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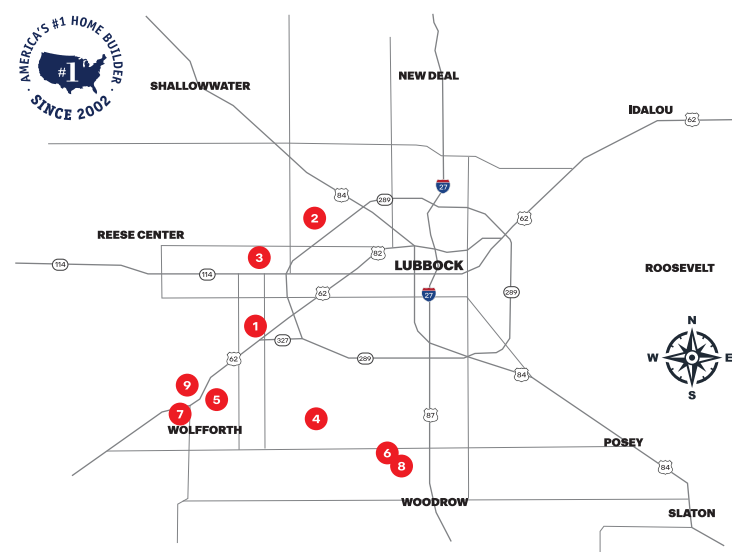
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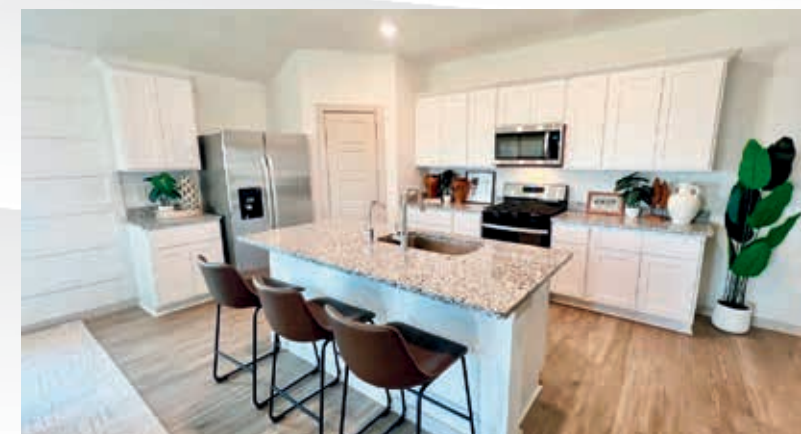
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# MOMARA

EXIT REALTY OF LUBBOCK

In the competitive world of real estate, where success is often measured by a myriad of social media “Sold” posts, a West Texas agent is proving that a different approach can lead to extraordinary results. Omar Mora, a star in the Lubbock market, is demonstrating that having a servant’s heart isn’t just a noble ideal, but also a powerful strategy that makes him a sought-after partner for both clients and colleagues.

As an agent with Exit Realty in Lubbock, Omar takes such pride in his approach that even those who work with and around him recognize his efforts. Broker-Owner Russell McGuire speaks regarding Omar’s outlook, “Omar is a true industry leader and an amazing asset to our brokerage. From being a top producer to working as an investor, Omar is involved at all levels of real estate. He is also a very gifted speaker and has led many trainings in our office. His success is hard-earned and very much deserved. We couldn’t be more proud of his accomplishments and the humble manner in which he serves his clients.”





Reaching back to his hospitality industry roots, he prioritizes creating a memorable experience for his clients—whether serving the 21-30-year-old first-time homebuyer he met in the gym or the repeat client who has bought three homes from him. Omar laughs, “When you’re in a strip of bars and restaurants, the champagne tastes the same from your bottle as it does at your neighbors’ establishment. Why are they at your place?” And he focuses this approach on ensuring that the experience keeps the clients coming back.

Omar began investing in real estate in 2002 after graduating from the University of Central Florida. When the market crashed, he decided to explore other options. After multiple jobs in multiple locations across the country, his step-father and real estate mentor, Mike McGuire, offered to partner with him on an investment property in Lubbock in 2016. While he may wish he didn’t let the market crash stop him from continuing his journey at the time, this endeavor re-ignited his passion for real estate. He reflects, “God had a plan for me to be in Lubbock all along, but I apparently took the longest route to get here.”



Outside of work, one of Omar’s favorite pastimes is working out at the gym, where he met the love of his life, Haley Wheeler. “I tell her all the time, she got me in the best shape of my life because I saw her there one time and then, I just kept going to the gym so I could see her again,” he confides. In addition, he and Haley enjoy having friends over to hang out in the pool, watching college football in the backyard and spoiling their Doberman, Zara, and their Maltese/Yorkie pup, Harley. The couple thoroughly enjoys their rare opportunities to travel, too, with their most recent foray being a two-week trip to Bimini and Florida.

While everyone appreciates the chance to wind down occasionally, Omar loves his work and thrives on the challenge of serving his clients, finding fulfillment in every occasion to exceed their expectations. He elaborates, “When I run into clients in the grocery store, I don’t want any of us to feel like, ‘oh no! I don’t want to talk to them.’ I want them to be excited to see me and catch up. That’s part of my marketing—I’m here for you after the closing!” In maintaining that mindset, Omar says he can provide his clients with first-rate representation, whether offering recommendations for contractors or guidance to one of the best restaurants in town.

OMAR’S DEEP-ROOTED GRATITUDE IS SHAPED BY HIS JOURNEY, A PATH THAT HASN’T ALWAYS BEEN SMOOTH.

“  
 THAT’S PART OF MY  
 MARKETING—I’M HERE  
 FOR YOU AFTER THE  
 CLOSING!”

Omar’s deep-rooted gratitude is shaped by his journey, a path that hasn’t always been smooth. Second chances are something we can all be grateful for in life, and Omar has had more than his share, with his most prolific being his second shot in the real estate industry. While he hopes to traverse into the commercial market at some point in the future, he is forever grateful for where he is currently. Omar points out, “To me, being successful is being at peace with my surroundings—being content with where I am in my journey and to having enough perspective to be grateful for how far I’ve come.”

Omar Mora  
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# Hailey Nave



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## ▶▶ rising star

Q&A submitted by Hailey Nave  
Photos by Rowdie Richardson, Rowdie Bright Photography  
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Thanks to APEX Construction for the use of their beautiful home for photos

**When did you start your real estate career?** November 2019—the month after I got married. I owe a big start to my career to Greg Brown. He saw an agent in me before I did, and I wouldn't have pressed into it the way I did if it weren't for him.

**What did you do before real estate?** I worked as a property manager for student housing. Before that position, I was a student at Texas A&M University. I received my bachelor's degree in business and a double minor in communications and public relations.

**Share the life events that led you to real estate.** I completed an internship in Houston, TX, with a builder, rotating departments weekly, from purchasing, operations and Human Resources to

sales, being in the warehouse, and more. My favorites were sales and purchasing. When I moved to Lubbock, I knew I wanted to work with people and build relationships. I landed a job as a property manager for student housing. I quickly learned I wasn't passionate about it, but I met another property manager, and we bonded over our love for houses, relationships and builders. Before we knew it, we left property management and dove into real estate. I started as a transaction coordinator. I was too timid to dive nose first into an all-commission role. Once I got the push, I jumped in and never looked back.

**What do you find most fulfilling about your work?** Being a person's go-to. Being someone who answers

questions, guides, helps and carries the stress for clients.

**What do you see for your real estate future?** Serving more families and building more relationships. You can't put a price on that.

**How and why did you choose your current brokerage?** Easy. The people. 10/10, the people make me feel at home. We laugh, joke, play, work hard and lean on each other and help each other flourish. I know when I need someone, I've got them in my back pocket. And you can't beat local.

**What sets you apart?** My personality and my willingness to go above and beyond. If you're out of town, and we get a showing request, but your dog is





“ I love spending quality time with my family. It is a blessing to have them by my side. ”

home? No problem; I will walk him. Your tenant left the house a wreck? No worries; I'll help. Your kitchen sprung a leak? I've got venders and towels to share. You're an out of state investor? No worries; I'll delegate the contractors. I want to be your go-to.

**What are you most passionate about in real estate?** The relationships. It's not about the chase for me or the income that comes with it. It's not about the beautiful homes I get to witness. My relationships with clients, coworkers, vendors and contractors keep me going.

**Please share a favorite business book.** *Rich Dad Poor Dad*, which Tara Newton at Keller Williams recommended. I pick it up every year.

**Share your favorite places to meet with clients.** I like all the local spots that scream Lubbock: Ninety Two Cafe,

Sugar Bakers and my personal favorite, taking clients to lunch at Spanky's.

**Please share a story about a client or agent experience.** During my first year in real estate, I met a wife, husband and their new baby girl to show a home. We bonded over our love for older homes with character and more. I found them a gorgeous home in old Lakeridge. They worked to update it without taking away its traditional character. They would send me progress pictures. I also bonded with their parents, who became clients and friends. I have had the honor and privilege to work five deals with them, play with their kids and truly get to know them. They gave me a new perspective on what real estate can do when building relationships.

**What would you do differently if you were starting over in real estate?** I would focus more on the parts that bring me joy versus trying to do it all.

**Tell us about your family.** My husband and the leader of our family is Logan. We have two beautiful, blue-eyed boys: Judson Brey is 3, and Jude Briar will be 2 in December. We enjoy quality time no matter what that looks like—camping, a quick trip, playing outside. Fishing has become a family favorite.

**When you aren't working, what's your favorite way to spend time?** I love spending quality time with my family. It is a blessing to have them by my side. Nothing brings me more joy than being a wife and a mom.

**How do you define success?** Success is following God's will for my life, and I truly believe I am doing that.

**What do you want to be remembered for?** Someone who loved and loved well. Feeling the love someone has for you is such a warm, fuzzy feeling. I want to bless people with that feeling.



Photo by Caroline Grace Photography

**What are you most grateful for?** My relationship with Christ, truly. It is the foundation for everything else.

**What is something that not many people know about you?** I have financially supported myself since I was 18, if not younger. I worked two steady jobs and went to college full-time at Texas A&M.

Aside from my grants and scholarships, I paid for college myself and am proud to say I graduated from A&M in December 2017 and paid off my student debt by 2020.

**What else?** I love to travel, and one of my bucket-list items is to go cage-diving with great whites.

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BY DAN WILSON



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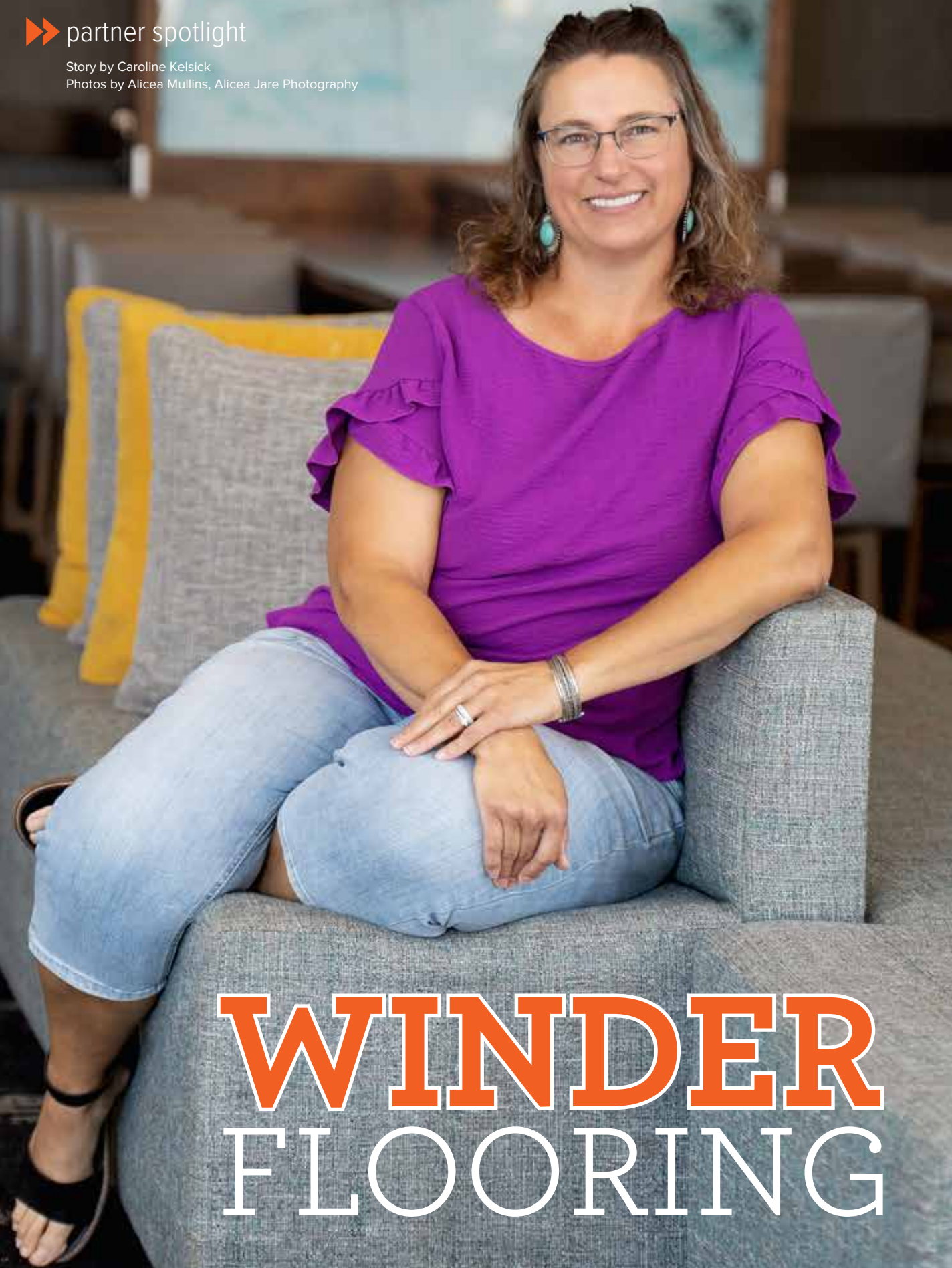
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▶ partner spotlight

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



# WINDER FLOORING



Like most contract work, flooring can be a major undertaking for real estate owners. Planning, choosing and executing a flooring project proves challenging amidst occupancy. But Winder Flooring takes these burdens off customers and orchestrates the process from start to finish. “When a customer chooses us, they can attend to their normal priorities while we smoothly run the project,” says Audra Winder, owner and operator. “You will not find a company that works harder for customers. We strive to have a 5-star interaction with everyone we do business with no matter the size of the job. We also strive to be completely transparent with our customers about the process and educate them each step of the way on what needs to happen.”

Audra began the business in 2018 with her husband, Jeremy. Before Winder Flooring, Audra worked as a health, safety and environmental manager for oilfield service companies for 12 years. Audra and Jeremy no longer wanted to work in the oil industry; being on the road and away from home became taxing. Together, they decided to open Winder Flooring five years ago. “Jeremy had a flooring installation business in Kansas for many years before moving to Texas,” Audra shares. “He had all the skills we needed to get us going.”

Winder Flooring is a full-service flooring installation company offering top-quality products and labor for all types of flooring. The company offers its services in both residential and commercial real estate. Whether you need to recover a damaged floor or want to change a floor’s aesthetic, Winder Flooring is the local, customer-oriented solution. Offerings include porcelain and ceramic wall and floor tile, luxury vinyl tile and plank, vinyl composition tile, carpet, solid hardwood and engineered hardwood.



Audra and Jeremy married in 2018. Audra affectionately refers to Jeremy as her best friend and the greatest husband on earth. Audra has two amazing daughters whom Jeremy has helped raise since their marriage. Audra's first daughter, Mikayla, is 21 and attends West Texas A&M. Mikayla will graduate with a B.S. in animal science, specializing in food safety. Audra's second daughter, Emily, is 19 and works for Caviness Beef Packers. Audra's mom and stepdad live next door to her and are a huge support system to her family. Jeremy and Audra share three dogs—Drover, Radar and Max—and a turtle named Mikey. When they are not working, the family enjoys working goats, riding dirt bikes and ATVs, hanging out at the lake and snuggling their dogs.

As a master installer, Audra accurately assesses sites during the bid process, which prevents unforeseen issues that may result in additional costs to the customer. Audra and her team focus on proper installation of each flooring material and base their product recommendations on performance and outcome. "Not having a showroom allows us to make our recommendations solely on quality and not be locked into satisfying sales quotas for supplier contracts," Audra explains. "Paying a professional to do the job right the first time builds value instead of paying less to a company that promises to do it all but cuts corners. In our business, knowing what not to do is equally as important as knowing what to do when it comes to flooring installation."



Audra wants to be known for her integrity and honesty. She carries these traits into Winder Flooring and funnels them into the company's practices. "The most fulfilling part of my work is meeting people, earning their trust and helping them achieve their dream of improving their home or office," she remarks. Above all, Winder Flooring works to provide the best service the first time around. The team at Winder recognizes the value and importance of real estate. More than anything, they aim to deliver quality services that protect and improve real estate while under their care.

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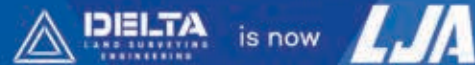
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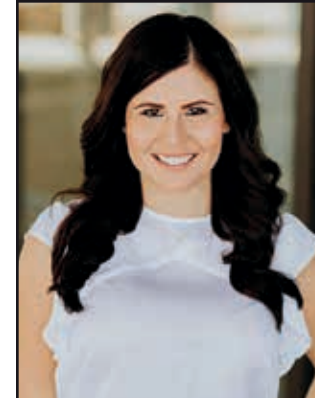
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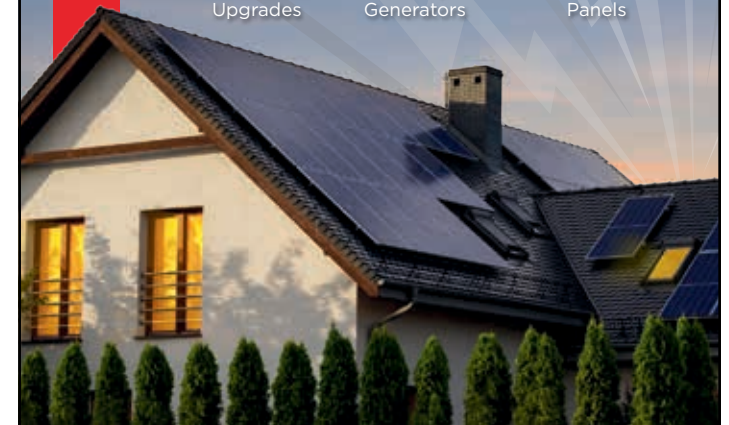
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# CARLA HOLT

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REALTY

Carla Holt strongly believes in not living with regrets or looking back at the past. From coming out of retirement in 2020 to becoming a top-producing REALTOR®, she can't think of one thing that she would do differently in her career.

How did Carla make a life-altering career change, you might wonder? She had a 49-year career with AT&T, where she retired as a Director of Sales. She spent her entire career motivating, leading and managing sales teams. Devastatingly, in October of 2018, her husband passed away, and she decided to retire from AT&T. "I had no plans to go back to work, but as you know, 2020 was the year of COVID-19, and I was in my house alone pretty much 24-7," Carla comments. "I was not doing good!"

Carla completed her real estate courses online from home and then took her test. Passing on the first try made Carla extremely proud because she hadn't taken a test in 50 years. "Once I realized how my experience aligned with this career, I was on board," Carla adds.



## ▶▶ featured REALTOR®

Story by Kaelea Pena  
Photos by Alicea Mullins, Alicea Jare Photography  
J. Hoffman's dressed Carla in peach and green leaf patterned dress

Transitioning into being a REALTOR® was easy for Carla. She calls January 2021 the year she started full-time, the craziest year because she was settling into a new job and faced some out-of-pocket experiences with clients, showings and tenants.

Dianna Romans, a friend of Carla's since they were in their 20s, recruited Carla to her team at Keller Williams, and Carla hit the ground running on Day 1. Having been a lifelong resident of Lubbock, she had a large sphere of friends and business associates who did business with her and wanted to see her succeed. "I was immediately impressed with the culture and support at Keller Williams," explains Carla, who also found all the agents so helpful with each other. She fondly describes the brokerage as a family environment. In August 2023, Carla became a solo agent and has been blossoming in her real estate career.

Still being so young (at almost 73 years old), Carla says she has no idea how long she will do real estate. She is just taking it one day at a time. "As long as I feel like I am making a difference and enjoying what I do, I will continue in this business," Carla relates.

Carla says she always tries to provide her clients with an extraordinary experience. They have her full attention as she focuses on their wants and needs and partners with them to find the perfect property. "I treat those \$100,000 clients just like the high-end clients," she proclaims. Carla is the type of person who strives to exceed expectations and does whatever she can to help her clients.



I JUST WANT TO BE A PERSON WHO MAKES A DIFFERENCE. I WANT TO GIVE AND HELP WHERE I AM NEEDED.

Everyone has a definition of success, and Carla, who has been through different periods of life and jobs, has a powerful outlook on whether she has been successful. She likes to ask herself these questions: "At the end of the day, did I do my best? Did I find joy in what I did today? Did I have a positive mindset?" Carla adds that she may not always be the smartest bulb in the box, but her work ethic has served her well.

In real estate, losing yourself in and being remembered for chasing success can be easy. While she's glad that she has been successful, Carla credits God for being at the right place at the right time and gifting her the talent to connect with people. "I just want to be a person who makes a difference," she imparts. "I want to give and help where I am needed."

Carla credits her ability to get up every day and live life to the fullest to the love and support of her husband, JW. "We were true partners in every sense," she smiles, stating that they were a great team, had a full and fun life together and raised their son, Jeffrey, who was their biggest joy. Unfortunately, Jeffrey recently passed away.

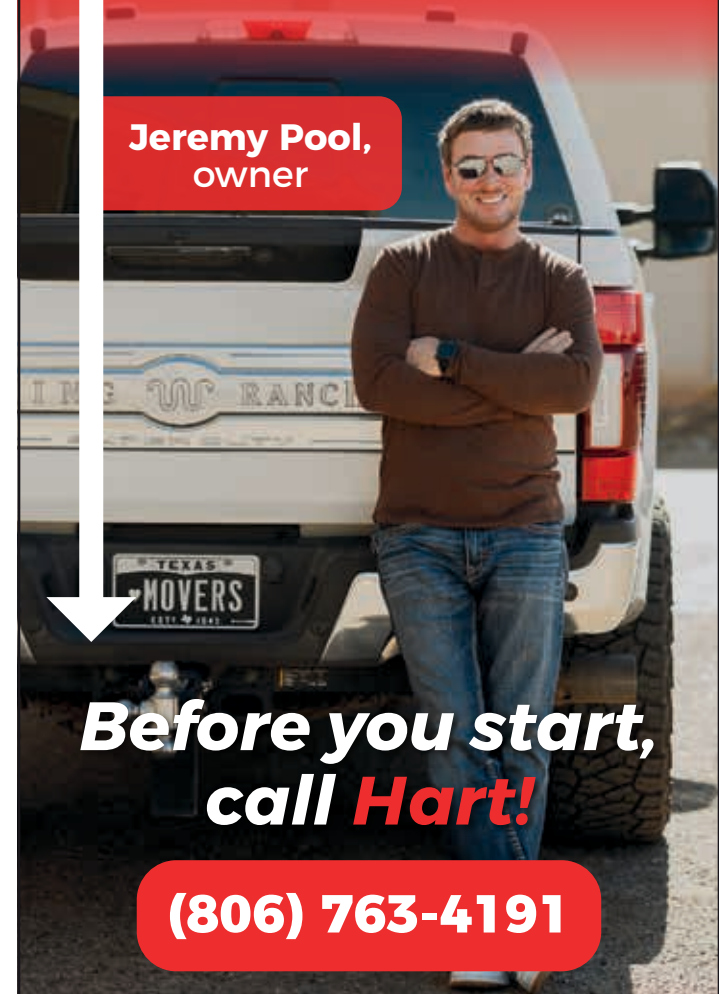
Now living with her two wonderful dog companions, Rowdy and Lilly, Carla has two stepchildren and two grandkids. "They all take good care of me," she explains. With Carla's positive outlook, she has lived a fulfilled life through the love of family and friends. Fun fact: OJ Simpson once asked Carla to dance.

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# FAQ

## ABOUT THIS MAGAZINE

**RP** 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!

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](mailto:kathy.pettit@realproducersmag.com).

**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.

**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](mailto: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

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▶ back-to-school guessing game

# WHO'S WHO

## in These Real Estate Old-School Photos?

### WHO ARE THESE REAL PRODUCERS?

Match the school photos with the current headshots (starting on page 41), and then write your best guess on the lines below the school photos.

#### READY, SET, GUESS:

On September 15, we will post all of the answers on the Lubbock Real Producers Facebook page.



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Courtney Bartosh, REALTOR®



Doug Duncan, REALTOR®



Blair Hayes, REALTOR®



Keenan Ward, REALTOR®



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Amy Osborne, REALTOR®



Clay Enger, REALTOR®



Amy Cox, REALTOR®



Cory Cash, REALTOR®



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40. \_\_\_\_\_



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## ▶▶ letter from the president

By LAR President Michael Hutton

# SAFETY IS KEY: FOCUSING ON REALTOR® SAFETY MONTH

September is REALTOR® Safety Month, a dedicated time to focus on the safety and well-being of real estate professionals. The national, Texas and Lubbock associations recognize the unique challenges REALTORS® face and provide essential resources to help members stay safe.

The nature of our profession often requires agents to work alone, meet clients in unfamiliar locations and handle sensitive information. To address these risks, our associations offer a wide range of safety tools and initiatives, including training programs, safety guidelines and online resources.

Key safety tips to remember include:

- **Trust your instincts:** If a situation feels unsafe, leave immediately.

- **Be aware of your surroundings:** Pay attention to people and vehicles around you.
- **Meet clients in public places:** Avoid isolated locations, especially vacant properties.
- **Share your itinerary:** Let someone know where you're going and when you expect to return. Many offices have code words when an agent senses danger.
- **Use safety devices:** Agents and/or offices/associations should invest in some form of alert device or software for smartphones. The Lubbock association offers the Forewarn App and certain features on the Showing Time service that will alert another party when an agent feels threatened.

For more comprehensive safety guidance and resources, visit the NAR safety page at <https://www.nar.realtor/safety>.

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# LEND A HAND TO PROMOTE SENIOR NUTRITION

▶▶ making a difference

Good nutrition contributes to a superior quality of life for seniors. At Comfort Keepers, we help seniors live healthy, independent lives and promote senior nutrition. Through the 14th Annual Feed Seniors Now™ initiative in September, Comfort Keepers is partnering with Lubbock Meals on Wheels (LMOW) to collect food and funds to fully support the LMOW weekend meal program. Clients of this program have no other means to obtain weekend food. Each week, volunteers fill 600+ bags with one entrée and four to six food items from our Feed Seniors Now™ shopping list and deliver them each Friday.

This September, Comfort Keepers of Lubbock encourages businesses, organizations and churches to hold food and fund drives to collect these specific single-serving, unexpired, non-refrigerated food items for the LMOW weekend meal program:

- Soup
- Small cans of tuna or chicken
- Individual Beanie Weenies
- Instant oatmeal
- Peanut butter/cheese crackers
- Individual Chef Boyardee meals
- Vienna sausages
- Individual packages of peanuts



If your group would like to help fill sacks for Feed Seniors Now™, here are some suggestions:


- Hold a Food & Funds Drive at your place. Collect pounds of food items from our specific shopping list and challenge others to collect more than you do.
- Sponsor the program at \$250, \$500, \$1,000, \$2,500+ levels.
- Volunteer at Walmart on Saturday, October 5, to build team spirit while distributing shopping lists to everyone entering the store and encouraging them to donate items on their way out.
- Sign up or find out more information by contacting Lisa Carson at Comfort Keepers at 806-687-7800 or [lubbock@comfortkeepers.com](mailto:lubbock@comfortkeepers.com).




## Helpful Senior Nutrition Information


As seniors age and change, so do their nutritional needs. Ensuring these needs are met makes a real difference in their quality of life. Caregivers or family members should be aware of the signs and symptoms of hunger or malnutrition in older adults, which include the following:

- **Physical problems:** Look for such things as poor wound healing, easy bruising and dental difficulties.
- **Weight loss:** Check with either a home scale or by transporting the older adult to the doctor's office for weight checks when the individual can't stand without assistance.
- **Eating habits:** Ask them to tell you where and when they eat, but don't rely on self-reports alone. We suggest family members visit during mealtimes, which can improve a senior's consumption.
- **Medication (regularity and food interaction):** Know what an older loved one takes and whether it can affect appetite and digestion.



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