

LUBBOCK

FEBRUARY 2026

# REAL PRODUCERS®



SUPPORT OUR  
PREFERRED PARTNERS  
**PAGES 4-5**

SPOTLIGHT REALTOR®  
**HEATHER WOLFE**

FEATURED REALTOR®  
**SHEILA JORDAN**

PARTNER SPOTLIGHTS  
**RWM HOME LOANS**

**GRIMES INSURANCE AGENCY**

Jason  
Arnold

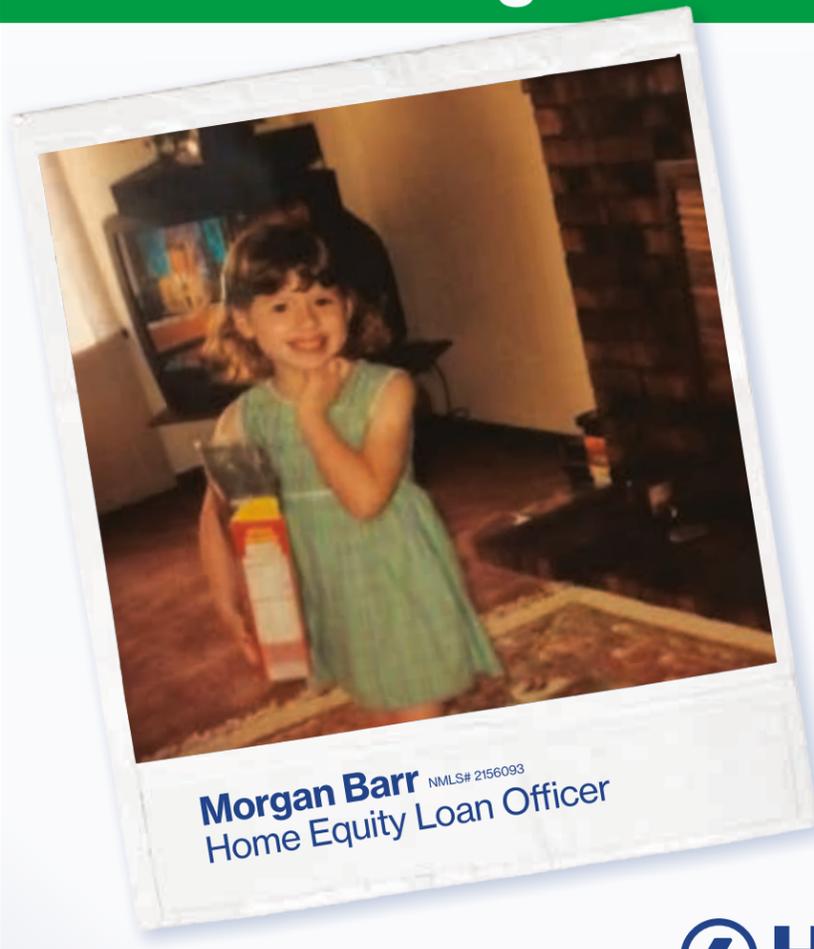
DUNCAN REALTY GROUP

COVER PHOTO BY  
ROWDIE RICHARDSON,  
ROWDIE BRIGHT  
PHOTOGRAPHY

CONNECTING. ELEVATING. INSPIRING.

# Less Intimidating Bankers

Less Intimidating Home Loans



 **Home Loans**

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

LubbockNational.com | (806) 473-6409

Member FDIC | Equal Housing Lender | NMLS# 644528

BETENBOUGH  HOMES®

WE WANT TO PARTNER WITH **YOU!**



-  700 - 2,600 SQ FT HOMES
-  1-4 BEDS
-  1-3 BATHS

STARTING IN THE  
**\$1,100s/MO.**

*\*Price reflective of a 700 sq ft home in our Cypress Ranch community.*

WHEN YOUR BUYERS FIND THEIR HOME SWEET HOME WITH US, YOU'LL RECEIVE A **3% REALTOR COMMISSION!**\*

PLUS, YOUR BUYERS WILL RECEIVE UP TO **\$14,000 TO USE THEIR WAY!**



**BROWSE HOMES HERE!**

BETENBOUGH.COM | 

*\*Commission available on move-in ready homes listed on the MLS.*



# 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](http://hubcityappraisals.com)

## BANK / MORTGAGE / FINANCIAL SERVICES

**Amarillo National Bank - (Lubbock)**  
 (806) 473-6235  
[lubbocknational.com](http://lubbocknational.com)

## BANK/MORTGAGE/ FINANCIAL SERVICES

**First Texas National Bank**  
 (806) 701-3320  
[www.firsttexasnb.mortgage](http://www.firsttexasnb.mortgage)

## BUILDER

**Betenbough Homes**  
[betenbough.com/homes/lubbock](http://betenbough.com/homes/lubbock)

**D.R. Horton Lubbock**  
 (432) 238-4324  
[DRhorton.com](http://DRhorton.com)

## CLEANING SERVICE

**SR Cleaning and Services**  
**Misty Roberts**  
 (806) 891-9946

## ELECTRIC

**South Plains Electric Co-op**  
**Lynn Simmons**  
 (806) 775-7826  
[SPEC.coop](http://SPEC.coop)

## FOUNDATION REPAIR

**WestTech Foundation Repair**  
**Thomas Sexton**  
 (806) 500-3367  
[westtechfoundation.com](http://westtechfoundation.com)

## HEATING/ AIR CONDITIONING

**Fire & Ice Heating & Cooling**  
 (806) 422-1087

## HOME INSPECTION

**3-8 Real Estate Inspections**  
**Darian Bethune**  
 (806) 470-8223  
[38inspect.com](http://38inspect.com)

**Hub City Home Inspection**  
**Remington Reeder**  
 (806) 786-6444  
[hubcityhomeinspections.com](http://hubcityhomeinspections.com)

## HOME WARRANTY

**American Home Shield**  
 (303) 880-8517  
[ahs.com](http://ahs.com)

**Fidelity National Home Warranty, Lubbock**  
 (806) 781-0198  
[www.homewarranty.com/](http://www.homewarranty.com/)

## INSURANCE AGENCY

**Ana Borrego, Agent — State Farm**  
 (806) 745-2555  
[www.anaborrego.com](http://www.anaborrego.com)

**Grimes Insurance**  
**Ryan Reynolds**  
 (806) 762-0544  
[grimesinsurance.com](http://grimesinsurance.com)

## MORTGAGE

**Alliance Credit Union**  
**Candice Gerron**  
 (806) 507-0631  
[alliancecutx.com](http://alliancecutx.com)

**Alliance Credit Union**  
 (806) 798-5554  
[alliancecutx.com](http://alliancecutx.com)

**Benchmark Mortgage**  
 (806) 300-8805  
[lubbock.benchmark.us](http://lubbock.benchmark.us)

**City Bank Mortgage**  
 (806) 792-7101  
[city.bank/mortgage](http://city.bank/mortgage)

**Peoples Bank**  
**Laci Walton**  
 (806) 776-2088  
[peoplesbanktexas.com/](http://peoplesbanktexas.com/)

**Revolution Mortgage Lubbock**  
 (806) 681-7095  
[www.revolutionmortgage.com/](http://www.revolutionmortgage.com/)

**RWM Home Loans**  
**Phebe Roach**  
 (806) 773-0531  
[rwmloans.com](http://rwmloans.com)

**Texas Tech Credit Union**  
**Home Loan Center**  
 (806) 470-4886  
[texastechfcu.org/home-loans](http://texastechfcu.org/home-loans)

**Western Bank Mortgage**  
 (806) 792-9700  
[westernbank.com/personal/mortgage/](http://westernbank.com/personal/mortgage/)

## MOVING COMPANY

**Hart Moving and Storage**  
**Courtney Henson**  
 (806) 763-4191  
[hartmovingandstorage.com](http://hartmovingandstorage.com)

## PHOTOGRAPHY

**Alicea Jare Photography**  
**Alicea Jare**  
 (575) 825-5588  
[aliceajare.com](http://aliceajare.com)

**Rowdie Bright Photography**  
**Rowdie Richardson**  
 (979) 224-6757  
[rowdiebright.com](http://rowdiebright.com)

## PUMP AND WELL SERVICES

**Thunder Pump Service**  
 (806) 781-3061  
[thunderpumpservice.com](http://thunderpumpservice.com)

## ROOFING

**Hartman Roofing**  
 (806) 763-8500  
[www.hartmandroofing.com](http://www.hartmandroofing.com)  
[lubbocktx.com](http://lubbocktx.com)

**Plains Roofing**  
**Travis Warmoth**  
 (806) 748-0702  
[plainsroofing.com](http://plainsroofing.com)

**West Texas Commercial Roofing**  
 (806) 416-7663  
[westtexascommercialroofing.com](http://westtexascommercialroofing.com)

## TERMITE & PEST CONTROL

**Rusty's Bug Stop**  
 (806) 777-7424  
[rustysbugstop.com](http://rustysbugstop.com)

## TITLE COMPANY

**Hub City Title**  
 (806) 412-1234  
[hubcitytitle.com](http://hubcitytitle.com)

**Lubbock Abstract**  
**Steve Shanklin**  
 (806) 798-9800  
[Lubbockabstract.com](http://Lubbockabstract.com)

**Service Title**  
 (806) 794-9966  
[servicetitleco.com](http://servicetitleco.com)

**True Title Company, LLC**  
 (806) 993-3000  
[truelubbock.com](http://truelubbock.com)

**Western Title**  
 (806) 795-9143  
[westerntitlelubbock.com](http://westerntitlelubbock.com)

## UTILITY/HOME SERVICE CONNECTION

**Home Connect Pathway**  
 (830) 928-3414  
[www.homeconnectpathway.com](http://www.homeconnectpathway.com)

## WOMEN'S CLOTHING, ACCESSORIES, JEWELRY

**J. Hoffman's**  
 (806) 795-8290  
[JHoffmans.com](http://JHoffmans.com)

**Unlock the keys to your Clients' Hearts!** 

*Just like a perfect romance, finding the right home loan is all about trust and compatibility.*

*Let us be your trusted partner in turning dream homes into reality.*

**Love, ♥**

**BENCHMARK MORTGAGE**  
*brings you home*

12419 Quaker Ave.  
 Lubbock, TX 79424  
 806-300-8805



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)

**Fidelity National Home Warranty.**

We truly want to be your *"one and only"* home warranty company.

Contact me today and let me show you how a home warranty can add real value to your business!



*Ginger Robertson*  
 Sales Executive  
 806-781-0198  
[ginger.robertson@fnf.com](mailto:ginger.robertson@fnf.com)

**FIDELITY NATIONAL HOME WARRANTY**  
[homewarranty.com](http://homewarranty.com)

**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**

# Contents



Jason Arnold **12** COVER STORY



18

Heather Wolfe



30

Sheila Jordan

## PROFILES



**24** RWM Home Loans



**36** Grimes Insurance Agency

## IN THIS ISSUE

- 4 Preferred Partners
- 8 Meet the Team
- 10 By the Numbers
- 12 Cover Story: Jason Arnold
- 18 Spotlight REALTOR®: Heather Wolfe
- 24 Partner Spotlight: Phebe Ellis-Roach & Hailey Tapp of RWM Home Loans
- 30 Spotlight REALTOR®: Sheila Jordan
- 36 Partner Spotlight: Grimes Insurance Agency
- 42 Letter From the President



# Your local agent for home & auto

Ana Borrego | Agent

4521 114th St Ste 100  
Lubbock, TX 79424-2289

Bus: 806-745-2555

[www.anaborrego.com](http://www.anaborrego.com)



State Farm Mutual Automobile Insurance Company, State Farm Indemnity Company, State Farm Fire and Casualty Company, State Farm General Insurance Company, Bloomington, IL  
State Farm County Mutual Insurance Company of Texas, State Farm Lloyds, Richardson, TX  
State Farm Florida Insurance Company, Winter Haven, FL

## 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

Same-Day Reports

806-470-8223 | [38inspect@gmail.com](mailto:38inspect@gmail.com) | [www.38inspect.com](http://www.38inspect.com)



## 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](mailto:Lisa@HomeConnectPathway.com)

830.928.3414 • [HomeConnectPathway.com](http://HomeConnectPathway.com)



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

# 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



**Rowdie Richardson**  
 Rowdie Bright Photography  
 979-224-6757  
 rowdie.bright@gmail.com



**Keira Mullins**  
 Publishing Assistant



**Danny Donaldson**  
 Writer



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.

## LET'S MAKE MOVES.

<p><b>*Savanna Holton</b>        Branch Production Sales Manager        NMLS#1142161  <b>806.928.1090</b></p>	<p><b>*Ashley Laycock</b>        Branch Production Manager          VP of Mortgage Lending        NMLS#1279963  <b>806.681.7095</b></p>	<p><b>*Kyndra Watson</b>        Branch Production Sales        Manager        NMLS#1199674  <b>806.319.3609</b></p>
<p><b>*Slade Terry</b>        Sr. Loan Officer        NMLS#1988780  <b>800.450.2010</b></p>	<p><b>*Kelly Colins</b>        Sr. Loan Officer        NMLS#1528957  <b>806.549.0105</b></p>	<p><b>*Alex Ramirez</b>        Sr. Loan Officer        NMLS#1752626  <b>806.661.8044</b></p>

COMPANY NMLS#1686046 Advertiser 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

## American Home Shield® is here for you

We are here to support you and your clients' every step of the way. Whether addressing your clients' home warranty needs or helping you stay connected with clients, we want to make your job easier.

**We offer:**

- Plans that protect parts of systems and appliances
- A network of independent Pros
- And Market Managers like me to help however I can

**Contact me for more information.**

Visit [ahs.com/contracts](http://ahs.com/contracts) for coverage details, including limit amounts, fees, limitations and exclusions.  
 © 2026 American Home Shield Corporation. All rights reserved. 432638377

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

## FIRE & ICE

HEATING AND COOLING

### SERVICE INSTALLATION INSPECTION

LET US HELP WITH ALL YOUR HVAC NEEDS

**CONTACT US | (806) 422 - 1314**

## VALUING YOUR PROPERTY VALUING YOUR TRUSTS

# HUB-CITY

## Appraisals

- ACCURATE & DEFENSIBLE VALUATIONS  
 - FAST TURNAROUND

<b>FREE QUOTE</b>	✓ PRE-LISTING
📞 <b>806.239.5520</b>	✓ DIVORCE
✉ JET.SEIDEMAN@ICLOUD.COM	✓ ESTATE
🌐 HUBCITYAPPRAISALS.NET	<b>15 YEARS OF EXPERIENCE</b>

**SOUTH PLAINS COUNTIES:**  
 LUBBOCK - BAILEY - COCHRAN - DICKENS - FLOYD  
 - GARZA - HALE - HOCKLEY - LAMB - LYNN - TERRY



# 2024

## BY THE NUMBERS

HERE'S WHAT THE LUBBOCK REAL PRODUCERS TOP 300 AGENTS SOLD BETWEEN JULY 2024 AND JUNE 2025 IN RESIDENTIAL AND LAND SALES.

\*These numbers are approximate.



### \$2,252,411,734

TOTAL VOLUME



### \$7,508,039

AVERAGE SALES VOLUME PER AGENT



### 8,280

TOTAL TRANSACTIONS



### 27.8

AVERAGE UNITS 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



# \$1,000 says you won't find a lower mortgage rate. If you do, we'll pay up.



[texastechfcu.org/brg](https://texastechfcu.org/brg)

Visit website for program rules.



Brett Dunlap  
NMLS# 446649



Edwin Prieto  
NMLS# 2628920



Larissa Cable  
NMLS# 525982



Haden Lipham  
NMLS# 1644599



Whitney Chaney  
NMLS# 1213629



Tom Couture  
NMLS# 842717

# Jason Arnold

DUNCAN REALTY GROUP

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

Jason Arnold didn't plan to sell houses. At one point, his life plan involved preaching sermons, planting churches, and changing the world one congregation at a time, not negotiating inspection repairs or explaining earnest money over coffee. Yet here he is, a top-producing real estate agent calmly guiding clients through some of the biggest decisions of their lives with clarity, conviction, and an easygoing confidence that quietly says, *We're going to be just fine.*

The path from pulpit to property was human, messy, painful, and redemptive.

From age 19 to 32, Jason was certain full-time ministry was his calling. "Being a pastor became an idol," he says plainly. In the summer of 2016, the cracks that had been forming for years finally gave way. Nearly everything unraveled at once. Jason stepped down from church leadership. His marriage and family demanded attention. His father's health declined rapidly, and he passed away. And in the midst of it all, Jason and his wife, Cara, learned they were expecting their fourth child, Jackson, affectionately known as Jaxxy boy.

What followed was a soul reset that came through long drives, ordinary conversations, and an unexpected invitation from

a friend in Dripping Springs, Texas. The offer was simple: Buy an RV, live on the land, help run an Airbnb venture, and build farmhouse tables along the way. Jason and his family went all in.

Wandr'n Star Farms became a place of restoration and discovery. There, Jason experienced entrepreneurship for the first time. "There are no days," he says. "Just seasons. Vision. Execution. And the freedom to dream and fail." It was life-giving—until reality pressed in. Freedom, as it turns out, doesn't cover medical bills.

Cara's health had been a concern for years. Chronic and autoimmune illnesses required functional and holistic care that insurance rarely touches. The need for answers was urgent. The cost was overwhelming. Jason needed a career with no earning ceiling.

That's when real estate entered the picture.

A friend in Kansas City pitched the real estate idea twice. Jason passed the first time. The second time, he said yes, and he and Cara packed up their lives and landed in a new city. Jason got licensed in two and a half weeks. "We parachuted into KC and hit the ground running," he says.

Over the next four years, Jason built a strong, thriving business in Kansas City, fully believing that's where they would stay.





“We loved KC,” he shares. But once again, life redirected them. In 2021, the Arnolds moved back to Lubbock, a place Jason never thought he’d return to, but one that has since become home in every meaningful way.

Jason’s real estate career has mirrored his life philosophy: stay flexible, prioritize people, and don’t cling too tightly to a single plan. He’s worked independently, been part of multiple brokerages, and ultimately found alignment with teams that valued culture as much as performance. In 2025, he and his team joined Real Broker, drawn by its growth, innovation, and collaborative ethos. “We are greater than me,” he comments. That idea stuck.

Ask Jason what sets him apart, and he hesitates. His clients don’t. They describe a process that feels calm, honest, and empowering. Jason believes the best way to serve people in real estate is to equip them. When clients understand the process, they make confident decisions. Also, Jason is also known for delivering a super-chill experience.

One of Jason’s favorite moments from the past year had nothing to do with sales volume. A longtime renter, after decades of faithful work, was buying her first home. She was nervous when they started. Careful and thoughtful throughout the process. And when closing day arrived and the final signatures were complete, she stood up, did a little jig at the table, and danced all the way to her car. “It reminded me that homeownership isn’t owed to anyone,” Jason stresses. “Gratitude destroys entitlement.”

That perspective fuels him, especially on hard days. Jason doesn’t pretend the work is easy. He simply believes it matters. “The hard days aren’t arbitrary,” he states. “They’re producing something.” Faith anchors him. Humility guides him. What began as a means to provide for his family has become a profession he genuinely loves. “It’s a privilege to step into other people’s stories to help them solve problems and move forward,” he expresses.

At home. Jason and Cara, whom he describes as a gift, have been married for nearly 18 years. Together they’re raising four kids—Kai, Zoe, Abbey, and Jackson—fueling their days with pizza, ice cream, anime nights, sports practices, and an ever-growing collection of houseplants thanks to Cara’s legendary love of greenery. Jason lifts weights, works on his golf game, and has learned to appreciate hiking—slowly. His kids adore their mom. He loves that.

Looking ahead, Jason’s goals are simple and steady: consistent production, thoughtful investing, trying a flip, and being more present. Success, to him, is faithfulness and consistency. What he hopes to be remembered for is even simpler—loving deeply and showing up. “I’m just real with people,” he notes. And for Jason, that authenticity has been more than enough to build a business and a life worth showing up for every day.

**Connect with Jason Arnold**  
806-678-9266 | [jason@duncanrealtygroup.com](mailto:jason@duncanrealtygroup.com)

#### FAVORITE THINGS & FUN FACTS

##### Go-to client spots:

Neighborhood F&B, Snooze, Gold Stripe, Monomyth, Capital Pizza, Lakeridge Country Club

##### On the nightstand or podcast list:

Deep Work, Digital Minimalism, Be So Good They Can’t Ignore You, Alex Hormozi, Dan Martell

##### Fun facts:

Half Korean, answers to the nickname “Cheese,” and—by unanimous family consensus—the better-looking brother (sorry, Nick)





# Let us Count the Ways...

1. **Dedicated Mortgage Specialists**  
Personalized support from experienced mortgage professionals.
2. **Flexible Loan Options**  
Competitive options for a wide range of homebuyers.
3. **Fast Pre-Approvals**  
Quick pre-approvals to keep deals moving.
4. **Customized Marketing Materials**  
Co-branded tools to help you market financing options.
5. **Exclusive Realtor Events**  
Networking and appreciation events with industry insights.
6. **Priority Communication**  
Direct access for quick updates and answers.
7. **Digital Tools & Resources**  
Calculators, tools, and education to support your clients.
8. **First-Time Home Buyer Programs**  
Programs and incentives for first-time buyers.

# ALLIANCE HOME LOAN CENTER

1.800.687.4328 | [alliancecutx.com](http://alliancecutx.com)  
8401 Quaker Ave. Lubbock, TX 79424



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

Scan to learn more!



# Heather Wolfe

## Aycock Realty

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

When Heather Wolfe stepped into real estate, the transition felt purposeful and well-earned. She had spent years thinking about it, watching others do it, and quietly preparing for the moment she would bet on herself. “Leaving a stable job to chase my entrepreneurial dreams was one of the hardest things I have done,” she says. “But once I was all in, nothing could stop me.” Anyone who’s worked in real estate long enough understands that kind of leap. It’s familiar. It’s the same grit that shows up late at night, during last-minute changes, and when clients need answers fast.

Heather earned her license in 2021, but she didn’t move into real estate full-time until July 2023. Before that, she spent 15 years working for a staffing firm, recruiting and placing candidates with local companies. That role taught her how to listen closely, read between the lines, and

help people find the right fit. Those skills turned out to translate perfectly into real estate, where no two clients share the same goals, timeline, or emotional stakes.

Her pull toward real estate came from both family influence and personal ambition. “I knew I wanted to one day work for myself,” Heather shares. Her mom, a successful REALTOR® in Houston, had already paved the way and encouraged her to jump in when the time felt right. With the support of her husband and family, Heather walked away from predictability and into a career where effort and intention directly shape the outcome.

That adaptability became especially important when her previous brokerage suddenly closed its doors. With active business on the line, Heather needed to make a fast, thoughtful decision. She met with several brokerages before a trusted friend connected her with Brian Aycock. The fit was immediate. She appreciated the ability to list and sell in surrounding communities

and valued Brian’s 25 years of experience. “He is able and eager to respond with the answer in those crunch times,” she states. Having someone steady and responsive behind the scenes made all the difference.

The moments that have shaped Heather most, though, didn’t happen in meetings or closings. They happened inside homes. One experience stands out clearly. Heather helped a widow sell the home she had lived in for more than 45 years. The house held decades of memories. Pencil marks on a door frame tracked children’s heights over time. Lilac bushes planted by a loving husband bloomed outside. “She told me stories of raising her son there,” Heather recalls. “It was an honor to walk her through that process, which helped shape the way I connect with clients.” For Heather, real estate is about honoring the stories people carry with them.

Right now, Heather is deeply focused on learning. The Lubbock market shifts constantly, and she believes



Photo by Graham Enabnit Photography



cheering on Texas Tech. Friends and family describe her as dependable, an encourager, and always ready to help.

Heather defines success as building a life full of happiness with her family. She hopes people remember her for loving Jesus Christ, and she is grateful for her husband, children, supportive grandparents, and friends who have become family.

One fun detail about Heather that usually surprises people: She once took first place at a national high school dance competition in Florida, a reminder that drive and discipline have always been part of who she is.

**Connect with Heather Wolfe**  
925-768-6015  
hwolferealestate@gmail.com



**HEATHER'S FAVORITE PLACES TO TALK REAL ESTATE**  
J&B COFFEE  
CANDLE BAR  
SUGAR BROWNS  
NEIGHBORHOOD F&B

staying curious is essential. "I still learn something new with every transaction and will continue to seek out new information to be a true expert for my clients," she stresses. She finds purpose in working with all types of buyers, from first-timers to investors to retirees. "These transactions are clients' dreams coming to fruition," she notes. "What a privilege to be a part of that."

Optimism is one of Heather's defining traits. "I joke that I can be annoyingly optimistic," she laughs. In a career filled with unpredictable days, that

mindset helps her move forward without getting stuck. "There is always a lesson to be found in the hard," she remarks, "and that joyful day is just around the corner."

Her mother remains her greatest influence, both personally and professionally. Watching her leave corporate life to succeed in real estate gave Heather the confidence to believe she could do the same. One day, Heather hopes to turn that inspiration into a family business of her own.

Outside of work, Heather's life is full and lively. She and her husband, Nick, have been married for 16 years and are raising three children. Olivia is 12, Sophia is 9, and baby Jack is 8 months old. Their days are filled with patio evenings, Tech sports, family gatherings, and time with grandparents who now live nearby. When she has downtime, Heather enjoys hosting dinners, spending time outdoors, and

*Say Cheese!*  
**Capturing Smiles That Sell!**

**ALICEA JARE**  
PHOTOGRAPHY

**ADD ME TO YOUR CONTACTS!**  
(575) 825-5588 • [aliceajare.com](http://aliceajare.com)  
[aliceajare@gmail.com](mailto:aliceajare@gmail.com)

Title company REALTORS® love working with

11421 Slide Road, Suite 700  
1408 Buddy Holly Avenue, Suite B

806-368-9507  
ServiceTitleCo.com

Scan here for our website

**Fall in love with your home this year.**  
Because loving where you live matters.

Equal Housing Lender  
Member FDIC  
NMLS #469308



**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



# Phebe Ellis-Roach & Hailey Tapp

RWM Home Loans

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

Most agents know the kind of file that makes your stomach tighten just a little. The borrower isn't textbook. The timeline is tight. The questions keep coming. In moments like these, the lender matters as much as the deal itself. In Lubbock, agents often point to two professionals who show up when things get complicated—and excel at working through the tough cases.

Branch Manager Phebe Ellis-Roach brings a steady, seasoned presence, drawing from years of experience and deep roots in the Lubbock community. Her career began earlier than most. "I started in this business in high school," she says. While balancing classes, she worked for a title company and later moved over to the lending side, stepping into a full-time role after graduating. She has been in the business ever since, building her expertise deal by deal and earning a reputation for staying calm and capable, whether a file is straightforward or complex.

That steadiness pairs naturally with Loan Officer Hailey Tapp's perspective, which comes from a lifelong exposure to real estate. Her mom has spent more than 20 years in the industry, and her dad is a third-generation appraiser. From an early age, Hailey learned how deals come together and why



Phebe



Hailey



the details matter. “I grew up in the real estate industry in Lubbock, so it’s always been a big part of my life,” she states.

Phebe approaches lending with the belief that it should change lives, not just move paperwork. “Most loan officers

focus on the transaction; I focus on the transformation,” she explains. She enthusiastically helps borrowers understand the process, especially when financial details feel overwhelming. That approach resonates in West Texas, where many buyers are self-employed or small business owners. Agents often turn to her when a deal calls for patience, creativity, and experience. “Understanding financials is what I do best,” she shares.

“**Communication and attitude are everything. Clients take their cues from us.**”

That same understanding of complexity shows up in Hailey’s work with nontraditional borrowers. After graduating from Texas Tech with a finance degree, she knew lending was the right place to channel her passion for building wealth through real estate. “A large percentage of Lubbock County is self-employed or may not fit the traditional boxes of conforming loans, which doesn’t intimidate me,” she asserts. She sees herself as a partner who is willing to dig in, solve problems, and communicate clearly from start to finish.

While Phebe brings decades of perspective, Hailey connects naturally with first-time buyers. Many of her clients are close in age to her, and she understands their nerves because she’s watched friends and family buy their first homes—and recently purchased her own. That shared experience shapes how she works. She slows things down, explains the numbers clearly, and makes sure clients truly understand their options. Her goal is to create a smooth, supportive experience that helps people feel confident and excited about becoming homeowners.

Phebe complements that education-driven approach with programs designed to support both clients and referral partners. Her Welcome Home program partners with employers to serve as their in-house lender, offering special pricing and financing to employees. She

also provides a Hero Coupon for first responders, educators, and medical professionals, tools that give agents additional ways to help clients move forward.

Compassion anchors everything Phebe does. “Everyone has a story, and I listen to it,” she says. She believes understanding a client’s why allows her to guide them toward the right outcome. Homeownership, she emphasizes, is both a financial and emotional milestone. “I take pride in guiding people through these life-changing events,” she stresses.

Hailey echoes that philosophy in her advice to agents. “Communication and attitude are everything,” she comments. “Clients take their cues from us.” She believes trust results from early expectations and honest updates, especially when challenges arise.

Outside of lending, Phebe’s life reflects the same values she brings to her work. A lifelong Lubbock resident, she and her husband have been married for 19 years and enjoy spending time with their daughter, a freshman at Texas Tech. Football and basketball games are family traditions, and she speaks with pride about watching her daughter chase her goals. Phebe, who has recently started volunteering at the family’s church, defines success as “honoring my integrity in how I serve my clients while being supportive and present for my family.”

Hailey defines success in terms of balance and consistency. “My goal is to keep growing in my career while keeping my faith, health, and relationships strong,” she describes. Outside of work, she enjoys staying active, spending time outdoors, being with friends and family, cheering on the Red Raiders, and walking her chocolate lab, Shiner.

Together, Phebe and Hailey offer agents something increasingly rare: a lending partnership built on trust, experience, clear communication, and a genuine commitment to the people behind the paperwork. When deals get complicated, they don’t back away. They lean in and stay engaged until the finish line.

**Connect with Phebe Ellis-Roach**  
806-773-0531 | phebe@rwmloans.com

**Connect with Hailey Tapp**  
806-773-5140 | hailey.tapp@rwmloan.com



**ROWDIE BRIGHT** PHOTOGRAPHY

Weddings & Events  
Professional Business Branding  
Family Portraits  
Graduation Portraits  
Couples Portraits  
Maternity & Newborn  
and more!

**Photography** THAT MEETS YOU WHERE YOU ARE & REACHES FOR WHERE YOU'RE HEADED.

BOOK NOW  
Rowdie Richardson  
979-224-6757  
www.rowdiebright.com  
rowdie.bright@gmail.com

The advertisement for Rowdie Bright Photography features a light green background with a white starburst graphic at the top left. The business name "ROWDIE BRIGHT" is written in a large, serif font, with "PHOTOGRAPHY" in a smaller, sans-serif font to its right. Below the name, a list of services is presented in a clean, sans-serif font. A central quote in a bold, italicized serif font reads "Photography THAT MEETS YOU WHERE YOU ARE & REACHES FOR WHERE YOU'RE HEADED." At the bottom, there is a photograph of a woman with dark hair sitting in a wooden chair, wearing a white top and a dark jacket. To the left of the photo is a camera icon and the text "BOOK NOW". Below the photo, the name "Rowdie Richardson" is written in a serif font, followed by her phone number, website, and email address.

**THE SWEETEST GIFT  
THIS VALENTINE'S DAY?**

**A NEW HOME,  
CLOSED BY US.**

**WESTERN**  
TITLE COMPANY  
(806) 793-0704 | 4202 84TH ST.  
CONNECT:   @wtclubbock



**PEOPLES BANK**  
PEOPLE THAT YOU KNOW  
HOME LOAN CENTER

*Home is where the heart is.*

**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.**



**Sonya Garcia**  
Vice President  
Mortgage Operations Manager  
NMLS#1622095  
806-445-1295  
sgarcia@peoplesbanktexas.com



**Lacie Walton**  
Executive Vice President  
Mortgage Dept. Manager  
NMLS#469782  
806-441-8036  
lwalton@peoplesbanktexas.com



**Christian Allen**  
Mortgage Loan Officer  
Banking Officer  
Hablo español  
NMLS#1534034  
623-249-9259  
callen@peoplesbanktexas.com

**MORTGAGE** *Made Simple.*



www.peoplesbanktexas.com  
NMLS#514404



# Sheila

KELLER WILLIAMS REALTY

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



# Jordan

high-trust relationships, serving people, and guiding them to make wise decisions while pointing them toward Jesus. In 2022, she began her real estate career while teaching in Abernathy. The following year, she went full-time.

Her move to Keller Williams was deeply personal. While Pam Titzell leads the office where Sheila works, Sheila's niece, Tara Newton, first encouraged her to consider real estate. Sheila admits she initially resisted the idea, but Tara's success, leadership, and example ultimately drew her in. "I came to Keller Williams because of Tara," she says, "and I stay because of who it has helped me grow into, both as an agent and as a person." What surprised her most was the culture itself—one where competition never overshadows connection. Even among agents working in the same market, she says, it never feels adversarial. The love, care, and support are genuine and unmatched, creating an environment where one person's success doesn't require another's failure, but instead is celebrated collectively.

Sheila approaches each transaction with humility and attentiveness. One memorable experience involved helping four siblings scattered across the country sell an estate together. Emotions ran high, and the logistics were complex. Sheila leaned into listening, often stepping back so the family could navigate decisions together. In another situation, she helped a close friend list a home and purchase another. When she realized

the first home was paid off, she advised renting it instead of selling. That choice meant she lost a commission, but it helped her client create long-term cash flow. For Sheila, that outcome mattered more than the check.

Her passion for real estate is rooted in purpose. "The classroom used to be my mission field; now it's the people I serve through real estate," she says. What she finds most fulfilling are the friendships, the trust she earns, and the problems she helps solve along the way. "I'm a better person for it," she shares. Even on hard days, Sheila keeps going because she wants her time to matter. "I want my days to count for eternity, and I want to build a life that includes enjoying time with friends and family while helping others solve as many problems as I can," she emphasizes.

Mentorship plays a significant role in her journey. She credits friends, family, and agents who have invested in her growth and the influence of missionary and author Elisabeth Elliot. "Any success I've had is more because of them than me," she says.

Looking ahead, Sheila loves that real estate has no expiration date. She plans to continue serving West Texas, building friendships, and expanding her own investment portfolio so she can better serve others. Asked what sets her apart, she laughs and answers honestly, "I don't know how to not work hard. I'm learning to be a great communicator, I love a good story, and I'm giddy about life."

Some careers require careful planning. Others arrive quietly, almost by accident, and change everything. Sheila Jordan's path into real estate belongs firmly in the second category.

Sheila spent nearly two decades as a university and high school Spanish teacher, guiding students through language, culture, and big ideas. Real estate entered her life through personal hardship. After a divorce, she lost her home and believed homeownership was behind her for good. She was living in San Diego then, later moving to Round Rock, where she rented a duplex while teaching school.

When her landlord decided to retire, he asked if she'd like to purchase the property. Sheila assumed she would not qualify for a loan. To her surprise, she did. She bought the duplex, living on one side while renting the other to cover the mortgage. Today, the practice would be called house hacking. Back then, it was simply survival mixed with courage. That experience stayed with her and quietly planted the seed for what would come next.

COVID-19 became the turning point. Sheila learned she could leave the classroom and still hold onto the parts of teaching she loved most: building





**Favorite Places to Meet Clients**

- Nashwell Cafe, Downtown
- Chamber of Commerce collaborative space

**Podcasts She Follows**

- The Bible Recap
- The Millionaire Real Estate Agent
- Mel Robbins
- Truth for Life with Alistair Begg
- The Tim Ferriss Show



Outside of work, Sheila's life is full. She is divorced with no children, though she considers herself a mom in many forms through students, nieces, nephews, and great-nieces and nephews. Her two dogs, Charlie Brown and Paisley, are constant companions. She loves traveling, gardening, reading, playing piano, and immersing herself in Spanish language and culture. She is bilingual, holds a master's degree from Texas A&M, completed doctoral work at the University of Texas, and proudly uses Spanish in her real estate business.

Sheila defines success in terms of contentment. Quoting the apostle Paul, she says, "I know what it is to be in need, and I know what it is to have plenty ... I have learned the secret of being content in any and every situation." She adds, "I'm still learning."

She hopes to be remembered for pointing others toward joy in Jesus and growing through her mistakes and weaknesses and is most grateful for her faith, family, friends, eyesight, and music. Two lesser-known facts round her out: She dreams of learning to fly a plane and would like to write a book one day.

**Connect with Sheila Jordan**

512-292-4094  
sheilapjordan@gmail.com





**MAKING YOUR WEST TEXAS DREAM HOME POSSIBLE.**



**PHEBE**  
*Ellis-Koach*  
Loan Officer | NMLS# 335849  
**806.773.0531**

**HAILEY**  
*Tapp*  
Loan Officer | NMLS# 2480909  
**806.773.5140**



*Connect with us*

Purchasing a home is an important milestone, and we're here to make it meaningful. We take the time to understand your needs and aspirations, helping you navigate each step with confidence, so you can reach your goals now and in the future.

Residential Wholesale Mortgage, Inc. d/b/a RWM Home Loans is licensed by the CA Department of Real Estate #01174842 and the CA Department of Financial Protection and Innovation #4131053 under the California Residential Mortgage Lending Act. Company NMLS #79445. www.rwmloans.com/termsandconditions TX notice: www.rwmloans.com/termsandconditions



WHEN YOU'RE HERE,  
YOU'RE HOME



5010 122nd Street, Lubbock, TX 79424  
(806) 993-3000 | [truelubbock.com](http://truelubbock.com)

**SIR CLEANING**  
and Services

Keeping West Texas Homes in  
*Tip-Top Shape.*



- Deep Clean
- Make-Ready One-Time Cleaning
- Move-In/Out Cleaning
- Weekly & Bi-Weekly Cleaning

**CALL US FOR A FREE ESTIMATE**

806-891-9946 or 806-939-6899  
or check us out on Facebook

**D·R·HORTON**  
*America's Builder*



**NEW HOMES IN LUBBOCK**

**FOR AS LOW AS \$1,467 PER MONTH\***

ON CERTAIN D.R. HORTON HOMES THAT CONTRACT ON OR AFTER 11/25/2025 IN TERRA VISTA AND CLOSE ON OR BEFORE 01/31/26. \*Fixed-Rate FHA Mortgage!

New Homes from the low **\$200s**

1-2 Story Floorplans

1,329 - 2,852 Sq. Ft.

3-5 Bedrooms

2-4 Bathrooms

2 Car Garage



View Homes

**Contact us for more information!**

DHI Mortgage  
4010 82nd St., Suite 115  
Lubbock, TX 79423  
432-214-8971 main  
[dhimortgage.com](http://dhimortgage.com)

**D.R. Horton Lubbock - Sales**  
806.606.6668  
[Lubbockinfo@drhorton.com](mailto:Lubbockinfo@drhorton.com)

Home and community information, pricing, plans, elevations, included features, options, terms, availability, amenities, and co-broke, are subject to change and prior sale at any time without notice or obligation. Drawings, pictures, photographs, video, square footages, features, colors, and sizes are for illustration purposes only and will vary from the homes as built. Square footage dimensions are approximate and vary by elevation. Prices shown do not include closing cost and fees, which may substantially affect final cost of the home. Homes are subject to availability. Furnishings, Refrigerator & decorative items not included with home purchase. Financing offered by DHI Mortgage Company, Ltd. (DHIM), Branch NMLS #942179, 4010 82nd St., Suite 115, Lubbock, TX 79423. Company NMLS# 14622. DHIM is an affiliate of D.R. Horton. For more information about DHIM and its licensing please visit [www.dhimortgage.com/affiliate](http://www.dhimortgage.com/affiliate). All terms and conditions subject to credit approval, market conditions and availability. D.R. Horton has locked-in, through DHIM, a fixed interest rate for a pool of funds. Rates only available until pool of funds is depleted or rate expires. Not all borrowers will qualify. Restrictions apply. Interest rate offered applies only to the D.R. Horton family of brand properties purchased as borrower's principal residence. Rate is not applicable for all credit profiles and may require borrower to pay points to obtain the advertised rate. Buyer is not required to finance through DHIM to purchase a home; however, buyer must use DHIM to receive the advertised rate. Additional closing costs will apply. Please contact your Mortgage Loan Originator for complete eligibility requirements. May not be able to be combined with other available D.R. Horton offers or discounts. Contact a D.R. Horton sales representative for more information and for a list of available homes. Property restrictions apply. Payments are based off 7351 9th St., Lubbock, TX 79416. 1 Based on a FHA 30-Year fixed rate mortgage with a sales price of \$219,990, a loan amount of \$216,005, up front mortgage insurance premium of 1.75%, a monthly payment of \$1,497, a rate of 3.990% and APR of 4.825%. Purchase requires down payment of 3.5%. Total monthly payment includes principal, interest, estimated taxes, mortgage insurance, homeowners insurance and HOA. Equal Housing Opportunity. APR = Annual Percentage Rate. HOA = Homeowner's Association. FHA = Federal Housing Administration. Terms and conditions subject to credit approval, market conditions and availability. Contact a D.R. Horton sales representative for more information and for a list of available homes. Property restrictions apply. If Buyer is working with a licensed real estate agent or broker, the agent or broker must accompany and register buyer on first visit to the community. D.R. Horton reserves the right to cancel or change all offers without prior notice. first visit to the community. D.R. Horton reserves the right to cancel or change all offers without prior notice. REV: 11/25/25 Expires on the close by date listed above.



# GRIMES

## INSURANCE AGENCY

THE MOST TRUSTED NAME IN WEST TEXAS INSURANCE

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

In real estate and lending, trust is everything. Every handoff, every referral, every closing depends on it. For top producers across Lubbock, one trusted name continues to lead the industry.

### Grimes Insurance.

For more than 75 years, Grimes has been a cornerstone of service and integrity in our community. Under the leadership of CEO Ryan Reynolds, the agency has redefined what a modern insurance partner looks like, combining cutting-edge technology, deep carrier relationships, and a relentless commitment to client experience. While the insurance marketplace grows more complex, Grimes continues to simplify it for partners and clients, delivering clarity where others deliver confusion and confidence where others deliver surprises.

### Why REALTORS® and Lenders Partner With Grimes

More carriers. More options. Better outcomes. As an independent agency, Grimes partners with over 100 top-rated insurance carriers, giving every client access to the best rates, strongest coverages, and the right fit for their unique situation.

No single-carrier limitations. No cookie-cutter quoting. No blind spots. When your clients work with Grimes, they benefit from a tailored, strategic approach that ensures they are fully protected today and positioned well for tomorrow.

### Fast Is Good. Fast and Accurate Is Better.

Many agencies claim to be “fast.” At Grimes Insurance, speed alone isn’t the goal—speed and accuracy are. When your client receives a quote from Grimes, you can take it to the bank. No surprises at closing. No last-minute premium jumps. No gaps hidden in the fine print. Accuracy is the standard. This precision is why REALTORS® and lenders repeatedly choose Grimes when timelines are tight, closings are critical, and client experience matters.

### A Client Experience That Feels Like Royalty

Your clients are the lifeblood of your business. When you entrust them to Grimes, the team there treats them like royalty from the very first conversation and for as long as they remain insured.





Your clients receive:

- Proactive communication
- White-glove support
- Technology to support them
- 24/7 service
- Exceptional responsiveness
- A long-term partner who cares beyond move-in day

While other agencies may disappear after the policy is bound, Grimes stays engaged, serving as a trusted advisor for every renewal, change, claim, or question. Your clients feel it. You benefit from it. Your brand grows because of it.

#### Your Referral Speaks Volumes

Referring a client to Grimes shows how much you value your business, your partnerships, and your relationships. You're not just pointing them toward an insurance provider—you're aligning them with a team known for:

- Unmatched professionalism
- 77 years of reliability
- A nationally recognized agency
- Over 1,100 five-star reviews
- A standard of excellence that mirrors the top-tier service you provide

When you send your clients to Grimes, you reinforce that you partner only with the best, and that commitment elevates your brand.

#### A Legacy of Trust. A Standard of Excellence.

For 75+ years, Grimes Insurance has stood for honesty, integrity, and client-first service. Today, the agency continues to evolve with modern systems, innovative processes, and a team deeply committed to making every interaction seamless. When Grimes is involved, everything becomes easier. Every transaction runs smoothly. Every client walks away better protected. Because at Grimes, trust isn't a slogan; it's the product.

#### Your Clients Deserve the Best. Partner With the Best.

Whether you're a lender needing fast, accurate HOI for a closing or a REALTOR® wanting certainty that your clients will be cared for long after move-in, Grimes Insurance is the clear, proven choice.

**CONTACT US!**

**GRIMES**  
INSURANCE AGENCY

Connect with Grimes Insurance Agency at  
806-762-0544 or [rreynolds@grimesinsurance.com](mailto:rreynolds@grimesinsurance.com).  
<https://www.youtube.com/@grimesinsuranceagency222>



Full-Service Packing,  
Moving & Storage

Fully Insured & Bonded

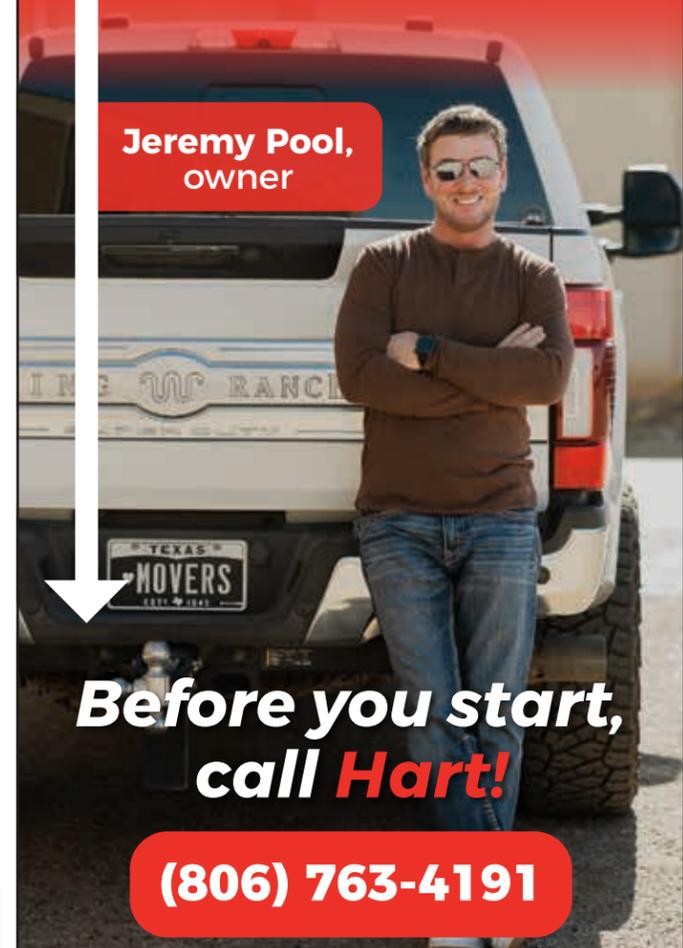
Locally Owned & Operated

FREE, GUARANTEED Estimates

REALTOR® Discounts

Local & Long-Distance Moves

**Jeremy Pool,**  
owner



**Before you start,  
call Hart!**

**(806) 763-4191**

[HartMovingandStorage.com](http://HartMovingandStorage.com)



# 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

# LUBBOCK LOCAL



HUB  
city title



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

# Close with Candice GERRON

MORTGAGE LOAN OFFICER

Weekly updates from contract to close provided every Tuesday to Listing and Buyers Agent!

With great rates, quick pre-approvals, and clear communication, Candice makes home financing easy.

cgerron@alliancecutx.com  
806.507.0631 | NMLS #1951472



ALLIANCE  
HOME LOAN CENTER



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



I have

the greatest country in the world

a community that means the world to me

hope for the future

an electric cooperative that's always looking out for me, my family and my community.

At South Plains Electric Cooperative, our members define our every action.

We're not satisfied until they're satisfied. And that means more than providing reliable electricity. It means we're committed to powering our local communities and empowering our members to improve their quality of life.

If you get your electricity from South Plains Electric Cooperative—you're more than a customer. You're a member. And that's why we're looking out for you.



SPEC.coop • 806-775-7766  
Follow us on social media

# All Heart for Lubbock

BY LAR PRESIDENT COLBY NORRIS

Welcome to February, which means Valentine's Day is right around the corner. What a great time to reflect on our membership and the community that we have the honor of serving in Lubbock.

Lubbock is a special place; you can't deny it. But you must experience it to believe it. When you look at it on a map, you might see a smaller city in the middle of nowhere, Texas. A harsh, unforgiving climate that tests survival. In 1849, Captain Randolph B. Marcy called the Llano Estacado a "treeless desolate waste of uninhabited solitude, which always has been, and must continue, uninhabited forever." Captain Marcy underestimated the resilience

of those who would eventually settle in the area and call West Texas home.

That resilience has been passed down from generation to generation and is still evident today. Every day, we wake up to serve and enrich our community. We guide our clients through the largest investments many will make in their lifetimes. But we don't stop there. We continue to give back outside the walls of our business. Whether donating time to a charitable cause, mentoring or coaching the youth, or supporting a cause financially, our REALTOR® team is always in action.

I want to highlight our very own Secretary/Treasurer, Bambi Temple.

Bambi has been a volunteer kids soccer coach for over 11 years. She has served as a role model for hundreds of kids and has led by example through behind-the-scenes efforts that have touched so many lives in a positive way. I'm sure each one of you has a way of making an impact, and we appreciate all the ways we can make a difference.

I'm excited for the year ahead and all the opportunities to come. If you'd like to get

more involved, please reach out and let us know.

Wishing you all the best,  
Colby



## Did Your Client Find the Home They Love? Financing with FTNB is a Perfect Match!



### The Heart Behind Your Closings

**Lubbock Abstract & Title Co.**

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

Owner Remington Reeder

**HUB CITY HOME INSPECTION**

806-786-6444  
Call or text to schedule  
hubcityinspection@gmail.com | TREC# 24751

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

Member FDIC Equal Housing Lender

# 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](http://cindycarver.net)



**Linzi Bailey**

AVP-Mortgage/Real Estate Lender  
NMLS# 1591005  
(806) 441-2999  
lbailey@city.bank  
Apply at [linzibailey.com](http://linzibailey.com)



**Bob Rowten**

SVP-Mortgage Consultant  
NMLS# 339970  
(806) 928-2120  
browten@city.bank  
Apply at [bobrowten.com](http://bobrowten.com)



**Randy Runquist**

Mortgage Consultant  
NMLS# 1736985  
(806) 789-3378  
rrunquist@city.bank  
Apply at [randymortgage.com](http://randymortgage.com)



**City Bank**  
MORTGAGE

*We make it happen.  
You make it home.*



Adam & Amy



Dennise



Jacklyn



Chase



Christian



**WEST TEXAS**  
COMMERCIAL ROOFING, LLC  
806-416-ROOF

[westtexascommercialroofing.com](http://westtexascommercialroofing.com)



Mitch



Scott



Levi



Kody



Bryce



Jerry



Mark

[G]

Protecting West Texans  
for Over 70 Years!



START YOUR QUOTE TODAY  
SCAN QR OR GIVE US A CALL



**806.762.0544 | GRIMESINSURANCE.COM**  
**1651 BROADWAY | LUBBOCK, TEXAS 79401**