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ON THE RISE
Nicki Turnbow

FEATURED REALTOR[®]
Angela Smith

PARTNER SPOTLIGHT
Hub City Appraisals

Andrea Sturdivant

L3 BROKERS

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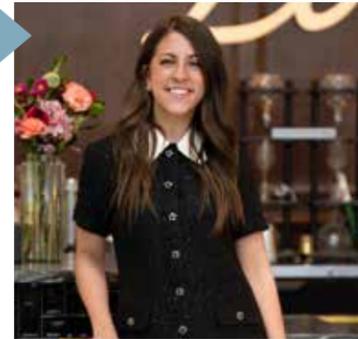
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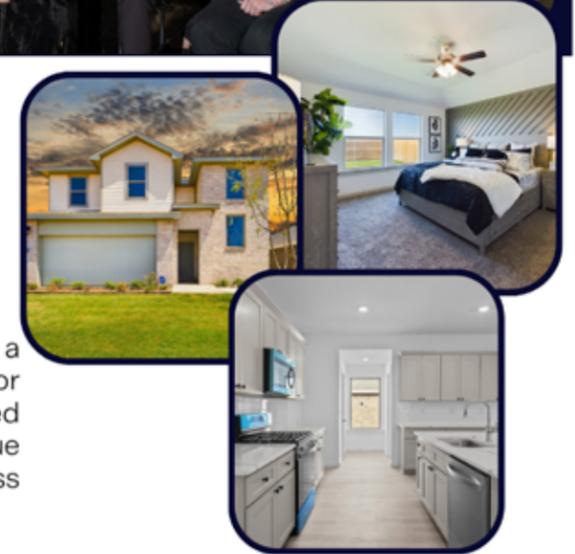
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TOP PRODUCER

Andrea STURDIVANT

“It’s Texas,
and I love it.”



L3 Brokers

STORY BY KAELEA PENA • PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY

For more than 25 years, Andrea Sturdivant has designed and helped build new construction homes in the Lubbock area. Her hands-on experience in construction inspired her to take the next step and become a licensed REALTOR® in 2007. Since then, Andrea has cultivated a deep passion for the industry, embracing its challenges and rewards. “Seeing how much work REALTORS® do and their incredible impact on others’ lives was eye-opening,” she shares.

After 12 years with a national brokerage, Andrea launched L3 Brokers, a boutique firm where collaboration and mutual success take center stage. “My team and I have built a culture in which we truly care about each other and work together to achieve our goals,” Andrea says proudly. When asked about what motivates her, even on tough days, she says, “It’s easy—my team and my commitment to them.” Then she jokes, “Also, the desire to purchase shoes. I do have quite a collection.”

Andrea’s journey is grounded in a lifelong commitment to small business and community. Self-employed since she was 20, she champions local businesses and has favorite hangouts like Ninety-Two Café, Funky Door, and Stella’s, where she enjoys a blend of comfort and upscale atmospheres. When not working, she finds solace at her family ranch in Matador, TX. “It’s quiet, beautiful, and full of native landscape and wildlife,” she describes. “It’s Texas, and I love it.”

As President of the Lubbock Association of REALTORS® (LAR), Andrea is passionate about advocacy and leadership. “REALTORS® make a huge positive impact on private property rights,” she explains. “If I could start over, I’d get licensed sooner and get involved in advocacy from day one.” Her leadership roles, including serving on the LAR Board, have allowed her to contribute meaningfully to the growth of the local real estate community. “I want to leave the Association better than I found it and make an impact on my agents’ lives and my customers’ lives,” she reflects.

Andrea’s approach to success is rooted in service. “I define my success in the success of others, which I strive for every day,” Andrea highlights. This philosophy drives her to mentor her agents, empowering them to leverage their strengths and work together. “Everyone brings something special to the table, and we support each other every step of the way,” she comments. She mirrors this collaborative spirit in her leadership at LAR, fostering an inclusive environment where members can thrive.

At the heart of Andrea’s gratitude is her faith and family. “I am most grateful to God, first and foremost, for giving me the life I’ve led,” Andrea expresses. “My family, my career, and the opportunity to serve others are blessings I deeply cherish.” Married for more than 30 years, Andrea and her husband, Travis, are proud parents of two accomplished daughters. Seree, 23, is completing her PhD in chemical engineering, while Brielle, 18, is a certified luthier creating custom guitars. “I couldn’t be prouder of them,” Andrea beams.

Looking ahead, Andrea is excited about the ever-evolving real estate industry. She embraces the opportunities technology offers, from virtual staging and tours to innovative business tools. “Real estate is always changing, which makes it so exciting,” she verbalizes. Her vision includes mentoring the next generation of REALTORS® and expanding homeownership opportunities.



Andrea Sturdivant’s legacy is one of service, leadership, and unwavering dedication. Whether mentoring agents, advocating for private property rights, or helping a family find a dream home, she’s driven by the impact she can make. “I want to be remembered for making a positive difference in the lives of others,” Andrea states.

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“**Real estate is always changing, which makes it so exciting.**”





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ON THE RISE

Modern Day Living Realty

STORY BY KAELEA PENA
PHOTOS BY ROWDIE RICHARDSON, ROWDIE
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NICKI DRESSED BY J. HOFFMAN'S

Nicki Turnbow's journey into real estate is a story of passion, persistence, and a desire to make a difference. With a background in medical sales and an eye for spotting hidden opportunities, Nicki has channeled her unique skills into a thriving career as a REALTOR®, helping clients achieve financial freedom through smart investments.

Before venturing into real estate, Nicki excelled in medical sales, a role that taught her invaluable lessons in problem-solving, relationship-building, and trust. "Success isn't just about selling a product," she explains. "It's about identifying challenges, fostering connections, and providing thoughtful solutions." These skills seamlessly transitioned into her real estate career, where she focuses on understanding her clients' unique needs and empowering them to make informed decisions.

Nicki's love for real estate began with her first home purchase after college. "It was the smallest house in a highly desirable neighborhood," she recalls. Recognizing its potential, she made low-cost cosmetic upgrades that transformed the property. Years later, when the time came to sell, her efforts paid off—a cash offer came in within an hour, far exceeding her expectations.

Encouraged by this success, she repeated the process with her next home and later moved to Lubbock to scale her efforts. Her passion for real estate deepened after reading *Rich Dad, Poor Dad*, which inspired her to invest in rental properties. "I immersed myself in learning—reading, listening to industry leaders, and analyzing countless properties," she shares. In October 2024, she earned her real estate license and began helping others uncover the potential in properties.





Nicki started her real estate career with Keller Williams, where she appreciated the supportive and collaborative environment. Recently, she transitioned to Modern Day Realty, a brokerage specializing in investment properties. “This new chapter allows me to combine my expertise in residential and investment real estate,” she explains. “I’m passionate about connecting clients to opportunities that help them grow wealth and achieve their goals.”

Nicki’s ability to think creatively and navigate complex transactions sets her apart. One memorable deal involved untangling the complexities of a property held in a Self-Directed IRA with a wraparound mortgage. “It was weeks of back and forth with title companies, lenders, and a trust,” she recalls. Nicki’s persistence paid off despite the challenges, and the deal closed successfully. “Moments like these remind me that every challenge is ‘figureoutable,’” she adds.



Nicki Turnow
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For Nicki, the most fulfilling part of her work is helping clients realize that investing in real estate is within their reach. “There’s nothing more rewarding than seeing that lightbulb moment,” she says. By guiding clients through the process and teaching them strategies like cost segregation and using Self-Directed IRAs, she helps turn dreams into reality. “Real estate isn’t just an investment—it’s a pathway to financial freedom,” Nicki asserts.

When she’s not working, Nicki is a devoted mom to her three kids—Weston, Briggs, and Peyton. She cherishes every moment with them, from cheering them on at sports games to enjoying family movie nights. An avid traveler, she enjoys exploring new places, embracing diverse cultures, and seeking inspiration from the world around her.

Nicki’s vision for her real estate career includes continual growth and impact. She plans to expand her portfolio, deepen partnerships with like-minded professionals, and remain a trusted client resource. “I want to show people that real estate is achievable and rewarding,” she says. “It’s about spotting opportunities, adding value, and helping others build wealth.”

Above all, Nicki hopes people remember her for her determination, hard work, and commitment to lifting others. “I want people to know they can reach out to me and feel confident that I’ll be there to support them,” she expresses. Her legacy is of kindness, resilience, and the belief that anything is possible with persistence and heart.

“I WANT TO SHOW PEOPLE THAT REAL ESTATE IS ACHIEVABLE AND REWARDING. IT’S ABOUT SPOTTING OPPORTUNITIES, ADDING VALUE, AND HELPING OTHERS BUILD WEALTH.”



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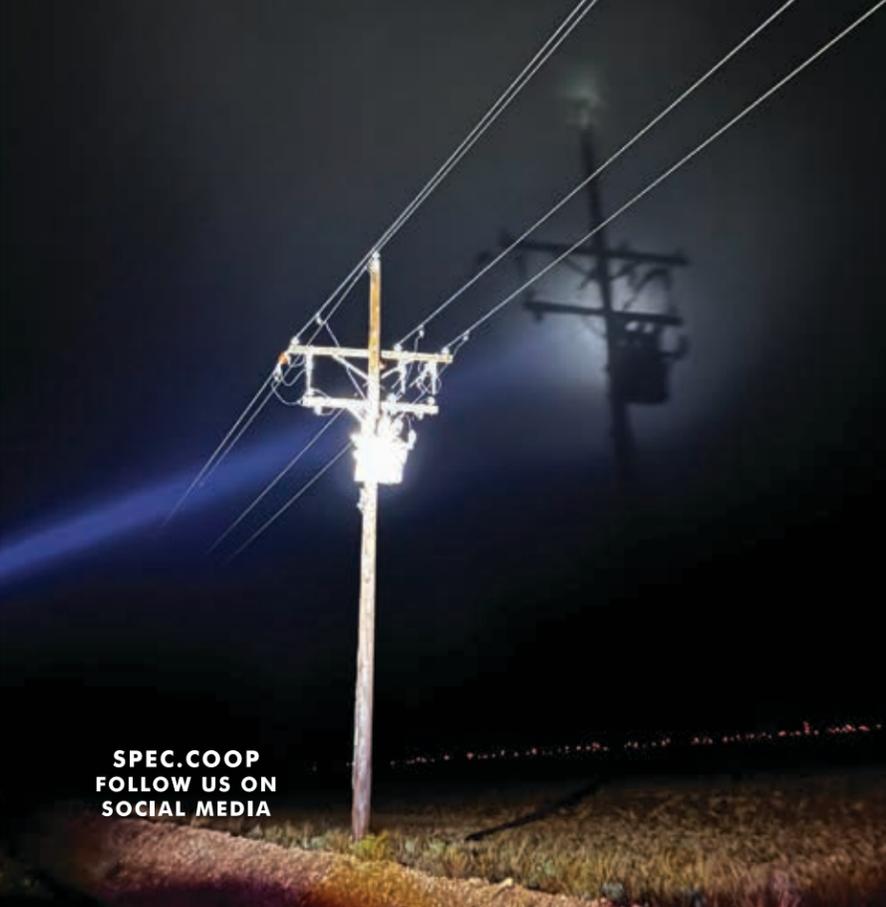
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Jet Seideman

Hub City Appraisals

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

In the dynamic real estate landscape, finding a reliable and trustworthy appraisal team is essential to ensure accurate property valuations. Founded by Lubbock native Jet Seideman, Hub City Appraisals brings a fresh approach to providing efficient, accurate, and unbiased appraisals for mortgage lenders, banks, and individuals across the South Plains. The team inspects homes inside and out, considering all property features that could influence value. Services also range from divorce property appraisals to date-of-death valuations.

Based in Lubbock, Jet established Hub City Appraisals after returning to his hometown. With nearly 15 years of experience in real estate appraisal, Jet's interest in the field began during college. While working at a bar, a regular—a golfer—described how his career as an appraiser allowed for more time on the golf course. "I was immediately drawn to the flexibility of the lifestyle," Jet explains. After graduating from Texas Tech University, he entered the profession and quickly found a mentor in Dallas willing to train him.

Jet and his team are committed to assisting their customers, making excellent service their top priority. "If you ever encounter difficulty finding comparables for a unique or challenging listing, feel free to reach out, and I'd be happy to offer my perspective," he shares.



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Hub City Appraisals prides itself on flexibility and responsiveness. Whether you need a home appraised in a remote area or on a tight timeline, Jet and his team make it happen. Jet has appraised every property type, from rural and earth-sheltered homes to multi-million-dollar estates. “No matter where it is in the South Plains, I’m never intimidated by an appraisal,” he says. Transparent and approachable, Jet strives to ease the stress of the appraisal process by answering questions and providing clarity at every step.

Jet genuinely enjoys the business development aspect of owning a small business. When he started in Lubbock, he brought only two or three clients from Dallas. Over time, he built strong relationships, and today, he names only a few mortgage lenders or banks in the area he doesn’t work with. “There’s no better feeling than earning more business from a client based solely on merit,” Jet expresses.

When Jet isn’t helping clients, you can often find him conquering the golf course or spending time with his family of five: his wife, Candy; their daughters, Lake and Fallon; and their son, Avett (pronounced Aye-vet). Their yellow lab, Arnie, often joins the family on walks, and the kids are passionate about basketball and baseball, while the two youngest have recently taken up Taekwondo. “Occasionally, I can even convince them to run around the golf course with me,” Jet jokes.

Among Jet’s proudest accomplishments is starting his company, a venture that has given him a deep sense of self-confidence and pride. “Of course, the greatest joy comes from watching my three children grow into kind, sarcastic, smart, and brave individuals,” he shares.

Hub City Appraisals sets new standards for delivering high-quality valuations to mortgage lenders, banks, and individuals in the South Plains. As Jet Seideman and his team continue to grow, they help agents and buyers feel secure in their investments.

Advice for Agents: For those navigating the real estate industry, Jet offers this advice: “Relationships are everything in an industry where business can fluctuate dramatically. This isn’t a typical 9-to-5 job; it’s a round-the-clock grind. While work-life balance is a noble concept, it’s not always realistic if you aim for real estate success.”

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ANGELA SMITH

Westmark, REALTORS®

STORY BY DAN STEELE
PHOTOS BY ALICEA MULLINS, ALICEA JARE
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ANGELA DRESSED BY J. HOFFMAN'S

One might argue that when Angela Smith became a real estate agent, she traded one family business for another—albeit one that doesn't require her to take on as many roles. "My husband and I own a diesel repair shop in Lubbock, where I wore many hats before starting my real estate career," Angela explains. "I was the parts runner, IT department, lunch lady, billing specialist, janitor—you name it. Over the five years I worked there, I jokingly tried to get 'fired,' but once my youngest started school, I realized the time was right to pursue something more."

Fortunately for Angela, she was already deeply connected to the world of real estate through her family and found her new career came naturally to her. "Real estate has always been in my blood," she shares. "My mom is an appraiser, my aunt is a REALTOR®, and several of my cousins are in the business. It feels like I was always meant to sell homes."

Although real estate is a natural fit for Angela, she still faces obstacles like every other agent but views each one as a chance to grow. "I love so many aspects of real estate, each offering unique challenges and opportunities for improvement," she says. "Real estate demands problem-solving skills, as every transaction presents its own set of





challenges—from navigating complex contracts to helping clients overcome roadblocks. One of the most exciting parts is thinking outside the box, whether developing creative marketing strategies, negotiating deals, or envisioning the potential of a property.”

Angela says that the evolving nature of real estate is one of the best parts of her job, and she is always eager to help her clients tackle unique situations. “What truly makes this field thrilling is its dynamic nature, and no two days are the same,” she explains. “Each day brings new opportunities to meet people, learn something new, and play a meaningful role in helping clients achieve their dreams—whether finding their perfect home or making a smart investment.”

No matter what challenges come her way, Angela knows she has the support of a top-tier brokerage to help her and her clients. “Out of all the brokerages I interviewed with, WestMark just felt like the right choice,” she says. “At the time, I wasn’t entirely sure what I was looking for, but their genuine care for my success stood out.” Angela credits her success in real estate to the care and support WestMark provided from the beginning. “Honestly, if it weren’t for WestMark, I don’t think I would have lasted six months in the business,” she admits. “The training was exceptional, and the experienced agents were incredibly generous in sharing their knowledge and expertise. That support is something I will always be grateful for.”

While serving her clients remains her primary focus, Angela has also discovered a passion for participating in the real estate community. She currently serves on the Board of Directors and the MLS Committee. “Serving on a committee not only gives you a voice in shaping policies and influencing how we conduct business every day, but also helps build a stronger, more connected community,” she says. Angela appreciates how this involvement has brought her closer to other agents. “I’ve truly enjoyed getting to know other agents on a more personal level,” she shares. “Real estate can be a difficult

“
IT FEELS LIKE
I WAS ALWAYS
MEANT TO
SELL HOMES.”



profession, and having friends who understand both the highs and lows makes a world of difference.”

When she isn’t serving her clients or contributing to the real estate community, Angela enjoys spending time with her husband of 11 years, Sonny, and their two daughters, Ava and Brylee, along with their golden retriever, Jake. They love traveling and are always on the hunt for their next great meal, especially if it’s Mexican food. Angela also loves listening to podcasts—so much so that she rarely listens to music. “You could say I’m like an adult YouTube kid,” she laughs. Her favorite podcasts are comedy-focused, with *Kill Tony* and *Part of the Problem* topping her list, but she also makes time for real estate podcasts like *The Broke Agent* and *It’s a Good Life* by Brian Buffini.

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Nominate Your Favorite Top Agents!

How do we decide who to feature each month in Real Producers?

BY PUBLISHER KATHY PETTIT

Top real estate agents and the preferred partners who invest in this publication through advertising and sponsoring our events decide who we feature through their nominations. Additionally, we have multiple events throughout the year, and top agents with top numbers are present at these gatherings; we receive many nominations from those who attend. Of those nominated, our team meets with and gets to know each nominee. We collect all the cool facts about the agent and gather nominations for other top agents and businesses we should consider for our vetted preferred partners' list.

Our selection team decides who gets into each issue. We use the "5 C" criteria below as a guide. An agent must meet the first three criteria; the fourth and fifth items are not required; however, we love celebrating successes of a giving or victorious nature.

Collaboration: The number of nominations usually indicates that nominees are respected by their peers and work well with other agents and our preferred partners.

Competition Production Numbers: The publication is REAL Producers, so folks need to be top producers to get into the magazine.

Character: While most in the industry have great character and integrity, we will not feature anyone—agent or business—who has not been recommended or nominated by top agents as a person or business operating with integrity.

Contribution: We adore inspiring stories about agents who give back to the real estate and local/global community.

Compelling Story/Conquering a Life Challenge: Who doesn't love an against-the-odds success story?

We also get to know the agents engaging in our private Facebook group for top REALTORS® and partners. Send me a private message if you would like an invitation to that page, as membership is limited to agents, brokers, and current preferred business partners.

We aim not to feature agents from the same brokerage or firm in the same issue, and we try to cover the territory geographically so we feature agents proportionately. With so many excellent nominated agents, the monthly decision is difficult, so make sure we know who you are.

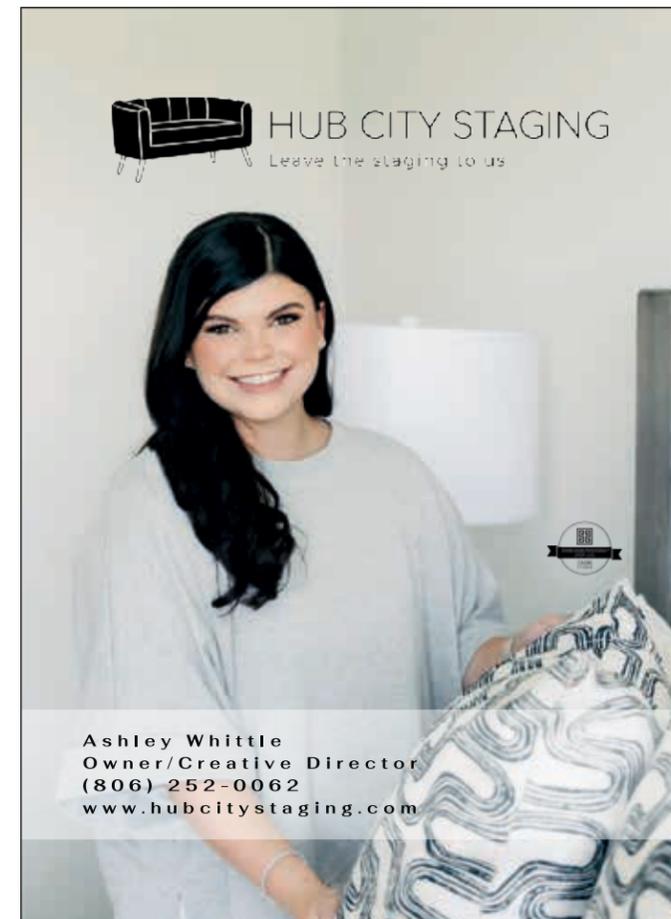
Remember, real estate agents and brokers do not pay anything for feature stories; everything we do for them is free. While other programs may look similar, we are not a pay-to-play model. We select most articles six to 12 months in advance (sometimes years in advance for cover agents) and notify folks one to two months before their feature appears that we have selected them.

We would love your feedback on how we are doing and what we can do better to help everyone in the industry collaborate, elevate, and inspire each other. Please email, text, or privately message all suggestions and feedback directly to me.

Kathy Pettit | 806-368-1526
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The Colors of Spring: A New Perspective on March in Lubbock



From St. Patrick's Day on March 17 to the official first day of spring on March 20, many people associate this month with the color green. However, in Lubbock, we know March brings windy days and hazy brown skies.

It's easy to dismiss March in West Texas as the season of blowing dust. While our predictable brown skies might seem like a detractor to some, they remind me of Lubbock's deep agricultural roots. The plains that make this area a powerhouse for cotton farming are the same lands that attract homebuyers seeking affordability and a connection to the region's heritage. Ranch-style homes, properties with sprawling acreage, and developments



designed with West Texas charm are uniquely appealing to Texans and other buyers drawn to our area. Besides, those fine particles of sandy soil make our sunsets so beautiful. Sometimes, you have to look at the big picture.

We do have *some* green emerging, subtle signs of spring renewal. If you take a close look, hardy plants native to this area, like the yuccas and sagebrush, begin to reveal new growth. The resilient wildflowers that thrive in our arid climate prepare to bloom, offering bursts of color soon to be seen for miles along our highways, popping up often in the most unexpected places.

For those in real estate, March holds a similar kind of renewal. The market begins to thaw from the slower winter months, and with spring on the horizon, buyers and sellers start planning for new beginnings. Just like nature, REALTORS® in Lubbock thrive on adaptability. Tools like FlexMLS are modernizing the way Lubbock agents connect buyers with homes. By embracing the new technology and combining it with the timeless value of personalized service, our members will be equipped to serve clients as the professionals we are. LAR offers many events, tools, and educational opportunities to network and sharpen your skills—log into the calendar on the website dashboard and find something to attend and connect with your peers.



In closing, this March, I encourage you to pause and take in our spring colors as they emerge in their own time. In Lubbock, spring may not always begin with bright green leaves and showy tropical colors, but it offers something just as meaningful—a reminder that even on the dustiest days, you can find prosperity and beauty if you seek it.

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SELL SMARTER: The Hidden Advantage of Clean Air Ducts

When preparing a home for sale, Realtors often focus on aesthetics—clean floors, fresh paint, and clutter-free spaces. But one aspect of a home that's just as important, though less visible, is the quality of its indoor air.

According to the EPA, indoor air pollutants can be 2-5 times higher than outdoor levels, and air ducts play a major role in circulating these contaminants. Jeremy Diaz, a certified Air Systems Cleaning Specialist with Carpet Tech, explains how clean air ducts contribute to a healthier and more appealing home.

"Air ducts accumulate dust, allergens, and even mold over time," Diaz says. "These contaminants can recirculate through the vents, affecting the air quality and contributing to respiratory issues like asthma and allergies."

For homes with pets, smokers, or recent remodeling, the buildup can be even more significant, requiring regular cleaning to maintain optimal air quality. The National Air Duct Cleaners Association (NADCA) recommends cleaning air ducts every 3 to 6 years, but factors like these may necessitate more frequent attention.



HOW AIR DUCTS AFFECT A HOME'S MARKETABILITY

- **Air Quality:** Buyers notice if a home smells fresh or musty, and clean air ducts can prevent lingering odors.

- **Allergen Reduction:** Homes free of dust and allergens are a relief for sensitive buyers or families with children.
- **Efficiency:** Clean ducts improve HVAC performance, a feature buyers value for energy savings.

Diaz notes some common signs of dirty air ducts: mold around vent covers, visible dirt in air returns, or unusually high energy bills compared to previous years. While homeowners may try to clean ducts themselves, Diaz warns that professional cleaning ensures thorough removal of contaminants and proper handling of HVAC systems.

THE PROCESS BEHIND CLEAN AIR DUCTS

Carpet Tech uses advanced equipment to remove buildup from air ducts. Their truck-mounted vacuum system ensures 100% of contaminants are taken outside the home, while specialized air tools clean the entire ductwork from registers to the furnace. A pre- and post-cleaning inspection gives homeowners a clear view of the results.

"Seeing the before-and-after images of the ducts is always eye-opening," says Diaz. "It's rewarding to know the air is cleaner, and the home feels healthier."

For Realtors, understanding the benefits of clean air ducts can add value to the services offered to clients. Whether it's ensuring a home smells fresh for showings or highlighting a recent air duct cleaning as part of the home's appeal, this often-overlooked detail can make a big difference.

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