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EDITION 74

JENNIFER COLLEY TEAM

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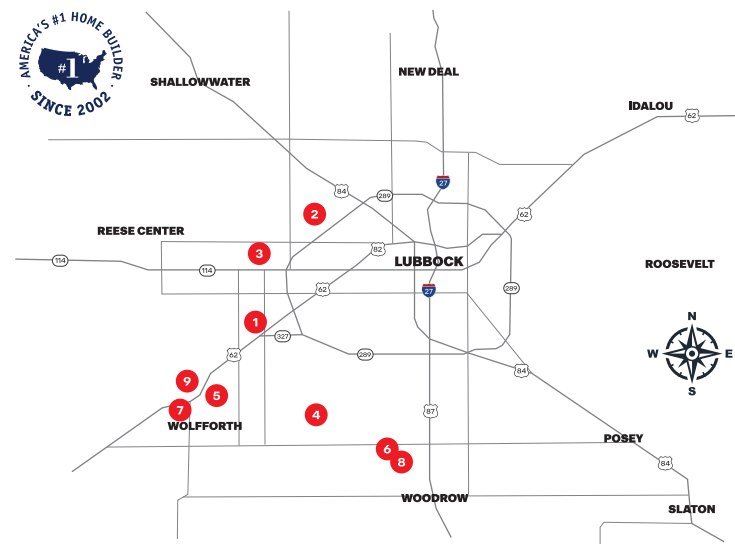
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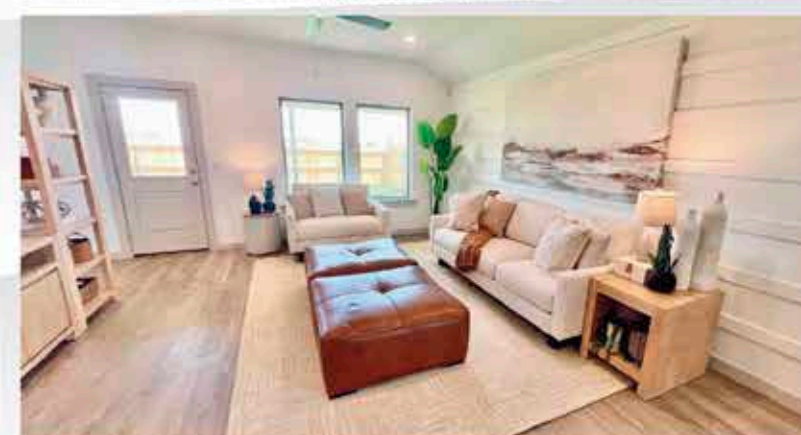
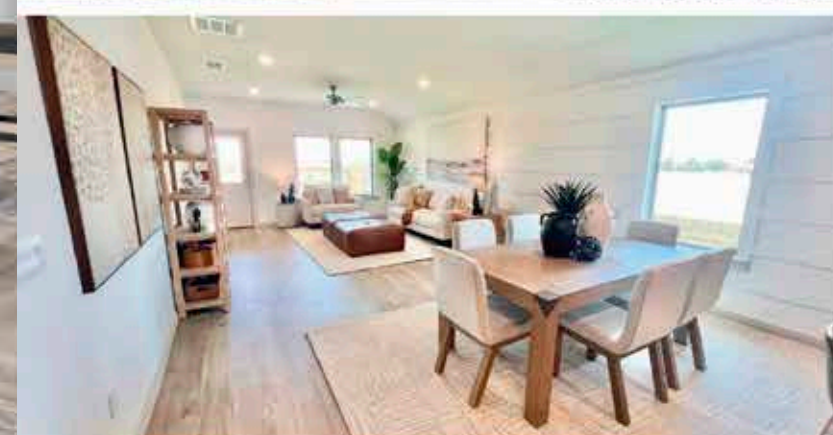
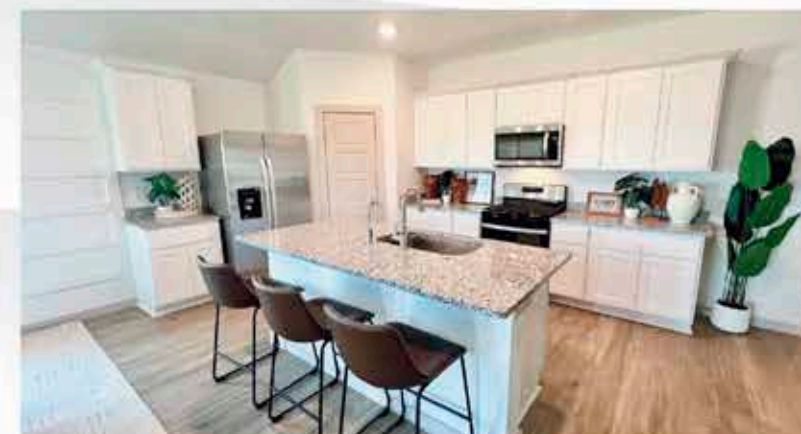
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TABLE OF CONTENTS



14

Top Producer:
Jennifer Colley Team



20

Spotlight REALTOR®:
Melissa Sharkey



26

Partner Spotlight:
Plains Roofing



30

Featured REALTOR®:
Brandi Longoria



36

Making a Difference



40

Partner Spotlight:
Benchmark Mortgage

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JEN COLLEY KELLER WILLIAMS TEAM

KW



▶ top producer

Story by Kaelea Pena
Photos by Haley D. Photography

From a young age, Jen Colley’s weekends were filled with visiting open houses, turning door knobs, and exploring homes with her mom. This cherished pastime would eventually shape her career. Real estate was in her blood—her mom introduced her to it, and her dad worked in commercial real estate for a major oil company.

Jen’s career began as a kindergarten teacher at Lubbock-Cooper ISD, where she taught for five years. After having two boys just a year apart, she transitioned to teaching preschool part-time for another five years while also spending time at home. During this period, this lifelong self-starter started considering a career change, inspired by conversations with close friends and mentors in the real estate industry, Brenda Roberts and Trey Payne. The paperwork involved in real estate was the only thing holding her back. “All I wanted to do was show houses and was intimidated by the paperwork; little did I know that everything about real estate (paperwork and all) quickly turned into a passion,” Jen recalls.

In March 2015, Jen officially launched her career as a REALTOR®. Choosing the right brokerage was a critical decision, and with the guidance of her mentor, she arranged a meeting with Tara Newton at Keller Williams.

After that meeting, she had found the right fit and quickly joined the brokerage, never looking back. The Keller Williams culture impressed her, along with the excitement she saw and the many agents working together. “I didn’t know much about the industry then, but I trusted and admired an agent who loved working there, which was important to me,” Jen says with a smile.

Jen’s team is known for creating personalized gift baskets based on what they learn about their clients throughout the home-buying process. “We love giving gifts that our clients can use in their homes, with their families, or to create lasting memories,” Jen explains. Her team knows the importance of building relationships; they enjoy mingling with their clients at community events, church, local sports, and more anytime they get a chance. “Our clients are the most loyal out there, and we love it,” Jen proudly shares.

The most rewarding part of Jen’s work is serving her clients with the highest level of care and making them feel valued. Her team’s relationships with each other and clients matter most to her.

Jen draws energy from the people around her, which is why she has a team. In moments when she needs to recharge,



I'm truly blessed to work for a company that values God, Family, and Business above everything else. I am so thankful to be surrounded by people who lift me up and push me to grow daily."



as a wife, mom, friend, and leader. Professionally, success is conducting business with integrity and a servant's heart.

Jen believes that what sets her team apart is focusing on relationships. "We are committed to nurturing the relationships God has placed in our lives," she remarks. When meeting with clients, her primary goal is to build trust and transparency, ensuring they feel confident and comfortable working with her and her team.

When she's not working, Jen enjoys relaxing at the lake with her husband, Coby, and their three kids, Camren, Crew, and Chandler. Family time is a retreat from work. Their love and support fuel her passion for what she does. She is deeply grateful for her husband of 20 years. "I couldn't do life without him," Jen says. She also cherishes her role as a mother, feeling blessed that the Lord entrusted her with her wonderful children.

Jen aspires to be remembered as someone who loved God and others and whose life and family reflected Christ's love. "I want my friends to know that I genuinely cared for and valued them," Jen comments. "My prayer is that others feel loved and important around me." She hopes her children remember her as an intentional and present mom, not just focused on work or the next deal. As for her team members, she wants them to be remembered for their positive

she turns to those who inspire, motivate, and challenge her to be better. "I'm truly blessed to work for a company that values God, Family, and Business above everything else. I am so thankful to be surrounded by people who lift me up and push me to grow daily." Jen expresses.

Faith is a cornerstone of Jen's life. When asked how she defines success, she explains that it's about honoring God

culture; how they prioritize their client's needs above their own; and, of course, for how fun they are.

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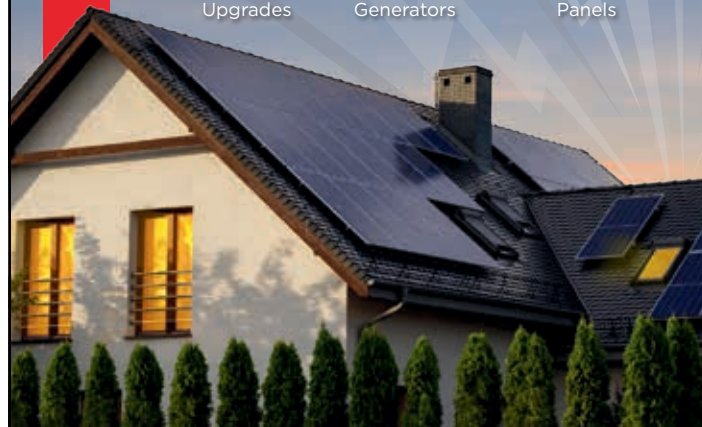
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Melissa Sharkey knows a thing or two about the work ethic necessary to be successful in commission sales. From selling radio advertising to wedding planning and selling property to families, she has shown the innovative qualities and tenacity to thrive and succeed. And now, she's starting a new journey as a REALTOR® by joining the Amy Tapp Realty team.



Before becoming a REALTOR®, Melissa sold radio advertising for KFMX, KOOL 98, KQBR- The Bear, Z102, and KFYO with Clear Channel Radio here in Lubbock. She also did wedding planning. “I loved being a wedding planner; it was just a lot of late nights on the weekends,” Melissa communicates.

After living in Dallas, Melissa and her husband, Chris, decided to move back to Lubbock to settle down. Already making a location change, she decided the time was right to find a new career. She felt that real estate was in her realm of commission sales and was more rewarding as she and her husband wanted to start a family.

Melissa started her real estate career shortly after buying her first home in February 2006. One of her goals was to get her real estate license, and she notes that she couldn't have done it without her husband's support. “Being a REALTOR® has changed my life for the better,” Melissa smiles.

Before moving to Amy Tapp's team, Melissa was with Exit Realty of Lubbock for six years and was ready for a change. “Both brokers are equally amazing, and I wouldn't have changed my decision to be at either of them,” expresses Melissa, who made her mark on the Exit team and is ready to make a difference with her new broker.

“My goal is to buy several investment properties and land to prepare for retirement,” Melissa shares.

What makes real estate so different from other professions is the time, work ethic, and passion that REALTORS® must have. Melissa has them all; she loves helping families buy a home, especially when they thought it was impossible. “I love being the person people think of when life takes a turn—I love helping people,” Melissa discloses.

Melissa describes that what makes being a REALTOR® so fulfilling is helping people invest in property. As a result, she started by helping with events at the Lubbock Association of REALTORS® (LAR) and was fortunate enough to be on LAR's Board of Directors, where she learned about the importance of TREPAC and other committees within the organization that work behind the scenes. Melissa also volunteers with several non-profit organizations in Lubbock. Every week, she and her husband deliver food for Meals on Wheels. “The YWCA of Lubbock is my old stomping grounds,” she highlights. “I have volunteered with Lubbock Lemonade Day; Women of Excellence; and Wine, Women, and Shoes, and I am always looking for the next volunteer opportunity.

MELISSA SHARKEY

AMY TAPP REALTY

▶▶ spotlight REALTOR®

Story by Kaelea Pena
Photos by Rowdie Richardson,
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Melissa dressed by J. Hoffman's





“
I am thankful
for my clients
and the
people who
send referrals
my way, I
couldn't do
real estate
without them.”




To balance her workload, Melissa enjoys riding her bike on bike trails or long-distance routes. On the weekend, she loves farmers' markets, hanging out with friends, and attending live music concerts. She and her family love to travel and go to Siesta Keys, FL, every year. "They have the best sunset I've seen in the U.S.," Melissa declares.

After celebrating 27 years of marriage, Melissa and her husband have recently become empty-nesters. Their oldest daughter, Keegan, works for Alliance Credit Union, and their youngest, Rylan, goes to Texas Tech while working at Palm Beach Tan. Now that the kids are older and have busy lives, the family vacations together. Melissa adds that they all love music festivals, mentioning that their favorite is Austin City Limits; they go every October. "Date night is very important to my husband and me, and one of our favorites is to First Friday Art Trail," she comments.

Melissa has worked hard for the accomplishments and job titles she has earned and says she owes everything to her Lord and Savior. She is extremely grateful for the life God has given her. She is also thankful for her husband, who supports her crazy ideas, and Keegan and Rylan for being strong, independent women of God. "I am thankful for my clients and the people who send referrals my way, I couldn't do real estate without them," Melissa reminds us.

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Travis Warmoth



Travis Warmoth covered a lot of ground on his way to running and operating a successful roofing business in the Lubbock area. Sometimes, life guides you on a roundabout path to where you want to be, and Travis' story is no different.

"My original plan was a lot different," Travis reflects. He graduated from Texas Tech with a bachelor's degree in biology, moved on to the Health Science Center, and earned a Master of Molecular Pathology. After a seemingly fulfilling year in the field, he decided to apply to medical school. By his second year in medical school, Travis became a little distracted. He laughs, "I distinctly remember teaching myself how to tig weld aluminum while listening to a renal physiology lecture to keep myself entertained."

Becoming enthralled with the construction of the new Health Science Center across the street and lingering around watching the goings on, he questioned whether he wanted to commit those hours to a field he wasn't sure he loved. No stranger to hard days and long hours, as he grew up in a family of physicians, he knew that 12-16 hour workdays were often the norm.

While Travis was initially content with his path in medicine, a chance encounter during college would lead him down a different road. A self-proclaimed movie buff, Travis found himself out with friends, where he met Emily, his future wife. "Some mutual friends invited her along for a movie night, and we just bonded," Travis recalls. Their connection deepened over time, and after they were married, Travis faced a pivotal decision. After much reflection and a few difficult conversations, he withdrew from medical school to pursue a career that aligned more closely with his passions.

Embracing his newfound passion for hands-on work, Travis launched his own contracting business specializing in renovations and smart-home technology. Business flourished, but a conversation with his father-in-law, Jimmy Garth, the owner of Plains Roofing, would set Travis on yet another unexpected course. Jimmy mentioned needing help at his roofing company, and Travis, eager for a new challenge, offered his assistance.

Roughly five years later, Travis began to transition into a leadership role to allow Jimmy to operate in a capacity more conducive to a level work-life balance. While Jimmy has been the backbone of the business for about 50 years, Travis' role has begun to bear a larger brunt of the weight, and he thrived in that element. Travis proudly states, "I enjoy being involved in the whole process—from loading



Jimmy Garth and Travis Warmoth



Jimmy Garth



““”

I like the sense of relief I see when I tell people not to worry about anything, and **I'll take care of everything.**

shingles to planning and payroll. I'm half in the office, half in the field on the roof. I don't feel bad asking someone to do something because I'm willing to do it myself.”

Is a roofing company a vital cog in a real estate agent's network of businesses? Most definitely, and Plains Roofing has been serving the Lubbock area since 1939. Transparent pricing and clear communication are the foundation of the business model, so you can expect the best product for the best price. Travis states, “We are committed to being honest and transparent. We aren't going to try to upsell your clients on a service or product that isn't necessary.” By maintaining their own inventory and a year-round workforce, Travis and team ensure consistent access to quality materials and skilled labor, even during the off-season and hail season.

Travis prides himself on his availability and attention to detail when operating the business. In terms of insurance claims, he's a problem-solver. “I like the sense of relief I see when I tell people not to worry about anything, and I'll take care of everything,” he says.

At the end of the day, Travis likes to play hard, too. He thoroughly enjoys renovating rooms in his home just to relax. When he's able to get out of the house, he enjoys mountain biking, camping, and hanging out at the lake. And when he's at home, he is perfectly content to spend time with his wife, their 19-month-old daughter, Eloise, and their dogs, Billie and Edgar.

Travis' journey is a testament to the fact that sometimes, the most fulfilling paths are the ones we stumble upon unexpectedly. From medical school to roofing, his diverse experiences have shaped him into a well-rounded leader who values hard work, honesty, and a strong work ethic.

As Plains Roofing continues to thrive under his guidance, Travis remains committed to upholding the company's legacy of excellence while adapting to the ever-changing industry landscape. His hands-on approach and passion for problem-solving and customer satisfaction set him apart as a trusted partner for homeowners and real estate agents.

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Perched Real Estate Company

Brandi Longoria's passion for leading others ignites her career and life. Before becoming a REALTOR®, she was a stay-at-home mom with her three amazing kiddos, a group fitness director for Bodyworks for more than a decade, and a Zumba instructor for 16 years. As her family grew and went off to school, she had more time on her hands and wanted to venture out into a new professional field.

Becoming a real estate agent felt natural for Brandi as she already owned investment properties and had renovated several homes, so where to start?

Brandi began her career in real estate in November 2015 but has recently changed brokerages.

Perched Real Estate is a newer brokerage that Brandi was thrilled to join, and she was excited to be its first agent. "The vision, goals, mindset, and morals of Perched Real Estate all align with my standards and beliefs," Brandi discloses. Being a smaller brokerage works incredibly well for Brandi, especially in how she operates her business and serves her clients.

Brandi and her husband have been married for less than one year.

They are a blended family with eight kids and two granddaughters. Brandi reveals their kids work with her in their family businesses, which is one way they spend time together. "We work hard and play harder," Brandi affirms.

Brandi and her husband, Adam, own and operate BAM Construction and All American Lawn and Landscape. They also buy, renovate, flip, and hold investment properties. "We consider ourselves a one-stop shop for our clients as our services cover so many buyer, seller, and investor needs," Brandi highlights. She adds that her passion for leading others powers her as she helps her clients in a capacity much larger than solely taking

“
THE VISION, GOALS,
MINDSET, AND MORALS OF
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BRANDI LONGORIA

Photo by Haley Madewell



When asked what makes her work fulfilling, Brandi says, “My clients.” Whether helping a sweet family become first-time home buyers, helping a client purchase a first investment property, assisting someone through a difficult season, or lightening the load through a smooth process, Brandi’s joy shines through. “I consider it all a blessing for sure,” Brandi smiles.

Brandi would not do anything differently after almost a decade into real estate. She believes that everything has transitioned and expanded as it should have. “Real estate for me at the beginning was something that was just ‘extra’ for my family, and it helped provide supplemental income for braces, vacations, or Christmas,” Brandi discloses. Now, her business and clientele continue to grow; she closed more than \$5 million in sales last year. “I love what I do and hope I prove it with every encounter I have with my clients,” Brandi expresses.

Brandi Longoria
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care of the transaction. “I am honored serve my clients from start to finish and beyond,” Brandi assures.

With Brandi and her husband owning construction and lawn companies and investing, they can offer a plethora of helpful services and knowledge throughout the entire process, taking care of repairs and renovations, getting lawns in tip-top shape, offering pre-listing cleans, negotiating repairs with buyers, and so much more.

Brandi and Adam walk clients through and offer project estimates and use the information when structuring and negotiating offers. They also help investors find and purchase properties, serving as the general contractor for renovations to get houses under contract. “I am knowledgeable as well with all types of investing, whether looking to fix and flip, buy and hold, etc.,” Brandi reports, adding that she and her clients have fun. “I show up as me—authentic,” she voices. “Life is too short to take things too seriously.” Brandi, a glass-half-full girl, strives to eliminate or lessen frustrations and obstacles with an upbeat, positive energy.

“I consider myself incredibly blessed that more than 90% of my business is people I know,” Brandi shares. She states that her clients are friends, family, acquaintances, and their referrals. “I see myself continuing to serve my sphere and love my people as I am needed,” she voices.

“**LIFE IS TOO SHORT TO TAKE THINGS TOO SERIOUSLY.**”




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Sunshine Kids is a non-profit focused on giving children with cancer diagnoses the opportunity to get away and enjoy an all-inclusive vacation experience. Its mission is to bring joy, hope, and relief to these brave young warriors, providing a much-needed break from the treatment regimens and hospital stays that have become an all-too-familiar part of their lives.

Sunshine Kids believes every child deserves the chance to be a kid, laugh, play, and make memories with their loved ones, free from the burdens of illness and medical treatment, which is why Berkshire Hathaway HomeServices Premier Properties is dedicated to this charity.

October 2023 marked our inaugural annual fundraising campaign for the Lubbock office. Last year, we hosted a 5K and fun run/walk. The event included donations procured from sponsorships from the generosity of local small businesses and participants' entry fees. We raised several thousand dollars and donated it directly to Sunshine Kids. While we were thrilled to offer that to our charity of choice, our goal is to grow it each year so we can continue offering more.

This October, we also plan to host another family- and pet-friendly event. It may look different than in 2023 because we plan to refine the event each year, so stay tuned for more details. In the meantime, check out the following resources to learn more about Sunshine Kids and how you can support this amazing cause and stay up-to-date on upcoming fundraisers, including ours.

Together, we can make a difference in the lives of children dealing with the hardship of a cancer diagnosis. Join us in our mission to provide joy, hope, and relief to those who most need it.

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BENCHMARK MORTGAGE



If you were to ask each of the seven Benchmark Mortgage Loan Officers what is most important about their work in the multifaceted, competitive lending industry, you would hear the same word time and again—relationships. Relationship-based businesses embrace the principle that solid, enduring connections with customers, partners, and employees are the key to long-term success, and the Benchmark team believes when people come first, everyone wins.

Lubbock's locally managed mortgage branch of Benchmark Mortgage provides superior service and ensures that all parties to a real estate transaction have a positive experience. Branch Manager Cindi Lea, a mortgage professional for 31 years, shares, "Our goal is to advise our clients about how to align the right home loan to match their financial goals. We help them choose from a wide array of loan products, educate them on those products, and assist them to make decisions that are in line with their financial needs."

What sets the company apart? "Decades of industry experience with strong, trusted relationships," Cindi expresses. "We have a proven track record of closing loans quickly and efficiently, ensuring our clients receive exceptional service and timely results."

Loan Officer Brooke Borchardt, who has worked in the industry for 24 years, does not hesitate to mention relationships when she speaks of the joy she finds in her career. "Even though it is a business, I try to learn about each of my families and build a lasting friendship or relationship with each of them," she explains. "Watching my families getting the keys to their new house at closing is a big deal."

Branch Manager Christine Covington, a 22-year industry veteran and top 1% loan officer in the nation for the past six years, continually strives to do her best for clients. "My focus is on finding the right loan program for all clients and coaching them to make the right decisions so they can qualify for better options." Nothing makes her happier than working with REALTORS® to achieve client success.

Part of Benchmark's client-success equation is customizing lending solutions. For example, the company specializes in serving military and first responders, offering tailored loan solutions and understanding their unique challenges. "As experts in VA loans, we are committed to fast, smooth transactions that honor the service and sacrifice of these essential community members," Cindi shares. Christine adds, "Benchmark is proud to be the No. 1 VA lender in Lubbock and the No. 22 VA lender in the nation. Through our annual Boot Shoot event, we've raised millions of dollars for veteran charities and even founded our own 501(c)(3) organization to provide scholarships to the Brain Treatment Center for Veterans. Our commitment to serving those who have served our country is at the heart of what we do." To further assist homebuyers, the team leverages 3-2-1 buydown programs (with rates as low as 3.625), community lending with special-rate programs in specific locations, and down-payment assistance programs.

Loan Officer Brittany Rangel, also in the top 1% of originators in the nation, graduated college to become a teacher and never imagined she would be "teaching" people through purchasing their first home, investment properties, and second homes. Now, she can't imagine doing anything else. "God has given me an opportunity to create relationships by helping and guiding people, which I take very seriously," says the girl who leaves sparkle and joy with everyone she encounters. "Helping people make their dreams come true will never get old."

Loan Officer Cody Hedges shares Brittany's sentiment. The former firefighter is always eager to assist and never too busy to take a call. "I work with many first-time homebuyers and love guiding them through the process in a way that makes sense to someone who has not purchased a home," he comments. "I handle each client with the care they deserve."

Building relationships comes naturally for Loan Officer and Operations Manager Amanda Luna, who has loved real estate since high school when she worked at a local title company. After 25 years in the field, Amanda's passion shines bright. "I love helping people with their home loan process, answering questions, and especially seeing customers get the keys to their new home," she smiles. Her passion extends to her work family. "I love the people I work with and love spending time with them outside of work, too. I work with some fun and funny people."

No day is like another in the mortgage space. "Each customer has a different story, wants, and needs," Loan Officer Dorinda Sherwood remarks. "We get to lead and solve problems daily,

which keeps us on our toes and learning the business that continues to evolve.” Dorinda hopes people remember her as someone who positively impacted people’s lives.

Cindi hopes people remember Benchmark as a company that delivers on promises, including timely closings, clear communication, and reliable pre-approvals. “Benchmark Mortgage provides expertise in navigating complex transactions and building strong relationships,” she emphasizes. “We provide a seamless, trustworthy experience for our REALTORS® and clients, and we do it with passion and heart.”

Indeed, when people come first, everyone wins.

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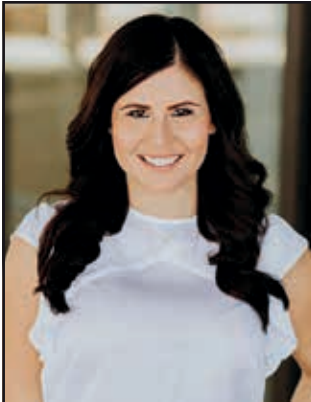
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▶▶ letter from the president

By LAR President Michael Hutton

GIVE TO TURKEYS FOR TREPAC TO FIGHT HUNGER

The Turkeys for TREPAC event hosted by the Lubbock Association of REALTORS® (LAR) is an initiative that blends community service with real estate advocacy. This event, which supports the South Plains Food Bank, is part of LAR's ongoing efforts to contribute to local charitable causes while promoting the Texas REALTORS® Political Action Committee (TREPAC). TREPAC plays a vital role in protecting owners' private property rights and ensuring favorable legislative outcomes for the real estate industry.

Turkeys for TREPAC exemplifies how community engagement and advocacy can go hand in hand. The event encourages LAR members and residents to invest their money, with proceeds supporting both TREPAC and the South Plains Food Bank. The food bank, which serves families across the South Plains, relies on community donations to provide meals for those in need, particularly during the holiday season. By participating in this event, we, REALTORS®, demonstrate our commitment

to addressing hunger in our community while supporting a cause that safeguards our profession. Giving is simple in terms of fighting hunger. Turkeys are \$35 each, two for \$50, five for \$110, and 10 for \$250. The dollar amount goes toward your total investment in TREPAC for 2024-2025.

The collaboration between LAR and the South Plains Food Bank highlights the importance of building strong community ties. For us, REALTORS®, we show that our influence goes beyond property transactions—we are active participants in the well-being of Lubbock's broader community. The event also helps REALTORS® educate the public about the critical work of TREPAC, which affects local and state-level policies that influence property ownership and real estate regulations.

Turkeys for TREPAC not only brings food to the tables of those in need, but also reinforces the role of REALTORS® as key advocates for our clients and the entire community.

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FAQ

ABOUT THIS MAGAZINE



Welcome to *Lubbock Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in Lubbock. We pulled the Lubbock MLS numbers (by volume) from January 1, 2021, through December 31, 2021. We cut the list off at #300, and the distribution was born.

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Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners, or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: You email us at kathy.pettit@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer and photographer.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to

kathy.pettit@realproducersmag.com.

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TIP OF THE MONTH

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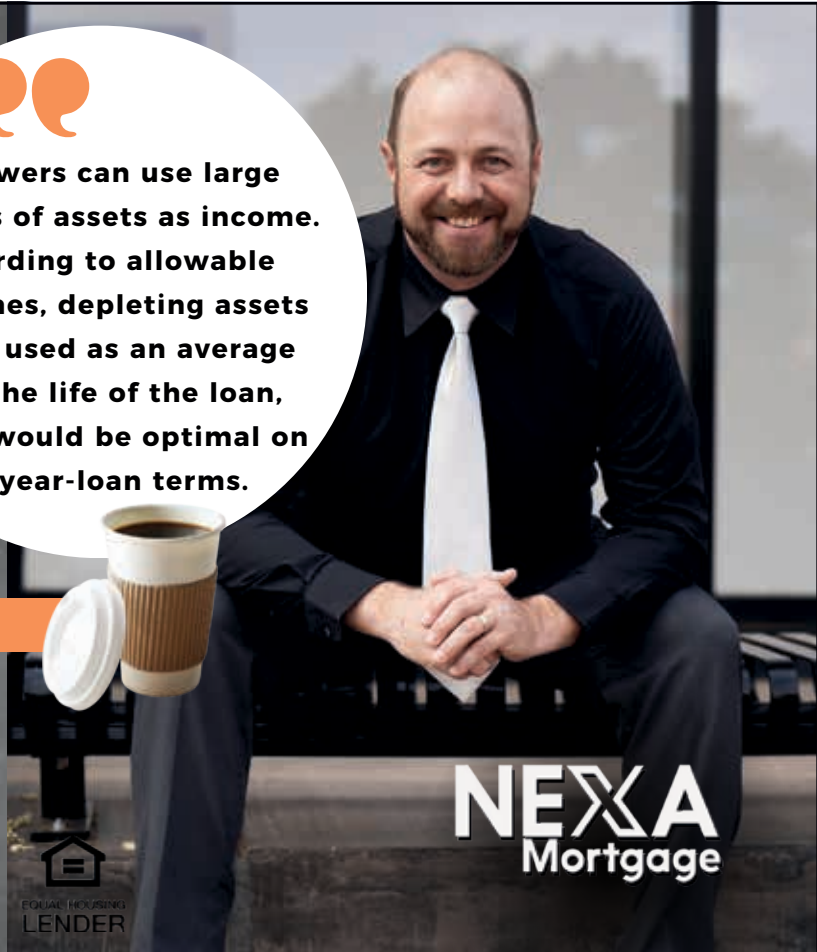
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