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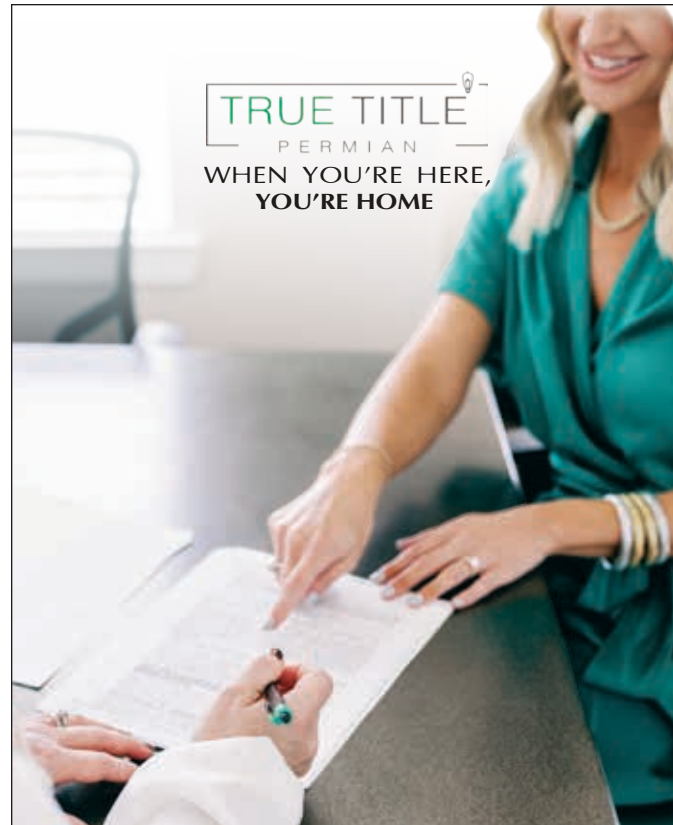


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In Full Bloom

EMBRACING THE MOMENTUM OF SPRING

Across the Permian Basin, spring does not quietly arrive. It shows up with momentum. The wind kicks up, the days stretch longer, and just like that, the real estate market shifts into high gear.

Traditionally, this is our busiest season for listings, buyers, and closed deals. In a region driven by energy, growth, and grit, spring brings renewed movement. Inventory begins to surface, relocation activity increases, and families look to make transitions before summer settles in. From Midland to Odessa and the surrounding communities, the pace quickens and so do the opportunities.

What makes the Permian Basin unique is its resilience. Our market does not just follow national headlines. It is powered by the people who live and work here, by the industries that fuel our economy, and by the relationships each of you build day in and day out. Spring is often when that steady consistency turns into tangible results.

As we step into this high producing season, I encourage you to stay proactive and prepared. Communicate clearly. Lean into your expertise. Protect your reputation. In a competitive and fast moving market like ours, professionalism and preparedness set you apart.

West Texas does not do anything halfway, and neither do its real estate professionals.

Here is to a productive season across the Permian Basin.

Cheers,
Stephanie Miller



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loanDepot

OLGA OLIVAS-COE, LOAN OFFICER

**Dedicated. Driven.
Destined to Help Others.**

BY BETH MCCABE
PHOTOS BY THE STONES PHOTO + FILM

“I feel my calling was to help people... now I get to do it in a different way. Instead of human resources, I get to help people get into their homes,” says Olga Olivas-Coe, a licensed loan officer at loanDepot with over nine years of experience.

Serving others comes naturally to Olga. Her pathway to mortgages may have started in human resources for a family-owned dealership in Odessa, but her passion has always been people. Today, she helps first-time homebuyers navigate the sometimes-daunting mortgage process through educating, guiding, and simplifying every step to make homeownership as stress-free as possible.

“I love helping people make their dreams come true,” she says. “Whether it’s filling out the application, understanding the mortgage process, or exploring investment opportunities, my team and I are here to educate and empower our clients.”

A Team Who Cares

Olga leads the Odessa loanDepot team, including Alaynah Napoles (loan officer), Melva Ibarra (loan officer/assistant), and Alma Sanchez (sales assistant). Together, they’ve worked side by side for 3–4 years, and Olga beams with pride talking about them:



“I love working with our girls. They have a heart for people just like I do. Every transaction is treated as if it were for a family member.”

The team is bilingual, ready to serve both English- and Spanish-speaking clients, and is highly accessible. “We take calls early, late, and even on weekends. Our technology keeps clients connected, but



Alma Sanchez

“MANY PEOPLE DON’T KNOW WHAT’S AVAILABLE. HELPING THEM UNLOCK THESE OPPORTUNITIES IS WHY I DO WHAT I DO.”

to gift them funds. Olga walked them through downpayment assistance programs, helped cover closing costs, and ensured they even got money back at closing. “Many people don’t know what’s available. Helping them unlock these opportunities is why I do what I do,” she says.

Olga specializes in FHA, VA, conventional loans, and downpayment assistance programs, particularly for first-time buyers. Her dedication and service have earned her a spot in NAHREP’s Top 250, the President’s Club for the past five years, and one of the 2025 Scotsman Top Women Originators. Last year alone, she and her team closed \$30 million, helping 116 families achieve homeownership.

Balancing Work and Life

Off the clock, Olga savors time with her family and contributes to the community. She’s been active in Mid Cities Church for 19 years, and when she’s not helping clients, she enjoys golf, pickleball, the beach, and the outdoors. Olga is a proud mother of Diego, a Texas Tech graduate now serving in the Air Force in North Dakota. She’s married to Don, an educator, and shares her home with their sweet schnauzer, Lucy. She’s also an emptynester, enjoying this new season of her life.

“I love to read,” she smiles, “and I enjoy sharing books with the girls in my office,” she says with a smile. Olga is also a breast cancer survivor and is an overcomer. She proudly “bleeds pink,” demonstrating the same resilience she brings to her professional life.

Whether it’s a first home, a new investment, or just exploring possibilities, Olga and her team are ready to make it happen, one family at a time.

“WHETHER IT’S FILLING OUT THE APPLICATION, UNDERSTANDING THE MORTGAGE PROCESS, OR EXPLORING INVESTMENT OPPORTUNITIES, MY TEAM AND I ARE HERE TO EDUCATE AND EMPOWER OUR CLIENTS.”

if someone needs extra hand-holding, we meet them in person. Everyone has a story, and we want to be part of it.”

“Everyone at loanDepot genuinely cares about each person and family purchasing a home,” Olga emphasizes. They provide excellent service, education, and guidance to make

sure every client feels confident and supported. “We hope people reach out to see how we can partner with them to achieve their dreams.”

Making Homeownership Possible
One recent client didn’t think buying a home was possible. They lacked a large down payment and had no family



Olga Olivas-Coe

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Brylee Morris

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BY BETH MCCABE
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DIFFERENT,
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A PART
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ROOTED IN FAITH.
DRIVEN BY DISCIPLINE.
FOCUSED ON PEOPLE

“Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight.” — Proverbs 3:5-6

Real estate was a trust fall for Brylee Morris. This bold career move didn’t come with a safety net. It began with fearless faith. Launching her career just a year ago, Brylee stepped into an industry known for its pressure, pace, and steep learning curve. Real estate is sink or swim, and Brylee didn’t just tread water. She committed fully to the work, the discipline, and the daily grind it takes to build something to last. After all, there are no shortcuts to success.

How do you make it in this industry? “You have to stay consistent,” she states. That consistency, she believes, is what separates those who last from those who burn out early. “Show up every day, follow up when others don’t, and treat relationships like long-term investments, not transactions.” It’s advice she lives by, and one that shapes how she shows up for her clients.

Brylee put herself through school, working as a dealer at WinStar World Casino, a role that sharpened her people skills in many ways. “I loved how many different types of people I came across,” she candidly comments. “I gained relationships with people from all over the world who came to be there,” she says. That exposure to personalities, pressure, and fast-paced decision-making laid a foundation she still draws from today. She’s a master at high-stakes deals, a skill that is essential in real estate.

The pull toward real estate was always there. “I’ve always loved homes and helping people, and real estate lets me do both,” Brylee shares. “Every client and transaction is different, which keeps it exciting and meaningful.”

Finding Independence— and Coming Home

Born and raised in Andrews, Texas, Brylee graduated in 2019

and headed to Lubbock to attend Lubbock Christian University, where she studied business finance. When COVID disrupted everything, she made a bold move to Dallas alongside her brother, who had just gotten out of the Marines.

That chapter proved formative. “Moving away from your hometown for a bit and learning to truly be on your own can teach you how to be independent,” she says. Brylee truly learned to rely on herself. In the process, she realized what she was really capable of. About six months ago, Brylee returned home, but with a new perspective of clarity, confidence, and a deeper appreciation for family. It was the right move at the right time.

The Reality of Year One

Brylee doesn't sugarcoat the early days of real estate. “The first year in real estate can be very difficult. It can either make you or break you,” she admits. Building a business from scratch while learning contracts, negotiations, and market shifts all at once isn't easy. But, that is part of what makes you or breaks you.

Support is what made a big difference to Brylee. “You have to have support and lean on your mentors and friends you gain in the process,” she says. That willingness to ask questions, accept guidance, and keep going (even when it feels uncomfortable) has been key to her growth.

Ask Brylee what fuels her now, and the answer comes back to people. “I love the relationships you get to build with your clients and seeing them happy when you finally reach the finish line,” she says. “Every family's life and their story is different,

and I love being able to hear those stories and be a part of a big chapter in their lives.”

It's not about quick wins. It's about trust, care, and showing up when it matters most.

Family + Faith

Family is Brylee's anchor. Her mom, Jennifer; her stepdad, Tanner; her older brother, Trenton; and her younger sister, Emi (who was adopted at age 3) form the core of a close-knit group that also includes her aunt, cousins, and her nana.

“We were together 24/7, every day when I was younger,” Brylee says. “Even now, with everyone scattered across the country, time together is sacred, especially at her nana's lake house.”

Outside of work, Brylee loves staying active, spending time outdoors, working out, and hanging out with her wolf-hybrid dogs. Just as important is her faith. “I love growing my relationship with God every day,” she says. And when it comes to family, there's no hesitation: “My family means everything to me. Without them, I would be completely lost. I am where I am today because of them.”

Top Tips

For those hoping to make their mark in real estate, Brylee's message is simple: stay consistent, lean on the right people, and don't underestimate the power of discipline and faith. Success doesn't come from shortcuts. It comes from showing up, even on the hard days, and believing that the work will compound.

Brylee is proof that when faith meets follow-through, doors open. Paths, just like the verse she lives by, begin to straighten.



“

**SHOW UP EVERY DAY,
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TREAT RELATIONSHIPS
LIKE LONG-TERM
INVESTMENTS, NOT
TRANSACTIONS.**

”

Jeaneen Pruitt

JEANEEN PRUITT & ASSOCIATES

REPUTATION OVER COMMISSION

BY BETH MCCABE

PHOTOS BY THE STONES PHOTO + FILM

26 years in real estate. 139 families served in 2025. 68 million in 2025. Finishing in the top 5 for the past 19 years. For Jeaneen Pruitt of Jeaneen Pruitt & Associates, real estate is all about serving people well, over and over again, for decades. Consistency and dedication are her trademarks.

"I'm not a one-hit wonder," she laughs. "I have a closing every three days."

Last year, she celebrated her 25th anniversary in real estate. "I popped a bottle of champagne and had a nice celebration with friends and clients," smiles Jeaneen.

And then she went right back to serving.

Built on Consistency

Jeaneen began her real estate career in 2000 as a solo agent. Today, her team consists of 12 professionals. At one point, she built the

team to 19, an experience she describes as both challenging and refining.

"I lead by example," she explains. "I don't ask them to sell or serve more than I do."

That leadership philosophy has shaped the culture of her team. It's steady. It's intentional. It's grounded in the long game.

An Unconventional Beginning

Jeaneen's story didn't begin in a boardroom or business school. She was born in San Angelo and has lived in Midland nearly her entire life. Her father worked in the oil business, moving the family overseas at times to Turkey, Africa, and London. The travel bug bit early, and it never left.

But stability at home was harder to come by. Her childhood was marked by

dysfunction with addiction, alcoholism, instability. At sixteen, she married. At seventeen, she had her daughter, Amber. At eighteen, her son was born. By twenty, she had made the decision not to have more children.

"I got married at sixteen because it felt safer being outside the house than inside," she shares. She did not finish high school and completed one year of college before deciding to step fully into building a life for her young family. For years, she was a stay-at-home mom, teaching drama at church and volunteering faithfully.

Real estate entered her life through an unexpected invitation. A friend at church encouraged her to look into it. She read Proverbs 31—the passage about a woman who buys and sells land—and something clicked.

She enrolled in real estate school for six weeks.

Her first two years? About \$14,000 annually.

"It took time," she says. "From 2000 to 2007, I was building."

Building skill. Building discipline. Building the woman she needed to become.

Three Evolutions

Jeaneen describes her life and career in three evolutions.

"The person I was at sixteen is not the person I was at twenty-nine," she reflects. "Desiring success requires work and dedication. Who do I have to become to have that? What habits need to change? What mindset needs to change? What comforts do I need to disengage from?"



“

There are no shortcuts in fitness, real estate, or in money management. The scale doesn't lie. The numbers tell the story.”



She has asked herself those questions repeatedly.

Becoming a professional woman without formal training required overcoming fear. Growing a team required learning different temperaments and leadership styles. Navigating personal loss, including her first husband passed away at 47, required resilience of a different kind.

Today, at 55, she carries what she calls a “been there, done that” steadiness.

“There are certain ego trips that just aren't necessary anymore,” she says. “I don't feel like I need to impress people. Once you get there, it looks different.”

It looks grounded. It looks confident. It looks free.

Purpose Over Position

Ask Jeaneen what drives her now, and the answer is simple.

“Solving problems,” she says. “I wake up every day thinking, what problem can I solve? How can I help?”

She doesn't wake up thinking about rankings. She doesn't strategize how to stay in the top five. She focuses on service—and the production follows.

Her guiding principles are clear:

Relationships over transactions.

Reputation over commissions.

How you get to the closing table matters.

“Don't compromise your reputation to get paid,” she

says. “One day I'm going to meet my Maker. God watches everything I do. I have to answer at the end of my days.”

In an industry that can sometimes reward shortcuts, Jeaneen is firm: there are none.

“There are no shortcuts in fitness, real estate, or in money management. The scale doesn't lie. The numbers tell the story.”

Her advice to up-and-coming agents is equally direct: Serve. Find someone you can serve well and do it consistently. Focus less on influence and more on impact. Build a foundation strong enough to sustain growth.

“Slow it down to speed it up. Get back to basics.”

Family at the Core

If business is her craft, family is her heartbeat.

Her daughter Amber has worked alongside her in real estate for 16 years. Together, they operate as a true partnership.

“Hire me and you get me and Amber,” Jeaneen says. “She'll be like the best friend, and I'm the mom style. You get the combo.” She calls it the “mom-daughter sandwich.”

Amber works every client with her. AJ, her bonus daughter and the mother of her only granddaughter, serves as listing coordinator and agent on the team. Six grandchildren add joy and perspective to her life.





“We just do life together,” she says. “I love the family aspect.”

At home, she shares life with her husband, Perry, a private pilot. Their shared love of travel means they go somewhere fun nearly every month. He loves to fly; she loves to go. Add in red wine, cooking, and her beloved Bernedoodle, Aspen—“I am crazy about my Bernedoodle, Aspen”—and you begin to see the full picture.

The Next Chapter
Jeaneen will never retire.

“I love what I do,” she says simply.

But she is expanding her vision. Travel remains a passion. Writing is on the horizon. One project is a children’s book inspired by her early life experiences. Another will tell the broader message she carries in her heart: If I can do it, you can do it. Follow her on social media to learn about upcoming book releases.

Her life is proof of reinvention. From a teenage bride in a turbulent home to a consistent top producer serving hundreds of families each year, she has built something durable.

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