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TRUE GRIT

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Success often hinges not just on skill or expertise, but also on a quality known as grit. Grit sets apart those who thrive in the face of challenges and setbacks from those who falter.

So, what exactly is grit?

Grit can be defined as the perseverance and passion for long-term goals, coupled with the resilience to overcome obstacles along the way. It's the ability to stay focused and determined, even when confronted with adversity or uncertainty. In the context of real estate, grit is what enables you to weather the ups and downs of the market, navigate complex negotiations, and persist in pursuit of your objectives.

Here are a few key aspects of grit that every realtor should keep in mind:

1. Resilience: Real estate is inherently unpredictable, with deals falling through, clients changing their minds, and market conditions fluctuating. Resilience is the ability to bounce back from setbacks, learn from failures, and adapt to new circumstances without losing sight of your goals.

2. Passion: Passion fuels perseverance. When you're genuinely passionate about helping your clients find their dream homes or achieve their investment objectives, you're more likely to put in the hard work and dedication required to succeed, even when faced with challenges.

3. Commitment to Growth: Gritty individuals are committed to continuous improvement. They actively seek out opportunities to learn and grow, whether through further education, networking, or seeking mentorship. This dedication to personal and professional development is essential for staying ahead in the competitive real estate industry.

4. Long-term Focus: Grit involves keeping your eyes on the prize, even when the journey becomes difficult. It's about maintaining a clear vision of your long-term goals and staying motivated to pursue them, one step at a time.

As realtors, cultivating grit is not just beneficial—it's essential for thriving. By developing resilience, nurturing your passion, committing to growth, and maintaining a long-term focus, you'll be better equipped to overcome obstacles, adapt to changes, and ultimately achieve success in the dynamic world of real estate.

Remember, grit is not something you're born with—it's a quality that can be cultivated and strengthened over time. So, embrace challenges as opportunities for growth, stay true to your goals, and never underestimate the power of grit in your real estate journey.

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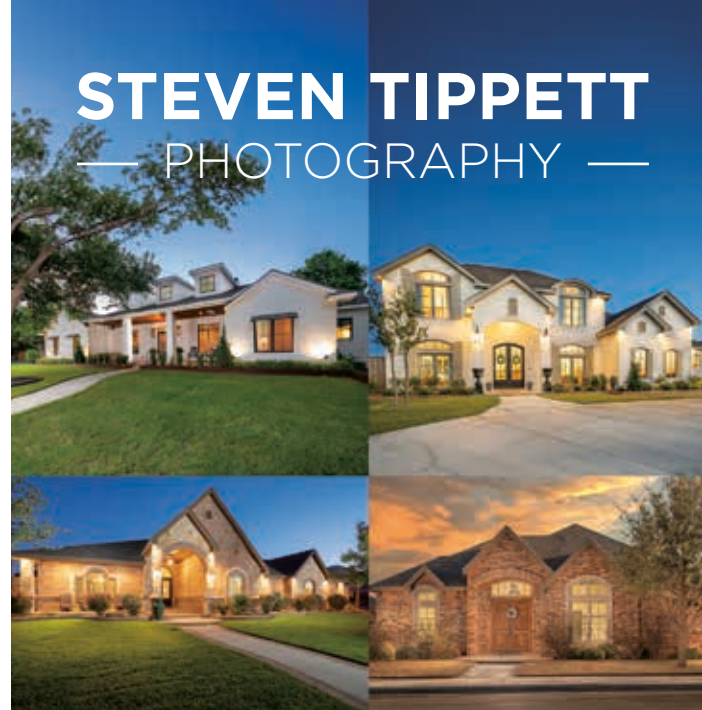
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Permian Basin Real Producers Top 300 Celebration

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▶ event recap

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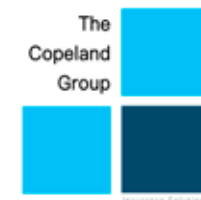
Special shoutout to our vendors: The Stones Photo + Film for capturing memories, Driftwood Catering for the delicious food, and Hops and Bubbles for keeping the drinks flowing. Last but certainly not least, we extend our deepest appreciation to Sewell BMW for graciously opening their space to us and providing the perfect backdrop for our celebration.

To everyone who attended, contributed, and helped make our Top 300 Celebration a night to remember - thank you from the bottom of our hearts. Here's to continued success, growth, and many more milestones ahead!





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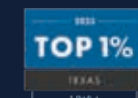
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EARL HERITAGE REAL ESTATE

DONAVON

BUILDING FUTURES, *ONE PROPERTY AT A TIME*

By Beth McCabe | Photos by The Stones Photo + Film

“Odessa has always been home,” says Donavon Earl, better known as “The Home Boss.” A graduate of Permian High School, he enjoyed a brief stint playing college football before venturing into the hospitality industry.

“I was there for a couple of years and then I had the opportunity to work on wind turbines in Cohocton, New York,” says Donavon. “The winters were crazy,” he recalls. Although he was only there a year, the biggest highlight was reconnecting with his now wife on Myspace in 2009.

When everything in the industry slowed down, Donavon went into oil and gas for 6 years. He worked in safety, human resources, and for the Department of Transportation. That’s when he received a higher calling.

“I felt the Lord calling me into full-time ministry,” he says. A minister and mentor Kenny asked him, “What are you going to do with the rest of your life?” Donavon thought about it and admitted, “I fought the call for a while. I was worried about the financial piece.” Going from a six-figure income to something a whole lot less was daunting. He told the Lord,

“Yes, Lord, I am going to do it – in my time.” Circumstances determined otherwise.

“I got laid off from my oil field job,” he laughs. Donavon answered the call of God on his life, starting as an assimilation pastor before being promoted to kids’ ministry and students. “I became the Central Next Gen Pastor for the church overseeing birth to college for all four campuses at the time.”

He worked in full-time ministry for 5 years. “It was a lot of fun and I really enjoyed it,” he says. “I felt like I was to step away from a bit.” When he prayed that God would open a door, Donavon considered Chick-Fil-A or working with Betenbough Homes, a faith-centric company. “Everything they do honors the Lord,” says Donavon. After interviewing at both companies, he was offered both positions.

“I went into new homes sales at Betenbough Homes and then got promoted to sales manager, where I worked for just under 4 years,” he says with a heart of gratitude. When he reached the top position in sales, Donavon was searching for more. He went to Chick-Fil-A and was offered a Director position, but it wasn’t a fit.



“I quickly realized that this wasn’t what the Lord had for me,” he admits. Working from sunup to sundown was exhausting. At the end of May 2023, Donavon made a bold step. “I quit my job without having a job.” His wife wholeheartedly supported him as he ventured into real estate, starting classes on his birthday, June 5. After finishing classes in mid-July, Donavon got his license on August 1.

“I make friends with people and then I sell them a house,” he says. People resonate with his warmth, empathy, and concern for them. “I love helping people sell their home,” he says. “I love relationships and real estate is all about relationships.”

What’s the secret to his success? “God,” he says. “Nothing that I do is of me; it’s all Him. He has given me certain talents and He has really blessed me. He’s given me the gift of

Nothing That I Do Is Of Me; It’s All Him.

He Has Given Me Certain Talents And He Has Really Blessed Me. He’s Given Me The Gift Of Building Relationships And Networking. It’s All Because Of Him.

”

“I’ve been rocking in real estate ever since,” he says. This go-getter has always enjoyed real estate, eager to help others, skills developed from his days in ministry.

“There is something special about real estate,” he says. Whether helping first-time homebuyers or people who are purchasing again, Donavon is there to help every step of the way. With his people personality, he relates well to others with his down-to-earth nature.

building relationships and networking. It’s all because of Him.”

Looking forward, Donavon sees himself becoming a Broker and opening up his own brokerage. “I see myself building a team of other agents and sharing what I learn. I love to help people grow.”

FAMILY MATTERS

When not working, Donavon is a loving husband to his wife Tasha and their three children, Anaya (18),



Atiyanna (13), and Adriyel (10). The kids enjoy active lives, playing sports.

“I coached my son’s football team for 7 years,” says Donavon. Adriyel plays football, basketball, and track. As for Atiyanna, you can find her excelling in volleyball (including club volleyball) and track. Anaya also played volleyball and is currently attending cosmetology school.

As a family, it’s all about quality time. With club sports, Donavon and Tasha travel all the time. “Traveling is our jam,” he says. He also takes one trip together with Tasha each year as well as with the entire family. “I like to go to places where we have never been and eat food that we have never eaten.”

To relax, Donavon is a diehard Dallas Cowboys fan. “I’ve got an obsession with them,” he says. Although he is frustrated with them, he is hoping that they do better this year.

FINAL THOUGHTS

As he reflects on his career, Donavon is grateful for the opportunities that have shaped him. His positive mindset and unwavering faith opened doors to endless possibilities. He is looking forward to continuing to build futures, one property at a time.

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GINA MERAKI HOME REALTY LUJAN

Gina Lujan found her path to real estate via the want ads. She had been blessed as a stay-at-home mom for many years and wanted to enter the workforce in such a way that she could set her own hours and be flexible with her kids' schedules. She'd been looking for guidance, and one day, she found herself praying over the Thrifty Nickel. "I put my faith in Him and pointed," Gina shares. "I landed on a broker looking for agents." Gina followed up on the opportunity, which led her to enroll in real estate school. She earned her license in 2008. Today, her three children and her husband are also in the industry. Clearly, she knows how to build a legacy.

Born in Chihuahua, Mexico, and raised in Odessa, TX, Gina would embark on her real estate career, aspiring to one day open her own company. Gina gives so much credit to her parents, Jorge and Josie Munoz. They raised her to be a strong, independent woman with an American dream.

She reveals that her start in real estate was notable, and she reached top-sales status, thanks to a whole lot of hustle, which often included three kids in tow. Gina has improved year after year. "Every year has gotten better for me, thanks to the Lord," she comments. Gina is now approaching her third year as REALTOR®/Broker/Owner of Meraki Home Realty, the leading real estate team in Odessa. She manages an office of 13 agents and serves as a working agent, as well.

Gina credits her son-in-law, Christian, for naming the business. "Meraki is a Greek word that means doing something with soul, creativity and love," she explains, which translates into a work culture where everyone puts their heart into serving clients. Gina also invests in the REALTOR® community, having served on the Odessa Board of REALTORS® from 2016 to 2022. She served as Treasurer in 2018 and President in 2021.

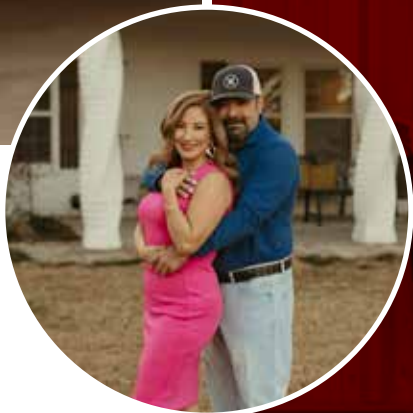


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“
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OF MAKING
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IN SOMEONE’S
LIFE JUST
MEANS THE
WORLD TO ME.”



Smiles on the faces of happy buyers and sellers are what Gina finds most rewarding about her work. “I love to be a blessing to others,” she remarks. “To be a small part of making a big difference in someone’s life just means the world to me.” Gina names veterans as one subset of clients who are dear to her heart, recalling a closing for a veteran who never thought he’d be able to achieve homeownership. “He was in tears the whole time,” Gina recounts. “He just could not believe he would ever own something. I was crying, too.”

shop, is ideal for coffee and conversation with its full kitchen, restrooms and meeting rooms. After closings, she stays in touch with her clients maintaining loyal business relationships.

The smiles and happy tears are a result of the strong relationships Gina builds with her clients as she visits with sellers at their homes to look at their space and answer their questions and connects with her buyers at the Meraki Home Realty office in downtown Odessa. “I like them to know I am here, I am local, and they can always find me,” she emphasizes, adding that her remodeled space, once a mechanics

Reflecting on her journey from agent to broker, Gina is honest that the road has not always been easy. She has had to adjust to worrying not just about herself, but also her agents. She has learned to recruit, train, mentor, set up efficient systems and so much more, and now that she is over the hurdle, she is hitting her stride. She plans to grow in the years ahead, but not in numbers. “We will grow in quality, ensuring we march forward with heart,” Gina asserts. “We will do



unto others as we would have them do unto us. We will be a blessing to others.”

Gina, who is most grateful to the Lord, names her family as her definition of success. Her husband of 27 years, Adrian, is a flipper and investor and the guy who remodeled Gina’s office. The couple has been blessed with three beautiful children, two sons-in-law and two of the most perfect


grandchildren. Their daughter Chasity Lujan, 26, is a REALTOR® at Meraki Home Realty, as is their 23-year-old daughter Mariah Limon and 20-year-old son Adrian Lujan, who just won the Rookie REALTOR® award with the Odessa Board of REALTORS®. When the family is not busy crushing the real estate industry, they enjoy going to Bible study, spending time together, playing games and connecting over home-cooked meals.

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To get ahead in today's fast-paced housing market, home buyers and sellers can set themselves up for success with one of our many AdvantEDGE programs. Connect with us today to learn more about these programs.

MIDLAND NMLS: 644147
(432) 689-2559
3510 N MIDKIFF ROAD #200 | MIDLAND, TX 79705



ODESSA NMLS: 635894
(432) 550-2011
1541 JBS PKWY, STE 16 | ODESSA, TX 79761



Approval AdvantEDGE¹

The smart start to buying a home.

- Verify homebuying budget
- Show sellers a serious offer
- Get power at the bargaining table

1Day AdvantEDGE²

Quicker credit approval.³

- \$250 lender credit⁴
- Stand out from other buyers
- Show sellers the buyer is serious

Buyer's AdvantEDGE

Strengthen the offer.

- Buyer's AdvantEDGE approval⁵ letter
- Appraisal Waiver⁶
- Close On Time Guarantee⁷

Seller's AdvantEDGE⁸

Sweeten the deal.

- Maintain sales price; lock 90-day rate
- 3-point seller concession⁹
- Protect buyer against market volatility

1)Approval means an Underwriter has reviewed your application and has verified all necessary forms of income, assets, and credit. All loans subject to final credit approval and acceptable property. Conditions and restrictions may apply. 2)Restrictions apply. All loans subject to credit approval. Borrower may not own other real estate or rely on self-employment to qualify (W-2 or verified fixed income only). Limited to conventional/conforming loan for purchase of primary residence with a 20% down payment. Must submit application and required documentation via online application portal and integrated resources and receive approve/eligible or accept from automated underwriting system. Refinance, investment, VA, FHA, USDA, jumbo, bond, down payment assistance programs, renovation, construction, and brokered out loans are not eligible. Will be subject to property meeting investor requirements. Eligible applications submitted after 1pm local time or on a weekend or company holiday will be deemed submitted the next business day. Unforeseen circumstances excuses lender's performance. Effective for applications after 11/3/23. Rates, fees, and offer terms subject to change. See <https://www.primelending.com/legal-disclosures/1day-advantedge-terms-and-conditions> for full details. 3)Approval indicates an Underwriter has reviewed your application and has verified all necessary forms of income, assets, and credit; final approval is subject to property conditions (e.g., inspection, appraisal) and is voided by changes in borrower's credit, loan program, or unforeseen circumstances beyond lender's control. 4)\$250 lender credit will be applied at closing to offset lender closing costs. No cash value. May not be combined with other offers. 5)Approved indicates an Underwriter has reviewed your application and has verified all necessary forms of income, assets, and credit. 6)Property Inspection Waiver specific to borrower and property and contingent on loan parameters. Borrower will need to be approved. Not available for all loan programs. Additional restrictions and conditions apply. 7)Receipt of executed sales contract for property required to guaranty closing by later of closing date or 21 days. Requirements: single family primary residence, FHA or Conventional purchase loan, unexpired Buyer's AdvantEDGE approval at time of closing, timely satisfaction of inspection/appraisal conditions. Voided by changes in sales contract, loan program, or borrower's credit, borrower/seller delays, fraud, legal restrictions, or unforeseen circumstances. \$5,000 liability limit. Excludes refinance, VA, bond, down payment assistance, renovation/construction, escrow holdbacks, brokered, condos, jumbo, USDA, investment, and unique properties. For full details visit <https://www.primelending.com/buyersadvantedge> 8)Seller pays up-front \$1000 participation fee which is applied to the seller's total concessions at closing; this fee will not be refunded in the instance that a loan for this property is not closed with PrimeLending within the agreed-upon timeframe. Remaining rate buy down cost paid at closing. Valid for 60-day rate lock. After signing the contract, the buyer will have 30 days to close their loan with PrimeLending to get the discounted interest rate. The discounted rate may not be transferred to another property address. Conventional, FHA, VA, and USDA loan types are eligible. Conditions and restrictions apply, please reach out to your PrimeLending loan officer for more information. 9)For a principal residence or second home purchase, the seller concession is 3%. For an investment property purchase the seller concession is limited to 2%. Product info as of 2/14/24, subject to change. All loans subject to credit approval. Rates and fees subject to change. ©2024 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 13649) Equal Housing Lender. PrimeLending is a wholly owned subsidiary of a state-chartered bank and is an exempt lender in TX for 1st Liens. 2nd Liens Regulated Loan Lic. No. 2803. V072822