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 If you are interested in contributing or nominating Realtors for certain stories, please email us at [ml.rauch@realproducersmag.com](mailto:ml.rauch@realproducersmag.com), or call ML at (505) 250-0092.

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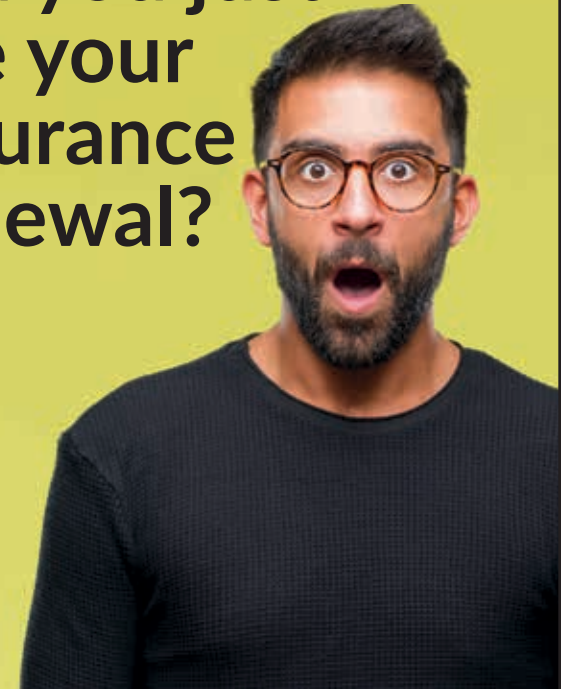
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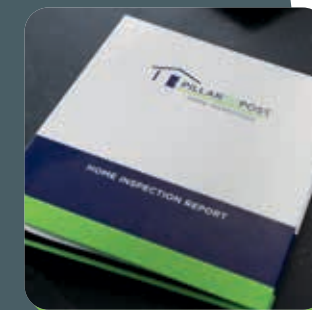


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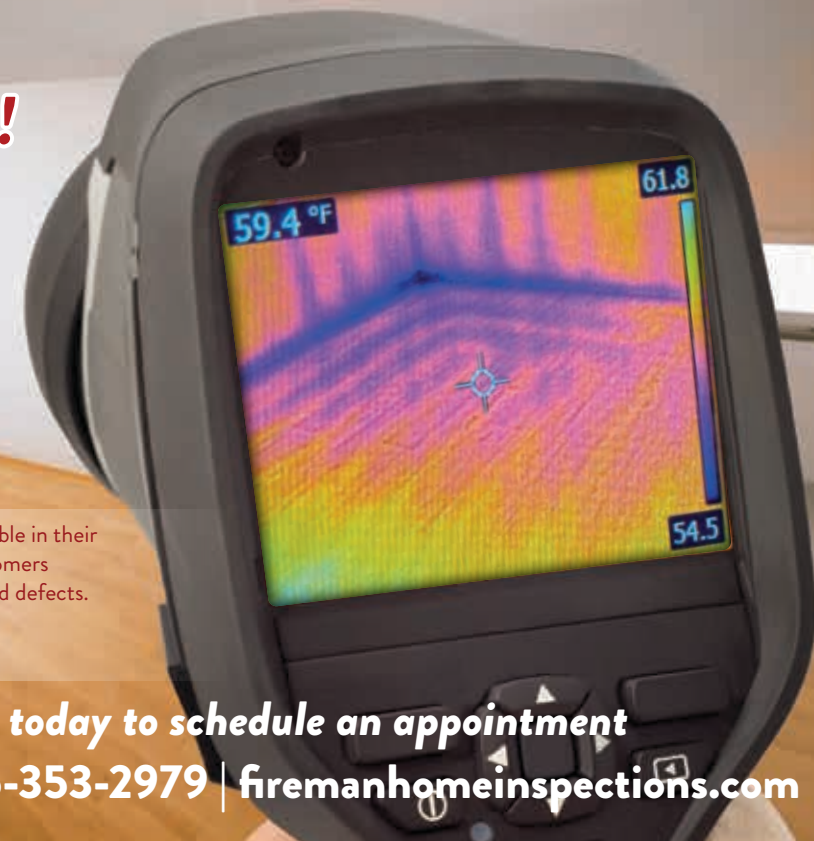
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▶ partner spotlight

By Beth McCabe  
Photos by Liz Lopez

# Sarah Whitlock

Bank of Albuquerque

## Mother. Mortgage Banker. Master of Doing It All.

“My mom is an incredibly caring person, and I think it’s really impressive how well she raised me with also how much she works,” says Cannon Puckett. This fifteen-year-old thinks the world of his mother, Mortgage Banker Sarah Whitlock at the Bank of Albuquerque.

“I did not stop working when I had Cannon,” says Sarah. “He started to go to daycare when he was eight weeks old.” A powerhouse balancing career and family, Sarah is an inspiration to other working mothers.

“Being a mother is a gift,” she reflects. “It gives you a whole new perspective of thinking about someone else before you think of yourself.”

### Finding Flexibility

One life lesson that being a working mother has taught Sarah is the importance of flexibility. As she says, “You can have your schedule set for the day and it just doesn’t play out that way. When school calls or your child has activities, you fit that within your schedule. My perspective is that work is very important, but my child is more important.”

Learning how to juggle and master the delicate art of work-life balance is essential. “It’s something I have been working on.” As for Cannon, he has been working on being in the driving seat. He recently got his license and is now proud to drive Sarah’s Bronco.

“I love to drive with my son,” Sarah smiles.

“Conversation flows easier when you’re in a car. When he says, ‘Do you want to go on a drive?’ I say yes.” They frequent the Taco Bell drive through. “He’s a good driver,” says Sarah. “I’m not petrified in the car when I’m with him at all. I trust him, and he’s very cautious.”

Cannon, a freshman at LaCueva High School, also enjoys thrifting with his mother. “It’s super fun,” says Sarah. “He loves thrifting for clothes, and I like thrifting for glassware.” Expect them to hit all the thrift stores in town, finding treasures in the process.

They also enjoy hiking with Shades, their Great Dane Pyrenees Mutt mix. This ninety-five-pound dog is one of the friendliest dogs ever. “She has yet to meet someone she hasn’t liked.” However, she is still warming up to Owen, Cannon’s rescue cat they acquired last spring. This orange and white Tabby is a very mellow kitty. When Owen sniffs Shades, the dog freezes.



“Being a mother is a gift. It gives you a whole new perspective of thinking about someone else before you think of yourself.”



“I look forward to the day when they are best friends,” says Sarah. “They both nap all day. Why not nap together?” One person who is not napping, however, is Sarah. With her drive and dedication, she has excelled in mortgages from the onset. With over twenty years in the industry, she is a local expert.

#### Making Her Mark in Mortgages

Sarah’s career in the mortgage industry began in 2001, a path she never envisioned but has worked out beautifully. Despite having a bachelor’s degree in elementary education with a minor in English, Sarah found her niche in banking, where she discovered a passion for educating clients. For her, success lies in empowering clients with knowledge so they can make informed decisions about their financial future.

Helping first-time home buyers and those seeking vacation homes, investment properties, and more comes naturally to Sarah. With her experience and expertise, she helps her clients make sound financial decisions.

Seven years into her career, she and her husband, Mark Puckett, welcomed Cannon into the world. Mark, a Qualifying Broker and in the Top 300 in Albuquerque real estate, is a perfect complement to Sarah. Together, they are stellar role models for their son with their solid work ethic.

#### Loving the Teenage Years

What makes Sarah remarkable as a parent is that she embraces the teenage years. “It’s really rewarding,” she says. Her favorite phrase is to “be a lighthouse and not a lecturer.”

Helping Cannon by providing a listening ear is what it’s all about, not giving advice.

“It’s kind of like guiding a client through a real estate transaction,” she says. “Helping them navigate the process, offering options, and letting them make the final decision. It’s very similar.”

#### A Wonderful Life

For Sarah, being a working mother is not just a role; it’s a gift that has enriched her life in countless ways. She truly inspires others with her compassion, care, and concern for them and their families.

To contact Sarah, reach out to her at 505-239-1022. She would be delighted to help you with all your mortgage needs!

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# ROBERTA GOORE

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## BEYOND BOUNDARIES

Growing up in Houston, Roberta had an eclectic but challenging childhood. She relates to Robert Downey, Jr.'s thanking his parents for making him what he is. It was the same for Roberta; it made her resilient and the person of courage and character she is today.

"I moved to New York City with two friends when I was nineteen," she shares. "It was an incredible experience. We had a fascinating time learning about the city as well as life. It was there I continued college in the evening and worked during the day." She was there for over three years when personal obligations took her back to Houston.

In Houston, she was introduced to the municipal bond business, which is where she got licensed. She used that knowledge to join a friend and moved to Los Angeles. She worked in the investment business for years before getting married and having a son. During his younger years, she went to school at UCLA and graduated with a degree in Interior Design. She worked in that field while raising her son.

A few years after her son was born, he was diagnosed with autism. Together with her ex-husband, she devoted countless hours to aiding his journey to overcome it, exploring a range of therapies encompassing music, behavioral therapy, and dietary adjustments. "I would stay up late at night searching for therapies to try," she reminisced. Her son progressed from specialized education to mainstream schooling, even venturing to Italy for a summer of study before graduating from college. Presently, he calls Phoenix home. "That's the most important thing I've done in my life."

Roberta wrote a book about her efforts, providing hope for other parents whose children may be struggling with autism.

### MATCHMAKER

Her ex-husband's family brought them to Albuquerque. In 2015, Roberta got licensed as a REALTOR® and started her new career. Real estate is a combination of her knowledge

“  
I did a lot of  
open houses and  
knocked on a  
lot of doors.  
I did whatever  
it took.”

▶▶ making a difference

By Beth McCabe  
Photos by Angela Adkins





of the financial field as well as design. Roberta can walk into a house and help buyers reimagine a home to be their own as well as have listings staged in a way that blends the home with the furnishings.

With her patience and perseverance, Roberta makes her clients' dreams come true. That doesn't mean real estate is easy, however. When she moved to Albuquerque, she didn't know anyone.

"I did a lot of open houses and knocked on a lot of doors. I did whatever it took. There were days when I had open houses and afterward collected my signs, and it would rain every time...I had to shake my head and smile about it."

Roberta adds, "I also take care of clients with a concierge service. I want to make the transaction as easy on them as possible."

#### LOVING REAL ESTATE

Through real estate, Roberta has made many friends. "It's been an incredible journey," she smiles. Roberta has been with Keller Williams Realty for over five years and loves the connections she has made.

"I love Family Reunion," she shares. "I have REALTOR® friends from all over the world." Roberta is also proud to be a distinguished real estate agent with Keller Williams Sports and Entertainment, working with professionals nationwide.

#### POPULAR PASTIMES

When not working, Roberta enjoys swimming and playing golf and tennis. She jokes, "I'm not great, but it's fun!" She is also a member of the Jaguar Club of North America and has an older Jaguar she drives. To relax, Roberta paints small canvases in the evening with her heart toward the arts, and she volunteers with the Autism Society.

"I cherish spending time with friends," she expresses warmly. "Friends and family hold the utmost significance in my life. My son is my greatest blessing, and I am deeply grateful for him. Remarkably, some of my clients have evolved into cherished friends over time!"

#### A BRIGHT LIGHT

With her heart of compassion for others, Roberta is a shining light in the world. Her unwavering dedication to real estate, her clients, and her community sets her apart as a woman of integrity and excellence.

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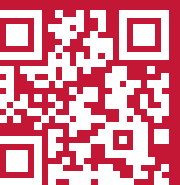
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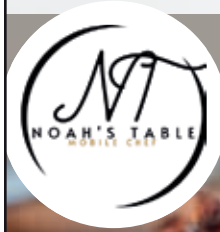
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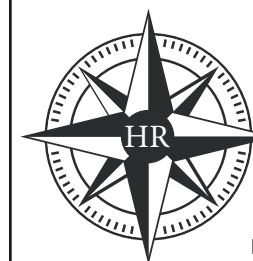
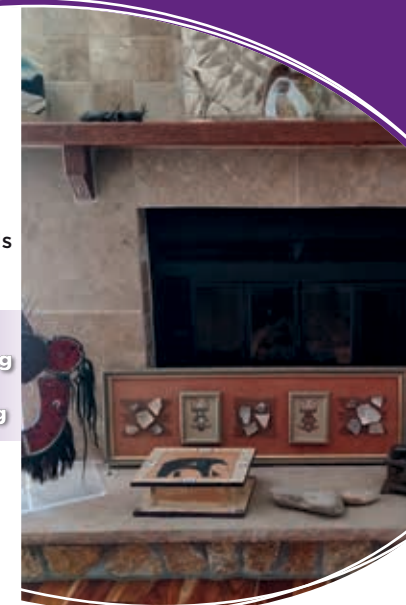
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GRATITUDE & GOALS



“THE WALK OF LIFE IS NOT EASY, BUT IT IS SURE BETTER WHEN YOU DON’T WALK IT ALONE.”

## IBARRA REAL ESTATE GROUP

# THELMA IBARRA

**“Mom, it will be OK.”  
“You can totally do that.”**

Those are some of the words of encouragement that REALTOR® Thelma Ibarra receives from her children. “My family, girls, and husband are the reasons I do what I do,” she says. “They have helped me to become stronger and more resilient.” Each day, she wakes up eager to excel in real estate.

“The walk of life is not easy, but it is sure better when you don’t walk it

alone,” she adds. Her husband is a god-send. “I couldn’t do what I do without him,” she says with a heart of gratitude. “My daughter showed me the power to be resilient and to keep fighting.” Her family is priceless.

### GRATITUDE

Thelma’s formative years in Albuquerque were molded by her unwavering faith in God as she navigated life alongside her single mother and four siblings. Despite modest means, she emphasizes, “We didn’t grow up with much, but we had the necessities.”

“We lived in a two-bedroom house, and there were six of us. We made it work. I advised my children to appreciate having their own bedroom, expressing gratitude for not having to share it with anyone. Or having to share everything for that matter.”

Despite facing financial hardships, she thrived on gratitude, instilling a deep appreciation for life’s blessings in Thelma. “Gratitude is the biggest lesson I learned,” she shares. “Our household today thrives on gratitude – a powerful word.”

## GOALS

As a child, Thelma dreamed of becoming a teacher or a nurse. Her desire to make a difference in people's lives guided her academic pursuits, eventually leading her to real estate in 2004. However, her career faced an unexpected pause when she had to care for one of her children who had an unexpected medical crisis.

"Everything had to stop," she shares. "I did what any mother would do." Thelma cared for her child, attending countless doctor appointments with her daughter.

In this trying time, Thelma found solace in building connections and creating a community, unaware of the profound impact they would have on her future career. She shares, "I didn't understand that as I was navigating through life and raising my children, I was putting myself out there."

Fast-forward to 2018. With her children thriving, her daughter in remission, and her passion for real estate reignited, Thelma made the bold decision to reenter the industry at the encouragement of her husband.

"My career came into my life when I was ready," she reflects, embracing the challenges and opportunities ahead. Thelma was ready to tackle real estate head-on, commenting, "I'm not scared anymore."

As the Team Leader of the Ibarra Real Estate Group, Thelma leads with compassion, dedication, and a genuine commitment to her clients' success. Her journey speaks to the power of perseverance and resilience in the face of adversity. "Success is being happy, sharing that with others, and helping others achieve their success as well," she shares. "It's about letting go of fear and embracing the journey with faith and determination."

## FUN

Outside of her work, Thelma loves soccer. "I married into soccer," she jokes. "My husband and everyone else in his family all played soccer. Little did I know that soccer would play such an important role in my life." She started playing in her early 30s. Now, she and her family all play on a co-ed team and have made a new family - their soccer family.

Traveling is another pastime. "It doesn't matter where," she says. "We can drive four hours north or five

hours west. That has gotten us through the challenges and the hard times."

## FAITH + FAMILY

"If there's one thing I want people to know about me, it's that I genuinely care," Thelma emphasizes. "I take pride in all of my accomplishments, but I'll never forget the struggles and where I came from. Faith and family make me who I am today."

Thelma's rise in real estate reminds us that with love, support, and determination, anything is possible.



“MY CAREER CAME INTO MY LIFE WHEN I WAS READY. I'M NOT SCARED ANYMORE.”

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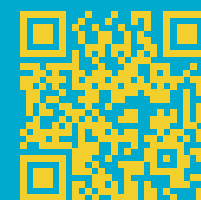
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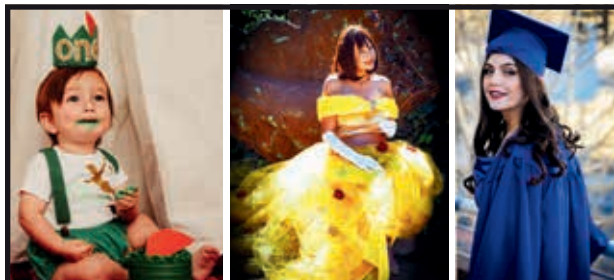
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# Desiree BARTON

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A MOM + WIFE + REAL ESTATE PROFESSIONAL = **A FULL LIFE**

"If it wasn't for my family and the support they give me, especially my husband, I couldn't do the job that I do," shares REALTOR® Desiree Barton with Property Partners, Inc. She is married to the love of her life, Rodger, whom she met in 2010.

This dedicated wife and mother is blessed with four children: Stepson Jacob (19), Nicole (10), Lucas (7), and her youngest, Rachel (9 months). "It's really neat to see your kids look up to you," she smiles. "I like being able to be a good role model. It's not about food, clothes, and providing a home. It's about the support they provide and knowing they can rely on you. They look at me as if I am a superhero," she smiles. Just seeing her daughter's admiration is nothing short of priceless.

### BIG DREAMS

Born in Taos, New Mexico, Desiree's mother relocated to California when

she was a child. After the Rodney King riot, they decided to move back to New Mexico. Desiree loved California so much that she moved back at the age of eighteen, eager to blaze her own trail. After earning her associate's degree, she attended the University of New Mexico where she graduated with her Bachelors in Criminology and minor in Sociology.

"I really enjoyed working with people," explains Desiree. She considered going into police work but wanted to do something on a larger scale. She was recruited by the Drug Enforcement Administration (DEA) with the goal of being a DEA agent until she had the opportunity to start her own business in 2004.

"I owned a resurfacing company," she explains. Desiree also got into

property management in 2001 and continued in that role as well. In 2007, she got her real estate license and worked as an Associate Broker for two years. After becoming a Qualifying Broker in 2009, she opened her own brokerage, Desivon Realty, and rebranded her brokerage to Property Partners, Inc. in 2014, which has a sales and property management division. Her dedication and drive were instrumental in tasting sweet success in real estate.

### BUILDING A BUSINESS OF REFERRALS

What's the secret to her success? "Connecting with people," shares Desiree. She makes each client feel like a priority and takes her time to explain the process. "I capture people's attention and they feel comfortable with me," she shares.

“

THAT'S WHERE  
HARD WORK,  
DEDICATION, AND  
KNOWLEDGE COME  
IN. THAT'S WHAT  
DIFFERENTIATES  
YOURSELF FROM  
OTHERS.

”



“It’s a challenge to know somebody and for them to like and trust you,” she comments. Desiree understands the importance of the magnitude of people’s real estate needs. “They trust you as their real estate advisor,” she shares. It’s a responsibility she doesn’t take lightly.

Building a book of business is a challenge for any real estate professional. “That’s where hard work, dedication, and knowledge come in,” she says. “That’s what differentiates yourself from others.” Desiree stays on top of education and had 136 continuing education credits within her first three years of being licensed. When she turned in her hours, others were impressed. “I had never seen this before,” they told her. “I take education very seriously,” explains Desiree. With more knowledge, she is able to serve her clients more effectively.

**RELAXING + RECHARGING**

When Desiree isn’t working, she enjoys spending time with her kids. Watching the kids jump on the trampoline, playing board games, or doing jiu-jitsu is fun for her. “I like relaxing at home,” she adds. This loving mother also stays busy with all of her kids’ activities, including going to birthday parties.

**A REWARDING LIFE**

Desiree has a heart of gratitude for her clients, her children, and the support of her family. As Mother’s Day approaches, Desiree’s journey serves as a reminder of the strength, resilience, and unconditional love that define motherhood. Through her unwavering commitment to her family and her career, she embodies the essence of a modern-day superhero as she navigates challenges with grit and grace.

Happy Mother’s Day, Desiree! May your day be filled with love, laughter, and cherished memories with your beautiful family.



“

IF IT WASN'T FOR MY FAMILY  
AND THE SUPPORT THEY GIVE  
ME, ESPECIALLY MY HUSBAND,  
I COULDN'T DO  
THE JOB THAT I DO.

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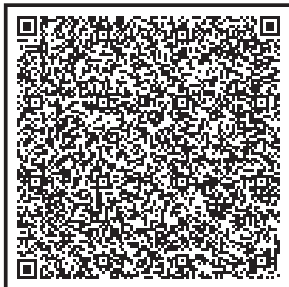
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