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TABLE OF CONTENTS



12
Top Producer:
Cole Whisenhunt



20
On the Rise:
Alicia Torres



26
Partner Spotlight:
Western Bank Mortgage Center



32
Featured REALTOR®:
Shawn Anglin



38
Spotlight REALTOR®:
Jenni Boller



42
Partner Spotlight:
WestTech Foundation Repair




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Cole dressed in Signature Stag



COLE

WHISENHUNT

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From teaching and coaching basketball, football, track, and tennis, Cole Whisenhunt transitioned into real estate to be home more for his growing family. After he and his wife, Abbi, had their first child, Cole found himself leaving the house before his daughter, Crosby, was awake and returning after she was asleep. “I knew we wanted to have more children, and I needed to make a change for a more flexible schedule,” Cole says.

As a REALTOR®, Cole knew that choosing the right brokerage was crucial. “I knew the people and leadership at Keller Williams valued me as a person and wanted to see my personal life exceed the life of my business,” he shares, adding that Keller Williams teaches agents how to run their businesses like businesses, rather than just putting the next sign in the yard. Cole emphasizes that his work doesn’t mean much if it’s not for God’s glory. “If we don’t look for the moments to share that during a transaction, then we’re missing the point,” he says.

Cole’s passion for real estate extends to working with the people on his team. Helping clients buy or sell a home is rewarding, but helping his team navigate stressful situations and lead clients confidently multiplies those positive experiences. “Our community, friends, and family deserve that,” Cole explains.

“

If we don’t look for the moments to share God’s glory during a transaction, then we’re missing the point.

”





“
At closing, I always
write a card to tell
them what they
have meant to
me personally.”

Being a REALTOR® can be challenging, but Cole has learned how to stand out and set clear goals for the future. He aims for his team to be recognized as the best in Lubbock, working in an environment where they experience and feel God’s love daily, while being pushed and held accountable to meet their goals. “Talented people want a strong culture that matches their values and also an environment that pushes them to achieve things they wouldn’t have done on their own so they can live the biggest life possible for themselves and their families,” he adds.

Most of Cole’s business comes from friends and new relationships he forms through coaching his kids, engaging in community activities, and networking. He often meets clients at their homes or places of business. Instead of traditional closing gifts, Cole prefers to give thoughtful, personal gifts throughout the year when opportunities arise. “At closing, I always write a card to tell them what they have meant to me personally,” Cole says.

Recently, Cole has enjoyed speaking at schools, churches, and businesses, and he welcomes invitations for speaking engagements. “I don’t see other REALTORS® as competition, but as partners,” he notes, encouraging others to reach out if he can assist their business.

When Cole isn’t working, you can find him returning to his roots by coaching his kids, which is his favorite activity. He also loves spending time with his wife, watching sports, playing golf, and taking trips. Cole and Abbi have two girls and two boys: Crosby (11), in fifth grade; Nash (9), in third grade; Liza (7), in first grade; and Maverick (4), who will start school next year. The family also has a 1-year-old dog named Shep. Their favorite family tradition is attending Kanakuk Family Kamp in Branson, where they spend a week enjoying activities, competitions, pool time, worship, sports, and prayer. “It’s the best time for our family,” Cole smiles.



Photo by Casey Lampert, Toast Studios

The people in Cole’s life are incredible, he says. “I have the best wife and partner in life in Abbi,” he highlights. “I have the best parents and friends I could ask for. My kids are a true joy. God is working in my life even when I don’t see it, and I’m grateful for that.”

Cole offers powerful words of wisdom: “If you feel like you’re up against a giant today or stressed while reading this, take a 30,000-foot view. Ask people around you for help. Just remember, your life was made for more. Stop going through the motions. Take one step toward what you want life to look like. Get rid of whatever is draining you. Find space on the calendar for whatever gives you energy. It’s your life. Start living it. God sees you, and He is with you.”

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Alicia Torres



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When did you begin your career in real estate?

Four years ago, in August 2020.

Share the life events that led you to real estate.

I have always loved helping people. As a social/catering manager, I helped clients with special days in their lives, including weddings, birthdays, and more. Assisting people and building relationships during one of the most significant moments of their lives—purchasing a home—was a natural transition for me. I got to walk people through the process.

How and why did you choose your current brokerage?

I started with Madewell when I first moved to Lubbock in 2022. I tried a few other brokerages but returned to Madewell because everyone is personable, and the leadership focuses on business, personal success, and growth. They provide top training and education while ensuring we are meeting our personalized goals.

Please share a memorable client or agent experience.

I enjoy working with veterans, which is always rewarding but challenging, especially in a seller's market. We often face challenges when competing with other offers, particularly VA loans. I work diligently to find unique ways to structure our offers, giving them an edge.

What are you most passionate about in real estate?

Finding ways to help clients find homes that make sense and make intelligent financial decisions. I keep my clients informed about all their options before purchasing. I want them to feel comfortable and know they can trust I have their best interests at heart.

What do you find most fulfilling about your work?

I love working with first-time home buyers. The smiles on their faces at the closing table, when they receive their keys, are unforgettable. The look of joy and accomplishment in their eyes is priceless.

▶ on the rise

Photos by Alicea Mullins, Alicea Jare Photography (unless otherwise noted)
White outfits by J. Hoffman's





Photo by livesimplyphotography

“ I have been married to my best friend, Michael Torres, for 11 years, and we have two beautiful girls, Sophia (9) and Olivia (7). We also have a dog named Theodore (Theo for short). We love having family movie nights on Fridays, attending church events, and being active together.

”

What do you see for your real estate future?
I want to leave a mark as an agent who puts clients first and works well with other agents.

What sets you apart?
I want to remain humble and let my passion for serving others shine through.

What would you do differently if starting over in real estate?
I would have more confidence and grace with myself.

Please share your favorite podcasts and any business books.
Eat That Frog, The Path, The Millionaire Real Estate Agent, Mel Robbins' The 5-Second Rule, and Ryan Serhant's Brand It Like Serhant.

What are your go-to closing gifts?
If possible, I try to find something unique to each client's personality—finding out their favorite drinks, sports teams, pets' names, places to eat or shop, and whether they like to cook or entertain. I typically put together a basket with some of their favorite things.

Tell us about your family and what you all enjoy doing together.
I have been married to my best friend, Michael Torres, for 11 years, and we have two beautiful girls, Sophia (9) and Olivia (7). We also have a dog named Theodore (Theo for short). We love having family movie nights on Fridays, attending church events, and being active together. We are in a busy season with running businesses and our girls in cheer, but our family is our main priority. We do our best to put each other first and work as a team to manage our busy schedules.



What's your favorite way to spend time when you aren't working?
I enjoy spending time with family, having coffee with friends, watching my girls cheer, working out, and serving at church.

How do you define success?
Bringing people up with me and leaving a legacy for my children.

What do you want to be remembered for?
I want to bring joy and love to the people around me.

What are you most grateful for?
I am grateful for the people who challenge me to be the best version of myself and for the Lord's grace and favor over my life.

What is something not many people know about you?
I am a natural redhead.

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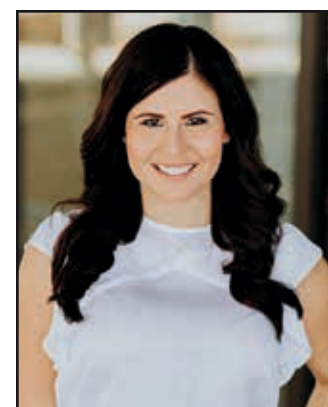
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partner spotlight

Story by Jacki Donaldson
Photos by Alicea Mullins, Alicea Jare Photography
Ladies dressed by J. Hoffman's

Forbes Advisor recently offered the following five tips to homebuyers to help them narrow their list of potential lenders: (1) Identify your preferred loan terms, (2) ask for referrals from friends and family, (3) talk to multiple lenders, (4) compare rates and fees, and (5) go through the pre-approval process. If one were to follow these steps in Lubbock, Western Bank would emerge as a winning option with its competitive rates, low fees, personalized service and guidance, solid reputation, and deep ties to the community.

The 115-year-old, family-owned Western Bank, headquartered in Lubbock with branches in Gruver, Amarillo, Plainview, Big Spring, Lorraine, Abilene, and Brownwood, also shines in its leadership, with Allyn Piland serving as President of the new Western Bank Mortgage Center. A Lubbock native and graduate of Texas Tech University, Allyn brings 18 years of mortgage expertise and a talent for leading her team to be the best in the community.

Western Bank CEO Dan Odom shared in a press release announcing Allyn's hiring, "Allyn brings an extraordinary reputation of leadership, success, and unmatched dedication to customer service to our organization." Allyn commented, "Western Bank has an outstanding reputation, and I am thrilled to join a growing local bank. I look forward to continuing the success in the mortgage division."

Alongside Operations Manager Sarah Jester and Mortgage Loan Officers Tammi Wood and Frances Barrera, Allyn is increasing momentum, partnering with REALTORS®

to deliver exceptional loan products—conforming loans, government loans, in-house loans, and niche programs—to homebuyers.

All four women on the team are passionate about their work. "I love to be a support to our front lines," Sarah shares. "Problem-solving on the back end to help find solutions to make a file work or helping make everyone's job run more smoothly is so fulfilling." Frances finds joy in witnessing homeownership at its best. "I enjoy seeing repeat borrowers returning for all their mortgage lending," she explains. Tammi cherishes the strong connections. "I have the honor of creating long-lasting relationships with my clients built on trust and respect," she remarks. "I love watching people achieve the dream of homeownership, and the highest honor is helping past clients and their families."

Allyn echoes the team's positive sentiments. "I love that I get to work for a family-owned bank that is local to Lubbock and has core values that align with my own," she smiles. "Building a mortgage department



Tammi Wood



Allyn Piland



Sarah Jester



Frances Barrera

that fosters connections and creates tailored, seamless experiences for our customers, referral partners, and REALTORS® has been exciting.”

The excitement continues—on April 25, Western Bank Mortgage Center hosted a groundbreaking ceremony to celebrate its new 17,000-square-foot mortgage loan production center at 117th Street and Slide Road.

Partnering with Western Bank offers REALTORS® a distinct advantage in Lubbock’s competitive real estate market. The bank’s mortgage division is committed to making the homebuying process seamless for clients, offering a range of loan products tailored to the needs of diverse homebuyers. With its stellar reputation, low fees, competitive rates, and a growing presence in the community, Western Bank is the ideal partner for REALTORS® looking to provide their clients with an exceptional mortgage experience while fostering long-term relationships.

All four women on the team are passionate about their work.



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SHAWN ANGLIN

STEADFAST REALTY

Shawn Anglin has had various careers, from working in banking and touring in a Christian rock band to opening a vintage clothing store and being a partner in a billboard company with his father-in-law. Still, none have proved as fulfilling as his real estate career, and he considers working in real estate a blessing. “I love helping people,” he testifies. “The fact that I help people navigate one of the biggest financial transactions of their lives is a privilege I don’t take lightly. Helping every family get into or out of a home is an honor. It’s also amazing to think about how this industry has helped my family give more to our community and causes that are more important to us than ever before. Waking up every morning being REALTOR® in Lubbock is a gift.”

Whether he is teaming up with the best lenders to help first-time homebuyers get into their first homes when they have little to no money down or discovering a way to make every transaction a win-win scenario for everyone involved, Shawn lives for the opportunity to make a difference. “I love helping grandparents and family move closer to their loved ones or introducing new people who are considering moving here to the best-kept secret that is Lubbock,” he attests. “I also love helping business owners find real estate solutions that help them grow or better accommodate their business.”

Holding the philosophy that a rising tide raises all ships, Shawn is always ready to assist others and knows it is the best way for everyone to succeed, including himself. “Whether a fellow agent or client, I am most fulfilled when I know that I have something to give, whether it’s knowledge in navigating a tough transaction or just helping a fellow agent in a brainstorming session about how to grow or challenge the status quo,” he explains. “That mentality and collaboration in a real estate transaction or training room is the ‘special sauce’ to making yourself better.”

In addition to the collaborative skills he cultivated while performing on tour with his band, Shawn credits his entrepreneurial experiences and the accompanying marketing as vital to his real estate success. “After college in 2005, I was in a Christian rock band playing regionally, as well as in some nationwide shows and tours, while working in banking,” he recalls. “In 2011, I started a resale vintage clothing store in Lubbock called Culture Clothing. In 2018, I closed the store and became a partner in my father-in-law’s outdoor advertising business called Look Outdoor Advertising, a billboard company that had billboards from southern



▶ featured REALTOR®

Story by Dan Steele
Photos by Lissa Anglin (unless otherwise noted)



“When Shawn walks into any room, everyone feels like it’s time to get the party started. He is always warm, friendly, and authentic. One of my favorite facts about Shawn is that after he got injured and couldn’t continue with baseball, he was invited to be a collegiate cheerleader. It’s actually a perfect fit. He is a natural connector who is at his best when he is cheering for others. He has the unique trait of being the “glue” guy in any group while always being ready to shine when it’s his turn. It’s unique to find a superstar like him who is just as happy being center stage or cheering for friends from the crowd. With his business background, he has become a force in commercial real estate, and I truly believe this is just the start for him. Stay tuned for even bigger things to come!”

—Jim Archer, Broker, Steadfast Realty

Kansas all the way to El Paso. They were great lessons in how and why one builds a business in real estate.”

Although Shawn had expected he would eventually take over the family business, those life plans unexpectedly changed, and his search for a new career opportunity led him to Steadfast Realty. “In 2021, we sold the billboard business I thought I would run for the rest of my life,” he recounts. “Real estate was something I always had interest in because I was able to watch Jim Archer, a friend I greatly respect, establish his career with great success in a way that truly served others.”

Encouraged by Jim to get his license and join the team at Steadfast, Shawn has found his calling and niche among them, finding it a place that affirms his deep faith. “Jim Archer and I are close friends, but it was obvious from the beginning of Steadfast Realty that it was a brokerage with high levels of integrity and purpose,” Shawn comments about his experience at Steadfast. “My wife and I adopted our youngest daughter from China in 2018, so adoption is an issue close to our hearts, and Steadfast Realty has assisted in helping five families adopt since its inception.”

Not only has he found an environment that aligns with his personal beliefs, but Shawn has also found that Steadfast aligns with his professional ethos, with a powerful emphasis on the client experience. “Steadfast focuses on preeminent service and care for our clients,” Shawn explains. “Jim really is a great teacher at heart, and it’s obvious that’s what he loves to do. The education and tools that Steadfast Realty provides set a solid foundation to be the best REALTOR® you want to be as long as you’re willing to work daily at taking care of your people.”

Despite the winding road that led Shawn to real estate, he wouldn’t



do anything differently and appreciates all he has achieved in his professional and personal life. “I’m thankful for my career in real estate,” he asserts. “I’m grateful for the business I’ve built and the friendships I’ve made with other agents and clients thus far and my family and the grace of Jesus, not to mention my fearless leader, Jim Archer, and amazing teammates on the Jim Archer Team—Anna Purdue, Chelsea McCutchen, and Bethany Brown—with their support and resources on a daily basis.”

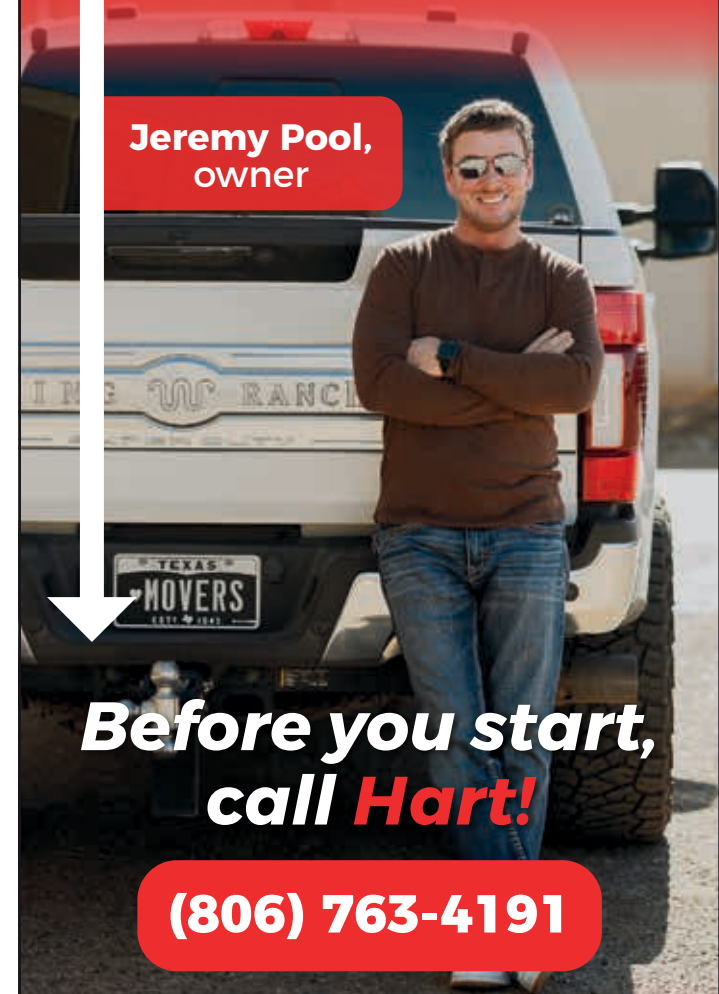
When he isn’t serving his clients or meeting them at coffee shops or the office, Shawn loves to engage with his musical roots, catching live music when he can and running sound at his church. In addition to playing golf and traveling in his free time, he serves in his church’s marriage ministry and plans to get his pilot’s license someday. Most of all, he loves spending time with his family: his high school sweetheart and wife of 19 years, Lissabeth; their three children, Knox, Liv, and Lucy; and their wire-haired fox terrier, Clark Grizzly Griswold.

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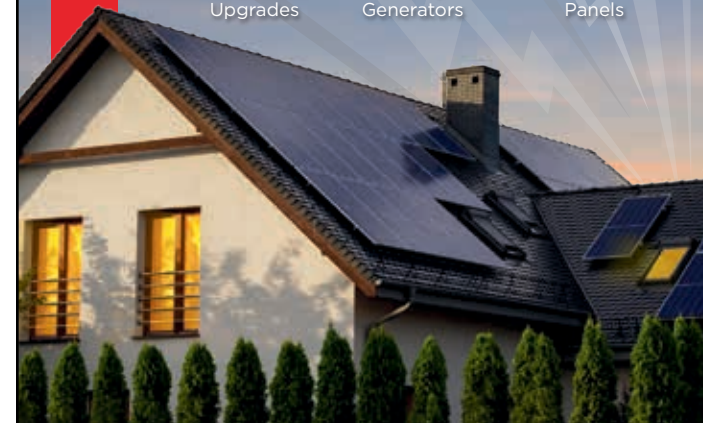
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CENTURY 21 KEARNEY & ASSOCIATES

Lubbock Real Producer Jenni Boller came to her brokerage, Century 21 Kearney & Associates, from a fateful transaction with Ann Kearney when the two women clicked while working across the table in 2019. Jenni was just one year into her real estate career when her sister-in-law bought Ann's uncle's home. After the closing, Jenni met with Ann for breakfast and later decided to move to Ann's brokerage. "The Kearneys are so caring, loyal, and always have my back," Jenni shares. "They have mentored me through some tough transactions and celebrated with me countless times, too."

Jenni always considered working as a REALTOR® but didn't dive in until 2018. Since her early 20s, she knew the value of owning real estate. "I put real estate on the back burner for 15 years, though, because going out on my own and being self-employed was a scary thought when all I'd ever known was working an 8-to-5 with steady pay and benefits," she says.

Before real estate, Jenni worked in the utility field. During her career, she worked as a dispatcher and a SCADA operator before transitioning to a substation electrician role in 2015, becoming the first woman in the operations department. She worked with high-voltage lines, breakers, relay systems, and transformers that power the city of Lubbock. Even in such an accomplished role, the thought of a real



estate career never left her mind. “In 2018, I couldn’t wait any longer, so I quit my job, took the classes online, and never looked back,” she reveals.

First-time homebuyers are special to Jenni because she can guide them through the unfamiliar process. “First-time homebuyers are my jam,” Jenni declares. “Seeing them at the end of the process with a home they are proud of is an unmatched feeling. I feel things big, too, including all the nerves, excitement, and pride right alongside them, which makes my heart so full.”

Jenni’s overarching passion in her work is helping people, no matter what feelings or circumstances they bring to the closing table. “I know it sounds cliché, but helping people and doing what is best for my clients is



my passion,” she remarks. “Success means being the one who people come to for help. I like being the one people think about during their time of need. It means I am doing something right.”

When Jenni is not serving others in real estate, she is spending time with her family, thrifting, relaxing by the pool, listening to true crime podcasts, and watching reality TV. Jenni married her husband, Les, in 2008. Their daughter, Lilah (12), is a creative old soul who loves to draw. “We love going to the movies as a family and having game nights with friends,” Jenni mentions. “My daughter and I go to plays together. We love the Lubbock Community Theater.” Jenni feels most grateful for her family and friends who support her.

Though Jenni wishes she had started real estate sooner, she is full steam ahead for her future in the industry. “I am in this for the long haul,” she asserts. “Consistently working to build my brand and get my name out there, I

I like being the one people think about during their time of need.

plan to grow every year. I look forward to being the kind of mentor for other agents that I now know I needed in the beginning.”

Jenni’s future also includes launching a new podcast called *Weird Real Estate* with a friend. “We are combining our interest in all things real estate and weird or scary stories, too,” she explains.

Jenni remains as excited about the future of real estate as she was when she first committed to the industry. With a creative spirit and a servant’s heart, she is poised to make the Lubbock market bright.

Jenni Boller
Century 21 Kearney & Associates
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Lilah | Photo by Kathy Mendez Photography

TIP OF THE MONTH

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Managing Partners & Owners Thomas Sexton (left) and Adam Widman (right)

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Adam Widman (left), Thomas Sexton (middle), and Pedro Gonzalez (right)

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▶▶ letter from the president

By LAR President Michael Hutton

VOLUNTEERISM: THE BACKBONE OF LUBBOCK ASSOCIATION OF REALTORS®

Before I write another word, I want to say “Thank You!” to our members who give their time, talents, and treasures. The Lubbock Association of REALTORS® (LAR) is a vibrant community of real estate professionals dedicated to serving the needs of their clients and the local community. At the heart of LAR’s success lies a strong foundation of volunteerism.

Volunteers are crucial in driving LAR’s initiatives and ensuring the organization’s continued growth. Volunteers contribute their time, expertise, and passion to make a positive impact from serving on committees, subcommittees, and task forces to participating in community outreach events like Step Up for Kids this past October.

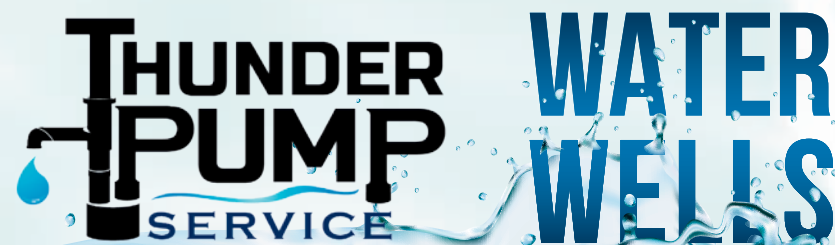
One of the most significant benefits of volunteerism within LAR is the opportunity for professional development. By taking on leadership training and roles and

working alongside experienced professionals, volunteers can expand their knowledge, network with industry peers, and enhance their career prospects.

Moreover, volunteerism fosters a sense of camaraderie and belonging among LAR members. It provides a platform for individuals to connect with like-minded professionals, share ideas, and collaborate on projects that benefit the entire community.

LAR’s success is a testament to the power of volunteerism. By harnessing its members’ energy and dedication, the organization can provide valuable resources, education, and support to its members and the greater community. As LAR continues to grow and evolve, volunteerism will remain an integral part of its mission. When the opportunity comes, please consider becoming part of this extraordinary army of volunteers.

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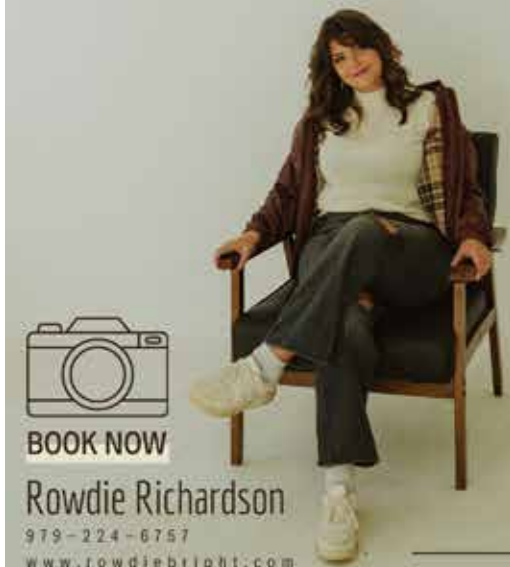
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