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ON THE RISE  
**Kylee Garcia**

BUSINESS SPOTLIGHT  
**SR Cleaning & Services**

FEATURED REALTOR<sup>®</sup>  
**Jeff Gilliam**

SPOTLIGHT REALTOR<sup>®</sup>  
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MEMORABLE MOMENTS  
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# Kristal Saenz

EXIT Realty of Lubbock

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

“

## Never be scared to grow.”

For as long as Kristal Saenz could remember, she carried a quiet dream in her heart—to build something meaningful for her family. After 13 years as a devoted stay-at-home mom, the timing finally felt right to pursue that dream.

Though she had written “become a REALTOR®” on a goal list over a decade earlier, fear had kept her from taking the first step. Then, just two months before turning 34, someone asked her a simple question: *Had she followed that dream?* When she admitted she hadn’t, that person told her, “Never be scared to grow.” That single sentence ignited a spark.

Kristal walked straight into real estate school and enrolled. At the time, she was baking full-time. With the help of her family, she sold more than 2,000 chocolate-covered strawberries over Valentine’s weekend to pay for her classes. Less than 30 days later, she had her license. What started as a dream on paper became a goal, then a passion—and now, it’s a thriving career.

Choosing EXIT Realty of Lubbock was easy. For Kristal, the decision came down to one thing: the people. From the moment she walked through the door, she felt like she belonged. The first person she met was broker Russell McGuire, whose warmth immediately made her feel at home. Then she met Gene, whose kindness left a lasting impression. What set EXIT apart was its focus—not just on production, but also on personal growth and support. For a new agent finding her footing, that meant everything.

Kristal says the most fulfilling moments come when she sees a client’s face light up walking into “the one” or watches a family lay down roots in a place they can finally call home. To her, real estate isn’t just about transactions—it’s about legacy, pride, and new beginnings. It’s about helping families take that first



step toward generational wealth and a future for their children. “I want to be the person who reminds them they’re worthy of something beautiful—of stability, security, and a future they can build on,” Kristal shares. The trust her clients place in her goes far beyond keys and contracts. It’s a responsibility she carries with deep gratitude, knowing she’s helping shape lives in meaningful, lasting ways.

She works hard every day—for her family, clients, and the girl she used to be: the one who once questioned her worth. That same girl stood beside her mother through a fight with cancer, and they both prayed they’d come out the other side together. That experience taught her that if they could survive cancer, they could overcome anything. Her strength is rooted in that journey—and it fuels her mission to make a difference.

Kristal’s children are her world, and she hopes her journey inspires them to believe in themselves even when life gets hard. When they face doubts or feel like giving up, she hopes they remember: “Mom didn’t quit. And neither will I.” She wants her life to show them the power of resilience and the importance of chasing dreams with courage.

When she’s not serving her clients, Kristal treasures time with her husband of nearly 23 years, Victor—her rock and business partner. Their daughter, Bianca, is a senior chemical engineering student at Texas Tech, and their son, Victor Jr., is finishing his senior year at Ropes ISD. Her mom, Cathy—the forever-45, retired crocheting queen—keeps everyone laughing, while their dog, Reeses, is the family’s fence-hopping adventurer. Whether enjoying beach days in Turks and Caicos, mountain escapes in Colorado, foodie trips to Vegas, or laid-back cookouts and bingo nights at home, the Saenz family lives for making memories together. Now, with her daughter newly licensed in real estate, Kristal is excited to watch the next generation step into the world she loves.

If she could change anything about her real estate journey, Kristal says she would have believed in herself sooner. For too long, she wondered whether she belonged in the industry—only to learn that her background



**“Mom didn’t quit. And neither will I.”**

doesn’t define her limits. Her belief does. She’s come to see confidence and self-worth as some of the most powerful tools a person can carry.

Looking ahead, Kristal envisions growth in sales and leadership. She’s passionate about mentoring others and helping them invest in their futures. By sharing her story, she hopes to show others what’s possible when you bet on yourself. Her mission is to inspire her circle, clients, and family to dream bigger, believe boldly, and reach higher. Every client, every closing, every challenge is part of something bigger than herself. “I don’t take any of it for granted,” she asserts. “I know this journey is about more than real estate—it’s about purpose, service, and glorifying God in all I do.”

More than anything, Kristal Saenz hopes to be remembered as someone who cared deeply, uplifted others, created opportunity, and led with heart.

## GIVING THANKS

“I’m beyond grateful to my family, my circle, my everyday people—Tab, Dani, and Josh; my clients; friends; and partners for being the heart of my business. I couldn’t do this without you. And above all, all Glory to God—none of this would be possible without His grace and faithfulness.”  
—Kristal Saenz

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# KYLEE GARCIA

McDougal REALTORS®

STORY BY JACKI DONALDSON  
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**W**hen Kylee Garcia began her real estate career in August 2019, it felt like a natural extension of the life she had already built—centered on homes, people, and purpose. “For 15 years, I worked in my family’s custom home construction business in Kona, Hawaii,” she recalls. “I guided clients through design consultations, helped them choose every interior detail, and brought their vision to life.”

That experience shaped her skills and her passion for real estate. “I loved the real estate industry, and when we moved to Lubbock, TX, I knew I would give it a try,” she says. Real estate also runs in her family. Her grandmother was a successful agent in Kansas, and Kylee always suspected she might follow in her footsteps.

She did—joining McDougal REALTORS® five and a half years ago. As a former Texas Tech student, Kylee was drawn to McDougal’s strong local roots and its commitment to growing confident, capable agents.

Her dedication to clients was clear from the start. “One of the most beautiful stories from my early days came through cold calls,” she remembers. “I connected with a woman whose husband was a broker. They took a chance on me, a brand-new agent, and let me list their son’s college home.” That first transaction became the start of a long-lasting relationship—built on trust, referrals, and shared dinners. “They’ve even become supporters of my boys’ sports teams,” Kylee adds.

To Kylee, real estate has always been about more than buying and selling. “It’s about helping people plant roots in Lubbock, contribute to strong neighborhoods, and create spaces where memories are made,” she states. “And the longer I do this, the more I realize how often I’m the go-to resource for friends and family.”

Her strength and drive are deeply rooted in her upbringing. “My dad’s been a high school basketball coach for more than 45 years,” she notes. “Growing up in the gym, he taught us mental toughness—not arrogance, but the quiet confidence that comes from preparation.” Her mother, she adds, “is the most positive person I know. She can turn any situation around for good.”

Kylee, like her mom, leads with optimism—especially at home. She’s been married to her husband, Michael, for 19 years, and together they’re raising two sons: Makai (15) and Mikah (13), multi-sport athletes who keep them on the move. “We spend most weekends on the baseball field or in a gym,” she says. “And when they’re not playing sports, they love to fish.” Their two dogs—Koa, a golden retriever, and Blue, a long-haired chihuahua—complete the crew. Kylee also coaches a seventh-grade AAU boys basketball team and has mentored many of the players since third grade.

These days, success looks different to her. “My son suffered a traumatic football injury—he broke his tibia and fibula, and then, seven months later, he had another surgery to repair



*McDougal*  
COMPANIES

his leg,” she shares. “That kind of experience shifts your perspective. Right now, success is simply having our health. We don’t take a single day for granted.”

That mindset—finding joy in small, everyday moments—is what guides her. “A big part of happiness is just being excited about life,” Kylee asserts. “Making a cup of coffee, picking up my boys, watching a sunset—letting people see joy in what I do.”

From the 14th floor of her McDougal office, overlooking the Lubbock skyline, Kylee creates space for clients to dream, reflect, and make big decisions. “My office has breathtaking views through its gigantic windows,” she comments. “It’s a wonderful experience for clients.”

Whether she’s recommending one of her favorite books—*Inner Excellence* or *The Go-Giver*—or sharing a favorite Bible verse, Kylee hopes people remember her for her heart. “I want to be known as someone kind, generous, and accepting—who loved Jesus and embraced everyone, regardless of status,” she

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As for what’s next? “Right now, prioritizing my boys means continuing as an independent agent,” she says. “But I see a future where my love for leadership and coaching come together in new ways.” In the meantime, she’s committed to showing up. “I get up and do the same thing, day after day, rain or shine,” she mentions. “I wouldn’t change a thing.”



Photo by Lexi Page



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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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# JEFF GILLIAM

Williams & Co Real Estate

STORY BY KAELEA PENA  
PHOTOS BY ALICEA MULLINS, ALICEA JARE  
PHOTOGRAPHY (UNLESS OTHERWISE NOTED)

**With a heart for helping others and a background rooted in both design and human connection, Jeff Gilliam has always been drawn to careers that make a meaningful difference.** He began his journey at Texas Tech University in the College of Architecture but soon felt called to a more people-focused path. That calling led him to earn a degree in Human Development and Family Studies in 1994.

Before stepping into real estate, Jeff spent several years serving families in the senior living industry, guiding older adults through the emotional and practical transition from private homes to supportive care communities. In the spring of 2014, while living in San Antonio, he earned his real estate license. Soon after, he relocated to Lubbock to officially launch his new career. His unique blend of design sensibility, human insight, and a deep passion for service continues to shape how he supports clients every step of the way.



Photo by Minerva, The Girl Behind the Lens



Jeff began his real estate career with WestMark, where he received hands-on training in every facet of the Lubbock market—from analyzing data and negotiating contracts to managing transactions and delivering top-tier client care. During this time, he met Dan Williams, whose mentorship proved invaluable. By 2019, Jeff realized nearly every real estate conversation involved Dan in some way, making it a natural next step to join his office. Jeff calls becoming part of Williams & Co a tremendous blessing. “Our team is truly first-class and driven by a shared commitment to client care, in-depth market knowledge, and a relentless everyday hustle that sets us apart,” he shares.

What drives Jeff in real estate is simple: empowering people to make confident, informed decisions. Whether working with first-time buyers, seasoned investors, or college parents searching for student housing, he thrives on helping clients navigate the flood of information that can often feel overwhelming. “I take pride in offering accurate data, thoughtful guidance, and a strategic approach—turning complexity into clarity,” he says.

Jeff often compares his work in real estate to kayaking a river. Before each trip, he studies the site, prepares provisions, and carefully plans the route—always expecting the unexpected. He approaches each transaction the same way: with research, preparation, and a strategy tailored to each client’s goals. “My aim is always to take care of the client, not just to get the deal done,” he says. “Sometimes walking away is in their best



## “MY AIM IS ALWAYS TO TAKE CARE OF THE CLIENT, NOT JUST TO GET THE DEAL DONE.”

interest, and I’m here to support that, too.” He adds, “I feel fulfilled when I see my clients’ satisfaction because the hard work paid off for everyone involved.”

Jeff’s favorite place to be when he’s not immersed in work is with his wife, Kristie, and their children. The two enjoy discovering new restaurants, watching mystery shows, and keeping up with their energetic family. Jeff is also a passionate college football fan and a proud Texas Tech Red Raider—he can easily spend a whole Saturday wrapped up in game-day excitement. But nothing beats watching his son play under the Friday night lights.

Another of Jeff’s greatest joys is cooking. Whether experimenting with Italian, Asian, or Mexican cuisine, he finds deep satisfaction in the kitchen—especially when grilling or smoking meals for friends and family. In January 2026, he and Kristie will celebrate 30 years of marriage—a milestone Jeff calls his proudest accomplishment. “She has exceeded anything I could have hoped for,” he says. “Her forgiveness, love, and unwavering support have carried me through more than she knows. Without her encouragement, I couldn’t serve my clients the way I do.” Together, they’ve raised three incredible children: Whitney (24), Chloe (22), and Isaiah (16). “Sometimes I think it’s unfair how blessed we are,” Jeff reflects. “Not just one, but three phenomenal kids—it’s more than I could ever ask for.”

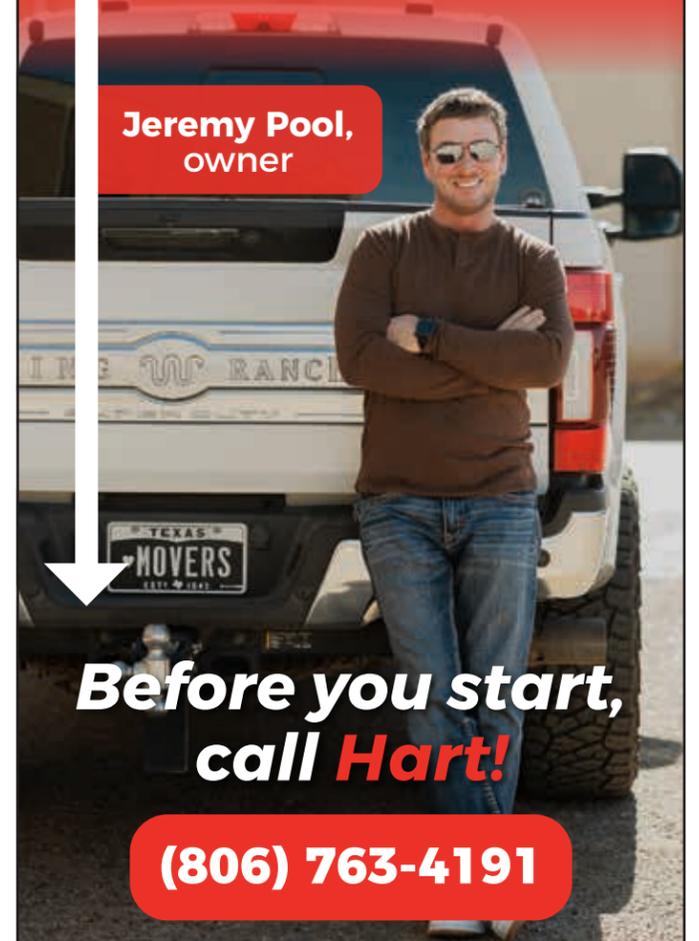
As Jeff reflects on his journey, he hopes to be remembered as someone who worked diligently to keep his priorities in order. Above all, he wants his family to know they’ve always come first—second only to his walk with the Lord. For his clients, he hopes they remember how deeply he cared and how fully he gave to serve their best interests. And for his colleagues, he hopes to be seen as someone they genuinely enjoy working alongside. “That, to me, is a legacy worth striving for,” Jeff says.

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# Chanda White

## Chanda White Real Estate

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

**Chanda White's journey into real estate began unexpectedly—with a college elective.** While earning her finance degree at Texas Tech University, a real estate course piqued her interest and planted the seed for a future career. She tucked the idea away as a “someday” possibility. But after personally selling her first two homes—each after a single open house, one at full list price and the other above appraisal with no requested repairs—she thought, *How hard could this be?*

At the time, Chanda was working for a local financial advisor, managing paperwork and health insurance, and even considering getting licensed in insurance or financial planning. But real estate kept calling.

In 2012, after a few years of hesitation, she enrolled in classes at The Real Estate Course on Ave Q. By September, she had passed her licensing exam. By December, she had already closed her first two transactions. “From that moment on,” she says, “I knew I was exactly where I was meant to be.” After seven years of experience, becoming an independent broker felt like the natural next step. With that move came greater freedom and complete control—over business decisions, budgeting, marketing, and growth strategies. The autonomy allowed Chanda to align every aspect of her business with her values and long-term vision.

What drives her most is helping people reach life-changing goals—whether they're buying, selling, renting, or investing. Real estate can be overwhelming, especially for those unfamiliar with the process, so client education is central to Chanda's mission. She guides each client step by step,



**“The goal isn’t to persuade anyone into homeownership or investment,” she remarks. “It’s to serve them in a way that meets their needs.”**



offering clarity and empowerment. “Knowing I have the expertise to help someone accomplish a task, meet a goal, or relieve a burden they couldn’t face alone is why I do this,” she shares.

For Chanda, real estate isn’t about making the sale. It’s about listening with care, understanding each client’s unique story, and helping them make decisions that best support their goals. That connection—built on trust and authenticity—is the most rewarding part of the job. “The goal isn’t to persuade anyone into homeownership or investment,” she remarks. “It’s to serve them in a way that meets their needs.”

Chanda’s life outside of work centers around faith, family, and meaningful community. She’s been married to her husband, Marty, for 31 years, and they enjoy a weekly dance class together. She leads a Bible study group twice a week and serves on the board of a local Christian school. Family is her greatest joy. She and Marty have

three daughters: Abbi (married to Chris, with two children, Alyssa and Aric), Autumn (married to Jake), and Alivia. Sundays are sacred family days that begin with church and end with lunch, swimming in summer, or cozy game nights in winter. Their two beloved poodles—affectionately called “the toddlers”—are always part of the fun. “They’re spoiled rotten,” Chanda laughs, “and I don’t mind at all.”

Chanda sees no end in sight for her career. “I don’t imagine a time when I won’t want to be of service to someone,” she notes. Beyond the deals and deadlines, she hopes to be remembered for treating others with kindness, respect, and value. “When other REALTORS® see my name on a contract,” she says, “I want them to tell their client, ‘She’s good. I like working with her.’”

**Chanda White**  
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# REALTORS® Wave the Flag for Homeownership

A Patriotic Look at July in Lubbock



BY 2025 LAR PRESIDENT ANDREA STURDIVANT

July in West Texas comes in hot, and not just with the temperatures. This month, we celebrate freedom, fireworks, and our fierce pride for our country, state, and community. We also honor the bold spirit of America and the hardworking REALTORS® who keep Lubbock moving forward. Markets may shift, but our commitment to service, professionalism, and local expertise remains rock-solid.

Step back in time to America's founding, when independence wasn't handed over but fought for. That same grit lives in today's REALTORS®. We rise with resilience when facing regulatory changes, economic curveballs, or market slowdowns. We adapt. We hustle. We serve.

The American Dream may look different than it did in 1776 or even 1976, but the heart of it remains: opportunity, stability, and ownership. In Lubbock, that dream is still within reach. As of April 2025, the median home listing price is \$255,400, showing year-over-year stability. Lubbock is the second most affordable Texas city in which to buy a home, with a population of more than 100,000. With our diverse economic base, we enjoy a rich quality of life, with some big-city amenities and a robust music, arts, entertainment, and sports scene. With 4.8 months of housing inventory, we're in a healthy, balanced market that benefits everyone: buyers, sellers, communities, and the professionals who serve them.

At the Lubbock Association of REALTORS® (LAR), our REALTOR® community is growing. LAR now serves almost 1,700 members, with more professionals stepping up to meet evolving local needs. We are strong as an association, offering many member benefits and focused on professionalism and service to our members and our community.

As we wave our flags and fire up the grills, let's ask: What does freedom mean today? In real estate, it means flexibility, ownership, and the ability to build something meaningful. It



means helping others find stability through homeownership and doing it all with integrity.

Your Association is proud to stand with you. So this month, wear your red, white, and blue with pride. Keep showing up, giving your best, and chasing what's next. As a REALTOR®, you understand freedom isn't just about fireworks. It's about the everyday courage to light the way forward.

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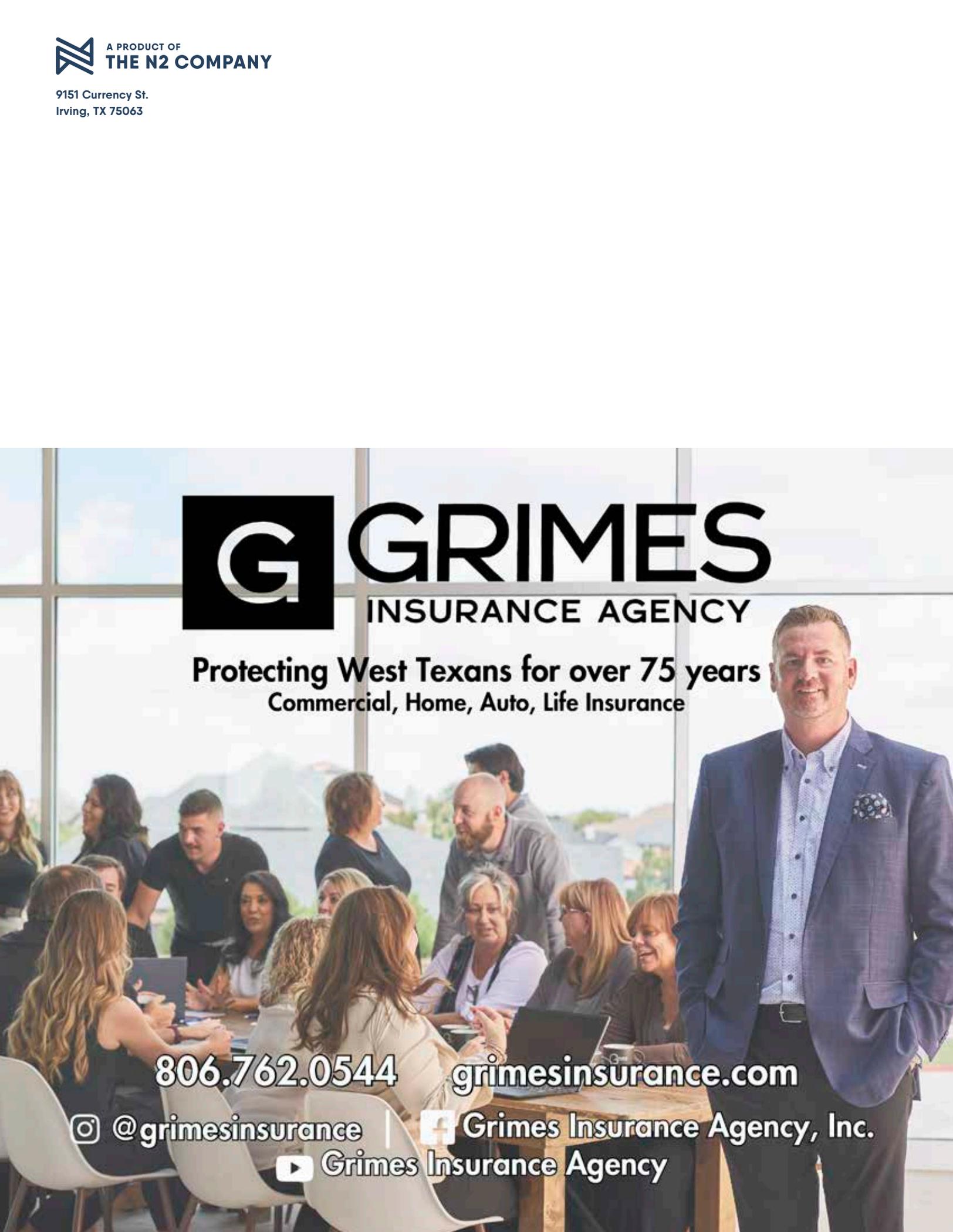
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