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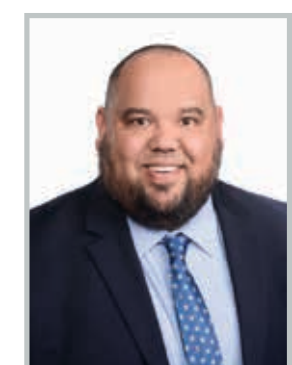
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# JIM ARCHER

▶▶ top producer

Story by Dan Steele  
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## STEADFAST REALTY LLC

It has been said that the man who moves a mountain begins by carrying away small stones, a philosophy Jim Archer has used to build Steadfast Realty. “I very much believe in the power of a drop of water consistently falling on a rock over time and wearing it down,” he states. “I work every day to do the small things right and build a brokerage of agents who do the same. I have a vision of building with the right people, and I’m not concerned with how long that takes.”

In building up Steadfast the right way, Jim says the key is being patient enough to build a strong foundation that will hold the weight of something much bigger and more influential in the future. While he is excited for that future, he knows change isn’t always obvious. He likens the experience to a child growing up. “I’m hopeful it will be a similar experience to that of parents who are with their kids every day and don’t notice their growth over time,” he says. “Every once in a while, an acquaintance walks up and points out just how much the kid has grown.”





**IT WAS JUST SO  
MUCH FUN!**



Jim is experienced with change, as real estate wasn't his first career. Starting as a social worker in foster care and adoption, by the time he started real estate in 2017, he was teaching as a psychology professor. "I am just another victim of the book *Rich Dad, Poor Dad*," Jim jokes, recalling why he decided to make the career shift. "It was a catalyst to rethink my career choices and get interested in real estate, investing and entrepreneurship."

For the first three years, Jim continued to teach full-time while building his business and accumulating as many rental properties as possible. He soon found himself hooked. "I loved the hustle, serving my clients and building an investment portfolio," he remembers. "It was just so much fun!" With the wisdom of hindsight, he looks back at that time and realizes that he could have done more. "I thought I was going too fast in buying rental houses," he remembers, "but I really should have moved even faster."

Jim has not forgotten his time as a teacher, and he still finds that the most fulfilling part of his work is educating others. "At heart, I'm still an educator," he reflects. "I love training my agents and watching them gain confidence and success. I love teaching potential investors how to get started. Regardless of career, I've always wound up in trainer role."

He has also found that his first career as a social worker still influences his life and drives his enthusiasm for real estate, powered by the knowledge of how deeply it can help people and families. "Steadfast has now financially assisted four adoptive families and come alongside dozens of foster families," Jim quantifies as he recounts how he was able to see the effect personally. "My very first real estate closing was with a couple who were close friends, and years later, they expressed a desire to adopt," he shares. "Meeting their new son for the first time in the living room of the house I helped them buy years earlier was my favorite moment. I think it was a God wink reminding me of bigger picture priorities."

When Jim isn't working toward Steadfast's next success or taking clients for queso at Cap Rock or Orlando's, he can be found leading worship and the marriage ministries at The Heights Fellowship, playing guitar or spending time with his family. "My wife, Kelli, and I have been married 25 years," he smiles. "She's the hardest working person I know as Principal at Miller Elementary. My oldest daughter, Presley, will turn 21 and is engaged to be married this summer. My son, Grayson, is about to graduate from Monterey High School and attend Texas Tech, and my youngest daughter, Ayven, will start at Monterey High this fall." The family loves to spend their time together watching football and playing tennis, pickleball and board games, and they try to make it to the mountains and beach once a year.

**Jim Archer**  
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# BLAIR HAYES

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**When did you start your career in real estate?** I began my career in real estate in October 2022.

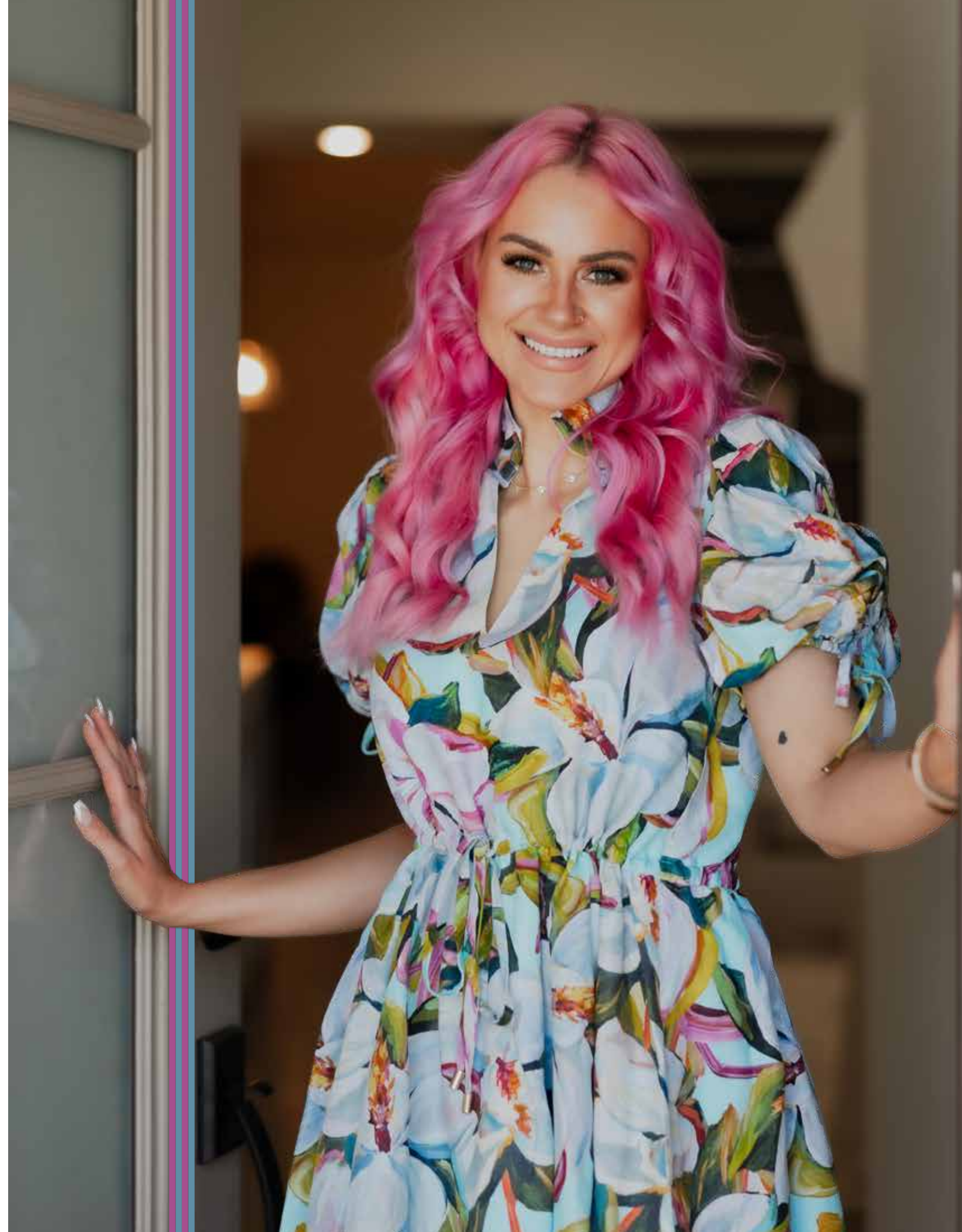
**What did you do before you became a REALTOR®?** Upon graduating high school, I attended Texas Tech University, where I earned my Bachelor of Science degree in nutrition and dietetics. From there, I moved to Oklahoma City and began working on my dietetic internship with the University of Oklahoma Health Sciences Center. I finished my internship in Chicago and soon after became a registered dietitian. That same year, I completed my master's program in nutrition and dietetics.

**Share the life events that led you to real estate.** The pandemic brought me back to Lubbock, and I decided to pause my pursuits as a dietitian during that time. I worked as a bartender and server for about a year and a half, and I woke up one day and decided it was my time to do something different. I thought that real estate would be a career that fit me, so I began my online classes shortly after and haven't looked back.

**What do you find most fulfilling about your work?** Real estate has opened so many doors for me regarding community involvement through the connections I have made. During the

past year, I volunteered with and helped raise funds for four different charities. This year, I will co-chair the Step Up For Kids Committee for LAR, which I look forward to.

**What do you see for your real estate future?** I have a "there's nothing I can't do" attitude. My next steps may be into commercial real estate, and I may venture into land deals. I'm not intimidated by anything new, no matter how daunting it may seem. We all have to start from somewhere, and while we may not all start from the same place, the most important thing is to keep putting one foot in front of the other. I also plan to further



my pursuits in leadership roles. I want to be a guiding light for other agents trying to find their place in this industry and serve their clients the best they can. My approach is to uplift others, be a professional whom client's trust and just be myself — the rest will fall into place.

**How and why did you choose your current brokerage?** I was finishing my online real estate courses in a coffee shop when another agent happened to sit next to me. I noticed an LAR sticker on her laptop, and we started a conversation. She was so insightful and kind and told me how much she loved her brokerage, Berkshire

Hathaway. After discussing with my now-licensed supervisor/office manager, Bambi Temple, I immediately crossed every other brokerage off my list. Berkshire Hathaway just felt like home to me. I had a strong intuition that it would be the place that set me up for success.

**If you give closing gifts, what are your go-to favorites?** I love giving my clients gifts to help them embark on their new journey. I love to gift a rekeying service from a locksmith, lawn maintenance — especially during summer months — or even a house-cleaning service. Sometimes, my closing gifts may be gift cards to

a home improvement store or a special dinner. I've even bought off of client's gift registries depending on their life season. Oh, and closing day always has to include a celebratory closing cake!

**What sets you apart?** I'm always willing to think outside the box during challenging situations. When I coach my clients through speed bumps during their journey, I help them come up with plans B, C and all the way through Z if Plan A doesn't work out. I help my clients turn their "what-ifs" into "even-ifs."

**What are you most passionate about in real estate?** I am currently most passionate about growth, both personally and as a professional. It is one of my core values. When faced with a challenging situation, instead of saying, "I can't figure this out," I ask myself, "How can I figure this out?" This mindset has allowed me to experience exponential growth in my career and increased my confidence tenfold as I carve my path in the real estate industry.

**Please share any podcasts you listen to regularly and/or any favorite business books.** I love the Rachel Hollis podcast (and her books) and the *Start Today* podcast she hosts. She's a successful entrepreneur; her podcasts focus on business, lifestyle, and personal development. I also love *Oversharing*, a podcast hosted by a licensed therapist and her sister that provides practical advice and insight on complicated interpersonal relationship issues. My favorite books all have to do with personal and career development, such as *Atomic Habits*, *Big Magic* and real estate investment strategy books.

**Please share a story about a client or agent experience — a beautiful moment, an unusual situation, a challenge you had to overcome or something memorable.** Every transaction that I have done has involved each of these elements. Almost every transaction has some hurdle you must overcome to help clients reach their goals of buying or selling, and the beautiful

moments are when you get to watch your client cross the finish line. The unusual situations help keep REALTOR® life interesting.

**What would you do differently if you were starting over in real estate?** I love what I do and only wish I could've started sooner.

**Tell us about your family.** My boyfriend, Alex, and I bought our first home together last year. We have four rescue pups: Oscar, Fiona, Fergi and Beans. Watching them go from scared and abandoned pups to very loving, playful and happy has been so fulfilling, and I plan to have my own rescue animal sanctuary one day. Alex and I enjoy golfing, going to the gym, traveling and relaxing at home. My other hobbies include baking, and I am currently trying to perfect my banana bread recipe. Together, my sister and I started an online clothing store last year called Happy



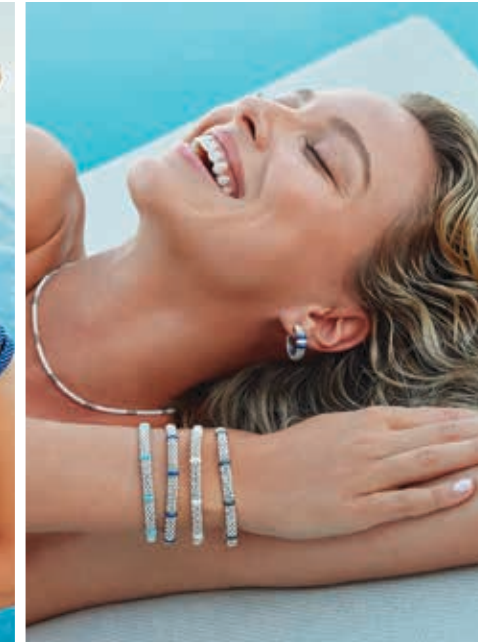
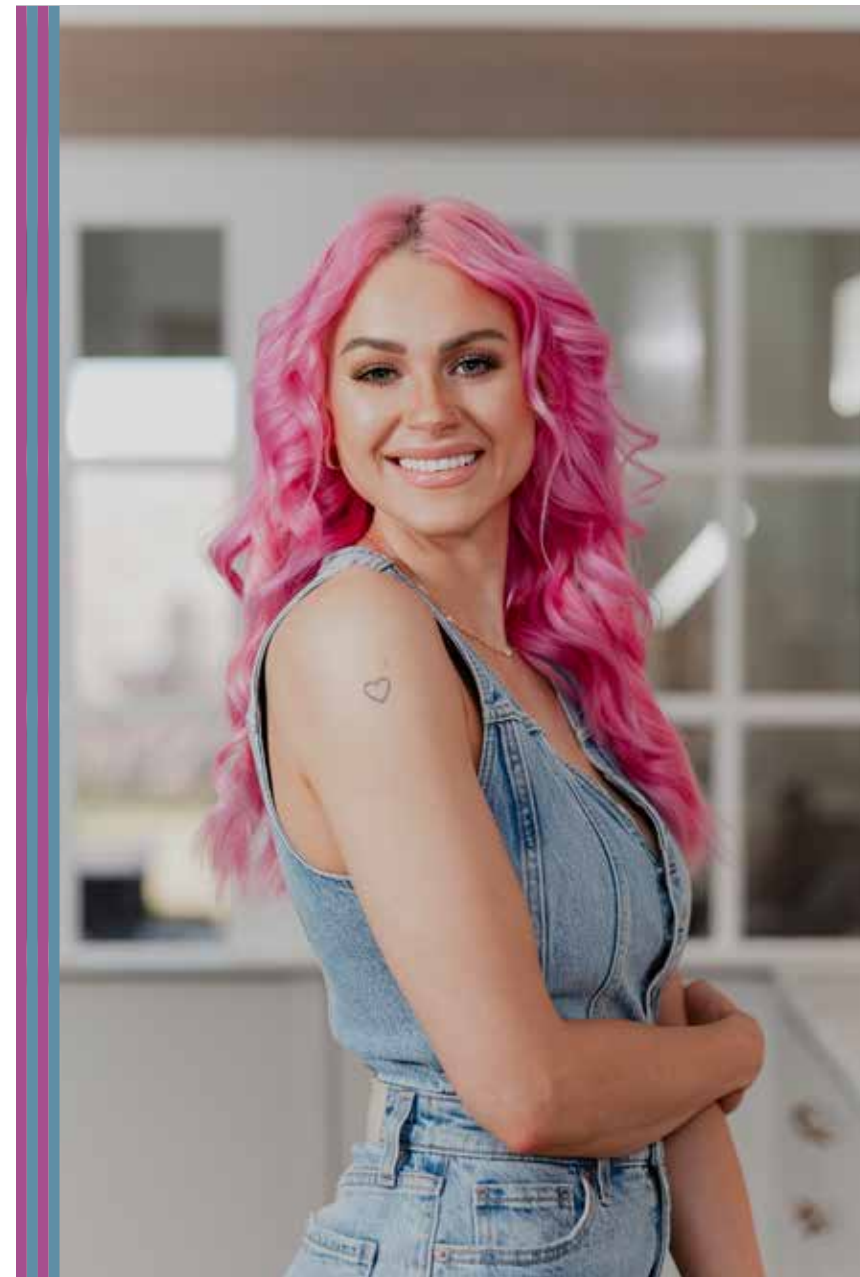
When faced with a challenging situation, instead of saying, 'I can't figure this out,' I ask myself, 'How can I figure this out?'

Looks, a boutique that features graphic tees, sweatshirts, hats and stickers. Creating the designs for our products is my creative outlet when I'm not doing real estate.

**What do you want to be remembered for?** I don't care to be remembered for how many transactions I did or what my sales were. I want to be remembered for how I made

people feel. Whether my clients, my associates or any other member of the community I cross paths with, I want to be an inspiration for the impact that I made.

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# DENISHA

# “DeeDee”

# SCHMUCKER

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You might never imagine a career trajectory that would take you from school teacher to banker to REALTOR®, but Denisha “DeeDee” Schmucker demonstrates that just about anything is possible and you *can* become whatever you want if you put your mind to it. Her life-changing career moves from education to banking to real estate underscore her drive, knowledge and high achievement.

DeeDee taught kindergarten and second grade for four years; she was also a reading interventionist, worked in special education and implemented the Structures of Intellect program for visual and auditory processing. After 12 years, she decided to step out of education and move into banking at Peoples Bank, where she served as Assistant Vice President for six years. She began her career in real estate as an agent in December 2021. Then, in April 2023, she received the opportunity to become a business productivity coach. DeeDee is also a certified personal and group fitness trainer.



Keller Williams' mission, vision, values and beliefs are exactly why she chose the brokerage and why she is where she is and will forever be. She credits Keller Williams' training, education and encouragement for her growth in an industry where she was meant to be. DeeDee has always felt a pull toward real estate — so much so that her grandpa always told her when she was growing up that she should “just be a REALTOR®.”

She launched into real estate after her youngest graduated from high school and her family moved to Lubbock, causing her to think about making a career change. While she enjoyed banking, she knew something was missing, and she wasn't reaching her full potential in life. A friend in the industry shared that she needed to become an agent. “I pondered and prayed for 48 hours, took the plunge toward getting my license and have truly found my calling,” DeeDee shares.

Her passion is simple: people. She loves serving people, providing for people, caring for people and building people up. People have been such an important aspect of her careers, so she took on real estate for a new challenge and a new way to interact with them. “I want every person to feel important, know they are worthy and feel confident that they are capable of anything,” DeeDee discloses.

Since being in real estate, DeeDee shares that she is fulfilled every day by helping people in various ways, from buying a home, selling a home, empowering individuals to see their worth and seeing her clients achieve their dreams and goals. “Each day is different and constantly changing, but the one thing that never changes is the fulfillment in serving others,” DeeDee adds.



Although she has only been a REALTOR® for a short time, DeeDee has made a big impact, and she welcomes feedback so that she can improve. “The reviews I get from each client after we conclude the transaction generally have the same theme,” DeeDee mentions. “I approach each with an abundance of positive energy and truly believe that I make each of my clients feel the most important, and I go the extra mile to ensure that they are taken care of above and beyond the norm.”

To set herself apart, she approaches everything with positive energy and helps her clients see the good in the process and work through the bumps with ease. “My motto is ‘Exceeding Expectations,’ which is exactly what I do with each client/friend,” DeeDee remarks.

Meeting with clients for lunch, coffee or an afternoon drink is one of DeeDee's most enjoyable things to do. “I love coffee, and you can't go wrong with any coffee shop,” she expresses. “Gold Stripe is one of my favorites. You might also find me at Tea 2 Go or the Reserve.” In addition, closing gifts are her love language. “I want the gift to be something clients have

“ I WANT EVERY PERSON TO FEEL IMPORTANT, KNOW THEY ARE WORTHY AND FEEL CONFIDENT THAT THEY ARE CAPABLE OF ANYTHING. ”



to remember their special closing day and the excitement of the moment,” DeeDee highlights.

When she is not working, you can find DeeDee working out or spending time with her husband and friends. She loves all things fitness and is always up for a workout, a walk or any kind of challenge. Her friends are a huge part of her life, along with her husband, two children and her Shih Tzu. Most weekends consist of at least one night of being with friends, and every Sunday night is family dinner with her kids.

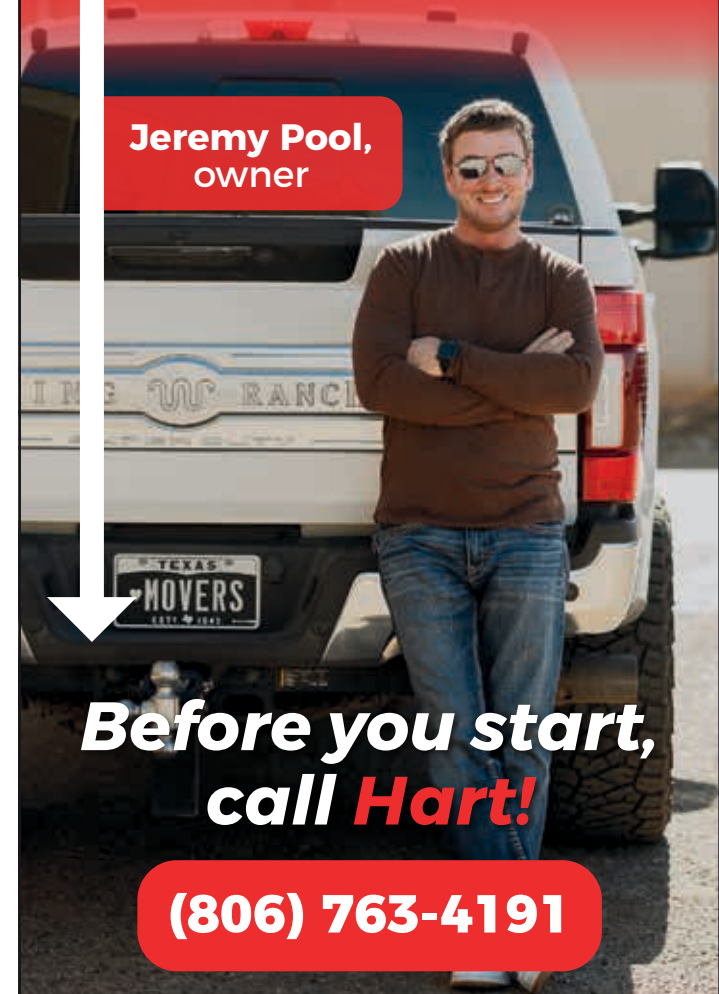
DeeDee is most grateful for an Almighty God who has laid out the path that has taken her to a blessed life of family, friends and a fantastic career. She is also grateful to her colleagues and the leadership team at Keller Williams for believing in her, challenging and encouraging her to dream big.

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Kenzi Kinard, Katie Schafer, Tom Couture, Larissa Cable and Kathy Pettit

▶ making a difference

Story by Jacki Donaldson  
 Photos by Alicea Jare Photography  
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# JOIN THE MOVEMENT

*Impact Makers LBK Invites You to  
 Connect & Engage*



Tom Couture shares a compelling statement: “The more you give of yourself, the more you get,” he imparts. These 10 words alone have the power to inspire, uplift and ignite change. Combine them with action, and you’ve got a movement.

During and after the pandemic months in 2020 and after many years of growing as a father, professional and human, Tom realized his enthusiasm for serving and sharing his knowledge and experiences with others. “I was thinking about how I might give back in some small way,” says the accomplished Texas Tech Credit

Union Mortgage Director. “I am passionate about bringing business and community leaders together to build each other up and develop skills and giftings to better serve.” He mulled over ideas to turn his passion into practice. He landed on the concept of Impact Makers LBK to connect and engage Lubbock real estate leaders in a meaningful setting.

Tom ran his idea by Kathy Pettit, Lubbock Real Producers; Kenzi Kinard, Alliance Credit Union; Larissa Cable, Texas Tech Credit Union; and Katie Schafer, Keller Williams. “They each gave a resounding YES to the idea and

encouraged and supported me in bringing the vision to life,” Tom remarks. “The rest is <becoming> history.”

Kathy, Kenzi, Larissa and Katie have become what Tom calls an incredibly motivating, supportive and ready-when-you-are board. They are also masters at executing. “Our team is passionate about our community and determined to utilize their networks to provide our community with events to help participants grow together,” he explains. “We believe that all ships rise with the tide and that we can be catalysts for the future of Lubbock together.”





Tom Couture



Kathy Pettit



Katie Schafer

Impact Makers LBK, which launched in 2023, convenes three times a year, with Tom and his team hosting events, guest speakers and REALTOR® panels. “Impact Makers LBK provides valuable insights and perspectives, stimulates discussion, sparks creativity and encourages others to think critically about strengthening themselves, their businesses and the community,” Kathy describes. Tom adds, “Bringing businessmen and women together and just encouraging them has yielded such a positive impact. Everyone walks away from the events with a feeling of accomplishment, knowing that they can use what we have learned together in their efforts to better serve their clients.” One of the group’s upcoming keynote speakers is Norensé Odiase, an American professional basketball player who played for the Texas Tech Red Raiders and on the 2019 Final Four team and then the Texas Legends in the NBA G League.

While giving to the group, Larissa finds that she is also on the receiving end. “I love personal development and am always looking for ways to improve myself,” she expresses, adding that she finds joy in connecting. “I love the relationships we’re

building with each other. We each bring something different to the table, and I’ve enjoyed growing these relationships. Outside of our little group, strengthening the relationships in our REALTOR® community has been a blessing, as well. I love that we all want to grow and be better. Who doesn’t want that?”

Tom is thrilled that his Covid idea landed. “Knowing that in some small way, we are making a positive difference in the lives of those who

participate that will translate into them making a positive difference for those they serve is very rewarding,” he states. “We are just getting better and better as we go. Serving the community is our driving force to always do our best.” The energy that flows from this team of five is palpable. “I am honored to be a part of the Impact Makers LBK,” Katie reports. “Tom Couture had a vision, and it thrills me to walk alongside this group to make it come true.



Kenzi Kinard



Larissa Cable

Whether you’re a new or seasoned real estate professional, Impact Makers LBK can help you harness the power of connection, collaboration and action to

create positive change. Visit [impactmakerslbk.com](https://www.impactmakerslbk.com) for more information about how to be part of a brighter future in Lubbock and beyond.

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# Kristi Lowe

Kristi Lowe's passion for helping others shines through in her career and life. Before becoming a stay-at-home mom, she was a middle school science teacher. As her family grew, she wanted to provide the stability of being home with her children each day and guiding them as they grew. When they got older, she yearned to join the workforce again but wanted to be able to pick them up from school and participate in their extracurricular activities. Becoming a real estate agent provided the flexibility to do just that, but where to start?

Kristi began her career in real estate in 2011 and found her home with WestMark. She chose WestMark because she saw a group of like-minded professionals. She feels a camaraderie within the office environment and says the atmosphere is positive and fun. "They are supportive of the individual agent's goals and work so hard to help us — WestMark is FAMILY," she exclaims.

Her own family has grown over the years, too. Those young infants that prompted her to walk away from teaching are now on the verge of setting out on their own. Married to her husband, John, since 2000, they've raised a now college-aged daughter and a son who will soon graduate from high school. Two dogs and a cat round out the family. With basically adult children, family time comes at a premium, and they cherish every bit they can get by attending sporting events, traveling and enjoying trips to Disney World and the beach.

Kristi is a self-proclaimed "sucker" for dogs. The family has rescued more than she can recall in their 23 years of marriage. She even rescued a whole litter of puppies one time from a local Sonic restaurant. Their current rescues, Lola and Rufus, are especially pampered.

Demonstrating patience is always a virtue when it comes to real estate. Kristi recalls one of her favorite clients looking for a dream property. "Over the course of two to three years, we looked at various properties, all to no avail," she explains. When a home that seemed to check all the boxes hit the market, Kristi had a feeling it was theirs, and when they pulled up to view it, they knew. "It was one of the sweetest moments, seeing their dreams realized," she reminisces. "It's



“

If the Lord wants me to sell houses for the next 25 years, I'M DOWN FOR THAT.



the people. Helping them, praying for them, walking with them in the happiest or hardest. I love meeting people where they are and helping them get where they need to be.”

Education is still highly important to Kristi. She holds the GRI (Graduate, REALTOR® Institute) designation from the National

Association of REALTORS®. This designation is the mark of agents who commit to educating themselves to provide top-notch service. Book learning isn't the only thing, though. She has also found that her fellow agents have been a reliable resource in everyday happenings. Her passion for education extends to contributing to the Monterey High School PTA as a board member while simultaneously running a college student small group in her home each week.

Kristi's faith plays a huge role in her life. After feeling called to start a podcast, she launched her show to explore the hard questions of faith. Despite her initial reluctance, she found that producing the *Even If* podcast created an avenue to channel a deeper connection with some of her clients. Her broker, Amie Henry, confirms, "Her podcast is another platform where she shares stories of people walking out their faith in the midst of life circumstances. You can always count on Kristi to have a smile on her face. Authentic in all she does, Kristi puts the 'real' in real estate."

Moving forward, Kristi is open to whatever God has planned for her. She relates, "If the Lord wants me to sell houses for the next 25 years, I'm down for that. But I trust He's already there and knows the future, so I don't worry about it too much."

Kristi asks herself two questions to ensure she has been ardent and thorough in serving her clients: "Did I do everything I could with the talents, resources and opportunities the Lord gave me? And, did I treat people with dignity and compassion?" She reflects, "If the answer to those two questions are 'yes', then to me, that is success. I just want to be remembered for the way I treated you, that I made your world brighter and better."

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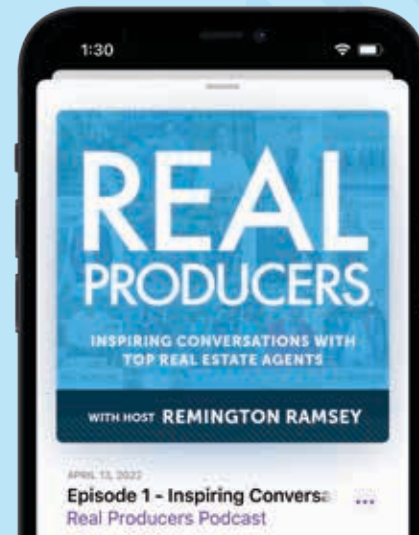
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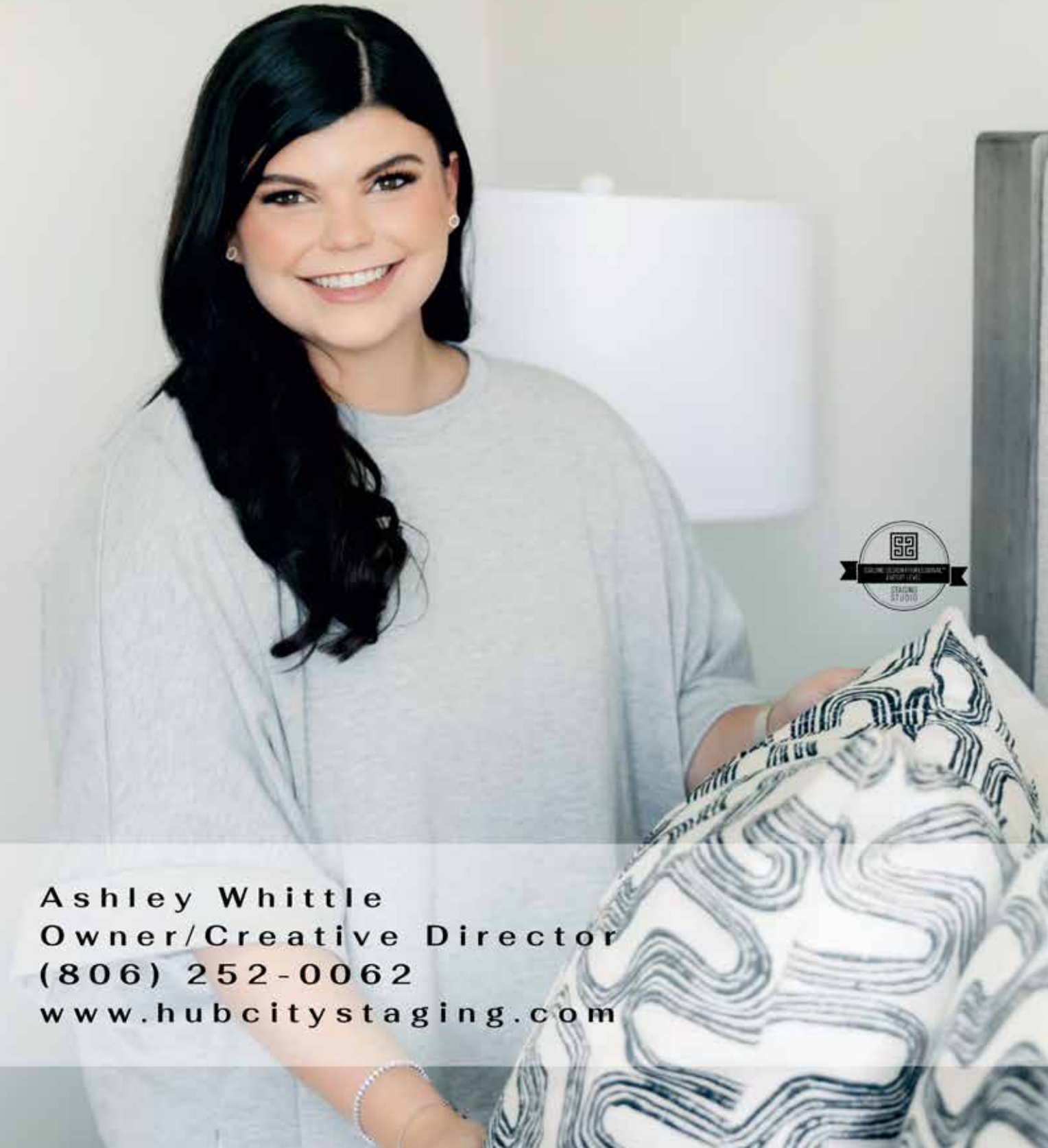
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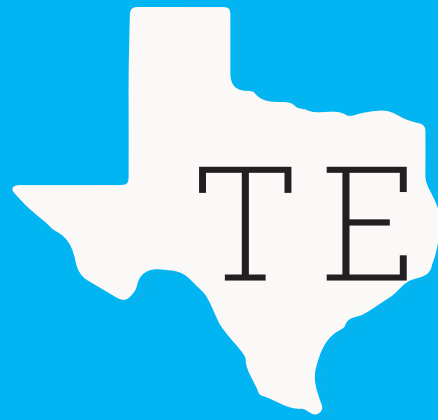
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## ▶▶ letter from the president

By LAR President Michael Hutton



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## Being a Pro in the Busy Season

As the real estate market in West Texas hits the busiest time of the year, it becomes imperative for professionals in the industry to uphold the highest standards of professionalism. The surge in buyers and sellers brings heightened stress levels and increased demands on our time, making it essential for agents to maintain composure, efficiency and integrity in all our dealings.

First, professionalism in real estate entails effective communication. With numerous clients vying for attention, and properties moving swiftly off the market, whether a multiple offer situation (more like two years ago) or just trying to find that perfect property for a buyer, clear and prompt communication becomes non-negotiable. Responsiveness to client inquiries, updates on property listings and timely feedback on offers are all crucial elements that contribute to a positive client experience.

Moreover, professionalism extends beyond just communication — it encompasses honesty and transparency in all transactions. In a competitive market, being people of integrity without cutting corners or withholding information to secure a deal is key. Ethical conduct should always take precedence. Disclosing relevant details about properties, providing accurate market analyses and representing our clients' best interests are fundamental principles that distinguish a true professional, a REALTOR®.

Furthermore, professionalism in real estate involves a commitment to continued learning and development. As the industry evolves and market dynamics shift, staying informed about new regulations, market trends and technological advancements is essential for providing clients with the highest level of service. Investing in our ongoing education and

professional certifications demonstrates a dedication to excellence and reinforces credibility in the eyes of clients.

Additionally, maintaining professionalism in a busy real estate season requires effective time management and organizational skills. With multiple listings, showings and negotiations occurring simultaneously, we must prioritize tasks, delegate responsibilities when necessary and remain adaptable in the face of unforeseen challenges. By staying organized and focused, agents can ensure that all clients receive the attention and support they deserve.

Finally, professionalism is reflected not only in actions, but also in our demeanor. Maintaining a positive attitude, even amidst the chaos of a bustling market, can go a long way to fostering trust and building lasting relationships with our clients. Demonstrating empathy, patience and resilience in the face of adversity shows clients that they can rely on us to guide them through the complexities of the real estate process with professionalism and integrity.

The busy real estate season presents both challenges and opportunities for professionals in the industry. By upholding the principles of effective communication, honesty, ongoing education, time management and a positive attitude, we, REALTORS®, can navigate the frenetic pace of the market while maintaining the highest standards of professionalism. In doing so, we enhance our reputation and contribute to the overall integrity and credibility of our real estate profession.

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# Lubbock Real Producers SPRING SOIRÉE

Exclusively sponsored by Hub City Staging

Lubbock, TX: On Tuesday, April 16, 2024, the Real Producers Spring Soirée offered camaraderie as real estate professionals gathered to celebrate success and forge new connections. The event, exclusively sponsored by Hub City Staging (Ashley and Braxton Whittle), was a testament to Lubbock's thriving real estate community.

The soirée, held at The Willows Event Center, was a culmination of hard work and dedication, made possible by the support of ad partners, friends and family. Among those recognized for their contributions were the talented team from DayDream Photography of Lubbock, which captured the delightful mood of the evening; Sarah Holladay for her exquisite floral arrangements; Sarah Miller for her delightful balloon decorations; and Four Frames Photography for capturing even more memories in the photo booth.

The event was also made sweeter by the delectable treats provided by Cookies, adding a touch of indulgence to the evening. The success of the soirée wouldn't have been possible without the tireless efforts of the local team, including Britney Sherley, Kaelea Pena, Jennifer Rollo, Laci McCandless, Lanora Hernandez and Andy Bentley of Bentley Home Inspections.

Gratitude was extended to the generous sponsors who provided door prizes, including Hub City Staging, Lubbock National Bank Home Loans, Restore Health, J. Hoffman's, D.R. Horton, Andy Bentley and Sarah Holladay,

among others. Their contributions added an element of excitement to the festivities, creating an atmosphere of appreciation and goodwill.

"We are incredibly grateful to all who attended and supported the Real Producers Spring Soirée" says Kathy Pettit. "Your presence and enthusiasm make our platform possible, and we are honored to be a part of such a vibrant West Texas real estate community."

The Real Producers Spring Soirée celebrated success, offered meaningful connections and strengthened bonds. Some people met each other for the first time face to face, and attendees departed with new connections and anticipation for future collaborations, reaffirming *Lubbock Real Producers'* commitment to serving as a premier platform for real estate professionals in the Hub City.



Hub City Staging Owners Ashley and Braxton Whittle (middle and right) were the exclusive sponsors of the Spring Soirée. Pictured here with Lubbock Real Producers Owner and Publisher Kathy Pettit (left).







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