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

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DENISA ZAJI



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top producer

Story by Jacki Donaldson
Photos by Rowdie Richardson, Rowdie Bright Photography



When one of Denisa Zaji's clients relocated to Lubbock last year, he did not know much about the area except that he liked its affordability. His knowledge increased exponentially after partnering with Denisa as his REALTOR®. "As a first-time homebuyer and someone new to the area, I was seeking a REALTOR® who could not only guide me through the intricacies of buying a home, but also offer insights into the community," he shares. "Denisa was a perfect match."

This happy client credits Denisa's attentiveness, exceptional communication skills, friendly demeanor and professionalism for his seamless and enjoyable homebuying process, and he enthusiastically recommends Denisa to anyone seeking a pleasant and memorable journey.

More than two decades ago, Denisa was also new to the area. On January 7, 2000, she arrived in Lubbock from communist Southeast Europe (Bosnia). Growing up amid war and starvation, the law high school graduate who completed three years of law college in Bosnia came here with nothing to chase the American dream. After briefly working at Beall's department store, she flexed her entrepreneurial spirit and grew a successful house-cleaning business before pivoting into real estate in 2016.

Denisa has found her American dream. Now, she helps others fulfill theirs.

Embracing her roles as a matchmaker, consultant, right-path guide, friend and sometimes marriage

counselor, she works for as long as necessary — sometimes several years — to get her clients to the closing table. About the commission checks, she imparts, "Real estate is not just about that check. It's a big part of it, but it is not everything. The sooner you realize that fact, the sooner you become great at what you do."

Denisa has become a star in the industry by learning the intricacies of real estate from colleagues, whom she considers a fountain of wisdom, and by learning about who she is. She does not claim to have quickly figured everything out, however. "In the beginning, I didn't know how to talk to clients, and I was afraid I was going to say something wrong," she details. "I got so nervous with my first clients that I didn't know how to open

“**WE ALL HAVE OUR STORIES.**
How you use your story is up
to you — you can use it as an
excuse or a drive for success.”

the key box. I've never prayed so hard in my life. And guess what? They bought the house, and I recently sold it, and they bought their forever home. We reminisce about that day and have a good laugh about it.”

Now a busy and successful real estate professional, Denisa intentionally carves out time to pour into her daughter, Emma, her only family in the United States, and she values cherished moments with her friends. “Why work so hard if you don't have anyone to share it with?” she asks.



As Denisa reflects on her journey, she recognizes the profound impact of her experiences and the people she has helped along the way. Her story, from arriving in Lubbock with nothing to becoming a respected REALTOR®, is a testament to her resilience and passion for helping others achieve their dreams.

With a heart of gratitude and commitment to excellence, Denisa thrives as a professional, mother, friend and valued community member. Her path demonstrates that with hard work, perseverance and genuine care for others, the American dream is within reach for all who dare to pursue it. “We all have our stories,” she comments. “How you use your story is up to you — you can use it as an excuse or a drive for success. It's up to you, and only you, to decide which path to take.”

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When did you start your real estate career?

I got my real estate license in May 2017 and became a broker in July 2023.

What did you do before you became a REALTOR®/broker?

I went to Surgical Tech at Covenant in Lubbock. After I graduated in the summer of 2014, my husband and I moved to Denver City, where we started our family. I stayed home with our two boys until my oldest started pre-K, and then I went full-time in real estate in 2018.

Share the life events that led you to real estate.

My father-in-law, Perry Hunt, sparked my interest in real estate. He has been in the industry for more than 40 years. Before I got my license, hearing his stories and witnessing his success intrigued me.

What do you find most fulfilling about your work?

I love helping people find their forever homes, especially when they are close friends or family members.

Q&A submitted by Hillary Hunt
Photos by Alicea Mullins, Alicea Jare Photography (unless otherwise noted)
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“

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THE INDUSTRY WILL EVOLVE

AND ADAPT TO NEW

TRENDS AND OBSTACLES.

Knowing that I have played a part in them finding a place where they'll create lasting memories and build their future is so rewarding.

What do you see for your real estate future?

We have brought on one agent in our office, Elizabeth Espinoza, which has been a blessing. We work so well together. She has helped our business grow, and I see it expanding even more in the future. I hope we look back in 20 years and are so proud of what we have done together as a team.

What are your favorite go-to closing gifts?

I love to support small businesses in our town, so I will get a homemade door hanger, cookie cake or flowers from my favorite local stores.

What are you most passionate about in real estate?

All the changes happening right now excite me. I am always up for a challenge and can't wait to see how the industry will evolve and adapt to new trends and obstacles.

Tell us about your family and what you enjoy doing together.

My husband, Bobby, and I have been married for 13 years. Bobby has worked for Chem Tech for almost 10 years. We



have two boys: Brayden is 9, and Drew is 8. They keep us busy with sports and all their activities. We have a 5-year-old Goldendoodle named Jax. We love to travel, and you'll find us at the lake or ranch almost every weekend.

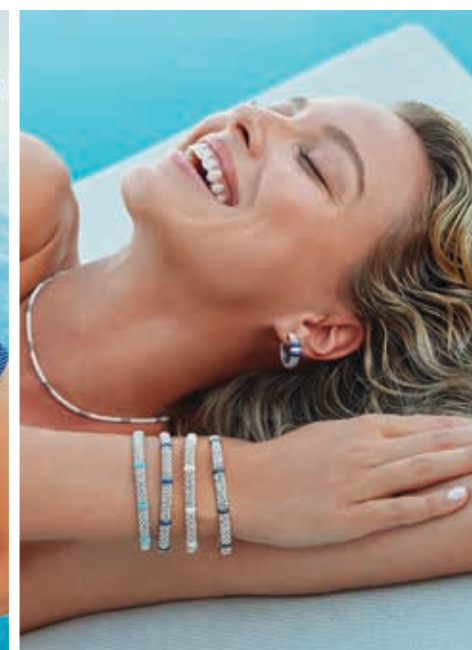
What's your favorite way to spend time when you are not working?

I spend time with my family, read and work in the yard and garden.

How do you define success?

For me, success is seeing my family happy, healthy and thriving. Their well-being and happiness are what genuinely define success in my life.

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General Manager Angie Trevithick

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▶▶ partner spotlight

Story by Caroline Kelsick
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A wellness and relaxation oasis, Restore Hyper Wellness promotes a holistic approach to healthcare. The team welcomes clients to rejuvenate through IV and IM micronutrient administration, red light therapy, whole and local body cryotherapy, compression and infrared sauna. In addition to these holistic health options, two licensed estheticians offer facials, cryo-slimming and cryo-toning. “We are a business for everyone, not just athletes or health nuts,” says General Manager Angie Trevithick. “We care for students and adults and serve several families that come together to maintain their health.”

Angie has worked in the medical field for more than 28 years. She came to Restore via her connection with Laura Smith, the owner of Restore Lubbock. Angie and Laura played tennis together for several years in their community before Angie joined the Restore team. Angie works with Yolanda Barnes, the assistant manager. Their partnership sets the facility apart from other IV and esthetic facilities. “We get to know each patient on a personal level and tailor our services to their specific needs,” Angie shares. The team also includes Dani (lead nurse), Misty (lead esthetician), Lexi (esthetician), Bailey (wellness tech), Evan (wellness tech) and part-time registered nurses Shelby, Jeannie, Taylor, Jackie and Kambree.



Outside work, the Restore staff enjoys a variety of activities. Angie and Laura love tennis, and Yolanda enjoys spending time with her family and grandchildren. The team enjoys water sports, traveling, watching Texas Tech games, grilling and exercising at the gym. Restore's part-time nurses work additional full-time jobs in the ICU, ER, labor and delivery, cardiology and even on Aero flight teams. They all enjoy spending time with their families.

"You should always consider putting yourself first," Angie recommends. "It is imperative for mental and physical well-being. Once you take care of yourself, caring for others and helping one another becomes easier." Restore's services have exponential health benefits, including improved sleep, energy, mood and focus. The Restore brand offers insight on athleticism, mental health, immunity,



ONCE YOU TAKE CARE OF YOURSELF, CARING FOR OTHERS AND HELPING ONE ANOTHER BECOMES EASIER.

longevity, pain and weight management, recovery and skin health. Restore offers \$99 first-time IV drips using two powerful ingredients. They regularly have specials for new members and hold discount specials for members throughout the year.

Angie and Yolanda have worked diligently to build a strong team. They meet once a month to collaborate on the betterment of the company. "We want to be better than we were the previous day by using encouraging words and showing dedication to what is important in each of our daily lives outside of the studio," Angie explains. Angie is a strong proponent of affirmation and believes that how

she makes someone feel is always more important than what she says. Angie and Yolanda enjoy meeting new people at events and training the staff with new ideas and modalities to help each person on an individual, unique level. The Restore team's goal is to provide tailored, individualized approach to health and wellness.

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CY CAWTHRON

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▶▶ featured REALTOR®

Story by Dan Clark

Photos by Alicea Jare Photography

Cy Cawthron is a Lubbock guy through and through. Born and raised in the city, he always knew he would return home. After earning degrees in communication from Texas Tech, Cy worked at the university, first in international education, then supporting the Rawls College of Business. Now, he's a REALTOR® who loves leveraging his local knowledge and passion for his city to serve his clients.

Cy's real estate journey grew organically. His mom was a real estate agent working on Tony Lloyd's team, and Cy started running summer errands for Tony before getting into flipping houses. Cy soon realized he had a knack for navigating the market. "I was renovating houses, and Tony would open doors," Cy says. "He saw I was already running numbers on my own, so he encouraged me to get my license." The rest, as they say, is history.

Now, Cy thrives on the personal side of the business. Focusing on referrals from friends, family and even medical professionals, he recognizes that his work is not about transactions, but relationships. "Clients become like family," he shares. And while creativity plays a role in every real estate transaction, Cy demonstrates his natural originality in offering closing gifts for his buyers and partners in each transaction, including title professionals, contributing agents across the table and transaction coordinators.



One would think that someone so passionate about the housing industry would pour his heart and soul into his work. Cy, however, goes to another level because he also has a remarkable eye for capturing the essence of a home as an experienced real estate photographer with a proven eye.

His absolute favorite part of the job, though? “Meeting all the dogs is the best part,” he smiles. His experience fostering and rehabilitating dogs fuels his drive for supporting local animal non-profits. Sharing how he got started working with some of the local non-profits, he reflects on working to ensure that the dogs wouldn’t be skittish around humans due to having been abandoned or abused. “Jeffe was the first one,” Cy remembers. “I sat with him for hours.”

When he’s not serving clients, Cy loves working out at his local gym, spending time with his wife of five years (Ally) and training his German short-haired pointer, Revan. Family means everything to Cy. Interestingly, he met his wife through his sister.

Cy takes his diverse background in real estate and business knowledge and wholeheartedly applies it to walking his clients through each transaction, seeing himself as a sort of real estate coach. When his clients have zero prior knowledge, he helps them navigate a complex process. He expounds, “I want their involvement to be the best transaction possible, to make the whole process fun and easy.”

Cy’s love for Lubbock gives him a unique edge. “I’ve biked miles around the city,” he remarks. “I know the addresses and the neighborhoods by heart. My clients know I know this city well.”

Looking ahead, Cy aims for a long-lasting career, combining his love for



MEETING
ALL THE
DOGS IS THE
BEST PART.



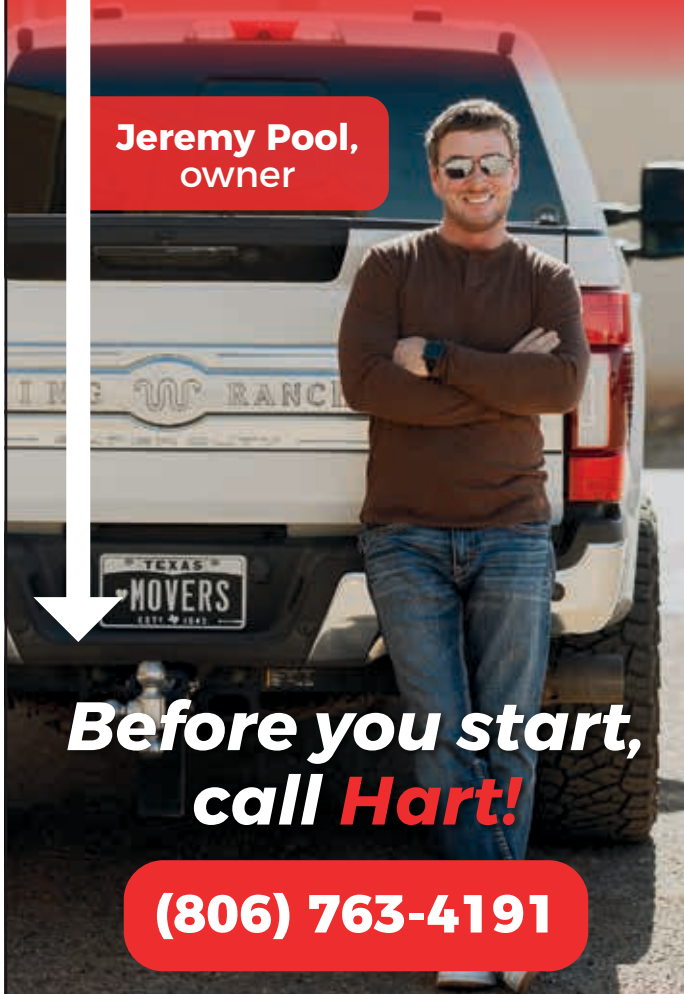
Lubbock with his commitment to helping others. “If I could start over, I would have started sooner,” he relays. “It’s been fun. I’m excited to see where we can take this thing.” With his positive attitude and mindset, Cy will surely be remembered for doing everything he can for the people around him.

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Pictured left to right, standing: David Vaughn, VP Business Development; Catherine Key, Real Estate Business Development Rep; Mallie Martinez, Mortgage Loan Officer — Special Loan Programs; Candice Geron, Mortgage Loan Officer; Tracy Weatherly, SVP Real Estate Lending; Denise Jones, Mortgage Loan Officer; Kenzi Kinard, Real Estate Business Development Rep; Maci Dekraker, Mortgage Loan Officer; Tyler Perez, Mortgage Loan Officer / Pictured left to right, seated: Richard Beauchamp, VP Mortgage Sales; Leanna Harris, Mortgage Loan Officer

ALLIANCE

HOME LOAN CENTER



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▶ partner spotlight Story by Malee Brown | Photos by Alicea Mullins, Alicea Jare Photography

In the vast landscape of home financing, finding a trustworthy and reliable partner can feel like searching for a needle in a haystack. With a steadfast commitment to its members and the community, ALLIANCE Credit Union's Home Loan Center embodies the ethos of the credit union model, offering not just mortgages, but pathways to homeownership paved with trust, value and satisfaction.

Unlike traditional banks driven by profit margins, ALLIANCE operates as a not-for-profit financial cooperative, which means members above all else. This unique approach translates into tangible benefits for borrowers, including lower rates and fewer fees, putting homeownership within reach for more individuals and families in West Texas, and the nation, due to a couple of accessible membership conduits.

What truly sets ALLIANCE Credit Union's Home Loan Center apart is its unwavering commitment to its core values: Trust, Value, Seamless Experience, Communication and Satisfaction. These values serve as the guiding principles for every interaction, decision and service provided by the mortgage team, ensuring that borrowers and referral partners alike receive nothing short of excellence throughout the lending process.

Trust is the cornerstone of every successful relationship, and at ALLIANCE Credit

Union, it forms the bedrock of its mortgage services. Borrowers and referral partners trust the mortgage team to be knowledgeable, reliable and transparent at every step of the journey. Whether guiding first-time homebuyers through the intricacies of mortgage options or assisting seasoned homeowners with refinancing, the ALLIANCE team's expertise instills confidence and peace of mind.

Feeling valued and appreciated is not just a sentiment at ALLIANCE Credit Union; it's a fundamental commitment. Every individual who walks through the doors of the Home Loan Center is treated with the utmost respect and importance. From personalized guidance to tailored solutions, borrowers and referral partners receive the attention and care they deserve, making them feel like valued members of the ALLIANCE family.

A seamless experience is the hallmark of ALLIANCE Credit Union's Home Loan Center. Recognizing that the mortgage process can often be daunting and complex, the team works tirelessly to streamline every aspect, from application to closing. By leveraging cutting-edge technology and their expertise, the ALLIANCE team ensures that the journey to homeownership is as smooth and stress-free as possible.

Communication is key to any successful endeavor, and the ALLIANCE Home Loan Center takes it to a whole new level.



FROM THE INITIAL CONSULTATION TO THE CLOSING TABLE, THE TEAM'S SINGULAR FOCUS IS ON SURPASSING EXPECTATIONS AND FULFILLING DREAMS.

Borrowers and referral partners are kept informed and engaged every step of the way with open lines of communication and proactive updates. Whether answering questions, providing status updates or addressing concerns, the ALLIANCE team is always just a call or click away, ensuring that no question goes unanswered, and no detail is overlooked.

Ultimately, satisfaction is the ultimate measure of success for ALLIANCE Credit Union's Home Loan Center. From the initial consultation to the closing table, the team's singular focus is on surpassing expectations and fulfilling dreams. By going above and beyond to deliver exceptional service and results, ALLIANCE not only helps individuals and

families achieve their homeownership goals, but also fosters lasting relationships built on trust, value and satisfaction.

In a world where financial institutions often prioritize profits over people, ALLIANCE Credit Union stands as a shining example of what's possible when values-driven service meets unwavering commitment. Through its Home Loan Center, ALLIANCE provides mortgages and transforms lives, one home at a time. Trust, value, seamless experience, communication and satisfaction aren't just words; they're the guiding principles that define the ALLIANCE difference. At the ALLIANCE Home Loan Center, we are For People, Not Profit.



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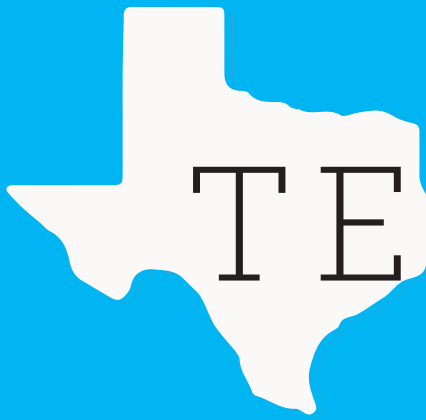


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▶▶ letter from the president

By LAR President Michael Hutton



TEXAS REALTORS®

Stellar Client Orientations Are the Keys to Success

Now that we are entering the post-settlement era in real estate, some adjustments will need to be made; however, for some, it is a reminder that how we have practiced as professionals has paid off. We are prepared to be held accountable for communicating well with our clients, buyers and sellers alike. As a REALTOR® moving forward with buyer and seller representation, understanding the key aspects and responsibilities involved in both roles is essential. It begins with an on-point client presentation at the beginning of the professional REALTOR®/client relationship. Here are some fundamental guidelines and strategies to help you succeed in representing buyers and sellers effectively:

BUYER REPRESENTATION (We are fortunate that buyer representation is not a new concept in Texas. We are one of 14 states that have it.)

1. Initial Consultation

- **Discuss Representation, REALTOR® value and Compensation:** Have a conversation about the nature of your agency relationship, what you will do for them in detail and what such services will cost.
- **Understand Needs:** Conduct a thorough needs analysis to understand the buyer's preferences, budget and timeline.
- **Educate on the Market:** Provide an overview of the current market conditions and how they might impact the buyer's search and purchasing power.

2. Property Search and Evaluation

- **MLS and Listings:** Utilize MLS and other listing services to find properties that match the buyer's criteria.
- **Property Tours:** Schedule and conduct property tours, highlighting each property's positive aspects and potential drawbacks.

3. Financing Assistance

- **Pre-Approval:** Assist buyers in getting pre-approved for a mortgage, which can strengthen their negotiating position.
- **Financing Options:** Explain different financing options and connect them with reputable mortgage brokers or loan officers as needed.

4. Making an Offer

- **Offer Strategy:** Develop a competitive offer strategy based on market conditions and the buyer's budget.
- **Negotiations:** Negotiate terms and conditions to ensure the best possible deal for the buyer.

5. Closing Process

- **Inspections and Appraisals:** Coordinate home inspections, other detailed inspections, appraisals and other necessary evaluations.
- **Paperwork:** Guide the buyer through the paperwork, ensuring all documents are completed accurately and timely.
- **Final Walkthrough:** Conduct a final walkthrough to ensure the property is in the agreed-upon condition.

SELLER REPRESENTATION

1. Initial Consultation and Listing Presentation

- **Provide Market Analysis:** Provide a comparative market analysis (CMA) to help the seller understand the property's market value.
- **Develop Marketing Plan:** Develop a comprehensive marketing plan to attract potential buyers, including online listings, open houses and other promotional activities.
- **Discuss REALTOR® services value and compensation:** Once you have established how hard you will work and developed a plan for your client, you must discuss not only your value as their

agent, but also the value of cooperative services in which a seller provides compensation for a buyer's agent — the crucial piece of the new real estate environment we will find ourselves in.

2. Preparing the Home for Sale

- **Home Prepping /Staging:** Advise on preparing the home for the market, as well as the option of home staging to enhance the property's appeal.
- **Repairs and Improvements:** Suggest any necessary repairs or improvements that could increase the home's value and marketability.

3. Marketing the Property

- **Professional Photos and Videos:** Use professional photography and videography to showcase the property.
- **Online and Offline Advertising:** Leverage online platforms (MLS, social media real estate websites) and offline methods (flyers, open houses) to reach a wide audience.

4. Handling Offers

- **Reviewing Offers:** Present and review all offers with the seller, highlighting the pros and cons of each. Create a spreadsheet or something similar for the seller for ease of comparison.
- **Negotiations:** Negotiate terms to achieve the best possible price and conditions for the seller.

5. Closing Process

- **Paperwork and Disclosures:** Ensure all required disclosures are completed and filed. Guide the seller through the paperwork process.
- **Coordination:** Coordinate with the buyer's agent, inspectors, appraisers and the title company to ensure a smooth closing process.

Legal and Ethical Considerations

- **Code of Ethics:** Adhere to the National Association of REALTORS® (NAR) Code of Ethics, which outlines duties to clients, the public and other REALTORS®.

- **Disclosure Obligations:** Ensure full compliance with all disclosure obligations, including material defects and other pertinent property information.
- **Intermediary:** If facilitating the deal for both the buyer and the seller, fully disclose this relationship and obtain written consent from both parties.

Continuing Education and Professional Development

- **Stay Informed:** Keep up with changes in real estate laws, market trends and best practices through continuing education courses and professional development opportunities. Watch for training and form releases from both state and national associations of REALTORS®.
- **Network:** Build a strong network of industry professionals, including mortgage brokers, escrow officers, home inspectors and contractors, to provide comprehensive services to your clients.

By focusing on these key areas, you can provide exceptional service to buyers and sellers, fostering trust and long-term relationships. Mutual understanding through communication develops and encourages that trust and convinces folks who know you and trust you to pay REALTOR® fees for compensation. Help your clients understand how valuable representation is for both parties. Both sets of clients should be represented and, thus, protected from contract to close by our fiduciary duties.

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SHERRI CYPERT

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Life can throw you a 180, but how you take on the challenge is up to you. Sherri Cypert experienced life events that guided her to find a new pathway, leading to where she is now in real estate.

Sherri's story started in 1982 when she started doing the bookkeeping and secretary work for her husband's oil and gas business. In 2002, she opened Legacy Elite, a facility where kids came to learn cheerleading, dance and gymnastics, located in Midland, TX. She moved to Lubbock in 2008 after getting a divorce and decided during her move that she needed a back-up plan. Still working for the oil and gas business, she wanted something else to boost her income. She decided to explore becoming a REALTOR® because she didn't want to work for anyone else. "I liked what I saw and went for it," Sherri expresses. She started her real estate career in 2015.



▶ spotlight REALTOR®

Story by Kaelea Pena
Photos by Rowdie Bright Photography (unless otherwise noted)

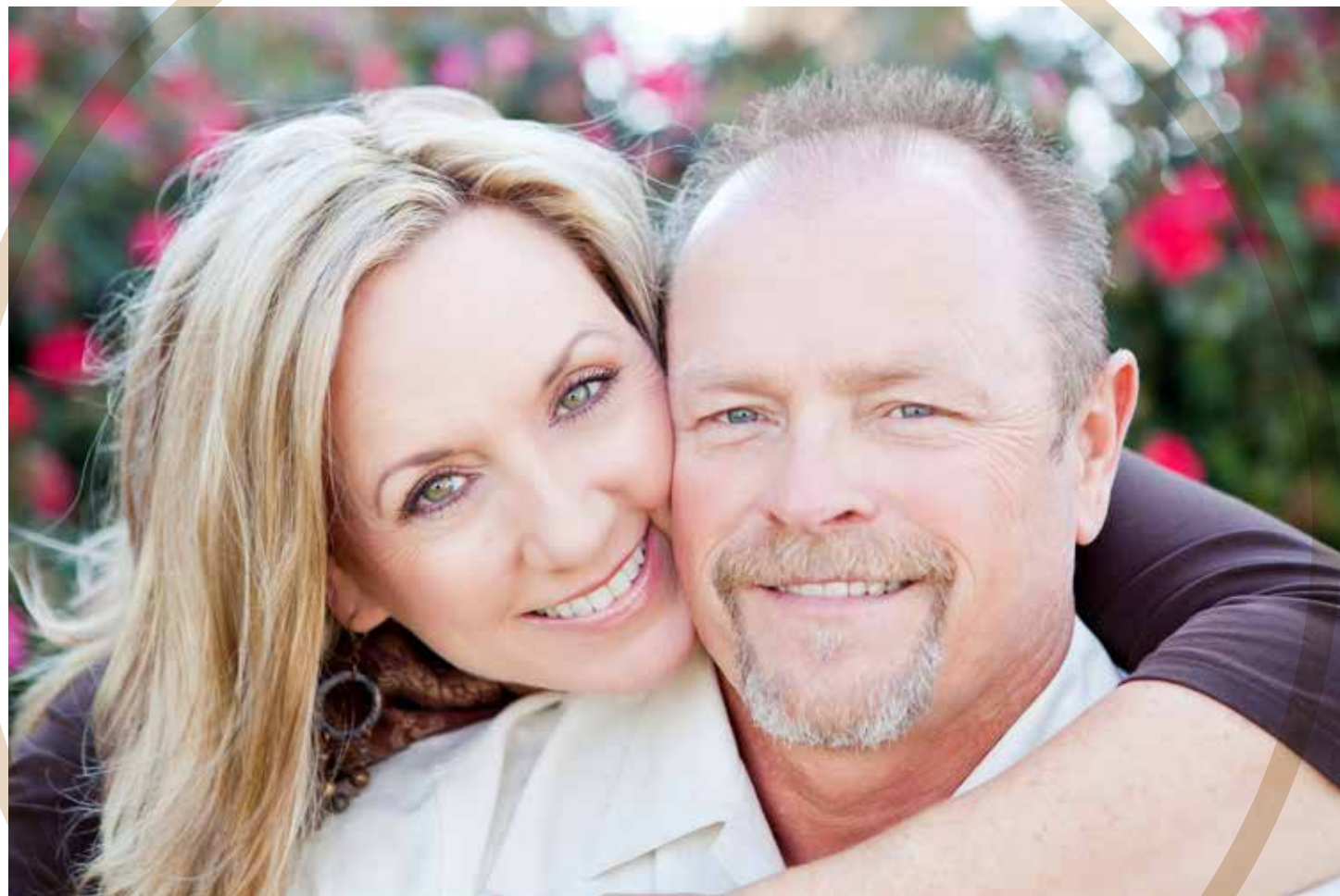


Photo by Amy-Rose King Photography

Sherri says that one day, Mike McGuire called and asked her to come check out EXIT Realty. “I loved the welcoming feeling I got from the brokers, Russell and Gene McGuire, and I liked what they had to say about EXIT,” Sherri highlights. EXIT is the only brokerage she’s been at, and she wouldn’t change a thing.

Sherri knows the feeling of looking for a bigger home for children to grow up in, looking for a smaller home after the kids are gone and trying to find housing for college kids. Sherri believes her experience sets her apart as a REALTOR® because she can help her clients find the right home. “I treat all clients as family and love to educate them in the buying and selling process so that they can make the best decisions for their housing needs,” Sherri comments. “Helping people find the home that works for them and their families makes me so proud and drives everything I do.”

Those who work in the real estate industry come across hundreds of people, but some memories stick with a REALTOR®. A few years ago, Sherri received a heartfelt call from a determined young woman on a mission to find a home in Lubbock for her son to access specialized education for autism. She said that finding a home for her and her autistic 2-year-old was not easy, as she detailed her home requirements and restrictions. “It brings me great joy to report that we succeeded in that mission,” Sherri affirms. “We found a place they continue to call home to this day.” Moreover, after finding them a home, their family has grown with the addition of a loving husband who cherishes both her and her son dearly.

As a REALTOR®, Sherri’s passion is the heartbeat of every transaction, helping her turn challenges into opportunities and houses into dream homes. “I let my passion guide me,

inspire others and make every client’s journey memorable and rewarding,” she smiles.

When she isn’t working, Sherri and her husband love to travel. They take their golf clubs and play as much as possible anywhere they can. “I also love to needlepoint and have made Christmas stockings for all of my grandchildren and our grown children and spouses,” Sherri shares. She also adores spending time with good friends and family.


Sherri is happily married to her best friend, Lonny, with whom she has shared her life since 2007. “Our family is a beautiful blend of love and laughter,” Sherri indicates. With daughters Courtney, Whitney and Riley and son Colby, she was fortunate to gain three bonus daughters, Hayley, Samantha and Journie, when she married Lonny. “Our life together has been blessed



by raising his youngest daughter since she was 5; now, she is 17,” Sherri reminisces. Together, she and Lonny are also proud grandparents to nine grandchildren: Chloe, Lexie, Azalea, Jack, Dylan, Zinnia, Hayes, Trayson and Davis. They share their home with their dog, Maui. “When our large family gets together, especially during the holiday season, you can’t beat the sound of laughter and love,” Sherri discloses.

Sherri expresses gratitude for her life and those in it. “I have grown and learned through all of life’s ups and downs, and I would not change anything,” she proclaims. “I am who I am today because of those experiences.”

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Pictured from left to right: Jason Little, Sarah Kirk, Lee Williams, Greg Noyola, Tavia Bryant, Ryan Hannsz

▶▶ partner spotlight

Story by Kaelea Pena
Photos by Aligned by Design

HUB City Title

Hub City Title, LLC, has made changes to its company with its vast growth in Lubbock County. More than seven years ago, two Lubbock natives, Greg Noyola and Lee Williams, made their dreams a reality when they co-founded the company. With more than 220 years of combined experience in the title industry, the Hub City Title team takes pride in building and maintaining client relationships.

The team believes that standing side by side with those clients is the most efficient way to provide information and help them reach the closing table. Hub City professionals are reliable, offering quick responses and fast turnaround times, and they are backed by an in-house title examination department. “At Hub City Title, we’re not just a title company; we’re true Lubbockites — born and raised,” Greg and Lee comment. “We are Lubbock, and we’re honored to serve our community with a deep-rooted commitment to seeing you succeed.”

With exciting changes on the horizon, Hub City Title proudly serves Lubbock,

Hockley, Lynn and Hale Counties, with Castro County coming soon. The team recently announced that renovations are underway at its new location in Plainview. “Although it’s a new spot, expect the same convenient transactions and excellent service you love from our Lubbock location,” the team proclaims.

With 27 years of title experience, Greg’s first job in the industry was as a part-time courier while attending college at Texas Tech University. While initially taking the job to make some extra cash as a college student, he realized he had a true passion for his work. “I enjoyed the industry so much that I never left after graduating from Texas Tech, and the rest is history,” he reveals. Greg eventually worked his way up from a courier before being promoted to an escrow officer. “It just felt like a perfect fit for me when I started as a courier and now, I am an owner of the company. I enjoy coming to the office every day and seeing the happiness of sellers and buyers during the closing process.”

Lee, also a Texas Tech graduate, spent several years in the banking industry before co-founding Hub City Title. He holds a Bachelor of Business Administration in finance and a Master of Business Administration in real estate finance. As a banker, Lee helped finance various residential and commercial property transactions throughout West Texas. “I enjoy working with people and helping them achieve their goals,” he discloses. Lee strives to be available to his customers around the clock. “I will close a customer 24/7, anywhere, any time,” he asserts. “My REALTORS® work 24/7 and, therefore, so do I.”

As a Texas Tech grad-owned business, the team added some Lubbock natives to grow its business and better connect with clients. This year, Tavia Bryant came on board as an escrow officer with more than 16 years of invaluable real estate experience. Her journey in the industry began when she was an office manager at The Real Estate Company in





2008, followed by her role as a transaction coordinator for the Wyatt Team at Keller Williams in 2013. She obtained her real estate license in 2015 and transitioned into the role of a REALTOR®. In 2018, after feeling called to the title side of real estate transactions, she began her journey as an escrow assistant at Lubbock Abstract, eventually advancing to escrow officer in 2022.

Also this year, Sarah Kirk, who started at Hub City Title in 2017, received a promotion to Office Manager and Executive Vice President. “Her dedication and hard work have paid off, and we couldn’t be more proud,” Greg and Lee smile. Sarah started in the title business as a receptionist in 2013 and quickly rose to become an escrow assistant by November of the same year. Her passion for title work led her to Hub City Title in 2017, where she excelled as an escrow officer by 2018.

The team added Jason Little shortly after opening in 2017. Jason is a Vice President Escrow Officer with Hub City

Title. He is a Lubbock native who attended South Plains College and Texas Tech University. He has 15 years of experience in real estate and title, and he considers himself a Jack of all trades — and almost the master of a couple. In recent years, Ryan Hannsz came on board as an escrow officer. He is a Lubbock native and a graduate of Lubbock Christian University with a degree in exercise science. He had a diverse career before starting at Hub City Title.

Greg and Lee founded the company to ensure top-notch service for their residential and commercial clients, the REALTORS® they work with and the individuals they employ. “We believe in treating all employees like family,” Greg states, adding that he attributes the company’s success to its staff. With more than two decades in the industry, he has learned a thing or two and encourages real estate professionals to always ask

questions when listing a property. “The more information a REALTOR® has when listing a property, the smoother the closing process will go,” Greg advises.

Greg and Lee are both fathers who enjoy spending time with their kids. Greg and his wife, Stephanie, have been married for 20 years and have three children, Adriana, Elena and Aidan. When asked what his interests are outside of work, he responds, “Attending my kids’ school events, as I know these days will quickly come to an end. Lee has two children, Penn and Tucker. He enjoys golfing, hunting, fishing, ranching and spending time with his boys.

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FAQ

ABOUT THIS MAGAZINE

RP Welcome to *Lubbock 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!

amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer and photographer.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature 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 and 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 preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates 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 real estate agents, please let us know. Send an email to kathy.pettit@realproducersmag.com.

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in Lubbock. We pulled the Lubbock MLS numbers (by volume) from January 1, 2021, through December 31, 2021. We cut the list off at #300, and the distribution was born.

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

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: You email us at kathy.pettit@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an

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TIP OF THE MONTH

Renovation loans are a great option for homes that need to get up to government loan standards or just need a little TLC and are available for conventional, as well.

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