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| 7726 97th | Landyn | 4/2/2 | 1772 | \$285,380.00 |
| 7728 97th | Corbin | 4/2/2 | 1652 | \$270,400.00 |
| 7730 97th | Moose | 4/2/2 | 1750 | \$283,300.00 |
| 7734 97th | Landyn | 4/2/2 | 1772 | \$287,380.00 |
| 7736 97th | Corbin | 4/2/2 | 1652 | \$270,700.00 |



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| 1905 Durham Ave | Corbin | 4/2/2 | 1652 | \$287,450.00 |
|-----------------|--------|-------|------|--------------|
| 1906 Durham Ave | Moose | 4/2/2 | 1750 | \$295,550.00 |
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| 1909 Durham Ave | Moose | 4/2/2 | 1750 | \$288,200.00 |



Viridian

| 2904 137th | Janice | 4/2/2 | 1850 | \$303,850.00 |
|------------|--------|-------|------|--------------|
| 2906 137th | Rachel | 4/2/2 | 1886 | \$309,800.00 |
| 2908 137th | Corbin | 4/2/2 | 1652 | \$282,600.00 |
| 2910 137th | Moose | 4/2/2 | 1750 | \$298,950.00 |
| 2912 137th | Townes | 4/2/2 | 1974 | \$330,530.00 |
| 2914 137th | Janice | 4/2/2 | 1850 | \$304,050.00 |
| 2916 137th | Corbin | 4/2/2 | 1652 | \$286,600.00 |
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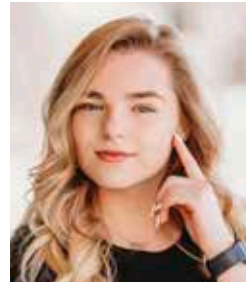

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If you are interested in contributing or nominating Realtors for certain stories, please email us at kathy.pettit@realproducersmag.com, or call 806.368.1526

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Story by **Tori Eiselstein**
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“
I think the
amazing part
about real estate
is that everyone’s
story looks
different, and it is
what you make it.
”



Photo by Haley Madewell

persisted. “I think the amazing part about real estate is that everyone’s story looks different, and it is what you make it,” she adds. “Whether you are part-time, full-time, brand new or a seasoned agent, as long as you’re determined and serve people well, you can build your business as big as you want.”

Gina’s drive to serve with excellence has led to her leading her team, The Gina Sutton Group, which she launched three years ago. Her team is comprised of dedicated REALTORS® Mary Beadles, Kaci Bearden, Haley Bednarz and Brittany McGough; Marketing and Listing Coordinator Tiffany Myers; and Transaction Coordinator Valerie Bueno.

Gina has discovered the rewards of helping her clients achieve their goals and also playing a key role in her agents’ success. She is continually learning new and improved ways to make the best impact in their lives.

Faith is also extremely vital in Gina’s life. “We just want to continue putting Jesus first,” she remarks about what the future holds for The Gina Sutton Group. “If we build relationships and bring value to people, the rest will come!”

In addition to nurturing relationships with her clientele and team, Gina is excellent at connecting with other professionals who are crucial in the transactional process, such as lenders, title agents and other partners. These relationships all contribute to delivering a smooth and seamless experience for the client, whether buying or selling.

Gina Sutton catapulted into her real estate career after realizing she needed to change paths to obtain the life she truly wanted. “We had our daughter in 2014, and after that, I knew I wanted to build a business on my terms,” she shares. “It was really important to me to have the flexibility to show up as the mom and wife I wanted to be.” This mindset put into motion a thriving team that positively affects lives today.

Before real estate, Gina worked in wealth management with JPMorgan Chase, working with private clients and assisting in coordinating their long-term banking and investment goals. However, once Gina gave birth to her daughter, she underwent a professional transition, becoming a licensed agent the following year.

Gina refused to waste any time and quickly connected with productivity coaches Suzanne and Tara. Learning from their expertise and advice, she approached real estate as a serious business owner rather than just a salesperson.

Although Gina was met with support from the start — and still has support to this day — some doubted her ability to balance motherhood and her career. During her first year as a REALTOR®, she usually brought her 1-year-old daughter to showings. However, another agent stated that the situation wasn’t viable because she was “juggling too many things.” Despite the discouragement from a fellow REALTOR®, Gina



Haley Bednarz, REALTOR®



Brittany McGough, REALTOR®



Kaci Bearden, REALTOR®



Mary Beadles, REALTOR®



Valerie Bueno, Transaction Coordinator



Tiffany Myers, Listing and Marketing Coordinator

Gina’s husband, Matt, is undeniably her biggest supporter, and they recently celebrated their 10th anniversary. Together, they are raising their 8-year-old daughter and enjoy attending her school activities, like dance and basketball, and supporting her endeavors in art. In their free time, the family loves to take adventurous trips to the beach, mountains and lake. Having guests over, while Matt grills his specialty steaks, is another favorite family pastime.

Gina is a giver at heart and has established her business based on faith-filled principles and values. Her commitment to serve has resulted in her flourishing team and career, fully embodying the fact that she can be prosperous in real estate while being present for her family.

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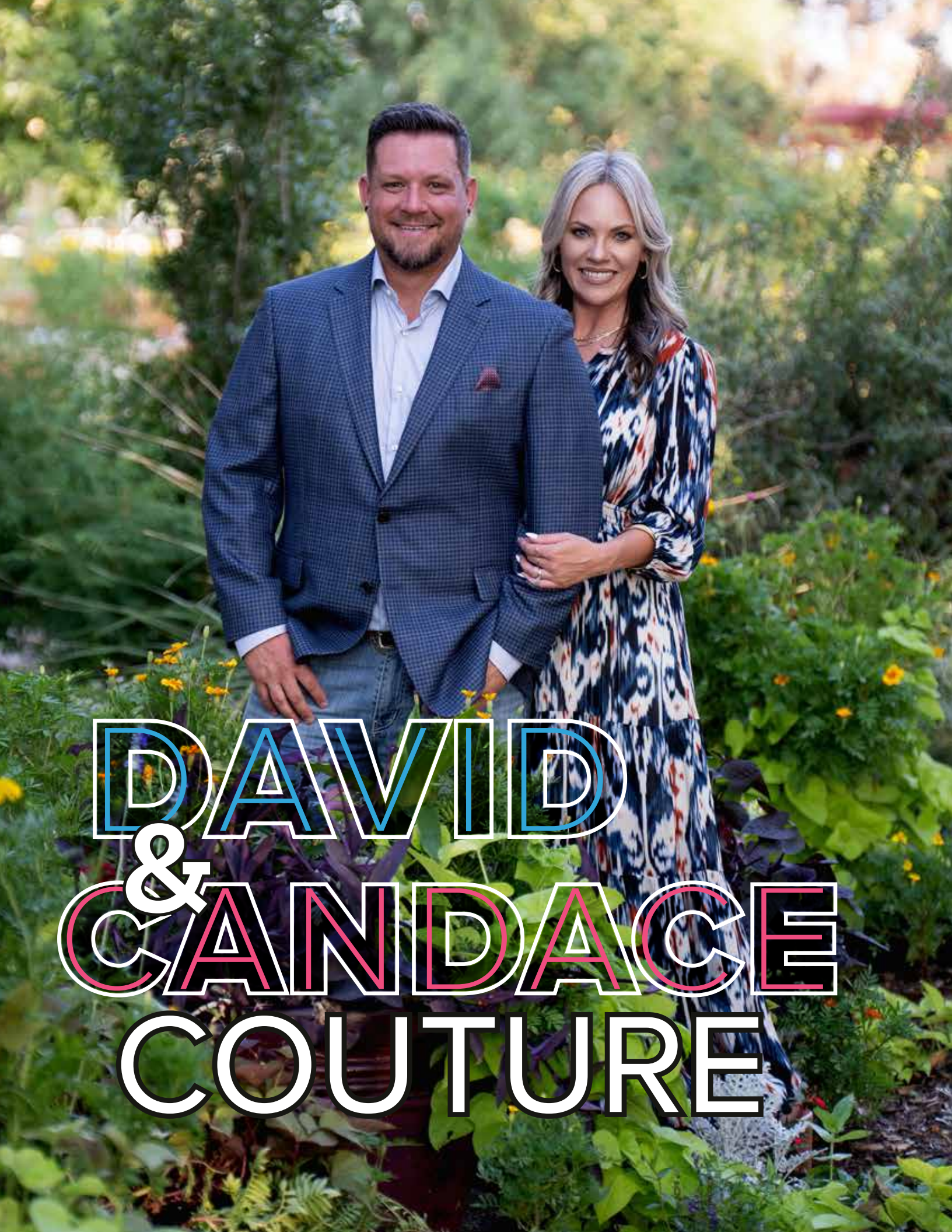


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DAVID & CANDACE COUTURE

▶ rising star

Submitted by **David Couture**
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RESIDE REAL ESTATE CO.

When did you start your career in real estate? I started my real estate career in May 2015.

What did you do before you became a REALTOR®? I was working for Prosperity Bank in their mortgage loan department.

Share the life events that led you to real estate. I have to credit my wife, Candace, for this. She started as a transaction coordinator in 2014. She came home from work one day and told me to get my license. I did, and I never looked back.

What do you find most fulfilling about your work? The fact that we get to walk with people through so many emotions. Purchasing a home is such a massive thing in people's lives, and being able to walk through that process with them is such an honor and something we take very seriously. We enjoy bringing peace to the entire process. At The Couture Group, our motto is, "Our purpose is your peace of mind."

What do you see for your real estate future? Candace and I are currently working on getting our license in different states so we can expand our reach. We plan to keep growing our team. I personally want to focus more on commercial real estate. Our No. 1 goal is to build a business big enough to fund God's vision he has given us of moving His Kingdom forward.

How and why did you choose your current brokerage? We chose Reside Real Estate Co. for several reasons. We wanted to be around like-minded individuals who are creative and think outside of the box just like ourselves. People who would guide us on the path of investments and multi-business ownership.

If you give closing gifts, what are your go-to favorites? We try to give gifts on a personalized basis, so they depend on the clients and their personalities.

What sets you apart? The way that we manage relationships and steward our clients' trust. We go above and beyond in every process of the transaction. Exceeding our clients' needs and goals is our No. 1 priority. We value our clients' trust. We like to make each client feel important and comfortable with us as if they were apart of our family.



What are you most passionate about in real estate right now? We are passionate about all things real estate. Candace and I are in the beginning process of building our team, The Couture Group. We recently hired our first team-mate, Marisa Grover. She specializes in Airbnbs and mid-term rentals. Candace and I are also passionate about the investment side of real estate with a focus on flipping homes and long-term holds. To meet all of our clients' needs, we are building our expertise in commercial real estate. The possibilities in real estate are endless, and we are actively pursuing all avenues.

Please share any podcasts you listen to regularly and/or any favorite business books. We love *Bigger Pockets*, *Jordan B. Peterson*, *Kingdom Flow* and *The Ed Mylett Show*. These podcasts provoke great thought and challenge us regularly. I highly recommend them.

Share your favorite places to meet with clients. Lubbock is an amazing city and has so many locally-owned spots. I think our favorites would be Mano Negra Brewing Co., Monomyth Coffee and All American Eatery.

Please share a story about a client or agent experience. This year, we had some friends who are clients of ours. They were in a bad situation with their current home as it caught on fire a few years back. Every time they made progress in the rehab, something else would happen to the home, preventing them from completing the renovation. They were ready for a fresh start with a new home. There was a two-week gap between the sale of their home and the purchase of the new home. They were in need of a place to stay. Candace and I had an Airbnb that we allowed them to stay at until they closed. This was the first time we were able to do what we felt God has called us to. The experience was special because it allowed God to bless others through us.

What would you do differently if you were starting over in real estate? We would have diligently sought out creative ways to begin investing in real estate. Many people tell you there's only one way, but that simply isn't true. If you want something in life, no isn't an option. Think outside the box; we can help you.

Tell us about your family and what you all enjoy doing together. Candace Couture is my wife and the rock of our home and business. My son, Chase, is 14, and my daughter, Madison, is 12. We have three crazy dogs, Cash, Beau and

Dutch. We enjoy watching movies, traveling, fishing, hunting and sports. Chase plays middle linebacker for Trinity Christian, and Madison plays volleyball and rides horses.

When you aren't working, what's your favorite way to spend time? I love hunting and fishing. Candace loves being by lakes and the ocean. Unfortunately, we can't do a lot of that in Lubbock, so we enjoy spending time by the pool and hanging out with friends and family.

How do you define success? Being able to look at myself in the mirror and know beyond a shadow of a doubt that I have done everything I could to be the husband, father and man that God has called me to be.

What do you want to be remembered for? I plan to leave a legacy, a standard that generations can follow. I will be remembered as a man who was strong, kind, confident, disciplined, courageous, loving and gentle, but could be firm if needed. My children will know I loved the Lord and followed and served Him with all my heart and soul. They will know that I was a man of character who put others first and spoke the truth

no matter the cost. They will know I was willing to take risks when others were not. They will know that I was a man worth following as I followed Jesus.

What are you most grateful for? I am most grateful for Candace. God truly knew she was what I needed as a helpmate fit for me. She is strong and courageous but soft and kind. She has always seen the best in me and has never given up on me. She is the light of my life and the most amazing woman on this planet. Last but not least, she is absolutely gorgeous. I thank the Lord for her every single day.

What is something not many people know about you? I play the drums. I have played since I was 14 and currently play at COTR Lubbock!



Photo provided by David Couture

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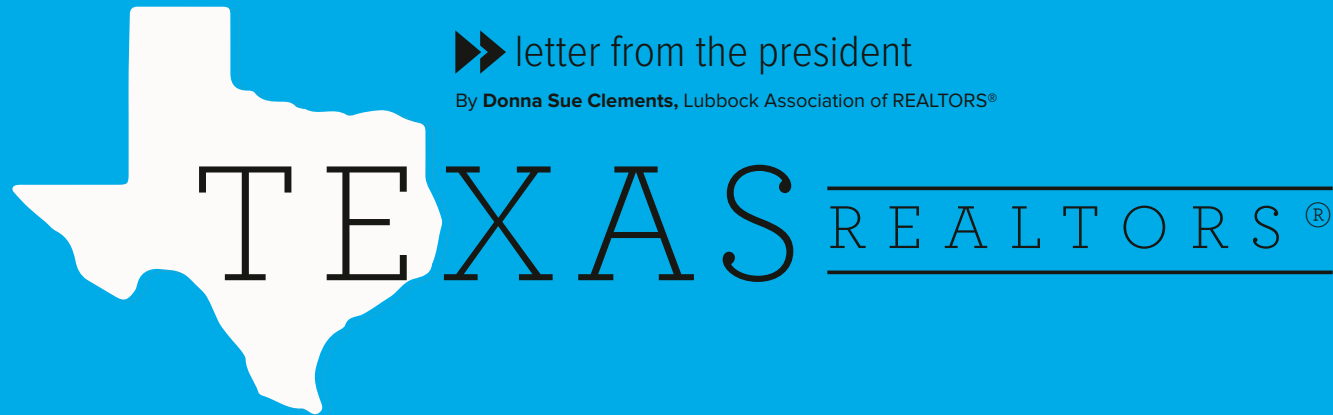
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▶▶ letter from the president

By Donna Sue Clements, Lubbock Association of REALTORS®

Did you know that NAR has designated September as REALTOR® Safety Month? This month is a great reminder about something that is often overlooked. The best thing you can do is be aware of your surroundings and trust your instincts.



person and increases the likelihood of a safer interaction. If you're not taking advantage of FOREWARN, now is the perfect time to implement this into your business plan.

We are lucky to live in Lubbock for many reasons. But because of the hometown feel of Lubbock and the general West Texas friendliness, safety in our industry can be easy to take for granted. Recently, NAR conducted a Member Safety Study and found that 41 percent of the REALTORS® surveyed reported feeling unsafe during a showing. And almost half said they were aware that most of the crimes committed against real estate professionals are mostly predatory and not random acts of violence.

Those startling facts reinforce the importance of REALTOR® safety. In addition to the resources provided by NAR and safety protocols at individual offices, the Lubbock Association of REALTORS® has some member benefits that pertain to REALTOR® safety you might find valuable.

FOREWARN gives members publicly available, instant information about potential clients, including criminal history, current vehicle ownership, financial risks and address and phone number history. This tool gives members a clearer picture before they meet clients in

We are implementing new fields into our MLS that provide detailed property information such as intermittent cell service, no electricity at the property or notice that the house is not visible from the road. These are just a few examples of detailed information that can mean the difference between a great showing and a dangerous showing. This information will help you determine if you need to bring someone along to a showing or implement other safety protocols.

I encourage all of you to look at your safety plan and identify areas that need work. Many resources are available to make sure you can do your job safely, including our website at lubbockrealtors.com/realtor-safety/. We strongly encourage all our members to take advantage of FOREWARN and use it to increase your personal and professional security. If you have not already taken advantage of this member benefit, please contact Cade Fowler to activate your account at 806-795-9533.

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VANESSA



Perez

▶ featured REALTOR®

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

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In the ever-changing world of real estate, Vanessa Perez has a true passion to educate and empower. “I felt that a REALTOR® should not only help clients find a home, but also educate them through the process,” she remarks about what prompted her to transition from certified housing counselor to real estate agent.

A native of Lubbock, Vanessa graduated from South Plains College with an associate degree in accounting and also studied accounting at Texas Tech. She was a HUD-certified counselor and worked in accounting, finance and homebuyer education, all of which have contributed to her business today.

Through her work, Vanessa encountered various situations that caused her to pursue a career in real estate in 2011. “Helping others was my passion,” she explains, “but too many times, I felt that the first-time homebuyers were not understanding the steps to homeownership, which is why I became a REALTOR®.” Strongly believing that clients should find their dream homes and fully comprehend the home-buying process, Vanessa possesses the drive to guide clients from pre-approval to closing.

Vanessa gained valuable experience and knowledge during her first 10 years with RE/MAX. However, the time came for her to continue growing within a non-corporate environment. She has since found a home with Aycock Realty Group, LLC, where she enjoys a wonderful relationship with Brokers Brian and Sherri Aycock.



“No’ is not a word in my vocabulary,” Vanessa shares about her determination to help her clients overcome challenges, “so if there is a will, there is a way.” She recalls helping a client who had always rented, had no credit history and had worked for 35 years as a hotel maid. “Her dream was to own a brand-new home,” Vanessa states. “One year later, she got her dream home. We both had wonderful tears because she was the first of her generation to ever own a home.”

Many of Vanessa's transactions have resulted in friendships. "My clients love to invite me to special events, and I love to attend and meet their family and friends," she comments, expressing how this career has resulted in more than what she could have expected.

Vanessa's commitment to education extends even beyond her clients. While she will always be ready to help people buy and sell their homes, she intends to educate her fellow agents on how to thrive within the industry, as well. "My goal is to instill in them that a REALTOR® is not just selling homes, but also helping educate clients through the steps of homeownership," she says.

Vanessa enjoys life with her companion, Shelby Lindsey; her dog, Lucky; and her two grown children, Chelsea, 33, and Cameron, 29. "We have a large family and try to schedule adventurous trips," remarks Vanessa, "like water rafting, camping and tours." Although she has a busy schedule, Vanessa still carves out time for exercise and travel. For some much-needed downtime, she loves to go camping and fishing.

Vanessa's business is primarily referral-generated, which is a testament to how steadfast she has been in serving her clients, treating them with respect, kindness and honesty. She utilizes the 90/10 rule that she learned years ago, meaning she listens 90% and talks 10% of the time, which has helped her best assist her clients in finding the ideal home.

Vanessa is proud to have created a successful real estate business centered around educating, stating, "I am an educator first, then a REALTOR®."

Vanessa Perez
Aycock Realty Group, LLC
806-577-2131
vanessaperezlbkrealtor@gmail.com



Photo provided by Vanessa Perez



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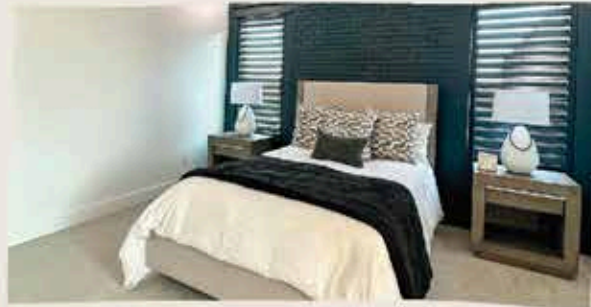
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ALICEA MULLINS



Alicea Mullins hopes to be remembered by her four children as a mother who loved them well and had the time of her life raising them. They will undoubtedly remember her as a talented photographer whose masterful and breathtaking images change lives.

ALICEA JARE PHOTOGRAPHY

Many of the stunning photographs that grace the pages of *Lubbock Real Producers* belong to Alicea, owner of Alicea Jare Photography, and many of the top producers we feature who work with Alicea go on to hire her to capture their magic both professionally and personally.

Alicea, an expert at professional headshots and content creation, urges those in real estate to stay current with headshots and photography that markets their business.

She has a talent for real estate photography, families, high school seniors, boudoirs and more. “We live in a visual world, and clients and potential clients make choices based on your brand,” Alicea says. “Images impact a consumer’s purchasing decisions.” Her content creation collections help folks market on any social media platform, online and via printed products.

Alicea’s personality and style of connecting with clients set her apart. “How I make someone feel is important to me,” shares Alicea, who cherishes the time she spends with her clients. “I truly love getting to meet people and learning about what they do and who they are. I get to capture images and content that can help them propel their business forward.” She can’t think of anything more fulfilling.

How does Alicea define success: “When I capture a client’s image, and I show them on the back of my camera, and they see themselves in a new way that makes them leave the session feeling better about themselves,” she shares.

“ WE LIVE IN A VISUAL WORLD, AND CLIENTS AND POTENTIAL CLIENTS MAKE CHOICES BASED ON YOUR BRAND. ”

Alicea, born and raised in eastern New Mexico and came to West Texas to be close to her sister and her family, loves her work so much that she combines it with just about everything she does. “I like to travel, and the kids will come with me, and I will meet clients for sessions,” she says. “I travel to the mountains, white sands and Palo Duro and just love spending time in beautiful places with my clients and my family.” In addition to traveling, her close-knit and competitive family, which includes kids Cash, Keira, Taos and Trinity, enjoy playing card and board games, and they take the game Spoons very seriously.

Most important in Alicea’s life is the quality of family, friends, and clients surrounding her. She also values rich and meaningful conversations and living in the present moment. And she is grateful for the cheerleaders in her life — “the friends and family that not only support me because they love me, but who also see my potential and help me become a better friend, mom and photographer,” she says.

Alicea most wants her clients to remember her as someone who was honored to be chosen to be their storyteller.

If Alicea has not yet helped you tell your story, please reach out to her at 575-825-5588 or aliceajare@gmail.com. You can also visit Alicea online at aliceajare.com.



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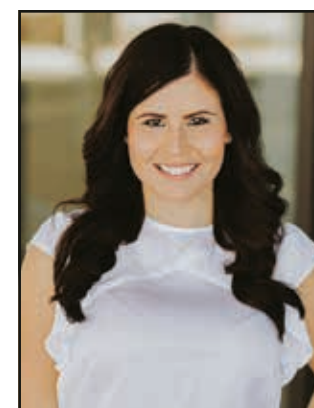
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▶ spotlight REALTOR®

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

DANA Craig

**Berkshire Hathaway HomeServices
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“I have spent my entire career in ‘the people business,’” says REALTOR® Dana Craig. This aspect of her career keeps her continually motivated. Before she obtained her sales agent license in 2009 and her broker license in 2012, Dana worked in education for 27 years.

Dana spent eight years as a public school teacher in Lubbock and Dallas and 19 years as an instructor and student teacher supervisor at Texas Tech’s College of Education. “From the classroom to the real estate market, I have been a catalyst in helping others move into their future,” Dana shares. “I have relied upon my teaching skills through this process by attempting to build personal connections and instilling confidence in my clients as they make important lifetime decisions. As in teaching, I adjust my methods of working with people based upon their needs, personalities and backgrounds.”

Dana is currently an associate broker with Berkshire Hathaway Home Services (BHHS) Premier Properties. She began her career with a locally-owned office called The Real Estate Company, which eventually evolved into the current BHHS franchise. Dana admires BHHS for following its word in demonstrating trust, integrity, stability and longevity in the real estate world.

Dana names variety as the one constant in real estate. “There is nothing ever dull in the world of real estate,” Dana exclaims. “Each transaction has its challenges, as well as successes. From rehoming a seller’s favorite feral cats, to a cable installer crashing through the ceiling of a home just an hour after closing, to receiving lots of warm hugs from clients and their children, every transaction has its individuality.”

Dana is married to her husband, Bob, her high school sweetheart. Bob is an attorney and partner in the law firm Craig, Terrill, Hamm, Grossman and Erwin. They just celebrated 50 years of marriage in December 2022. They have three children: Rob and twins Danielle and Crystal.

Rob and his wife, Lindsey, have an 11-year-old son named Lee who is an accomplished musician and budding songwriter. Rob is a pricing and agreements analyst for Sysco Corporation, and Lindsey is a trial consultant and mitigator.



Dana's musician grandson, Lee Craig, age 11 / Photo by Mark Umstot Photography



Dana and husband, Bob, celebrating their 50th wedding anniversary on December 16, 2022 / Photo provided by Dana Craig



“Whatever you are, be a good one.”



Danielle is an attorney who has returned to Texas Tech to pursue a Ph.D. in land use, management, planning and design, and she plans to become a professor. Crystal is a pediatrician. Last summer, she left her practice in Lubbock to do a fellowship at the University of Rochester School of Medicine, where she also practices and serves on the faculty. “Our family now holds 10 degrees from our beloved Texas Tech University.” Dana beams. “We are avid supporters of Texas Tech sports and activities such as the Chancellor’s Council and Texas Tech Alumni Association.” Dana’s family loves traveling, cooking and dining out together.

For years, Dana’s motto has been, “Whatever you are, be a good one.” She also practices the Golden Rule throughout her life and career. In terms of defining success, she looks to those tenets. She wants to be remembered as a lover of God, family, friends and others. “I want to be known as a person who always tried her best in most areas of her life,” she says. “I want to be remembered as someone who always wanted to help others and was kind.”

As a REALTOR®, Dana strives to serve her clients with honesty, integrity, empathy and transparency, along with a keen knowledge of the market, negotiation tools and processes of the transaction. “Paramount is my relationship with my clients through prompt communication,” she says.

Dana is committed to her career. “Even though I am a bit older than many of the active agents, I feel that I continue to make viable connections in the real estate market,” Dana shares. “For now, I see a continued future in this business and don’t intend to quit. I have worked many years of my life, and retiring is hard to imagine. Sitting around and eating bonbons all day will never be good for me.”

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event recap

Photos by Alicea Jare Photography

RP & LAR

Mimosa Brunch Event

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A special thank you to ALLIANCE HOME LOANS for sponsoring and making this event possible.

The Stars and Stripes Event, the first combined event with *Real Producers* and the Lubbock Association of REALTORS®, hosted by Alliance Home Loans, was a great success, with more than 100 in attendance. Hearing the fantastic feedback regarding the delicious Jada's Homemade Catering is lovely, as is the feedback about the memorable moments captured by Alicea Jare Photography.

The brunch event held on Thursday, July 20, was a fantastic opportunity for networking and building

connections among real estate professionals. Events like these are essential in fostering community and collaboration within the industry.

Thanks to those involved in organizing and participating in the event. Such gatherings are vital for strengthening relationships, sharing knowledge and promoting the growth of the real estate community.

We look forward to continued success with future events and endeavors.







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