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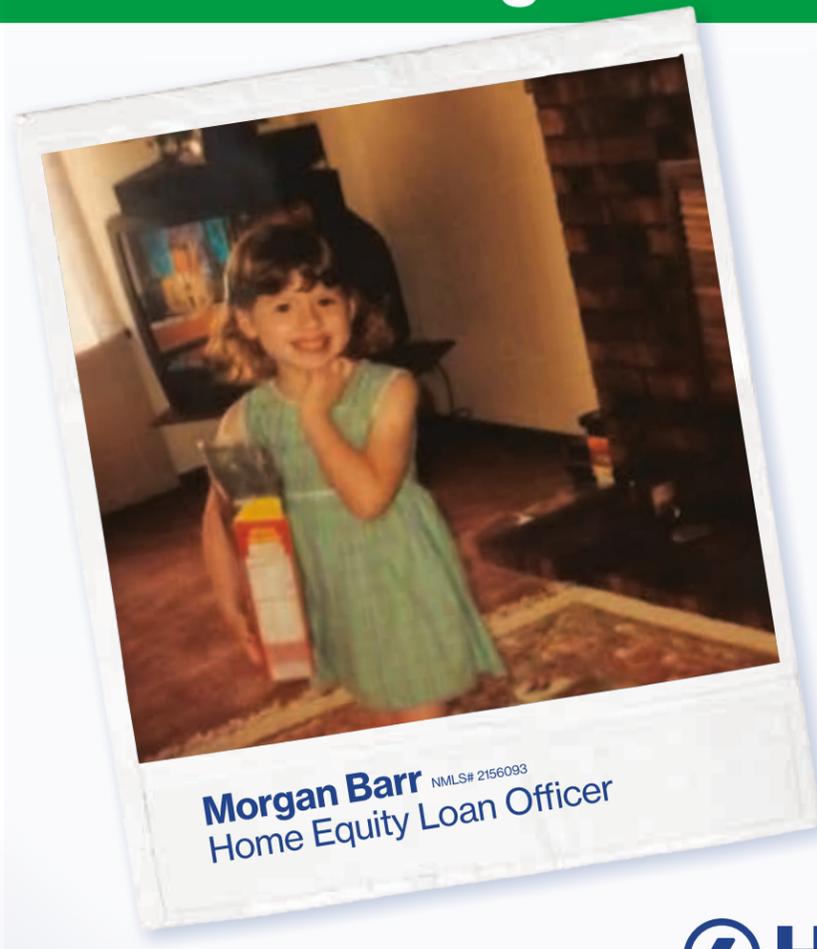
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# 2024

# 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

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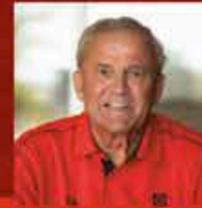
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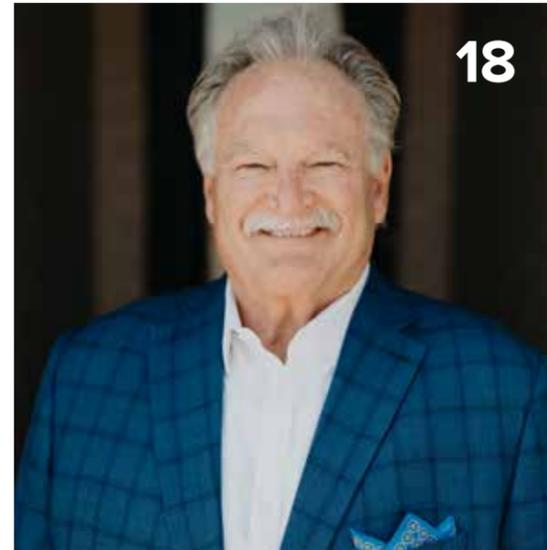
**12** Joy Daniel  
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## PROFILES



Brian Britton



Ashton Coleman



Shar Merchant

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# Meet The Team



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# DANIEL

*Joy*



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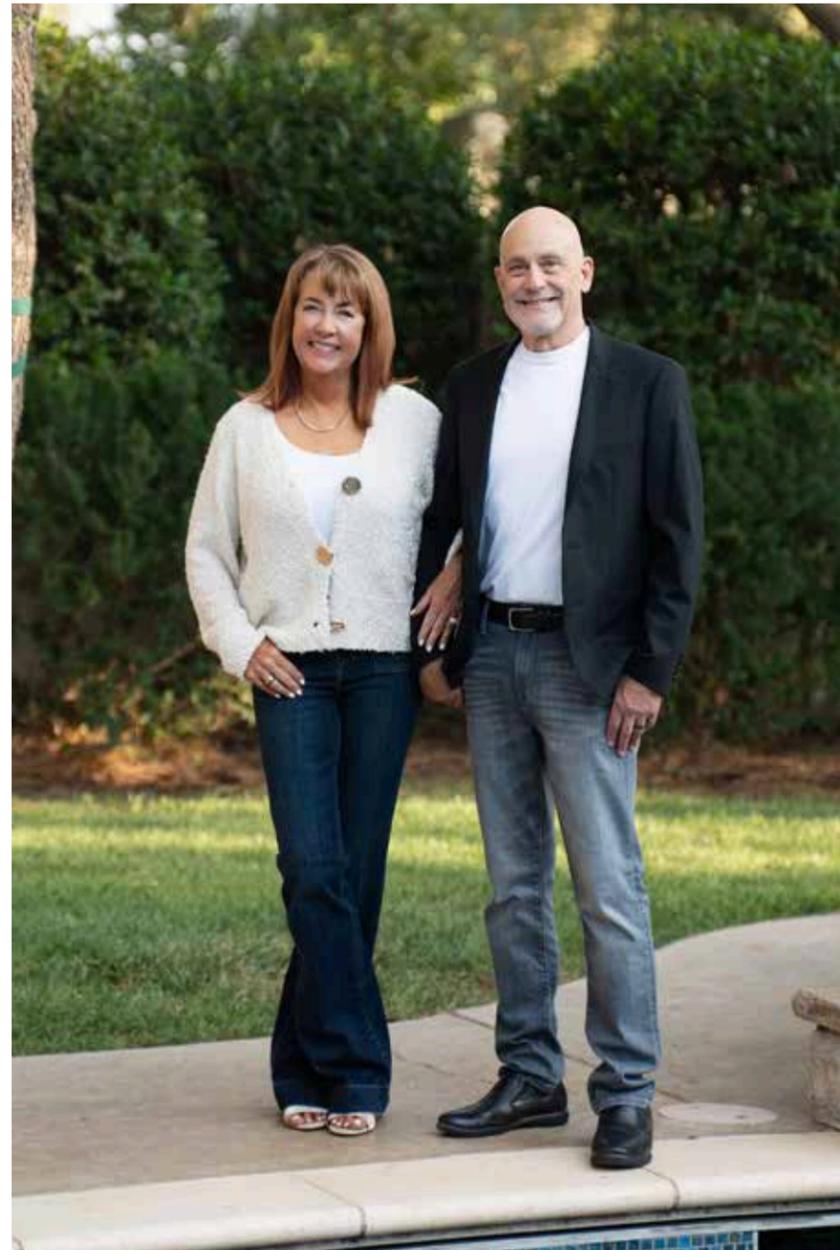
I

n a little shop in Ruidoso, NM, Joy Daniel's husband, Brant, spotted a gift that would change the course of her career. It was a simple sign that read Choose Joy. He brought it home, and the phrase stuck. "My slogan was born that day," Joy laughs.

That motto has been more than a tagline in her 20 years as a REALTOR®—it's been her way of life. "For me, success is being comfortable in your own skin and recognizing and savoring your many blessings," she asserts. "A life lived with the glass half full is a life full of joy."

Joy's journey to real estate wasn't a straight line. After earning a BBA in finance from Texas Tech, she went into banking, back when the industry was filled with rules about how women could dress and even wear their hair. On what she calls her "rebellious days," she dared to wear slacks and a blazer instead of a skirt. That restlessness led her to Delta Air Lines, where she graduated from in-flight training in 1978. "In 1981, I met Brant at 30,000 feet," she recalls. "We worked a flight together from Miami to LA." That chance meeting quite literally changed her life's trajectory.

Years later, her father-in-law, Bob Daniel, pushed her toward real estate. "I give Bob all the blame or all the credit—depends on the day," Joy jokes. Bob had long seen her potential, and eventually, she took the leap. Not long after, Brant followed his heart and purchased the Apple Tree Café & Bakery. "So many fun times working as a family at the restaurant," Joy remembers. "I would run through and work the lunch crowd, and our kids, Nick and Alexa, pitched right in. I called it Brant's



ministry—Psalm 17:8: 'Keep me as the apple of your eye.'"

In real estate, Joy found the perfect place for her natural grit, determination, and warmth—often sprinkled with a little humor. For her, the most fulfilling moments don't always come from the smooth, easy closings.

"The rare easy deal is lovely," she says. "But nothing is more fulfilling than getting the hard house, the tough seller, the exhausted buyer to closing." She often reminds herself and her clients of Nordstrom's golden rule: Use your good judgement in all situations; there are no additional rules.



## JOY AT A GLANCE

### Fun Fact

Joy once appeared on the \$10,000 Pyramid and famously missed the word “spurs.” As Dick Clark announced for everyone to hear: “Joy, you’re from Texas, and you missed spurs!”

### Go-To Lyric

“I thank God every day... I think I might have it all.” —from Benson Boone’s song *Beautiful Things*.

### Favorite Escapes

**TV Shows:** Survivor, Landman, American Idol, So You Think You Can Dance.

**Podcasts:** New Heights, On Fire, Locked on Texas Tech, Texas Monthly True Crime.

**Books:** Always a mystery at bedtime.

**Family Travel:** Beach trips and time at the family’s Colorado cabin, Pronk Place.

### Local Loves

Chicken fingers from Dirk’s, BBQ at Evie Mae’s, and donuts from Crafthouse. Shopping stops include Grayce for florals, J. Hoffman’s and Maj for fashion, and Odds & Ends for home décor.

### Why WestMark?

“WestMark REALTORS® offered stellar training paired with an excellent broker and sales manager. The team included many successful REALTORS® to learn from and emulate. That was 2004—here we are 20+ years later.”



Photo provided by Joy



Photo provided by Joy

After 20 years in the business, Joy has seen markets shift and challenges pile up. “This year has been the toughest I’ve seen in two decades,” she shares. “But tough days don’t last—tough people do.” Joy’s deep faith and love for people fuel her toughness, and she has collected quite a few stories through the peaks and valleys. She explains, “I always tell my buyers to nickname the homes we tour so they can keep them straight—like *Barking Dog*, *Gold Countertop*, or *Mr. Peanut*. And sometimes, I do the same with clients: Mr. Saver, who hid his money under the mattress; *The Groom*, who forgot to mention his wedding until closing; and *Mr. Shoe*, who needed a closet big enough for all his shoes. Bottom line—it’s always about the people. Sometimes you laugh, sometimes you cry, but above all, you stick together. And it’s worth it every time you get that *Clear to Close*.”

When asked what sets her apart, Joy doesn’t hesitate to respond: “Grit, drive, determination, passion, hustle, heart, and always JOY! When you hire me, I promise



straight talk—not always sweet talk, but always honest talk. I give you what I would want and expect from a business partner.”

More than anything, she’s passionate about the teamwork she shares with Brant, her partner in real estate and life. “My name is on the sign, but his work behind the scenes is what makes our real estate move,” she explains. “We fill our glasses differently, but together, they are overflowing to serve our clients.”

Two decades later, that little sign in the gift shop feels like fate.

For Joy, *Choose Joy* isn’t just a slogan. It’s a promise—to her clients, herself, and her beloved family.

“I will light up any room given the chance to tell you about my fabulous family,” Joy states. “Our daughter, Alexa, lives in Santa Fe, and our son, Nick, lives in Indianapolis with his wife, Kendall, and the stars of the show—our grandkids. Winslow is a spunky 3-year-old teaching baby brother Callan all the things. We love to travel together, and we celebrate special times (and really, anytime we’re all together is very special) with bubbly. We save the corks, each inscribed with the date, and those little keepsakes are the sweetest reminders. Cheers to family!”



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# Brian Britton



## Michelle Kaufman Real Estate Agency

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER  
PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY

Brian Britton launched his real estate career in January 2014, but his connection to homes goes back decades. He was a licensed contractor in Red River, NM, and the proud owner of Protection Paints for 15 years. After moving to Texas, he added construction services to his toolkit and ran Britton Construction for 14 years. He's always been interested in homes and people, and he says he loves to talk—all qualities suited to a career in real estate.

When Brian was looking for the right brokerage, he met with Bambi Temple. "I was impressed with her knowledge and commitment to clients," he shares. "When Bambi accepted a new position with Michelle Kauffman Real Estate Agency, I followed her. I adore the Kauffmans and am honored to be a part of their team."

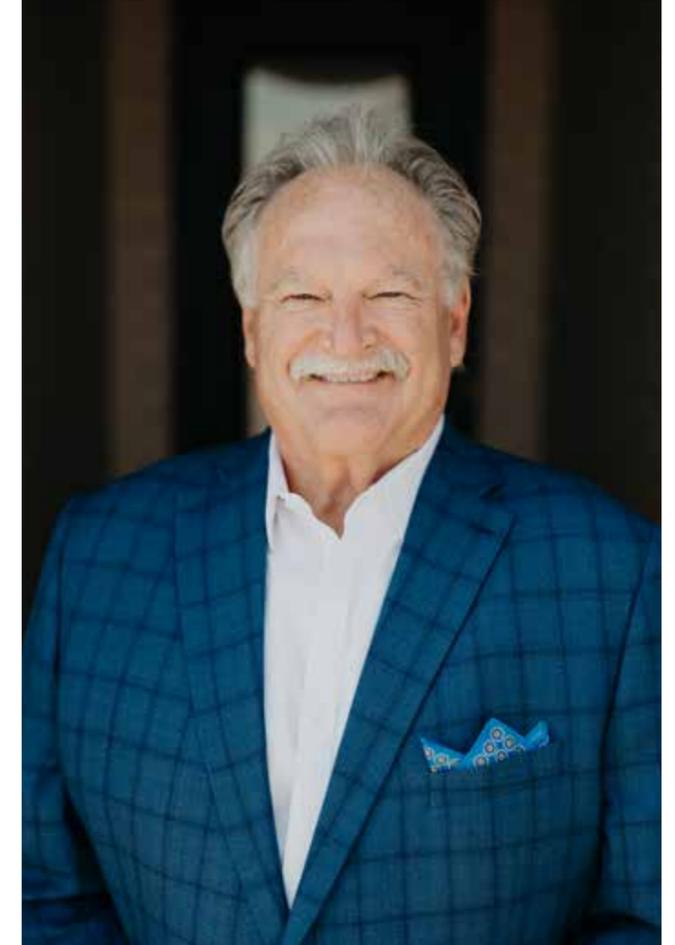
Over the years, Brian has had many memorable client experiences. He reflects fondly on one, a floor call from a single mother who wanted to see a two-bedroom home. She knew nothing about buying a home, and Brian was sure the call would be a dead-end lead. "To my surprise, she did everything I asked her to do to qualify," he recalls.

"The process took her more than a year to complete, but she never gave up. She now owns the perfect home for her. I was, and still am, humbled by her commitment to purchase a home."

Another time, Brian handed keys to a young man who had never lived in a brick-and-mortar home. "His face as he opened that door was golden," Brian says with a smile. Moments like these fuel Brian's passion for the business. "Serving people—the first-time homeowner to the client who needs to downsize—is the same," he reports.

For Brian, the most fulfilling part of his work is watching clients' faces. "I love getting the whole package complete and to the closing table," he states, adding that repeat and referral clients are incredibly fulfilling. "On tough days, his spirited drive keeps him moving forward. "I am very competitive and driven to beat the bushes to fulfill clients' dreams," he comments.

He credits several mentors for shaping his approach—Michelle Kauffman for her work ethic, Bambi Temple for her quest for real estate knowledge, and his late sister, Susan Britton, a Wayland Flying Queen



“  
Success is when you can lay  
your head on your pillow with  
**integrity.**”  
”

and Team USA basketball player. "I possess the United States flag she carried in the opening and closing of the Pan-Am games," he explains. "Even with the diagnosis of progressive supranuclear palsy (PSP), she never gave up. When she could no longer move her body, she

prayed for people. I'd say we Brittons don't have much quit in us."

Looking ahead, Brian's focus remains steady—serving and building relationships. His construction experience, combined with his years on the Planning and Zoning

“  
**We Brittons**  
 don't have much quit in us.”  
 ”

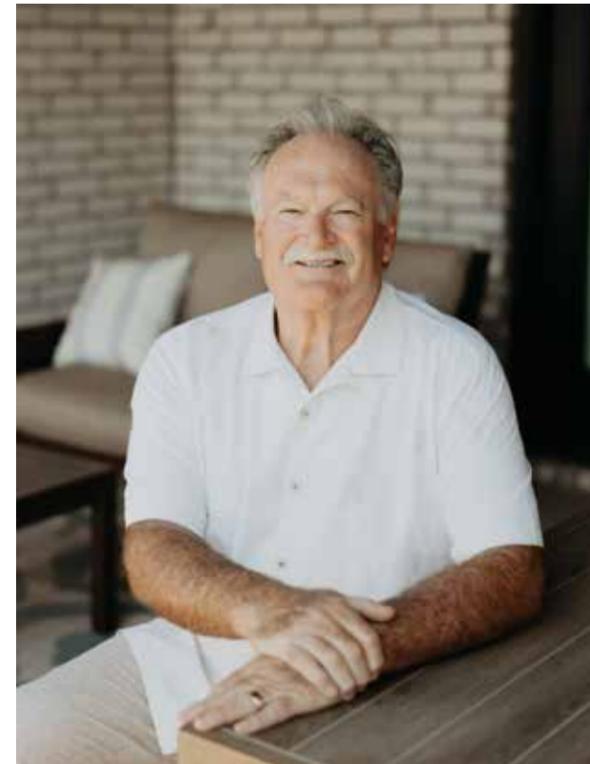


Committee in Red River, NM, continues to give him an edge. If he could do it all over again? “I would have liked to have started selling real estate years ago because I love this job,” he declares.

When he's not working, you might find Brian meeting clients at Starbucks, Stella's, and Dario's Pizza or enjoying time outdoors. He enjoys skiing, fishing, swimming, and barbecuing. “My favorite thing to do is spend time with my family,” he adds. He's been married to the love of his life, Anny, for 47 years. Together, they raised two children—Blaine and Erin—who, along with their spouses, have thriving careers of their own. But the true shining star of the family is their 6-year-old grandson, Bryce. The family also includes their dog Koda, age 8, and cat Kitty, 21.

Brian defines success as “when you can lay your head on your pillow with integrity” and hopes to be remembered as always being a phone call away. He is most grateful for his Salvation and his family, both at home and work.

Not everyone knows that Brian once worked as a jeep tour guide in the mountains of New Mexico. “As a young man, I was a jeep driver tour guide in the mountains of New Mexico,” he confirms. “I drove a jeep named ‘The Blue Goose.’” What most



people *do know* is that Brian can talk with anyone, and he is known for telling history tales—true or fable—on tours.

His personal tale is one of truth: top-producing agent serving clients with heart, hustle, and unwavering spirit.

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“ I would have liked to  
 have started selling real  
 estate years ago because  
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What makes SR Cleaning stand out is its **family-centered approach and unique rotating cleaning system**. Misty, who runs the business alongside her mom, says trust is everything, adding, “I always know and fully trust the staff entering the homes and businesses we clean.”

To keep everything fresh, SR Cleaning rotates team members’ duties weekly. “If I clean the kitchen this week, I’ll clean floors or bathrooms next week,” Misty explains. “This format keeps us from falling into routine habits and ensures every detail gets attention, which our customers love.”

For Misty and her team, cleaning is more than a job—it’s a way to help families, homeowners, and REALTORS® create welcoming spaces that leave lasting impressions.

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# ASHTON COLEMAN



## **Clear Rock Realty**

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER  
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY  
(UNLESS OTHERWISE NOTED)

**S**ome agents talk about numbers. Ashton Coleman talks about people. “I knew I loved people, wanted to help people, and wanted to help contribute financially to my little family, so why not give it a try?” she recalls of her decision to enter real estate in February 2021. At the time, Ashton was a stay-at-home mom with her youngest heading into pre-k. She was looking for something flexible that would allow her to be present as a wife and mom while also building a career. Real estate checked every box.

The road wasn’t without challenges. “This business is a lot of emotional whiplash,” Ashton admits. She recalls a single deal that nearly derailed her first million-dollar month. “I remember praying out loud in my kitchen with my hands in the air saying, ‘God, I’m asking you to bring the buyer for this house. This is the 11th hour.’ The next day we got the offer, I closed over a million in volume that month, and I only have God to thank for it.”

Faith is the foundation of Ashton’s story. “I know that sounds cliché, but my relationship with Jesus and trusting His plan in every transaction is the only thing that has kept me from quitting more than once in four and a half years of real estate,” she says.

She pairs that reliance on faith with her deep commitment to relationships. Ashton does not define her work by plaques or production tallies. She shares, “My only real goal in real estate is to be my client’s agent for life, maintain relationships, and be friends long after closing day,” she explains. Her favorite part of real estate, she describes, is the joy of



Photo provided by Ashton

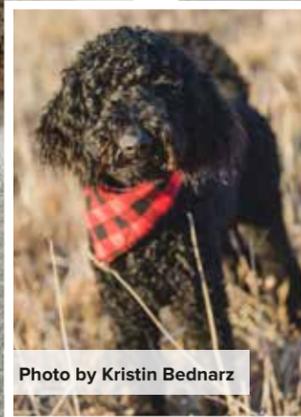


Photo by Kristin Bednarz

she describes them as mentors and friends: “Ruben is a natural-born leader with a heart of gold to see people succeed,” she comments. “Tanner cares about your heart and person before leading you to success. They are an incredible balance to each other.”

Mentorship has been key for Ashton. She also credits agents like Audra Baldwin, Libby Draughon, Paige Gardner, and especially Karen Mendenhall—a Dallas agent and longtime family friend—as anchors in her career.

Outside of real estate, Ashton is firmly rooted in family and community. Married to Jordan for 12 years, with two sports-loving boys, Graham (12) and Hayes (9), the Colemans are regulars at Renew Life Church, Texas Tech football games, travel baseball tournaments, and Goldstripe Coffee—Ashton’s favorite spot for client meetings. Their family bucket list? To visit every MLB park before the boys leave the house.

If you ask Ashton what sets her apart in a crowded market, she’s quick to deflect. “There are hundreds of awesome agents in Lubbock,” she asserts. “The main thing I want people to say about me and my career in real estate is that I wasn’t just an agent, but I was a friend. Relationships are truly everything to me. I just want everyone to feel loved no matter what.”

clients finding “the one”—watching kids claim their bedrooms or parents picture where the couch will go.

Her passion for connection has shaped her professional path. Ashton calls herself the “OG Lubbock agent” at Clear Rock Realty, where she joined in April 2023 after months of prayer and reflection. “I told them if I ever leave Clear Rock, it will be because I’m getting out of real estate and not to go somewhere else,” she mentions. The brokerage, led by Ruben Trujillo and Tanner Dean, aligns with her core values of Jesus, family, friends, faith, integrity, and clarity. More than colleagues,



“

**RELATIONSHIPS ARE TRULY EVERYTHING TO ME.”**

Success for Ashton looks like living out a simple message passed down from her mother. She shares, “Every day on our way out the door for school, my mom would say, ‘Be Jesus to someone today.’ I often say the same thing to my boys. My husband’s grandma says, ‘Be the only Bible someone reads today.’” For Ashton, real estate is less about transactions and more about connection—building lasting relationships, loving people well, and trusting God with the rest.

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# ARCHGATE INSURANCE



## ARCHGATE INSURANCE

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER  
PHOTOS BY ALICEA MULLINS, ALICEA JARE  
PHOTOGRAPHY (UNLESS OTHERWISE NOTED)

When Lubbock real estate agents need an insurance partner who can keep pace with their fast-moving deals, they turn to Archgate Insurance. Founded by Shar Merchant, Archgate Insurance is an independent property and casualty insurance agency specializing in both personal and commercial lines. “We work closely with mortgage bankers, real estate agents, and builders to provide fast, reliable insurance solutions that help closings happen on time,” Shar states. “From home and auto coverage, we pride ourselves on delivering robust, well-rounded accounts that protect clients’ investments.”

Shar’s journey started at another agency, where he quickly rose to become one of the top individual sales agents in the country. His success and drive eventually led him to launch Archgate Insurance. In just a short time, the agency has grown to more than 10 agents, with a goal of expanding to over 100 across Texas. “The more we grow, the more lives we can impact,” Shar says.

In real estate, delays cost deals, which is why Archgate stands out for its lightning-fast turnaround—often delivering quotes in minutes instead of hours or days. Partnering with more than 30 A-rated carriers, the agency can secure competitive rates without cutting corners on coverage. “Our mission is to make insurance the easiest part of the home-buying process,” Shar explains. “We work hand-in-hand with lenders and agents to ensure numbers work, coverages are solid, and clients feel confident when signing on the dotted line.”

Shar knows that an insurance hiccup can put a closing at risk, and Archgate offers complimentary insurance reviews for any client in the buying process. By getting involved early, they help prevent last-minute surprises, like higher-than-expected premiums or gaps in coverage. “We’re here to make you look good to your clients,” Shar asserts. “If we can help you close on time, with your buyer feeling fully protected, then we’ve done our job.”

He credits much of Archgate’s success to his extraordinary management team—Lauren Hutchison, Halee Bowman, and Courtney Sims. “All go above and beyond in their roles to ensure the

# SHAR

## MERCHANT

“

SOMETIMES, WE FORGET TO SLOW DOWN AS PEOPLE & FORGET THE POINT OF LIFE ITSELF, WHICH IS TO CONNECT & LOVE OTHERS.

”



Photo by Rowdie Richardson, Rowdie Bright Photography



company grows and thrives,” he shares. “I could not do this without them, and I am beyond lucky to have them as a part of my team.”

Originally from Coppell, TX, Shar made his way to West Texas for work—and stayed for the amazing, kind people. He and his wife, his high school sweetheart and best friend, share a love of hiking and exploring new trails. When they’re not outdoors, they enjoy Netflix binges and movie nights. “I am grateful for life itself,” he reveals. “Sometimes, we forget to slow down as people and forget the point of life itself, which is to connect and love others. I am blessed to be here doing what I love every day and helping others in the process.”

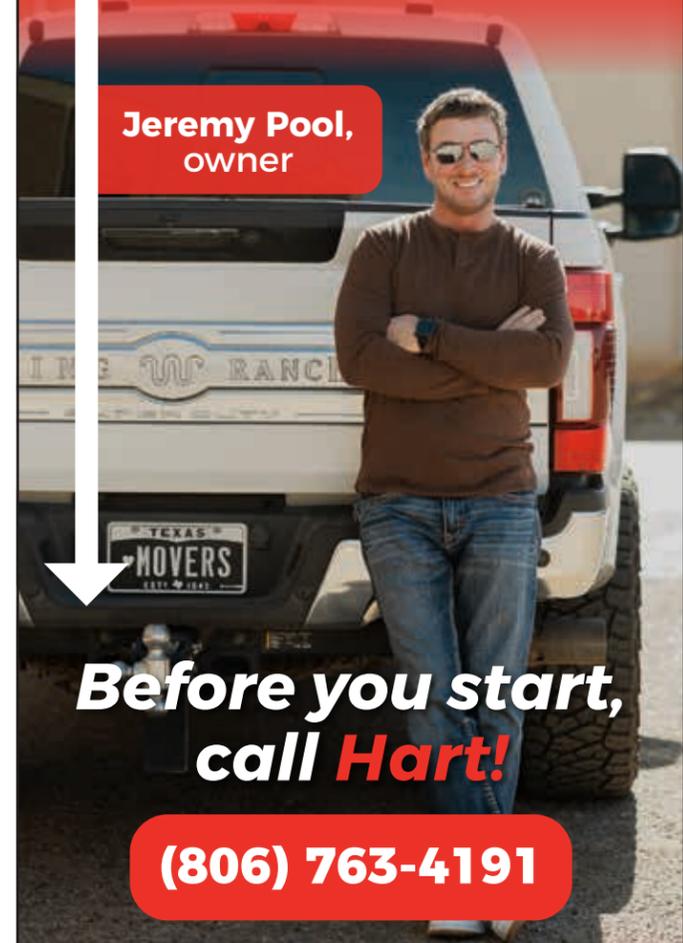


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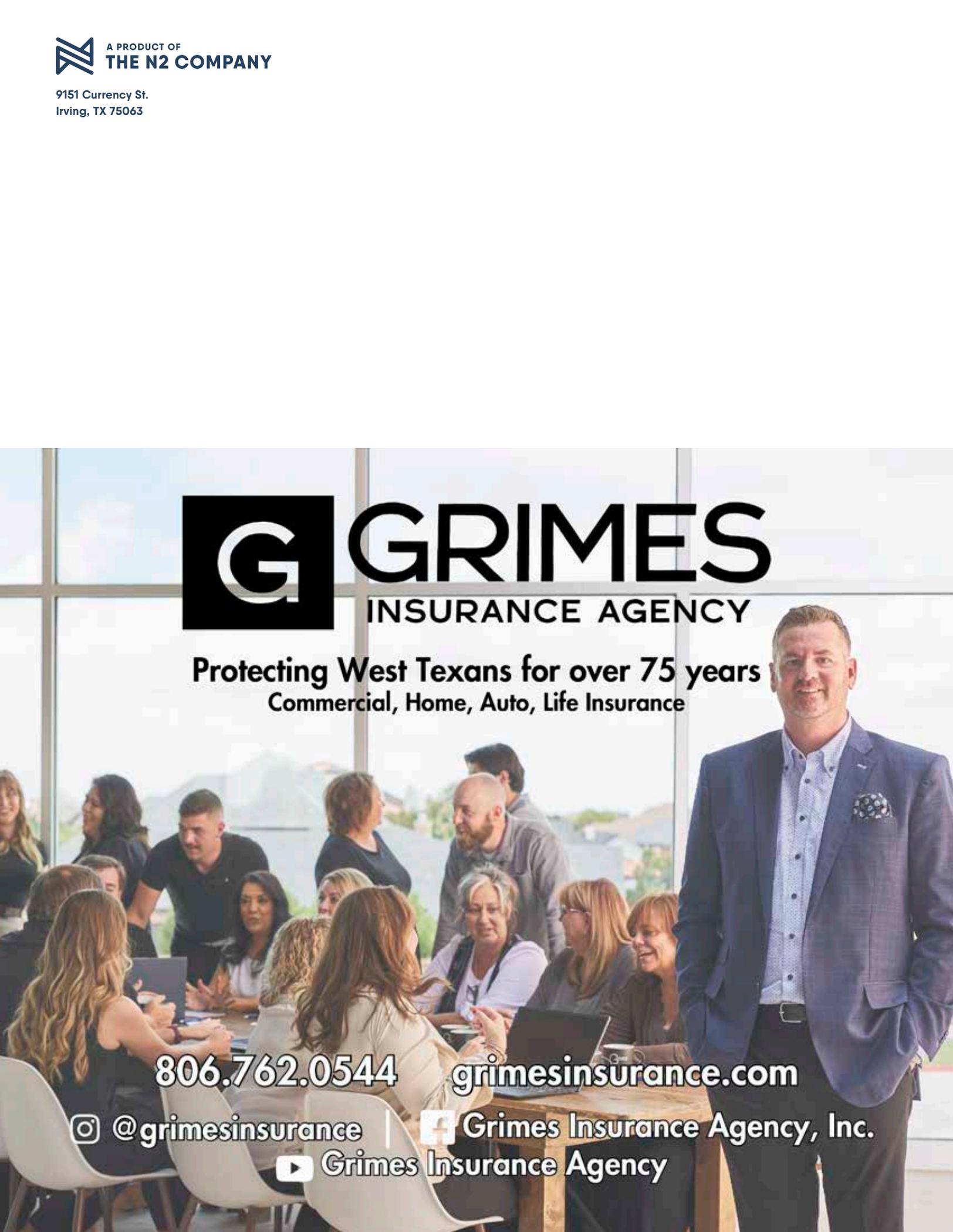


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