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## Cassie Pearce

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**Event Recap:**  
Toast to the Top 300

**Man on the Move:**  
Jonathan Purkey

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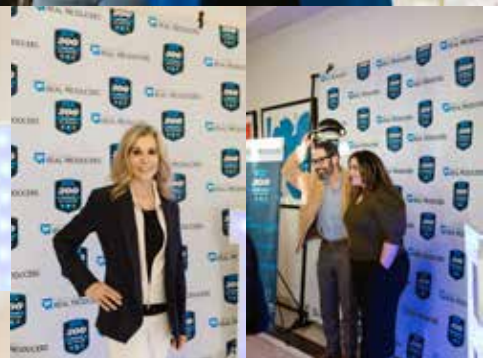


# Toast to the Top 300

PHOTOS BY THE STONES PHOTO + FILM

Thank you to everyone who joined us at the *Permian Basin Real Producers* Toast to the Top 300 on February 6th at The Boardroom!

It was a fantastic evening celebrating the top agents in our market with great conversations, new connections, and a lot of appreciation for our amazing real estate community.





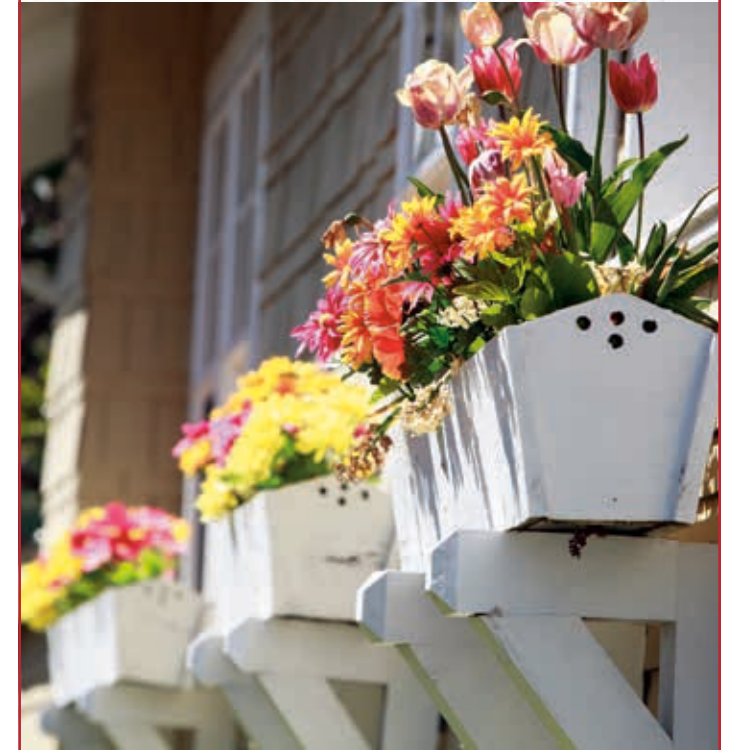
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# Jonathan Purkey

KELLER WILLIAMS

***“For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future. Then you will call on Me and come and pray to Me, and I will listen to you. You will seek Me and find Me when you seek Me with all your heart.” (Jeremiah 29:11-13)***



For 17 years, Jonathan Purkey devoted his life to ministry, serving as a pastor, worship leader, and mentor. His calling to serve led him through various roles, from youth and college pastor to elementary pastor and ultimately overseeing groups and guest services at a large church in Midland, Texas. But as time passed, he began to sense a shift. While he loved his church and community, he found himself longing for a new challenge—one that would still allow him to impact lives but in a different way.

That path led him to real estate.

#### **A Leap of Faith**

“I knew it was time for something new,” Jonathan shares. “I had always been passionate about helping people, and real estate kept coming up in conversations.” Encouraged by friends and mentors, he decided to pursue his real estate license, stepping into a career where he could continue guiding and supporting people—this time, through one of the biggest financial decisions of their lives.

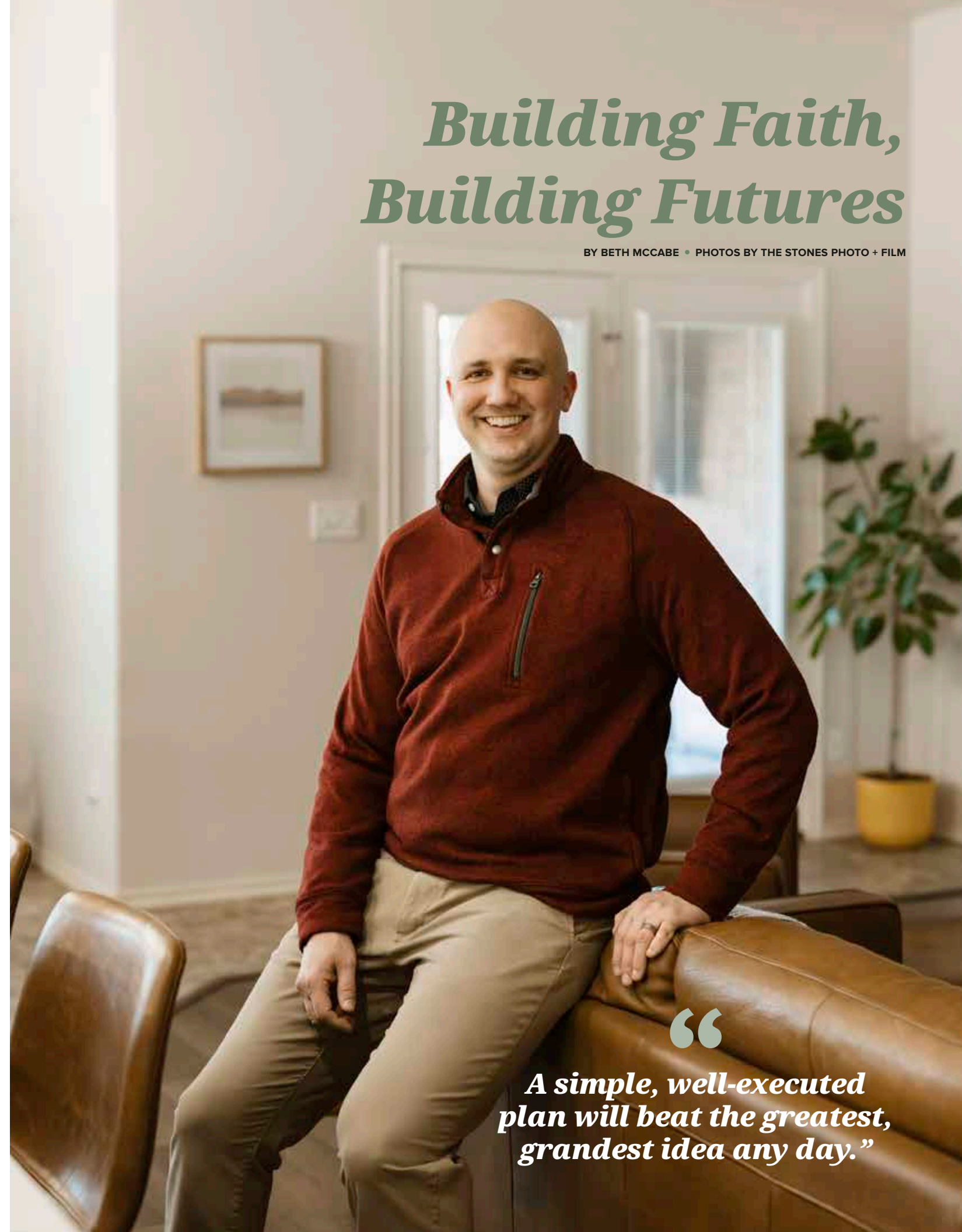
Jonathan quickly discovered that his background in ministry uniquely positioned him to excel in real estate. His ability to listen, empathize, and understand people’s needs translated seamlessly into helping clients navigate the home-buying and selling process.

“The skillset is almost identical,” points out Jonathan. With his heart to help others and care about them, Jonathan made a natural REALTOR®. Whether assisting first-time homebuyers, growing families, or those relocating to Midland, he approaches every transaction with a servant’s heart.

Jonathan joined Keller Williams and quickly made an impact, selling nearly \$7 million in his first 12 months. In 2023 and 2024, his career volume soared to \$15.6 million, with \$8.6

## *Building Faith, Building Futures*

BY BETH MCCABE • PHOTOS BY THE STONES PHOTO + FILM



“  
***A simple, well-executed  
plan will beat the greatest,  
grandest idea any day.***”





million in 2024 alone. Now, as the CEO and Team Leader for Keller Williams Midland/Odessa, he is not only selling homes but mentoring others in the business.

Inspired by Zig Ziglar’s famous quote, “You can have everything in life you want if you will just help other people get what they want,” Jonathan sees his mission clearly. Real estate is all about helping others and being consistent. As Jonathan says, “A simple, well-executed plan will beat the greatest, grandest idea any day.”

**Faith at the Core**

Jonathan’s faith remains central to everything he does. “Jesus is a big part of who I am,” he affirms. Even though he stepped away from full-time ministry, he continues to serve in his church, leading worship and co-leading a life group with his wife, Jenna. He sees his work in real estate as an extension of his ministry, helping others achieve their goals and build a future.

“There are two things that are really clear in my purpose: to make disciples of Jesus and to build something worth sharing,” Jonathan explains. “I want to help people use their gifts to make their dreams come true.”

**Overcoming Challenges with Grace**

Jonathan’s road in life has not been without challenges. His 11-year-old son, Jason, has cerebral palsy, which presented difficulties early on.

“He has atypical CP—he runs, swims, and even does karate,” Jonathan shares. Although he is nonverbal and uses a feeding tube, people are drawn to his incredible spirit. “He has an incredible smile that brightens every room.”

**A Family Rooted in Faith and Purpose**

Jonathan’s wife, Jenna, is an accomplished swim coach with 19 years of experience and is preparing to step into a new role as the Executive Director of COM Aquatics in Midland.

“She is a powerhouse,” Jonathan beams. “She is beautiful, compassionate, generous, and loves people so much and so well.” She and Jonathan also breed Goldendoodles at Purkey Puppies with the help of Jenna’s family, bringing people happiness through four-legged friends.

Their children, Jason (11) and Josiah (3), bring endless joy and inspiration. Jason loves superheroes and video games, while Josiah is a lively storyteller with a strong will and a big personality.

Five-month-old Jovie is a delight. Her name is “beautiful bringer of joy,” and she smiles from the moment she wakes up.”

**A Bright Future**

Looking ahead, Jonathan is excited about the opportunities that real estate offers. He sees it as more than just a career change—



“

***There are two things that are really clear in my purpose: to make disciples of Jesus and to build something worth sharing. I want to help people use their gifts to make their dreams come true.”***

it’s a new way to serve others and make a lasting impact. Real estate, just like ministry, is all about people.

With a heart for service, Jonathan is proving that answering a new call doesn’t mean leaving behind a purpose—it simply means finding a new way to live it out.

# Cassie Pearce



## New Heights Real Estate

BY JACKI DONALDSON • PHOTOS BY THE STONES PHOTO + FILM

Born and raised in upstate New York near the Adirondack Mountains, Cassie Pearce has always appreciated the beauty of the outdoors. Growing up in the countryside, she spent her days hiking, hunting, and fishing, fostering a deep connection to nature that would later shape her career in commercial real estate.

Cassie's professional path began with a real estate course, but life had different plans, and she began working in audiology while living in Monterey, CA. She pursued the field for several years, and after returning to New York, she established her own hearing center. She successfully ran her business for years, but increasing regulations forced her to spend more time on compliance coursework than client care. Seeking a fresh start, Cassie relocated to Texas to be closer to family. In 2007, she entered the real estate industry. With the housing market collapsing, she shifted to a role with the Department of Homeland Security. In 2013, she returned to real estate, fine-tuning her craft in Dallas and Midland and joining forces with Skeet Doss, whose experience and success in selling commercial properties in West Odessa inspired her.

Cassie's first big break came through sheer determination. A client needed a large parcel of land, but after

“

I've built my brand on my knowledge, competency, and virtue.”



scouring the market, she found nothing available. Instead of walking away, Cassie took matters into her own hands, personally reaching out to landowners, making cold calls, and knocking on doors in search of the perfect opportunity. Her persistence paid off when she successfully negotiated with one of the largest landowners in the area, securing a deal that met her client's needs and put her on the radar as a skilled and resourceful agent. Word of her tenacity spread quickly, earning her the trust of ranchers, investors, and business owners alike.

As her reputation grew, so did her network, and soon, landowners began seeking her out, knowing she could get results. Today, 99% of Cassie's business comes from referrals and repeat clients, a testament to the relationships she has built and the level of service she provides.

Now with New Heights Real Estate collaborating with Broker Rick Gauna, who deserves high praise for his expertise, Cassie has spent the last 12 years focusing almost exclusively on land and industrial properties. "In the beginning, I loved residential," Cassie shares. "It was very personal versus commercial. I love both, but land is my passion." Cassie's deep understanding of rail spur logistics, oil field companies, industrial building sales and leases, and the listing and sale of thousands of acres sets her apart. Brokers and attorneys praise her expertise, and many are eager to collaborate with her on every deal. Her dedication has led to numerous multi-million-dollar transactions, reinforcing her status as a trusted expert.

Her success is rooted in three core values. "I've built my brand on my knowledge, competency, and virtue," she reveals. "Things can quickly go sideways in commercial real estate, with so many moving parts involving attorneys, contracts, and multiple stakeholders." Clients trust Cassie with their investments because she handles every detail meticulously.

Cassie's work is about more than buying and selling land—it's a way of life. Driving her F-150 truck and



wearing boots, jeans, and a blazer, she treks through rugged properties and traipses through dirt and bushes, often accompanied by her German Shepherd, Maple, for safety when meeting new clients on expansive acreages. She has found the perfect fit between her upbringing and career, combining her love for the outdoors and her sharp business acumen.

Despite her demanding career, family remains Cassie's top priority. She balances her time carefully, ensuring she's present for her children while running a thriving business. Her daughter, Caitlyn McKenna, has even joined her team as a marketing assistant, handling branding and promotion to keep Cassie's business growing.

Having acreage of her own, Cassie still finds solace in nature. While she misses the beauty of upstate New York, she has come to love the Texas sunsets and the incredible people she works with. The booming oil economy has made Midland the perfect place for her talent, and she takes great pride in knowing that her reputation precedes her.

Cassie is a force. The small-town girl from the Adirondacks, now a top land and industrial agent in Texas, navigates every deal with ease and thrives in each one. Just like the towering 4x8 signs she installs at busy intersections—hoisted by cranes to command attention—Cassie stands out in the industry, making bold moves that shape the landscape of commercial real estate.



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