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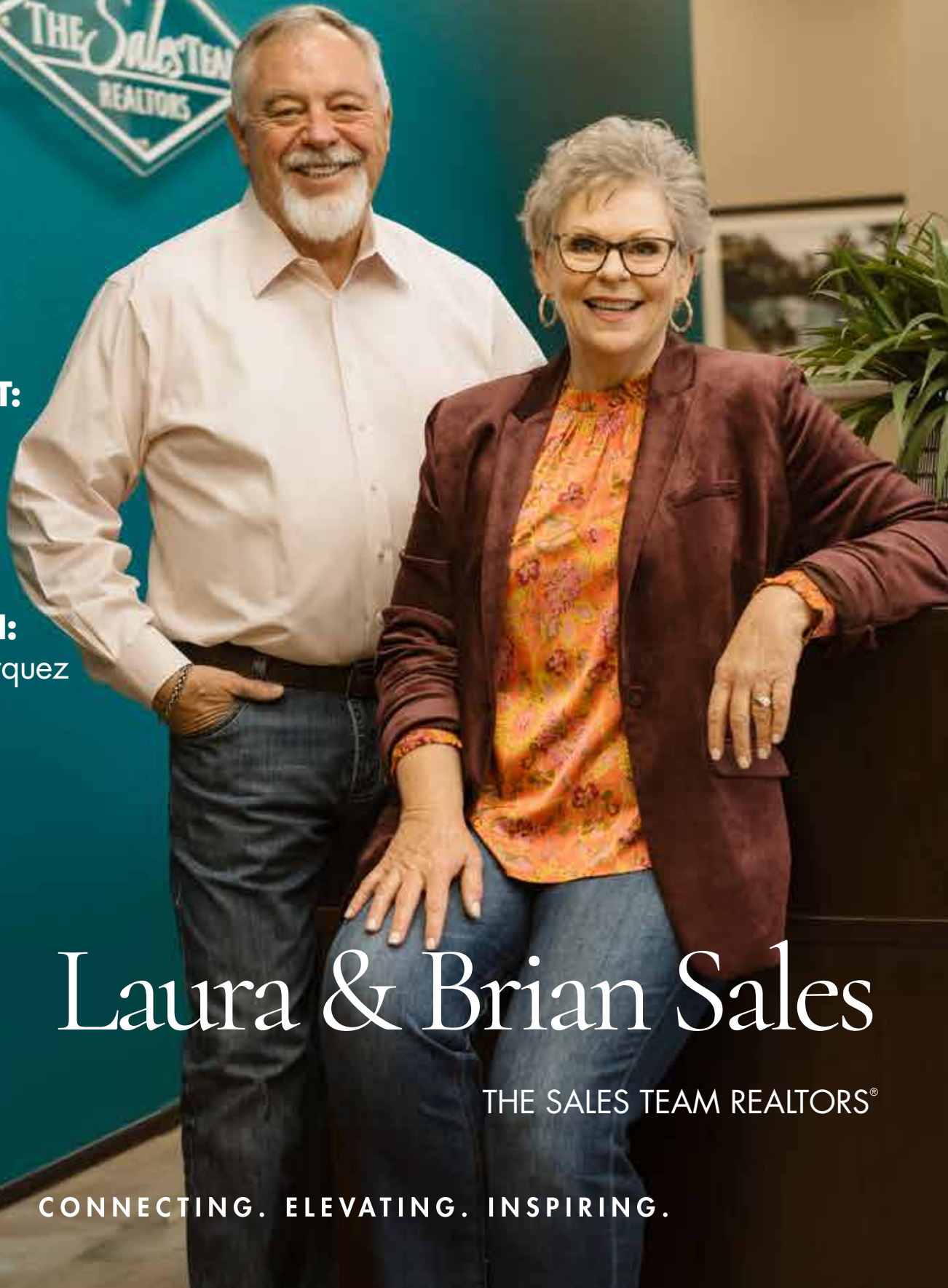


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TO WATCH:**

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# Contents

## PROFILES



**10** Lone Star Abstract & Title Co.



**14** Yesenia Marquez

## IN THIS ISSUE

- 6 Meet The Team
- 8 Preferred Partners
- 10 Partner Spotlight: Lone Star Abstract & Title Co.
- 14 Woman to Watch: Yesenia Marquez
- 20 Cover Story: Laura & Brian Sales



**20** Laura & Brian Sales  
COVER STORY

If you are interested in nominating people for certain stories, please email us at: [stephanie.miller@n2co.com](mailto:stephanie.miller@n2co.com)

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# Lone Star Abstract & Title Co.

BY BETH MCCABE · PHOTOS BY THE STONES PHOTO + FILM

**Tried. Tested. True.** Lone Star Abstract & Title Co. has stood the test of time, proving that quality service, dedication, and local roots create a foundation for success. Established in 1951 in Midland, Texas, this family-operated title company has been a trusted partner for homebuyers, sellers, and real estate professionals for over seven decades.

Jack Campbell, President of Lone Star Abstract & Title Co., reflects on the company's enduring legacy: "It's always been a pleasure to work in the real estate community. I've enjoyed starting from the very bottom and working my way up. It has created a good life for me and my kids."

Born and raised in Midland, Jack's ties to the community run deep, making Lone Star Abstract & Title Co. a business that truly understands and supports its neighbors.

#### A Family Legacy of Leadership

Lone Star Abstract & Title Co. began as the vision of Thomas P. Ingram, who founded the company in 1951. In 1980, the majority of the company's stock was sold to Jack's father, Joe Campbell, who eventually bought out the remaining partners. In 2000, Joe and Jack created a new company, and Jack later became sole owner. Today, Lone Star Abstract continues to thrive under Jack's leadership, remaining one of the few locally owned and operated title companies in the area.

#### Comprehensive Services

Lone Star Abstract & Title Co. offers a range of services designed to make the home-buying process seamless. From title insurance to closings, the company handles all aspects of the transaction with precision and professionalism. Title insurance ensures that buyers own their property free of liens or claims, while the closing process covers everything from mortgage payoffs to legal filings.

Jack explains, "We file the legal documents at the courthouse to maintain the title insurance we're issuing. This way, our clients don't have to worry about writing checks or managing unexpected paperwork afterward."

#### Why Choose Lone Star?

What sets Lone Star Abstract apart from the competition is its local ownership and operational independence. "We're one of only two locally owned title companies left in town," Jack notes. "We work with eight different underwriters, which gives us flexibility and ensures we can offer the best solutions for our clients. Our competitors often rely on just one underwriter, limiting their options."

Lone Star Abstract is also committed to the community. Being community-minded is at the heart of Lone Star Abstract's mission. Jack and his team actively support local organizations





such as the Permian Basin Board of REALTORS® and the community theater.

“Our company offers a lot of support for the community,” says Jack, who is rooted in Midland. Not only did he graduate from Midland High School, he went on to earn a degree in accounting and finance from Texas A&M University in 1990. He’s proud to be in the Lone Star State.

**Advice for Buyers**

Jack offers invaluable advice for prospective homeowners: “Buying a home is the biggest purchase you’ll make in your lifetime. The closing process can be confusing, so stand up for yourself and ask questions. Make sure you’re getting what you thought you were getting.”

He also emphasizes the importance of choice. “People often go with the title company recommended to them without realizing they have a choice. It’s worth remembering that you can choose the company that best aligns with your needs.”

## What Clients Are Saying

Clients praise Lone Star Abstract for its professionalism, efficiency, and commitment to excellence.

Lone Star handled the sale of my mother’s house with efficiency and professionalism. This was an estate sale, and they made the entire procedure as easy as possible. I especially appreciate their high standards in security protocols that prevented a fraudulent attempt to divert funding to a thief’s account. I would definitely use them again.”  
– Mary Ann L.

They were friendly, helped us understand everything, and still had us in and out fast! Shout out to Geoffrey for being Uber professional and friendly at the same time.”  
– Jody A.



“  
We are from here, our families are here, and we’re proud of the company we’ve built.”



Jack Campbell



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With a team of 25 dedicated employees, including seven licensed escrow officers and an attorney specializing in real estate law, Lone Star Abstract & Title Co. continues to serve Midland and Martin Counties with excellence. Their fully digitized title plant records, which date back to each county’s sovereignty, underscore their commitment to innovation and service.

For Jack Campbell and the team, it’s about more than just business; it’s about community, family, and trust. As Jack proudly states, “We are from here, our families are here, and we’re proud of the company we’ve built.” Choose Lone Star Abstract & Title Co. for all your title needs.

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# Yesenia

## Marquez

### HERITAGE REAL ESTATE

BY BETH MCCABE · PHOTOS BY THE STONES PHOTO + FILM

“It’s not about the money, though that’s nice to have. At the end of the day, it’s really about matching the right buyer to the right seller. We’re matchmakers—real estate matchmakers.”  
—Valerie Fitzgerald

When it comes to real estate, there is no easy button. Real estate requires constant dedication, determination, and drive to move deals to the closing table. Yesenia Marquez, a REALTOR® with Heritage Real Estate, is up to the challenge. A matchmaker, she connects clients with the right homes and makes their real estate dreams come true.

What’s the secret to her success? “Always love what you do and always help others with heart,” she comments. “Always be grateful. If you conduct your business that way, you will be very successful.”

#### Road To Real Estate

Yesenia, who has been a REALTOR® for 3 years, was a successful entrepreneur before shifting gears to real estate. She was the proud owner of Daleyza’s Boutique, a custom children’s clothing and vinyl design business named after her daughter. “I created custom shirts for special events like birthdays, gender reveals, and memorials,” she recalls. While she loved her business, the flexibility of real estate appealed to her, especially as a young mother.

“I saw people I knew excelling in real estate, and I was inspired by their success on social media,” she explains. “At first, I thought it would be simple to get started, but I quickly





“  
The key to having it all is knowing that you already do. Be grateful for what you have, and everything else will follow.”



realized it takes a lot of work. Still, the idea of being flexible and present for my family made it worth pursuing.”

#### Shaped by Life and Family

Yesenia’s bilingual background—rooted in a childhood spent between the United States and Mexico—has been an invaluable asset in her real estate career. Now living in Odessa with her husband Oscar Marquez (who works as an independent contractor) and their three children, Yesenia draws on her life experiences to guide her work.



“Becoming a mom and a wife at a young age gave me a sense of responsibility and maturity that shaped who I am today,” she shares. “It also drove me to find a career where I could be there for my kids.” Now she has the best of both worlds.

Her family includes Damiaan (10), Daleyza (6), and Daniilo (4). Despite the demands of her career, Yesenia ensures her children understand and appreciate her work. “They know I’m helping families find homes, and they’re so supportive. Sometimes, they’ll even sit in the car with their tablets while I show houses!”

What fuels Yesenia’s drive is the satisfaction of helping clients achieve their dreams of homeownership. “Many of my clients start out believing it’s impossible to buy a home. Guiding them to that goal is the most rewarding part of what I do.”

Though she operates as an independent agent at Heritage Real Estate, Yesenia credits her sister, Karina, who manages her social media, as an essential part of her team. The rest, she handles solo.

#### Overcoming Challenges

Confidence has been Yesenia’s biggest hurdle. “As a young mom, I placed limitations on myself, thinking I couldn’t achieve professional success,” she admits. Overcoming those doubts has been transformative. She has proven to herself that she can sell homes, run a business, and excel in both English and Spanish.

#### Beyond Real Estate

When she’s not showing homes, Yesenia is all about family. “I love cooking for my kids, watching movies together, and organizing our home,” she says. “We also make frequent trips to visit family in Mexico.” A fitness enthusiast, she enjoys going to the gym and practicing gratitude as part of her daily routine when her schedule permits her.

“Most people don’t know this about me, but I’m very spiritual,” she reveals. “I believe in manifesting the life you want. 2024 has been great for me in real estate.” With her hard work, positivity, and gratitude, Yesenia meets and exceeds her production goals.

#### Words of Wisdom

Yesenia’s advice to aspiring top producers is simple yet powerful: “The key to having it all is knowing that you already do. Be grateful for what you have, and everything else will follow.” She’s living proof that an attitude of gratitude pays off. With her relentless drive and heartfelt approach, Yesenia Marquez is not just selling homes—she’s building futures, one match at a time.

“  
Many of my clients start out believing it’s impossible to buy a home. Guiding them to that goal is the most rewarding part of what I do.”

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# LAURA & BRIAN

*Sales*

## THE SALES TEAM REALTORS®

BY JACKI DONALDSON · PHOTOS BY THE STONES PHOTO + FILM

Laura and Brian Sales didn't plan to meet, much less build a life and business together, but fate intervened at a 2006 Permian Basin Board of REALTORS® function. Laura, a seasoned agent, attended in her official capacity as the incoming board president. Brian, a newspaper advertising director who had moved to Midland two days prior, went to mingle with his advertisers. The highlight of the event for Brian was meeting Laura. "On my third day in town, I called the incoming president and asked her to help me buy a house," he shares.

Laura helped Brian find his house. "We were under contract, and I called her and said, 'I'm missing my Laura time,'" Brian notes. "She said, 'I saw your finances; I'm not sure you can buy another house,' and I replied, 'I was thinking dinner.'"

Their first official date was on Thanksgiving weekend, and their relationship blossomed over the next year and a half. When Hearst Newspapers offered Brian a promotion that would have taken them to Illinois, the couple was engaged and a month away from their wedding. "Laura said she'd go, but only if they could duplicate both our salaries," Brian remembers. "In the end, I turned it down." Instead, the couple stayed in Midland.

Brian, a Colorado native, has lived an eclectic professional life. "I've had a series of five-year careers," he

explains. "My first business was an ice cream and sub-sandwich shop called the Peppermint Twist in La Junta, CO, when I was just 19. Since then, I've been an insurance adjuster, owned a flooring store, and worked in newspaper advertising. But when I started in real estate, it stuck."

Laura spent her childhood in Wisconsin before moving to Denver with her family. After completing her undergraduate and graduate work at the University of North Texas and working

in retirement home administration, she switched to real estate after leaving her job. "My REALTOR® came to list my house, and on her way out, she asked if I could help her with some projects for \$6 an hour," Laura recalls. "That was the last time I calculated how much I made per hour in real estate." What started to make ends meet became a calling for Laura, who got her license in 2000 and quickly became one of Midland's top producers. Brian got his license in 2009 after he and Laura were married.



“ We’ve done a great job of creating our culture and ensuring the people we bring in fit that culture. We don’t all look or think alike, but we work from the same set of values.”



Brian and Laura's shared passion for real estate led them to join forces professionally, and in 2014, the couple opened The Sales Team REALTORS®, an independent brokerage that has become a cornerstone of Midland's real estate market. "When your last name is Sales, you should probably build a business around it," Brian jokes. Their roles within the brokerage are as complementary as their personalities. "We work independently," Laura reveals. "I'm the responsible broker, handling contracts and sponsoring agents, while Brian focuses on marketing, administration, and backend systems." The couple also expanded their reach in 2019 by opening a second brokerage in Burleson, Texas, in the Fort Worth area.

Laura credits her long-standing success to relationships. "Ninety-five percent of my business comes from repeat clients and referrals," she says. "I realized early on that this business isn't about houses; it's about people. If you take care of people, you'll never have to worry about a commission check." She also attributes much of her success to coaching with Buffini & Company for the past 20 years.

Necessity and ambition fueled Brian's booming real estate journey. "I hit the ground running because I had a big why—I'd left my salary job, I was newly married, and I needed to succeed," he emphasizes. "My first year, I closed 35 transactions. Relationships, creativity, and execution have always been my passions." Building on Laura's legacy, Brian served as president of the Permian Basin Board of REALTORS® in 2014.

One of the couple's inspirations is drawn from *The Six Types of Working Genius*, which helped them understand their strengths. "Laura's geniuses are discernment and tenacity—she's great at refining ideas and carrying them across the finish line," Brian remarks. "My strengths are invention and execution. I think big, she refines, and then we both make it happen." Their brokerage's diversity ensures all six work stages—wonder, invent, discernment, galvanize, execute, and tenacity—are covered.

Core values of relationships, integrity, excellence, and grace guide



“ This business, this life—it's all about relationships and serving people through life's transitions. We're lucky to have built something so special together.”

The Sales Team REALTORS®. "We've done a great job of creating our culture and ensuring the people we bring in fit that culture. We don't all look or think alike, but we work from the same set of values," Laura states. "While we're producers, we're not competing with our agents. Our purpose is to build up the next generation—to invest in and grow people so they can succeed, too."

Brian and Laura also find time to connect with their community through their weekly real estate radio show on KWEL 1070 AM and 107.1 FM. Laura has been a guest host for more than 15 years, sharing real estate insights and answering listener questions every Friday morning. If Laura is unavailable, Brian fills in.

As they celebrate the 10th anniversary of their brokerage,

Laura and Brian reflect on their journey with gratitude. From chance meetings to life-changing decisions, their story is a testament to the power of relationships, hard work, and a shared vision. "When we met, I had no idea Brian would be such a big part of my life," Laura comments. "But looking back, I wouldn't have it any other way." Brian agrees, adding, "This business, this life—it's all about relationships and serving people through life's transitions. We're lucky to have built something so special together."

Outside of real estate, Laura and Brian cherish creating memories with their family of four grown children and 10 grandchildren. They also enjoy home remodeling, entertaining, and leading a church small group.



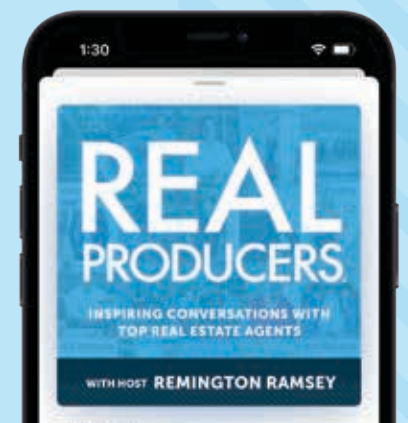
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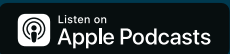
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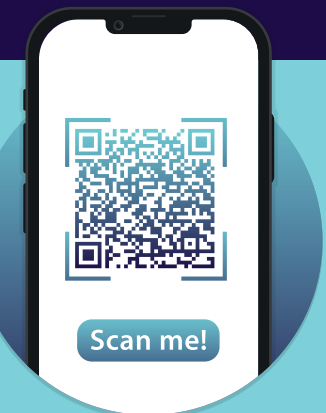
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