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Luby Construction Group

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OCTOBER 2024





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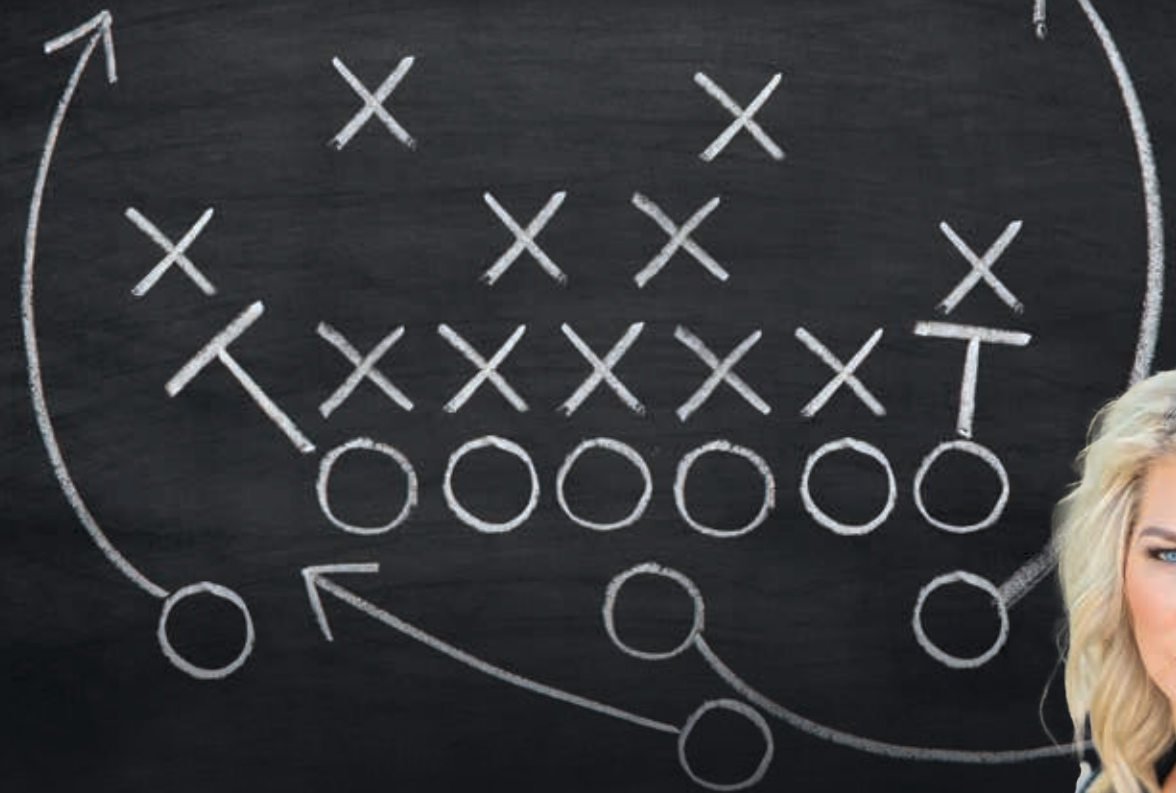
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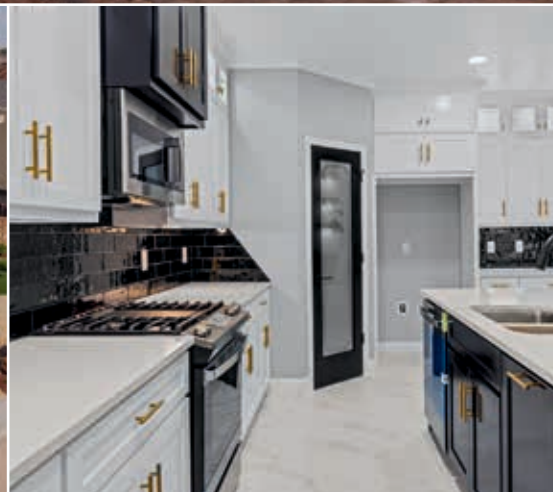
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▶▶ partner spotlight

By Zachary Cohen  
Photos by Ilona Jade Photography



# CODY BRASHER

LUBY CONSTRUCTION GROUP

## FROM RIGS TO ROOFS

Before joining Luby Construction Group, Cody Brasher spent a decade working on drilling rigs. He assumed it would be his career for life, but as it turned out, life had other plans for him.

During his ten years in drilling, Cody worked on rigs around the world, from Texas to South America, Africa, and Asia. But as the oil market shifted and his kids got older, he became open to a new pathway forward.

“I was introduced to the roofing industry by a childhood friend and never looked back.”

When Cody was presented with the opportunity to head the Commercial Roofing Division at Luby Construction Group, he saw it as a way to grow within his career while also having the chance to build a solid team.

So what sold Cody on making the transition to the roofing industry after being so convinced oil and gas would be his only career? Ultimately, it was about two things: the chance to be present for his family and the opportunity to serve the community.

“I spent the majority of my oldest two kids’ lives being gone at least half the year, on a rig somewhere. I missed out on a lot. I made up for it on days off, but at the same time, it was tough. Cody explains. “I don’t regret the work I did because I thoroughly enjoyed it. At the same time, I was selling myself





“  
I DON'T  
EVER WANT  
A SPECIFIC  
JOB TO  
DEFINE  
MY LEGACY.  
I WANT MY  
ACTIONS  
TO DO THAT.”

## NONPROFIT SPOTLIGHT

CODY'S FAVORITE NONPROFIT IS ROOFERS IN RECOVERY, AN ORGANIZATION DEDICATED TO HELPING PEOPLE IN THE ROOFING INDUSTRY WHO STRUGGLE WITH ADDICTION.

short and allowing a company to set my value. When I stopped being stubborn and looked at the opportunity that roofing provided, it became a no-brainer.”

### The Best in the Business

Fast forward to 2024, and Cody couldn't be happier with his choice to join Luby Construction Group. As the Head of Commercial Operations, he gets to continue challenging himself with complex projects while also growing with the entire team.

Cody firmly believes that Luby Construction Group is the premier roofing company in Texas.

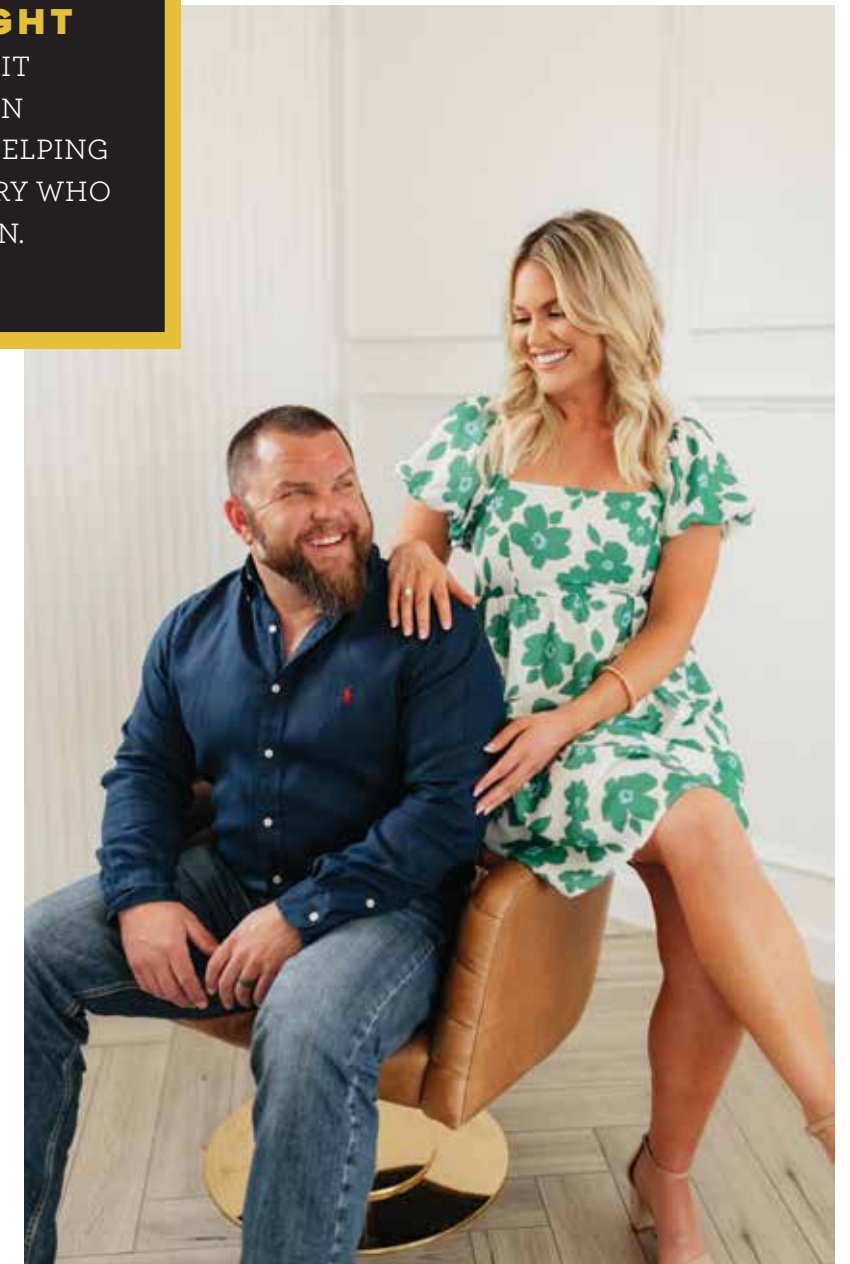
“Why can we with confidence say we are one of, if not the best — we do the right things for the right reasons all the time. We are a team that focuses on making progress and being productive, not satisfied with just being “busy,” he explains. “Our first and main concern is that we want to take care of our people and clients. We take pride in being dependable. We take pride in doing what we say we're going to do. It's very simple, if we tell you we'll do something, it will get done.”

### Striving for the Best

Personally, Cody strives to continue being the best at what he does every day.

“I don't ever want a specific job to define my legacy. I want my actions to do that,” he says.

Cody is proud of the life he's built. The business is thriving, his wife still likes him after almost twelve years of



marriage (most of the time), his kids are happy and growing, and he's healthier than ever. After struggling with alcoholism early in his adult life, Cody is sober; he now uses his energy to improve his health rather than damage it.

“I quit allowing alcohol to negatively impact my life over ten years ago, and about three and a half years ago, I did 75 Hard for the first time, and it changed my mindset completely. It positively affected every aspect of my life — marriage, fatherhood, work, leadership,” Cody explains.

Outside work, you'll find Cody working out, giving to charity, or spending time with his wife, Kirsty, and three sons, Tucker (18), Landon (17), and Ace (10).

“The people I want to leave a legacy for are my wife and my kids. I want my wife to know I got up every day to give her the love and life she deserves. I want my kids to know I got up every day to provide them with a life they deserve, as well as set an example of how they can build their lives as adults. I want to show my sons anything is possible if you set your mind to it and put the work in.”



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# ADRIAN LUJAN

Meraki Home Realty

You might not think that a person carrying the titles of licensed real estate agent, licensed contractor, and accomplished photographer and videographer would have just recently entered early adulthood—unless you’ve met Adrian Lujan, the 21-year-old Odessa native who earned the Odessa Board of REALTORS® Rookie REALTOR® award last year after getting his license at the age of 19.

Adrian’s age is often one of the first things clients notice about this man on the move who grew up in a real estate family—his mom, Gina Lujan, is REALTOR®/Broker/Owner of Meraki Home Realty, the leading real estate team in Odessa. His dad, Adrian Lujan, is an investor and flipper. He and his two sisters, also agents, are on Gina’s team. Adrian does not mind the remarks about his youthful

appearance. “I think my age is a blessing in this industry,” he shares, noting the time he has ahead of him to learn, grow, and thrive in real estate. He’s off to a strong start.

In today’s competitive real estate market, Adrian is harnessing the power of social media to fuel his success. Keenly aware that people are on their phones all day, every day, and deeply understanding platforms like Facebook, Instagram, and TikTok, he crafts compelling content to transform listings into engaging virtual tours and showcase properties via a lifestyle lens.

“Social media marketing is my forte in real estate,” he states. “It helps me help more people find their right homes.” Adrian’s following is a testament to his online reach—on TikTok alone, he has amassed more than 23,000 likes and a following of more than 1,400. A couple of his videos have even gone viral. Through Lighthouse, his photography and videography business, Adrian specializes in real estate listing photos and videos.

A typical day for Adrian starts at 7:30 a.m. when he begins editing photos and videos from the previous day and gets on the phone to connect with and follow up with his sphere. Then, he heads to the gym to work out and subsequently goes wherever real estate takes him, from searching properties,



“  
I’m able to breathe right now only because of GOD,  
and I thank him for everything that I’m doing. I can’t do anything without him.”





“  
Social media  
marketing is my  
forte in real estate.

IT HELPS ME HELP  
MORE PEOPLE  
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showing houses, and attending inspections to negotiating offers, closing deals, and working his contracting business. “My dad been remodeling and flipping homes for about 12 years now, and I’ve been helping him for eight years,” says Adrian, who leverages his construction toolkit to advise clients on opening spaces, adding rooms, renovating, and more and makes himself available to do the work. “Whether working with sellers who need repairs to get houses on the market or buyers wishing to renovate their new spaces, I bid the project and often do the work myself.”

Adrian admits he encountered challenges when he launched his real estate career. “When I started out, I couldn’t have a one-on-one conversation with someone I didn’t know,” he reveals. “I didn’t want to bother anyone. I was waiting for the transaction to come to me, which is not how real estate works.” He credits the industry for helping him come out of his shell and his family for mentoring him. “My first year was a learning experience,” he relates, adding that he has been enjoying a sort of domino effect since his first closing. Because the Meraki Home Realty team commits to quarterly goal-setting, Adrian continually sets new targets and fiercely chases them. All the while, he gives God

the glory for his success. “Giving my life to God eight years ago allows me to wake up in the morning knowing He has blessed me,” Adrian relates.

“I’m able to breathe right now only because of God, and I thank him for everything that I’m doing. I can’t do anything without him.”

Naming his niche clientele as anyone he can help, Adrian rejoices in witnessing the happy faces of buyers and sellers, and he fondly recalls helping a buyer client and a seller client in one transaction—one needed to buy, and the other was in a delicate heirs’ property situation. “I was honored to help them in the real estate transaction and pray for them,” Adrian smiles.

When he is not working in real estate, a career path he is grateful to have chosen, Adrian is often in the boxing ring. A spirited fisherman, he is eager to head out on his new fishing boat, and he cherishes time with his mom, dad, and older sisters, all of whom engage in a little friendly real estate competition. “We support each other, but I want to win,” Adrian smiles. “I’d like to be the top producer as the youngest in the family. I want to be the best.” With a career that has been tracking upward for the past few years, he certainly has a solid shot at emerging victorious.



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# MICHELLE FOSTER

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# MOUNTAIN VIEW PROPERTIES

▶▶ top producer

By Jacki Donaldson  
Photos by The Stones Photo + Film



# LEADING WITH HEART

**F**or 16 years, Michelle Foster has been elevating her real estate business. While she has collected many awards and accolades and has consistently earned Platinum Producer, the El Paso-born-and-raised entrepreneur speaks the words “we” and “our” far more than “I” and “my.”

Michelle, REALTOR®/Owner and Broker of Mountain View Properties, credits her team of rockstars for playing a pivotal role in expanding the brokerage’s footprint throughout the West Texas region. Mountain View Properties is based out of Alpine, TX, but Michelle’s agents reside in different areas of the region, allowing them to have grown real estate relationships throughout Brewster, Jeff Davis, Presidio, Hudspeth, El Paso, Culberson, Terrel, Val Verde, Pecos, Ward, Reeves, and other counties.

“A huge part of our success is that the agents in the office work hard, are personable, enjoy their jobs, and are constantly networking,” Michelle shares. “I’m extremely proud of them and have enjoyed watching them grow in the profession. They always go the extra mile and do what is necessary to make everyone happy and close deals for our clients. As a small business, we have had a lot of late nights, made sacrifices, and driven countless highway miles in the vast region of West Texas, but every late night, sacrifice, and mile has been worth the effort. Our client relationships are the most important aspect of our business to us. We pride ourselves on the smiles we help create rather than the number of transactions we close. We thoroughly enjoy working with people from all walks of life and strive to make sure that they know they made the right choice when working with us.”

The Mountain View Properties roster comprises Michelle, agents Jami Gray, Colton Foster (son), Clay Braden, and Garrett Watley. “Jami and these boys like to go,” Michelle reports. “They are young and hungry and have big dreams.” With Jami focusing on residential properties and the guys picking up a little bit of everything, including large tracts and ranches, Michelle ensures everyone has what they need. “I still go out and do a lot, but I have given up some things,” she says, noting that the boys in their four-wheel-drive trucks do the cross-state treks, winding through vast desert plains, rolling hills, and rugged mountains and are often miles from within cell-phone range. Michelle also credits Office Manager Jessica Anderson for keeping everyone on track on a day-to-day basis and assisting in multiple areas of the business.

Michelle’s traction in real estate began when Ginger Turner, the previous owner of Mountain View Properties, approached her at their kids’ school, knowing that Michelle had her real estate



license. “I need you,” she told Michelle. Ginger was a one-woman show then, and Michelle joined forces with her to build the business. When Ginger left three years ago, Michelle, who got her broker’s license 10 years ago, took over as Owner/Broker of the company. She and her team are proud of their referral-based business, encompassing various demographics, including border patrol agents, retirees, folks buying second homes and leaving big cities, and individuals looking to sell or buy a beautiful piece of this West Texas terrain. “We are truly a team here,” Michelle expresses. “Our clients become part of that team when they work with us. I can only work to ensure that these values never change in this ever-evolving world and real estate industry.” Michelle does not focus on a high quantity of agents at Mountain View Property but on the quality of the agents, who have her same moral compass.

Michelle, 59, may not be out traversing the state like the younger agents, but she is not sitting idle. The upbeat, high-energy girl admits she is always in action. “I can only sit still for so long, and then I am out the door,” she reveals, adding that she has been working since she was

a teen. After putting herself through college and graduating with an agricultural business degree from Sul Ross State University, she excelled in the retail, lawn care, and restaurant industries and spent some time working for the Texas Rangers and as a nail tech. Moving multiple times across the state for her professional endeavors, Michelle is happy to have settled in Alpine in the mid-1990s with her husband, Craig Foster, of Sterling City, TX.

Craig, who comes from a ranching family, also graduated from Sul Ross State University, where the couple met. The longtime manager of the local feed and supply store, now known as Texas Farm Store, Craig is known by many as he has helped farmers and ranchers throughout the area for many years. Michelle and Craig, who rely on family and friends as their backbone, have two sons, Colton, married to Hope Halfmann of Garden City, TX, and Shaun, who is studying agricultural business at Texas Tech University in Lubbock. The family has a strong background in farming and ranching, where they have learned that people and the relationships they create determine success in life.

Despite her success, Michelle lives every day like the next day may never come. “I don’t live above my means, and I don’t take anything for granted,” she expresses. “It doesn’t

matter how successful I am or how much money I make today because I could be struggling five years from now.” Although she does not have much time for hobbies, Michelle does pour into her family. Pools, beaches, and lakes are some of their favorite places, and an annual family vacation is usually on the books. Two boxers, two cats, and a Mini Aussie office dog (Louie) round out the loving family.

With deep roots in the community and an unwavering dedication to her craft, Michelle continues to steer Mountain View Properties with the same passion and energy that have defined her journey. Her commitment to her clients, team, and family underscores a career built on relationships and a genuine love for what she does. For Michelle, the road ahead is as promising as the miles she’s already traveled, with the best yet to come.

“  
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