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ON THE RISE  
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FEATURED REALTOR<sup>®</sup>  
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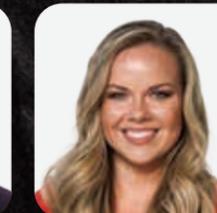
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# TRAJEN JOHNSON

Texas Standard Realty

STORY BY JACKI DONALDSON  
PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY  
(UNLESS OTHERWISE NOTED)

“A LOT OF LIFE EVENTS  
LED ME TO PURSUE  
REAL ESTATE.”

**W**hen Trajen Johnson signed up for real estate classes, he had no idea when he would complete them or what he would do with the education. At the time, his retail job consumed most of his schedule, leaving little room to seriously consider a real estate career. But then, the world paused. “During the Covid shut-down, I could not work at the physical retail location, which allowed me to complete the real estate courses,” Trajen shares.

A 2018 Texas Tech University graduate with a degree in kinesiology, Trajen initially envisioned climbing the corporate ladder in retail, but a deep interest in real estate investing kept nudging him in a different direction. “A lot of life events led me to pursue real estate,” he says. “After Covid, I grew tired of the day-to-day life of working in corporate retail, so I decided to do something different.” The turning point came after talking with industry professionals. “I decided to quit my job one day and go full-time in real estate,” Trajen recalls.

Changing career paths proved to be the right move. Now, as a dedicated REALTOR®, Trajen thrives on helping people turn homeownership from a distant dream into a reality. “My favorite experiences with clients are when they assume that home buying is not a possibility for them, but in the end, it all works out,” he declares. He enjoys guiding his clients through the complex process, addressing their uncertainties, and witnessing the moment when everything clicks. When homeownership becomes a reality for his clients, Trajen gets to be part of their magic because he’s been with them every step of the way.

Real estate, Trajen acknowledges, comes with daily challenges, which is part of the draw for him. “I am most passionate about finding new ways to connect with clients and navigate the new challenges that present themselves every day,” he explains, crediting his success to his knowledge and ability to build genuine, personable connections.



"I WANT TO BE REMEMBERED AS THE PERSON PEOPLE ENJOY BEING AROUND."

Trajen's mentor, Cortnee Smith, has played a pivotal role in shaping his career. "Cortnee was my mentor at my first brokerage, and joining forces with her again felt right," Trajen remarks about joining Texas Standard Realty. That decision reinforced his belief in surrounding himself with knowledgeable professionals. "I look up to several agents that I have dealt with," he notes. "Each deal is unique and has its own obstacles, and I learn something new each time." He also admires his father, who has successfully run a business for several years. "He taught me the importance of building relationships with clients and peers," Trajen describes.

Trajen has much to be grateful for with a growing business and family. "A lot has changed regarding immediate family since I was last in this magazine," he reveals. "Since then, I married my wife, Nicole Johnson. We have two dogs together, Herman and Opie, and we have a baby coming in June." He enjoys spending time at the gym or on the golf course when he's not working. He also has a hobby many may not know about: "I enjoy cooking," he comments.

Even on the toughest days, Trajen, currently reading the book *Straight Path to Real Estate* in the spirit of continual learning, knows he is helping people find a cherished home." His goal is simple yet powerful: "I want to be remembered as the person people enjoy being around."

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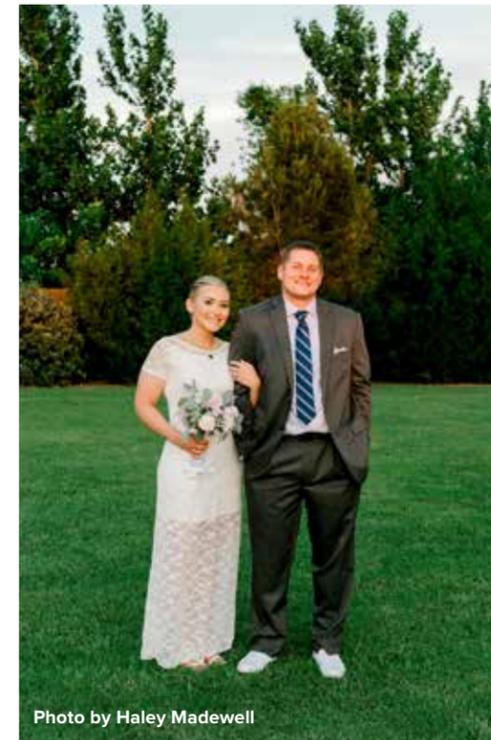


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Amanda  
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## Platinum West Realty

STORY BY KAELEA PENA  
PHOTOS BY ALICEA MULLINS, ALICEA JARE  
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DRESSED BY J. HOFFMAN'S

Amanda Martin is no stranger to entrepreneurship. She has shown the leadership qualities and tenacity to thrive and succeed. After receiving her degree from Texas Tech University, she held management jobs in retail and the hotel and apartment industry while living in Tennessee for a few years. She then transitioned to owning a travel agency before purchasing a well-established tanning salon in Lubbock. Now, she's taking the Lubbock real estate landscape by storm.

Because she has been self-employed her entire career, Amanda's creative mind was always contemplating her next move. What drew her to real estate was the opportunity to be part of one of the most significant decisions in people's lives. "I love watching clients turn a house into their home, and being able to guide them through that journey is incredibly rewarding," Amanda explains. Knowing she plays a role in helping people find the perfect place to start their next chapter makes this career so meaningful to her. She began her career in real estate in February 2021 and hasn't looked back.

The relationships and friendships Amanda forms through each transaction mean so much to her. "I always keep those relationships close and let them all know how important they are to me," she says. "Watching my clients sign at the closing table—the excitement, smiles, and pure joy—reminds me why I do what I do."

In the competitive world of real estate, standing out takes more than just closing deals—it takes heart. Amanda is on a mission to be known





as a great agent who puts others first. Her approach is rooted in kindness, compassion, and unwavering support, walking alongside her clients through every step of the process. Day or night, she is just a phone call or text away, ready to answer questions, solve problems, and offer peace of mind. But Amanda's commitment doesn't stop at the closing table. She's committed to being a lifelong resource and friend, ensuring she supports her clients long after they receive their keys.

When Amanda is not serving others in real estate, she enjoys spending time with her family, sitting outside (when the wind isn't blowing), working on her Bible study or daily devotional, relaxing by the pool, going to the lake when possible, and sharing special dinners. Amanda and her wonderful husband, TJ, will celebrate 12 years of marriage this August. TJ is a State Trooper and has enjoyed his career for 18 years. Together, they love to take small trips to Ruidoso and Fredericksburg for a change of scenery. Amanda has one son, Haydn, 21, who graduated from Lubbock Cooper and South Plains College, earning an Advanced Welding Certification and an associate's degree. The family has three dogs: 13-year-old Boston (a Boston Terrier), 12-year-old Conner (a chocolate Lab), and 8-year-old Kase (a Yorkie).

For Amanda, family is the foundation of who she is and what she values most. She has always cherished the deep bond her family shares, a closeness that traces back to her beloved grandparents and continues strong today. She holds dear the powerful example set by her parents, who have been married for nearly 60 incredible years—a legacy of love and commitment that has shaped her life in the best possible way.

Amanda lights up when she talks about her husband, whom she describes as wonderful, understanding, and one of the hardest-working people she knows. Their relationship is a constant source of strength and gratitude. But close to her heart is her son. "My only child, my son; I feel God gave him to me as a special gift, and I'm so thankful for the close

**"My only child, my son;  
I feel God gave him to  
me as a special gift,  
and I'm so thankful for  
the close bond we've  
always shared."**

bond we've always shared," Amanda reflects with heartfelt emotion.

Although Amanda sometimes wishes she had started in real estate sooner, she firmly believes God's timing was perfect. "I know I have found my true calling now," Amanda confirms.

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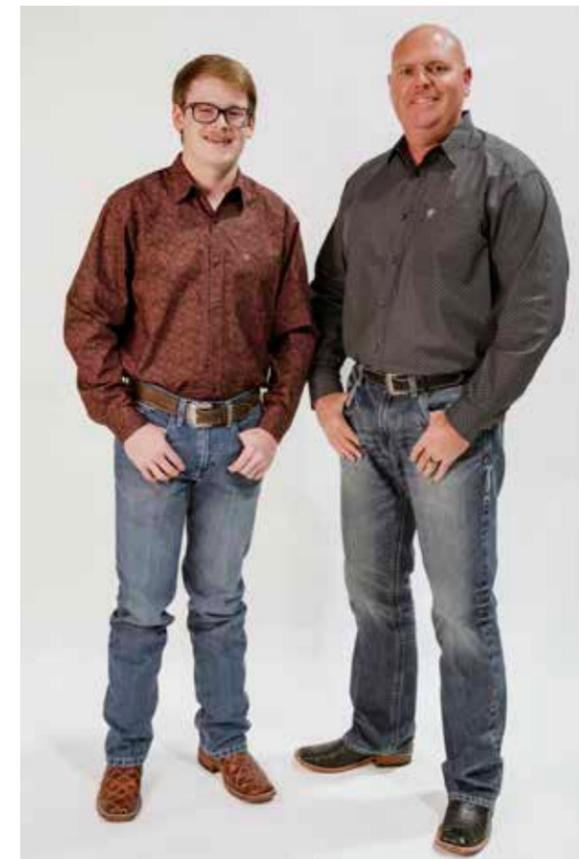


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# WESTERN TITLE C O M P A N Y

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

Since 1963, Western Title Company has been a trusted partner in commercial and residential real estate transactions throughout Lubbock and its surrounding areas.

Founded by Ervin J. Brandt, Western Title remains a proud family-owned and operated company. Today, Bob and Rosamond Brandt own the company, and their son, Alan, and his wife, Heather, are actively involved in daily operations.

Western Title's escrow team—Bob Brandt, Holly Hamill, Alan Brandt, and Heather Brandt—brings over a century of combined experience to every transaction. Their exceptional assistants, many of whom have been with the company for over a decade, add even more depth and expertise. The team's deep knowledge, expertise, and commitment to client care set Western Title apart in a competitive market.

The company's in-house title examiners perform all title work and title search reports, ensuring accuracy and efficiency every step of the way. Western Title makes closings seamless with 100% remote online notary (RON) services, even if your client is out of town or overseas. When you work with Western Title, you're not just getting a closing—you're gaining peace of mind backed by experience you can trust.

At Western Title Company, protecting your clients from potential title issues—both now and down the road—is more than just part of the job. It's something the team is genuinely passionate about. They may deliver the tough news when challenges arise, but they're also the team rolling up their sleeves to help find solutions. As a neutral party committed to accuracy and integrity, they are just as invested in your success as you are. Thanks to their strong relationships with trusted underwriters, they can confidently navigate the most complex situations, helping move your deals forward with clarity, confidence, and care.

"We know and understand how much hard work goes into each step of any real estate transaction from start to finish for all parties involved," Heather Brandt shares. "Nothing makes us happier than helping your clients finally cross the finish line and being able to play such an integral part in the process."

Community involvement is at the heart of everything Western Title does. Whether through the Lubbock Association of REALTORS® (LAR), Real Producers, the Lubbock Chamber of Commerce, or the West Texas Home



Owners Bob & Rosamond Brandt



Bailee Porter,  
Marketing &  
Events Manager



Heather Brandt,  
Residential Escrow  
Officer & Business  
Development



Alan Brandt,  
Escrow Officer



Holly Hamill,  
Residential Escrow  
Officer

Builders Association (WTHBA), they love connecting with and giving back to the people who make the community so special. They even host donation drives throughout the year for different local nonprofit organizations. The Western Title team is incredibly honored and humbled to have been voted Best Title Company in the 2024 Best of Lubbock Community's Choice Awards. This recognition means the world to them and exemplifies their community efforts.

Education is a top priority at Western Title. They offer continuing education (CE) courses for REALTORS® year-round, covering topics like contract law, legal updates, and modern marketing strategies, including Canva and TikTok. Heather Brandt now teaches some of these CE courses herself. While TREC requires them to charge for the classes, they donate 100% of the fees they collect to different local nonprofits; they never profit from offering these courses. When you earn your CE credits at Western Title, you will also be supporting your community.

Not only is offering education important, but staying up-to-date on the ever-changing real estate industry is also crucial. Despite the company being around for 60+ years, commitment to implementing innovative changes and updates throughout the office is essential and helps make the closing process easier for everyone involved.

Want to stay in the loop? Be sure to follow Western Title on Facebook and Instagram (@wtclubbock) for updates on upcoming CE opportunities, community donation drives, and everything they're doing to make a difference right here at home.

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Western Title proudly offers its free, convenient, and resourceful mobile app, Western Agent One, for iPhone and Android. This app allows REALTORS® to quickly create estimates for buyers and sellers, promote listings, and use calculators and other pre-made promotional materials.

The Western Title team is incredibly honored and humbled to have been voted Best Title Company in the 2024 Best of Lubbock Community's Choice Awards. This recognition means the world to them and exemplifies their community efforts.

With a legacy of excellence, Western Title looks forward to serving Lubbock for years to come. Contact them today to schedule your next closing.

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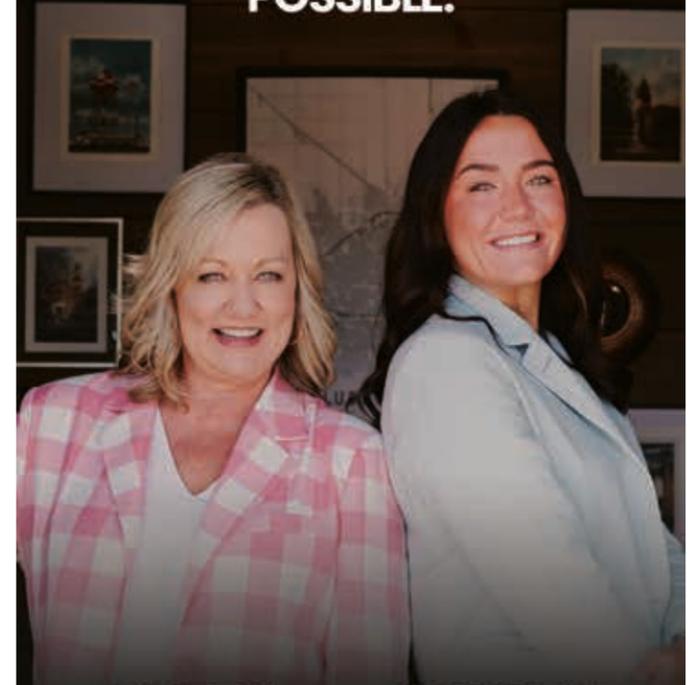


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# Mary BEADLES

Keller Williams Realty Lubbock

STORY BY KAELEA PENNA • PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY • DRESSED BY J. HOFFMAN'S

**F**or Mary Beadles, real estate is more than a career—it's in her DNA. Growing up in Pampa, she was deeply influenced by her parents, who valued hard work and sincerely appreciated what creating a home means. Her father took over the family's farm as a teenager, allowing her grandfather to focus on his role as the local bank president. Both men were brilliant businessmen—savvy in investment, sharp in judgment, and full of heart for those around them. Those qualities didn't just shape their success—they helped shape Mary, too.

Mary's path to real estate began after she finished her freshman year at Texas Tech and was looking for a summer job. Her parents had worked with Tara Newton to buy a house in Lubbock, and they built such a great relationship that her dad suggested Mary reach out to Tara. Tara hired her as an assistant and encouraged her to get her license that year. At 19, Mary did just that—earning her real estate license and starting her own business while completing her public relations degree.

She launched her career at Keller Williams in 2011, thanks to her relationship with Tara. In 2014, she and her husband, Taylor, moved to Fort Worth for his coaching job, and she joined Keller Williams Southlake and sold real estate in the DFW area for three years. In 2017, the couple moved to Bryan-College Station for another coaching promotion, and Mary went to work for a commercial brokerage, Oldham Goodwin. In 2020, Taylor left coaching to pursue a PhD in education, and they came back home to West Texas. "I didn't know if I wanted to start my business over for a fourth time," Mary emphasizes. She met with Tara, who reminded her of her love for people and her passion for the business. Mary knew what her next step would be—get back into real estate in Lubbock.

Mary says Keller Williams is the best place to grow a business. "We are so blessed to have people of integrity who are building incredible businesses and foster a spirit of camaraderie and encouragement for each other and our businesses," Mary describes. One

of her past mentors and team leaders, Greg Brown, always told her that there is always enough business for everyone. That mindset of abundance has continued to be valuable throughout her career.

Mary joined the Gina Sutton Group in 2021. Gina has profoundly impacted her personally and professionally, teaching her how to build a successful business and advocate fiercely for her clients. "I love being a part of the Gina Sutton Group and am incredibly blessed with how it's enriched my life," Mary says.

For Mary, being a REALTOR® isn't just about contracts and closings—it's about people. What truly fulfills her is being the steady, reassuring hand guiding clients through every step of buying or selling a home with care, clarity, and confidence. Mary treats every client with the utmost respect and compassion, no matter the size of the transaction. "I want to be the person helping make the journey smooth, enjoyable, and as rewarding as possible—financially and emotionally," Mary shares. Her heart

is in every detail, and her mission is to ensure clients walk away with a successful transaction, peace of mind, and excitement for what's next.

When Mary isn't busy guiding clients through their real estate journeys, you'll find her soaking up every moment with her family—whether working out, chasing the sunshine on walks with her husband and daughters, or running through their neighborhood. Mary and Taylor, married for nearly 13 years, share a love for everything local—from First Friday Art Trail and new restaurants to Texas Tech sports and events. They have two little girls—Maggie, 4, and Logan, 7 months. When the opportunity arises, Mary and Taylor love to travel and explore favorite destinations like New York City, Marfa, California, London, and Paris. And as music lovers, they catch live shows whenever possible.



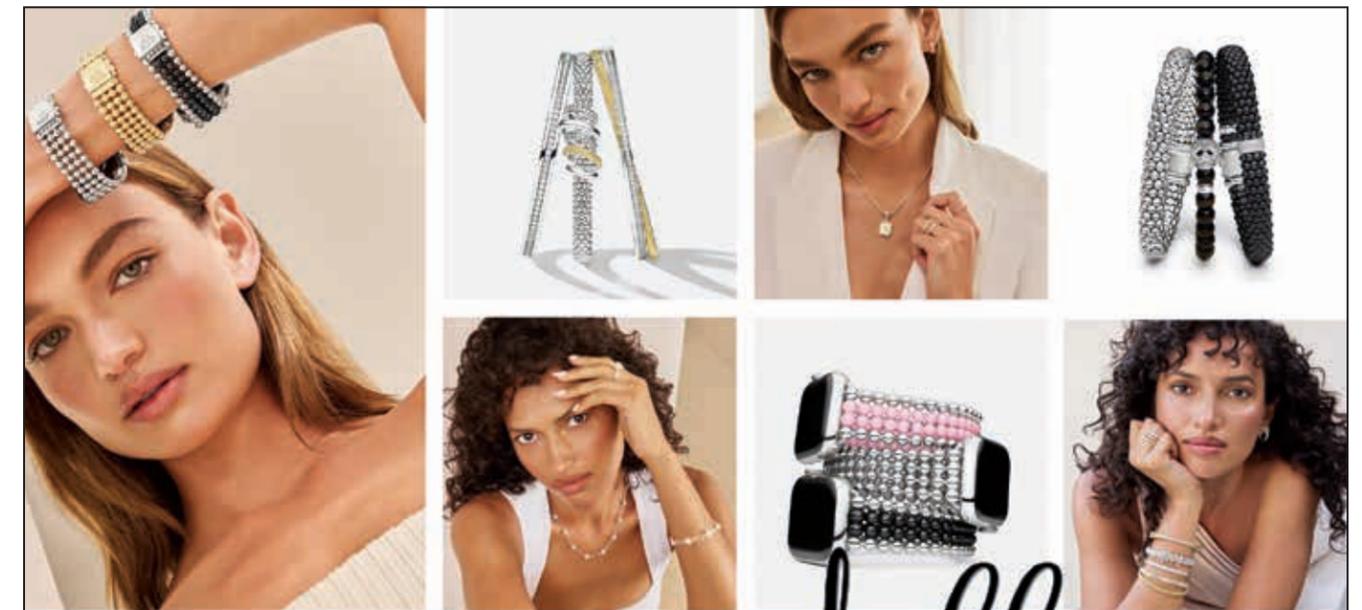
*Their daughters*

ARE HER GREATEST JOYS AND THE TWO LITTLE LIGHTS GOD HAS USED TO REFINE HER IN THE MOST UNEXPECTED AND BEAUTIFUL WAYS.

Mary's faith—a deep-rooted hope beyond this world that shapes how she lives, works, and loves—keeps her grounded and inspired, and at the heart of everything is her husband—her greatest encourager, partner in every sense, and, as Mary puts it, “the love of my life.” She adds, “I can't imagine walking through this journey with anyone else.” Their daughters are her greatest joys and the two little lights God has used to refine her in the most unexpected and beautiful ways.

Mary is living a life and running a business that she genuinely loves. “I'm extremely grateful for all the people who have trusted me with their business,” she shares. That trust—along with her family and faith—fuels her passion and commitment to showing up wholeheartedly time and time again.

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# Susan Kalisiak

## Aycock Realty

STORY BY KAELEA PENA  
PHOTOS BY ALICEA MULLINS,  
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DRESSED BY J. HOFFMAN'S

After years of shaping young minds in public and private school classrooms, Susan Kalisiak felt a calling to make a different impact—helping people find a place to call home. With her natural patience, strong communication skills, and heart for serving others, the transition from teaching to real estate felt like a perfect fit. Susan brings the same dedication, warmth, and attention to detail to every real estate journey—proving that her love for helping people hasn't changed; it just found a new home.

After graduating from Angelo State University in 1997 with a Special Learning and Development degree, she started working at Bonham Elementary—the same campus where she completed her student teaching. Her enthusiasm for education took her across Texas, teaching in Fort Worth, Mansfield, Texarkana, Pleasant Grove, and Mesquite. But even while pursuing a career in education, real estate had always piqued her interest. “I remember interviewing a married couple in my church back in 1995 who were both REALTORS®, and they told me not to pursue it—it was too hard on family life,” Susan recalls. Years later, as a single, stay-at-home mom in 2014, she decided to take the leap. She enrolled in real estate courses, passed the licensing exam on her first try, and never looked back. Though officially licensed in 2014, Susan had been immersing herself in the industry since 2008 as a private money lender, funding real estate transactions nationwide. Over a decade later, she's still thriving in real estate—



proof that the path becomes clear when passion and persistence meet.

When the time came to choose a brokerage, Susan took the advice of a fellow real estate professional and explored Aycock Realty. “I was looking for a brokerage that would give me the flexibility to serve multiple cities and access a variety of MLS systems throughout the West Texas Panhandle,” she shares. With a presence in Amarillo, Abilene, Plainview, Permian Basin, and Lubbock, Aycock Realty covers five thriving regions across West Texas. The brokerage’s motto states, “We know West Texas Real Estate.” But for Susan, it wasn’t just about geography. “Brian’s a genuinely good guy, always upbeat, and his background in farming reminded me of my family roots,” she adds.

Creating a memorable experience is one of the most powerful ways a REALTOR® can stand out and earn lasting referrals. Susan’s approach is all about offering that personal, small-town touch. “When my clients call, they talk directly to me—not an assistant and not a robot,” she says with a smile. Susan believes every client deserves to feel seen, valued, and celebrated—because, for them, the process isn’t just another transaction; it’s a life-changing moment. And for Susan, serving them is the heart of her calling.

When Susan isn’t busy helping her clients navigate the world of real estate, she’s soaking up time with family and friends—whether traveling to exciting new places or exploring the latest must-try foods. She’s a proud mom to two beautiful daughters. Braelyn, 18, will be starting her first year at Hardin-Simmons University in Abilene this August, pursuing a degree in physical therapy, and Kinsley, 15, will be heading into her sophomore year of high school, where she is involved in choir and theater. The family also shares their home with two beloved pets, Tigger, their pup, and Sheldon, a turtle.

Susan’s dedication to her clients runs so deep that she rarely takes time off—and even when she does, real estate is never far behind. She’s typed up contracts from a balcony in Hawaii, negotiated



**“There was a time when I believed success meant being featured in Real Producers magazine. But now, true success is simply making my clients happy—that’s what matters most.”**

deals from cruise ships, and closed transactions with her toes in the sand. One lender even joked that she never really clocks out, a testament to her devotion to the job. “And it’s true,” Susan says with a smile. “I genuinely love what I do.”

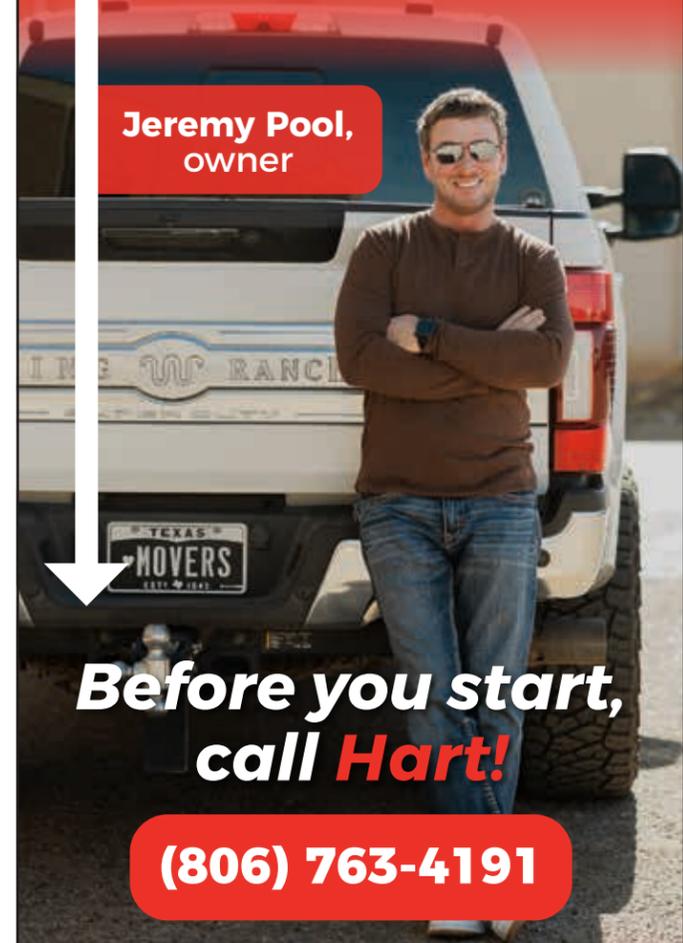
Susan has turned her work into a way of life. “There was a time when I believed success meant being featured in Real Producers magazine,” she shares. “But now, true success is simply making my clients happy—that’s what matters most.” With every transaction, Susan strives not just to close a deal, but also to leave a lasting impression—one she builds on trust, care, and a sincere devotion to helping others find their way home.

**Susan Kalisiak**  
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# May you...

Hello REALTORS@!

As spring unfolds and summer approaches, the energy in Lubbock real estate is undeniable. It's a time full of opportunity, connection, and growth—not just for your business, but also for you as a professional and community member. I have five hopes for each of you this month.

**1. MAY you capitalize on the upcoming selling season:**

There's no better time than now to lean into the building momentum of the selling season. With buyers motivated and sellers ready to make a move, this is your time to build your business. Stay ahead by watching market trends, refining your listings, and sharpening your skills. A busy market favors those who are prepared, so make this season work for you and your clients.

**2. MAY you grow as a professional in Lubbock real estate:**

Take time to invest in your growth. Whether through continuing education, networking at association events, or learning from peers, Lubbock

REALTORS® have endless opportunities to develop their knowledge and skills. Our profession is evolving. Growing alongside it ensures you stay relevant and knowledgeable.

**3. MAY you benefit from the new advertising LAR is doing for you:**

The Lubbock Association of REALTORS® is stepping up its game with new public advertising efforts aimed at highlighting the value REALTORS® bring to the community. This campaign is designed to elevate our profession and drive more positive recognition of what we do. Share these messages on your social channels, reference them in conversations with clients, and let them work as an extension of your marketing. When the public sees our collective strength, we all benefit.

**4. MAY you enjoy ALL the member benefits offered through your REALTOR® associations:**

Don't leave value on the table! Your REALTOR® associations—local, state,



BY 2025 LAR PRESIDENT ANDREA STURDIVANT

and national—offer a wealth of benefits designed to make your business more effective and your life easier. From tools and technology to discounts and educational resources, these benefits are there to support you. Take advantage of them. Explore what's available and use these benefits to save money and enhance your daily work.

**5. MAY you have a meaningful impact on your community as time allows this summer:**

As REALTORS®, we are uniquely tied to the communities we serve. This summer, find moments to give back—whether through volunteering, supporting local events, or simply lending a helping hand. Even small actions can make a big difference. When you invest in your community, you build trust, connection, and a legacy that extends beyond real estate.

**Here's to a season of success, growth, and impact. MAY this be your time to shine!**

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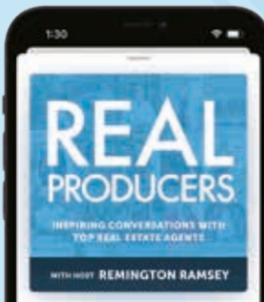
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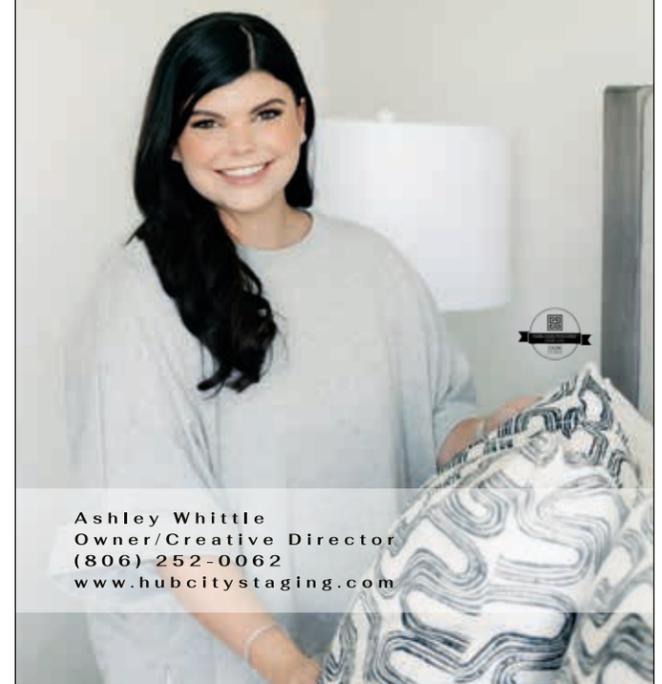


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# CARPET TECH

## Specialty Flooring

**THE ART IS IN THE CRAFTSMANSHIP**

Enhancing Property Value Through Wood Floor Restoration

“Restoring what once was...is an investment that not only lasts but has a special quality that can't be purchased new.”

For real estate professionals, presenting a property in its best light is crucial to attracting buyers and achieving favorable sale prices. One often overlooked aspect that can significantly enhance a home's appeal and value is the condition of its wood flooring. Whether concealed beneath outdated carpeting or marred by years of wear and tear, original hardwood floors hold the potential to transform a property when properly restored. CT Specialty Flooring, a division of Carpet Tech, specializes in reviving these hidden gems.

### THE VALUE PROPOSITION OF WOOD FLOOR RESTORATION

Investing in wood floor restoration is not merely about aesthetics; it's a strategic decision that can influence a property's market performance. According to the National Association of Realtors' 2022 Remodeling Impact Report, **refinishing hardwood floors yields a return on investment (ROI) of 147%, the highest among interior remodeling projects.**

### EXPERTISE IN CRAFTSMANSHIP

At the helm of CT Specialty Flooring is Director Justin Bunce, a seasoned professional dedicated to the art of floor restoration. Bunce emphasizes the unique character that original hardwood floors bring to a home, noting that restoring them is an investment in quality that new materials often cannot replicate. He asserts, "Every home has a history, and history gives it character and significance. Restoring what once was, like original hardwood floors, is an investment that not only lasts but has a special quality that can't be purchased new."

### PROCESS AND PRECISION

The restoration process undertaken by CT Specialty Flooring is meticulous and tailored to each project's specific needs. Bunce and his team address various issues, from general wear and tear to significant damage, ensuring that the floors are returned to their original splendor. They utilize advanced, dust-contained sanding systems ensuring that dust does not settle on carpets, furniture, or infiltrate air ducts, as everything is completely contained and disposed of appropriately.

### IMPLICATIONS FOR REALTORS

For real estate agents, recognizing the impact of restored hardwood floors on a property's marketability is essential. Homes with well-maintained wood floors not only attract more buyers but also tend to sell faster and at higher prices. By partnering with experts like CT Specialty Flooring, realtors can offer clients valuable insights into cost-effective improvements that significantly boost property value.



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