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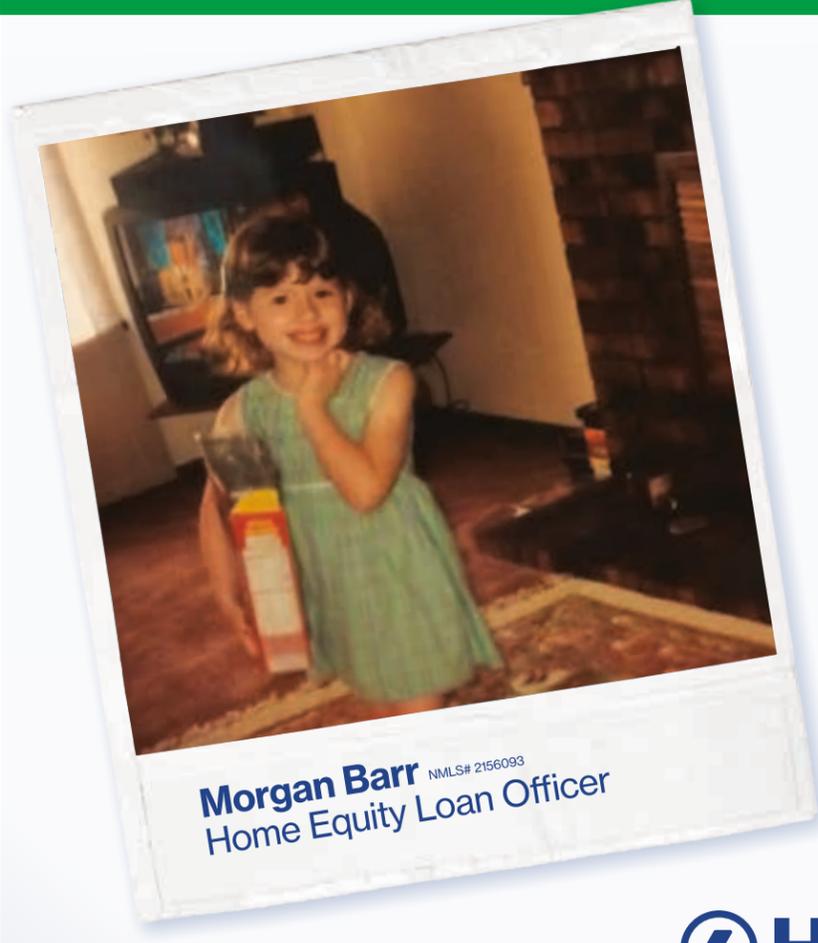


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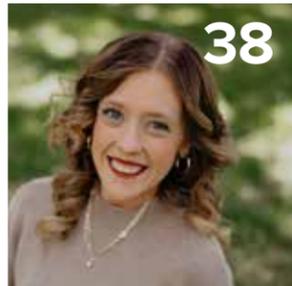
PROFILES



Tiffany Norris



Benchmark Mortgage



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

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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.

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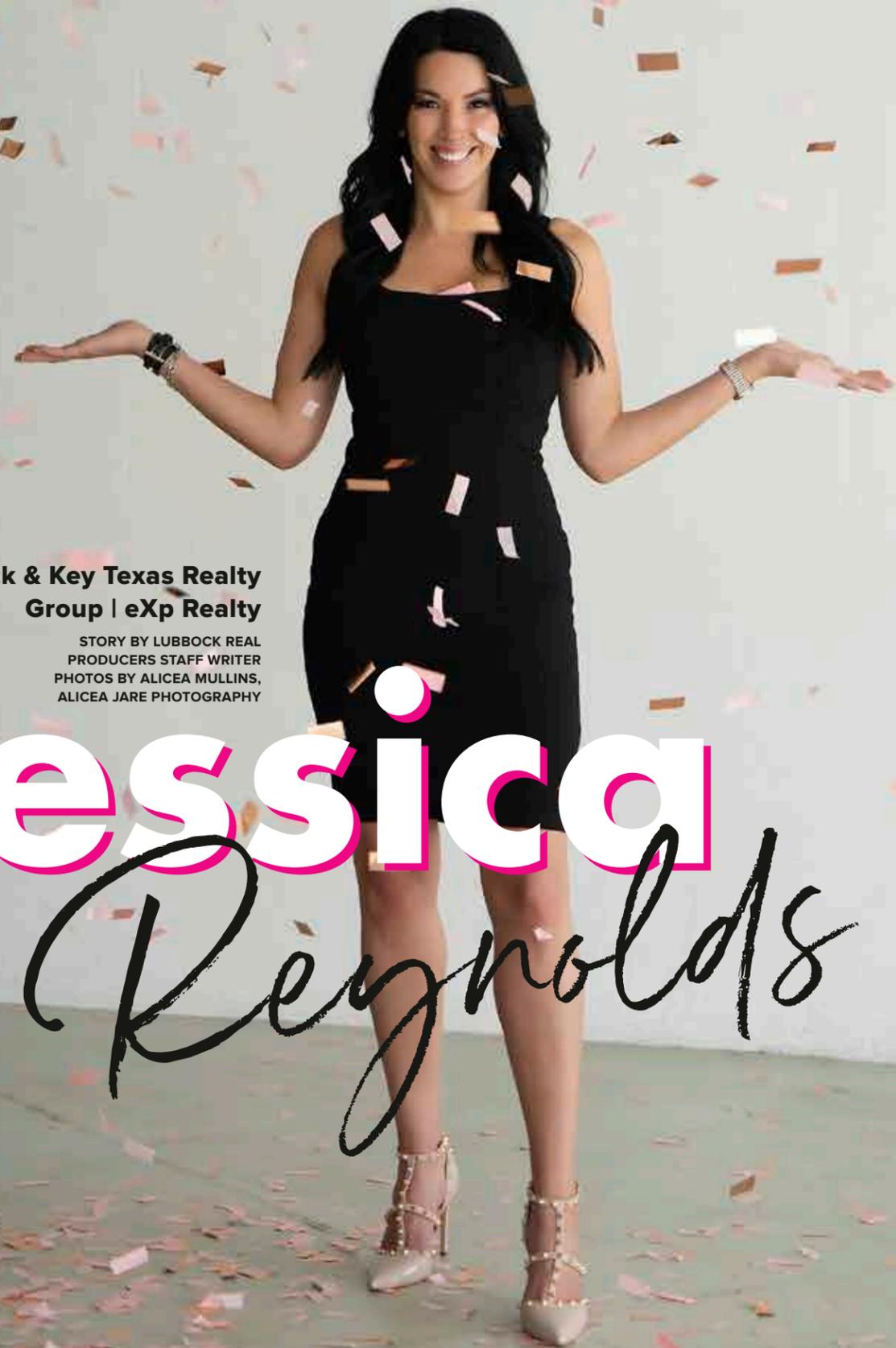


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STORY BY LUBBOCK REAL
PRODUCERS STAFF WRITER
PHOTOS BY ALICEA MULLINS,
ALICEA JARE PHOTOGRAPHY

Jessica Reynolds

The driveway should have been buzzing with excitement; it was closing week for a newlywed couple buying their first home. Instead, they arrived anxious after a last-minute lender snag. But for Jessica Reynolds, this was a chance to shine.

“Right there in the driveway, I called the lender with my clients beside me,” she says. With calm confidence and deep mortgage expertise, she clarified the issue and smoothed out the details, and within minutes, the deal was back on track.

Three days later, the couple had keys in hand.

Moments like that aren’t rare for Jessica. They’re her signature. Her career is defined by quick thinking, deep industry knowledge, and an unstoppable commitment to serving people at the highest level.

Jessica’s journey began in 2009 at Wells Fargo in Riverside, California, where she quickly discovered her love for helping people achieve homeownership. When she moved to Lubbock in 2015, her mortgage career continued at ABC Bank and later at City Bank, where she became a trusted loan officer known for her heart, hustle, and ability to guide first-time buyers toward dreams they never thought possible. “I loved helping people get into their dream home,” she says. “Especially the ones who thought it could never happen. Being part of that moment is something I’ll never get tired of.”



Photo by
Haley
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Jessica recalls considering an exit from the mortgage industry in late 2023 to pursue becoming a REALTOR®. She shares that what really pushed her over the edge was a conversation she had with her husband. “I remember asking him if he thought I was crazy for wanting to make this move, and the only thing he said was, ‘I’m surprised you haven’t done it sooner; I think you’d be amazing.’ That’s what I needed—just a little encouragement. He pushed me then and is still my biggest cheerleader, and I will always be grateful for him.” In early 2024, Jessica got her real estate license and hasn’t looked back.

Jessica launched her real estate career at a trusted brokerage.

“When I first earned my real estate license, I chose to hang my license with Aycock Realty Group, LLC”, she notes. “I’ve known Brian for many years, and joining his brokerage felt like the right fit. He was incredibly supportive, always available and willing to help, and truly instrumental in getting my career off the ground. I will always be grateful for the guidance he offered me and my team.”

More recently, Jessica and her team moved to eXp Realty. “Like Brian, eXp provides exceptional support and resources, and moving was about aligning with the team’s long-term goals,” she explains. “With more than 150 transactions in the past year and expectations to exceed



that growth, the structure eXp provides made the most sense. Our decision came from a place of strategy, not dissatisfaction, and I continue to hold tremendous respect and appreciation for Brian and everything he did to help me build the foundation of my business.”

Jessica isn’t just selling homes; she’s reshaping the experience. Her focus is innovation, transparency, teamwork, and elevating the standard of care in every transaction. “My husband always says no one cares as much as I do,” she laughs. But it’s true. Her business model is built on unmatched service, from how she answers the phone to how she shows up for clients, lenders, and her growing team.

She also pours herself into mentoring new agents, helping them uncover strengths they didn’t know they had. “What

excites me most,” she shares, “is seeing talented agents hit goals they never imagined. Watching confidence grow, skills sharpen, and lives change is my favorite part of the job.”

Jessica’s daily life is full; that’s the best way to describe it. She and her husband, Ryan, raise a blended family of seven children: Nathan, Emmerson, Trenton, Camden, Zachary, Taylor, and Leni. Alongside their two dogs, Bonnie and Clyde, the Reynolds home is always lively, always loud, and always full of love. People who know Jessica best will tell you that family is her world.

Family fuels her work ethic and her desire to serve Lubbock with excellence. She’s driven by impact, helping people make smart, confident real estate decisions that set them up for long-term success. “Success isn’t just about more

transactions,” she explains. “It’s about meaningful results, helping my clients and my team achieve things they didn’t think were possible—that’s the true measuring stick.”

Jessica’s vision is clear: to transform real estate in Lubbock, develop top-tier agents, serve clients with unprecedented care, and create a legacy her family can be proud of. “I want to be remembered for the lives I touched,” she says. “For putting people first. For showing up. For making a difference.”

With her passion, energy, and unstoppable drive, one thing is certain: Jessica Reynolds isn’t just part of Lubbock real estate. She’s redefining it, and she’s only getting started.

Connect with Jessica at 806-516-3898 or jessica@lockandkeytexasrealty.com.



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Tiffany Norris

CLEAR ROCK REALTY

STORY BY LUBBOCK REAL
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PHOTOS BY ALICEA MULLINS,
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TIFFANY DRESSED BY J. HOFFMAN'S

For Tiffany Norris, real estate is about more than walls and roofs—it's about the life that happens inside them. Case in point: a bustling family of eight she helped place in a one-owner Kingsgate home. "They told me stories that still melt me: empty-nest neighbors throwing their kids a back-to-school cookout, dropping off dinners, and

stepping in as a surrogate family here in Lubbock," she shares. "Yes, I love beautiful homes, but the stories of what those homes and communities do for families keep me coming back."

Tiffany started in real estate nine years ago with a local home builder. "From the first closing, I was hooked," she says.

Previously, she ran a boutique, spending her days loving on clients, swapping stories, and building community, all while juggling life as a young mom. "The boutique taught me so much about service, connection, and

creating memorable experiences, all things that naturally led me into real estate," Tiffany states.

Her boutique was her first "baby," but after 10 years in retail, with a husband traveling 80% of the time and three kids under 5, something had to give. She wanted balance and flexibility for her family. Real estate felt like home from the start.

Community is what fulfills her most. "It shows up in my clients, in helping families find neighborhoods where their kids will grow up, among fellow





REALTORS® and industry partners, and within my brokerage, which truly feels like family,” she notes.

She can’t say enough about Clear Rock Realty. “It is unlike anything I’ve experienced, which says something because I’ve been part of amazing brokerages filled with people I love and respect,” she expresses. “But here, it feels like family—from the wise voices to the funny uncle, the favorite cousin, and the sweet little sisters cheering you on. I am surrounded by wisdom, support, and genuine love. Being here is a joy, and I’m grateful every day that this is where I get to do life and work.”

Just as Tiffany raves about Clear Rock, her colleagues and clients gush about her, calling her a steady, encouraging, and deeply people-focused top producer. She loves a good laugh, finds joy in the everyday, and always chooses people over perfection. When she describes herself, she speaks about the heart behind how she serves. “I don’t see real estate as transactions,” she explains. “I see it as people, stories, and the honor of being invited into a meaningful chapter of someone’s life.”

She also treasures coaching other agents at Clear Rock. “Walking alongside agents as they build confidence and create businesses rooted in service fills me up,” she remarks. “Watching agents get their first buyer or closing brings me the same joy I felt when I experienced those milestones myself.”

She admits that some days are challenging, but keeping her perspective helps her persevere. “What keeps me going is knowing I am walking in my calling,” she says. “God has trusted me with these relationships, these clients, and these moments—even the hard ones. Hard days look different for all of us, but I try to live by Colossians 3:23: ‘Whatever you do, work at it with all your heart, as working for the Lord.’”

Tiffany’s family is her anchor. She and her husband, Alan, have been married for 18 years and have three children—Maggie, Charles, and Eli—plus two spirited pups. Their home is always

Mentors Who Shaped Her

Tiffany credits her growth to leaders who guided her early and continue to inspire her: Amy Tapp, Brian Maines, Siarra Tharp, Ruben Trujillo, Tanner Dean, and Libby Draughon. Their example of authenticity, loyalty, grit, and service shaped the way she leads and serves today.

Advice to Her Younger Self

“If I were starting over, I would build strong habits and routines much sooner,” Tiffany says. “Early on, I moved from deal to deal with a heart to serve but without the structure to support the growth I wanted. I would have slowed down, created systems earlier, and given myself the gift of discipline and routine. Now I help new agents build those habits so they can grow with confidence and clarity.”

full of noise, laughter, and activity, and Tiffany wouldn’t have it any other way.

Outside of work, she enjoys connecting with friends over wine or long dinners and staying active through the Lagree method, which she began practicing in 2024 and now teaches. The workouts provide strength, discipline, and community and have become an essential part of her routine.

Success, for Tiffany, is impact, integrity, and faithfulness. “It’s loving people well, honoring the calling God has placed on my life, and showing up with excellence. If I am growing, serving, staying grounded in my values, and helping others believe in what’s possible, then I am exactly where I’m meant to be.”

Ultimately, she hopes people remember her for her love and presence. “I hope people say I loved others deeply and well and that I was a safe place for the people in my life,” she says.



Connect with Tiffany at 806-928-9594 or tiffany@clearrockrealty.com.

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THANK YOU TO ALICEA JARE PHOTOGRAPHY

The Real Producers Event & Toy Drive took place on November 20 at the beautiful new offices of Grimes Insurance. Our Premium Sponsors—Grimes Insurance, Western Bank, and West Texas Commercial Roofing—helped create a warm atmosphere for an incredible evening of connection and giving. We are grateful for the generous Premium Sponsors; without them, this event would not have been possible.

Guests enjoyed delicious charcuterie, festive drinks, and a variety of exciting door prizes generously donated by South Plains Electric

Cooperative, Revolution Mortgage, Grimes Insurance, Western Bank, and West Texas Commercial Roofing. The night's grand prize—an iPad—was donated by Grimes Insurance, adding a lot of excitement!

We welcomed around 100 guests, and the spirit of giving was amazing. Our toy donation box was bursting at the seams with at least 100 toys, all benefiting Communities in Schools of the South Plains. The generosity from our REALTORS®, partners, and sponsors made a real impact and will bring joy to many children this season.

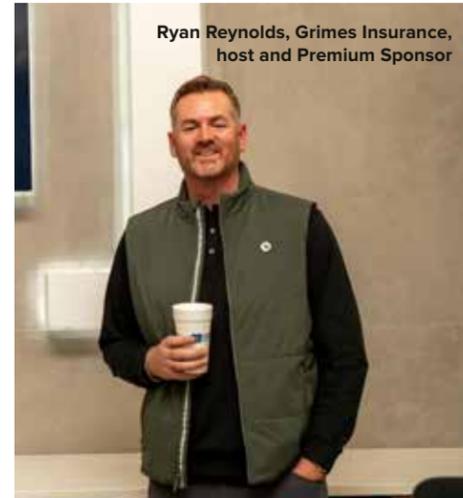
Thank you to everyone who attended, donated, and helped make this event such a meaningful success!

We appreciate Tasteful Platter, Lenore Hernandez, for the beautiful, delicious charcuterie board and the excellent Cork & Crown Cocktail Co. bartenders.

Massive thanks to Alicea Mullins for taking these great photos, to Keira Mullins and Abby Smith for assisting me along the way, and so many more.



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

With over five decades of combined experience, Branch Managers Cindi Lea and Christine Covington lead Benchmark Mortgage Lubbock with expertise, integrity, and heart. “Our goal is to advise clients on aligning the right home loan with their financial goals,” says Cindi, a three-decade mortgage professional. “We educate clients on a variety of loan products and guide them toward smart, lasting decisions.”

Cindi Lea is a trusted mortgage professional with over 32 years of experience helping families achieve homeownership. Ranked among the Top 1% Loan Originators nationwide for several years, Cindi combines deep industry knowledge with a genuine passion for guiding clients toward smart, lasting financial decisions. Her approach is simple: educate, advise, and align the right home with clients’ financial goals.

Anchored in West Texas, she values hard work and integrity. Shaped by her family’s background in ranching, farming, and law enforcement, Cindi brings honesty and dedication to every client relationship. She understands that buying a home is more than a transaction; it’s a life milestone. Married for 32 years, a proud mom to three daughters and “KeKe” to two grandsons, Cindi knows the importance of family and community. She’s

though it is a business, I try to learn about each of my families and build a lasting friendship or relationship with each of them,” she explains. “Watching my families get the keys to their new house at closing is a big deal.” Brooke grew up in Brownfield and is a true West Texas girl. She and her husband, Moe, have a blended family with four kids and enjoy watching them in sports and traveling together. Brooke and her

family also treasure spending time at their lake house. Texas Tech graduate and Dimmitt native Brittany Rangel never imagined that her path would lead her into the world of home financing. After earning her degree with plans to become a teacher, Brittany found herself “teaching” in a different way—guiding families through one of the most meaningful milestones of their lives:

purchasing their first home, investing in property, or finding the perfect vacation getaway. A devoted wife and proud mom to her two kids, MacKenzie and Blaze, Brittany’s heart is rooted in family and faith. “God has allowed me to create relationships by helping and guiding people, which I take very seriously,” she remarks. Known for her positivity and genuine care, Brittany leaves a little



Cindi Lea



Amanda Luna



Brooke Borchardt



Brittany Rangel



Christine Covington

sparkle and joy wherever she goes. “Helping people make their dreams come true will never get old,” she says with a smile. And for Brittany, that’s exactly what this career is all about—turning dreams into keys, one home at a time.

For Loan Officer and Operations Manager Amanda Luna, real estate is a lifelong passion. Her love for the industry began in high school when she worked at a local title company and has grown stronger over her 22 years in the business. “I truly enjoy

committed to helping you find a home where your own family can thrive.

Christine, a 23-year industry veteran and Top 1% Loan Originator in the nation for seven consecutive years, shares that same dedication. “My focus is on finding the right loan program for each client and helping them make confident financial choices,” she shares. A proud West Texan, Christine is deeply connected to her community, serving as a member of the Lubbock Women’s Club and an active supporter of local nonprofits and organizations across the South Plains. Outside of work, her greatest joy comes from her two children, Caitlin and Parker, who inspire her to lead with gratitude and purpose.

Loan Officer Brooke Borchardt, who has worked in the industry for 25 years, does not hesitate to mention relationships when she speaks of the joy she finds in her career. “Even



helping people through the home loan process,” Amanda stresses. “Whether answering questions from customers or colleagues, every interaction matters. But nothing compares to seeing a new homeowner receive their keys—that moment never gets old.”

Amanda’s dedication extends beyond her clients to her colleagues, whom she considers family. “I absolutely love the people I work with,” she states. “We genuinely enjoy spending time together both in and outside the office.”

Outside of work, Amanda cherishes time with her husband, Mark, and their three children—Ellery, Cal, and Hadley. Most weekends, you’ll find her on the sidelines cheering for her kids’ soccer games or spending quality family time supporting all things Texas Tech.

Benchmark is nationally recognized for serving military buyers, offering specialized VA loans with the expertise and respect veterans deserve. The company is proud to be the No. 1 VA lender in Lubbock and among the Top 25 VA lenders nationwide. Through its annual Boot Shoot fundraiser, Benchmark has raised millions for veteran charities and founded a 501(c)(3) that provides scholarships for veterans at the Brain Treatment Center.

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Pigs are somewhat of a theme in Courtney's life. Her daughters, Kaylie (12) and Kenzlee (8), show pigs, and everyone in the family, including Courtney's husband and son, Brooks (2), is involved in agricultural life. Other family pastimes include traveling and spending time outdoors. Courtney and Kenzlee also enjoy running together.

Family means everything to Courtney, and she is a strong role model for her kids. "I want to show my kids that we keep going, and we push even when times are hard or rough," she explains. Since October 2019, her girls have been watching their mom grow into a top-producing agent. (Brooks has been observing for the past two years.)

Before real estate, Courtney worked in EMS in Lubbock. "Providing care and support for others is one of my greatest passions," she says. Seeking more flexibility for her family, she transitioned into real estate and joined Doug Duncan's team.

"Our entire team is dedicated to providing the highest level of service and is made up of incredibly hard-working professionals," Courtney expresses. "I thrive

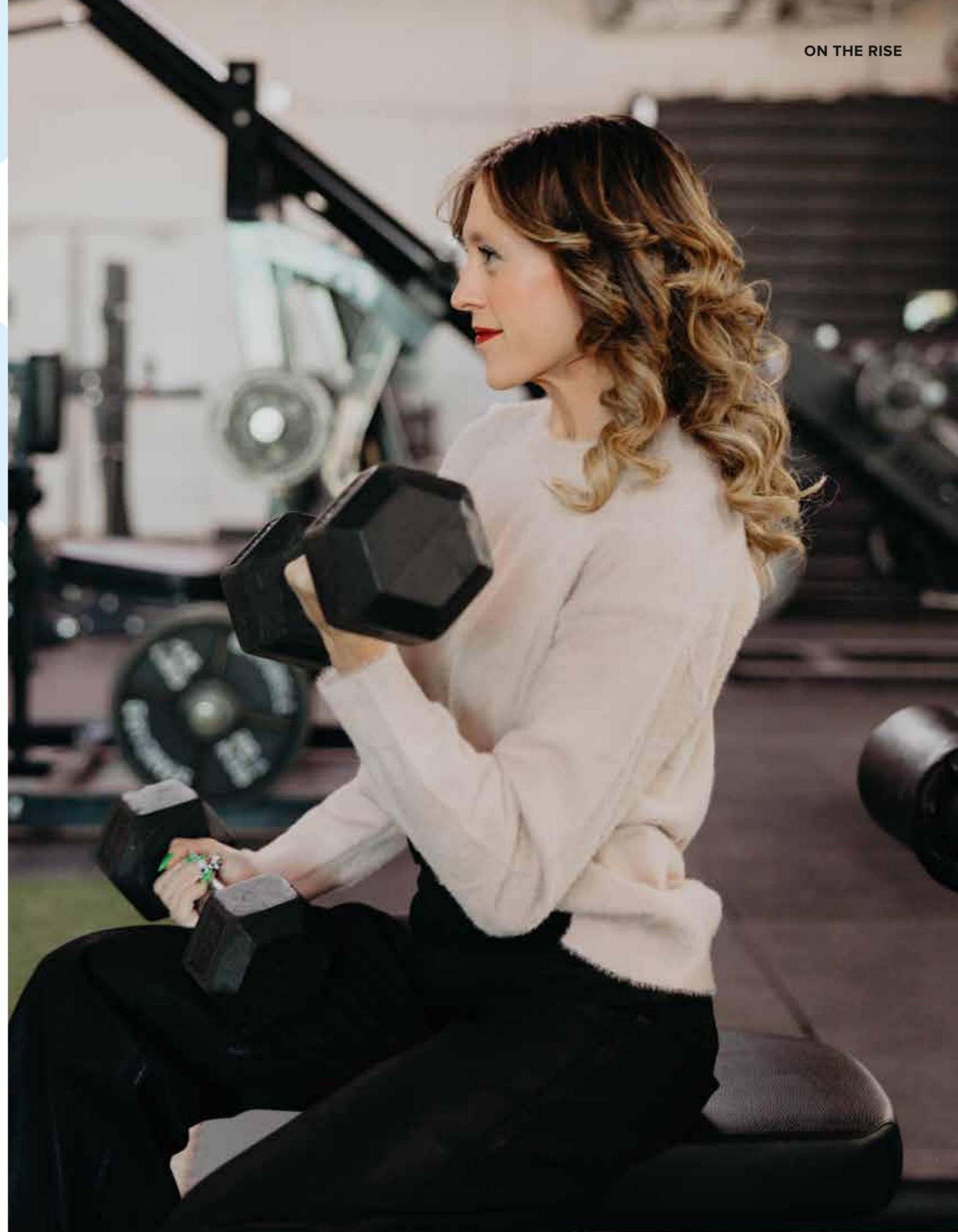
in a positive, motivating environment and appreciate the healthy competition that encourages each of us to reach our full potential. Doug is an outstanding mentor who has invested deeply in my growth and development, and I've learned so much under his guidance. Being on his team has truly allowed me to grow both personally and professionally."

Courtney finds joy in many areas of real estate. "I really enjoy helping families with kids," she mentions. "The look on the kids' faces and hearing them talk about their new or even first house is great. The look on first-time homebuyers' faces when they receive their keys for the first time is a true joy, as is the look on a veteran's face when getting into a home."

She is equally passionate about helping clients cash out their equity and help pay off debt. "Most people don't know they have so much equity in their house that can help them," she asserts, grateful for the opportunity to help clients live a more comfortable life.

Courtney, who aims to continue growing her residential business and start dipping into commercial endeavors, credits much of her drive and perspective to the people who inspire her most. She admires her

Courtney Bartosh has learned that sometimes the best—and most challenging—moments in real estate come with happy surprises. One of her most memorable clients spent months searching for a home, touring more than 48 properties, only to find the perfect place that didn't check any of their boxes. The home did have one unexpected feature: a pet pig named Henery. "Their last name is Ford, so they took it as a sign that they were meant to be in that house and have Henery Ford as a pet," Courtney laughs. "They are so happy in the house today, and Henery is still around."





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husband, Blake, for his work ethic and positive outlook. She also looks up to her team leader, Doug, who has poured into her career and helped her grow as an agent. Her personality is also a key driver of success. “I always have a fun, happy-go-lucky attitude,” she mentions.

Courtney’s story is about the people, the families, and the unexpected joys that come with helping

them find home. Whether cheering on a child’s first run through the door or celebrating a creative solution to a client’s financial worries, she approaches every moment with heart, energy, and optimism. For Courtney, real estate isn’t just a career; it’s a way to serve, inspire, and leave a lasting impact on the lives she touches, one family—and sometimes one pig—at a time.



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LEADING INTO A LANDMARK YEAR

Happy New Year! My name is Colby Norris, and I have the honor of serving as your 2026 President of the Lubbock Association of REALTORS®! I have the privilege of serving with your incredible 2026 Executive Leadership team, which includes Andrea Sturdivant, Ex Officio; Tracy Thomason, President Elect; Bambi Temple, Secretary/Treasurer; and Cade Fowler, Association Executive.

Our focus will remain clear. We will continue to serve the REALTOR® profession, protect private property rights, and promote the professional marketing of real estate. We are ready to serve our membership and the community in the upcoming year!

2026 is a monumental year for the Lubbock Association of REALTORS® as it marks our 100th year of serving our membership. Our past leaders have built a strong legacy that is truly impressive. We will be hosting a Centennial Celebration, and we look forward to celebrating with you. We will share more details in the coming months, so be on the lookout. You won't want to miss out.

As we embark on a new chapter, we have a fresh slate and a brand-new set of opportunities. I hope you have had time to reflect on what you want to achieve in the upcoming year. Whether personal or professional, now is a

perfect time to draw a line in the sand and make a conscious choice to take the necessary steps toward obtaining your goals.

Your Leadership Team is ready to take on the New Year and the new challenges ahead. Wishing you all the best in 2026!



Sincerely,
Colby Norris

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