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FRIENDLEE LOANS Lacie Lee

BY JACKI DONALDSON • PHOTOS BY HAILEIGH MATIELYNN PHOTOGRAPHY



When Lacie Lee first stepped into the halls of Capital One in Irving, TX, she couldn't have imagined the winding road ahead. But Lacie has never shied away from a challenge. Whether solving problems for clients or rescuing foster dogs, her passion for finding solutions is the throughline of her story.

Born and raised in Texas, Lacie moved across the state often. During her senior year of high school, she started at Capital One. In her 19 years there, during which she earned her bachelor's degree in business administration, she worked in nearly every department, sharpening her skills in process engineering, networking, and customer relations. Then, she decided to pursue mortgages. That bold move seven years ago launched her career in the mortgage industry and cemented her passion for helping people achieve the dream of homeownership.

Initially working on the retail side of lending, Lacie transitioned to the

broker side two years ago, branding herself as "Friendlee Loans," a nod to her approachable nature and play on her last name, Lee. Her knack for creating meaningful connections is a cornerstone of her success. From first-time homebuyers to seasoned investors, she thrives on finding personalized solutions, particularly for clients other lenders had turned away.

As a broker licensed in Texas, Oklahoma, and Florida, Lacie has access to more than 25 lenders, allowing her to shop for the best rates and offer customized financing options. "I specialize in finding solutions for non-cookie-cutter situations," she says, referencing a

challenging case. This client's income was primarily in privately traded stock—a loan most lenders struggled to accommodate. Lacie dug deep, researched options, and found a lender willing to make the loan work. Lacie closed the deal and partnered with the lender to ensure future clients could benefit. "The client is also refinancing with me and has sent others my way who faced the same issue," she says.

Lacie's greater satisfaction comes from helping clients who've been told "no" elsewhere. "Winning those deals is the most satisfying because I know I put in the work and did what was needed." She especially enjoys working with first-time homebuyers, remembering



“
I specialize in
finding solutions
for non-cookie-
cutter situations.”

her experiences with home purchases and the nervous excitement of such a significant milestone. “It’s not just a transaction,” she says. “It’s about giving someone the confidence to achieve something they never thought possible.” Lacie’s special touch includes working directly with every client, offering weekly progress updates, and attending as many closings as she can.

Away from her career, Lacie and her husband, Kevin, have built a fulfilling life on their 58-acre property. After spending five years fostering dogs through Texas Cattle Dog Rescue—16 in total—they moved to the country four years ago to raise cattle, chickens, fainting goats, and donkeys. They share their land with Emma, a Great Pyrenees who guards the livestock, as well as two rescue cattle dogs (Grace and CC), two cats, and a feral kitty Lacie has befriended. Though leaving the city behind was a big change, Lacie has embraced her lifestyle. “We

always wanted to do it,” she says. “It’s rewarding, and if I could save more animals, I would.”

Family remains at the heart of Lacie’s story. Married for 22 years, she and her husband, Kevin, have two daughters: Madison, 20, who’s pursuing a degree in business management while exploring real estate, and Allyson, 17, a high school junior and volleyball player with dreams of attending college in Florida.

Lacie’s journey has been anything but linear, but through it all, one theme remains constant: her drive to make a difference. Because for Lacie Lee, life isn’t about the starting or finish lines—it’s about the steps she takes, the connections she forges, and the impact she leaves along the way. And just like the name “Friendlee Loans” suggests, Lacie’s is building a legacy on the foundation of trust, compassion, and solutions.

“

It’s not just a transaction.

It’s about giving someone the confidence to achieve something they never thought possible.”



COLTON FOSTER



MOUNTAIN VIEW PROPERTIES

ROPING IN DEALS

BY BETH MCCABE • PHOTOS BY THE STONES PHOTO + FILM

Growing up in Alpine, Texas, Colton Foster's early years revolved around family, friends, and the local community. His father has been a staple of the ranching community for over two decades, managing the local feed and supply store, while his mother's real estate career paved the way for his own path in the industry. "She took over the brokerage about six months after I started working here," he says.

"My mom started real estate when I was in middle school," shares Colton. "I was always around real estate lingo." This early exposure sparked a lasting interest in the industry, which Colton has since turned into a thriving career at Mountain View Properties.

Blazing His Own Trail

A proud graduate of Texas A&M University, Colton earned a degree in Finance and Real Estate under the Agricultural Economics program. His post-graduation path was shaped by the COVID-19 pandemic, leading him back to his family's ranch in Sterling City, Texas. There, he balanced working for EP Energy with helping on the ranch before finding his calling in real estate sales.

At just 19, Colton obtained his real estate license. "I went to work at Landmark Properties," he recalls. "My job was getting a new high-rise complex preleased in College Station." The experience was invaluable.

"I got to understand the networking aspect that comes in real estate and meeting people from all different walks of life," he points out. That is when Colton realized networking through sales was his forte. "Not that I view this job in any shape or form as sales," he asserts. "It's helping people." Assisting them in making the right choices for their real estate goals is what it is all about for Colton.

Colton credits much of his growth to stepping out of his comfort zone.



“

Starting out in Alpine, a small community, I had to explore opportunities outside the area to get my business off the ground and build a local presence.”

"Starting out in my hometown of Alpine, a small community, I had to explore opportunities outside the area to get my business off the ground and build a local presence," he explains. His perseverance has paid off, allowing him to develop a reputation for helping clients with everything from first-home purchases to recreational properties, ranches, and commercial investments.

Colton's passion for real estate extends beyond traditional transactions. "My

interest was initially more on the investment side—cash flow, flips, and things of that nature," he says. Today, alongside his wife Hope, coworker Clay, and friend Hudson, they co-own 19 investment properties.

Grounded by Family

Family is at the heart of Colton's life. He enjoys spending time with Hope, a commercial and farm/ranch appraiser who evaluates properties from the Panhandle to Central Texas

“

Stick with it! Success does not always happen overnight, but every experience is a chance to learn and grow.



and El Paso. Originally from Garden City, Hope comes from a family of cotton farmers, a connection that deepens their shared appreciation for agriculture and rural living.

“We met in high school through FFA, attended Texas A&M, and got married last April,” says Colton. The couple enjoys spending time at the lake, attending live sporting events, and making the most of every moment with family and friends.

Colton also has a younger brother Shaun, who attends Texas Tech, where he is studying Ag Business. “He and I are very close,” he comments. They share a strong bond, often spending time together whenever their schedules allow.

Outside of real estate, Colton enjoys team roping, sports, networking, and vacationing. Whether he is competing in a team roping, enjoying a live event, or unwinding by the lake, he values time spent recharging with family. “I have quite a lively family,” he says with a smile.

Top Tips

For those aspiring to excel in real estate, Colton shares some valuable advice: “Stick with it! Success does not always happen overnight, but every experience is a chance to learn and grow. Keep networking, stay positive, and embrace each transaction as an opportunity.” His dedication has certainly paid off, helping him make a lasting impact in the local real estate market!

A Man on the Move

With his drive, expertise, and passion for helping others, Colton is a rising force in the local market. A true man on the move, roping in deals and making an impact. We cannot wait to see what he does next!



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DALE LOOKABAUGH

THE BILL LANIER TEAM

BY JACKI DONALDSON • PHOTOS BY THE STONES PHOTO + FILM

Growing up in Midland, TX, Dale Lookabaugh never imagined becoming a top-producing real estate agent in his hometown. “When I graduated from high school, I wanted to get as far away from this place as possible and never come back,” he shares.

His journey initially took him far from home to Belmont Abbey College, a small school outside Charlotte, NC, where he played soccer. Despite his determination to leave Midland behind, Dale eventually returned to his roots. He transferred to Texas Tech University, earned a degree in business management, and landed a job as a loan review analyst at a local bank in Midland. However, the desk job didn’t suit him. “I couldn’t stand sitting in front of a computer all day,” he reveals. “I needed something active where I could be up on my feet and moving around. I had always thought about real estate, so I decided to get my license.”

In May 2012, Dale made the leap into real estate. Encouraged—and challenged—by his mentor, Bill Lanier, he went all in, confident that his wife Nicole’s career as a CPA could support the family financially. At first, Bill’s team didn’t have room for Dale, so he worked solo at the same brokerage for three

months. “Then, someone left the team, and I was able to join,” Dale recalls with a smile.

Once on the team, Dale spent the next decade honing his craft under Bill’s guidance at Keller Williams, surrounded by seasoned professionals. “I was like a sponge, trying to absorb everything I could,” Dale states. “The early years were tough but rewarding. The blessing of being on a team is that you have leads. They’re not always the best leads, but at least you have them. Bill always told me, ‘The first three to five years are going to be the toughest.’ But having rockstars around me kept me motivated.”

In October 2023, Bill started his brokerage, the Bill Lanier Team, and Dale joined him. “I’ve taken on much more of a leadership role now,” he explains. “Bill’s still involved, but most everything runs through me.” Dale is also working toward earning his broker’s license, further expanding his responsibilities.

A typical day for Dale starts early. “I like to be up by 6 o’clock,” he says. Currently training for a 5K, Dale often begins his mornings with a run before cooking breakfast for Nicole and their three kids, Nolan (11), David (8), and Caroline (5). The family blends homeschooling with traditional school, keeping their lives busy and dynamic.

Once in the office, Dale reviews new listings, follows up with clients, and conducts Comparative Market Analyses (CMAs). He

also trains and mentors newer agents on the team. “We’re doing a book club right now, reading *The Compound Effect* by Darren Hardy,” he shares. “Soon, we’ll start having meetings to review client lists and help our agents become more productive.” With an open-door policy, Dale frequently provides guidance and support to team members throughout the day.

Dale’s real estate success, driven by 90% past clients and referrals, stems from his commitment to building strong relationships. “I think putting extra care into people, even after closing, is important,” he notes. “My goal is to follow up with past clients at least once a quarter. Checking in helps me stay connected to their lives and top of mind for referrals.”

For Dale, the most rewarding part of his work is helping clients find the perfect home. “The satisfaction of a buyer getting into their first house or their second house—just seeing how excited they are—is amazing,” he emphasizes. “That’s where life happens, where memories are made.” Dale finds helping sellers move on to new chapters in life equally fulfilling.

When not serving clients or mentoring agents, Dale focuses on his family. He and Nicole, now a homeschool teacher and activity chauffeur for their kids, prioritize creating memorable experiences for their children. They enjoy short trips across the United States, with their favorite destination being Emerald Isle, NC, where Nicole has family. Dale and the kids also love gardening, and he tries to squeeze in a few rounds of golf each year.

Reflecting on his journey, Dale says, “I never imagined I’d be back in Midland, but this community has given me so much. Helping people find their place here feels like coming full circle.”



“
I think putting extra care into people,
even after closing, is important.”

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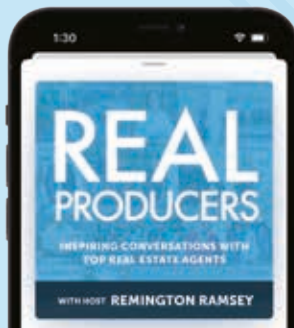
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