

EAST TEXAS

FEBRUARY 2026

REAL PRODUCERS®

Mark Coleman

Texas Farms and Ranches



Rising Star

ASHLYN TOMLIN

East Texas Preferred Properties



Partner Spotlight

DEREK & JESSICA

BALLARD

Inspection Gator

CONNECTING. ELEVATING. INSPIRING.



TREC #8942

Home Inspection Services, LLC

Serving East Texas Since 1996

OVER
50,000
HOME
INSPECTIONS
1996 - 2025
212 Year
Combined
Experience

866-727-0831

STRUCTURAL INSPECTIONS
Residential - Buyer and Seller Inspections
Commercial, New Construction,
and Builder Warranty Inspections

“Free” WDI Inspections
Septic Inspections • Pools • Spas • Sprinklers
Water Wells & Water Testing
and many other systems.

“One Call Inspects All”
SCHEDULE NOW 



goosehead[®]
INSURANCE

You give them the keys and
we give them the coverage.

*The best of East Texas work with
the best in East Texas.*



Collin W Phaup, CIC
Agency Owner - Tyler
903.534.5800
collin.phaup@goosehead.com



Scan to get
a quote



Ashleigh Buchanan
Agency Owner - Longview
903.215.8242
ashleigh.buchanan@goosehead.com



Scan to get
a quote



TEXAS EDGE ROOFING
GENERAL CONTRACTORS, LLC

CHRIS FRAZIER
East Texas Project Manager
214-309-3562
3122 Nealy Way, Box #124,
Longview, TX 75605
texasedgeroofing.com
chris.frazier@texasedgeroofing.com



Contents

PROFILES



12 Derek & Jessica Ballard
- Inspection Gator



18 Ashlyn Tomlin

IN THIS ISSUE

- 6** Preferred Partners
- 8** Meet The Team
- 12** Publisher's Note: One Year In
- 13** FAQ
- 14** Partner Spotlight: Inspection Gator
- 18** Rising Star: Ashlyn Tomlin, East Texas Preferred Properties
- 22** Cover: Mark Coleman, Texas Farms & Ranches



24 Mark Coleman

COVER STORY

New Year New Services

Sample Mold Report:



MOLD INSPECTIONS

- ✓ An easy to read, visual summary of all sample locations
- ✓ Images of the actual objects found in the air
- ✓ Tests 90+ different spores and 10+ air particles

THERMAL IMAGING

- ✓ Detects Hidden Moisture
- ✓ Identifies Energy Efficiency
- ✓ Enhances Inspection Accuracy



903-407-1456

www.frontline-home-inspections.com
www.frontline-pest-control.com

TREC # 22985. TDA #0849853. TSPCL # 0851760



ANTLERWORX

Real Authentic Deer Antler Chandeliers

www.ANTLERWORX.com

(903)759-5149 | FACEBOOK @antlerstyle | INSTAGRAM @antlerworxinc

 **903-278-5097**
INSPECTIONGATOR.COM

Inspection Gator
HOME & COMMERCIAL

We do more! 

MORE TYPES OF SERVICES
MORE AVAILABILITY
MORE CUSTOMER SERVICE
MORE THOROUGH INSPECTIONS
MORE EDUCATING CLIENTS
MORE EXTENSIVE TRAINING


[Schedule Online](http://www.inspectiongator.com/scheduleonline)

TX LIC# TREC 10108 | OK LIC# 70002539 | AR LIC# HU1529 | CA LIC# 0875411 | MAC#219



"Always the best service from the office staff and the inspectors. So impressed with the lengths inspectors go to make sure the client knows every detail of their inspection notes. Very pleased every time I use them!"

-Tony M.



FRONTLINE

FRONTLINE PEST CONTROL

FRONTLINE HOME INSPECTIONS

**New Year
New Services**

MOLD INSPECTIONS

- ✓ An easy to read, visual summary of all sample locations
- ✓ Images of the actual objects found in the air
- ✓ Tests 90+ different spores and 10+ air particles

THERMAL IMAGING

- ✓ Detects Hidden Moisture
- ✓ Identifies Energy Efficiency
- ✓ Enhances Inspection Accuracy

Sample Mold Report:



903-407-1456
www.frontline-home-inspections.com
www.frontline-pest-control.com

TREC # 22985. TDA #0849853. TSPCL # 0851760

ASAP ROOFING & SOLAR
903-363-9160
ASAPROOFING.COM



**IS YOUR ROOF
READY FOR SPRING
STORMS?**

Insurance companies are denying roof claims due to lack of maintenance!! We're here to help! Get your annual roof maintenance certificate and warranty today for **FREE!!** Call us ASAP to schedule an appointment for your free roof maintenance.



 Find us on: **facebook**



 **Check out our website**



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!

ADVERTISING / MARKETING
RT Graphics, LLC
(903) 326-9200
www.rtgraphixllc.com

BANKING / CREDIT UNION
Barksdale Federal Credit Union
(318) 226-4555
bfcu.org

CONSTRUCTION/REMODELING
Krystal Falls Construction
(903) 738-4210
krystalfallsconstruction.com

FOUNDATION REPAIR
Barwell Solutions
(903) 330-6504
www.barwellsolutions.com

HOME INSPECTION
East Texas Home Inspection
(866) 727-0831
www.easttexashomeinspection.com

Inspection Gator
(903) 278-5097
www.inspectorgator.com

Frontline Home Inspections and Pest Control
(903) 407-1456
www.frontline-home-inspections.com

HOME WARRANTY
Fidelity National Home Warranty
(903) 539-9167
www.homewarranty.com

HWA Home Warranty
(817) 219-4845
wmcmahon@homewarranty.com

INSURANCE
Goosehead Insurance - Ashleigh
Buchanan Agency
(903) 215-8242
www.gooseheadinsurance.com/
ashleigh-buchanan/

Goosehead Insurance - Phaup Agency
Collin Phaup
(903) 534-5800
www.savedbythegoose.com

INTERIOR DESIGN
AntlerWorx
(903) 759-5149
www.antlerworx.com

MORTGAGE LENDERS
CrossCountry Mortgage, LLC
(903) 316-1284
applywithcodyc.com

Guild Mortgage
Tom Holyfield
(903) 247-0803
www.tomholyfield.com

Guild Mortgage - Whitney
Parks, Loan Officer
(903) 941-2798

MOVING COMPANY
All N One Moving
(903) 500-9960
AllNonemoving.com

Axe Moving
(903) 714-4469
www.Axemoving.com

PHOTOGRAPHER | REAL ESTATE MEDIA
Gary D Real Estate Photography
(903) 954-0355
garydrealstatephotography.com

Tilmon Media LLC
(903) 724-4404

ROOFING
ASAP Roofing and Construction
(903) 363-9160
www.asaproofing.com

Elevation Roofing
(903) 738-1152
www.elevation-roofing.com

Texas Edge Roofing
Chris Frazier
(214) 306-1353
texasedgeroofing.com

SURVEYS
Johnson & Pace
(903) 753-0663
johnsonpace.com/

TITLE COMPANY
Homeland Title Company
(903) 509-1400
www.homelandco.com

Landmark Title
(903) 534-8000
www.LmarkTitle.com

Truly Title
(903) 871-7577
www.trulytitle.com

US Title
(903) 753-9666
ustitleco.net



Meet The Team



Cherika Johnson
Owner/Publisher



Dawn Sims
Writer



Laney Schroeder
Content Coordinator



Bella Rubio
Writer



Gary Durham
Video Content Coordinator



Stephen Tilmon
Photographer
Tilmon Media
Tilmonmedia.com



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.



Grateful.

Serving our community is a privilege we don't take lightly.

Thank you for the opportunity to serve you as friends and neighbors!

www.ustitleco.net • (903) 753-9666

LONGVIEW • GILMER • HENDERSON • KILGORE • MARSHALL • TOLEDO BEND

UST | C^o
U.S. TITLE COMPANY, INC.

KRYSタル FALLS
CONSTRUCTION
2790 Owl Rd.
Diana Tx, 75640
krystalfallsconstruction.com

Dirt work
Concrete
Asphalt

Fire & Water **Remodeling**
Restoration **Decks / Arbors**
Insurance Claims **Wood Fences**
Outdoor Kitchens
New Construction
RESIDENTIAL
& COMMERCIAL

Your local mortgage lender
We mind the details, so you don't have to.

Whitney Parks
Loan Officer | NMLS #827730
903-247-0803 Office
903-941-2798 Cell

Guild
mortgage

Website
Scan me

Scan me to get in touch

Guild Mortgage Company
Equal Housing Opportunity; NMLS 3274.
nmlsconsumeraccess.org; guildmortgage.com/licensing.

Home Warranty

HWA
HomeWarranty

360
US NEWS
BEST HOME WARRANTY COMPANIES

Account Executive
817-219-4845
wmcmahon@hwahomewarranty.com

GARY D
REAL ESTATE
PHOTOGRAPHY

Real Estate Video Tours & Reels
Drone Footage & Aerial Shots
Headshots & Branded Photography
Commercials & Brand Storytelling
Portrait Photography
Podcast Production
Graphic Design & More

Let's create something great!

WWW.GARYDREALESTATEPHOTOGRAPHY.COM
903-954-0355 **garydrep@gmail.com**



TRULY
TITLE™

Destiny
MCFARLAND
BRANCH MANAGER
ESCROW OFFICER

For **Destiny McFarland**, escrow is more than a job—it's a *service-driven calling rooted in trust and problem-solving*. As an Escrow Officer at Truly Title's Tyler office, she brings four years of industry experience and a steady, confident approach to every transaction.

Originally from Athens, Texas, Destiny began her career as a receptionist and worked her way up, gaining a full understanding of the title process from start to finish. She primarily handles residential sales and refinances, with plans to expand into commercial transactions. Known for proactive communication, clear timelines, and anticipating issues before they arise, Destiny ensures every deal stays on track.

Her relationship-first mindset has earned the trust of Tyler's top real estate professionals, built on consistency and results. Outside of work, Destiny enjoys life with her husband, their two sons, while studying to become a CPA and preparing for a mission trip to the Amazon. She values Truly Title's energetic, supportive culture and believes the best advice for buyers and sellers is simple: *ask questions and never assume*.



There **truly** is a difference.

YOUR
EAST TEXAS
Team

TYLER OFFICE



Destiny
MCFARLAND

BRANCH MANAGER
ESCROW OFFICER
destiny.mcfarland@trulytitle.com



Mikali
MAY

ESCROW OFFICER
mikali.may@trulytitle.com

LONGVIEW OFFICE



Eden
BEDARD

ESCROW OFFICER
eden.bedard@trulytitle.com



Kaytlynn
YARBROUGH

ESCROW ASSISTANT
kaytlynn.yarbrough@trulytitle.com

BUSINESS DEVELOPMENT



Hannah
GOSSAGE

BUSINESS DEVELOPMENT
hannah.gossage@trulytitle.com

TRULY TITLE TYLER
1020 Asher Way, Suite 400
Tyler, TX 75703
(903) 871-7577

TRULY TITLE LONGVIEW
2393 H G Mosley Pkwy, Suite 200
Longview, TX 75604
(903) 781-5396



TRULY ONE
Download our Truly ONE app and have all the numbers at your fingertips!



One Year In



From Vision to Impact

This issue marks a milestone I don't take lightly—one full year of publishing *East Texas Real Producers* under my leadership. When I reflect on the past twelve months, the word that comes to mind is gratitude. Gratitude for the agents, partners, and community members who believed in the vision, supported the mission, and trusted me with something deeply personal: their stories and their brands.

Stepping into the role of publisher was both exciting and humbling. With that role came the responsibility to not only maintain the standard of excellence this magazine represents, but to elevate it—issue by issue, story by story. Over the past year, I've learned, stretched, adjusted, and grown. My commitment moving forward is simple but powerful: to continue getting better. Better at telling meaningful stories. Better at creating value. Better at serving the agents and partners who make this publication what it is.

To our advertising partners—thank you. You saw the vision and chose to stand with this magazine, knowing that what you do behind the scenes plays a vital role in helping agents succeed. Your services, expertise, and support matter, and it is truly an honor to showcase businesses that help move transactions forward and strengthen the real estate community as a whole. This magazine would not exist without you, and I'm deeply thankful for your belief and your investment.

To our agents—especially those who have been here from the beginning—thank you for trusting me to tell your stories. Real Producers has always been about more than production numbers. It's about journeys, resilience, leadership, and the people behind the success. Being allowed into your world to

highlight your achievements is something I value more than words can express.

A special congratulations to the Top 300 Class of 2026. This recognition represents consistency, dedication, and excellence in a demanding industry. You've earned your place, and we are proud to celebrate you. I look forward to honoring this new class at our upcoming celebration later in February—an event designed not just to recognize success, but to bring together a community that continues to raise the bar.

As we move into this next year, I do so with hope, clarity, and renewed purpose. This magazine will continue to evolve, but its heart will remain the same—celebrating deserving agents, spotlighting impactful partners, and fostering meaningful connections. Thank you for allowing me to serve as your publisher and storyteller. I'm honored to walk into this next chapter with you, and I'm excited for all that's still to come.

Here's to another year of growth, collaboration, and elevated impact.

With gratitude,



Cherika Johnson
Publisher, *East Texas Real Producers*
903-399-3139
Cherika.Johnson@
RealProducersmag.com

FAQS

ALL ABOUT EAST TEXAS REAL PRODUCERS



Q: Who Receives This Magazine?

A: The top 300 agents in East Texas based on volume for the previous year and our Preferred Partners. There are thousands of agents in the region and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies to your hard work, dedication, and proficiency.

Q: Do Real Estate Agents Have To Pay For Magazines Or Events?

A: NO! The magazine and events are FREE to agents and funded by the partners who advertise.

Q: What Kind Of Content Will Be Featured?

A: This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused entirely on you. It costs absolutely nothing for a REALTOR® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention— we don't know everyone's story so we need your help to learn about them!

Q: Does Real Producers Have Events?

A: Yes! Along with the magazine, we will host quarterly events exclusive to this community, where you—the best of the best—get together at local venues



and is an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine and attend our events. One or many of you have recommended every single Preferred Partner you see in this publication. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates as well, so we can grow stronger together.

to socialize, mastermind, deepen our connections, and better our businesses. We will communicate about events through the magazine and on social media. Stay tuned for info on our launch party this Fall!

Q: How Can I Recommend A Business Or Feature Story?

A: If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch affiliate partners who you believe should be a part of our community, or would simply like to network; email or call us. I look forward to hearing from you!

Email: Cherika.Johnson@n2co.com



WRITTEN BY
LANEY SCHROEDER
PHOTOS BY
INLINE IMAGES

INSPECTION GATOR

In East Texas real estate, there isn't much room for uncertainty during the option period. You want people who show up, communicate clearly, and don't add stress to an already emotional process. For nearly two decades, that's exactly what the Ballards have built with Inspection Gator Home Inspection—and now, with the growing reach of theXTermiGator and the upcoming EnviroGator Environmental Services, their impact is only expanding.

After spending time learning Derek and Jessica's story, it's clear their success didn't come from chasing growth. It came from doing things the right way, consistently, for a very long time.

Derek Ballard's journey into home inspection didn't begin with a business plan. It began with experience. After more than 20 years in the fine paper industry—paired with hands-on construction work—he found himself ready for a change. Shift work had taken its toll, and he wanted a career where his skills could directly help people. Home inspection made sense. It was practical, people-focused, and rooted in problem-solving.

"I wanted to build something that reflected my work ethic and values," Derek stated. "Doing excellent work, treating people right, and showing up with integrity every single time, that's what keeps me passionate in this profession." In 2007, he launched Inspection Gator with a clear purpose: provide honest, thorough inspections without creating unnecessary fear. Educate clients. Support agents. And do excellent work.

Jessica Ballard stepped into the business naturally, bringing a background that balanced structure and heart. Her

experience spans accounting, education, and leadership roles, including serving as an After School Coordinator for Mount Pleasant ISD. Long before Inspection Gator, Jessica had already built and managed teams, thriving on systems, communication, and the customer experience.

"When Derek started the company, I believed in what he was building," she said. "As it grew, I stepped in where my strengths are. Growth was never the goal—it was simply the result of doing things well."

Together, they designed Inspection Gator to solve one of the biggest pain points in real estate transactions: time. With a large, well-trained team—known affectionately as the "Gators"—they offer 24/7 online scheduling, weekend availability, and typically book inspections within one to three days. Phones are answered by real people. Scheduling is handled start to finish. Agents aren't chasing details, and clients aren't left wondering what comes next.

But what truly sets them apart is how they communicate results. "We're always honest about what we find," Derek explained, "but we focus on being helpful, not alarming." Their reports emphasize clarity, education, and practical next steps—empowering buyers rather than overwhelming them.

That approach has earned trust across East Texas. Inspection Gator was named 2024 Affiliate of the Year by the Longview Area Association of Realtors and 2023 Affiliate of the Year by the Texarkana Board of Realtors. Nationally, they received the 2022 Better Your Best Year Award through InspectionGo, standing out among more than 200 inspection companies nationwide.



Yet when you ask Derek and Jessica what shaped them most, neither starts with awards or milestones. Derek credits his mother—a "4'8" powerhouse,"



"I truly believe God called Derek and me to be exactly where we are, and that He was preparing us long before we ever stepped into this industry."

Family remains at the heart of everything Derek and Jessica do. Together, they have built a life rich in connection—raising six grown children, celebrating nine grandchildren with a tenth on the way, and cherishing time spent together whenever possible. Whether it's road trips close to home or flights across the ocean to Spain to visit family, their lives are shaped by togetherness and shared experiences.

When asked what he is most grateful for, Derek doesn't

hesitate. "Jessica is my steady anchor," he says. "She brings wisdom, clarity, and a calm leadership that makes everything better. I'm the big-picture guy—always moving forward—and she's the one who keeps us aligned and grounded. If I come home with ten ideas, she helps me figure out which two are actually good—and how to make them happen. We make a strong team, and I'm grateful for her every day."



Jessica's gratitude echoes that same sense of purpose and faith. Beyond being thankful for a healthy, loving family, she reflects, "I'm grateful for all the doors God has opened and the

people He has placed in our path who have helped shape our journey. I truly believe God called Derek and me to be exactly where we are, and that He was preparing us long before we ever stepped into this industry."

When asked how they define success, their answers were refreshingly grounded. For Derek, success means honoring his faith, meeting the needs of his family and clients, and having a little margin left at the end of the day. For Jessica, it's accomplishing meaningful goals, watching the team thrive, and knowing her work made life easier for others.

Their vision for legacy mirrors that simplicity. Derek hopes Inspection Gator is remembered for professionalism, trust, and steady leadership. Jessica hopes to be remembered as someone who encouraged others—who showed that excellence comes from learning, listening, and leading with care.

For those stepping into the industry, the Ballards' guidance centers on commitment, humility, and service. Mastering your craft, remaining open to learning, and staying flexible in a constantly changing environment are essential. When people are making one of the largest financial and emotional decisions of their lives, responsibility, preparedness, and a willingness to grow matter more than anything else.

Eighteen years in, Derek and Jessica Ballard are still exactly who they set out to be—people-first, dependable, and grounded in values that don't fluctuate with market cycles. In an industry where trust is everything, that steady integrity is the foundation of every service they provide.

CALL FOR A FREE QUOTE
Marcus and Stephanie Howell
Veteran Owned & Operated
Moving Since 2015

TXDOT- 2728236 | TXDMV- 006919517C



Your trusted local lending experts

At CrossCountry Mortgage, we're dedicated to serving our community. Trust us to know the local market and put you first every step of the way.



Cody Castagno
Vice President of Lending
NMLS266839
M: 903.511.1294
cody.castagno@ccm.com
applywithcody.com

CODY CASTAGNO

CROSSCOUNTRY MORTGAGE



Kristie Van Huis
Senior Loan Officer
NMLS266847
M: 903.511.1294
kristie.vanhuis@ccm.com
ccm.com/kristie-van-huis

KRISTIE VAN HUIS

CROSSCOUNTRY MORTGAGE



Sean Crisp
Loan Officer
NMLS232616
M: 512.805.8536
sean.crisp@ccm.com
ccm.com/sean-crisp

SEAN CRISP

CROSSCOUNTRY MORTGAGE



Dayton Cargill
Loan Officer
NMLS275368
M: 903.220.9803
dayton.cargill@ccm.com
ccm.com/dayton-cargill

THE CARGILL TEAM

CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE, LLC | 2326 Dueling Oaks Drive, Suite A, Tyler, TX 75703 | 2524 Oak Manor, Suite 101, Tyler, TX 75703
Equal Housing Opportunity. All loans subject to underwriting approval. Certain restrictions apply. Call for details. All borrowers must meet minimum credit score, loan-to-value, debt-to-income, and other requirements to qualify for any mortgage program. CrossCountry Mortgage, LLC NMLS3029 NMLS275368 NMLS2643240 (www.mortgageaccess.org). This office is licensed and examined by the Office of the Consumer Credit Commissioner of the State of Texas. 250-866-6496

homewarranty.com

Real Investment Protection

4 Great Plans including 25 Options for Customized Coverage

- Fidelity National Home Warranty provides incredible value to your home!
- Protects both buyer and seller
- Provides evidence of your fiduciary duty to protect your clients and their home.
- A huge savings to homeowners from out of pocket expenses for repairs

Protect your clients **and yourself** with a Fidelity National Home Warranty!

BETH ELBERT
Sales Executive
903-539-9167
beth.elbert@fnf.com

16 • February 2026

East Texas Real Producers • 17

Ashlyn TOMLIN

An Unexpected Path Home

Ashlyn has a smile you do not forget. The first time you meet her, you just know she is different; she is friendly and warm. Her faith is the core of who she is. It anchors her character, desire to serve others, and work ethic. How she treats others and the approaches she takes are evidence of her strong faith.



Photo by Kim Cooley

Soon after high school, Ashlyn moved to the Dallas-Fort Worth area to pursue a bachelor's degree at the University of Texas at Arlington. Not long after she started her studies, the COVID-19 pandemic altered her plans. She returned to her hometown in East Texas, later stating, "My original plans changed, but I was honestly relieved to be back in the place I call home." Being home reignited a passion she was familiar with, and before long her heart was being pulled to pursue a career in real estate.

After passing the real estate exam and becoming a REALTOR®, Ashlyn wasted no time diving into her new career. In

her first month of being a REALTOR®, she answered a call that would change her life in a way she never expected. The out-of-state call was from a gentleman hoping to move his family back to East Texas. When Ashlyn met with the couple, she was surprised to discover the wife was a childhood friend she had not seen in a while. What started as a routine client call became something unexpected, something more she did not see moving her way.

Once Ashlyn helped her clients settle back into East Texas, that same childhood friend began a new job and later introduced Will Tomlin, a coworker, to Ashlyn. After meeting her childhood friend's coworker, Ashlyn never imagined that something as unwelcome as COVID-19 would push her to change direction and begin a new career in real estate, one that would ultimately lead her to meeting her husband. Reflecting on the call that changed her life, Ashlyn says, "I will always be thankful I answered that random phone call!"

Being motivated to grow in her profession, Ashlyn quickly pursued continuing education and earned a Graduate REALTOR® Institute (GRI) designation through the National Association of REALTORS®, this was an intensive 60-hour course that sharpened her skills. Having determination and enthusiasm, she continued attending

educational classes, events, and networking opportunities hosted by the Greater Tyler Association of REALTORS® (GTAR).

While attending one of these events, a fellow REALTOR®, Kelly Raulston, approached Ashlyn and encouraged her to become involved with a GTAR committee. Ashlyn later stated, "If Kelly had not taken the time to come up to me and invite me, I probably would not have attended a committee because I was new and hardly knew anyone. It's important that we introduce ourselves to new members, invite them to get involved, and let them know they're welcomed." Taking a leap of faith after Kelly's invite, Ashlyn joined the Member Engagement Committee, a decision that would begin a rewarding leadership journey.

Before she realized it, a year had passed, and Ashlyn found herself committed to serving on the committee. Every month she was able to attend the meetings; she contributed new possibilities and fresh ideas that would enhance member engagement for the association as a whole. The influence she was making quickly caught the attention of leadership, which led to her being nominated for the 2025 Membership Engagement Chair. With excitement, she accepted the leadership role. As the new chair she moderated Q&A panels, hosted After Hours, networking events with other organizations, collaborated with other committees to have educational programs featuring renowned speakers, and made time from her



Photo by Bella Rubio

Photo by Bella Rubio



Photo by Ryan Roberts

busy work schedule to speak with new members during orientation, encouraging them to join committees that aligned with their interests.

It is remarkable to think it started with a friendly invite and ended with this new powerhouse REALTOR® making a meaningful impact on new homeowners across East Texas by elevating the work of local REALTORS®. What's an even more fascinating part of Ashlyn's leadership story is that she took on this role during a major life transition. Serving as committee chair, Ashlyn and her husband welcomed their first child. With this major life transition, she balanced leadership, work life, and motherhood, while leading with professionalism and dedication. Ashlyn has been an agent with East Texas Preferred Properties since September 2025. On December 2, 2025, she was nominated and recognized by the Greater Tyler Association of REALTORS® as Rookie of the Year, receiving an award that celebrated not only her dedication and impact but also the success achieved in her first year of leadership.

When asked how she defines success, Ashlyn points to Matthew 22, where Jesus is asked which is the greatest commandment. He answered, "You shall love the Lord your God with all your heart and with all your soul and with all

My original plans changed, but I was honestly relieved to be back in the place I call home."

your mind, a second is like it: You shall love your neighbor as yourself."

That perspective shapes everything she does, from how she cares for her family to how she serves her clients and community. Ashlyn explains, "If I am continuously pouring into my relationship with God and discovering who He is and loving those around me well, then I am living life with its intended purpose. This definition of success flows through every avenue of my life, whether it's how I aim to love my family or treat my clients."



Photo by Uliana Yurchenko



Photo by Uliana Yurchenko



Elevate Your Digital Presence Effortlessly



SOCIAL
REACH



Trusted by 10,000+ small businesses across the US, our done-for-you strategy lets you shine online without the hassle.



SOCIAL REACH

Focus on running your business while we handle your organic social media, crafting posts that reflect your unique brand voice and engage your ideal audience.

- 16 custom posts per month
- Live Zoom call with a social media expert
- Automated reporting
- Optimized time and day posting



EMAIL CONNECT

Build brand recognition and connect with your customers through targeted email and SMS campaigns.

- Two emails and one text per month
- Custom-designed to fit your brand
- Sending and scheduling
- Performance reporting

PRICING PER PRODUCT

Non-Member Pricing: \$499 /month • Member Pricing: \$299 / month • One-Time Set-Up Fee: \$99

Ready to stand out and connect?

Contact the publisher of this magazine today to get started.



hypertdigital.com



Bring your vision to life with
TILMON MEDIA



Professional Photography, Video & Media Production | East Texas & beyond

OUR SERVICES INCLUDE:

- ✓ Real Estate Video Tours & Reels
- ✓ Drone Footage & Aerial Shots
- ✓ Wedding & Event Photography/Videography
- ✓ Commercials & Brand Storytelling
- ✓ Headshots & Branded Photography

WHY CHOOSE TILMON MEDIA:

- ⌚ OVER 10 YEARS OF EXPERIENCE
- 📷 NETFLIX-APPROVED CINEMA CAMERA
- 📍 SERVING TYLER, LONGVIEW & SURROUNDING AREAS
- 📊 BRANDING THAT WORKS
- 🌐 PERSONALIZED SERVICE. UNMATCHED EXCELLENCE.

BOOK YOUR SESSION TODAY!



903-724-4404



tilmonmedia.com



tilmonmedia@gmail.com



@TilmonMedia



FLIPPING THROUGH THESE PAGES
SAVES LIVES.

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

REAL PRODUCERS PROUDLY SUPPORTS THESE IMPACT MAKERS



n2gives.com

Mark Coleman

A LEGACY BUILT ON ANSWERING
ONE CALL AT A TIME



WRITTEN BY DAWN SIMS
COVER PHOTO BY STEPHEN TILMON WITH
TILMON MEDIA - TILMONMEDIA.COM

**Mark Coleman's phone never stops ringing
—and that's not a figure of speech.**

As I sat across from him in his office, calls came in steadily, texts lit up his screen, and yet not one went unanswered. Behind me sat a bookshelf that quietly told the story of how long he's been doing this: a collection of cell phones spanning decades, from a bulky Motorola bag phone to a BlackBerry and every version of the iPhone after then. It was part museum, part proof of concept. In an industry obsessed with new technology, Mark's success hasn't come from chasing trends, but from mastering something far more timeless—being available, being present, and answering the phone. It's a habit that has built a 36-year real estate career, a thriving East Texas brokerage, and a reputation that precedes him long before he ever picks up the call.

Mark didn't grow up dreaming of contracts, closings, or commission checks. He grew up on a farm in Carthage, Texas, where land wasn't an investment strategy—it was a way of life. You worked it, respected it, walked it, and learned it. That early connection would ultimately shape everything that came later, even during the years when real estate wasn't yet on his radar. After one semester at Panola College, Mark knew traditional college wasn't for him. He pivoted toward continuing education at Tyler Junior

College, originally without a clear endgame. It was there that he noticed real estate classes being offered. Something clicked. He earned his license, packed up, and headed to Dallas, joined a brokerage and sold a few houses along the way. It wasn't glamorous, but it was real, and it planted a seed.

Life pulled him back to East Texas when he took a job as a new car service manager for Mercedes in Tyler. Real estate became a side hustle—until it didn't. In just six months, Mark earned \$18,000 selling property on the side. That was all the confirmation he needed. He went full-time and never looked back. His first broker in East Texas was Gary Johnson with Century 21, a name Mark still credits with shaping his early career.

of his own was strong. That instinct led him to launch Texas Farms & Ranches, which later expanded into two distinct branches: Texas Farms & Ranches focusing on residential and land, and Park Village handling commercial real estate. Today, his brokerage includes seven employees and fifteen agents, backed by systems that feel both impressive and deeply personal.



If you ask Mark where his love for land truly comes from, he won't point to a deal or a designation. He'll tell you about his "senior summer" in high school, spent working on a 45,000-acre ranch in Nebraska. While his friends were at the lake, Mark was working long days, learning what it meant to care for land and appreciating the reward of honest labor. That experience stayed with him. Whether he's walking a property with a buyer, hunting on it, or flying over it to help a client understand what they



really own, God's green earth is personal to Mark.

Flying, like real estate, wasn't something Mark planned. In 1982, he remembers watching jets cross the sky and thinking it might be nice to fly someday. So he did. He earned his license and, over the years, owned five airplanes, three helicopters, and two hot air balloons—yes, balloons, inspired by RE/MAX's iconic logo. Today, he's downsized to one plane and one helicopter, which he leases part-time but keeps close enough to use when business or life calls. Flying helps him see properties differently—and occasionally, it helps him unwind.

Mark's business is as layered as his interests. Alongside

traditional buying and selling, he handles more than forty bank repossessions a year, works with over thirty banks, and manages upwards of 150 rental properties. It's a workload that demands structure, so he built a team around it: three assistants, a full-time maintenance staff, and systems that allow him to offer extra services like repair coordination and even a courtesy moving van for clients. It's all part of thoughtfully serving people with great care.

When I asked Mark why he thinks he's been so successful, his answer came instantly. "Because I answer my phone." Not sometimes. Not during office hours. Always. He even answers calls labeled as spam. In

fact, he laughed as he told me about picking up a "potential spam" call from Pittsburgh the day before—one that turned into a listing. That philosophy shows up everywhere. So when Mark Coleman says answering his cell is the not-so-secret to his success, good Lord, I believe it! Even if he is at 5000 ft, he will answer his satellite phone from an airplane or

if he's flying a helicopter, his cell is bluetoothed into his headphones and by God, he's answering the call.

Mark has been in real estate for 36 years, but he remembers the days of thermal paper and MLS books arriving every two weeks. Today, he's incredibly tech-savvy, yet he still relies on handwritten yellow



Even if he is at 5000 ft, he will answer his satellite phone from an airplane or if he's flying a helicopter, his cell is bluetoothed into his headphones and by God, he's answering the call.

His flexibility allows him to show up when others can't, and he sees that as a responsibility, not a burden.



Family grounds him. His face softened before my eyes as he spoke of them. Mark has been married to his wife Jennifer for 20 years. His daughter Chloe, 19, soon to be an esthetician is preparing to open her own business in Hallsville, and Mark will be right there helping her. His stepson Dylan runs All N One Moving, a thriving business Mark helped him start. Even Mark's stepdad, A.D. Davis, now 86, still sells real estate alongside him. Work and family often collide—but in the best ways.

Post-its. As we sat in his fully decorated office—every inch unmistakably Mark Coleman—his phone rang nearly a dozen times, with close to twenty texts chiming in. Each call got a handwritten note, placed carefully around his keyboard. Later, he explained his system: paper first, CRM second. Old school meets modern efficiency.

Like many high achievers, Mark knows his weaknesses well. Overcommitment tops the list. He rarely says no. Delegation is another challenge—he likes being involved in every aspect of his business. Those traits can be exhausting, but they're also part of why his clients feel so taken care of. He's sold everything from a \$500 house to a \$28 million ranch, and every client gets the same level of care.

Outside of real estate, Mark serves as a volunteer firefighter with West Harrison County Fire Department and Judson Fire Department, responding to more than 100 calls a year. When I asked why, his answer was simple: "Because I can." His flexibility allows him to show up when others can't, and he sees that as a responsibility, not a burden. He even plays piano and



Mark says his long-term goal is to slow down eventually. Maybe a cabin in Colorado for weekend getaways. But not yet. He still shows up to the office at 7 a.m. and leaves around 5 p.m., Monday through Friday. He hunts once a year, rides his motorcycle to clear his head, finds peace in the mountains, and relaxes flying, taking in the view from the sky. He even plays piano and



Mark Coleman hasn't built his career on secrets or gimmicks. He's built it on doing the simple things exceptionally well, day after day, call after call, year after year.

guitar—hidden talents from a man who seems to have a few lives' worth of experiences packed into one.

His advice to agents, new or seasoned, is refreshingly straightforward: "Treat this like a real job. Come to the office. Be present." One of his earliest lessons at Century 21 was the mantra "CITTO"—Come In To The Office. Today, he admits, that doesn't always mean a physical desk. It means answering texts, emails, social media messages, and phone calls. It means showing up for clients consistently.

From my own place in this business, sitting across from Mark felt less like an interview and more like a masterclass. A reminder of what truly matters in real estate. Not the automation, not the shortcuts, not the layers we sometimes put

NEED A SURVEY?

From commercial sites to subdivisions, simple to complex, no project is too large or small for Johnson & Pace. In addition to survey services, we also provide professional engineering services along with everything from land planning to flood studies.

We have over 50 YEARS of records!
Call us, we might have yours...

Professional Surveying and Engineering Services

Longview, Texas
903.753.0663 **800.630.5702**
www.johnsonpace.com
TBPELS Survey Reg # 10025400
TBPELS Engineering Reg # F-4691



Our Legacy

"Our commitment to client satisfaction manifests itself in a fast turnaround time for paperwork, attention to detail, and a 'can do' attitude that pervades our entire staff.

"Since our beginning in 1985, our company goal has always been to provide the best possible real estate title insurance services available. We realize that for our clients to do their job well, we must do our job well."

-Steve Dement,
CEO and owner of
Landmark Title, Inc.

LANDMARK TITLE, INC.
The Closing Authority
4595 Kinsey Drive, Tyler
PH: 903-534-8000 | FX: 903-534-8161
info@lmarktitle.com | lmarktitle.com

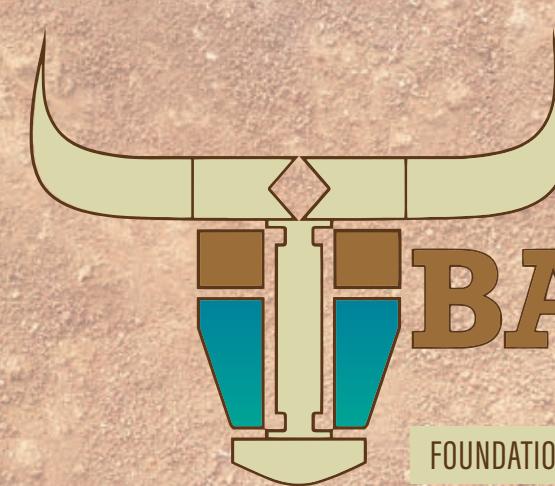


YOUR LOCAL MORTGAGE EXPERTS ACROSS TEXAS, OKLAHOMA, LOUISIANA AND ARKANSAS



903-247-0803 • tomholyfield.com
1300 Hollybrook Dr. • Longview, TX 75605
Thomas L. Holyfield, NMLS# 210861

The Holyfield Team
Guild
mortgage
GROW WHAT MATTERS



BARWELL
SOLUTIONS™

FOUNDATION REPAIR | WATERPROOFING | SEAWALL REPAIR

903-330-6504 | www.BarWellsolutions.com



A PRODUCT OF
THE N2 COMPANY

9151 Currency St.
Irving, TX 75063

BUILD OR BUY YOUR **DREAM HOME**

Text or call us at
318-549-8170



 **Barksdale Federal
Credit Union™**
Your Financial Partner for Life™

Get pre-approved at bfcu.org!

Federally insured by NCUA. Membership eligibility required. NMLS# 410765 