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5804 Valencia Ave	Tyler 1694	\$283,700.00
5805 Valencia Ave	Corbin 1652	\$277,850.00
5806 Valencia Ave	Corbin 1652	\$275,650.00
5807 Valencia Ave	Grady 1800	\$295,550.00
5808 Valencia Ave	Landyn 1772	\$289,880.00
5810 Valencia Ave	Kace 1876	\$301,850.00

Everest

7722 97th	Matt 1918	\$295,000.00
7724 96th	Matt 1918	\$303,350.00
7726 96th	Landyn 1772	\$285,130.00
7726 97th	Landyn 1772	\$275,000.00
7728 96th	Moose 1750	\$283,050.00
7728 97th	Corbin 1652	\$260,000.00
7730 96th	Corbin 1652	\$270,150.00
7730 97th	Moose 1750	\$275,000.00
7734 96th	Landyn 1772	\$283,630.00
7734 97th	Landyn 1772	\$275,000.00
7736 96th	Corbin 1652	\$270,450.00
7738 96th	Corbin 1891	\$292,850.00

Overlook

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1906 Durham Ave	Moose 1750	\$285,000.00
1908 Durham Ave	Corbin 1652	\$265,000.00
1909 Durham Ave	Corbin 1652	\$275,000.00

Viridian

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2906 137th	Rachel 1886	\$310,000.00
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2910 137th	Moose 1750	\$298,000.00
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2914 137th	Janice 1850	\$304,000.00
2916 137th	Corbin 1652	\$285,000.00
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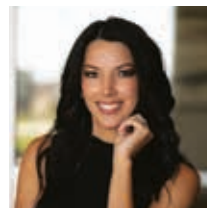


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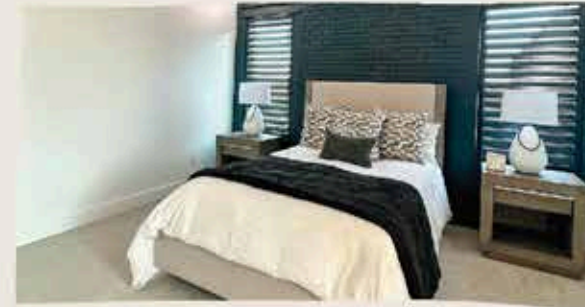
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If you are interested in contributing or nominating Realtors for certain stories, please email us at kathy.pettit@realproducersmag.com, or call 806.368.1526

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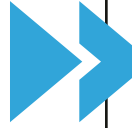
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Caroline Kelsick
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Tori Eiselstein
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Hello Tori!

Whether freelancing as a social media manager/ marketer, writing stories about top producers or running her own copywriting and content business, Tori loves to develop new ideas. In addition to writing for numerous publications throughout the United States, she continually researches how business owners can better connect with their target audience. An avid coffee lover, she often takes her “mobile office” to various coffee shops. She and her husband, Erik, enjoy hikes with their rescue dog, Sokka, and get their adrenaline-rush fix with fun-filled days at Busch Gardens. Fun facts: Resides in Virginia, once lived in Istanbul for three months and is a certified health coach.



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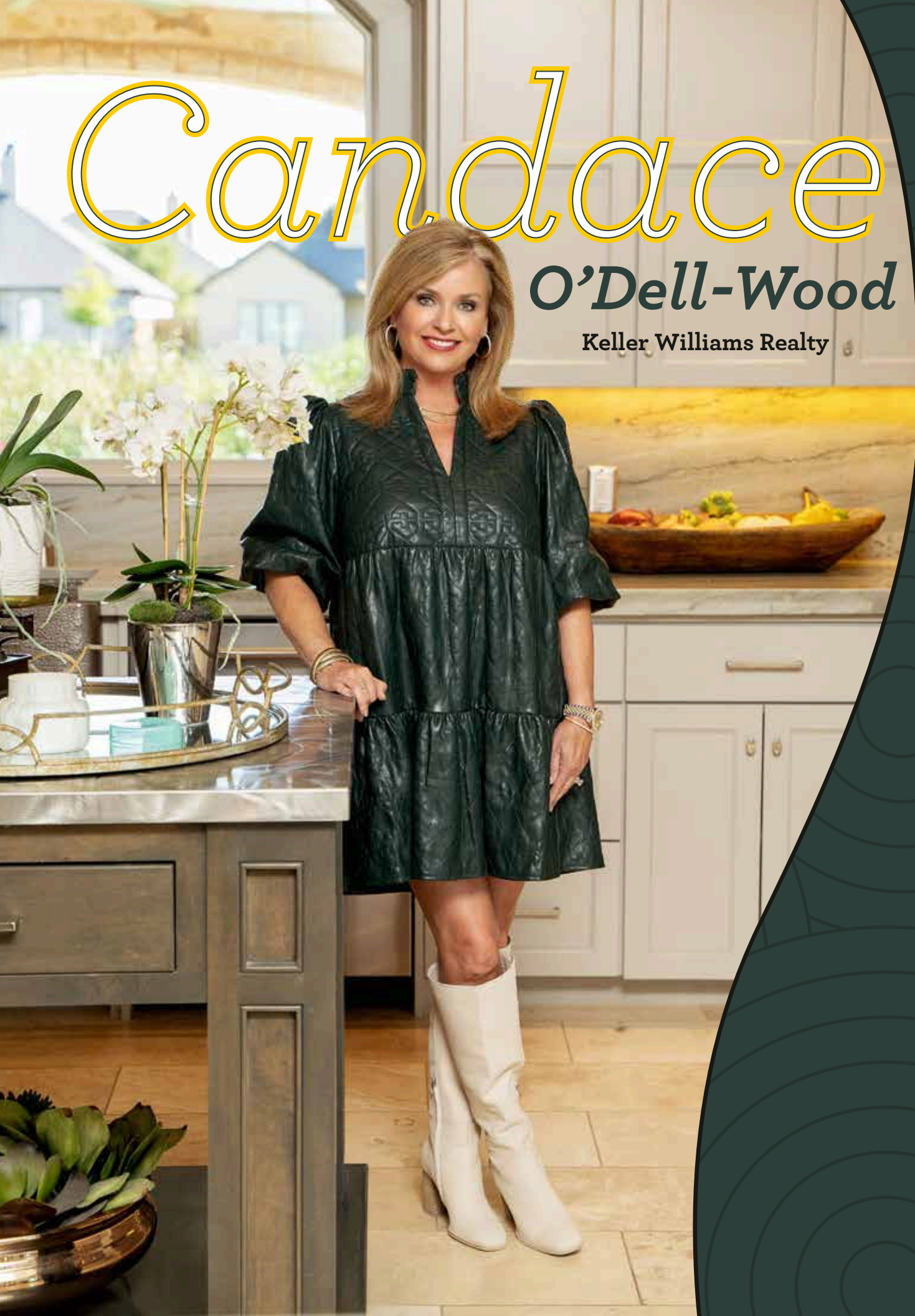
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Candace

O'Dell-Wood

Keller Williams Realty



► top producer

Story by Caroline Kelsick
Photos by Alicea Jare Photography
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Candace O'Dell-Wood had an unconventional path to real estate with plenty of beauty built in — literally and figuratively. She started her career as a manicurist and salon manager for Command Performance Salons, which led her to open a hair care franchise in Fort Worth and a tanning salon in Lubbock. All the while, she worked as a manicurist and owned her own business. In 2005, she decided to focus just on her manicurist business. Remarkably, before she retired, she received a call from country star Miranda Lambert's manager asking if she would do Miranda's nails before her Lubbock concert. "I had to pinch myself," Candace shares. "I packed up my things and went to the arena. She was cute and kind. She made me feel like I had a new friend. It was the coolest experience and a great way to end my beauty career."





I STARTED MY REAL ESTATE CAREER AT THE CRAZIEST TIME.

Candace ended her career in the beauty industry shortly after marrying her husband, Robert. He wanted to travel, but her schedule couldn't afford the luxury; additionally, working late nights and Saturdays became disagreeable. "So, I retired," Candace says. "It was really hard on me. I had always made my own money, and I missed my clients tremendously." Soon after, Candace started selling vitamins through multi-level marketing, and making her own money again felt good. Then, in February 2020, Candace decided to go into real estate. "I went to school at TARREC the last weekend of February 2020; the next week, Covid hit," she states. "I started my real estate career at the craziest time." She now works as an agent for the Stacey Rogers Group at Keller Williams.

One of Candace's fondest memories thus far is when a seller extended grace to a client. Candace met a woman at a home in East Lubbock for a tour; the woman always loved the home growing up and loved it even more when she saw the inside. She had been working hard to improve her credit so she could buy her first home for herself and her son. She asked for help

with down payment assistance, which Candace presented to the agent with a \$6,000 ask. The agent said the sellers loved the woman's story, but they were not going to help with \$6,000. "I told her she might have to ask her family for a gift but suggested we counter with \$4,000," Candace states. "He told me 'Candace, my sellers love the offer. They truly love her story. They love how hard she has worked to improve her credit, but they are not going to give her \$4,000 in assistance.' My heart sank, but then, he continued,

"They are agreeing to give her \$6,000.' I started crying. I couldn't believe it. That is why I do this."

Candace married her husband in 2013, and she gained two beautiful daughters and their husbands, Danielle and Jeff Sweat and Candice and Blake Hayes. Robert and Candace share five grandchildren — Noah, Natalie, Estelle, Rynlee and Owen. They also have three standard poodles and six pet ducks that live on the pond behind their home.

She hopes she is remembered for being nice and easy to work with; often, she says, it takes two REALTORS® to get the deal done, so being kind to peers is important. For Candace, success does not have one definition; it comes in

many forms and through many avenues. She defines success by her health, happiness and familial blessings. She also sees success in helping her community through nonprofit organizations and reaching goals, no matter how big or small. "I love what I do and the people I get to work with every day, from amazing family and friends, strangers, lenders, builders, inspectors, fellow agents and many more," Candace expresses. "I feel like that is all success."

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▶▶ rising star

Submitted by Cynthia Arriaga
Photos by Rowdie Bright Photography

CYNTHIA ARRIAGA

EXIT REALTY OF LUBBOCK

When did you start your career in real estate? I have been a full-time REALTOR® since 2008.

What did you do before you became a REALTOR®? I was an elementary school teacher for about six years, an admin for Special Olympics for a couple of years and a cosmetologist for about three years.

Share the life events that led you to real estate. As a parent, I was involved in all of my sons' activities. I taught in the same elementary school they attended, but when they went on to middle school, I had a harder time attending events because I was on a different campus. With my husband's blessing, I made the move to real estate so that I could be flexible in my schedule and be present at all of our sons' milestones and accomplishments.

What do you find most fulfilling about your work? Spending time with families and helping them achieve their dreams. I love seeing first-time buyers' knowledge base increase and seeing veteran buyers and sellers trust my guidance. Even in difficult cases like death and divorce, having a small part in making the process less chaotic and stressful is a privilege.

How and why did you choose your current brokerage? During my first year in real estate, I met a couple of agents from Exit Realty at some REALTOR® events. I had been in real estate for less than a year and wanted more support than the brokerage I was at was providing. When I looked into brokerages, my first thought was Exit Realty because of those two agents. I visited with one other brokerage first, and when I met with Gene and Russell from Exit, I was 100% certain I wanted to go there. They truly listened to me



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WE WILL PAMPER
OUR DOGGOS
AND HORSES.”



and were genuinely interested in how they could help me achieve my goals in real estate and life. They have been like family since day one.

What are your go-to closing gifts? I love personalized gifts that include clients' names. I enjoy picking out a closing gift specifically for each family.

What sets you apart? I genuinely care about people, which is the foundation of how I service my clients. I don't think this quality sets me apart because I have done deals with other agents who have similar values, but I do believe it is part of the reason why clients I didn't know before end up being a part of my life as friends after the real estate transaction and also become repeat clients. They know that I am looking out for what is best for them.

What are you most passionate about in real estate right now? As a previous teacher, I enjoy learning, so I like to take continuing education classes for the content and not just to satisfy the

number of hours I need, which comes in handy during a changing market. Knowledge breeds confidence, so I feel more confident about my recommendations and guidance for clients. I think I'll be a lifelong student.

Please share your favorite podcasts or business books. My favorite business books are those on time management and personal growth like *Miracle Morning* and *Atomic Habits*. Faith-based books help me stay balanced in my personal life, appreciate the blessings in life and cope with difficult times. My podcast selections are typically on faith, family, personal growth and Texas Tech.

Share your favorite places to meet with clients. At the appreciation events I organize. I have the opportunity to get to know them more personally and also see the family year in and year out as they grow.

What would you do differently if starting over in real estate? I would have a management system in place from day one that I would improve on and grow with. Implementing a system a few years ago has shifted my business to referral-based and client-centered.

Tell us about your family and what you enjoy doing together. My husband, Greg, and I are parents to two young men we are very proud of. Isaiah, 28 and a graduate of LCU, lives in San Antonio. Elijah, our youngest and an LCU graduate, lives in Lubbock and is in the Marine Corps Reserves. We take a yearly Christmas trip and enjoy going to mountains, lakes and anything with beautiful scenery. With our boys grown and out of the house, we spoil our fur babies: LuLu, a Boston Terrier; Ozzie, a Border Collie/Aussie; Nugget, a Palomino; Bourbon, a Paint; and Luna, a Gray Dun. We live on acreage right outside Lubbock, and until our sons bless us with grandbabies, we will pamper our doggos and horses.

When you aren't working, what's your favorite way to spend time? My husband and I work hard on our land, which we want to be our legacy for our children and grandchildren, as well as a place where we can host our big family events. We spend a lot of time with our horses, training and working with them so we can enjoy more trail rides and possibly even bring them along on some of our family vacations.

How do you define success? To me, success is being someone my family and friends can count on, someone they can call if they have a problem or to share great news with.



What do you want to be remembered for? I want to know that people feel that I truly care. To this end, I will continue to work. I want to be more giving and forgiving and grow a more stewarding nature. I want to grow in my faith. I want to be someone that God and my family can be proud of.

What are you most grateful for? Family and friends are at the top of my list. It sounds cliché, but nothing else matters if you don't have those you love to share in your successes, pains and everyday life with you.

Fun fact: When I was young, my parents moved us a lot. I attended three elementary schools, three middle schools and two high schools. My first elementary school was in South Texas, and when my widowed mom remarried, we moved to Lubbock. I met Greg at the second elementary school I attended when we moved here. I met him when I was 10 years old. We started dating when I was 18 years old. We got married when we were 20 years old. We have been married for 28 years.

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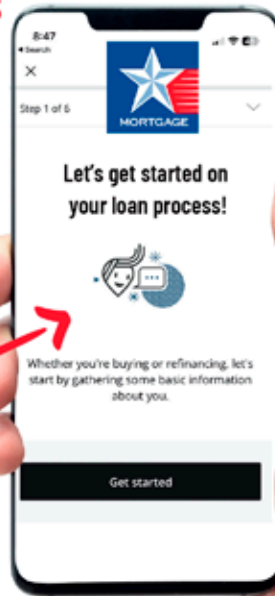
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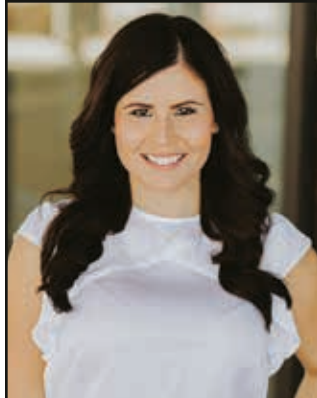
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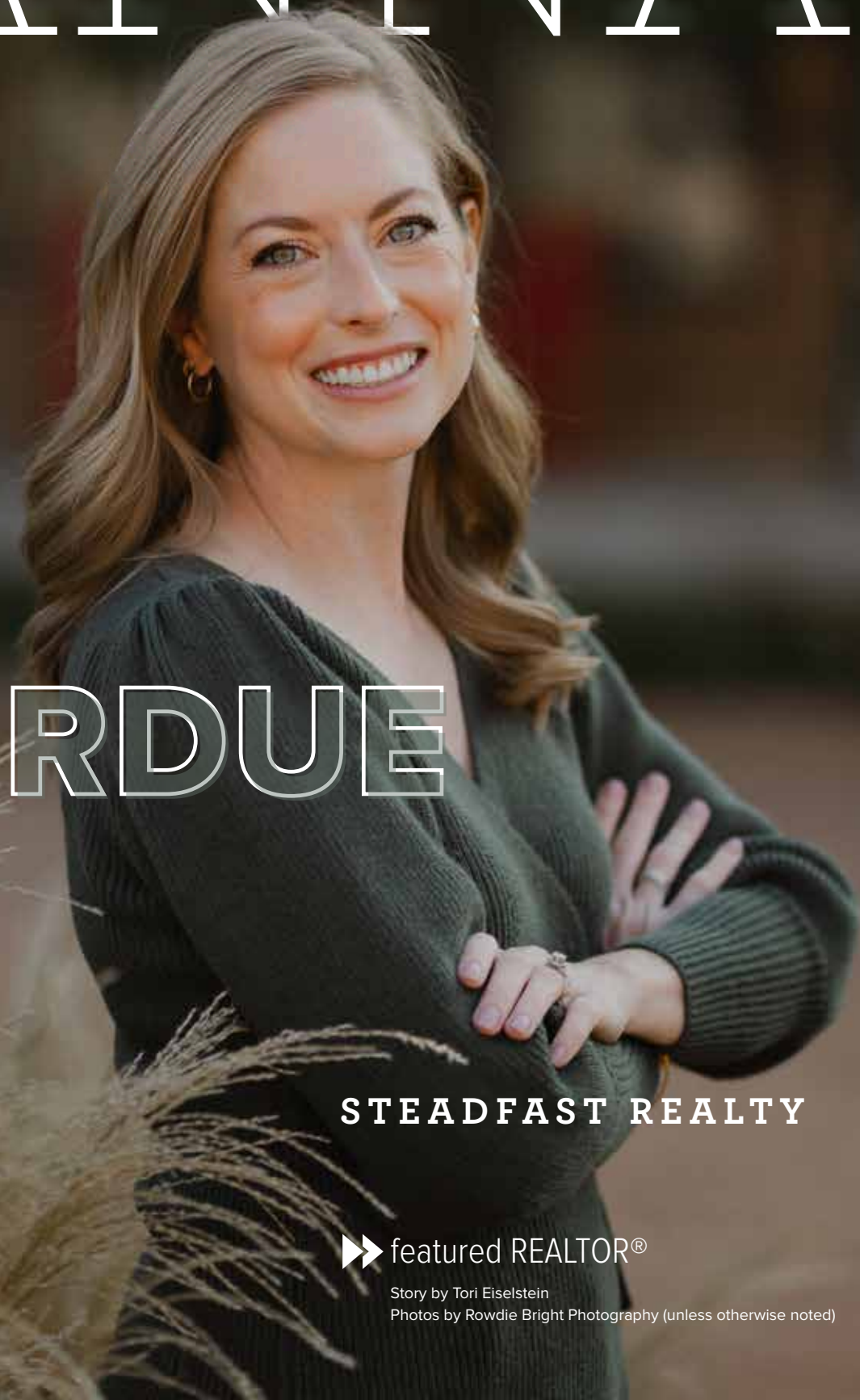
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ANNA



PURDUE

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Story by Tori Eiselstein
Photos by Rowdie Bright Photography (unless otherwise noted)

I

“I love helping my clients find the perfect property,” says Anna Purdue. With nearly a decade of experience in the real estate industry, from owning rental properties to working as an agent, Anna Purdue operates with a focus on relationships.

Before life as a REALTOR®, Anna worked at a health insurance company in the billing department before working as a real estate transaction coordinator. However, she and her husband, Kyle, had been investing in real estate since 2014, which all started with purchasing a tract of land.

Wanting to establish their “forever home” after their first son was born, Anna and Kyle bought 10 acres in the middle of a cotton field. Although they had plans for the property, someone approached them, offering to buy the land for more than they had paid. “After selling the land, we decided to pull that money toward investing in real estate,” she states, “and that’s when we purchased our first rental property.”

“We’ve been investing ever since,” Anna remarks, “and when an opportunity to work in real estate full-time presented itself, I decided it was the right move.” She obtained her license in 2020 and officially began selling in 2021. Her investment property experience, along with her marketing degree from Texas Tech, have been an excellent combination in cultivating a solid business.



Anna joined the brokerage started by the REALTOR® she had been working for as an assistant and transaction coordinator. One aspect she fully appreciates is the emphasis on implementing education and ethics, which are values that have laid the groundwork for her own business.

With a genuine passion for helping others, Anna was thrilled to help a family who was moving from Fort Worth back to Lubbock this past summer. They had sold all their furniture to make the moving process smoother. Anna showed them several homes before finding the perfect one in their ideal location that was being used as an Airbnb, which meant the furniture conveyed with the house. “They love their new house, and they were able to get back to work and everyday life quickly,” Anna adds.

In addition to her agent work, Anna plans on adding to her investment portfolio and using her knowledge and experience to teach her clients about the power of real estate investing.



“
WE ALL
ENJOY A
GOOD DIY
PROJECT.
”

Photo by Jordan Rodgers

Serious about continually sharpening her skills, Anna listens to the *Broke Agent Media* podcasts to stay up to date on the market and gather creative marketing ideas.

“We all enjoy a good DIY project,” Anna says about her family, “and whether we’re renovating a rental house or updating our home, we get our boys involved and put them to work, too!” Anna and Kyle, who is in law enforcement as a flight officer in the DPS helicopter, have two boys, Eli, 9, and Owen, 6. When they aren’t working on house projects together, they enjoy playing with LEGOS and visiting with family in Dallas, which is Anna’s favorite escape.

To Anna, success is achieving freedom of her time and finances, enabling her to better enjoy what truly matters to her without additional stress. Through kindness and maintaining unwavering integrity, Anna has produced a business that has provided her and her family with the ability to enjoy life together.

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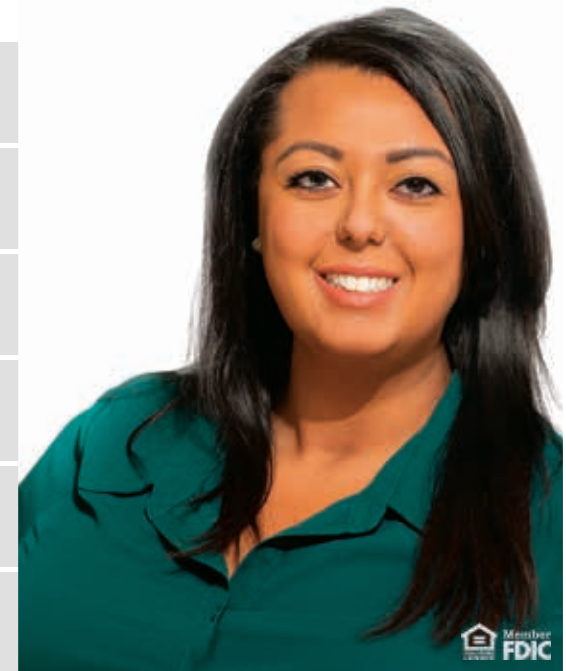

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JACOB FASKE

NEXA MORTGAGE



▶ sponsor spotlight

Story by Danielle Kidwell
Photos by Alicea Jare Photography

Jacob Faske has been with NEXA Mortgage for more than two years after spending 19 years as a band director. He recognized that he needed to spend more time with his family and switched careers. "I wanted to use my education background in my next season of life," Jacob explains. "Since I understood and related to the experiences of being a first-time homebuyer, I thought helping people with the homebuying experience would be a good way to do so." He remembers the great experience he had working with Fred Hardin at Prime Lending and hopes to leave such a lasting impression on his clients and their families.

In business for six years, NEXA has been growing quickly and covers a variety of areas from residential and investment to commercial lending, including property and construction lending, expertly led by CEO Mike Kortas and President Mat Grella. NEXA's strength lies in leveraging its partnerships with more than 200 different wholesale lenders, the majority of which are typically unknown by the general public because they work almost exclusively through independent brokers. Any client of Jacob's has access to this vast network and the reassurance that he is shopping multiple sources for the best combination of interest rates, fees, underwriting leniencies and turn times. He truly offers the quality personal and professional experience of a small company with the resources of a large company. "I walk each client through the entire home loan process rather than handing them off to someone else," Jacob says. "I also keep all business partners involved updated on progress throughout."





A natural problem solver, Jacob can find competitive rates and pricing for standard scenarios and solutions for difficult ones. He loves collaborating with business partners and feels energized when a team comes together to assist a client. Always an educator, he believes in learning personally and professionally from each person involved. “With our industry’s shifting market, rates and inventory, we all have a lot to learn,” he shares.

Jacob believes steady character is the best sign of success and that remaining grateful and humble in all circumstances is important, understanding that those virtues must be supported by courage. One of his favorite quotes is by Maya Angelou: “Some philosophers say courage is the most important of all the virtues. Because without courage, you can’t practice any other virtue consistently.”

Jacob is grateful to his family for supporting his career. He has been married to his wife, Amber, for 20 years, and they have four beautiful children, Isaac, Judah, Noah and Joy. The family enjoys board games, video games, movies, racquetball and, of course, music. Jacob is proud of his family and wants them to be proud of him, too. The same goes for his clients. “The loan process reveals so much personal information,” Jacob says reflectively. “I want my clients to remember me as loving, patient, kind and trustworthy, free of any judgment about their circumstances or story.”

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Melissa



Top producer Melissa Brouillette had one requirement for her career: Work could never get in the way of her faith or her family. "My family is very important to me, and I have always said that I would put them first, no matter what," Melissa shares.

Brouillette



Melissa is married to Chad, her husband of 32 years. They share three children, Chase (28), who recently married Madi; Meagan (24); and Maddie (19). Back in 2011 when Melissa first entered the real estate industry, her kids were younger and involved in sports and activities that Melissa did not want to miss. "My husband suggested real estate, so I gave it a shot, and I never looked back," she says. "With real estate, even though I might work some evenings or weekends, I could still be with my family and attend their activities while taking care of my clients, as well."

Melissa began her real estate career at Keller Williams Realty, where she stayed for 12 years. During her tenure there, she received tremendous training and support. She now works

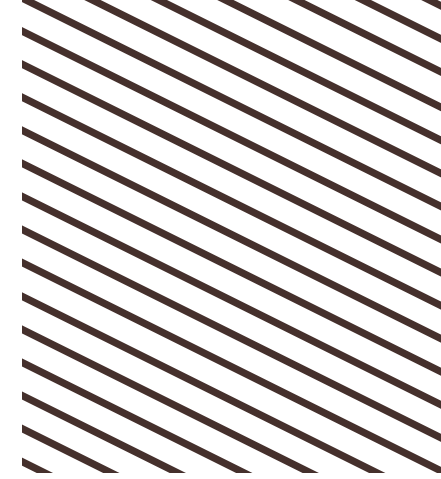
for Aycock Realty Group. "I worked with Brian Aycock on a transaction a couple of years ago, and I knew that he had just opened his brokerage," Melissa states. "He was so easy to work with, and I knew that I wanted to be a part of his growing brokerage alongside other experienced agents."

While working, Melissa's priority is the client's unique needs and situations. Though each client is different, Melissa educates them on every step of buying and selling; with greater understanding, she can deliver what they need. "I am most passionate about people and the lasting relationships I make with every one of them," Melissa comments. "I love people, and I love to help them. I work with several who are already friends and acquaintances of mine, but I do get new clients whom I have never met before through referrals. I love that these new clients become new friends to me."

One of Melissa's more memorable transactions was with a first-time home buyer. The client came to the closing with her purse clutched tight



EVERY YEAR GETS
BETTER AND
BETTER.



to her body; she told Melissa that she had her cashier's check in her purse, and she slept with her purse to make sure nothing happened to that check. "Sometimes, you have clients who buy and sell frequently, but this particular lady showed me how excited she was to have her own place and how much having bought this home for her family meant to her," Melissa reveals. "It's not just a transaction. It is something that is so very important to each person."

The most fulfilling part of Melissa's work is helping families fulfill their dreams. She attributes this accomplishment to the collaborations she experiences with each transaction, including with title companies, inspectors and more. "It is a team effort to get to the finish line," she remarks.

For Melissa, success is knowing that she has done her best for others, no matter the outcome. She is most grateful for her salvation in Christ and strives to always put Him first so the rest may follow. She wants to be remembered for the way she treats people, with her priority being to be kind, honest and easy to work with. In the future, she is trusting in God to provide. "Every year gets better and better," she voices. "When I started, and to this day, I asked God to give me what he would want me to have. He has never failed and has always given me so much business through the people he has sent my way."

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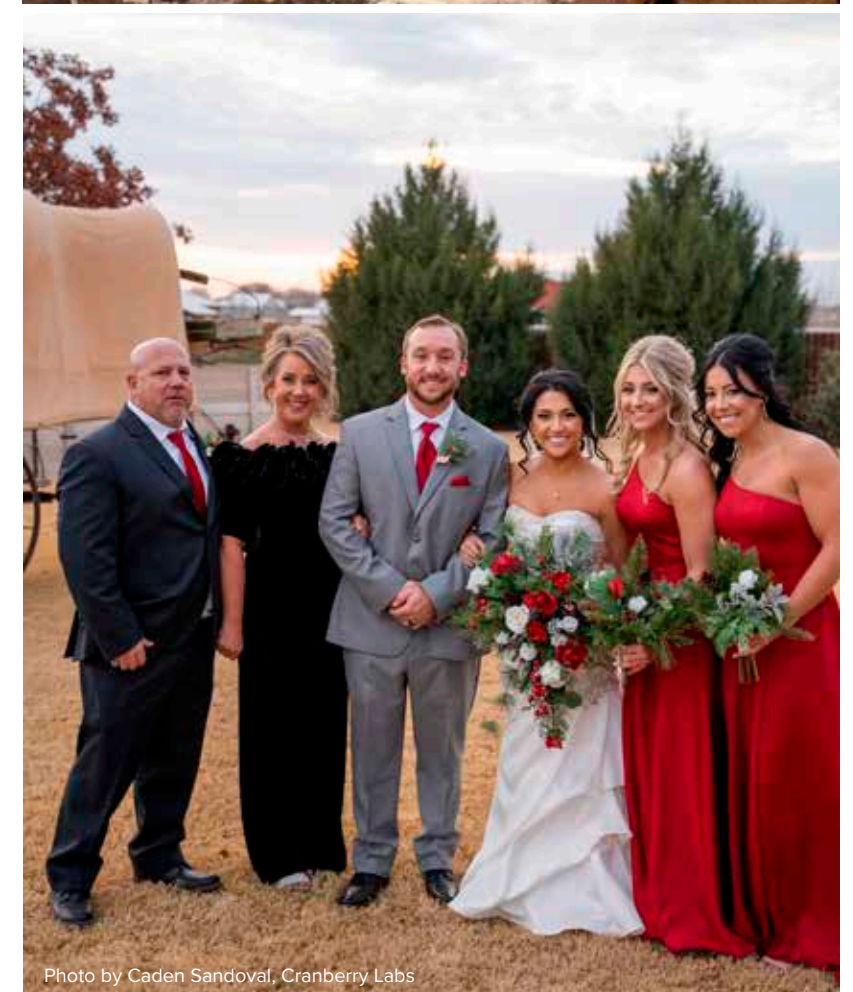


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Macy Tapp

ROWDIE Richardson

ROWDIE BRIGHT PHOTOGRAPHY

Rowdie Richardson wants to be remembered for encouraging and supporting others. “If I am not using my strengths to lift others or build a strong community, then I feel like I am misusing my gifts,” she shares. “I do my absolute best, always to be my true and honest self so you can expect that what you see is what you get from me.”

The real estate professionals who have worked with Rowdie, one of our amazing *Real Producers* photographers, are aware of one of her gifts. The Lubbock native who spent her teenage years in Bryan/College Station produces stunning photography that documents the essence of everyone she sees through her lens — and when she prepares them for what to expect, she delivers in spades.

Through her business, Rowdie Bright Photography, Rowdie prioritizes capturing moments and people as they are. In addition to her real estate services, which include headshots, branding images and lifestyle and team photos, she specializes in weddings and events, portraits, landscapes, travel and more.

▶▶ partner spotlight

Story by Jacki Donaldson



Photo by
Jake Ostrowski



Photo by Jerod Foster

Her journey began in 2015 in Bryan, TX, when photographer John Burrows mentored her as she competed in SkillsUSA and won second in the state of Texas. Rowdie would go on to attend Texas Tech University, studying communication studies and natural resources management to become a park ranger, which would spark her passion for landscape and travel photography. Learning from Texas-based travel and conservation photographer Jerod Foster, taking courses at Texas Tech’s campus in Junction and studying abroad in New Zealand, she honed her skills, and after graduating in May 2020, she supported herself through the pandemic photographing seniors, families and couples. She added weddings and business branding and picked up technical knowledge at Armadillo Camera, which gave her the confidence to become a full-time freelance photographer. “I am thankful for the village of photographers and clients who make possible this amazing, creative life I live,” she says.

Rowdie’s creative approach means that she provides a product that is unique to each client’s vision. “I don’t just pump out the same product every time but always grow with and around whoever and whatever is placed at my feet,” she reveals. In the real estate arena, this mindset translates into work that individualizes clients while



Photo by Jessica Keaveny

keeping the West Texas community connected. "It would be the honor of my life to be a part of your professional and personal moments to capture the growth of your family while also helping you conceptualize your brand," Rowdie expresses as she compares her work to real estate. "Photography and real estate are similar in that a mix of competition and community are necessary. If we are not competing, then the industry will be stagnant, but if we do not celebrate and support each other, then the community crumbles."

Fulfillment abounds in Rowdie's career, and she measures success by the feeling of joy, sharing, "If something I offer brings me or someone else joy and happiness, then that is a good day in my books. Monetary success is important, but I want to provide a service to someone that boosts their confidence or supports their goals before I think about the numbers."



Photo by Lisa Xiques

Most grateful for the blessings she receives from God and those around her, Rowdie cherishes time with her loved ones. "After a day's work, you can usually find my husband, Jordan, and I sitting outside with

our neighbors, just hanging out. If we don't spend our weekends traveling to visit family and friends, then we are usually hunting, hiking, camping, skiing or at a concert or Texas Tech athletic events." Rowdie and Jordan attend church at Christ the King Catholic Church, where they were married in August of this year." Rowdie also enjoys thrifting home décor, taking care of her plants and trying out new hobbies. We are thankful that she gave photography a try back in 2015, for we are the lucky recipients of the magic she curates.

See our stories this month on pages 24 and 32 for a peek at Rowdie's striking work.

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Photo by Deborah Price

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▶▶ letter from the president
By Donna Sue Clements, Lubbock Association of REALTORS®

It's hard to believe that 2023 is nearly over and along with that, my term as your Lubbock Association of REALTORS® President. The past year was the year to demonstrate our REALTOR® value, and we've done so in many ways in 2023.

We started the year off strong with a great Clue-themed installation. It was the perfect way for us to gather to celebrate our association, our new directors and our new leadership. Our association has seen steady growth in 2023. Here in Lubbock, we are seeing people want to join our association because they see a REALTOR® career to set their own business model and a way to be a part of something really special.

One of the memories I will cherish in 2023 is our trip to Washington in May for the Mid-Year Legislative Meetings. We had the opportunity to spend time with Jody Arrington's staff during our trip. These are the people who have his ear, and we were able to share things we deal with in West Texas and on the South Plains. Although his staff understands the political process, they don't know the details of how Texas does business. By the end of that meeting, I knew that Jody's staff had a better idea of how property taxes are calculated and what they can do in Washington, DC, that will have a positive impact on West Texas. As Congressman Arrington always says, we are the food, fiber and fuel for America!

Who can forget the great Rap Out of 2023? With great communication and creativity, we not only got through a difficult time regarding our MLS and management systems, but we also continued to thrive. Our members rallied together to serve the real estate needs of



the South Plains with the resolve not to let cyber criminals dictate how we do business in West Texas.

This year, we were able to make some improvements to our buildings with the addition of our LAR signage and a rework of our landscaping. These new projects celebrate our association and our REALTOR® trademark. If you haven't been by the LAR office lately, I encourage you to do so and check out our beautiful facilities.

One of my duties as President has been to facilitate the Strategic Plan for 2023-2026. I've been working with the upcoming leadership to ensure a seamless transition as we move from 2023 to 2024. We have set our goals, our committees are ready to go, and 2024 is right around the corner. I would encourage our Real Producers reading this article to get involved and consider joining a committee. We would love to have you.

Finally, I would be remiss if I didn't mention our amazing TREPAC year. We not only met our goal, but we also smashed it and set a new high watermark. Our members invested \$197,412! What an amazing year, and we are off to a great start with our 2024 TREPAC investment year with our Turkeys for TREPAC.

Thank you for your support and encouragement during 2023. Serving YOU as your LAR President has been a pleasure. May your business be prosperous and blessed in 2024 and beyond.

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