

LUBBOCK

REAL PRODUCERS[®]

CONNECTING. GROWING. INSPIRING.

TOP PRODUCER

**STUART
BARTLEY**

**A TRIBUTE TO
MARK NANNY**

PREFERRED PARTNERS
PAGES 8-9

RISING STAR
JORDAN LINNENKUGEL

FEATURED REALTOR[®]
JOSEPH RANDALL

SPOTLIGHT REALTOR[®]
VANESSA BAKER

PARTNER SPOTLIGHT
HUB CITY RENTALS

COVER PHOTO BY ALICEA JARE PHOTOGRAPHY

AUGUST 2023

Home Loans

Easy, Fast, Local

Combining the convenience of online application with the speed and service of Lubbock National Bank.

Apply Today



82nd Street Branch | 4006 82nd St. | 806-473-6400 | LubbockNational.com



WOLFFORTH TEXAS

WHERE ROOTS AND
WATER RUN DEEP

REALTOR® INCENTIVES AND COMMISSIONS!!



REALTORS® are our favorite customers!

The Christian-based company opened in 2016 and has built almost 400 homes, providing quality and affordability.

Local family that believes in providing quality and affordability and that God led them to build homes because everyone deserves a home built to last.

Raised in Lubbock, Dustin is committed to building relationships with families and individuals and he enjoys partnering with REALTORS to help their clients become homeowners.

Dustin is passionate about building a legacy for his children, Clyde and Grady.



(806) 548-0779 | dustin@dreambuilthomes.com | dreambuilthomes.com

BUYER INCENTIVES!!

Available Homes
Updated June 19

Escondido Ranch

7611 53rd Bo +3rd Bath 2000 \$364,000.00

Everest Heights

7722 97th Matt 1918 \$306,700.00
 7724 97th Gary 1600 \$262,500.00
 7726 97th Landyn 1772 \$285,380.00
 7728 97th Corbin 1652 \$270,400.00
 7730 97th Moose 1750 \$283,300.00
 7734 97th Landyn 1772 \$287,380.00
 7736 97th Corbin 1652 \$270,700.00

The Overlook

1905 Durham Ave Corbin 1652 \$288,450.00
 1906 Durham Ave Moose 1750 \$296,550.00
 1908 Durham Ave Corbin 1652 \$278,050.00
 1909 Durham Ave Corbin 1652 \$289,200.00
 1910 Durham Ave Moose 1750 \$300,000.00
 1711 Cottonwood Ave Brittney 1926 \$317,350.00

Viridian

2904 137th Janice 1850 \$303,850.00
 2906 137th Rachel 1886 \$309,800.00
 2908 137th Corbin 1652 \$282,600.00
 2910 137th Moose 1750 \$298,950.00
 2912 137th Townes 1974 \$330,530.00
 2914 137th Janice 1850 \$304,050.00
 2916 137th Corbin 1652 \$286,600.00
 2918 137th Moose 1750 \$299,250.00
 2920 137th Janice 1850 \$305,300.00
 2926 137th Corbin 1652 \$286,300.00

Frenship ISD

Frenship ISD

Frenship ISD

Frenship ISD



Model Home: 1910 Durham Ave.
 Wolfforth, TX 79382
 Office Hours: Monday-Friday, 8 AM-5 PM

Office Manager
 Lexey: (806) 329-8380
lexey@dreambuilthomes.com



Full Service Packing, Moving & Storage
Fully Insured & Bonded
Locally Owned & Operated
FREE, GUARANTEED Estimates
Realtor Discounts
Local & Long Distance Moves

Before you start, Call Hart!

HartMovingandStorage.com
(806) 763-4191




MEET THE
LUBBOCK
REAL PRODUCERS TEAM



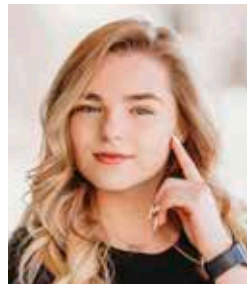
Kathy McCandless Pettit
Publisher/Owner/Connector
806-368-1526
Kathy.Pettit@
RealProducersMag.com



Jacki Donaldson
Managing Editor
352-332-5171
Jacki.Donaldson@
N2co.com



Alicea Jare Photography
575-825-5588
www.AliceaJare.com



Konstanze Barron
Administrative Assistant



Rowdie Bright Photography
979-224-6757
rowdie.bright@gmail.com



Caroline Kelsick
Writer



Tori Eiselstein
Writer



Thorough assessments. Reputable, local service. Quality work.

Talk to the professionals that property owners, agents, and buyers trust. CanTex™ is your local turnkey roofing, construction, glass, and exteriors company. Discover a better, more integrated roofing and exteriors company that delivers on quality, experience, price, and satisfaction. Together, we are one serving Lubbock and our surrounding communities. CanTex™ has you covered.

- ✓ Trustworthy Professionals
- ✓ Free Roof Assessment
- ✓ Residential & Commercial
- ✓ Glass Replacement

Roofing

Residential & Commercial

Windows & Siding

Glass & Mirror



CANTEXROOFING.COM (806) 475-0010

©2023 CanTex Roofing & Construction. All rights reserved.



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

APPRAISAL SERVICES

Hub City Appraisals
(806) 239-5520
hubcityappraisals.com

Dan Wilson Homes & Southern Homes by Dan Wilson
(806) 698-6626
danwilsonhomes.com

BANK / MORTGAGE / FINANCIAL SERVICES

Lubbock National Bank - (Lubbock)
(806) 473-6235
lubbocknational.com

BUILDER

Apex Construction
(806) 632-5561
BuiltbyApex.com

D.R. Horton Lubbock
(806) 928-0770
DRhorton.com/texas/lubbock#

Dreambuilt Homes
(806) 329-8380
dreambuilthomes.com

FINANCIAL ADVISOR

Valerie Hinojosa — Edward Jones
(806) 783-3072
www.edwardjones.com

INSURANCE AGENCY

Grimes Insurance
Ryan Reynolds
(806) 762-0544
grimesinsurance.com

FOUNDATION REPAIR

WestTech Foundation Repair
(806) 500-3367
westtechfoundation.com

Moriah Pyle State Farm Insurance
(806) 795-8040
savingapyle.com

GLASS

CanTex Roofing
(806) 475-0010
cantextroofing.com

Shar Merchant — Goosehead Insurance
(469) 583-9906
sharmerchant.com

HEALTH

Restore Hyper Wellness + Cryotherapy
(806) 621-2796
restore.com

LADIES CLOTHING, SHOES & ACCESSORIES

J. Hoffman's
(806) 795-8290
JHoffmans.com

HEATING/ AIR CONDITIONING

Fire & Ice Heating & Cooling
(806) 422-1087

MORTGAGE

ABC Bank Home Loans
(806) 775-5110

HOME INSPECTION

Be4ore Home Inspections
(806) 470-3538
Be4ore.com

Hub City Home Inspection
Remington Reeder
(806) 786-6444
hubcityhomeinspections.com

Joe Bellar Real Estate Inspectors
(806) 786-1375
joebellar.com

West Texas Inspection
Brandon Sanders
(806) 786-0849
WTREI.com

HOME STAGING

Hub City Staging
(806) 252-0062
Hubcitystaging.com

HOME WARRANTY

Fidelity National Home Warranty
Stacie Polozola
(806) 577-9675
homewarranty.com

Alliance Credit Union
alliancecutx.com

Alliance Credit Union
Candice Gerron
(806) 507-0631
alliancecutx.com

Benchmark Mortgage
(806) 300-8805
lubbock.benchmark.us

City Bank Mortgage
(806) 792-7101
city.bank/mortgage

NEXA Mortgage LLC
Jacob Faske
(806) 201-2081
jacobfaske.com

Next Legacy Lending
Kate Conner
(806) 496-5300
nextlegacylending.com

Peoples Bank
Laci Walton
Slade Terry
(806) 776-2088
peoplesbanktexas.com/

Primewest Mortgage
(806) 788-2848
primewestcorp.com

Revolution Mortgage Lubbock
(806) 681-7095
www.revolutionmortgage.com/

Southwest Bank Mortgage
(432) 552-5000
southwest.bank

Texas Tech Credit Union
Homes Loans
Larissa Cable
(806) 831-2840
www.larissa.texastechfcu.org

Texas Tech Credit Union Mortgage
Whitney Chaney
(806) 470-4886
whitney.texastechfcu.org

Texas Tech Credit Union Mortgage
Tom Couture
(806) 773-0496
www.tom.mortgage

Thrive Mortgage
(806) 773-0531
www.thrivemortgage.com

MOVING COMPANY
Hart Moving and Storage
Courtney Henson
(806) 763-4191
hartmovingandstorage.com

PHOTOGRAPHY
Alicea Jare Photography
Alicea Jare
(575) 825-5588
aliceajare.com

Rowdie Bright Photography
Rowdie Bright
(979) 224-6757
rowdiebright.com

PLUMBING
Pipeline Plumbing
(806) 601-6989

PROPERTY MANAGEMENT
Hub City Rentals
(806) 993-7368
hubcityrent.com

ROOFING
CanTex Roofing
(806) 475-0010
cantextroofing.com

Plains Roofing
Travis Warmoth
(806) 748-0702
plainsroofing.com

SECURITY/AUDIO/VIDEO
Quick AV Security
(806) 416-6222

SIGNS & GRAPHICS
Sign Design
Jereme Ragsdale
(806) 549-3158
signdesigngraphics.com

SURVEYOR
Delta Surveying and Engineering
Adam N. Light
(806) 701-5707
www.deltalbk.com/

TERMITE & PEST CONTROL
Rusty's Bug Stop
(806) 777-7424
rustysbugstop.com

TITLE COMPANY
Hub City Title
(806) 412-1234
hubcitytitle.com

Lubbock Abstract
Steve Shanklin
(806) 798-9800
Lubbockabstract.com

Service Title
(806) 794-9966
servicetitleco.com

Title One
(806) 771-7770
titleonetexas.com

Western Title
(806) 795-9143
westerntitlelubbock.com

ENSURE THE FOUNDATION IS SOLID!

WestTech
FOUNDATION REPAIR

NUMBER ONE IN STRUCTURAL REPAIRS

The team you can trust to assist with residential remodel and new construction projects.

20 years of industry experience

Dedicated to bringing the latest advanced technology in diagnosis and repairs to West Texans to protect their most valuable asset.

Call **806-470-0535** now for Reliable Foundation Service

WestTech Foundation Repair, LLC


BENCHMARK MORTGAGE
brings you home

Experience the Best in Home Loans with our Award-Winning Team - Three-time Best of Lubbock and Best of the West Winners

Benchmark Mortgage
12419 Quaker Ave, Lubbock, TX
806-300-8805

Ark-La-Tex Financial Services, LLC NMLS# 2143 (www.nmlsconsumeraccess.org). All loans subject to borrower qualifying. This is not a commitment to lend. Other restrictions may apply. (https://benchmark.us)

TABLE OF CONTENTS




16
A Tribute To Mark Nanny



22
Top Producer: Stuart Bartley



28
Spotlight REALTOR®: Vanessa Baker



40
Featured REALTOR®: Joseph Randall



46
Partner Spotlight: Hub City Rentals



52
Rising Star: Jordan Linnenkugel



If you are interested in contributing or nominating Realtors for certain stories, please email us at kathy.pettit@realproducersmag.com, or call 806.368.1526

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Lubbock Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

SIMPLIFYING CLOSINGS, **ONE** PROPERTY AT A TIME.



TITLE ONE
ENERGY, EXPERIENCE, AND COMMITMENT ALL IN ONE.

titleonetexas.com 806.771.7770 6102 82nd St. #11 Lubbock, TX 79424

Your clients could qualify for **100% FINANCING**
No Income Restrictions • Great Introductory Rate



with **H.O.M.E. - 100**
THEIR DREAM HOME IS
closer
THAN YOU THINK



ALLIANCE
HOME LOAN CENTER
8401 Quaker Ave, Lubbock, TX
806.798.0991

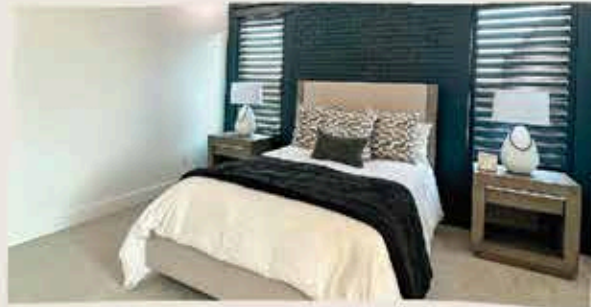
Each account insured up to \$500,000. By members' choice, this institution is not federally insured. *Loans subject to credit qualification and approval. APR = Annual Percentage Rate. Programs, rates, terms, and conditions are subject to change without notice.






HUB CITY STAGING

Leave the staging to us



Providing REALTORS® and homebuilders with quality home-staging services – from a single home to an entire neighborhood – on time and within budget to maximize the potential of every home.

Ashley Whittle, Owner/Creative Director

(806) 252-0062

www.hubcitystaging.com



OUR TEAM IS HERE TO HELP YOU MAKE THE RIGHT HOME FINANCING CHOICES TODAY AND PLAN FOR THE RIGHT FINANCIAL DECISIONS IN THE FUTURE.

HOME TODAY. DREAMS TOMORROW. FRIENDS FOREVER.
MAKING HOME LOANS GREAT AGAIN



SELF-EMPLOYMENT SPECIALISTS

GOAL-DIRECTED EXPERTS

MORTGAGE DREAMERS

(806) 337-0804 . 4920 S. LOOP 289, SUITE 204 LUBBOCK, TX 79414 .

NMLS#2416876 WWW.NEXTLEGACYLENDING.COM . INFO@NEXTLEGACYLENDING.COM

FOR INFORMATION PURPOSES ONLY. THIS IS NOT A COMMITMENT TO LEND OR EXTEND CREDIT. INFORMATION AND/OR DATES ARE SUBJECT TO CHANGE WITHOUT NOTICE. ALL LOANS ARE SUBJECT TO CREDIT APPROVAL. WWW.NMLSCONSUMERACCESS.ORG WWW.SML.TEXAS.GOV



RUSTY'S BUG STOP

18 YEARS OF EXPERIENCE IN LUBBOCK

termite inspections - termite treatments - residential & commercial pest control
competitive pricing on all termite treatments

806.777.7424 | rustysbugstop.com

LOCALLY OWNED AND OPERATED BY RUSTY AND TAWNDRA FERGUSON

Come Learn How #FINANCEWITHFASKE Will Expand Your Business

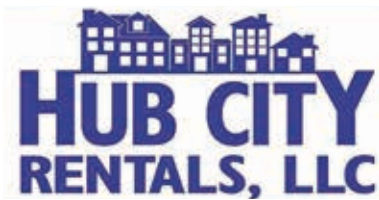


BACK TO SCHOOL

Jacob Faske
Mortgage Solution Specialist
NMLS #2152353
NEXA Mortgage #1660690
(806) 201-2081
jfaske@nexamortgage.com
www.jacobfaske.com
6202 Lola Ave, Office #131
Lubbock, TX 79424



Happy Property Owners. Happy Tenants.



Property
management services
for tenants and owners

4703 S Loop 289 | Lubbock, TX 79424
(806) 993-RENT (7368) | hubcityrent.com
info@hubcityrent.com



As a Cooperative Member I have the power to choose more time with my family.

When competition comes for LP&L customers, you won't have to do anything. South Plains Electric will remain 100% locally owned and controlled by its members.

South Plains Electric is a not-for-profit cooperative owned by its members. We are in business for only one reason: to provide the best, most reliable service, not to make a profit. We answer to you, our member owners, not Wall Street.

For 86 years, we have been part of the local community. We actively support efforts to improve the quality of life for your family. Our employees, directors and top management all live right here. We are your friends and neighbors.

Your source of power. And information.
806.775.7766 • SPEC.coop
Follow us on Social Media



South Plains Electric
Cooperative, Inc.
Your Touchstone Energy® Cooperative



Jordan and Laurel Reece.
Cooperative members
since 2017.

Mark Nanny

I am humbled and honored to share a few of Mark’s tributes with the real estate community. Mark Nanny profoundly impacted the real estate community and was held in the highest regard by his peers. He embodied qualities such as compassion, kindness, selflessness and a willingness to serve others, which are often associated with the teachings and example of Jesus. A few years ago, when I asked him for the information we needed for his *Real Producers* cover story, after much encouragement, Mark wrote his input on a yellow legal pad, took photos of the pages and texted them to me. This showcases his humility, uniqueness and perhaps endearing approach to life. His legacy as a respected and admired Christian, man and REALTOR® will continue to inspire and influence those who follow in his footsteps.

Kathy McCandless Pettit
Lubbock Real Producers magazine

Mark embodied the virtues of integrity, compassion and determination. His unwavering commitment to his Christian faith showed throughout his life. As a REALTOR®, he was unparalleled. His commitment to fairness and honesty and his easy-going style set a shining example for others in the industry, proving that success could be achieved without compromising values. He was a pillar of inspiration, strength and support to his family, friends and colleagues, always ready to lend a listening ear or offer encouragement. Mark, Larry Bradley and I started at Rick’s office almost 39 years ago. We had many \$1.99 lunches together at Mazzio’s because we were broke! I rarely saw Mark get agitated about anything, but on one of our fishing trips on the San Juan, I was catching fish left and right, and Mark caught two all day — he was ticked! We had many laughs about that for years. In his honor, let us strive to emulate his example in business and how we treat others. Love you, Mark; see you in Heaven!

Tim Garrett NextHome CORE Realty

I am so honored to have been asked by Mark’s team to write this. What can you say about Mark that hasn’t been told multiple times? He was absolutely one of the finest people I have ever had the pleasure of dealing with on a professional basis, which evolved into a personal friendship lasting nearly 40 years. His fierce loyalty and unwavering devotion to his family, friends and God set Mark apart. He was a role model for an untold number



of people, both young and old. My family and I are proud to have called him a friend for all the years we knew him. There will be a void in the real estate world, and in my life, with this loss, but his legacy will live on for many years to come. R.I.P., my friend.

Bob Brandt
Western Title Company

Mark was one of the best ... as a friend, as a REALTOR® and as an example of how both should be done! I was always blown away at how busy he was, especially being the top producer, but he always had time to answer or return your call and always listened! He worked incredibly hard for his clients and his peers to always get the job done in a way that worked for all involved. He was a true example of what I love about this business, where we work hand in hand with our peers/competitors to help our clients make some of the biggest decisions in their lives!

Tony Lloyd
Tony Llyod Team

Mark had the ultimate heart of a Servant. In almost everything he did, he was always serving others. His family, friends, clients, LAR, colleagues, vendors — everyone he came into contact with. He was always available to new agents who stopped by to ask for advice. I recall many times when he would walk into our

cubical and say, “Bets, we’ve got some opportunities to tackle today.” Never problems, fires to put out or challenges — always opportunities to serve. It was the honor of my life to serve alongside him for the past five years.

Betsy Mitchell
Mark Nanny Team,
Coldwell Banker Trusted Advisors

Kindness & Love. These two things come to mind when thinking about Mark Nanny. These are also the two things we were reminded of Friday at the funeral listening to his friends and family speak about him. He was so full of both; it seeped out of him everywhere he went. And we were all so very blessed to be a part of his life. Mark could always put anyone at ease, calm situations and find solutions. The smile in his eyes and on his face was always there. I remember when I first met Mark; he was the seller’s agent on the home I was buying. I remember being impressed with his demeanor, and I instantly knew I wanted to get to know him more and learn from him. And so I did. Many lunches, visits and meetings and countless deals later, I can say

that I got to know him, and he made such an impact on me. I think God used him for me more than once, and I will be forever grateful.

Lacie Walton
Peoples Bank

Working alongside Mark Nanny for the past year and a half has been my greatest honor. Mark made countless calls from the ICU, checking up on a listing or letting us know who was in the market to buy a home. Although Mark wasn’t in the office most of the time I’ve been on the team, I can’t even begin to list everything he taught me. Mark believed in me. Mark believed in everyone. He inspired people to be great, work hard and be successful. Mark was the greatest example of success, but what made Mark different was the way that he operated. Mark was kind, always as cool as a cucumber, intentional with his words, level-headed and the first to help anyone. Mark was humble and never saw himself differently than the brand-new baby REALTOR® who had just been licensed. He taught me to trust in God’s plan above all else, and he was the greatest example of what God can do if you say YES to him. Working alongside him was my greatest honor, but my biggest blessing was to know him and watch how he served others. He has inspired me to consider every challenge and obstacle as an opportunity — an opportunity to show others Christ’s love and display my faith. I walk differently and talk differently because of the disciple that Mark was to me. I can’t wait to be reunited in heaven with him one day. Until then, I will sing, “You are worthy of all my praise, even on the hard days. When an army of fear comes my way, I will fight with my hands raised.”

Paisley (Cooper) Kelch
The Mark Nanny Team,
Coldwell Banker Trusted Advisors



I met Mark Nanny in 1987 when I worked for a local title company. In later years, I became a loan processor and then a mortgage loan officer. Working with Mark was lots of fun! We would have the “easy clients” and the “not-so-easy clients.” One of the biggest mistakes I have ever made was with one of Mark’s clients. I messed up, and he was so calm and forgiving. I know he could have (and probably should have) been extremely mad, but he was forgiving and understanding. That was Mark. Mark and I “grew up” in this business together. We were both very young when we started.

Mark was the #1 selling REALTOR® in Lubbock for many years. He never let this go to his head. He was so humble. Every real estate professional in this town looked up to Mark! I know I did! It wasn’t because of his “business” or how many homes he sold yearly, but because he was kind and always wanted to know what was happening in your world. When we adopted our daughter, he was on a homebuilder golf trip with my husband. Mark wanted to know every detail about her. Whenever we talked, he would ask about my husband and daughter. I loved that about him. The last conversation I had with Mark was while he was in Houston. He called and asked if there were any special loan programs for nurses. I said yes, and he said, “I will let my nurse know she can get some help!” Always thinking of others, never complaining, even when he was suffering. Rest in peace. Jesus told him Tuesday morning, “Welcome Home, my good and faithful servant.”

Phebe Ellis-Roach
Thrive Mortgage

I’m honored to offer a few words about Mark, but it’s overwhelming. I can’t do it adequately. When selecting an office area, it was a quick and simple decision: “I want to sit as close to Mark as possible.” Being nine years his junior, he had set a bar of success I could chase. But I realized it was



not just his real estate numbers I’d pursue but also how to serve people well. He had a knack for connecting with everyone, no matter their economic status. Mark mentored me for the better part of 31 years, always willing to answer my questions and allow me to eavesdrop on his phone calls. I often asked myself, “How could he have so many friends?” His tone with everyone was as if they were each lifelong friends. I soon realized he created those friendships with exuberant kindness, from co-worker to contractor to client. He was the proverbial duck, calm above the water but paddling like crazy below. He was a tenacious competitor and problem-solver. He worked too hard to get deals under contract to let a problem get in the way. He’d find a way. Numerous times, he’d show up at the office in his jeans and old work truck. “What ya got going on?” I’d ask. “Some trim needs scraped and painted for an FHA loan; the appraiser kicked it back.” He’d just roll up his sleeves. More than a co-worker, he was a friend. I always looked forward to our business trips when we could hang out, play golf and talk about life. He had a photographic memory for numbers. When I asked for a contractor or reference, he’d offer their name and phone number off the top of his head — a human phonebook!

Clay Enger
Coldwell Banker Trusted Advisors

Words cannot express our love for Mark Nanny, a man of profound faith who lived by example. Mark was a Godly man, and he showed us what it is like to fight the good fight no matter what happens in life. His



unwavering faith was, and still is, an inspiration to all who knew him. He was the epitome of kindness, compassion and humility. Mark’s heart overflowed with love and care for others. He was always there to help someone, offer a comforting word, lend a helping hand or share a genuine smile. He was the most loyal man I had ever met and would stand by you no matter the challenge. The void left by Mark’s departure is immeasurable. His absence is felt deeply, and his memory will be cherished forever. But even in his absence, his Christlike character continues to teach and guide us, reminding us of the importance of faith, kindness and love. Mark, you will forever be missed, but your legacy lives on in the hearts of all who were blessed enough to know you. You were a treasured gift to us and the world. Well done.

Deron Tucker
Coldwell Banker Trusted Advisors

Mark Nanny was a top producer and a great agent, and everyone loved working with him. But what makes Mark Nanny special is that he is a world-class person. When describing Mark Nanny, character qualities that come to mind are loyalty, high integrity, caring and being very personable, and he always put others’

interests ahead of his own. But mostly, and more importantly, I would say that Mark exemplified strong Christian values in everything he did. We are so blessed to have had the privilege of working with Mark for more than 34 years.

Rick Canup
Rick Canup, REALTORS®

I met my friend Mark Nanny in 1995. At that time, and for many years since, he sold more real estate in Lubbock than anyone. He was larger than life, yet he was one of the humblest, kindest, most respectful and cheerful people I’ve ever had the pleasure of knowing. He was my mentor when I started in the real estate business, not just for how he ran his business, but also for how he treated everyone. He would go out of his way to help in any way he could. When I taught new REALTORS® at new-member orientation, I used Mark as the example they should follow. I will never forget Mark and his contagious smile, and I will miss him terribly. He fought the good fight. He finished the race. Now, he’s enjoying his reward.

Rich Eberhardt
RE/MAX Lubbock

Mark was a terrible golfer. He always had fun and loved to play, but he was a horrible golfer. Mark and I were playing in a golf event called “Heat Stroke,” a one-man scramble. In this scramble, Mark had the best round of his life. He, shockingly, shot even par. Afterward, I asked him how he had just played his best golf game. Mark told me that he had watched a YouTube video the night before. It’s possible that the video he watched provided valuable tips or insights that clicked with his

playing style or helped him make some crucial adjustments. Even though he couldn’t find the video again, the fact that he could apply what he learned and achieve his best round ever is quite remarkable. Perhaps it was a dream. We laughed about this for years. I talked to Mark briefly before he passed; he was about to be released from MD Anderson. I mentioned playing golf, and Mark said, “Well, possibly; it will be a new kind of normal for me.” Mark was the most incredible man I have ever known. He was always fun and light-hearted. If he said it, it was golden. He was one of a kind.

Lee Williams
Hub City Title

No words can adequately portray what an amazing person Mark Nanny was. He has been a part of my life since 1984 — when he walked into our office, it gave a whole new life to real estate sales. He never complained, was never rude or grumpy, was never arrogant — he was always consistently nice and kind and treated everyone as if they were his best friend. Everyone was attracted to him because of his sweet disposition and outgoing personality. I have many good memories of us being on Coldwell Banker trips. He loved to learn, but he also loved to have fun. He loved God and his family. If anyone was ever “called” to be a REALTOR®, it was Mark Nanny. He was dedicated to being the best he could be. He will be so missed, but I know Heaven rejoiced when he arrived.

Cheryl Isaacs
Coldwell Banker Trusted Advisors

I can’t think of anyone more respected than Mark Nanny — not just in business, but also as a person. He was the epitome of a REALTOR® professional. We will miss his smiling face and his positive influence on everyone he worked with.

Cade Fowler
Lubbock Association of REALTORS®



Making the mortgage process
EASY

Buying a home is an exciting time; it should be easy!
We are proud to offer a variety of loan options and we make the process quick and easy.

Easy to get started

Dedicated mobile app

Always a quick phone call or text away

Scott Smith,
NMLS#849206



SOUTH WEST BANK
MORTGAGE

806-680-4061
mortgage.southwest.bank



NEEDING

CE Credits?

Follow us on Facebook and Instagram to catch our quarterly classes!

WESTERN TITLE
C.O.M.P.A.N.Y
loving what we do. since 1963.

westerntitlelubbock.com

806-793-0704

SOLD

We love Real Estate Agents!

Building in Westmont, Abbey Glen, Viridian, Frenship Mesa, Terra Vista, Cantera and Allen Farms!

D·R·HORTON
America's Builder

Home for every stage in life.®

806-606-6668 | www.drhorton.com

Prices, plans, features, options and co-broke are subject to change without notice. Additional restrictions may apply. Square footages are approximate.



Edward Jones > edwardjones.com | Member SIPC



Yes, you can save for both college and retirement.
We can get you started.



Valerie Hinojosa
Financial Advisor
6102 Chicago Ave Suite 200
Lubbock, TX 79424
806-783-3072

MKT-5894M-A-A1 AECSPAD



LAGOS

Exclusively at

j.hoffman's
LUBBOCK, TEXAS

Celebrating 50 years!

(806) 795-8290 www.jhoffmans.com 4918 50th Street, Lubbock

CLOTHING • SHOES • JEWELRY • ACCESSORIES • GIFTS & HOME



“It takes more drive, effort and just putting in the hard work,” says Stuart Bartley about real estate. “That is where my passion is right now and working for the outcome for my clients.” Working alongside his high school sweetheart, Lindsey — who is the Broker of Taylor Reid Realty — Stuart has been serving his team and clients for more than a decade now. However, his sales experience and knowledge started long before that.

For 12 years, Stuart worked in sales for various companies, which enabled him to travel all across the state, but when Lindsey started to grow her team, having quality time with the family became extremely difficult. He then decided to leave his job, get his real estate license and begin helping her expand the business. “She had an amazing system already set up, so I could come in and hit the ground running,” he shares.

This career change allowed Stuart to be more present while raising their two children, Ashtyn and Jaxson, along with making an impact in their clients’ lives. “My favorite thing about real estate is working with people and other agents,” he remarks. Despite the hectic schedule of a REALTOR®, witnessing the joy on the

TAYLOR REID REALTY

STUART BARTLEY



▶▶ top producer

Story by **Tori Eiselstein**
Photos by **Alicea Jare Photography**
(unless otherwise noted)

faces of his clients when they sell or buy their home and the interactions throughout the process make it all worthwhile.

A recent rewarding experience that Stuart had with a client was when he helped a single mother moving from out of state buy her first home. He walked her through the entire process and handed her the keys to her new home as she cried happy tears.

With the couple launching Taylor Reid Realty in 2021, Stuart comments, “We have loved the opportunity to be a boutique brokerage in Lubbock and continue to help out clients at the highest level.”

Upfront and honest, Stuart has a passion for the business with goals for the future. He and Lindsey have gotten into real estate investing, purchasing homes in areas they enjoy visiting and making them Airbnbs. They plan to also continue investing in their agents, helping them reach success as well, in addition to expanding the brokerage.

Stuart and Lindsey have been married for 21 years and have been together since the young age of 16. Their daughter, Ashtyn, 18, recently graduated from high school, and their son, Jaxson, 16, is active in sports. They also share their home with three dogs, Gracie, Cooper and Lincoln.

When Stuart isn't working, he's spending time with his family and taking fun trips to the lake or mountains, often bringing friends along with them. He is an avid sports fan, attending sports events for Texas Tech and, as a stockholder, he even owns his ultimate favorite team, the Green Bay Packers. As a member of Lakeridge Country Club, Stuart and Jaxson have the weekend tradition of golfing together for father-son bonding time.

A fun fact about Stuart is that he had a pet squirrel named Sebastian that lived with him in his dorm in college. He even took him to class every day in his backpack!

“Success to me is happiness and fulfillment,” says Stuart, who is always striving to be the kind of REALTOR® people like working with. He loves what he does and takes the time to genuinely understand the needs and wants of his clients, all the while enjoying life with his family.

Stuart Bartley
Taylor Reid Realty
806-543-6877
stuart@lindseybartleyteam.com

“ We have loved the opportunity to be a boutique brokerage in Lubbock and continue to help out clients at the highest level. ”



Photos on this page provided by Stuart Bartley



Make the right move.

Take advantage and save on your next home through our fast, easy home financing process.



Tom Couture
MORTGAGE LOAN OFFICER



Apply in minutes at
tom.texastechfcu.org
806.773.0496 mobile



Equal Housing Lender | Federally insured by NCUA NMLS# 842717

My name is Jason Bulls, and I am the owner of Be4ore Home Inspections. My top priority is to inspect a home as if I were purchasing it for myself. I am here to ensure the safety and security of every property I inspect. Put your trust and faith in Be4ore Home Inspections. Before buying, Before selling, and Before a home warranty expires, call Be4ore Home Inspections.

- ✔ Pre-Listing
- ✔ Pre-Purchase
- ✔ Home Warranty
- ✔ Septic and Well
- ✔ Pool and Spa

TREC License # 24825

(806) 470-3538 Be4ore.com Jason@be4ore.com

READY TO BREAK NEW GROUND?

Local family-owned and operated

Land Cleaning - Demo - Water Drainage
Snow Removal - Residential & Commercial Dirtwork

(806) 893-8663
Like us on Facebook at Fecht Custom Dirtwork



APEX CONSTRUCTION, LLC
CUSTOM IN EVERY HOME

TYSON REED | (806) 543-7949
CAREY TAYLOR | (806) 632-5561
BUILTBYAPEX.COM

Vanessa Baker

RE/MAX Lubbock

When did you start your career in real estate?

I started working for Betenbough Home Sales in 1999, and in 2001, I got my real estate license.

What did you do before you became a REALTOR®?

I am a Lubbock native and a Coronado High School 1993 graduate. I graduated from Texas Tech University in 1998 with a Bachelor of Mass Communications and Public Relations. A few years after starting my family, I started my career in home sales and have never looked back.

Share the life events that led you to become a real estate agent.

Since I was a young child, I remember looking through *Better Homes & Gardens* magazines filled with floor plan after floor plan. I could visually bring each plan to life in my mind. This practice became one of my favorite things to do. Yes, so, just like the Miranda Lambert song, *The House That Built Me*, my daddy did give life to momma's dreams, and in 1994, he built her dream home, one we had envisioned for so many years.

As life moved forward, I was fortunate enough to build our first home in 1999. During this process, I knew I needed to make changes to the floor plan. So Betenbough allowed the revisions, and we named the floor plan The Carol (Carol is my middle name,

and Vanessa was already being used). I fell back in love with the entire process and went to work soon thereafter for Rick and Ron Betenbough. I loved and learned a lot from them. In 2001, we sold our new home and built a second home. The selling process was difficult for me. I just had to get my license and start selling homes to make the experience easier for sellers. So, I got my license and went to work. I started at Coldwell Banker training and selling homes. I was having the time of my life. In 2004, I made the move to RE/MAX Lubbock, my real estate family.

What do you find most fulfilling about your work?

ALL the HUGS! The PEOPLE! Everyone brings uniqueness to each situation. We learn and laugh, and most of all, we HUG.

What do you see for your real estate future?

I pray that the good Lord continues to bless my business and bring me the clients who need love and help through this transition in their life. I see at least 25 more years in my future helping others.

How and why did you choose your current brokerage?

I was close with Scott Toman, and he was (and still is) a mentor for me. I wanted to follow in his footsteps in growing my business.



“ I WAS
HAVING
THE TIME
OF MY LIFE.



“ IF IT'S
NOT FUN,
I AM GOING
TO MAKE
IT FUN.



Photo by Haley D Madewell

If you give closing gifts, what are your go-to favorites? My gifts have always been a little over the top, kind of like my personality. I shop locally, and each gift depends on the client. For example, my most recent closing was with a disabled vet with two young daughters. He bought a beautiful home but had no decor. So, instead of a traditional gift basket, I went shopping and helped him decorate his living and kitchen spaces so that they felt more like home. The experience was a blast, and he loves it.

What sets you apart from others? I am a complete klutz and goofball with a very loud laugh. So, every day, someone somewhere is laughing. I feel like living, laughing, helping others and spreading love to everyone is the medicine for life. I have always said, if it's not fun, I am going to make it fun. And that is a staple for this girl.

What are you most passionate about right now in real estate? My passion for real estate has always been the same — get in and work hard while delivering the BEST selling and/or buying experience my clients have ever had. Moving is one of the most difficult things for homeowners. I like to love on them and ease their transition, turning the process into an exciting and fun life change.

Share your favorite places to meet with clients. These days, meeting with my clients often happens in their homes or my office.

Please share a story about a client or agent experience. Each deal I have done over the past 25 years has been memorable. One of my favorite memories was helping my sweet in-laws buy their dream home in Hill Crest Country Club. This deal brought up very interesting obstacles and challenges I was more than happy to accept. We ended up putting in three offers three different times, as this home would go on and off the market. Finally, we got to go under contract. I have never seen my mother-in-law so excited. Her home overlooks the beautiful Hill Crest golf course. Each day brings beauty and light to a very special lady in my life.

What would you do differently if you were starting over in real estate? I would not change a thing. I love how my life unfolded, and with each new turn came new experiences. I am grateful to everyone who has been in my path.





Vanessa Baker
RE/MAX Lubbock
806-790-0790
vanessa@remaxlubbock.com

Tell us about your family and what you all enjoy doing together. I have the most incredible family. My very sweet husband is Brent Houtchens, who complements my fun, crazy, fast-paced life with his calm demeanor. I don't know how he does it so very well.

We have four kiddos, Ty (26) and Maddie (25) Houtchens, who just recently got married this past March. Zechariah Baker (24) just moved back to Texas and is growing his life. Raelie Baker (23), our girl, is just living her best life in Durango as a hair stylist, waitress and college student.

We are a blended family and love cooking out, playing golf and traveling together. I am so very thankful we all mesh extremely well. Our first BIG family trip was a few years ago to Disney

World in Florida, and we had a fabulous time. We have quite the full house with our fur babies, Bella (8), our ball-chasing Border Collie; Okra (5), our Yorkie (AKA head of security); Maci (5), our Mini Boxer; Copenhagen (3), our Mini Aussie/Shitzu mix; and Wilson (10 months), our baby Auggie. Yes, five doggies! We love them so much. Brent and I are more and more thankful every day for what God is doing with our growing family.

When you aren't working, what's your favorite way to spend time? I love being with family and friends. Golf and plants are my favorite hobbies. I try to play golf as much as possible. I also have a love for seniors. I spend my downtime helping one of my best friend's mom at Carillon. We have made some very dear friends. It fills my heart to help others, which not only falls into my wheelhouse, but also into my love bucket.

How do you define success? Living your best life daily.


What do you want to be remembered for? Helping others and laughter.

What are you most grateful for? God, my family and friends.

What is something that not many people know about you? I was a missionary in college. I traveled with the Wesley Foundation to England and Africa during the summer of 1996 spreading God's love and word.

What else what you like to share? I have had my real estate license in Texas, Idaho and Wyoming.



home loan 

home loan **locally**

home loan **online**

home loan **quick**

Save the search.
**CONVENIENT DOWN
TO THE CLOSE.**



*We make it happen.
You make it home.*

Revolution
MORTGAGE

LET'S MAKE MOVES.
Helping your clients buy + refinance



Kyndra Watson

BRANCH PRODUCTION MANAGER | NMLS#1199674
(806) 319-3609
kwatson@revolutionmortgage.com
kyndrawatson.com

Ashley Laycock

BRANCH PRODUCTION MANAGER | NMLS# 1279963
(806) 681-7095
alaycock@revolutionmortgage.com
ashleylaycock.com

Savanna Holton

BRANCH PRODUCTION MANAGER | NMLS#1142161
(806) 928-1090
sholton@revolutionmortgage.com
savannaholton.com

COMPANY NMLS#1686046

ADVERTISEMENT | T2 Financial, L.L.C. (D.B.A. Revolution Mortgage is an Equal Housing Opportunity Lender NMLS #1686046 (Nationwide Multistate Licensing System - www.nmlsconsumeraccess.org) Terms, conditions, and restrictions may apply. All information contained herein is for informational purposes only and, while every effort is made to ensure accuracy, no guarantee is expressed or implied. Not a commitment to extend credit.
Branch Address: 5650 114th St, Suite B, Lubbock, TX 79424 - Branch NMLS 2465705 - Branch Phone Number: (806) 243-0777

KEEPING YOUR
CLIENTS **SAFE**
AND SOUND.



NO CONTRACT
ON ALARMS

- Home Theater / Automation
- Security Cameras & Access Control
- Car & Marine Audio
- Conference Rooms
- Structured Wiring
- Motorized Window Covering

QUICK AV
& SECURITY



11002 US-87 S • Lubbock, TX 15+ years experience

(806) 416-6222 • Cory@quickavsecurity.com • quick-av.com



ALL YOUR SURVEYING &
ENGINEERING NEEDS UNDER ONE ROOF



1310 JARVIS STREET, LUBBOCK, TX, 79403
(806) 701-5707 • info@deltalbk.com • www.deltalbk.com

Registered Texas Surveying Firm Number 10194496
Registered Texas Engineering Firm Number F-22948



CALLING ALL
REALTORS®

Now
offering

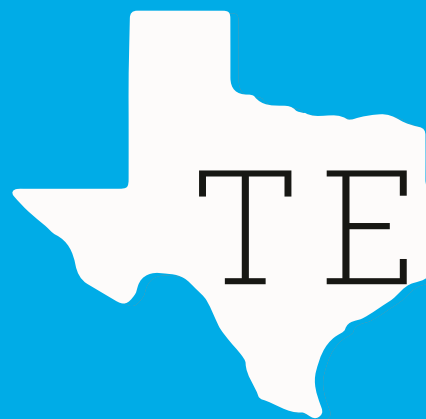
CONTENT CREATION
COLLECTIONS

- HEADSHOTS
- LISTING PHOTOGRAPHY
- PRODUCT SHOTS
- VIDEO
- BEHIND THE SCENES

MESSAGE FOR DETAILS



(575) 825-5588
ALICEAJARE.COM
ALICEAJARE@GMAIL.COM



TEXAS REALTORS®

▶▶ letter from the president

By Donna Sue Clements, Lubbock Association of REALTORS®

Hello Real Producers!

It's hard to believe that we're about to start the new school year here in the South Plains. Being a REALTOR® in Lubbock is a good thing, and another good thing we're involved in is the Lubbock Area United Way.

Supporting the United Way is a big priority for our Association, and as REALTORS®, we have a responsibility to give back to our community. Hands down, giving back is a great way to help those in need in our neighborhoods. 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 in all aspects of our community and surrounding areas.

Giving to the United Way is easier than you think. Just look for the United Way icon on our Connect Dashboard. You may also consider making a pledge to the United Way that you can pay out incrementally throughout the year.

This year, our goal is to raise \$100,000. Do you realize what an impact a sizeable donation like this could have on our community? That's a big number, but I'm confident that we can make it! We are changing things up a little this



year, and our fundraising campaign will run from September through October. We have nearly 1,700 members, and if each of us 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.

For more information and to donate, visit <https://www.liveunitedlubbock.org/>.





PHEBE Ellis-Reach
Market Leader | REALTOR® | NMLS# 222849
806-773-0531



KELLY Collins
Sales Manager | REALTOR® | NMLS# 1228957
806-549-0105



JENNIFER Harmonson
Mortgage Loan Officer | REALTOR® | NMLS# 1028634
806-778-8685

START THE SCHOOL YEAR OFF RIGHT.

The home purchasing process is more than just a transaction, it's a partnership. We partner with you to make sure every home purchasing decision achieves your short-term needs on the way to your long-term goals.





SCAN HERE TO CONNECT WITH US.

4031 112th Street | Lubbock, TX 79423
Branch NMLS# 2178179

Protecting your clients from life's "What if?" moments.



goosehead
INSURANCE
The Merchant Agency

WE SHOP YOU OVER
40+ A-RATED CARRIERS!

Shar Merchant
Agency Owner

806-696-4646
shar.merchant@gmail.com




Lubbock Abstract & Title Company

Bringing Our A-Game to Your Clients

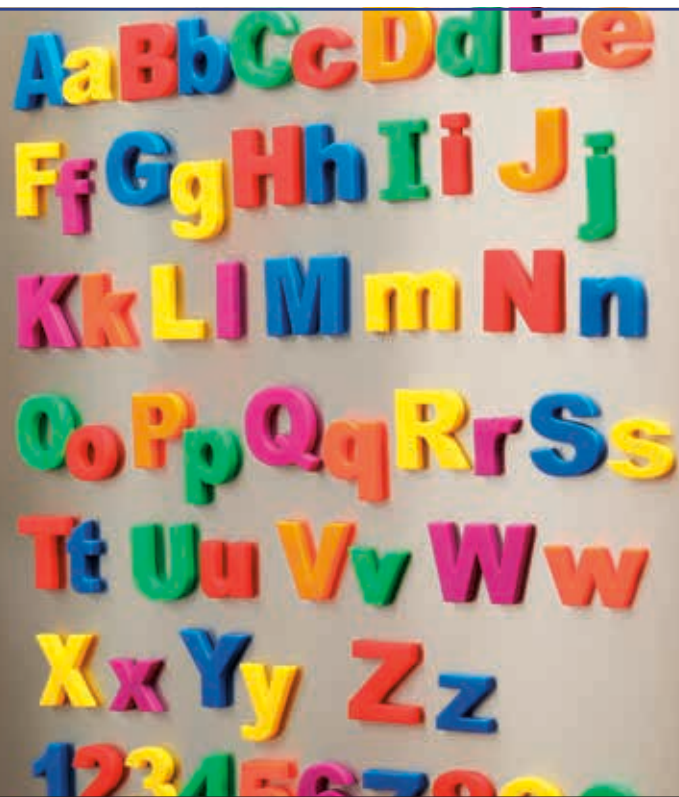
1216 Texas Avenue | 806.763.0431
4505 82nd St. #1 | 806.798.9800
www.LubbockAbstract.com

We make closings as easy as

A B C
1, 2, 3

1408 Buddy Holly Avenue, Suite B | (806) 763-8261
4720 South Loop 289 | (806) 368-9507
4101 84th Street, Suite B | (806) 794-9966

72 years of Service you can count on!



ServiceTitleCo.com



The Home You Want.
The Service You Deserve.



Jeff Sicking
SVR Loan Officer
jeff@primewestmortgage.com
NMLS #335961



Leanna Harris
SVP, Loan Officer
leanna@primewestmortgage.com
NMLS #408211



Rosa Ercuilani
VP, Loan Officer
rosa@primewestmortgage.com
NMLS #1054724



Nate Melvin
VP, Loan Officer
nate@primewestmortgage.com
NMLS #1177905

HTLF BANK IS AN EQUAL HOUSING LENDER | MEMBER FDIC

0366-23

Precision in Every Appraisal
Trusted by the Hub City



Get a Fee Quote:
Tell us about your clients, and we'll respond quickly with our price and estimated turnaround time.

Order Online:
Need an appraisal now? Order securely online for an accurate, reliable appraisal to fit your client's needs.

CONTACT:
(806) 239-5520
JET.SEIDEMAN@ICLOUD.COM
HUBCITYAPPRAISALS.NET

rowdie bright
Photography

Portraits
Headshots
Branding
Events
for real estate professionals

Rowdie Bright
(979) 224-6757
rowdie.bright@gmail.com
www.rowdiebright.com

restore
HYPER WELLNESS

(806) 368-8660

\$79 IV Drip!

Schedule Yours Today!
7604 Milwaukee Ave, Suite 300
Lubbock, TX



Hydrate and cleanse



Replenish vital nutrients



Maximize performance

▶▶ featured REALTOR®

Story by **Caroline Kelsick**
Photos by **Rowdie Bright** (unless otherwise noted)

PROGRESSIVE PROPERTIES

At 16 years old, Joseph Randall walked into the Progressive Properties office to meet with brokerage owner Brandon Tyler. Seven years later, at age 23, Joseph works full-time as an agent with the brokerage.

From a young age, Joseph had an interest in real estate. His family members, including his mom, worked in the field, but the career was something he put on the back burner as he exited high school. After graduating, he convinced himself that college was the only way forward, and real estate would come later. “God had other plans,” Joseph shares. “At the age of 19, I had the chance to take my real estate course and get my license. At that point, I was more excited than ever and decided to jump in with both feet! That was the scariest decision I ever made but also turned out to be one of the best ones I ever made.”

Joseph and Brandon’s meeting in 2016 solidified Joseph’s brokerage choice. Joseph had no question that Progressive Properties was a great fit for him. “After meeting Brandon, I told myself that if I ever got into real estate, I would be with Progressive Properties, so I never really thought about another place,” Joseph reveals.

Joseph most admires Progressive Properties because of the kingdom-based mission statement and goals that everyone shares. The company has a Christian-based, family environment. “Everything we do is to glorify God and help others,” Joseph says. “I have been blessed to see it grow over the years.”

First-time home buying is one of Joseph’s favorite things about working in real estate. One of his fondest memories is that of his first transaction involving a first-time home buyer. The client was a friend, which made the entire process even more enjoyable and rewarding. Most of all, the relationships he builds through business are the most gratifying aspect of working in real estate. “Seeing the smile on a family’s face at the closing table or seeing kids pick out their rooms make every showing worth it and make up for the tricky deals that get you down sometimes,” he says.



Joseph Randall



Joseph Randall
Progressive Properties
806-300-2140
joseph@trustprogressive.com



Photo by Alee J Photography

At this stage of his career, Joseph is passionate about trying to find deals that involve an individual or family in need of a quick sale. "There is something special about being able to get someone out of an unfavorable financial situation," he shares. "I believe that being able to bless someone in tough times is one of my callings in life."

Joseph is newly married to his beautiful wife, Alexis. They tied the knot on May 6 of this year. They have two dogs, a German Shepard named Sadie and a rescue named Ellie. For now, Sadie and Ellie are their kids, though they plan to be parents one day. Alexis is currently enrolled in the Texas Tech Health Science Center and is pursuing a career in speech language pathology. "She is my biggest supporter, and I am the luckiest man alive to have her by my side every day!" Joseph beams. In their free time, they love to take the dogs for long walks in the park and cook together. Golf is one of Joseph's favorite past times, and Alexis is coming around to the sport, as well.

For Joseph, success means joy and fulfillment in his days. It means coming home and being genuinely happy and free; financial freedom is a huge reward of success as well, he finds. He wants to be remembered as a caring, helpful man of God. "In the future, I see myself continuing to help as many families as possible," he shares. "I would love to get into personal investment, continue to help those in tough situations and grow a portfolio with my wife."

“I believe that being able to bless someone in tough times is one of my callings in life.”





Luna
Clean & Shine

Specializing in Spotless Spaces
Residential • Commercial • Move-In
Move-Out • Post-Construction

(806) 454-1236 • shellyluna21@gmail.com



HUB CITY
HOME INSPECTION

806-786-6444
Call or Text to Schedule.
hubcityinspection@gmail.com | TREC# 24751

Simple like it should be.

Take advantage and save on your next home through our fast, easy home financing process.



Larissa Cable
MORTGAGE LOAN OFFICER

Apply in minutes at larissa.texastechfcu.org
806.831.2840 mobile

 Equal Housing Lender | Federally insured by NCUA NMLS# 525982



Helping your clients overcome the risks of everyday life.

Moriah Pyle, STATE FARM® INSURANCE AGENT

 (806) 795-8040
moriah@savingapyle.com
www.SavingAPyle.com



5008 50th Street | Lubbock, TX 79414-3421



PLAINS ROOFING INC.

Hire a professional roofing company you can trust.
Just ask your neighbors, we can help!
Call us today for a free quote.

For the best roof, our quality is proof.
Regular roof inspections are critical in protecting your residential or commercial property.

Real Estate Inspection • Insurance Claims
Residential & Commercial • Serving Lubbock since 1939

PlainsRoofing.com
806-748-0702 • PlainsRoofing@gmail.com

REAL PRODUCERS PODCAST

Inspiring conversations with the nation's top real estate agents.

Same Brand, New Reach – Tune in for free today

Listen on  Apple Podcasts

LISTEN ON  Spotify

Listen on  amazon music



podcast.realproducersmag.com



FIRE & ICE
HEATING AND COOLING

**SERVICE
INSTALLATION
INSPECTION**

LET US HELP WITH ALL YOUR HVAC NEEDS

CONTACT US | (806) 422 - 1314

▶▶ partner spotlight

Story by Tori Eiselstein



Photo by Rowdie Bright. Vanessa and Lisa are dressed by J. Hoffman's



Photo by Rowdie Bright

VANESSA DIRKS AND LISA PEARCE

“Just think of us as another tool in your tool kit,” says Vanessa Dirks, co-owner of Hub City Rentals. She and longtime business partner and friend Lisa Pearce specialize in property management for single-family investment properties, which are a mix of:

- Long-term rentals
- Short-term rentals

With a clear understanding of an industry that is constantly changing, the duo brings their set of unique talents and strengths to the mix to provide their clients with the best services.

Starting their company with the help of the owners of RE/MAX Lubbock in 2016, they fully took over the business in 2020. They met in 2002 when Vanessa started working as a receptionist for WestMark, which is where Lisa worked as an agent. Vanessa began assisting Lisa and her sister, Teresa, both of whom served

as incredible mentors. Lisa, with 30+ years of experience, and Vanessa, with 18 years as a licensed REALTOR®, have cultivated remarkable professionalism and competency — a focus for their business. Property managers working with multiple property owners are required to be licensed in Texas. With competency as a focus, they stick to their specialty and do not represent sellers or buyers.

With complementing personalities, Lisa is quick to take action while Vanessa likes to take time to

HUB CITY RENTALS

think; these two traits are beneficial when making important business decisions. They coordinate well so that Vanessa can actively volunteer within the local, state and National Association of REALTORS® and Lisa can enjoy traveling.

“Most days, we are working together, conquering the world and finding something to laugh about,” Vanessa shares. After working with each other for two decades, the pair approach business with a sense of humor, sharing a love for what they do and faith in God.



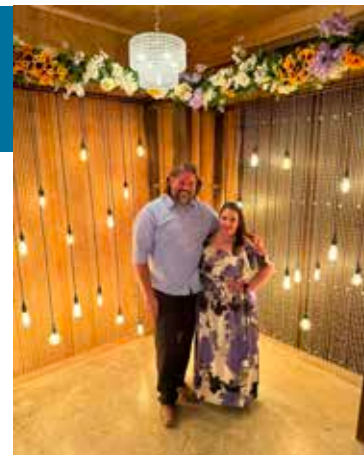
Photo by Rowdie Bright



Vanessa and Lisa on Lisa's birthday



The team with its donation to the Children's Home of Lubbock



Vanessa and Philip



Lisa and Mitchell in DC



Most of the team at the LAR installation Banquet

With the same initials as “Louis Vuitton,” Lisa and Vanessa jokingly remarks that they’re “boujee on a budget,” which unexpectedly led to their side business. At the start of managing short-term rentals, they helped their property owners by searching for inexpensive furnishings. However, as their inventory grew, they needed to liquidate and, as a result, opened an antique booth at Grand Central Station. Although running a side business wasn’t on their radar, The Eclectic Petal is going strong, and they’ve upgraded to a bigger booth at Grand Central Station Antiques, along with a second location at Hub City Resellers.

In her free time, Vanessa enjoys exploring new places with her husband of 22 years, Philip. As “whiskey connoisseurs,” they have trekked the Bourbon Trail, visiting several distilleries and adding to their collection. After painting for a TREPAC event, Vanessa’s rekindled her love for art, and she is experimenting with new mediums. Vanessa inherited a love of creating good food from her father. After he passed a few years ago, she received his smoker and is keeping his legacy going.

Lisa has an undeniable passion for travel, commenting, “I will go anywhere and everywhere.” She has a zest for learning interesting, historical facts about the places she’s visited, her most recent destinations being Scotland and Washington DC. With husband Mitchell, to whom she’s been married for 15 years, she loves going to casinos. As evident with the resale booths, she has a keen interest in vintage. Between Lisa and Mitchell, they have a combined family of three sons and a daughter-in-law.

Are you in search of reliable property management services? Do you have a client with investment property goals or in need of a lease (**short-term** or **long-term**)? Vanessa and Lisa would love to take you out for lunch and learn how they can best help you and your clients.

Contact Hub City Rentals at 806-993-7368 and info@hubcityrent.com, and visit the company’s website at hubcityrentalsllc.com. Also, for antiquing and thrifting, check out their booths at 4020 Ave Q and 2405 34th Street.



Why choose Candice?

I’m more than a loan officer...

I’m a coach! Even if your clients have bad or no credit, ALLIANCE gives me the tools I need to coach your clients so they can get approved for their dream home.

I stay in touch...

I call listing and buyers’ agents every Tuesday with an update on the loan.

CANDICE Gerron

cgerron@alliancecutx.com • 806.507.0631
NMLS #1951472



HERE FOR ALL YOUR SIGN NEEDS.



PROUDLY SERVING WEST TEXAS FOR 20 YEARS

6625 W. 19TH | LUBBOCK, TX 79407
806-792-1551
SIGNDESIGNGRAPHICS.COM



INSPECTION SERVICES

- Structural • Plumbing • Irrigation • Wells
- Electrical • Mechanical • Pools • Septic



Joe Bellar, License 4763



Brittnee Shirey, License 23197



Kelly Cummings, License 21901



Jesse Beversdorf, License 24187



Jed Zeman, License 25069



Nicole Suter, Office Manager

Joe's experience and building knowledge will provide you with impeccable confidence.

This team of professionals is always in your corner!

806.786.1375



**FOUR
FEATURED
HOMES BY
Southern Homes**
BY DAN WILSON



6964 101ST



504 N 9TH



6963 101ST



4513 140TH



WEBSITE

SALES & MARKETING: (806) 543-6095
SOUTHERNHOMESINFO@ALLUBBOCK.COM
12402 SLIDE RD #101, LUBBOCK, TX 79424



INSTAGRAM

Things are really heating up out there.

Make sure your clients have the coverage they need this summer.

STACIE POLOZOLA
Sales Executive
806-577-9675
stacie.polozola@fnf.com

homewarranty.com

**FIDELITY[®]
NATIONAL
HOME WARRANTY**

**WE KEEP
EVERYTHING
RUNNING FOR
YOU & YOUR
CLIENTS**

**PIPELINE
PLUMBING**
PLUMBING SERVICE and REPAIR

Gary Hughes, M-41617

806-601-6989
thepipeline.plumbing@gmail.com

**Make your
home buying
journey easy.**

Take advantage and save on your next home through our fast, easy home financing process.



Whitney Chaney
MORTGAGE LOAN OFFICER



Apply in minutes at
whitney.texastechfcu.org
806.470.4886 mobile

Equal Housing Lender | Federally insured by NCUA NMLS# 1213629

JORDAN LINNENKUGEL

KELLER WILLIAMS REALTY



▶ rising star

Story by **Caroline Kelsick**
Photos by **Alicea Mullins**
(unless otherwise noted)
Jordan is dressed by J Hoffman's

SHANNON CANNINGS
"ASSETS"
2021

A life-or-death experience led Jordan Linnenkugel to her current career. Before real estate, she worked as a journalist for Texas publications like Texas Tech's *Daily Toreador* and the *Lubbock Avalanche-Journal*. She wrote anything from court reports to restaurant inspections to police reports. It was the career she had studied for; in college, she majored in journalism and philosophy at Texas Tech and excelled on the Texas Tech debate team. Then, after 14 years in journalism and a few kids later, Jordan's respiratory health took a hit.

Respiratory issues that Jordan dealt with as a child crept into her adulthood, and one morning, she awoke with breathing difficulty. Soon after, she lost consciousness. Later, she would learn that her lung had collapsed. While she was in the ER, convinced she would soon die, she thought about her inability to tell her (now oldest) son goodbye. "When I came to later, I decided to stop wasting the time I have," she shares. "I was working in a field I went to school for but didn't love anymore. I wasn't getting to have the experiences with my family that I wanted. I wasn't living the life I had imagined."

After eight days in ICU and a lot of rehabilitation to improve her breathing, Jordan's doctors decided she should undergo a series of lung surgeries to hopefully mellow her asthma symptoms and improve her quality of life. "After my first lung procedure, I signed up for my first real

“
I wasn't getting to have the experiences with my family that I wanted. I wasn't living the life I had imagined.
”





Photo by
Haley D
Madewell

estate class,” she says. It was one of the best career and life decisions she’s ever made.

Now, Jordan works with Keller Williams Realty. She chose Keller Williams because of its culture. One of the brokerage’s mantras states, “You’re either green and growing or ripe and rotting.” As a lifelong learner, Jordan connects with this mentality. “I don’t think there is anything huge that makes me uniquely different or special, but if I had to say name something that sets me apart, I think it would be my constant need for knowledge and growth,” she says. “I am annoyingly learning-based. I set massive reading goals every year, plan out my next growth seminar and aim to check off every learning opportunity that comes with a skillset or knowledge that might benefit my clients.”

At the start of her real estate career, Jordan considered herself “anti-team.” She wanted greater autonomy and no defined ceiling after working under an editor for years. After some coaxing from a friend to take an interview with the former vice-president of Keller Williams Realty International, she partnered with the PLACE Expansion Network in 2018,

becoming the first expansion team operator in Lubbock and forming the Linnenkugel Real Estate Group. She has since become a passionate advocate for partnerships in the industry. “Locking arms with PLACE has allowed us to grow our foothold tenfold,” she says. “We’ve since expanded into Odessa/Midland and San Angelo and have agents that cover transactions down to Alpine.”

Jordan has plans to expand into other territories. What she loves about PLACE is that it teaches agents to outgrow them if they so choose. “I think the responsibility of leadership is to create more leaders, not more followers,” she comments. “If we want to hire people just like us, we have to be OK with agents eventually wanting to outgrow us. The people in my circle will never be given a ceiling by me.”

Jordan was raised in a single-parent home with her two brothers. Her father worked a blue-collar profession, “I know he worked so hard to keep life comfortable for us, especially with the mounting medical bills that surrounded my health,” she shares. Her grandparents on both sides also



“
I don’t think there is anything huge that makes me uniquely different or special, but if I had to say name something that sets me apart, I think it would be my constant need for knowledge and growth.
”

Photo by
Haley D
Madewell

emulated a fierce work ethic. She credits her hard work to watching them as a child.

Throughout childhood, Jordan participated in some form of gymnastics and martial arts, shelving a black belt in Taekwondo. In college, she boxed and landed semi-professional fights for extra cash. “Funny thing; to this day, I am not sure my dad knows I was doing that while in school to cover extra expenses,” she reveals. “He worked hard to send me to school, and I’m not sure he would have approved. I guess he’ll know after reading this. I still love boxing to this day, and although I don’t ever see myself stepping into a ring again, I don’t think the fight ever left me.”

Jordan has four sons — two with her husband, Niki, and two bonus babies from Niki’s previous marriage: Ayden (17), Riley (13), Indy (12) and Hudson (9). Her family also includes five dogs and three cats, most of whom her family has rescued, another of her passions. Niki and Jordan have been married for 14 years. One of her greatest joys in real estate is getting to work alongside her husband, as he is also a REALTOR®. Her family loves exploring new places by hiking and other recreational activities.

Jordan loves to read and write in her alone time and tries to spend time outside as much as possible. She also loves being involved in the community in impactful ways when she can, having a hand in district and campus PTAs. She helps coordinate annual campaigns for the Lubbock Area United Way and the Salvation Army’s Angel Tree. “Being in real estate is great for people who have a love for community and a desire to serve,” she states. “It’s helped me see where some of the greatest community needs are and has allowed me opportunities to give back that I will forever be grateful for.”

“
I hope people whom I cross paths
with in life will feel like we are both
better for having met.
”



Photo by Haley D. Madewell

Jordan says, “I don’t see satisfaction on the horizon. I see fulfillment and gratitude and growth, but I don’t think satisfaction is in my nature. Satisfaction is boring. Satisfaction is stagnant. What do people do after they hit their goals if they don’t have a next goal? I hope that for every mountain we climb, there is another one waiting.”

Most of all, Jordan wants to be remembered for being a good human and adding value to people’s lives. “I hope people whom I cross paths with in life will feel like we are both better for having met,” she shares.

Jordan Linnenkugel
Keller Williams Realty
432-934-4244
linnenkugel@kw.com



It is almost
back to school time!



HOME LOAN CENTER

Are you in your *dream* district?



Lacie Walton

Executive Vice President
Mortgage Dept. Mgr.
NMLS #469782
806.441.8036 (C)
lwalton@peoplesbanktexas.com



Slade Terry

Banking Officer
Mortgage Lender
NMLS #1988780
806.778.8578 (C)
sterry@peoplesbanktexas.com

MORTGAGE *Made Simple.*
NMLS #514404
www.peoplesbanktexas.com



\$50 OFF any inspection for military, first responders, & teachers

INSPECTION SERVICES:

- HOME
- POOLS
- AUDIO/VIDEO
- WELL
- SEPTIC
- WATER QUALITY

www.WTREI.com



NATIONALLY CERTIFIED

Building
Maintenance
Remodeling
Repairs

KEEP YOUR SWIMMING POOL SAFE
AND SPARKLING ALL YEAR ROUND

Wtpplubbock.com

CONTACT US | Brandon Sanders | 806-786-0849 | Brandon@wtrei.com | TREC# 21213



Welcome Home!



BANKING ■ MORTGAGE ■ INSURANCE

🏠 EQUAL HOUSING LENDER / MEMBER FDIC

NMLS# 460789



LUBBOCK LOCAL

Lubbock's premier title company

LOCALLY OWNED WITH OVER 250 YEARS OF EXPERIENCE UNDER ONE ROOF

MAKE YOUR CLIENTS' DREAM HOME A REALITY

806-412-1234
hubcitytitle.com
4415 66th Street
Suite 100
Lubbock, TX 79414





G RIMES

INSURANCE AGENCY

**START YOUR
QUOTE TODAY**

**SCAN QR OR
GIVE US A
CALL**

**Protecting West Texans
*for Over 70 Years!***

806.762.0544 | GRIMESINSURANCE.COM

1651 BROADWAY | LUBBOCK, TEXAS 79401

SCAN QR FOR MORE INFORMATION

