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Dan Williams



WILLIAMS & COMPANY REAL ESTATE

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

Dan Williams talks about working in his family's retail store in Muleshoe like it was yesterday. He started there at 12 years old, working alongside his parents in the business they opened back in 1963. Those years shaped almost everything about the way he approaches work now.

After graduating from the business school at Lubbock Christian University, Dan came across a hiring post for Coldwell Banker on Monster.com in 2006 and decided to take a chance on it, despite admitting he knew very little about the industry outside of one college course. He did, however, understand people and sales, which carried him through five years at Coldwell Banker and another six at WestMark. He calls those 11 years his formative era, where he quietly figured out how he wanted to operate long-term.

Eventually, that experience turned into Williams & Co Real Estate. Dan, the broker/owner of the almost 11-year-old company, says he wanted to build a brokerage filled with people who genuinely cared about learning and getting better at the business. "I wanted a company of high-producing agents dedicated to being constant learners of real estate," he says. "I also wanted to work alongside great people."

That mentality still shapes the company now, especially as it continues expanding its commercial real estate and farm and ranch divisions. "Growing our commercial business has been extremely exciting to me," he shares. "We have taken a very intentional approach to building these sectors."

Dan's approach centers on communication, timing, and follow-up. He anticipates issues before clients ever feel them. In commercial real estate especially, where transactions can become complicated quickly, that kind of steadiness matters. "What sets us apart is our relentless attention to detail, down to the smallest aspects, and the deep care we have for those around us," he notes. "We're constantly learning."

For Dan, real estate is a responsibility. People trust him with businesses, investments, family decisions, and major life changes, and he takes that trust seriously. He shares a memorable story of helping guide a client through successful investments and later visiting the man's vacation home in the mountains of New Mexico. The home had become a place where family and friends gathered regularly and made lasting memories. "Hearing his gratitude for the role we played in making that dream possible reminded me why I love this business," Dan says. "It wasn't just

a deal. It was helping someone build a legacy of joy."

Real estate gives Dan a chance to stay closely connected to the growth and future of West Texas itself through conversations with developers, local business owners, neighborhoods, and city leaders. He enjoys being part of something that has a direct impact on the place people call home. "Being able to influence the future of the community through what I do is what I truly love about this profession," he stresses.

Faith is another major part of how Dan handles both business and life. He openly credits Jesus, his family, and the people around him for helping sustain him through stressful seasons and the pressure that naturally comes with ownership and leadership. His wife, Lydia, is one of the biggest parts of that support system. The two met through real estate in 2006 while she was working reception at Coldwell Banker during college. They married in 2008 and now spend much of their time supporting their daughters, Maddie and Abby, through sports, school activities, and church life at Redeemer Church of Lubbock.



Outside of work, Dan enjoys hiking, golf, pickleball, traveling, and quiet mornings with his Aussie Bernedoodle, Lenny Rue, during his daily devotional time.

About success, Dan shares, "For me, success is having the margin to truly be present with my family and spend meaningful time with friends while still being excellent at what I do." His words explain a lot about the way he operates. Underneath the brokerage growth and production numbers is someone who still seems grounded in the lessons he learned early on in Muleshoe: work hard, take care of people, and be someone others can rely on. 🍷



Lubbock Go-To Spots

Dan is often on the go, which means just about every Starbucks in town has become a temporary office. When time allows, he enjoys meeting clients at some of his favorite longtime Lubbock staples, including Jalisco's on Avenue Q, West Table, Claraboya inside the DoubleTree, Pancake House, Picantes, and El Ranchito. He appreciates the old-school charm and local character each spot brings.

Currently Inspired By

The Powers Podcast by Chris Powers & The Go-Giver

The book *Lead with Prayer* by Ryan Scoog, Peter Greer, and Cameron Dolittle

From the Archives

"A little known fact about me is that I was on an episode of HGTV House Hunters a little over 15 years ago. It was an interesting experience to see how reality TV is not so reality—and we definitely do not need to talk about the clothing styles back then!"

Steady Strength

"He's the kind of person who quietly takes responsibility for everything around him. Disciplined, hardworking, and steady, he genuinely wants people to thrive and is always thinking about how things could be better, stronger, or more meaningful. Beneath his high standards is a deep care for people and a strong desire to positively impact the lives of everyone he encounters."
—Lydia Williams

“

SUCCESS is having the margin to truly be present with my family and spend meaningful time with friends while still being excellent at what I do.”



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TRAVIS

WARMOTH

Plains Roofing

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

Something about Travis Warmoth's path from pre-med to roofing feels unexpectedly fitting. At first glance, the careers seem worlds apart, but the connection becomes clear in the way Travis describes them. He enjoys solving problems, working with his hands, and understanding how things function. Most of all, he values helping people through stressful situations by being a steady, dependable presence they can trust. Today, Travis owns Plains Roofing, a company that has served Lubbock and the surrounding area since 1939.

Originally, Travis headed toward medicine. He earned a biology degree and a master's in molecular pathology before being accepted into the MD/MBA program at Texas Tech University Health Sciences Center School of Medicine. At the time, surgery felt like the logical future. But during medical school, he started questioning whether that path matched the kind of life he wanted long-term. "As school went on, I began to realize that fewer and fewer physicians are self-employed, and many are increasingly dissatisfied with the quality of life," Travis says.

At the same time, he was getting married and thinking more seriously about family, ownership, and independence. He found himself drawn toward the business side of his MBA courses and the idea of building something himself. Eventually, he made the difficult decision to leave medical school and start an IT company focused on high-end residential and commercial installations.

Then came the 2019 hailstorm in Lubbock.

At the time, Travis's father-in-law, Jimmy Garth, owned Plains Roofing and needed extra help managing the sudden flood of calls and claims. Travis stepped in temporarily and found himself enjoying the construction world far more than he anticipated.

Within a year, he had fully left the IT business behind and joined Plains Roofing as the full-time office manager. The work clicked immediately. He enjoyed the balance of hands-





damage, and inspection concerns all have a way of snowballing fast when multiple parties are involved.

“Roof issues usually don’t kill deals; the surprises do.”

Travis understands that the roof itself does not derail most deals. The bigger issue is uncertainty. “Roof issues usually don’t kill deals; the surprises do,” he comments. As a result, Plains Roofing emphasizes communication, responsiveness, and keeping transactions moving smoothly. Travis says the company works hard to prioritize real estate deadlines and avoid creating unnecessary complications for buyers, sellers, and agents trying to reach the closing table. He explains, “We have nearly a 90-year reputation to maintain, so we would never risk complicating a real estate transaction to drum up revenue by way of unnecessary repairs or replacements.”

That straightforwardness matters in a market where roofing companies frequently appear after major storms and disappear just as quickly. Travis has seen transactions become unnecessarily stressful after aggressive door-to-door sales companies push homeowners toward replacements or repairs that may not actually be needed. “Many of these companies are sales companies, not construction companies,” he states.

For Travis, long-term trust matters more than squeezing every possible dollar out

of a job. He knows agents need reliable information quickly, especially when inspections and insurance claims are involved. Much of his work now centers around helping homeowners navigate stressful situations calmly while giving real estate professionals realistic solutions they can actually work with.

Outside of roofing, Travis stays busy renovating his family’s 87-year-old home, which he and his wife, Emily, are slowly turning into their forever home. Construction projects tend to follow him outside the office, too. He genuinely enjoys building,

on labor, customer interaction, problem-solving, and the unpredictability that comes with construction and insurance work. “Now several years after purchasing the company, I am still in love with what I do,” Travis shares.

Travis’ problem-solving mindset has become one of the defining pieces of how he approaches the business today, especially when working alongside real estate professionals. In West Texas, roofing issues can quickly create tension during transactions. Tight timelines, insurance complications, weather



fixing, and improving things.

Family life looks a little busier these days with the recent arrival of Travis and Emily’s son, Warner. Together with their daughter, Eloise, the family spends much of their free time outdoors, traveling, trying new restaurants, attending Texas Tech Red Raiders football games, and enjoying life around the Lubbock community.

Last year also brought one of the hardest stretches their family has

experienced. Emily spent several weeks in the hospital while Warner remained in the NICU for several months after birth. Travis talks about that journey with a deep sense of gratitude for the people around him at Plains Roofing who stepped in and helped carry the workload while his family focused on getting through it together. “I couldn’t do it without them by my side,” he stresses.

That season of life deepened Travis’s sense of what success means: doing meaningful work, building strong relationships, and staying present for the people who matter most. In a business built on trust, that mindset has helped Plains Roofing endure in West Texas for nearly nine decades. ▀



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



A unique kind of trust forms when people allow someone to guide them through a major life transition, like buying or selling a home. Contracts and negotiations grow into meaningful conversations about family, change, challenges, and new beginnings. That human connection is what has kept Deedra Cope grounded since entering real estate in 2019.

Before becoming a REALTOR® with Steadfast Realty, Deedra attended Baylor University, owned a children's clothing boutique, explored interior decorating through Cope Interiors, and worked with a nonprofit helping implement transportation programs throughout the Permian Basin. She also spent years working alongside her husband in his family's third-generation concrete manufacturing company, Nolen H Cope Inc.

Looking back, all the dots seem to connect. Design taught her creativity. Nonprofit work sharpened her communication skills. The family business gave her a practical understanding of responsibility and relationships. Real estate eventually became the place where everything came together.

Her transition into the industry came after her daughter graduated from college and moved away and after her son had joined the Air Force. "I was empty-nesting and had time on my hands," she says. "My love for new projects and desire to try something new was persistently eating away at me, but I knew God had a plan for me and He'd reveal it at the right time."

The moment arrived one day while Deedra was having lunch with a longtime REALTOR® friend who suggested Deedra get her



“MUSIC HAS ALWAYS BEEN A PART OF WHO I AM FOR AS LONG AS I CAN REMEMBER.”



license. Deedra jumped in almost immediately. “What I thought would be a new adventure to fill my free time evolved into a thriving, successful business that I am thankful for every day,” she shares.

A few years later, after obtaining her New Mexico real estate license, she began searching for the right brokerage as she expanded her business across state lines. That search led her to Steadfast Realty and broker Jim Archer, someone she had already worked with on previous transactions. “His energy, honesty, and passion for what he does shine,” she stresses. “These values are equally evident in how he honors his faith and family.”

That emphasis on relationships comes up repeatedly when Deedra talks about her clients. She rarely describes the business in terms of numbers first. Instead, she talks about stories, timing, and the circumstances that bring people to her in the first place. To her, buying or selling a home usually represents something much bigger happening underneath the surface.

One experience, in particular, stays with Deedra. She once worked with a couple who, after years of traveling, decided to settle closer to family and medical care. Over time, they shared the story of a devastating personal loss and the special meaning behind a plant they had carried with them through every move since. When the couple later downsized again and realized they



could no longer keep it, they entrusted it to Deedra. “I was so humbled and honored to have been given this gift that held so much sentimentality,” she says. Today, the plant still grows in her home as a reminder of the lasting friendships and meaningful connections her work makes possible.

Client experience sits at the center of everything Deedra does. While she appreciates technology and understands the convenience automation can provide, she believes people still need someone steady and present during the often-stressful process.



“ I WAS SO HUMBLLED AND HONORED TO HAVE BEEN GIVEN THIS GIFT THAT HELD SO MUCH SENTIMENTALITY.”

me that many of my most valued lessons and experiences have been the result of those times,” she points out.

Outside of real estate, family is at the center of Deedra’s life. She and her husband now spend much of their time with their children and three young

granddaughters, including 3-year-old twins and a 1-year-old. Their favorite gathering place is Ruidoso, New Mexico, where they bike

in the mountains, relax at the cabin, cook outdoors, and spend quality time together. Their dog, Nawla, usually comes along, too.

Music has also followed Deedra throughout nearly every stage of her life. She has performed in church, musicals, Junior League galas, and even with her husband’s country band. “I’m very grateful for my God-given talent,” she notes. “Music has always been a part of who I am for as long as I can remember.”

Looking ahead, Deedra is especially excited about the future of the business, as her daughter has recently joined the team after earning her real estate license. Together, they hope to expand the Cope Real Estate Group across residential, farm and ranch, and commercial real estate. Even as the business grows, the foundation underneath it stays simple: putting relationships first, being honest, staying consistent, and showing up for people during important moments in their lives. ▾

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Biggest Influence

April Strahan: “My dear friend, recruiter into the world of real estate, and at one time, my broker. Her advice, experience, and knowledge have been absolutely priceless, and something I am forever grateful for.”

Recommended Read

The 3 Rainmakers by Jim Archer, a short but information-packed read Deedra highly recommends.

Local Love

Deedra loves supporting the small businesses in her hometown, Lamesa, TX. She often includes local gift cards and items in client baskets and open house giveaways.





Chelsea TIMMENS

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GRACE IN
THE GRIND

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

Chelsea Timmens vividly remembers a demanding season of her life. She was raising young boys, teaching elementary school, and trying to figure out her future. At the time, she didn't yet know real estate would change her life, but looking back on her decision to become a REALTOR®, she is resolute that she would not change a thing. "I can say with complete confidence that I would make that same decision over and over again," she shares.

Before real estate, Chelsea worked in a variety of roles, including lifeguarding, selling advertising, and working at United Supermarkets. In college, she worked at West Texas Golf Cars, where she discovered a passion for sales. Then she taught Pre-K at Levelland ABC before moving into kindergarten at Miller Elementary in Lubbock ISD, a role she genuinely loved. Still, she felt a pull toward something different. "I reached a point where I was ready to invest more into my family and my community," she says.

After having her third son, Chelsea stepped away to become a stay-at-home mom. At the same time, she wanted to contribute financially to her family and build something for herself. Real estate became the plan.

Her path into the business officially began in 2017 at Keller Williams Realty, though the mindset behind it had formed years earlier. Chelsea played basketball at West Texas A&M University under coach Krista Gerlich, and she credits that experience with shaping how she approaches pressure, discipline, and leadership today.

Born and raised in West Texas, Chelsea has built her business around staying local and investing in the communities that shaped her. Today, she serves as a broker and co-owner alongside Jennifer McCormick, leading a brokerage committed to West Texas relationships and partnerships. They collaborate closely with local lenders, builders, photographers, roofers, and small businesses. Brokerage meetings often include other local professionals because Chelsea believes growth



works best when everyone around the table benefits.

That community-centered approach also shows up in her personal life. One story that remains especially meaningful involves helping a close friend's mother-in-law, SuSu, through a real estate transaction after she was diagnosed with Stage 2 pancreatic cancer. Despite her illness, SuSu continued serving others through volunteer work with Teen Challenge and by creating Bless You Bags for people in need. "In what

felt like a short time, SuSu passed away, but her impact has stayed with my family and me profoundly," Chelsea reflects. Chelsea continues to honor her memory through charitable giving and by carrying on the Bless You Bags tradition when she can.

Faith and family fuel Chelsea at work and home. She and her husband, Seth, an associate worship director at Redeemer Lubbock, are raising three boys while balancing school schedules, sports travel, business ownership, and



Most Defining Part of Her Story

When Chelsea became pregnant during her senior year of college, she stepped away from the game but not from her goals. She finished her degree while six months pregnant, a chapter she now calls foundational to everything that followed. The son she had in college is going into his senior year, and he's at the top of his class. "He's really a redemption story straight from the Lord," Chelsea shares. "He's shown interest in real estate here lately, but we're focused on college and his athletic pursuits right now."



Our role is to provide solutions, connect our clients with the right people, and be a steady source of support throughout the process."

everyday life. Basketball tournaments and football games fill much of their calendar. This summer alone, they will travel coast to coast to support their sons. Her family life also shaped one of her biggest professional lessons: trusting the process. "If there's one thing I would change, it would be learning to trust the process sooner," Chelsea shares. "I spent a lot of time worrying about things that were outside of my control."

That perspective matters in real estate, where so much of the work involves navigating uncertainty while keeping clients steady. Chelsea approaches those moments with practicality instead of panic. "Our role is to provide solutions, connect our clients with the right people, and be a steady source of support throughout the process," she says.

She also speaks openly about ambition. Early in her career, Chelsea set a goal to earn her broker's license and own a business by age 40. This year, she reached it. As of early May 2026, her brokerage has already closed more than 30 deals, a milestone she shares with gratitude for the agents building alongside her.

Still, ask Chelsea how she wants people to remember her, and she doesn't mention real estate. "First and foremost, I want to be remembered as a daughter of Jesus and someone who brings light into the spaces I'm in. I love to create and encourage, and I'm naturally



What You Might Not Know

"Hidden deep down, I'm a true traveler and goer at heart. If it were completely up to me, I'd pack everything up every few months, load up a travel trailer, and just go."

Role Model

Stacey Rogers: "I admire how elegant, classy, and professional she is, while still being incredibly approachable."

Best Advice

"If you need motivation, open up your bank account and look at your balance."

Photo by Deborah Faith Photography



someone who takes action and gets things done. I enjoy entertaining, making people laugh, and helping others feel comfortable and at ease."

That answer may be the clearest explanation for why clients continue

referring people back to her. Chelsea has created something steady and personal, something professional and deeply human. And in an industry where relationships often outlast transactions, that balance carries forward long after closing day. ▾

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HONORING THE VETERANS OF LUBBOCK REAL PRODUCERS AS AMERICA CELEBRATES 250 YEARS OF FREEDOM.

This month, as we celebrate America's 250th anniversary, *Lubbock Real Producers* is proud to honor local real estate professionals whose commitment to service extends far beyond the industry. From the Army and Air Force to the Marine Corps and Army Reserve, these veterans have carried the values of leadership, discipline, sacrifice, and community from military service into their careers and businesses. We are grateful for their service to our country and the continued impact they make throughout the Lubbock community every day.



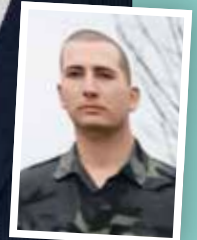
DARIAN L. BETHUNE served in the United States Air Force as a Senior Airman in 2W0 Munitions Systems, with assignments at Cannon Air Force Base and Ahmad al-Jaber Air Base. Today, he is the owner and inspector of 3-8 Real Estate Inspections, PLLC.



JONATHAN RAY AGUAYO served in the United States Marine Corps from 2010 to 2014 and later with the Lubbock Reserves from 2017 to 2018. A Sergeant stationed at Marine Corps Base Camp Pendleton and in Lubbock, Jonathan now serves the community as a REALTOR® with WTX Realty, LLC, helping families and individuals find a place to call home.



JAIME PEREZ JR., U.S. Army Specialist-E4, serves as team leader of JPJ Real Estate Group while also working as a real estate investor and owner of JPJ & Co Fence Staining.



AUBREY HINES served for eight years in the United States Army Reserve as a Combat Medic (91-Alpha) and Respiratory Specialist (91-Victor). His assignments included the 829th Station Hospital in Lubbock and the 4005th Army Hospital, supporting military readiness efforts. Today, Aubrey leads Hines Real Estate Group.



SARAH JONES is a U.S. Army veteran who served as an E-4 stationed at Fort Bragg. Today, she is a REALTOR® in Lubbock and member of the Lock and Key Texas Realty Group at eXp Realty. A wife and mother of three boys, Sarah enjoys helping families, building community connections, and guiding clients through the home-buying journey.



BRETT MULLINS served in the United States Air Force from July 2003 through May 2023, with assignments spanning Lackland, Sheppard, Barksdale, Andersen, Osan, Creech, Eielson, Dyess, and NAS JRB Fort Worth. Today, he owns multiple businesses and works as an agent with The Stacey Rogers Real Estate Group.

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Welcome to July!

BY LAR PRESIDENT COLBY NORRIS



As we celebrate July, we find ourselves at a remarkable intersection of history. This year marks two

extraordinary milestones. We celebrate the 250th Anniversary of the signing of the Declaration of Independence, along with the 100th Anniversary of the Lubbock Association of REALTORS®. Both institutions were founded upon enduring principles. We truly stand on the shoulders of giants. The efforts of those who have come before us have given us incredible opportunities and laid the groundwork for the privileges we have today.

When our Founding Fathers gathered to shape this nation, they were not simply creating a government. They were establishing an idea that liberty belongs to the people, that individuals should have the opportunity to build prosperous lives, and that communities thrive when we work together for the common good. The Constitution is more than a document. It's the American Dream.

I can't think of a profession that embodies that dream more directly than real estate. For generations,

REALTORS® have played a vital role in helping Americans achieve home ownership, which is one of the greatest symbols of freedom and independence. A home is more than bricks, concrete, and land. It represents stability, opportunity, security, and hope. It is where families grow and memories are created. It's where we instill values into the next generation that will shape their future. In many ways, REALTORS® facilitate one of the most fundamental rights listed in the Declaration of Independence, which is the pursuit of happiness.

The Founding Fathers also understood the importance of responsibility alongside freedom. Liberty requires stewardship, integrity, and trust. Those same values define the REALTOR® profession today. Our Code of Ethics, professionalism, and commitment to serving others reflect the same principles of accountability and honor that guided the creation of this country 250 years ago.

As we celebrate Independence Day and the Centennial Anniversary of the Lubbock Association of REALTORS®, we are reminded that freedom is not something to be taken for granted. It must be protected, nurtured, and passed

down to future generations. REALTORS® contribute to that legacy day in and day out by advocating for property rights, supporting local communities, and helping individuals and families realize the dream of homeownership.

This July, let us celebrate not only our nation's history, but also the vital role that the Lubbock Association of REALTORS® has played in helping Americans live out the promises of freedom and opportunity across the South Plains for the past 100 years. Just as the Founding Fathers built a foundation meant to endure, may we continue building communities, strengthening families, and preserving the American Dream for generations yet to come. We will continue to live out our mission statement, "To serve the REALTOR® profession, protect private property rights and promote the professional marketing of real estate."

Happy Birthday, Old Glory! And congratulations to our Association on a century of service, leadership, and the commitment to ideals that make both our nation and our profession truly exceptional.

All the best,
Colby

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WHAT LUBBOCK REAL PRODUCERS TOP 300 AGENTS SOLD BETWEEN JANUARY 1 AND DECEMBER 31, 2025, IN RESIDENTIAL AND LAND SALES.*

*These numbers are approximate.

The agents who receive this magazine produced \$2,474,053,297 in 2025.



\$2,474,053,297

TOTAL VOLUME



\$8,246,844

AVERAGE SALES VOLUME PER AGENT



7,902

TOTAL TRANSACTIONS



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