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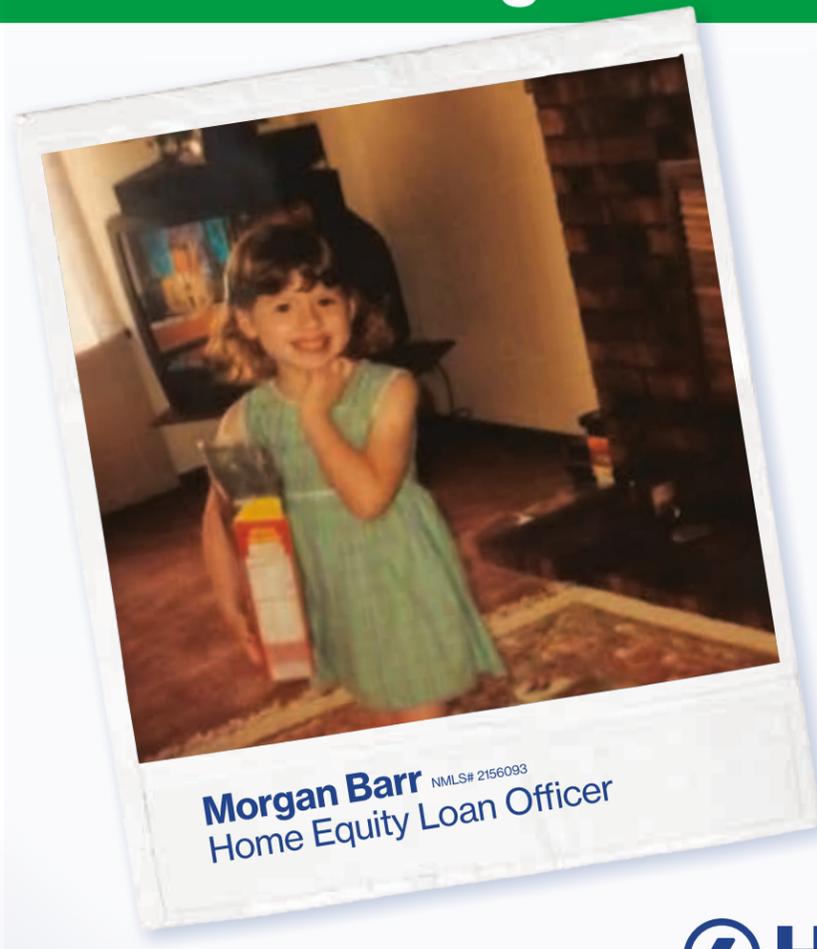
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Amy Loves Lubbock TEAM: Ashley Haynes, Amy Cox, Ashley Ingram, Mattison Noakes, Savannah Ritchie, Emma Hilaman, Sadie Boyles



HOW THE AMY LOVES LUBBOCK TEAM IS REDEFINING REAL ESTATE IN TEXAS

When Amy entered the world of real estate, it was more than a career decision—it was a calling. With her two children (Mattison and Mandry) entering junior high and high school, she felt drawn to something that would make an additional impact: helping others find “home” in every sense of the word. Guided by her mentor, Cheryl Isaacs—known throughout Lubbock as a real estate icon—Amy jumped in with both feet, committed to learning the business the right way, with integrity, excellence, and compassion.

But before that leap of faith, Amy’s one and only brother, Thomas, gave her the nudge to pursue real estate. “He knew I would thrive in a career built on relationships, and his encouragement helped light the fire that started it all,” Amy shares.

Today, she stands as a top-producing broker, Certified Luxury Home Marketing Specialist (CLHMS) with Guild recognition, and co-owner of All Real Estate, alongside designated broker Tray Payne, a long-time family friend and trusted business partner.

With the unwavering support of her husband, Jim, their children, and their whole family, Amy has built more than a real estate career—she’s built a legacy. “My family is the backbone of everything we do,” she says. “Their support has made it all possible.”

A Real Estate Team That Does It Differently—and Delivers Exceptionally

What truly sets the Amy Loves Lubbock Team apart is how it operates. Unlike traditional models where agents work individually, this team rallies together

on each transaction—combining strengths, streamlining processes, and ensuring an exceptional client experience from first showing to final signature.

That collaboration has fueled record-breaking success. Today, the team is recognized not just as a leader in the Lubbock market, but also as a high-volume force across Texas, with proven expertise in:

- Residential real estate
- Luxury home sales
- New construction and builder partnerships
- Land and development marketing and sales
- Commercial property strategy and sales

Proud Partnerships With Lubbock's Finest Builders and Developers

In addition to serving clients across every price point, the Amy Loves Lubbock Team proudly works with some of Lubbock's most trusted builders and developers—professionals who share their values of integrity, transparency, and craftsmanship.

“When you do good business and lead with heart, you attract others who do the same,” Amy states. “We're honored to represent and market projects from builders who are excellent at what they and genuinely care about this community.”

These partnerships are key to the team's success in the growing world of new construction, where design, marketing, and customer care come together to create a lasting impact.

The Women Behind the Brand—ALL proud Texas Tech Graduates!

Amy Cox

A real estate broker, respected leader, and visionary businesswoman, Amy combines fierce market knowledge with an unmatched heart for people. Her commitment to excellence and community defines the team's culture from the top down.



Ashley Ingram
Founding Team Member
Team Member | REALTOR®



Ashley Haynes
Team Member | REALTOR®

Ashley Ingram

The team's founding member and a natural-born communicator, Ashley is a top-producing agent known for her warmth, professionalism, leadership, and insight. A devoted wife to Hillside Church pastor Brad Ingram and mom of four, Noah, Kayt, Emery and Hollis, she brings wisdom and expertise to every transaction.

Ashley Haynes

Initially joining the team as a college intern, Ashley has grown into an indispensable operations expert, managing all backend systems of the team and brokerage with precision and heart. She and her husband, Connor, recently welcomed their first child, Mary Claire.

Mattison Noakes

Amy's daughter, Matti, offers a perfect mix of poise and positivity. She's also the founder of Mabel & Company, a monogramming business that adds thoughtful, custom touches to client gifts, team events, and more. As a wife to Jackson and mom to Forrest and Sterling, Matti brings warmth and encouragement to the team.



EACH HOME REPRESENTS A FAMILY.
That's why we take our work so seriously. Real estate isn't just about houses—it's about stories, and people, and the sacred transition of seasons.”



Mattison Noakes
Team Member | REALTOR®

Supported by an All-Star Cast

Savannah, Emma, and Sadie complete the team's full-service model, managing everything from social media and marketing to transaction coordination and event planning. Their energy, dedication, and behind-the-scenes expertise make it all flow.

This diverse, multi-generational team of women, each in a different phase of life, brings unmatched depth and empathy to the table. The women are not just a real estate team. They are a work family, walking with clients through life's most significant transitions and most meaningful milestones.

At the Core: Relationships That Matter

While known for beautiful listings and luxury closings, the heartbeat of the Amy Loves Lubbock Team is always the people it serves. Whether guiding newlyweds into their first home, supporting a grieving client after loss, or walking with a family through a significant move, the team leads with compassion and purpose. “Each home represents a family,” Amy remarks. “That's why we take our work so seriously. Real estate isn't just about houses—it's about stories, and people, and the sacred transition of seasons.”

More Than Real Estate—It's a Mission

Real estate is a way for Amy Cox, Ashley Ingram, Ashley Haynes, and Mattison Noakes to love people well. With every listing, every closing, and every conversation, they bring care, strategy, and heart to the process. And they do it all while cheering one another on, celebrating every milestone, and living out their calling as professionals and women of purpose.

Amy Cox

Amy Loves Lubbock Team
806-543-6095
amy@amyloveslubbock.com

Did You Know?

Amy wholeheartedly attributes the success of her team and business to the Lord and His unwavering faithfulness. She firmly believes that none of it would be possible without Him. As Scripture reminds us, “And we know that in all things God works for the good of those who love Him, who have been called according to His purpose.”

—Romans 8:28”



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KYNDALL LEMAIRE

TAPP REALTY GROUP

STORY BY DAN STEELE
 PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY, IN A SABLE HOMES INC. HOME
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When Kyndall Lemaire began her real estate career in January 2020, she wasn't just shifting careers—she was creating a life of purpose, flexibility, and fulfillment. While home on maternity leave with her newborn son, she used naptimes not just to rest, but to study for her real estate license. That determination set the tone for everything that would follow.

Before entering the real estate industry, Kyndall spent four years as a leasing manager in the apartment sector, a role that planted the seeds of her future career. "I learned that I loved serving people and helping them find a new home," she recalls. "I think that experience gave me the confidence to potentially get my real estate license, but not until we had our son did I realize I couldn't go back to working for someone else."

Her entrepreneurial spirit surfaced during her time at Texas Tech University, when she realized a traditional 9-to-5 career wasn't for her. "I knew I would be an entrepreneur; I just wasn't sure what kind exactly," Kyndall explains. The desire to be present for her family and create something of her own led her to a career in real estate. "I needed the flexibility, I needed the passion, and I needed the purpose," she emphasizes. "Real estate checked all my boxes."

Since then, she's never looked back. Her current brokerage, Tapp Realty Group, has been instrumental in shaping her professional journey. "I truly believe that who you surround yourself with directly affects your production," she says. "When looking into brokerages, I intentionally looked at what the brokers were creating. Tapp Realty Group has been such a positive light in my life. I know the agents here care about me as a person, care about my business, and are always there to lend a helping hand. Amy is also one of the sweetest people I've known, and I'm grateful to have found such a place."

While she enjoys working with buyers, Kyndall has developed a passion for helping clients sell their homes. "I love to help a buyer, of course," she



Photo by Elevyn Elevyn Lifestyle Photography



"It's not every day you come across someone as driven, genuine, and graceful as Kyndall. She wears many hats—top-producing REALTOR®, amazing mama, loyal friend—and somehow manages to juggle it all with ease and elegance. Kyndall shows up every single day with hustle in her step and heart in her work. She pours love into her clients and her career, constantly striving to grow, learn, and lead by example. Whether she's negotiating a deal or cheering on her kiddos, she brings the same passion, professionalism, and kindness to everything she does. We're beyond lucky to have her on our team, and I'm even luckier to call her a friend. Keep soaring, Kyndall—you make us all better!"

—Amy Tapp, Broker/Owner Tapp Realty Group



elaborates. "But something about getting a home listed and sold is my favorite. The act of helping them get to that next step in life is the best. Also, listing homes is challenging, especially in this market. And I love a good challenge and using my creativity to get their home sold."

Kyndall's experience managing a portfolio of 2,500 rental units gives her a distinct edge in investment knowledge. "Working with that many rentals and representing so many investors, you gain valuable insight into the investment side of real estate," she says. That experience has inspired her recent involvement with Homes for Heroes. Founded after 9/11, Homes for Heroes is the largest nationwide network of real estate, mortgage, and business specialists dedicated to providing firefighters, EMS, law enforcement, military (i.e., active duty, reservists, and veterans), healthcare professionals, and teachers with easy ways to save significant money on a home. "I am very

passionate about this group and love that I can offer them my services and give back," Kyndall beams.

Even on tough days, she finds motivation in the relationships she's built and the impact she's making on people's lives. "What I love most is when someone calls and says, 'I need your help,'" she voices. "The fact that I have created a safe environment for someone to come to me and trust me to help them with what is probably their most significant asset is very fulfilling. I can't imagine a client going through some of these situations alone, so I strive to maintain a grateful mindset. I am prepared for the hard times because I know the good times are approaching."

Looking ahead, Kyndall sees real estate as a lifelong journey. "I plan on being old and gray in this business," she attests. "I trust that God has a plan for my career and provides what it needs to be successful. I'm excited to see what's in store."

When Kyndall isn't helping people find their new home, you'll likely find her staying active with her husband, Matt, and their children, Lexi, Landri, and Hudson, along with their two dogs, Bo and Ziggy. The family loves going fishing, cooking out, watching movies, and taking trips together. "I love to cook, go to the gym, and hang out with my family," Kyndall notes. "Realistically, though, if I'm not working, I'm probably at my son's baseball game, which I also love." Her family is the driving force behind all she does. "All of this would be for naught if it weren't for them," she affirms. "They are the reason I get up and work toward my goals every day."

Whether helping someone buy a first home or guiding a longtime client through a complex sale, Kyndall is in it for the long haul—with heart, hustle, and deep purpose.

"All of this would be for naught if it weren't for them. They are the reason I get up and work toward my goals every day."

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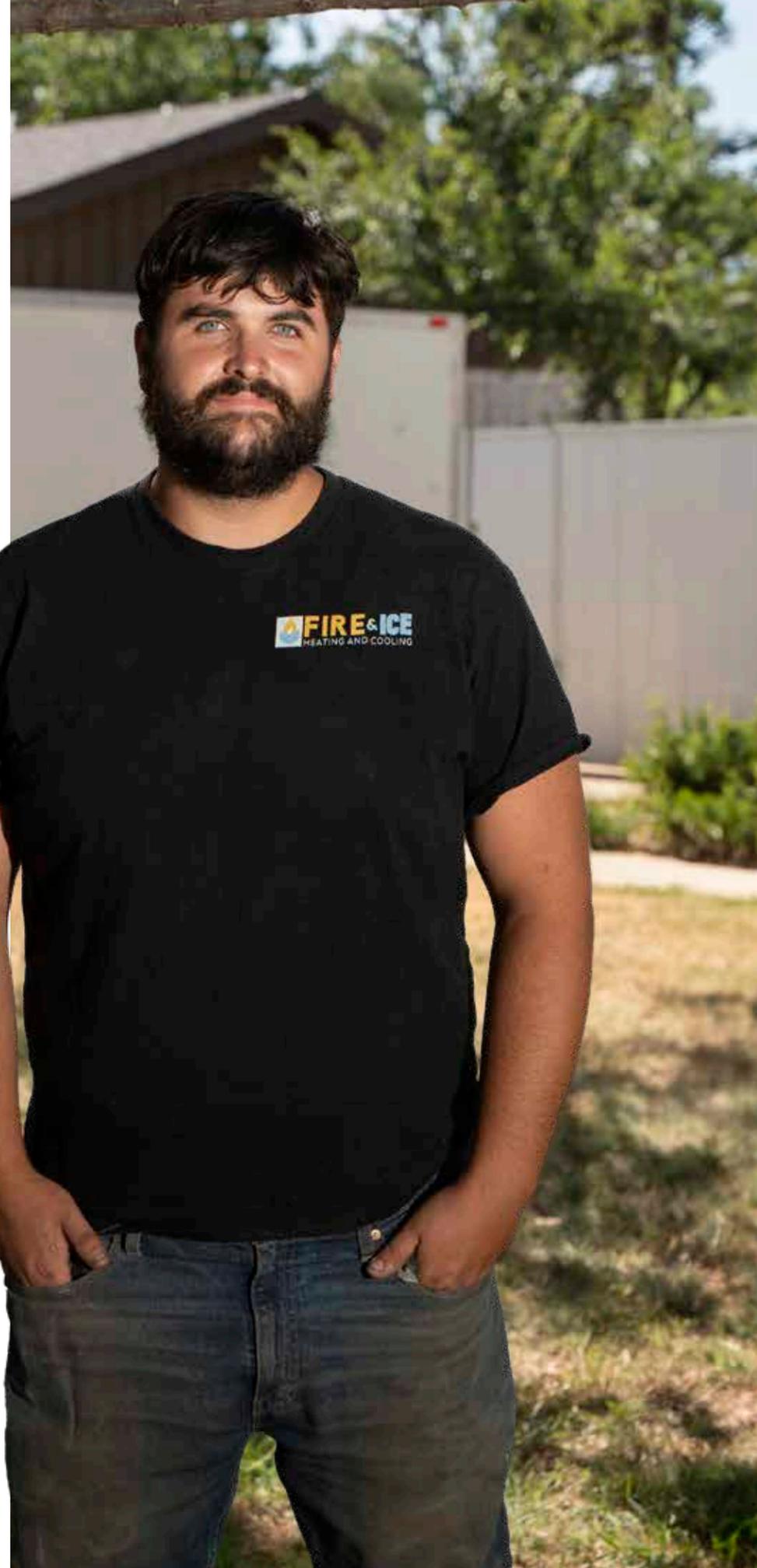
STORY BY JACKI DONALDSON • PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY

From the outside, real estate may appear to be polished listings, easy-breezy showings, and post-closing champagne toasts. But agents know the truth about this industry and its unpredictable schedules, emotional negotiations, and continual push to make every deal flow smoothly.

Trusted partners like Fire and Ice Heating and Cooling LLC can help reduce stress and streamline the process for busy agents. Whether a last-minute HVAC repair before an inspection or a full system replacement to help a home sell faster, Fire and Ice helps keep clients cool during critical moments.

Fire and Ice provides comprehensive residential HVAC services for homeowners in Lubbock and the surrounding areas. “Our certified technicians are committed to delivering reliable, energy-efficient systems and professional service to ensure year-round indoor comfort,” says owner Shane Leary. With a background in real estate investing, Shane understands the needs of agents and is committed to superior customer service. “Our reliable service helps deals close smoothly,” he explains. “We understand closing timelines, and our team prioritizes real estate-related service calls to prevent HVAC issues from delaying your sale.”

If you value local businesses, transparent pricing, energy-efficient products, fast response times, and same-day or emergency service, Shane is the right choice. Armed





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and Ice offers discounted service plans as part of its closing packages.

Know the HVAC red flags that can derail a deal—systems nearing the end of life (typically 12–15 years), uneven heating or cooling, ductwork problems, poor air quality, or signs of mold—so you can address concerns before they become deal-breakers.

For Shane, the most fulfilling part of his work is knowing he’s helping people stay safe, comfortable, and healthy in their homes—whether he’s repairing an air conditioner during a scorching Texas summer or ensuring a heating system

runs smoothly in winter. He takes pride in being someone clients and agents can count on to get the job done right, especially when the pressure is on.

Shane, who was born in Massachusetts, moved to Spur, TX, in fifth grade, and settled in Lubbock after college, is grateful for his supportive family, friends, and mentors, and he hopes to be remembered as someone who made a positive, lasting impact. When he’s not working, he enjoys traveling, cruising, and watching sports.

Be sure to reach out to Shane to learn about his summer specials:

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with extensive experience, he’s also a reliable source of practical advice. “As an HVAC service provider, I’ve seen firsthand how HVAC systems impact property value, buyer decisions, and long-term investment outcomes,” he notes. He offers the following smart tips for agents, investors, and property managers:

Understand the HVAC system’s role in property value and always include HVAC condition in listing details, inspections, and disclosures. Obtain service records when possible.

Recommend HVAC inspections as part of the general home inspection process—a small investment that protects all parties. Fire and Ice provides HVAC certifications and detailed professional reports with photos, condition assessments, remaining lifespan, and recommendations agents can include in disclosure packets.

Factor HVAC into ROI for investment properties. Energy-efficient systems lower utility costs and attract tenants. Central air versus window units can impact rentability and tenant

satisfaction, and energy-efficient upgrades may qualify for tax incentives or rebates.

Highlight HVAC features in listings just like kitchens and bathrooms—e.g., “New Trane HVAC installed 2024—SEER 18 unit with smart home integration.”

Use HVAC maintenance plans as a value-add. Offering or recommending a service contract at closing can increase buyer peace of mind, especially for older systems or first-time homeowners. Fire

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CORY CASH

KELLER WILLIAMS

STORY BY KAELEA PENA • PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY (UNLESS OTHERWISE NOTED)

Real estate was never just a career choice for Cory Cash. Instead, it was a calling sparked by family and nurtured by passion. Growing up, Cory's uncle, a home builder in Lubbock, inspired his fascination with design, layout, and the way homes shape lives. Cory spent countless hours as a kid sketching floor plans and marveling at how spaces function and flow. That curiosity stayed with him and later blended with his academic path at Texas Tech, where he earned a degree in communication studies with a minor in architecture.

Not until a close friend and REALTOR®, Heather Womack, encouraged him to pursue real estate professionally in 2019 did things start to fall into place. "Her belief in my skills and the power of serving people helped me realize I was ready to turn a lifelong interest into a meaningful career," Cory says.

With a foundation in design, a background in banking, and a heart for helping others, Cory brings both vision and strategy to every transaction.

Real estate is a relationship-driven business, and finding the right brokerage feels just as important as finding the right clients. Cory chose Keller Williams because of its stellar reputation in the local market, its strong culture of collaboration, growth, and innovation, and its values aligned with his commitment to client service and continuous improvement. "From day one, I was welcomed by professionals who took the time to understand my goals and were eager to share their experience and insights," Cory emphasizes. At Keller Williams, success isn't just celebrated—it's shared.

One of the greatest gifts real estate has given Cory is the ability to blend purpose and presence, fully engaging in his work and family life. The most fulfilling part of this career is building relationships with the families he serves. "It's incredibly rewarding to know I've played a small part in something that truly matters," Cory smiles. This career gives him the flexibility to be present for his family and the moments that matter most. No two days are the same in real estate. He meets people and helps them navigate their next steps with care and attention.

What sets Cory apart is his unique blend of professional experience and personal connection to every client relationship. With 18 years in the banking industry, he's built strong relationships with local lenders and understands the financial side of real estate, which allows him to help clients navigate transactions by anticipating challenges, communicating clearly, and keeping deals on track.

His academic background in architecture brings an added layer of insight. "I love helping clients see beyond what's in front of them, imagining how a space could evolve through thoughtful updates and improved flow," Cory notes. Whether knocking down a wall, opening up a kitchen, or adding natural light, he helps clients dream big while staying grounded in realistic budgeting and renovation planning. This combination of technical knowledge and people-first service means Cory focuses on more than closing a deal; he builds lasting relationships and delivers value every step of the way.



When Cory isn't pouring into his clients, he enjoys slowing down with family and friends, working in the yard to clear his head, supporting The Wallace Theater, attending wine club events at McPherson Cellars, or catching up with friends over a great meal. He and his wife, Robin, director of digital marketing at United Supermarkets, have been married since 2011 and share a busy, joy-filled life raising their two daughters. Katelyn is entering seventh grade, and Jordyn is heading into second grade. Two energetic mini Aussies, Ryder and Coco, round out the household. Whether the family is leading their church community group, heading out on road trips, or enjoying movie nights, they make the most of every moment. One highlight of the past year: catching Mat Kearney live in Dallas—an experience they won't forget.

Looking ahead, Cory's excited about the next chapter of his real estate journey. Within the coming year, he plans to obtain his broker's license, and he is also committed to continuing his leadership with the Lubbock Association of REALTORS®. "As I move forward, my goal is to expand my impact within the community and further establish myself as a trusted advisor, someone clients can count on not just for a successful transaction, but for honest guidance and ongoing support throughout every stage of their real estate journey," Cory shares.

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POOL JEREMY

Hart Moving & Storage

STORY BY KAELEA PENA
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY

With over two decades of experience and a passion for people, Jeremy Pool leads Hart Moving & Storage as its dedicated owner and operator. His journey in the moving industry began in 1998, and after returning to Lubbock in 2008, he joined the Hart team. A decade later, he and his family proudly took ownership of the company.

From driving trucks and packing boxes to running forklifts and overseeing large-scale commercial moves, Jeremy has done it all. He's handled thousands of sales calls and understands firsthand how to deliver a smooth, stress-free move. Because he's been both the mover and the customer, Jeremy leads with empathy, expertise, and a deep commitment to each client's peace of mind.

The team at Hart Moving & Storage takes pride in being a full-service moving and storage company. Whether relocating a home or business, they tailor their comprehensive solutions to each client's needs. Their services include large-scale office moves, residential moving, professional packing and unpacking, secure storage options, commercial deliveries, designer receiving, and office furniture installation. With every service they provide, their goal is to deliver efficiency and care throughout the entire process.





The company has carried a tradition of excellence since 1965, earning a reputation as the premier mover in West Texas. “Over the decades, we’ve not only built a trusted name, but also a loyal, experienced team that’s been with us through it all,” Jeremy discloses. Many of their drivers have been with Hart for over 10 years, with one valued team member having proudly entered his 23rd year. That level of dedication speaks volumes about the culture they’ve built and the dependable service clients can expect.

This year marks Hart’s 60th anniversary—and with it, a move to a new, state-of-the-art facility. “Our goal is to be the first call for any moving needs across West Texas, recognized as the best in the industry for reliability, professionalism, and service,” Jeremy proclaims.

When Jeremy isn’t leading the day-to-day operations at Hart Moving & Storage, he’s soaking up time with his two daughters—whether they’re snow skiing, fishing, or enjoying a hunting trip together. He’s a proud girl dad to Ryley, a 19-year-old freshman at Texas Tech University, and Paisley, a 15-year-old sophomore at Liberty High School. “These girls are my why,” Jeremy shares. “They’re the reason I do what I do.”

REALTORS® can trust that when they refer a client to Hart Moving & Storage, the team will consistently deliver exceptional service every time. Hart deeply values its relationships with real estate professionals, and when a move comes through as a REALTOR® referral, they always go the extra mile. “As proud members of the Lubbock community, we’re honored to serve the people who make this city great, including the REALTORS® who help families start new chapters every day,” Jeremy adds. With a skilled team and the right equipment, they’re fully equipped to handle moves of any size. “When you refer Hart, you can do so with complete confidence that the job will be done right,” Jeremy smiles.

Advice for Agents: Let’s face it—moving sucks! With just one call, though, the Hart team handles every aspect of the move, from visiting the home, assessing the move, and tailoring services to the client’s needs. “Your client is our priority,” Jeremy notes. Be sure your client mentions your name during the initial call so they can apply the current discount.

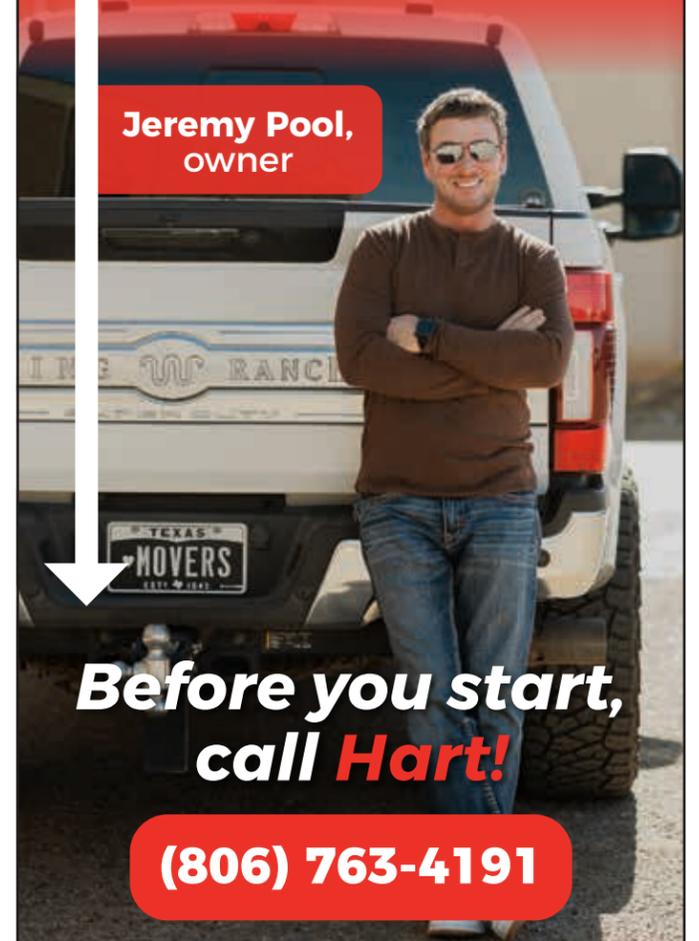
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UNITED WAY



Frenship: Each year, Lubbock Area United Way and volunteers visit each second-grade classroom in local public schools to read and do a craft to emphasize the importance of reading and literacy.



The Lubbock Area United Way Board of Directors held a day-long meeting to discuss and explore updating strategic initiatives.

Since 1946, Lubbock Area United Way has worked to address the root causes of the most significant challenges facing our South Plains community and create lasting, positive change. The key to our success and our superpower is bringing people together to solve problems.

United Way occupies a unique position in our community, enabling it to bridge the gaps between the business, government, and nonprofit sectors. By using our power to convene community members at the table, Lubbock Area United Way is working to close gaps and open opportunities. We continually evaluate the needs and issues in our community to develop strategic initiatives that guide our work. Currently, our initiatives focus on financial stability, community resilience, youth opportunities, and a healthy community. While these initiatives do not include all prominent community issues, they are areas in which we are committed to making a difference.

Although our strategic initiatives all hold equal importance, one underpins all of them and affects many in our community—the issue of financial stability. Our goal is to create opportunities that help households move toward economic mobility, which is increasingly important, given that 49% of households in Lubbock County fall within the ALICE threshold. ALICE stands for Asset-Limited, Income-Constrained, Employed. Almost half of the households in our community have jobs but are still struggling to make ends meet. They

cannot save for emergencies, retirement, or their children's future education. These households face tough choices, such as deciding between quality childcare or paying rent. Those choices have long-term consequences not only for those families, but also for our community.

United Way leverages its ability to bring community leaders together to shine a light on this situation and connect people to the services our community partners offer, such as affordable healthcare and continuing education, to empower households and move them toward financial stability.

The larger implication of a sizable ALICE population is that our community's productivity is affected. For example, when people lack access to childcare, they often miss work. If they do not have consistent housing, their day-to-day lives are upended. As a community, if we can bolster those who are struggling, help them advance their professional skills, and access affordable resources, everyone on the South Plains can thrive.

That's where you come in. When you support United Way, you're working to create solutions that change lives and systems and ultimately transform our community for generations to come. To learn more about our strategic initiatives, ALICE, or how to get involved, visit lubbockunitedway.org.

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The SR Cleaning team includes Misty and her mom, making it a true family business. “I always know and fully trust the staff entering the homes and businesses we clean,” Misty says.

One unique aspect of SR Cleaning is its rotating cleaning schedule—each team member’s duties change from week to week. “For example, if I clean the kitchen this week, I’ll clean the floors or bathrooms next week,” Misty explains. “That way, we clean homes a little differently each time, which has worked great and keeps our customers happy.”

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Writing Left & Leading Right

Welcome to August! Most people associate this month with the winding down of summer: back-to-school shopping, last-minute vacations, and prepping for fall routines. But here's something fun: August 13th is International Left-Handers Day. And as someone proudly left-handed, I'll gladly celebrate!



BY 2025 LAR PRESIDENT ANDREA STURDIVANT

Still, this month, I'm more interested in celebrating something else: being *right*.

As REALTORS®, we don't just help people move into homes; we move the needle on what's ethical and just. We subscribe to a Code of Ethics that holds us to a higher standard, rooted in fairness, service, and professionalism. And yes—it's true: REALTORS® wrote protections against housing discrimination into our Code of Ethics long before some of those protections became federal law. We actively advocate for affordable housing and programs that will encourage homeownership and investment.

We don't wait to do the right thing—we *lead* with it.

When legislation is proposed, we're paying attention. We examine how it will impact homeowners, renters, property rights, and our communities. We reach out to elected officials with real-world insight because no one knows housing like REALTORS® do.

We walk renters into first-time homeownership. We educate, equip, and advocate. We donate, volunteer, and serve our neighborhoods well beyond the transaction.

Doing right isn't always glamorous. It often means early mornings, late nights, hard conversations, and steady commitment. But when we get it right, when we help someone buy their first home, protect their investment, or stay in the community they love, *it's all worth it*.

So yes—I'm left-handed. But more than that, I'm proud to be part of a profession that's focused on what's *right*.

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Right here in Lubbock and across the country, REALTORS® are showing what ethical leadership looks like.

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Moving into a new home is exciting—but it's also overwhelming. Even with the most pristine sellers, buyers are often greeted with dust, allergens, hidden stains, and grime that's only noticeable once a house is emptied. A thorough, professional floor cleaning ensures that the home is not only move-in ready, but truly feels fresh, safe, new, and theirs.



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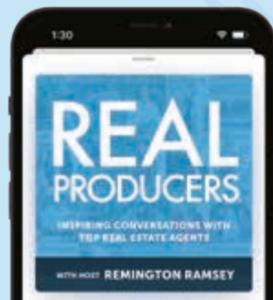
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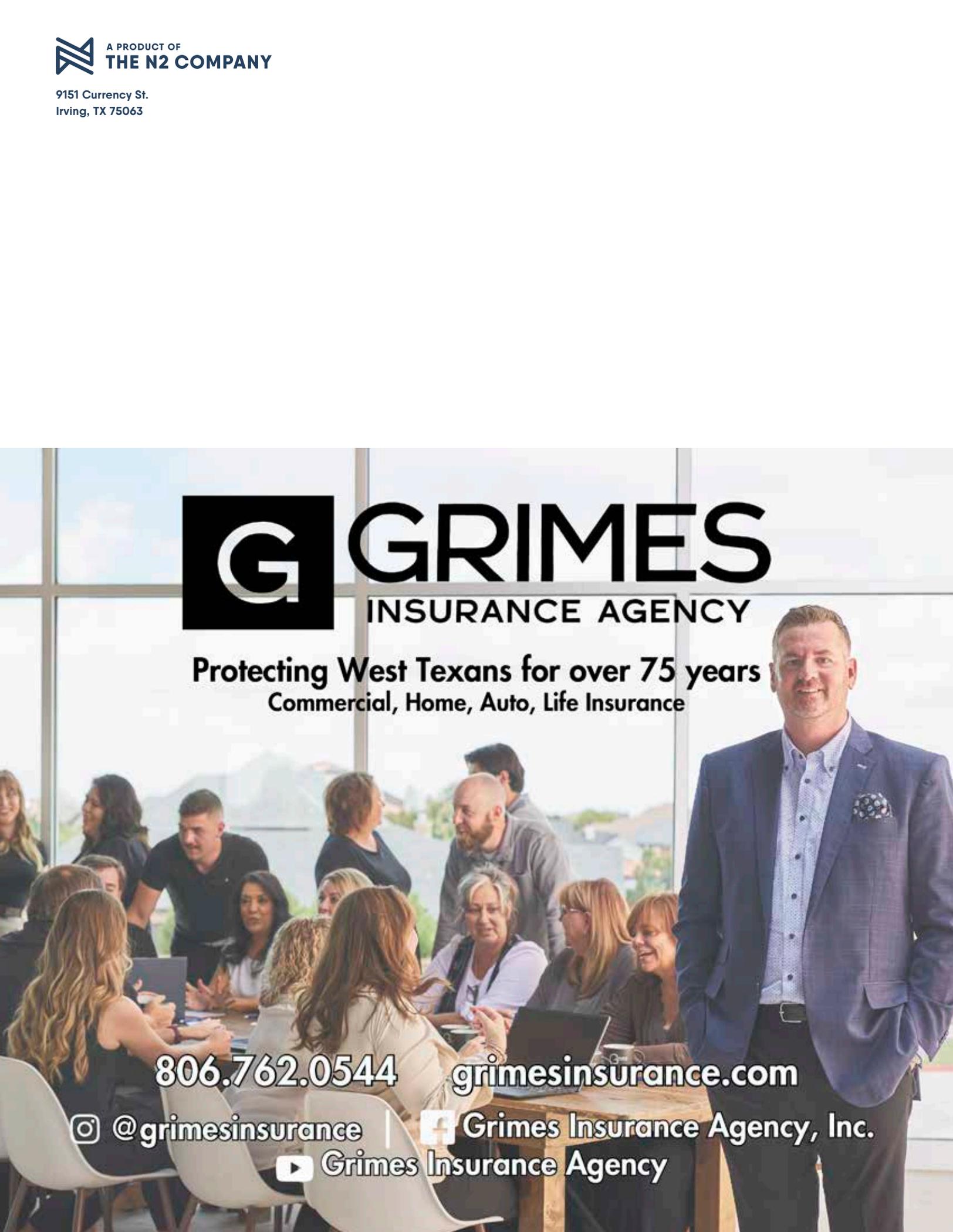
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