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Reeves**

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Map includes a compass rose and a 'D.R. Horton' logo with 'America's Builder' and 'SINCE 2006'.

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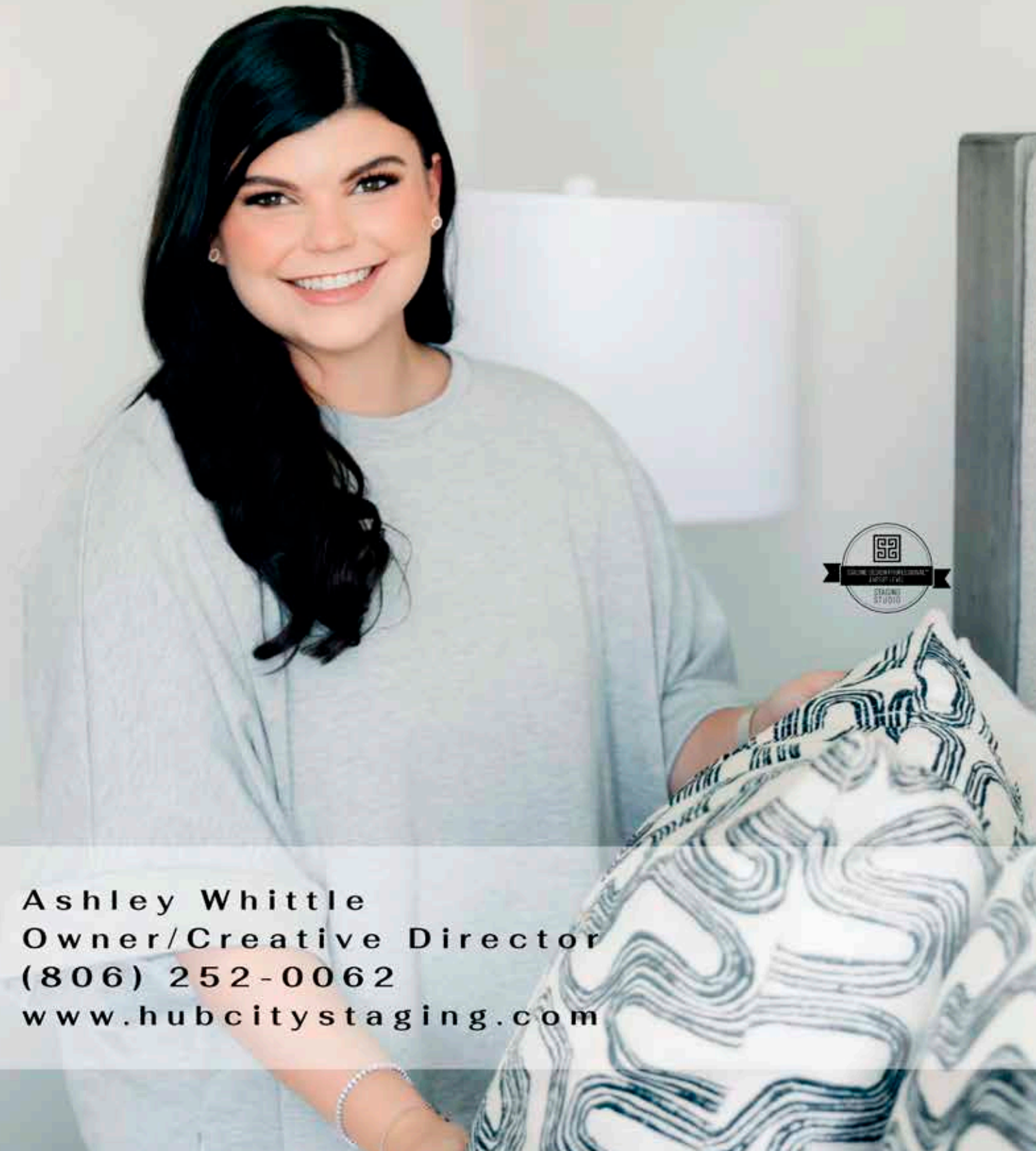
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Story by Kaelea Pena

Photos by Rowdie Bright Photography (unless otherwise noted)



Jena Reeves

MCDUGAL REALTORS®

Imagine growing up in an industry and being able to learn all the ins and outs of it. Jena Reeves did just that as she watched her family members work in homebuilding, ultimately driving her to follow in their footsteps. By learning from the people closest to her, she found her love and passion for real estate.



“

**IT'S A WHOLE DIFFERENT
BALL GAME, AND I'M
REALLY ENJOYING ALL THE
CHALLENGES IT BRINGS.**



Aligning with the family theme and inspired by her father, Joe Swan, Jena and her husband, Justin, started Justin Reeves Custom Homes four years ago. “We specialize in completed homes with all the finishes and amenities of a custom space with none of the hassle,” Jena states. The family dynamic and diverse experience help set the company apart. “I really think my experiences with new construction and all the knowledge that brings are what set me apart,” Jena shares. “Witnessing every stage a structure goes through as it becomes a home has proven to be invaluable as a REALTOR®.”

Jena says one of the fulfilling parts of working with homebuilders is watching their creativity and choices mesh into a finished house, which makes her and her husband proud. “Even more important and satisfying is the feeling of finding the perfect family for every home,” Jena smiles.

She has built relationships with many clients and makes it her mission to fulfill their needs and create their dream homes. “My favorite sale I ever made was to a family with a special needs child moving to Lubbock to be closer to the hospital,” Jena reports. “Although the house was already completed, it was such a joy for my husband and me to make some constructional changes to better meet their needs. It was a blessing to be involved.”

When Jena decided to start representing Justin Reeves Custom Homes and Lubbock Lifetime Homes, the McDougal REALTORS® family welcomed her, and with their help, she has learned all about the sales side of the industry. Jena shares, “I want to give credit and thanks to all the experienced and helpful mentors that have guided me at McDougal.”

For someone who grew up in the real estate industry, it can become easy to experience burnout or lack of passion, so Jena commits to finding new passions in and out of her work life. She recently stepped foot into commercial real estate and marketing industrial warehouses. “It’s a whole different ball game, and I’m really enjoying all the challenges it brings,” Jena comments. She wants to continue delving into new aspects of her job to educate herself and continue to improve the company.

Right now, her biggest passion in real estate is new construction. “Not only do I work with my husband at Justin Reeves Custom Homes, but I also work with Lubbock Lifetime Homes, which are smaller and more affordable,” Jena notes. She loves being a part of the process from the ground up, and she believes there’s nothing better than helping people build the homes of their dreams.



To balance her workload, Jena spends most of her downtime crafting. If you were to walk into Jena’s home, you’d learn that she creates most of the artwork. “Crafting is my favorite hobby, whether I’m doing pour paintings, sewing and beading or macrame,” she mentions. “I love to create.” To keep herself entertained, you can find her listening in on the latest Crime Junkie podcast or scrunched up with a book.

Jena and Justin spend a lot of time together on and off the job site, but when they are not working, they like visiting local restaurants, cooking out with friends and watching the Texas Rangers — especially this year, Jena adds. In addition, if Jena is not busy making her clients’ dreams come true, she is typically at home enjoying the antics of her four cats, Wasabi, Queso, Manning and The Bandit.

Jena is a pro at what she does because of her early experience and success, and she hopes people remember her for her professionalism. “I want clients and fellow REALTORS® to remember me as being well-informed, interested in their needs, flexible and always available to help,” Jena states. “This is an incredible industry full of amazing people, and I’m honored to be a part of it.”

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JOSH LASHAWAY

WILLIAMS & CO. REAL ESTATE



When did you start your career in real estate? I started my career in real estate in the summer of 2021 as a 21-year-old, right after I graduated from Texas Tech University.

What did you do before real estate? Before I became a REALTOR®, I had several part-time jobs. In my final year of college, I started a landscaping business and got all of my business from door-knocking. Once it had grown to 70+ yards within a few months, I sold the business, graduated and got into real estate.

Share the life events that led you to real estate. Throughout college, I knew I wanted to own a business, but I didn't know what that would look like after graduation. In my last few months of college, two friends advised that I look into a real estate career. I was able to meet up with Lee Mazerik, and through our conversations, I learned about the endless potential in this industry. Soon after, I graduated from Texas Tech University with a degree in business marketing; eloped in Hawaii with my now-wife, Morgan; and jumped into the business.

How and why did you choose your current brokerage? Williams and Co. has been a staple in Lubbock for years in the real estate world. Its commitment to excellence and knowledge and high production from all of its agents was clear to me when I started at a different brokerage. I always hoped to work at Williams and Co., but I knew that the brokerage didn't take on many new agents. After about a year and a half of experience, the opportunity arose for me to join Dan and the Williams and Co. family.

Working alongside others who love the Lord and prioritize their family has been huge as I continue to grow in this career.

What are you most passionate about in real estate? I am most passionate about helping my clients make informed decisions. So many different aspects of the transaction process can be confusing to someone who doesn't do real estate daily. When I work with clients, my goal is to educate them on all parts of the transaction so that they can do what is best for them. The biggest win is having clients feel confident and not pressured in a deal.

What do you find most fulfilling about your work? When I get to see the lasting impact of a real estate transaction. It can be easy to feel like real estate is all about closing the deal and moving to the next, but it is so much more.

Helping a couple purchase a first home and seeing them start a family there is so fulfilling. Helping friends upgrade and watching them host and enjoy their space is so fulfilling. I love being a part of such a big moment in people's lives.

What do you see for your real estate future? I see myself continuing to grow and learn as a real estate agent.

I plan to keep finding unique ways to serve my clients and to be the best at what I do.

What sets you apart? Because I am young and don't have the years of experience that some have, my drive, work ethic and desire to learn set me apart. Hard work only goes so far in this industry.



rising star
Q&A submitted by Josh Lashaway
Photos by Rowdile Bright Photography

“
I'm most grateful for my wife, who holds down the fort when my job often requires long hours and not many days off.
 ”



We also love to travel to new countries, have lots of picnics and play pickleball.

When you aren't working, what's your favorite way to spend time? I love spending quality time with my wife and daughters. When they're asleep, I'm probably either playing basketball, indoor soccer or pickleball.

What do you want to be remembered for? I want to be remembered as someone who lived life consistently pursuing Jesus, loved my wife and daughters well and treated everyone professionally and in day-to-day life with fairness and kindness.

What are you most grateful for? I'm most grateful for my wife, who holds down the fort when my job often requires long hours and not many days off. She is consistent and does everything with a joyful heart. I'm also so grateful for Williams & Co. — everyone in this brokerage is for one another's success inside and outside real estate.

Josh Lashaway
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Surrounding myself with some of the best in town has helped me work smarter and in a more sustainable, long-term way.

What would you do differently if you were starting over in real estate? When I started in real estate, I wasn't sure if the team or solo route would be best for me. I ended up joining the first team I met with, and while I learned so much, I wish I had looked into more options before making a decision.

Please share any podcasts you listen to regularly and any favorite business books. Lately, I have been loving the *It's a Good Life* podcast by Brian Buffini and *The Fort* with Chris Powers.

What are your go-to closing gifts? My go-to closing gift for first-time home buyers is a framed picture of their home with a Home Depot gift card. For all other clients, I typically get a gift card to Las Brisas with some warm Tiffs Treats cookies!

Tell us about your family and what you all enjoy doing together. I have been married to my beautiful wife, Morgan, for a little under three years. We have twin daughters, Sloan and Saylor, under the age of 2, and we have a third little one on the way. In our free time, we are very involved in our local church, Redeemer.



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Story by Caroline Kelsick
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BRITNEY SHERLEY'S real estate journey is one of faith, freedom and determination. And for Britney, the journey is what it's all about. "Real estate is all about the journey," she says.

Before working in real estate, Britney played another critical role: mom. In 2010, with the arrival of her firstborn, Aynsley, and her husband's graduation from the police academy, she embraced stay-at-home motherhood head-on. In 2013, her son, Barrett, arrived to make those times even more precious. "Those sweet years are times I will forever cherish with my kids," she shares.

Her journey began in 2018 at TARREC in Lubbock. With the help of her husband, Collin, she locked into study mode and focused on getting her license. "I passed my exams on December 19 and signed on with Keller Williams on December 26," she remarks. That was just the beginning of her journey.

During her first year in real estate, she made one transaction, which was not going to work for her, so she knew she needed to jump-start her business.

BRITNEY *Sherley*

Reside Real Estate Co.

“

"BRITNEY IS LIKE THE BUTTERFLY THAT BROKE OUT OF HER COCOON. SHE SERVES HER CLIENTS WITH CONFIDENCE AND A HIGH LEVEL OF SKILL. WE'RE SO PROUD OF HER AND THE TRAIL SHE IS BLAZING."
—SUZANNE SCOTT, RESIDE REAL ESTATE CO.





I AM A BETTER PERSON FOR KNOWING THEM AND BEING A PART OF THEIR AMAZING STORY.



In 2019, the journey continued; she happily joined a top-producing team, selling more than \$12 million in volume in two and a half years and capping both years. “I learned so much about real estate and myself during that time,” Britney reveals. She explored another team in the coming year, which brought high sales volumes and much-needed growth. But she knew she needed to make a change.

Despite her fears, she wanted to become a solo agent. In 2023, her journey carried her to Reside Real Estate Co, where she hoped to grow and expand her business. Britney declares, “I am doing it! I am happy to report that I am in the Top 55 in the 2024 local MLS at the time of this writing. I am a better person because of this journey.”

Britney’s most memorable transaction comes from a sweet relationship with a client. She met a family five years ago, spending the whole day showing them houses in Lubbock. The clients felt that God was telling them to stay put in Midland. Britney stayed in touch, and they became dear friends. Then, during a recent conversation, they announced they were ready for a home in Lubbock.

Their Midland house was placed on the market, and they received a full-price offer in four days. God’s timing was perfect. They quickly found their new home in the Hub City the first week of March. In a special moment, Britney joined her clients as they anointed the home’s entrances to symbolize God’s provision. “This truly is a full circle story for me and them,” she explains. “I am a better person for knowing them and being a part of their amazing story.”

Relationships are the passion and livelihood of Britney’s career. Her clients keep her going and strengthen her to take on the challenging industry. “My clients are absolutely the best, and every single one makes a lasting impression on me,” she comments. “I am a full-service agent, and service comes in many capacities. I have helped clients pack and unpack and have even painted and more. My clients know before, during and after their experience that I am here to help.” Being CHOSEN to represent my clients and their needs is incredible.

Outside of work, Britney is supported by her husband and children. She has been married to Collin for 14 years. They enjoy traveling together and try to get as much quality time as possible. They share Aynsley, 13, and Barrett, 10. Aynsley loves acting, singing, creating art and cheering. Barrett is entirely devoted to baseball and loves all aspects

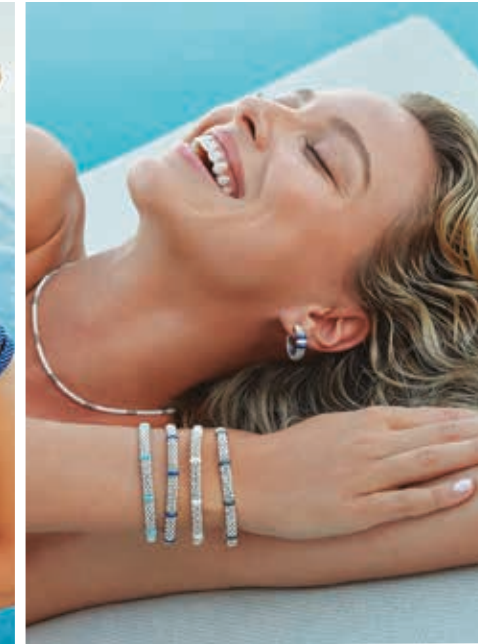
of the game. So much of Britney’s definition of success lies in her family’s happiness. “Success is hugging my family at the end of a long day,” she beams. “Success is being at a baseball game and writing a contract simultaneously. Success is seeing the excitement on Aynsley’s face after she made the cheer squad. It’s knowing who I am and whose I am and making a name for myself by serving the Lubbock community.” Additionally, she sings on the worship team for the student ministry at Live Oak Community Church and works hard to love others the way Jesus loves us daily.

Britney’s words show a massive sense of gratitude and purpose. Her kindness, love and desire to be the best version of herself, along with her desire to raise good children and positively impact her profession, show a deep commitment to growth.

Her acknowledgement of the support from her in-laws and family demonstrates appreciation for those who have helped her during this journey. Britney shows resilience, positivity and gratitude for the challenges and the joys. Real estate is one of the best decisions she has ever made.



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JASON RACHELS

PRIME LENDING



▶ partner spotlight

Story by Dan Clark
Photos by Rowdie Bright Photography

For Jason Rachels, mortgages are not just another transaction. They're about the people involved in the transaction. Jason has been in the mortgage industry since 2009, and with the backing of the PrimeLending name, he can offer an extraordinary range of loan options. Along with those 15 years of experience, he can cater to a wide range of homebuyers.

"We have something for everyone," he states, referring to USDA, VA, FHA, Conventional, Jumbo, new construction and renovation loans. Jason believes homeownership should be accessible to all, regardless of background.

Growing up in Shallowater, TX, Jason graduated in 1999. Two years later, he moved away to the big city but realized how much he missed the small-town feel of his native land. Twenty years after embarking on his adventures, a family decision to leave city life behind brought them back to their roots of living in a small town.

While away from the area, Jason met and married his wife, Candice. "I'm most grateful for my wife," he reflects. "She is my biggest cheerleader in life. If not for her, I would not be the person I am today." Jason and Candice have an 11-year-old daughter, Hadlee, who attends Shallowater schools. A self-proclaimed fixer, Jason finds solace working on his full-size 1985 Chevy C-10 pickup truck. "It's a place of peace for me," he reveals.

The Rachels family enjoys the outdoors, whether at the beach, mountains or just hanging out by the pool at home. In addition, a weeklong backpacking trip every year with the guys is a journey that Jason welcomes with great anticipation. With the average trip being around 50 miles, he says it's the one week a year where he can fully disconnect and not worry about work because he doesn't have cell service.

The path to his success can be likened to one of those trips. In 2007, his job search in the banking industry kept hitting dead ends. One interview was for a position to train as a Mortgage Loan Originator (MLO). While the company initially dismissed him as overqualified, a promise was made to hold onto his application in case another opening arose. He walked away feeling defeated. The company made good on its promise a year later and hired him in May 2009. He quickly advanced to MLO and hasn't looked back.

That work ethic and dedication translate to exceptional care for his clients. "I love my job because this is not about me making money," he insists. "It is about making sure I take care of my clients and that they don't feel as though buying a home is stressful." Jason likes to focus on the relationship with his clients to build their trust because he views it as helping them with one of the

“
I tell people if they have a client with a weird situation to just ask me because I probably have a product to fit their needs.
”



biggest investments they will ever make. Does that set him apart from other lenders? Without a doubt. “For me, my clients end up trusting me enough to refer family and friends to help them with their homebuying needs,” he says.

Jason tries to act with a good heart and look out for people. He states, “I get clients all the time who come to me saying they have bad credit. I say, ‘OK, let’s look at it and come up with a game plan to get you where you need to be.’” He’s also the guy who will pull over on the side of the road to see if someone needs help. He doesn’t view success as how much he makes or what he can buy. He is sincere in his belief that success is being a good husband, father and good friend — excellent standards by which to live.

While Jason may be “new again” to the Lubbock area, his experience in the mortgage industry precedes him. “I tell people if they have a client with a weird situation to just ask me because I probably have a product to fit their needs,” he states. He also loves networking and collaborating with industry professionals, offering to brainstorm with potential partners for ways to overcome what has been a tough market.

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Christian Allen



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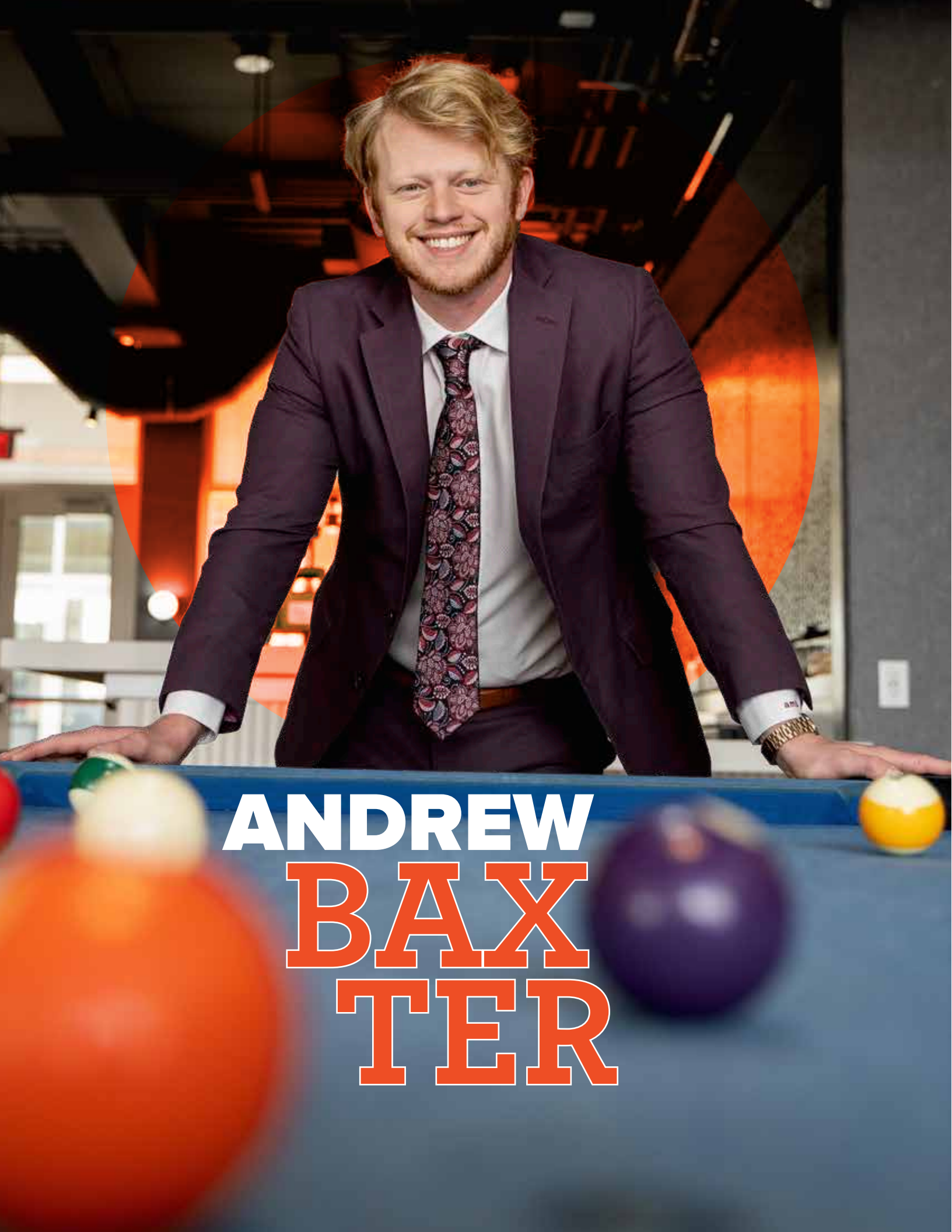
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ANDREW BAXTER

▶ spotlight REALTOR®

Story by Caroline Kelsick
Photos by Alicea Jare Photography

PROGRESSIVE PROPERTIES

REAL PRODUCER ANDREW BAXTER will tell it to you straight: Real estate came into his frame because he wanted to start making money. Before he began his career, he was “twiddling his thumbs” at Texas Tech University. “I quickly realized sitting in the classroom that learning about how plants asexually propagate was not for me,” Andrew says. “I knew I wanted to grow things — not plants — and become financially independent. I saw real estate as the best avenue to do that.” He began his career in February 2020. He started working with Progressive Properties and remains there to this day.

Some chance meetings and mentorship led to his decision to join Progressive Properties in 2020. In November 2019, he met Brandon Tyler, owner, proprietor and CEO of Progressive Properties. “He quickly nuzzled me under his wing and, for some months, taught me valuable things about the investment side of real estate,” Andrew shares. “I inevitably wore him out, and he passed me down to his protégé, Jaden Timmons. Between Jaden and my buddy Joseph Randall, I successfully learned how not to screw up a real estate transaction.” Progressive Properties has Andrew’s heart. Time, experiences and mentors have made the brokerage an important place for him. He intends to stay at Progressive for the long haul.

One part of Andrew’s unique approach to real estate is his YouTube channel, where he produces content exclusively for Lubbock. His video topics include cost of living, pros and cons, local attractions and insight. His channel is quickly approaching 4,000 followers and is growing each day. He tries to keep his content light and entertaining, although, on the internet, he encounters the occasional instigator. “In real estate, my main focus has always been marketing,” Andrew reveals. “If you don’t have clients, you can’t do deals,



and if you don't do deals, you don't make money." Andrew's YouTube channel fuels his marketing and communication strategy. It serves as a tool to capture interest in the region's real estate.

Of all the elements of his work, Andrew most appreciates the relationships. "I have made some of the most valuable relationships through real estate and have a deep love and admiration for my friends," he remarks. "They keep me going and hanging on in this business. I love my friends. They are the best."

Andrew emphasizes consistency most of all. Showing up and taking steps in the right direction are what bring success. "Real estate tends to ebb and flow in its excitement," he comments. "Some days, you are beating your head against a wall. Some days, you are on a rocket ship heading toward the moon, and you feel like you'll never crash. Most days are neither of those things. The reality is that you're not going to be passionate about real estate at all times. But, if you consistently show up every day and do what you need to do to get things in motion, you will find success."

Andrew's lovely girlfriend, Kayla, is a solid rock in his life. He is also thankful for his friends and his precious dog, Olivia. His dad is his biggest inspiration and is someone he always wanted to emulate, which is why he's doing what he does now. He has great relationships with his parents and



brothers. When he is not working, he loves playing video games with his friends and strumming the guitar. His favorite local spots are Chips Sports Bar, Two Docs Brewery and Capital Pizza. When he closes deals, he loves taking clients out to a local spot for dinner.

In the future, Andrew sees more ownership in Lubbock and says he would love to become the "Monopoly Man" of the city. His advice to new REALTORS®? Market yourself. If he could go back, he would work on marketing even more than he does now. "I learned a lot by messing up early on, and it has all led me to where I am now," he reports. "But, I would definitely focus even more on it if I started over." Ultimately, he is eager to grow and reach new heights in the industry.

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LARISSA CABLE

TEXAS TECH CREDIT UNION

▶▶ partner spotlight

Story by Dan Steele
Photos by Alicea Jare Photography
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Having been both a REALTOR® and lender since 2006, Larissa Cable thoroughly knows the exceptional support folks need when a loan is on the line. She expertly understands both sides of the transaction.

Starting as a mortgage processor, she worked her way up to mortgage loan officer until deciding to pivot into real estate. “I left in 2014 and went into real estate and did that until 2020,” recalls Larissa, who will celebrate two years at TTCU in August. “Having spent time as a REALTOR® and lender has been extremely valuable because I have insight into the conversations that are taking place, and I’m able to support the REALTORS® with those conversations.”

Though her knowledge of both sides of the coin is invaluable, a critical pillar of that support comes from Larissa’s focus on relationships and approachability, and she finds working with people the most fulfilling aspect. “I am very relationship oriented,” she elaborates. “Helping others is my love language.”

Approachable and kind at every step of the way, she is nevertheless tireless when called upon to utilize her expertise and save a transaction. “I never give up, and I’m always looking for solutions to fix a loan to make it work,” Larissa declares, having become the “go-to” person for some REALTORS® when faced with a meaty challenge. “Sometimes I do feel like REALTORS® call me a lot to fix something that went wrong.”

To help educate others about the mortgage and real estate industries, Larissa also decided to share her knowledge and passion in a more creative way this year and started her own real estate and mortgage-related podcast. Debuting during the first week of March, Keys and Convos sees Larissa interviewing industry friends and peers about their industries. Personal growth and development are important to Larissa, and one of her goals with the podcast is to promote them via conversations with the guests. “We are talking about why they got into real estate, what



“
LIFE IS SHORT.
LOVE YOUR PEOPLE WELL.”

keeps them there and the why behind the who,” she explains. “My goal is to help educate others about our industry while simultaneously helping them get to know REALTORS® and the value they offer.”

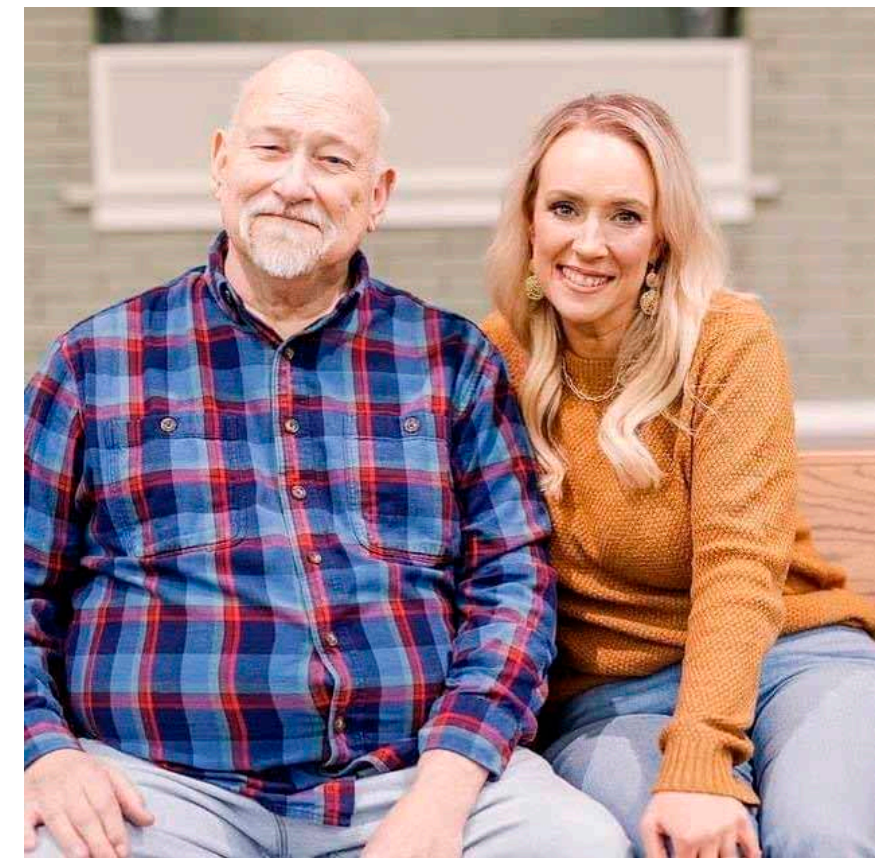
While enthusiastic about her new venture, Larissa admits it was not something she had ever expected to do. “If someone had told me a year ago that I would be doing this, I would have told them they were crazy,” she reveals. Despite initially feeling out of her comfort zone and overwhelmed with the stress of logistics, Larissa found her footing and a newfound delight with her project. “I’m loving it now and having a blast with it,” she exclaims. “You have to be willing to stink at something new to get better has been my motto, and I’m excited to see where it goes.”

Despite these accomplishments, Larissa measures her success in more personal terms, something influenced in no small part by the loss of her father. “My dad passed away in February after a very short bout with

cancer, which has really made me think about how I view success,” she discloses, affirming that living a good life and having good relationships with others are now her standard. “Life is short,” she comments. “Love your people well. Everything else is just details, and in the end, we can’t take it with us anyways. But people mean everything. I am so blessed to have great people around me. I would not be where I am today if not for all the people in my corner.”

When she isn’t working, Larissa spends her time with her friends and her husband of 14 years, Barrett, and her three children, Madelyn, Kyle and Mason.

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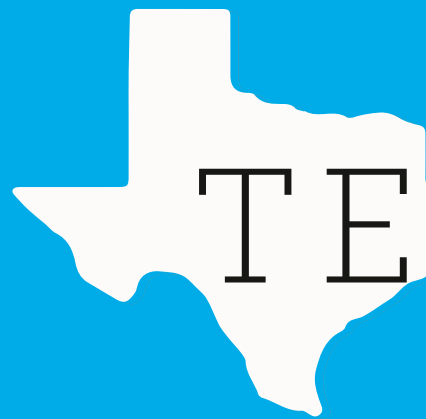


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▶▶ letter from the president
By LAR President Michael Hutton



TEXAS REALTORS®

Happy May, Lubbock REALTORS®! With Memorial Day later this month, we approach the unofficial start of summer and the start of the patriotic holidays — the 4th of July and Labor Day. What a great thing to be an American, a Texan and a Lubbockite! We are especially blessed to live here in West Texas.

As a REALTOR®, you are a member of the largest trade association in the world. That REALTOR® brand says a lot about you, personally and professionally, and always showing our REALTOR® Value as a trusted real estate professional is important. Especially during these turbulent times when the image of REALTORS® across the country is under fire, we must tell our REALTOR® stories of how we represent and work for our clients with the utmost care as a fiduciary. Our stories are about leading others into the American dream.

As you know, advocacy is a big part of who we are as REALTORS®. This month, we will have a delegation heading to Washington, D.C., for the NAR Mid-Year Legislative Meetings. These meetings are an opportunity to network with other REALTORS® and those who advocate on our behalf from NAR, and we also get the chance to meet with our Representatives and Senators who represent us at the federal level.

Our commitment to TREPAC and advocacy didn't happen overnight. It's a culture we've been building for more than 50 years. When I see the good that TREPAC does for us here in Texas, I am so proud to be a part of it. Every year, our TREPAC culture continues to grow, and we are grateful for everyone who invests in TREPAC.

Someone said recently that our Association is firing on all cylinders, and I couldn't agree more. We have so many passionate people involved with committees, events and classes. Not only are we passionate about advocacy and private property rights, but also about supporting our community through donations to the United Way, providing shoes to children in need through Step Up for Kids and providing educational opportunities for students through the John Walton Education Foundation. These are just a few of the ways our members support our community.

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