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

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Melissa Johnson

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» publisher's note

SPRINGING *into* MARCH

It's time to usher in the month that is home to St. Patrick's Day, the Spring Equinox, March Madness, and Women's History Month. The temps are warming, and our evenings will begin to brighten with Daylight Savings and the awakening of a new season. We hope that this brand new month refreshes and recharges you!

We are thrilled to bring you this March issue of *Permian Basin Real Producers*, with stories that focus on growth, inspiration and overcoming! In addition, we want to celebrate all of our AMAZING partners that, if it wasn't for them, *Permian Basin Real Producers* wouldn't exist. Thank you, partners! If you see them out and about, please thank them for sponsoring, and we do hope you get the chance to work with them.

Please continue to nominate real estate agents you think we should feature in upcoming issues by emailing stephanie.miller@n2co.com. And please reach out to me if there's anything at all we can do for you!

May you be lucky and blessed in business this month (and all the other months too!)

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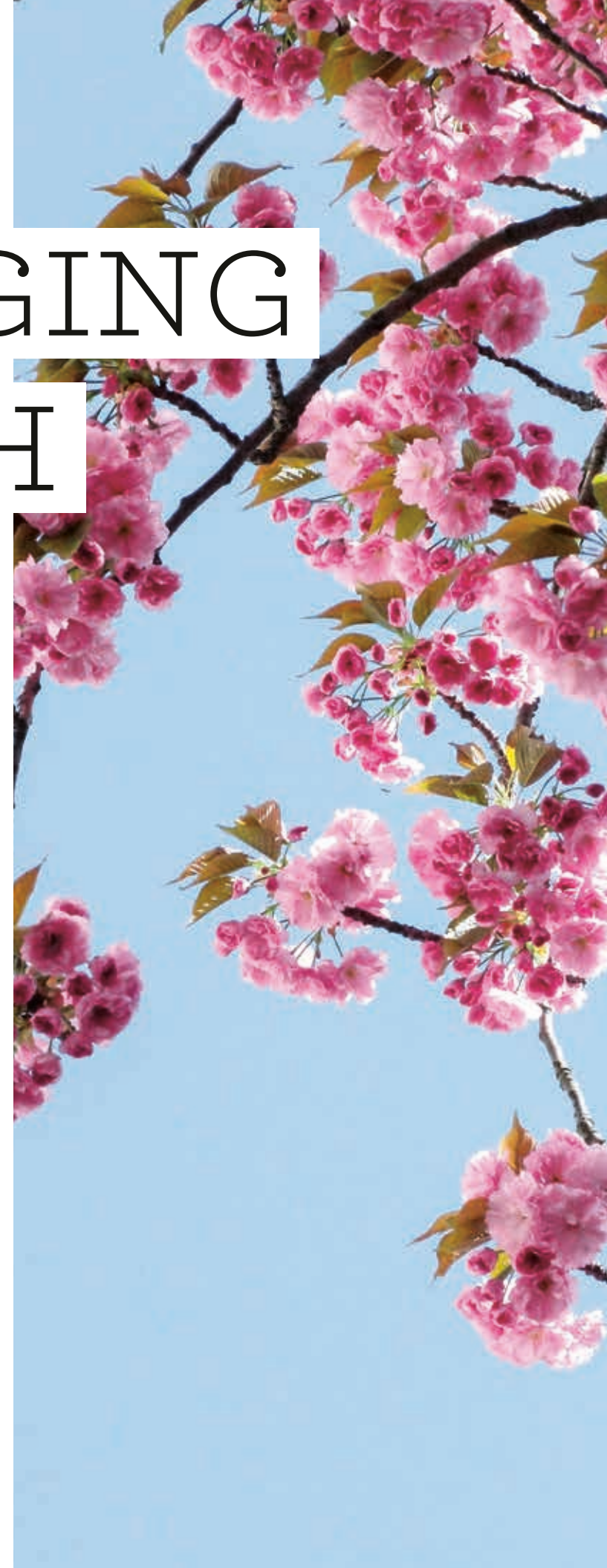
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RYAN ROOFING

ROOFING EXCELLENCE AT ITS PINNACLE

By Beth McCabe | Photos by Steven Tippett Photography

In the sprawling landscapes of West Texas, where the elements can be as unpredictable as the horizon is wide, the name Ryan Roofing has become synonymous with roofing excellence.

Charles Nelson, the visionary behind Ryan Roofing, is not just in the business of roofs; he's in the business of promises, precision, and upholding industry standards.

From Foundations to the Sky: Charles' Journey

"I've been in construction all my life," Charles reflects, revealing a lineage deeply rooted in construction. From the young age of 15, Charles embarked on a journey through concrete construction, initially following in his father's footsteps. However, life's unpredictable twists and turns led him to the oil field, where he achieved remarkable success even in the downturn in 2015.

Undeterred but wanting to do his own thing, Charles chose to return to construction and, in August of 2016, delved into odd jobs for REALTORS®. It was during this transition time that a catastrophic hail-storm in 2017 presented an opportunity to reshape his career. Witnessing a gap in the roofing industry, Charles identified the need for a company that prioritized quality over profits.

"I noticed that the way roofs were supposed to be done, according to the manufacturer's instructions and the building code, but that they were not being followed in either Midland or Odessa," he shares. Other contractors cut corners like not removing old felt, reusing the old components, and reusing old flashings like the chimney flashing, which compromised the structural integrity of the roof system." This realization fueled Charles's determination to establish Ryan Roofing as the top choice for quality and to disrupt the roofing landscape in the Permian Basin.

Roofing Right: A Commitment to Quality

The Ryan Roofing commitment to roofing excellence goes beyond business—it's a mission. Despite facing pushback from competitors, they decided to honor their customers and uphold the highest standards, regardless of the challenges. "To us, it's never been about easy. It's been about what's right. What is the right thing to do? That's what we do – we roof it right," they assert.

In a region where roofing contractors often cut corners for profit, Ryan Roofing stands apart, dedicated to preserving warranties and ensuring that each job meets the highest standards.

CHARLES NELSON

Tracie Ryan Nelson: A Name Synonymous with Trust

The name “Ryan” isn’t just a business moniker; it’s a family name. Tracie Ryan Nelson, Charles’s wife, is an integral part of the Ryan Roofing story. Featured in Real Producers, Tracie represents the commitment to excellence that also defines Ryan Roofing. “We do not let people down. We do not quit on them. We make sure it is right, no matter what happens,” Tracie proudly emphasizes. “Our company builds trust, one roof at a time.”

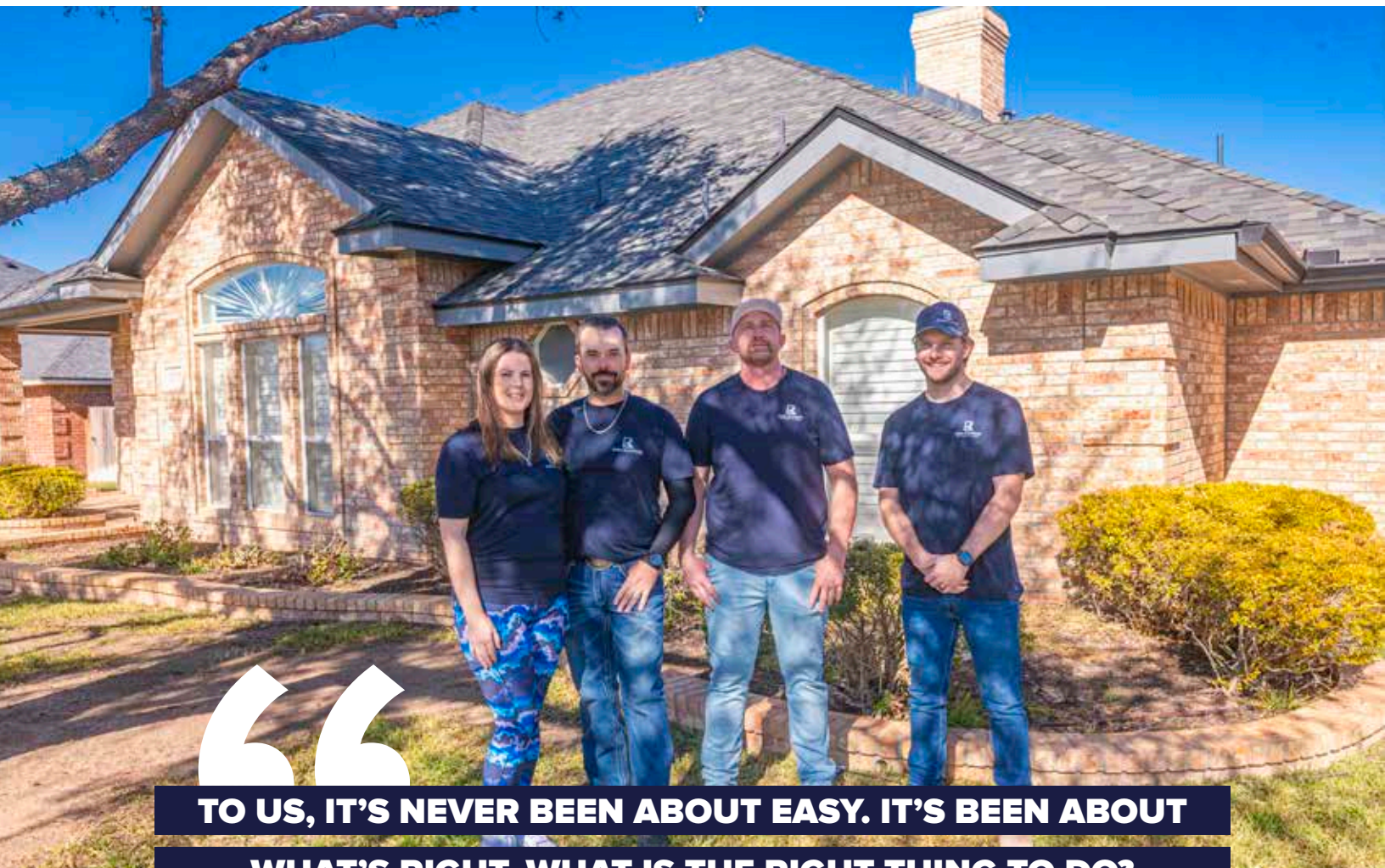
Charles wouldn’t be where he is out without his supportive and dedicated staff. He has a heart of gratitude for them and they have made him the

success that he is today. His team consists of local Midlanders, Odessans and one teammate who lives in the Upper Peninsula of Michigan! They each contribute to the mission of upholding the highest standards for the roofing industry.

The company’s reputation is impeccable, boasting a stellar 5-star rating with 158 reviews and counting.

A Community-Centric Approach

Beyond the business, Charles and Tracie are deeply rooted in the community. With two children blazing their own trails in life, and three dogs adding a touch of warmth, the Nelsons are not just building roofs; they’re building relationships.



“
**TO US, IT’S NEVER BEEN ABOUT EASY. IT’S BEEN ABOUT
WHAT’S RIGHT. WHAT IS THE RIGHT THING TO DO?
THAT’S WHAT WE DO –
WE ROOF IT RIGHT.**”



Charles’s advice to real estate agents reflects this commitment to partnership and community. “Build relationships,” he comments. “I love REALTORS®,” he smiles. “That’s how I started my business.” He is grateful for all his success with the real estate community. For Charles, his focus is not just on one-time jobs but on cherishing and building lasting relationships.

Beyond Roofs

Beyond the business, Charles Nelson is a man of varied interests. A resident of Grassland, he enjoys CrossFit, playing the guitar, and sharing laughs with friends. His connection to the Permian Basin runs deep, having married Tracie a native of the region.

In a region where resilience is a way of life, Ryan Roofing stands out as a beacon of excellence, integrity, and community commitment. Charles Nelson and his team are not just roofing experts; they are pioneers, setting new standards for what roofing should be—a commitment to excellence that echoes across the vast West Texas sky.



For more information on Ryan Roofing, check out their website, www.ryanroofs.com, or call 432-777-7663.

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By Beth McCabe | Photos by The Stones Photo + Film

FROM SMALL TOWN ROOTS TO REAL ESTATE HEIGHTS

In real estate, success stories often emerge from unexpected beginnings, and Vera Carter's journey is an example of this fact. Hailing from the small town of Sheffield, Texas, with a population of merely 400, Vera's path to becoming a rising star at the Welcome Home Property Group is both inspiring and full of resilience.

"I was in retail sales, waiting to be accepted to the district manager program."

However, their plans were put on hold when Vera's father was diagnosed with congestive heart failure, prompting a move to Iraan, Texas.

Growing up in Sheffield was a unique experience for Vera, who fondly recalls the tight-knit, family-oriented community. Commuting 20 minutes by bus to school, she quickly became involved in various leadership roles during her high school years. A twist of fate came when her band director encouraged her to try out for the flag line at Texas Tech. Vera not only made it but also found her passion for leadership and excellence.

“
Don't give
up. Even if
it doesn't
happen
right away, it
will happen
eventually.
Keep going.”

During this period, Vera worked as a teacher's aide, witnessing firsthand the struggles of the local school. The desire for a better environment for their son's education and his desire to play baseball brought them back to Midland five years ago.

"I got my insurance license to sell property and casualty insurance," she shares. However, her heart wasn't in it. When her husband asked her, "Vera, what do you want to do?" She told him, "I always wanted to try real estate."

Being the youngest of 10 siblings posed financial challenges for Vera's pursuit of higher education. Though her brother completed college, she faced the reality of the cost and decided to join the workforce. Fate intervened again when she met her husband Jerry in Lubbock, leading them on a journey through different cities due to job transfers.

Following her heart, she went to an intense training program for a week at Lubbock and joined Keller Williams in 2021. Despite a challenging first year, Vera's dedication and determination shone through when she joined Welcome Home Property Group under the leadership of Justin Willmon.

"I got moved a little and so did he," she comments. "I first got transferred to Abilene, came to Odessa, then transferred to Wyoming, and then to Colorado. About that time, we were going to give each other 5 years to make it to the next step. Her husband was in furniture sales in the regional manager program.

"Ever since I have been with Justin, my business has taken off," she says. He needed a bilingual agent and Vera was the right fit. She recently celebrated a memorable closing with a first-time homebuyer after living in apartments his entire life,

emphasizing her love for working with individuals to achieve the quintessential American Dream. Making a difference is what it's all about to her.

The challenges Vera faced, growing up in a large family with humble beginnings, and overcoming personal adversity, shaped her perspective. She has overcome the trauma associated with being a sexual assault survivor. "That was an amazing opportunity to prove myself," she says. "You can survive that. You can create a life for yourself beyond all that. It's added to my resolve to be successful in my business."

In real estate, she acknowledges the hurdles of the real estate business but emphasizes that the "sky is the limit" with the right mindset.

Vera's story extends beyond her professional life, touching on her role as a mother to Jac, a teenager involved in various sports at Holy Cross Catholic

High School. "Jac is involved in every sport that you can think of," she smiles. "He plays football, basketball, and we're hoping for a baseball team this year. We poured ourselves into our son and he is the joy

of our life." Vera also volunteers as the Cheer Sponsor at Holy Cross High School.

A woman of faith, Vera is involved in her church and does Bible Studies. She also likes to travel. "We try to get away on weekends when we can," she comments. "I just got to New York for the first time and it was amazing."

As Vera reflects on her career, she offers advice to others aspiring to succeed in the competitive world of real estate: "Don't give up. Even if it doesn't happen right away, it will happen eventually. Keep going." With her infectious optimism and determination,

Vera Carter stands as a rising star, not just in the real estate realm but as an inspiration for anyone facing challenges on their path to success.



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It's added to my resolve to be successful in my business.



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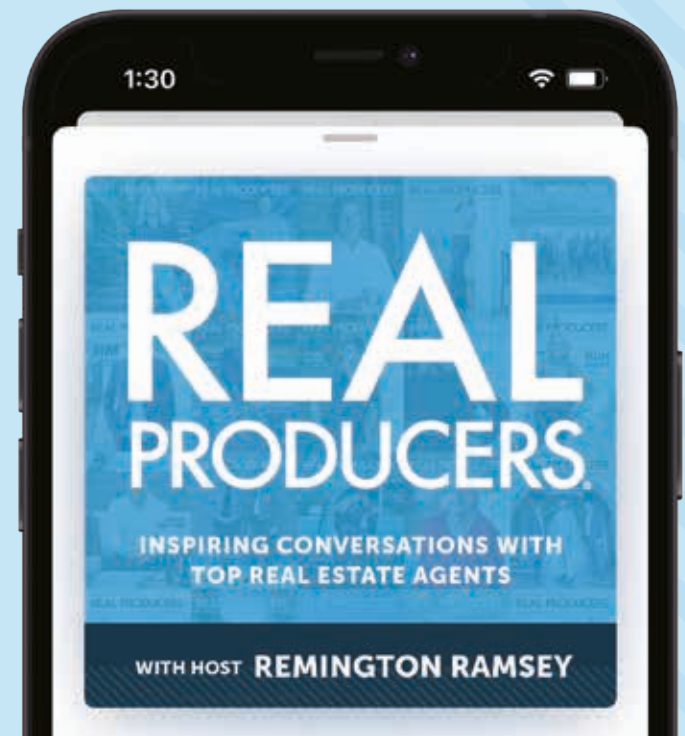
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COLTON ROBBINS

STARZ REALTY

By Jacki Donaldson | Photos by The Stones Photo + Film

Colton Robbins, 21 at the time, didn't hesitate when faced with the opportunity to make a difference. After three years at a machine shop after graduating from Odessa High School, he volunteered for a lay-off during an economic downturn, aware that a co-worker with a family would be hit harder. Colton, with this selfless act, set himself on a journey that would redefine his career.

Inspired by his real estate-savvy parents, Stacie Russell (Broker-Owner of Starz Realty) and Randy Russell (REALTOR® at the same brokerage), Colton became his mom's intern. From assistant to licensed real estate agent in 2017, he faced initial challenges but soon found his stride.

His first year was not easy. "I struck out," he shares. "During the first three months, I sold one house — to a buddy I went to high school with. I made \$1,200 in my first quarter. The biggest misconception in real estate is that you are going to jump in and sell a bunch of houses." With a lot of hard work and hustle, Colton found his groove, and he ended his first year closing \$5.2 million. Now, embarking on his seventh year, he reflects, "Each year has gotten better. I have never had a backward year thanks to hard work, the man above and client referrals."





BEING A PART OF MAKING THE PROCESS EASY & ENJOYABLE IS EXTREMELY REWARDING.



Colton, who provides superior service for all buyers, loves helping those who are purchasing a home for the first time and witnessing their joy and excitement. “Being a part of making the process easy and enjoyable is extremely rewarding,” he says.

Clients appreciate Colton’s honesty and integrity, two of his superpowers. If he doesn’t know an answer to a client question, for example, he will work to get an accurate response. “I am not afraid to admit that my mother is my broker, and she is just a phone call away,” he states. “And if together we can’t figure it out, we will find someone who can.” One of Colton’s other trusted resources is his wife, Alexis Robbins, Mortgage Loan Originator Assistant at Providence Home Loans.

When Colton is not busy working, he cherishes spending time with Alexis and their two children, 7-year-old daughter Madilyn and 2-year-old son Camdon. The family, which includes a mixed weenie pit pup named Nani, reports that their favorite pastimes are eating good food and watching football, especially the Texas Longhorns and Dallas Cowboys.

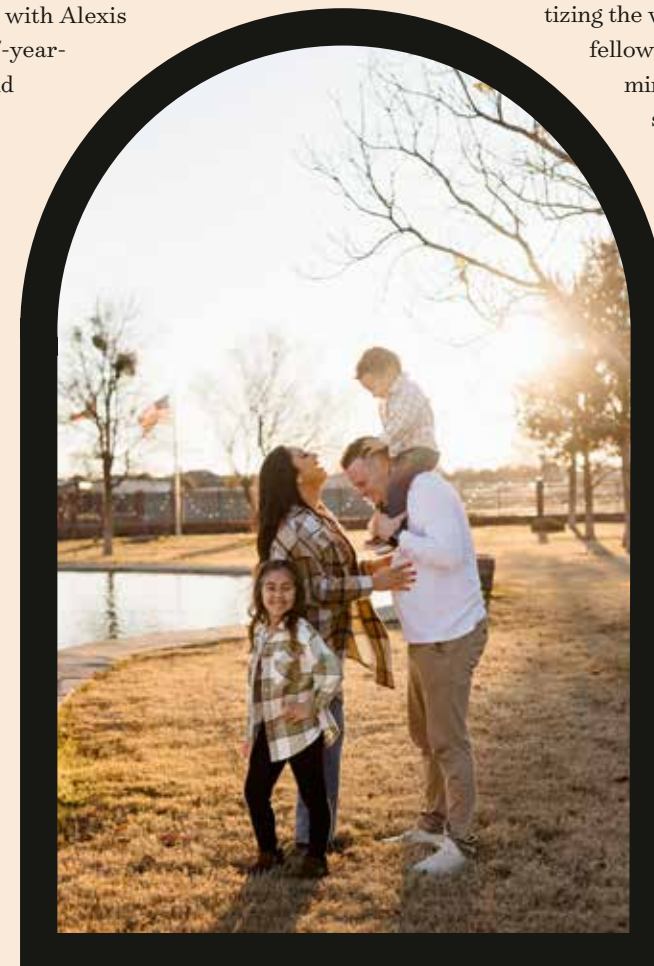
As he looks to the future, Colton is steadfast in his goals for 2024: “I want to make this year my best one yet,” he voices, sharing that he will continue pouring into other agents, a practice he started last year, by working split deals, mentoring agents and helping

them land clients. “I aim to be better and work harder than I did last year,” says the guy whose career in real estate began when he extended a hand to someone in need — a gesture that leaves little doubt about why he has become a successful REALTOR®.

Colton’s journey began with a selfless act, and his commitment to making a positive impact extends beyond the realm of transactions. He believes in the power of collaboration, acknowledging that together, agents can navigate challenges and find solutions. His philosophy is grounded in the idea that success is not only measured by personal achievements, but also by the collective success of those around him.

In a world often focused on immediate gains, Colton’s long-term vision sets him apart. By prioritizing the well-being of his clients and fellow agents, he exemplifies a mindset that values relationships over transactions. Colton is not just about selling houses; he’s about creating a lasting impact, one built on trust, integrity and shared success.

As Colton Robbins strides confidently into 2024, his story becomes a testament to the transformative power of selflessness, hard work and a genuine passion for making a difference. Buckle up for another year of growth, mentorship and shared success — Colton is on a mission to redefine what it means to be a real estate professional.



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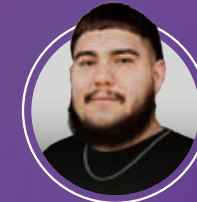


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Contact us today to learn more!

Home Loans Made Simple.



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