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PAGES 10-11

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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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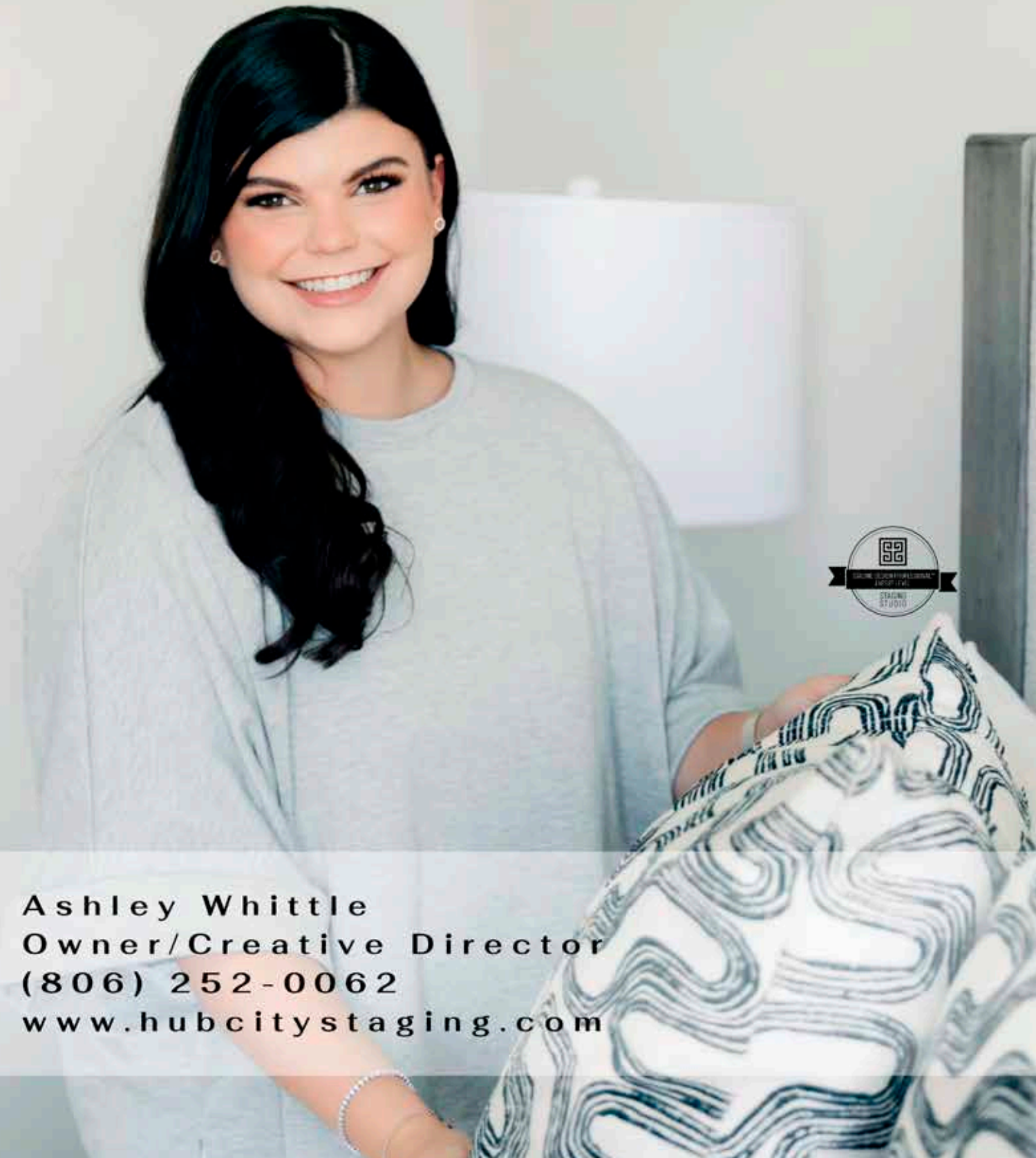


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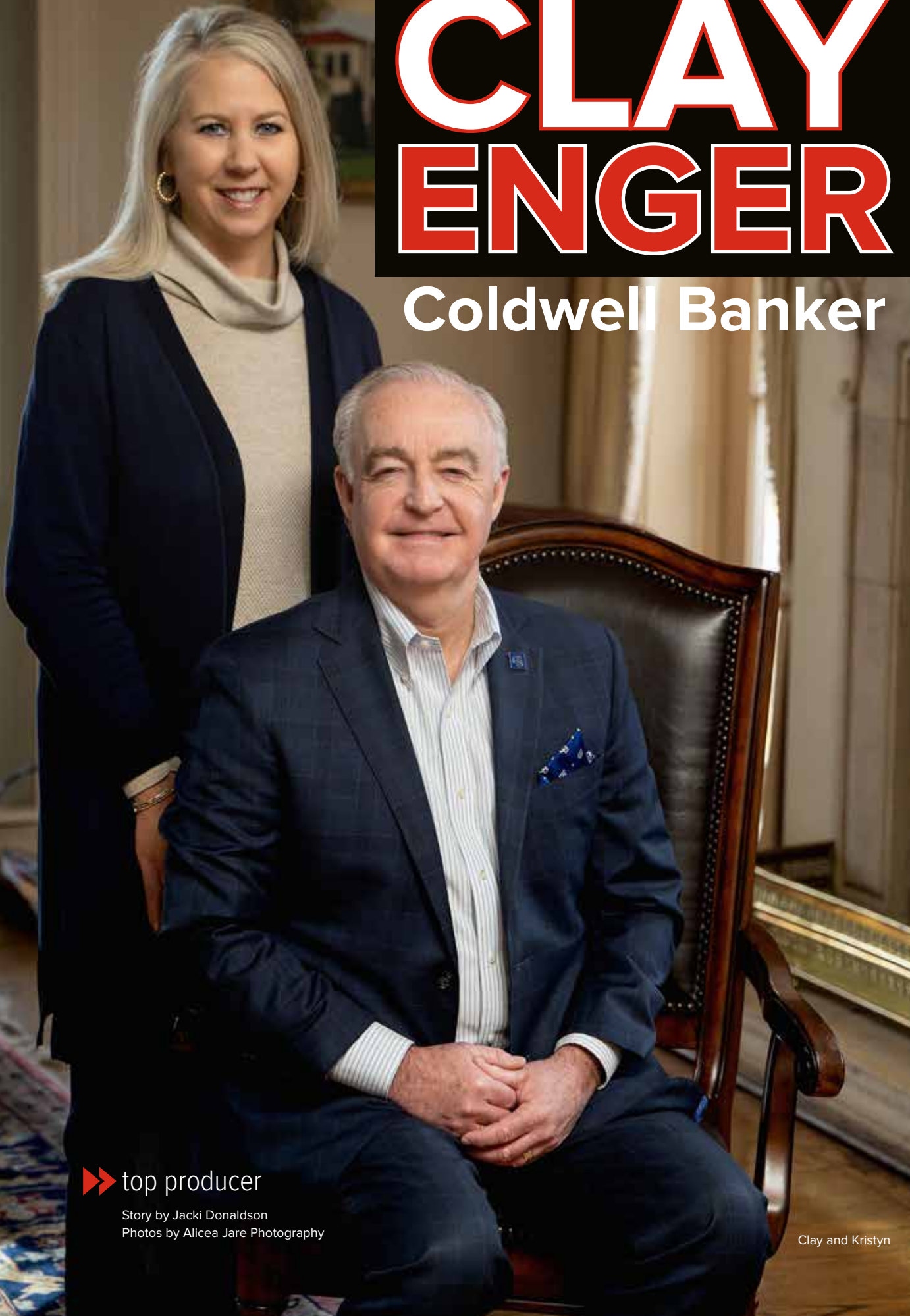
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CLAY ENGER

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▶▶ top producer

Story by Jacki Donaldson
Photos by Alicea Jare Photography

Clay and Kristyn

Clay Enger has collected many memorable experiences in his more than three decades in real estate. One of his most treasured interactions began with a phone call on one of his listings. The buyers, a couple from Central America, spoke broken English, and Clay was not sure he could navigate the language barrier.

“While reviewing documents with them, I realized they weren’t reading along but were simply listening to my explanations,” Clay shares. “The print was small, so I asked if they might need some glasses. They smiled at each other and then shared they were unable to read English. ‘But this is a legal document,’ I remarked. ‘You are making lots of promises, and I want to be sure you understand them completely. Do you have a friend we could call to help us out?’ They took another quick glance at each other and replied, ‘We are good judges of character. We know we can trust you.’ I was blown away



Don and Ruth Enger



The Clay Engel Team: Clay, Kristyn and Ann Marie

and so honored to have earned their confidence. I learned many valuable lessons from these wonderful people, and we began a great relationship.”

Clay’s journey into real estate started with a pivotal relationship his parents, Don and Ruth Enger, had with Rick Canup, a friend from church and owner of Coldwell Banker Rick Canup REALTORS® (now known as Coldwell Banker Trusted Advisors). In 1992, with Rick’s guidance, they successfully transitioned from their cotton farming background to real estate careers. Clay recognized the potential fit for himself and joined them a few months later after obtaining his business degree from Texas Tech. Thirty-three years later, Clay reveals that choosing a brokerage was easy for his family. “The choice was clear,” he asserts. “We considered no other leader to teach us the business of real estate and how to build our careers. We’ve never looked back. We value loyalty, and we have given it and received it in return from the Canup family. We’ve been immeasurably blessed!”

Three years into their now 26 years of marriage, Kristyn left her teaching career to begin working with Clay. “We’ve worked elbow to elbow most all of those years,” Clay smiles. “She handles much of our social media and online marketing.” REALTOR® Ann Marie Molina joined The Clay Enger Team in 2022, bringing more than a decade of real estate, insurance and property management experience. “She’s been an amazing asset to us and our clients. Everyone loves working with Ann Marie!” Clay adds.

The notion of family transcends every one of Clay’s client relationships, “We are determined to be generational REALTORS®,” he expresses about his team. “We have several relationships where we are now helping the third generation. We have the experience and desire to help every age and situation and bring a calm to an otherwise anxious time for them. We love being the family REALTOR®.”

Grateful for the opportunity to genuinely serve others at their point of need, Clay cherishes the smiles of satisfied clients at the closing table, and his drive for connecting with clients is as strong as ever. “Real estate is an avenue for personal ministry where the houses are simply the vehicle for our interaction,” he shares. Naming the Bible as his favorite business book, Clay is proud to serve “behind the deal” through this marketplace ministry. He hopes that folks acknowledge him as someone who cares for them as much as he would care for himself given the same situation.

Away from work, Clay, who serves on the Board for New Life Children’s Home in Guatemala, is an avid Texas Tech sports fan and a proud husband and father. He and Kristyn enjoy traveling and spending time with their daughter, Annika, 20, a Texas Tech Rawls College of Business



student and assistant manager with Vector Marketing, which sells the popular American-made CUTCO® cutlery and cookware. “She will be running her own office in Wichita Falls this summer,” Clay mentions. “We are extremely proud of her, and her role has allowed us to connect on another level about sales and serving clients.”

The Engers’ journey in real estate encapsulates a commitment to genuine relationships, service and community impact. Their approach embodies integrity, empathy and a desire to leave a lasting and positive legacy. Navigating both professional and personal spheres with dedication and humility, their story exemplifies the transformative power of authenticity and compassion in real estate and beyond.

Clay Enger
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“We have the experience and desire to help every age and situation and bring a calm to an otherwise anxious time.”

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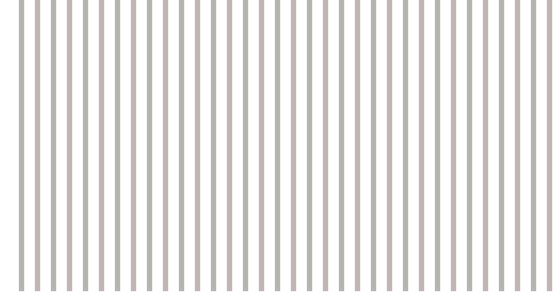
▶▶ rising star

Q&A submitted by Saylor Carver
Photos by Rowdie Bright Photography

SAYLOR & SOL



C
A
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PROGRESSIVE PROPERTIES

When did you start your career in real estate? After graduating from college in New Mexico, Sol and I moved to Lubbock in August 2021. We got our real estate licenses at the end of October that year and started our career working at Progressive Properties in November of 2021.

What did you do before real estate? Sol and I both attended college in Albuquerque, NM, where I received my bachelor's degree in business general management, and Sol received his associate's degree in business administration.

Share the life events that led you to real estate. For me, I've grown up around real estate my whole life. My grandparents owned an independent brokerage in my hometown known as Kenneth Realty, and my mom was also an agent there. From the time I was born, I was on her side whether she was working at the office or out doing showings. She even had a baby crib in her office for me. Sadly, my mom passed away in July 2019. After her passing, carrying on that love and passion for real estate that she showed me became even more important to me. Aside from growing up around this career field, I have also been obsessed with the architectural and design side of real estate.

Sol's background in real estate came from his grandmother being a REALTOR® in Arizona and his father, who was and still is a general contractor. Growing up, Sol would always help his dad with jobs such as demolition, drywall/texturing, tile/flooring and more, which is how he found his love for working on houses and gained excessive knowledge on the ins and outs of a home.

How and why did you choose your current brokerage? We chose Progressive Properties due to its family/team-like environment. Talk about a place with no competition and only love and support for us all to get to the top together. We were also drawn to





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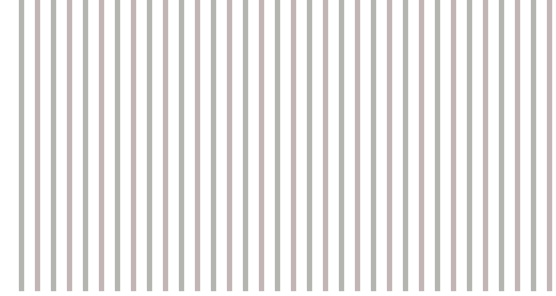
the knowledge and mentorship the brokerage offers. We can 100% pay our respects for our success to how Progressive Properties has taught us to get any and every deal to the closing table.

What are you most passionate about in real estate right now? We are most passionate about keeping our speed and growth in our business. We never dreamed our career would take off this quickly within the two years we've been in it, and we have no plans of letting off the gas. The sky is the limit, and we seriously cannot wait to see what's in store for us and SSOLD REALTY GROUP, INC. as we continue to show up and show out for our partners and clientele.

What do you find most fulfilling about your work? The most fulfilling part of our job is guiding our clients with one of the most significant purchases of their lives. Being able to buy real estate is a huge accomplishment. Although it can be daunting and scary for homebuyers, taking that pressure off our clients and allowing them to enjoy the process while we handle the rest is very rewarding.

What do you see for your real estate future? We see a ton of growth and expansion as Sol and I plan to keep doing real estate for many years. We genuinely love what we do and truly believe that where there is passion, success follows. Our main focus is to continue growing our brand, clientele and leadership within the company. We also want to invest in more real estate and venture into other businesses as opportunity presents itself. Because we are just 22 and 23, we plan to hustle hard for the next 15 to 20 years in hopes of retiring early and doing what we love most — being with family and friends and traveling.

What sets you apart? The number one thing that sets us apart is our hustle. Being in our early 20s with no kids or family in town but a true passion for what we do, we can truly say work is our life. When working with us, our clients get our all. They also get two agents for the price of one, which brings more knowledge, perspective and accessibility to the table. Lastly, we aren't concerned about numbers in this business. We'll sell you a \$900,000 house but will also sell you a \$30,000 fix-and-flip. We are here to provide our clients with the best service regardless of the timeline, price point or situation.



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How do you define success? To us, success is what we are able to leave behind. The legacy that we want to leave behind is what drives us every day.

What do you want to be remembered for? Our primary goal is to be remembered as good and genuine people.

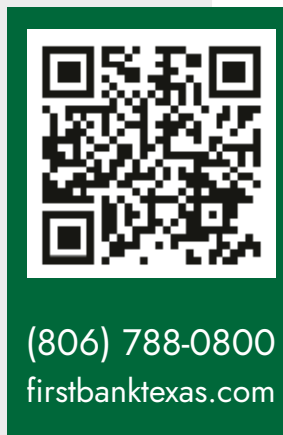
What is something that not many people know about you? We are high school sweethearts. We met in seventh grade, started dating during our sophomore year of high school in 2016 and have been together ever since.

Saylor & Sol Carver
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Share your favorite places to meet with clients. When not meeting with clients at the office, we'll typically meet with them at our favorite local coffee shops. Some of our favorite spots are Brewed Awakening, Nashwell Cafe and Monomyth Coffee Co.

Tell us about your family and what you all enjoy doing together. Between the two of us, we have family in New Mexico, Arizona and Colorado with whom we love to visit and spend time. At the moment, we don't have any children and are focusing on growing our business and preparing for our future. Babies will come at some point, just not right now. When not working, we enjoy hanging with friends and family and being outdoors. We love to snowboard in the winter, hang on the boat at the lake in the summers and travel to new places

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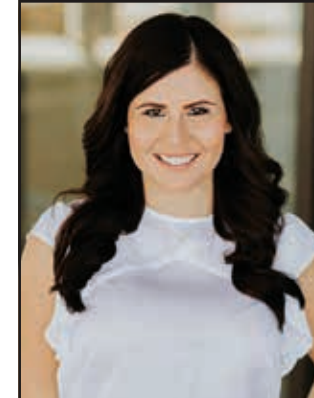
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Twenty-three years ago, **CADE FOWLER** was laying sod at the old Lubbock Association of REALTORS® (LAR) office when family friend and current REALTOR® member Janice Jones encouraged him to apply for the position of Key Service Administrator. Janice, serving as Administrative Assistant at the time, inspired Cade, and he submitted his application. “Long story short, I’ve been here ever since,” he shares. “The Lord works in mysterious ways!”

Cade now works at the beautiful new office at 6510 70th Street, purchased in 2020, along with the meeting and event space at 6514 70th Street. Cade and five other dynamic professionals devote their days to LAR, a non-profit 501(c)6 with a detailed history dating back to 1926 and serving more than 1,800 REALTORS® and affiliate business partners.

“Long story short, I’ve been here ever since. – Cade



Cade Fowler

Currently the CEO, Cade, a Lubbock native, works with the Association’s elected officers and the Board of Directors to achieve the Association’s mission, goals and objectives and works closely with the committees and oversees the staff. A lifelong learner, Cade stays current on the rapidly changing real estate industry to provide relevant products and services to help members be great REALTORS®. “I want us to always be a shining example of a professional trade association,” says the proud recipient of the Tom D. Morton Award for outstanding real estate association executive from the Texas Association of REALTORS® in 2014. Cade loves spending time with his wife and two sons, ages 11 and 7, when he is not hard at work, and he names watching movies and traveling as favorite pastimes.



Holly McBroom

Operations Director **HOLLY MCBROOM**, a born and raised Bloomington, IN, Hoosier who got to Texas as soon as she could, oversees the day-to-day operations of the LAR office while upholding the LAR mission statement: “To serve the REALTOR® profession, protect private property rights and promote the professional marketing of real estate.” Holly, a graduate of Abilene Christian University, loves her work. “We have a fantastic membership and staff,” she says. “Every day is different with new challenges to meet.” Holly’s hobbies include singing and taking motorcycle trips with her husband.



Tonya Marley

TONYA MARLEY, MLS Administrator, originally from Central Texas and a West Texas A&M University graduate, ensures the data in the MLS is as accurate as possible, helping agents learn the system through training and troubleshooting and working with IDX vendors, agents and offices to include MLS listings on their websites. Tonya is currently working on the IDX vendor transition from RETS to API, which will allow listings to display on websites more quickly and securely. Tonya is grateful for her position. “I enjoy helping people, and I get the opportunity to do that every day,” she explains. She also enjoys listening to books on Audible, caring for a growing assortment of succulents and spending time with her Maltipoo, Bobby.

“I enjoy helping people, and I get the opportunity to do that every day. – Tonya

Every day is different with new challenges to meet. – Holly



Brenda Fisher

BRENDA FISHER, Communications Director, tells REALTOR® stories via social media and marketing. A graduate of the University of Utah, Brenda is an award-winning newspaper reporter and editor who reveals that the real estate industry chose her. “I had no idea what I was getting myself into when I started working in REALTOR® communications six years ago,” she explains. “I’m so grateful for the opportunity because it has allowed me to share my talents and skills for a group of people I respect and admire.” In her free time, she is usually at home working on cross stitch while listening to a book.



Christine Michaels

Key Service Administrator **CHRISTINE MICHAELS**, a Lubbock native, provides member services like managing keybox transactions, auditing keybox inventory and accounts, helping with LAR store purchases and offering a friendly face to greet REALTORS® and visitors at the LAR office. Christine considers the opportunity to work at LAR an unexpected blessing. “It’s a brand new adventure for me professionally,” she states. “I’m eager to learn everything we do as staff to support our membership. Learning about the role a REALTOR® plays in our communities is so exciting.” Christine also wears many hats at home as a mom.



Tino Vela

TINO VELA, also Key Service Administrator, strives to provide courteous and professional service to all REALTORS®. Born and raised in Slaton, TX, and a Texas Tech alum, Tino was in the United States Air Force for six years, serving as a B-1B Avionics Technician, Senior Inspector. Tino is thankful that a good friend introduced him to the real estate industry, and when he isn’t working with members, he enjoys photography and woodworking.

Cade, Holly, Brenda, Tonya, Christine and Tino are steadfast champions of LAR, where membership is crucial for any agent who wants to be a part of the REALTOR® family. “Being a member gives you access to many of the tools you need to be successful in this business,” Cade says. “We are a member-driven organization, which means that the member volunteers are the lifeblood of the Association.”

Lubbock Association of REALTORS®
6510 70th Street
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My goals here are to provide courteous and professional service to all REALTORS®. – Tino

“I’m so grateful for the opportunity because it has allowed me to share my talents and skills for a group of people I respect and admire. – Brenda

“It’s a brand new adventure for me professionally. I’m eager to learn everything we do as staff to support our membership. – Christine

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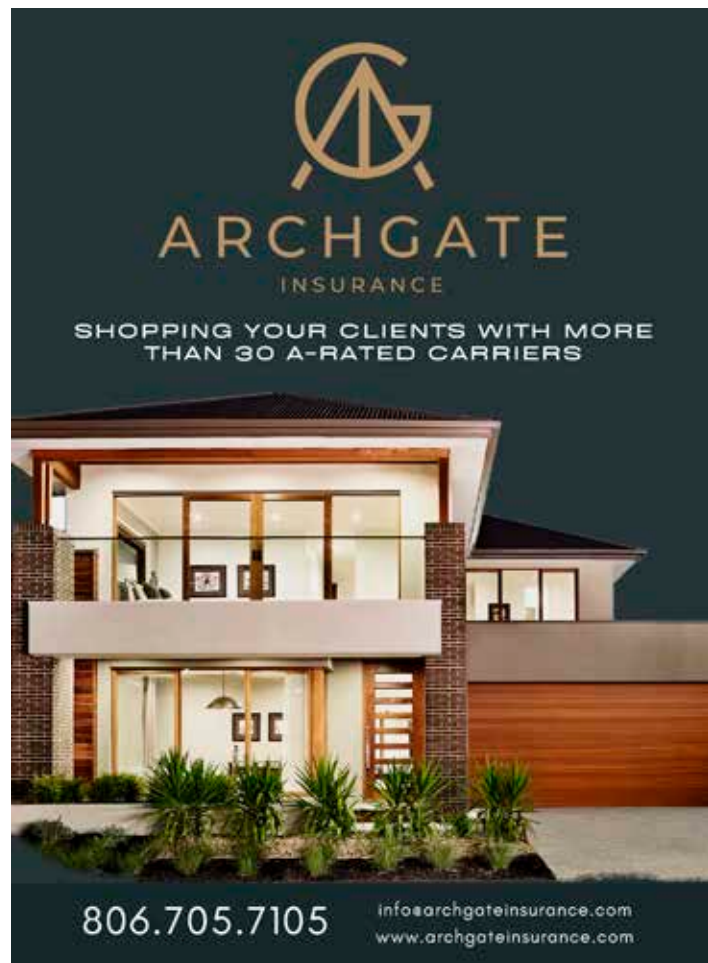
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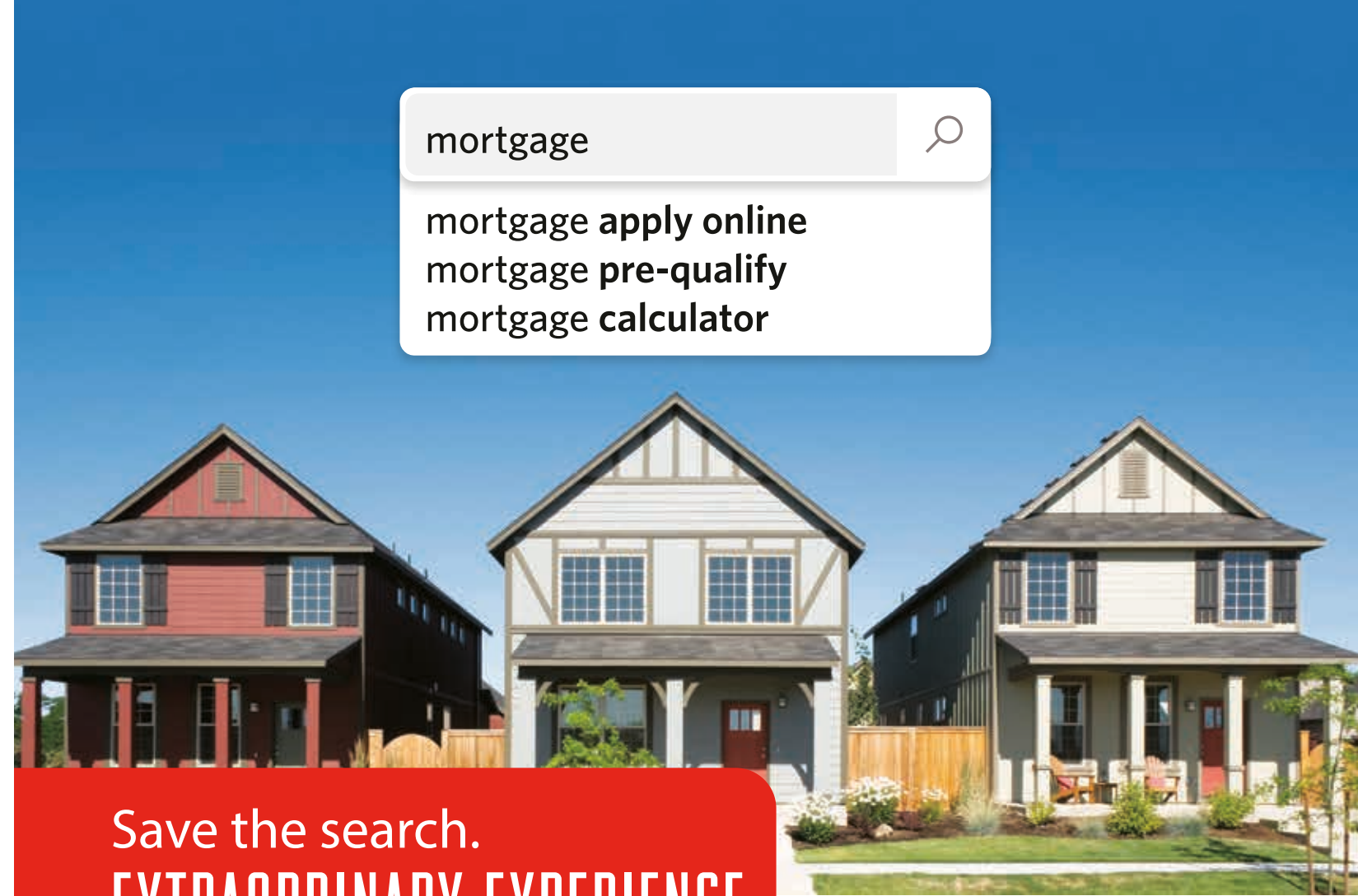
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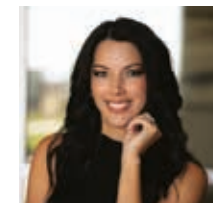
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KELLER WILLIAMS REALTY



Jenifer Hudman loves adventure. From skydiving, riding roller coasters or descending 100 feet beneath the water's surface off the coast of Catalina in the middle of a kelp forest, she fearlessly pursues the exhilarating. Jenifer has found a fitting career in real estate, where every transaction presents unique challenges and opportunities. Negotiating deals and navigating market fluctuations in the fast-paced environment keeps her on her toes, and helping clients find their dream homes adds to the industry's excitement.

One of Jenifer's most recent heartening client experiences involved a wedding. "I had buyer clients who had moved in from out of state," she shares. "The man has family here, but the woman was here without her friend circle. I was accidentally included in a group text in which the woman texted the man, 'Good morning, my almost husband!' I responded asking if there was something I needed to know, and she confided in me that they had an appointment with the JP early that next morning to marry. I asked her if she had someone to stand with her and take pictures. I drove to the rural town the next morning with champagne and flutes to toast the newlyweds. It was so much fun, and I was definitely the one who received love from the day."

When she speaks of love, Jenifer mentions first-time homebuyers. "I have always loved first-time home buyers," she expresses. They are my passion, especially when the first-timer is a single mom. I will congratulate her and speak great things over her commitment to her children." Sharing gifts with her clients also brings her joy. "Gift-giving is my love language," she remarks. "I like to listen and pay attention closely throughout the transaction for the nuances of the folks I am helping so I can tailor the closing gift to a personal level." Her gifts are a culmination of a journey of listening. "I work very hard to meet buyers, sellers and investors right where they are," she says. "*Listen to understand* is a phrase I will repeat to myself to ensure I hear their wants and needs. I strive to be an agents' agent, working diligently for the transaction and the profession."

Jenifer has cultivated client relationships since obtaining her license with Keller Williams in 2005, starting a part-time real estate career in Austin, TX. She moved to San Antonio in 2007 and to Lubbock in 2010, committing to being an active member of various REALTOR® associations. Alongside her real estate endeavors, Jenifer, who holds a master's degree from Texas Tech

“ I’ L L N E V E R S T O P . ”



University, has held faculty positions at South Plains College, TTU Health Sciences Center and Northwest Vista College. Transitioning to full-time real estate in 2017, Jenifer continues to serve her clients with dedication and expertise. “I’ll never stop,” she asserts. “I’ll continue to speak about how real estate changed my life and how it will very likely set homeowners up for financial stability.”

Jenifer names podcast host, author and motivational speaker Mel Robbins as one of her inspirations. “She speaks to me, and sometimes, she also kicks me in the pants,” Jenifer laughs. She also closely follows the The Millionaire Real Estate Agents podcast, a source of powerful learning from real estate masterminds. Defining success as moving forward, Jenifer explains, “Success is not the opposite of failure; it’s working through the obstacles to fail forward to get closer to your goals.”

One of Jenifer’s ongoing goals is to prioritize family time with her kids and husband, Ben Keck, who has raised her children, Rachael and Reese, as his own. “He has instilled in them West Texas values and a wicked sense of humor,” says Jenifer, whose stepson, Colton, is a wonderful addition to her life. When she is not busy working, Jenifer enjoys traveling and reveals, “I keep a travel line item in the budget!”

If she could go back and change something about her real estate path, she would have gone full-time much sooner, and she does not hesitate to voice one of her hopes: “I pray I have given my kids a sense of curiosity and adventure.”

Jenifer Hudman
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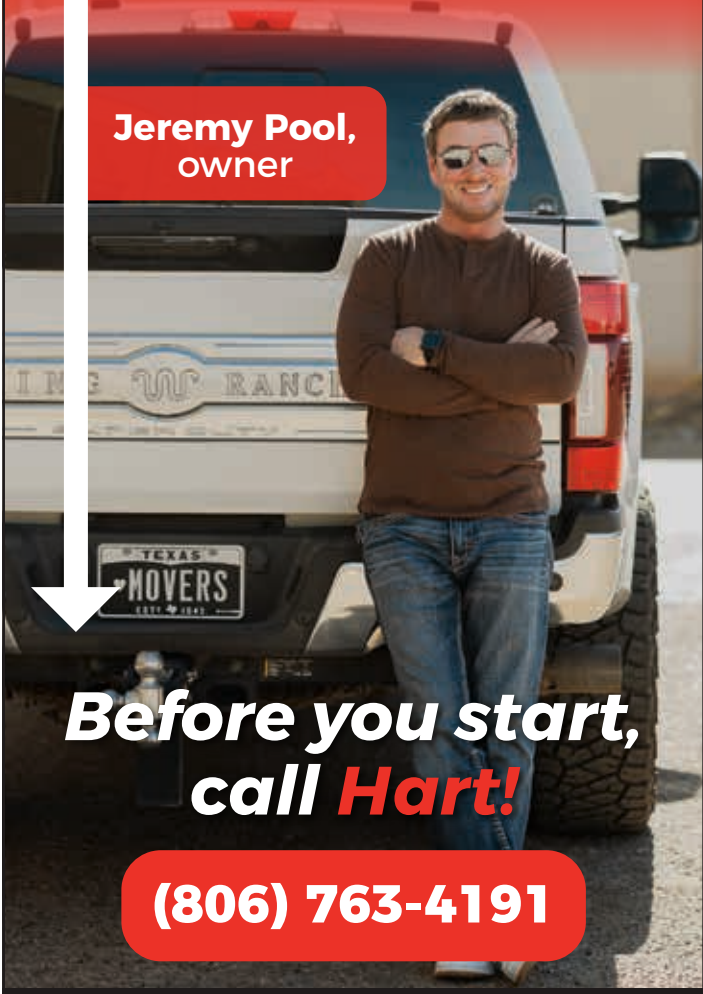


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KACY PUTMAN

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Kacy started in the industry as a receptionist for the mortgage department of a local credit union. Very quickly, she became interested in the mortgage and homebuying process. She was a voracious learner, always asking her coworkers questions and ordering study material for the mortgage licensing exam. She later worked as a loan officer before landing a role at

▶▶ partner spotlight

Story by Caroline Kelsick
Photos by Rowdie Bright Photography

Many thanks to Apex Construction for graciously lending their beautiful space for Kacy's photoshoot

LNB in 2019. In 2021, she was promoted to manage the mortgage department and has continued originating loans.

LNB services its conventional mortgage loans. Instead of selling mortgages to investors, LNB keeps them. "Our customers love that they can make their payments to LNB and can come speak with us when they have questions about their loan or escrow account," Kacy says. "We have created many innovative in-house loan products that help borrowers who don't quite 'fit the box' for a traditional mortgage loan. One program has no minimum credit score requirement, and another allows for zero down payment, which has allowed us to help many people get into a home when they otherwise couldn't qualify."

LNB also gets its loans fully approved upfront, meaning applications go through underwriting and get full income and credit approval at the beginning of the process. For offers, an approval letter is stronger than a pre-qualification letter. "We stand behind our approval letters," Kacy shares. "Once you get an approval letter from us, we make sure that the loan closes."

Kacy has been married to her husband, Josh, since 2017. Josh is the owner of Flatland Realty and the sales manager for Worx Payroll. They share two children, Knox (6) and Hensley (2). The Putmans love to travel, play games, have living-room dance parties and spend





“

I am super honored to get to lead a team of such **wonderful, hard-working people.**

time at the lake in the summer. Kacy and Josh are avid sports fans; when possible, they attend big sporting events like the World Series, golf tournaments and the March Madness Final Four.

For Kacy, success means being the best she can be each day as a mom, a professional and a friend. She highly regards the relationships in her life and wants REALTORS® to know that she is here to help. “I am super honored to get to lead a team of such wonderful, hard-working people,” Kacy emphasizes. “I want REALTORS® to know that my team and I are here to help educate them and help them grow their business in any way that we can.”

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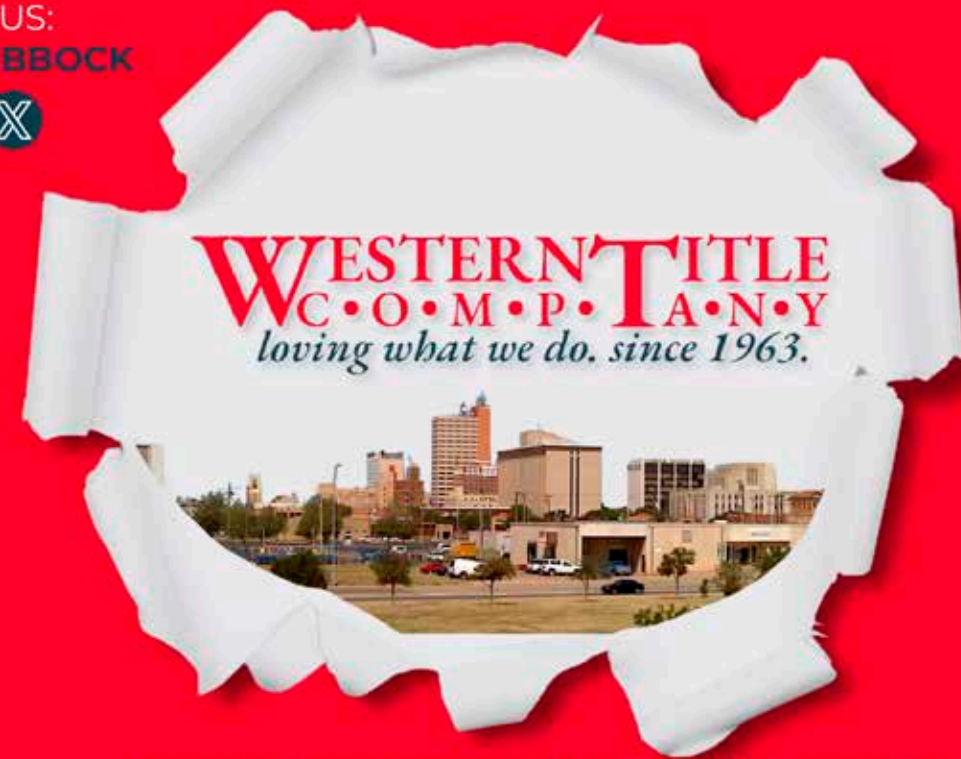


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WRIGHT
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Lubbock Real Producer Maggie Riley has always been passionate about real estate. In college, she covered her unsightly college dorm walls in fabric, canopies and hand-sewn curtains. On Sunday afternoons, she drove around her college town looking at houses and investigating foreclosures.

Homeownership became a dream come true with her husband, Josh, in 2012 and within a year, Maggie earned her real estate license. "After purchasing a home with none other than my now broker, Kristen Wright, I knew that real estate was what I wanted to do," Maggie shares. "I wanted the flexibility to spend time with my daughters, and I wanted to help other people find, dream about and imagine their home, a place they belonged, felt loved and could creatively be themselves."

Before she was a REALTOR®, Maggie stayed home raising her first daughter and working odd jobs. Then, her relationship with Jonathan and Kristen Wright ushered her into the real estate industry.

They met through church in 2008, when Jonathan was the associate pastor and Maggie's husband was the youth pastor. "We spent quite a bit of time with the Wrights during that season, and when I decided to become an agent, I wanted to work close to Kristen," Maggie explains. She worked with Kristen at Rush REALTORS®, and when Kristen got her broker's license, Maggie followed her without a thought.

Maggie has been married to Josh, a data analyst and programmer for ABC Bank, for nearly 14 years. Maggie and Josh share three daughters, Allison (12), Macy (10) and Olivia (6), and two dogs, Chip and Detlef. The Rileys love to play board games and attend the girl's extracurricular activities, including choir and gymnastics. "We are also passionate about language and culture in our house," Maggie reveals. "We try our best to incorporate cultural meals and introduce our girls to as many new foods and places as we can." In her spare time, Maggie volunteers as PTA President at Crestview Elementary. She loves to read, spend time with friends and work out on the Peloton.

One of Maggie's most unique traits is her conscientiousness, which manifests in her closing gifts. She prioritizes listening to her clients to pick up on things they hope for in their new home. For first-time homebuyers, Maggie calls a dear friend who makes custom door mats. When she is in a pinch, she calls Hanna Qubti at Gifts Matter and knows Hanna will create something beautiful. "My most memorable gift was when I found out that a client's small children had never taken a bubble bath; they always had a sink bath," Maggie mentions. "I got them bath toys for their closing gift, and I loved getting the photos of their sweet, lit-up faces when they were able to use them."

Maggie values peer-to-peer support in the real estate industry. "I spent far too much time floundering and trying to figure so much out on my own," Maggie recalls about her early days in real estate. "I want more than anything to equip new agents so they can go out and make a good name for our industry," she asserts.



First-time homebuyers serve as a powerful motivator for Maggie. She considers witnessing buyers imagine their homes and take pride in their new spaces a privilege. "It's hard to deny the power and joy that comes from first-time homebuyers who are proud of the hard work involved in getting their home," Maggie smiles.

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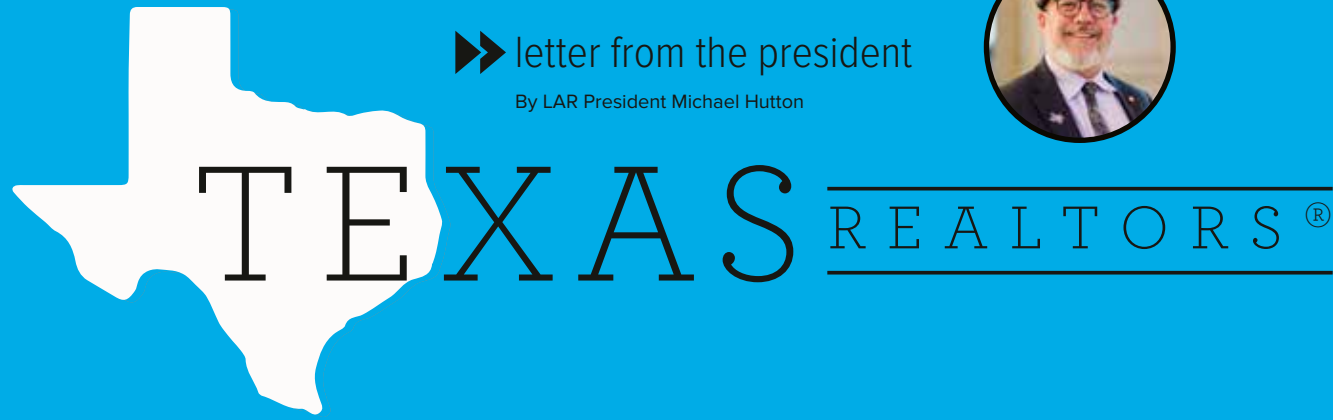


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▶▶ letter from the president

By LAR President Michael Hutton



Fair Housing Practices Are Essential to the Real Estate Pro

Life here in West Texas is laid back and friendly, but we, real estate professionals, must be careful not to violate Fair Housing laws while having friendly conversations. Part of our job is to learn what our clients' needs are, but we must be mindful of the questions we ask while learning about them. Instead of asking clients why they need four bedrooms versus three, ask broader questions and allow them to tell you what they want you to know.

As you may know, April is Fair Housing Month. But you may be asking yourself, why is this important to REALTORS® here in Lubbock, Texas? Over the years, Fair Housing laws have changed and evolved and have altered the way we do business. They have changed how we describe properties, which means changes in advertising, and the Clear Cooperation Policy was established with a strong Fair Housing component, which is why our MLS rules and regulations are closely monitored.

Fair Housing goes beyond the law and extends to acting ethically. Everyone, regardless of their nation of origin, religion, sexual orientation or marital status, deserves a piece of the American dream. It's about serving our community and striving to provide the same services to everyone, regardless of their situation, status, race, gender, orientation, etc. REALTORS® are bound to a common Code of Ethics, which includes how we treat every person in the public.

If you are unsure about what you can and cannot say regarding Fair Housing laws, you must do your due diligence and learn more about the Fair Housing Act. You can visit nar.realtor/fair-housing to learn more. Ignorance will not protect you if you violate Fair Housing laws, so if you have concerns, make sure you talk to your broker.

The following are the tenets of Fair Housing:

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Housing discrimination is prohibited. All persons have the right to equal housing opportunity regardless of race, color, religion, sex, familial status, national origin or disability.

No Discrimination

Landlords, real estate agents, mortgage lenders and other housing providers cannot discriminate against applicants based on protected characteristics.

Reasonable Accommodations

Providers must make reasonable accommodations to policies and practices to allow disabled persons equal housing opportunity.

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Newly constructed multifamily housing must include accessible features for disabled residents.

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Lenders cannot deny loans, set different terms or limit access to credit based on protected characteristics.

The Fair Housing Act was signed into law in 1968, opening the dream of homeownership to every American after many years of discriminatory legislature and practices. The Lubbock Association of REALTORS® is proud to promote Fair Housing here in the Lubbock area and celebrate the changes that Fair Housing has made for every citizen.

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FAQ

ABOUT THIS MAGAZINE

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

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

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

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

Q: WHO ARE THE PREFERRED PARTNERS?

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

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

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

Q: WHO RECEIVES THIS MAGAZINE?

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

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

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

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



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