

LUBBOCK

AUGUST 2026

REAL PRODUCERS[®]

Jim Archer
STEADFAST REALTY



SUPPORT OUR PREFERRED PARTNERS
Pages 5

FEATURED REALTOR[®]
GARYN LEYENDECKER

SPOTLIGHT REALTOR[®]
LAUREN EGERT

PARTNER SPOTLIGHT
WESTERN TITLE

CONNECTING. ELEVATING. INSPIRING.

COVER PHOTO BY ALICEA
MULLINS, ALICEA JARE
PHOTOGRAPHY



Less Intimidating Bankers

Less Intimidating Home Loans



Apply Today

 **Home Loans**

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

LubbockNational.com | (806) 473-6424

Member FDIC | Equal Housing Lender | NMLS# 644528

POWERING SMILES



There's power in the simplest of actions, like one neighbor helping another or sharing a smile. Where everybody looks out for everybody else.

Community is everything to South Plains Electric Cooperative. We're grateful for your trust to provide energy you need, giving you the power to power on.



South Plains Electric
Cooperative, Inc.

Your Touchstone Energy® Cooperative

SPEC.COOP
FOLLOW US ON SOCIAL MEDIA



RUSTY'S BUG STOP

18 YEARS OF EXPERIENCE IN LUBBOCK

termite inspections - termite treatments - residential & commercial pest control
competitive pricing on all termite treatments

806.777.7424 | rustysbugstop.com

LOCALLY OWNED AND OPERATED BY RUSTY AND TAWNDRA FERGUSON

Contents



Jim Archer **10** COVER STORY

PROFILES



16 Garyn Leyendecker



20 Western Title Company



26 Lauren Egert

IN THIS ISSUE

- 6** Preferred Partners
- 8** Meet the Team
- 10** Cover Story: Jim Archer
- 16** Featured REALTOR®: Garyn Leyendecker
- 20** Partner Spotlight: Western Title Company
- 26** Spotlight REALTOR®: Lauren Egert
- 32** Letter From the President

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



CLOSE WITH Candice

★★★★★

Thanks to Candice and the team at ALLIANCE Credit Union, I was able to secure a great loan and close on my new home without a hitch.

-Aubree L.



Close with confidence.
Scan to get started.

CANDICE GERRON
Mortgage Loan Officer
NMLS #1951472
cgerron@alliancecutx.com
806.507.0631

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

LOOKING ABOVE & BEYOND FOR YOUR CLIENTS' Peace of Mind

- RESIDENTIAL, COMMERCIAL, SEWER SCOPE, SEPTIC, & WELL FLOW INSPECTIONS
- WATER QUALITY TESTING
- TERMITE INSPECTIONS (3RD PARTY)
- IR THERMAL CAMERA
- FOUNDATION SCAN



3-8 Real Estate Inspections, PLLC

806-470-8223 | 38inspect@gmail.com | www.38inspect.com

Same-Day Reports

Smart help, right from the start.

AHS has the only home warranty app that offers real-time help via video chat* with live Experts to help assess or fix electrical, plumbing, HVAC, appliance and general repair issues – at no extra cost.

We make life easier for you and your clients with:

- Plans that help protect parts of systems and appliances
- Our 30-day Workmanship Guarantee
- Market Managers like me to help however I can

Contact me for more information.



Shelley Horan
Market Manager
shelley.horan@ahs.com
806.392.6257

*Video chat feature available as a benefit to AHS members with select plans. See ahs.com for hours and details. Visit ahs.com/contracts for coverage details, including limit amounts, fees, limitations and exclusions.
© 2026 American Home Shield Corporation. All rights reserved. 4374580370

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	ELECTRIC South Plains Electric Co-op Lynn Simmons (806) 775-7826 SPEC.coop	Hub City Home Inspection Remington Reeder (806) 786-6444 hubcityhomeinspections.com	MORTGAGE Alliance Credit Union Candice Gerron (806) 507-0631 alliancecutx.com	Revolution Mortgage Lubbock (806) 681-7095 www.revolutionmortgage.com/	PUMP AND WELL SERVICES Thunder Pump Service (806) 781-3061 thunderpumpservice.com	TERMITE & PEST CONTROL Rusty's Bug Stop (806) 777-7424 rustysbugstop.com	Western Title (806) 795-9143 westerntitlelubbock.com
BANK / MORTGAGE / FINANCIAL SERVICES Lubbock National Bank (806) 473-6235 lubbocknational.com	FOUNDATION REPAIR WestTech Foundation Repair Thomas Sexton (806) 500-3367 westtechfoundation.com	HOME WARRANTY American Home Shield (214) 897-5293 PRO.AHS.com	Alliance Credit Union (806) 798-5554 alliancecutx.com	RWM Home Loans Phebe Roach (806) 773-0531 rwmloans.com	ROOFING Clear Line Roofing (806) 470-8551 clearlineroofing.com	TITLE COMPANY Hub City Title (806) 412-1234 hubcitytitle.com	UTILITY/HOME SERVICE CONNECTION Home Connect Pathway (830) 928-3414 www.homeconnectpathway.com
BANK/MORTGAGE/ FINANCIAL SERVICES First Texas National Bank (806) 701-3320 www.firsttexasnb.mortgage	HOME INSPECTION 3-8 Real Estate Inspections Darian Bethune (806) 470-8223 38inspect.com	Fidelity National Home Warranty, Lubbock (806) 781-0198 www.homewarranty.com/	Benchmark Mortgage (806) 300-8805 lubbock.benchmark.us	Western Bank Mortgage (806) 792-9700 westernbank.com/personal/mortgage/	Hartman Roofing (806) 763-8500 www.hartmandroofing lubbocktx.com	Lubbock Abstract Steve Shanklin (806) 798-9800 Lubbockabstract.com	WOMEN'S CLOTHING, ACCESSORIES, JEWELRY J. Hoffman's (806) 795-8290 JHoffmans.com
		INSURANCE AGENCY Grimes Insurance Ryan Reynolds (806) 762-0544 grimesinsurance.com	City Bank Mortgage (806) 792-7101 city.bank/mortgage	MOVING COMPANY Hart Moving and Storage Courtney Henson (806) 763-4191 hartmovingandstorage.com	Plains Roofing Travis Warmoth (806) 748-0702 plainsroofing.com	Service Title (806) 763-8261 servicetitleco.com	
			Peoples Bank (806) 776-2088 peoplesbanktexas.com/	PHOTOGRAPHY Alicea Jare Photography Alicea Jare (575) 825-5588 aliceajare.com	West Texas Commercial Roofing (806) 416-7663 westtexascommercialroofing.com	True Title Company. LLC (806) 993-3000 truelubbock.com	

Why Partner with Benchmark

As a trusted real estate agent, you want to offer your clients a smooth, stress-free home buying experience....

THAT'S WHERE WE COME IN!

- QUICK PRE-APPROVALS
- HONEST, COMPETITIVE RATES
- CLEAR COMMUNICATION & SUPPORT
- NO HIDDEN FEES - TRANSPARENCY IS KEY



Ark-La-Tex Financial Services, LLC NMLS# 2143 (www.nmlsconsumeraccess.org) All loans subject to borrower qualifying. This is not a commitment to lend. Other restrictions may apply. (<https://lubbock.benchmark.us/>)

WHEN SHIFT HAPPENS!



WestTech
FOUNDATION REPAIR

NUMBER ONE IN STRUCTURAL REPAIRS

The team you can trust to assist with residential remodel and new construction projects.

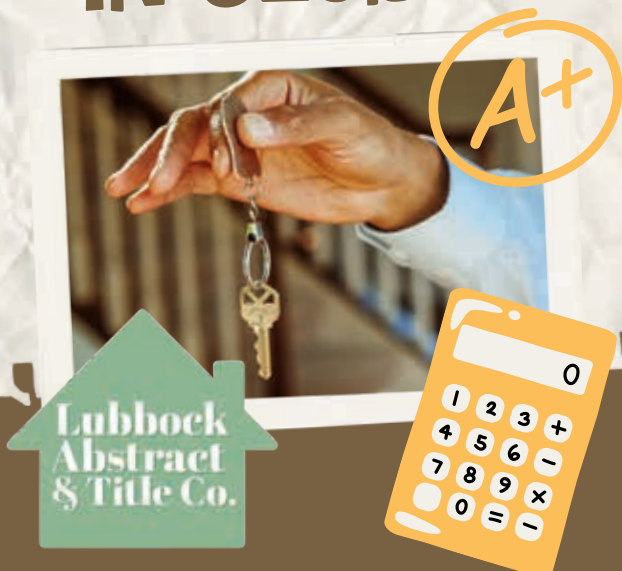
20 years of industry experience

Dedicated to bringing the latest advanced technology in diagnosis and repairs to West Texans to protect their most valuable asset.

Call **806-470-0535** now for Reliable Foundation Service

WestTech Foundation Repair, LLC

TOP OF THE CLASS IN CLOSINGS



Lubbock Abstract & Title Co.

1216 Texas Avenue | 806.763.0431
4505 82nd St. #1 | 806.798.9800

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



Keira Mullins
Publishing Assistant



Danny Donaldson
Writer



DISCLAIMER: The articles and opinions expressed in this publication are those of the respective authors and do not necessarily reflect the views of The N2 Company d/b/a Real Producers ("N2"). Advertisements appearing in this publication are paid placements and are not endorsed or recommended by N2. N2 is not responsible for the statements, opinions, or business practices of any authors, contributors, or advertisers featured herein. Portions of this publication may include content created with the assistance of artificial intelligence (AI) tools by authors or contributors and may not be independently verified by N2.

LAGOS

j.hoffman's
LUBBOCK, TEXAS



FAST, SIMPLE, AND
STRESS-FREE—JUST LIKE
HOMEBUYING SHOULD BE



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



City Bank
MORTGAGE

We make it happen.
You make it home.



JimArcher



Steadfast Realty

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

Real estate wasn't Jim Archer's first career, or even his second. Before he became a REALTOR® in 2017, he spent close to a decade running a foster care agency and another decade teaching psychology at the college level. In between, he led worship, mentored students, and stayed plugged into work focused on people at turning points in their lives.

Jim's real estate license came first as a way to handle personal investments. But once he stepped into the business, it didn't stay part-time for long. He was still teaching, leading worship, and juggling a full schedule when clients started coming in steadily. Deciding to shift careers came with real weight behind it—two paths he genuinely cared about, both pulling in different directions.

He eventually leaned into real estate to build something that could outlast him: a brokerage rooted in the community, a brand people would recognize locally, and a business that could quietly support causes and ministries without needing to announce itself. That idea eventually became Steadfast Realty.

Jim built the brokerage from scratch, intentionally keeping it independent while many smaller brokerages were being absorbed into national brands. In his view, local businesses don't just operate in a community; they belong to it. The name "Steadfast" reflects that mindset. He often points back to its



We adjust with technological advances and market strategies. ***We do not adjust our purpose or our big picture goals.***



Photo by Angela Diamond Photography

The Jim Archer File

Hidden Talent: Professional-level whistling

Newest Rabbit Holes: Food judging, nunchucks, and blue jay trivia.

Published Author: *The 3 Rainmakers* and currently working on a second book.

Competitive Level: Very.

Known for: Making people laugh.

Loyalty Level: Off the charts.

Podcast Rotation: Malcolm Gladwell, Tom Ferry, Brian Buffini, and Matt Chandler.

Books Worth Recommending: *The Road Less Stupid, Build a Business You Love, The Psychology of Money, and The Next Conversation.*

definition: firmness of mind or purpose; fixedness in principle; constancy; resolution. Jim shares, “Corinthians 15:58 says, ‘Therefore, my beloved brothers, be steadfast, immovable, always abounding in the work of the Lord, knowing that in the Lord your labor is not in vain.’ We adjust with technological advances and market strategies. We do not adjust our purpose or our big-picture goals.”

Today, Jim works as both a broker and a coach. Even with hundreds of transactions behind him, he spends a large portion of his time inside the day-to-day with agents, helping them think through deals, build systems, and persevere when things get complicated. His teaching background shows up again, just in a different setting.

Jim has collected many favorite stories during his real estate career. He mentions a seller who left behind a giant iguana for the buyers, something that still gets a laugh in the office. But he always returns to the story about the first family he ever helped buy a home.

Not long after closing, the family decided to adopt. Jim and his team contributed financially to help with the process. Years later, he helped the family sell that same home and move into a larger one as their family grew with another adoption. His team stepped in once more to support them. “Definitely a full-circle moment,” he shares.

If you ask Jim what feels most meaningful in real estate, he talks about trust—whether a seller chooses him out of thousands of agents or a homeowner



Photo by Angela Diamond Photography



entrusts him with something that represents years of work, memories, and financial weight. He also mentions another layer of meaning. Steadfast has become its own ecosystem of agents building careers, staff supporting families, and people who started inexperienced and are now closing large transactions on their own.

These days, Jim intentionally structures his time. He starts with coffee, prayer, and exercise before the day gets away from

him. Then he focuses on his work. “If I can control my morning, I feel like I have already won the day, even on hard days,” he notes. Outside of real estate, Jim pours into music and songwriting, which have been a constant thread through years of leading worship, performing with a traveling band, playing 90s rock covers, and building a growing list of Texas country songs he still hopes to record. Jim loves to snowboard, and golf has recently entered the mix, though he jokes it hasn’t gone especially well.

Jim’s family stays close to everything he does. His wife, Kelli, is a school principal. Their daughter, Presley, serves as Communications Coordinator at their church, and her husband, Cody, is a valued member of Jim’s real estate team. Son Grayson, a business finance major at Texas Tech, is already pursuing entrepreneurship by developing a fitness app, and his youngest daughter is active in tennis, student council, and children’s

ministry while attending Monterey High School. Family dog Cookie rounds out the family.

Jim defines success as owning his time by being present for his kids’ lives, working with people he enjoys, traveling with his wife, cooking at home more than eating out, and supporting causes that matter to him.

He doesn’t overcomplicate the legacy piece, either. He’s less interested in being remembered than in knowing he got it right: clients feeling he treated them fairly, agents building stable careers after learning from him, and a brokerage that stays local long after trends shift elsewhere. Everything else, he

suggests, is just noise. 🗣️

CONTACT ME!

Connect with Jim Archer
806-786-4407
jim@steadfast-realty.com



HOMEGROWN FINANCING *with* USDA HOME LOANS



YOUR CLIENTS COULD CLOSE WITH
\$0 DOWN

ELIGIBLE AREAS INCLUDE
SOUTHWEST LUBBOCK
AND WOLFFORTH



← Scan to
learn more!

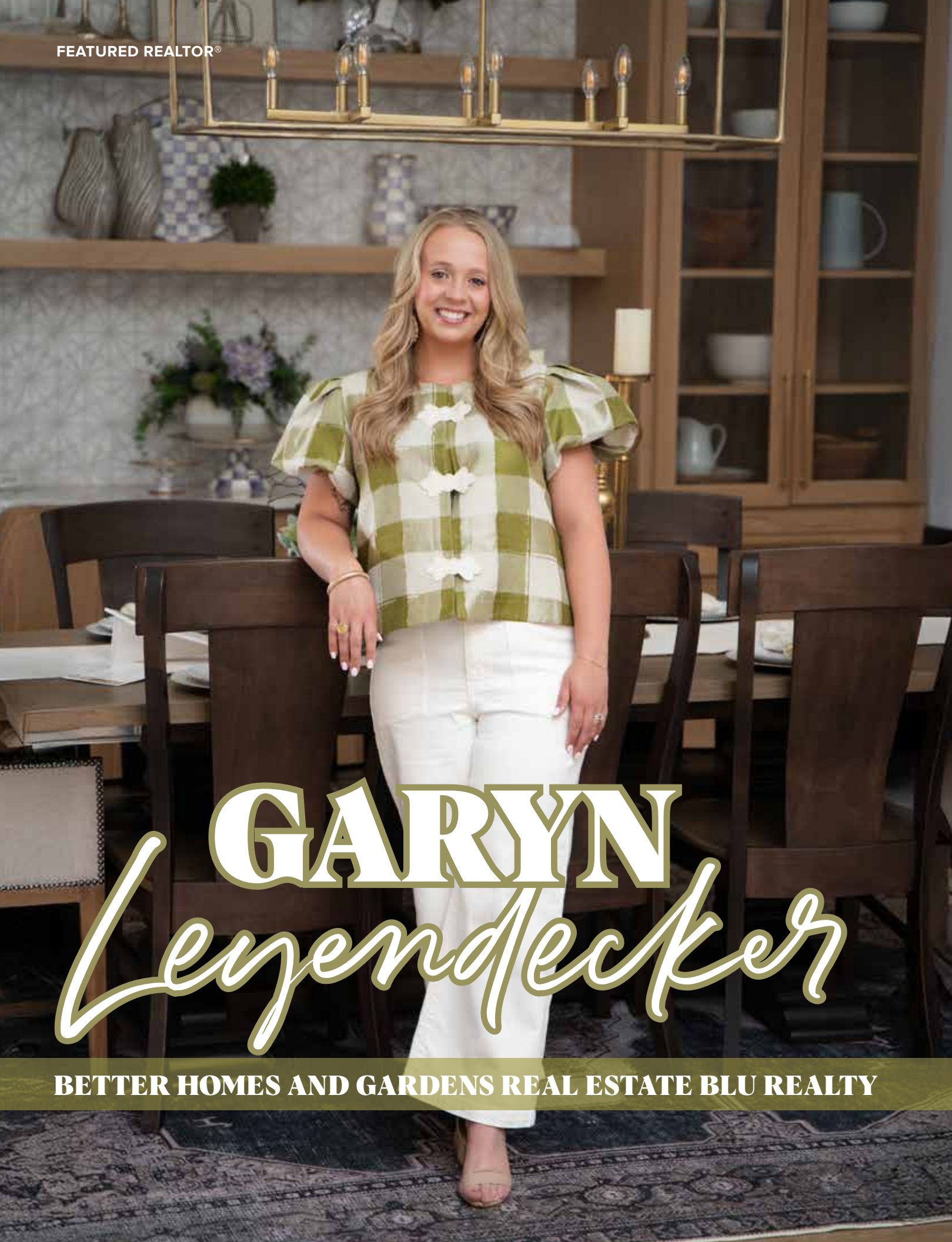


SI ESI

1.800.687.4328 | alliancecutx.com

8401 Quaker Ave. Lubbock, TX 79424

Credit Union membership is required. Loans are subject to credit qualifications and approval. Not all applicants will qualify. Each account insured up to \$500,000. By members' choice, this institution is not federally insured.



GARYN *Legend*

BETTER HOMES AND GARDENS REAL ESTATE BLU REALTY

When **GARYN** entered real estate in the fall of 2023, she was six months pregnant with her second child. By most standards, it was an unconventional time to launch a new business. For her, it felt like the right time. The decision came after years of searching for a career that would allow her to serve people in meaningful ways while still being present for her family.

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY
DRESSED BY J. HOFFMAN'S

A Lubbock native and graduate of Lubbock High School, Garyn earned a degree in communications with a minor in criminal justice from Lubbock Christian University before completing a master's degree in legal studies at Wayland Baptist University. For a long time, law school seemed like the obvious next step. Garyn worked as a paralegal in Plainview, learning from attorneys who emphasized integrity and client service. Later, after moving back to Lubbock with her husband, Nathan, she stepped into education, teaching and coaching at Atkins Middle School.

Both experiences left a lasting impression. The legal field sharpened her attention to detail and taught her to advocate for people during important moments in their lives. Teaching showed her the extraordinary commitment required to serve others every day. She loved her

students and athletes, but as a young wife and mother, she began wrestling with a question many professionals face: how do you build a meaningful career without sacrificing the people you love most?

During Spring Break in 2023, real estate became a frequent topic of conversation in her household. Curious but cautious, Garyn started reaching out to agents across Lubbock, asking honest questions about the profession and whether it could provide the kind of life she envisioned for her growing family. One of those conversations was with longtime friend and agent Ryan Robertson. "I asked him to be completely honest with me: could I really do it all?" Garyn recalls. "He looked me in the eye and said, 'You can absolutely do everything you want—and more.'"

The answer has stayed with her. Real estate offered the opportunity to help people





through significant life decisions while creating flexibility for her own family. Looking back now, she sees that conversation as a turning point.

She joined Better Homes and Gardens Real Estate Blu Realty while pregnant with her son and quickly found a brokerage culture that

reinforced what had drawn her to the industry in the first place. Rather than focusing exclusively on production goals, the leadership team spent time talking with her about family, long-term aspirations, and the kind of life she hoped to build. Garyn says that support has remained consistent through every season since, including

maternity leave, postpartum challenges, professional milestones, and the everyday issues that come with raising young children while growing a business.

Garyn spends a lot of time thinking about busy families because she is part of one. As the wife of a small business owner

and mother of two young children, she understands how quickly schedules fill up and how stressful major life decisions can become when work, finances, and family responsibilities collide. Her goal is simple: handle as much of the stress as possible before it ever reaches her clients. “The best transactions are often the ones where my clients never even realize how many obstacles were handled behind the scenes,” she says.

That mindset grew out of a lesson she learned early in her career during her very first transaction. Garyn met a couple relocating to Lubbock to be closer to medical care for the wife’s health condition. Like many new agents, she arrived eager,

excited, and convinced she understood their story. Not until she slowed down and truly listened did she realize how much she had missed. “I was green, eager, and honestly making it more about my excitement than

their experience,” she says. “That moment changed everything for me.” Real estate, Garyn shares, is rarely about the house itself. It’s about the people living inside it and the future they’re trying to build.

Outside of real estate, Garyn and Nathan stay busy raising their children, Scottleigh, 5, and Graycen, 2. The family spends much of its time outdoors, cheering on Texas Tech athletics, relaxing on the patio during football season, and making the most of time together. Garyn describes herself as the friend who is always trying to get people together, whether over coffee, dinner, a winery visit, or during evenings spent catching up.

always circles back to her children. “More than any award, transaction, or milestone, I want my children to see a life built on hard work, determination, and love,” she says.

Garyn hopes her clients remember her as someone who brought both warmth and determination to the table—someone who could celebrate life’s biggest moments while doing the hard work required to help clients reach the finish line. 🏁



CONTACT ME!

Her motivation, however,

Connect with Garyn Leyendecker
806-474-9070
garyn@betterlbbk.com



Garyn's Playbook

Dream Career (Besides Real Estate)

Football star. Garyn never actually played, but she’s still convinced she could have made an impact on the field.

Broadway Obsession

Ask her about Hamilton at your own risk. She knows nearly every lyric and isn’t afraid to prove it.

On Her Nightstand

Don't Give the Enemy a Seat at Your Table, a powerful reminder not to let anything steal your joy.



School's in session. Let's give your buyers a head start.

The people you know. The service you trust. Now offering more programs to close more deals.



Mortgage made simple.

806-687-7245
5820 82nd Street, Lubbock, TX 79424
www.peoplesbanktexas.com/home-loan-center

Peoples Bank, a division of Cornerstone Capital Bank, SSB. Cornerstone Home Lending, a division of Cornerstone Capital Bank, SSB. Member FDIC. NMLS #2258. For real estate professionals only.



What Really **Protects Clients** at the Closing Table

STORY BY ALAN BRANDT

New tools are exciting. The deals that close cleanly are still built on people, experience, and trust.



Photo by South Plains Aerial Imaging



Photo by
Alicea Mullins,
Alicea Jare
Photography

Walk outside, throw a rock, and you'll probably hit a title company. There has never been more to choose from, which would be great for clients if price were a factor. But in Texas, every title company charges the same state-set premium rate, so price isn't the deciding factor. And not all title companies are the same. The real question is who do you trust with one of, if not the largest, transactions of someone's life?

That trust is built on things that take years to earn. Deep records, seasoned people, and strong, diverse underwriter relationships that make closing complex deals, residential and commercial alike, possible. A real operation isn't built overnight, and the partner you choose should still be standing beside you years from now. Knowing how to spot that partner makes all the difference.

At Western Title, care shows up at every stage of a file, and each stage is a chance to catch



“**An escrow officer may be the only person with a full view of the transaction.**”



issues before they become major problems.

The process starts with examining. Western Title examiners trace a property’s full history, surfacing old liens, gaps, probates, access questions, and restrictions long before they reach the closing table. Western Title’s plant is sovereign and local, reaching back to the late 1800s. “That lets us build a title report based on the complete history of a property,” says Shane Boggs, VP and Lead Examiner, who has spent more than 40 years finding what others miss. That kind of depth isn’t something you pay for with a subscription.

Then comes escrow, where every moving part has to meet. “An escrow officer may be the only person with a full view of the transaction,” says Heather Brandt, one of Western’s four officers, who together have more than 100 years of combined title experience. “Escrow officers are coordinating every party to the deal, all on different timelines, and keeping it moving toward a clean close,” Heather shares.

Then the money moves—another step in the process in which careful people play a crucial role. To guard against wire fraud, Western Title’s funding team verifies wiring instructions and confirms every dollar reaches the right hands. Experienced

officers balance settlement statements and review documents themselves, rather than handing that work to AI to speed it up, because protecting clients’ personal and financial data is the whole point.

Finally, the policy department conducts one last review, confirming that the policy matches the closing documents and complies with industry guidelines, ensuring the protection clients rely on is accurate.

Another defining characteristic of a good title company is independence. A title company is meant to be a neutral, disinterested party that protects all parties to the transaction equally. Western Title doesn’t answer to investors and isn’t owned by another corporation. Private ownership keeps the focus exactly where it belongs. Western is here for the core reason title insurance exists: to get things right and protect the people in the deal.

One of Western’s new core philosophies is the responsible adoption of technology. AI can be genuinely useful, and some newer AI-driven platforms can read and sort documents in seconds. When used well, that assistance can be helpful. But these tools work best with a person guiding them because software can misread a document, and the companies selling these tools aren’t on the

hook when things go awry. So Western Title keeps real people in the loop because there’s no substitute for expert judgment.

This human-centered approach determines how Western Title looks ahead. “Tomorrow’s challenges are today’s opportunities,” says Alan Brandt, Manager and Escrow Officer, who holds an MBA and is Certified in Cybersecurity (ISC2). “A lot of companies are racing to automate without thinking through the risks to privacy, security, accuracy, and overreliance. We’re taking a different path, using this time to develop training and AI literacy before adoption so our team knows when and how to use these tools responsibly. We’ll adopt only what adds value while keeping experienced people at the center. If you lean too heavily on automation, not only do you

CONTACT US!

WESTERN
TITLE COMPANY

Connect with the team
806-793-0704 | westerntitlelubbock.com
@wtclubbock on Facebook + Instagram



Heather Brandt
Photo by Velasquez Visuals

Alan Brandt
Photo by Velasquez Visuals

PROUD TO BE A CLOSING TEAM YOU CAN

TRUST

WESTERN
TITLE COMPANY

(806) 793-0704 | 4202 84TH ST.

CONNECT:   @wtclubbock



MAKE YOUR MOVE THIS Summer!



PHEBE Ellis-Roach
Branch Manager
NMLS# 335849
806.773.0531

HAILEY Tapp
Loan Officer
NMLS# 2480909
806.773.5140

NOREEN Baca
Loan Officer
NMLS# 2479773
806.392.5239

HEATHER Glenn
Loan Officer
NMLS# 338710
806.773.6047



Connect With Us

Summer is the perfect time for new beginnings and finding a place to call home. Buying a home is a big step, but you don't have to weather it alone.

We'll guide you through every stage, from preparing your financing to closing day, with a plan tailored to your goals. Let us help you turn sunny days into the keys to your dream home.

Team Phebe

POWERED BY RWM HOME LOANS

Residential Wholesale Mortgage, Inc. dba RWM Home Loans is licensed by the California Department of Real Estate #01148911 and is a SA Department of Financial Protection and Innovation member of the California Residential Mortgage Lenders Act Company NMLS #79448. www.rwmloans.com/real-estate-lender



TRUE TITLE PARTNERS

WHEN YOU'RE HERE,
YOU'RE HOME



5010 122nd Street, Lubbock, TX 79424
(806) 993-3000 | truelubbock.com

[GRIMES]

INSURANCE AGENCY



Local. Trusted. Independent.

806-762-0544
grimesinsurance.com
8917 Milwaukee Avenue



Get a Quote



HARTMAN ROOFING

806-763-8500

Roofing Expertise REALTORS® Trust

Proudly serving Lubbock and surrounding areas for more than 30 years!

Connect directly with one of our trusted roofing professionals:

Justin Phillips: 806-548-8500	Eric Wright: 806-777-9546
Jeff Tate: 806-773-5555	Chris Grassel: 806-778-6703

Lubbock REALTORS® count on Hartman Roofing for:

- Honest, unbiased roof inspections
- Clear guidance on repairs vs. replacement
- Accurate evaluations that support smooth transactions
- Transparent communication from start to finish

Residential • Commercial

FREE Estimates • FREE Inspections

Insurance Claims Welcome




hartmanroofinglubbock.com
hartmanroofinglubbock@yahoo.com
 2108 109th St. Lubbock, TX 79423




Class IV Product Information for Homeowner Insurance Discount






LAUREN EGERT

RESIDE REAL ESTATE CO.

Lauren Egert’s real estate career started long before she ever became a licensed REALTOR®.

Years before earning her license in January 2022, she was already immersed in the industry through her husband’s custom homebuilding business. While clients worked through floor plans, design selections, budgets, and timelines, Lauren was learning the details of construction, contracts, and the building process from the ground up. Those experiences gave her a unique understanding of homes that many agents spend years developing.

After graduating from Lubbock Christian High School in 2013, Lauren earned her Bachelor of Business Administration in Marketing from Texas Tech University in 2016. She then spent over five years at Labatt Food Service as a new-acquisition sales representative. There, she developed the grit, persistence, and determination that define her approach to business today. “I literally knocked on restaurant kitchen doors to earn business,” Lauren says. “It wasn’t easy, but it taught me that hard work always pays off. It may not happen on your timeline, but if you’re willing to put in the work, you’ll get there.”

Looking back, real estate became a natural intersection of everything she had already been doing. Her sales background taught her how to communicate, build relationships, and earn trust. Her construction experience gave her practical knowledge that clients immediately benefit from. When she joined Reside Real Estate Co., she found a culture that aligned with her values—collaborative, growth-oriented, and committed to serving people well.



Today, Lauren serves as the owner and Team Lead of Egert Realty Group and has built a reputation for being proactive, persistent, and solution-

focused. “I believe what sets me apart is my knowledge of the process, my persistence, and my ability to find solutions when challenges arise,”





A Little Adventure

At 14 years old, Lauren spent a summer living with a host family in Guatemala, where she learned to cook traditional Guatemalan food and work in the garden. The experience sparked a lifelong love of travel and experiencing different cultures.

Always Learning

Lauren enjoys podcasts about business, leadership, personal growth, and faith. She is always looking for opportunities to learn, grow, and improve both personally and professionally. She also enjoys listening to *Crime Junkie*, a true-crime podcast. One of her favorite books is *Atomic Habits* by James Clear.

Life Outside of Real Estate

Family time tops Lauren's list. You'll often find her at Lake Alan Henry, traveling, enjoying time with family and friends, or lacing up her running shoes for a run.

Around Town

- The Farmhouse for breakfast meetings
- Sugarbakers for coffee conversations
- Funky Door for lunch, dinner, or a deeper conversation

Why West Texas

Lauren is proud to call West Texas home. The strong values, sense of community, and relationships she's built here make it such a special place to live and raise a family. For her, serving the community that has helped shape who she is isn't just part of her career; it's a privilege.

Lauren explains. "I don't like being reactive. I'm constantly looking ahead, anticipating potential issues before they become problems, and working to keep my clients one step ahead throughout the process."

One experience still comes to mind whenever Lauren talks about why she loves real estate. When she first met one of her clients, homeownership felt completely out of reach. Rather than rushing him into a purchase, they spent months creating a plan, improving his credit, and preparing him financially. "When the day finally came for his walkthrough, his entire family came with him," Lauren recalls. "There were tears, hugs, and so much excitement because he was the first person in his family to purchase a home. Watching that moment unfold reminded me why I love what I do."

For Lauren, real estate has always been about more than buying and selling property. It's about helping people create opportunities, build wealth, and

achieve goals they once thought were out of reach.

Family plays an equally important role in Lauren's life. She and her husband first met while attending Lubbock Christian Junior High and High School together. Although they were friends growing up, they didn't begin dating until Lauren was 22 years old. Today, they are raising their 3-year-old son, Casey, alongside their two dogs, Kelso and Sailor. Becoming a mother gave Lauren an even greater sense of purpose. Casey is her motivation to be the best version of herself and a daily reminder of the example she wants to set through hard work, integrity, and perseverance. On difficult days, Lauren reminds herself that there was once a season when she sat and prayed for the life she has today.

She also credits her husband and her sister, a successful REALTOR® in Rio Rancho, New Mexico, as two of the people who have influenced her most. Their support, encouragement, and

example have helped shape both her career and her perspective.

Ask Lauren what success means, and her answer has little to do with production numbers. "To me, success is about much more than achievements," she comments. "It's about building a life that aligns with your values, serving others well, and being present for the people who matter most."

That mindset shows up in the way she serves her clients. Long after a transaction closes, Lauren hopes people remember that she was dependable, honest, and willing to put in the work when challenges arose. In a business built on trust, she believes relationships will always matter more than transactions. 📌

CONNECT WITH LAUREN
LAUREN@EGERT
REALTYGROUP.COM
214-287-9631



Say Cheese!

Capturing Smiles That Sell!



ALICEA JARE

PHOTOGRAPHY

ADD ME TO YOUR CONTACTS!
(575) 825-5588 • aliceajare.com
aliceajare@gmail.com



Hire a professional roofing company

YOU CAN TRUST.





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

NEW LOOK.

SAME TRUSTED
COMPANY.

Next Stop:
A Successful
Closing.





Service Title

11421 Slide Road, Suite 700

1408 Buddy Holly Avenue, Suite B

806-368-9507 | ServiceTitleCo.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 Advised 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

Summer

It's in full swing.

Make sure your clients
have all the A/C coverage they
need to keep them cool and
comfortable all season long.

Call me today and let me tell you
why adding a home warranty
helps grow *your* business.



homewarranty.com

Ginger Robertson

Sales Executive

806-781-0198

ginger.robertson@fnf.com

FIDELITY®
NATIONAL
HOME WARRANTY

Owner Remington Reeder





HUB CITY
HOME INSPECTION

806-786-6444

Call or text to schedule

hubcityinspection@gmail.com | TREC# 24751

30 • August 2026

Lubbock Real Producers • 31

THE FINAL STRETCH OF SUMMER

BY LAR PRESIDENT COLBY NORRIS



Is it just me, or does summer seem to get shorter every year?

It feels like we were just making plans for Memorial Day, and now we're walking into August. Before long, school buses will be back on the roads, football will consume our weekends, and parents everywhere will be wondering

where the summer went. As much as I enjoy the slower pace that summer promises, yet rarely delivers, the transition into a new season always feels energizing.

For many of our members, August marks a shift in rhythm. Families settle back into routines, community events pick back up, and somehow the calendar gets booked out for the rest of the year. Every season brings new opportunities, and this time of year is no exception.

One thing I've always enjoyed about our profession is that no two months ever look exactly the same. Market conditions are always changing, and our clients' needs are constantly evolving. No matter the change, REALTORS® continue to do what we do best. We adapt, give back, and help our communities navigate some of life's biggest decisions. We're there every step of the way because that's who we are.

Now here is my unpopular opinion: The start of the school year and back-to-school shopping can be more stressful than buying a house. Hear me out. When buying a house, most people spend weeks researching, planning, and carefully evaluating options. Back-to-school shopping involves navigating crowded stores, locating mysteriously specific supply lists, and searching three different stores for a folder that must be the exact shade of red. At least during a real estate transaction, REALTORS® guide our clients through the process.

Speaking of guidance, I want to take a moment to thank each of you for the professionalism and dedication you bring to our industry. The reputation of the Lubbock Association of REALTORS® is built daily by our members who show up, serve our clients, support private property rights, and strengthen our community. Whether you're helping a first-time homebuyer, serving on a committee, or mentoring a newer agent, your work matters.

As we head into the final stretch of summer, I encourage you to take advantage of every opportunity to connect with clients, colleagues, and fellow members. Attend a new event. Engage with your association. Continue to pursue your professional development. And don't forget to carve out a little time for yourself and your family before the season changes once again.

Thank you for all you do to make our profession better each day.

Wishing you a productive August, a successful fall market, and just enough summer left to enjoy.

All the best,

Colby

MOVING SUCKS.
WE CAN HELP.



Jeremy Pool,
owner

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



HartMovingandStorage.com
(806) 763-4191

A CLEAR LINE TO CLOSING



CLEAR LINE ROOFING

Your trusted partner in real estate transactions with free inspections, honest advice, and protected timelines.
806-470-8551 | office@clearlineroofing.com

Owner Cameron Welch



LUBBOCK LOCAL





806-412-1234
hubcitytitle.com
4415 66th St Suite 100
Lubbock, TX 79414

The Mortgage Team At Western Bank!





Bert Rogers
VP/Loan Officer
NMLS #330237

Brianna Calderon
Loan Processor

Tammi Wood
SVP/Loan Officer
NMLS #336722

Frances Barrera
SVP/Loan Officer
NMLS #649629

Christian Cedillo
Loan Officer
NMLS #279663

Sarah Jester
Operations Manager
NMLS #659559

Allyn Piland
Mortgage President
NMLS #402212

Member FDIC




Your Utility & Wi-Fi Coordinator

SAVING TIME & MONEY BY SETTING UP ESSENTIALS AT NO COST TO REALTORS OR THEIR CLIENTS.



Connecting Utilities, Wi-Fi & more!

Lisa Hierholzer
Founder
Lisa@HomeConnectPathway.com
830.928.3414 • HomeConnectPathway.com



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



2025

BY THE NUMBERS

WHAT 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 VOLUME PER AGENT



7,902

TOTAL TRANSACTIONS



26.3

AVERAGE VOLUME PER AGENT

WATER WELL INSTALLATION | WATER WELL REPAIRS | WATER PUMP MAINTENANCE

THUNDER PUMP SERVICE

WATER WELLS

806-781-3061

Specializing in residential, commercial and agricultural wells

thunderpumpservice@gmail.com • www.thunderpumpservice.com



FTNB

First Texas National Bank

From their first home to their first day of school.
First Texas National Bank is here for the "firsts."

Lubbock | Home Loan Center
6102 82nd St. Suite 12-B, Lubbock, TX 79424 | 806.701.3320 | FirstTexasNB.Mortgage

Member FDIC Equal Housing Lender



Adam & Amy
Dawson



Dennise
Martinez



Jacklyn
Martinez



Chase
McDonald



Mitch
Williams



Christian
Rocha

WEST TEXAS
COMMERCIAL ROOFING, LLC
BUILT STRONG. BUILT RIGHT.
BUILT FOR WEST TEXAS.

📞 806.416.ROOF 🌐 westtexascommercialroofing.com



Levi
Bond



Scott
Roberson



Kody
Grisamer



Bryce
Jones



Jerry
Caballero



Mark
Dyas