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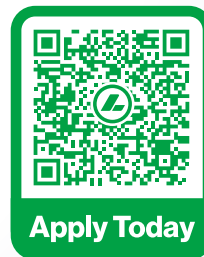
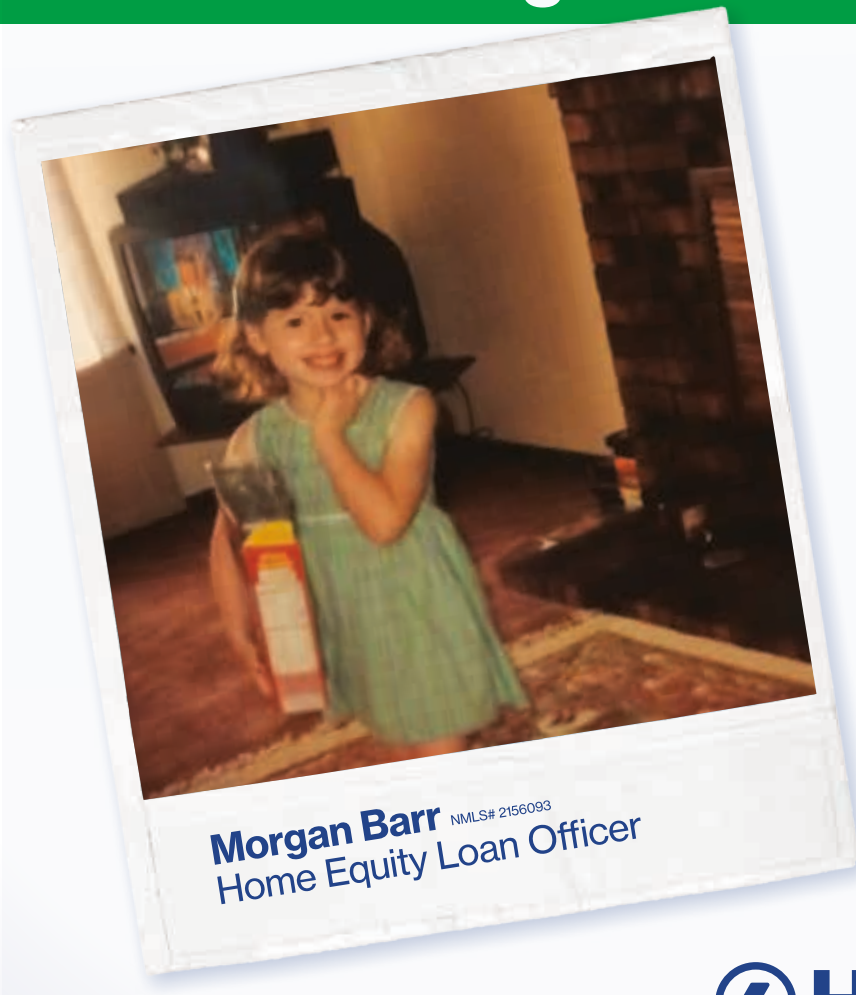
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Charles Nell

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

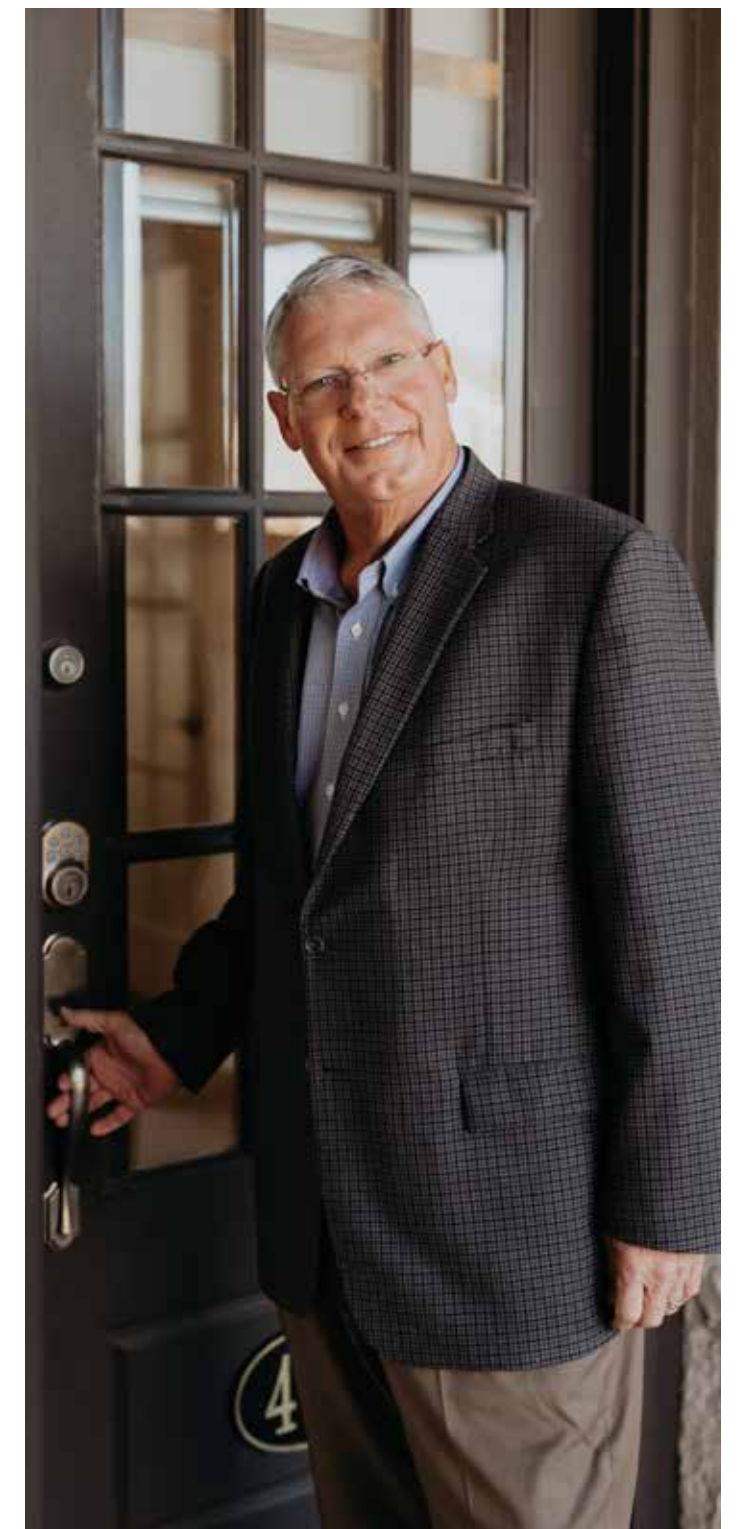
When Charles Nell walked into Coldwell Banker Rick Canup, REALTORS® in 1996 with his wife, Laura, he was looking for a place to plant roots. After meeting with Rick and experiencing the culture firsthand, he knew he was in the right place. Now, Charles—with Coldwell Banker Trusted Advisors—counts joining the brokerage as one of the most meaningful moves of his professional life.

Charles grew up in Artesia, New Mexico, in a close-knit community alongside strong faith, Friday night football, and wonderful parents who believed in education and integrity. He graduated from Artesia High School and went on to Texas Tech University, earning a Bachelor of Business Administration in Accounting. While at Tech, he proudly served as a Saddle Tramp, deepening a Red Raider loyalty that continues today. Those early years instilled discipline and teamwork, especially as a member of two state championship football teams. The lessons he learned on the field about preparation and leadership later carried into his business life.

After college, Charles worked at the accounting firm Coopers & Lybrand, then transitioned into banking at Liberty State Bank in Lubbock and Western Bank in Artesia. For four and a half years, he had the privilege of working alongside his father in the banking industry back home. Watching his father guide customers through financial decisions left a lasting impression. “That time with my dad was a gift,” Charles reflects. “He showed me how to treat people with professionalism and respect.”

As Charles and Laura’s young family grew and their connection to Texas Tech strengthened, they made Lubbock their home. When Charles pivoted into residential real estate, he approached the profession with a banker’s attention to detail and a coach’s mindset toward preparation. He understood that for most families, a home represents both their largest financial investment and a place filled with memories.

Throughout the years, Charles has walked alongside clients through first homes, growing families, relocations, downsizing, and investment purchases. He still lights up when describing the moment buyers hold keys for the first time or when longtime owners pause in an empty house, remembering birthdays and holidays they spent in the home. He slows down, gives space, and recognizes the weight of what is happening.



His long-standing relationship with Coldwell Banker has played a key role in his longevity. Founded in 1906, the brand has consistently invested in training, technology, and innovation. Within Coldwell Banker Trusted Advisors, Charles

He listens closely, creates a personalized plan, and walks step by step through inspections, negotiations, and closing. The steady approach reflects the same values he learned growing up in Artesia and during his years in banking.

IN BOTH LIFE AND REAL ESTATE, I BELIEVE IN SERVING OTHERS WITH INTEGRITY, WALKING IN PURPOSE, AND MAKING EVERY DAY COUNT.”



has benefited from leadership that prioritizes education and collaboration. He values having tools that allow him to present detailed market data, analyze pricing strategies, and guide negotiations with clarity. He is quick to admit he does not know everything, and he continues to study trends, attend training, and lean into continuing education. “I’m still learning something new almost every single day,” he shares.

That humility shapes how he serves. His goal is simple: give his best to every client, whether a first-time buyer navigating contracts or a seasoned investor analyzing return potential.

When asked what drives him on difficult days, Charles points to the people who trust him. “My wonderful clients drive me to keep going in my career even on challenging days,” he comments. “I find true joy in helping people with their real estate needs. Every client has a story, and being trusted to play a part in that chapter is something I never take for granted.”

Faith and family are at the center of Charles’s life. He and Laura are active members of Indiana Avenue Baptist Church, where they have served in many capacities, including his role as a deacon. He has also participated in community organizations, including serving as past president of a Rotary Club. He weaves giving back into his schedule as naturally as booking appointments.

At home, Charles describes himself as incredibly blessed. He and Laura have raised three children, all Texas Tech graduates, who are now building beautiful families of their own. Their two grandchildren have added a new layer of joy. Weekends often revolve around gathering around the table, attending Red Raider games, or traveling to visit family. Fishing is a favorite pastime when time allows, though Charles jokes he never gets to do it as often as he would like.

Success, in Charles’s view, comes down to faithfulness and relationships. “Success, to me, means living a Godly life—rooted in love, grounded in faith, and surrounded by meaningful relationships,” he explains. “It’s about nurturing sweet connections with family and friends and building a strong,

stable lifestyle that honors what truly matters. In both life and real estate, I believe in serving others with integrity, walking in purpose, and making every day count.”

Three decades ago, Charles walked into a real estate brokerage looking to plant roots. Today, those roots run deep—through the clients he has served, the relationships he’s built, and the community he has faithfully supported.

Connect with Charles Nell
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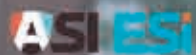




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Justin Lowrey

Keller Williams Realty

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

When Justin Lowrey stepped into real estate in March of 2021, the world was still deep in the uncertainty of COVID. Buyers were cautious, inventory was tight, and nearly every conversation carried a note of hesitation. For Justin, though, it felt like the right moment to build something of his own and create a career that would grow alongside his family.

Justin is a Lubbock native who graduated from Coronado High School in 2006 before earning his business management degree from Texas Tech University in 2010. Like many Red Raiders, his connection to West Texas only strengthened during college. After graduation, he moved to Dallas and spent five years working in insurance claims for Progressive Insurance, learning how to navigate difficult situations, communicate clearly, and solve problems under pressure. Eventually, the big city lost its appeal. “I had enough of Dallas and came running back to West Texas,” Justin shares.

Back home, Justin worked for his family’s business before spending several years in the restaurant industry, a season that sharpened his people skills and introduced him to his future wife, Brandi, at Chuy’s. Long shifts and late nights

were part of life, but everything changed when they began thinking about raising a family.

When Brandi became pregnant with their first child, Jackson, both of them realized the schedules they were keeping wouldn’t allow them to be as present as they wanted. Justin began looking for a career where effort directly shaped income and flexibility made family time possible. “I wanted to earn based on how hard I worked and still be there for my kids growing up,” he explains.

A conversation with REALTOR® Kelsey Miller, whom Brandi had once managed, opened his eyes to real estate as a business where relationships, work ethic, and service could shape long-term success. Justin signed up for classes and soon connected with Keller Williams Realty, where the

emphasis on coaching, culture, and faith felt like the right fit. “I was told culture and coaching were top priorities, and that mattered to me,” he notes.

From the beginning, Justin approached real estate with patience. He wasn’t chasing quick closings. Some families worked with him for months, even years, before finally finding the right home, which meant countless showings, market updates, phone calls, and conversations about life plans. “That’s where real relationships are built,” Justin says.

One turning point in his career came when his team leader pushed him far outside his comfort zone by having him film Facebook Live walk-throughs at every open house—no edits and no retakes, just real-time tours. “At first it was



WORDS OF WISDOM

Justin gathers real estate insights from Ricky Carruth, mindset clarity in The One Thing, and investing wisdom from BiggerPockets. He also tunes into The Shawn Ryan Show, Blurry Creatures, and leadership voices like Ed Mylett and Tony Robbins.

WHERE HE MEETS CLIENTS

- First conversations: local coffee shops or Market Street
- Buyers: at the first home that sparks interest
- Sellers: at the kitchen table—where the real decisions begin

FUN FACT

A drummer since childhood, Justin has played in several bands and still plays drums at Victory Life.



models faith-driven business and strong family values, principles Justin strives to follow.

One client experience remains especially meaningful. Justin met a Texas Tech professor relocating from Columbia who was searching for a kid-friendly neighborhood for herself and her 5-year-old son. While touring homes, Justin noticed a property across the street had just hit the market. His own son, Jackson, joined for that showing, and the two boys immediately became friends. The connection felt natural, the home felt right, and an offer followed quickly. Today, they're neighbors, and their sons still play together. "I truly believe God orchestrates relationships and opportunities in my business," Justin reflects.

At home, life is full with Brandi, Jackson, and their 3-year-old daughter, McKenna. The family

loves being outdoors, especially in the mountains, and Justin's lifelong passion for drumming often turns into living-room concerts with worship music. When he isn't working with clients, he spends time creating content; researching topics like AI, quantum mechanics, and theology; or simply being present with his kids.

Success, in Justin's view, comes from small, consistent efforts repeated daily, even through setbacks. What he hopes people remember most is how he made them feel: supported, valued, and genuinely cared for.

Grateful for his faith and family, Justin continues building a business rooted in relationships, consistency, and service, right in the community that shaped him.

Connect with Justin Lowrey
806-831-9301
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terrifying," Justin admits. "But I did it at over 100 open houses."

The videos started gaining attention. People messaged him with questions about buying, selling, and the Lubbock market. Before long, strangers around town recognized him. "Now, I can't go anywhere without someone saying, 'Hey, you're the house guy! I see your videos,'" he shares.

Today, Justin is expanding into longer YouTube content, creating in-depth videos for anyone researching Lubbock real estate. As a lifelong resident, he's passionate about educating people on how steady the market remains, even when

national headlines paint a different picture. "Lubbock stays strong," Justin notes. "There are opportunities every day."

Justin sees himself as a problem solver, connecting clients with trusted lenders, contractors, and local professionals who help deals move smoothly. What drives him on tough days is knowing the conversations he has today shape business months down the road. With more than 1,700 agents in the market, consistency matters. "If I'm not talking to people, someone else is," he says.

Mentorship has also played a big role in his growth. Justin credits Cole Whisenhunt as a leader who





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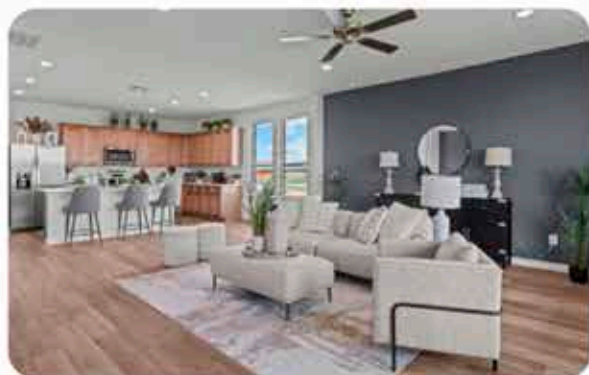
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The Betenbough team did an outstanding job bringing this special evening to life, and we are incredibly thankful for every REALTOR® who joined us to celebrate partnership, community, and the heart behind what we do.

The Willows Event Center hosted and catered the evening beautifully. Guests enjoyed a stunning and delicious charcuterie spread, festive dirty sodas, and wonderful coffee from Mammyth Coffee. Every detail created a warm and welcoming atmosphere that felt both elegant and relaxed.

A very special thank you to Betenbough Homes for sponsoring this unforgettable winter soirée. Real Producers is proud to partner with such an outstanding organization, whose generosity was on full display as the team gave away incredible door prizes, including a cruise! We are so appreciative of their continued support and the genuine heart they bring to our community.

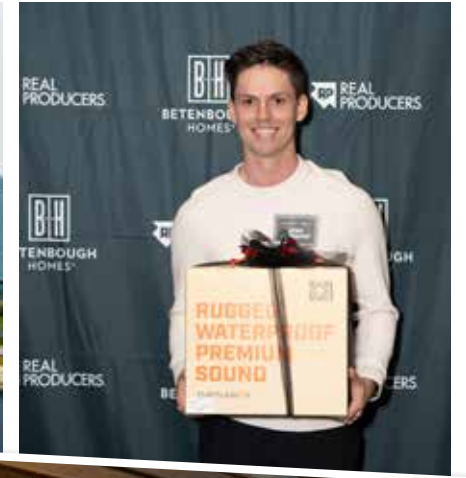


Guests also enjoyed interactive entertainment from a talented mentalist who left everyone absolutely stunned. What he revealed about the audience was truly mind-blowing (and a little crazy in the best way!).

The evening was full of laughter, connection, and celebration. We are deeply grateful to everyone who attended and helped make this event such a meaningful success.

We can't wait to do it again next year!







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WEST TEXAS COMMERCIAL ROOFING, LLC

STORY BY LUBBOCK
REAL PRODUCERS STAFF WRITER
PHOTOS BY (UNLESS OTHERWISE NOTED)



Adam Dawson & Dennise Alvarez

When Adam Dawson talks about roofing, he speaks like someone who has spent years walking job sites, climbing ladders, reviewing damage, and watching projects move from bare decking to finished roofs that protect families and businesses across West Texas. That hands-on experience is the foundation of West Texas Commercial Roofing, LLC, a company Adam built to serve both residential and commercial clients throughout West Texas and eastern New Mexico.

Despite what the company name suggests, the work goes beyond warehouses and large buildings. The company handles a steady flow of residential roofs, from full replacements after storms to smaller repairs that keep transactions moving and homeowners protected. “I know the name makes people think we only do big commercial jobs,” Adam says. “But we do residential roofs, and a lot of them.”

Adam’s journey into roofing began long before he ever owned a company. He grew up in Shiner, Texas, then headed west to attend Angelo State University in San Angelo. What started as a college move turned into a love for the region that never faded. “I loved it out west,” he shares.

After graduating, Adam worked for two years as an insurance agent with State Farm in Lamesa. That experience gave him an inside look at claims, storm damage, and how roofing work directly impacts homeowners during stressful situations. In 2010, he transitioned fully into construction as a project manager on the roofing side, where his real education began. Over the years, he oversaw thousands of projects, navigating everything from hail-damaged neighborhoods to complex commercial installs. “I’ve seen thousands of projects to completion and learned



Owner Adam Dawson with Rango



Project Manager Chase McDonald

all the ins and outs of the roofing industry,” he explains. “Starting my own company was a natural progression.”

What Adam focused on building first was a team he could trust without hesitation. Many of his sales staff, production managers, and office crew have worked together for nearly a decade, creating a level of consistency that clients immediately feel. “I believe we have the best, most educated team in all of West Texas,” he states. “If you ask anyone in our office, sales, or production a question, they’ll know the answer.”

That depth of experience shows up when timelines are tight, inspections are urgent, and deals are hanging in the balance. Adam takes particular pride in his project managers, whom he describes as some of the most honest people he knows, a trait that carries through every job they touch.

For real estate professionals, Adam wants to make one thing very clear: Roofing inspections don’t have to slow deals down or create unnecessary friction. “We will never try to hinder a real estate transaction by creating issues with the roof,” he notes. “If it has problems, we’ll be direct and get it fixed quickly. If it’s in good shape, we’ll simply say so.”

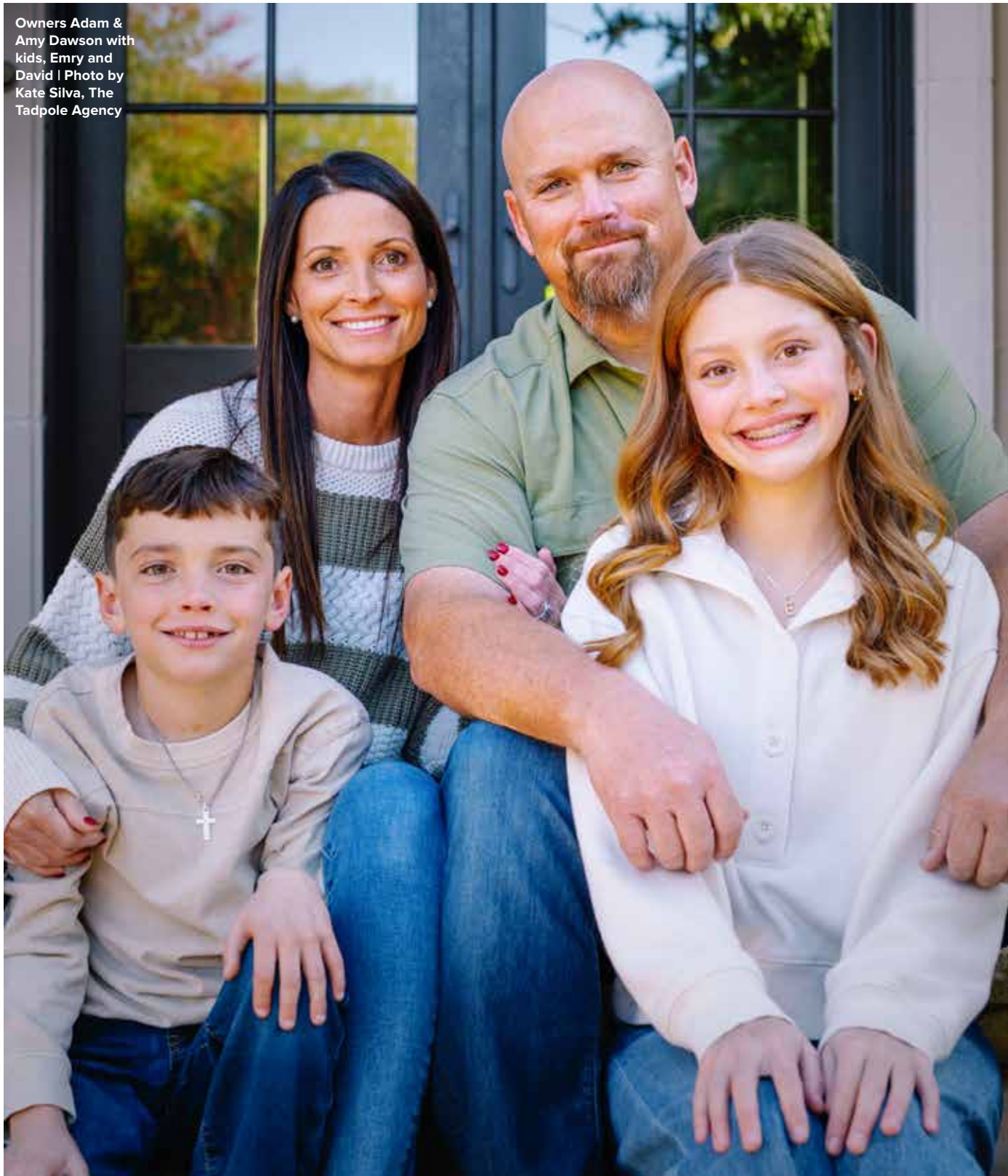
That responsiveness has made West Texas Commercial Roofing a go-to resource for agents who need quick answers, clear communication, and realistic timelines. “REALTORS® already have enough hurdles to get to the closing table,” Adam remarks. “We’ll never get in the way of that process. We’ll only help.”

What Adam finds most fulfilling is hearing from clients about the people behind the work—stories about crews showing

up early, keeping sites clean, explaining the process clearly, and treating homeowners with respect. “At night, I go to bed knowing I work with folks who want our product to be a good one when it’s done,” he shares. “That gives me peace.”

Outside of roofing, Adam’s world revolves around his family. He and his wife, Amy, have been married for 16 years and are

raising two children, 14-year-old Emry and 7-year-old David. Travel has always been something they prioritize together, squeezing in trips whenever schedules allow. Emry stays busy with tennis and is getting ready to start high school, while David is usually outside with a ball in his hands, bouncing between basketball, football, and anything else that lets him burn energy. When work slows down in the winter months,



Owners Adam & Amy Dawson with kids, Emry and David | Photo by Kate Silva, The Tadpole Agency



COO Denise Alvarez (right) & Executive Assistant Jacklyn Martinez (left)

Adam takes advantage of the season by heading into the field to hunt, a tradition that helps him recharge before the busy spring storm season arrives again.

Personal success for Adam looks like sitting down together for dinner nearly every night, something he and Amy committed to from the beginning of their marriage. In business, it’s all about trust. “When any of my employees tells me something, I know it’s the truth without question,” he says. “They want what I want for the company, a good and honest reputation.”

After more than a decade in the roofing industry, Adam remains grateful for the mentors who taught him the trade and for the clients who continue to trust West Texas Commercial Roofing with their homes and investments.

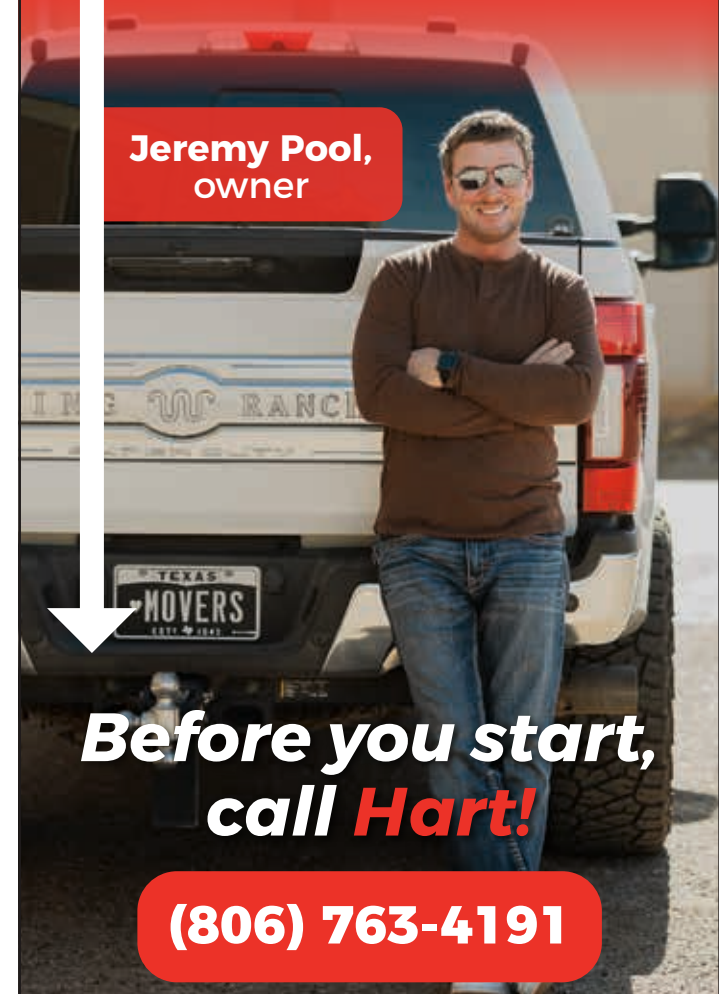
For real estate professionals navigating tight timelines, inspections, and post-storm chaos, Adam Dawson and his team aim to be the steady presence that keeps deals moving and roofs done right the first time.

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ALL Real Estate

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

Ashton COLQUETT

When Ashton Colquett walked into her first Parade of Homes open house in the summer of 2020, she wasn't thinking about launching a real estate career. She was fresh out of Texas Tech University, navigating a job market reshaped by COVID and helping a close friend and mentor with showings in between interviews. By the end of that summer, neighbors, builders, and visitors kept asking the same question: "Are you a REALTOR® now?"

"That's when the wheels really started turning," Ashton shares.

What began as greeting guests and opening doors quickly became something bigger. Ashton soaked in every conversation, watched how buyers responded to homes, and realized that real estate brought together everything she loved: serving people, beautiful spaces, finance, and marketing. By November of 2020, she officially launched her career at ALL Real Estate.

Before real estate, Ashton had already built a fast-paced professional foundation. She graduated from Texas Tech with a bachelor's degree in finance and marketing, minors in

accounting and sports management, and a certificate in leadership. While in school, she worked across multiple roles in Texas Tech Athletics, gaining firsthand experience in high-level operations and administration.

One of her proudest roles was serving as a student assistant to Athletic Director Kirby Hocutt, where she helped manage calendars, department initiatives, records, and community events, and hosted football and basketball suites. At the same time, she worked closely with Texas Tech Football as a student assistant and operations intern, coordinating team travel, budgets, recruiting visits, signing days, NFL Pro Day events, and daily communication between staff and players.

That environment taught her how to juggle details, handle pressure, and stay organized when dozens of moving pieces were in motion. "If there's a Texas Tech sporting event happening, I will have watched it or know about it," she says with a laugh.

Those experiences now show up in her real estate business, where timelines and numbers matter and relationships drive everything forward.

Ashton takes time to understand every season of life that leads someone to move, whether it's managing a growing family, starting a new job, downsizing, or simply wanting to be closer to loved ones. "When you become a client of mine, you truly become a friend," she explains. "I want to know every reason and every season."

Some of her favorite moments happen quietly. A buyer stepping into a home and suddenly relaxing, knowing it's the one. A seller standing in an empty living room for a final look, remembering birthdays, holidays, and years of life within those walls. "Those kitchen-table conversations and the tears on closing day remind me why I do this," Ashton notes. Her long-term vision is simple: continue growing, learning, and serving the Lubbock community she loves.

Choosing ALL Real Estate felt natural for Ashton from the start. It was the first brokerage to walk her through licensing and offer hands-on mentorship. Ashley Ingram was the one who had invited Ashton to work the Parade of Homes and was a source of encouragement from the beginning. Together, with the leadership of Amy Cox and Tray

Payne, Ashton found a culture rooted in relationships and support. "Amy is resilient, respected, and a pillar of our community," Ashton remarks. "Together, Amy and Tray set an incredible standard."

Ashton says real estate has filled her world with some of the most incredible people from all walks of life, and the relationships she's been blessed to build truly have changed her for the better. "Because I knew you, I have been changed for good" rings true between every relationship: client, REALTOR®, lender, title officer, handyman, roofer, plumber, etc.

What sets Ashton apart is the balance between strategy and heart. Her background in finance helps clients understand numbers, investments, and long-term implications, while her marketing skills ensure she positions homes thoughtfully and creatively. At the same time, her optimism and relational nature create an experience that feels personal rather than transactional.

Right now, Ashton is especially excited about leading growth within ALL Real Estate's Property Management division. From residential and land to commercial and investment properties, she works across a wide range of client needs while building systems that make ownership and leasing smoother for everyone involved.

Family sits at the center of everything she does. Ashton comes from a large, close-knit Colquett family and is famously known around town as one of the Colquett triplets, alongside her brothers Britton and Triston. Britton, now married to Lexi, recently welcomed baby Cohen, while Triston works as a nurse at UMC and once proudly served as Raider Red, deepening the family's Texas Tech legacy. Her parents, Breck and Karla, remain her biggest supporters and role models, shaping her values of hard work, faith, and a commitment to always showing up for people.

“

Because I knew you. I have been changed for good.





Outside of work, Ashton loves concerts, travel, documenting moments with photos, and being wherever life is happening, whether she's in coffee shops, enjoying happy hours, attending kids' sporting events, or cheering on Texas Tech with popcorn in hand.

Ashton measures success by relationships and trust. "If people feel cared for and supported, the business will fall into place," she comments.

One of her favorite weekly traditions perfectly captures who she is. Every Friday morning for the past five years, Ashton has taken her grandmother to get her hair done. Afterwards, they drive around town checking out new listings, developments, and growth around Lubbock, usually ending with lunch and a sweet treat. "She loves following along with real estate," Ashton shares. Moments like those reflect how Ashton approaches both life and business: showing up, staying present, and building relationships that last.

The agents and clients who work alongside Ashton Colquett get a front-row seat to her magic as she builds her business. And for anyone who asks Ashton, "Are you a REALTOR® now?"



the top producer proudly responds with a resounding, "Yes, I am."

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Lubbock Lemonade Day

Inspires Kid-Powered Commerce



participate in Bank Loan Day on April 2 at 4:00 PM at First United Bank (5802 4th), where they present real business plans to bankers and apply for startup loans, gaining experience in professionalism and financial

Each year, Lubbock Lemonade Day transforms Lubbock into a vibrant marketplace of creativity, confidence, and childhood ambition. More than just a day of lemonade stands, this annual, citywide initiative is a season of hands-on business education that equips young people with the foundational skills of entrepreneurship. Since 2012, Lubbock Lemonade Day has empowered local youth to dream big and think like business owners. By creating, planning, and operating their own lemonade stands, participants gain practical experience in goal setting, financial literacy, budgeting, marketing, customer service, and leadership. What begins as a simple idea—selling lemonade—becomes a powerful lesson in responsibility, resilience, and confidence.

responsibility. On April 23 at 4:30 PM, Create Your Stand Day at Lowe's (5022 W Loop 289) allows young entrepreneurs to gather materials and explore design ideas, fostering creativity and problem-solving skills. At the Big Squeeze on April 26 at 2:00 PM at Market Street (4425 19th), participants purchase stand supplies and ingredients while learning about budgeting, inventory management, and food safety requirements, including securing necessary health permits.

On May 2, Lemonade Day, youth across Lubbock open their lemonade stands and put their lessons into real-world practice. The season concludes with the Celebration Pool Party on May 29 at 6:00 PM at Sun 'n Fun (6204 Elgin), where they are recognized, celebrated, and reminded of the core principles of saving, spending, and sharing.

Families can access business lessons through the My Lemonade Day app, which guides children step by step through launching their business. Community groups, schools, and organizations can also connect with Lemonade Day to schedule foundational business skill presentations for their youth.

The season began with The Launch on March 17 at the YWCA on University. Families learned about the program and received materials, and the excitement began to build. Youth then

CONTACT US!

For more information:
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LETTER FROM THE PRESIDENT

TEE OFF YOUR SPRING MARKET

BY LAR PRESIDENT COLBY NORRIS

April is when we get the itch to declutter. We purge closets. We reorganize garages. That kitchen drawer—you know, the one that becomes “home” for everything from loose mail to mystery keys to charging cables that haven't been relevant for years—finally faces judgment day. Hasta la vista, baby!

Spending hours upon hours deep cleaning our living space, our vehicle, or our office can be so satisfying, but how much effort do we put into decluttering our business?

Spring is our Master's Tournament. The fairways are full. The stakes are high. And the leaderboard resets. So, what can we do to make sure we hit off the tee box like Rory?

Clean your bag. If you're still chasing that “hot buyer” from 2022, you need to re-evaluate where you're spending your effort. Focus on current leads that set you up for success like a supple fairway shot from 100 yards out. Real estate is a relationship sport. The agents who win aren't the ones with the prettiest social media; they're the ones who consistently follow up.

Play the course in front of you. In golf (and West Texas in general), you don't argue with the wind. You adjust and factor it into your game plan. We can't control interest rates or the economy, but we can give our clients the best information and advice based on facts. We have access to the latest market data and a robust MLS database. Let the numbers speak for

themselves, just like an eagle on the scorecard.

Master the mental game. The spring market can expose cracks in your game. If your calendar is packed but your pipeline isn't, that's not bad luck—it's poor course management. Prospecting is your driver. Negotiation is your short game. Problem-solving is your putting. None of them is glamorous, but you must have all three to achieve success.

Speaking of golf, don't forget to sign up for the TREPAC Golf Tournament on June 1! Can't putt like Tiger? That's OK. The silent auction will also be live during the tournament. Make your investment in TREPAC to protect private property rights and our profession. Being a REALTOR® and not investing in TREPAC is about as cool as shanking your tee shot onto the wrong fairway. Nobody wants that. Be smart. Invest in TREPAC.

This is our season. Tighten your grip. Clear your head. Stick to the plan. And remember, just like golf, the majority of real estate is played between your ears.

All the best,
Colby



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2025

BY THE NUMBERS

HERE'S WHAT THE LUBBOCK REAL PRODUCERS TOP 300 AGENTS SOLD BETWEEN JANUARY 1 AND DECEMBER 31, 2025, IN RESIDENTIAL AND LAND SALES.

*These numbers are approximate.

The agents who receive this magazine produced \$2,474,053,297 in 2025.



\$2,474,053,297

TOTAL VOLUME



\$8,246,844

AVERAGE SALES VOLUME PER AGENT



7,902

TOTAL TRANSACTIONS



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AVERAGE UNITS PER AGENT

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