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7611 52nd St	1900
7617 52nd St	2100

Micah
Tuscany
Kindred

4/3/2+OFFICE	Nov	\$371,850
4/2/2002	Nov	\$351,900
4/3/2002	Nov	\$369,100



Everest Heights

7738 97th St	1918
7802 97th St	1772
7804 97th St	1652
7806 97th St	1600
7808 97th St	1772
7810 97th St	1652
7812 97th St	1918
7814 97th St	1600
7818 97th St	1652

Matt
Landyn
Corbin
Gary
Landyn
Corbin
Matt
Gary
Corbin

4/2.5/2	Jan	\$298,600
4/2/2002	Jan	\$284,280
4/2/2002	Jan	\$267,300
3/2/2002	Jan	\$264,600
4/2/2002	Jan	\$280,780
4/2/2002	Dec	\$267,600
4/2.5/2	Dec	\$300,100
3/2/2002	Dec	\$263,400
4/2/2002	Dec	\$267,300



Trendship Mesa

304 Cowboy Ln	1800
323 Cowboy Ln	1800
407 Ranger St	1800
408 Ranger St	1800

Corbin
Ruben
Corbin
Moose

4/2/2002	Aug	\$296,500
4/2/2002	Sept	\$291,800
4/2/2002	Aug	\$296,000
4/2/2002	Aug	\$299,600



Fountain Hills

11202 Genoa	2100
11013 Grover	2100

Micah
Micah

4/3/2+OFFICE	Jan	\$380,150
4/3/2+OFFICE	Feb	\$405,400



Iron Horse

802 N 4th	1652
803 N 4th	1652
804 N 4th	1500

Corbin
Corbin
Gary

4/2/2002	Oct	\$283,150
4/2/2002	Oct	\$280,200
3/2/2002	Sept	\$262,800



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Cooper South PHASE 1

Address	Lot #	Status
1210 CR 7710	1	Open
1208 CR 7710	2	Open
1206 CR 7710	3	Open
1204 CR 7710	4	Open
1202 CR 7710	5	SPEC
1008 CR 7710	6	Open
1006 CR 7710	7	Open
1004 CR 7710	8	Open
1002 CR 7710	9	Open
1001 CR 7710	10	SOLD
1003 CR 7710	11	Open
1005 CR 7710	12	Open
1007 CR 7710	13	SPEC
1009 CR 7710	14	SOLD
1201 CR 7710	15	Open
1203 CR 7710	16	Open
1205 CR 7710	17	Open
1207 CR 7710	18	Open
1209 CR 7710	19	Open
1210 CR 7715	20	Open
1208 CR 7715	21	Open
1206 CR 7715	22	Open
1204 CR 7715	23	Open

1 acre lots
Only 1 acre community allowing farm animals in Lubbock Cooper Schools



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Address	Lot #	Status
1202 CR 7715	24	Open
1012 CR 7715	25	Spec
1010 CR 7715	26	Open
1008 CR 7715	27	Open
1006 CR 7715	28	Open
1004 CR 7715	29	Open
1002 CR 7715	30	Open
806 CR 7715	31	Open
804 CR 7715	32	Open
802 CR 7715	33	Open
801 CR 7715	34	Open
803 CR 7715	35	Open
805 CR 7715	36	Open
1001 CR 7715	37	Spec
1003 CR 7715	38	Open
1005 CR 7715	39	Open
1007 CR 7715	40	Open
1009 CR 7715	41	Open
1011 CR 7715	42	Open
1201 CR 7715	43	Open
1203 CR 7715	44	Open
1205 CR 7715	45	Open
1207 CR 7715	46	Open
1209 CR 7715	47	Open

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10.4.2022



STERLING RANCH PHASE 2



1-Acre lots. Phase 2 vs now open. Cooper Schools. Located FM 41 and 114th Street

Address	Lot #	Status
	25	Open
	26	Open
	27	Open
	28	Open
	29	Open
	30	SPEC
	31	Open

Address	Lot #	Status
	32	Open
	33	Open
	34	Open
	35	Open
	36	Open
	37	Open
	38	SPEC
	39	SPEC
	40	Open
	41	Open
	42	Open
	43	Open
	44	Open
	45	Open
	46	Open
	47	Open
	48	Open
	49	Open
	50	Open
	51	Open
	52	Open
	53	Open
	54	Open
	55	Open
	56	Open
	57	Open
	58	Open



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10.4.2022

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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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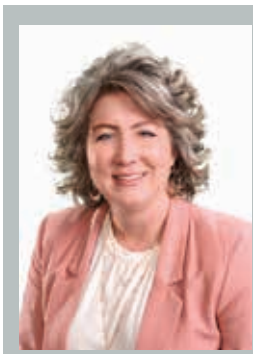
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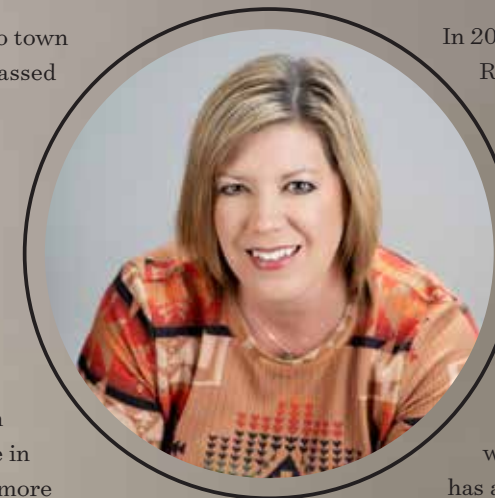
» top producer

DENISE STOUT

WestMark REALTORS®

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

Denise Stout grew up in a small New Mexico town where people kept homes for decades and passed them down within families. It was the kind of environment that suppressed the plausibility of a real estate career. “It was never on my radar,” Denise shared. Throughout high school, she worked for Farmers Coop Cotton Gin. There, she learned under the wing of her boss — whom she still keeps in touch with — and connected with farmers in the area. In college, things changed when she signed up for an elective course in real estate. “Once I took a real estate course in college, a lightbulb went off,” she says. The more she investigated the field, the more she felt led to a career as a REALTOR®.



In 2020, Denise moved to WestMark REALTORS® after a lot of research and prayer. She values WestMark’s family environment and ample encouragement. “Denise knows the Lubbock market, listens and negotiates on behalf of her clients and gets deals done,” shares Amie Henry, Denise’s broker. “More than a great REALTOR®, Denise is a great person. You cannot help but smile when she is in your presence. She has a joy for life that is contagious, and her formula for success is no mystery — expertise, experience and great service. I am blessed to work with Denise.”

In August of 1996, Denise began her real estate career at Johnny Stringer REALTORS®. The era in which Denise started her career influences her business practices today. “I started before we had internet marketing, electronic signatures and texting,” she said. “I like that I started before all of that.” She cherishes meeting clients and REALTORS® face to face, and connections are what fuel her business. Instead of prospecting, paying for leads or working with expired listings, Denise prefers to build relationships with people.

Denise’s family means everything to her. She adores her parents and credits her strengths to their love and compassion. Denise and her husband, Ken, will celebrate their 30th anniversary in 2023. They share two daughters, Paige and Haley. Paige and her husband, Tanner, recently had a baby boy named Jetson, with whom Denise loves spending time. Her four-legged family members include a German

...



shepherd-husky mix named Halo, a barn cat named Simon, two quarter horses named Hoot and Minnie Pearl, two miniature donkeys named Banjo and BamBam and a miniature mule named J.C. “We love animals and are excited to soon become a foster site for a mule rescue,” Denise said. “We will soon be receiving five mules that Haley will be working with and trying to find forever families for. It is lots of fun!”

Denise’s work is most fulfilling when she gets to help someone achieve the American dream by homeownership. “We are so blessed to live in the USA, where we enjoy freedoms such as homeownership,” she said. “Helping my clients take a big step in securing their future puts a huge smile on my face.”

For Denise, success is knowing that she did her best to help people, which could be either solving a problem

for them, lending them a listening ear or leaving them laughing. “Every day in this line of work is different, so success also looks different at the end of each day,” she said. “I am so grateful for this life that God blessed me with. Helping my clients brings me such joy that this opportunity really isn’t ‘work.’ It’s a fun blessing that I get to share with others.”

Denise Stout
WestMark REALTORS®
806-781-0097
dstout@westmarkrealtors.com

The Lubbock Real Producers team wishes
DENISE A VERY HAPPY BIRTHDAY ON MARCH 13!



Denise with grandson Jetson

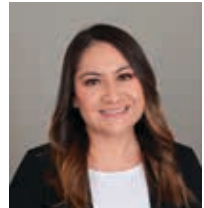
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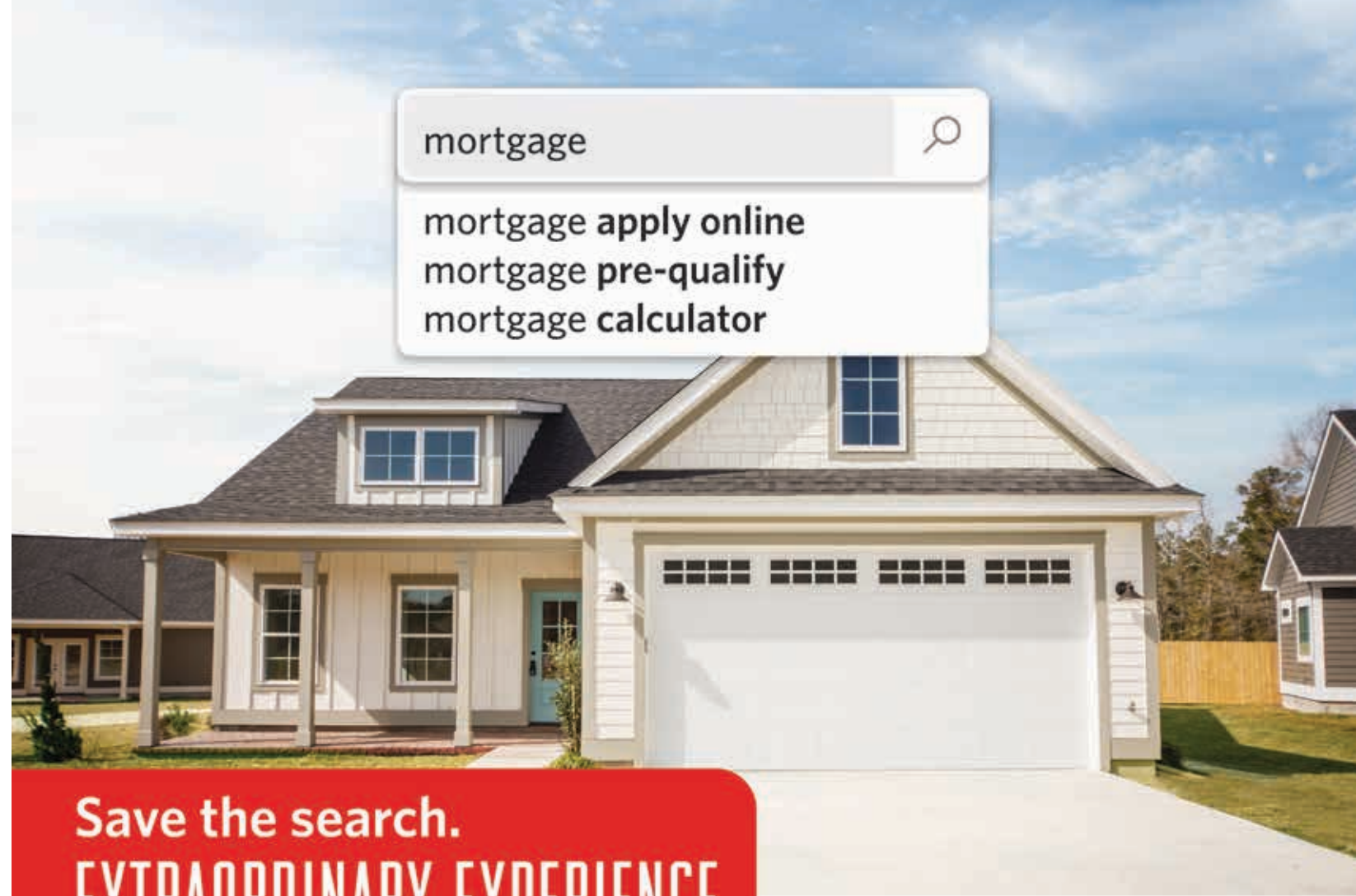
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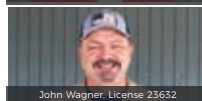
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▶ partner spotlight

DreamBuilt Homes

Story by Carissa Reddick | Photos by Angela Bachmann Photography

DreamBuilt Homes exists to accomplish one simple goal: build quality homes at affordable prices. Especially in today's market, we've become conditioned to believe that we must sacrifice affordability for quality. Dustin Kreger, the owner of DreamBuilt Homes, is on a mission to change that. He believes every family deserves to live in a home that makes them proud. "We strive to make the building process simple, straightforward and, most importantly, enjoyable!" he shares.

Shortly after graduating from Frenship High School, Dustin moved to Amarillo. He began working at Discount Tire, where he discovered that he enjoyed serving and interacting with people and had a natural talent for sales. He realized he had a passion for construction when he landed a job as a project manager for a commercial real estate company, though the job lacked the interpersonal component he had grown to cherish. Dustin continued project managing, and at that time, he was working for the best homebuilding business he knew, N&B Homes. While working at N&B Homes, he met Nikki, his wife, who had come from an entire family of homebuilders. His future was shaping up nicely. Dustin would stay with N&B for one year, learning everything that he could about the homebuilding business. When he and Nikki tied the knot, they decided they were ready to strike out on their own. After moving to Lubbock, they decided to start their own company, and DreamBuilt Homes was born.

DreamBuilt Homes stands out from the rest for its organization and efficiency. Subcontractors are continually wowed by how enjoyable the entire process is as a result of DreamBuilt's standards of timeliness and order. The staff at DreamBuilt Homes always

remembers that for their clients especially, time is money. They adhere strictly to their schedule, saving their clients hours of invaluable time.

REALTORS® love working with DreamBuilt Homes because of the open flow of constant communication. Buyers benefit, as well. Dustin says, "Our buying process is straightforward and transparent. From the day a buyer builds a worksheet to the time they close on the home, the buyer knows the price of their home. They are never surprised by a cost increase. They pick everything from the paint color to where wall outlets go, which is unheard of in our price market."

Dustin and his wife have meticulously built their company from the ground up, seeking out staff who are just as dedicated to DreamBuilt's mission to build quality homes for the families of Lubbock as they are. Nevertheless, the homebuyer will still see Dustin himself at the job site. We wonder why a busy man would make a priority of personally overseeing each project when he's got a team of capable builders. Dustin shares on his website that he is led by a higher calling. He says, "God has led us to build homes here in Lubbock, Texas, and we care about the relationships and



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service we provide each customer.” When you know someone is guided by an authority greater than himself in service to his community, it’s less surprising when they go above and beyond by default. Dustin strives to be the person he believes God is calling him to be.

Dustin Kreger is a man who loves God, his family and the life he is leading. When he’s not building homes and a legacy for his 2-year-old, Clyde, and 8-month-old, Grady, he and his wife are traveling with the boys or cheering on the Red Raiders. In the fall, he can usually be found in a deer



GOD HAS LED US TO BUILD HOMES HERE IN LUBBOCK, TEXAS, AND WE CARE ABOUT THE RELATIONSHIPS AND SERVICE WE PROVIDE EACH CUSTOMER.

blind or skiing in Colorado. In the summer, the family enjoys trips to the lake or to the beach in Watercolor, Florida.

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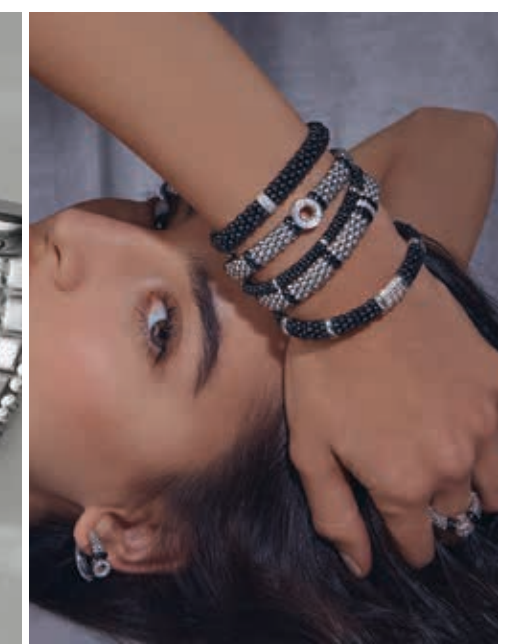
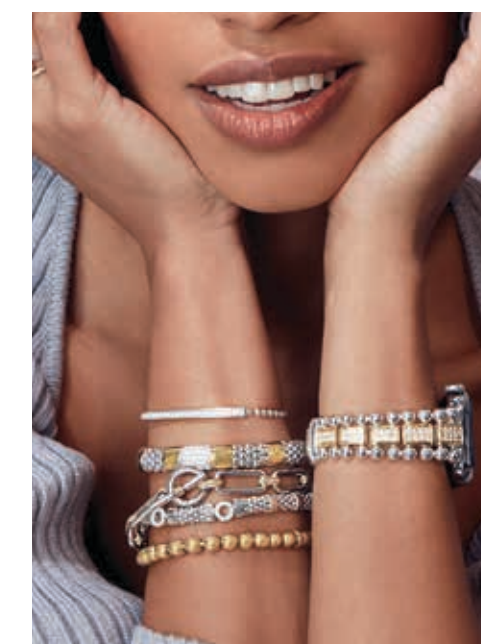


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TRAJEN JOHNSON

Expand Realty

Submitted by Trajen Johnson | Photos by Alicea Jare Photography



When did you start your career in real estate?

I started my career in real estate following the pandemic shutdown. I had signed up for classes beforehand without knowing exactly what I would do once I completed them. My job in retail took up most of my time, so I debated on whether to be a REALTOR® on the side. During the shutdown, because I could not work at the physical retail location, I had the opportunity to complete the real estate courses. I decided it was in my best interest to make the change and become a full-time REALTOR®.

What did you do before you became a

REALTOR®/agent? I graduated from Texas Tech University with a bachelor's degree and worked in retail. After I graduated, I wanted to work up the ladder in retail until I made it to corporate.

Share the life events that led you to become a

real estate agent. I had no intention of becoming a REALTOR®. I got my license because I knew it would be in my benefit to get into investing. I was growing tired of the basic retail routine, so I sat down with a hometown friend who was a REALTOR®, and she introduced me to PJ. After an hour-long lunch, the next thing I knew, I was walking into my retail job and putting in my two weeks. Since then, I have been a full-time REALTOR® and haven't looked back.

How and why did you choose your current

brokerage? I met up with a REALTOR® from my small hometown, Cortnee Smith, and she set up a lunch where I met PJ. He was very straightforward with me, which is why I chose Expand. He asked what my goals were and how I planned on achieving them. He motivated me to go all in to become a REALTOR® if I wanted to achieve the

...

•••

goals I had set for myself. If not, it would be difficult, and the frustration of me not achieving my own expectations would cause me to walk away.

Please share a story about a client experience. I had a client who was afraid she would not be able to buy. She was set on the idea that the cards that life had dealt her would make purchasing a home impossible. We then got together, made a plan and got her pre-approved. To say she was ecstatic is an understatement. We were able to find a house that she absolutely loved. Although we did have some bumps throughout the process, I was still able to hand her the keys to her house. She teared up and gave me the biggest hug. I will never forget that moment because I was able to guide her to achieve something she thought would be impossible.

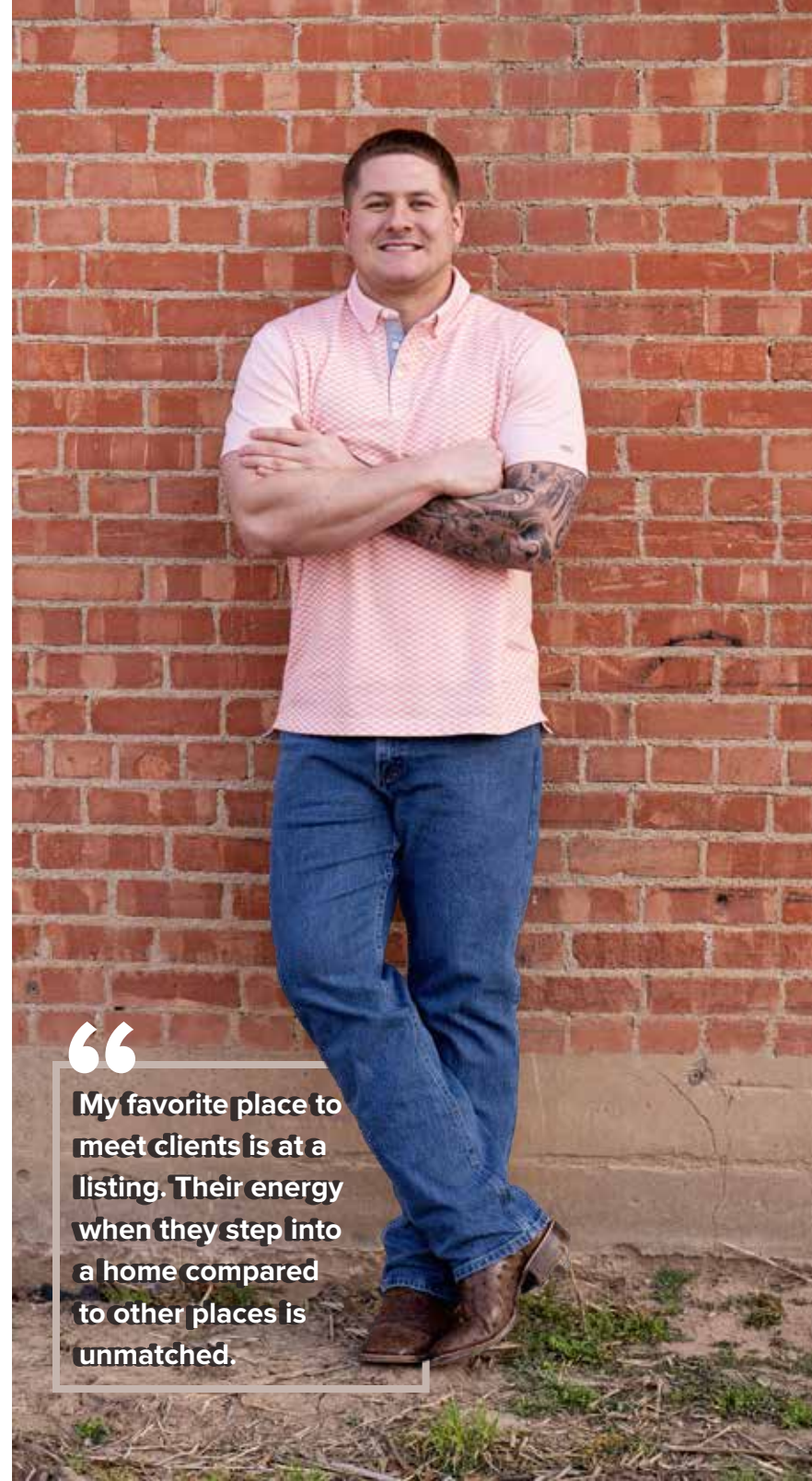
What in real estate are you most passionate about right now? I am most passionate about my clients. I enjoy building connections and getting to know them on a more personal level. I want to be more than a salesperson with my clients and show them that we are a team working together to accomplish a goal.

What do you find most fulfilling about your work? I enjoy helping others, whether finding their first home or their forever home. The process can be overwhelming, especially if it is their first homebuying experience. I recently purchased my first home, and even as a REALTOR®, I found some parts overwhelming, so I am glad I can be there for others when they are making one of the most important purchases of their life.

What do you see for your real estate future? I want to continue to grow as an agent and push myself to get better, which will help me become a better REALTOR® for my clients. I want to grow in all aspects of this business, such as my connections with clients and vendors.

What sets you apart from other REALTORS®/agents? I make myself readily available to my clients, which I believe sets me apart. I grow relationships with them so that they are confident that I am an agent who will go the extra mile for them.

What would you do differently if you were starting over in real estate? I wish I would have gotten into the business sooner. While working in retail, I was not always in agreement with the company that I had spent so many years working for. I felt like I was a robot doing the same thing day after day without being able to build connections within the community. I immensely enjoy what I am doing now. Every day, I meet new people and make new connections, face new challenges and set new goals.



“
My favorite place to meet clients is at a listing. Their energy when they step into a home compared to other places is unmatched.”

Please share any podcasts you listen to regularly and/or any favorite business books. I am still working on repairing my relationship with reading, so I listen to podcasts more often than reading. A while back, I was introduced to a podcast called *BiggerPockets*. It has broadened my scope of the business in several different aspects.

Share your favorite places to meet with clients. My favorite place to meet clients is at a listing. Their energy when they step



into a home compared to other places is unmatched. There is a feeling of electricity when they walk through the doors and start to picture the house coming together as they want, which helps them to open up and feel more comfortable discussing what they want or don't want in a house than they would if we were meeting elsewhere.

If you give closing gifts, what are go-to favorites? Gift baskets from the Basket

House are my go-to closing gifts. I love how Barbara pays attention to detail and tailors the baskets to the clients and makes them personal.

Tell us about your family and what you all enjoy doing together. I recently got a puppy. Opie and I enjoy going on walks and playing with other pups.

When you aren't working, what's your favorite way to spend time? I enjoy going to the gym or golfing.

How do you define success? Being able to do a job that I enjoy that allows me to help others.

What do you want to be remembered for? Being an authentic person with a strong work ethic.

What are you most grateful for? I was able to become a REALTOR®, a job that I enjoy doing.




What is something that not many people know about you? I enjoy cooking.

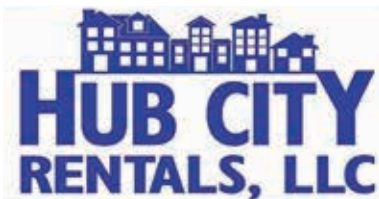
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Lacie Walton and Terry Slade

Peoples Bank

Peoples Bank, one of the last community-owned banks in Texas — owned by the people to help the people — stands strong and proud in Lubbock for a reason. Executive Vice President and Mortgage Department Manager Lacie Walton and Banking Officer and Mortgage Lender Slade Terry do not hesitate to name that reason — exceptional customer service.

Lacie Walton, originally from Lawton, Oklahoma, and a Lubbock native since age 9, has worked in the mortgage industry since 1996. With experience in operations, marketing and accounting and rising through the ranks of mortgage processor, loan officer and department

manager, she has navigated many seasons in the market, always with a sharp focus on the customer. “We truly value our customers and strive to ensure that they have a positive experience,” she says. “We pride ourselves on being highly responsive and accessible.”

Lubbock-born-and-raised Slade Terry, a five-year veteran in the field, leverages



his background in investment, commercial and mortgage lending to personalize his service and be available for his clients throughout the entire process. “Purchasing a home can be a stressful process,” he shares. “My goal is to provide a smooth and seamless experience for my clients, making the loan process as stress-free and easy as possible.”

Peoples Bank, with rates and fees among the most competitive in the industry, offers a complete mortgage loan service through its Home Loan Center, offering FHA, VA and conventional financing. Whether for interim financing for construction or permanent financing for new homes and refinancing for current homes, the team gives the best of everything to make sure that everyone involved is happy.

Here, Lacie and Slade answer a few of our questions so that you can get to know them better.

What do you most want top real estate professionals to know about Peoples Bank?

L: Our business is all about people. We aim to establish strong, lasting relationships

with all our clients. My goal is to earn the trust of our customers by simplifying the homebuying process for them. We offer a wide variety of products, and we are extremely knowledgeable about each one, making me well-equipped to help our clients find the best option for their unique needs.

S: My dedication to my clients and my work set me apart from my competition. I am committed to going above and beyond to provide the best service and to ensure that my clients are satisfied and happy when their loan closes. Whether through diligent research, strong negotiation skills or a relentless work ethic, I will do whatever I can to help get a deal closed for my clients and referral partners.

Do you have any special offers or services right now?

L: We are currently offering a special promotion where customers can receive \$500 off closing costs when their loan is referred to us by a REALTOR®. In addition to this offer, we also have a diverse range of niche products that cater to a variety of

borrowers, including those who may not fit the traditional lending criteria.

S: The \$500 offer is a great opportunity for our clients to save some money on the purchase of their new home and make the process even more affordable.

Given your business expertise, what advice can you offer those in the real estate industry?

L: Stay patient. The market can be unpredictable, but things will eventually improve. Consistently work hard for your customers and keep in mind that the real estate industry can be challenging at times. Show kindness and empathy to all clients, as some clients may have personal challenges that you don’t know about. Have clear goals and a positive mindset and take actions to make those goals a reality. And always try to find joy in what you do.

S: Stay up to date on industry trends and regulations, build and maintain a network of professionals, develop strong communication and negotiation skills and establish yourself as a reliable and trustworthy resource.

What do you find most fulfilling about your work?

L: The opportunity to be a part of such an important and life-changing process, like buying a home, for many people. The opportunity to meet new people from all walks of life and develop new relationships is also something that I truly enjoy.

S: The ability to empower individuals and families to achieve their dream of homeownership. Being able to assist my clients in securing a mortgage loan and helping them navigate the process is incredibly rewarding. Knowing that I play a role in helping my clients build and maintain wealth through real estate is a truly satisfying experience.



...

When you aren't working, what do you like to do?

L: Our family (husband, Mike, a residential appraiser with a background in commercial banking and commercial appraising, and our beautiful daughter, Carley, a freshman at Trinity Christian High School and a competitive cheerleader) loves to travel, and we spend a lot of time driving our daughter to the gym, TexStar cheer competitions and Trinity games to dance. I also enjoy reading when there is time for it.

S: You can find me spending time with my family, hanging out with my friends, trying new places to eat or staying active by playing basketball or golf.

How do you define success?

L: To me, success is an inner sense of fulfillment and satisfaction. It means having achieved my goals, helped others and made time for my loved ones, as well as feeling happy and fulfilled with my life and having a strong relationship with God.

S: To me, success is about achieving a sense of balance and fulfillment in life. If I can make a positive impact on the lives of others, spend quality time with my family and friends and take care of my physical and mental well-being, then I am truly successful. For me, it's about finding harmony between my professional and personal life and feeling content with

the person I am and the life I am living.

What do you want to be remembered for?

L: Simple. ... Did I make others feel good? Did I help someone? Did I make an impact?

S: I hope to be remembered as someone who was kind, approachable and a friend to all who knew me. As a mortgage loan officer, I hope to be remembered for my professionalism and excellence in service and for helping many people achieve their dream of homeownership. I also hope to have left a positive impact on the lives of the people and community I have served, making a difference in the world and inspiring others to do the same.

What are you most grateful for?

L: I am most grateful for the opportunities that have been presented to me both in my personal and professional life. I have been able to achieve many goals I have set for myself. And I have a wonderful family that supports me.

S: I am incredibly grateful for my family, my faith, my friends and my career. They are the pillars that support me, bring me joy and purpose and provide me with the guidance I need to navigate through life. My family is my foundation, my faith gives me hope and peace, my friends bring laughter and support, and my career provides me with a sense of accomplishment and the ability to make a positive impact on the lives of others.

When we asked Lacie and Slade if they wanted to share anything else, they were steadfast in communicating their passion for exceptional customer service, sharing, "We are a family here at Peoples Bank, and we truly care about you and your clients. Just give us a try; you won't be sorry!"

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TEXAS REALTORS®

Happy March, real producers! It seems like just yesterday that I was sworn in as your 2023 president, and now, we're three months in already! Time flies when you're doing the work you love. When I think of March, of course, I think of St. Patrick's Day and am reminded of an Irish blessing that seems appropriate for real estate professionals:

"May your troubles be less and your blessings be more. And nothing but happiness come through your door."

My goal this year is to help our REALTOR® members demonstrate their REALTOR® value to the consumer, other REALTORS® and other tradespeople we work with. One way to build your professionalism is with the tools provided by the Lubbock Association of REALTORS® (LAR), Texas REALTORS® and the National Association of REALTORS® (NAR).

One of those tools is Trend Vision. This program works through our MLS and shows what the current trends are and how the amount of inventory has changed over a period of time. This is a tool that every REALTOR® should be using daily, but at the very least weekly, to stay on top of the current market conditions in Lubbock. So, when you're out in the community and someone asks about our Lubbock market, you can give them an accurate picture of the real estate statistics in our area.

Another tool we recommend is REALTOR® Property Resource, or RPR. This is a great source for comparables and information about properties, owners and the neighborhoods. It gives you a quick snapshot of the property, which helps when you need to find information quickly. This is a tremendous resource, so take advantage of it!

And finally, boost your professionalism by earning the C2EX designation. This designation touches on the best practices from the

national, state and local association levels. As REALTORS®, we hold ourselves to a higher standard and adhere strictly to the Code of Ethics. As an added bonus, earning your C2EX fulfills the NAR ethics requirement and helps you learn more about our profession.

As service professionals, we should be continually looking for ways to improve our professionalism, be a better advocate for our clients and provide the best service to consumers. Through your hard work and dedication, you're among the best real estate professionals in the Lubbock area. You're a leader; you're out there in the trenches every day. We hope you will lead by example by incorporating Trend Vision into your daily routine, becoming more proficient in RPR and earning your C2EX designation this year.

These three benefits are just the tip of the iceberg of opportunities to demonstrate your REALTOR® value. There are so many benefits available to us as REALTORS®; it's like finding the pot of gold at the end of the rainbow! If you have any questions about these resources, please contact LAR at **806-795-9533**.



▶▶ letter from the president

By **Donna Sue Clements**, Lubbock Association of REALTORS®



Lubbock Realtors,

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BOBBY DAVIDSON

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From Bouncer to REALTOR®

Bobby Davidson has a long history in the food service industry, experience that helped him develop the skills he uses in his real estate business to read people and anticipate their wishes and needs. “I’ve spent my entire life in some sort of customer service or management and have developed a way of handling situations in a patient and positive way,” he says. “Learning how to read people and their body language can tell you their thoughts and opinions, and you get to learn your clients and what they want and don’t want.”

No job beneath him, Bobby worked as a bouncer and waited tables, tended bar and managed restaurants in establishments like Johnny Carino’s, Cheddar’s and McAlister’s Deli, just to name a few. He laughs, “When I was younger, I always had a second job and did a lot of concert and nightclub security — former nightclub bouncer to REALTOR®!” Bobby remembers buying

his first house as the inspiration for his career change.

“I bought my first house in 2013 and loved the entire negotiation and inspection process,”

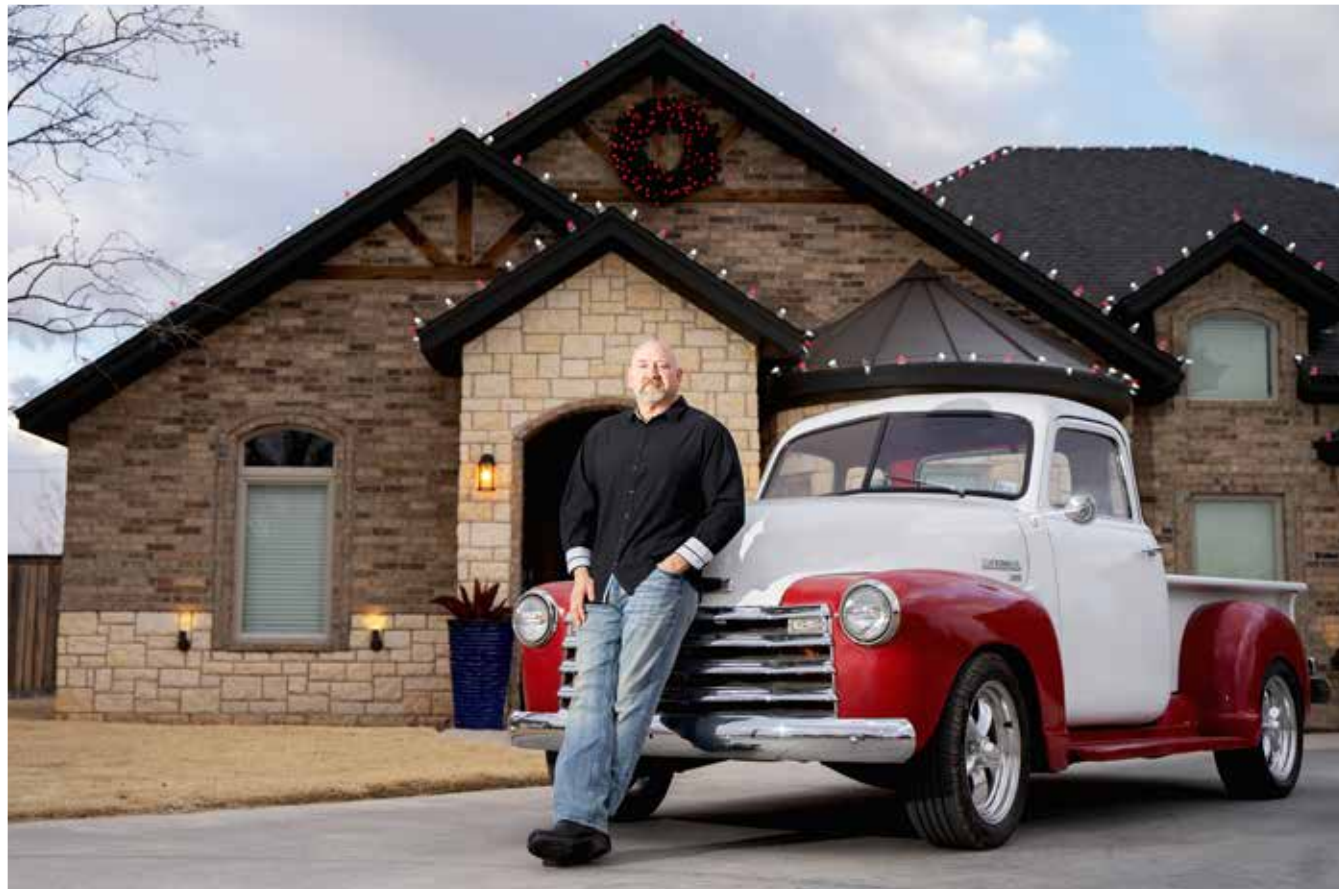
he recalls. “The listing agent, Kent Hebison, lived next door, and we became immediate friends.” Kent mentioned that Bobby had the personality, drive and work ethic for real estate and suggested that he meet with his team at Keller Williams. “I was introduced to everyone at KW and felt at home,” he says. “I especially took note of the training tools and processes they have in place.” He started studying for his license exam online and earned it in August 2014. In January 2015, Bobby decided to go into real estate full-time, and he worked with Kent for seven years, learning and growing his business knowledge.

With his years of food service experience, Bobby has always been comfortable around people, and while he knew the real estate industry would be different, he is still drawn to people, and nothing is more gratifying than seeing the expressions on their faces when a deal is accepted. He loves helping to make dreams come true, saying, “Whether turning a renter into a homeowner for the first time or someone buying their dream forever home, it’s such a wonderful process to be a part of.”

And Bobby truly does love all aspects of his job, meeting clients at his office, Market Street or a coffee shop, though he jokes he’s never had a cup of coffee in his life! He also enjoys making his closing gifts in his woodshop, and his clients are the lucky recipients of homemade cutting boards, wine bottle holders and cheese boards, each engraved with his name and contact information courtesy of his custom branding iron. Woodworking is one of his

...





favorite hobbies, and Bobby is happy to share that with his clients and industry partners. His other activities are wide ranging, from enjoying live music, working out at the gym and tinkering on old cars and trucks to enjoying a cocktail in the pool and cooking, playing pool and watching movies with his boys.

Bobby is the proud father of Andrew (17) and Zachary (14), and he is grateful that his career allows him the flexibility to spend a lot of time with them and the family's two dogs, an English



bulldog named Pebbles and an English mastiff puppy (mini-horse!), Chloe.

Bobby defines success as the ability to provide for his family's welfare and happiness, and knowing that he has taken care of both his clients and family is the key to his satisfaction and success. "I've always tried to be as hardworking, honest, knowledgeable and caring as I can be," he says. "If I'm remembered as that, as well as a great father to my boys, I'm happy."

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ASSEMBLEIGH RENTALS

Doug and Leigh Anne Davis



Picture yourself at your dear friend's engagement celebration on a breezy spring evening, surrounded by laughter and the scent of blooming jasmine. A beautiful woman walking by is wearing a stunning black evening gown. A metal skirt on wheels built for carrying Champagne glasses is wrapped around her. As happy guests walk by, you watch one of her white-gloved hands pluck one Champagne glass after another off her skirt. As she hands each guest a libation, everyone, including you, is enchanted. "I have always had a love for event planning and making beautiful things come to life," says Hannah Davis, partner of Assembleigh Rentals.

An assembly could be a group of people gathered together in one place for a common purpose, like an engagement party, a client appreciation event, a wedding, a birthday party, and the list goes on. Doug Davis, Hannah's father, assembles in his own way as he is an outstanding craftsman. He uses his metalworking, welding and woodworking skills to create eye-catching masterpieces like the Champagne skirt. "There isn't a whole lot he can't build," Hannah beams. Even their business name, Assembleigh, is a creative amalgamation of what Doug does so well and "Leigh," a family name Hannah hopes to pass down to her own children. Leigh is also her middle name.

Leigh Anne, Hannah's mother, shares a passion for event planning. As an event planner, Hannah could always sense which objects fit together like pieces of a puzzle for every event. Whenever Hannah had a vision for one of her client's events, she would enlist her father to help bring her dream to life. One day, they realized that they had curated an exemplary inventory of unique, rentable pieces.

In March 2022, the Davises decided to share their combined talents with fellow Lubbockites. "We have deep roots in Lubbock with no plans of ever leaving," Hannah exclaims. Doug is from small town Haskell, Texas, but moved to Lubbock to study entomology at Texas Tech University. He earned his home inspector's license in the early 2000s and has been practicing his career in real estate ever since. Leigh Anne, originally

from Lubbock, met Doug in 1997 and married him in 1998. They had Hannah in 2000 and Hannah's brother, Hunter, in 2002. Leigh Anne has been a teacher with the Lubbock Independent School District for the past 32 years. Both Hannah and Hunter live and work in Lubbock. The Davises love spending time together. They could be delivering rentals at an Assembleigh event, enjoying a delicious dinner on weeknights, heading to The Range on weekends or traveling for vacation. As long as they're together, they're grateful.

Assembleigh Rentals takes rental design avant garde. "We are always seeking the unique pieces that no one else has done before," Hannah explains. "We are constantly raising the bar and trying to level up when it comes to discussing what we are going to build or design next. What she finds most fulfilling about her work is bringing something unforgettable to someone's major milestone. Assembleigh Rentals' clients can rent Champagne skirts, turning Champagne walls, vintage marquee signs and an assortment of photo backdrops to add a dash of class to their next event. Keep an eye out for bar carts coming soon! They also don't shy away from custom design projects; let them know what's on your mind.

If you've made it this far, you're wondering if Assembleigh Rentals can help you add something memorable to your next work function or client appreciation celebration. As a thank you for your interest, Hannah and Doug like to invite you to take advantage of a **20% discount** off their rental fee. Simply mention this article at booking, and you'll be that much closer to enchanting your own guests.

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RE/MAX Lubbock

Jessica Dykes



▶▶ spotlight REALTOR®

Story by Danielle Kidwell
Photos by Alicea Jare Photography
(unless otherwise noted)

Sharing the Love

Jessica Dykes is most proud of her children, Lucy (9) and Swede (7), and has structured her life around gratitude for her wonderful family, healthy kids and faith in God. “I believe that success is living out the calling that the Lord has given you,” she says humbly. “I believe that all my personal and financial success is all from the Lord.”

Jessica is quick to attribute her success to the Lord, but she had a hand in it, too. She worked hard to graduate from Texas Tech with a degree in human development and family studies and continued her education at the same university, earning a master’s degree in elementary education. She started her career as a teacher and worked as such for seven years until Swede was born in 2015. From there, she continued serving God’s children until 2019 as the administrator of Young Life, a nonprofit Christ-centered ministry that helps kids know Jesus, grow in their faith and serve Him.

In 2018, the year before she left Young Life, Jessica was dealing with some issues in her life outside of her career and felt strongly that she needed to shift toward work that allowed her to be more present as a mother, with a flexible schedule and the ability to provide for their needs. After much prayer and reflection, she heard the Lord’s message and knew it was time to explore the opportunities that a career in real estate could offer. Following His direction was the right decision, and Jessica says, “I love real estate and definitely made the right choice!”

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Photo by Lauren Clark

Another good choice she made was teaming up with RE/MAX Lubbock. “RE/MAX is a well-known brand with a great reputation,” she says. “The mentality at our office is that we are a family, and there is no unhealthy competition — everyone is genuinely willing to help and wants others to succeed.” And helping people succeed is one of Jessica’s passions. While most of us understand that first-time homebuyers are special and a pleasure to work with, Jessica gives a concrete example of her “why” surrounding that feeling, saying, “I have clients who have been working for months on their credit scores, savings, etc., and it is so rewarding when their hard work pays off and they can become homeowners.” She also loves the idea of using real estate to help people build wealth. “I have a knack for finding good investment properties and really listening to my clients’ wants and needs to find them the perfect home,” she says. “I love the relationships I have been able to build with clients and other



agents, and I’m grateful for the opportunity to reconnect with some of the people I knew in my past.”

Jessica definitely has an eye for potential, with the ability to go into a house and immediately picture what it could look like with a few cosmetic changes. She’s drawn to that creative challenge, and when she’s out and about, she enjoys discovering local secrets and favorites. “My favorite lunch spots are Dirks, Rave On, MotoMedi and Berklee Hill,” she says. “I rarely eat or drink coffee from somewhere that isn’t local, and Lubbock has so many wonderful and unique options!”

When she’s not working or exploring local haunts, Jessica loves to exercise, cook, travel and read. She is most at home in the outdoors (preferably when the weather is nice!) with her children and family. “Sales can be a cut-throat and competitive line of work,” she says thoughtfully. “But I see it as an opportunity to love people well, and my greatest desire is to lead with integrity and good character.”

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Joshua Fecht

Fecht Custom Dirtwork



An aspiring college kid with no money, a dream and a few inches of snow were the perfect combination that sparked the creation of Fecht Custom Dirtwork, according to owner and operator Joshua Fecht.

The dirt work and demolition company began two years ago when West Texas experienced abundant snowstorms. As the snow piled up in Lubbock, Joshua saw a chance to help his community. “I had the opportunity to clear parking lots of snow in the area,” he shares. “I rented every piece of equipment that I could get my hands on and hired all my college friends. We all put in at least 20 hours a day for four days. By the end of the snowstorm, I had enough money to put a down payment on a skid steer.” From there, the business blossomed.

Fecht Custom Dirtwork offers expert services in commercial-grade dirt work and demolition. Services include water drainage, house pads, driveway installment, site prep, land clearing, full building demolition and more.

Quality, efficiency and family are the company’s core values. “We are not a tycoon company that holds the almighty dollar as our rocket fuel to keep us going,” Joshua says. “We seek relationships with our customers before we seek a paycheck.”

Originally from Greenville, Texas, Joshua was swept into West Texas years ago by Texas Tech and his love for farming. Now, Joshua is the proud husband of Macy and father of Wrenley Anne, born in February 2023. “She already has a skid steer with her name on it to help Daddy at work and become the next little Fecht Custom Dirtwork contractor,” he says. In addition to being a dirt family, Macy and Joshua are also a horse family. In their spare time, they focus on their side company, Fecht Performance Horses. When he is not working, Joshua can be found helping

...



“ WE SEEK RELATIONSHIPS with our customers before we seek a paycheck.

Macy with the horses, taking an afternoon ride or a trip to the vet or driving to a rodeo.

Inside and outside of his business, Joshua wishes to be known as a personable, honest and hardworking man. Success for him is having satisfied clients. “At the end of the day, if a customer is not satisfied, then I am not satisfied,” he shares. “This mindset keeps me successful in my business.”

Joshua wants real estate professionals to know that core values seep into every project that Fecht Custom Dirtwork touches, including projects in the commercial industry. “We are no stranger to commercial jobs of any kind,” he says. “We strive to instill our values of efficiency, quality and family into the commercial industry, and we have done just that over the years. We believe the quality of our work reflects our company, and we will accept nothing but being the best at what we do.”



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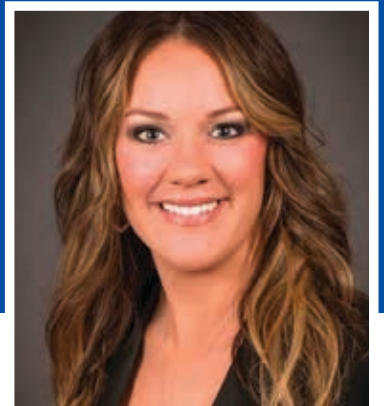


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