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Q&A with Dreambuilt Homes Founder/Owner Dustin Kreger

Q: When and why did you launch Dreambuilt Homes?

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

Q: What sets Dreambuilt Homes apart?

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

Q: What do you love most about your work?

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



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Neighborhoods



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

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



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

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



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

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



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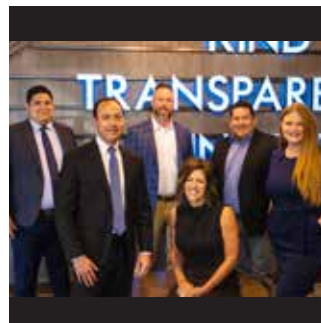
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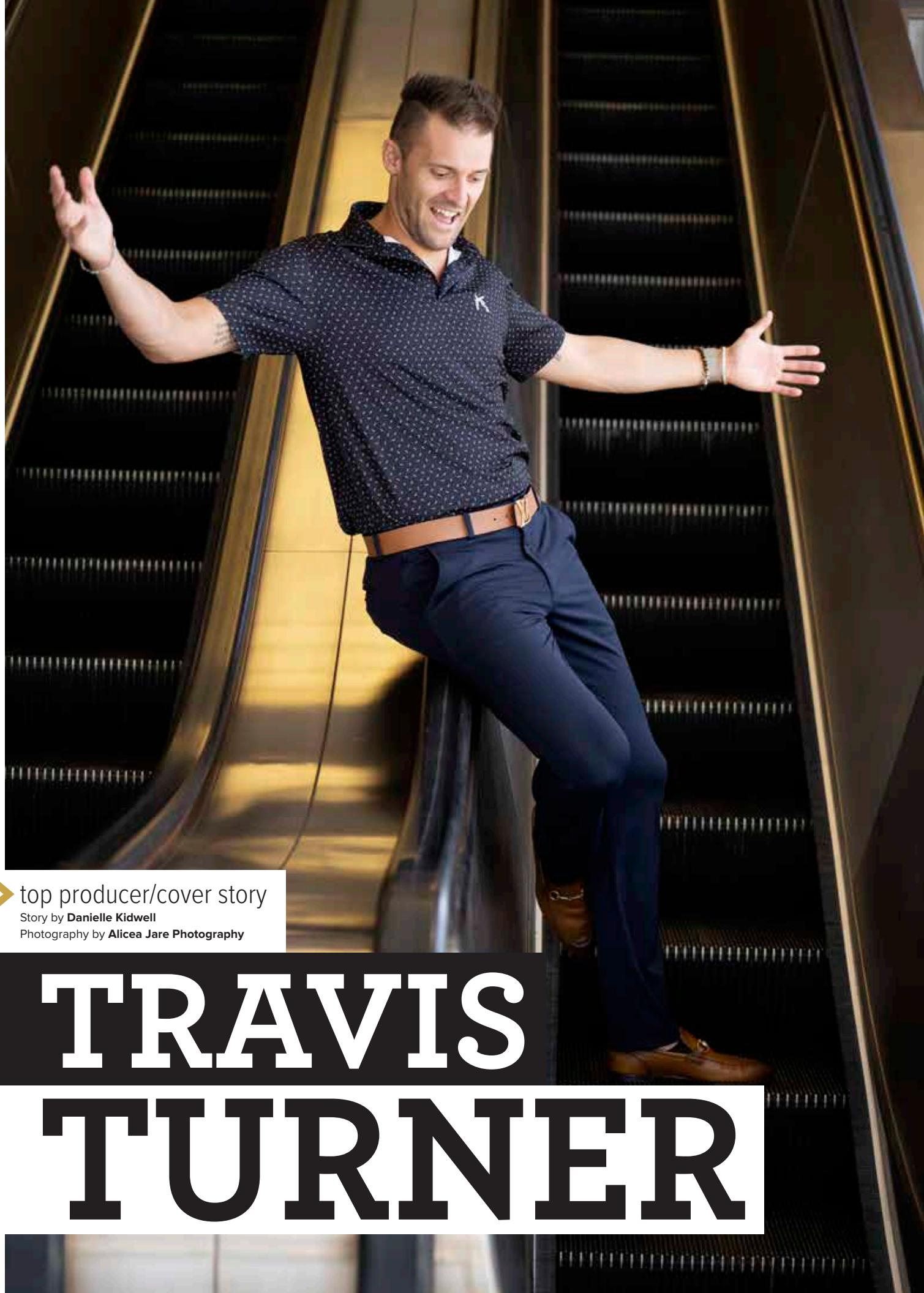
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▶▶ top producer/cover story

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

TRAVIS TURNER

BRICK & LOFT REALTY

Travis Turner knew he was on the wrong path. He was attending Texas Tech and, in his words, “not doing what I was supposed to be doing.” In short, he didn’t like what he was doing or who he was becoming. He will never forget the evening the Lord spoke to him and told him to change his ways.

“The Lord put it on my heart that my current path was not fulfilling,” Travis explains. “After I had that moment — less than a week later — a friend reached out and asked if I wanted to be a part of a group that goes overseas to mentor kids.” Travis recognized the sign of God’s mysterious way and followed his friend’s lead,

signing up for SportQuest, a group dedicated to helping others live their lives with vision and purpose to serve a greater cause. He was blessed with the opportunity to travel to Belgium and London, where he taught underprivileged children the rules and play of American sports and learned their favorite sports from them.

“That was my spark into faith,” Travis recalls. “As a kid, you don’t really know what that is, and I did play basketball at Lubbock Christian University for a year, but through faith, you really discover what you are called to do and why.” When he was about to graduate college, he attended a career fair and visited about 13 companies, not finding the right fit for his personality or the lifestyle he desired. He knew he wanted to work hard and with a purpose, which was when God put him in touch with Scott Toman, the father of his sister’s best friend. Scott saw the passion in Travis and gave him the opportunity to get his license and work for him, and Travis is eternally grateful for the chance to put his mind and energy toward something that he could grow as large as he wanted.



“I enjoy the flexibility and helping people succeed with investing,” Travis says. “It gives me the flexibility to work with the students at my church.” Travis is very active at Turning Point Community Church on Quaker Avenue, befriending and providing structure to the church’s youth. He is passionate about teaching life skills, answering questions and worshiping through the music ministry. Right now, he’s working with the high school seniors, and his next group will be sixth-graders, with whom he will grow as they grow up within the church. ●●●

“
Be prepared to
work hard and
long hours with no
return, but you are
creating a ripple
or snowball that
will grow until it is
carrying you down
the mountain.”
”

...

In 2016, Travis' faith was tested again. He was only one year into his real estate career when he was a passenger in a car going 65 miles per hour when it flipped and wrecked. The driver narrowly avoided hitting a tree, and the occupants were cut out of the car and airlifted by helicopter to local hospitals. As Travis puts it, "Peter had his thorn as we all do, and we all carry things that we struggle with." He is grateful that all victims survived, but he is working through lingering PTSD, anxiety and panic attacks. He still receives injections in his back as a result of his injuries but feels blessed to have survived to continue pursuing his passions.

Travis believes he was put on this earth to bring joy to others, and he does so through his work in both the church and real estate. "Happiness is fleeting, but joy is withstanding," he says with a smile. "I love establishing long-term connections and bearing witness to people through business."



Travis works upwards of 60 hours per week in multiple facets of real estate. He has a diverse portfolio that includes Airbnb, flipping, owner financing, investment funds, building ... you name it! While his goal is to become a truly one-stop shop, Travis personally leans toward investment properties and has owned more than 100 units while also operating his business in Midland and Dallas to further spread his wings. He enjoys sharing that knowledge and networking with other investors who are also trying to grow their portfolios.

Travis has modest advice for up-and-coming REALTORS®. "It isn't easy, and everyone you think you know who will buy and sell real estate will not," he advises. "Be prepared to work hard and long hours with no return, but you are creating a ripple or snowball that will grow until it is carrying you down the mountain." He continues to say that real estate takes time and persistence. He believes that the way to individual success is by helping others and lifting them up.

When he's not mentoring youth or working his real estate business, Travis guest lectures at Texas Tech and The Academy of Regulated Real Estate Courses (TARREC), providing one-on-one entrepreneurship and leadership training to college and real estate students.

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SOUTH PLAINS ELECTRIC COOPERATIVE

South Plains Electric Cooperative's core job is keeping the lights on, but their passion is serving the members. Because they're a co-op, their purpose is to enrich the lives of the members and serve the long-term interests of their communities. This service focus is at the heart of who they are.



Education

South Plains Electric Cooperative was built and is led by the members they serve. Whether tested by severe weather events or a pandemic, the Co-op puts people first, not just during tough times but all the time. Over 85 years, the Cooperative's charitable efforts supported local schools and young people and various nonprofits, assisted families in need to keep the lights on and much, much more.



Education: Fourth-grade safety demonstration

"It's so exciting to be part of an 85-year-old business grounded in tradition and willing to change and adapt to serve member needs," said Director of Communications Lynn Simmons. "I'm blessed to have worked with some of the linemen who put the first poles in the ground, and now I'm watching a new generation step up."



Cooperation among cooperatives

South Plains Electric Cooperative abides by the Seven Cooperative Principles. They live the principles out all day, every day. Here are a few examples of how they intertwine with the Cooperative's everyday business.

Democratic Member Control

South Plains Electric is governed by a board of directors who are also cooperative members. District meetings are held in July, and members meet and elect the board at the Annual Meeting of the Membership in August.

Education, Training and Information

The cooperative is constantly trying to educate the members. However, one of their favorite ways to educate the young members is the annual fourth-grade safety demonstrations that the linemen put on. At the demonstrations, linemen perform an arching demonstration, pole-top rescue and bucket truck rescue as a way to teach students electrical safety.

Cooperation Among Cooperatives

Cooperation among cooperatives means the Cooperative can count on neighboring cooperatives if they need help, and South Plains Electric will send help to others if they are able. An example of this is four SPEC linemen who traveled to Franklin, TX, to assist Navasota Valley last year with power restoration and storm damage repairs during Winter Storm Uri.



Concern for community

Concern for Community

South Plains Electric is happy to support the members' Little League teams, buy a table at a local nonprofit event, team up with the firefighters to hand out coats to local elementary kids, raise money for United Way and much more. Through the CoBank matching grant program, together with CoBank, the Cooperative is able to give some significantly larger donations to local nonprofits. The Operation Round Up program allows the Cooperative to also support nonprofits with Community Grants, help teachers with classroom projects through Teacher Mini-Grants and award high school seniors with scholarships for college.



Coats for Kids

But it doesn't stop there. It isn't just the Cooperative principles that make the cooperative unique. They are on the cutting edge in terms of technology and renewables. The Cooperative's grid monitoring and security systems are top-notch, and they are able to offer members the free SPEC App. The SPEC App offers more options to track

energy use, help manage costs and report outages.

The energy industry is rapidly changing. In our region, the increased availability of renewables at the point of generation allows South Plains Electric to take advantage of more options for its energy mix. Building a

sustainable future is a priority. But more importantly, while the use of renewables is increasing, the Cooperative will incorporate other forms of energy into the mix to ensure service reliability. After all, solar and wind are referred to as "intermittent" power because the sun does not always shine, and the wind does not always blow.

As a local business, the Cooperative is proud of its role in helping bring good things to its communities. While the larger environment in which they operate is constantly changing, one thing remains constant: Working together with you, the members they serve, South Plains Electric continues to be a catalyst for good.

"South Plains Electric Cooperative will always be about people, not about profits," said Lynn Simmons.

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GINGER ROBERTSON



▶ featured REALTOR®
Story by Caroline Kelsick
Photography by Alicea Jare Photography

Coldwell Banker Trusted Advisors

Coldwell Banker's Ginger Robertson grew up with the same name as an American actress, dancer and singer famous during the Golden Age of Hollywood: Ginger Rogers. Ginger (Rogers) Robertson was also a bit of a performer. The daughter of two schoolteachers from Lovington, NM, played the flute in middle and high school and was also a twirler. What Ginger is most famous for now, though, is her talent for being a loyal and trusted REALTOR®.

Ginger began her real estate career in 2004. Shortly after graduating from college, she worked for an apparel company. Later, she became a stay-at-home mom, and then she worked part-time to be with her kids as much as possible. "When I was needing full-time employment, thankfully, my dear friend Melissa Smith encouraged me to work with her at Betenbough," Ginger shared. "I worked there for two and a half years, and then I took seven months off to build a house." In her time away from work, Ginger missed serving and guiding clients through the house-hunting process. "I really missed the interaction and satisfaction of seeing people find their dream home," she said. Eventually, she made her way back to the industry, and she now works for Coldwell Banker Trusted Advisors. ...



...

Nearly two decades later, pleasing clients is still the driving force of Ginger's work. "Seeing the look of people finding what they want is the most fulfilling part of my work," Ginger shared. On the other side of the transaction, she loves to witness sellers pleased with quick and easy sales.

Ginger prioritizes education and opportune communication in her client relations. "I truly believe in answering calls quickly," she shared. "I want to make buyers and sellers feel like they are receiving in-depth communication needed to close transactions smoothly." For younger agents, she recommends having timely communication, professionalism and a database of quality clients. In the future of her work, Ginger hopes to see clients come from past clients and referrals, as they are the clients she enjoys working with the most.



“ I want to be remembered for serving others and not being consumed by things that do not truly matter. ”



When she is not working, Ginger loves to spend time with her family and grandkids. She has a 34-year-old son who has three children. He served in the Army for 10 years and currently works as a home renovator. Her son and daughter-in-law are currently in Birmingham, AL, for her daughter-in-law's pediatric ER fellowship, but they will soon return to Lubbock. Ginger's daughter is 30 years old with two children. Her daughter works as a life coach and property manager, and Ginger credits her daughter for keeping her on track with technology. Ginger's son-in-law serves as a policeman with the Lubbock Police Department.

Defining success, Ginger notes the importance of a healthy relationship with her kids, grandkids and the Trinity. "I am most grateful for my family, friends and salvation," she said. "I want to be remembered for serving others and not being consumed by things that do not truly matter."

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Fall is upon us in Lubbock. The wilting heat of summer has given way to the mild fall days we all look forward to. Normally, the fall is the end of a growing season, but for TREPAC, it's the beginning of another great year of advocacy and protecting private property rights across Texas.

The 2023 TREPAC year started on Oct. 1, and we have a whole year of opportunities to protect your business by investing in TREPAC. We are so grateful for everyone who answered the call and look forward to another prosperous year. We are so grateful to our President-Elect and 2022 TREPAC Committee Chair Donna Sue Clements for working so hard to meet our goal.

We can't wait to see what our 2023 Committee Chair Michael Hutton will accomplish. You've all heard

how important investing in TREPAC is. Many of our top producers in Lubbock already invest at the Major Investor level, which is \$1,000+.

What a great example they are to the rest of the Lubbock Association of REALTORS® (LAR) members and especially the newer agents.

Investing in TREPAC isn't a one-and-done kind of investment. Every year, we ask each of our members to invest a minimum of \$50. If you currently invest, we are grateful to you. If you haven't invested recently, let's make 2023 the year you do.

One of my favorite TREPAC events is happening right now. Turkeys for TREPAC has been near and dear to my heart since we started it. It's one of the most important events we do. Every dollar you invest goes to purchase turkeys for the South Plains

Food Bank. It's a great way to invest in TREPAC and give back to your community at the same time.

LAR leadership has a proud history of not just investing in Turkeys for TREPAC, but also helping to hand them out at the South Plains Food Bank. There is nothing like watching the faces of the people who pick up the turkeys we provide. It makes a huge impact on our community, and we are so thankful to be able to be a part of that.

As the top producers in Lubbock, I implore you to make an investment in Turkeys for TREPAC this year. The money you invest between now and the end of the year stays here in Lubbock. Help us provide a holiday meal for a hungry family in Lubbock.



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Tracy Weatherly has a lot to say about ALLIANCE Credit Union. As the Senior Vice President of Real Estate Lending, she is proud to report that the not-for-profit and member-owned financial cooperative received recognition from the S&P Global Market Intelligence group as the 23rd best-performing credit union in the country in 2021. Also, during the first quarter of 2022, ALLIANCE ranks #1 on return on assets (ROA) in credit unions amongst its peers in Texas.

ALLIANCE Credit Union Home Loan Center offers the same mortgage products and services as a traditional mortgage company but with lower rates and lower fees. “Every dollar of profit ALLIANCE generates goes back into the credit union so that we can continue to grow and provide superior services to an ever-expanding membership,” Tracy said.

Central to the service-over-profitability mindset is a team of dedicated staff striving to bring value to REALTORS® by providing a seamless experience for their homebuyers. Here, we introduce you to the team members who deliver exceptional service.



MEET THE LENDERS:

Candice Gerron

Since 2018, Candice has worked in the mortgage industry. She provides a simple and easy homebuying process by investing herself entirely into her clients. Candice is dedicated to educating those she works with on the mortgage process and goes above and beyond to support members in achieving their aspirations of becoming homeowners. Candice is committed to saving your clients money while assisting them in purchasing their ideal house, whether through credit rehabilitation, assisting in lowering insurance costs or locating the best type of home loan.



Born and raised in Chicago, IL, Candice relocated to Lubbock in 2006. She adores her two sons and is pleased with the young men they have grown up to be. Candice is passionate about giving back to the community, volunteering whenever she can and working tirelessly to launch her nonprofit, Restoring Grace. Candice enjoys spending her free time with her family, working on home-improvement projects, touring wineries and traveling. Most importantly, Candice's faith plays a significant role in her life. She is actively involved at Hillside Christian Church in Lubbock.

Denise Jones

Denise Jones is a mortgage loan officer who has worked in banking and mortgage her whole adult life starting in the late 90s. Having worked in this industry across various positions for 24 years, Denise has seen and done it all, which gives her insight into every aspect of the business. Denise is passionate about finding innovative solutions for her clients, no matter how complex, to ensure they get into their dream homes. Denise provides a friendly approach to the loan process, maintaining an open line of communication with borrowers and REALTORS®. Regardless of loan size or purchase price, Denise strives to deliver borrowers the best experience and customer service.



Denise enjoys traveling and spending time with family and friends in her free time. She is a huge dog person and enjoys

spoiling her fur babies. Denise's hobbies include the beach or anything with sun and water. She also enjoys expanding her knowledge of gardening. Lastly, Denise is most grateful to be a grandmother and enjoys attending events in which her grandchildren are involved.

Tyler Perez

Tyler Perez graduated from Lubbock Christian University with a bachelor's degree in business administration and has worked in mortgage since 2014, spending his last four years as a loan officer. He is keen on continually learning and feels that experience is the best way to grow in this field. He prides himself on getting buyers approved for the loan amount they need and working within their specified budget.



Outside of work, Tyler is actively growing his investment business, enjoys spending time with his family and always looks for ways to grow personally. The values that drive him are authenticity, friendship and knowledge, which he carries with him into his career and all other aspects of life.

Lance Sampley

Lance Sampley began his real estate career in 2003, working as a REALTOR® up until 2012. As of 2020, Lance has been a mortgage loan officer with The ALLIANCE Home Loan Center. Lance is passionate about the buyers and REALTORS® he works with and uses his extensive knowledge and expertise to usher them through the homebuying process. You can count on him to be available on holidays and weekends, working to serve the homebuying process no matter the time or day.



When Lance is not working, he can be found coaching his son's AAU basketball team or passing on his real estate knowledge to his children. Lance is a real estate investor himself, and he knows how significant buying a home is and is passionate about helping people achieve their homeownership goals.

...

Richard Beauchamp

Richard Beauchamp is ALLIANCE's Vice President of Mortgage Sales and is an authority in mortgage lending with almost 15 years of experience in this field. He has a marketing degree from Texas Tech and is a devoted Texas Tech alumnus.

Richard is passionate about working with REALTORS® and his team to help put people into their dream homes with customer service at the forefront with his mission. Whether past clients are tracking Richard down again or new clients are looking for a home loan, he ensures that the mortgage process is a breeze. Outside of work, Richard cherishes spending time with his wife and two daughters. He is an avid gym-goer who enjoys fishing, grilling and attending Texas Tech sporting events. Richard is a vital resource to REALTORS® and his team.



David Vaughn

David Vaughn has lived in Lubbock and served the Lubbock community in various capacities for nearly 20 years. He is a Texas Tech University alumnus and currently a member of the ALLIANCE Credit Union team, where he serves as Real Estate Business Development Manager. With the support of his family and ALLIANCE Credit Union, David is involved and invested in the Lubbock community.



David has been involved with the Lubbock Chamber of Commerce through multiple avenues, including serving as Chairman of the Chamber Golf Classic, Chairman of the Leadership Lubbock and Chamber Ambassador and has been recently awarded "20 under 40" and "Volunteer of the Year." Additionally, David currently serves as the Past President of the Board for the Children's Advocacy Center of the South Plains and is the Treasurer for the Board of Directors for the Early Learning Center. Most importantly, David also devotes time to his family, with his beautiful wife, Sherrelle, and two young sons, Grayson (9) and Daniel (6), which has included coaching his sons' soccer teams over the past six years, as well as helping his wife teach Sunday school at their church.

You may know the saying that goes: "If you want happiness for an hour, take a nap. If you want happiness for a day, go fishing. If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime, help somebody." Happiness is found in helping others, which is what makes David who he is. His passion for others is well beyond surface level.

"ALLIANCE Home Loan Center offers a vast array of mortgage products, including a 100% LTV Portfolio Product, Bank Statement Programs and Conventional and Government Programs," Tracy said. "You can count on our team to explore all available options for our borrowers and offer the very best solution."

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Jacob Faske

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▶▶ featured team

JACOBY MADEWELL

Madewell Real Estate Company

Submitted by **Jacoby Madewell** | Photography by **Haley D. Madewell**



I grew up in a family that was Christ-centered and family-forward from my early years through today. They instilled in me the never-ending work ethic of “you will go, you will do, and we will succeed from all of our efforts.” My upbringing of sanding baseboards, sweeping foundations without walls and many other tasks my friends and industry workers had never heard of ignited a flame and a never-quit mentality.

After high school, I dabbled at Lubbock Christian University, managed a Buffalo Wild Wings and a catering company and was a finance manager at a local car dealership for a while. Never during those times did I forget my desire to pursue a career in real estate. So, for several years, I paid for and stumbled through trying to complete online classes and qualify to take my test. Finally, in 2014, I signed up for classes at TARREC and passed my test shortly after.

I started out very broke and eager. My early months entailed mapping out showings or previews of homes to conserve gas and taking advantage of broker open houses for a meal. I called thousands of numbers and became the seeker of no and overcoming the objections thrown at me. Successes were applauded, and I had a career finally.

All of this to say, I wanted to do more than eat, work, sleep and repeat. I wanted more for my life and the other agents around me working tirelessly to win in both life and business.

In 2017, I sought out a plan to not only help myself, but also help others in real estate. I was able, through social media and mutual friends, to discover another real estate professional who was successful in her career; however, her desires were to help others, as mine were, and a new company was born.

Many around Lubbock are familiar with Contract 2 Close and its impact on Lubbock real estate. Betsey Timmons and her leadership laid the foundation for transaction coordinators and back-end support to be an elevating factor for real estate in our area. Her team at Contract 2 Close helped agents with



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our agents and their clients with gratitude and care that is incomparable to most people who shy away from the limelight. They live to serve our agents and are a key part of their success.

We are also blessed with a long list of agents who contribute to our culture and a family feel like no other. They are each pillars of success who add value to everyone around them. I would challenge anyone to put up another group of caring agents to those we are allowed to hold close as experts in the industry and friends. The absolute biggest blessings we have these days are helping make a difference in the lives of those around us. Our seasoned agents help to multiply the knowledge and leadership available to our newer agents. The conversations, encouragement and environment of gratitude are like none I have ever been invited to experience in a workplace.

Our second goal was to build a foundation of faith, family and fun. By incorporating our mission and foundation to focus on service, honoring God and having the right people around us, our company and agents have become family. We love being able to live our lives in alignment with each other while supporting, cheering and getting through the weeds together.

In the end, we can truly say we are seeking “Avodah” to live a seamless life of work, worship and service. By surrounding ourselves with the best, we will succeed together!

JACOBY MADEWELL, REALTOR®
Madewell Real Estate Company
806-654-7828
jacoby@madewellrec.com

the paperwork on the back end while mentoring and assisting agents in ways to grow their businesses. The relationship Betsey and I forged during the early days of Contract 2 Close would eventually lead us to double down in the following years and create a company model unlike anything we had ever experienced.

We built a real estate brokerage model that focused on serving its agents and clients in ways that were not typically offered. Leverage, help with the I-want-to-serve-my-client-in-this-way “wishes” and all of the other items that had piled up in our agent to-do’s became I-wish-I-hads.

In 2021, we launched Madewell Real Estate Company with a mission to honor and glorify God by living up to our core values while providing the highest level of service through our honesty and expertise. We love our people, and we are better people because of who we surround ourselves with.

Madewell Real Estate Company has a full-time staff of five and two part-time licensed agents. Betsey and I were blessed to combine our long-term support to become the backbone of our company. They serve



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DENISA ZAJI

EXPAND REALTY GROUP

▶▶ spotlight REALTOR®

Story by **Carissa Reddick**
Photography by **Alicea Jare Photography**

“I GREW UP IN A COMMUNIST COUNTRY, WENT THROUGH WAR, STARVED FOR TWO YEARS — OH, AND TESTIFIED IN FRONT OF CONGRESS IN DC TO HELP BUST A PROSTITUTION RING IN BOSNIA. I HAD TO BE ON MILITARY LOCKDOWN FOR A WHILE. HOW’S THAT FOR SHARING?” DENISA ZAJI STATES.



When Denisa — from Donje Dubrave, Bosnia, and Hercegovina — landed in Lubbock for the first time on Jan. 7, 2000, she knew she had stepped into a tornado. As it turns out, the “tornado” was her first of many dust storms welcoming her to her new life as a Texan. As if moving to a new country was not already adventurous. However, as we can see from Denisa’s abbreviated autobiography, she’s no stranger to adventure.

After the dust settled, Denisa began working in a department store. She lasted three months. The never-ending folding bored her to death. She realized that she

had no desire to work another 9 to 5 job nor have another boss.

Before she started working at Expand Realty, however, Denisa owned and operated her own cleaning business. Her business quickly flourished. She began by cleaning houses on her own. From there, her company expanded to include 17 employees, mostly family members from Bosnia, cleaning homes and commercial buildings. The tragedy of Sept. 11, 2001, stunned the nation and irreparably changed all of our lives. After that fateful day, Denisa’s family struggled to secure their work visas, and sadly, they had to return to Bosnia. The



responsibility was with Denisa to clean five houses daily and a few commercial buildings at night without her family’s assistance. As one could imagine, she was drained.

The exhaustion she felt trying to maintain her cleaning business still did not keep her fear at bay when a close friend introduced her to the real estate industry. Her only sales experience was her brief career in the department store. However, Denisa’s fear dissipated the more she came to understand what being a REALTOR® was all about. “Our job is to fulfill people’s dreams of homeownership,” she shares. “We are matchmakers, consultants and right-path guiders. Sometimes, my friends in real estate, we are simply marriage counselors.”

Although Denisa has developed a genuine love for her new role, not everything came easily. Denisa recalls her first showing as a bit of a circus. She was so nervous that she couldn’t figure out how to open the key box. Nevertheless, the couple bought the home. She’s since helped them sell that home and find a forever home. You can bet they all shared a good laugh reminiscing about Denisa’s first showing.



“
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 DREAMS OF
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 CONSULTANTS
 AND RIGHT-
 PATH
 GUIDERS.
 SOMETIMES,
 MY FRIENDS
 IN REAL
 ESTATE, WE
 ARE SIMPLY
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...
 The best advice that Denisa can provide to new agents is to never stop learning. Learn from your colleagues and learn about yourself. Find out what kind of person you are. What’s your niche? What’s your comfort zone? Focus on these questions more than your commission check and you will gain competency that much faster.

Denisa also understands the value of a healthy work-life balance. She surrounds herself with friends — and friends who may as well be family — especially because her biological family cannot be with her in the States. She suspects that many of her friends only stick around for her delectable chicken and potatoes, but she doesn’t mind. One of her favorite activities is cooking with her sassy 8-year-old daughter, Emma. Emma also enjoys gymnastics and showing off every new move she learns. Denisa claims she doesn’t know where Emma’s sassiness comes from, but we have our theories.

In real estate, you need equal parts good business sense and equal parts excellent people skills. REALTORS® like Denisa may have cracked an important code to success. Denisa says, “We all have our stories. We’ve all been through something unimaginable and fought with everything that we have to survive, but this is what made us who we are today. How you use your story is up to you. Will it drive your success, or is it an excuse? The decision is up to you and only you to choose which path to take.”

DENISA ZAJI, REALTOR®
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FAQ

ABOUT THIS MAGAZINE



Welcome to *Lubbock Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

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: 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: 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.

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 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



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▶▶ meet our photographer

Story by **Jacki Donaldson**
Photos by Alicea Jare Photography (unless otherwise noted)



Photo by Lane Gray
Photography

Alicea Mullins

Alicea Mullins hopes to be remembered by her four children as a mother who loved them well and had the time of her life raising them. They will no doubt also remember her as a talented photographer whose masterful and breathtaking images change lives.

Many of the stunning photography that graces the pages of *Lubbock Real Producers* belongs to Alicea, owner of Alicea Jare Photography, and many of the top producers we feature who work with Alicea go on to hire her to capture their magic both professionally and personally.

Alicea, whose photography services include families, high school seniors and boudoir, is an expert at professional headshots and content creation, and she urges those in real estate to stay current with headshots and photography that markets their business. “We live in a visual world, and clients and potential clients make choices based off of your

ALICEA JARE PHOTOGRAPHY



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personal brand,” Alicea said. “Images impact a consumer’s purchasing decisions.” Her content creation collections help folks market on any social media platform, as well as online and via printed products.

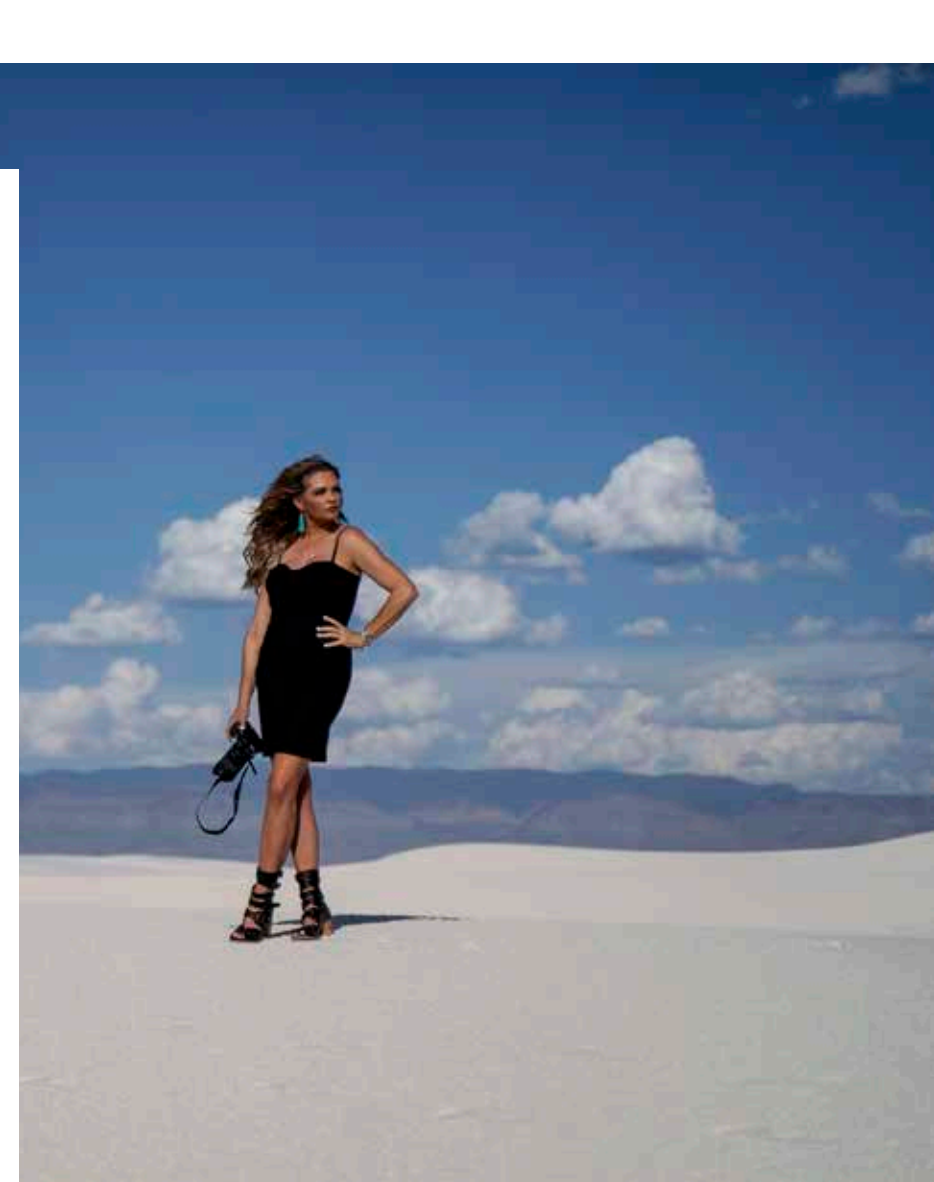
Alicea’s personality and her personal style of connecting with clients set her apart. “How I make someone feel is important to me,” said Alicea, who cherishes the time she spends with her clients. “I truly love getting to meet people and learning about what they do and who they are. I get to capture images and content that can help them propel their business forward.” She can’t think of anything more fulfilling.

How does Alicea define success: “When I capture a client’s image, and I show them on the back of my camera, and they see themselves in a new way that makes them leave the session feeling better about themselves,” she said.

Alicea, who was born and raised in eastern New Mexico and came to West Texas to be close to her sister and her family, loves her work so much that she combines it with just about everything she does. “I like to travel, and the kids will come with me, and I will meet clients for sessions,” she said. “I travel to the mountains and white sands and Palo Duro and just love spending time in beautiful places with my clients and my family.” In addition to traveling, her close-knit and competitive family, which includes kids Cash, Keira, Taos and Trinity, enjoy playing card and board games, and they take the game Spoons very seriously.

Most important in Alicea’s life is the quality of family, friends and clients who surround her. She also values rich and meaningful conversations and living in the present moment. And she is grateful for the cheerleaders in her life — “the friends and family that not only support me because they love me, but who also see my potential and help me become a better friend, mom and photographer,” she said.

Alicea most wants her clients to remember her as someone who was honored to be chosen to be their storyteller.



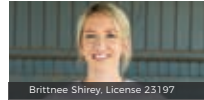
If Alicea has not yet helped you tell your story, please reach out to her at 575-825-5588 or aliceajare@gmail.com. You can also visit Alicea online at aliceajare.com.



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