

PERMIAN BASIN

JANUARY 2026

REAL PRODUCERS

Michelle Blackwell

PURPLE KEY HOMES



Woman to Watch
MARISSA WARREN

Partner Spotlight
**DIRECTIONS
HOME LOAN**

CONNECTING. ELEVATING. INSPIRING.



**Delivering the Quality
Customer Experience
You Deserve**

(432)687-3355

midlandescrow@stewart.com
3408 N. Midkiff Rd Ste. 201
Midland, TX 79705



New Year, Stronger Closings.

*Let's Win Together
in 2026!*

Realtors know every deal counts, especially in a shifting market. As your dedicated lending partner, I'm here to make 2026 your most successful year yet. From fast pre-approvals to smooth closings and constant communication, you'll have a lender who supports your business, your clients, and your reputation.



Friendleeloans



Lacie Lee
817-729-6247
friendleeloans.com
loansbylacie@gmail.com



NMLS #1664669

Contents

PROFILES



6 Directions Home Loan



10 Marissa Warren

IN THIS ISSUE

- 4** Meet The Team
- 5** Preferred Partners
- 6** Partner Spotlight: Directions Home Loan
- 10** Woman To Watch: Marissa Warren
- 16** Cover Story: Michelle Blackwell

If you are interested in nominating people for certain stories, please email us at: stephanie.miller@n2co.com



16 Michelle
Blackwell
COVER STORY

HELPING TO KEEP
THE **REAL**
IN REAL ESTATE



**YOU'RE NEEDING AN INSPECTION?
LET ME BOOK THAT FOR YOU!**

Meet The Team



Stephanie Miller
Owner/Publisher
Advertising Sales



Madison Coble
Editor in Chief



Carolyn Foley
Ad Strategist



Elizabeth McCabe
Writer



JC & Seila Stone
Photographer
The Stones Photo + Film



Lily El Ghemary
Photographer
Luxiana Imagery



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.

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!

CLEANING SERVICES

TidyUp! Professional Cleaning Services
(432) 701-2112

CARPET / FLOORING CLEANING

2 Dudes Carpet Cleaning
Dexter Allred & Marcus Nichols
(432) 425-6976
2dudescarpetcleaning.com

FLOWERS / GIFTS

JoAnn's on 5th
Joann Acosta
(432) 310-9539
joannson5thflowers

HOME & PROPERTY INSPECTIONS

Sheba Services LLC.
James Lyons
(432) 894-0080
sheba-services-ll.ueniweb.com

HVAC SERVICES

Elite Air LLC
Jimmy Rogers
(432) 260-1523
eliteairofwesttx.com

INSURANCE AGENCY

Goosehead Insurance
Rodney Hooper
(214) 546-5162

MORTGAGE

Benchmark Mortgage
Rodger Horton
(432) 897-4577

Certainty Home Lending
Olga Olivas-Coe
(432) 661-0545
loansbyolga.com

Churchill Mortgage
Shane Dixon
(432) 349-7675
www.churchillmortgage.com/
shane-dixon

Directions Home Loan

Rhonda Brisbin
(432) 528-6870
www.directionshomeloan.com

Loan Originator

Lacie Lee
(817) 729-6247
friendleeloans.com

Marq It Lending
Patty Marquez
(432) 352-7679

Prime Lending Midland

David Wade
(432) 689-2559
lo.primelending.com/dwade

Prime Lending Odessa
(432) 550-2011
lo.primelending/odessa

MOVING / PACKING

IYM (It's Your Move)
Angela Galan
(432) 210-3138
www.itsyourmovetexas.net

SIGNS & GRAPHICS

Signs Perfected
Leath McClure
(806) 696-7080
signsperfected.com

TITLE & ESCROW

Lone Star Abstract & Title Co Inc
(432) 683-1818
www.lonestarabstract.com

Stewart Title Company
Ruby Kamali
(432) 687-3355



CHURCHILL MORTGAGE

Your Local Lender

SHANE DIXON
Producing Branch Manager
NMLS #1982712
Cell: 432.349.7675

REBECCA PORTILLO
Home Loan Specialist | Hablo Español
NMLS #2633489
Cell: 432.770.2677

Ask us how you can save money on your home construction, purchase, or refinance!

Company NMLS ID # 1591 (www.nmlsconsumeraccess.org); Branch ID: 2725471; TX-Mortgage Banker Registration: WA-CL-2725471; 5000 East University Blvd, Suite 3, Odessa, TX 79762, Churchill Mortgage Corporation



YOUR ULTIMATE SOLUTION FOR

Spotless Spaces



- Standard Cleaning
- Deep Cleaning
- Moving Cleaning
- Post Construction Cleaning
- Carpet Cleaning
- Mattress & Upholstery Cleaning
- Tile & Grout Cleaning
- Hard Floor Cleaning



tidyupmidland.com
(432) 701-2112
info@tidyupmidland.com



Meet Producing Branch Manager
Rhonda Brisbin
of Directions Home Loan

BY BETH MCCABE
PHOTOS BY THE STONES PHOTO + FILM

“I love you because you made my dreams come true,” which is what one first-time homebuyer told Rhonda Brisbin at the closing table. It was one of those moments that made every ounce of effort worthwhile.

Rhonda, Producing Branch Manager at Directions Home Loan, has been creating these memorable moments for years, helping families step into their first homes, often turning what feels impossible into a reality.

“In the hustle and bustle of working our files, it’s easy to forget the ‘why,’” she says. “The ‘why’ is helping people make their dreams come true of becoming a homeowner. A lot of people think it’s impossible. When we’re successful in getting them their new home, it’s an incredible feeling.”

A recent client, a single mom with three daughters, had been living in a two-bedroom apartment. The moment they received the keys to their new home, the youngest daughter, just seven years old, began to cry. “We were all hugging and crying,” Rhonda recalls. “For her to be able to say, ‘I will have my own room now,’ it was such an emotional and rewarding moment.”

What’s remarkable is that this single mom had been rejected by another mortgage company. Rhonda picked up the file and made the impossible “possible” for her. It doesn’t get any more rewarding than that.



The Directions Home Loan Difference

Rhonda has been with Directions Home Loan for three and a half years. She describes it as having the feel of a small company, but with big-company bells and whistles. “It’s a very streamlined and efficient way to do business,” she explains. “Everyone on staff, from processors to loan partners, signs a service level agreement. Once I meet with a client

and prequalify them, the files move along on schedule to meet timeframes. Team members are kept accountable.”

The process involves multiple touches from different team members—loan partner, loan processor, setup personnel, underwriting team, and closing team—ensuring each file moves seamlessly through the pipeline. With Rhonda’s oversight, it’s six points of care for every client.



“

The ‘why’ is helping people make their dreams come true of becoming a homeowner. A lot of people think it’s impossible. When we’re successful in getting them their new home, it’s an incredible feeling.”

With 40 years of experience in the mortgage and banking industry, Rhonda’s career spans community banking, interim construction lending, and real estate. For the past 15 years, she’s focused on mortgage lending. “I grew up in community banking, learning compliance and lending inside and out,” she says.

Why Choose Rhonda?

Transparency, accessibility, and advocacy are the pillars of Rhonda’s approach. “We are the number one cheerleaders for our borrowers. We’ll do as much as we can with the game plan. If you’re not a ready homebuyer today, we’ll help you become a ready homebuyer later,” she says.

For clients with credit issues or other hurdles, Rhonda guides, mentors, and educates them through the process, ensuring they understand exactly what’s needed to secure a home loan. Licensed in Texas and New Mexico, she’s known for making deals happen where others can’t. “When it comes to the mortgage experience, we do more than lend—we transcend. And we are doing it by rewarding those we serve with honesty, hustle and heart.”

Life Beyond Lending

Born and raised in West Texas and a graduate of Coahoma High School, Rhonda balances her busy career with a rich family life. She and her husband, Steve, enjoy jeeping with friends in Palo Duro Canyon, Colorado, spending time with family, and watching their great nieces’ sporting events. Recently, they welcomed a new grandbaby in South Carolina, a reminder that the moments they cherish outside work are just as special as the ones Rhonda creates in her professional life.

For Rhonda Brisbin, Directions Home Loan is about people, dreams, and creating the moments that matter most.

“

When it comes to the mortgage experience, we do more than lend—we transcend. And we are doing it by rewarding those we serve with honesty, hustle and heart.”



CONTACT HER!

directionshomeloan.com/team-members/rhonda-brisbin
(office) 432-224-1675
(cell) 432-528-6870
(email) rhonda.brisbin@directionshomeloan.com

Marissa Warren

MERAKI HOME REALTY

BY BETH MCCABE
PHOTOS BY LUXIANA IMAGERY

“I feel like God has put me exactly where I’m supposed to be,” says Marissa Warren with Meraki Home Realty.

She has a heart full of gratitude for her real estate journey, which officially began this past May after earning her license in April. Within just six months of stepping into real estate, she had already closed over \$2.4 million in sales, a milestone that still feels surreal.

“Sometimes I have to stop and remind myself this is real,” she shares. “It’s such a blessing. I never imagined things would move this quickly, and I’m just so thankful, for my clients, my family, and every opportunity God’s placed in front of me. It’s been nothing short of incredible.”

Sales are nothing new to this Rising Star. She’s a savvy entrepreneur.

“I owned a boutique firm for 7 years,” she explains. After having her third baby as a stay-at-home mom, she knew she wanted to do something. So she started an online boutique. Starting with leather earrings, one product soon grew to another. Soon she was selling T-shirts to match the leather earrings. “It started growing from there,” she smiles.

In 2021, she started a new phase of her business. “I opened up a store and gave it my all,” she shares. In 2 years, however, she had a change of heart. “It wasn’t what I wanted to do anymore,” she admits. She closed down the store, sold her Facebook group and all the wholesale information. “I stepped away from it.”

What was she to do next? The answer was obvious. “I had always been in the whole real estate thing. I was obsessed with HGTV when it was big,” she laughs. “I decided to give real estate a try.”

Her husband was completely behind her decision and that support became the foundation of everything that followed. “He’s truly my biggest cheerleader,” Marissa shares. “Anytime I’ve had a dream or a new idea, he’s the first to tell me, ‘Go for it, I’ve got your back.’ I couldn’t do half of what I do without him.”

With his encouragement, Marissa sprang into action. “I went to Champions School of Real Estate. I did everything online and started this past January.



“ONCE AGAIN, GOD SHOWED UP FOR ME.
He knows our path, and He’ll always set us up perfectly,
even when we can’t see it yet.”

I was finished by March and took my test April 10th. I was so scared,” she admits. “I was already planning to reschedule to take my test. There’s no way I’m passing.” She then said a prayer and passed it on her first try. “I couldn’t believe it! Once again, God showed up for me. He knows our path, and He’ll always set us up perfectly, even when we can’t see it yet.”

The following week, she had three interviews: two in Midland and one in Odessa with her current broker, Gina. All the interviews were done in one day. There was no time to waste. When Marissa met with Gina, she knew it was where she was meant to be. “There was just something about her energy and the way she carried herself,” Marissa recalls. “Gina is a true powerhouse in this industry, someone I deeply admire and look up to. Her leadership and heart for her agents are unmatched.”

Ironically, she found out later that she was related to Gina’s husband in her family’s lineage. “I didn’t even know,” she laughs. “It just felt like another one of those moments where God lined everything up perfectly.”

Fast forward to today, and Marissa is thriving—both personally and professionally. Married for 12 years and together for 14, she and her husband are raising four children, ranging in age from six to eighteen. “Number one is God, and then my family,” she says with a smile. “They’re my biggest motivation and the reason I push so hard every day.” That same drive carries into her work. “I love real estate,” she says. “It’s become such a passion of mine. I hit the ground running from the start, and I haven’t slowed down since.”

What makes the business so rewarding for her? “I had one deal with a single mom with two kids,” she recalls warmly. “She walked away not having to put anything down, and walking away with a check in hand. Seeing her get her first home brought me so much joy. Helping first-time homebuyers, helping families start a new chapter is what it’s all about for me.”

Marissa is quick to tell her clients that she’s there to make the process as smooth and stress-free as possible. “It’s not about the money,” she says. “I’m here to help. I want them to have a great experience and to refer me because they felt cared for.”

When asked about her secret to success, Marissa credits her boutique background. “Running an online business taught me how to market myself,” she explains. “I knew I had to constantly post, engage, and put myself out there. Boutique sales are all about selling your brand and that carried over perfectly into real estate.”

Looking ahead, Marissa dreams big. “I’d love to eventually invest in rental properties, have some Airbnbs, and maybe one day do flips,” she says.

When she’s not working, she’s focused on family life and staying active. “I’m always on the go with my kids,” she laughs. “I try to stay very involved with their schooling. I grew up differently than they are growing up, and I want to push them to do their best. Every kid is different, so I try to mold them in their own way, but I stay on top of them.” And when she gets a little time to herself? “I love the gym; my husband and I go every day.” It helps her relax and recharge from real estate.



Marissa would like to thank makeup artist Karla Serna for her exceptional artistry and timeless glam.

"I LOVE REAL ESTATE. It's become such a passion of mine. I hit the ground running from the start, and I haven't slowed down since."

For Marissa, real estate isn't a solo endeavor; it's a team effort. "When one of us wins, we all do," she says. "There's room for everyone. We're all in this together, and we celebrate each other's wins. I've gained new friends in real estate, and I love that about this business."

With her faith, drive, and heart for helping others, it's no surprise that Marissa Warren is making waves, one happy homeowner at a time.



WISHING YOU A PROSPEROUS NEW YEAR!

PARTNER WITH ME FOR A SMOOTH CLIENT EXPERIENCE



RHONDA BRISBIN
Producing Branch Manager
NMLS# 451391
Cell: 432.528.6870
rhonda.brisbin@directionshomeloan.com
1909 West Wall Street, Suite I
Midland, Texas 79701
directionshomeloan.com

NMLS# 214519
Equal Housing Lender




Lone Star
Abstract & Title Co., Inc.

Protecting Property &
Providing Peace of Mind
since 1951

Licensed in Midland & Martin Counties
Serving All Counties Across Texas

600 N. Loraine Midland, Texas 79701
www.LoneStarAbstract.com

WE DIDN'T INVENT THE SIGN, WE JUST PERFECTED IT.



OUR SERVICES

- Signs** Real Estate, Business, Schools, Marketing & More
- Banners** Fabric and Canvas: Sports Teams, Schools, Promotional, Businesses
- Bodaq Installation** Renovate Interior Walls, Furniture & More
- Vehicle Wraps** Cars, Trucks, Trailers, Box Trucks, Semis
- Wall Art** Murals, Vinyl Graphics
- Window Art** Vinyl, Frost, Die-Cut Lettering, Decals
- Graphic Design** Brand and Logo Creation: Menus, Business Cards, Marketing Items

Real Estate Agents Get 15% OFF Signage



806-696-7080
sales@signsperfected.com
signsperfected.com
10708 CR 2500 | Lubbock, TX

PERFECTION STARTS HERE



Michelle

BLACKWELL

PURPLE KEY HOMES

BY BETH MCCABE
PHOTOS BY THE STONES PHOTO + FILM

“Please help me find a way to help my client get into their home.” Michelle Blackwell remembers the words fondly. A new REALTOR® at the time, she had a couple who came to her to buy a house and the wife was diagnosed with Stage 4 bone cancer. “The goal was to get her into her home before she passed away.” A week before closing, she got an email from the lender that they were unable to close the deal.

“This is not how it’s going to go,” Michelle said to herself. “I called a lender and begged her to help me. She worked behind the scenes to get it done.” Michelle called her client and they were both in tears. Three weeks later, they closed on the home. “I go by their house every now and then. That’s one (story) I will always remember,” she smiles.

To Michelle, helping others is what real estate is all about. Before real estate, Michelle spent nearly a decade working for the State of Texas in Child Protective Services. She supervised cases, managed teams, and learned to handle every type of challenge. That experience shaped her work ethic, taught her how to connect with people, and gave her the confidence to dive into real estate. A nudge from her brother-in-law led her to try the field part-time. She got her license in 2013 and never looked back.

“I decided to do it and it turned into a full-time job,” she says. “I loved what I did working for the state, but I needed a change.” Her connections

in the courtrooms paved the way for relationships, turned real estate clients. “I had a lot of prior connections with attorneys and judges,” she notes. It helped jumpstart her real estate career.

What else helped launch her career? An ad that went viral. Think 60 million views in 24 hours. The ad was only supposed to go to 100 people on Michelle’s business page. When she started receiving calls from news stations, she knew the reach was much farther. One of those calls was from John McKnight, the owner of Purple Key Homes. He saw Michelle’s potential and decided to hire her. She was all in.

“It’s been a great experience,” says Michelle. “I focus on new construction.” At the time she took the job, they only had two houses in the area. But Michelle wasn’t fazed. “We grew from there,” she says. She comes to the model every day, watching families build their semi-custom dream homes from the ground up. “They choose the lot, the floor plans, and the selections. Then their home comes together at the end,” she says. Seeing the finished product is priceless. “What they envision comes true.” A lot of the families are young families and Michelle has a lot of repeat customers.

Secrets to Success

When Michelle looks back on her career, she can pinpoint why she is such a success. “It’s my determination,” she says with conviction. “I knew as a little girl that I would always work hard and set goals for myself. And I would get up every day and figure out how to get those goals done, whether writing contracts or showing houses.”

Although she works a lot, it’s worth it. Being there for her clients with her compassion and empathy is what she does best. She references her favorite quote by John Maxwell, “Dreams don’t work unless you do.” By helping others achieve their dreams, Michelle has built a future for herself and her family.

What’s next for her? “I hope that our team keeps growing. If my boss had his way,

“

I KNEW AS A LITTLE GIRL THAT I WOULD ALWAYS WORK HARD AND SET GOALS FOR MYSELF. *And I would get up every day and figure out how to get those goals done, whether writing contracts or showing houses.*”



Success Relationship Dynamic Excellence Positive Attitude

Benchmark Mortgage is committed to serving our clients, partners and the West Texas community by providing an exceptional value-minded mortgage experience. Borrowers have more options than ever for mortgage financing, so we set ourselves apart by providing in-person availability while utilizing our depth of financial experience to utilize mortgage financing as a tool to help borrowers realize their financial goals and build wealth.

Benchmark Mortgage realizes that no two borrowers are the same, so we treat each one individually by getting to know the short- and long-term needs of each borrower before presenting a financing strategy. In addition to lending strategies, we provide each borrower with certainty that allows them to confidently navigate the market without fear of not making it to the closing table.

Rodger Horton
NMLS#486104

Tracy Robinson
NMLS #424400

Jamie Pruitt
NMLS#2027909

Cafe Edwards
NMLS#1813448

Melanie Horton

Stronger Together. Never Quit

BENCHMARK MORTGAGE
As An Equal Opportunity Lender, We Are Committed To Lending To All Qualified Borrowers, Without Regard To Race, Color, Religion, Sex, National Origin, Age, or Ancestry. All loans are subject to credit review and underwriting. This is not a commitment to lend. Other restrictions may apply. ©2024 Benchmark Mortgage, LLC

Flowers for Every Occasion



J

JoAnn's on 5th
Flowers & Gifts

610 W 5th Street
Odessa, Texas 79761
432-559-1922
joannson5thflowers.com

WINTER BLUES GOT YOU DOWN?

PLAN YOUR MOVE WITH US!



Commercial Services | Furniture Moving
Local Moving | Senior Moving | Furniture Assembly
Large & Heavy Item Moving | Packing

(432) 210-3138 | Odessa, TX
itsyourmovetexas.net

It's Your Move Moving Company

HOME • AUTO • LIFE INSURANCE

It's Not Just About The Lowest Price.
It's About The Best Coverage.



goosehead
INSURANCE

Rodney Hooper
Agency Owner

(214) 443-6406 (214) 546-5162
rodney.hooper@goosehead.com

CARPET, HARDWOOD, AIR DUCT, TILE CLEANING, DRYER VENT CLEANING & RESTORATION SERVICES



2 DUDES
432-425-6976
CARPET CLEANING & RESTORATION

Contact Us For A FREE Quote!

Proudly Serving Midland, Odessa & Surrounding Areas | 2dudescarpetcleaning.com

Looking for sun-sational home financing?



We've got you covered like SPF 90!
Call today!

Midland Branch

NMLS: 644147

(432) 689-2559

3510 N Midkiff Rd, Ste 200
Midland, TX 79705



Odessa Branch

NMLS: 635894

(432) 550-2011

1541 JBS Pkwy, Ste 16
Odessa, TX 79761

