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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at stephanie.miller@n2co.com

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▶▶ publisher's note

As we embark on the threshold of 2024, we stand at the precipice of opportunity and transformation within the ever-evolving landscape of real estate. The preceding years have brought about seismic shifts, reshaping the way we operate, connect, and navigate the realm of property.

The resilience and adaptability showcased by the real estate community amidst unprecedented challenges have been nothing short of commendable. From technological advancements revolutionizing property viewings to the evolving preferences of buyers and sellers, the industry has witnessed remarkable innovation and creativity.

Permian Basin Real Producers is dedicated to fostering growth and excellence within the real estate domain, we acknowledge the significance of staying attuned to emerging trends, technological breakthroughs, and evolving market dynamics. Our commitment remains steadfast to connect, elevate, and inspire our real estate community.

The dawn of a new year presents boundless opportunities for you to redefine standards, surpass expectations, and expand horizons. Whether you are a seasoned professional or a budding enthusiast, the upcoming year offers a fresh canvas to leverage your expertise, embrace new methodologies, and capitalize on burgeoning trends.

We invite you to harness the power of innovation, and collaboration as you embark on this exciting journey into 2024. Together, let us continue to elevate the real estate industry, driving excellence and shaping the future of property transactions.

Here's to a prosperous, innovative, and fulfilling year ahead, filled with new opportunities and unparalleled success. REALOTRS®, be on the lookout to see if you made the new Top 300 list for 2024!

With Gratitude,
Stephanie Miller



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GINA REYES

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MAKING MORTGAGES CINCH IN A PINCH!

▶▶ partner spotlight | By Beth McCabe
Photos by The Stones Photo + Film

"I love mortgages," raves Gina Reyes, a Mortgage Broker with Cattell Inc. "I wish I would have made the move a long time ago."

Gina excels in the competitive world of mortgages and is currently ranked in the top 20 in the entire state of Texas. Earlier in the year, she was ranked second! "That was a very big accomplishment for me," she reflects.

RISE IN MORTGAGES

"I started off being a secretary for a loan officer," she says. Gina spent a few years learning the ins and outs of the business, gaining a deep understanding of the documents and the requirements for pre-approval. As she became more proficient, she transitioned into a full-blown processing role, handling files and honing her skills over six years. Eventually, Gina realized that she could excel in a loan officer's position. With her strong grasp of the backend operations, she began making files work seamlessly when loan officers handed them her way.

However, Gina's career took an unexpected turn when the loan officer she was assisting passed away. Suddenly, she found herself at a crossroads, questioning whether to continue the work they had started or move on to something new. The company she was with at the time didn't fully support her, and she felt tension among colleagues. Nevertheless, Gina made a brave decision to embrace her new role as a loan officer and took on the responsibility of maintaining and growing their pipeline.

With no choice but to "swim or sink," she obtained her license and became a loan officer. The clients who had agreed to work with her during this transition period proved to be a tremendous support. Gina decided to take her career to the next level by switching companies and opening her own branch.



In the pursuit of greater independence, she explored the role of a mortgage broker. This shift opened up a whole new avenue of business opportunities, giving her more options and competitiveness in terms of rates. Gina's determination and the quality of her service allowed her to win over business from other local lenders.

Reflecting on her journey, Gina shares, "Finally, I found where I belong. I know that I did it all on my own." As of June, she marked her full second year in the business.



EVERY BUYER IS NOT JUST A BUYER; THEY BECOME FAMILY AT THE END OF THE TRANSACTION.



GINA'S SUCCESS AND SERVICE

With 13 years in the industry, Gina has the experience and expertise that clients desire in the mortgage industry. Her emphasis on customer service sets her apart, as she values personal connections with her buyers and makes herself available after hours and on weekends, understanding the challenges of balancing work and family life.

Gina's success in the mortgage industry is not just about numbers but also about the relationships she builds. "Every buyer is not just a buyer; they become family at the end of the transaction," she says. She extends her services beyond closing, encouraging clients to reach out for any assistance or guidance, even after the deal is done.

Gina's secret to success is her commitment to evolving with the industry. She believes that adaptation is crucial to staying competitive and relevant. By embracing the role of a mortgage broker, she positioned herself to offer a broader range of loan options, making homeownership more accessible to everyone.



WORDS OF WISDOM AND FAMILY VALUES

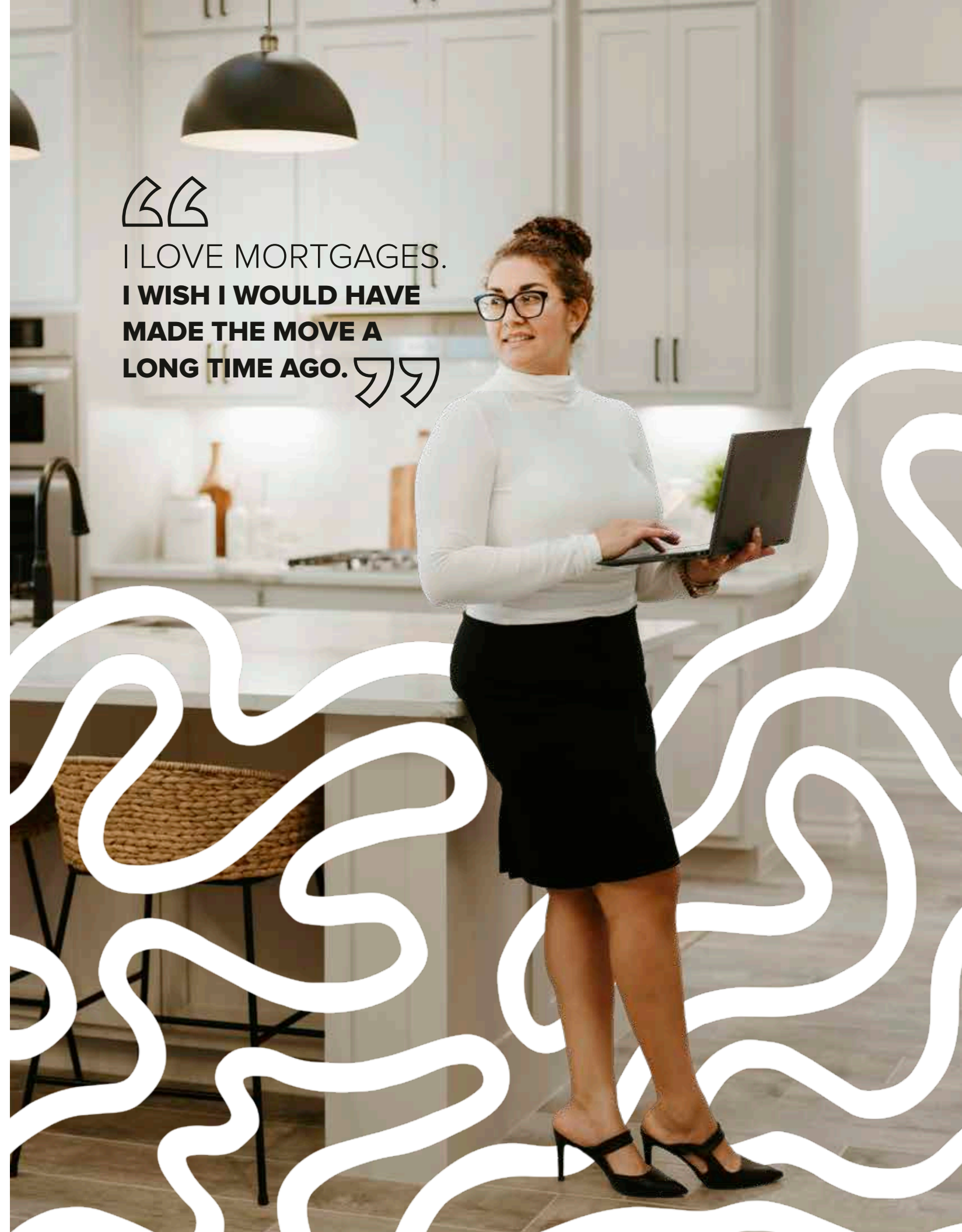
Gina's words of wisdom for success in the mortgage industry revolve around staying humble and putting the buyers' needs first. She goes the extra mile to educate her clients about the entire process, from escrow to closing costs, ensuring that they are fully informed every step of the way.

Outside of her career, Gina has a large family with six children and describes herself as a master of controlled chaos. She jokes, "I wouldn't know how to function without it." She adds, "I have a big family and that's why I'm so good at what I do." Her dedication to her family and her work shines through in her commitment to balancing both aspects of her life. Her eldest daughter has even joined her in the mortgage industry, and her sons are showing interest in her work.

Gina is a shining example of a mortgage professional who not only excels in her field but also places her clients' interests and well-being at the heart of her business. Her role from secretary to top-ranked mortgage broker is an inspi-

ration with the rewards of hard work, determination, and a commitment to service that goes above and beyond. Gina is indeed making mortgages cinch in a pinch, and her clients couldn't be happier.

For more information, check out her website, <https://www.cattellmortgage.com/greyes>, or call 432-741-1269.



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“Real estate has always been an interest of mine,” says Sarah Dixon. “My grandfather was a home builder in the San Antonio area and also brokered in the Dallas Fort Worth area.” Her mother grew up in a real estate family and also went on to get her license.

“
**I ALWAYS KNEW THAT
REAL ESTATE WOULD BE
A GOOD FIT FOR ME.**
”

▶ real estate roots

By Beth McCabe
Photos by Steven Tippett Photography





“
**I LOVE LEARNING AND WANT THE ACCOMPLISHMENT OF IT
AND WANT TO BE THE MOST KNOWLEDGEABLE THAT I CAN BE.**

“My dad is an attorney and did real estate law as well,” adds Sarah. It was only natural that she followed in her family’s footsteps.

ENTERING THE MARKET AT THE WORST TIME

Sarah will never forget when she entered real estate. “I got into the business in 2008. It was the worst market ever,” she recalls.

A woman of courage and character, Sarah didn’t let the Great Recession deter her from achieving her getting her license that year. After all, if she could survive during this turbulent time, she would thrive in later times.

“The economy was in a crazy place,” she admits. However, with her daughter going to kindergarten Sarah wanted to find her purpose and passion in life. Real estate had always been on the radar and she was eager to get started. “I worked for a local brokerage here in Odessa and had a wonderful broker I learned a lot from,” she says with a heart of gratitude. “For the first 8 years of my career, I wanted something that was flexible so I could work around my kids’ schedule.”

Sarah hit the ground running in real estate. With her outgoing personality, she was able to resonate with her clients. “I always knew that real estate would be a good fit for me,” she smiles.

DREAMING BIG

After working at Apex Real Estate for 8 years, Sarah started working for Keller Williams Realty 7 years ago. A trailblazer, she started the Sarah Dixon Real Estate Group. Now she has her sights set on something larger.

“I’m currently working on getting my broker’s license,” she says with delight. “I love learning and want the accomplishment of it and want to be the most knowledgeable that I can be.” Working at Keller Williams illuminated this next step in her real estate journey.

MENTORING AND GIVING BACK

Over the past year, Sarah has taken on a mentoring role, helping new agents at Keller Williams and even extending her support to agents from other brokerages who seek her guidance. She recognizes the importance of helping newcomers navigate the complexities of the real estate world, having been a newcomer herself once.

“I love helping new agents,” she shares, underscoring her passion for sharing her knowledge and helping others learn the ropes of the business. She believes that real estate is a fun and dynamic industry, and her dedication to education and growth is evident in her commitment to mentoring and guiding aspiring real estate professionals.

A WONDERFUL LIFE

Real estate has given Sarah a wonderful life and she finds her chosen career very rewarding.

“I really like being a small part of each person’s happily ever after,” she comments. Whether it’s the first house or beyond, Sarah helps her clients achieve their real estate goals. “I recently assisted some first-time homeowners, who had just gotten engaged, in finding a house in Seminole. We had been searching for a solid year. There’s nothing quite like the moment when buyers find ‘the one.’ It’s the coolest thing to witness.

Seeing their happiness upon finding their dream home made every ounce of effort worthwhile.”

A LOVING FAMILY

When not working, Sarah cherishes her family life. She has been married to her husband Shane for 26 years, with a love story that began when they were just 19 and 21 years old. Shane, a lender with Prime Lending in Odessa, shares Sarah’s passion for real estate and provides mutual support in their respective careers.

The couple has a son, Tristan, who works in the oil field for Kodiak, proudly calling West Texas his home. Their daughter, Mercades, is in her third year of college at Angelo State, majoring in marketing and graphic design. Family is the core of their happiness, and they enjoy spending time together at the lake, in church, and even at the drag racing track.

FINAL THOUGHTS

Sarah followed her heart into real estate and cannot imagine a better profession with her heart to help others. As she continues to blaze her own trail in the industry, her clients can rest assured that she will always be their go-to person for real estate guidance and support.

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TRACY FARROW REALTY

TRACY FARROW



**PASSION.
PURPOSE.
PERSISTENCE.**

By Beth McCabe
Photos by The Stones Photo + Film

▶▶ top producer

PASSION. PURPOSE. PERSISTENCE. Tracy Farrow has all those qualities as the Broker/Owner of Tracy Farrow Realty. Her start as a caring and dedicated schoolteacher to a successful real estate professional is a heartwarming story of embracing life's opportunities.

ROOTS IN MIDLAND AND A LOVE STORY

Rooted in Midland, Tracy has lived here ever since the young age of six months old. She has fond memories of attending Henderson Elementary, Fannin Elementary and South Elementary, followed by Goddard Jr. High, Midland Freshman School, and Midland High School, where she played basketball, volleyball, and was a cheerleader.

She pursued higher education at Abilene Christian University, before meeting her husband, Coby Farrow, in Midland on a blind date. After getting married, Tracy transferred to Lubbock Christian University, where she graduated with a Bachelor of Science in Elementary Education.

Coby finished his studies at Texas Tech University before launching his business, CTC Homes and Construction. They returned to Midland and began their lives together.

Tracy spent 24 years as an elementary school teacher, with 12 years in Midland Independent School District (MISD) and another 12 years in Greenwood ISD. Her life revolved around her son, Caden, who is her only child.

However, as Caden headed off to college, her husband proposed a question that would change the trajectory of her life. "What are you going to do with yourself now?" he asked. Her husband, a home builder and developer, believed she had the potential to be a great real estate agent. Although she initially laughed off the idea, she eventually decided to explore it further and obtained her real estate license.

For the first two years, Tracy continued to teach while beginning her real estate career. But once she transitioned to real estate full-time, her business took off. It's been 12 years since she embarked on this new journey, and her career has been marked by significant achievements and meaningful connections.

**TEACHING AND REAL ESTATE:
A FULFILLING PARALLEL**

As a former teacher, Tracy has a unique perspective on her real estate career. She takes immense pride in having helped many of her former students find their homes. "They think I'm famous because there's a billboard in Greenwood," she says with a chuckle. It's a full-circle experience, and Tracy feels blessed to make a lasting impact on her students' lives.

"I feel super blessed because you always pray that you will make an impact on their lives as a teacher," she reflects. "When they find me and tell me the things that I did, it's so rewarding." Tracy also tried to make learning fun and her students remember her entertaining teaching style.

Now Tracy has brought her



compassion and love for instruction to real estate, aiming to create a comfortable environment where clients can make informed decisions and navigate the complex world of real estate. Her joy in teaching has seamlessly translated into her work as a REALTOR®, where she continues to guide, educate, and empower her clients.

TRACY FARROW REALTY: A LIFELONG DREAM REALIZED

Last year, Tracy reached another milestone by establishing her own brokerage, Tracy Farrow Realty. She officially opened the business in January 2023, with a ribbon-cutting ceremony attended by the Chamber of Commerce. This achievement was a dream come true, made possible through faith and countless opportunities.

Her business is grounded in Matthew 5:16, “In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.” Tracy finds inspiration from this Scripture to let her light shine in the Permian Basin, not just in real estate but in every aspect of her life.

LIFE BEYOND REAL ESTATE

Outside her bustling real estate career, Tracy and her husband share a love for travel, including memorable trips to Switzerland, where they conquered the Matterhorn on skis. They are avid fans of Texas Tech football and basketball and enjoy spending quality time with family, playing cards, and indulging in some good old-fashioned fun.

In her free time, Tracy enjoys singing on the Praise and Worship Team at Hope Community Church, which she has done for several years. She’s a woman of faith and loves to sing. She admits, “It was totally out of my comfort zone. However, real estate was also out of my comfort zone.” She stretches herself to reach new limits, personally and professionally.

A LIFE MARKED BY CHALLENGES AND TRIUMPHS

Tracy’s life hasn’t always been smooth sailing. She lost a daughter, Bailey Mae, who was carried full-term and lived for just two months. This heart-wrenching experience profoundly changed her life. She also draws strength from her husband and son, who have helped her find purpose and carry on despite the immense loss. Tracy and Coby have been married for 38 years and she is grateful for their years together.

Tracy’s experience has fueled her passion for helping other women who have suffered similar losses. Faith has been her strong foundation throughout the storms of life.

LEADING THE WAY

Tracy is an inspiration with her life’s journey of transformation, faith, and the determination to keep on going. As she continues to lead the way as Broker/Owner of Tracy Farrow Realty, her light shines brightly, illuminating the lives of those she touches in the Permian Basin and beyond.



**IN THE SAME WAY, LET YOUR LIGHT
SHINE BEFORE OTHERS,
THAT THEY MAY SEE YOUR GOOD DEEDS AND
GLORIFY YOUR FATHER IN HEAVEN.**

MATTHEW 5:16





FAQ

About This Magazine

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

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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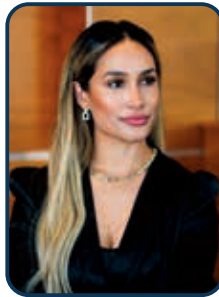
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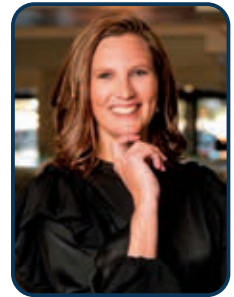
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