LUBBOCK
REAL PRODUCERS®
NOVEMBER 2025

SUPPORT OUR PREFERRED PARTNERS
PAGES 4-5

ON THE RISE
TARYN LACKEY

FEATURED AGENT
SAM MEADOR

PARTNER SPOTLIGHTS
FIRST TEXAS NATIONAL BANK MORTGAGE

SR CLEANING & SERVICES

Nate Tauferner

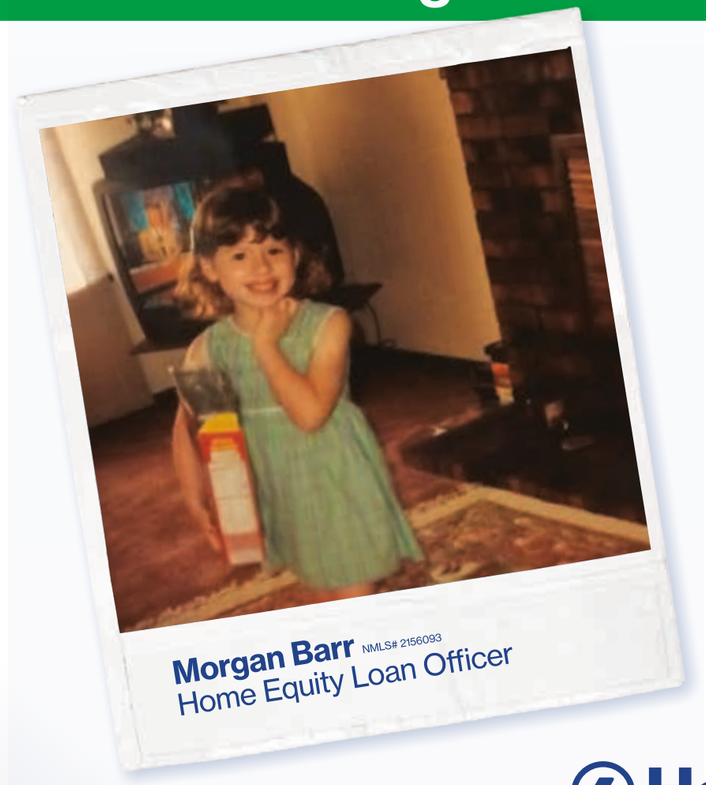
BETTER HOMES AND GARDENS REAL ESTATE, BLU REALTY

COVER PHOTO BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY

CONNECTING. ELEVATING. INSPIRING.

Less Intimidating Bankers

Less Intimidating Home Loans



Morgan Barr NMLS# 2156093
Home Equity Loan Officer

Apply Today

Home Loans

Powered by: **Lubbock National Bank**
Branch of Amarillo National Bank

LubbockNational.com | (806) 473-6409

Member FDIC | Equal Housing Lender | NMLS# 644528

BETENBOUGH B·H HOMES®

Discover the difference of partnering with

WEST TEXAS' LEADING HOME BUILDER!

WHY WORK WITH BETENBOUGH HOMES?

Streamlined, in-house closing process that saves time and reduces stress

Generous Use-It-Your-Way Cash - up to $14,000!

Flexible incentives your buyers can apply toward upgrades, closing costs, rate buy-downs, and more!

Comprehensive 2-Year Warranty for added confidence after the sale

SEE MOVE-IN READY HOMES THAT QUALIFY FOR 3% REALTOR COMMISSION *here!*

BETENBOUGH.COM |

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!

APPRAISAL SERVICES
Hub City Appraisals
Jet Seideman
(806) 239-5520
hubcityappraisals.com

BANK / MORTGAGE / FINANCIAL SERVICES
Amarillo National Bank - (Lubbock)
(806) 473-6235
lubbocknational.com

BANK/MORTGAGE/ FINANCIAL SERVICES
First Texas National Bank
(806) 701-3320
www.firsttexasnb.mortgage

BUILDER
Betenbough Homes
betenbough.com/homes/lubbock

D.R. Horton Lubbock
(432) 238-4324
DRhorton.com

CLEANING SERVICE
SR Cleaning & Services
Misty Roberts
(806) 891-9946

ELECTRIC
South Plains Electric Co-op
Lynn Simmons
(806) 775-7826
SPEC.coop

ELECTRICIAN
Action Electric
Ryan Kennedy
(806) 239-7595
actionelectriclbk.com

FOUNDATION REPAIR
WestTech Foundation Repair
Thomas Sexton
(806) 500-3367
westtechfoundation.com

HEATING/ AIR CONDITIONING
Fire & Ice Heating & Cooling
(806) 422-1087

HOME INSPECTION
3-8 Real Estate Inspections
Darian Bethune
(806) 470-8223
38inspect.com

Hub City Home Inspection
Remington Reeder
(806) 786-6444
hubcityhomeinspections.com

HOME WARRANTY
Fidelity National Home Warranty, Lubbock
(806) 781-0198
www.homewarranty.com/

INSURANCE AGENCY
Ana Borrego, Agent — State Farm
(806) 745-2555
www.anaborrego.com

Grimes Insurance
Ryan Reynolds
(806) 762-0544
grimesinsurance.com

Shar Merchant — Archgate Insurance
(469) 583-9906
www.archgateinsurance.com

MORTGAGE
Alliance Credit Union
Candice Gerron
(806) 507-0631
alliancecutx.com
Alliance Credit Union
(806) 798-5554
alliancecutx.com

Benchmark Mortgage
(806) 300-8805
lubbock.benchmark.us

City Bank Mortgage
(806) 792-7101
city.bank/mortgage

Peoples Bank
Laci Walton
(806) 776-2088
peoplesbanktexas.com/

Prime Lending Lubbock
(806) 731-8360
lo.primelending.com/abbi.brickey/

Revolution Mortgage Lubbock
(806) 681-7095
www.revolutionmortgage.com/

RWM Home Loans
Phebe Roach
(806) 773-0531
rwmloans.com

Texas Tech Credit Union Home Loan Center
(806) 470-4886
texastechfcu.org/home-loans

Western Bank Mortgage
(806) 792-9700
westernbank.com/personal/mortgage/

MOVING COMPANY
Hart Moving and Storage
Courtney Henson
(806) 763-4191
hartmovingandstorage.com

PHOTOGRAPHY
Alicea Jare Photography
Alicea Jare
(575) 825-5588
aliceajare.com

Rowdie Bright Photography
Rowdie Richardson
(979) 224-6757
rowdiebright.com

PUMP AND WELL SERVICES
Thunder Pump Service
(806) 781-3061
thunderpumpservice.com

ROOFING
Plains Roofing
Travis Warmoth
(806) 748-0702
plainsroofing.com

West Texas Commerical Roofing
(806) 416-7663
westtexascommercialroofing.com

TERMITE & PEST CONTROL
Rusty's Bug Stop
(806) 777-7424
rustysbugstop.com

TITLE COMPANY
American Land Title
Michael Boulos
(806) 344-8470

Hub City Title
(806) 412-1234
hubcitytitle.com

Lubbock Abstract
Steve Shanklin
(806) 798-9800
Lubbockabstract.com

Service Title
(806) 794-9966
servicetitleco.com

Western Title
(806) 795-9143
westerntitlelubbock.com

UTILITY/HOME SERVICE CONNECTION
Home Connect Pathway
(830) 928-3414
www.homeconnectpathway.com

WOMEN'S CLOTHING, ACCESSORIES, JEWELRY
J. Hoffman's
(806) 795-8290
JHoffmans.com

Contents

PROFILES

34

24

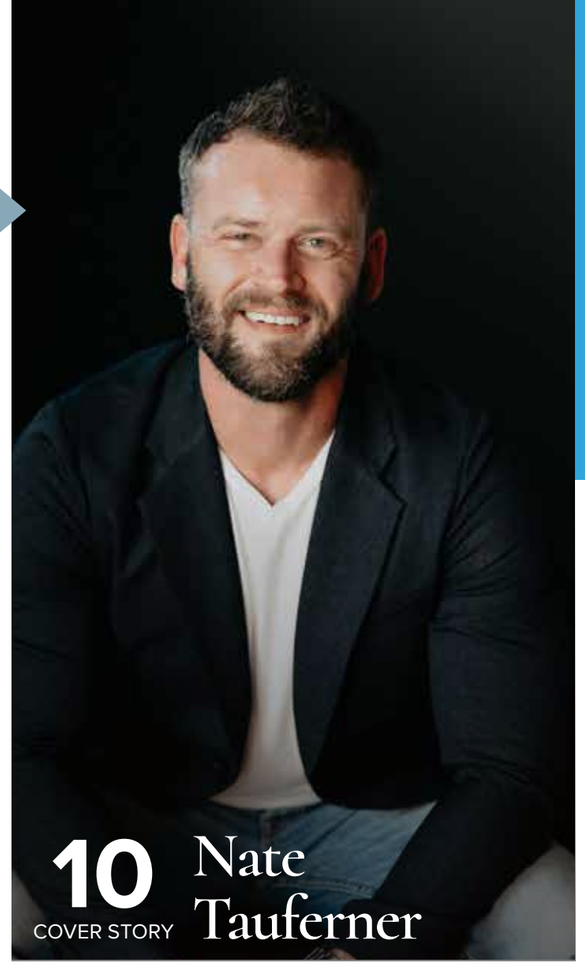
Taryn Lackey

16

Sam Meador

IN THIS ISSUE

4 **Preferred Partners**
7 **By the Numbers**
8 **Meet the Team**
10 **Cover Story:** Nate Tauferner
16 **Featured Agent:** Sam Meador
22 **Business Spotlight:** SR Cleaning & Services
24 **On the Rise:** Taryn Lackey
34 **Partner Spotlight:** First Texas National Bank
40 **Letter From the President**



10 COVER STORY Nate Tauferner

If you are interested in nominating people for certain stories, please email us at: kathy.pettit@realproducersmag.com

2024 BY THE NUMBERS

HERE'S WHAT THE LUBBOCK REAL PRODUCERS TOP 300 AGENTS SOLD BETWEEN JULY 2024 AND JUNE 2025 IN RESIDENTIAL AND LAND SALES.

*These numbers are approximate.

$2,252,411,734
TOTAL VOLUME

8,280
TOTAL TRANSACTIONS

$7,508,039
AVERAGE SALES VOLUME PER AGENT

27.8
AVERAGE UNITS PER AGENT

Meet The Team

Kathy McCandless Pettit
Publisher/Owner/Connector
806-368-1526
kathy.pettit@realproducersmag.com

Jacki Donaldson
Managing Editor & Writer
352-332-5171
jacki.donaldson@n2co.com

Alicea Mullins
Alicea Jare Photography
575-825-5588
www.aliceajare.com

Rowdie Richardson
Rowdie Bright Photography
979-224-6757
rowdie.bright@gmail.com

Keira Mullins
Publishing Assistant

Follow us on our social channels for the latest info on exclusive events, newsmakers and more.

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.

Nate Tauferner

BETTER HOMES AND GARDENS REAL ESTATE, BLU REALTY

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY

Nate Tauferner almost chose medicine for his professional path. “I had just graduated from Texas Tech University and was on course to go into the medical field like the rest of my family,” he says. “I had never considered being an agent but ended up meeting a real estate entrepreneur who took me to lunch. By the end of the meal, I realized I could help others and be part of their lives without being confined to a hospital or clinic.”

Eight years later, Nate is still helping people—just not in a hospital. “I love being a part of individuals’ and families’ lives, helping people increase their quality of life,” he shares. “What drives me is watching someone realize that Lubbock isn’t just where they’re moving; it’s where they belong.”

That’s where his edge comes in. “I’m not just selling houses,” Nate explains. “I’m selling community. Real estate is more than houses and prices. It’s about connecting people to a welcoming, vibrant city full of opportunity and turning what could be a stressful move into an exciting step toward building a life here.”

Some moments stand out, like helping a retired client find the perfect home for her grandkids to visit. “We jumped through a few hoops, but thanks to focusing on the end goal and a great listing agent, we made her dream come true,” Nate recalls, adding that his definition of success is making a real difference. But he’s also pragmatic. “I won’t pretend the financial side doesn’t matter,” he reveals. “We work hard in this business, and the money reflects that effort. True success is when the two line up—when I can serve people well, grow the community, and be rewarded fairly for the work I do to make that happen.”

Nate’s lessons haven’t always been easy. “If I were starting over, I’d focus less on grinding harder than

the next agent and more on building relationships from day one," he states. "I'd invest in my brand sooner, tell more stories about Lubbock, and make my presence known online. Community plus visibility is what makes the biggest difference."

He's also learned that what sets an agent apart isn't a single skill, but personality and perspective. He explains, "How we decide to show ourselves to potential clients is the key, which means having a conversation with yourself about your personal brand and what part you want to announce to others."

Family is at the center of it all. His daughters, Quinn (5) and Blair (1½), are the reason behind every late night, early morning, and even his newfound knowledge of KPop Demon Hunters. "They are my reminder that what I'm building isn't just for today but for the future they'll step into," he notes. "I want them to grow up proud of the example I set, knowing I did everything I could to create a life where they feel secure, loved, and inspired to chase what matters to them."

When he's not working with clients, Nate stays busy building—literally. "I love building something—anything," he admits. He also enjoys working out, hanging out with his girls, and reluctantly singing and dancing along with their favorite shows.

At the end of the day, real estate isn't about houses or deals for Nate. It's about people and the little moments that make all the effort worth it.

Contact Nate Tauferner
254-931-7422 | nate@betterlbk.com

Nate's Go-To Picks:

- **Podcasts on Repeat:** All-In, Moms in the Hub, and Marketing School with Neil Patel—a mix of business savvy, local flavor, and big-picture thinking.
- **Coffee First:** Paint Rock Coffee for a latte or a trusty Keurig when he's powering through his day.
- **Dinner Spot:** Momotaro—for client meet-ups and the occasional sushi fix.

Why CHOOSE US?

Real Member Reviews

"Great rates, great service, great people. " - Max

"So thankful to have chosen ALLIANCE Credit Union for my mortgage. The process was simple, smooth, and every interaction I had with their team left me with a smile on my face. If you need a mortgage, choose ALLIANCE!" - Anna

"I definitely highly recommend ALLIANCE Credit Union to get your mortgage done. They're honest and upfront with all documents needed and communication skills are awesome." - Robert

"My loan request and approval process was so quick and smooth. My experience over all was more than pleasing and I am so proud to be a member at ALLIANCE and I know my choice was more than the best I could have taken! Thank you, ALLIANCE." - Mary

ALLIANCE
HOME LOAN CENTER

Scan to learn more!

1.800.687.4328
alliancecutx.com
8401 Quaker Ave. Lubbock, TX 79424

Each account insured up to $500,000. By members' choice, this institution is not federally insured. Credit Union membership is required. Loans are subject to credit qualification and approval.

EQUAL HOUSING OPPORTUNITY
NMLS#440863

ASI ESI

Sam Meador

eXp Realty

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY

The real estate memory that lingers most for Sam Meador isn't about contracts or commissions but, rather, the look on two young girls' faces when their parents closed on their dream home. "Seeing the smiles—and even tears of joy—on their daughters' faces stays with me," Sam says. "Their reaction is exactly why I love what I do."

For Sam, real estate is deeply personal. "The most fulfilling part is helping people get into a home they love," he explains. "These days, real estate comes with so many options and so much noise, which can get overwhelming. I love guiding my clients through it all, helping them cut through the clutter and find the perfect fit for their unique needs. Seeing the excitement when they get the keys, knowing I helped take the stress off their shoulders, makes this job so rewarding."

That passion grew from a life steeped in housing and hard work. His father was a home builder, and Sam grew up on job sites, watching houses take shape from the ground up. After studying at Texas Tech University's Rawls College of Business, he worked with Quality Exteriors in Lubbock, where he learned what makes a home solid, functional, and long-lasting. When he began investing in real estate himself, everything clicked. "The more I got involved, the more I realized real estate wasn't just something I enjoyed," he notes. "It was a career I was a natural fit for."

That sense of fit is tied to lessons from his father. "My dad was my biggest influence, and I wish he could see me

> **"Real estate is about people, not just houses, and the sooner you get that, the better."**

today," shares Sam, who got his real estate license in 2017. "Watching him build homes and take care of his clients taught me so much about hard work, integrity, and paying attention to the little things that matter."

Today, clients describe Sam as genuine and dependable—an agent who makes the process approachable. "I don't push a deal just to close," he mentions. "I make sure my clients feel confident, comfortable, and cared for throughout the process."

At eXp Realty, Sam has found a brokerage that lets him serve his clients well while maintaining balance in his personal life. "The flexibility allows me to focus on my clients while still making time for the people who matter most," he states.

Mindy, his girlfriend, has been part of every step. Together, they love to travel, catch live music, and share adventures with the friends Sam considers family. "Having lost both of my parents years ago, I've come to see some of those close friends as family, and they've been a huge part of my life," he expresses. At home, the couple's four dogs—three lively chihuahuas, Sparrow, Elsie, and Roxy, plus East, their chocolate labradoodle—keep things entertaining. "Between the chihuahuas running the house like they own it and East trying to outsmart us all, there's never a dull moment," Sam laughs. Outside of work, Sam is often on the golf course, recharging on a trip with Mindy, or searching out new restaurants. He's also a bit of a foodie.

As he looks to the future, Sam will continue measuring success by the connections he builds, not the numbers on a spreadsheet. "I want to be the kind of agent people think of first when they or someone they care about needs help with real estate," he comments. Beyond work, success means balance—

Sam's Favorite Spots for Client Meetups

Lubbock has no shortage of places to mix business with a little fun, and Sam Meador makes the most of it.

- **Evie Mae's BBQ:** Because let's be honest, good BBQ makes every meeting better.
- **Caprock Café:** Perfect for a laid-back lunch where the conversation flows as easily as the tea.
- **The Reserve:** Sam's top pick for happy hour or celebrating milestones with clients.

Whether over brisket, burgers, or a toast to new keys, Sam believes the best connections happen when the setting feels relaxed and genuine.

having a career he loves while still cherishing time with the people and activities that matter most. "I want to be remembered as someone who was genuine, fun, and always there for the people in my life," he says.

Reflecting on his journey, Sam shares what he wishes he'd embraced from the very beginning. "I'd focus even more on building relationships from day one," he says. "Real estate is about people, not just houses, and the sooner you get that, the better. I'd also dive into learning the market and systems earlier; figuring out the details and problem-solving from the start saves a lot of headaches."

This philosophy defines his career and his approach to life: start with people, embrace the takeaways along the way, and pursue the work you love with purpose and passion.

Contact Sam Meador
806-786-6331
sammeadorlbk@gmail.com

RWM
HOME LOANS

FALL INTO YOUR DREAM HOME

We're here to help you get the mortgage that feels just right.

PHEBE Ellis-Roach
Loan Officer | NMLS# 335849
806.773.0531

HAILEY Tapp
Loan Officer | NMLS# 2480909
806.773.5140

Connect with us

Buying a home is a big deal, and you don't have to do it alone. We'll be right here with you, guiding you from that first "what if" moment to the day you get the keys. Let's create a plan to find your perfect, cozy corner of the world.

Residential Wholesale Mortgage, Inc. dba RWM Home Loans is licensed by the CA Department of Real Estate #01174642 and the CA Department of Financial Protection and Innovation #4131353 under the California Residential Mortgage Lending Act; Company NMLS #79445. www.nmlsconsumeraccess.org TX notice: rwmloans.com/licensing-disclosure

LENDER

Appliances working *OVERTIME?*

Make sure your clients have the coverage they need when their appliances decide to take time off.

Ginger Robertson
Sales Executive
806-781-0198
ginger.robertson@fnf.com

homewarranty.com

FIDELITY® NATIONAL HOME WARRANTY

ARCHGATE
INSURANCE

Photo by Rowdie Richardson, Rowdie Bright Photography

PREMIUM HOME INSURANCE.
The Best Price. *True Story.*

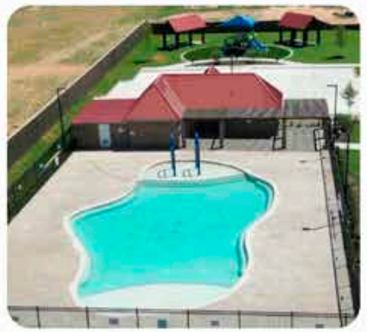
(806) 705-7151 | INFO@ARCHGATEINSURANCE.COM

D·R·HORTON
America's Builder

AMERICA'S #1 HOMEBUILDER SINCE 2002

Overlook West

New Amenity Center and Updated Floor Plans



New Homes Starting from the Low $200s

Discover the new floor plans available in Overlook West, ranging from 1,329 sq. ft. to 2,375 sq. ft.
This premium community features newly added amenities, including a refreshing swimming pool and a playground, perfect for families and relaxing weekends.

Visit Us Today! 204 15th St, Wolfforth, TX 79382.

Special Interest Rate

3.99%

(4.825% APR)

Available on certain D.R. Horton homes in select communities in Texas. Must contract on or after 09/09/25 and close by 11/26/25 Contact a D.R. Horton sales representative for more information and to confirm availability

3.5% down payment required. Based on a FHA 30-Year fixed rate mortgage with a sales price of $330,490, a loan amount of $324,504, up front mortgage insurance premium of 1.75%, and a monthly payment of $2,379. Total monthly payment includes principal, interest, estimated taxes, mortgage insurance, homeowners insurance and HOA. Rate also available for VA and USDA loan programs

DHI MORTGAGE®
A D.R. Horton® Company

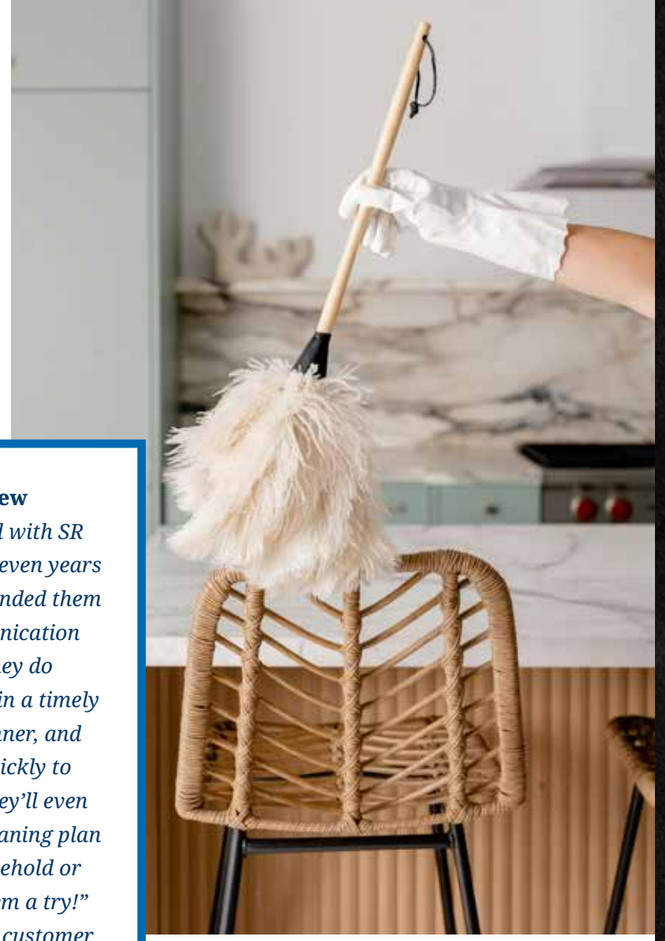
Contact us for more information
DHI Mortgage - 4010 82nd St., Suite 115 Lubbock, TX 79423
806-855-5200 main
dhimortgage.com
drhorton.com

Lubbockinfo@drhorton.com | 806-606-6668 | drhorton.com/texas/lubbock

D.R. Horton is an Equal Housing Opportunity Builder. Applies to the Overlook West community in Wolfforth, TX only. Home and community information, pricing, plans, elevations, included features, options, terms, availability, amenities, and co-broke are subject to change and prior sale at any time, without notice or obligation. Additional restrictions may apply. Square footage dimensions are approximate and vary by elevation. Financing offered by DHI Mortgage Company, Ltd. (DHIM). Branch NMLS #942179. 4010 82nd St., Suite 115, Lubbock, TX 79423. Company NMLS #14622. DHIM is an affiliate of D.R. Horton. For more information about DHIM and its licensing please visit www.dhimortgage.com/affiliate. All terms and conditions subject to credit approval, market conditions and availability. D.R. Horton has locked-in, through DHIM, a fixed interest rate for a pool of funds. Rates only available until pool of funds is depleted or rate expires. Not all borrowers will qualify. Restrictions apply. Interest rate offered applies only to the D.R. Horton family of brand properties purchased as borrower's principal residence. Rate is not applicable for all credit profiles and may require borrower to pay points to obtain the advertised rate. Buyer is not required to finance through DHIM to purchase a home; however, buyer must use DHIM to receive the advertised rate. Additional closing costs will apply. Please contact your Mortgage Loan Originator for complete eligibility requirements. May not be able to be combined with other available D.R. Horton offers or discounts. Contact a D.R. Horton sales representative for more information and for a list of available homes. Property restrictions apply. Photos are representational only. Equal Housing Opportunity. APR = Annual Percentage Rate. HOA = Homeowner's Association. FHA = Federal Housing Administration. VA = U.S. Department of Veterans Affairs. USDA = U.S. Department of Agriculture. REV: 09/10/25

Q&A WITH MISTY ROBERTS OF SR CLEANING & SERVICES

How this family-run team helps REALTORS®, homeowners, and businesses keep properties sparkling.



Q: Misty, let's start with the big picture—why is cleaning so important in real estate?
Misty: First impressions are everything! A sparkling clean home can make or break a deal, which is why we've built our reputation on helping homes and businesses look their very best—not only here in West Texas, but also in the Stephenville area.

Q: So if I'm a REALTOR® or a homeowner staring down a messy house, what can your team do for me?
Misty: We can do it all—from a quick spruce-up before a showing to a deep, top-to-bottom clean. Our goal is always the same: rejuvenate a property and give our clients peace of mind.

Rave Review

"We have worked with SR Cleaning for over seven years and have recommended them to many. Communication is excellent, they do outstanding work in a timely and efficient manner, and they respond quickly to any questions. They'll even customize your cleaning plan to suit your household or business. Give them a try!"
– Kathy, longtime customer

Q: That sounds like a lifesaver. What kinds of services are most popular?
Misty: Deep cleans are a big one, especially before move-ins or move-outs. We also offer weekly and bi-weekly visits to keep everything fresh. And a lot of REALTORS® love our "make-ready" one-time cleaning as a closing gift. It's such a thoughtful way to hand over the keys!

Q: And you run this business with your mom, right?
Misty: I do! We're very family-centered, which makes us unique. Trust is everything in this business, and I know and fully trust the staff entering our clients' homes and businesses. You can't put a price on peace of mind.

Q: I've heard you have a special cleaning system. What's the secret?
Misty: No big secret—it's our rotating cleaning system. If I clean the kitchen this week, I'll clean floors or bathrooms next week. This approach keeps us from getting stuck in routine habits, and it ensures every detail gets attention. Our customers love how fresh and thorough it feels.

Q: OK, final question—what do you love most about this work?
Misty: For me, cleaning is more than a job. It's about helping families, REALTORS®, and business owners create welcoming spaces that leave lasting impressions. When someone walks into a spotless home, you can just see the stress melt away—that's why we do what we do.

Ready for your home to sparkle?

- **Deep Clean:** A detailed refresh for every corner.
- **Make-Ready One-Time Cleaning:** Perfect for listings or closing gifts.
- **Move-In/Out Cleaning:** Great for empty homes, condos, or apartments.
- **Weekly & Bi-Weekly Cleaning:** Keeps your home guest-ready at all times.

Call **806-891-9946** or **806-939-6899**
Follow on Facebook:
SR Cleaning & Services

SR CLEANING

CREDIT UNION MORTGAGE

$1,000 says you won't find a lower mortgage rate.

If you do, we'll pay up.

BEST RATE GUARANTEE

texastechfcu.org/brg
Visit website for program rules.

Brett Dunlap
NMLS# 446649

Edwin Prieto
NMLS# 2628920

Larissa Cable
NMLS# 525982

Haden Lipham
NMLS# 1644599

Whitney Chaney
NMLS# 1213629

Tom Couture
NMLS# 842717

Equal Housing Lender | Federally insured by NCUA

Taryn Lackey

KELLER WILLIAMS REALTY

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY (UNLESS OTHERWISE NOTED)
DRESSED BY J. HOFFMAN'S

Taryn Lackey's love for real estate traces back to an unexpected place: her high school yearbook. As Senior Editor, she thrived on getting to know her classmates' stories, capturing milestones, and highlighting occasions that defined their journeys. "It was all about listening, observing, and making sure each person felt seen and represented," she recalls.

Today, guiding clients through buying and selling homes feels strikingly similar. "Just like the yearbook was more than photos on a page," she says, "a home is more than walls and a roof. Both are about the people, the memories, and their stories." That dedication to honoring people's lives continues to drive her every day.

Taryn's path to real estate began in the classroom. She spent several years teaching first grade at All Saints Episcopal School before moving to kindergarten in Frenship ISD for six years. Then, her own home-buying experience inspired a shift. "Our agent at the time noticed something in me—my curiosity, excitement, and natural connection to the process—and encouraged me to consider pursuing real estate," Taryn states. That encouragement stuck, and she realized the industry could combine her love for people with her passion for creating a home.

After passing her real estate exam on Valentine's Day, 2023, Taryn attended Career Night at Keller Williams Realty with real estate agent Candace Wood. She immediately knew she had found her lane. "The first thing I noticed was how welcoming everyone was, and with my extended family living a minimum of seven hours away, having an adopted, extended family felt like a blessing beyond words—and it is!" she shares. She is equally

Photo by Bobbi Rattai Photography

inspired by the Keller Williams philosophy, adding, “When Gary Keller proclaims ‘No one succeeds alone,’ he means it.”

Taryn credits Candace for being a loving, guiding, supporting force in her journey. She also appreciates Stacey Rogers, who took a chance on her. “I was a baby agent with zero experience when she brought me on at the Stacey Rogers Group and began pouring into me,” Taryn reflects. “She leads with grace and experience, and I’m forever grateful to be a part of the Stacey Rogers Group.”

Taryn is quick to reveal the most fulfilling part of her work: knowing she gets to play a small part in the bigger story of someone’s life. She describes the joy of seeing buyers’ excitement and happy tears when they find the right home. Helping sellers is equally meaningful. “Every house carries years of recollections from family dinners, holiday traditions, quiet mornings, and treasured chapters,” she comments. “Helping a seller through that transition, respecting the emotions tied to letting go, and making sure the home is positioned to welcome its next chapter is incredibly meaningful to me.”

Even on challenging days, Taryn finds purpose in her clients’ lives. She shares one particularly moving story: “I have a precious client who referred me to her parents, who, after decades of pouring their hearts and souls into supporting their family, were longing to be first-time home buyers,” she recounts. “We found the perfect house, but after closing, this client’s father suffered a series of strokes, ultimately leading to his tragic passing. We all came back together, as brothers and sisters in Christ, and grieved deeply. Shortly after, my client learned that she and her husband were expecting their first child, and while still deeply missing the patriarch of their precious family, their unborn child felt like a rainbow after the storm, a sign from up above, and a blessing beyond words. I struggle to verbalize how deeply blessed I am to serve my clients. This family included me, not just in the real estate process of closing a home, but also thereafter, as we became friends, and dare I say, family.”

Books on her Shelf

The Millionaire Real Estate Agent by Gary Keller
Exactly What to Say: For Real Estate Agents by Phil M. Jones & Jimmy Mackin
Grit by Angela Duckworth
Tuesdays with Morrie by Mitch Albom (all-time favorite)

Podcasts in Her Queue
The Millionaire Real Estate Agent Podcast
The Tom Ferry Podcast Experience
Real Estate Rockstars
Drive with NAR

Taryn and her husband, Rodney, hailing from Detroit, MI, have been married for 17 years and have loved calling this community home since moving here just a month after their wedding, when TTU Athletics recruited Rodney. Originally from College Station, TX, Taryn treasures the life they’ve built together with their children, Braylon (14) and Kyler (11), who attend local schools, and their beloved dog, Oaklee. Family is at the center of her life—they enjoy time together and especially love trips to the beach. When she isn’t working, Taryn expresses her creativity through interior design and crafting warm, inviting spaces that feel both personal and welcoming.

“HELPING A SELLER THROUGH THAT TRANSITION, RESPECTING THE EMOTIONS TIED TO LETTING GO, AND MAKING SURE THE HOME IS POSITIONED TO WELCOME ITS NEXT CHAPTER IS INCREDIBLY MEANINGFUL TO ME.”

If Taryn were to keep a yearbook for each of her years in real estate, it would capture families unlocking doors, sellers entrusting their histories, and the quiet moments of connection that often go unseen. Each yearbook would remind her—and anyone who glimpsed at its pages—that the true measure of success is the relationships built and the lives touched along the way.

Contact Taryn Lackey
979-571-3939 | taryn.lackey@kw.com

We're grateful for great real estate agents like YOU.

WESTERN
TITLE COMPANY

VALUING YOUR PROPERTY
VALUING YOUR TRUSTS

HUB CITY
Appraisals

- ACCURATE & DEFENSIBLE VALUATIONS
- FAST TURNAROUND

FREE QUOTE
806.239.5520
JET.SEIDEMAN@ICLOUD.COM
HUBCITYAPPRAISALS.NET

PRE-LISTING
DIVORCE
ESTATE

15 YEARS OF EXPERIENCE

SOUTH PLAINS COUNTIES:
LUBBOCK - BAILEY - COCHRAN - DICKENS - FLOYD - GARZA - HALE - HOCKLEY - LAMB - LYNN - TERRY

806-786-6444
Call or text to schedule
hubcityinspection@gmail.com | TREC# 24751

FROM WISHLIST TO WELCOME MAT—WE'LL HELP YOU GET THERE

Cindy Carver
SVP-Mortgage Area Manager
NMLS# 338730
(806) 543-5111
ccarver@city.bank
Apply at **cindycarver.net**

Linzi Bailey
AVP-Mortgage/Real Estate Lender
NMLS# 1591005
(806) 441-2999
lbailey@city.bank
Apply at **linzibailey.com**

Bob Rowten
SVP-Mortgage Consultant
NMLS# 339970
(806) 928-2120
browten@city.bank
Apply at **bobrowten.com**

Randy Runquist
Mortgage Consultant
NMLS# 1736985
(806) 789-3378
rrunquist@city.bank
Apply at **randymortgage.com**

We make it happen. You make it home.

City Bank MORTGAGE

©2025 City Bank. All Rights Reserved. Member FDIC Equal Housing Lender Some restrictions apply. This is not a commitment to lend. Subject to credit approval. See bank for details. NMLS # 430822

LUBBOCK
REAL PRODUCERS®

WHO DO YOU RECOMMEND?

We are seeking nominees for featured REALTORS® and vendor partners

Each REALTOR featured in Real Producers must first be recommended.

We want to know which local vendors you'd recommend to other agents in Lubbock.

Send your list of most trusted REALTORS® and vendors to kathy.pettit@n2co.com.

PEOPLES BANK
PEOPLE THAT YOU KNOW
HOME LOAN CENTER

Thankful
for the opportunity to serve you and your clients.

Sonya Garcia
Vice President
Mortgage Operations Manager
NMLS#1622095
806-445-1295
sgarcia@peoplesbanktexas.com

Lacie Walton
Executive Vice President
Mortgage Dept. Manager
NMLS#469782
806-441-8036
lwalton@peoplesbanktexas.com

Christian Allen
Mortgage Loan Officer
Banking Officer
Hablo español
NMLS#1534034
623-249-9259
callen@peoplesbanktexas.com

MORTGAGE *Made Simple.*

www.peoplesbanktexas.com
NMLS#514404

Member FDIC

Thankful for Partnerships as Sweet as Pumpkin Pie.

11421 Slide Road, Suite 700
1408 Buddy Holly Avenue, Suite B

Service Title
74 years of service

806-368-9507
ServiceTitleCo.com

Powering Life's Best Moments

It's good to know we are always there so you can keep doing all the things that are important to you. Our commitment is to give you the energy you need to enjoy life's moments.

South Plains Electric Cooperative, Inc.
Your Touchstone Energy® Cooperative

SPEC.COOP • FOLLOW US ON SOCIAL MEDIA

Happy Thanksgiving

FROM YOUR LOCAL FRIENDS
AT **RUSTY'S BUG STOP**

RUSTY'S BUG STOP | 806-777-7424

Western Bank
Mortgage

MORTGAGES MADE SIMPLE.

The Easy Way Home!

Scan Here to Apply!

westernbankmortgage
westernbankmortgage

Member FDIC | NMLS #469308 | Equal Housing Lender

Bert Rogers
Christian Cedillo
Frances Barrera
Tammi Wood
Kellie McGuire
Allyn Piland
Mortgage Loan Officer

FIRST TEXAS NATIONAL BANK MORTGAGE

BY LUBBOCK REAL PRODUCERS STAFF WRITER

T.K. Farris, Chief Executive Officer

Lacey Lopez, Senior Vice President, Mortgage

Buying a home can feel overwhelming—tight timelines, competing priorities, and endless details weigh on both buyers and agents. One of the biggest sources of stress is financing, with clients facing a dizzying array of loan options.

Enter First Texas National Bank (FTNB) Mortgage, where agents know they can rely on a talented team to handle the mortgage piece seamlessly with tailored solutions and clear guidance. With FTNB as a partner, one major stressor is lifted, letting agents focus on guiding their buyers through the rest of the process with calm and confidence.

Launched in 2024 and run by Senior Vice President Lacey Lopez, FTNB Mortgage is the newest division of FTNB, an independent, locally owned institution headquartered in Floydada, TX, and serving the South Plains since 1890. For more than a century, the bank has grown steadily while maintaining the integrity and responsiveness of a community institution. Its expansion into North Texas in 2022 and the subsequent launch of a dedicated mortgage division reflect both growth and a continued commitment to meeting clients' needs. The FTNB Mortgage team brings over 45 years of combined lending experience, ensuring clients receive expert guidance alongside the personal attention often missing from larger lenders.

Lacey Lopez has been in mortgage for about 11 years and loves the fast pace and heart behind it. She notes, "As a proud West Texan, I'm excited to help FTNB bring personalized, community-driven lending to life—not just here where our story began, but also in Sherman and Denison. 'Real Community Banking Since 1890' isn't just our tagline; it's our promise."

Why Agents Partner With FTNB Mortgage

- **Local, Independent, Trusted:** Serving Texans since 1890, with decisions made locally.
- **Tailored Loan Options:** Conventional, FHA, VA, Jumbo, DSCR, Bank Statement, and second-lien home equity.
- **Gratitude Program:** Special rewards for everyday heroes buying a home.
- **Always Accessible:** Team members treat every loan like it's the most important one on their desk.
- **Proven Experience:** Over 45 years of combined expertise guiding clients through the mortgage journey.
- **True Partnership:** A lender who stands beside you, helping ensure every client feels valued, cared for, and confident.

What distinguishes FTNB Mortgage is its bespoke approach. "Every buyer has a unique story, and we take pride in tailoring financing that fits their needs," Chief Executive Officer T.K. Farris notes. From Conventional, FHA, VA, and Jumbo loans to DSCR, Bank Statement, and second-lien home equity options, FTNB offers solutions for virtually any client scenario, including FTNB's Gratitude Program, which rewards frontline heroes when buying a home—a meaningful way to recognize those who serve the community while helping them achieve homeownership.

Equally important is the partnership FTNB builds with agents. "When we have your client's transaction, we're partners with you," the team explains. "We're available anytime you need us and treat your clients like their loans are the most important on our desk." This philosophy helps agents handle complex transactions, knowing their clients are in capable hands.

For FTNB Mortgage, helping families and individuals achieve homeownership is the ultimate goal. "The most fulfilling part of this business is helping people's dreams become reality," the team shares. "Trust is the real commodity we offer. Families invite us into one of the most personal parts of their lives, and we never take that lightly." That level of care reassures agents that their clients are supported beyond the paperwork, helping strengthen relationships and encourage repeat business.

T.K. Farris offers advice for real estate professionals: "Stay the course. There have been many downturns, and those who stay true to their business are the ones who thrive when the next boom arrives. It will come." With FTNB Mortgage as a partner, agents gain a lender and a trusted ally who provides expertise, flexibility, and integrity, making transactions smoother and clients happier.

For agents seeking a mortgage partner that combines comprehensive solutions, personal attention, and a proven track record, FTNB Mortgage delivers both results and peace of mind.

Ready to offer your clients a smoother, more confident home-buying journey?

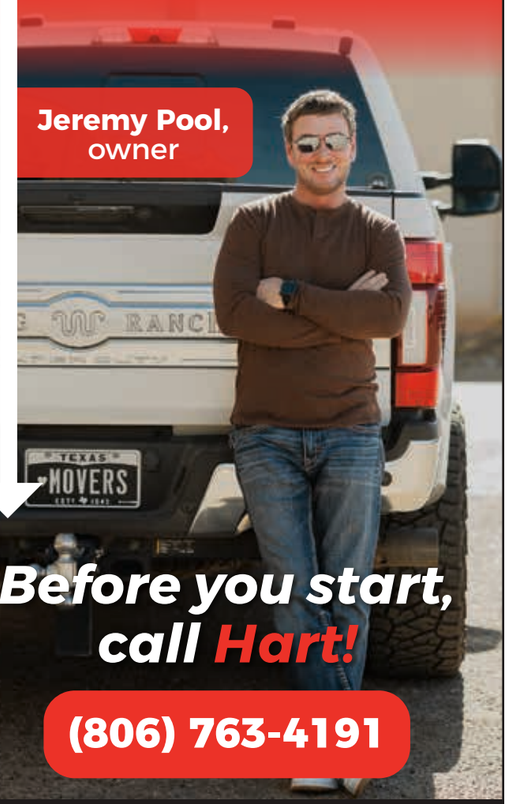
Partner with First Texas National Bank Mortgage
NMLS #2423194
6102 82nd Street, Suite, 12-B
Lubbock, Texas, 79424
806-701-3320
www.firsttexasnb.mortgage

Member FDIC
EQUAL HOUSING LENDER

FTNB
First Texas National Bank
Member FDIC Equal Housing Lender

HART MOVING & STORAGE

Full-Service Packing, Moving & Storage
Fully Insured & Bonded
Locally Owned & Operated
FREE, GUARANTEED Estimates
REALTOR® Discounts
Local & Long-Distance Moves



Jeremy Pool, owner

Before you start, call Hart!

(806) 763-4191

HartMovingandStorage.com

LUBBOCK

REAL PRODUCERS®

CONNECTING. ELEVATING. INSPIRING.

Every month, Real Producers reaches the very best real estate agents all across Lubbock.

Want to promote your business to our exclusive readership? Reach out to us today.

806.368.1526 | kathy.pettit@n2co.com

A Note of Gratitude

BY ANDREA STURDIVANT
PRESIDENT, LUBBOCK
ASSOCIATION OF REALTORS®

As we all prepare for the upcoming Thanksgiving holiday, I find myself reflecting on this past year. Gratitude is the word that keeps rising to the surface. Not the kind that comes from one holiday, but the deeper kind that lets you see your life through a wide-angle lens. The past year has been marked by substantial changes, both professionally and personally. I'm sure each of you can relate. Through it all, I feel blessed in many ways.

I am thankful for all of my family and friends—*my people*— who are my constant support and biggest cheerleaders. As of a few months ago, both of my daughters now permanently reside in other states, and I am grateful for the ability to travel and the technology to stay in constant communication.

I am thankful for my brokerage team, who show up every day with dedication, professionalism, and a great work ethic. They enable me to serve my clients, the Association, and our community at the highest level. My team has shown me that teaching and mentoring others gives me fulfillment, and to this end, I am now a Texas REALTORS® instructor. I look forward to that exciting new challenge.

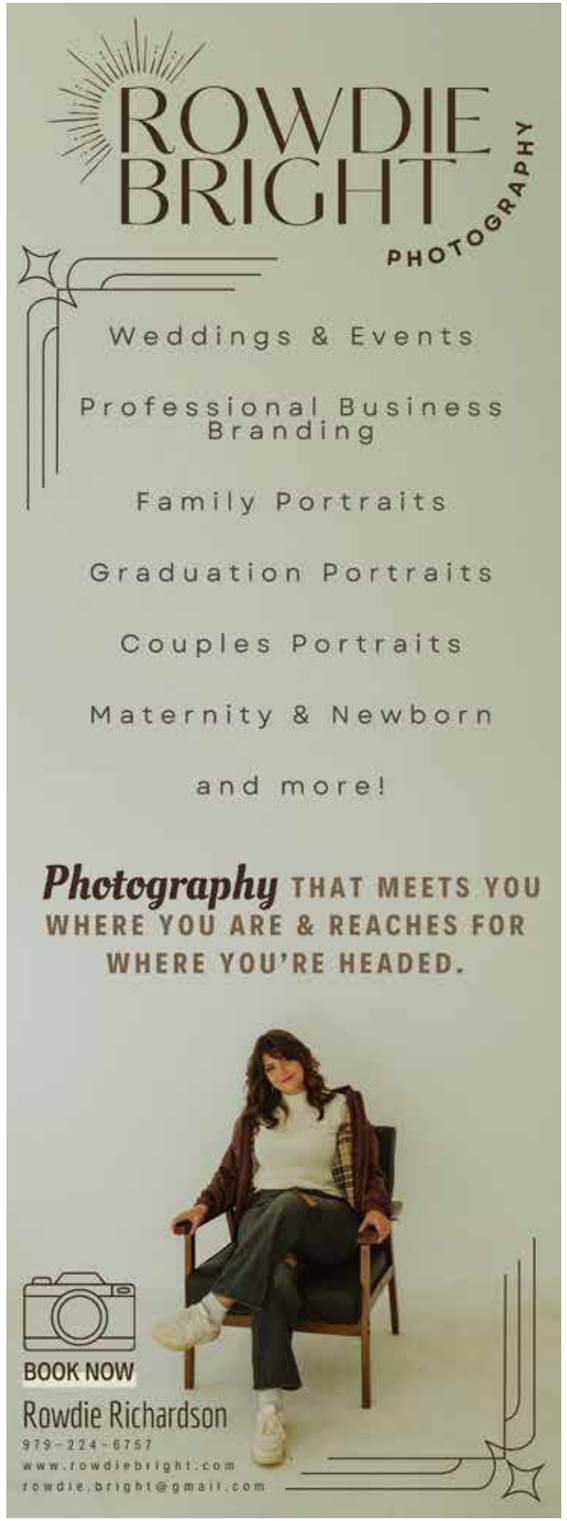
I am thankful for the people I serve alongside in the Lubbock Association of REALTORS®—my leadership team, our board, committees, volunteers, and every member who invests time and energy to make this Association strong. Together, we've proven that our collective work truly matters, whether through education, advocacy, or outreach. The good work we do is not just for our industry; it's for our community. I am proud of what we accomplish.

I am thankful for my profession and the impact it allows us to have. This year, the market has been challenging, but being in real estate is about the long game; it is about helping people build their futures, plant roots, and achieve dreams. To be part of that journey is a privilege I never take for granted.

And of course, I am thankful to live and work in Lubbock, TX. The 806 is a place filled with unique culture, sincere generosity, and endless possibilities. It offers a stable economy, an affordable cost of living, and a growing array of amenities and entertainment. We, as REALTORS®, are an impactful part of Lubbock's future, and we help shape the growth of our city in meaningful ways.

Finally, I am thankful for **YOU,** the members I have the privilege to serve. Not many people have the opportunity to lead this organization—only 99 in history, to be exact. What a special thing, to be trusted and elected by your peers to this position. I do not take it for granted.

With just one month left in my tenure, I want to say with all sincerity, thank you, Lubbock REALTORS®, for your confidence, your commitment, and your heart. Serving you has been an honor.



State Farm®

Your local agent for home & auto

Ana Borrego | Agent

4521 114th St Ste 100
Lubbock, TX 79424-2289

Bus: 806-745-2555

www.anaborrego.com

State Farm Mutual Automobile Insurance Company, State Farm Indemnity Company, State Farm Fire and Casualty Company, State Farm General Insurance Company, Bloomington, IL
State Farm County Mutual Insurance Company of Texas, State Farm Lloyds, Richardson, TX
State Farm Florida Insurance Company, Winter Haven, FL

FLIPPING THROUGH THESE PAGES
SAVES LIVES.

With the help of our sponsors, this magazine supports organizations fighting human trafficking worldwide.

REAL PRODUCERS PROUDLY SUPPORTS THESE IMPACT MAKERS

IJM · LOVE JUSTICE INTERNATIONAL · Atlas Free · ALL GOD'S CHILDREN · The Exodus Road

RP × N2

n2gives.com

PLAINS ROOFING
LBK TX —— EST 39

Real Estate Inspection
Insurance Claims
Residential & Commercial
Serving Lubbock since 1939

FOR THE BEST ROOF, OUR QUALITY IS PROOF.

Regular roof inspections are critical in protecting your residential or commercial property.

Just ask your neighbors, we can help! Call us today for a free quote.

PlainsRoofing.com
806-748-0702
PlainsRoofing@gmail.com

Revolution MORTGAGE | LET'S MAKE MOVES.

Savanna Holton
Branch Production Sales Manager
NMLS#1142161
806.928.1090

Ashley Laycock
Branch Production Manager | VP of Mortgage Lending
NMLS#1279963
806.681.7095

Kyndra Watson
Branch Production Sales Manager
NMLS#1199674
806.319.3609

Slade Terry
Sr. Loan Officer
NMLS#1988780
800.450.2010

Kelly Colins
Sr. Loan Officer
NMLS#1528957
806.549.0105

Alex Ramirez
Sr. Loan Officer
NMLS#1752626
806.661.8044

COMPANY NMLS#1686046 Advertised in: TX

ADVERTISEMENT | T2 Financial, LLC. D.B.A. Revolution Mortgage is an Equal Housing Opportunity Lender NMLS #1686046 (Nationwide Multistate Licensing System - www.nmlsconsumeraccess.org) Terms, conditions, and restrictions may apply. All information contained herein is for informational purposes only and, while every effort is made to ensure accuracy, no guarantee is expressed or implied. Not a commitment to extend credit. Branch Address: 8333 Upland Ave, Suites 200 & 300 Lubbock, TX 79424 - Branch NMLS: 2465705 - Branch Phone: (806) 243-0777

WEST TEXAS COMMERCIAL ROOFING, LLC

COUNT ON BLUE TO KNOW WHAT TO DO

GET IN TOUCH WITH US 806.416.ROOF westtexascommercialroofing.com

A PRODUCT OF
THE N2 COMPANY

9151 Currency St.
Irving, TX 75063