

LUBBOCK

# REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.

TOP PRODUCER

**SHERRI**  
*Dement*

**PREFERRED PARTNERS**

PAGES 6-7

**RISING STAR**

ANTONIO HERBERT

**FEATURED REALTOR®**

SHELLEY WOODBRIDGE

**SPOTLIGHT REALTOR®**

DONNA SUE CLEMENTS

**PARTNER SPOTLIGHT**

SOUTH PLAINS ELECTRIC COOPERATIVE

**EDITION 65**

Cover Photo by Rowdie Bright Photography

**JANUARY 2024**

# Home Loans

## Easy, Fast, Local

Combining the convenience of online application with the speed and service of Lubbock National Bank.

Apply Today



82nd Street Branch | 4006 82nd St. | 806-473-6400 | LubbockNational.com



# COMMUNITY FOCUSED FUTURE READY

## INVEST IN WOLFFORTH TODAY

  [www.tapintowolfforth.org](http://www.tapintowolfforth.org)

# REALTOR® INCENTIVES AND COMMISSIONS!!



**REALTORS® are our favorite customers!**

The Christian-based company opened in 2016 and has built almost 400 homes, providing quality and affordability.

Local family that believes in providing quality and affordability and that God led them to build homes because everyone deserves a home built to last.

Raised in Lubbock, Dustin is committed to building relationships with families and individuals and he enjoys partnering with REALTORS to help their clients become homeowners.

*Dustin is passionate about building a legacy for his children, Clyde and Grady.*



(806) 548-0779 | [dustin@dreambuilthomes.com](mailto:dustin@dreambuilthomes.com) | [dreambuilthomes.com](http://dreambuilthomes.com)

## Available Homes

Updated November 20



### Escondido Crossing

|                   |              |           |
|-------------------|--------------|-----------|
| 5801 Valencia Ave | Landyn 1772  | \$292,630 |
| 5802 Valencia Ave | Corbin 1652  | \$277,850 |
| 5803 Valencia Ave | Jessica 1600 | \$271,750 |
| 5804 Valencia Ave | Tyler 1694   | \$283,700 |
| 5805 Valencia Ave | Corbin 1652  | \$277,850 |
| 5806 Valencia Ave | Corbin 1652  | \$275,650 |
| 5807 Valencia Ave | Grady 1800   | \$295,550 |
| 5808 Valencia Ave | Landyn 1772  | \$289,880 |
| 5810 Valencia Ave | Kace 1876    | \$301,850 |



### Everest

|           |             |           |
|-----------|-------------|-----------|
| 7722 97th | Matt 1918   | \$285,000 |
| 7724 96th | Matt 1918   | \$303,350 |
| 7726 96th | Landyn 1772 | \$285,130 |
| 7726 97th | Landyn 1772 | \$265,000 |
| 7728 96th | Moose 1750  | \$283,050 |
| 7728 97th | Corbin 1652 | \$250,000 |
| 7730 96th | Corbin 1652 | \$270,150 |
| 7734 96th | Landyn 1772 | \$283,630 |
| 7734 97th | Landyn 1772 | \$265,000 |
| 7736 96th | Corbin 1652 | \$270,450 |
| 7738 96th | Corbin 1891 | \$292,850 |



### Overlook

|                 |             |           |
|-----------------|-------------|-----------|
| 1905 Durham Ave | Corbin 1652 | \$265,000 |
|-----------------|-------------|-----------|

### Viridian

|            |                      |           |
|------------|----------------------|-----------|
| 2908 137th | Corbin 1652          | \$274,000 |
| 2910 137th | Moose w/Pantry 1750  | \$288,000 |
| 2914 137th | Janice 1850          | \$294,000 |
| 2916 137th | Corbin 1652          | \$275,000 |
| 2918 137th | Moose w/ Pantry 1750 | \$290,000 |
| 2920 137th | Janice 1850          | \$295,000 |
| 2926 137th | Corbin 1652          | \$275,000 |

Office Manager  
Lexey: (806) 329-8380  
[lexey@dreambuilthomes.com](mailto:lexey@dreambuilthomes.com)  
Model Home:  
1909 Durham Ave.  
Wolfforth, TX 79382  
Office Hours:  
Monday-Friday, 8 AM-5 PM



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**APPRAISAL SERVICES**

Hub City Appraisals  
(806) 239-5520  
hubcityappraisals.com

**BANK / MORTGAGE / FINANCIAL SERVICES**

Lubbock National Bank  
(806) 473-6235  
lubbocknational.com

**BUILDER**

Apex Construction  
(806) 632-5561  
BuiltbyAppex.com

D.R. Horton Lubbock  
(806) 928-0770  
DRhorton.com/  
texas/lubbock#

Dreambuilt Homes  
(806) 329-8380  
dreambuilt.com

Dan Wilson Homes & Southern Homes by Dan Wilson  
(806) 698-6626  
danwilsonhomes.com

**BUILDER/DEVELOPER**

West Texas Land Guys  
(806) 548-2070

**DIRTWORK**

Fecht Custom Dirtwork  
(806) 893-8663  
fechtcustomdirtwork.com

**ELECTRIC**

South Plains Electric Co-op  
Lynn Simmons  
(806) 775-7826  
SPEC.coop

**ELECTRICIAN**

Action Electric  
(806) 239-7595  
actionelectriclbc.com

**FINANCIAL ADVISOR**

Valerie Hinojosa — Edward Jones  
(806) 783-3072  
www.edwardjones.com

**FLOORING**

Winder Flooring  
(806) 474-6462  
winderflooring.com

**FOUNDATION REPAIR**

WestTech Foundation Repair  
(806) 500-3367  
westtechfoundation.com

**GLASS**

CanTex Roofing  
(806) 475-0010  
cantextroofing.com

**HEALTH**

Restore Hyper Wellness + Cryotherapy  
(806) 621-2796  
restore.com

**HEATING/ AIR CONDITIONING**

Fire & Ice Heating & Cooling  
(806) 422-1087

**HOME INSPECTION**

Hub City Home Inspection  
Remington Reeder  
(806) 786-6444  
hubcityhomeinspections.com

Joe Bellar Real Estate Inspectors  
(806) 786-1375  
joebellar.com

West Texas Inspection  
Brandon Sanders  
(806) 786-0849  
WTREI.com

**HOME STAGING**

Hub City Staging  
(806) 252-0062  
Hubcitystaging.com

**HOME WARRANTY**

Fidelity National Home Warranty  
Stacie Polozola  
(806) 577-9675  
homewarranty.com

**INSURANCE AGENCY**

Ana Borrego, Agent  
Ana Borrego  
(806) 745-2555  
8001 Quaker Avenue Suite G  
Lubbock, TX 79424  
www.anaborrego.com

**Grimes Insurance**

Ryan Reynolds  
(806) 762-0544  
grimesinsurance.com

**Shar Merchant — Archgate Insurance**

(469) 583-9906  
www.archgateinsurance.com

**LADIES CLOTHING, SHOES & ACCESSORIES**

J. Hoffman's  
(806) 795-8290  
JHoffmans.com

**MORTGAGE**

Alliance Credit Union  
alliancecutx.com

Alliance Credit Union  
Candice Gerron  
(806) 507-0631  
alliancecutx.com

Benchmark Mortgage  
(806) 300-8805  
lubbock.benchmark.us

City Bank Mortgage  
(806) 792-7101  
city.bank/mortgage

NEXA Mortgage LLC  
Jacob Faske  
(806) 201-2081  
jacobfaske.com

Peoples Bank  
Laci Walton  
(806) 776-2088  
peoplesbanktexas.com/

Prime Lending Lubbock  
(806) 731-8360  
lo.primelending.com/  
abbi.brickey/

Primewest Mortgage  
(806) 788-2848  
primewestcorp.com

Revolution Mortgage Lubbock  
(806) 681-7095  
www.revolutionmortgage.com/

Southwest Bank Mortgage  
(432) 552-5000  
southwest.bank

Texas Tech Credit Union  
Homes Loans  
Larissa Cable  
(806) 831-2840  
www.larissa.texastechfcu.org

Texas Tech Credit Union Mortgage  
Tom Couture  
(806) 773-0496  
www.tom.mortgage

**MOVING COMPANY**

Hart Moving and Storage  
Courtney Henson  
(806) 763-4191  
hartmovingandstorage.com

**PHOTOGRAPHY**

Alicea Jare Photography  
Alicea Jare  
(575) 825-5588  
aliceajare.com

Rowdie Bright Photography  
Rowdie Bright  
(979) 224-6757  
rowdiebright.com

**PLUMBING**

Pipeline Plumbing  
(806) 601-6989

**PROPERTY MANAGEMENT**

Hub City Rentals  
(806) 993-7368  
hubcityrent.com

**PUMP AND WELL SERVICES**

Thunder Pump Service  
(806) 781-3061  
thunderpumpservice.com

**ROOFING**

CanTex Roofing  
(806) 475-0010  
cantextroofing.com

Plains Roofing  
Travis Warmoth  
(806) 748-0702  
plainsroofing.com

**SECURITY/AUDIO/VIDEO**

Quick AV Security  
(806) 416-6222

**SURVEYOR**

Delta Surveying and Engineering  
Adam N. Light  
(806) 701-5707  
www.deltalbk.com/

**TERMITE & PEST CONTROL**

Rusty's Bug Stop  
(806) 777-7424  
rustysbugstop.com

**TITLE COMPANY**

Hub City Title  
(806) 412-1234  
hubcitytitle.com

Lubbock Abstract  
Steve Shanklin  
(806) 798-9800  
Lubbockabstract.com

Service Title  
(806) 794-9966  
servicetitleco.com

Western Title  
(806) 795-9143  
westerntitlelubbock.com

*SHIFT HAPPENS!*

**WestTech**  
FOUNDATION REPAIR

**NUMBER ONE IN STRUCTURAL REPAIRS**

The team you can trust to assist with residential remodel and new construction projects.

**20 years of industry experience**

Dedicated to bringing the latest advanced technology in diagnosis and repairs to West Texans to protect their most valuable asset.

Call **806-470-0535** now for Reliable Foundation Service

**WestTech Foundation Repair, LLC**

Happy  
**NEW YEAR**  
2024

Let us help you make it your best year ever!

**BENCHMARK MORTGAGE**  
*brings you home*

12419 Quaker Ave, Lubbock, TX 806-300-8805

ARK-LA-TEX FINANCIAL SERVICES, LLC NMLS# 2143 (WWW.NMLSCONSUMERACCESS.ORG). ALL LOANS SUBJECT TO BORROWER QUALIFYING. THIS IS NOT A COMMITMENT TO LEND. OTHER RESTRICTIONS MAY APPLY. (HTTPS://LUBBOCK.BENCHMARK.US)

Your clients could qualify for **100% FINANCING**  
No Income Restrictions • Great Introductory Rate

with **H.O.M.E. - 100**  
THEIR DREAM HOME IS  
*closer*  
THAN YOU THINK



**ALLIANCE**  
HOME LOAN CENTER  
8401 Quaker Ave, Lubbock, TX  
806.798.0991



Each account insured up to \$500,000. By members' choice, this institution is not federally insured. \*Loans subject to credit qualification and approval. APR = Annual Percentage Rate. Programs, rates, terms, and conditions are subject to change without notice.



**Southern Homes**

BY DAN WILSON



**NOW OFFERING RATE BUY-DOWN  
PROGRAMS & INCENTIVES.**



INSTAGRAM

SALES & MARKETING: (806) 543-6095  
SOUTHERNHOMESINFO@ALLLUBBOCK.COM  
12402 SLIDE RD #101, LUBBOCK, TX 79424



WEBSITE

# TABLE OF CONTENTS



**16**  
Top Producer:  
Sherri Dement



**22**  
Rising Star:  
Antonio Herbert



**28**  
Featured REALTOR®:  
Shelley Woodbridge



**34**  
Sponsor Spotlight:  
South Plains Electric Cooperative



**40**  
Spotlight REALTOR®:  
Donna Sue Clements



**46**  
Fabulous Fall Event Recap



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

**DISCLAIMER:** Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Lubbock Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

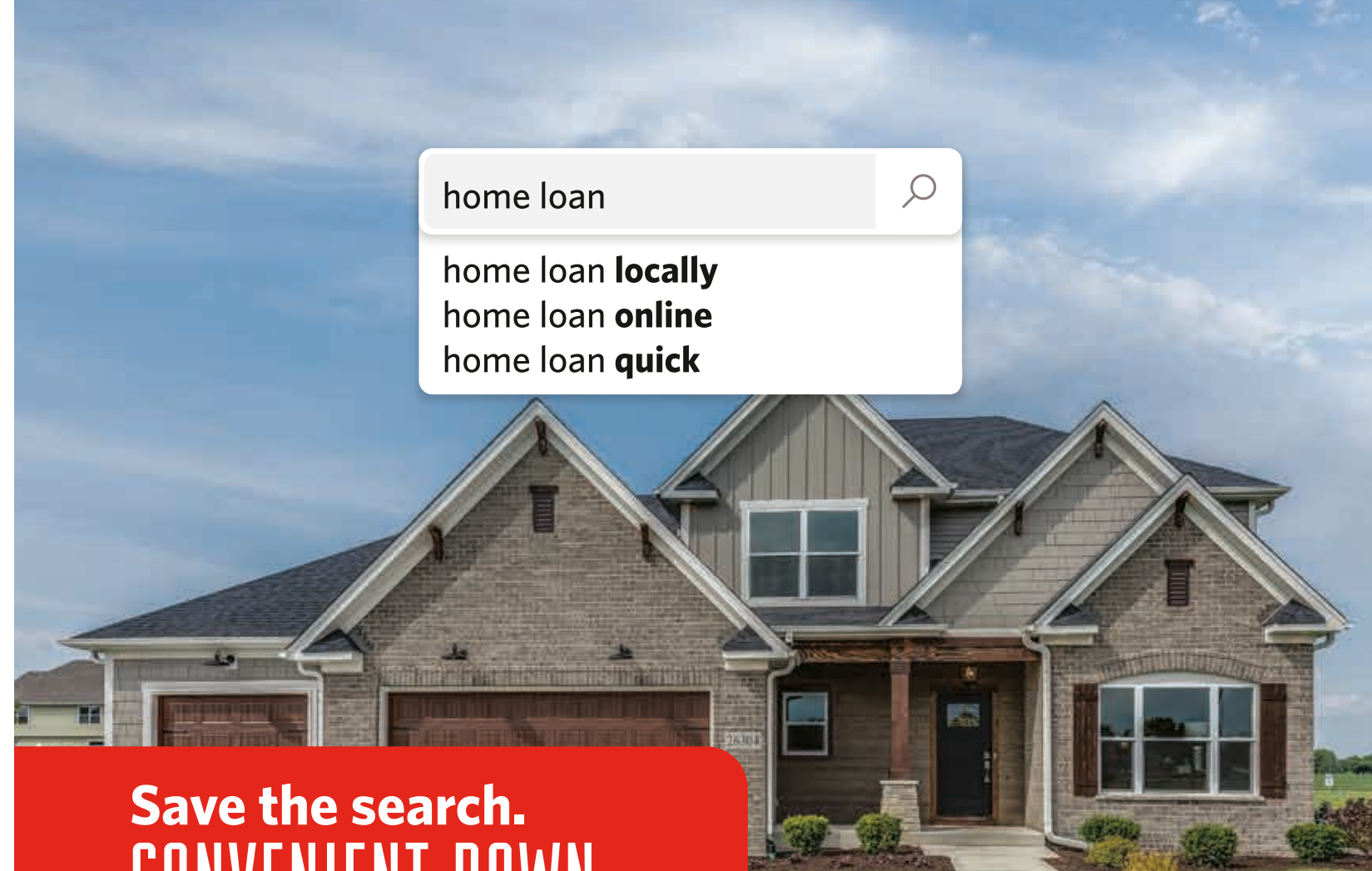
WATER WELL INSTALLATION | WATER WELL REPAIRS | WATER PUMP MAINTENANCE

**THUNDER PUMP SERVICE** WATER WELLS

**806-781-3061**

Specializing in residential, commercial and agricultural wells

[thunderpumpservice@gmail.com](mailto:thunderpumpservice@gmail.com) • [www.thunderpumpservice.com](http://www.thunderpumpservice.com)




- home loan **locally**
- home loan **online**
- home loan **quick**

Save the search.  
**CONVENIENT DOWN TO THE CLOSE.**



**CINDY CARVER**  
SVP-Mortgage Area Manager  
NMLS# 338730  
(806) 543-5111  
[ccarver@city.bank](mailto:ccarver@city.bank)  
Apply at [cindy.carver.net](http://cindy.carver.net)



**JESSICA REYNOLDS**  
VP-Mortgage Consultant  
NMLS# 498811  
(806) 516-3898  
[jessicareynolds@city.bank](mailto:jessicareynolds@city.bank)  
Apply at [jessicacarsonmortgage.com](http://jessicacarsonmortgage.com)



**BOB ROWTEN**  
SVP-Mortgage Consultant  
NMLS# 339970  
(806) 928-2120  
[browten@city.bank](mailto:browten@city.bank)  
Apply at [bobrowten.com](http://bobrowten.com)



**RANDY RUNQUIST**  
Mortgage Consultant  
NMLS# 1736985  
(806) 789-3378  
[rrunquist@city.bank](mailto:rrunquist@city.bank)  
Apply at [randymortgage.com](http://randymortgage.com)



*City Bank*  
MORTGAGE

*We make it happen.  
You make it home.*

©2023 City Bank. All Rights Reserved. Member FDIC Equal Housing Lender NMLS# 439822  
This is not a commitment to lend. Subject to credit approval.



# MEET THE LUBBOCK REAL PRODUCERS TEAM



**Kathy McCandless Pettit**  
Publisher/Owner/Connector  
806-368-1526  
Kathy.Pettit@  
RealProducersMag.com



**Jacki Donaldson**  
Managing Editor  
352-332-5171  
Jacki.Donaldson@  
N2co.com



**Alicea Mullins**  
Alicea Jare Photography  
575-825-5588  
www.AliceaJare.com



**Rowdie Richardson**  
Rowdie Bright Photography  
979-224-6757  
rowdie.bright@gmail.com



**Tori Eiselstein**  
Writer



**Caroline Kelsick**  
Writer



## Hello Caroline!

Caroline is a writer, reader and art lover. She graduated from Old Dominion University in 2022 with a degree in professional and technical writing. She works full-time as a grants manager for a nonprofit, where she combines her love for writing with a mission-based work environment. She writes freelance content part-time. When not working, Caroline enjoys reading, crocheting and researching art history.

# Thorough assessments. Reputable, local service. Quality work.

Talk to the professionals that property owners, agents, and buyers trust. CanTex™ is your local turnkey roofing, construction, glass, and exteriors company. Discover a better, more integrated roofing and exteriors company that delivers on quality, experience, price, and satisfaction. Together, we are one serving Lubbock and our surrounding communities. CanTex™ has you covered.

- ✓ Trustworthy Professionals
- ✓ Free Roof Assessment
- ✓ Residential & Commercial
- ✓ Glass Replacement

### Roofing

Residential & Commercial



### Windows & Siding



### Glass & Mirror



SCHEDULE YOUR  
Free ASSESSMENT  
cantexroofing.com

CANTEXROOFING.COM  
CANTEXGLASS.COM

(806) 475-0010

©2023 CanTex Roofing & Construction. All rights reserved.

# Simple like it should be.

Take advantage and save on your next home through our fast, easy home financing process.



**Larissa Cable**  
MORTGAGE LOAN OFFICER

Apply in minutes at [larissa.texastechcu.org](http://larissa.texastechcu.org)  
806.831.2840 mobile



Equal Housing Lender | Federally insured by NCUA | NMLS# 525982

Ring in Success:  
January Closings Made Simple for Agents!



806-368-9507  
ServiceTitleCo.com

**NEW ADDRESS:**  
11421 Slide Road, Suite 700  
4101 84th Street, Suite B  
1408 Buddy Holly Drive, Suite B

Edward Jones

> [edwardjones.com](http://edwardjones.com) | Member SIPC



Start the year with a financial review.  
Let's plan your future together.



**Valerie Hinojosa**  
Financial Advisor  
6102 Chicago Ave Suite 200  
Lubbock, TX 79424  
806-783-3072

MKT-5894M-A-A1 AECSPAD 2051277



ALL YOUR SURVEYING &  
ENGINEERING NEEDS UNDER ONE ROOF



1310 JARVIS STREET, LUBBOCK, TX, 79403  
(806) 701-5707 • [info@deltalbk.com](mailto:info@deltalbk.com) • [www.deltalbk.com](http://www.deltalbk.com)

Registered Texas Surveying Firm Number 10194496  
Registered Texas Engineering Firm Number F-22948

**ARCHGATE**  
INSURANCE

Hassle-Free  
Home  
Insurance

Shar Merchant, owner  
(806) 705-7105

[SHAR@ARCHGATEINSURANCE.COM](mailto:SHAR@ARCHGATEINSURANCE.COM)  
[WWW.ARCHGATEINSURANCE.COM](http://WWW.ARCHGATEINSURANCE.COM)

KEEPING YOUR  
CLIENTS **SAFE**  
**AND SOUND.**



NO CONTRACT  
ON ALARMS

- Home Theater / Automation
- Security Cameras & Access Control
- Car & Marine Audio
- Conference Rooms
- Structured Wiring
- Motorized Window Covering



(806) 416-6222 • [Cory@quickavsecurity.com](mailto:Cory@quickavsecurity.com) • [quick-av.com](http://quick-av.com)

# Sherri Dement

▶▶ top producer

Story by Caroline Kelsick  
Photos by Rowdie Bright Photography

## WESTMARK COMPANIES

Sherri Dement's love for real estate stems from caring for people. "I want to be genuine to myself and others," she states. "I believe real estate can change the lives of people for the better, and I want to be a part of these events in people's lives."

Before debuting as a REALTOR® in 2017, Sherri worked in diverse professions. She has been a dental assistant, medical transcriptionist, stay-at-home mom, dental assistant instructor, women's residence director and first-grade teacher. "I believe that the many parts of each job prepared me for being a REALTOR®," she shares.

After encouragement from her husband, Sherri talked with a REALTOR® friend of hers and realized that real estate would be a good fit for her personality. As someone who cares about making a difference in others' lives, Sherri has loved every job she's worked, but her role as REALTOR® is her favorite one by far. Sherri is honored to be a WestMark REALTOR®, and she names God as a huge part of why she chose this brokerage.

Sherri is passionate about educating her clientele and solving problems. "This market allows — and I would say requires — some out-of-the-box thinking," she remarks. "No two deals are alike; each one is about learning clients' needs and wants and adjusting to their goals."

When meeting clients, Sherri prioritizes meeting clients where they feel comfortable meeting. She laughs about winning a fun award in her office in 2019 for the most coffee shop client meetings. She even got a mug! Sherri loves to make client gifts personable and enjoys finding unique gifts at the local boutiques in Lubbock. Another of her favorites is a watercolor painting of the client's SOLD home.

“  
NO TWO DEALS  
ARE ALIKE.



“

GRATITUDE UNLOCKS  
THE FULLNESS OF LIFE.



Sherry and her husband, Randal, recently celebrated their 27th anniversary. They have two sons, Calvin, who recently moved to Philadelphia, PA, after completing his master's degree, and Max, a sophomore at Lubbock Christian University studying communications with plans to obtain his real estate license. "I think about being a team with my family," Sherry mentions. "I am sure it is because I watch *Parisian Agency*, but wouldn't that be so cool to work with your family?" And now, without the boys' events to occupy their time, the couple is beginning to travel together and as a family. They cherish being together with their church friends and family and are working toward being hosts to different couples in their home (Sherry feels insecure as a cook, but she loves to bake).

One of Sherry's goals for this year is to continue to learn about herself as a person. She is a true extrovert and shares that being with people energizes her. "Honestly, I don't even like ordering groceries online," she reveals. "There are new friends to meet in the checkout line!" She loves the Enneagram personality test and credits it for showing her some of the motivations behind why she does things: She is an undeniable helper and giver. It has also shown her that taking time for herself is healthy.

As someone who strives to express gratitude, Sherry values this quote by Melody Beattie: "Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos to order, confusion to clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend." These are Sherry's goals.

---

**Sherry Dement**  
**WestMark Companies**  
**806-535-3163**  
**[sdement@westmarkrealtors.com](mailto:sdement@westmarkrealtors.com)**



# TIP OF THE MONTH

Did you know if an FHA appraisal requires repairs that sellers are unwilling or unable to pay, buyers can convert to a renovation loan and still close the deal?

#FINANCEWITHFASKE

empowered by **NEXA Mortgage**

**Jacob Faske**  
Mortgage Solution Specialist  
(806) 201-2081  
jfaske@nexamortgage.com  
www.jacobfaske.com

EQUAL HOUSING LENDER




# restore

HYPER WELLNESS

(806) 368-8660

**\$79 IV Drip!**  
Schedule Yours Today!  
7604 Milwaukee Ave, Suite 300  
Lubbock, TX

- Hydrate and cleanse
- Replenish vital nutrients
- Maximize performance

**Get surprisingly great Home & Auto rates.**

**Ana Borrego, Agent**  
8001 Quaker Avenue Suite G  
Lubbock, TX 79424  
Bus: 806-745-2555  
ana.borrego.d02x@statefarm.com  
www.anaborrego.com  
Call In or Click In 24/7  
Walk In Monday-Friday 9-5  
Evenings by Appointment

Here's the deal, our Home and Auto rates are already great. But when you combine with State Farm®, you can save even more. Call me to discover your surprisingly great rates on Home and Auto today.

Like a good neighbor,  
State Farm is there.®

Individual premiums will vary by customer. All applicants subject to State Farm underwriting requirements.

**State Farm**®

State Farm Mutual Automobile Insurance Company  
State Farm Indemnity Company  
State Farm Fire and Casualty Company  
State Farm General Insurance Company  
Bloomington, IL

State Farm County Mutual Insurance Company  
of Texas  
State Farm Lloyds  
Richardson, TX

State Farm Florida Insurance Company  
Winter Haven, FL  
2001866

# five four three two CLOSE

**Lubbock Abstract & Title Company**

1216 Texas Avenue | 806.763.0431  
4505 82nd St. #1 | 806.798.9800

## As a Cooperative Member

My local employees take care of me so I don't have to think about my electricity.

When competition comes for LP&L customers, you won't have to do anything. South Plains Electric will remain 100% locally owned and controlled by its members.

South Plains Electric is a not-for-profit cooperative owned by its members. We are in business for only one reason: to provide the best, most reliable service, not to make a profit. We answer to you, our member owners, not Wall Street.

For 86 years, we have been part of the local community. We actively support efforts to improve the quality of life for your family. Our employees, directors and top management all live right here. We are your friends and neighbors.

Your source of power. And information.  
806.775.7766 • SPEC.coop  
Follow us on Social Media

**South Plains Electric Cooperative, Inc.**  
Your Touchstone Energy® Cooperative



▶ rising star

Submitted by Antonio Herbert  
Photos by Alicea Jare Photography

# ANTONIO HERBERT



## BETTER HOMES AND GARDENS REAL ESTATE BLU REALTY

**When did you start your career in real estate?**  
August 2020.

**What did you do before real estate?** I was a professional orchestral flutist and flute teacher in Lubbock, as well as an online English teacher and accent reduction coach. I also ran routes for Amazon and Uber. I graduated from the University of North Florida with a master's degree in flute performance and from Gustavus Adolphus College with a bachelor's degree in philosophy.

**What led you to real estate?** When I moved to Lubbock in 2016 to be with my girlfriend, who was attending school at Tech, I would often chat with my apartment manager, Donna Darden. She shared that real estate would be a good option for me, so I met with her broker-owner son, John Darden, but didn't pull the trigger as I was planning on continuing my education through my doctoral degree in music at Tech. Then, I got married, and my wife and I decided to start a family. As I continued in the music world and teaching, I determined that I needed to do

something more lucrative and different because I was experiencing slight burnout from more than 23 years as a musician. The rest is history.

**Please share a story about a client experience.**

I frequently work with Veterans United Realty to help veterans find a home in Lubbock. Recently, clients of mine moving from Las Vegas needed help purchasing a home for a job change here in Lubbock. Because traveling back and forth between the two states is prohibitive, I was boots on the ground to help identify a home. They trusted me with the process, and we found a wonderful home in a great neighborhood.

**What are you most passionate about in real estate?** I am passionate about educating about the market because a lot of misinformation is floating around about interest rates, the process of buying and selling a home, the role of a REALTOR®, etc. I've always been a teacher, so I take the opportunity to put out video content on my Instagram page at Herberthomestx. Having been a teacher allows me to continue in that passion.

**What do you find most fulfilling about your work?** I can't overstate the value of educating on the buying, selling and investing sides. Our clients deeply rely on us as a team. From the title company, the home inspector, the appraiser and the other agent, to name a few, we come together to facilitate a smooth transaction for the buyer and the seller.

**What do you see for your real estate future?** I'd like to develop land. I see myself being the agent people regularly call on because word has gotten around that I am trustworthy, operate with integrity and listen to my clients' needs. Sometimes, things happen emotionally in the family, and we wear different hats as agents, so I'd like to continue working toward becoming someone who people see as more than an agent.

**What sets you apart?** I am more than a real estate agent. While I have a diversified career background, I also understand that being a real estate agent is more than helping people buy or sell. It's a test of fortitude and a lesson in deep patience, listening and perseverance for your clients and myself.

**What would you do differently if starting over in real estate?** Nothing. I was trained by the best, and every experience



created who I am. I am proud of myself and what I've become, and the mental tenacity I have to push forward each day is a result of being put under pressure by the circumstances presented to me in real estate.

**Where do you like to meet with clients?** Twisted Root seems to come in clutch when I'm between showings. It has great food, drinks and atmosphere. Also, Cafe J on 19th, J&B Coffee, Sugar Brown's, Funky Door, and the list goes on.

**What are your favorite closing gifts?** I love giving personalized gifts and front door welcome mats or welcome boards and giving my investors plaques that congratulate them on their first investment. GiftsMatter, run by Hana Qubti, is always helpful; Woodshed Gifts at KK Corner Mall is wonderful; and DeColores Furniture is also great for home decor gifts.

**Tell us about your family.** My wife, Victoria Herbert, and I have three children; Theodore Herbert just turned 1 year old, Charlotte is 4, Jasmine is 6, and we've got one on the way. Victoria and I met at an orchestral music festival in Estes Park, CO. We're both flutists and were assigned to work together. We have been together for eight years. We love taking occasional road trips together and, when we have time, exploring as much of Lubbock as possible.

**How do you spend your free time?** I enjoy working out and training my body to become stronger than it was yesterday. I believe in a direct correlation between physical endurance and tackling life's many challenges. So, challenging myself physically, no matter what is presented to me, is a passion of mine. Earlier this year, I was working to get my mile down to 15 minutes. I'm almost at a 10-minute mile. The next goal is to get two miles, then three, etc, until I can easily run long distances. This mindset also naturally spreads like wildfire to others around you. It is the essence of the human spirit, and we all feel it.

**How do you define success?** Challenging yourself every day to be one percent better than you were yesterday. As David Goggins, Navy SEAL, ultramarathon runner, ultra-distance cyclist, triathlete, motivational speaker and author, says, #StayHard!

**What do you want to be remembered for?** I want to live in people's minds as the template for overcoming mental and physical obstacles with high achievement. While many things in this world are out of our control, making a positive difference in this world starts with you.

**What are you most grateful for?** I am thankful for my family being healthy, my mental health and physical health and the ability to help my clients climb with ease what seems like a large mountain to them.


**What is something that not many people know about you?** I'm a classically trained flutist of 24 years and an aspiring natural physique bodybuilder.

**Antonio Herbert**  
**Better Homes and Gardens Real Estate Blu Realty**  
**806-999-0555**  
**aherbert@betterblk.com**

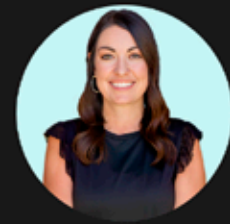
# Revolution

MORTGAGE


## LET'S MAKE MOVES.




**\*Savanna Holton**  
 Branch Production Manager  
 NMLS#1142161  
**806.928.1090**



**\*Ashley Laycock**  
 Branch Production Manager  
 NMLS#1279963  
**806.681.7095**



**\*Kyndra Watson**  
 Branch Production Manager  
 NMLS#1199674  
**806.319.3609**




**\*Slade Terry**  
 Loan Officer  
 NMLS#1988780  
**800.450.2010**

COMPANY NMLS#1686046 Advertiser in: TX  
 ADVERTISEMENT | T2 Financial, LLC, D.B.A. Revolution Mortgage is an Equal Housing Opportunity Lender NMLS #1686046 (Nationwide Multistate Licensing System - www.nmlsconsumeraccess.org) Terms, conditions, and restrictions may apply. All information contained herein is for informational purposes only and, while every effort is made to ensure accuracy, no guarantee is expressed or implied. Not a commitment to extend credit.  
 Branch Address: 5610 114th St, Suite B, Lubbock, TX 79424 • Branch NMLS: 2465705 • Branch Phone: (806) 243-0777

# SOLD

We love Real Estate Agents!

Building in Westmont, Abbey Glen, Viridian, Everest Heights, Allen Farms & Terra Vista.



Home for every stage in life.®

806-606-6668 | www.drhorton.com

Prices, plans, features, options and co-broke are subject to change without notice. Additional restrictions may apply. Square footages are approximate.

## VALUING YOUR PROPERTY

*Valuing Your Trust*



✓ PRE-LISTING
✓ DIVORCE
✓ ESTATE
✓ PMI REMOVAL
✓ DATE OF DEATH

Hub City Appraisals, LLC is a leading provider of residential real estate appraisal services in Lubbock, TX, and the South Plains of Texas area.

FREE QUOTE

806.239.5520  
 jet.seideman@icloud.com  
 HUBCITYAPPRAISALS.NET

With over 15 years of experience, Hub City Appraisals is dedicated to providing accurate and defensible valuations with a fast turnaround time.

HUB CITY Appraisals
LUBBOCK • BAILEY • COCHRAN • DICKENS • FLOYD  
GARZA • HALE • HOCKLEY • LAMB • LYNN • TERRY

Our appraisals comply with the Uniform Standards of Professional Appraisal Practice (USPAP), ensuring the highest professional and ethical standards.

Making the mortgage process  
**EASY**

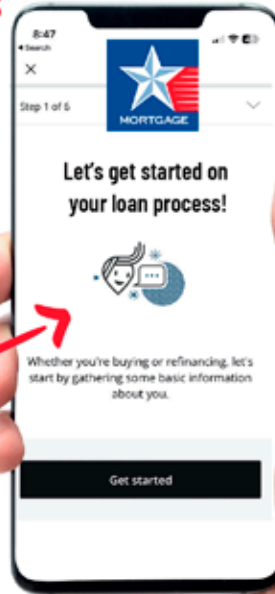
Buying a home is an exciting time; it should be easy!  
We are proud to offer a variety of loan options and we make the process quick and easy.

Easy to get started

Dedicated mobile app

Always a quick phone call or text away

Scott Smith,  
NMLS#849206



**SOUTH WEST BANK**  
MORTGAGE

806-680-4061  
mortgage.southwest.bank



**HAPPY NEW YEAR!**



From the Rusty's Bug Stop Team  
806-777-7424



**Joe Bellar**  
Real Estate  
Inspection, LLC  
SINCE 1999

**INSPECTION SERVICES**

- Structural • Plumbing • Irrigation • Wells
- Electrical • Mechanical • Pools • Septic



Joe Bellar, License 4743



Brittnee Shirey, License 23197



Kelly Cummings, License 21901



Jesse Beversdorf, License 24187



Jed Zeman, License 25049



Nicole Suter, Office Manager

Joe's experience and building knowledge will provide you with impeccable confidence.

This team of professionals is always in your corner!

**806.786.1375**

happy new year  
**2024**

This year, why not make a resolution worth keeping?

Make sure to add a Fidelity National Home Warranty to all your transactions in 2024 - that's coverage your clients can count on *ALL YEAR LONG!*



homewarranty.com

STACIE POLOZOLA  
Sales Executive  
806-577-9675  
stacie.polozola@fnf.com



**Lubbock Local**

**HUB city title**

806-412-1234  
hubcitytitle.com  
4415 66th St Suite 100 Lubbock, TX 79414

# Shelley Woodbridge

▶ featured REALTOR®

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



Photo by Desert Daze Co.

## EXIT REALTY OF LUBBOCK

Varied jobs, life experiences and a bout of courage all led Shelley Woodbridge to her career in real estate. In October 2017, she became a REALTOR®. Years before, she was curious about the industry. She began her career as a medical assistant. Then, she worked as a graphic designer for six years and helped business owners market themselves through art. “The biggest common denominator for all my jobs was the capacity to help others,” Shelley shares. “I knew I was meant to serve others, but it never felt fulfilling until I started in real estate.” She began her career at a small brokerage where she learned a lot about the industry. Later, she interviewed throughout Lubbock before landing with the Russell McGuire brokerage of Exit Realty.

Shelley is a coffee enthusiast, avid reader and Jane Austen-lover. She reads roughly 70 books a year; some of her recent standout favorites are *The Richest Man in Babylon* by George Classon and *The Mountain is You* by Brianna Wiest. As a coffee lover, she loves meeting clients at Sugar Browns, Paint Rock, Summer Moon and Starbucks. Jane Austen is one of her favorite authors and figures. “I have a goal to have a quote from every piece of her work tattooed somewhere on me,” reveals Shelley, who has three children, Gabriella (16),

William (10) and Quill (6). Two years ago, she met Reeve Moran who completed their family. They enjoy watching football, playing soccer and spending time together. “Family dinner is our highlight time,” Shelley says. “We all sit together and pour out our days. It is chaotic, loud and full of love. I cannot imagine my life any other way.”

From the get-go, Russell and Gene McGuire made Shelley feel at home; they encouraged and supported her from the first time they met. “Thankfully, they saw something in me that even I did not know was there,” Shelley comments. “The training, culture and opportunity for residual income to care for my kids were all secondary to the genuine desire to see me succeed in this business and life in general. Exit Realty is my family.” Focusing on people is a philosophy that Shelley shares with Exit. She does not identify with the notion that being a REALTOR® means she is a salesperson. “I am in the business of people,” she voices. “When I get invited into someone’s life, I am there for them. This is where my heart lights up.” For Shelley, real estate is not about a transaction; it’s about a connection.

One such special connection that Shelley has is with first-time home buyers. Her fondest memory of a first-timer came from an experience with a woman who was continually denied. “She was older and had been told over and over that she could not purchase a home,” Shelley explains. “I sat down with her, listened to her story and decided that no matter what, I was going to get keys in this sweet soul’s hands. We dug in together and spent two years working on getting there. We laughed, cried and eventually celebrated when she got that green light. To this day, she is one of my closest friends and has since sold her home and bought another.”

Another special way Shelley stands out is in her choice of closing gift. Shelley provides her clients with dinner on moving day. She considers feeding the people she has formed bonds with during the home-buying process



an honor. “It’s important to me to provide a strong client appreciation program,” she states. “I never want people to feel like they are just a number to me.”

Shelley wishes to be remembered for how she makes people feel. She credits her mom for always encouraging her and making her feel special. Since her mother passed in 2021, her dedication to this wish has only grown. “I want everyone I come in contact with to feel the way she made me feel loved and seen wholly,” she voices. Connection is at the center of her work. Shelley strives to relate to clients, love them and help them navigate making a move.

---

Shelley Woodbridge  
Exit Realty of Lubbock  
806-200-3205  
shelleyw@exitlubbock.com

“  
I WANT  
EVERYONE  
I COME IN  
CONTACT  
WITH TO  
FEEL THE WAY  
SHE MADE ME FEEL  
LOVED  
AND SEEN  
WHOLLY.  
”



# Make the right move.

Take advantage and save on your next home through our fast, easy home financing process.



**Tom Couture**  
MORTGAGE LOAN OFFICER



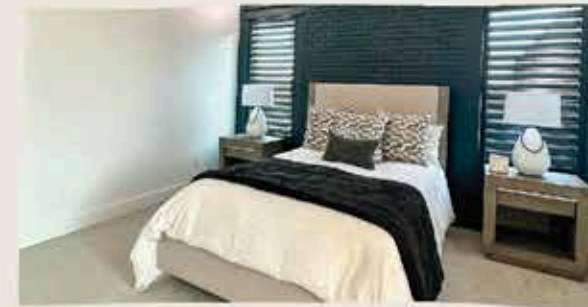
Apply in minutes at [tom.texastechfcu.org](http://tom.texastechfcu.org)  
806.773.0496 mobile



Equal Housing Lender | Federally insured by NCUA NMLS# 842717



**HUB CITY STAGING**  
Leave the staging to us



Real Estate Inspection | Insurance Claims | Residential & Commercial | Serving Lubbock since 1939

Hire a professional roofing company you can

# TRUST.

**NEW LOOK.  
SAME TRUSTED COMPANY.**



FOR THE BEST ROOF, OUR QUALITY IS PROOF.

Regular roof inspections are critical in protecting your residential or commercial property.

Just ask your neighbors, we can help!  
Call us today for a free quote.

[PlainsRoofing.com](http://PlainsRoofing.com) | 806-748-0702 | [PlainsRoofing@gmail.com](mailto:PlainsRoofing@gmail.com)



**806-786-6444**

Call or Text to Schedule.

[hubcityinspection@gmail.com](mailto:hubcityinspection@gmail.com) | TREC# 24751



Providing REALTORS® and homebuilders with quality home-staging services – from a single home to an entire neighborhood – on time and within budget to maximize the potential of every home.

Ashley Whittle, Owner/Creative Director

(806) 252-0062

[www.hubcitystaging.com](http://www.hubcitystaging.com)

▶▶ partner spotlight

Story and photos provided by the South Plains Electric Cooperative team



SPEC and CoBank partnered to award a \$10,000 Sharing Success grant to the FiberMax Center for Discovery (FCFD). Pictured from left: FCFD Executive Director Lacey Hoelting, FCFD President Dan Taylor, SPEC Director of Communications Lynn Simmons, CoBank Regional Vice President Dean Church, SPEC Director and FCFD Board Member Lloyd Arthur.



West Office crew having some fun! Seated from left: Cashier Donna Berry and Member Service Representative Vernice Najera / Standing from left: Member Service Representative Roderick Ellis, part-timer Kinzer Simmons, Cashier Shanna Friday, Consumer Accounts Representative Holly Baiza, Member Service Representative Jamie Ward, Key Accounts Manager Jeff Watson.

# BUSINESS AS USUAL AT SOUTH PLAINS ELECTRIC COOPERATIVE

Cooperative members won't have to do anything when retail competition comes for LP&L customers. South Plains Electric will remain 100% locally owned and controlled by its members. The City's move to retail competition doesn't change the state-certified service territories, so Cooperative members are protected. Many LP&L customers have been

under the impression that they will be able to choose South Plains Electric as their retail electric provider, but this is not the case. The Cooperative as it exists today cannot be a retail electric provider, and the locally elected Board of Directors doesn't believe it's in the members' best interest to change. And here's why.

South Plains Electric is a not-for-profit cooperative owned by its members. It is in business for only one reason: to provide the best, most reliable service, not to make a profit. The Cooperative's residential rate, as of November 2023, was 10.89¢ per kWh, which is a very competitive rate locally, across the state and among retail electric providers. South Plains Electric continues to grow at about 5% per year. It is site planning for new substations and infrastructure to meet members' future needs. The Cooperative is serving two new large commercial loads east of town, which will help stabilize rates for all members. Our two biggest school districts are adding campuses, including two new high schools. New schools bring new homes and businesses to the area. The Cooperative will be ready!

More good news for local members is the \$3 million in capital credits the Cooperative returned to members in December 2023. It's good to know that if the Cooperative has any money left over at the end of the year, it is returned to the members and not to investors on Wall Street. South Plains Electric has returned over \$53.5 million to members over the years.

For 86 years, the Cooperative has been part of the local community and has helped to grow Lubbock. South Plains Electric is happy to support the members' Little League teams, buy a table at a local non-profit event, team up with the firefighters to hand out coats to local elementary kids, raise money for United Way and much more. Through the CoBank matching grant program, together with CoBank, the Cooperative can give some significantly larger donations to local non-profits. The Operation Round Up program allows the Cooperative to also support non-profits with Community Grants, help teachers with classroom projects through Teacher Mini-Grants and award high school seniors with college scholarships.



**SOUTH PLAINS ELECTRIC COOPERATIVE WILL ALWAYS BE ABOUT PEOPLE, NOT ABOUT PROFITS.**



But it doesn't stop there. It is on the cutting edge in terms of technology and renewables. The Cooperative's grid monitoring and security systems are top-notch, and they offer members the free SPEC App. The SPEC App offers more options to track energy use, help manage costs and report outages. The energy industry is rapidly changing. In our region, the increased availability of renewables at the point of generation allows South Plains Electric to take advantage of more options for its energy mix. Building a sustainable future is a priority. But more importantly, while the use of renewables is increasing, the Cooperative will incorporate other forms of energy in the mix to ensure service reliability. After all, solar and wind are referred to as "intermittent" power because the sun does not always shine, and the wind does not always blow.

As a local business, the Cooperative is proud of its role in helping bring good things to their communities. While the larger environment in which it operates is constantly changing, one thing remains constant. Working together with the members they serve, South Plains Electric continues to be a catalyst for good. It actively supports efforts to improve the quality of life for your family. Co-op employees, directors and top management all live right here. They are your friends and neighbors.

"South Plains Electric Cooperative will always be about people, not about profits," said Lynn Simmons, director of communications.



Keeping you informed,  
**every step of the way!**



[apply.primewestmortgage.com](https://apply.primewestmortgage.com)



Scan this QR code to get started on your homeownership journey today!



**Jack Bibb**  
Mortgage Loan Officer,  
New Mexico Regional President  
[jack@primewestmortgage.com](mailto:jack@primewestmortgage.com)  
NMLS 339868



**Rosa Erculiani**  
Mortgage Loan Officer,  
Vice President  
[rosa@primewestmortgage.com](mailto:rosa@primewestmortgage.com)  
NMLS 1064724



**Casey Taylor**  
Mortgage Loan Officer,  
Branch President  
[casey@primewestmortgage.com](mailto:casey@primewestmortgage.com)  
NMLS 408217

HTLF Bank is MEMBER FDIC and EQUAL HOUSING LENDER. PrimeWest Mortgage, a division of HTLF Bank, is an EQUAL HOUSING LENDER. NMLS #402685



Texas Real Estate Commission (TREC) certified



**\$50 OFF** any inspection for military, first responders, & teachers

**INSPECTION SERVICES:**

- HOME
- POOLS
- AUDIO/VIDEO
- WELL
- SEPTIC
- WATER QUALITY

[www.WTREI.com](http://www.WTREI.com)



KEEP YOUR SWIMMING POOL safe and SPARKLING ALL YEAR ROUND

NATIONALLY CERTIFIED

Building Maintenance  
Remodeling  
Repairs

[Wtpplubbock.com](http://Wtpplubbock.com)

**CONTACT US** | Brandon Sanders | 806-786-0849 | [Brandon@wtrei.com](mailto:Brandon@wtrei.com) | TREC# 21213



# Why choose Candice?

**I stay in touch...**  
I call listing and buyers' agents every Tuesday with an update on the loan.

- H.O.M.E. 100 - \$0 Down Payment Loan
- Investment Renovation Loan
- Extended Rate Lock Program
- Interim Construction Loans
- HELOC - Home Equity Line of Credit Loans
- FHA, VA & Conventional Loan Programs
- Down Payment Assistance Programs
- Bank Statement Loan for Self-Employed Borrowers

**CANDICE Gerron**  
cgerron@alliancecutx.com • 806.507.0631 • NMLS #1951472




**LUBBOCK'S NO. 1 ELECTRICIAN**



Home Inspection  
Repairs  
Electrical Remodeling  
Installations  
LED Upgrades  
Solar Panels  
Backup Generators



**(806) 239-7595**  
actionelectric98@gmail.com  
actionelectriclbk.com



Full Service Packing, Moving & Storage  
Fully Insured & Bonded  
Locally Owned & Operated  
FREE, GUARANTEED Estimates  
Realtor Discounts  
Local & Long Distance Moves

Before you start, Call Hart!

**HartMovingandStorage.com**  
**(806) 763-4191**




New Year  
New Things to Watch For  
From:

**WESTERN TITLE**  
W.C.O.M.P.T.A.N.Y



4202 84th Street, LBK, TX 79423  
806-793-0704

ELEVATE YOUR LISTINGS  
ELEVATE YOUR SUCCESS



Flooring your way, the right way.

CONTACT US  
806-370-1108  
Winderflooring.com





## ▶▶ spotlight REALTOR®

Story by Jacki Donaldson  
Photos by Alicea Jare Photography (unless otherwise noted)  
Select outfits & jewelry courtesy of J Hoffman's

### 2023 LAR PRESIDENT

If you know Donna Sue Clements by one of her nicknames — D\$, Donna Money and D Dollar Sign — then you are likely aware of The Money Gun, which made its debut in 2021 when Donna Sue was the Secretary/Treasurer of the Lubbock Association of REALTORS® (LAR) and was guiding the not-for-profit Association through purchasing its office and event center on 70th Street.

Donna Sue says, “Financial updates were critically important as we closely monitored our accounts, and I wanted a way to engage our Finance Committee and Board of Directors because numbers and finances can be dry and boring. At every meeting, I had The Money Gun ready, and almost every director waited for the moment in the financial report when I would pull out the gun and rain out cash. It’s a staple now for almost every report I give, whether it involves money and finances or not.”

LAR successfully purchased its buildings with no debit to the Association, a huge accomplishment, says Donna Sue, who earned her real estate license in 2015 and has gone on to build quite a resume. Her accomplishments include completing her Graduate REALTOR® Institute (GRI) and Commitment To Excellence (C2EX) designations. She is also a graduate of the Texas REALTOR® Leadership Program (TRLP) and has served as Chairman of the Education Task Force (now Committee); Chairman of the United Way Committee; Co-Chair of the MLS Committee; Director on the LAR Board; and Director At Large, Secretary/Treasurer, President-Elect and President of LAR. In 2024, she will serve Texas REALTORS® on the Public Policy Infrastructure Committee and the National Association of REALTORS® on the Federal Financing and Housing Policy Committee.

Before taking the real estate industry by storm, Donna Sue was an Industrial Engineer at Texas Instruments, optimizing budgets and performing financial analyses for weapons and radar programs, and at Pepsi, where she was a manufacturing manager responsible for concentrate flavor production. “If you remember Crystal Pepsi from the early 1990s, it was one of my projects,” reveals Donna Sue, who was trained as a taste tester and adds, “To this day, I can taste the variations in Diet Pepsi and Diet Coke!”

Donna Sue  
CLEMENTS



“ We should go out of our way to ensure our clients are comfortable with the process and are informed at every step. ”

Passion is what drives Donna Sue in her professional endeavors, and currently, she is ardent in demonstrating REALTOR® value. “As we move into the future of real estate, providing a professional, personal experience for our clients is more critical than ever,” she voices. “As REALTOR® professionals, we need to differentiate the way we approach every client and every sale from a new and personalized angle. We should go out of our way to ensure our clients are comfortable with the process and are informed at every step. Focusing on reaching people and establishing relationships, along with transparency and information, is what differentiates a REALTOR® from a website.”

In addition to passion, the following four principles guide Donna Sue in life, and she kindly shares them with anyone looking for inspiration:

- BE TENACIOUS:** Don't give up and don't get down.
- BE A STUDENT:** Look to learn from every situation and every person you work with.
- BE GOAL-DRIVEN:** Write down your goals, implement a way to measure them and track your progress.
- BE FEARLESS:** Don't let perfection paralyze you; re-evaluate your process, looking for the best practice.

When Donna Sue takes time to step away from real estate, she enjoys spending time with Ed, her husband of 33 years, and her children and family, which comprises three generations of Texas Tech engineers. She finds joy in going to concerts, hunting, fishing, raising longhorn cattle on her ranch and traveling the United States.

**Donna Sue Clements**  
**RE/MAX Lubbock**  
**(806) 782-8983**  
**donnasue@remaxlubbock.com**

“As the leader of our Association this year, my North Star has been our 1,700-plus members! In every decision, every communication, every event, every meeting and every planning session, the impact on our members has been my guide. I am so humbled and incredibly grateful for the support I have received over the past year — prayers for wisdom, texts of support, notes with kind words, hugs at Open House events; I sincerely thank our REALTOR® family from the bottom of my heart!”



Lauren and Emma Clements  
 Photo provided by Donna Sue Clements



Ed and Donna Sue Clements  
 Photo provided by Donna Sue Clements

Call Your  
**LOCAL LUBBOCK TEAM**

**JASON RACHELS**

Loan Originator  
 NMLS# 846727  
 (817)908-9380

**ABBI BRICKEY**

Loan Originator  
 NMLS# 1783740  
 (806)445-3535



**Home Loans Made Simple.**

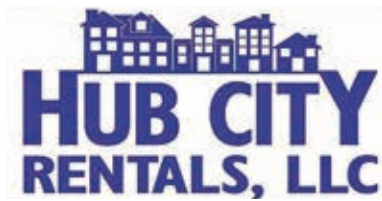
**APPLY NOW**



5010 University Ave, Ste. A&B | Lubbock, TX 79413

All loans subject to credit approval. Rates and fees subject to change. ©2023 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

*Happy Property Owners.  
 Happy Tenants.*



**Property management services for tenants and owners**

4703 S Loop 289 | Lubbock, TX 79424  
 (806) 993-RENT (7368) | hubcityrent.com  
 info@hubcityrent.com



**WE KEEP EVERYTHING RUNNING FOR YOU & YOUR CLIENTS**



**PIPELINE PLUMBING**  
 PLUMBING SERVICE and REPAIR



806-601-6989

thepipeline.plumbing@gmail.com

Gary Hughes, M-41617



**FIRE & ICE**  
 HEATING AND COOLING

**SERVICE  
 INSTALLATION  
 INSPECTION**

LET US HELP WITH ALL YOUR HVAC NEEDS

CONTACT US | (806) 422 - 1314

**rowdie bright**  
 Photography

Portraits  
 Headshots  
 Branding  
 Events

*for real estate professionals*

Rowdie Bright  
 (979) 224-6757  
 rowdie.bright@gmail.com  
 www.rowdiebright.com



**READY TO BREAK NEW GROUND?**

*Local family-owned and operated*

Land Cleaning - Demo - Water Drainage  
 Snow Removal - Residential & Commercial Dirtwork

**(806) 893-8663**

Like us on Facebook at Fecht Custom Dirtwork

▶▶ event recap

Photos by Angela Diamond

# Real Producers FABULOUS FALL EVENT

The *Real Producers* Fabulous Fall Event took place on Tuesday, November 14 and was hosted in the beautiful APEX Construction Parade Home at 14805 Oxford in Sedona.

More than 150 guests had the opportunity to roam from one beautiful room to another, admiring all the fantastic features and delightful details Carey Taylor and Tyson Reed of APEX have incorporated into their designs. APEX is doing the little things, which lets them build the masterpiece of dreams.

Ashley and Braxton Whittle, owners of Hub City Staging, were delighted to stage this remarkable home. They aim to maximize the home's potential and create a space that draws in buyers.

Events like this one help build a valuable connection with REALTORS® and our preferred ad partners. They are a catalyst for creating and developing new business relationships and friendships. On this special occasion, we indulged in the delicious food fare provided by City Bank Mortgage. (City Bank Mortgage offers a seamless online application, a quick approval process and industry-leading customer service.) And we enjoyed the cocktails provided by Grimes Insurance. (Grimes Insurance has been protecting West Texans for more than 70 years. At the same time, it exhibits the highest technical knowledge of the insurance business.)

The *Lubbock Real Producers* team is grateful for the support of our partners and their sponsorships, which allow us to Connect, Inspire and Motivate.

### GOLD SPONSORS

City Bank Mortgage, Hub City Staging, Grimes Insurance and APEX Construction.



APEX Construction, Carey Taylor and Tyson Reed

### Special shout out

to Heather Brandt and Bailee Porter of Western Title for working check-in, Lynn Simmons for bringing 30+ door prizes and Stacie Polozola for donating a cash gift card. We always appreciate Angela Diamond for her beautiful photography and Preslea Thompson Bartending and J Hoffman's for my fabulous dress and boots! Thanks for always having my back to my family and friends, Laci McCandless, Jennifer Rollo, Alan Pettit, Amber Faske, Jhalynn Murphey and many more.

If you want more details or have questions, please let us know! [kathy.pettit@n2co.com](mailto:kathy.pettit@n2co.com)



City Bank Mortgage, Jessica Reynolds and Cindy Carver



Grimes Insurance, Ryan Reynolds, Jake and Randy Runquist of City Bank.

### SILVER SPONSORS

Joe Bellar Home Inspections, Western Title and South Plains Electric Coop.







# NEW YEAR, NEW HOME!



## HAS JUST WHAT YOU NEED!

### 6951 101ST THE RIDGE

**UNDER \$450K!**

- 3 Bedroom
- 3 Bathrooms
- 2410 SQFT
- 2 Car Garage



### 6952 101ST THE RIDGE

**UNDER \$470K!**

- 4 Bedroom
- 3.5 Bathrooms
- 2538 SQFT
- 2 Car Garage



### 6953 101ST THE RIDGE

**UNDER \$470K!**

- 4 Bedroom
- 3 Bathrooms
- 2460 SQFT
- 2 Car Garage



### 4615 140TH STRATFORD POINTE

- 4 Bedroom
- 3 Bathrooms
- 2633 SQFT
- 2 Car Garage



### 4618 140TH STRATFORD POINTE

**UNDER \$530K!**

- 4 Bedroom
- 3 Bathrooms
- 2693 SQFT
- 2 Car Garage



### 4409 141ST STRATFORD POINTE

**UNDER \$560K!**

- 4 Bedroom
- 3 Bathrooms
- 2699 SQFT
- 2 Car Garage



**TYSON REED**  
(806) 543-7949

**CAREY TAYLOR**  
(806) 632-5561

**WWW.BUILTBYAPEX.COM**



HOME LOAN CENTER

# New Home? Improve your existing home? Pay off debt?

*Whatever your New Year's Resolution might be,  
we are here to help!*



**Lacie Walton**  
Executive Vice President  
Mortgage Dept. Mgr.  
NMLS #469782  
806.441.8036 (C)  
lwalton@peoplesbanktexas.com



**Sonya Garcia**  
Vice President  
Mortgage Operations Manager  
NMLS #1622095  
806.445.1295 (C)  
sgarcia@peoplesbanktexas.com

## Happy New Year!

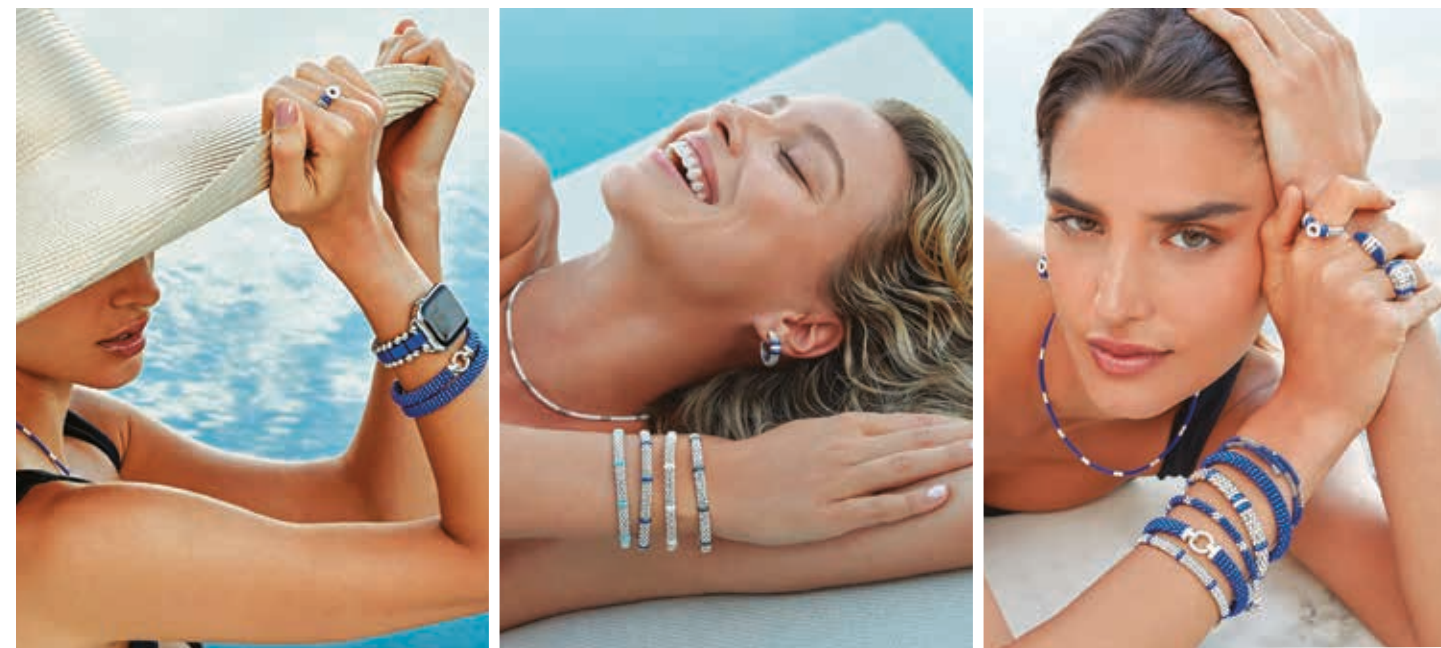
NMLS #514404  
www.peoplesbanktexas.com

**ALICEA JARE**  
PHOTOGRAPHY

*Do you need an amazing headshot?*

**ADD ME TO YOUR CONTACTS!**

f i  
(575) 825-5588 • [aliceajare.com](http://aliceajare.com)  
[aliceajare@gmail.com](mailto:aliceajare@gmail.com)



### LAGOS

Exclusively at

*j.hoffman's*  
LUBBOCK, TEXAS

## Celebrating 50 years!

(806) 795-8290 [www.jhoffmans.com](http://www.jhoffmans.com) 4918 50th Street, Lubbock

**CLOTHING • SHOES • JEWELRY • ACCESSORIES • GIFTS & HOME**



**20** YEARS OF  
THE N2 COMPANY

# GRIMES

INSURANCE AGENCY

**START YOUR  
QUOTE TODAY**

**SCAN QR OR  
GIVE US A  
CALL**

**Protecting West Texans  
for Over 70 Years!**

**806.762.0544 | GRIMESINSURANCE.COM**

1651 BROADWAY | LUBBOCK, TEXAS 79401

**SCAN QR FOR MORE INFORMATION**

