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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.



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Frenship ISD

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4/2/2002	Nov.	\$351.90



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7802 97th St	1772	Landyn
7804 97th St	1652	Corbin
7806 97th St	1600	Gory
7808 97th St	1772	Landyn
7812 97th St	1918	Matt

Frenship ISD

4/2/2002	Jan.	\$284.28
4/2/2002	Jan.	\$267,300
3/2/2002	Jan.	\$264.60
4/2/2002	Jan.	\$280.78
4/2.5/2	Dec.	\$300,100



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Lubbock-Cooper ISD

4/3/2 + OFFICE	Jan.	\$380,150
4/3/3 + OFFICE	Feb.	\$405.40



Iron Horse

803 N 4th	1740	Gary
-----------	------	------

Frenship ISD

4/2/2002	Oct.	\$280,200
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The Overlook

1902 Durham	1772	Landyn
1904 Durham	1665	Corbin
1906 Durham	1750	Moose
1908 Durham	1652	Corbin
1910 Durham	1750	Moose

Frenship ISD

4/2/2002	Apr.	\$295.48
4/2/2002	Apr.	\$278,950
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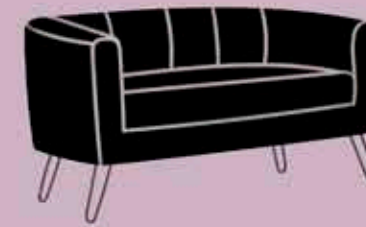
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Brokerage Spotlight:
Reside Realty



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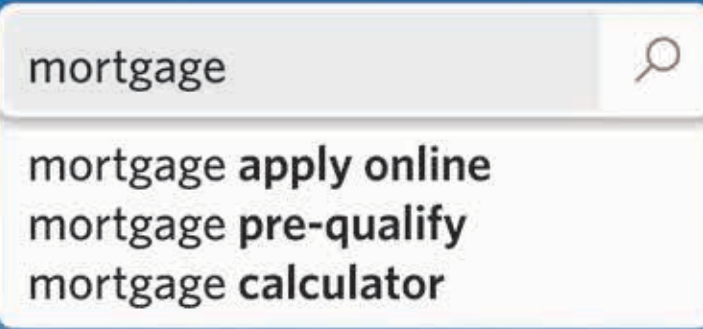
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▶ top producer

Story by **Tori Eiselstein**

Photos by **Alicea Jare Photography** (unless otherwise noted)

Austin & Alyssa Williams

MILESTONE REALTY GROUP

“We chose to create our brokerage because we wanted to establish a place where agents with common values could blossom in their real estate careers, as well as in their personal lives,” says Team Leader Austin Williams about himself and his wife, Alyssa, Chief Operations Officer of their brokerage, Milestone Realty Group. With their five core values of Kingdom Driven, Family, Integrity, Generosity and Creativity, Austin and Alyssa know that God is using their team to make an impact in others’ lives.

Austin started in real estate in 2019, having previously served as a firefighter in Big Spring and Brownfield and worked at Udawg Graphics in sales for nearly a decade. Meanwhile, Alyssa earned her bachelor’s degree from Texas Christian University and her master’s from Stephen F. Austin University and taught in special education for five years. Due to Austin “juggling multiple careers” after a year





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Photo by H&S Photography



Photo by Hayly Hext Photography

in real estate, Alyssa also got her license to expand Milestone Realty Group.

“We had a wonderful experience when we bought our first home together,” remarks Austin about what sparked this career path. “That milestone was something neither of us thought we could obtain so early in our lives. We both became very passionate about helping others reach that milestone, too.”

Milestone has developed a culture around their five core values and giving back to the community. A few ways that they give back are by being sponsors at charity events, hosting community holiday events and “spoiling” teachers in local schools. Even the office they’ve created depicts the intentionality of being a kid-friendly and family-oriented environment. “We have privacy pods, toys, kids’ playrooms — even dirt bikes and scooters — to allow a balance of work and fun for our team and our clients!” Austin states. Needless to say, their kids and clients’ kids are excited to tag along on a trip to the office.

Austin recalls that unforgettable moment when the team was on the rooftop ready for a group photo and they received the long-awaited news that their brokerage application had been approved by TREC. Alyssa yelled, “Say we just heard from TREC and are officially a brokerage!” instead of the typical go-to saying. The timing was undeniably perfect, and Milestone’s first official team photo captured that genuine moment of excitement on all of the agents’ faces.

As Milestone strives to help all clients and their families, Austin and Alyssa are raising their own young family, which consists of Grayson (5), Hadleigh (3), Dawson (1) and their goldendoodle, appropriately named Miles Stone. Riding bikes, visiting the park, jumping on the trampoline and traveling — most recently to Disney World — are the kind of fun activities they do together as a family. Their professional and personal lives are positively intermingled. Austin states, “There is nothing quite like having your toddlers get excited and proud to see ‘Daddy’s Mile-tone signs!’”

Austin and Alyssa devote themselves to helping establish and develop their agents’ careers in real estate, in addition to serving the clients who come their way. As they grow their brokerage in both the residential and commercial markets, they are dedicated to making

a positive impact. Their team has become a supportive, loving family that holds each other accountable. “They pick us up when we are down,” Austin remarks about his gratitude for their brokerage, “and shine light into the highs and lows!”

AUSTIN WILLIAMS
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ROGER BILLINGSLEY

EDGE CONCEPTS LLC



▶▶ partner spotlight

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

Roger Billingsley is a true entrepreneur at heart, leaving college to expand his landscaping business to now owning a building company that impacts communities throughout Texas. As owner and founder of Edge Concepts LLC, he guarantees his clients quality, value, flexibility and discretion in their luxurious homes.

Edge Concepts is a building company with a vast variety of floor plans from which to choose. The team has experience and knowledge in cutting-edge design and strives to deliver unparalleled customer service. Being one of the most experienced builders in the industry within Lubbock, Roger and his company handle commercial and residential builds and aid in land development.

Ever since the year 2007, Roger and his family-like team have been committed to providing buyers with their dream homes, whether in a rural area or within an already established neighborhood. They are experts at their craft and have widened their reach from South Lubbock to Magnolia Estates, Sterling Ranch and Cooper South. Edge Concepts has a genuine heart for its customers and its families and is devoted to learning, which is what differentiates the business from the competition.

While attending Texas Tech University, Roger got a taste of the entrepreneurial lifestyle. He launched his landscaping business, Metro Lawn and Landscape, which he would later sell in 2008 and pursue a business in the building arena. “We bought residential lots in Timber Ridge, where we found a niche for a one-acre product,” says Roger about his start. “Since then, we have perfected our skill set in building homes on acreage in South Lubbock.”

Roger strives for excellence in his work, caring about every step of the process, even the seemingly small details, because he knows that this approach benefits the families who will move into his homes.

“I love being able to drive through communities we’ve developed and see families enjoying their home, family and friends alike,” he remarks. “It brings me true happiness to witness those things firsthand.” Roger expresses his gratitude for the life that God has given him and the real estate partners who have assisted in scaling throughout the past couple of hectic years in the market.



Photo by Hayly Hext

“Success for me, in this stage of life, means simplifying things around me so I can spend more time with my family and loved ones,” Roger comments. He has been married to his wife, Katie, for three years now, and he has four children, Madison (22), Bryson (19), Logan (12) and Sadie (9). They prefer to spend their free time enjoying the great outdoors at their ranch in Water Valley. They have a wide range of animals, such as turkeys and even a zebra. Sitting down to a steak dinner, swimming and playing games are a few ways that the family spends time together.

“Always care about what you do,” advises Roger. “Authenticity is much more important and valuable to your business than anything else.”

To learn more about Edge Concepts LLC’s residential, commercial and land development, as well as special offers, contact representative Robby Vestal at 806-535-8376. Also, visit the company’s website at edgehomesonline.com and view the impressive gallery of luxurious homes.



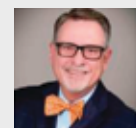
“Success for me... means simplifying things around me so I can spend more time with my family and loved ones.”





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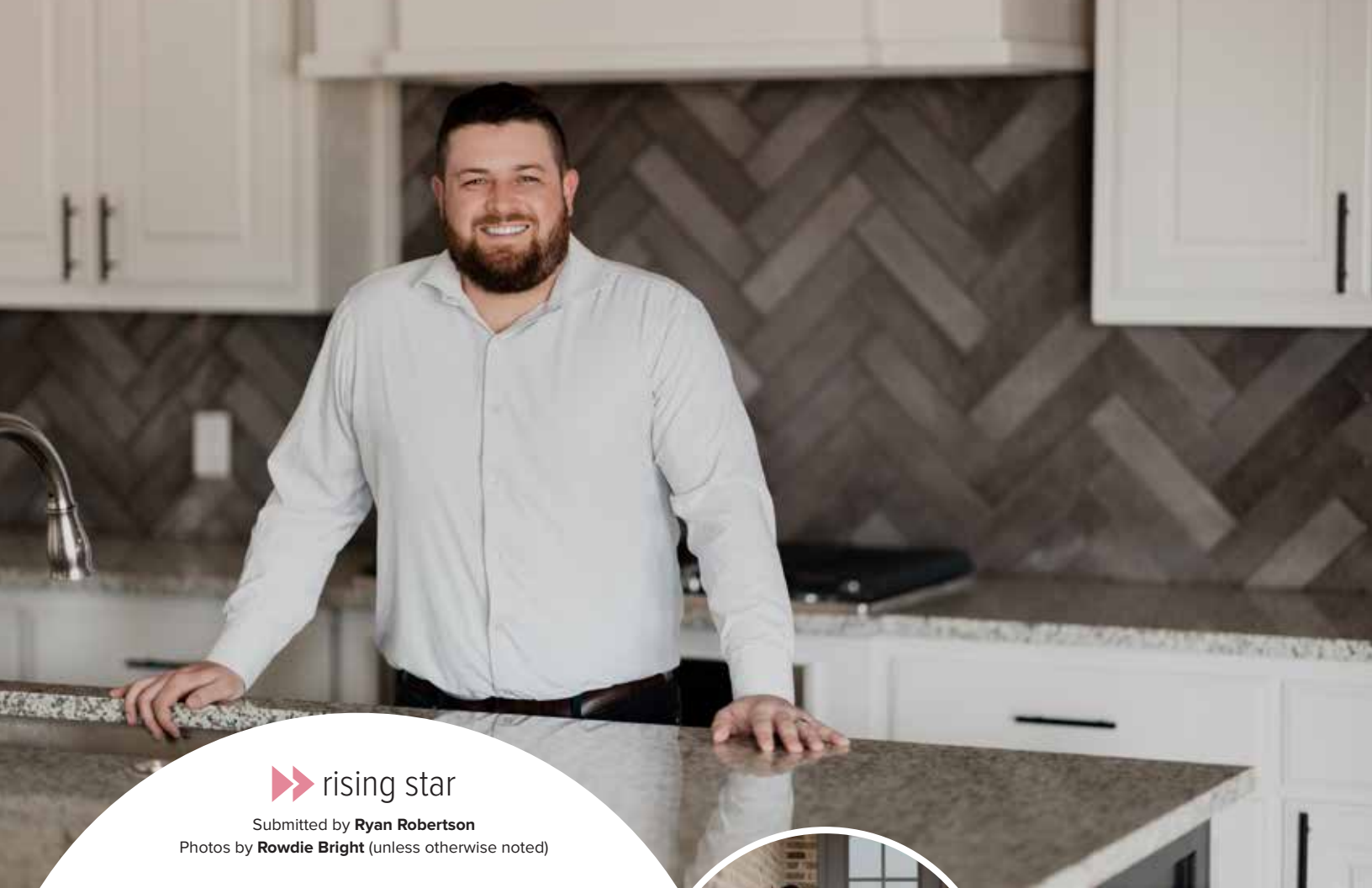
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rising star

Submitted by **Ryan Robertson**
Photos by **Rowdie Bright** (unless otherwise noted)

RYAN ROBERTSON



Better Homes and Gardens Blu Realty

When did you start your career in real estate? I got my license and started in January 2019.

What did you do before you became a REALTOR®/agent? I attended Lubbock Christian University School of Business from 2014 to 2018.

Share the life events that led you to become a real estate agent. Throughout my college years, I was searching for a

career that would allow me to have freedom over my schedule and time, not force me to spend my entire day stuck behind a desk, and also be able to help serve people and my community. I had a friend who had gotten his license, and I asked to pick his brain about real estate. He told me that the owner of his brokerage was coming to meet with us. We sat down for breakfast, and by that afternoon, I was signed up for my courses.

How and why did you choose your current brokerage? I chose to start my career with Better Homes and Gardens Real Estate Blu Realty,

formerly known as Blu Realty, for a ton of reasons, but I have continued to stay and grow with them for even more reasons. The office vibe is truly one of a kind. Everyone in my office wants each person to succeed. From accountability to a genuine caring nature, Better Homes and Gardens Real Estate Blu Realty is set up for the REALTOR® to become an expert in every aspect of real estate. We've all seen and witnessed the clients who walk in and can just feel "this is home," which is exactly the feeling that I have here.

Please share a story about a client experience. I've made a lot of memories over the years, but one of the sweetest has become part of my "why." Early in my real estate career, I met a couple at an open house, and we immediately hit it off. They were looking for a house that had at least five bedrooms at a price point where you don't normally find houses with that many bedrooms. They were in a time crunch and needed to find one asap. We hit it hard right off the bat, going to look at homes all over West Texas, and after what felt like a thousand showings, we finally got one under contract. Since we had looked at so many different houses, they started to not tell their kids every time we put an offer in because they would get their hopes up and be crushed every time we lost out. After a long, drawn-out under-contract process, we got it closed. When the kids walked inside the house for the first time, they learned that they had gotten the house. After the chaos, tears of joy and initial shock settled, I was able to reflect on the incredible moment I had just witnessed. The look on the kids' and parents' faces was enough to hook me in this job for a long time.

What are you most passionate about in real estate right now? From a young age, I have been fascinated with houses. I like walking through and admiring the different and unique details of each house I go in. However, the fact that I get to help friends and family with one of their biggest investments and help

that process go smoothly is what I love. The feeling after closing on my first home is something I will never forget, and getting to guide others through that very experience is extremely humbling.

What do you find most fulfilling about your work? I enjoy helping first-time homebuyers. Seeing the excitement and

the eagerness to learn the process through them is very fulfilling. I also love referrals. The biggest compliment I receive is when someone refers me to someone they know.

What is your favorite business book? My favorite book right now is *Atomic Habits* by James Clear.



Welcome to the world, Reece Ryan!

Photo submitted by Ryan Robertson

Share your favorite places to meet with clients. Sugar Browns for coffee is never a bad idea. Caprock is also a big go-to for lunch meetings.

Tell us about your family and what you all enjoy doing together. I have been married to my beautiful wife, Sydney, since December 2017. We have a 2-year-old daughter named Adley, and our second daughter, Reece, was born in May. We have two dogs, a golden retriever named Blakley and a German shorthair pointer named Darcy.

When you aren't working, what's your favorite way to spend time? Hanging out with my girls, hunting, fishing or being on the golf course!

What do you want to be remembered for? I want to be remembered for genuinely caring about people. While I love selling real estate, my true passion is serving the community.

Ryan Robertson
Better Homes and
Gardens Blu Realty
806-773-2220
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PRESLEA THOMPSON

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Preslea Thompson has always loved the hospitality industry. In college, she worked at high-end restaurants and bars, where she discovered her passion for bartending. She loves the creativity it allows her and adores connecting with customers on a personal level.

After graduating from Texas Tech University with a bachelor's degree in business management and human resources, Preslea, who hails from the small town of Throckmorton, TX, knew that bartending, in all its fast-paced glory, was the career she wanted to pursue. "Bartending is what put me through school, and it doesn't feel like a job to me because I am so passionate about it and love what I do," she shares.

While working at a local bar, Preslea met her husband, Travis, and the duo hit it off right away. They have been together for more than 10 years now, and after getting married, they welcomed their pride and joy, their son, Kaiser, now 19 months old. Preslea knew that she wanted to build a business that would provide for her family while also allowing her to pursue her passion.

After working many private events, Preslea's friends and family encouraged her to start her own bartending service business. In 2017, she launched Preslea Thompson Bartending, LLC, a professional, certified, licensed and insured bartending service for Lubbock and surrounding areas.



“Building and having a great team that you can rely on is something every business owner dreams of.”



“At Preslea Thompson Bartending, we take care of our clients’ alcohol and bartending needs from start to finish — from signature drinks, mocktails, detailed lists and purchasing to providing the most qualified staff to provide the best service and experience,” Preslea says enthusiastically. “Our team is qualified to provide you and your guests with the ultimate experience every time we serve. We have so much to offer from a frozen drink machine rental, customized signature drinks, bar menus, mocktails and all bartending supplies. We also work with every client for budgets, brands, quantities and best pricing to make every event a success!”

Preslea knows no limits regarding events. “From private events to being the preferred bartending service at multiple venues and event centers to bartending concerts and more, we do it all,” she beams. And she credits her team for her business’s success. “Building and having a great team that you can rely on is something every business owner dreams of,” she says. “I can honestly say I am blessed with that! Our team is so diverse, hard-working and dedicated. I couldn’t

keep doing what I love without this group of women I have supporting our team to the fullest. I can’t thank them enough for representing my business and brand so well.”

Preslea’s success story proves that if you have a passion for something, you should pursue it wholeheartedly, and with the right team, anything is possible — even some well-deserved downtime. “When I am not working, I cherish spending time with my family, cooking and attending concerts and sporting events,” she says.

Now is the time to book Preslea Thompson Bartending for *your* next event! And when you do, tell her you read about her here.



Photo by Lacey Thomann Photography



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Hello Real Producers!

It's hard to believe that June is already here. I hope you had a busy spring season and have lots of closings in the weeks to come. We know you're out there in the trenches, working with clients and putting those hard-earned professional skills to work every day. But when you're not opening doors, pulling CMAs or showing homes, those skills might get a little rusty. These skills are perishable, and we should be taking advantage of the down times to keep the proverbial saw sharp.

Now is the perfect time to brush up on those skills!

Here are a few ways to keep those professional skills sharp:

- Take a look at REALTOR® safety protocols and re-evaluate — safety is

always a priority. NAR, TR and LAR have many available resources to help you stay safe on the job. And if you haven't checked out FOREWARN, one of your LAR member benefits, you are missing out. This great tool allows you to quickly search for public information about a client.

- Take a class or two. Summer is a great time to get the CE credits you need. The many options for taking classes include in-person classes at LAR, online classes from TR or a course from The CE Shop. The Connect Dashboard is another great education source that features videos on relevant and important topics.
- If you're not using REALTORS® Property Resource, or RPR, now

is the time to dive in. RPR has so much to offer, from stats to training and so much more. RPR is a great way to do CMAs and quickly assess the market on the go.

As production leaders and leaders in our association, we depend on you to keep your skills up to date and be an example to others, which helps you show your REALTOR® Value to the public and to your fellow REALTORS®.



I hope that you have an enjoyable summer that is filled with family, fun and, of course, lots of closings.



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JENNIFER BUSBEA

Halley Road Real Estate

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

Her personal moving habits are what pushed Jennifer Busbea to earn her real estate license. Ten years before that decision, she enrolled in classes to earn a degree in real estate. After one semester, Jennifer changed her major and eventually graduated with a Bachelor of Science degree before entering a career in public service. During this time, she sought her license. “I decided that we liked to move too much

to be paying a REALTOR® when I figured I could do it myself,” she says. Just one class later, she took the exam and earned her license to be an agent. “After five years of being an agent and continuing to work another full-time job, I prayed for God to give me direction in my career path,” Jennifer shares. “One day, it was clear: I needed to get my broker’s license. That was one of the best decisions I ever made for myself.”

Now, Jennifer is the broker for Halley Road Real Estate. The meaning of the company name is personal; *Halley* is the name of Jennifer’s daughter while *Road* stands for the journey of old to new. For Jennifer, her journey to owner and broker of Halley Road was varied. Before her real estate career, she worked for the State of Texas in vocational rehabilitation, facilities management and accounting. For 15 years, she worked with the federal government in contracting and procurement. Along the way, she earned a Master of Science degree from Lubbock Christian University while working and caring for her family.

Two former brokers inspired Jennifer’s choice to open Halley Road. “They made such an impact on me, and I wanted to do the same for others,” she says. Her fondest connection of all was with Katy Wallney, who sadly passed away in 2022. “She was my mentor and taught me everything I know about real estate,” Jennifer shares. “She was always there when I needed advice. I knew that I finally made it when she started referring her clients and family to me after she retired. If you had the pleasure of knowing Katy, then you were blessed.”

As a broker, Jennifer finds fulfillment in watching her agents collaborate and help clients. Watching relationships build is one of her favorite things about the business. As an agent, Jennifer loves to see clients’ excitement. “Buying or selling a home can be one of the most stressful experiences in one’s life, and I love





“
BUYING OR SELLING A HOME CAN BE ONE OF THE MOST STRESSFUL EXPERIENCES IN ONE'S LIFE, and I love that I can help take some of that stress off of them by providing a top-tier service.

Photo by Brooke Ogilvie

that I can help take some of that stress off of them by providing a top-tier service,” she shares.

Jennifer loves to spend time with family and friends, travel and bake. She is married to her husband of 25 years, Eric. He is a licensed plumber and the new commercial construction superintendent for a large local plumbing company. Their daughter, Halley, graduates from Texas Tech this May with a bachelor's degree in early childhood education. “We enjoy traveling, eating good food and just spending time together,” Jennifer says. “I have learned that time isn't something we can get back, so we try to make the most of every moment.”



Above all, Jennifer wishes to lead with integrity and sincerity. “Douglas Adams said, “To give real service, you must add something which cannot be bought or measured with money and that is sincerity and integrity,” she quotes. “This is a motto I stand by.”

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Kinzer Simmons and her horse, Jetta. Her parents, Kelly and Jana Simmons, have been Cooperative members since 2009.

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Lubbock is home to many amazing real estate companies, and Reside Real Estate Co. does not aim to be better or bigger. The folks behind the authentic, laid-back and professional West Texas brand (with a cactus logo) simply want to feel like Lubbock, to feel like home.

Reside Real Estate Co. has experienced steady and impressive growth since starting as a brokerage in January of 2023. Their core values reflect respect for agents' time and a desire to help them increase their earnings. These values have resonated with many people and contributed to the company's success. Proudly known as Lubbock's Real Estate Folks, the open-concept office doesn't feel like an office at all; it feels like a place to enjoy the hustle of real estate, a place where no

agent is against another and no one has to do it alone.

Team Lead Suzanne Scott, with more than 20 years of selling experience in Lubbock, leads the office with knowledge and a style that could only fit a company like Reside. Suzanne is known for her TMZ-style, short team meetings jam-packed with energy, market knowledge and helpful tips for agents. Audra Baldwin is the leader at Reside U, where new agents are welcome to ask their questions, engage in dynamic training and thrive in their first two years as new agents.

An attractive cap system of only \$20,000 seems to be a major draw for agents looking to keep more of

their commission as they grow in the real estate industry. And Reside has always had a natural bend toward working not only with buyers and sellers, but also with investors. They host a class every Friday called Investor Summit open to all agents and investors where they find deals in Lubbock and learn how to analyze to create passive income for themselves and others.

Reside Guides is the name for all licensed real estate agents at Reside — a modern twist on the oft-used REALTOR® and just another way Reside is different. For Reside, different translates into dynamic training; no long, boring meetings; simple splits and low costs; a fun office



culture with the freedom to work from home; and the small, comfy, family-like feel that has clients and team members feeling right at home.

In a place as special as Lubbock, where the wind blows, brown horizons are common, and dust in your teeth is a normal experience, Reside seems to embrace everything about this amazing oasis of a city here in West Texas. Reside embraces the good and the bad about life in West Texas, which seems to be a welcomed sight for local real estate folks.

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FAQ

ABOUT THIS MAGAZINE

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

amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer and photographer.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to kathy.pettit@realproducersmag.com.

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in Lubbock. We pulled the Lubbock MLS numbers (by volume) from January 1, 2021, through December 31, 2021. We cut the list off at #300, and the distribution was born.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: You email us at kathy.pettit@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an

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