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# ANDY

EXIT Realty  
of Lubbock

# gerron



▶▶ top producer/cover story



Photo by Laryn Bellar Photography

Story by Danielle Kidwell | Photography by Alicea Jare Photography

**T**here is nothing typical about Andy Gerron. Born in Southern California, he found his way to Texas when he attended Abilene Christian University. His plan was to graduate with a BS in biochemistry and attend medical school to become a pediatrician. Instead, he graduated with a degree in history and met his wife, Chrystal, along the way.

Andy and Chrystal have been married for almost 24 years and are blessed with three children. Jeremy (22) is engaged to Kaylee Hankins, and they are set to be married this summer.

Natalie (19) works full time, is enrolled at South Plains, and is fluent in American Sign Language. This past January, she married Nic, who works at LBK Roofing and is the best son-in-law Andy could wish for. The couple lives in Amarillo, and they have a lot of pets! Andy and Chrystal's third child, Nathan (13), excels at everything he gets involved in, whether music, trivia, sports, or school.

Speaking of school, Chrystal has spent the last several years

homeschooling the children. She has been an amazing teacher and mentor and finds herself working a full-time job between lesson planning, teaching, driving kids to appointments, and running the Lubbock Titan homeschool soccer league. Andy is grateful to have such a perfect partner in his life. Everything they do is centered around family.

Whether they are pouring themselves into EXIT Realty, Sunset Church of Christ, vacations, hobbies, or the Lubbock homeschool community, Andy and Chrystal agree





...

that their efforts are all about family. They even have a table at Chick-fil-A named after them! They currently have more than 141,000 points and love their Chick-fil-A family.

Andy started his real estate journey in 2005 with a previous brokerage before joining EXIT Realty in May 2009, and he finds real estate to be a rewarding and fulfilling profession. EXIT Realty is family, and he feels blessed to be associated with Gene and Russell McGuire. He acknowledges that real estate is not a “get rich quick” business; the first couple of years were hard. Nowadays, Andy averages more than 70 closed transactions per year and topped

more than \$15 million in the last year alone. He did everything without an assistant, transaction coordinator, or a buyer’s agent. He recently realized he could use some help and was gratified to hire Jeremy as his assistant. Andy says, “Being able to work with my son is really special.”

Another father-and-son operation is the partnership between Andy and Nathan. They just launched a nonprofit organization called Project Beagle and Joy (PB&J), inspired by Woodstock, the family’s beloved 4-year-old beagle. The breed is used for all kinds of scientific and cosmetic testing and is essentially discarded when they have outlived its usefulness. PB&J’s goal is to help families adopt these innocent pups.

*“Do not conform to the pattern of this world but be transformed by the renewing of your mind.”*

- ROMANS 12:2

Andy believes the key to success in life is to be true to oneself. A line of scripture that resonates with him is John 14:1 – “Let not your heart be troubled.” He feels he stands out with what he calls his “polarizing personality,” but he’s not afraid to speak his mind and crack a pun or a good dad joke. Usually



swimming upstream against the current, he is firm in his core principles and strong beliefs. He tries to make every sale, listing, and contact relational rather than transactional, and he enjoys keeping in contact with his clients, sphere of influence, and community.

Staying true to himself, Andy is a voracious reader, listens to inspirational podcasts, and stays as consistent as possible. “Do not conform to the pattern of this world but be transformed by the renewing of your mind.” Romans 12:2. Andy tells new REALTORS®, “Don’t try to be someone you’re not.” Whether working with sellers, buyers, commercial, residential, or investments, he knows he always has a chance to learn.

**ANDY GERRON, REALTOR®**  
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## Q&A with President Rich Eberhardt

It's hard to believe that we're half-way through 2022 already, isn't it? We're right in the middle of the summer selling season, and the market is still very hot. Being a REALTOR® in Lubbock is a good thing. Another good thing we're involved with is the Lubbock Area United Way.

Last month, we kicked off our fund-raising effort with our luncheon at the Cotton Court. Supporting the United Way is a big priority for the Association, and we are so grateful to have Lesli Spears as our United Way Committee Chairman for the second year. Last year, they raised over \$102,000.

As REALTORS®, we have a responsibility to give back to our community, and this is hands down the best way to do that. Did you know that \$.99 of each dollar donated stays in our Lubbock area? The United Way and its 23 partner agencies use this money to help people across all zip codes, as well as our surrounding communities.

Giving to the United Way is easier than you think. You don't have to write a check all at once; you can set it up to come out monthly. You could donate a portion from each closing or

give a specified dollar amount for each of your children or grandchildren.

This year, our goal is to reach \$110,000. That's a big number, but I'm confident we can make it there. We are getting started early once again this year, and we need your help. We have more than 1,600 members, and if each of them donates, we will reach our goal with no problem.

I give to the United Way each year, and I hope that you will, too. A donation to the Lubbock Area United Way is an investment in our community, and it'll make you feel good — I promise.



### ▶▶ letter from the president

By Rich Eberhardt, Lubbock Association of REALTORS®

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Story by **Carissa Reddick**  
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As a matter of fact, Samantha has never been one to shy away from hard work. She enjoys getting her hands dirty doing yard work on a sunny day! “There is no better feeling,” she says.

Samantha grew up in the small country town of Spearman, TX. Her entrepreneurial training began early as she started working for both of her parents’ businesses as soon as she could. She spent her summers working on the farms, on water wells and windmills, and life-guarding. After graduating from Spearman High School, armed with her family’s strong sense of work ethic, she took on the



Samantha knows none of her success could have been possible. For the past year and a half, she’s been paying her gratitude forward by doing everything she can to support REALTORS® like you, as well as your clients.

challenge of earning her certification as a registered dental assistant. For 13 years at Scott Dentistry, she built lasting relationships with her clients while bringing them closer to the smiles of their dreams.

This sturdy foundation of work ethic, relationship building, and dream fulfillment is what makes the Samantha Mullins Agency the trustworthy, small-town business that it is. Samantha values integrity in business. Her in-depth knowledge of the home-buying process has equipped her with an arsenal of experienced referral partners at her disposal. If she can’t help your client, she will find someone who can.

Samantha works for each client as if she were quoting for her own family. “If I can lie my head down at night and know that I have done everything I can to take care of my family, take care of my clients, and support the people around me, that is success for me,” she said.

Family is the key for Samantha. If not for the love and support that she receives from Cole, her husband of 16 years and best friend; her two precious daughters; and the counsel of her aunt Lisa Link, another Goosehead Insurance agency owner,

Samantha believes in the importance of the personal touch in business. When you call her phone, Samantha is who you will speak with. When you send her an email, Samantha is who will respond. One of the main perks of being your own boss is being able to whip out your laptop to assist a client from anywhere. She’s right here in Lubbock, and she’s just waiting to serve as a reliable resource for you and your clients. Why not give her a call?

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# BRIAN AYCOCK

Story by Danielle Kidwell  
Professional photography  
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Aycock Realty Group, LLC

**BRIAN AYCOCK** is truly a “homegrown broker.” Born and raised in Lorenzo, TX, he got his start in farming right out of high school. He still lives on the same land and works on the same farms that his great grandfather built and worked in the early 1900s. The family homestead is just as immaculate as it was when it was first constructed.

Having lived and worked in the West Texas area his entire life, Brian has an intimate knowledge of the market and a feel for the communities and the people who live there. He’s served on the Lorenzo School Board for 27 years, has been on several co-op boards, and is a member of the Lubbock Association of REALTORS®, the Permian Basin Association of REALTORS®, and the Plainview Association of REALTORS®.

Brian has been a REALTOR® for 18 years and achieved his Broker’s license in 2019. He started in 2001 after he discovered early into his farming career that he had an interest in sales, specifically land sales. As he learned more about the industry, he developed a love for all types of real estate transactions and is equally skilled in both commercial and residential sales. He feels blessed by the success he has



Serving clients gives Brian joy; he loves nothing more than making them happy. If people are pleased and their goals are fulfilled, he feels satisfied knowing he has done a great job.

... encountered in his career. Brian started out with McDougal Realty and is forever grateful to Mark McDougal for all his support and mentoring and for teaching him so much about real estate through his transformation to being a broker.

These days, Brian can still be found on his farm. He says, "I'm a farmer/rancher and conduct lots of business from my tractor, gator, or harvest equipment while on my ranch." This flexibility allows him to support and guide his agents from any location. When he's not working, Brian enjoys spending time with his wife, Sherri, and golfing, hunting, and being outside on his ranch. Brian and Sherri have five children. Cory Aycock lives in Los Angeles; Chase Aycock lives in



**I'm a farmer/  
rancher and  
conduct lots  
of business  
from my  
tractor, gator,  
or harvest  
equipment  
while on  
my ranch.**



San Antonio; Scarlette Parrot and husband, Hunter, live in Lubbock; Lanay Rippee and husband, Bryan, live in Lubbock; and Hilary Yaceczko and husband, Andrew, live in Ohio.

Serving clients gives Brian joy; he loves nothing more than making them happy. If people are pleased and their goals are fulfilled, he feels satisfied knowing he has done a great job. Brian believes you should always treat others like you wish to be treated and always have honesty and integrity. He is proud of his company, established in 2019, and the success of his team of 27 agents. His passion is helping other REALTORS® succeed, teaching them, and watching them grow. He is excited to grow Aycock Realty Group and to witness the agents' success along the way.

**BRIAN AYCOCK, REALTOR®**

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# NING LI

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**When did you start your career in real estate?** July 2020.

**What did you do before you became a REALTOR®?** I was a stay-at-home mom focusing on my family.

**What life events led you to become a real estate agent?**  
When I first came to the United States, I questioned what I could do in the future. I decided I wanted to be a REALTOR® and help people find their HOME.



**What do you find most fulfilling about your work?** My growing passion is to help people become homeowners and reach their dreams.

**How does real estate fit into your dreams and goals?** Buying a house is a huge decision in my culture

— it represents having a home and growing roots. My goal is to build a relationship with my clients and to be friends in the future. I want them to be comfortable using their hometown language to communicate with me.

**What sets you apart from other REALTORS®?** I am passionate and caring and will go beyond what is expected of me.

**Given your status and expertise, what advice would you give to a new agent?** Be patient. You are building your business from scratch. Everything worth having will take time to end up being great.

**Tell us about your family and what you all enjoy doing together.** Ning Yuan works at TTU as a postal researcher. Isabelle Yuan is 6 years old, and Lawrence Yuan is 4 years old. My family and I spend

...



the weekends at soccer games and go to church on Sundays. And we always enjoy watching evening movies together.

**When you aren't working, what's your favorite way to spend time?** I like to cook and invite my friends over to spend time together.

**How would you define success?** Being happy, reaching my goals, and spending time with my family.

**What do you want to be remembered for?** Being hardworking, giving, and caring. I have a voice, and I use it for what I believe in and advocate for those who don't speak up.

**What are you most grateful for?** My husband. He 100% supports me and my business. He has taken on the role in the home to let me focus on my business.

**What is something that not many people know about you?** I can speak Chinese, and my kids share the same birthday.

“ [SUCCESS IS] BEING HAPPY, REACHING MY GOALS, AND SPENDING TIME WITH MY FAMILY. ”



**What does the future hold for you personally and professionally?** I want to build a successful team and become an investor. I would love to spend more time with my family and achieve a work-life balance.

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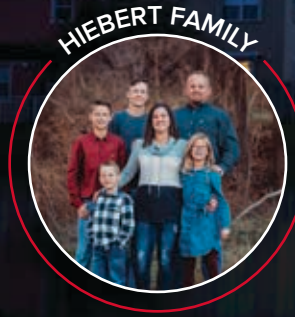
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▶ spotlight  
REALTOR®

Story by Danielle Kidwell  
Photography by Angela  
Diamond Photography



# TIM GRISSOM

Tim Grissom got his start in real estate at the suggestion of his wife, Shannon. She had gotten her license a few months before and encouraged him to follow suit. He started real estate classes the first week of November 2003, took seven classes from November 3 through November 9, and was licensed by the end of the month. The Academy of Regulated Real Estate Courses (TARREC) said this was the fastest start-to-license they knew of.

Before real estate, Tim attended Texas Tech, majoring in agricultural economics, and he remained involved in agricultural farming and beef production until 2016. He fed cattle and was a partner in a commercial cattle-feeding operation. Tim was also farming 3,000 irrigated acres, but the water table dropped, and he was growing high water crops. His philosophy was “either get big or get out,” and he realized he was ready to transition out of farming into the next chapter of what he was going to be when he grew up.

When asked what he is most grateful for in his life, Tim says, “It’s cliché, I know, but my faith, family, friends, and clients.” Tim and Shannon have two daughters, Lianna and Alexa. Lianna is married to Jimmy and is expecting their first daughter any day now! They live in Savannah,

GA. Alexa is married to Brad, and they just had their first daughter, Sadie, in January. They currently live in Jacksonville, FL, where Brad is stationed in the Navy.

Tim’s transactions are mostly residential, but he has sold car washes, commercial warehouses, farm real estate, and investment properties. One of Tim’s favorite aspects of real estate is working with first-time homebuyers. He is gratified to match people to their perfect

GRISSOM REALTY





bitty cash,” but nothing to write home about. Recently, he and Shannon bought a new Bronco. They were able to attend a Bronco Off-Rodeo event and would love to take it to Outer Banks, NC, and Jackson Hole, WY. Tim was always into hotrod cars but also developed an interest in boats. It will come as no surprise that he likes to go fast in boats, too, and he once clocked 125 miles per hour on a 25-foot boat!

He feels blessed to have found his passion for real estate. Having always been self-employed, he finds that this field fits right into his lifestyle. He is looking forward to acquiring more investments in certain areas of the Southeast so he can rent them through Airbnb and have a place to stay when they visit family. Tim and Shannon have a small collection of rental properties and are enjoying watching the revenue stream grow. They started as a team when they decided to phase out of agriculture. Land prices had reached the point where they would want to sell, so they quietly started buying the investment properties. The couple is now looking at VRBO opportunities to purchase.

Tim doesn't define success concretely. He says that everyone's perception of success is so different, and his changes often. He feels that being content, not complacent, with where he is right now is his current definition.



homes. He recently worked with a gentleman who moved here from California and was happy to buy a home finally. He was looking for something under \$200,000, and they struggled to find one for him when each time a house hit the market, it received 10 or more offers on the same day. Tim was proud and thrilled to see his client finally land the home of his dreams.

Another client was a single lady in her 20s who eventually bought a home for \$38,000. Tim jokes that he earned around \$3/hour on that transaction, but that client stood out in his mind because she was so grateful. Tim says, “Making people happy makes me happy.” When he was in his first year, Tim showed more than 60 houses to a couple before finding the right one. “They are still great friends to this day,” he said. He has since embraced the motto, “Work smarter, not harder!”

A little-known hobby of Tim's is going fast! He loves motorsports and has been clocked at 180 miles per hour on land in a Corvette, even though he's not a Chevy guy. Tim loves Ford Mustangs and currently owns a 1,100 HP 2007 Shelby that runs ¼ mile in just under nine seconds. About three years ago, he went to a drag race and made three passes, having left home at 9 a.m. and returning at 4 a.m. That was when he decided he was done with racing! Though he doesn't race anymore, Tim did enjoy drag racing — he traveled a bit and picked up trophies and “little



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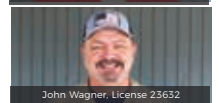


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# BENCHMARK MORTGAGE

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

At Benchmark Mortgage, people come first. The Benchmark team works with helpful hearts and strives to build relationships with each person it serves. The Lubbock branch opened in 2017 and is locally managed by a team of veteran Lubbock loan officers. The team attributes its success to years of experience and a love for providing families with their life-long dreams of homeownership. “We take mortgage lending to a different level with over 150 years of combined lending experience and by focusing on our relationships with our customers, our community, and our business partners,” the team shared. “Our goal is to provide our buyers, business partners, and sellers with a loan approval we guarantee and the assurance that we will close on time!”

Lubbock Benchmark Mortgage is co-managed by producing loan officers Cindi Lea and Christine Covington. Cindi has 30 years of mortgage experience, and Christine has 19. The team’s operations manager is Amanda Luna, who has 19 years of experience in the industry. The branch’s loan officers include Brooke Borchardt (22 years of experience), Tammi Wood (27 years of experience), Brittany Rangel (10 years of experience), and Cody Hedges (17 years of experience). The Lubbock branch specializes in residential mortgages for Texas and New Mexico and also connects customers with fellow Benchmark loan officers in all other states.

A large focus of the Benchmark family is assisting veterans. “The Veteran’s Homefront is our heart project,” the team shared. “We have chosen to be the special ops of veteran lending because we believe that our heroes who have served this nation deserve the outstanding service that Benchmark has provided since 1991.” The team is dedicated to doing right by veterans and has created an educational course that certifies their loan officers in VA lending. The certification ensures that veterans receive the best loan product for their situation and maximize their VA benefits. In addition to their work with veterans,



Christine Covington

“We will always do what is best for our customers and serve with a never-quit attitude because the difference between ordinary and extraordinary is that little extra bit.



Cindi Lea



Amanda Luna



Cody Hedges



Brooke Borchardt



Brittany Rangel



Tammi Wood

Benchmark has given more than \$10 million to veterans, the Brain Treatment Foundation, and Third Option through their annual fundraiser, Boot’n & Shoot’n.

“We also strive to be a mortgage company that gives back,” the team shared. “We have donated over \$50,000 and numerous hours of volunteer service to the United Way of Lubbock. We served meals with the local Paul’s Project and Meals on Wheels and donated to the Habitat for Humanity and Monument of Courage. We adopt a family in need every year and raise donations for the Lubbock Animal Shelter and Lubbock Cooper Pirate Pantry.” The team cares deeply about their customers and their community, and they are driven by a passion for making a difference. For 2020 and 2021, the branch was named Best of Lubbock by the Official Community Choice Awards; for 2021 and 2022, they were named Best of the West by KCBD NewsChannel 11.

“Our goal is to make lending easy, user friendly, and customer-centric,” the team shared. Benchmark aims to build trust with its customers and provide them with financial expertise. Ultimately, the Lubbock team champions lending with heart. “Wherever you are and whatever your dream home may be, Benchmark never quits working for you to make homeownership dreams come true,” the team said. “We will always do what is best for our customers and serve with a never-quit attitude because the difference between ordinary and extraordinary is that little extra bit. We call that our Benchmark Magic!”

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Photography by Haley Madewell and Brittany Bruening



The Real Producers' Spring Fling was held on March 30, and almost 200 of Lubbock's top REALTORS® and businesses gathered at Cook's Garage to celebrate spring.

We at RP continue to be overwhelmed with the support of the real estate community.

We appreciate our Platinum Sponsor, Alliance Credit Union, and our Silver Sponsors — Samantha Mullins, Goosehead Agency Owner, Western Title, and CanTex Roofing and Construction.

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We are grateful to South Plains Electric Co-op for the beautiful gift baskets as door prizes.

Thank you to Hayley Madewell and Brittany Bruening for the 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), Charlie Rowten, Bobbye Maxey, Alan Pettit, Jennifer McCandless, Laci McCandless, Layne Rollo, and Tabitha Martinez (RP pub assistant)!



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# Don't just take our word for it

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



Cole Whisenhunt, Keller Williams Realty



Ryan Reynolds, Grimes Insurance

"In my personal experience, Kathy and *Real Producers* are more than a magazine; they are community and a family that brings like-minded individuals together to help each of them be better together. I can attribute a great deal of our success over the last year directly to our involvement and relationship with Kathy and the *Real Producers* magazine. Thank you, Kathy, and everyone on her team who help make this such a huge success!" —**Ryan Reynolds, Grimes Insurance**



Heather Brandt, Western Title

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

## ▶▶ testimonials

Here's what some of **Lubbock's top REALTORS® and RP ad partners** have to say about *Real Producers*

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



Jeremy Steen, McDougal Realtors

# 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 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](mailto:kathy.pettit@realproducersmag.com).

### 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](mailto:kathy.pettit@realproducersmag.com)

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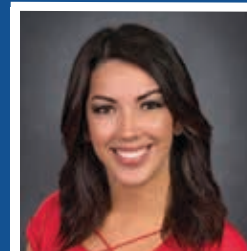
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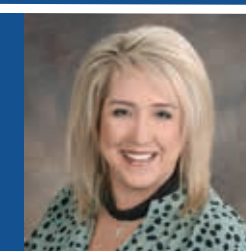
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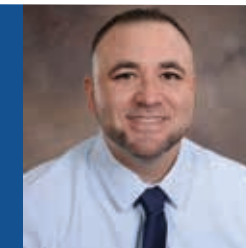
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