime shows and dance teams, and the emotion of the game. Football connects the community, and I am all about community.”

Andrea and her two daughters, Seree, 20, and Brielle, 15, love spending time together volunteering at various nonprofit community organizations like Susan G. Komen, United Way, and Step Up For Kids. They also enjoy the growing art culture in Lubbock, attending concerts, plays, and ballet performances and touring local art galleries.



“ I never **dreamed** it would **blossom** into all of the wonderful relationships I have with my clients and such a **strong connection** to my community. ...

...

“My family is so cherished; they are the reason I do what I do,” Andrea said. “I’m so blessed to have my girls, and I recently

helped my parents relocate here from Frisco. My sister and an aunt and uncle also live close. We enjoy going out to our family’s ranch and exploring the terrain, four-wheeling, checking cows, and practicing shooting. We work hard out there, but I love that beautiful piece of West Texas land.”

Andrea always dreamt of the kind of flexibility that would allow her to enjoy her children and be fully present in their lives and activities. Real estate has allowed her to achieve that freedom and so much more. “I may have been writing contracts after my girls went to sleep at night, but I never missed a basketball game, dance recital, or Christmas lunch at school,” she said. “The trade-offs were worth it 100%.”



Andrea earned her broker’s license and opened the doors at L3 Brokers in 2020. Looking toward the future as she continues to grow her brokerage, Andrea is excited about the opportunity to fulfill her passion for mentoring others in the industry. She encourages new agents to become involved with the Lubbock Association of REALTORS® to gain experience and become professionals and leaders in their field.

“I see a long future ahead of hitting my stride with personal and professional growth, and I look forward to new client relationships and helping new agents get involved and be successful,” Andrea said. She added that having the opportunity to help and ultimately become friends with so many unique and interesting individuals is a wonderfully fulfilling part of her job.

“Some of my favorite repeat clients, pictured with me (on page 35), come from all walks of life: small business owners; a family of race car drivers; a rancher; a beekeeper; a stay-at-home mom; a PRO female rodeo champion (and her horse, Coyote); healthcare workers; teachers; retired clients; and the list goes on,” Andrea said. “I’m proud to work with so many talented people filling their roles in the wonderful fabric of our community. I love them all!”



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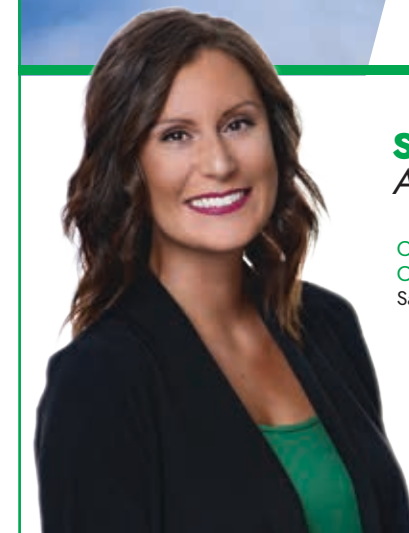
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The Christmas Party and Toy Drive, sponsored by Lubbock National Bank Mortgage, is the celebration that keeps on giving. On December 7, about 150 of Lubbock's top REALTORS® and businesses gathered at Table 82 to celebrate the season and give back.

We had a very successful toy drive hosted by Carpet Tech. We were overwhelmed with the generosity of the real estate community. Many, many children who may not have had a Christmas were blessed with toys.

We are grateful to Lubbock National Bank Mortgage for sponsoring our event and the beautiful gift basket as a door prize.

Thank you to Carpet Tech for allowing us to join in their toy drive so that more children would have a Merry Christmas.

Thank you to Angela Diamond for the always beautiful photography.

Thank you to my family and friends who never mind volunteering to help. A huge shout out to Samantha Mullins, agency owner of Goosehead Insurance; Angie Trevithick, marketing executive for Grimes Insurance; and Tabitha Martinez, RP pub assistant!

We are looking forward to our next event in March!



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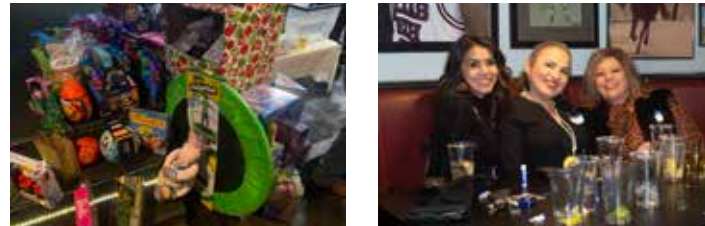
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