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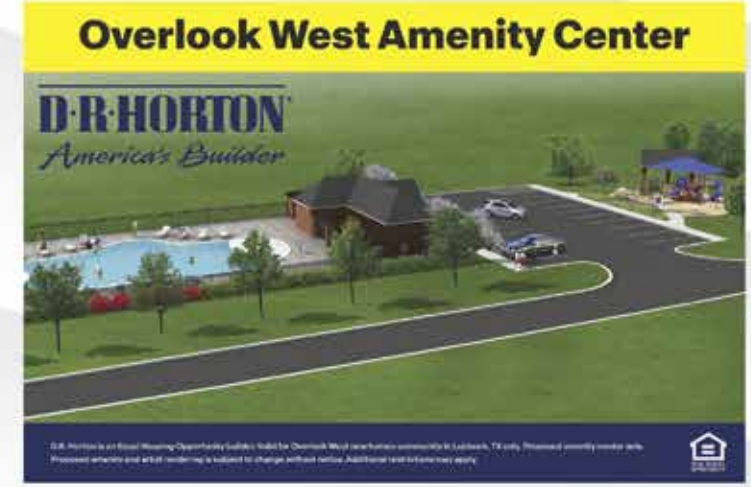
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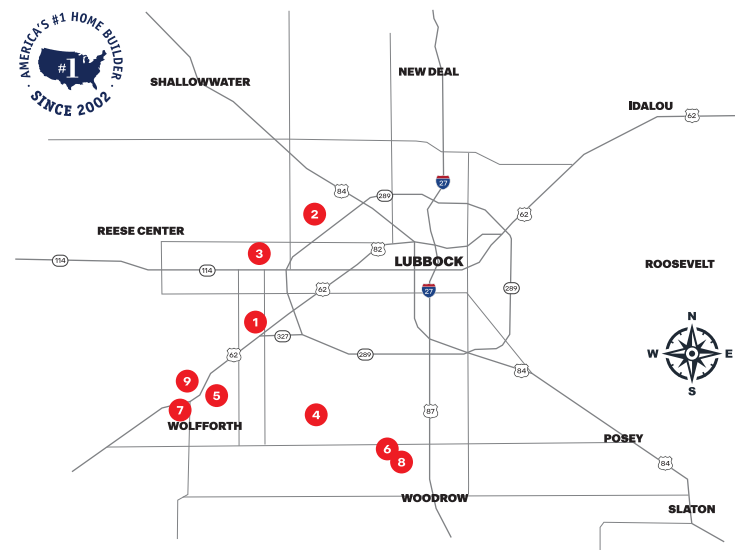
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AMY WIMMERS

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AMY WIMMERS has had a diverse professional background, to say the least. She's been a marketing manager for a mall and marketing director for a golf club, worked at a boutique, taught yoga, and even founded THE ASH, her own brand of activewear, but none of those careers has been as rewarding to her as real estate. "Sometimes, when God closes one door, He opens another to a dream you didn't even know you had," Amy reflects on her move into real estate. "Real estate is where I was meant to be."

Amy first became involved in real estate when she began helping her husband, former Minnesota Twins pitcher Alex Wimmers, invest in and renovate homes. Amy achieved her license four years ago and hasn't looked back. "We specialize in turning distressed or outdated properties into stunning spaces, with me focusing on the design side of things," Amy recounts. "My husband encouraged me to become a REALTOR® to help us improve our margins on listings and purchases, and it quickly turned into a true passion for me. I genuinely enjoy assisting people, whether selling their home, finding their dream house, or spotting the perfect investment. Becoming a REALTOR® has been one of the most rewarding decisions I've made."

Although she has achieved such accolades as being named 2021 Rookie of the Year and being among the top 1% of REALTORS® in Lubbock, as well as securing \$35 million in volume, the opportunity to serve people is the most satisfying part of her career, Amy says. "It might sound a bit cliché, but real estate has the power to profoundly impact lives—it's often the smartest and most significant investment someone can make, and I'm passionate about that," she elaborates. "I also deeply enjoy helping people recognize and leverage their own talents and strengths. I believe everyone has a unique purpose and special qualities to offer, and when we combine those talents with a spirit of service, we contribute to making the world a better place. Being part of that process and seeing the positive changes it brings is incredibly rewarding."

A born problem-solver, Amy's dedication to giving her clients the best possible service throughout their real estate journey is the driving force behind her commitment to delivering a value that reaches far past when the contract is signed, and she works tirelessly to find creative solutions to make everything work when issues arise that might derail the process. "I strive to provide a true 'concierge experience,' ensuring that



top producer

Story by Dan Steele
Photos by Rowdie Richardson, Rowdie Bright Photography



I meet clients' needs at every turn," she proclaims, "whether answering questions about the real estate process, navigating transitions, offering insights about the city, or even recommending the best spot for brunch. You won't find many who are more dedicated or persistent."

Passionate about the opportunities real estate can create for people, Amy views the dynamic nature of the market as a means of bringing new possibilities for transforming her clients' lives every day, be it finding that dream home, guiding on a significant investment, or witnessing a property improvement shift from only a concept in one's mind into a reality. "This constant evolution keeps the work exciting and motivates me to stay ahead of trends and innovations," she declares. "The potential to make a meaningful difference in people's lives and the community is what drives my enthusiasm for real estate."

Driving improvement in people's lives is one of the many reasons Amy chose RE/MAX, citing the positive, supportive environment and encouragement she found there. "RE/MAX aligns perfectly with my career goals and personal values," she attests. "Here, the sky truly is the limit for what I can achieve. This balance is crucial for me, and my brokerage provides the perfect blend of professional growth and personal fulfillment."

With the support she has found in the energized, collaborative culture of RE/MAX, Amy can focus on her clients and continue building toward her real estate future with continuous improvement, both professionally and personally. "I'm committed to becoming the best I can be for my clients, my family, and myself," she says. "This growth mindset fuels my ambition



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to enhance my skills, expand my knowledge, and deliver even greater value in every aspect of my work.”

Although real estate might be her passion, one position Amy has had over the years trumps even that. “My favorite role has always been ‘Mom,’” Amy joyfully admits. “My family is truly the best. My husband, Alex and, I have been happily married for 10 years, and together, we have three wonderful kids: Andi (8), Brooks (7), and Crew (4). They bring so much joy and energy to our lives.” When she isn’t avidly helping her clients navigate the complex world of real estate, Amy dedicates her time to them, supporting her children as they pursue their interests in cheerleading, golf, and baseball, and she relishes the regular date nights she shares with her husband. “I wouldn’t trade our family moments for anything,” she pronounces and points out how, to her, success is inextricably tied to them and her faith. “Even if I were a CEO, without these foundational elements, I’d feel like I’m missing something essential,” Amy remarks. “True success means making a positive impact—not just in my business, but also in my community and, most importantly, in my family. It’s about contributing meaningfully and creating a legacy of value and connection.”

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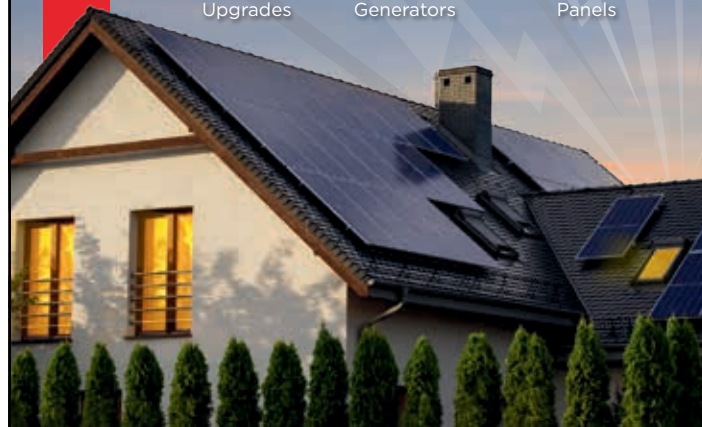
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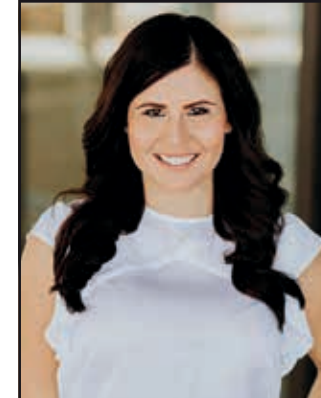
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Story by Kaelea Pena
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Make Your Mark Legacy Team

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To many people, Mark Nanny was humble, kind, always cool, calm and collected, and the best mentor to a lot of REALTORS®. Paisley Kelch was honored to work alongside Mark on The Mark Nanny Team for two years. Mark's son-in-law, Dusty Joplin, wanted to get into real estate and join the team. Unfortunately, Dusty never got the opportunity to work alongside Mark as he got his real estate license three days before Mark's passing.

In July 2023, Dusty and Paisley created the Make Your Mark Legacy Team in Mark's honor—a tribute to Mark's lasting impact and also a reflection of his values of service and integrity in real estate.





Paisley and Dusty at their 2023 awards banquet

Dusty and Paisley have dedicated themselves to upholding the principles that Mark embodied. As they navigate their business, they often ask themselves, “What would Mark do?” in hopes of continuing his tradition of compassionate client care. They aim to preserve Mark’s legacy and make a lasting impact on their clients and the real estate community.

Paisley knew Dusty and his wife, Alexandra, through her connection with Mark and helping them purchase investment properties. On May 27, 2023, Dusty officiated Paisley and her husband’s (Cody) wedding. At that point, they had no idea they would be a real estate team a couple of months later.

Before starting the Make Your Mark Legacy Team at Coldwell Banker, Dusty led a volunteer worship team and wrote, recorded, and released original worship music with the worship team. Dusty feels a sense of loyalty to Coldwell Banker as Mark was devout to Coldwell Banker for 40 years. “He would have it no other way!” Dusty discloses. “Deron and the team were so good to him and our family over the years, so I owe them a debt of gratitude and loyalty.”



Dusty and family // Photo by Melanie Watson Photography

Before becoming a REALTOR®, Paisley graduated from Texas Tech and worked as the Assistant General Manager for a student housing apartment complex. In 2019, she decided to get back into the sales side of real estate and got her real estate license. “When I started in real estate, I was 23 years old, so I knew that having wise mentors would be a huge benefit to me in achieving my goals,” she explains. From her initial interview, she felt that Coldwell Banker’s values aligned with hers. Five years later, she credits the mentorship, coaching, and team environment at Coldwell Banker for her current success.

Mark made Dusty and Paisley the REALTORS® they are today. Dusty has been investing in real estate and building a rental portfolio since 2020. The influence his father-in-law had on him pushed

him to get his license. “Mark Nanny was a successful REALTOR® at Coldwell Banker for the past 40 years and had asked me a few times to consider joining his team and eventually taking over his business,” Dusty discloses. Mark battled with different kinds of cancer for the last 10 years of his life. In 2023, he was fighting for his life after receiving a stem cell transplant in Houston, and Dusty felt like the best thing he could do for him was to jump in and help however he could until Mark got better. Unfortunately, the timing didn’t work out as they had hoped.

Paisley worked alongside Mark on his team after being a solo agent for a few years. Paisley attributes her growth as an agent to his mentorship in those years. “He taught me so much about real estate and life,” she recalls. Paisley is now also on staff at Coldwell Banker as a trainer/coach, which she says is her way to pay it forward.

Serving others is extremely important to Paisley and Dusty, and The Make Your

Mark Team puts people over production, relationships over revenue, and servant-centered guidance over sales volume. The team strives to honor Mark by treating people like Mark always did with kindness, honesty, professionalism, a servant’s heart, and a relationship-driven approach to real estate. In the future, they hope to be agents people talk about the way they do about Mark. “I hope to be the agent who can make a mark on other people’s lives the way that Mark did for so many,” Paisley says.

Dusty says he is not looking too far ahead. Right now, he and Paisley are focusing on building a strong foundation and reputation to build on for the future. “We may add to the team in the future, but who knows,” Dusty verbalizes. “Paisley adds, “If I can make even a sliver of a difference in our new agents’ careers as Mark did mine, I will consider that a blessing.”



Paisley and husband

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The Real Producers Coffee Connection was a fantastic event! On Friday, October 4, we gathered at the D.R. Horton model home in Terra Vista, a lovely setting for REALTORS® and ad partners to connect, and we were blessed with a huge turnout. The coffee and treats certainly added to the warmth of the gathering, but the real highlights were the connections of like-minded folks in the real estate community made. We appreciate D.R. Horton and their Lubbock team for sponsoring this event, and a special thanks to Daydream Photography for the beautiful photos








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RUBEN TRUJILLO

CLEAR ROCK REALTY

►► spotlight REALTOR®

Story by Caroline Kelsick
Photos by Alicea Mullins, Alicea Jare Photography

For Ruben Trujillo, entering the real estate industry was a risk that became one of the best decisions he ever made. Before becoming a REALTOR®, Ruben sold promotional products for UDawg Graphics. He had the opportunity to grow under someone he greatly admired, Michael Kahn, who taught him much about business and leadership principles. As in real estate, his role there pushed him to understand and fulfill a client's vision. But even while enjoying this job, the real estate dream lingered in the back of his mind. "I was interested in real estate for years and was especially intrigued by what it would look like to invest in rental properties," Ruben shares.

Ruben and his wife, Haley, began to consider real estate more fully and chose to work with Cole Whisenhunt to buy their first rental property. Years later, Cole helped them purchase their current home. Eventually, Cole inquired if Ruben would consider a career in real estate. Ruben was happy to join his team, as he knew Cole's professionalism, integrity, and character made the move a no-brainer.

Today, Ruben co-owns Clear Rock Realty with fellow real producer Tanner Dean. The two friends considered their next move in real estate and found their aspirations aligned. "We chose to start Clear Rock Realty to foster an environment where faith, integrity, and transparency were the foundation," Ruben reveals. "We want any agent who works inside these walls to experience a supportive family filled with the utmost integrity. It has been a blast to see agents build each other up and have each other's back 100% of the time. Collaboration is Ruben's current passion. He is thrilled to work with Lubbock agents across all brokerages during this transformative time in the industry. He believes that by working together, agents can seize the opportunities from change and strengthen their collective success.

Regarding real estate sales, Ruben was only sometimes comfortable putting himself out there. "I was hesitant in my first year of real estate, and I never wanted to come across as too 'salesy,'" he says. "In my second year, I realized the potential in my numerous close relationships.

So, I began offering my sphere the VIP treatment, which included reaching out with birthday cards and personal notes, delivering pop-bys, sending gifts in the mail, and simply calling or texting to see how my friends were doing. After staying consistent, my phone began ringing with clients who were looking for help in real estate. I realized that relationships are the key to success in this business.”

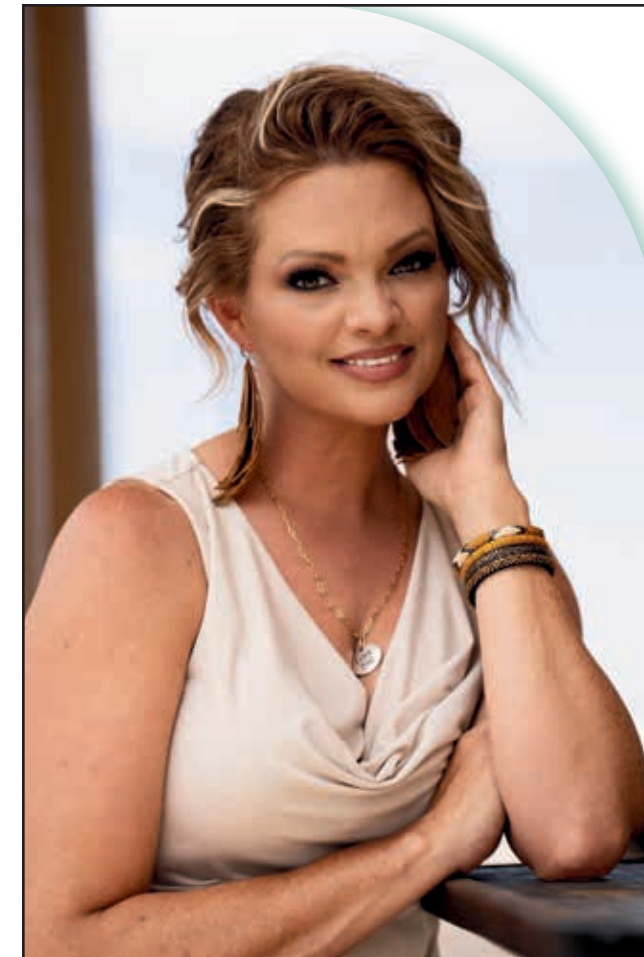
Ruben especially cherishes his relationship with his family. He has been married to Haley for 11 years. Together, they share four kids: Malakai (9), Hannah (8), Titus (6), and Lydia (3). They enjoy getting outdoors in Ransom Canyon, swimming at the pool, and boating or tubing on the lake. “Haley and I love to soak in rest time, which is hard to find these days,” Ruben remarks. “We are a rowdy bunch without a single dull moment.”

Ruben’s profound care for both clients and agents sets him apart. He is deeply invested in the well-being and success of everyone he works alongside. His dedication shines through in every interaction, and he consistently strives to help people achieve their goals with genuine concern and support. Each day, Ruben celebrates the wins of agents around him, as coaching other agents is the most fulfilling part of his work. “There are so many talented REALTORS® in Lubbock, and I enjoy witnessing people surprise themselves when they accomplish something they thought was far out of reach,” Ruben comments. In a world where compassion can be overlooked, Ruben approaches his work with care and guidance and stands out for closing deals and building lasting relationships with others.

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AMBER Bohlen

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Real Estate Agency



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“

I FEEL INCREDIBLY BLESSED TO PURSUE WHAT I LOVE WHILE ALSO CHERISHING THE FAMILY LIFE I'VE ALWAYS DREAMED OF. IT'S A JOURNEY THAT HAS BROUGHT ME IMMENSE FULFILLMENT AND JOY.

”

Compassion comes from somewhere deep inside and is often a result of having overcome turmoil in the past, whatever ugly mask it chose to rear when it was manifest. It is not born from the head but in the heart. It echoes understanding from some common ground, whatever that may be. It is a warmth that resonates from a mutual comprehension that we all stumble, fall, and desire a helping hand once in a while.

Amber's own trials have shaped her, and she strives to embody the very spirit of compassion as a result. Having lost her father earlier this year to a 15-year bout with cancer, Amber learned more about herself and the indelible mark he left on her. She proudly exclaims, "My dad will be remembered for many things—his work ethic, his incredible positivity, and, most importantly, his deep love and devotion for his family and friends."

Amber met her husband, David, while attending Texas Tech, and they've been married for 18 years. With a teaching background and the realization that her son, Brooks, would be an only child, Amber felt compelled to find a career that would allow her the freedom to create her own schedule and soak up Brooks' formative years. In June 2014, that decision led her to become a licensed real estate agent.

While many agents feel they could have started stronger in the beginning, Amber is grateful for the path she's taken to get where she is. She expounds, "I am truly blessed to pursue what I love while also cherishing the family life I've always dreamed of. It's a journey that has brought me immense fulfillment and joy."

Carrying her strengths into her work life, Amber recognizes that she has a unique ability to truly connect with her clients. Whether helping a first-time homebuyer find their dream home or a family looking to upsize or downsize, she finds that being a part of these moments is very rewarding.





That feeling isn't just limited to her clients, though. Amber prides herself on her ability to connect with pretty much everyone she encounters daily. She explains, "I consider myself extremely fortunate and blessed to work alongside some of the best agents in the industry." The feeling is mutual, as one of her colleagues reflects, "As an agent, daughter, wife, and mother, she is selflessly working for others."

It is plain to see that Amber takes her job very seriously. With so many changes happening in the industry, she feels that ensuring her clients understand every step of the process is of utmost importance. "That's why I

take the time to explain each step clearly," she remarks. "It's incredibly important to me that everyone feels informed throughout the entire process."

Outside of work, Amber pours her heart and soul into her personal life. David and Amber thoroughly enjoy attending just about any Texas Tech sporting event they can. In addition, Brooks is an avid tennis player, so they're constantly supporting their son in his activities. When able to get away, she calls Colorado her "Heaven on earth," and the family tries to make at least one ski trip a year up there.

Moving forward, Amber hopes to continue to expand

her knowledge in the real estate industry, focusing on ensuring she will always be able to give her clients the best service possible. Her excitement is evident. "I aim to get more involved with LAR, serving on committees and maybe even the board one day," she comments. "There's so much more I want to accomplish, and I'm eager to see what the future holds!"

Amber Bolen's life, shaped by compassion and resilience, shines brightly through her dedication to her clients, family, and community. Her journey exemplifies the power of empathy and service. And as she continues to grow, her future promises even greater accomplishments and contributions.

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By LAR President Michael Hutton

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The Lubbock Association of REALTORS® (LAR) is more than just a professional organization; it's a steadfast advocate for local property owners. LAR works tirelessly to ensure that property owners are protected from unfair regulations, excessive taxes, and other challenges that can impact their investments.

One of LAR's primary roles is to lobby for favorable legislation. By working closely with elected officials, LAR influences policy decisions that affect property rights, including advocating for property tax reforms, zoning changes, and environmental regulations that are fair and balanced.

In recent years, LAR has been particularly active in advocating for property owners. For example, LAR representatives testified before the Lateral Sewer Line Ad Hoc Committee to voice the concerns of property owners. Additionally, LAR has been involved in the election of new city officials, interviewing candidates and allocating funds

to support their campaigns. These efforts have significantly increased LAR's influence on local real estate policies.

Beyond lobbying, LAR also provides valuable resources and support to property owners. Educational programs and workshops help owners understand their rights and responsibilities, making navigating complex issues like property disputes or foreclosure easier.

LAR also serves as a liaison between property owners and local government agencies. By helping property owners navigate bureaucratic processes and resolve issues efficiently, LAR can prevent disputes from escalating and protect the interests of property owners.

In conclusion, LAR is a vital advocate for local property owners. Through lobbying, education, and support, LAR helps to ensure that property owners' rights are protected and their investments are secure.

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