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4/2/2002	Nov.	\$351.90



Everest Heights

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



Fountain Hills

11202 Genoa	2100	Micah
11013 Grover	2100	Micah

Lubbock-Cooper ISD

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



Iron Horse

803 N 4th	1740	Gary
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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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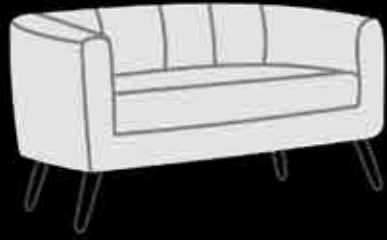
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If you are interested in contributing or nominating Realtors for certain stories, please email us at kathy.pettit@realproducersmag.com, or call 806.368.1526

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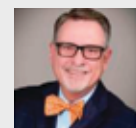
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3510 CR 7670	4/3/2	2576	\$540,960
3113 CR 7660	4/3/2	2602	\$554,226
17304 CR 2100	4/3/2	2630	\$569,950
17022 CR 2110	4/3/2	2543	\$559,950
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PUBLISHER'S NOTE

Dear Real Producers,

Welcome to our May edition of *Lubbock Real Producers*. We are excited to present to you a range of inspiring stories, informative articles and valuable insights that we believe will resonate with you.

In this issue, we pay tribute to the amazing women in our lives by featuring a collection of heartfelt Mother's Day photos submitted by our readers. We also showcase some of the most outstanding real estate professionals in the industry. We are thrilled to feature Top Producer Denae Hutson and Rising Star REALTOR® Karla Ross, who share their experiences and insights on what it takes to excel in the real estate

business. Additionally, we highlight the achievements of two other exceptional REALTORS®, Jonathan Wright and Celia Palmer. In our Brokerage Spotlight, we share an inspiring story about Keller Williams Realty.

We are also pleased to feature three of our valued advertising partners, Dan Wilson Homes and Southern Homes by Dan Wilson, as well as J. Hoffman's, Thrive Mortgage and SR Cleaning & Services. These companies are among the best in the industry, and we are proud to highlight their contributions to the real estate community.

At our magazine, we are committed to bringing you a mix of inspiring stories and the best of the best real estate

vendors, all while **Connecting, Elevating** and **Inspiring** the real estate community.

We are always on the lookout for REALTOR® and partner nominations. We want to showcase the superstars in the industry, and we rely on your nominations to help us do so. If you know someone who deserves to be featured in our magazine, please send your nominations to kathy.pettit@realproducersmag.com.

As always, we appreciate your feedback and suggestions, and we look forward to providing you with content that is both engaging and informative. Thank you for your continued support and loyalty.

Best regards,
Kathy McCandless Pettit



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DENAE Hutson

Keller Williams Realty

At 16 years old, Denae Hutson flew alone to Phoenix, AZ, to visit a friend. On the plane, the man seated next to her asked what every adult asks a 16-year-old: What career are you interested in? At the time, Denae was uncertain, but her seatmate suggested real estate. Denae does not remember all the details of the conversation or why he thought real estate would be a good fit, but the suggestion stuck with her for a long time.

Several years later, in 2003, she graduated from Texas Tech with a degree in personal financial planning. Then, she worked in the financial services industry for a few years before her first son was born. She started her own portrait photography business and ran it for 10 years. In 2016, she added real estate photography to her business, which led her to get her license in 2018. "My good friends, Stuart and Lindsey Bartley, encouraged me to get my license, and I took it as a sign from God that it was time to go for it," Denae shares.

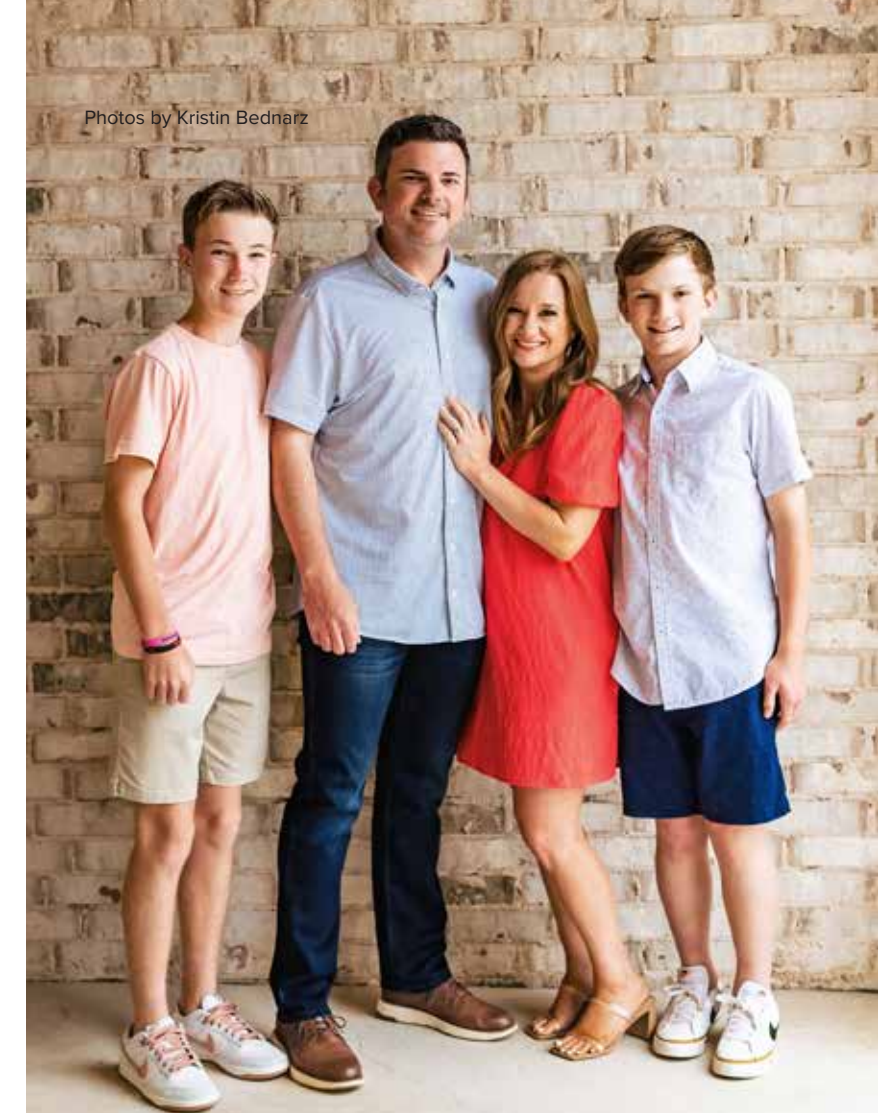
"When I got my license, I joined the Lindsey Bartley Team when

they were at Keller Williams," Denae says. "I learned so much from them getting started. It felt like the fast track to learning all the practical things about the business that you do not learn from school."

Denae now works as an independent REALTOR® at Keller Williams Realty. She values the strong community amongst Lubbock's real estate professionals and credits it as part of her success. "My business would not be successful without these incredible people," Denae shares. "We are all in this together to serve our community, and I truly feel that Lubbock has the best of the best. I have learned so much because of the generosity of other REALTORS® in sharing their knowledge or even learning from their interactions with me."

Denae was born and raised in Lubbock. She met her husband, Chris, at Monterey High School. They have been married for 19 years, and they share two sons, Will (15) and Reed (13). Chris is the CEO of Texas Tech Credit Union. Will and Reed both attend Lubbock-Cooper and are heavily involved in sports. When Denae is not working, she loves spending time at home with her family and eating dinner with friends. Her family loves to attend as many Texas Tech games as possible, especially football and basketball games. Most of all, Denae wants to be known for her love for Jesus, her family, her friends and her community.

Photos by Kristin Bednarz



►► top producer

Story by Caroline Kelsick
Photos by Alicea Jare Photography
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“

We are all in this together to serve our community, and I truly feel that Lubbock has the best of the best. I have learned so much because of the generosity of other REALTORS® in sharing their knowledge or even learning from their interactions with me.

”

The nature of the real estate business increases Denae's faith every day. "There are so many things in our business that we cannot control," Denae expresses. By nature, I like to have control of every situation, and knowing that I can't control every outcome in this business has increased my faith." Her work often feels like puzzle-making, which is something she has enjoyed since she was a kid. "I enjoy putting together puzzles," she reveals. "It's even better if I can find someone to work on them with me and talk about life while putting the pieces together. This is what real estate is like for me — putting together a 1,000-piece puzzle while spending time with friends or getting to know new friends along the way. It is not always easy, but everyone is happy when all the pieces finally come together!"

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DAN WILSON

Dan Wilson, pictured middle, with REALTOR® Amy Cox (left) and Vice-President Josh Bloodworth (right)

partner spotlight

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

Dan Wilson possesses a strong work ethic and integrity when delivering the best service possible to his homebuyers. Founder and owner of Dan Wilson Homes, he is an expert in his field and is devoted to constructing durable homes. He places huge importance on family and cultivating a good reputation.

Dan Wilson Homes specializes in building spec and custom homes. "Attention to detail and quality is our top priority, and we have built our business and reputation on this commitment," Dan states. The homes Dan and his team construct range from 2,000 to 10,000 square feet, and currently, his company is offering a "special incentive" for spec homebuyers.

The workmanship and customer service Dan exemplifies has earned him the title "Lubbock's Best Homebuilder." Because providing a smooth process is a high priority for Dan Wilson Homes, Dan and his team view every home as if they are the homebuyers themselves. He articulates that the most fulfilling aspect of his work is to see the "customers smile with satisfaction."

"I've been in the construction industry since I was 15 years old," says Dan, who conducted his first residential remodel while still in his 20s. Although he's been in this line of work for years, he remains passionate

about what he does. Originally, Dan lived in Childress and then moved to Lubbock when he was 12 years old. Coincidentally, his father had his career in building, playing a part in the construction of the original overpasses on Loop 289.

Dan and his wife, Lisa, who is Secretary and Treasurer at Dan Wilson Homes, have been married for 37 years. The couple likes to "spoil the grandkids," as Dan puts it, along with watching movies and going on shopping trips together in their free time. Dan and his 9-year-old grandson often work on their ranch together. "To me, success is when





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AMY COX, REALTOR®, CLHMS, TOP PRODUCER, ASPRE; AMY LOVES LUBBOCK TEAM, ALL REAL ESTATE LLC

Amy Cox, Ashley Ingram, Ashley Wright and Matti Noakes / Photo by Kristen Bednarz

your kids and grandkids love to be with you,” he remarks.

Well-known for his skill in designing beautiful and durable homes, Dan also strives to be known as an excellent husband, father and grandfather. He expresses gratitude for God's grace, his good health and his loving family. He recognizes that living in America presents tremendous opportunities that aren't accessible in other countries, such as creating his own company and developing it into one of the most reputable homebuilders in West Texas.

Regarding scaling in this particular industry, Dan advises folks to remain focused on the customer, which will ultimately lead to more referrals in the future, a key component in running a successful business. “Be thankful for

the good times and bad times,” he says. “Always be humble.”

Dan has painstakingly made the effort to evolve Dan Wilson Homes' prestige and establish trust with buyers when they purchase one of his custom or spec homes. He has cultivated multiple relationships as a result and has continually invested in his family. “You are making a friendship that can last for years,” he remarks. “You have one reputation, so make it great.”

Contact Dan Wilson Homes today and take the first step toward purchasing a meticulously crafted home with outstanding customer service. Email Dan and his team at dan@danwilsonhomes.com or call at 806-698-6626. Visit their website at https://danwilsonhomes.com/.



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Managing Editor Jacki Donaldson and sons, Joey (left) and Danny (right)



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Amanda Luna, Benchmark Mortgage



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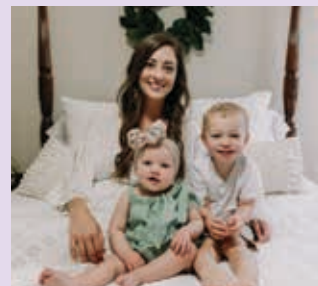
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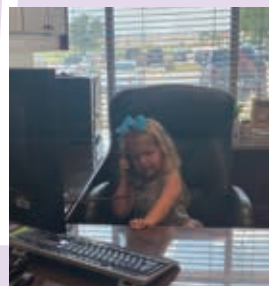
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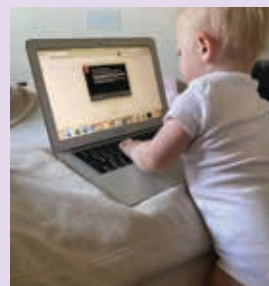
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Cameron, following in mom's footsteps (Kelly Collins, Thrive Mortgage) and getting people prequalified for a loan



Carter, following in mom's footsteps (Kelly Collins, Thrive Mortgage) and getting people prequalified for a loan



Amber Stafford, Williams & Co Real Estate



J'Lynn Mounce, Amy Tapp Realty



Jennifer Roberts Busbea, Halley Rd Real Estate, pictured with daughter Halley



Kelly Collins, Thrive Mortgage



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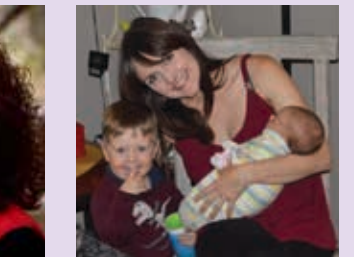
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Christine Covington, Benchmark Mortgage



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Candice Gerron, Alliance Credit Union



Phebe Ellis-Roach, Thrive Mortgage, with Shiloh at 5 1/2 years old



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Karla ROSS

Fathom Realty

Submitted by Karla Ross
Photos by Alicea Jare Photography
Dressed by J. Hoffman's



When did you start your career in real estate? I got my real estate license in 2012, but I started real estate investing around 1996-97. I stumbled into it with a fixer-upper I bought to live in and was quickly hooked. By 2000, I was a full-time real estate investor.

What did you do before you became a REALTOR®/agent? I graduated from the University of Northern Iowa with a degree in social work, which I knew I would never use. After college, I worked in a couple of management positions for different businesses before stumbling into real estate investing, really by accident.

Share the life events that led you to become a real estate agent. Before getting my license, I was already running my portfolio of rental properties — acquiring them, running rehabs, doing all the management and mixing in some flips and wholesale deals along the way. As other investors started seeking out my help with various aspects of their real estate investments, I kept inching closer to getting my license. Finally, it became mandatory in the State of Texas to have your real estate license to be a property manager for someone else, which finally pushed me to get my education credits done and get licensed.

How and why did you choose your current brokerage? Two things led me to join Fathom Realty. The first was simply my move to Lubbock almost four years ago. I knew I would still have a fair amount of business in Amarillo for some time, so I needed a broker who was a member of both MLSs, and Fathom was one of those options. The main reason I chose Fathom is because of its business model. I like keeping more of the money that I earn while still receiving amazing support and tools to run MY business!

Please share a story about a client experience. Sooooo many stories. EVERYONE has a story or a situation going on, and I love being a small part of that. I recently helped a single dad buy his first home. He worked two jobs and had been living with a family member. We found him a great income-based down payment assistance program, and even with his really low budget, we were able to get him into a home. Seeing his little girl SO excited to have her own room and him tearing up watching her excitement (I'm not crying, you are!) was pretty special!

What are you most passionate about in real estate right now? Connections! I've always enjoyed networking and getting to (really) know people. Part of the beauty of Lubbock is how much it still feels like a small-town environment and all of the fun, random, wonderful connections. Not being a native resident, getting to know "everyone" has been fun for me.

What do you find most fulfilling about your work? I genuinely love helping people solve their problems. So many transactions involve solving problems — a house that needs to be sold, a change of residence that needs to occur for a specific reason,



Share your favorite places to meet with clients. Our favorite Fathom meeting spot is Gold Stripe Coffee on Slide! (Get the Iced Sua Da! OMG!)

If you give closing gifts, what are your go-to favorites? I do give closing gifts, and I've done a little bit of everything. I normally try to tailor the gift to the clients based on their interests, needs, etc. If they have kids, I always include something fun for them.

Tell us about your family and what you all enjoy doing together. I have two amazing college-age daughters. My fiancé and I have three little dogs, two Yorkies and a little rescue terrier guy. We enjoy gardening and love attending concerts and Texas Tech sporting events, and as time allows, we love traveling!

When you aren't working, what's your favorite way to spend time? I'm a Master Gardener, so I love anything relating to that. One fun aspect of it has been the educational component of helping other gardeners learn. I also love traveling and have a long list of places I want to visit.

How do you define success? My definition has changed as I've gotten older. First and foremost, being at peace and having a sense of happiness and fulfillment more days than not.

What do you want to be remembered for? Being helpful and kind.

What are you most grateful for? My faith, my family and friends and my attitude!

Karla Ross
Fathom Realty
806-570-8488
ross-properties@hotmail.com



a problem with a property — lots of scenarios. Seeing that weight lift off a client's shoulders is so fulfilling. Real estate transactions are intimidating to many people, so being able to make the process easier for them makes me so happy.

What do you see for your real estate future? I'm trying to become more tech savvy and better with my social media and online presence. I want to continue expanding my business here in the Lubbock market. Building a team, which I'm looking into, might be in my future. I love working with newer agents and helping them learn and find their footing.

What sets you apart from other REALTORS®/agents? I pride myself on my communication skills. I'm very responsive. I have a lot of experience as and with investors, which has helped me a lot, even in normal homebuyer or seller transactions.

What would you do differently if you were starting over in real estate? Not a ton, honestly. Starting as an investor was such a unique perspective.

Please share any podcasts you listen to regularly and/or any favorite business books. My two current favorite podcasts are *Hustle Humbly* and *The Real HOME Girls*. I NEED some good book suggestions! If anybody has good suggestions, hit me up. I use to read a lot and haven't found any lately that held my attention.



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

TEXAS REALTORS®

Happy May, Lubbock REALTORS®!

With Memorial Day later this month, May is not only the unofficial start of summer, but also the start of the patriotic holidays – the 4th of July and Labor Day. What a great thing to be an American, a Texan and a Lubbockite! We are especially blessed to live here in West Texas.

As a REALTOR®, you are a member of the largest trade association in the world. That REALTOR® brand says a lot about you, both personally and professionally, and always showing our REALTOR® Value as a trusted real estate professional is important.

As you know, advocacy is a big part of who we are as REALTORS®. This month, we will have a delegation heading to Washington D.C. for the NAR Mid-Year Legislative Meetings. This event is an opportunity to network with other REALTORS® and with those

who advocate on our behalf from NAR, and we also get the chance to meet with our Representatives and Senators who represent us at the federal level.

We are coming off a very successful REALTOR® Day at the Capital. LAR had the largest delegation visit Austin in the history of our association. So many of our members took time out of their lives to help us advocate for private property rights. It was an awesome experience, and we are grateful to everyone who came.

Our commitment to TREPAC and advocacy isn't something that happened overnight but, rather, a culture that we've been building for more than 50 years. When I see the good that TREPAC does for us here in Texas, I am so proud to be a part of it. Every year, our TREPAC culture

continues to grow, and we are grateful to everyone who invests in TREPAC.

Someone said to me recently that our Association is firing on all cylinders, and I couldn't agree more. We have so many passionate people involved with committees, events and classes. We are passionate about advocacy and private property rights and also about supporting our community through donations to the United Way, providing shoes to children in need through Step Up for Kids and providing educational opportunities for students through the John Walton Education Foundation. These are just a few of the ways our members support our community.

I am sending my best wishes for a happy and prosperous summer, both in your business and family endeavors.



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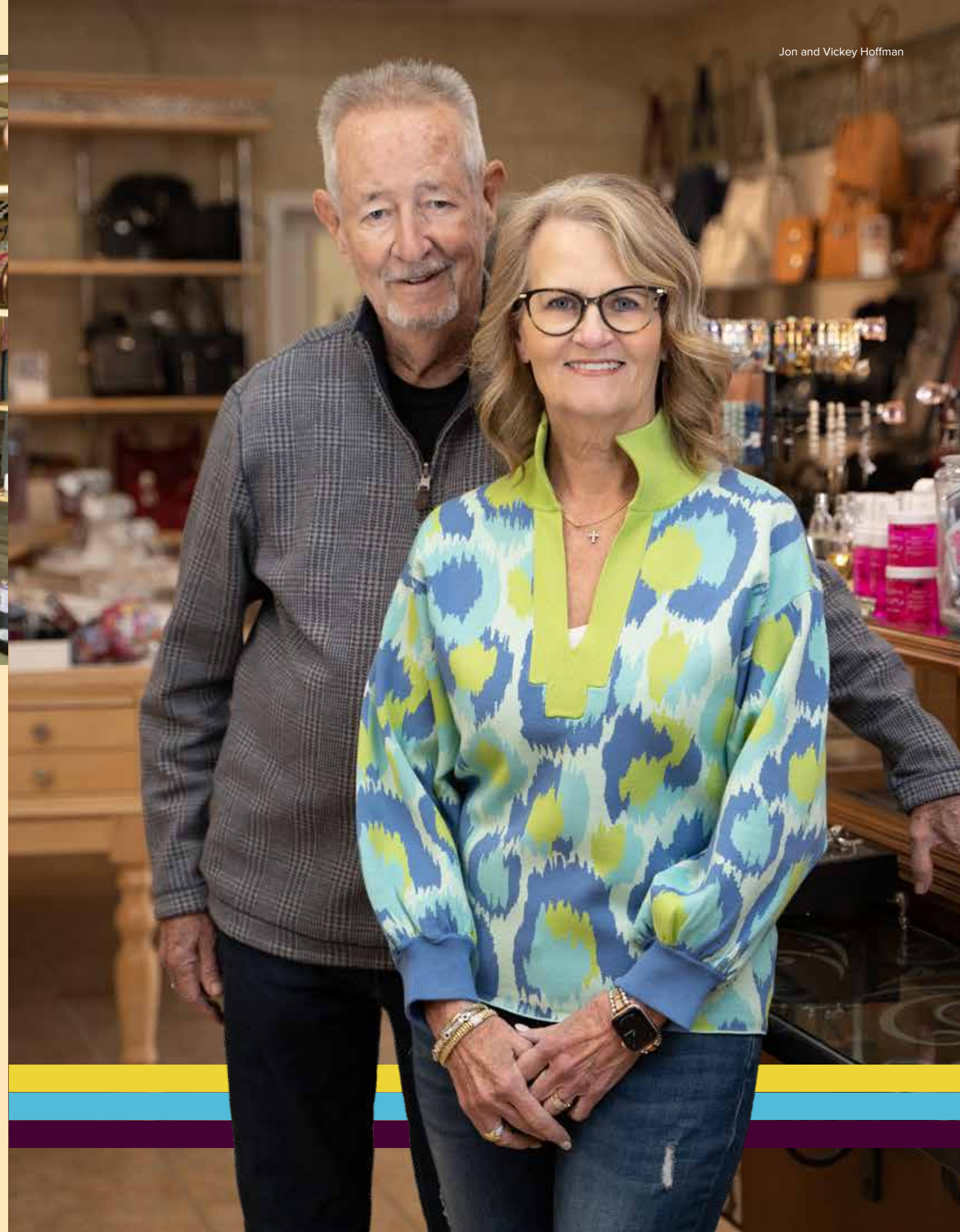
COURTNEY WICKS J. Hoffman's

"It is not about what you have," says Courtney Wicks. "It is about the lives you have touched along the way." Courtney is a part of the Hoffman family and is deeply devoted to the family retail business, J. Hoffman's. In business now for half a century, this charming local boutique provides stylish wardrobes to professionals and assists individuals in uncovering their unique, personal style.

The customer service that the team at J. Hoffman's delivers is unmatched. Undeniably, their focus is on creating friendships with their customers, readily engaging in conversations, whether about helping them with their wardrobe or simply hearing about their day. The boutique is filled with a wide range of stylish clothing, jewelry, handbags, shoes and gifts. "We pride ourselves in customer service, and we

love to travel the states to find very special and different items for our customers," Courtney remarks.

Courtney handles buying inventory and manages the day-to-day operations. Since her parents, Jon and Vickey Hoffman, started the business, J. Hoffman's has been a huge part of her life. Jon and Vickey are still very involved in running the store





Vickey Hoffman



and are present most days. Vickey still attends markets and enjoys mother/daughter buying trips. The daily interactions with customers allow the family to show people the love of Jesus.

Courtney loves many other aspects of working in the boutique such as ladies finding that perfect dress for a special event, husbands finding gifts for their spouses or children searching for something nice for their moms. "These are the things that make me smile," Courtney says.

This year, J. Hoffman's will celebrate their 50th anniversary, which is undoubtedly due to its service and love for the Lubbock community. J. Hoffman's is the ideal store for real estate



Vickey Hoffman with daughter, Courtney Wicks



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Kendra Scott is still all the rage!

professionals for closing gifts, special gifts or the perfect outfit! "Whether you need an update or just some fun additions to add to your closet, we have something for everyone — all ages and budgets," Courtney shares.

Courtney's three children have grown up around J. Hoffman's, and even her sister, Cherry, works there. Since they are a retail establishment with an emphasis on family, all the employees feel like family, as well. "God has blessed us with an amazing

business for 50 years, and we are so thrilled for the opportunity we have been given in the Lubbock community," she adds.

Both the Hoffman and Wicks families share a deep love for all things Texas Tech, which means that Courtney and her family frequently attend Tech sporting events. Another way they spend quality time together is by taking trips to the mountains.

Courtney appreciates the devotion, time and care that her parents have invested in

J. Hoffman's. A local business thriving for as long as they have is a sign of a dedicated work ethic, integrity and a devout connection to the community. "We love to give back and be a part of something bigger than ourselves," Courtney comments.

With the strong intent to love others well and show genuine kindness in her daily work at J. Hoffman's, Courtney continues to work alongside Jon and Vickey and carry on that

special legacy that they have built over the past five decades.

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Celia PALMER

WESTMARK COMPANIES

▶▶ featured REALTOR®

Story by **Tori Eiselstein**
Photos by **Angela Diamond Photography** (unless otherwise noted)

“I want to be remembered not only as an educator, but also as a REALTOR® who genuinely cares for all her real estate clients as much as she did for her past students, some of whom have contacted her to help them find their first home,” states Celia Palmer. Her objective for all her clients is to learn the process from signing the contract to the lending process to receiving their keys during closing. If she can teach problem-solving skills to students, then hopefully they learned how to negotiate any problems that might arise during the homebuying process. If she can help anyone become a home-buyer or seller and those people refer her to others, then she considers her work a success.

Celia believes a true sign of success as an agent is solving clients’ problems and when they begin to provide referrals after the transaction. One experience she recalls is when her clients encountered challenges during and after their homebuilding process. Although she had already received her commission, Celia persistently communicated with the builder until everything was resolved. Because of her dedication, she remains friends with this family to this day.

“My lifelong ambition was never to become a REALTOR®,” remarks Celia about how her teaching skills have seamlessly converted, “but the two passions melded together very well.” She earned her Bachelor of English and Communication



Instruction from Texas Tech University and taught in public schools for 34 years. One of the highlights of her career was establishing and administering the Destination Imagination Program, which was created for all levels of school that taught a problem-solving curriculum. Celia states that this experience was her “springboard” into the realm of real estate.

When Celia and her husband, sister-in-law and daughter were looking for river property in the Hill Country, they discussed the process with several REALTORS® before deciding on their cabin, where they all fish and go river rafting. Celia then began to consider the idea of switching to real estate, especially knowing that her savvy problem-solving skills would assist her in helping clients. Celia’s official real estate journey began in 2015, and she switched



“
I want to be remembered not only as an educator, but also as a REALTOR® who genuinely cares for all her real estate clients as much as she did for her past students, some of whom have contacted her to help them find their first home.”

Photo by Rowdie Bright

to WestMark REALTORS® two years later, which she endearingly calls her “forever home.” She adds, “They have truly been a Godsend in my life. I do not think I would have excelled as much as I have without their advice and tutelage.”

Celia grew up in Littlefield and Levelland with parents who have a fascinating love story. During World War II, her father was an American soldier and met her German mother, whose father served in Hitler’s military. Despite the disapproval of Celia’s grandfather, the young couple married and moved to Texas in 1946. This familial history has greatly fascinated Celia, and she has done much research on her “German roots” as a result.



Photo provided by Celia Palmer



Photo provided by Celia Palmer

Time with family is deeply important to Celia, who has been married to her college sweetheart for the past 44 years. Together, they have three daughters, sons-in-law they have welcomed into the family, nine grandchildren and a dog named Ellie, who all enjoy the outdoors at their cabin. At home, Celia loves relaxing on the patio, which she redecorates every year.

drama and agricultural programs and which schools provide the best fit for their children,” she says. The respect and care that Celia possesses for her clients are evident in the way she conducts her business, asking upfront what their expectations are of her.

When selecting the best location for clients with children, Celia is an expert. “Since I was an educator, I have been aware of programs, curriculum, arts,

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Photo provided by Celia Palmer

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Phebe Ellis-Roach, Kelly Collins & Jennifer Harmonson

Thrive MORTGAGE

Story by **Jacki Donaldson**
By Photos by **Alicea Jare Photography**

Thrive Mortgage, a 25-year-old mortgage company created to help people obtain the American Dream of homeownership, does not aim to be the biggest mortgage company. Intent on delivering an exceptional client experience, Thrive does strive to be the best. Phebe Ellis-Roach, Kelly Collins and Jennifer Harmonson are three of Thrive's Lubbock superstars, each one committed to partnering with real estate professionals to enhance their clients' homebuying process.

All three women agree that Thrive Mortgage stands out because of its innovative leaders who continually ask questions like "What can we do better? How can we make the loan process easier/faster? What products make sense to create here? Can we create loan promotions to help our business partners?" Kelly, a mortgage loan officer, shares, for example, "Every year, Thrive initiates a loan promotion to help our homebuyers and our real estate partners. Our 2022 Winter Promotion offered a 1.5% lender credit to



any buyer for their purchase of a builder's spec home. I'm excited to see what our next promotion will be to help buyers."

Phebe, a long-time top-producing market leader for the West Texas area, names Thrive's Home2Home Program and Rate Reset Program as the most popular products at this time. "These products are easing the buyers' minds and helping them make decisions on purchasing a new home in this environment," she says. Jennifer, a loan originator, shares that the Home2Home program keeps the buyer from having to do a contingent offer. "It is like a bridge loan, but better," says Kelly. "We also have our very own Thrive4Home program that is amazing at helping our borrowers with less-than-stellar credit get it there," Phebe shares. In addition to conventional, FHA, USDA and VA Loans, Thrive offers self-employed loans, DSCR investments, renovation loans, manufactured home loans, barndominium loans, new construction loans and down-payment assistance loans.

Another exceptional quality of Thrive Mortgage is a knack for building positive and long-lasting relationships. Phebe enthusiastically remarks, "For me, it's all about relationships. Helping buyers through the process and showing them what programs and products are best for their financial situation is my favorite thing about this job. Sometimes, opportunities arise that require thinking outside the box. This is where I thrive." Kelly shares that relationships are a priority in her work. "I have become best friends with some of the REALTORS® I work with," she says. "I love helping my buyers, but I love helping REALTORS® grow their business, too." Jennifer remarks that Lubbock is blessed with wonderful REALTORS®, title companies and lenders. "Lubbock is a small community, and helping each other is so important and fulfilling," she comments.

Phebe, a Lubbock native, started in the mortgage business while at Monterey High School. "I worked at Stewart Title my senior year," she shares. "I attended South Plains College and took several real estate classes at night after high school. I have held almost every position along the way, leading me



states. "If mortgage gets in your blood, you can't get out of it." When she is not busy in her professional life, she enjoys spending time with her husband Tommy, daughter Joslyn, son-in-law Dustin and, most importantly, grandson Ryker Ray. "He brings so much joy to us as we watch him play football and basketball and show pigs," shares Jennifer, a fun, spontaneous, caring and God-fearing woman who also enjoys traveling, boating and cruising on the Gator and golf cart.

Kelly Collins, from Crowell, TX, graduated from Texas Tech University (TTU) with a degree in human development and family studies and worked at TTU's Health Sciences Center until she altered her course and took a position with a bank. "I reached a ceiling at the bank but saw the mortgage side and all the women there succeeding," she shares. "In 2016, I made the switch to mortgage and never looked back!" Kelly is a proud wife to Tyler and a mom of two daughters, Cameran and Carter. The family loves being outside, cooking out and playing card and dice games.

Phebe, Jennifer and Kelly know that they could not accomplish what they do alone. "We all need each other; we all play a role and hope to make each other's jobs easier," they share. If they can help you help your clients, please reach out to start a conversation.

to where I am today." Married to the love of her life, Shawn, and mom to a beautiful daughter, Shiloh, Phebe loves to travel, spend time in the hill country and watch Shiloh play volleyball. She lives each day with balance and according to her motto: "Pray every day, love on everyone you meet and make a difference in someone's life."

Jennifer, definitely a West Texas gal born in Snyder and graduating from New Home High where she met her husband, now of 36 years, started working for a mortgage company 10 years ago, learning everything she could. "I have closed, shipped, processed and team loan originated, and now, I am a loan originator," she

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JONATHAN WRIGHT

Wright Realty and Design

▶▶ spotlight REALTOR®

Story by **Tori Eiselstein**
Photos by **Rowdie Bright**

Jonathan Wright possesses a truly pastoral heart, exemplifying Christ through his actions and words daily, professionally and personally. “People have always been the thing I am most passionate about,” he remarks. As an agent, he has the opportunity to help families, other agents, entrepreneurs and investors.

In 2012, Jonathan’s wife, Kristen, who is a broker, was pregnant with their fourth child and urged him to get his license to help throughout the busier seasons. In 2016, he started Wright Realty and Design with Kristen while he was still a pastor, and in 2017, he shifted to real estate full-time. He jokes, “Things would have been really awkward around the house if I had chosen another brokerage.”

Jonathan has a diverse professional background. With a business degree in marketing from Texas Tech, he operated in the logistics and management department of Walmart Stores Incorporated for six years. He and his family moved to Lubbock in 2007, where he went into ministry.

In addition to real estate, Jonathan owns the local full-service gym Nick’s Fight Club. “Physical fitness and helping people grow physically, mentally, emotionally and relationally is what I feel I’m truly called to do,” he says. He also administers Cornerstone Consulting,



where he motivates and inspires teams of organizations through leadership speaking and business consulting.

Leadership development and aiming to contribute value to others’ day play an imperative role in his success. He views his work as an opportunity to love people, which coincides with real estate. He habitually practices his values, which are “personal responsibility, personal growth and selfless ambition, especially in tough circumstances.” As someone who genuinely cares to know the individual, he prefers to give his clients personalized gifts. He recalls gifting an airplane-shaped bottle of bourbon to a client after closing.

Jonathan and Kristen, who were a couple in high school, have been happily married for 20 years. Their children are Jaxon, 16; Harper, 15; Trinity, 13; and Trooper, 11. Jonathan and Kristen are presented

with the challenges of raising a family, which has become his top “leadership focus” and has provided him incredible joy. The family enjoys supporting the kids in their sports activities and taking fun trips to the lake or the mountains.

“We have always felt that God has given us the opportunity with our brokerage to provide opportunities for other agents and to help people find not just a house, but a home,” Jonathan says about his and Kristen’s mission in the real estate arena. He recalls helping a previous client find a location for a new business franchise in Lubbock. He assisted the client through the process of finding the ideal location, along with business coaching and follow-through with the business plan. As a result, that client’s first location ranked #1 in sales within the company in the first year.

“When I get to help families find a new home, agents find a new career, investors find a new opportunity or entrepreneurs find a new place for their business,” Jonathan states, “I get to be a part of their dream for a season.” Although Jonathan is technically no longer in full-time ministry, his ministry has extended into various other streams, where he continues to make a meaningful impact in people’s lives.

When Jonathan finds time to relax and unwind, he pours into his love for music, holding close to his heart his participation in a previous band and worship.

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Photo by Tara Hobgood



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The Rodriguez family, Ryan Jr., Maeva, Jennifer, Ryan, and 10-month-old baby Miller, have been Cooperative members since 2014.

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►► brokerage spotlight

Story by Jacki Donaldson
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Keller Williams Realty

Every great story requires the same great elements: great characters, character development, heartache and triumphs, victories and challenges. Keller Williams Realty's story has been a journey —one worth telling and one worth experiencing.

Keller Williams (KW) is a place *Where Entrepreneurs Thrive*, says Tara Newton, KW REALTOR® and team leader. Tara shares that the KW mission statement is not simply words on a wall. "We live it," she beams.

Careers Worth Having, Businesses Worth Owning, Lives Worth Living, Experiences Worth Giving and Legacies Worth Leaving.

Tara continues, "We are a training, consulting and technology company creating the culture and community where entrepreneurs can thrive. We believe in God, family and then business. We are different by design. We share in the decisions and the profits. We are built by agents for agents. Our Agent Leadership Council gives our agents a voice in the direction for the vision, culture and decisions for our office. Our agents collaborate, think with abundance and challenge each other to grow into the best version of themselves. Our agents are givers." (KW's Agents in Action agent-driven charity proactively responds to community needs. At the end of 2022, it exceeded \$1 million in donations raised and given.)

In addition to KW's powerful mission statement is the following belief statement that governs the way everyone conducts themselves:

- **Win-Win:** or no deal
- **Integrity:** do the right thing
- **Customers:** always come first
- **Commitment:** in all things
- **Creativity:** ideas before results
- **Communication:** seek first to understand
- **Teamwork:** together, everyone achieves more
- **Trust:** starts with honesty
- **Equity:** opportunities for all
- **Success:** results through people

And where you may see KW's success; KW see its people. Here, we meet a few of them:



Tara Newton, Team Leader/CEO

Tara Newton, Team Leader/CEO

Tara started in real estate in May 2007 after graduating from Texas Tech University. She was declined entry to dental school and received an opportunity to work for her uncle, Mike Cleavinger, as his assistant. "We quickly discovered I was not great at the detail work of an assistant, but thanks to the encouragement of my team leader, Debbie Frapp, I decided to stay with real estate," she shares.

Being 21 with a real estate license in the market of '07 doesn't sound like a great formula, but because of the amazing KW training, coaching and community, Tara built a dream career. She is grateful for God's grace and the people who poured into her. "Tim Minnix mentored me in how to invest in real estate," she smiles. "Debbie Frapp invested in me to take ownership of the life I wanted to create, and Gary Keller, through the teachings at KW, and hundreds of KW trainers and agents invested in me to think like a business owner. I fell in love with selling real estate and the people I got to help along the way. Clients became friends and business partners and friends became co-workers."



Pam Titzell, Broker

Pam Titzell, Broker

In August 2012, Tara became Team Leader at KW. "I stepped out of a job I loved and into my calling: To inspire others to discover their brilliance and live a Big Story," she says, naming people as her favorite part of the job. Throughout her 10 years as Team Leader, she has loved getting to know people's stories and empowering them to live their Big Life. She knows them well: their name, their spouse and kids, their goals and dreams. Tara is married to Brad, and they have two beautiful girls.

Pam Titzell, Broker

Referred to by Tara as the matriarch of KW, Pam Titzell is a leadership staple. She was one of the core members who opened the doors at KW in 2001 and has served in nearly every job in the company. Today, she is the broker and is highly respected among her agents and peers in the community. Pam is always available for her agents and teaches weekly in the market center. She was honored to receive the REALTOR® of the year award at LAR in 2022. She serves as the co-chairman of the MLS committee at



James Kent, Market Center Administrator

the LAR and the standards committee at TAR. When she is not talking through issues as the broker, you will find her running. Last year, she logged more than 1,200 miles and completed a marathon in Patagonia. Pam is married to Paul.

James Kent, Market Center Administrator

James Kent joined KW as an agent service coordinator at the front desk and has grown into the Market Center Administrator. Since working at KW, James heard a calling to "Live like no one else today so that one day you can live like no one else" in a financial peace university class at a local church that sent him on a journey to discover the Big Story he had in front of him. He has now taught several FPU classes in KW, helped agents and team members break out of debt and now is the MCA/CFO for three KW offices across the state. He has provided opportunities for his family to be a part of KW and is passionate to help others learn and grow. He also found his wife, Carol, at KW, and they have three wonderful children.



▶ business beat
 Story by Lindsey Wells

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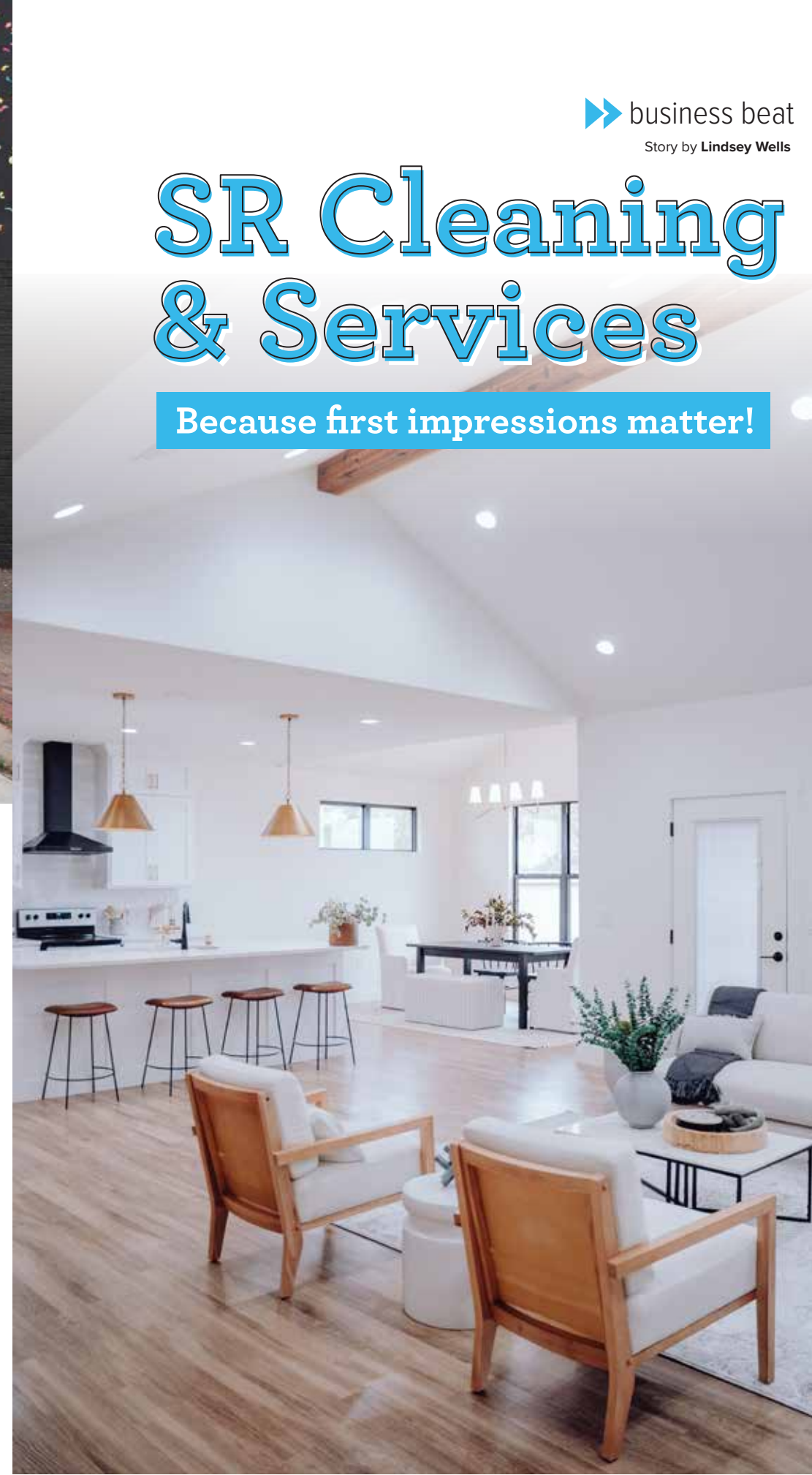
For REALTORS®, first impressions mean a lot. Hiring a professional cleaning company will boost the number and value of offers you receive for a house and will also help differentiate you from the competition. SR Cleaning & Services Owner Misty Goldston and staff stand ready to help rejuvenate any property, big or small, to give your clients peace of mind.

In addition to its commercial cleaning services, SR Cleaning & Services has become increasingly popular with its residential and real estate clients, whether they need their home cleaned from top to bottom or just spruced up to get it market ready.

The SR Cleaning team consists of Misty, her mother and sister and a part-time college student. Misty's grandmother even helps out occasionally. "I always know and fully trust all of my staff who are in and out of the homes and businesses we clean," Misty shares.

Something unique about SR Cleaning is its staff's rotating cleaning schedule. Each staff member's cleaning duties differ weekly. "For example, if I clean the kitchen this week, I'll clean the floors or bathrooms next week," Misty says. "That way, your home is cleaned differently each time. It has worked great and seems to keep our customers happy that their homes are not cleaned the same way each time."

For more information, call 806-891-9946 or 806-939-6899 and visit SR Cleaning & Services on Facebook.



What's Next?

Head Down, Heart Up: A core belief is that if you are not green and growing, you are ripe and rotting. "We choose to grow, which is not a one-time decision; it's a daily decision," Tara reveals. "With every year, the marketplace brings new challenges and new opportunities."

Head Down: Simple/fundamental actions build successful real estate businesses: lead generation, lead follow-up, going on appointments, negotiating contracts and perfecting the craft of how to maximize ourselves. They are simple and uncomfortable, but they can bring you to your next level.

Heart Up: When you live on mission for a worthy cause, you're on a lifelong journey, not looking for the destination. Tara states, "We are looking for our next Rookie of the Year, our next Millionaire Real Estate Team, our next investor wanting to become a millionaire ... the next person willing to write their BIG Story!"

Leadership Team:

- TARA NEWTON, TEAM LEADER/CEO
- PAM TITZELL, BROKER
- LEIGHANN RAMIREZ, DIRECTOR OF FOCUS
- CAYCEE HOLSON, DIRECTOR OF COMMUNICATION
- CRYSTAL SEE, DIRECTOR OF ONBOARDING & EVENTS
- JAMES KENT, MARKET CENTER ADMINISTRATOR (MCA)/ CFO
- JAYCE GRONEMAN, ASSISTANT MCA
- ALI GILLISPIE, COMPLIANCE DIRECTOR
- DEBBIE FRAPP, DIRECTOR OF COACHING AND DEVELOPMENT
- DENISHA SCHMUCKER, LAUNCH BUSINESS COACH

Agent Leadership Council:

- GINA SUTTON
- GARY GATES
- LEE MCCLURE
- JUDI FILLINGIM
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