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Madison Coble
Editor In Chief
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FAQ

About This Magazine

Welcome to *Permian Basin Real Producers* Top 300 for 2024! 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!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Permian Basin based on MLS production will receive it FREE of charge. We pulled the MLS numbers (by volume) from January 1, 2023 – December 31, 2023. The list will reset at the end of 2024 for next year, and continue to update annually.

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

A: It's really simple – every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention because we don't know everyone's

story, so we need your help to learn about them. A nomination currently looks like this: you email us at stephanie.miller@n2co.com with the subject line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told – perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It 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. They 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 single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, 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 REALTORS®, please let us know! Send an email to stephanie.miller@n2co.com.



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HAPPY ▶▶ publisher's note ANNIVERSARY *to Us!*

That's right, this issue marks the beginning of our third year of Permian Basin *Real Producers!* Time really does fly when you're having fun.

Just over two years ago, my small team and I were preparing to launch *Permian Basin Real Producers* with its inaugural issue in February 2022. At that point, the real estate community did not have any idea what was on the horizon. *Real Producers* was a brand-new idea, and Permian Basin REALTORS® didn't know what to expect.

Now, in February of 2024, our REALTORS® look forward to the new issue coming out each month. Being recognized as the publisher of *Permian Basin Real Producers* is an amazing feeling. I am so incredibly grateful and appreciate the way you all have embraced *Real Producers*.

Our dream for this publication was to bring together all of the Permian Basin's top real estate agents, inspiring and connecting difference-makers while supporting local businesses. As in all *Real Producers'* markets around the country (now 120 and counting), the publication's purpose is to be an extremely valuable resource to connect our real estate community.

This issue celebrates our second anniversary and an amazing ride I could have only dreamed of.

All of the credit goes to you, the Permian Basin real estate community. From the REALTORS® we feature to the preferred partners who have entrusted us with their business, each and every one of you has played an integral part in our success. We appreciate the opportunity to be a part of your world.

I'm grateful to be surrounded by all of you. To those who have been with us since the very beginning, those who are new to our family, and those we have yet to meet, we applaud you for your part in our industry and our community. Here's to many more years, many more stories, and many more memories!

Thanks for allowing us to be a part of this amazing real estate community!

With Gratitude,
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CATTELL

LANCE WELCH

Featured February 2022



Lance Welch, whose inspiring journey and resilient spirit captivated our readers in the very first edition of Permian Basin Real Producers, returns for a special catch-up. Join us in revisiting the story that kickstarted our journey two years ago and discover the exciting developments that have unfolded in Lance's life and career.

Reflecting back, what was the most thrilling aspect of having your story featured in Real Producers?

Lance: Getting to show people that even while battling cancer or facing any unexpected long challenge, you can still live life and push your family and business forward! Mindset is key, and you can literally do anything with the right mindset.

What's been the most exciting change(s) in your journey since that feature article - both in real estate and life?

Lance: I have gone into remission! I'll be two years in mid-February 2024! We've bought a lake house and turned it into our first Airbnb! Our family has gotten

much closer since that battle. I changed brokerages to Monument Realty and am the Office Leader here, working on building a fantastic brokerage in West Texas with positive, professional, and productive agents! We are the official real estate company of the Dallas Cowboys, Texas Rangers, and PGA! So, I look forward to bringing that from Frisco to West Texas! I am still in production as I build this over here!

Growing and learning are key to success in real estate. Could you share a glimpse of your growth over the past two years?

Lance: I became the President of the PBBOR in 2023! I am in production at Monument Realty as well as the Office Leader, helping teach our agents and grow them personally and professionally! I'm always learning with as many classes as I can take and surrounding myself with people better than I am so that I can continually learn from them. If you're the smartest in the room, find another room type of mentality.

Discovered any new books, movies, music, hobbies, or local hot spots?

Lance: I really enjoy *Green Lights* by Matthew McConaughey. I've read it once and listened to the audio twice. I'm all about any funny movie. Life is so crazy that it is nice to relax with some comedy. Hobbies, I enjoy building things and working on fixing things around the house. My wife found out I can do almost anything and has put me to work. I found out that I'm a really good painter. Not of canvases but of homes! A local hot spot is Hoop and Barrel. I love that place along with the Hemingway as well.

Where do you envision yourself in 5 years?

Lance: In five years, I want to have built this expansion of Monument Realty in West Texas to the point where I focus on training agents on how to get the most out of their business and themselves. Lots of travel and one day speaking to large crowds. Selling real estate is fun, and I truly enjoy being a part of someone's biggest decision they will ever make. But I want to help more people. I want to inspire and empower people who did not think their dreams were possible. That is the legacy I want to leave. Transactions and money are nice, but the impact I can leave on someone is more valuable.

Anything you'd like to share that we haven't asked?

Lance: I believe I am working on the start of a life-changing expansion of Monument Realty to West Texas. Building takes time, I understand that, but the future looks bright! I'd like to point out to all those who read this and have had a rough year this year. Tough times make tough people who can build things others only dreamed of. Easy times create complacency. Always lean into those tough times because there is more joy on the other side than you could ever begin to imagine.



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FROM CATTLE TO CONTRACTS

By Beth McCabe
Photos by The Stones Photo + Film

Stetson » man on the move HILLGER

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In local real estate, Stetson Hillger with Rafter H Real Estate Group at Keller Williams Realty Midland stands out as a dynamic force, defying expectations and crafting his path to success. Born in San Angelo and raised in Garden City, Stetson's journey from a humble agricultural background to a prominent figure in the real estate market is nothing short of remarkable.

Stetson's childhood was steeped in the traditions of the land, surrounded by the rhythm of life on the farm. His family, dedicated farmers, cultivated crops, imprinting on him the essence of hard work and financial prudence. This upbringing laid the foundation for a resilient, self-sufficient approach to life—a trait that would become invaluable in his future endeavors.

"Growing up, you didn't get paid until the job was done," says Stetson. "That stuck with me. Farmers may only get paid once or twice a year and you have to budget off of that. I learned a lot from the agriculture industry about financial planning."

As a child, Stetson wanted to be a farmer. "When I went to college, I didn't know what I was going to be," he admits. Life changed when he attended

college. "I took a real estate course at South Plains College and a professor, Tyler Chaney, talked me into getting my real estate license."

ENTERING REAL ESTATE

"When I got into real estate, I was broke," Stetson candidly comments, reflecting on the stark contrast between his humble beginnings and his present stature in the industry. At the age of 21, he entered the realm of real estate.

In 2017, Stetson obtained his real estate license while still attending college. The initial phase of his career saw him juggling the demands of academia and the real estate market, showing his unwavering commitment and work ethic. Today, he stands as a prominent figure at Keller Williams Realty Midland, heading the Rafter H Real Estate Team.

While Stetson excels in residential real estate, he has his heart set on farm, ranch, and commercial spaces. Stetson's passion lies in facilitating smooth transitions for individuals moving from one property to the next, emphasizing the importance of professional guidance in the complex world of real estate.

“
*The Good Lord took care of me when
I went this route of real estate and*
IT CHANGED MY LIFE FOR THE BETTER.
”

LIVING THE RURAL LIFE

Beyond the confines of the real estate office, Stetson's life takes on a different rhythm. A cattle farmer by night, he tends to a herd of cows, immersing himself in the tranquility of rural life. He acknowledges the therapeutic quality of being in nature and revels in the simplicity of feeding his livestock as a counterbalance to the demands of his real estate career.

“I have a neat set of cows for my small cow-calf operation,” he shares, adding a touch of personal connection to his agricultural pursuits. Yet, Stetson pragmatically acknowledges the need to maintain a professional distance, except with his favorite cow named “Sugar,” whom he has named and nurtured for several years.

To relax, he enjoys spending time on his property, drinking a few beers with friends, and simply enjoying the solace of nature.



MAKING HIS MARK

Reflecting on his real estate journey, Stetson describes it as a “long, windy road” marked by ups and downs. Despite the challenges, he expresses a genuine love for what he does, finding satisfaction in closing deals and helping others navigate the intricate world of real estate. “It was an accident that I got into this. After just shy of 45 million dollars in production, the best accident that I ever had. The Good Lord took care of me when I went this route of real estate and it changed my life for the better.”

In the midst of his bustling real estate career and the quietude of his cattle farm, Stetson leaves us with a playful piece of advice, “Invest in real estate and eat beef.” This statement is a nod to his roots and a testament to the unique balance he has found in navigating the diverse landscapes of both urban and rural life. Stetson Hillger continues to redefine success with each step he takes in his remarkable journey.



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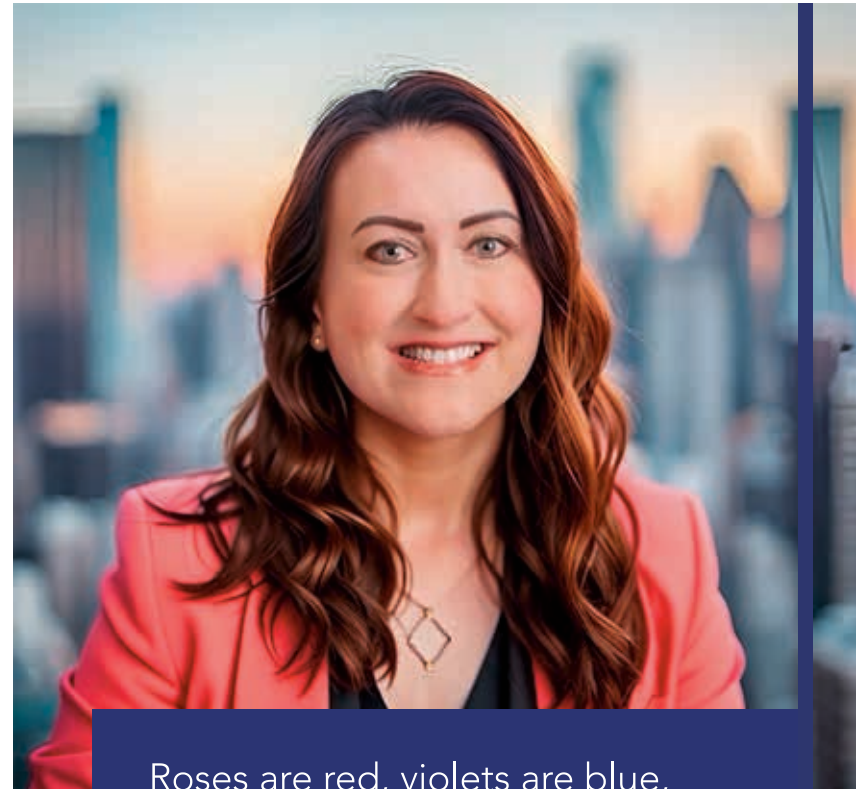
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KERRI PAYNE JAMES



THE AGENCY

LEADING THE NUMBER ONE

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By Elizabeth McCabe
Photos by Steven Tippett Photography

Kerri Payne James, Broker and owner of The Agency, is leading the way in real estate. She is proud to be the leader of the Kerri Payne James Real Estate Team, the number one producing team in Midland, for three consecutive years.

A born and raised Midlander, Kerri has a heart of compassion for others and is honored to help them with their real estate needs.

“I love meeting the families and helping them find a home,” she smiles. “I also love helping sellers sell their homes. Getting to know the families and developing a personal relationship with them is my favorite part of the job!” She has a great deal of gratitude for her team. “I have an amazing work family,” she points out. “We have all women employed with us with our all-woman team.” Except for her husband, Eddie James, it’s an all-woman office.

“What I value the most is running a business with morals, and ethics,” says Kerri. “Our values are what mean the most to me.” Kerri, a woman of integrity, leads her team with kindness. They treat everyone they come in contact with professionalism with a personal touch.

“We follow the Golden Rule and treat everyone the way they want to be treated,” explains Kerri. Putting passion in her work and keeping Christ first are the cornerstones to her character. “If you lean on Him, you’ll be on the right path.”

Road to Real Estate

Kerri Payne James’ journey in real estate began in 2008, but her story encompasses more than just the world of property transactions. A graduate of Texas Tech’s Health Science Center and the University of Southern Louisiana, Kerri initially worked as a Clinical Laboratory Scientist.

Living overseas in places like Holland and Malaysia added a global perspective to Kerri’s life. However, upon returning to the States, she transitioned to teaching Microbiology at Midland College. Her decision to enter real estate wasn’t just a career move but a choice fueled by a desire for a flexible schedule that allowed her to be present for her two boys, Cameron and Carson, especially during their early years.



WHAT I VALUE THE MOST IS RUNNING A BUSINESS WITH MORALS, & ETHICS.

What started as a pursuit of flexibility evolved into a passion for helping families find their homes, a sentiment she shares with her team at The Agency.

Overcoming Adversity with a Supportive Work Family

Success often comes with its share of challenges, and Kerri faced a significant one six months ago when she was diagnosed with breast cancer. Through surgery and radiation, she emerged cancer-free, a victory she attributes to God, her family and her work family at The Agency. Their unwavering support became a pillar of strength during her treatment.

“They stood beside me every step of the way,” she shares. “God has blessed my life so much.”

Giving Back to the Community

An outwardly focused individual, Kerri uses her prosperity for a purpose. She is committed to the community and gives back as much as she can. Two years ago, The Agency decided to shift from formal charity events to a more hands-on approach. Each month, they select a charity, volunteer their time, and raise funds. From delivering meals for Meals on Wheels to supporting the local soup kitchen, Kerri and her team actively contribute to the community.



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DEVELOPING

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RELATIONSHIP

WITH THEM IS

MY FAVORITE

PART OF

THE JOB!



Rays of Hope, Spectrum Solutions, and supporting teachers in Midland are just a few examples of charities close to Kerri's heart. Kerri adds, "We have a lot of agents who support different charities. We sponsor every single agent and what they're involved in and go to their events as well." Erica, The Agency's Marketing Director, handles all aspects of community outreach.

A Wonderful Life

When not working, it's all about spending time with family to Kerri, a devoted mother and wife to Eddie. "We've been married for five years and just celebrated our anniversary in July," says Kerri. They blended their family together, making for a harmonious household.

Each summer, Kerri and her family take one family reunion trip. "Family is the most important aspect of my life," she asserts. Her parents, ages 77 and 78, still live in Midland. "Every Sunday, we have a family day together with them." She also enjoys two vacations a year with her husband and one with the family.

To relax, Kerri loves to garden. "There's a lot of vegetation in the backyard," she laughs. "It kind of looks like a jungle now."

Family and friends are near and dear to her heart. Her team is also an extension of her family. "I love hosting company events at my house with the agents here," she comments. Recently, they had "Friendsgiving" at her home, which was nothing short of amazing.

Must Love Dogs

Kerri loves four-legged friends. Mattie, their 3-year-old dog, was a rescue from the pound. "Now she is the center of our lives," says Kerri. This mixed-breed dog is a delight with her unconditional love and constant companionship. Although Kerri jokes that she is a "high-anxiety dog," they love her just the same.

An Inspiration

Kerri's story is one of triumph over challenges and a commitment to her clients. As she continues to lead The Agency, Kerri Payne James Real Estate Team, she is an inspiration. With her faith, resilience, and commitment to her community, she is leading the way in real estate.



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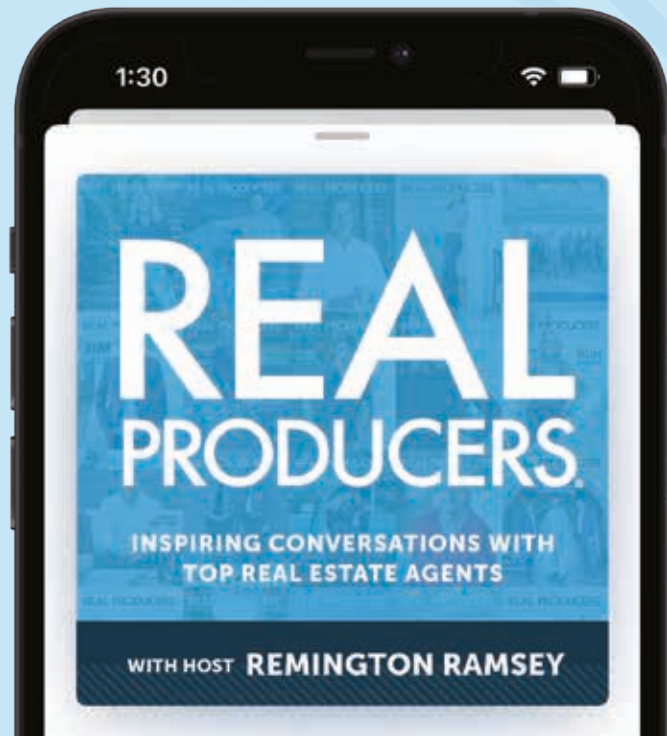
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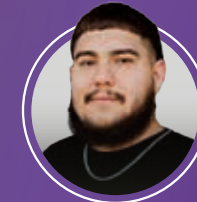


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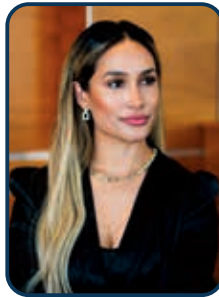
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