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WHY FACEBOOK?

- Over 2 billion people utilize Facebook
- 32.4% of Facebook's audience is aged 25-34, making a large portion of its potential first-time homebuyers.
- 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
- Social Mention

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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JUDI Fillingim

*Never forget
to have fun!*

First and foremost, Judi Fillingim is a Neenee to her grandchildren, a mom to her children, and a wife to her husband, Andy. Their lives have been spent in New Home, where Judi and Andy continue to passionately serve their community and family.

The couple has spent their entire marriage farming together. Both Judi and Andy grew up as farmers' kids in New Home. "Farming has so many things in common with real estate on the working side," Judi said. "You work long and hard hours in all kinds of weather and you give all you've got, not even thinking about if your crop will make it to the gin or a real estate deal will make it to the closing table. You just trust in God and work hard."

Judi was also raised working in her family's New Home cafe, the Wagon Wheel Restaurant. She remembers the many local farmers who would stop in and ask her for a cup of coffee and a smile. "I used to think my parents weren't being fair by making us work so hard. Little did I know that it was the best part of making me who I am today," Judi said. "I would ask my mom how to do something and I remember her saying so many times: 'Figure it out.' Whew, and I did—there was not another option. I am forever grateful to my parents!"

Story by Lindsey Wells
Photography by Haley D.
Photography and Angela
Diamond Photography

As an adult, Judi worked at the New Home Coop Gin for 14 years and with Dr. Joe Forsman Orthodontics for 13 years before getting into the real estate industry by chance. "While working at Dr. Forsman's office, I received a call from Betenbough Homes about an interview for a position in sales," Judi recalls, noting that she had never considered a career in real estate before that. "After many calls to come in for an interview, I finally went, just to be nice. But then I got to thinking, 'This came to me—I didn't seek it out.' I knew God was up to something and I am sure am thankful for listening to the man upstairs."

Judi got the job and never looked back. From 2003-2011, she served as a new home specialist at Betenbough, where she helped over 900 families find brand new homes. Since beginning her service as a realtor in 2011, Judi has had the honor of helping 512 families find their dream homes.

A passion for serving others is what fuels Judi's motivation in real estate. For her, it's all about helping people. "I always say, 'Clients first and friends for life.' It always ends up being so much more than selling homes or land," Judi said. "Every appointment is a divine appointment. Also, I love houses — every home has some greatness about it. It's good for my soul."

Judi's clients have come to know her as a realtor who is 100% hands-on at all times. She doesn't have a team — it's just her — and Judi prefers it that way. "I feel that's important for me to be in the know for every step of the process and more," she explains. Stellar customer service plays a big part in Judi's business, which is 90% referrals. "I never forget that this could be my buyer or seller's first time to buy or sell. What seems natural and easy to me can be very stressful for clients."





Farming has so many things in common with real estate on the working side. You work long and hard hours in all kinds of weather and you give all you've got, not even thinking about if your crop will make it to the gin or a real estate deal will make it to the closing table.

You just trust in God and work hard.



...
I always tell them when we start our hunt for the perfect home that we're going to have fun—never forget that!"

Judi encourages other agents to always do the right thing and operate by the Golden Rule: treat others the way you want to be treated. "Never think about the money; money will come and go. Your integrity and what others think of you will last forever," she added. "I want to leave a legacy behind when I am gone. When other realtors see my sign or name, I want them to say, 'I like her. I want to work a deal with her. She is kind, easy, knows her stuff, and is fun to work with throughout the easy deals and hard deals.' It always needs to be fun along the journey."

Judi and Andy have been married for 43 years and have two adult children and three grandchildren. The couple's strong faith in the Lord keeps them humble and kind and their family is their greatest blessing. "We dig our heels in when needed and always support each other in good and hard times," Judi said. Each year, the family looks forward to a vacation together to Ruidoso, NM. "That is our Christmas gift to our kids; it's a very special time to get us all under one roof, treasure them, and make lifetime memories."

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Judi and her husband, Andy



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Kyle ROGERS

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When did you start your career in real estate? 2013

What did you do before you became a realtor (school, work)? I worked in corporate America for 30 years in various sales and national account roles.

What were the life events that led you to become a real estate agent? In 2013, I began selling real estate as a side job because I knew that someday I wanted to get into the business. In 2016, I got absolutely burnt out with corporate America and it was beginning to affect my mental well-being as well as my relationships at home. My wife begged me to start working in real estate full time, so I took the leap of faith, and here I am today.

What do you find most fulfilling about your work? Real estate enables me to help people each and every day in many different ways. Whether it be on the selling, buying, or property management side, each day is different and I genuinely feel accomplished at the end of each day. Assisting clients with their real estate needs allows me to become part of their family and them a part of mine.

How does real estate fit into your dreams and goals? Real estate has become a passion, and I want to have passion in all areas of life and all that I do. This business has allowed me to make great relationships, not only with my clients but with other realtors and the service providers in our industry.

What sets you apart from other realtors? Involvement! It really bothers me to see how many agents do not get involved in the local board or support our lobbying group, TrePac. Both of these groups do great work that allows us to do the job we do and help our clients each and every day. I also encourage agents to get involved in the community by giving their time, talents, and money to the great organizations we have here in Lubbock.

Given your status and expertise, what would be some advice you would give to a new agent? There is a big difference between a REALTOR® and someone who simply sells houses!

Tell us about your family and what you all enjoy doing together. Dana, my wife, is a teacher at Northridge Elementary in Frenship ISD.



...

Lauren, daughter, 24, is a teacher at Carmona-Harrison Elementary in Lubbock ISD.

Lynsey, daughter, 19, is a sophomore at Lubbock Christian University studying physical therapy.

As a family, we enjoy traveling, attending Red Raider sporting events, and family game night. We are also very involved with our church, Broadway Church of Christ.

When you aren't working, what's your favorite way to spend time? I enjoy golf, travel, anything Texas Tech, and spending time on the patio. I also enjoy announcing sporting events for Frenship ISD and Texas Tech.

How would you define success? Success, to me, is being and feeling fulfilled in whatever I am doing.

What do you want to be remembered for? I want to be remembered as someone who cared. Whether it is my involvement in raising our girls, making sure those who are hungry get fed through my involvement at the South Plains Food Bank, or making sure that Frenship ISD is a great district through my involvement on the board of trustees, I want all to know that I genuinely cared!

What are you most grateful for? God – without Him, the faith He has taught me, and the blessings He has provided, I would not be where I am today.



Kyle with his wife, Dana, and daughters, Lauren and Lynsey



What is something that not many people would know about you? I am the public address announcer for Texas Tech softball.

What does the future hold for you, personally and professionally? On the personal side, I hope to be able to enjoy watching my daughters continue to grow and thrive in all they do. I also hope that Dana and I can enjoy many more years together full of love, laughter, and travel.

On the professional side, my goal is to continue to grow both my real estate and property management businesses well into the future.

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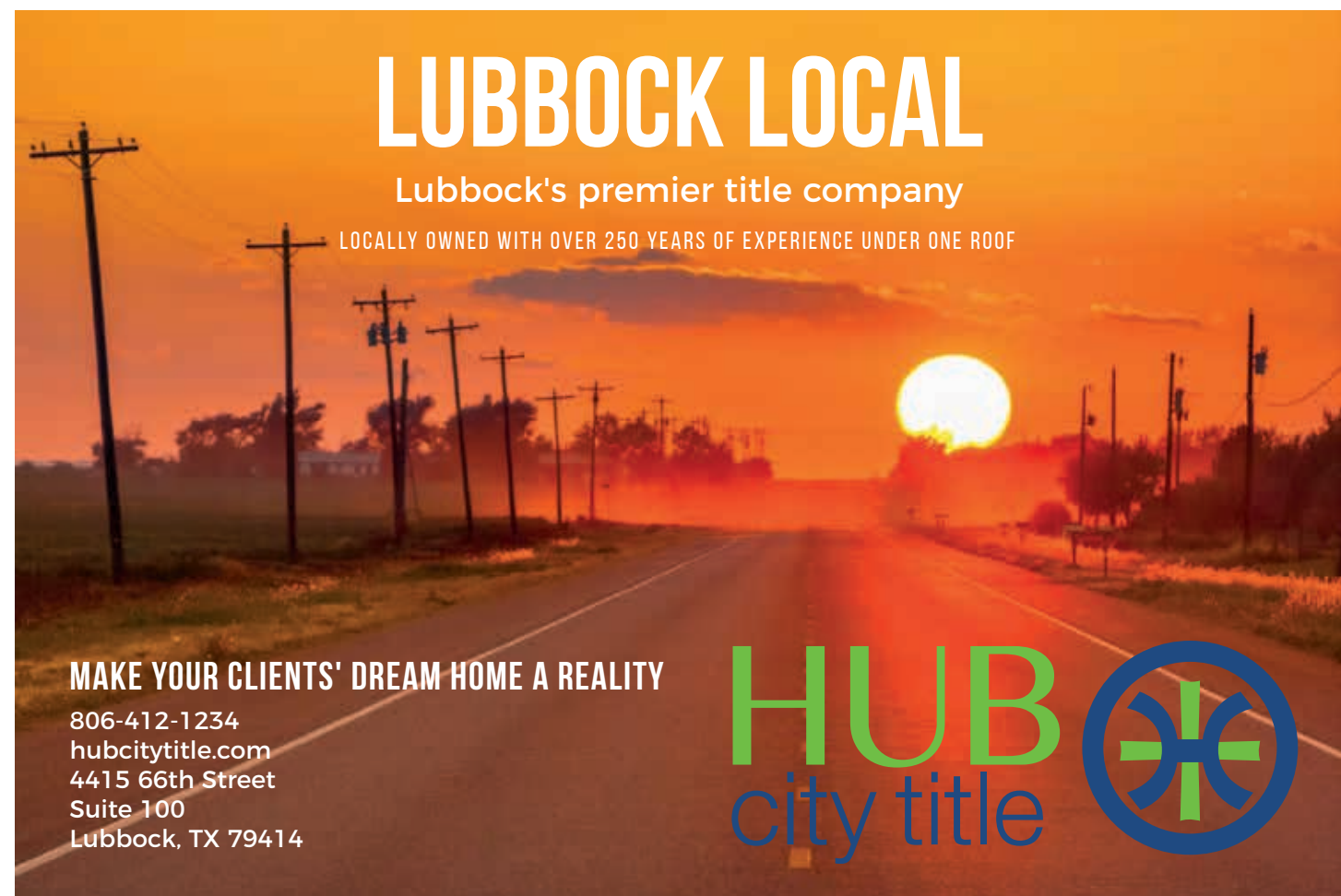


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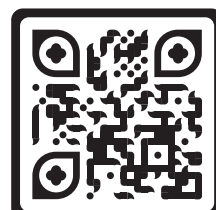
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▶ letter from the president

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

I hope that everyone had a wonderful Christmas and is off to a good start in the new year. I am very excited to see what 2022 has in store for us here in Lubbock. The 2021 real estate market was nothing like we've ever seen before. But no matter what, just remember the Golden Rule – we're here to help our clients and each other.

We had a phenomenal 2021, especially coming off the pandemic year. We were able to purchase our two new buildings and recently finished construction on the LAR Event Center without incurring any debt. We're looking forward to utilizing this space in the future for our members, which will be a huge benefit for all of us. In 2022, we are going to be working on building back up our cash reserves. This will ensure our financial stability for many years to come.

There are a few things I think are going to be important this year. TREPAC is a big goal we have each year and I know that in 2022 we are going to be very successful. We are already off to a great start with our annual Turkeys for TREPAC drive and I know we're going to hit our goal this year.

Something else we're going to be focusing on this year is the John Walton Education Fund. Last year we were able to give away \$30,000 in scholarships. This year, we plan to open it up to active REALTOR® members who want to earn a professional designation or an advanced degree. We'll have more information about that coming up.

We're also going to continue working on fund-raising for the Lubbock Area United Way. This is always a big part of our year, and we are thankful for the opportunity to raise funds for such a deserving community asset.

On a personal level, one of the things that I'm proud of is finishing my C2EX designation last year. It's something that I think is important and I encourage all of you that haven't accomplished this yet to make 2022 the year you do! You'll be hearing a lot more about C2EX this year, and I hope you will follow my lead and do the same.

I am grateful for the opportunity to be your 2022 Lubbock Association of REALTORS® President, and I'm looking forward to an amazing year for our association, our members, and our community.



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Story by Lindsey Wells
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The Lubbock Abstract team, from left to right: Megan Kindle, Tavia Bryant, Shelley Nettle, Steve Shanklin, Cameron Nettle, Rhydora Graham, and Shawna Meyer



“THE PEOPLE I’VE HAD THE BLESSING OF WORKING WITH AND THE CLIENTS THAT I’VE HAD A

Close your eyes and picture this (in black and white, if you can): It’s the early 1900s in Lubbock, Texas; horse-drawn carriages are the preferred mode of transportation, as electric streetcars are just on the verge of exploding in popularity across America. Women exude elegance and moderation, dressed in full-length skirts or dresses with long sleeves and high necks, while men don suits or long pants kept in place with braces or overalls made of denim.

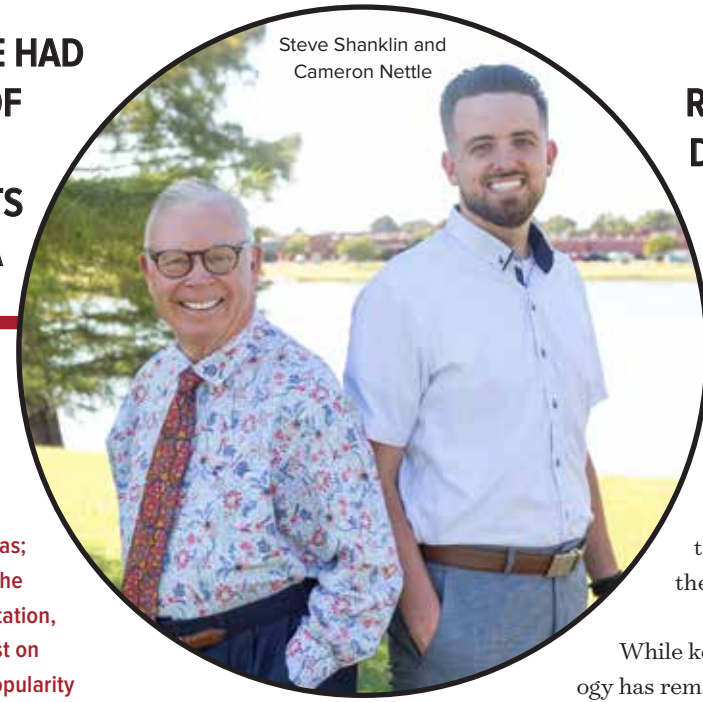
Lubbock Abstract & Title Company first opened its doors for business around 1915, just before the U.S. entered World War I. Since then, the company has stood the test of time, providing abstracting, closing and title insurance services to buyers, sellers, REALTORS®, mortgage lenders, and builders in Lubbock and the South Plains area.

Even now, at a time when many companies are here today and gone tomorrow, Lubbock Abstract continues to thrive while staying true to its founding principles. Aside from its services and efficiency, the company comprises a team of professionals whose loyalty is unwavering. Lubbock Abstract President Steve Shanklin, who has been with the company for 48 years, is walking proof of such loyalty.

Steve was offered the opportunity to join the Lubbock Abstract team in 1974, after graduating from Texas Tech University with a business management degree. He remembers when technology was almost nonexistent in the workplace. “With almost 50 years in the title industry, I have pretty much seen everything change,” he said. “When I first started, closing statements were written in pencil, computers didn’t exist and everything was done by hand.”

Lubbock Abstract is no stranger to molding and adapting to today’s computer- and internet-driven world. “Even though we are the oldest title company in Lubbock, we strive to be aggressive in automation,”

Steve Shanklin and Cameron Nettle



PROFESSIONAL RELATIONSHIP WITH FOR DECADES ARE THE MOST FULFILLING PART OF WHAT I DO.”

Steve added. “We are constantly working on improving our software, technology, and being on the cutting-edge.”

While keeping up with technology has remained at the forefront of Lubbock Abstract’s business model, the company is fueled by its people — both clients and employees. “The people I’ve had the blessing of working with and the clients that I’ve had a professional relationship with for decades are the most fulfilling part of what I do,” Steve said, adding that Lubbock Abstract’s team is unsurpassed in providing accurate and timely closing services. “We take pride in our communication to our clients.”

Lubbock Abstract also takes great pride in its relationships with real estate professionals. “Our doors are always open,” Steve urges. “We welcome suggestions and constructive comments.”

His faith in God guides and directs both Steve’s personal and professional growth and maturity. He has been married for 50 years to his beautiful wife, Melinda, a fellow Texas Tech graduate and a retired teacher. Steve and Melinda value quality time with their family, including kids and grandkids. The couple’s son, Chris, a local physician, and his wife, Nichole, have two kids, Laney and Landry. Steve and Melinda’s daughter, Whitney, a church mission director in Austin, and her husband, Andrew, also have two kids, Calvin and Lucy.

Outside of work and family, Steve and Melinda love to travel. Some of their favorite destinations include Italy, France, Spain, and Switzerland. They’re also avid football fans; Steve and Melinda hold Texas Tech season tickets, so it’s not uncommon to see them cheering on the Red Raiders during football season.

For more information on Lubbock Abstract & Title Company, visit www.LubbockAbstract.com or call 806-798-9800.

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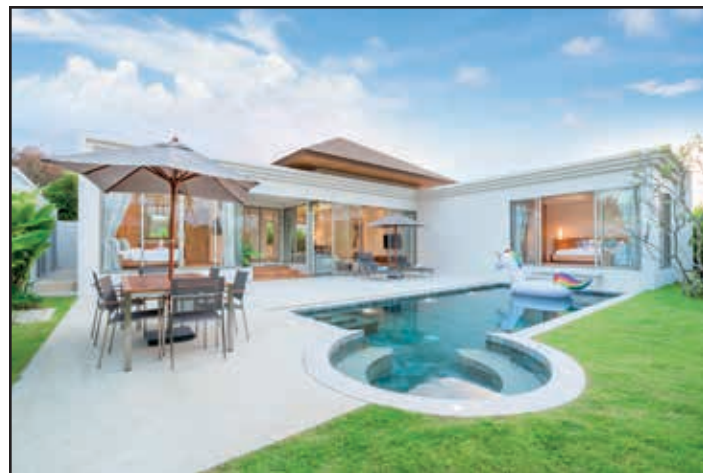
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TERESA SMITH

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spotlight REALTOR®

Photography by Angela Diamond Photography
Story by Lindsey Wells

Real estate has been a lifelong pursuit for Teresa Smith. She bought her first home when she was only 18 years old and has consistently recognized the potential in real estate investing. Growing up with a real estate agent father and farmer grandfather, you could say that real estate runs in Teresa's blood.



Before starting her residential real estate career, Teresa spent several years working as an escrow officer for title companies. She also worked in commercial lending for six years before returning to college to obtain her teaching certificate. Next, Teresa enjoyed 13 years as an elementary teacher.

After the sudden death of her husband, Jimmy, in 2011, Teresa began to reconsider her career path. "I continued to teach for the next two years after Jimmy died, but I knew in my heart that I was not able to give 100% to teaching," she said.

"Anything less just wasn't me — kids deserve teachers that are all-in, and I was just too heartbroken to be 100% there for them."

Equipped with her decades of real estate experience and 13 years of teaching, Teresa became licensed to sell real estate in 2013 and never looked back. Today, as an investor, being highly active in the real estate market helps her reach her own financial goals and those of her clients. "It is always my dream job when



I have the opportunity to sit at the closing table with clients," Teresa said. "Whether it's a first-time homebuyer, an investor, a seller, or a land transaction, I know that they are realizing goals; the dream for me is to see others succeed."

Success, to Teresa, all boils down to serving others. As the outgoing president of the Lubbock Association of Realtors, it seems she has achieved success in spades. Teresa looks forward to continuing to serve the association in 2022. "Specifically, I have a passion for TREPAC and want to continue to educate all of our members about the importance of being informed, being involved, and being invested," she said.

Outside of real estate, much of Teresa's focus is on her five beautiful grandchildren. "My two oldest granddaughters are involved in volleyball and other activities; I enjoy watching and supporting them," she said. "Two of my grandchildren are in Houston, so I keep the road hot to Houston to play with those cuties. My youngest grandchild is only



Teresa, Cade Fowler, and Donna Sue Clements



Holly McBroom, Cade Fowler, Michael Hutton, Teresa, and Audra Boedeker



“
 WHETHER IT'S A FIRST-TIME HOMEBUYER,
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 I KNOW THAT THEY ARE REALIZING GOALS;
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...
 2 months old and is just learning what fun plans Grammy has for him!”

At the end of the day, Teresa is most grateful for her savior, Jesus Christ. “I always say this is a faith-based business. I can’t imagine trying to navigate the intricacies of transactions without Jesus lighting the way,” she said. “I had an epiphany early in my career: God created this world, and He cares about every inch of His real estate.”

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spotlight REALTOR®

Story by Lindsey Wells
Photography by Alicea JaRe Photography

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Rania Zeitouni has always loved architecture, design, and details. This perhaps stems from her childhood in Lebanon, growing up among historic, thousand-year-old churches, temples, and homes blended with modern architecture. Rania grew up in a family that actively invested in real estate and believed that homeownership was the first step to wealth. She moved to Lubbock in 1996 shortly after she and her husband got married and began her real estate career in 2009 after staying at home to raise their three children.

Selling real estate came naturally to Rania, who has had a longtime love of homes and beauty and an interest in learning about new cultures. Rania is



always up to meet a challenge head-on and looks at each real estate deal as a new challenge, making her much more passionate about helping her clients reach their goals. “My clients’ goals and dreams become mine with every transaction,” she added. “At the end of each successful deal, I feel the same excitement and thrill as my clients. I have very strong connections with each one. My dream and goal in real estate are to keep improving myself and stay on top of the game so I can serve the people around me, and I am always thriving to exceed their expectations.”

Known for being genuine and straightforward, Rania isn’t driven by the almighty dollar but by what is in the best interest of her clients. “I always advise my clients on things that help them facilitate their transaction and potentially save them money,” she said. Rania admits that she is a very picky person, especially



when it comes to her listings. “Everything should be spotless and in the best condition, if possible. I stage my listings, and sometimes the sellers feel I’m a little annoying with how I want everything to be perfect, but they love me after I sell their house at the best price possible.”

As a real estate professional, a spirit of lifelong learning is critical for Rania in her career. “My goal is to seek every opportunity to gain knowledge at every element of my business, keep moving forward in my career, cherish a great reputation, and help people reach the American dream,” she said. “I believe owning a home is a must for a healthy, wealthy family-oriented community.”

Rania’s own family consists of her husband, Fadi, and three handsome boys, Jad, 23, who is in his first year at medical school at TTU; Sami, 20, a sophomore at TTU; and Omar, 17, a junior at Lubbock Cooper High School. When she isn’t doing real estate, Rania expresses her love for her family through cooking. She also enjoys traveling and learning about different cultures and languages.

“My ultimate wish for my future is that God keeps my kids, my family, and all the people in my life safe and healthy. I want to see my kids reach their goals in life and always be happy and successful,” Rania said. “I am so grateful to God first for everything. I am so grateful for Lubbock and my ...



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Lubbock community, my husband and my kids for all their love and support, my dear clients, and everyone who puts their trust in me. I am also grateful for WestMark, realtors, and the amazing support team we have, the Lubbock Association of Realtors, and each and every person in my life. The list goes on and on. We make a living by what we get, but we make a life by what we give. I wish to keep growing and serving my clients and my Lubbock community. The fulfilling feeling of giving back and contributing to my society is unparalleled."

Rania Zeitouni | WestMark, Realtors | 806-928-8929



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