

EAST TEXAS

MAY 2025

REAL PRODUCERS[®]



Libby Gamble

East Texas Real Estate Group

Rising Star:
Ronnie Withers
Dwell Realty

Partner Spotlight:
Collin Phaup
Goosehead Insurance -
Phaup Agency

EastTexas

TREC #8942

Home Inspection Services, LLC

Serving East Texas Since 1996

OVER
50,000
HOME
INSPECTIONS
1996 2025
212 Year Combined Experience

STRUCTURAL INSPECTIONS
Residential - Buyer and Seller Inspections
Commercial, New Construction,
and Builder Warranty Inspections



"Free" WDI Inspections
Septic Inspections • Pools • Spas • Sprinklers
Water Wells & Water Testing
and many other systems.



866-727-0831

"One Call Inspects All"
SCHEDULE NOW →

EastTexas PEST CONTROL

**Residential &
Commercial
FREE
ESTIMATES**

We Stop What's Buggin' You!



Call Us...
East Texas Pest Control Services, LLC
for Treatment Today!

866-727-0831



ANTLERWORX

Real Authentic Deer Antler Chandeliers

WWW.ANTLERWORX.COM

(903) 759 5149 | [FACEBOOK @antlerstyle](https://www.facebook.com/antlerstyle) | [INSTAGRAM @antlerworxinc](https://www.instagram.com/antlerworxinc)

Contents

PROFILES



14 Collin Phaup



18 Ronnie Withers

IN THIS ISSUE

- 6** Meet The Team
- 7** Preferred Partners
- 10** Publisher's Note
- 11** FAQ
- 14** Partner Spotlight: Collin Phaup
Goosehead Insurance - Phaup Agency
- 18** Rising Star: Ronnie Withers Dwell Realty
- 22** Cover: Libby Gamble
East Texas Real Estate Group



22 Libby Gamble
COVER STORY

If you are interested in nominating people for certain stories, please email us at: Cherika.Johnson@n2co.com

Flexible Health Coverage

Individuals | Self-Employed | Business Owners | Families

Get A Custom Quote Today



Justin Hollis
(601) 672-9955

Justin.Hollis@ushadvisors.com
www.ushagent.com/JustinHollis



Insurance underwritten by Freedom Life Insurance Company of America. All Products not available in all states.
Exclusions and limitations apply. Please see a licensed Agent for details.

30-Flyer-FLIC-1019

C-5.5x4.25

BARWELL SOLUTIONS™

FOUNDATION REPAIR | WATERPROOFING | SEAWALL REPAIR

903-330-6504 | www.BarWellsolutions.com

EAST TEXAS HOMES

WE PAY REAL ESTATE AGENTS FOR CUSTOM HOMES

Ever lost money when a client decided to build instead of buy? Those days are **OVER**. Bring your clients our way, and earn a commission of the sale price of the custom home, while getting your client into the home of their dreams.

CALL OR VISIT TODAY
1503 JUDSON RD, LONGVIEW, TX 75601
903-686-9895
INFO@EASTTEXASHOMESLLC.COM
EASTTEXASHOMESLLC.COM

Meet The Team



Cherika Johnson
Owner/Publisher



Dawn Sims
Writer



Edward Allen
Writer



Derrick Taylor
Photographer



Laney Schroeder
Photographer

Have an Idea?



Want to pitch, nominate or share a really cool story with our readers? Scan the QR code to share with our Publisher.



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!

ATTORNEY - REAL ESTATE

Holt Law Firm
(903) 918-2670
www.jasonholtlawfirm.com

CATERING

Bradley's Home Cooking
(903) 808-1499

CLOSING GIFTS

Embedded Designz
(972) 520-2268
www.embedded-designz.com

CONSTRUCTION/REMODELING

Krystal Falls Construction
(903) 738-4210
krystalfallsconstruction.com

FOUNDATION REPAIR

Barwell Solutions
(903) 330-6504
www.barwellsolutions.com

HEALTH INSURANCE

US Health Advisors
(601) 672-9955
www.usagent.com/justinhollis

HOME BUILDER

East Texas Homes
(903) 686-9895
www.easttexashomesllc.com

HOME INSPECTION TEAM

East Texas Home Inspection
(866) 727-0831
www.easttexashomeinspection.com

Frontline Home Inspections and Pest Control
(903) 407-1456
www.frontline-home-inspections.com

G&W Inspections Kim Cooley
(903) 571-2410
www.gwinspections.com

Inspection Gator
(903) 278-5097
www.inspectorgator.com

HOME WARRANTY

Fidelity National Home Warranty
(903) 539-9167
www.homewarranty.com

INSURANCE

Goosehead Insurance - Ashleigh Buchanan Agency
(903) 215-8242
www.gooseheadinsurance.com/ashleigh-buchanan/

Goosehead Insurance - Phaup Agency Collin Phaup
(903) 534-5800
www.savedbythegoose.com

Legacy Insurance Agency
(903) 212-2000
www.MikeSmithAgency.com

INTERIOR DESIGN

AntlerWorx
(903) 759-5149
www.antlerworx.com

MORTGAGE LENDERS

Fairway Independent Mortgage Corporation
(903) 236-5000
www.arianathompson.com

Guild Mortgage Tom Holyfield
(903) 247-0803
www.tomhollyfield.com

Hallmark Home Mortgage
(903) 316-1284
www.hallmarkintexas.com

MOVING COMPANY

Axe Moving
(903) 714-4469
www.Axemoving.com

PHOTOGRAPHY

Taylor Images Derrick Taylor
(903) 431-3349

ROOFING PROFESSIONALS

Texas Edge Roofing Chris Frazier
(214) 306-1353
texasedgeroofing.com

SURVEYS

Johnson & Pace
(903) 753-0663
johnsonpace.com/

TITLE COMPANY

Landmark Title
(903) 534-8000
www.LmarkTitle.com

Tarry Title
(903) 991-3512 - Tyler
(903) 757-3000 - Longview
www.tarrytitle.com

Truly Title
(903) 871-7577 - Tyler
(903) 781-5396 - Longview
www.trulytitle.com



goosehead
INSURANCE

You give them the keys and we give them the coverage.

The best of East Texas work with the best in East Texas.



Collin W Phaup, CIC
Agency Owner - Tyler
903.534.5800
collin.phaup@goosehead.com



Ashleigh Buchanan
Agency Owner - Longview
903.215.8242
ashleigh.buchanan@goosehead.com



Scan to get a quote



Scan to get a quote



FRONTLINE SERVICES

INSPECTIONS:

- ✓ Residential, Commercial
- ✓ Investment Properties
- ✓ Outbuildings, Boat Houses
- ✓ Pools and Irrigation
- ✓ Aerobic and Septic
- ✓ Well and Water Sample Testing

PEST CONTROL:

- ✓ Termite Inspections
- ✓ Quarterly Services
- ✓ Pre and Post Treatments
- ✓ Mosquito Sprays
- ✓ Wasp and Ant Spray
- ✓ Rodent Control

903-407-1456
www.frontline-home-inspections.com
www.frontline-pest-control.com
TREC # 22985, TDA #0849853, TSPCL # 0851760



YOUR EAST TEXAS *Teams*

Want to see a significant lift in your business? Your marketing?

We can help!

Reach out to your Truly Title representative in Tyler or Longview and let us show you our tools to help achieve your goals this year!

OUR RESOURCES



ONE

TRULY ONE

Download our Truly ONE app and have all the numbers at your fingertips!



ZOCCAM

Remotely deposit earnest money from any device.



FLUEID PRO

Be the first to identify potential listings with Hot Properties and gain an advantage with these powerful tools.



There **truly** is a difference.

TRULY TITLE LONGVIEW

2393 H G Mosley Pkwy, Ste 100
Longview, TX 75604
(903) 781-5396

TRULY TITLE TYLER

1020 Asher Way, Suite 400
Tyler, TX 75703
(903) 871-7577

TRULY
TITLE

WHAT IS REAL PRODUCERS?
Welcome to *East Texas Real Producers!*

Providing a platform to celebrate and unite the top real estate professionals across East Texas
BY CHERIKA JOHNSON

It’s my honor to bring this community to our East Texas area and to celebrate everything that makes you all an outstanding part of the East Texas Real Estate Community. I look forward to highlighting your accomplishments, encouraging your dreams, and recognizing you for your continued excellence in serving your clients.

Real Producers started as a simple idea in 2015 in Indianapolis and has spread across the nation like wildfire. The Real Producers community is now available in 130 locations and is changing the way the real estate community interacts across America. As we embark on this journey, I promise to create platforms to connect this community and forums to recognize and celebrate what makes each one of you iconic. In years to come, I hope to interview every one of you so that I can share your success stories in future issues. I also look forward to celebrating you at our events, providing tools and connections to help you grow your business and representing your passion for this industry that we all share.



HALLMARK
HOME MORTGAGE
NMLS #2042409

YOUR TRUSTED LENDER

At Hallmark Home Mortgage, we’re proud to be your local lending partner. Trust Hallmark to know the local market and put you first every step of the way.



CODY CASTAGNO
NMLS #206839
903.316.1284



JESSICA HERRING
NMLS #781747
903.661.4434



LAURA WOOLSEY
NMLS #2042409
682.225.1534



KRISTIE VAN HUIS
NMLS #266847
903.360.4669

Hallmark Home Mortgage, LLC NMLS# 53441 (<http://www.nmlsconsumeraccess.org>). This is not a commitment to lend. All loans are subject to credit, underwriting, and property approval guidelines. Terms, conditions and programs subject to change without notice. Hallmark Home Mortgage 2326 Duelling Oaks Drive, Suite A Tyler, TX 75703 888.490.1428 03062025



Here are some quick facts about Real Producers:
DISTRIBUTION: This magazine will arrive in the mailboxes of the TOP 300 agents in East Texas each month. These 300 agents are determined through compiled MLS data from 2024. If you are receiving a hard copy of the publication, it is because you belong to the elite group of the top 10%.

CONTENT: This publication is all about YOU, the East Texas real estate community. We will be writing personal and unique stories on members of this community, giving you a platform to inspire greatness in others. As we grow, we will continue to add fresh content focused entirely on the top 10% and our Preferred Partners. We have NOTHING to sell to real estate agents as it is absolutely FREE to be featured in this publication. To be featured, the agents must be nominated by a peer, leader or influencer in the East Texas real estate market. We always encourage nominations and love to hear about agents that are making a huge impact in our market.

PREFERRED PARTNERS: Anyone listed as a “Preferred Partner” in the index of this publication will also be a part of this exclusive community. You will see them advertised in every issue, attending our private events and being a part of our online community. We do not cold call businesses off the street to join us, nor do we allow any business that approaches us to be a part. One or many of you have recommended every single one of these Preferred Partners that you see in this publication. Our goal is to give you as many resources as possible to add to your arsenal so that you always remain that trusted referral source to your clients and customers.

EVENTS: Along with our monthly publication, we will be hosting various social and educational events throughout the year. Our goal is to bring the best of the best together while supporting our local communities. And we fully intend to have a good time doing it! We will be communicating information on upcoming events through the publication and social media.

CONTRIBUTION: If you are interested in contributing, nominating REALTORS for certain features, know of additional top-notch affiliate partners who would be a great fit for our community, or would simply like to learn more, please reach out to me anytime. I look forward to meeting with every one of you in the future. I would also like to give a HUGE THANK YOU to the Preferred Partners who jumped on board with us so that we could bring *East Texas Real Producers* to life. Also, a huge shout-out to my team that pulled this together without much guidance. You all are incredible, and this first issue is dedicated to you!

I appreciate you all and look forward to seeing you all at our networking events soon!



CHERIKA JOHNSON
Owner/Publisher - *East Texas Real Producers*
Cherika.Johnson@n2co.com
903-399-3139



FAQs

ALL ABOUT EAST TEXAS REAL PRODUCERS

Q: WHO RECEIVES THIS MAGAZINE?
A: The top 300 agents in East Texas based on volume for the previous year and our Preferred Partners. There are thousands of agents in the region and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies to your hard work, dedication, and proficiency.

Q: Do Real Estate Agents Have To Pay For Magazines Or Events?
A: NO! The magazine and events are FREE to agents and funded by the partners who advertise.

Q: What Kind Of Content Will Be Featured?
A: This is all about you. We’ll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we’ll add fresh content focused entirely on you. It costs absolutely nothing for a REALTOR® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we’re always accepting nominations. We will consider anyone brought to our

attention– we don’t know everyone’s story so we need your help to learn about them!

Q: Who Are Our Partners?
A: Anyone listed as a “Preferred Partner” in the front of the magazine is funding and fueling this community and is an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine and attend our events. One or many of you have recommended every single Preferred Partner you see in this publication. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates as well, so we can grow stronger together.

Q: Does Real Producers Have Events?
A: Yes! Along with the magazine, we will host quarterly events exclusive to this community, where you–the best of the best–get together at local venues to socialize, mastermind, deepen our connections, and better our businesses. We will communicate about events through the magazine and on social media. Stay tuned for info on our launch party this Fall!

Q: How Can I Recommend A Business Or Feature Story?
A: If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch affiliate partners who you believe should be a part of our community, or would simply like to network; email or call us. I look forward to hearing from you!
Email: Cherika.Johnson@n2co.com

HOME-PEST-SEPTIC-POOL



G & W INSPECTIONS
The Inspector Family

903-571-2410



NICK GREGORY (23904)
WDI TECHNICIAN
#0850716



MIKE WAHL (23788)
WDI TECHNICIAN
#0826430



KIM COOLEY (24407)
WDI TECHNICIAN
#0847464



WWW.TARRYTITLE.COM



Our Locations

Tyler

1007 Pruitt Place
Tyler, TX 75703
903-991-3512
frontdesk@tarrytitle.com

Longview

1127 Judson Rd., Ste. 144
Longview, TX 75601
903-757-3000
frontdesk@tarrytitle.com

Mineola

1150 Bromberg St.
Mineola, TX 75773
903-569-2800
frontdesk@tarrytitle.com

Athens

214 E. College St.
Athens, TX 75751
903-675-8247
frontdesk@tarrytitle.com

Meet the Escrow Team

Ginnie Baldridge
Escrow Officer-Tyler
ginnie@tarrytitle.com

Miguel Cabrera
Escrow Officer-Tyler
miguel@tarrytitle.com

Jennifer Ramirez
Escrow Officer-Tyler
jennifer@tarrytitle.com

Carol Walker
Sr. Escrow Officer-Mineola
carol@tarrytitle.com

Natalie Lowry
Escrow Officer-Mineola
natalie@tarrytitle.com

Misty Sportsman
Escrow Officer-Longview
misty@tarrytitle.com

Amber Davis
Escrow Officer-Athens
amber@tarrytitle.com

Karisu Cagle
Escrow Assistant-Tyler
karisu@tarrytitle.com

Roxana Lara
Escrow Assistant-Tyler
roxana@tarrytitle.com

Stephanie Shirley
Escrow/Marketing-Tyler
stephanie@tarrytitle.com

Kelly Winn
Escrow Assistant-Mineola
kelly@tarrytitle.com

Laura West
Accounting-Mineola
laura@tarrytitle.com

Keri Henderson
Admin. Assistant-Longview
keri@tarrytitle.com

Kendall Rooker
Curative Specialist-Athens
kendall@tarrytitle.com

For any marketing inquiries please contact: carleigh@tarrytitle.com

IN THE FOOTSTEPS OF FAMILY

COLLIN PHAUP

the 'OG' of Goosehead Insurance in East Texas

WRITTEN BY DAWN SIMS



When you grow up in a home where both mom and dad have deep roots in service-driven careers, it's no surprise when you fulfill a calling inspired by the footsteps of your family. For Collin Phaup, owner of Goosehead Insurance in Tyler, Texas, his journey into the insurance world might have started with a simple question to his mother—but it's unfolded into something far more meaningful: a legacy of connection, integrity, and transformation.

Collin's story begins right here in East Texas. After meeting his wife, Crystal, in 2004 and returning home from college in Dallas, he did what he had always known to do—get to work. "I've had a job since I was 16. My dad had one rule—never quit one before you've got the next one lined up," he shared. So, with that classic work ethic in his back pocket and the guidance of his two greatest mentors—his mom, a 40-year veteran realtor in Tyler, and his dad, a long-time Farmers Insurance agent—Collin found himself at a fork in the road.

"I asked my mom if I should follow in her footsteps or take the insurance route like Dad," Collin said with a laugh. "She told me, 'If you want to have a wife and a life, go with insurance.'" What neither of them realized at the time was how Goosehead's real estate-focused model would keep Collin closely tied to both worlds—working the long hours of a realtor, but in the name of insurance.

That deep affection for the real estate industry never faded. "I grew up going on showings with my mom and sitting in open houses. Those are some of my favorite childhood memories," he said. It's this foundational love for the business and community that now fuels Collin's commitment to supporting local agents—not just by writing policies, but by helping them build long-term, thriving businesses through client-focused service.

Tyler has always held a special place in Collin's heart, and it's also where he chose to launch something bold. "Tyler is the biggest little town," he shared. "Starting a business in the same place

my dad did was incredibly meaningful. I had the best of both worlds—his guidance and mentorship, but the freedom to do it my way." Stepping away from his father's company to launch the first Goosehead Insurance agency in East Texas was quite the mix of bravery and belief—choosing to take flight without knowing where he'd land. "I guess I was either a genius or a madman," he laughed. "But I know that one of the two tenets of courage is vulnerability, and I leaned into that."

These days, Collin jokes that he's "the OG—the original goose." And in true trailblazer fashion, he's grown his agency from a team of five to twelve, even in the middle of the most challenging insurance market the industry has seen in decades. "It's been tough," he admits. "But this kind of environment separates agents from professionals. A good agent wants to sell you a policy—but a true professional helps you buy the one that's right for you."

And for Collin, that starts with education. "An educated client is a happy client," he says. "I've learned that the best way to avoid problems is to make sure there are no surprises from the beginning." Experience helps

too—despite the fact that, as he jokingly says, "I'm so young and fabulous, no one believes I've been in this business for 28 years."

Still, no amount of planning can prepare you for certain calls. Collin recounted one of his toughest moments—a devastating house fire that destroyed a friend's \$750,000 home. "It was a complete loss, but thankfully, the family made it out safely," he said. "I missed his first call, but called him back quickly. I told him, 'We can replace items. We can't replace people.' That moment hit me hard and reminded me why we do this work. It's not about policies—it's about people."

That heart-forward mentality extends far beyond the walls of his agency. Collin supports several organizations that reflect his passion for mental health and community service, including Next Step Community Solutions, Azleway, CampV, and Starbrite Therapeutic Equestrian Center of Tyler. If money were no object, he'd start a nonprofit focused entirely on youth mental health and addiction recovery—a cause close to his heart after losing a cousin to addiction. "I'm already trying to walk that path while running the agency," he shared. "It's about more than business. It's about impact."

Collin's team and family have long been his top priorities. He lives by a few key quotes—"No pressure, no diamonds" and "You grow into the conversations that are happening around you"—and has made it his mission to pass those lessons along to both his children and his agents. "I've learned more from failure than success," he said. "You can't control everything, but you can control your attitude and your effort." He wants them to remember that what you do in life's small moments when no one is watching is telling of who you are and what you'll do in the big ones.

That mindset has carried him through some big milestones and meaningful memories. At home Collin and Crystal are raising their three children—Matthew, 25, who recently joined the agency as a third-generation insurance professional; Katelyn, 15; and Colleen, 10. At work, Collin has found joy in helping his team rise to their own potential, taking a step back from sales himself to focus on growth and mentorship.

Collin even makes space for a little creative expression. "I waited until I was 40 to get a tattoo," he said with a grin. "I chose a lion and a rose—because I'm a Leo, and of course, for the Tyler Rose." But the one that holds the most meaning



is a Calvin & Hobbes scene inked on the back of his calf. “That cartoon was something my dad and I always shared,” he explained. “He gave me a 3-volume, leather-bound collection of the Sunday comics, and after having a vivid dream about it, I knew I had to do it.” His voice softens as he adds, “I’ve been grieving the living loss of my dad to dementia for seven years now.” This tattoo, a scene on the back of volume 2 from that collection keeps Collin’s connection to the man he will never forget.

When he’s not working or mentoring, you’ll likely find him outdoors—hunting, golfing, or traveling with his family. He keeps things light-hearted and real, describing himself in three words: unique, humorous, and inspired. And even with all he’s accomplished, Collin still sees himself as someone who’s just getting started. When asked what kind of legacy he hopes to leave, he doesn’t hesitate: “One of connection,” he says. “That’s what matters most.”

In tough professions like real estate and insurance, I often tell people that you have to truly love what you do to see the beauty in it. Through all of the story-telling, laughing and emotional moments shared on the day I interviewed Collin, it was evident that

he not only loves the insurance business, he loves his family, his friends, and he loves life. No matter the challenges, he is showing up with a smile. Sitting at a little table in this little coffee shop in Kilgore, Texas, not only did I meet a hard-working family man and snazzy-dressed professional, I met a man who is true to his word. As we were chatting with our coffees in hand about kids, work and life, I witnessed one of those small moments that Collin talks to his kids and agents about. A young man was on his way out, holding several coffees in both hands and Collin paused in mid-conversation to hop up and open the door for him. That is who Collin Phaup is. If you ever have a chance to meet and get to know him, I can assure you, it will be a beautiful thing.



NEED A SURVEY?

From commercial sites to subdivisions, simple to complex, no project is too large or small for Johnson & Pace. In addition to survey services, we also provide professional engineering services along with everything from land planning to flood studies.

We have over 50 YEARS of records!
Call us, we might have yours...

Professional Surveying and Engineering Services

Longview, Texas
903.753.0663 800.630.5702
www.johnsonpace.com
TBPELS Survey Reg # 10025400
TBPELS Engineering Reg # F-4691

JOHNSON & PACE
INCORPORATED
ENGINEERING ARCHITECTURE SURVEYING

TWO GATORS, ONE MISSION

to inform and protect

903-278-5097

| | | |
|----------------|------------------|-----------------|
| HOMES | OUTBUILDING/SHOP | COMMERCIAL |
| WELL & SEPTIC | PRE-LISTING | APARTMENTS |
| POOL/SPA | MAINTENANCE | HOTELS/OFFICES |
| LAWN SPRINKLER | SEWER SCOPE | WDI TERMITE -TX |

Inspection Gator HOME & COMMERCIAL
INSPECTIONGATOR.COM
XTERMI Gators

LEGACY INSURANCE

903-212-2000

Serving East Texas for over 30 years

LONGVIEW NEWS-JOURNAL
30th Anniversary
Best of EAST TEXAS WINNER
READERS CHOICE AWARD

Mike Smith

Cheerio, England - Hello, East Texas!

Ronnie WITHERS

WRITTEN BY EDWARD ALLEN
FEATURING PHOTOS BY LANEY SCHROEDER

FUN FACT: there are on average 110 more sunny days in Tyler, Texas, than there are in England. That makes Tyler real estate agent Ronnie Withers “a lot happier and a lot nicer” than when he resided in the UK, where in his words, it is “cold, wet, gray, and depressing 99.786% of the time.”

After he and his wife moved to Tyler, the couple took a walk down a neighborhood street and waved at a woman sitting on her front porch on her phone—what happened next, according to Withers, was shocking, particularly to Withers, who relates in one of his first videos how in England, many people go to great lengths to avoid eye contact and interaction with strangers: the woman put down her phone and shouted from her porch the iconic “How ya’ll doing?” Texas greeting. (Check out his video “5 Reasons I Moved from England to Tyler” and catch Withers’ self-deprecating attempt at a Texas accent at the 2:32 mark—it’s priceless.) Withers relates this experience he had within the first couple of weeks of his move to Tyler to demonstrate the sense of community he and his wife immediately experienced.

Withers also points out that while the average home in Tyler sells for the mid- \$300’s, the average cost of a home in the UK is around \$550,000; furthermore, the average home in Tyler, Withers mentions, is around 2100 square feet while the average home in England is 860 square feet, the size of a very modest apartment in East Texas. These facts are the cornerstones of his assertion that the reasonable



cost of living in Tyler is almost incomprehensible for a UK transplant.

In this first video on his YouTube channel posted over two years ago, Withers lauds the quality of life in Tyler, with its myriad of accessible parks and lakes and the presence of its religious community and specifically extols the Tyler area for its strong Catholic community (he and his wife are devout Catholics), and for the fact that with the number of churches in the area, how it’s hard not to get invited to a church once one relocates there.

Let’s face it: Withers is sold on Tyler, and he is experiencing great joy in selling Tyler and the Tyler area to his clients.

The journey of Ronnie Withers is one that restores one’s faith in the American dream. Formerly a police officer in the UK, Withers used his time awaiting the laborious immigration process to prepare for and pass the real estate exam; he then settled in the Tyler area after marrying his wife Gracie, whom he met while studying in the States.

Fast forward a couple of years, and you’ll find Withers a proven real estate agent for Dwell Realty in Tyler, a firm with a total sales volume of \$166 million, about \$8.5 million of which can be attributed to Withers. Recognized by Dwell Realty as a “Platinum Agent,” Withers has also been named an “Elite Sales Agent.”

Withers has won the social media award from Dwell on two occasions for his prolific work on his YouTube channel; he has uploaded a video biweekly for the past two years. These videos are lively promotions of homes in the Tyler area—a recent video contains footage of his promotion of the Running Meadows West development in Flint, Texas, just “5 minutes south of Tyler.” In the video, Withers peers into the camera while donning his “Eat Beef” baseball cap and in his distinctive English accent, he tells his viewers in a rapid fire presentation that if they “want to know what it’s like to live, eat, sleep, work, and play in Tyler and the surrounding areas to smash the subscribe button.” In this particular video, Withers embraces the rainy day in which his promotional video was filmed and tells his viewers that the little bit of rain in the background reminds him of “being back home in England” and concludes his video with his signature sign-off: “Until next

time—cheerio.” A recent viewing of this recent YouTube video showed 2,300 subscribers, all of whom no doubt enjoy his fast-paced, no-nonsense walking tours of Tyler area construction and developments presented with an entertaining nod to his UK roots.

Perhaps his success can be attributed to his quest, in his own words, to be “consistently good” instead of “occasionally great.” A viewing of his videos defines how Withers has now been a Tyler realtor long enough to update some of his initial videos of a couple of years ago, demonstrative of his determination to keep his viewers informed of the Tyler and Tyler area real estate climate.

Withers defines success as the “ability to leave an impact on someone else’s life in a good way.” And how he translates that outlook into his role as an accomplished real estate agent is





to get people into their dream homes while removing as much stress as possible for both the buyer and seller. He feels it is his job to take his clients' stress on his own shoulders. The end result of such an approach, he reveals, is that helping other families locate

their dream home makes it possible to provide for Withers' own family.

Speaking of his own family, Withers enthusiastically credits his beautiful wife Gracie and their newly adopted infant son Alfie as his biggest inspiration



and motivation. Topping his list of activities he enjoys, he includes "hanging out with Gracie and Alfie, going to church, and working out."

A recent check of his YouTube channel shows 95 videos under the theme "Living in Tyler, Texas." One must wonder how he is able to strike a balance between his work and his obvious devotion to family. When questioned about maintaining this delicate work/family balance, Withers commented that "there are times where it'll be mostly work and when it's mostly family." He advises that "sometimes you need to just leave your phone in a different room and ignore it—unless negotiating a deal!"

UK transplant Ronnie Withers has already established himself through his work as one of Tyler's most enthusiastic cheerleaders and feels it is his calling to "to take away as much stress as possible" from his clients and help people realize that success in the real estate field should be measured upon much more than the size of a commission. He feels the key to success is to determine one or two ways of generating business and go "all in on them and stay consistent." Doing so, Withers has concluded, has enabled him to ascribe to his belief that "the harder you work, the luckier you get!"

AXE MOVING
WE CUT THE HASSLE OUT OF MOVING
903 - 714 - 4469

CALL FOR A FREE QUOTE
Marcus and Stephanie Howell
Veteran Owned & Operated
Moving Since 2015
TXDOT: 2728235 | TXDMV: 008919517C

Sealed with a Gift
Make Every Closing Unforgettable

Seal the deal with elegance and style. Make your clients' closing day unforgettable with personalized closing gifts from **Embedded Designz**. From laser-engraved cutting and charcuterie boards to embroidered towels and custom-printed keepsakes, our handcrafted creations add a personal touch that says, "Welcome Home."

Embedded Designz
972-520-2268
www.embedded-designz.com
LIKE • SHARE • FOLLOW
@EmbeddedDesignz

Jason A. Holt
Over 20 years of
Title and Real Estate experience
JasonHoltLawFirm.com
903-361-4212 Hablamos Español

From the Classroom to Closing Day: A Lesson Loved in Real Estate

WRITTEN BY
DAWN SIMS
PHOTOS BY
KIMBERLYN
GAMBLE OF
BERRY BLESSED
PHOTOGRAPHY

I had the absolute pleasure of sitting down with someone who radiates authenticity, strength, and a whole lot of East Texas heart. From her rodeo roots to her career as a successful real estate broker, this woman's journey is anything but ordinary—and I knew right away her story needed to be shared.

Libby
Gamble

“The ache for home lives in all of us, the safe place where we can go as we are and not be questioned.”

- Maya Angelou

She grew up in Rusk, Texas, out on 50+ acres where her childhood was filled with horses, dogs, and rodeo events like barrel racing and break-away roping. “Growing up in a small, rural town taught me the unique, slow pace of country living,” she shared. “It also instilled the value of supporting local businesses.” And with a mama who ran everything from a flower shop and catering business to a T-shirt shop, it's safe to say entrepreneurship is in her blood.

Libby's road to real estate wasn't part of the original plan. In fact, it came out of a season of burnout. “I don't know that I wanted to become a realtor as much as I needed to get out of education,” she told me honestly. After nearly two decades of serving as a teacher, curriculum specialist, assistant principal, and finally campus principal, she found herself in a system that no longer aligned with her heart. “I was ready to get out of a system that valued test scores over kids and their wellbeing.” Her mom, who had been in real estate for over 20 years, encouraged her to take a leap—and she did. “I'm glad to be back in a career where I can focus on people, rather than measuring their performance.”

People. That's a word she uses a lot—and with good reason. It's clear that relationships are at the heart of everything she does. “The best part of what I do is building relationships and friendships with the people I serve,” she said, smiling. “It always feels strange when a transaction is complete and the daily talking and messaging with my clients slows down or ends. We've built a connection that's more than just buying or selling a home together.”

That heart for connection started with her own mentors. “My mom was my biggest mentor in real estate—and in life,” she said. But beyond her mom, there was another voice of encouragement that made a lasting impact. “Yes! Kerissa Payne,” she told me when I asked if anyone else had offered guidance through the years. “She's now with Keller Williams Legacy, but we met years ago at Remax. I used to call

her during the hard seasons—when a transaction was especially tough or I just needed to talk through something.” She paused for a moment and then added, “She always said something to me that has stuck with me and I can hear her words even today: ‘You're a good agent. You're always trying to do right by people. You are a good agent. Don't forget that.’” Her voice softened. “It was a simple yet great reminder that I think all agents need sometimes.”

Like many wise professionals, she values having more than one voice pouring into her life. “I've always thought it was good to have multiple people speaking into my life—people I can trust. They offer different perspectives because of their experience, not just in real estate, but in life. It's even biblical—‘Seek wise counsel...’ There is nothing like experience to help others.”

Still, while she's learned a great deal from others, she's also made a point to do some things differently—especially from her mother. “My mom was a workaholic,” she laughed. “It was a running joke in our family. If she was on the phone with you and got another call, she'd say ‘I gotta go,’ and just hang up. We all laughed and said, ‘Honey is always zooming around in her car selling real estate!’ Honey is what we call her.” She admitted she fell into that same pattern during her first six years in real estate. “I became a workaholic, too. But I discovered the importance of boundaries. There is no other job in the world where people expect an immediate response like they do in real estate.” She leaned in, speaking with the conviction of someone who's lived it. “I had to learn that to be my best—for my clients, my family, and myself—I had to draw those healthy boundaries. Otherwise, burnout was inevitable.”

You can tell that her past in education didn't just shape her heart—it sharpened her skills, too. “As a teacher and principal, communication was everything,” she explained. “I had to speak to all kinds of people—students, parents, staff—and that's definitely helped in real estate. We're constantly talking to buyers, sellers, lenders,



me: “I could also see myself becoming a helpful resource for senior citizens. The world has changed so fast—they must feel overwhelmed sometimes in this tech-driven society. I’d love to continue helping others, just in a different way.”

Her strength is her own, but she’s never had to carry it all alone. Her husband Andy, whom she lovingly calls her best friend (and occasional assistant!), has stood beside

her for 25 years. “He is my constant, and I’m a better person because of him.” She also has two adult children—one who followed her path into education—and a close-knit circle of friends and family who are her biggest cheerleaders. “Their encouragement in my life is monumental. I am truly blessed beyond measure.”

That doesn’t mean the road’s been easy. One of her biggest personal obstacles? Learning to manage her energy and time. “I’m a recovering workaholic,” she laughed. Leaving a salaried job for a commission-based career without a safety net was terrifying. “It was one of the scariest things I’ve ever done. No benefits, no retirement, no set income—just faith and hard work.” But that brave step forward paid off. After five years in the business, she earned her Broker’s license in 2016 and opened her own firm—East Texas Real Estate Group—in 2019. When she’s not helping clients, she’s all about music, dancing, podcasts, traveling, and singing on her church’s praise team. “I’m also a big fan of books—especially audiobooks,” she said. And yes, she still makes time for yoga and long walks with her husband and grandbaby.

For those considering a career in real estate, she offers some

heartfelt advice: “First, LISTEN. Have real conversations with agents who’ve been in the business for at least five years. Get a real picture of what it takes to succeed.” And if you decide to take the plunge, she added: “LEARN. Learn to set boundaries with your schedule so your personal life doesn’t suffer. Learn from every transaction, every client, every agent. Real estate—and life—is all about continuous learning.” She also offered this final reality check: “Real estate transactions are full of legal documents that guide one of the most complex and important financial decisions people make in their lives. If that doesn’t sound like fun, rewarding work to you, it probably isn’t the right career choice.”

The day I met with Libby Gamble was a day of real talk. She did not hold back in describing exactly what real estate is about from day to day. It’s not reality tv... it’s simply a real estate agent’s reality. As a fellow realtor, I not only could relate, but appreciated her rarity in all that she encompasses. It’s her heart, her authentic spirit, and love for people that make her stand out in this business. Real estate may have started as a career change from the classroom for Libby, but it’s turned into a calling to continue growing, learning and as ironic as it may sound, teaching and guiding others along the way!



BOOST YOUR REAL ESTATE SUCCESS
WITH **FAST, RELIABLE** MORTGAGE SOLUTIONS

CONTACT ME TO TAKE YOUR BUSINESS TO THE NEXT LEVEL!
ARIANA THOMPSON
LOAN OFFICER | NMLS 1293244
903-806-8181
ARIANA.THOMPSON@FAIRWAYMC.COM

SCAN ME

Copyright©2024 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-866-912-4800. Intended for industry professionals only. All rights reserved.

Baron Harris
(903) 738-4210
krystalfalls17@gmail.com

KRYSTAL FALLS CONSTRUCTION

2790 Owl Rd.
Diana Tx, 75640

krystalfallsconstruction.com

Fire & Water Restoration

Remodeling Decks / Arbors

Insurance Claims Wood Fences

Outdoor Kitchens New Construction

RESIDENTIAL & COMMERCIAL

Our Legacy

"Our commitment to client satisfaction manifests itself in a fast turnaround time for paperwork, attention to detail, and a 'can do' attitude that pervades our entire staff."

"Since our beginning in 1985, our company goal has always been to provide the best possible real estate title insurance services available. We realize that for our clients to do their job well, we must do our job well."

-Steve Dement,
CEO and owner of
Landmark Title, Inc.



The Closing Authority

4595 Kinsey Drive, Tyler

PH: 903-534-8000 | FX: 903-534-8161

info@lmarktitle.com | lmarktitle.com



Photography

Fashion * Wedding * Family * Event * Real Estate
Product * Corporate * Photography * Videography

For Bookings

Call (903) 431-3349

Over 15 Years Of Professional Photography Experience



homewarranty.com

Real Investment Protection

4 Great Plans including **25 Options** for
Customized Coverage

- Fidelity National Home Warranty provides incredible value to your home!
- Protects both buyer and seller
- Provides evidence of your fiduciary duty to protect your clients and their home.
- A huge savings to homeowners from out of pocket expenses for repairs

Protect your clients *and yourself* with a
Fidelity National Home Warranty!



BETH ELBERT
Sales Executive
903-539-9167
beth.elbert@fnf.com



TEXAS EDGE ROOFING
GENERAL CONTRACTORS, LLC

Chris Frazier, The Roof Doctor has spent the last decade living and serving East Texas. Chris is here to ensure your home gets the care it deserves. Whether it's a new roof or repair, trust the Roof Doctor to get it done right. Call today and let The Roof Doctor protect your home like it's his own!

Common Emergency Roofing Issues We Handle:



The Roof Doctor



*Caring for East Texas,
One Roof At a Time*

CALL NOW

214-306-1353

texasedgeroofing.com

**YOUR LOCAL MORTGAGE
EXPERTS ACROSS TEXAS,
OKLAHOMA, LOUISIANA
AND ARKANSAS**



903-247-0803 • tomhollyfield.com
1300 Hollybrook Dr. • Longview, TX 75605
Thomas L. Holyfield, NMLS# 210861

