

PERMIAN BASIN

JUNE 2025

# REAL PRODUCERS<sup>®</sup>

Stacie  
Russell

STARZ REALTY



**Partner  
Spotlight:**  
Marq It Lending

**Woman to  
Watch:**  
Amy Allison

CONNECTING. ELEVATING. INSPIRING.



# MARQ IT LENDING

A Division of Flanagan State Bank - NMLS #: 408461



Scan me!

Download our app using the QR code or contact us to send a link directly to your phone!

- Apply From Your Phone
- Get Loan Status Updates
- Upload Documents
- Helpful Calculators

## Connecting Your Dreams



**Patty Marquez**

Sr Loan Advisor and Branch Manager  
NMLS #278552  
(432) 352-7679



**Manuel Aguilar**

Loan Originator  
NMLS #2289427  
(432) 967-9055



**Daniela Marquez**

Loan Originator  
NMLS #1957002  
(432) 257-7608

4555 E University Suite D-5 · Odessa, TX · [pmarquez@fsbfamily.com](mailto:pmarquez@fsbfamily.com)



HELPING TO KEEP  
THE **REAL**  
IN **REAL ESTATE**



**YOU'RE NEEDING AN INSPECTION?  
LET ME BOOK THAT FOR YOU!**

**YOUR ULTIMATE SOLUTION FOR**  
*Spotless Spaces*

**Tidy up!**

- Standard Cleaning
- Deep Cleaning
- Moving Cleaning
- Post Construction Cleaning
- Carpet Cleaning
- Mattress & Upholstery Cleaning
- Tile & Grout Cleaning
- Hard Floor Cleaning



[tidyupmidland.com](http://tidyupmidland.com)  
(432) 701-2112  
[info@tidyupmidland.com](mailto:info@tidyupmidland.com)

**stewart**  
TITLE



**Delivering the Quality  
Customer Experience  
You Deserve**

**(432)687-3355**

[midlandescrow@stewart.com](mailto:midlandescrow@stewart.com)  
3408 N. Midkiff Rd Ste. 201  
Midland, TX 79705



# Contents



## PROFILES



8 Marq It Lending



14 Amy Allison



## IN THIS ISSUE

- 6 Meet The Team
- 7 Preferred Partners
- 8 Partner Spotlight: Marq It Lending
- 12 Cover Rewind: Jacobe Kendrick
- 14 Woman to Watch: Amy Allison
- 18 Cover Story: Stacie Russell

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



### Lone Star

Abstract & Title Co., Inc.

As the Season Blooms,  
Let Us Handle Your Title Needs with Precision and Care  
From Title Searches to Closing,  
We Ensure Your Property Journey Blossoms Smoothly

Licensed in Midland & Martin Counties  
Serving all Counties Across Texas

[www.LoneStarAbstract.com](http://www.LoneStarAbstract.com)  
600 North Loraine, Midland, Texas 79701



### REAL PRODUCERS PODCAST

Inspiring conversations  
with the nation's  
top real estate agents.

Same Brand, New Reach –  
Tune in for free today

 Listen on Apple Podcasts


 LISTEN ON Spotify

 Listen on amazon music








[podcast.realproducersmag.com](http://podcast.realproducersmag.com)


### WE DIDN'T INVENT THE SIGN, WE JUST PERFECTED IT.




### OUR SERVICES

 Signs	Real Estate, Business, Schools, Marketing & More
 Banners	Fabric and Canvas: Sports Teams, Schools, Promotional, Businesses
 Bodaq Installation	Renovate Interior Walls, Furniture & More
 Vehicle Wraps	Cars, Trucks, Trailers, Box Trucks, Semis
 Wall Art	Murals, Vinyl Graphics
 Window Art	Vinyl, Frost, Die-Cut Lettering, Decals
 Graphic Design	Brand and Logo Creation: Menus, Business Cards, Marketing Items

Real Estate Agents Get 15% OFF Signage





806-696-7080  
[sales@signsperfected.com](mailto:sales@signsperfected.com)  
[signsperfected.com](http://signsperfected.com)  
10708 CR 2500 | Lubbock, TX

### PERFECTION STARTS HERE



# Meet The Team



**Stephanie Miller**  
Owner/Publisher  
Advertising Sales



**Madison Coble**  
Editor in Chief



**Carolyn Foley**  
Ad Strategist



**Jacki Donaldson**  
Writer



**Elizabeth McCabe**  
Writer



**JC & Seila Stone**  
Photographer  
The Stones Photo + Film



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

### \*CHECK OUT OUR NEW SPONSORS!\*

**Tidyup Professional  
Cleaning Services**  
**Maria Borjas-Bilard**  
(432) 701-2112

**CARPET / FLOORING  
CLEANING**  
**2 Dudes Carpet Cleaning**  
**Dexter Allred**  
(432) 425-6976  
2dudescarpetcleaning.com

**CUSTOM GIFTS**  
**Gibbi's Custom Creations**  
(432) 266-0788  
www.GibbisCC.com

### FLOWERS / GIFTS

**JoAnn's on 5th**  
**Joann Acosta**  
(432) 310-9539  
joannson5thflowers

**HOME & PROPERTY  
INSPECTIONS**  
**Sheba Services LLC.**  
**James Lyons**  
(432) 894-0080  
sheba-services-ll.ueniweb.com

**MORTGAGE**  
**Directions Home Loan**  
**Rhonda Brisbin**  
(432) 528-6870  
**Melissa Black**  
(432) 638-2582  
www.directionshomeloan.com

**Loan Originator**  
**Lacie Lee**  
(817) 729-6247  
friendleeloans.com

**Marq It Lending**  
**Patty Marquez**  
(432) 352-7679

**Prime Lending - Midland**  
**David Wade**  
(432) 689-2559  
lo.primelending.com/dwade

**Prime Lending - Odessa**  
(432) 550-2011  
lo.primelending/odessa

**MOVING / PACKING**  
**IYM ( It's Your Move)**  
**Angela Galan**  
(432) 210-3138  
www.itsyourmovetexas.net

**SIGNS & GRAPHICS**  
**Signs Perfected**  
**Leath McClure**  
(806) 696-7080  
signsperfected.com

**TITLE & ESCROW**  
**Lone Star Abstract & Title Co Inc**  
**Brittany O'Donnell**  
(432) 683-1818  
www.lonestarabstract.com

**Stewart Title Company**  
**Ruby Kamali**  
(432) 687-3355

WANT TO HELP YOUR CLIENTS  
MAKE A **SPLASH** INTO SUMMER?

PARTNER WITH US FOR A HAPPIER CLIENT EXPERIENCE!

**RHONDA BRISBIN**  
Producing Branch Manager  
NMLS# 451391 | Cell: 432.528.6870  
rhonda.brisbin@directionshomeloan.com

**MELISSA BLACK**  
Loan Officer | NMLS# 809176  
Cell: 432.638.2582  
melissa.black@directionshomeloan.com

**Directions**  
Home Loan

DirectionsHomeLoan.com | 432.224.1674 | 1909 West Wall Street, Suite 1, Midland, Texas 79701 | NMLS# 214519 | Equal Housing Lender.

Soak Up the Sun... **FROM YOUR NEW PORCH**

Whether your clients are buying their first home or upgrading to fit a growing family, I'm here to guide them through every sunny step of the home loan process.

**FAST PRE-APPROVALS  
CLEAR COMMUNICATION  
LOCAL MARKET EXPERTISE**

**Lacie Lee**  
**817-729-6247**  
**loansbylacie@gmail.com**

**LACIE LEE** | Friendlee Loans | Mortgage Loan Officer  
friendleeloans.com | NMLS #1664669

**Friendlee loans**



# MARQ IT LENDING PATTY

**MARQUEZ**  
BRANCH MANAGER



## Connecting Your Dreams

BY BETH MCCABE • PHOTOS BY THE  
STONES PHOTO + FILM

**“MY NETWORK IS  
MY NET WORTH.”-  
PATTY MARQUEZ**

Meet a proud Odessa native and seasoned mortgage professional who’s been making homeownership dreams a reality for over two decades. Born and raised in West Texas, her roots in Odessa/Midland run deep. Not forgetting her roots, but embracing them, she acts as the Branch Manager of Marq It Lending, a division of Flanagan State Bank. Patty doesn’t just finance homes—she builds futures.

Her career began in 2004, not in lending, but behind the scenes doing accounting for a mortgage brokerage firm that operated nationwide. While going to school for her finance degree, Patty was introduced to the world of lenders and quickly realized where her true passion lay. “I haven’t been able to find anything else with the freedom that I get in this industry,” she says.

Fast forward to today—Patty has built a boutique-style lending company rooted in relationships, results, and yes, her name. Marq It Lending, a clever play on “market” and her last name, is a family-run operation where the people closest to her are also her most trusted teammates. Her niece, Daniela Marquez, has been by her side for nine years. Her son, Noah Valenzuela, for seven years, and “I love working with my family,” she shares. “I used to have a large group, but now I’ve gone back to the basics. I love it.”

Patty specializes in out-of-the-box mortgage lending—offering creative, customized solutions when other lenders might say no. With 20 years of experience, she excels in structuring complex deals such as new construction builds with two-time closings or


bank partnerships. Her deep local connections and expertise in working with both secondary markets, such as Freddie Mac, and local banks have helped countless clients achieve their financing goals.

“I do it all—residential, commercial, construction, renovation, FHA, conventional, bank statement loans, and ITIN loans. And the best part? I can lend in all 50 states, which sets me apart from most local lenders.”



**“USE LOCAL LENDERS. IN OUR  
MARKET, YOU NEED SOMEONE  
WHO KNOWS THE LANDSCAPE.  
RELATIONSHIPS MATTER.”**





**“ I DO IT ALL—RESIDENTIAL, COMMERCIAL, CONSTRUCTION, RENOVATION, FHA, CONVENTIONAL, BANK STATEMENT LOANS, AND ITIN LOANS. AND THE BEST PART? I CAN LEND IN ALL 50 STATES.”**

What drives her each day? “Funding retirement,” Patty laughs. “That’s what gets me up and moving. That, and spending time with my grandkids.”

In recent years, Patty has found a healthier work-life balance. Gone are the 70 to 80-hour workweeks of her prime. Now, she enjoys time at the gym, playing pickleball, traveling, and most importantly, being with her four children and even more grandchildren. “I love the freedom to make my own hours and my own rules—within the law, of course. I really am autonomous, and I love that.”

Behind every successful mortgage professional is a strong team, and Patty is quick to credit hers. “This is one of the best underwriting teams I’ve had in 21 years,” she says. It’s never been easier to close loans since the shift to Marq It Lending last year.

She’s also embraced the digital age. “Things have changed so much over the years,” Patty reflects. Marketing used to mean taking rate sheets to real estate agents. Now, it’s all digital—content creation, staying relevant online. As her clients’ needs change, Patty has changed to accommodate them.

And if she could give one piece of advice? “Use local lenders. There are a lot of options and qualified people right here. With online lenders, you may never meet your rep, or worse, you can’t even get a hold of them. In our market, you need someone who knows the landscape. Relationships matter.”

From deep Odessa roots to nationwide reach, Patty Marquez is more than a mortgage lender—she’s a dream maker, a connector, and a force to be reckoned with.

**CONTACT US!**

Contact Patty Marquez  
pmarquez@fsbfamily.com  
(432) 352-7679  
ConnectingYourDreams.com



# Jacobe Kendrick

Bolt Real Estate Group | eXp Realty

It's hard to believe it's been over 3 years since we featured Jacobe on our cover in April 2022! We loved spotlighting his journey and the impact he's made in the real estate world. Now, we're excited to catch up and see what's new—both professionally and personally.

**Q:What's changed for you personally or professionally since your cover feature?**

**A:** To be honest, not much has changed on the sales side of my business. But what has shifted significantly is my focus—I've leaned heavily into mentoring and coaching other agents. The past two to three years have been some of the toughest for real estate professionals since the 1990s. Transactions are down, and many agents aren't getting the support they need. I felt called to step up, so now I dedicate a significant portion of my time to helping other agents navigate today's market and build sustainable success.

**Q: Have there been any standout moments or milestones in your real estate career since your feature?**

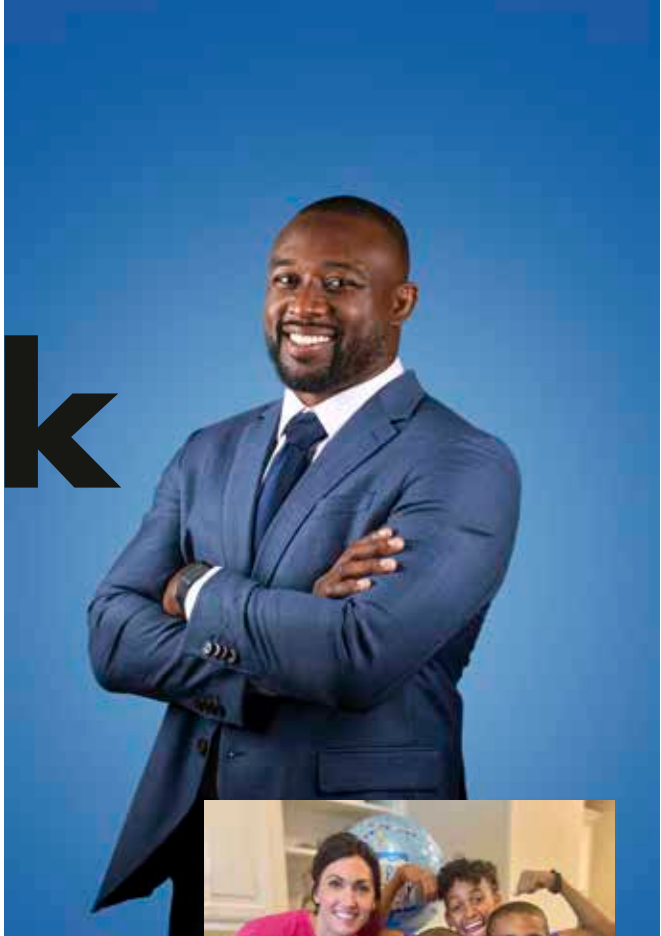
**A:** Absolutely. Last year, I had the opportunity to list and sell one of the largest homes of my career, and I also represented a buyer in my biggest purchase to date. Those were exciting moments that reminded me how far I've come—and how much more there is to achieve.

**Q: What lessons have you learned since then that you wish you knew earlier in your career?**

**A:** I've learned that the doors that open for you today are a direct result of the preparation and groundwork you've done in the past. There's a bigger purpose behind every challenge and opportunity. I now believe that you can't fake growth—who you are becoming determines what you're ready to handle.

**Q: How has the real estate market in your area evolved since your last interview? Have you had to pivot your strategy?**

**A:** The Midland/Odessa market has slowed down considerably over the past few years. In response, I've gone all-in on relationships—I've doubled down on my sphere of influence and the people who already know, like, and trust me. I've drastically reduced my Google Ads and cold marketing budget



and implemented a strategy I call “Incognito Distressed Sellers” to quietly help those who need to sell without going public. It's all about being strategic and intentional.

**Q: Are there any new passions or projects you've taken on outside of real estate?**

**A:** Yes! One of my newest passions is coaching football. We just got football approved at my kids' school, and I'll be helping launch the program. Our inaugural tackle season kicks off in fall 2025, and I couldn't be more excited to mentor young men and help build something from the ground up.

**Q: What's next for you? Any big goals or projects coming soon?**

**A:** Nothing flashy—just staying consistent, staying faithful, and continuing to serve at a high level. Whether it's helping clients buy and sell or coaching the next generation of agents and athletes, I'm more focused than ever on impact and legacy.

CARPET, HARDWOOD, AIR DUCT, TILE CLEANING, DRYER VENT CLEANING & RESTORATION SERVICES



Contact Us For A FREE Quote!

Proudly Serving Midland, Odessa & Surrounding Areas | 2dudescarpetcleaning.com

Flowers for Every Occasion



JoAnn's on 5th  
Flowers & Gifts

610 W 5th Street  
Odessa, Texas 79761  
432-559-1922  
joannson5thflowers.com





**HAPPY FATHER'S DAY!**  
*Hire Us Dads To Move Your Dad*



(432) 210-3138 | Odessa, TX  
itsyourmovetexas.net

Commercial Services | Furniture Moving  
Local Moving | Senior Moving | Furniture Assembly  
Large & Heavy Item Moving | Packing



# AMY Allison

Jeannie Cooley Real Estate Group, LLC

## HEALING, HUSTLE & HOMEOWNERSHIP

BY BETH MCCABE • PHOTOS BY THE STONES PHOTO + FILM

**“It’s never too late to be what you might have been.”**  
– Ralph Waldo Emerson

Life is full of fresh starts—and Amy Allison is living proof. For her, Ralph Waldo Emerson’s words are more than just a quote—they’re a way of life. At 53, Amy didn’t just switch careers; she embraced a brand-new chapter with heart, hustle, and unwavering faith.

Before stepping into the world of real estate, Amy carved out a successful 12-year corporate career where she built a strong business foundation, sharpened her sales acumen, and developed the kind of professionalism that now sets her apart in real estate. Her corporate background—combined with her deep people skills from 23 years as a massage therapist—makes Amy uniquely equipped to serve clients with both savvy and soul.

After a hand injury ended her massage therapy career, Amy chose to view the challenge as a divine detour.

“I got my license in December 2023 and started on January 6, 2024. I only wish I had done it sooner,” she says with a smile.

### From Massage Tables to Market Listings

Amy’s leap into real estate had been a long time coming—encouraged over the years by her former massage client turned dear friend, Jeannie Cooley, founder of the Jeannie Cooley Real Estate Group, LLC.

“Jeannie used to be a client of mine. I watched her flourish as a REALTOR® and she kept telling me, ‘You need to do this.’” When her injury closed one door, Amy decided it was finally time to open another.

After completing her coursework at Champions School of Real Estate—and squeezing in a mission trip to Brazil—Amy reached out to Jeannie for advice on brokerages. Jeannie’s response was life-changing.

“She prayed on it and came back saying, ‘I want to mentor you. I’m starting a team and I want you to be part of it.’ That meant everything.”

Today, Amy is a powerhouse on Jeannie’s growing team of six under broker Lance Marker. And she’s not just making waves—she’s making headlines. In her first year alone, she’s already closed over \$3.4 million

“

**I pray over every house and every client. I keep God at the forefront of everything I do.”**





“

**Helping people achieve their dream of homeownership, especially in today’s market, is such a gift. So many think it’s out of reach.”**



in sales. She currently holds several listings, including a \$1.2 million property—proof positive that she’s not only helping first-time homebuyers but confidently handling the high-end market as well.

#### **A Business Mind with a Big Heart**

Amy’s success is no accident—it’s the product of grit, grace, and a grounded sense of purpose. Her business-savvy side shines in negotiations and market knowledge, while her heart for service continues to guide every client interaction.

“Helping people achieve their dream of homeownership, especially in today’s market, is such a gift. So many think it’s out of reach,” she explains. “I love working with first-time homebuyers, but I’m also passionate about helping clients with investment properties and luxury homes. Every home, and every client, matters.”

Amy’s approach is refreshingly personal and deeply faith-driven. “I pray over every house and every client. I keep God at the forefront of everything I do.”

Her spiritual roots run deep. She sings on the praise and worship team at her church and volunteers regularly, carrying her servant’s heart into every aspect of her life.

#### **Meet the Herd**

Away from contracts and closings, Amy’s world is full of life—literally. She shares her home with an ever-growing menagerie that includes two horses, mini donkeys, Nigerian dwarf goats, chickens (including one named Hennifer Lopez), nine dogs, a cat, and a bird named Poppy. She’s also nursed an injured hummingbird back to health and rehabbed a baby squirrel named Button.

She’s creative too, carving intricate art into gourds with a dental tool and filling them with resin to create stunning pieces. “My art is kind of my secret world,” she says. “That and my love for hunting and fishing.”

#### **Rooted in Resilience**

Born and raised in Andrews, Texas, Amy has weathered her fair share of life’s storms—from losing her father to cancer at 14, surviving domestic abuse, and raising three kids as a single mom. Her humor, faith, and resilience have helped her rise again and again.

“My kids are my greatest accomplishment. Parenting is hard, but you have to laugh through it. Puberty is no joke,” she laughs. “But they’re amazing.”



Now remarried to her “wonderful” husband Kent, Amy is living a life full of second chances, big dreams, and even bigger blessings.

#### **Real Advice from a Real Producer**

Amy’s message to aspiring REALTORS® is clear: “Keep God at the forefront. Pray for your clients, their homes, and their families. That’s what I do.”

She also leans on the wise words of her mentor Jeannie: “Things work out. They always do.”

With a heart for healing, a hustle that doesn’t quit, and a fierce belief that life is always offering second chances, Amy Allison is redefining success—one sale, one prayer, and one porch light at a time.



“

I started with one house, and if I can do it, anyone can. If you're keeping yourself up at night about how to buy the first rental, call me and I'll help educate you about the good and the bad.”

# STACIE

Starz Realty

*Russell*

BY JACKI DONALDSON  
PHOTOS BY THE STONES PHOTO + FILM

When Stacie Russell's husband, Randy, nudged her toward a new career 16 years ago, his push was more than encouragement—it was a turning point. At the time, Stacie was a pro at working hard and adapting to new industries. She had already built a diverse professional background in insurance sales, automotive finance, and banking. Despite the stability those roles offered, something inside her was calling for more—a challenge, a change, a chance to build something of her own.

“I had seen my mom work in real estate, and I was always intrigued by it—the development, the investment side, the entire process,” Stacie recalls. “I knew if I was going to do it, I needed to immerse myself completely and understand all of it.” With Randy holding down the fort in the car business, Stacie stepped into real estate. She reasoned that if it didn't work out, she could always go back to the bank.

Real estate did work out. By the end of her first year, Stacie had earned the title of multimillion-dollar producer and







started collecting the plaques that now cover her office wall. Randy earned his license and joined his wife at the end of that same year. Together, they've built a business and a legacy. They own Starz Realty, a brokerage they started to reflect their vision for authentic, informed, and community-focused service. Their son, Colton, is one of their top-producing agents on a tight-knit Odessa/Granbury team of nine, and they've also expanded to include a property management arm and a brokerage in Granbury, TX.

Stacie and Randy work together as partners, serving their separate clienteles, with Randy focusing heavily on the investment side. "He is an integral part of everything," says Stacie, who isn't one to dabble in her endeavors and considers real estate a lifestyle. "It's always been more than a full-time job," she shares. "It's never been a gig. It's been 16 years of 60-hour weeks." And she doesn't just sell homes—she builds and buys them, develops land, handles investments, and manages rentals. "We've built a large, diverse rental portfolio," she explains.

Never afraid to roll up her sleeves, Stacie will take on anything. "I consider anything I haven't done before a challenge and don't shy away," she asserts. Her brains and boots-on-the-ground grit set her apart. "I can do residential in my sleep and commercial almost in my sleep," she laughs, adding that no deal is too small or too big. "I enjoy selling a \$1.5 million piece of land and, at the same time, helping a \$100,000 first-time homebuyer."

Stacie doesn't gatekeep her real estate smarts—she shares them. Regarding purchasing rentals, she declares, "I started with one house, and if I can do it, anyone can. If you're keeping yourself up at night about how to buy the first rental, call me and I'll help educate you about the good and the bad. Managing properties is not all roses—thorns come with these roses, and sometimes, the thorn is large and the rose dies." While educating others, Stacie also learns. "I'm a sponge, absorbing all the knowledge," she reveals.

“

I knew if I was going to do it, I needed to immerse myself completely and understand all of it.”



When they're not working, the Russell family—including three grown sons (Colton, Cade, and Caleb) and eight grandkids under 10—gathers for fun and food. "Between our house and Colton's house, we'll spend the summer grilling and hanging out by the pool," Stacie describes. And when she envisions a perfect year, she sees family, work, a few trips to their Granbury lake house, a couple of Vegas vacations, and one cruise.

The road Stacie and Randy have traveled hasn't always been smooth—but it's been undeniably worth every twist, challenge, and leap of faith. Their journey proves that you can turn uncertainty into success with vision, persistence, and the right partner by your side. Sometimes, one bold move—or one encouraging push—is all you need to create the life you were meant to live.



# Ride the Wave to Homeownership



## Midland Branch

NMLS: 644147

(432) 689-2559

3510 N Midkiff Rd, Ste 200  
Midland, TX 79705



## Odessa Branch

NMLS: 635894

(432) 550-2011

1541 JBS Pkwy, Ste 16  
Odessa, TX 79761



All loans subject to credit approval. Rates and fees subject to change. ©2025 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 13649) Equal Housing Lender. PrimeLending is a wholly owned subsidiary of a state-chartered bank and is an exempt lender in TX for 1st Liens. 2nd Liens Regulated Loan Lic. No. 2803. V072822