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DECEMBER 2025

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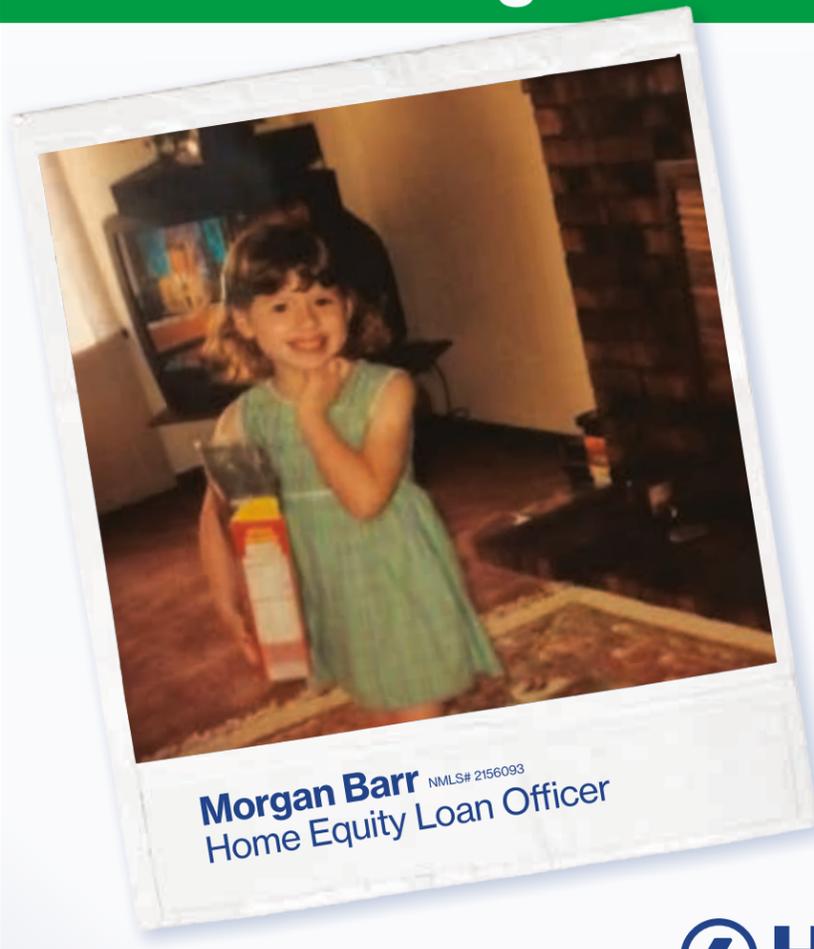
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Kyla Sell



City Bank Mortgage



Audra Baldwin

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If you are interested in nominating people for certain stories, please email us at: [kathy.pettit@realproducersmag.com](mailto:kathy.pettit@realproducersmag.com)



# 2024

## BY THE NUMBERS

HERE'S WHAT THE LUBBOCK REAL PRODUCERS TOP 300 AGENTS SOLD BETWEEN JULY 2024 AND JUNE 2025 IN RESIDENTIAL AND LAND SALES.

\*These numbers are approximate.



### \$2,252,411,734

TOTAL VOLUME



### 8,280

TOTAL TRANSACTIONS



### \$7,508,039

AVERAGE SALES VOLUME PER AGENT



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**Kathy McCandless Pettit**  
*Publisher/Owner/Connector*  
 806-368-1526  
 kathy.pettit@realproducersmag.com



**Jacki Donaldson**  
*Managing Editor & Writer*  
 352-332-5171  
 jacki.donaldson@n2co.com



**Alicea Mullins**  
*Alicea Jare Photography*  
 575-825-5588  
 www.aliceajare.com



**Rowdie Richardson**  
*Rowdie Bright Photography*  
 979-224-6757  
 rowdie.bright@gmail.com



**Keira Mullins**  
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# Lee McClure

Hilltop Real Estate Group

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER  
PHOTOS BY ALICEA MULLINS, ALICEA JARE  
PHOTOGRAPHY (UNLESS OTHERWISE NOTED)

**When Lee McClure helped Jon and Hannah Maner buy their first home, the couple wanted to purchase a house that wasn't even for sale. "I only showed Jon and Hannah one house," Lee says. "They really loved the home they were renting, and I realized they would be comparing everything else to it. So, I suggested we pursue the rental even though it wasn't on the market."**

At first, the seller wasn't interested. But Lee encouraged the couple to write an offer anyway. "The Maners ended up closing on that home," he

says. "Down payment assistance and concessions made the deal possible with very little out of pocket. The best part is they didn't have to move. I can't tell you how fulfilling it is to help a family escape the cycle of paying rent and building other people's wealth."

Another client, Velda Wilson, came to Lee under very different circumstances. Her son Rod, a fellow REALTOR® at Keller Williams, had passed away after a short battle with cancer. "Before Rod passed away, he told his mom he wanted me to list his home," Lee recalls. "I can't express how humbling

that was to me. Rod and I were just acquaintances. I think about him every day I walk into the office and am reminded how meaningful our interactions with others can be. The way we treat people can greatly impact them, either positively or negatively. I want to live each day honoring Rod's legacy by loving others well."

Stories like these aren't exceptions for Lee—they're the heart of his business. "Having real conversations with my clients or peers in the real estate industry who are going through hard or traumatic things, providing



Photo by LeAdra Nicole Photography

encouragement and prayer when they need a friend in the trenches with them, is what I really love,” he shares.

That makes sense, considering where his journey began.

Lee was called into ministry at 15. By 20, he was the student pastor at FBC Shallowater, where he served for seven years before leading as Discipleship Pastor and Church Planter at Stonebridge Fellowship. From there, he and his wife, Robin, spent six years in League City, then returned to Lubbock, where he became a campus pastor at one of the nation’s fastest-growing churches.

But after years of building an attractional megachurch model, something shifted. “We were great at attracting unchurched people and making converts,” Lee explains. “But we weren’t so good at making disciples who make disciples.” The leadership team decided to completely change their approach—from a large-scale model to a house church strategy.

Lee was all in. “I was the first staff member to leave in pursuit of this new vision,” he says. “I planned on raising support to focus entirely on training leaders and launching churches, but I was encouraged by our lead pastor to start a new career so I could better

identify with the laypeople we wanted to propel this movement forward.”

That’s when God did what Lee describes as “something completely unexpected.”

“After focused prayer and fasting for about a week, I received a new calling—while at a Texas Tech tailgate of all places,” Lee says with a laugh. “I saw a local REALTOR®, Jennifer Colley, and felt led to ask her about her experience in real estate. She encouraged me that I could be successful in this business. I immediately recognized the Lord wanted me in this profession because of the magnitude of relationships REALTORS® have in the community and the endless possibilities to make an impact on others daily.”

Lee got his license in 2018 and joined Keller Williams, although that wasn’t the plan. “I was planning to join another great brokerage,” he says. “But after meeting with Tara Newton, the team leader at Keller Williams Realty, I knew before I left the office that Keller Williams was where I wanted to be, and I’ve been there ever since.”

Since 2021, Lee has been leading Hilltop Real Estate Group, a team whose name comes straight from Matthew 5:14-16: “You are the light of the world—like a city on a hilltop that cannot be hidden.”



Hilltop Real Estate Group. Photo by Ashley Jackson Photography

### Connections

#### Brew Here:

Gold Stripes Coffee, Motomedi, Salata, Farmhouse, Slim Chickens, Blue Sky

#### Press Play on These Favorite Podcasts:

Leading Lubbock (Ruben Trujillo), Keys & Convos (Larissa Cable), Think Like a CEO (Gary Keller), Craig Groeschel Leadership Podcast, The Millionaire Real Estate Agent Podcast

#### Stack Your Shelf for Success:

*The Millionaire Real Estate Investor*, *Shift*, *The 6 Types of Working Genius*, *Go for No!*, *Leader’s Guide*, *The 4:2 Formula*, *7 Levels of Communication*

#### Meet the Hilltop Real Estate Group:

Megan Atchison (assistant), Cheryl McLarty (transaction coordinator), Robin McClure (wife/agent), Gabe Martinez, Dan Burns, Eleazar Bengoa, Seth Starkey, and Brooks Jay.



The verse defines how the team operates. “My team and I unashamedly strive to walk with Jesus, love people where they are, and represent Him well in everything we do,” Lee describes.

Lee’s leadership style reflects that same heart. “I’m never satisfied with the status quo,” he notes. “Even the best systems have room for improvement. We’re always evaluating how we can strengthen collaboration, improve processes, and elevate the client experience.”

He credits mentors like Tara Newton and coach Debbie Frapp for helping him grow as a team leader. “Tara has continuously encouraged me, equipped me, and empowered me to take bold next steps,” he comments. “And Debbie’s helped me incrementally improve each week we meet.”

Lee defines success by impact, not numbers. “Ultimately, I define success by living a life publicly and privately that honors the Lord,” he asserts. “As a husband, it’s serving my wife sacrificially. As a parent, it’s modeling what an authentic relationship with Jesus looks like. And as a human being, it’s loving people in such a way that God’s love is apparent through my speech and actions.”

Outside of work, Lee’s happiest moments are spent with his wife and their three kids—Preslee, Boston, and Lincoln—at football games, church events, or pickleball courts. “The Lord has been so good to us,” he says. “Apart from Him, I would have messed it up over and over again.”

Whether he’s guiding a first-time buyer, mentoring a young agent, or praying with a client in crisis, Lee’s purpose remains clear: “The Lord clearly called me to become a REALTOR® and to lead this team,” he declares. “When times get hard—and believe me, they do—I can cling to the knowledge that I am exactly where He wants me to be until He calls me elsewhere.”

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**SI ESI**

# Audra Baldwin

When an agent friend first suggested Audra Baldwin get her real estate license, she thought he was crazy. At the time, she had a stable salary, benefits, and a career in hospitality. She first worked as a corporate meeting planner, then in hotel sales, and later for five years in her church's marketing department. "I had a regular salary and benefits; why would I leave that?" she shares.

Seven years and four children later, Audra realized she needed something flexible that would let her contribute financially while being present for her family. She turned to the same friend who had first sparked the idea. "About 30 minutes later, I had an email with a link to all of my classes, and he had paid for them," she recalls. "He believed in me, even though I had my doubts."

Audra launched her career in March 2017 and quickly discovered that real estate was more than a job. It was a calling. She views her work as a ministry, a way to impact lives while guiding people through one of life's most significant journeys. "As REALTORS®, we have a unique opportunity to spend so much time with people in what can be a very hectic, emotional process," she states. "I look at real estate as a way for me to have an impact on someone's life and bring peace, calm, and joy." For her, the human connections matter most.



eXp Realty

STORY BY LUBBOCK REAL  
 PRODUCERS STAFF WRITER  
 PHOTOS BY ALICEA MULLINS,  
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## The Company You Keep

Audra credits her growth to the mentors and peers who have shaped her journey—from early encouragement by Mark Murray, Casey Klingensmith, SuzAnne Scott, and Malcolm Chambliss to the ongoing support of Ruben Trujillo, Mat Lewczenko, and Tim and Amy Tapp. "Who you surround yourself with matters, and fortunately, I've been surrounded by the best," she shares.

## Word on the Street

"Audra is the kind of person who makes life a little brighter just by being in it. Always encouraging, always believing in you—even when you don't believe in yourself. Family is at the heart of everything she does, and she pours that same love and loyalty into her friendships. Her hugs have a way of healing, her words always seem to come at the right time, and no matter what you're going through, she's there—steady, supportive, and reminding you that you're never alone." —a friend who knows

## Fueled by Faith, Podcasts, and Iced Tea

Audra starts her mornings with The Bible Recap and podcasts like The Diary of a CEO. Her go-to reads: *Everybody, Always* by Bob Goff, and *Unreasonable Hospitality* by Will Guidara. When meeting clients, it's all about iced tea, whether at Something Different Grill, Neighborhood F&B's patio, or her front porch with HTeaO's sweet almond green and unsweetened coconut.

Her passion for helping others eventually led her to eXp Realty. "I joined eXp while partnering with two agents in a coaching company, and they were both there," she explains. "At the time, I was a productivity coach and wanted to grow that side of my business." She was impressed by the company's support and technology. "eXp allows agents

Partnering with the Tapps at Tapp Realty Group has expanded her impact, enabling her to mentor agents and help families find their dream homes. "I feel like I am living the dream right now," she reports. "I want to continue helping more families find their homes and more agents build amazing businesses



to connect nationwide and build their businesses beyond their local markets," Audra adds. "Even through all the industry changes, our leaders remain at the forefront—protecting, supporting, and equipping agents to succeed."

that allow them to also have an amazing home life."

Audra's drive is rooted in her family. "I am always very aware of the fact that I have four kids watching me every day, watching how I show up on the good days

and how I show up on the bad days,” she remarks. “I never want my kids to give up just because things get tough. Usually the things that are the most meaningful, most successful, most worth it are the toughest. So, on the days I don’t want to get up, make my calls, and go to the office, I think about them. And then I get up, go to the office, and do what I know I need to do.”

At home, life is a whirlwind. Alongside her husband, Trevor, Audra is raising four children, Glory, Cedar, Fox, and Aida, keeping them busy with sports, music, church, and school. Yet she relishes the chaos, sharing, “Being a wife and mom is all I wanted to be when I was growing up, and how lucky am I that I get to live this life with these five people? I thank God for them every day.”

Success, for Audra, is deeply personal and comes from making progress in her business, seeing clients’ dreams fulfilled, and nurturing her family. “When I end my day knowing I did something to move my business forward in some way, that is a successful day,” she comments. “When I wake up excited to go to work, see my team, talk to my clients, that is success. When I have to pinch myself every day to make sure this is real, that is success. When I can look around and see how I’ve made a positive impact on the lives of the people around me, that is success. When I look at my family and they are happy, they have everything they need, and I’m raising really good humans, that’s success.”

She also finds joy in small, personal touches—sharing meals with friends, meeting clients for iced tea, and listening to podcasts. “I really love cooking for people,” she mentions. “I love having people come to my home, sit at my table, and share a meal with us. Yes, we’ll probably eat on paper plates, but the food will be tasty, and I promise, we’ll have a fun night.”

“

**I LOOK AT REAL ESTATE AS A WAY FOR ME TO HAVE AN IMPACT ON SOMEONE’S LIFE AND BRING PEACE, CALM, AND JOY.”**

Audra is grateful for the friend who recommended real estate years before she took the plunge. When she doubted herself, someone else believed. Today, she carries that same encouragement forward, guiding clients and agents alike and proving that the right nudge can change a life—and a career—forever.

**Connect with Audra Baldwin:**  
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Photo by Deborah Faith Photography

An advertisement for Alicea Jare Photography. It features a woman with long, wavy hair wearing a white button-down shirt tied at the waist and blue jeans, standing in front of a brick wall. The text reads: "Say Cheese! Capturing Smiles That Sell!" Below this is the Alicea Jare Photography logo, which is a stylized geometric design. The name "ALICEA JARE" is written in large, bold letters, with "PHOTOGRAPHY" underneath. At the bottom, it says "ADD ME TO YOUR CONTACTS!" followed by the phone number "(575) 825-5588", the website "aliceajare.com", and the email "aliceajare@gmail.com". There are also social media icons for Facebook and Instagram.



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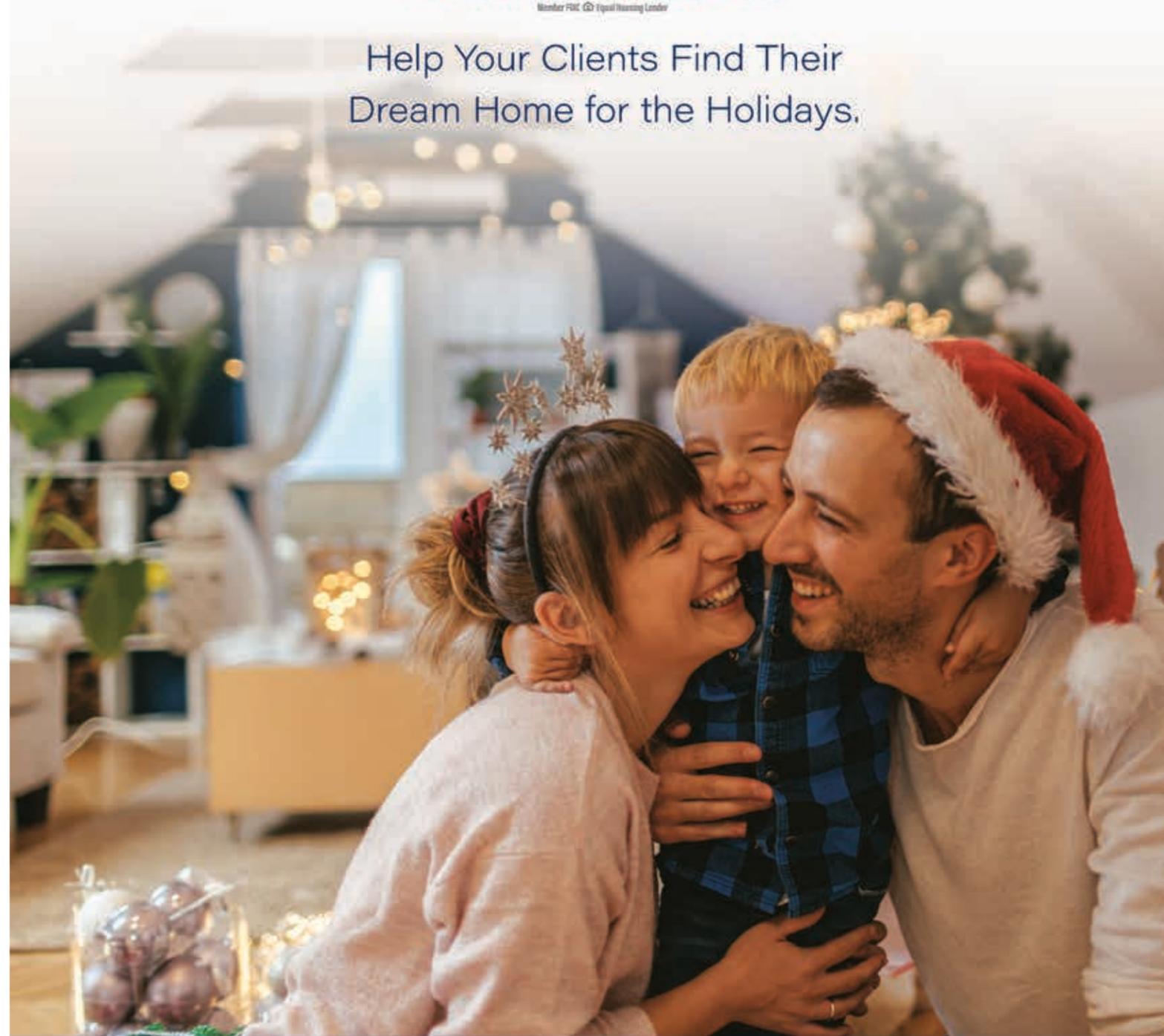


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# The First RP Elevate National Conference Took Dallas by Storm

Stacey Rogers Named Among Top Ten National Agents at Elevate 2025



Stacey receiving her Top 10 Agent of the Year award

The official **Real Producers National Conference** took place live in Dallas, Texas, on **September 29-30, 2025**, bringing together agents, leaders, and industry influencers from across the country. Attendees soaked up powerful insights from an incredible lineup of speakers, including Rory Vaden, Tom Ferry, Mike Little, John Israel, Molly Bloom, and more. Each brought actionable strategies and inspiration, leaving the room buzzing with energy.

This event proved once again that Real Producers is more than a magazine—it's a movement. We couldn't be more excited to watch this community continue to grow and see RP Elevate reach new heights in the years ahead.

One of the conference's proudest moments came with the announcement of the **Top Ten National Agents of the Year**. We're especially thrilled to celebrate **Stacey Rogers** of the Stacey Rogers Real Estate Group, Keller Williams, Lubbock, who earned this prestigious honor.

In 2008, Stacey decided to start a career in real estate after staying home and raising her children for nine years. Stacey and her team have sold over 2,500 homes and are consistently top producers in the Lubbock market. Stacey serves on the Agents in Action Board and the WTHBA Board and also supports YWCA and West



Rory Valen, Stacey, and Candace



Texas Hero Homes. Not only is Stacey passionate about handling every client situation with empathy and compassion, but she is also passionate about creating lifelong relationships.

*"It is such an honor to be in business with Stacey Rogers. She is truly a class act and a leader in every sense of the word—a phenomenal example of excellence in her family, our office, the community, and the*



Tom Ferry and a few Real Producers owners and publishers from across the country



Top 40 agent nominees; some missing from the photo



Eight of the Top 10 finalists

*real estate industry. Stacey's influence reaches far beyond production; she embodies what it means to lead with heart, integrity, and generosity."*

*—Tara Newton, Team Leader, Keller Williams Realty Lubbock*

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Thanks for attending! Stacey Rogers, Larissa Cable, Haleigh Howe, Jen Colley, and Candace Wood

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# CITY BANK MORTGAGE

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PRODUCERS STAFF WRITER  
PHOTOS BY ALICEA  
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PHOTOGRAPHY  
CINDY & LINZI DRESSED BY  
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**Cindy Carver, SVP—Branch Manager** (NMLS# 338730), transitioned from mortgage underwriter to lender to have a more direct impact on her clients' home-buying journeys. Cindy thrives on helping families open the door to their future by providing guidance that keeps the mortgage process straightforward and stress-free. "We make it happen, and you make it home!" she says, capturing the team's philosophy perfectly.



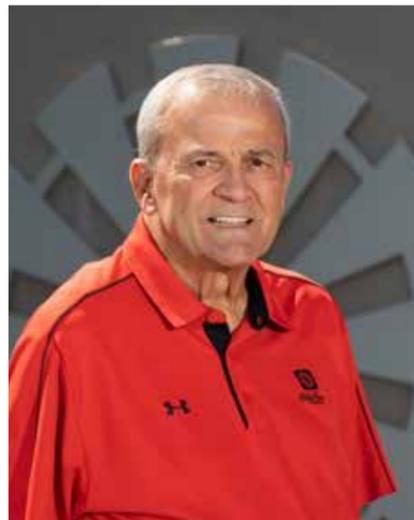
Cindy Carver, SVP—Branch Manager



Randy Runquist, VP—Mortgage Consultant



Jacob Heesch, VP—Lending Assistant



Bob Rowten, SVP—Mortgage Consultant



Linzi Bailey, AVP—Mortgage/Real Estate Lender

## MORE THAN LENDERS: MEET THE PEOPLE BEHIND THE PROCESS

### Cindy Carver:

Lubbock-born and bred, married for 35 years, mom to two sons and Mimi to six. Local athletic event or anything on the water—you'll probably find her there.

### Linzi Bailey:

Wife, mom of two, and the family's go-to planner for beach trips, sports games, and those can't-miss weekly dinners that keep everyone connected.

### Randy Runquist:

K-State or Texas Tech? Randy cheers for both with his competitive spirit and team mentality.

### Jacob Heesch:

Proud dad of two grown kids, local sports enthusiast, and always in the mix at community events—especially anything Texas Tech.

### Bob Rowten:

Family man with three grown kids and eight grandkids, Bob knows how to juggle it all, including cheering on Texas Tech and catching a show at Buddy Holly Hall.

**Linzi Bailey, AVP—Mortgage/Real Estate Lender** (NMLS# 1591005), brings more than a decade of experience in mortgage and real estate, blending her technology expertise with a hands-on approach to lending. Since joining City Bank in 2008, Linzi has specialized in providing attentive guidance and building strong relationships with both clients and REALTOR® partners. She emphasizes teamwork and people-first service, summed up in her own words: "Taking care of people."

**Randy Runquist, VP—Mortgage Consultant** (NMLS# 1736985), shares the team's passion for helping clients, especially first-time buyers, achieve their goals. Randy is dedicated to finding the best solution for each borrower while maintaining strong collaboration with agents. He emphasizes that the best outcomes happen when agents and loan officers work closely together, keeping buyers on track throughout the closing process.

**Jacob Heesch, VP—Lending Assistant** (NMLS# 477175), has been with City Bank Mortgage for over 19 years, contributing 23 years of industry experience to every loan. Jacob ensures that agents and borrowers alike experience a smooth, responsive process, providing confidence that every detail is expertly handled.

**Bob Rowten, SVP—Mortgage Consultant** (NMLS# 339970), rounds out the team with more than 20 years at City Bank. He works closely with borrowers and agents to ensure clear communication throughout the process, keeping transactions on track and clients informed.

What sets City Bank Mortgage apart for agents is the personal approach each team member brings to every client. Quick approvals, a variety of lending options, and a seamless online application process allow buyers to act fast in competitive markets. Meanwhile, the team's local knowledge, responsiveness,

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# Kyla Sell

KIM & COMPANY  
REALTORS®

STORY BY LUBBOCK REAL  
PRODUCERS STAFF WRITER  
PHOTOS BY ROWDIE RICHARDSON,  
ROWDIE BRIGHT PHOTOGRAPHY  
KYLA DRESSED BY J. HOFFMAN'S



**When Kyla Sell moved to Washington, D.C. with “a lot of enthusiasm, but no employment,” she couldn’t have imagined that decision would lead her from the halls of Congress to the heights of Lubbock real estate. “After a few weeks of lining up interviews and sending in resumes and calling any possible lead, I was excited to get an offer from a member of Congress from California to work on Capitol Hill,” she says. “I worked in that office about six months before I left the States and went to live in Costa Rica.”**

That move underscores Kyla’s brand of boldness—equal parts professional drive and spontaneous adventure. “I traveled throughout Central America for a while and then decided to head home, get married to my darling, patient boyfriend (my now husband), and settle down,” she notes.

Back in D.C., Kyla pursued her graduate degree at Georgetown University at night while working as a lobbyist for Sunkist Growers. Her time there, and later as a legislative manager on Capitol Hill, honed the diplomatic, detail-oriented mindset she brings to her real estate practice today. The job was time-consuming, involving lots of travel and long hours, so when Kyla began having children, she quit her job to stay home with them.

For 18 years, Kyla devoted herself fully to motherhood and homeschooling, something she jokes has multiplied

her patience. When her oldest was a senior at Lubbock High, he often asked her what she planned to do when his three younger siblings graduated. Those conversations planted the seed for her next chapter.

The answer, she realized, had been there all along. “I had always loved looking online at homes and connecting friends who I knew were looking for a new place with what I found for them online,” she explains. “Growing up, my dad was a farmer, but he also had his appraisal license. So, in high school, I got my apprentice license and helped him with residential appraisals through my college years.”

Real estate, then, was a natural fit. “The most fulfilling part of my job is getting to be part of someone’s life in a time that is either really exciting, or stressful, or emotional, or all of those,” Kyla shares. “Being trusted to be part of each home buyer or seller’s story is an honor I don’t take lightly.”

Her start in 2019 wasn’t without challenges. “One of the most memorable times for me was during COVID and the crazy right after,” Kyla reflects. “I had only been in real estate a short time before COVID, and navigating the pandemic was such a challenge. It felt basically impossible to find a house for my clients. I resorted to calling people I knew who owned rental properties. While some owners had no interest in parting with their properties, I was able to get houses for several clients.” Grinning, she adds, “I did have one friend tell me if I called back and asked for more, he wasn’t going to answer. I still appreciate that he did answer several times.”

Today, Kyla’s enthusiasm for real estate is as strong as ever—especially with an exciting new project on the horizon. “I am incredibly excited right now about a development that my husband and I are working on with his brother, the owner of V Fine Homes out of Fort Worth, and Derek Cooper, an outstanding Lubbock builder,” she comments. “It’s called Seville Court, and it is going to be a gorgeous and unique



addition to 19th Street. The Spanish-style architecture and name are a nod to Tech's campus in Seville, Spain."

For Kyla, joining Kim & Company felt like a full-circle moment. "When my husband, Tom, and I moved to Lubbock from D.C., Tom called a friend and asked who we should use as a REALTOR®. That friend recommended Kim Flenniken," she recalls. "Kim was our REALTOR® and became our friend. When Kim opened her brokerage, Kim & Company, I was thrilled to get to be the '& Company' to Kim!"

Kyla's sense of humor keeps things light, even when the work gets heavy. When asked what she'd do differently, she reveals, "People tell me all the time that I should capitalize more on my last name, Sell. So maybe I would market that more from the get-go."

Out and about, you might find Kyla meeting clients at the Nashwell Lobby ("because it's pretty and quiet"), J&B Coffee ("because it's close to my house"), or Gold Stripe Coffee—where, she admits, "I am addicted to their iced latte that uses the most delicious milk

## Quick Take With Kyla Sell

### Definition of success:

"Progress for the good of others. Making the world a better place where I can. Having close relationships with my family and friends."

### What she hopes to be remembered for:

"My faith, my genuine care for others, and my desire to make things better and be helpful when I can."

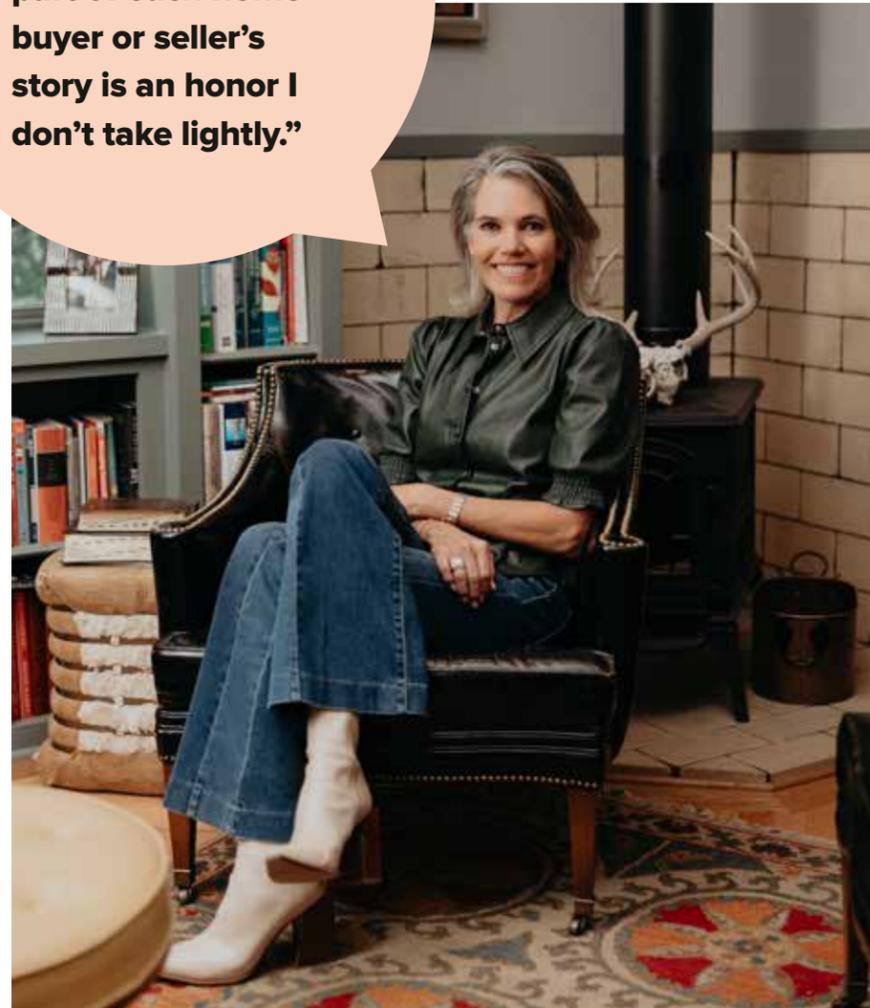
### Most grateful for:

"My salvation in Christ, my family and friends, my church, good health, and the opportunity to live in Lubbock and raise my family here."

that's so creamy it probably has 2,000 calories, but it's worth it."

Outside of work, Kyla and Tom have been married for 28 years and are now officially empty-nesters after raising four children, all Aggies, much to the mock heartbreak of their Red Raider parents. Her favorite pastimes include spending time with family and friends, traveling, eating good food, reading, helping with women's ministry at church, and checking on cattle with her husband, Tom.

**“  
Being trusted to be  
part of each home  
buyer or seller’s  
story is an honor I  
don’t take lightly.”**



As she looks back on her journey—from farm life to foreign travel, from policy work to property deals—Kyla sees her purpose clearly. "The things I feel most passionate about in real estate are the same things I feel most passionate about in life," she remarks. "I truly do want to help others where I can. I want to encourage others to have that dream and make it a reality."

For someone whose life once involved sprinting through late-night bus stations in Honduras, ("I hope my children never do that!" she laughs.) it's no surprise that Kyla embraces every season with both courage and humor. And just like the Seville Court homes she's helping bring to life, her story is a vibrant blend of beauty, boldness, and heart.

### Connect with Kyla Sell:

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BY LUBBOCK REAL PRODUCERS STAFF WRITER

Before the guests arrive, the cookies bake, and the wrapping paper takes over, Misty and her team at SR Cleaning & Services are already spreading cheer—one sparkling home at a time “For us, cleaning isn’t just about dusting and scrubbing; it’s about helping people feel calm and proud of their spaces,” says Misty. “First impressions are everything, especially in real estate. A sparkling clean home can make or break a deal.”

That belief has made SR Cleaning a trusted name for homeowners and REALTORS® alike throughout West Texas and the Stephenville area. Whether providing a quick spruce-up before a showing or a deep, top-to-bottom clean before move-in day, Misty’s team brings energy, reliability, and results that shine brighter than a holiday light strand. “Our goal is always the same,” Misty says. “Rejuvenate a property and give our clients peace of mind, especially when life gets busy.”

### The Gift That Always Fits

This season, REALTORS® are giving more than closing gifts—they’re giving clean starts. SR Cleaning’s “make-ready” one-time cleaning has become a favorite for agents who want to hand over the keys with an extra touch of care. “It’s such a thoughtful way to finish a transaction,” Misty shares. “Nothing feels quite like walking into a spotless home that feels brand new.”

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Misty runs SR Cleaning alongside her mom—a partnership that makes the company feel both personal and professional. “We’re very family-centered,” she says. “Trust is everything in this business. I know and fully trust the staff entering our clients’ homes and businesses. You can’t put a price on peace of mind.”



### Rave Review

*“We’ve worked with SR Cleaning for over seven years and have recommended them to many. Communication is excellent, they do outstanding work in a timely and efficient manner, and they even customize your plan to suit your home or business. Give them a try!”*

*—Kathy, longtime happy customer*

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Their signature rotating cleaning system is another reason clients rave. “If I clean the kitchen this week, I’ll focus on floors or bathrooms next week,” Misty explains. “It keeps things fresh and ensures no detail gets overlooked. Our customers love how balanced and thorough it feels.”

### Why They Do It

At the heart of it all, Misty says, is the joy of helping people feel good in their homes, especially during the holidays. “When someone walks into a spotless home, you can see the stress melt away,” she says. “That’s the real magic of what we do.”

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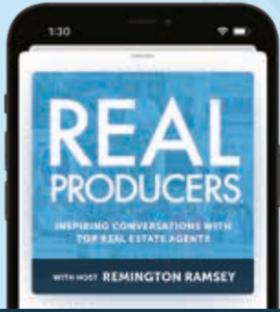
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# A Year's End NOTE

BY ANDREA  
STURDIVANT  
PRESIDENT,  
LUBBOCK  
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OF REALTORS®

It's December—how can that be? This year has flown by, yet we have navigated a lot together these past 12 months. This article is the last I'll write to you, and I have a few words I want you to hear.

### WHAT YOU DO MATTERS.

Your work goes far beyond the transaction. Lubbock REALTORS® show up every day—for your clients, for each other, and for the communities of West Texas. That commitment has a ripple effect. While we cannot solve every problem, I am deeply moved by how our members step up to make a difference. Whether volunteering time, contributing to charitable causes, or simply lending a listening ear to a client or colleague in need, we show compassion in ways that people often don't see. That quiet generosity makes our community truly special.

The REALTOR® spirit of collaboration is legendary. Our members continually inspire me as they come together to share knowledge, mentor newer agents, and advocate for our profession—we are stronger together. Our organization thrives on collective decision-making and working toward common goals. The time you give in service to others is valuable and well spent. LAR exists to serve you—the REALTOR® professional—as well as our community. Always strive to model generosity, integrity, and service. It is who we are.

As the year ends, I hope you'll take a moment to reflect on your achievements and the relationships you've strengthened. Celebrate the wins, big and small, and acknowledge the growth that sometimes only becomes clear in hindsight. Reflecting on all that I've learned as President, I see challenges ahead for our profession, but I also see a world of opportunity as the real estate landscape and related technologies continue to evolve. Be dedicated. Be adaptive. Be resilient. Be open to new ideas. Stay connected to your Association, your peers, and your community. And above all, keep your clients' interests at the very heart of what you do. With that mindset, you'll be equipped to flourish.



This December marks a time of transition for me. In just a few weeks, I will complete my tenure as President of the Lubbock Association of REALTORS®. Serving in this role has been one of the greatest honors of my professional life. I am profoundly grateful for the trust you've placed in me, for the encouragement I have received along the way, and for the friendships that will continue long after my presidency ends.

As I pass the gavel to our next leader, I do so with a full heart and a deep sense of gratitude. I am thankful for the opportunity to serve, proud of what we've accomplished together, and excited for the future of our Association.

**All the best, and Merry Christmas!**  
—Andrea

Merry Christmas.

HAPPY NEW YEAR!

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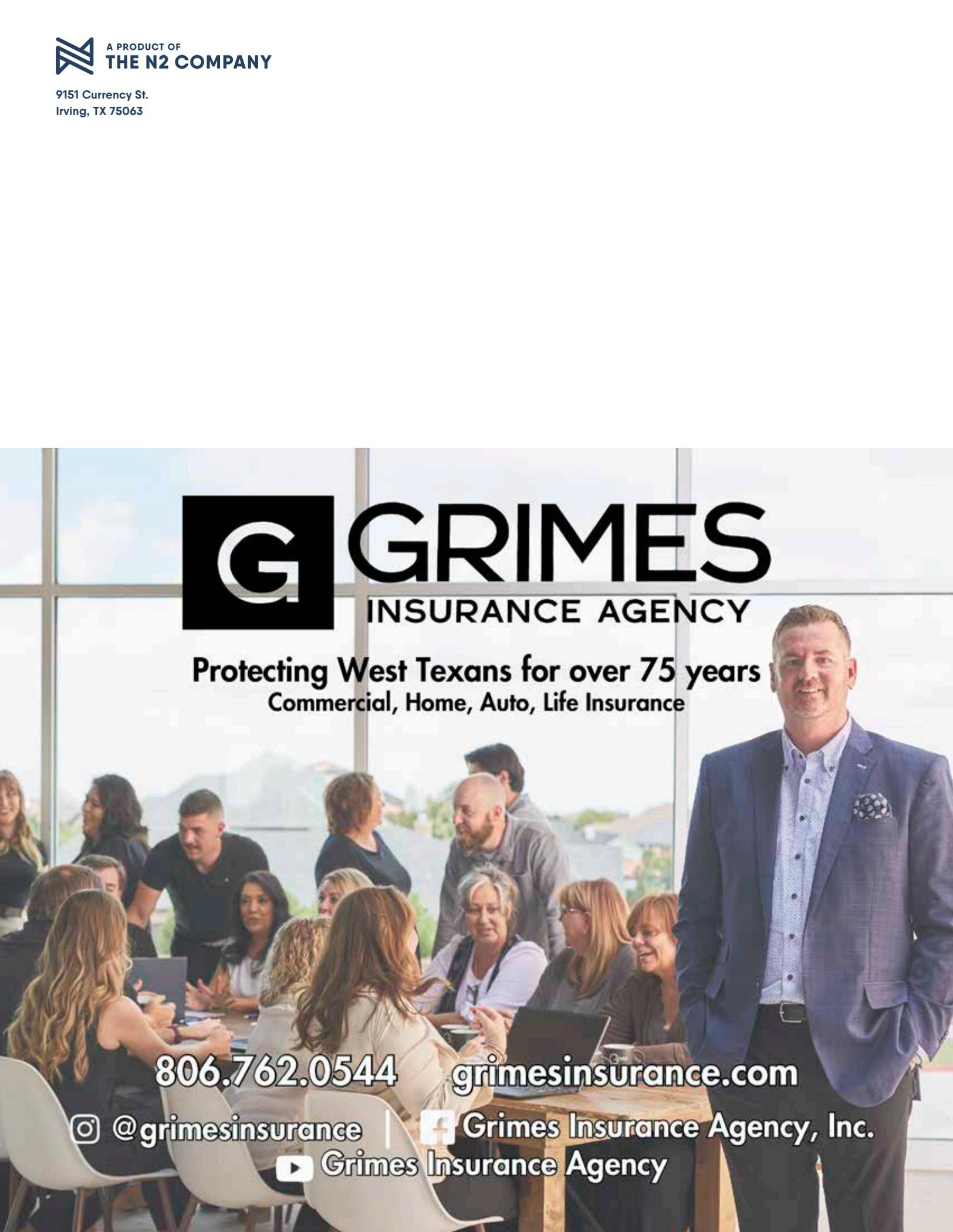


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